

**Annual report on station trading:  
Broadcasting's first billion-dollar year**

# Broadcasting Jan 21

The newswweekly of broadcasting and allied arts

Our 49th Year 1980

## THE SCENE AT FIVE. IT'S RECESS FOR ADULTS.

After a hard day's work, our viewers deserve a pick-me-up. And that's exactly what host Ron Stone gives them...with warmth, wit and wide-ranging features. The Scene at Five. Where a good time is had by all. **KPRC TV HOUSTON.**

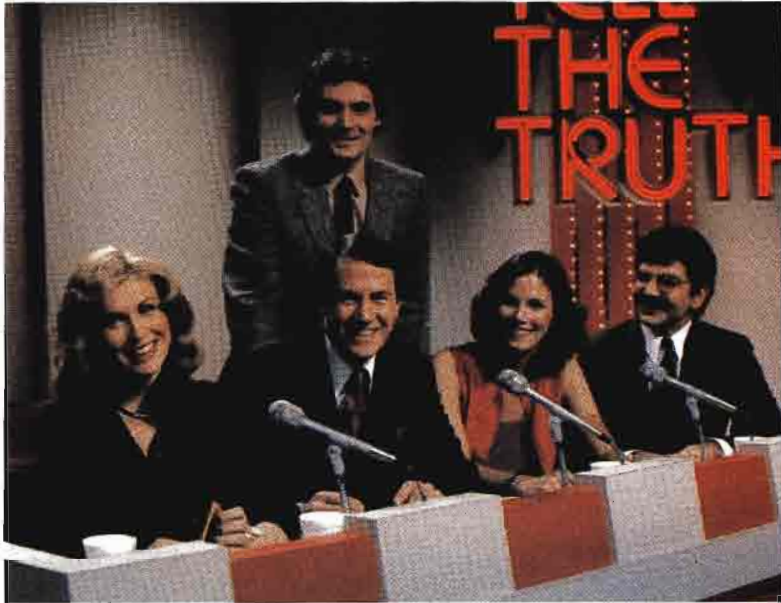


Petry Television, Inc., National Representatives, NBC Affiliate.

36112 LIBRARY XTK DEC/82  
US AIR FORCE  
SERIALS ACQUISITION SECTION  
MONTGOMERY AL 36112

An all-new strip  
from Goodson-Todman!  
Based on  
their greatest  
format ever!

# TO TEL



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**Out in front  
at the NATPE!**  
BARRON SUITE  
SAN FRANCISCO HILTON

# the Truth™



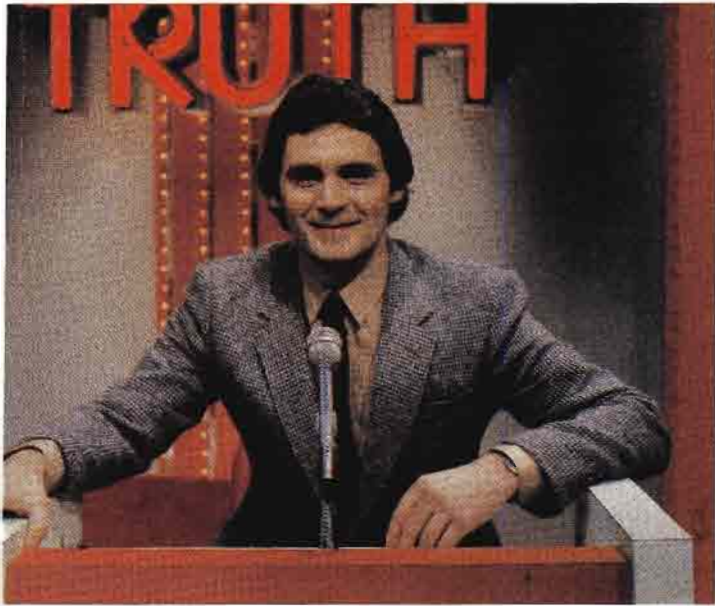
The super-charged new “Truth” is geared to a new generation of young adults. And to the changing lifestyles and interests of a new decade.

It introduces a magnetic new host, Robin Ward!

Hand picked by Goodson-Todman, the same host-makers who developed Garry Moore, Gene Rayburn, Richard Dawson, John Charles Daly and Bill Cullen as star hosts.

Variety says, “First indications among tv-rep programmers in New York is that “Truth” could end up as the most formidable of the new game show strips.”

Stay a step ahead of the game with a call to Viacom today. Pilot screenings are available. Start date is September 1980.



# THE NEWS IS NOT WHAT'S HAPPENING.



Good News. "What's Happening!!" is available now.

a TOY Production  in association with  
**Columbia Pictures Television**

# The Week in Brief

**SENT HOME** □ American journalists are expelled from Iran and Afghanistan and the ban may extend to others unsympathetic to the new governments. **PAGE 27.**

**OLYMPIC DILEMMA** □ The ripples of a Moscow boycott could extend to Lake Placid and on into the 1984 games. Also under consideration are moving the games from Russia to another country or to various locations. **PAGE 28.**

**MIKE DOUGLAS PACKING** □ John Davidson will take over as host of Group W's long-running syndicated show. **PAGE 29.**

**IOWA BLITZ** □ President Carter's appearance on *Meet the Press* and Kennedy's on *Issues and Answers* on the eve of that state's Republican and Democratic caucuses leave Brown unhappy. Intense campaigning is the order of the day with paid time on radio and TV in great demand. **PAGE 30.**



**PRESS FAILURES** □ Speakers at a Philadelphia meeting agree that the public doesn't fully understand First Amendment issues, and that the press has been remiss in aligning itself with the American people to resist judicial onslaughts on freedom. **PAGE 32.**

**INTV SHOWS STRENGTH** □ Its convention in Houston demonstrates that the association has developed the muscle to meet its many challenges. One flex will be the shift of INTV headquarters to Washington. **PAGE 33.** The delegates in Houston hear Barry Goldwater's doubts that the Communications Act rewrite will pass. He also wants the Olympics boycotted. **PAGE 34.** FCC's Jones addresses INTV on the "chilling" effect of ex parte rules. **PAGE 34.** And a rundown of the Houston workshops begins on **PAGE 35.**

**CHANGING HANDS IN '79** □ The total value of broadcast stations sold last year was well in excess of \$1 billion. **BROADCASTING's** annual report on the buying and selling gives a comprehensive rundown on all of the radio-TV

activity. **PAGE 38.** Station brokers review the trading activity in 1979 when demand didn't soften, particularly for FM and UHF. **PAGE 53.** In cable last year, the MSO's got bigger and the entry of outsiders forced prices upward. **PAGE 55.**

**BURKE BOWS OUT** □ The radio audience measurement firm finds it can't make it financially and shuts down this week. **PAGE 59.**

**UNITED CABLE'S HEALTH** □ That company's key executives discuss money matters at a New York analysts' meeting and offer some insight into pay-cable growth. **PAGE 59.**

**THE PRICE IN IOWA** □ The FCC rules that the lowest unit rate applies for broadcast time in the Iowa caucuses, which it likens to primary elections. **PAGE 61.**

**PRESIDENTIAL DEBATES** □ The League of Women Voters gears up for forums across the country that will start Feb. 26. **PAGE 64.**

**TARTIKOFF MOVES UP** □ The vice president for programs becomes president of NBC Entertainment as Weinblatt shifts to command of the new NBC Enterprises division. **PAGE 67.**

**BEHIND JUST A TAD** □ CBS-TV ratings in the week ended Jan. 13 put in within one-tenth of a point of ABC-TV for the season. **PAGE 68.**

**PBS ACCENT ON PROGRAMING** □ Grossman tells San Francisco session that public broadcasting must now do less system-building and more program-building. Aaron proposes ambitious drama workshop as part of a five-point initiative. **PAGE 68.**

**WASHINGTON TO WASHINGTON** □ Three times since 1957, Allan Swift has crossed and recrossed between broadcasting and government. Now the freshman Democrat from Washington State and member of the House Communications Subcommittee looks forward to joining the sophomore class and making a maximum contribution to broadcasting and government. **PAGE 97.**

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*Broadcasting* (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$1.50 except special issues \$2.50. Subscriptions, U.S. and possessions: one year \$45, two years \$85, three years \$120. Canadian and other international subscribers add \$12 per year. U.S. and possessions add \$155 yearly for special delivery, \$90 for first-class. Subscriber's occupation required. Annually: *Broadcasting Yearbook* \$55.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year \$27.50).

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# The night we went to the moon.



One in a series of paintings by Joseph Costeri depicting Taft Broadcasting Activities.

Television coverage of the first moon landing brought families together all across America. And our television stations helped make this event possible.

At Taft Broadcasting Company, television is just one of ways we combine community service with earnings growth. We're in the business of providing in-

formation and entertainment to the American family.

And it's a great business to be in. With radio and TV stations, Hanna-Barbera Productions and themed amusement parks, we're in some of the best growth industries around.

For the down-to-earth details on our

history making performances, send a note on your letterhead to:

Mr. John T. Lawrence, Jr., Taft Broadcasting Company, 1906 Highland Avenue, Cincinnati, Ohio 45219.

**TAFT**  
Broadcasting Company

**Informing and entertaining the American family.**

## Price list

Network license fees are, perhaps, Hollywood's most closely guarded secrets, but production community reports that fees for new prime-time programming this season are running about 13% above last. Taped half-hours are being purchased by networks at something between \$180,000 and \$200,000 per episode while filmed comedies are in \$215,000-\$220,000 range, producers report. (Some say film fees are in excess of \$50,000 over tape.) One-hour film shows are priced in \$600,000 area, but some untried shows are thought to be well below that. Made-for-television films are selling in \$1.2 million-\$1.5 million area.

Top half-hour is thought to be Paramount Television's *Happy Days*, for which ABC-TV is now said to be paying \$475,000 per episode. Producer Larry Gelbart, in addition to exceptional network guarantee of 13 weeks and 22 scripts, is reported to be getting \$400,000 per episode from NBC-TV for his new *United States*. It's said ABC is paying \$265,000 for its top-rated *Three's Company*. CBS-TV gets by with apparent bargain for season's number-one show—*60 Minutes*. Figure comparable to license fee for that CBS News-produced show is said to be relatively paltry \$140,000. (Network's bookkeeping demands that CBS News pay CBS-TV for studio and equipment costs, which are not included in \$140,000.)

## In broadcasters' corner

Television broadcasters' apprehension that FCC will go through with proposal to scrub syndicated exclusivity rules for cable—as reflected at convention of independent stations last week (see page 33)—may prove to be unfounded. If matter were to come to vote now at FCC, signs are that at least four commissioners would be against repeal. How FCC would vote on proposal to institute retransmission consent for cable use of distant signals isn't as clear. There's division of opinion about FCC's authority to take such action.

## Opposition to squeeze

National Radio Broadcasters Association board has voted to oppose narrowing of AM bandwidths from 10 khz to 9 in asserted fear of signal degradation and harm to development of AM stereo (see page 62). Real reason for stand is that board members think there's already enough competition in radio. To appease daytimer members who favor 9 khz plan as means of getting full-time operation,

NRBA board agreed to petition FCC for relaxation of present rules limiting daytimer applications for full time.

Question of 9 khz separation will also come up at National Association of Broadcasters board meetings this week. Both John Summers, NAB executive vice president, and Tom Bolger of WMTV(TV) Madison, Wis., NAB chairman, have expressed doubts that FCC did adequate technical study of probable effects of 9 khz before voting to support compression at forthcoming radio conference of western hemisphere nations.

## Center stage

Last week's shake-up at NBC Entertainment (see page 67) is expected to propel Fred Silverman, NBC president, into even more up-front role than he has been playing in day-to-day programming decisions. Silverman's decision to exclude business affairs from control of new division president, Brandon Tartikoff, means principal power to negotiate and close deals will rest solidly with Silverman, aided by his own business affairs senior vice president, Irwin Moss.

Under new setup, Tartikoff is seen as program developer. Programming decisions will belong to Silverman and Lee Curlin, vice president for program planning, in New York.

## Cleaning house

FCC has wasted no time in reorganizing broadcast license division since David Weston was moved aside ("Closed Circuit," Jan. 14). Division is in midst of massive change under direction of James Cokes, former administrative manager with State Department and Department of Commerce. Hired month ago as management analyst for Broadcast Bureau, Cokes was busy last week instituting "management action items" developed in series of employe workshops and designed to speed flow of applications through division.

## Johnson's new role

Expect election of Wallace E. Johnson, former chief of FCC's Broadcast Bureau, to chairmanship of National Radio Systems Committee, underwritten by manufacturers (through Electronic Industries Association) and broadcasters (through NAB) to foster development of highest possible quality for both AM and FM transmissions. Ultimate recommendations will bear on design and performance and will be delivered to appropriate government agencies. Involved is total review of aural systems

including proposed changes affecting AM stereo and FM quadrasonic standards.

Johnson, who left FCC's Broadcast Bureau in mid-1979 after 37 years with agency, is now executive director of Association for Broadcast Engineering Standards Inc., with offices in Washington. Systems chairmanship will not affect ABES assignment.

## Ways out

Opportunities and problems of using Intelsat global communication facilities for sending back stories from overseas were brought to light by recent happenings in Iran and Afghanistan. Although satellites are jointly owned by 85 members of Intelsat, earth stations with uplinks are for most part owned by individual governments, and access to earth stations is often subject to government whims as, for example, Iran's latter-day refusal of service to U.S. networks (see page 27).

Proliferation of earth stations—there are now 107 in operation—in last few years, however, gives broadcast journalists access to Intelsat systems without going too far from scene of news. There are, for instance, 11 earth stations in countries bordering Iran, not including Russia.

## Silver lining

Although ABC-TV's prime-time lead has been dwindling (see page 68), ABC researchers say network has established itself more solidly than ever over-all as most-watched. For calendar 1979, they report, ABC's average rating from sign-on to sign-off was 10.3, CBS-TV's was 9.2 and NBC-TV's 8.5. Compared with 1978, that's gain of about 2% for ABC, 1% for CBS, drop of 3% for NBC.

## Reading television

Closed captioning of television programs—Carter administration-backed scheme to open television to enjoyment of hard of hearing—will soon be reality. Parties involved—Public Broadcasting Service, ABC and NBC, which will air captioned programming, and National Captioning Institute, which will do captioning—will announce this week that networks will start airing captioned programs in mid-March and that adapters (decoders), needed on receivers to make captions visible, are available from Sears through its catalogue. Adapter's price: \$250.

Announcements will also include schedule of captioned programs—total of 16 hours weekly, for captioning cost to networks of \$32,000.





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

Metro-Goldwyn-Mayer presents Theatre 15.

A collection of 15 movies originally made for television. 15 moving movies that play to a variety of emotions. Movies that make you laugh, squirm, sigh, gulp, cringe.

Available for the first time in syndication.



MGM TELEVISION

© 1980 Metro-Goldwyn-Mayer

# Business Briefly

TV ONLY

**Ragu** □ First-quarter campaign for Ragu cooking sauce begins this week in 17 markets including Washington and Philadelphia. Spots will run during fringe times. Agency: Waring & LaRosa, New York. Target: women, 25-54.

**C&C Cola** □ First-quarter campaign for soft drink begins Jan. 28 in 22 markets including, Los Angeles and Washington, D.C. Spots will run during fringe and prime access times. Agency: Doyle, Dane & Bernbach, New York. Target: women, 18-49.

**Avis** □ First-quarter campaign for car rentals begins in February in 24 markets. Spots will be placed during late fringe and early news times. Agency: SFM, New York. Target: men, 25-54.

**Chanel** □ Seven-week campaign for Chanel No. 19 fragrance begins Feb. 4 in top 10 markets. Spots will run in day, prime access and late fringe. Agency: Norman, Craig & Kummel, New York. Target: women, 18-34.

**Dad's** □ Six-week campaign for dog food begins this week in 12 Northeastern markets. Spots will be placed during day and fringe times. Agency: Joe Mendelson Advertising, Buffalo, N.Y. Target: women, 25-49.

**Winchell's** □ Four-week campaign for doughnuts begins Feb. 25 in three markets. Spots will run in fringe and sports times. Agency: Foote, Cone & Belding, Los Angeles. Target: adults, 18-49.

RADIO ONLY

**Phillips Petroleum** □ Five-month campaign for motor oil begins this week in approximately 50 markets including Denver, Tulsa, Okla., Omaha and Nashville. Spots will run during morning drive time and daytimes. Agency: Tracy-Locke, Dallas. Target: men, 18-49.

**San Giorgio** □ Four-week campaign for Light & Fluffy macaroni begins in February in 10 markets. Spots will run during day, fringe and prime access

## Rep Report

WSPD(AM) Toledo, Ohio: To Katz Radio from CBS Radio Spot Sales.

□

WAKY(AM) Louisville, Ky: To Eastman Radio from Major Market Radio.

□

WVEZ(FM) Louisville, Ky: To Eastman Radio from Torbet Radio.

□

WIBRI(AM) Baton Rouge, La.: To Katz Radio from HR/Stone.

times. Agency: Creamer, Inc., New York. Target: women, 25-54.

**Atalanta** □ Six-week campaign for various food products begins Feb. 4 in six markets including Charlotte and Raleigh, N.C. Agency: Norman Roberts Associates, Philadelphia. Target: women, 25-49.

**Permabond** □ Three-week campaign for Permabond glue begins Jan. 28 in about 60 markets. Spots will run during day and fringe times. Agency: Winner Communications, New York. Target: adults, 18-49.

**Magnavox** □ Three-week campaign for Video Disk begins March 17 in Dallas, Atlanta and Seattle. Spots will run during early fringe, prime and sports times. Agency: William Esty, New York. Target: adults, 25-54.

**Stanley Works** □ Two-week campaign for Vemco garage door openers begins Feb. 18 in about 30 markets including Los Angeles, Minneapolis-St. Paul, Washington, and Denver. Spots will run in fringe, prime and sports times. Agency: Humphrey Browning MacDougall, Boston. Target: adults, 25-54.

**Century Importers** □ Two-week campaign for O'Keefe Ale begins Jan. 30 in 13 markets including Boston and Providence, R.I. Spots are placed in morning and afternoon drive times and Saturdays. Agency: Ogilvy & Mather II, New York. Target: men, 18-34.

RADIO AND TV

**San Giorgio** □ Four-week campaign for macaroni begins March 10 in two radio and 14 TV markets. TV spots are placed in day, fringe and prime times. Agency: Creamer, Inc., New York. Target: women, 25-54.

# TOTAL MUSIC PROGRAMMING

The *Tanner Musical Spectrum* . . . Announced or Unannounced offers the broadcaster complete . . . for automated or live-assist music programming and operations, the Tanner Musical formatting for any station in any Spectrum programming is good listening and most important, *profitable*. Call for a demonstration of the *Tanner Musical Spectrum*. Call Dick Denham collect at (901) 320-4433. Tell him you want the very best for your station . . . today!



WILLIAM B.  
**Tanner**<sup>®</sup>  
COMPANY, INC

2714 Union Extended • Memphis • TN 38112 • TELEX 5-3903  
BOSTON • NEW YORK • PHILADELPHIA • CHICAGO • DALLAS • LOS ANGELES • SAN FRANCISCO

# LOCALIZE YOUR OLYMPIC COVERAGE!

Attention: General Managers,  
News Directors

If someone in your area is competing in the 1980 Winter Olympics in Lake Placid and you would like "side-bar" coverage, or if you would like coverage other than what the ABC Network offers, you should know there is a **24-hour service** available to your station from Lake Placid.

C.A.N.S., the New York State Capital Area News Service, has been supplying news stories on a regular basis during 1979 to:

WTVB, Buffalo  
WIXT, Syracuse  
WNBC, New York

WCBS, New York  
WOKR, Rochester  
ITNA  
WPIX, New York

During the Winter Olympics we will have the following equipment and people in place 24 hours each day within walking distance of the olympic arena.

#### Equipment

Ikegami HL-77  
(up to 3)

Sony BVU 200 Series  
editing system

Necessary support systems

#### Crew: 9 accredited professionals

Field Producers  
Engineers

Cameramen (up to 3)  
Talent

Remember, ABC gives you national coverage; C.A.N.S. gives you local coverage.

This service is being offered on a first-come, first-served basis. To order a piece or a series, call:

**Paul Conti**, C.A.N.S. Bureau Manager  
WAST TV-13, Albany, N.Y.  
**(518) 436-4791**



Division of Sonderling Broadcasting



Represented nationally by TELEREP

C.A.N.S. is a service of  
**WAST 13**  
ALBANY • SCHENECTADY • TROY N.Y.



**Rocking tub.** Cunningham & Walsh, New York, provided the creative work for Andrew Jergen's new product, Gentle Touch soap with baby oil. The 52-week network TV campaign, which starts this month, features a young lady in a bathtub filled with water, rocking back and forth to the lullaby "Rock A Bye Baby" to illustrate the "body smooth, baby-soft benefits of Gentle Touch soap." The illusion of the rocking tub was created by using a moving floor and a stationary tub. The creative group on the account were Diane Whitehead, Irwin Kirz, co-creative group heads; Karen Covitch, writer; David Bergstein, art director; Dick Wotring, producer; Sid Ramin, music arranger.

**Spreading the word.** In change of pace, Television Bureau of Advertising this year will spread crosscountry introduction of its new TV advertising presentation over period of weeks—but nevertheless expects to have presentations to groups of advertisers in some 60 markets on kickoff day, Wednesday, Jan. 30. Showings in 100 or more other markets are scheduled shortly thereafter, and others later on. Last year there were virtually simultaneous showings in 125 markets on kickoff day (BROADCASTING, Jan. 15, 1979). Idea this year is to tailor presentations more closely to individual market situations, TVB spokesman said. TVB and station rep members will stage presentations in 12 key markets, members will put on those elsewhere. Presentation, "Television: The Persuasive Medium," was previewed at TVB's annual meeting in November (BROADCASTING, Nov. 19, 1979).

**Almost bigger everywhere.** Analysis prepared by CBS-FM National Sales shows that FM audience share in 1979 not only is larger over-all than AM but is leader in every daypart except 6-10 a.m.

segment. Representative's analysis, based on figures in spring/fall 1979 RADAR study, reveals that FM's share of total radio listening amounted to 52.4%, increase of 50.5% over previous RADAR report. According to CBS-FM, daily FM audience continues to be strongest in 7 p.m.-midnight period, amassing 59.5% share, and outrates AM in 10 a.m.-3 p.m. slot, with 54.3% share; afternoon drive time, with 54.7% share and midnight-6 a.m., 52% share. Only in morning drive time (6-10 a.m.) does AM outrank FM, with 56.1% share.

**It's TV for GOP.** Excessive spending by Democrats, energy, and declining American prestige are among issues to be spotlighted by Republican Party in \$5-million, five-month TV campaign slated to begin on networks and in spot TV in February. Republican National Committee and National Republican Congressional Committee have formed Republican Marketing Group, under whose auspices TV effort will be conducted. Creative aspects of the campaign will be performed by Humphrey-Browning MacDougall Inc., Boston, which was President Ford's agency in 1976. Media placement will be handled by SFM Media Services, New York. Spokesman for Democratic National Committee said no similar campaign is planned for that party at this time.

**Complaint scorecard.** Complaints from competitors arising out of comparative advertising claims are on rise, according to review of 1979 issued last week by National Advertising Division of Council of Better Bureaus. NAD said that in 1979, approximately 39% of all of its investigations were begun by offended competitors, compared with 36% in 1978 and 20% in 1977. In 1979, NAD and its Children's Advertising Unit closed total of 174 advertising investigations, as against 170 in 1978 and 163 in 1977. During December 1979, NAD resolved 12 challenges to national advertising, including three on television. Modified or discontinued were TV commercials for Combe Inc. (Mr. Odor-Eater) and Gillette (Foamy Tropical Coconut shave cream). Reviewed and found acceptable was TV commercial for General Foods (Cycle dog food).

**Widespread.** J. Walter Thompson New York, has reached agreement to acquire majority interest in Euro-Advertising agencies located in Bologna/Milan, Dusseldorf, London and Paris, which had combined billings of about \$100 million in 1979. JWT had estimated worldwide billings of \$1.6 billion last year.

*This announcement appears as a matter of record only.*

## \$13,000,000

# Peoples Cable Company

Rochester, New York

**\$7,000,000 Senior Notes due 1994**  
**\$6,000,000 Senior Bank Revolving Credit**  
**and Term Loan due 1986**

*We served as financial advisor in these transactions.*

## WARBURG PARIBAS BECKER

INCORPORATED

**A. G. BECKER INCORPORATED**

January 1980

# WITH HIS HELP, WE MIGHT FIND OUT WHAT KILLED HIM.

Though Bogie died of lung cancer in 1957, Gable of heart disease in 1960, their drawing power at the box office has not diminished, and that remarkable fact is responsible in large measure for the success of "Midnight Movies For Charity," managed and promoted by WQXI-FM, Atlanta.

Every Friday and Saturday two Atlanta theaters present

midnight showings of celebrated feature films, with net proceeds going to charities.

So far more than \$25,000 has been distributed to national organizations such as the American Cancer Society and The Heart Association, as well as to local groups such as the Atlanta Association of Retarded Citizens.

"Midnight Movies" is just

one of the many ways we try to pay our social debt to the communities we serve; but among the distinctions of this project is that it's not a one-shot. It can keep producing so long as the audiences keep coming.

And with the money we raise, maybe we can keep the next Bogie with us a little longer.



## Jefferson Pilot Broadcasting

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

# The Professional

## She Works For You: Sue Cunneff

Sue Cunneff knows music, and she knows your listeners.

That's why she writes "Diversions," one of the new entertainment scripts on your AP Broadcast Wire.

Sue's worked all kinds of radio, from all-news to jazz and soul, and she brings her total immersion in entertainment to AP Broadcast.

We like that. We're like Sue Cunneff.

Professional.

# AP

Associated Press  
Broadcast Services  
(212) 262-4011



## Datebook

■ indicates new or revised listing

### This week

**Jan. 20-23**—*National Religious Broadcasters* annual convention. Washington Hilton, Washington.

**Jan. 20-25**—Joint board meeting of *National Association of Broadcasters*. Canyon hotel, Palm Springs, Calif.

**Jan. 23-25**—*Colorado Broadcasters Association* winter convention. Stouffer's Denver Inn.

**Jan. 24**—*Illinois-Indiana Cable Television Association* management session. Columbia Club, Indianapolis.

**Jan. 25**—Comments due on FCC inquiry and proposed rulemaking on radio deregulation. Replies due April 25 (Docket 79-219). FCC, Washington.

**Jan. 25-26**—*Broadcasters Promotion Association* board meeting. St. Francis hotel, San Francisco.

### Also in January

**Jan. 20**—*Association of National Advertisers*, new product marketing workshop, Hotel Fairmont, San Francisco.

**Jan. 30-31**—*New Jersey Broadcasters Association* midwinter manager's meeting. Woodrow Wilson School of Princeton University.

**Jan. 31**—Deadline for entries in 12th annual *Robert F. Kennedy Journalism Awards* for coverage of the disadvantaged by radio, television, print and photojournalism. First prize of \$1,000 in each category. Grand prize of \$2,000. Students in same categories compete for three-month journalism internships in Washington. Information: Coates Redmon, executive director, 1035 30th Street, N.W., Washington 20007, (202) 337-3414

**Jan. 31**—Deadline for entries in *National Press Photographers Association* annual television news photography competition. Information: Sheila Keyes, Television News Photography Competition, NPPA, 23918 Via Copeta, Valencia, Calif. 91355; (805) 259-1136

**Jan. 31-Feb. 2**—*National Association of Educational Broadcasters* second annual public television production manager's workshop. Monteleone hotel, New Orleans

### February

**Feb. 1-2**—*Society of Motion Picture and Television Engineers* 14th annual television conference. Sheraton Center hotel, Toronto.

**Feb. 1-3**—*Florida Association of Broadcasters* meeting. Sheraton River House-Airport, Miami.

**Feb. 3-5**—*Louisiana Association of Broadcasters* convention. Baton Rouge Hilton

**Feb. 4**—Political broadcasting clinics sponsored simultaneously in 37 cities by *National Association of Broadcasters* (see Broadcasting, Jan. 14, for complete list).

**Feb. 4-5**—*Ohio Association of Broadcasters/Ohio Sportscasters* state meeting. Galbreath Darby Dan Farm, Columbus

**Feb. 5**—Mike Award dinner of *Broadcast Pioneers*. Hotel Pierre, New York.

**Feb. 5**—*Television Bureau of Advertising* regional sales seminar, Hyatt Regency, Atlanta.

**Feb. 5-6**—*Society of Cable Television Engineers* fifth annual spring engineering conference and membership meeting, Adams hotel, Phoenix.

**Feb. 5-6**—*Wisconsin Broadcasters Association* an-

nual winter meeting and legislative reception and dinner. Concourse hotel, Madison.

■ **Feb. 6-7**—Consultation on "The Electronic Church," sponsored by units of *National Council of Churches, U.S. Catholic Conference, New York University, World Association for Christian Communication and Unda USA*. Catholic Center, New York University, New York.

**Feb. 6-11**—*International Radio and Television Society* faculty/industry seminar and college conference. Harrison Conference Center, Glen Cove, N.Y.

**Feb. 7**—*American Advertising Federation/Federal Bar Association* Advertising Law Conference. Hyatt Regency hotel, Washington.

**Feb. 7**—*Television Bureau of Advertising* regional sales seminar. Galleria hotel, Houston.

**Feb. 7-8**—*National Association of Broadcasters* television conference. Century Plaza hotel, Los Angeles.

**Feb. 8**—Deadline for submitting entries for *Corporation for Public Broadcasting's* local program awards and nominations for Edward R. Murrow award. Information: Diana Calland, director of radio activities, CPB, 1111 16th Street, N.W., Washington 20036.

■ **Feb. 8**—Deadline for entries in *National Urban Coalition's* third annual Distinguished Urban Journalism Awards. Information: NUC, 1201 Connecticut Avenue, N.W., Washington 20036; (202) 331-2400.

**Feb. 8-10**—Third annual *Florida Agricultural and Mechanical University-Florida Association of Broadcasters* radio news minicourse. Hillsborough Community College Dale Mabry campus, Tampa. Information: Phillip O. Keirstead, Department of Journalism, Florida A&M University, Tallahassee 32307; (904) 599-3083

**Feb. 13**—*International Radio and Television Society* newsmaker luncheon Waldorf-Astoria, New York. Speakers: Bob Daly, president, CBS Entertainment, Anthony Thomopoulos, president, ABC Entertainment, and Brandon Tartikoff, president, NBC Entertainment

**Feb. 14**—*National Association of Broadcasters* Law '80-Legal Answers workshop. Four Seasons hotel, Colorado Springs

**Feb. 14-16**—*New Mexico Broadcasters Association* annual convention. Airport Marina hotel, Albuquerque

**Feb. 15**—Deadline for entries in *Women in Communications* Clarion Awards competition. Information: Clarion Awards, WCI, Box 9561, Austin, Tex. 78766

**Feb. 15**—Deadline for entries in *Investigative Reporters & Editors/University of Missouri* awards for investigative journalism. Information: John Ullmann, IRE, 220 Walter Williams Hall, University of Missouri, Columbia, Mo. 65211

**Feb. 15-18**—*Howard University School of Communications* conference on "Communications, An Agent for Social Change." Howard University, Washington. Speaker: FCC Commissioner Tyrone Brown. Information: Peggy Pinn, 2400 Sixth Street, N.W., Washington 20059

**Feb. 16-21**—*National Association of Television Program Executives* conference. Hilton hotel, San Francisco

**Feb. 17-20**—*Association of National Advertisers*, business and industrial conference, Marco Beach hotel, Marco Island, Fla.

**Feb. 19**—Deadline for reply comments in FCC notice of inquiry into TV waveform standards for horizontal/vertical blanking intervals (Docket 79-368)

**Feb. 20-23**—*Texas Cable Television Association* annual convention. San Antonio Convention Center, San Antonio

**Feb. 22**—*Arkansas Broadcasters Association* meeting. Camelot Inn, Little Rock

**Feb. 24-26**—*North Central Cable Television Associ-*

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\*Based on a total of 14 Consolidated/Standard Metropolitan Areas—Spot Radio Rates and Data, August, 1979. Source: Data based on Major Market Index (1978) daily Cumulative Adult (18 Plus) audiences for 17 Stations in 14 major ADI's plus CBS estimates for data not measured by Major Market Index. All data subject to qualification, which CBS Radio Spot Sales will supply upon request.

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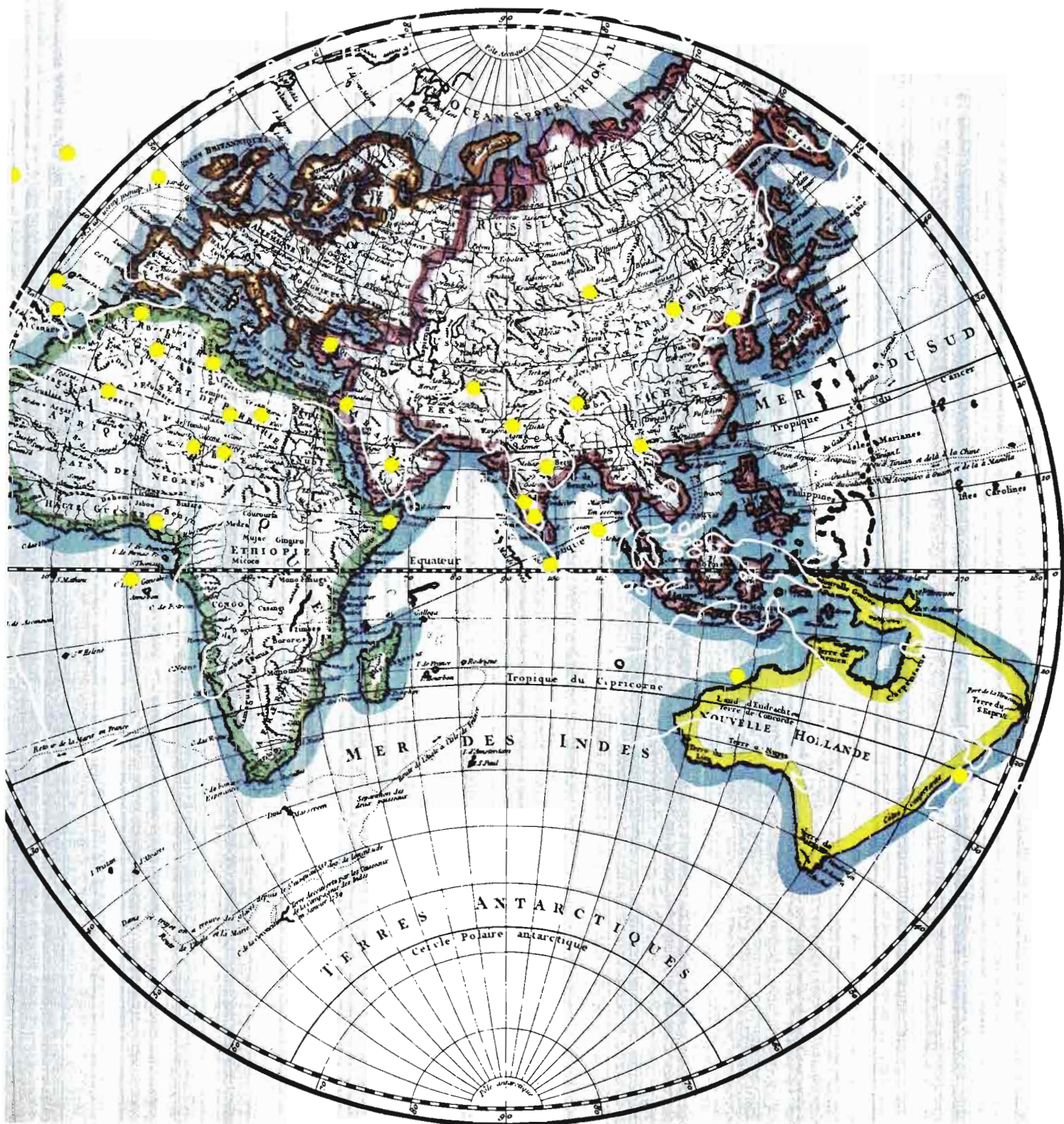
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## Errata

Call letters of Westinghouse's FM station in Pittsburgh (BROADCASTING, Jan. 7, page 86) should be **WPNT**, not **KDKA-FM**.

In Jan. 7 report on top 100 publicly owned companies in electronics communications, **M/A Com Inc.** was erroneously said to have purchased Omni Spectra Inc., electronics manufacturer, in 1979. M/A Com did announce early in year that it anticipated that acquisition, but subsequently terminated negotiations.

In chart accompanying top 100 report, **Media General's** earnings per share for four quarters through the third quarter of 1979 should have been listed as \$3.18.

In CBS capsule in top 100 listing, it was wrongly stated that CBS Radio Spot Sales represents CBS-owned FM stations. **CBS-FM National Sales** represents those seven stations as well as others.

In Jan. 14 "Changing Hands" and "For the Record" owner of Swanson Broadcasting Inc., buyer of **KDRB(FM) Derby, Kan.**, was incorrectly identified as H. Calvin Young. Swanson is **owned by Gery Swanson**, who also owns **KRMG(AM) Tulsa, Okla.**, **KKYX(AM) San Antonio** and **KFJZ-AM-FM Dallas-Fort Worth**, both Texas; **WSHO(AM)-WBYU(FM) New Orleans**; **KLEO(AM) Wichita, Kan.**; **KKNG(FM) Oklahoma City**, and several regional news networks.

In report of sale of **WMKC-FM Oshkosh, Wis.** ("Changing Hands," Jan. 7), it was mistakenly reported that buyer, **Alan Cummings**, has no other broadcast interests. Cummings, in fact, **owns WNAM(AM) Neenah-Menasha, Wis.**

ation annual convention. Hilton Inn, Des Moines, Iowa.

■ **Feb. 24-26**—**CBS Radio Network Affiliates** board meeting. El Conquistador, San Juan, PR.

**Feb. 25-27**—**Radio-Television News Directors Association** "Management for Performance" seminar. Marriott Airport hotel, Chicago.

**Feb. 28**—**Southern Baptist Radio and Television Commission's** 11th annual Abe Lincoln Awards banquet. Wilson C. Wearn, Multimedia Inc., will be keynote speaker. Green Oaks Inn, Fort Worth.

**Feb. 29**—Deadline for entries in **Action for Children's Television Achievement in Children's Television Awards**. Information: ACT, 46 Austin Street, Newtonville, Mass. 02160; (617) 527-7870.

**Feb. 29-March 2**—**Oklahoma Broadcasters Association** annual meeting. Skirvin hotel, Oklahoma City.

## March

**March 1**—Deadline for entries in **American Bar Association's** Gavel Awards competition for "outstanding contributions to public understanding of the American legal and judicial systems." Information: Dean Tyler Jenks, ABA Gavel Awards, 77 South Wacker Drive, Sixth floor, Chicago 60606.



## The records set at Bonneville aren't only on the salt flats.

On the shores of Great Salt Lake, records are continually broken at the Bonneville Raceway. And generally that's the only "Bonneville" people associate with Utah.

But there's another Bonneville in Utah where records are being set. Bonneville productions. In 1979 we received more top awards than ever before. A lot more.

As a matter of fact, this past year we earned four CLIOS, two Andys, an Addy, a Grand Prize and Gold Award at the International Film & Television Festival of New York, First Place in the U.S. Television Commercials Festival, plus two

First Place and two Sweepstakes Awards, including "Best Agency Billing Under \$15 Million," from the American Advertising Federation's Best in the West competition.

We're proud of that, and grateful to clients who have worked with us to create advertising of which we can both be proud. Thanks also to the broadcasters who have provided time to air these spots.

Most people will probably continue to associate Bonneville with the salt flats. That's okay with us. For now. But keep the other Bonneville in mind. We think we're worth our salt.



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A Division of Bonneville International Corporation

**March 2-4**—Ohio Cable Television Association annual convention. Sheraton-Columbus hotel, Columbus.

**March 4**—Association of National Advertisers television workshop. Plaza hotel, New York.

**March 4**—Ohio Association of Broadcasters "Salute to Congress" dinner and White House briefing. Hyatt Regency, Washington.

**March 4**—Colorado Broadcasters Association/Denver Advertising Federation advanced sales seminar. Writers' Manor, Denver.

**March 5**—International Radio and Television Society anniversary banquet and presentation of IRTS Gold Medal to John W. Kluge, chairman and president of MetroMedia Inc. Waldorf-Astoria, New York.

**March 5**—Association of National Advertisers media workshop. Plaza hotel, New York.

■ **March 5**—National Association of Broadcasters workshop on "Dollars and Sense Law—Using Contracts to Solve Business Problems"; Hyatt Regency O'Hare, Chicago.

**March 10**—Washington Association of Broadcasters annual meeting. Red Lion Inn, Seattle.

**March 10-29**—Region 2 conference of International Telecommunications Union for medium frequency broadcasting. Buenos Aires.

**March 11**—Television Bureau of Advertising regional sales seminar. Seatac Red Lion Inn, Seattle.

**March 12**—Hollywood Academy of Television Arts and Sciences luncheon. Speaker: Frederick Pierce, president, ABC Television. Century Plaza hotel, Los Angeles.

**March 12**—New York Market Radio Broadcasters Association "Big Apple" awards for "creative excellence in radio advertising." Sheraton Center, New

York.

**March 13**—Television Bureau of Advertising regional sales seminar. Sir Francis Drake, San Francisco.

**March 14**—Deadline for entries in annual Radio-Television News Directors Association awards competition. Information: RTNDA, 1735 DeSales Street, N.W., Washington 20036: (202) 737-8657.

**March 14-15**—11th annual Country Radio Seminar on "Answers to the Questions of the 80's." Hyatt Regency, Nashville.

**March 16**—Public Radio in Mid-America business meeting. Crown Center hotel, Kansas City, Mo. Information: Tom Hunt, WCMU-FM, 155 Anspach Hall, Mount Pleasant, Mich. 48859: (517) 774-3105.

**March 16-18**—First Amendment Congress, sponsored by 12 organizations including National Association of Broadcasters, Radio-Television News Directors Association and Society of Professional Journalists, Sigma Delta Chi. Williamsburg, Va.

**March 16-20**—National Public Radio annual conference. Crown Center hotel, Kansas City, Mo.

■ **March 17-18**—Society of Cable Television Engineers addressable technology seminar and live system demonstration. Holiday Inn, San Jose, Calif.

**March 17-19**—Advertising Research Foundation's 26th annual conference and research exposition. New York Hilton.

■ **March 20-21**—Georgia Cable Television Association annual meeting. Atlanta Sheraton. Information: George Paschell, Cablevision of Augusta, Box 3576, Augusta, Ga. 30904.

**March 21-23**—Intercollegiate Broadcasting System annual convention. Sheraton Centre, New York. Information: Jeff Tellis, (914) 565-6710.

**March 23-26**—Advertising financial management workshop. Association of National Advertisers, Sea Pines Plantation, Hilton Head Island, S.C.

**March 23-29**—International public television screening conference, under auspices of Rockefeller Foundation and various North American and European broadcasters. Dupont Plaza hotel, Washington. Information: David Stewart, Corporation for Public Broadcasting, (202) 293-6160.

**March 24-25**—Society of Cable Television Engineers mid-Atlantic technical meeting and workshop. Hyatt House, Richmond, Va.

**March 25**—New York State Broadcasters Association annual membership meeting. Essex House, New York.

**March 26**—International Radio and Television Society newsmaker luncheon. Waldorf-Astoria, New York. Speaker to be announced.

**March 26**—Ohio Association of Broadcasters "Preparing-for-Political Season" workshop. Fawcett Center, Columbus.

**March 26-28**—Viewdata 80, international exhibition and conference on video-based systems and microcomputer industries, sponsored by British Post Office. Wembley Conference Center, London. North American coordinator: TMAC, 680 Beach St., Suite 428, San Francisco.

■ **March 28**—Alabama UPI Broadcast Advisory Board meeting. Holiday Inn-Airport, Birmingham.

■ **March 29**—Alabama UPI Broadcasters Association annual convention and awards banquet. Holiday Inn-Airport, Birmingham.

**March 31-April 1**—West Virginia Broadcasters Association spring meeting. Charleston House, Charleston.

**March 31-April 1**—Alaska Association of Broadcasters annual meeting. Anchorage Westward Hilton.

## Major Meetings

**Jan. 20-23**—National Religious Broadcasters convention. Washington Hilton, Washington.

**Feb. 16-21**—National Association of Television Program Executives conference. San Francisco Hilton. Future conferences: March 13-18, 1981, New York Hilton; March 12-17, 1982, Las Vegas Hilton.

**March 16-20**—National Public Radio annual conference. Crown Center hotel, Kansas City, Mo. Future conferences: Phoenix, May 3-7, 1981; Washington, April 18-22, 1982.

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

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

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

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

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

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

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

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

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

**June 11-15**—Broadcasters Promotion Association 24th annual seminar and Broadcast Designers Association second annual seminar. Queen Elizabeth hotel, Montreal. Future seminars: June 10-14, 1981, Waldorf-Astoria hotel, New York; June 6-10, 1982, St. Francis hotel, San Francisco; June 8-12, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesar's Palace, Las Vegas; 1985, Chicago.

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

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

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

**Oct. 6-9**—National Radio Broadcasters Association annual convention. Bonaventure hotel, Los Angeles. Future convention: Sept. 20-23, 1981, Marriott hotel, Chicago; Sept. 30-Oct. 2, 1982, Caesar's Palace, Las Vegas.

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

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

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

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

## April

■ **April 1**—Deadline for entries in competition for Community Service Awards of National Broadcast Association for Community Affairs. Information: Tom Roland, WTAR Radio and TV, 720 Boush Street, Norfolk, Va. 23510; (804) 446-2600.

**April 4**—Deadline for nominations for American Legion's Fourth Estate Award. Information: Fourth Estate Award, Public Relations Division, The American Legion, Box 1055, Indianapolis 46206.

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

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

**April 9-12**—Alpha Epsilon Rho, National Honorary Broadcasting Society national convention. Imperial Palace hotel, Las Vegas.

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

**April 10**—Television Bureau of Advertising regional sales seminar. Loew's L'Enfant, Washington.

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

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

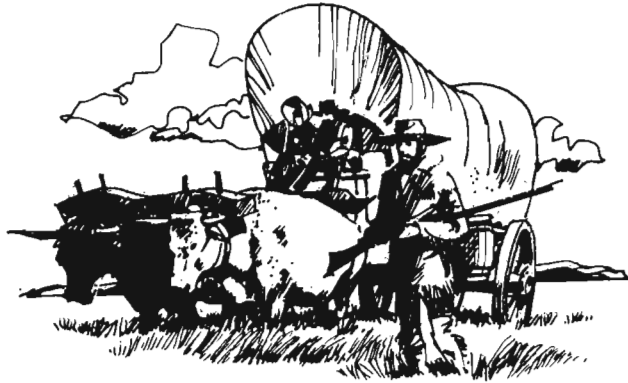
■ **April 13**—Association of Maximum Service Telecasters annual membership meeting. Las Vegas Convention Center.

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

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

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

**April 20-24**—American Institute of Aeronautics and Astronautics eighth Communications Satellite Systems conference. Orlando Hyatt House, Orlando, Fla.



## ***How the Midwest was won.***

On KOLN-TV/KGIN-TV's public affairs program, "Thursday Magazine," Dorothy Creigh saw a project she initiated five years earlier come to life on the air.

To capture the colorful story of the settlement of the Great Plains, she inspired and directed a series of six 30-minute programs. The best local talent was recruited to write, film and narrate "The History of the Great Plains," which the Adams County Nebraska Historical Society produced. To prompt further study and discussion, a guidebook was prepared as a companion piece to the series.

In addition to broadcasting the programs, KOLN-TV/KGIN-TV offered dubs of all the shows to any other station wishing to air the series. Providing our viewers with the opportunity to discover their own rich heritage is all part of the Fetzer tradition of total community involvement.



### *The Fetzer Stations*

<b>WKZO</b> Kalamazoo	<b>WKZO-TV</b> Kalamazoo	<b>KOLN-TV</b> Lincoln	<b>KGIN-TV</b> Grand Island
<b>WJFM</b> Grand Rapids	<b>WKJF(FM)</b> Cadillac	<b>WWAM</b> Cadillac	<b>KMEG-TV</b> Sioux City

**April 22**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Speaker to be announced.

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

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

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

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

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

## May

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

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

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

**May 7-9**—*Kentucky Broadcasters Association* spring convention. Executive Inn West, Louisville.

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

# Open Mike®

## Go to church this Sunday

EDITOR: BROADCASTING (Jan. 14) has correctly termed the U.S. Catholic Conference's opposition to radio's deregulation as a "massive campaign to get the FCC to rescind its radio deregulation proposal."

The conference's opposition is premised on the absurd assumption that news, PSA's, public affairs and other types of community service programs are aired because the FCC has a gun at the head of every broadcaster. Ergo, remove the gun and all such programming is removed.

It is unfortunate that the conference has launched this campaign of distortion without conferring with either the National Association of Broadcasters, whose petition initiated the proceeding, or with some representative group of broadcasters. The radio industry's record of voluntary service in the area of religion is outstanding—particularly at the local level. The conference has grossly misrepresented the implications of deregulation. It's up to local broadcasters to set the record straight with their local churches.—*John B. Summers, executive vice president and general manager, NAB, Washington.*

## Picking up the pieces

EDITOR: It couldn't have been very hard for Archa O. Knowlton, ("Monday Memo," Jan. 7), to project the 80's. Seven of the 10 points he sees in his crystal ball have been a fact of life for the last two decades for the medium he chose to ignore: radio.

Since the 50's, agency folks have chastised—and, yes, refused to buy—radio because of the fragmentation in the marketplace. Now, Knowlton tells us fragmentation can make better planning possible in television.

There's a message in there somewhere.—*Donald H. Friedrich, general sales manager, WOAI-FM San Antonio, Tex.*

## Not in it for the money

EDITOR: In your editorial of Dec. 24, 1979, entitled "Slurp, slurp," you make reference to Ralph Nader or Nick Johnson as likely recipients of public participation funding under the pilot project proposed by the FCC on Dec. 19, 1979. Since Ralph Nader is chairman of NCCB and Nick Johnson a member of the board, it is clear that the reference in the editorial is to the National Citizens Committee for Broadcasting.

NCCB has long had a policy of not accepting public participation money from any agency. This policy was reiterated to the FCC in a Sept. 11, 1979, letter to Chairman Charles D. Ferris, with copies to all commissioners.—*Samuel A. Simon, executive director, National Citizens Committee for Broadcasting, Washington.*

**Editor's note.** The NCCB's disavowal of an intention to accept FCC funds was contained in one parenthetical sentence in a page-and-a-half, single-spaced letter urging the FCC to underwrite public participation in field hearings on proposed deregulation of radio and to establish public funding for participation in all rulemaking.

## We've met somewhere before

EDITOR: I have been convalescing, starting to use my eyes again and catching up on past issues of BROADCASTING. The Oct. 15 issue carried a story about the "first" Mutual Broadcasting System affiliates meeting in Washington. This may have been the first under the new Amway ownership but it definitely was not the first [for the network]. Sitting here at my desk and looking straight ahead of me I see a large framed picture of Tom O'Neil and myself presiding at a Mutual affiliates national convention in Biloxi in the early 1950's.—*Victor C. Diehm Sr., chairman and chief executive officer, Hazleton Broadcasting Co., Hazleton, Pa.*

**Editor's note.** O'Neil was chairman of Mutual from 1951 to 1957, when the General Teleradio Division of RKO Teleradio Pictures sold the network. Diehm, chairman of the Mutual Affiliates Advisory Committee, later served as president of MBS.

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Founded in 1931 as *Broadcasting\**—*The News Magazine of the Fifth Estate*. □ *Broadcast Advertising\** was acquired in 1932. *Broadcast Reporter\** in 1933. *Telecast\** in 1953 and *Television\** in 1961. *Broadcasting—Television* was introduced in 1946. □ \*Reg. U.S. Patent Office. □ Copyright 1980 by Broadcasting Publications Inc.

# OUTLET BROADCASTING: GROWTH BY DESIGN.

Growth is the hallmark of Outlet Broadcasting.

We plan for it, prepare for it, and structure ourselves to accommodate it. In the last two years we've grown from seven to eleven stations, with another on the way pending FCC approval.

During 1979, we organized ourselves into separate radio and television groups, to better manage our growth. And we added dynamic new management at our television stations in Providence and Orlando, and at our radio stations in Los Angeles, Washington and Detroit.

Growth by design – a concept that makes Outlet Broadcasting one of the fastest-growing group broadcasters in America.

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An Outlet Company Division.

#### **Radio**

WJAR-AM Providence, R.I.  
WDBO-AM Orlando, Fla.  
WTOP-AM Washington, D.C.  
WDBO-FM Orlando, Fla.  
KIQQ-FM Los Angeles, Cal.  
WIOQ-FM Philadelphia, Pa.  
WQRS-FM Detroit, Mich.

#### **Television**

WJAR-TV Providence, R.I.  
WDBO-TV Orlando, Fla.  
KSAT-TV San Antonio, Tex.  
WCMH-TV Columbus, Ohio

# Monday Memo®

A broadcast advertising commentary from Peter F. McSpadden, president, Dancer Fitzgerald Sample, New York

## Research is key to surviving revolution in communications

Seers in the 60's speculated that the 70's would bring a media explosion, both in physical size and technological improvements. It didn't happen. But it will. Soon.

We at Dancer Fitzgerald Sample expect the 80's to produce modest growth in television, more dramatic growth in radio, and explosive growth in broadcast technology. We predict a television growth of about 17 VHF stations in the public broadcast sector, an actual decline of VHF channels in the commercial sector, an additional 20 public broadcast stations and as many as 30 more commercial stations. Certainly not startling physical growth for a medium as dynamic as television has been in the past 20 years.

We see more important physical growth among radio stations with the lifting of FCC restrictions. By 1990 we estimate there could be 1,500-2,000 more AM stations than the 4,500 that exist today. By 1990 we expect FM stations to grow from the current 4,100 to 6,000, an increase of almost 50%.

But the real excitement is, of course, in the area of technology. For example, five years ago, a multimillion-dollar antenna was needed to receive satellite programming. Today satellite programming can be received by a ground installation costing only about \$25,000, making access available even to small stations. As one result, we see a 37% growth in just five years in the number of households that can receive 10 or more TV channels. And we predict that there will be nine active superstations on the scene. Ted Turner, with WTBS(TV) Atlanta, is onto something big.

Among our other predictions: Fiber optics will decrease the cost, increase the flexibility and therefore generate more efficient growth in the area of cable. This will lead to increases in installation and coverage both for pay cable television and the basic CATV services. These cost economics will allow more entrepreneurs to experiment with two-way cable like that being tested in Columbus, Ohio, by Warner's Qube, which currently has more than 25,000 subscribers.

On the other hand, we believe that the Communications Satellite Corp. (Comsat), which announced its intentions to provide satellite-to-home services by 1983, may be overly optimistic. While its proposed service (providing each subscriber's home with its own receiving antenna and decoder box at the cost of between \$100 and \$200) would indeed be a most significant breakthrough, we think that this system is probably not practical until



Peter F. McSpadden is president and chief operating officer of Dancer Fitzgerald Sample. McSpadden joined DFS in 1959 as an account executive. He was named a vice president in 1965 and a senior vice president and member of the executive committee in 1969. In May 1973 he was appointed executive vice president and in October 1974 he assumed his present position. He currently serves on the board of the American Advertising Federation, is a governor of the American Association of Advertising Agencies Eastern region and an advertising agency representative on the National Advertising Review Board. He wrote this "Monday Memo" at BROADCASTING's request after discussing its theme at a management meeting of the Insilco station group.

the end of the decade.

Finally, we are on the edge of the world of videotape recorders and videodisks. The VTR permits the viewer to tape off-air television programs for viewing at his own leisure. The disks allow a consumer to buy pre-recorded entertainment packages at a relatively low price.

Mass media will never be the same again. Perhaps surprisingly, we don't expect the total audience penetration of a mass medium such as prime-time television to decline much on a total-household basis. However, we do expect that network television will experience declines in audience for any given program and, probably, a diminution in audience loyalty. The rate of deterioration could be intensified if prices for network television continue to increase and programming quality continues to fall off. In net, greater media availability and greater segmentation mean that in the next 10 years, mass media's importance in delivering huge numbers of customers may not change, but its dominance of individual consumer's viewing habits and loyalties will certainly diminish.

Of course as our medium world changes and becomes more complicated, the first reaction may be to duck down into the cabin, batten the hatch, and hope to ride out the winds of change. This attitude can be disastrous. Advertising agencies must be ready to deal with the changing patterns of media purchase in the 80's, and innovate to get maximum efficiency for our client's money. The broadcast industry must prepare and innovate to get as large a share of those dollars as possible.

Segmenting markets and targeting audiences, of course, are nothing new. Historically, the earliest markets were segmented by geography. From geography we have moved to a way of looking at markets through demographics and by classifying people into psychographic or life-style categories.

But the 80's will require much more in terms of segmentation and targeted advertising. Now we will need to understand exactly who our best customers are and how each differs from the other—and how buyers of one background are different from buyers of another.

For instance, the traditional "female household" category must be subdivided, since so-called nontypical female households (single women or married women without children) are going to live quite differently from the traditional married woman with family. Late-night radio may be a far more effective way to reach these working women than the historically efficient daytime television. In fact, advertisers on daytime TV probably aren't even reaching the majority of America's working women.

We've developed a forecast model using census data to project the size and trends of each of the life-cycle segments and other research techniques to test how people feel about whole categories of products. Now we can develop user profiles to predict purchase behavior.

The growth and fragmentation of media, the technological explosion, the dramatic new ways of segmenting and understanding markets all present tremendous opportunities and challenges for the broadcast industry. Stations must understand who their competition is, how to absorb the impact of the new technology; they must know who their audience is, why they've been attracted, how to maintain appeal; stations must be able to prove that this audience is being delivered efficiently, and they must be able to pinpoint what part of a group (of women 18-34, for example) they deliver. Broadcasters with the ability to keep up with 80's technology and deliver meaningful audience measurements will strike a rich lode of media dollars—and be well prepared to enter the 90's.





*We'll be at NATPE, February 15-20, with "The Bert Convy Show," "Bullseye,"  
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# CENTURY



# Broadcasting Jan 21

Vol. 98 No. 3

TOP OF THE WEEK

## Electronic curtain

While the crisis in southwest Asia escalated last week, the American public's news links to that area of the world were abruptly severed as the revolutionary governments in Iran and Afghanistan expelled all U.S. journalists.

The Iranian Revolutionary Council announced last Monday (Jan. 14) that all American news organizations were to close down in five days, and issued a sharp warning to German and British journalists as well. The council's statement said some foreign reporters and news agencies were biased "and in view of the fact that this group distorts the news about Iran, and their press insults the Islamic revolution and our national sanctity, the government does not deem it necessary to put up with this kind of foreign journalist." The Iranians also clamped a blackout on transmission of news material after Tuesday.

In Afghanistan, the Russian-backed government expelled all U.S. correspondents for "biased reporting" and "interference" in the country's affairs. The Soviet news agency Tass, reporting on the expulsion order, said Americans were concocting "inventions and insinuations, each one more clumsy than the one before." It was believed that, as in Iran, other western journalists' chances of remaining in Afghanistan were becoming increasingly iffy, and some expected that they too would be out by the weekend.

The television networks had been facing increasing trouble over the past two weeks in their coverage of Iran.

CBS News was forbidden from using VVIR, the Iranian television network, for feeding reports via satellite since Saturday, Jan. 5, according to London bureau manager Peter Kendall. He said the ban took place after a report by Marvin Kalb

on the Iranian foreign minister Sadegh Ghotbzadeh's view of Ayatollah Khomeini.

NBC was having problems during this period as well, according to London bureau chief Mark Landsman. He said it started with censorship on feeds from the troubled provincial capital, Tabriz, followed by a decision by VVIR engineers not to cooperate with the network any longer.

ABC was similarly barred, starting last Monday, when the ABC producer in charge, John Boylan, was stopped at the front gates of VVIR.

For the three networks, the pullout has been a major operation. Each network had between 22 and 28 people in Iran. William

CBS News said its people leaving Iran were going back to their home bases—and in some cases had been scheduled to go from home to Afghanistan. But that was before the Afghanistan regime ordered American journalists out of that country, too. All CBS personnel were out of Iran by Friday.

With the Americans out, the scramble has been on to obtain film from other broadcasters. All three networks have access to Eurovision pool material.

NBC, in addition, can use BBC material through the news syndication service Visnews. Landsman said NBC was looking into other options, including Asian broadcasters.

But many observers feel the British net-

## Caught in a cold-war crossfire: Journalists booted out of Iran and Afghanistan, Olympics endangered

Milldyke, manager for ABC News in Europe, described the situation as a "logistics nightmare."

He said his organization started moving out people gradually, usually accompanying the day's film. He said ABC had also decided to pull out all ENG equipment even before the expulsion was announced, since it could not do direct satellite feeds. All of ABC's people were out by Friday.

NBC's Landsman said the network started moving people out by the middle of last week. He said although no formal expulsion orders were received, "everyone was very clear that we had a period to clear up our business, pay out bills and leave." All were out by Friday except one, who was given dispensation to stay behind and finish up some matters.

works (BBC and ITN) could be the next to go. ITN was reported to be in trouble over recent reports from Tabriz, while the BBC is intensely disliked because of its Persian-language radio broadcasts.

ABC has ties to ITN through the other major news syndication service, UPITN. Milldyke said ABC would now "rely on our friends" still in Iran for coverage.

CBS's Kendall said "it will be certainly more difficult for everyone now." He added that because of geography, there are no accessible countries nearby from which to observe the situation.

Aside from the British networks, the only remaining western television crews are from Germany, France and Italy. The Germans are reported to be on uncertain ground as well and also face expulsion. The only groups that seem relatively



ABC's Bob Dyke



CBS's Bert Quint



NBC's Fletcher (I) and crew

secure are the two French crews which have almost never been criticized by government officials over their reports, according to Edwin Smith, UPI international audio manager.

On the radio side, the situation is less clear. UPI Audio hopes to maintain reports using a non-American stringer. ABC is not sure of the fate of its permanent radio stringer, who they hope will be able to remain to provide some direct information on the situation. AP, said London bureau manager Dave Mason, would cover the story from other capitals.

Meanwhile, all three network news organizations had correspondents and crews in Afghanistan until they were ordered out. They were flying film or tape to New Delhi to be put on the uplink there for a satellite relay to the U.S.

## Olympian dilemma

Prospects for the summer Olympics in Moscow appeared more and more uncertain last week, and the doubts for the first time began to spill over onto plans for next month's winter Olympics at Lake Placid, N.Y., and the 1984 summer games at Los Angeles.

Indeed, the Carter administration's position on whether the U.S. should pull out of the Olympics was expected to have been disclosed yesterday, in President Carter's appearance on NBC's *Meet the Press*. White House aides over the weekend worked on recommendations for the President after meeting on Friday with U.S. Olympic Committee officials.

The issue is expected to be aired thoroughly on Capitol Hill this week. Secretary of State Cyrus Vance will be primed to discuss the matter in appearances before the Senate and House foreign affairs committees.

President Carter first raised the

possibility of a U.S. withdrawal in his speech on Jan. 4 on the Soviet invasion of Afghanistan. Last week, Vance told the *New York Times* he thought the U.S. should not participate in the Moscow games if the Soviet Union does not remove its forces from Afghanistan by mid-February (about the time President Carter is scheduled to open the winter games at Lake Placid). Later, the White House said the President shared that view.

If the U.S. decides to boycott the Moscow Olympics, many felt there was little doubt that Russia, probably East Germany and perhaps other allies would withdraw from the Lake Placid competition. And it was widely believed that a U.S. boycott could have even more serious consequences for the 1984 games, on the theory that a breakdown now could endanger the entire future Olympics program.

Thus a big chunk of about \$430 million in television rights and production costs may be riding on the boycott question. That figure includes about \$46 million that ABC is expected to spend for Lake Placid rights and production; \$100 million to \$110 million or more by NBC in Moscow and \$275 million or so by ABC in Los Angeles (where the rights alone came to \$225 million).

NBC, whose plans seemed most immediately in peril, continued to say only that it was watching and waiting, was making no effort to influence and would abide by the government's decision, and in the meantime was continuing to prepare for coverage (BROADCASTING, Jan. 14). ABC officials, nearing completion of preparation for coverage of 5½ hours of Lake Placid games from Feb. 12 to Feb. 24, said they hoped Russia would not pull out and especially, if Russia did withdraw, that East Germany would not. But they said they were proceeding with plans for full

coverage in any event.

A boycott of Moscow was not the only possibility the White House was reported considering. Vice President Mondale and First Lady Rosalynn Carter already had suggested that the Moscow events be moved to a non-Communist site, perhaps Montreal—an idea that seemed to have considerable popular support although International Olympics Committee officials insisted a move was physically impossible.

The critical problem was said to be the lack of accommodations to handle up to 100,000 athletes and attendants, apart from the need for time to lay miles of cable and make other preparations for TV coverage. As one broadcast executive put it, "If you have 10,000 athletes, each one brings 10 people with him, so there you have 100,000 people to take care of before you take care of the press, security people and all the rest, not to mention spectators."

Other possibilities said to be under review were splitting up the games and holding different events in different cities, a postponement of the Moscow games and a "Free World Olympics" among countries that would boycott the Moscow Olympics—although the boycott idea did not seem to have a great deal of foreign support except in Canada, Britain and Saudi Arabia.

NBC officials have said they will not cover the Moscow games if American athletes do not participate.

NBC is known to have some equipment already in Moscow, but officials will not discuss the subject in obedience to the NBC position that it will keep a low profile in the current controversy.

There have been reports that NBC has lately encountered difficulty in getting some Moscow-bound shipments out of the U.S., as a result of the U.S. ban on

## InBrief

Network executives were on stump last week: ABC Inc. President **Elton H. Rule**, addressing California Broadcasters Association, warned that 1980's will be tough economically for general economy and broadcasting. Key to TV growth, he said, will be quality programming. And in current year—with elections, Olympics, news coverage of world crises and "public's attention riveted to us"—he said, medium "will never have a better opportunity to demonstrate the breadth and depth of the information and entertainment and sports we offer—and renew once again the public's confidence in us and our medium." CBS Television Network President **James H. Rosenfield**, speaking to Greenville, N.C., Chamber of Commerce, countered *TV Guide* criticism of "excessive competition to get there first with the most news from Iran." To the contrary, he said, competition is "the driving force" that has given America "the most efficient, diverse and reliable communications system in the world." NBC President **Fred Silverman**, appearing before International Radio and Television Society, defended network's children's TV programming and attacked FCC staff report that asserted TV fails to program sufficient educational material for youngsters. "As a broadcaster and as a parent, I am appalled by [the staff's] conclusion. It's untrue and the record proves it," he said.



Rule

**David Frost interview with deposed shah of Iran**, first such TV appearance by former ruler since he fled Iran year ago, was **bought by ABC News** and presented in hour form on *20/20* Thursday night. Frost's asking price had been put at \$600,000 (BROADCASTING, Jan. 14), but ABC sources said they acquired it for "less than \$250,000." Officials said 9½ hours of interviews were edited entirely by ABC News. ABC said shah did not receive compensation for interview.

**CBS-TV**, in latest scheduling move, has **new prime time line-up** for Saturday and Tuesday. As of March 1, Saturday will have *Hagen, Hawaii Five-O* and *The Chisolms* (which premieres in two-hour form Jan. 19). By March 4, it will be *White Shadow* and *CBS Tuesday Night Movies*. *Paris* had its final airing last Tuesday. CBS is filling schedule with specials before changes are made.

**NBC-TV** hopes to set **1980-81 prime time schedule** earlier than ever before—some time in April—some 60 affiliates were told at regional meeting with NBC-TV President Robert Mulholland and other officials in Atlanta. NBC Entertainment Vice President Perry Lafferty told group NBC-TV has 200 program projects in development, is now tailoring made-for-TV movies according to nights on which they will appear, based on audience composition. NBC News President **Bill Small was applauded** for controversial decision to run Iran hostage interview that other networks turned down (BROADCASTING, Dec. 17, 1979).

In turnabout from previous years, **President Carter has accepted**

shipment of "high-technology" equipment to the Soviet Union. NBC spokesmen will not discuss these reports, either.

A spokesman for Ampex Corp., one of the principal suppliers for the games, told BROADCASTING last week that Ampex sold \$7 million worth of videotape recorders and related gear to the Russians and that substantially all of this equipment has been delivered and paid for. Ampex is also leasing about 40 tape recorders to NBC but said any that were not needed could easily be used to meet "a significant backlog" of other orders.

Speculation about an alternate Olympics also generated an announcement by the cable television industry that it is ready and willing to help provide coverage. National Cable Television Association President Thomas Wheeler told a news conference on Friday the industry believes that alternate games should be organized if the U.S. does not send a team to Moscow. "And, to facilitate the organization of alternative games," he said, the cable industry is prepared to provide coverage "on a nonexclusive basis through the facilities of the Entertainment and Sports Programming Network and Turner Communications."

Wheeler noted that both companies have substantial sports programming experience in the persons of Chet Simmons, ESPN's president, who was with NBC Sports, and Turner's William McPhail, a former executive with CBS Sports.

Wheeler stressed the cable industry is not attempting to "pre-empt coverage or get in the way of coverage" by some other entity. But if alternate games are held, he said, there would not be much time to organize coverage. The cable industry, he said, is inviting "the broadcast television networks and other commercial broadcasters" to join with it in that effort.

## Youth movement in syndicated talk

**Group W dumps Douglas for Davidson; new crop of shows and slipping demographics for Griffin and Shore point up trend to younger host/hostesses**

Veteran TV talk-show host Mike Douglas is being dropped by Group W Productions. The syndicator will now look to fill the vacuum on 130 client stations with singer-personality John Davidson.

Group W's decision is one more example of major changes now affecting the syndicated talk-show market. In the past year, at least three new talk shows have been announced—Columbia Pictures' *The Steve Edwards Show*, Barry & Enright's *The Bert Convy Show* and MCA TV's *The Toni Tennille Show*. The trend is toward younger hosts and more elaborate productions. (*Tennille* was close to being picked up by the NBC-owned stations last week, and *Convy*, certain to be promoted heavily at next month's National Association of Television Program Executives convention, is generating some interest.)

According to a spokesman for Westinghouse Broadcasting, parent of Group W Productions, agreement could not be reached on a new contract with Douglas. The prime obstacle, Westinghouse said, was Douglas's demand for a salary increase, from about \$2 million to \$3 million a year. But even had agreement been reached, it is possible that Douglas's contract would have been short-term. With talk of a new generation of TV hosts, stations are looking for younger talent drawing younger audiences. Douglas is 54, Davidson is 37.

As youth rises, old age appears on the wane in TV talk programs. *Dinah & Friends*, the 20th Century-Fox entry—



Douglas



Davidson

reformatted for this, its sixth year—looks weakest, according to syndicators. Last May's Arbitron ratings, the most recent available, put *Dinah* on 68 stations with an ADI rating of 3.3 and a national of 1.9—lowest of the syndicated talk shows. The long-running *Merv Griffin Show* had 5.7 and 3.9 on 86 stations while *Douglas* logged 4.9 and 3.5 on 90 outlets.

Preliminary reports for November suggest that both *Griffin* and *Douglas* remained strong in raw ratings but the quality of demographics may be slipping. *Dinah* appears to continue sliding—prompting one competing syndicator to "predict this would be her last year." (*Dinah* producer Fred Tatashore reports, however, that the show is doing "terrific" and that viewers have responded well to the new format.) The reigning monarch of the syndicated talk genre remains Multimedia's *Donahue* (6.5 and 6.3 on 191 stations).

*The John Davidson Show*, to be available in either 60-minute or 90-minute form, is set for a July launch, after Douglas's contract expires. *The Mike Douglas Show* has been daily fare from Group W for more than 18 years.

Whether Douglas will find a new syndicator remains to be seen. In the mid-70's, Viacom tried to steal Douglas;

**invitation of National Religious Broadcasters** and will speak at 7 p.m., tonight (Jan. 21) at NRB's 37th annual convention in Washington (BROADCASTING, Jan. 14). In addition, group of religious broadcasters will have breakfast with President tomorrow and Rosalynn Carter will conduct White House tour for 100 women delegates and wives.

FCC has proposed amending TV rules prohibiting separate operation of visual and aural transmitters to **allow transmission of textual matter during hours stations would normally be off air**. FCC said that if rules change is effected, stations would be allowed to transmit alphanumeric news, weather or sports—with or without background music—between sign-off and sign-on.

**Wometco Enterprises will resolve short spacing interference problem** its translator, rebroadcasting STV and conventional programming of WWH(TV) Newark, N.J., from atop World Trade Center on ch. 60, has with WSNL-TV Patchogue, N.Y. (ch. 67), **by buying control of WSNL-TV** and turning it into WWH satellite. Wometco and Universal Subscription Television, which has lease agreement with WSNL-TV, have made tender offer to Robert Rosen and other stockholders of licensee, Suburban Broadcasting.

**Lyndon R. LaRouche**, former U.S. Labor Party chairman who this year is seeking Democratic presidential nomination, **has named NBC in reasonable access complaint** filed with FCC. LaRouche says network refuses to sell him half hour before Feb. 2. And although ABC

offered, and he accepted, half hour at 4:30 p.m. yesterday (Jan. 20), LaRouche on Friday also filed complaint against ABC, alleging number of its affiliates have refused to clear his program and saying he wants prime time. That complaint led ABC to make scheduling adjustment that will permit airing of broadcast on West Coast ahead of Super Bowl, which begins at 3 p.m. there. As of late Friday, LaRouche was expected to appear on ABC at scheduled time.

Alex Paen, Tehran correspondent for KMPC(AM) Los Angeles and Golden West Broadcasters group, has arranged to deliver **audio tape of KMPC's coverage of yesterday's Super Bowl to hostages** held in U.S. embassy there. In Iran since last Thanksgiving, Paen received permission from militants holding Americans to deliver tape of game before he leaves country today (Jan. 21). Although U.S. correspondents were ordered out of Iran by last Friday, Paen received special permission from nation's authorities to remain long enough to deliver tape.

Public television audiences in current season have never been higher on national and local levels, station officials were told at Public Broadcasting Service's Program Fair in San Francisco (also see page 68). Dale Rhodes, PBS director of research, said that during sample week of Nov. 5-11, 1979, **public television was watched by 45.6% of nation's TV households**. Rhodes noted that since November 1973, public television's national weekly cumulative rating has increased 52%.

**Lennart Ringquist**, president, Metromedia Producers Corp., resigned, with successor to be named shortly.

Viacom's enticements were said, in large part, to be the reason Douglas was able to command the reported \$2 million per annum from Group W.

Viacom last week said that it wasn't close to a deal with Douglas and that there was "no assurance or probability, just a possibility" that something might come from discussions.

Westinghouse said it has offered Douglas "a substantial amount" to continue their long-running association, but now only for specials.

## Futures-minded NAB board meets

**King committee's report will call for staff-sharpening, if not belt-tightening to meet the issues of the 80's**

The National Association of Broadcasters joint board meets in Palm Springs, Calif., this week with an ambitious agenda to tackle, including such major issues as radio deregulation, children's television, rewriting the Communications Act and defending the television code. But the 48-person unit also goes to California with a specific resolve: to make NAB sharper, more visible and more aggressive.

The board is expected to approve a record \$7 million budget with large amounts going to salary increases, research, and an engineering lab.

Among the most conspicuous items: consideration of a report brought in by NAB's Futures Committee, headed by the TV board chairman, Robert King of Capital Cities Communications. It will propose a realignment, of sorts, within NAB's internal structure, to effect team-building and to see that roles are more clearly defined, so each division is aware of what the others are doing. One example: a clearer definition of the convention manager's authority under the general manager. Another: the possibility of

elevating the director of broadcast management (now Ron Irion) to a vice presidency.

The Futures Committee will also propose that NAB establish a blue-ribbon panel of industry executives—a sort of "super think tank"—who, while they may not have time to be active in NAB's affairs, may be willing to contribute counsel.

High on the discussion list will be replacing Don Zeifang, head of NAB's government relations department, who is resigning to return to private law practice. Speculation is that NAB is going to look outside for a "dynamo-type" who is a very strong lobbyist. In the meantime, President Vincent T. Wasilewski will carry the lobbying torch, along with John Summers, executive vice president and general manager.

There also will be discussion of Comsat's proposal for direct-to-home broadcasting, probably tied to board member concerns about retransmission consent. NAB had asked Comsat executives to attend, but they declined until they could more adequately prepare their position and plans. There also will be a general discussion of code matters, including the Justice department's antitrust suit against the television code and contraceptive advertising. Also on the list: performer royalties, 9 khz spacing in the AM band, AM stereo, UHF television and the children's television proceedings at the FTC and FCC.

Tom Bolger of WMTV(TV) Madison, Wis., the joint board chairman, said: "We already have positions on those issues. What is important is seeing that they are acted upon as promised." He added that the industry is in a "holding pattern" with the code suit and the rewrite still going on, but we must do some "solid planning" for these issues which will affect the industry for years to come.

Today (Jan. 21) the convention and executive committees will choose the winner of this year's Distinguished Service

Award—NAB's choice of the individual it feels has contributed greatly to the industry during his lifetime. Front runners are Arch Madsen of Bonneville; Don Thurston, Berkshire Broadcasting, North Adams, Mass. and NAB's immediate past chairman; Elton Rule of ABC, and Stanley E. Hubbard, Minneapolis-based Hubbard Broadcasting.

**Looking to the future.** *This is the official list of nominees for 12 seats on NAB's 30-member radio board and six seats on its 15-member TV board. Ballots will be mailed Feb. 8, results announced March 5. Winners take office June 2. (\* Indicates incumbent, \*\* indicates past board member seeking return.)*

### Radio board

*District 2:* Martin Beck, WBLI-FM Babylon, N.Y.; Robin Martin, WRUN(AM)-WKGW(FM) Utica, N.Y. *District 4:* \*\*Robert Hiker, WCGC(AM) Belmont, N.C.; Bernard Mann, WOKX(AM) High Point, N.C.; William B. Sanders, WSSC(AM) Sumter, S.C. *District 6:* William Howard Cole, WHOC(AM) Philadelphia, Miss.; Charles Cooper, WKOR(AM) Starkville, Miss. *District 8:* Martha Foulkes, WAAC(AM) Terre Haute, Ind.; \*Michael Lareau, WOOD-AM-FM Grand Rapids, Mich. *District 10:* W. Theodore Eldredge, KBIA(FM) Columbia, Mo.; \*\*Robert E. Thomas, WJAG(AM)-KEXL(FM) Norfolk, Neb. *District 12:* Fred L. Conger, KWBW(AM)-KHUT(FM) Hutchinson, Kan.; \*\*Kay Melia, KLOE(AM) Goodland, Kan. *District 14:* Steve Heater, KSPN(FM) Aspen, Colo.; \*Roy Mapel, KIML(AM) Gillette, Wyo. *District 16:* Cliff Gill, KWVE(FM) San Clemente, Calif.; \*\* James Wesley, KFI(AM)-KOST(FM) Los Angeles. *Market A:* Charles Murdock, WLW(AM) Cincinnati; \*Cullie Tarleton, WBT(AM)-WBCY(FM) Charlotte, N.C. *Market B:* Thom Smith, WDEN-AM-FM Macon, Ga.; Thomas Young, KVON(AM) Napa, Calif. *Market C:* David E. Parnigoni, WCNX(AM) Middletown, Conn.; \*Walter Rubens, KOBE(AM)-KOPE(FM) Las Cruces, N.M. *Market D:* Dean Sorenson, KCCR(AM) Pierre, S.D.; \*J.T. Whitlock, WLBN(AM)-WLSK(FM) Lebanon, Ky.

### Television board

Ralph Becker, Ziff-Davis Broadcasting Co., New York; Reid Chapman, WANE-TV Fort Wayne, Ind.; William Dillard Jr., WLBT(TV) Jackson, Miss.; William F. Duhamel, KOTA-TV Rapid City, S.D.; \*W. Frank Harden, State Telecasting Co., Columbia, S.C.; Jerry Holley, WIBW(TV) Topeka, Kan.; \*Robert King, Capital Cities Communications, Philadelphia; Mike McKinnon, KIII-TV Corpus Christi, Tex.; \*Mark Smith, KLAS-TV Las Vegas; James Terrell, Gaylord Broadcasting Co., Dallas; \*Walter Windsor, WFTV(TV) Orlando, Fla.; Paul Wischmeyer, KRON(TV) San Francisco.

## Iowa caucuses send campaigns into high gear

**Carter gets 'Meet the Press' for solo appearance; Kennedy lands on 'Issues and Answers' while others stew and settle for pieces on evening newscasts; state's broadcasters benefit from intensified advertising**

Iowa voters were going to their precinct caucuses today (Jan. 21) to express their preference for presidential candidates after being wooed by Republican and Democratic hopefuls in campaigns that attracted national attention right up through Sunday (Jan. 20). Three major candidates, including President Carter, were on the network interview programs.

Within Iowa, along with the news product of the local media, there was the con-

tinuing barrage of television and radio commercials singing the praises of the assorted candidates at a rate that kept station accountants happy. There was even the unusual event of a campaign program rerun—a half-hour piece produced for the Kennedy campaign that was said to have wowed Iowans the first time around.

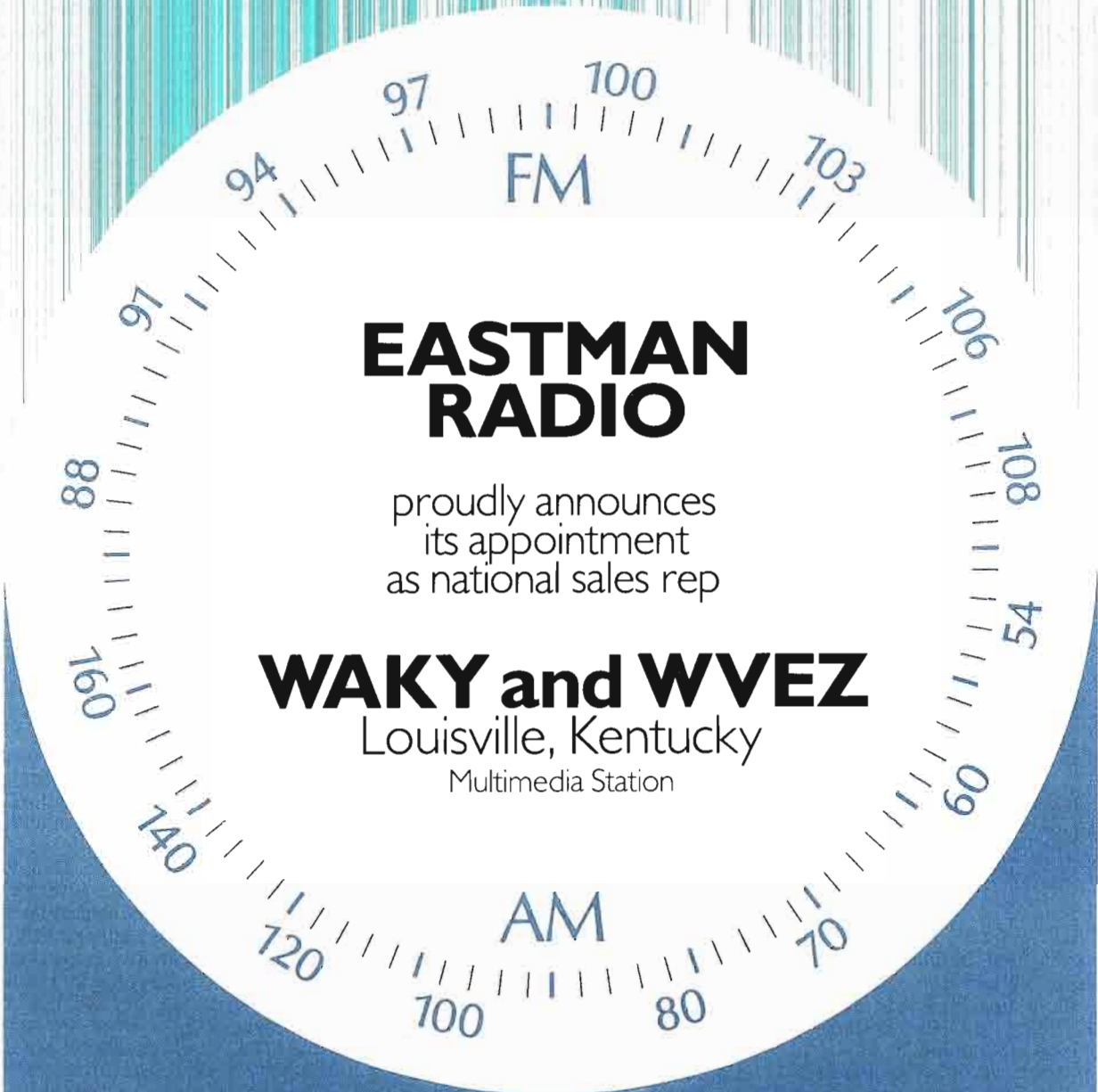
In all of that, it was probably NBC's *Meet the Press* that attracted the most attention when it landed Carter for an appearance on the day before the Iowa voting. The President's opponents—Senator Edward M. Kennedy (D-Mass.) and Governor Jerry Brown of California—

asked for a chance to appear with the President in a format that would make up for the debate in Des Moines that was canceled when the President withdrew.

That was not to be. The show's executive producer, Bill Monroe, said it would have been "unfair" to ask a guest who had accepted an invitation for a solo performance in a half-hour program to participate with two other guests.

Nor did he think having the President on the day before the caucuses is unfair to his opponents. "These things even out over the period of a campaign," Monroe said. He noted that Brown and Kennedy had been on the program in November after each had announced his candidacy, and as the show's producer, Betty Dukert said, an appearance on an interview show

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is not always a blessing. She recalled that presidential candidates Senator Barry Goldwater (R-Ariz.) in 1964 and Senator Edmund Muskie (D-Maine) in 1972 had reason to regret appearances on the show.

In any case, Monroe said White House acceptance of the invitation had "surprised" him. He noted that invitations extended periodically over the three years of the Carter presidency had been routinely rejected, and he said he expected the same of the one submitted early in January, which suggested the Jan. 20 date.

Although NBC had scored a clear beat in the interview shows' competition for newsworthy guests—Carter was only the second sitting President to appear on such a show; the first, on *Meet the Press*, was President Gerald Ford—ABC's *Issues and Answers* was not unhappy with the substitute guest it came up with as a means of counterprogramming NBC: Kennedy.

The show's producer, Peggy Whedon, had hoped to round up at least most of the Republican candidates for a special hour-



Kennedy's hit half hour

long program that would originate in Ames, Iowa. When those plans fell through, she found Kennedy a willing substitute. "Terrific," she said of the switch. "Good programing."

(The invitation may have soothed Kennedy but it served only to frustrate Brown further. His campaign which is less than robust financially, chose not to buy any broadcast time in Iowa, and Brown had already been bitterly disappointed when the cancellation of the Democratic debate in Des Moines wiped out his chance for national exposure. He called NBC's refusal to present all three Democratic candidates on the program yesterday "outrageous." He felt strongly enough about being excluded from the *Meet the Press* program to file an equal-time complaint with the FCC. The commission on Friday rejected the complaint on the ground the program was exempt from the equal-time law as a "bonafide news interview" program. But the matter didn't end there. Brown's attorney, Sam Turner, promptly filed an appeal with the U.S. Court of Appeals in Washington, and said he expected a decision during the weekend.)

As for CBS's *Face the Nation*, it went with its announced guest, George Bush of

Texas, the one-time long shot whose performance in recent months had shortened the odds on his eventually winning the Republican nomination.

The CBS announcement did not produce an outcry from the other Republicans, even though the interview program marked the second time in eight days Bush was featured on CBS. On the preceding Sunday, he and his campaign were the subject of a *60 Minutes* segment that did not ignore the work of Bush's television producer, Robert Goodman. The piece showed Goodman staging a Bush arrival at a New Hampshire airport (which he actually reached by automobile) for filming of a television commercial that would show Bush greeted by enthusiastic, if rehearsed, partisans.

But it wasn't a Bush festival on CBS. On Tuesday, a tape of a Walter Cronkite interview with Senator Howard Baker (R-Tenn.), Bush's main rival for the center of the Republican road, aired on the network's evening news. Two days later, it was Kennedy with Cronkite. The interviews were part of a series that began on Nov. 13 with John Connally.

For its part, NBC presented the second in its series, *Decision '80: The Issues*, featuring a melange of candidates, on Wednesday. The five-minute segment, "What's Wrong with Carter?," involved pieces of interviews John Chancellor has done with Carter, Baker, Bush, Connally, Ronald Reagan, Kennedy and Brown.

Meanwhile, the candidates last week continued to run up what were probably record purchases in Iowa even if the FCC on Monday ruled that the caucuses are functionally the same as a primary and that broadcasters, as a result, are obliged to charge only their lowest unit rate for political advertising (see page 61).

A new player helping to increase broadcaster receipts was Senator Robert Dole (R-Kan.). His campaign purchased about \$25,000 worth of television time last week. It had also purchased about that amount in radio over the past month.

Radio, in fact, was considered a valuable medium by several of the candidates. A Bush aide, modifying an earlier estimate, said that \$19,000 of the \$32,000 the campaign spent in the final two weeks went to radio. Reagan wound up spending about \$44,000 on radio and \$8,000 on television, while Baker apportioned between \$10,000 and \$15,000 of the \$80,000 it spent in Iowa on radio. And of the \$150,000 the Connally campaign was estimated last week to have spent in Iowa—more than any other candidate—a spokesman said about 20% went for radio.

The Kennedy campaign was also a major purchaser of radio—some \$40,000, according to Phil Bakes, the deputy campaign manager. That was substantially more than the approximately \$27,000 the campaign spent on television.

But it was the half-hour program featuring Kennedy discussing issues in the first 15-minute portion and a group of Iowans commenting on the senator's remarks and the campaign generally (BROADCASTING,

Jan. 14) that proved the hit of the campaign.

Response to the program, shown originally in six markets on Monday, was "overwhelming," said Steve Johnson, a Kennedy aide in Des Moines. Indeed, Kennedy workers detected a shift to Kennedy among previously uncommitted voters who had seen it, Johnson said. "As a result, we felt more might shift if the program were shown again." The campaign aired the film the second time at the end of the week, generally in the same six markets, but on different stations, for a total of \$6,500.

## Consensus in Philadelphia: First is public's amendment, too

**Keynoter Dan Rather, other speakers say press should align itself with audience in withstanding judicial onslaughts on freedom**

The press has caused many of its own headaches by failing to show that the First Amendment belongs to everyone, speakers agreed last week at a two-day First Amendment Congress co-sponsored in Philadelphia by the National Association of Broadcasters, the Radio-Television News Directors Association and 10 other press groups.

The keynote speaker, Dan Rather of CBS, declared that the Supreme Court is "in the process of repealing the First Amendment as we know it." As a result, legal considerations increasingly affect editorial decisions, he said. He placed part of the blame on the fact that he and his colleagues "have done a very poor job over the years" in making people understand that the First Amendment is not a "special privilege for journalists."

Rather said that public mistrust of the press is fueled by judges who, "although good and decent, don't understand the role of the press—and that's why journalists are speaking out." The *60 Minutes* correspondent added that the public can help reporters by criticizing station owners and publishers who don't live up to their responsibilities.

The conference was designed to capture public attention and to dramatize what its organizers see as threats to press freedom. It will be followed by workshops in Williamsburg, Va., March 16-18. There, some 150 of the 250 journalists, public officials and community leaders present last week will try to devise ways of alerting the public to their concerns.

Jean H. Otto, the *Milwaukee Journal's* op-ed page editor and president of the Society of Professional Journalists, Sigma Delta Chi, who was chairman of the conference's steering committee, called the greatest danger to freedom of the press



not the courts but a lack of public concern. "The public and the press are on the same side," she said. "We admit this is self-serving but we can't do what's required of us without support. We're in it together."

Threats to the First Amendment aren't anything new, said John Henry Faulk, the Texas humorist whose CBS career was destroyed by blacklisting in the 1950's. "For 190 years, Congress and the Supreme Court have been trying to get around" the First Amendment's absolute guarantees, he said. "Every time it panics it makes a law. That's what McCarthyism was all about. Fear and ignorance are our twin enemies."

Pollster George Gallup Jr. reported that although new surveys show the media favorably regarded in many important respects, "there's a need to sensitize the public to the need for freedoms of the press." His December survey of 1,523 adults ("Closed Circuit," Jan. 14) showed that only 24% know what the First Amendment is or what it deals with. Of those polled, 37% feel present restrictions on the press are "not strict enough" while 17% say controls on the press are "too strict." Another 32% say present press curbs are "about right" and 14% have no opinion. In a 1958 poll, 21% wanted tougher controls on the press.

New Orleans Mayor Ernest Morial said that as long as the media continue their "inadequate performance," they will con-

tinue to face judicial restrictions. He criticized what he sees as reporters' "preoccupation with personalities rather than issues, desire to entertain rather than inform and oversimplification of issues." Many journalists, he said, "are unprepared to do anything more than switch on a tape recorder." Not every issue, he declared, "is quick, simple and easily packaged into a 30-second tape."

New Jersey Congresswoman Millicent Fenwick (R) told the group that she is "terrified" that if the press does not set standards for itself, "someone will try to set them for you." Calling the press her "refuge, strength and comfort," she criticized it for not living up to its privileges. "Only you can set the limits of what is a responsible press," she said. National News Council associate director A. H. Raskin agreed. "We ought to be setting standards. If we don't, the government will move into that vacuum. But quite aside from that, we ought to do it because it's the right thing to do," he said.

Two noted First Amendment lawyers gave varying degrees of praise to the Supreme Court that the press has criticized so often. Jerome A. Barron, dean of the National Law Center, George Washington University, criticized the press for being more "eloquent and valiant" in defending its own privacy and free expression rights than in backing the rights of the public it serves. Barron

termed charges of a high court vendetta against the press "typical hyperbole," saying that the court is simply trying to reconcile "competing but weighty claims of media freedom versus individual freedom." Evansville, Ind., attorney and civil libertarian Sydney Berger gave the court a more veiled compliment. "It's the best thing to have happened to us. If it hadn't scared the hell out of the news media, we wouldn't be here today."

Summing up, *New York Times* columnist Anthony Lewis said it was "surprising and refreshing" that the congress's consensus rejected the idea "that the First Amendment is for the press alone." Public doubts about the press would intensify if reporters claimed they had special privileges, he said. "Press rights are not absolute—absolute rights cannot exist in the real world," he said. "The safety of the press does not lie in special treatment and exclusivity."

Jack Landau, a founder and director of the Reporters' Committee for Freedom of the Press, told a Boston audience last Friday that judges feel they're above the Constitution. "There is no alternative but to fight back with every tool at our disposal," he said and advised reporters:

"If we stick to our principles, the courts eventually will come to their senses," he said. Landau predicted, however, that the battle for press freedom would be a "long, expensive and difficult" one.

## CONVENTION COVERAGE

## INTV: a show of strength in Houston

Independent television stations, long the stepchildren of a network-dominated TV system, may still have their competitive crosses to bear. But as demonstrated by last week's Association of Independent Television Stations convention at the Galleria Plaza in Houston, a good deal of muscle has developed to carry the weight.

The meeting was not without crisis talk—this year's main battle cry being syndicated program exclusivity. On other fronts, the struggle continues against purported second-class treatment from certain advertisers and agencies, as well as contending with soaring program prices.

As INTV Chairman Bob Wormington, president and general manager, KBMA-TV Kansas City, Mo., told the organization, "We have some pretty serious fights ahead of us."

But almost in the same breath, Wormington was ready to predict that independents would represent a \$2 billion industry by the end of the 1980's, double the billion-dollar mark that INTV has projected for 1982.

INTV President Herman Land pointed to a "tendency to forget we have some fundamental strengths." Specifically Land was referring to the independents' struggle to keep growing in the face of alternative electronic media.

The strengths, however, were far from forgotten.

If localism is indeed the key to survival, as common thought had it, there were INTV members ready and willing to talk about beefed-up news efforts and other self-generated programming.

A breakthrough looked like it was coming with Group W's *P.M. Magazine*, possibly opening the doors to independents for a mix of local and syndicated public affairs. Independent-born entertainment consortiums, such as Operation Prime Time and the Program Development Group, continued to plan their strategy while in Houston.

There was power, too, if only shown from the composition of the attendance at the convention. Within the mix of more than 500 people at the Galleria Jan. 13-16, program distributors about matched the number of station people. It was clearly a case of growing distributor presence equalling growing independent strength.

The membership also took steps to give more muscle to the organization that represents them. A 25% increase in dues was approved, which would bring INTV's budget to more than half a million dollars.

The stations also approved the INTV board's decision to move headquarters to Washington for more visibility and easier access to the regulators ("Closed Circuit," Jan. 7). The "presumption at the



Chairman Wormington

moment" is said to be that Land and Nicki Goldstein, vice president, operations, would be moving with the office. INTV is hoping to relocate by the end of the summer; the marketing staff, under Art Elliot, INTV vice president, will remain headquartered in New York.

The nature of the convention, however, is likely to remain the same. Despite urgings from one (but not all) distributors, INTV stations almost unanimously rejected requests for official screening times and hospitality suites at next year's gathering at the Century Plaza hotel in Los Angeles Jan. 18-21. The idea is to keep the public relations and negotiations of the program marketplace secondary to the nuts-and-bolts focus on independent-station operation.

Detailed coverage of this year's INTV begins on page 34 and continues through page 37.

## Broadcasters like what they hear from Goldwater

**In speech at INTV, senator says he doubts any rewrite will pass this Congress; in unused portion of his text, he opposes FCC's children's programming rulemaking and applauds radio deregulation**

The chief protector of the status quo, so far as broadcast regulation is concerned, may well be the upcoming election year.

Senator Barry Goldwater (R-Ariz.), ranking minority member of the Senate Communications Subcommittee and co-sponsor of a communications bill, last week advised INTV conventioners in Houston against expecting "any revision of the Communications Act in this session of Congress."

Whatever regulatory changes may come, Goldwater said, there always will be those who believe they were given the short end of the stick. And the Republican senator, himself a candidate for re-election, said "I don't think anybody, including myself, wants to get anyone mad" in the communications business at election time.

Goldwater, for the most part, abandoned his prepared text on broadcast issues for some strong words on a less parochial subject: the U.S. position in world affairs. He said he's never seen the country facing as much trouble as it is now.

Goldwater supported the cutback of grain to the Russians and said "I would place an embargo on every damn thing the Russians want." That included the upcoming summer Olympics and Goldwater stressed that he was "in perfect agreement" with those who want the games pulled from Moscow. Goldwater's audience of broadcasters found some comic relief when he suggested that NBC, like wheat farmers, might then have to be helped out by the government.

Asked whether he thought too much play had been given to the Iranian crisis on U.S. airwaves, Goldwater said "I've always felt you can overdo any subject." However, he did comment on the tenacity of news people there who have "done all they can do, short of being shot." The senator said he hoped the coverage was honest—alleging that such wasn't always the case during coverage of the Vietnam war.

Goldwater's presence at the INTV convention drew standing ovations before and after his speech. He likely would have found favor with the audience had he gone with his prepared address as well. His stance on the issues, expressed in the unused portion of the text, clearly would have put him on the side of broadcasters.

The senator was to have kept up his opposition to a spectrum-use fee. "None of the theoreticians at the FCC or the National Telecommunications and Informa-

tion Administration has convinced me that charging for the use of the radio spectrum makes sense from a legal or economic standpoint," the speech read. "At the present time I remain firmly convinced that the cost of regulation is the only sound basis for imposing fees."

Regarding syndicated exclusivity and distant signal rules, Goldwater's text said that "our bill does not now deal" with those issues. But he also was to have added, "believe me, we know of your interest."

Here, however, he wouldn't have been overly optimistic. "I sense a reluctance," the speech said, "on the part of the Communications Subcommittee to open up this issue so soon after Congress thought it had been resolved" through the copyright revamp.

In his bill, the burden of proof of harm from distant signal importation is on the broadcaster. The text has Goldwater reporting plenty of mail calling that a mistake. While he's not sure how involved the subcommittee should be in this matter, he would have promised more study and "in the meantime," urge the FCC to "proceed cautiously in any further deregulation of cable."

He was to have called the FCC's proposed rulemaking into children's programming—suggesting minimum program requirements—"dangerous" and "a clear violation of First Amendment rights."

"If past efforts to intervene in the programming process, such as the prime-time access rule are a guide, I am convinced



Goldwater

that the needs of our children will not be served . . ." the speech read.

It continued: "The commission's refusal to heed the concerns of members of Congress with this proceeding gives added support to the proposal in our revised bill to require an annual authorization for the Federal Communications Commission."

The speech applauded radio deregulation efforts at the FCC. But Goldwater doesn't believe it is a fait accompli, particularly since "press reports indicate that the so-called 'public-interest' advocates such as Ralph Nader and others have already jumped on the bandwagon condemning [it]. There is no assurance that the FCC will ultimately adopt its proposal."

## Ex parte rules called 'chilling' by FCC's Jones

**She tells INTV policy should be amended, says reversal in Pertschuk case will stimulate open thinking by regulators, hits 'revolving door' policy**

The FCC issues that INTV conventioners wanted to hear about the most weren't touched by Commissioner Anne P. Jones.

Instead, she used her luncheon address to explain the reasons regulators like herself have been quiet about such subjects as children's television and syndicated exclusivity. And Jones urged the revision of "ex parte" rules she said prevent commissioners from receiving all the input they need.

The FCC's ex parte policy—generally requiring that a memorandum be added to the record whenever a decision-maker discusses a pending rulemaking with an interested party—"has a chilling effect," she said, and "is very unfortunate and probably unnecessary."

She said the policy is fine for adjudicatory matters and frequency-assignment disputes. But, for ordinary rulemakings, Jones would scrap it.

"Something you might want to say . . . may not be heard because in the circumstances, as at dinner or a stroll, it is impossible or impractical to produce a memorandum," Jones said. She added that valuable comments also might not be brought up because of the "nuisance" of a follow-up memo or the worry that not following up "could jeopardize the rulemaking."

"The thing to do is revoke or change the policy and I am trying very hard to get that done," she said, adding that "decision-makers need all the help they can get. . . ."

Jones told her audience that the commission is looking into its policy, explaining that FCC Chairman Charles Ferris has requested a review by the agency's general counsel, with suggestions before the first of the year.

Jones also said that broadcasters and others "for a while, at least, . . . might be hearing more of what we are thinking on matters pending before the commission." Regulators may be more willing to talk, she explained, now that the U.S. Court of Appeals has overturned a district court decision disqualifying Federal Trade Commission Chairman Michael Pertschuk from that agency's children's television proceeding.

As she related, comments by Pertschuk had led the lower court to find him to have "prejudged the matter" and it "ordered him to refrain from participating further in it." Jones said the reaction was "a pervasive apprehension among agency members of being 'Pertschuked.'"

Now that the decision has been over-

turned, the case could be taken to the Supreme Court. "But if that doesn't happen, or until it does, we can again say what we think today without fear of being disqualified as being unable to revise our views tomorrow based on additional information or further reflection?"

Jones, nevertheless, chose not to share her views on the FCC investigations into possible cable deregulation and children's programming.

She did, however, attack the "revolving-door" policy that stops people from easily moving from government to private practice in the same field. "I think we are destroying government service," she said, adding that ambitious and bright people may not move into the government sector for fear that it later might hamper another career move.

Asked about the efficiency of the FCC, Jones mentioned a quote she had made earlier, calling the FCC the worst of the three agencies in which she has served. She said she is "astonished and appalled" at the length of proceedings. But she added it may well be a reflection of the industry being regulated and the value of broadcast properties, causing parties to take advantage of ways to delay or protract proceedings.

Jones called the delays "mind boggling" at times and after nine months in her office, she said she hasn't yet gotten the feel of "what's happening below." And as for changes, she said she "hasn't figured out how to do it without stepping on the chairman's prerogative."

## Stripping is where the action is

### INTV features much talk behind-the-scenes on value of strip versus checkerboard

With the number of program distributors approaching that of station people at last week's INTV convention, the behind-the-scenes action became sort of a preview of coming attractions for next month's National Association of Television Program Executives marketplace in San Francisco.

There was little blatant sales hustle. Screenings officially were off-limits, and those that took place were done, for the most part, with discretion. But INTV organizers, trying to retain the present character of the convention, frowned on them.

Nevertheless the usual cultivation of sales occurred, and grew—demonstrative of the increased importance of independent stations in the TV economy. Many sales people were in attendance, and so were the distribution company bosses.

INTV distribution members also had a closed meeting with the INTV board. Representatives of both segments of the industry were said to have urged support for the reappointment of FCC Commissioner James Quello and for FCC retention of syndicated program exclusivity.

Some distributors reportedly wanted time set aside next year for screenings. On another front, a major concern of station executives was said to be the amount of exposure that feature films are receiving before they go into syndication—with the number of runs increasing as pay-cable now begins to pick up movies after network play.

From what was discussed behind other closed doors and during coffee breaks, there was little doubt that stripping remains the dominant trend.

Whether or not representatives were there, conversations included talk about strip conversion of current once-or-twice-a-week shows as *Hollywood Squares*, *Match Game P.M.*, *Sha Na Na* (barter); and for 1981, possibly repeats of *The Muppet Show*.

New entries mentioned were MCA TV's *You Bet Your Life* with Buddy Hackett, Colbert's *Bullseye*, Paramount/Post-Newsweek's *Phrase It*; T.A.T.'s *The Sullivans*, and Time-Life's *Mismatch*, among others.

Others already have been launched, such as Colbert's *Play the Percentages*, Sandy Frank's *Face the Music* and Firestone's *Prisoner in Cellblock H*.

*P.M. Magazine* also was a subject of speculation, with word that the Westinghouse-run consortium was going to extend the service to its first independent stations, Metromedia's WNEW-TV New York and KTTV(TV) Los Angeles, and that those stations would be running with the public-affairs strip in prime time. Metromedia maintained that no deal had been finalized. For Chicago, Group W was said to be talking to independent WGN-TV.

According to Telerep research, there are 98 network affiliates in the top 50 markets (including owned-and-operated stations) stripping shows in prime-time access. Fifty-two have the checkerboard strategy with different programs during the time period Monday through Friday. Telerep tracked the markets for its own meetings to plan the future direction of Operation Prime Time.

The figures show stripping generally stronger as market size decreases. In the top-10 markets, for example, 15 affiliated stations use strips and the same number checkerboard. In markets 11-20, there are 18 stations stripping and 12 going with a varied schedule. In 21-30, the ratio is 19/11. In 31-40, the ratio is 25/5 and in 41-50 it is 21/9. In the top-100, Telerep shows 223 network affiliates with strips and 72 with checkerboards.

Al Masini, president of Telerep, explained that he had expected stripping to be even stronger and that the number of stations using strips hadn't changed very much since the year before. However, he projected that "the major wave is likely to hit next year."

Organizers of both OPT and the Program Distribution Group (PDG) consortium met at the INTV conference—meetings that may not have generated decisions but gave a feel of direction.

OPT was said not to have made program

decisions for 1981—beyond the six projects in dual form (either movie or strip) and three miniseries, for this year. There was said to have been a concern over offering too much, since OPT stations have more runs of previous shows to offer as well. OPT also reportedly didn't want to rush forward and sacrifice quality by trying to do too much. In the meantime, however, it is gearing up for airing of *Solid Gold*, its first dual-form project. Organizers are keeping eyes open for series possibilities from that and others.

From PDG, the word was no definite commitment yet for the late-fringe strip 96 or the other projects said to be under consideration. PDG also is investigating the possibility of projects co-financed with advertisers.

## INTV rolls up the shirtsleeves in workshops

### Convention sessions range over number of topics dear to hearts and pocketbooks of independents

Start with syndicated exclusivity and inflation. Add in research and news. Move on to program pricing, technology and subscription television—not to mention baseball and advertising agencies.

These—and more—were covered by panelists at last week's INTV convention. And though aimed at independents, the agenda represented a microcosm of the industry at large.

More specifically:

■ The message from INTV's "New Independent Station Workshop" was the adage: "You've got to spend money to make money."

Earl Hickerson, president of General Media Corp. which late last year put KCMC-TV on the air in Oklahoma City, recommended that new operators be "conservative" about the results they expect but "liberal" about their cash needs.

David Murphy, vice president and general manager of KOKH-TV, another independent that just joined the Oklahoma City market, talked about soaring program costs with two independents now in that market. A previous price per title for a film package had been \$1,000; now, he said, it's up to \$4,000.

There was some disagreement, however, regarding the amount of money that a new independent should funnel into news. Donald Swartz, president of United Group Stations and general manager of KMSP-TV Minneapolis (which went from ABC-TV affiliation to independent status) warned: "Don't sluff off news" and claimed news has been an important image-builder.

Moderator Gene Adelstein, general manager of KZAZ(TV) Tucson, Ariz., and general partner, Roadrunner Television and Southwest Television, said that news "does not pay for itself" in small markets. But he called it "very, very important" to

community service and image.

Hickerson, however, questioned how much money a new station can afford to put into news at the start and added that beefed-up efforts perhaps would come once a revenue base for the station had been adequately established.

Neither his nor Murphy's Oklahoma City station has full-length news broadcasts planned in the immediate future. Murphy, for example, said he'll be counterprogramming with two minutes of news on the hour and weather on the half hour.

All participants, however, had optimistic words about the future for independents. Swartz, in fact, said it would be a "very serious choice" for him if offered an affiliation—"the bottom line is pretty good," he added.

■ For a panel on "Programming the Independent of Tomorrow," INTV picked the brains of four broadcasters fighting it out in the country's most competitive independent market. Representing Los Angeles were Walt Baker, vice president, programming, KHJ-TV; Anthony Cassara, vice president and general manager, KTLA; Robert O'Connor, vice president and program director, KTTV, and Evan Thompson, president, television division, Chris-Craft (KCOP). Shooting rapid-fire questions was moderator John Serrao, vice president and general manager, WPTY-TV Memphis.

Cassara warned against "emotionalism" in program purchases. The stakes are clearly higher. He explained that his programming budget jumped 20% from 1978 to 1979, and, basically due to purchases of *Happy Days* and *Starsky and Hutch*, will be up 45% in 1980. Cassara admitted this causes the bottom line to suffer but he added that the station has to go after the audience.

Baker said his 1979 budget was 37% higher than the previous year. Both O'Connor and Thompson cited a "slight increase."

The independents reported viewing down in the 5-8 p.m. block since the Iranian crisis, which has been a strong draw for affiliated stations' news. Prime time, however, was said to be up over the previous year. But the independents also said they were aware of growing competition from over-the-air subscription TV, the Public Broadcasting Service and Spanish-



**"New Independent Station."** L-r: Earl Hickerson, president, General Media Corp., David Murphy, vice president and general manager, KOKH-TV Oklahoma City; Donald E. Swartz, president, United Group Stations and general manager, KMSP-TV Minneapolis; moderator Eugene D. Adelstein, general manager, KZAZ(TV) Tucson, Ariz., and general partner, Roadrunner Television and Southwest Television.

language television programming.

As for the price of film packages, Baker said that, with seven VHF stations in the market, "somebody always pays" and he wasn't optimistic about stopping the spiral. Cassara, however, said he might be the one to refuse.

What (off-network) programs remain to be sold in the market? According to Serrao: *Eight is Enough*, *Little House on the Prairie* and *Barnaby Jones*.

■ Those participating on a "legislative/regulatory outlook" panel were far from cheering the situation in Washington. But they didn't present a totally bleak picture.

Dean Burch, former FCC chairman now counsel and partner in the Washington law firm of Pierson, Ball & Dowd, said it was "a little early for sackcloth-and-ashes" when it comes to the syndicated program exclusivity issue. His belief is that the best course is for the FCC to get some experience with relaxed distant-signal importation before it thinks about dropping exclusivity.

Burch said he doesn't put much stock in the theory that the consideration of these matters is being timed to coincide with the expiration of James Quello's term as FCC commissioner in the second quarter of the year. "If the past is prologue," he explained, a successor to Quello or his reappointment ranks low on White House priorities (and therefore may not be decided immediately). Burch, who wants Quello reappointed, said "you'd have an entirely different ballgame" over-all at the FCC, if Quello hadn't been serving there.

Larry Scharff, INTV counsel and partner, Pierson, Ball & Dowd, said that broadcasters were "beginning to experience light as well as heat" in the FCC children's proceeding. The "specter" of more commercial-time cutbacks is gone, he explained. But he added that the threat of age-specific program requirements remains. Even there, however, he found reason for optimism, adding that a majority of commissioners at least are worrying about program regulation.

At the Federal Trade Commission, Scharff said, his partner, Bill D'Amico (who represents INTV there) doesn't expect any action on children's advertising until the Senate Commerce Committee votes on an authorization bill. That, Scharff said, could take away the FTC's jurisdiction over allegedly "unfair" advertising and stop the trade commission in its tracks.

David Polinger, vice president/assistant to the president at WPIX Inc. and chairman of the National Association of Broadcaster's ad hoc committee on cable copyright protection, reported on the defeat of the NAB's efforts to earn broadcasters a bigger piece of the copyright fund pool.

But he also used the INTV convention to announce that the NAB last week would be filing a petition for review of Copyright Tribunal findings and that tribunal hearings be deferred until the Court of Appeals in Washington considers it.

■ Among the outside observers looking in at the future financial position of broadcast stations was Tony Hoffman, vice president of Bache Halsey Stuart Shields. Using a "historical perspective," Hoffman said he doesn't expect things will be too bad in 1980. But he did warn broadcasters to figure on inflation and recession and not just assume growth from percentage increases alone.

For the first half of 1980, he projected, the inflation rate will be 12%. Therefore, he said, "doing 13% or 14%" over the previous year isn't saying much. By the end of 1980, Hoffman believes the inflation rate will drop to 8%.

Over-all he said spot advertising should be up 13% in 1980 and local up 15%. In 1981, he expects spot to be up 14% and local up 17%. Inflation will be less then, but Hoffman stressed that broadcasters be



**How We Grow Faster in Sales.** L-r: Arthur C. Elliott, vice president, marketing, INTV, New York; Robert R. Hartman, chairman, INTV Marketing Advisory Committee and general sales manager, WUAB-TV Cleveland; John D. King, director of marketing, Midwest, INTV Chicago; Robert A. Cook, director of marketing, West, INTV Los Angeles; Frederic J. Gold, research manager, INTV New York; (not pictured) Richard Goldman, general sales manager, KTVU(TV) Oakland-San Francisco.

prepared for the effect of recession.

Other advice from Hoffman: Broadcasters should do everything they can to avoid being displaced by alternative media as an advertising medium. And to UHF broadcasters in particular, he suggested bargaining with cable companies for a channel location on the cable between network affiliates. He said increased audience will follow.

Others serving on the INTV's investment panel were William S. Lear, vice president, First National Bank of Chicago, and Carl D. Thoma, president of the same bank's First Chicago Investment Corp.

Lear said the bank was building its communications portfolio on a diversity of media—from the "broadest possible base." Thoma predicted 10%-15% growth for independent stations in the first five years of the 80's, rather than the 20% of past years. He also said that all independents, however they are run, would not be able to ride the wave of the 70's boom. He expects that some poorly managed stations might even be sold in the 80's for less than their purchase price.

■ Subscription television—a key subject for independents who see it drawing audience away from standard broadcasting and for those who might want to get into the business themselves—was covered in the final session.

Futures? Everitt A. Carter, chairman

and chief executive officer of Oak Industries, predicted there would be 1.8 million STV subscribers by 1981 and 2.8 million by 1982. He expects seven new STV's to start up in 1980, with eight more for each of the following two years. Paul F. Kagan, president of Paul Kagan Associates, was more conservative about the growth, anticipating 850,000 in 1981; 1.4 million in 1982, but by 1985: 3.2 million.

John Reynolds, president and chief operating officer, Golden West Broadcasters (involved in both conventional and STV broadcasting), encouraged INTV members to keep an open mind and remain strong through innovation. At his KTLA(TV) Los Angeles, for example, he mentioned that prime-time movies are given a "pay-TV feel" with only two commercial interruptions. He said ratings have gone up 50% since the station began using the technique.

Rinaldo S. Brutoco, president and chief executive officer, Universal Subscription Television, reported a 1%-2% disconnect rate for his STV operation in Boston. Carter, too, said churn numbers were low.

■ Elsewhere in sessions:

On the technological side, George A. Sperr Jr., vice president and general manager of Group W Productions' Television Syndication Center was there to talk about Vidsat, his company's satellite distribution plan which this fall will begin to transmit

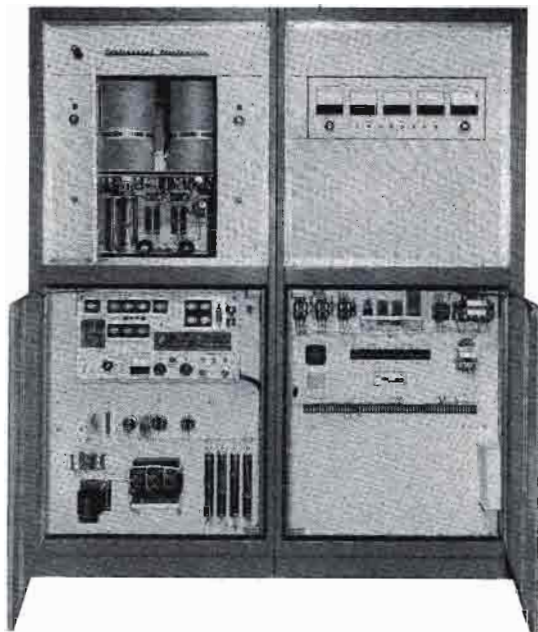
programming with coverage of the top-100 markets by the first quarter of 1982. A panelist too was John T. Bray, president of Blairsat, which already has been distributing commercials via the bird.

In news, Ted Feurey, general executive for broadcasting, UPI, gave an update on computerizing the newsroom. And in sports, Joseph F. Hennessey, partner, Lovett, Ford & Hennessey, said it might be the time for independents to give closer study to the contractual arrangements networks have with sports organizations. Meanwhile, Tom Villante, executive director of marketing and broadcasting in the Office of the Commissioner of Baseball, advised stations to negotiate for rights by pitching what they can do to promote stadium attendance.

Among those talking about sales was John King, INTV's director of marketing, Midwest, who said the "biggest challenge" in Detroit may be to convince Kenyon & Eckhardt to look more toward independents in planning its Chrysler campaigns. Abe Kent, senior vice president, Ideal Toy, outlined the importance of all-family programming for his commercials. And from the research side, Arbitron announced its new VTA (viewer tracking analysis) for stations to use for promotion. And researchers talked about a future of rating "personal viewing" rather than just households.

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**After the wedding, before the divorce:** Allen Neuharth of Gannett (foreground) and Karl Eller of Combined after they formally closed on the year's biggest station-package deal—\$370 million. By year's end, Eller had resigned from the new company, citing policy and style differences with Gannett management.

## Station trading breaks billion-dollar barrier

### Gannett-Combined deal pushes money volume to record high in 1979; 64 TV and 581 radio facilities change hands

Given an afterburner boost by the merger of Gannett Co. and Combined Communications Corp., the total value of stations traded in 1979 soared over the \$1-billion mark. Sixty-four television stations and 581 radio stations changed ownership during the year for cash, stock and other considerations amounting to \$1,116,648,000. And even when the \$370-million of the Gannett-Combined Communications merger is discounted, total dollar volume rose 14.5% over 1978, rising to \$746,678,000 as compared to the previous year's record total of \$651,728,000.

Although dollar volume was up across the board, five fewer radio stations were sold in 1979 than in 1978; 13 more television stations were sold. The average sales price of a television station was \$6,757,042, an 18.9% increase over 1978. And the average price of a radio station was \$614,646, 8.6% higher than 1978.

The big news of the year, of course, was the Gannett-Combined Communications merger, the biggest consummated transaction in broadcasting history. (The \$500-million merger of Cox Broadcasting and General Electric is still under FCC review.) Gannett, in a deal that closed just hours after the FCC granted its approval on June 7, 1979, absorbed the entire Combined Communications portfolio that was

just two stations shy of a full 21. As a result of the deal, Gannett now owns KTAR-TV Phoenix (ch. 12); WXIA-TV Atlanta (ch. 11); KOCO-TV Oklahoma City (ch. 5); KBTB-TV Denver (ch. 9); WPTA-TV Roanoke, Ind. (ch. 21); WLKY-TV Louisville, Ky. (ch. 32); KARK-TV Little Rock, Ark. (ch. 4); KSDO(AM)-KEZL(FM) St. Louis; KIIS-AM-FM Los Angeles; WDEE(AM)-WCZY(FM) Detroit; WVON(AM)-WGCI(FM) Chicago, and WWWE(AM)-WDOK(FM) Cleveland. Also included in the purchase price were two newspapers and outdoor advertising operations. Prior to the FCC's approval of the merger, Combined Communications rearranged its holdings to grease the merger's passage through the FCC. It swapped KTAR(AM)-KBBC(FM) Phoenix and \$2 million for Pulitzer Publishing's KSD(AM) St. Louis and bought KCFM(FM) St. Louis from Commercial Broadcasting for \$3.2 million.

The merger forced Gannett to spin off its only broadcast property, WHEC-TV Rochester, N.Y. (ch. 10), to make room for the seven television stations. And as is befitting a spin-off of a deal of that magnitude, the sale of WHEC-TV to BENI Broadcasting of Rochester for \$27.7 million was the largest deal involving a single station in 1979. The sale was also noteworthy as WHEC-TV became the first major-market network affiliate (CBS) owned by a minority group. (BENI is controlled by Ragan Henry, a black broadcaster.)

The other big deal consummated in

1979 was the merger of Rust Craft Greeting Card Inc. and Ziff Corp. The deal had been approved in the spring of 1978, when Rust Craft's radio stations were spun off to form Associated Communications Corp., but the merger and the transfer of the six television stations were held up by a dispute on Rust Craft's board of directors. It wasn't until March 1979 that the deal was closed with Ziff paying \$89 million for Rust Craft's stock. Ziff had recovered \$6.6 million through the radio spin-off. The Ziff stations include: WTOV-TV (formerly WSTV-TV) Steubenville, Ohio (ch. 9); WEYI-TV Saginaw, Mich. (ch. 25); WRDW-TV Augusta, Ga. (ch. 12); WJKS-TV Jacksonville, Fla. (ch. 17); WROC-TV Rochester, N.Y. (ch. 8), and WRCB-TV Chattanooga (ch. 3).

There were three lesser mergers in 1979. Shamrock Broadcasting, owned by the family of Roy E. Disney, took over Starr Broadcasting for \$21.6 million; Viacom International bought the bulk of Sonderling Broadcasting for \$32 million, and Western Sun Inc. took control of McCoy Broadcasting and its seven stations for \$27.7 million.

Shamrock Broadcasting now owns KXLR(AM) North Little Rock, Ark.; KABL-AM-FM Oakland-San Francisco; WBOK(AM) New Orleans; KYOK(AM) Houston; KUDL-FM Kansas City, Kan.; WWWW(FM) Detroit; KMGC(FM) Dallas; WTVQ-TV Lexington, Ky. (ch. 62), and KITV-TV Honolulu (ch. 4), KHVO-TV Hilo (ch. 13) and KMAU-TV Wailuku (ch. 12), all Hawaii.

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Source: NSI Overnights, Dec. 1979. Audience figures are estimates subject to limitation of the techniques and procedures used by service noted.





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“Great counter programming!” adds **GM Bob Krueger of KTVB, Boise**. “Against the competition’s movies, **THE DEAN MARTIN SHOW** is #1 in its time period.”

And from **Lionel Schaen, GM at KHJ-TV, Los Angeles**: “The best thing we’ve done this year has been to buy Dean Martin from NTA. The show continues to build... That ever-popular crooner, Dean Martin, brightens the TV screen with music, variety, comedy and top guest stars. The most expensive variety show ever produced, **THE DEAN MARTIN SHOW** was a smash on NBC-TV, averaging a 37% Nielsen share over a 9-year run.

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WQAD-TV Moline, Ill., and WIBA-AM-FM Madison, Wis., picked up KYXI(AM) Oregon City and KGON(FM) Portland, both Oregon; KLAJ(AM)-KPPL(FM) Lakewood, Colo., and KHON-TV Honolulu (ch. 2), KHAW-TV Hilo (ch. 11) and KAIL-TV Wailuku (ch. 7), all Hawaii.

Viacom added eight radio stations and one VHF to its lone broadcast property, WVIT(TV) New Britain, Conn. (ch. 30); WMZQ(FM) Washington; WWRL(AM)-WRVR(FM) New York; WDIA(AM)-WQUD(FM) Memphis, KIKK(FM) Houston; KDIA(AM) Oakland, Calif., and WAST(TV) Albany, N.Y. (ch. 13). Egmont Sonderling, the principal owner of Sonderling Broadcasting, held on to WOPA(AM)-WBMX(FM) Oak Park, Ill. Sonderling's WOL(AM) Washington, whose license has been set for hearing, has been sold to a third party, subject to FCC approval.

Record-breaking sales for UHF and VHF stations were announced in 1979, but as the year ended neither had passed muster at the FCC. Outlet Co. agreed to buy KOVR(TV) Stockton, Calif. (ch. 13), for \$65 million and Ted Turner sold WRET-TV Charlotte, N.C. (ch. 36), to Westinghouse for \$20 million. Although these sales belong to 1980 upon consummation, plenty of high-priced trades were closed in 1979. WHEC-TV Rochester, N.Y., the spin-off of the Gannett merger, was the biggest. But American Family Corp., a diversifying

insurance company based in Columbus, Ga., came close. It bought KFVS-TV Cape Girardeau, Mo. (ch. 12), from Hirsch Broadcasting for \$22,235,984. And later in the year, American closed on its purchase of WTOG-AM-FM-TV Savannah, Ga. (TV on ch. 11) for \$7.72 million from William T. Knight and family. (To comply with FCC rules, American spun-off WTOG-AM-FM to Bluegrass Broadcasting Co. for \$1.25 million.) The 1979 buys combined with American's buys of WYEA-TV Columbus, Ga. (ch. 38), and WAFF(TV) Huntsville, Ala. (ch. 48), in 1978, suddenly placed the company prominently on the broadcast rolls.

The New York Times Co. was active too. It bought KFSS-TV Fort Smith, Ark. (ch. 5), for \$17.5 million from Buford Television and agreed to buy WHNT-TV Huntsville, Ala. (ch. 19), for \$12 million from North Alabama Broadcasters Inc. And John Blair & Co., a major station representative, among other things, purchased three television stations in 1979: KSBW-TV Salinas (ch. 8) and KSBY-TV San Luis Obispo (ch. 6), both California, from Central California Communications Corp. for \$16,843,540 and KOKH-TV Oklahoma City (ch. 25) from the Independent School District No. 89 of Oklahoma county for \$3.5 million.

The biggest UHF deal of 1979 was Taft Broadcasting's purchase of WDCA-TV

Washington (ch. 20) from Superior Tube Co. for \$15 million. WDCA-TV was challenged for its record by Ralph C. Wilson Industries, which paid \$14 million for KGSC-TV San Jose, Calif. (ch. 36).

Storer Broadcasting's implementation of a plan to get out of radio and a couple of record-breaking deals kept things active in the radio portion of the marketplace. Storer sold KTNQ(AM) Los Angeles to K-Love Broadcasting Inc. for \$8 million; KHTZ(FM) Los Angeles to Greater Media Inc. for \$4 million; WGBS(AM)-WLTF(FM) Miami to Jefferson-Pilot Broadcasting Co. for \$12.5 million, and WSPD(AM) Toledo, Ohio, to Wood Broadcasting Inc. for \$3.3 million. All that remains of its once-formidable radio holdings is WHN(AM) New York, which has been sold to the Mutual Broadcasting System for \$14 million, subject to FCC approval, and WLAK(FM) Chicago, which will be sold after Storer fulfills the three-year ownership requirement of the FCC (it purchased the station in April 1978).

Mariner Communications paid the highest price ever for an AM-FM combination, laying out \$17 million for WLW(AM) Cincinnati and WLWS(FM) Hamilton, Ohio. And Sandusky Newspapers Inc., which has bought a number of stations since early 1978, paid a record \$6.7 million for KBPI(FM) Denver.

Mariner's record may stand a while, but Sandusky's won't survive 1980. Metroplex Communications has already made a deal to sell KOAX(FM) Dallas for \$7 million; Cecil Richards, a broadcast station broker, is working on an \$8-million FM deal, and Jim Gabbert has been busy trying to put together a deal for his KIOI(FM) San Francisco with a price in the \$12-\$15 million range.

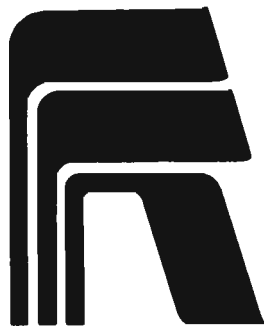
AM deals closed in 1979 were topped by the \$12 million the Mutual Broadcasting system paid the Chicago Federation of Labor and the Industrial Union Council for WCFL(AM) Chicago. No other AM buyer got close to that figure. The runners-up were K-Love Broadcasting, which bought KTNQ(AM) Los Angeles from Storer for \$8 million; Southwestern Broadcasters Inc., which paid Retlaw Broadcasting Co. \$7 million for KOGO(AM) San Diego, and Taft Broadcasting Co., which, eager to complement its WJYW(FM) Tampa, Fla., paid Rounsaville of Tampa Inc. \$5.5 million for WDAE(AM) there.

The following are summaries of the remaining VHF, UHF and radio deals, valued at more than \$1 million, that were approved by the FCC and consummated in 1979.

#### VHF

KSHO-TV Las Vegas (ch. 13) was sold by Channel 13 of Las Vegas Inc. to a subsidiary of The Journal Co., Milwaukee, for \$13.5 million.

Joseph Amatore sold KQTV(TV) St. Joseph, Mo. (ch. 2), to Malcolm Glazer, owner of two other television stations, for \$9 million and bought KHGI-TV Kearney, Neb. (ch. 13), and its three satellite sta-



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Dollar volume of transactions approved by FCC

Number of stations changing hands

	Total	Radio only	Combined Radio-TV†	TV only		Radio only	Combined Radio-TV†	TV only
1954	\$ 60,344,130	\$ 10,224,047	\$ 26,213,323	\$ 23,906,760	1954	187	18	27
1955	73,079,366	27,333,104	22,351,602	23,394,660	1955	242	11	29
1956	115,605,828	32,563,378	65,212,055	17,830,395	1956	316	24	21
1957	124,187,660	48,207,470	47,490,884	28,489,206	1957	357	28	38
1958	127,537,026	49,868,123	60,872,618	16,796,285	1958	407	17	23
1959	123,496,581	65,544,653	42,724,727	15,227,201	1959	436	15	21
1960	99,341,910	51,763,285	24,648,400	22,930,225	1960	345	10	21
1961	128,804,167	55,532,516	42,103,708	31,167,943	1961	282	13	24
1962	101,742,903	59,912,520	18,822,745	23,007,638	1962	306	8	16
1963	105,303,078	43,457,584	25,045,726	36,799,768	1963	305	3	16
1964	205,756,736	52,296,480	67,185,762	86,274,494	1964	430	20	36
1965	135,123,766	55,933,300	49,756,993	29,433,473	1965	389	15	32
1966	135,718,316	76,633,762	28,510,500	30,574,054	1966	367	11	31
1967	172,072,573	59,670,053	32,086,297	80,316,223	1967	316	9	30
1968	152,455,412	71,310,709	47,556,634	33,588,069	1968	316	9	20
1969	231,697,570	108,866,538	35,037,000	87,794,032	1969	343	5	32
1970	174,785,442	86,292,899	1,038,465	87,454,078	1970	268	3	19
1971	393,547,924	125,501,514	750,000	267,296,410	1971	270	1	27
1972	271,330,537	114,424,673	0	156,905,864	1972	239	0	37
1973	230,381,145	160,933,557	2,812,444*	66,635,144	1973	352	2*	25
1974	307,781,474	168,998,012	19,800,000**	118,983,462	1974	369	5**	24
1975	259,485,961	131,065,860	0	128,420,101	1975	363	0	22
1976	290,923,477	180,663,820	1,800,000	108,459,657	1976	413	1	32
1977	289,871,604	161,236,169	0	128,635,435	1977	344	0	25
1978	651,728,398	331,557,239	30,450,000	289,721,159	1978	586	3	51
1979	1,116,648,000	335,597,000	463,500,000***	317,581,000	1979	546	52***	47
<b>Total</b>	<b>\$6,078,750,984</b>	<b>2,651,888,265</b>	<b>1,155,769,883</b>	<b>2,257,722,736</b>	<b>Total</b>	<b>8,094</b>	<b>294</b>	<b>747</b>

Note: Dollar volume figures represent total considerations reported to all transactions with the exception of minority-interest transfers in which control of the licensee did not change hands. All sales have been approved by the FCC.

\*Two acquisitions of radio-TV combinations were approved in 1973 on waiver of FCC one-to-a-customer rule that became effective in 1971.

\*\*Figure represents merger of Pacific & Southern's combination of four radio and one television stations into Combined Communications Corp.

\*\*\*Figures represent deals involving sales of radio and television stations in single transactions. Six deals included 17 television stations and 35 radio stations.

Note: Prior to 1978, a combined AM-FM facility was counted as one radio unit in computing total number of stations traded.

†Includes single properties consisting of radio and TV stations.

tions from NTV Enterprises Inc. for \$8.5 million.

The Daily Telegraph Printing Co. complied with the FCC's "egregious" crossownership order and sold WHIS-TV Bluefield, W. Va. (ch. 6), to Quincy Newspapers Inc. for \$8 million.

KDAL-TV Duluth, Minn. (ch. 3), was sold by KDAL Inc. (subsidiary of the Tribune Co. of Chicago) to Palmer Broadcasting for \$7.25 million.

Despite the objection from a local citizen group which hoped to maintain KCPQ(TV) Tacoma, Wash. (ch. 13), as a noncommercial station, even though it broadcasts on a commercial allocation, Clover Park School District No. 400, which operated the station with community support, sold the station to Kelly Broadcasting Co. for \$6.25 million.

Johnny Carson, host of NBC's *Tonight Show* with Johnny Carson, headed a group that bought KVVU-TV Henderson-Las Vegas (ch. 5) from Nevada Independent Broadcasting for \$5.5 million. Carson and company had to come up with an additional \$500,000 after they failed to qualify the seller for a tax certificate based on their 30% minority ownership.

WPBN-TV Traverse City (ch. 7) and WTOM-TV Cheboygan (ch. 4), both Michigan, went to the United States Tobacco Co. for \$3.5 million in the

buyer's stock. Seller was group of four, headed by Lester Biederman.

Richard Eaton, sold KIKU-TV Honolulu (ch. 13) to Mid-Pacific Television Associates for \$2.3 million.

Another deal that deserves mention even though the purchase price was only \$912,588 was the buy of WAEO-TV Rhinelander, Wis. (ch. 12), by Seaway Communications from Northland TV. The sale made WAEO-TV the first network-affiliated, VHF stations owned by minorities.

UHF

McClatchy Newspapers, tired of fighting a group of local businessmen who had filed a competing application for KMJ-TV's ch. 24, sold the station to the group, San Joaquin Communications Corp., for \$13.5 million.

Retlaw Enterprises, seller of KOGO(AM) San Diego (see page 42), bought KMST(TV) Salinas, Calif. (ch. 46), from Monterey-Salinas TV Inc. for \$8.25 million.

WAPT(TV) Jackson, Miss. (ch. 16), was

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sold by Television American Sixteen Inc. to Clay Communications Inc. for \$7,905,-878.

Bernard Waterman and his wife, Edith, bought WBBH-TV Fort Myers, Fla. (ch. 20), for \$7,887,240 from Broadcasting-Telecasting Services Inc.

Multimedia Inc., a major group owner, expanded into UHF in 1979 with the purchase of WZTV-TV Nashville (ch. 17) from Reel Broadcasting Co. for \$6 million.

Jerry Perenchio and Tandem Productions bought WNJU-TV Linden, N.J. (ch. 47), just before the year's end with plans to use it for subscription television. The seller was Columbia Pictures and the price was \$5 million.

The minority stockholders didn't want to let go, but Henry Tippie and the other controlling shareholders did and they sold control of Kingstip Communications (KTVV[TV] (ch. 36)-KHFI-FM Austin, Tex.) to LIN Broadcasting for \$4.5 million.

The Toledo Blade Co., newspaper publisher, cable operator and broadcaster, bought WLFI-TV Lafayette, Ind. (ch. 18), from Richard and Harold Shively, brothers, for \$3,153,750.

Omega Communications bought a dark WSWB-TV Orlando, Fla. (ch. 35), from Sun World Broadcasters for \$2,380,000 million, changed the calls to WOFL-TV and put the station on the air.

WTAP-TV Parkersburg, W. Va. (ch. 15), went from PMA Communications Inc. to Benedek Broadcasting Corp. for \$2.2 million.

Birney Imes and family bought KDUB-TV Dubuque, Iowa (ch. 40), for \$1.5 million from the Lloyd Hearing Aid Corp.

**RADIO**

Outlet Co. carried its aggressive buying habits into 1979. In addition to making a deal for KOVR(TV) Stockton, Calif. (see page 42), the diversified, publicly owned company bought WIOQ(FM) Philadelphia from Que Broadcasting Co. for \$6,425,000 and WQRS-FM Detroit from Fine Arts Broadcasters Inc. for \$2 million.

Cecil Heftel, the Hawaiian congressman, who was at one time on his way out of the broadcasting business is getting back in. He bought WLUP(FM) Chicago from Phil Chess for \$5.25 million.

Guy Gannett Publishing Co. sold WHYN-AM-FM Springfield, Mass., to Affiliated Publications Inc. for \$5.1 million and bought KSTT(AM) Davenport, Iowa, and WXP-FM Moline, Ill., from Frederick Epstein for \$2.3 million.

The National Black Network, headed by Eugene Jackson and Sydney L. Small, bought WDAS-AM-FM Philadelphia from Max Leon under the FCC distress sale policy, which allows stations with licenses designated for renewal hearing to be sold to minority groups or individuals.

WVCG(AM)-WYOR(FM) Coral Gables, Fla., went from Independent Music Broadcasters Inc. to Insilco Broadcast Group for \$4,850,000.

Another minority-owned group, Inner City Broadcasting, bought KKIT(AM) Los



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Angeles, KUTE(FM) Glendale, Calif., from Tracy Broadcasting for \$4.5 million.

For \$4.5 million and \$500,000 for a covenant not to compete, the Journal Star Stations Group picked up KRKE-AM-FM Albuquerque, N.M. The seller was Gaylord Broadcasting.

Crawford Broadcasting Co., controlled by Ruth Crawford Porter, was busy rearranging its holdings in 1979. Most of the properties were sold to various family members, but KFMK(FM) Houston was sold to an outsider, First Media Corp., for \$4.5 million.

KLIF(AM) Dallas sank from the top of the ratings to near the bottom during its eight years of ownership by Fairchild Industries, which finally gave up and sold it to Susquehanna Broadcasting Co. for \$4.25 million, 40% of what it paid for it.

After a deal to sell to Cecil Hefel fell through, Reeves Telecom, which liquidated all its assets last year, sold WITH-AM-FM Baltimore to Scripps-Howard Broadcasting Co. for \$3.9 million. Reeves also sold WKFE-AM-FM Huntington, W. Va., to Capitol Broadcasting Co. for \$1.9 million.

Gordon McLendon sold the last of his broadcast properties, KNUS(FM) Dallas to San Juan Racing for \$3,750,000.

WKBN Broadcasting Corp. purchased WAAM(AM) Ann Arbor, Mich., and WIMA-AM-FM Lima, Ohio, from Lima Broadcasting Corp. for \$3.6 million.

WRQK(FM) Greensboro, N.C., was sold by Greensboro FM Inc. to WRQK Inc. for \$3,475,000.

James Walter and Robert Weeks sold off some of their properties. WJNO(AM) West Palm Beach; WJNO-FM Palm Beach, Fla., went to Fairbanks Broadcasting Co. for \$3 million plus \$300,000 for a covenant not to compete and WTNT(AM)-WLVW(FM) Tallahassee, Fla., to Robert Ingstad for \$1.1 million.

Sentry Broadcasting, a division of Sentry Insurance Co. of Wisconsin, bought WTAX(AM)-WDBR(FM) Springfield, Ill., from Sangamon Broadcasting Co. for \$2,790,000.

Sunbelt Communications Ltd. paid Stereo Broadcasting Corp. \$2.5 million plus \$216,000 for an agreement not to compete for KFYE(FM) Fresno, Calif.

KAYO(FM) Seattle passed from Washington Telecasters Inc. to Obie Broadcasting Corp. for \$2.6 million.

Beck-Ross Communications paid Jones College \$2.5 million for WKTZ-AM-FM Jacksonville, Fla.

William McCormick and Technical Operations, a diversified, publicly owned company, bought WFOG-AM-FM Suffolk, Va., from Smiles of Tidewater Inc. for \$2.4 million.

Stevie Wonder, the recording artist, has a chance to broadcast his own records. He bought KHLK(FM) Compton, Calif., from John L. Hill for \$2.2 million.

KKUA(AM)-KQMQ(FM) Honolulu went from KoKUA Radio One Corp. to CCLA Communications Inc. for \$2.2 million.

WKBR(AM) Manchester, N.H., was purchased by THEnterprises for \$2 million from Granite State Broadcasting.

John Hicks and his wife, Madelyn, sold KLVI(AM) Beaumont, Tex., to their sons, Steven and Thomas, for \$2 million.

Doubleday Broadcasting Co. bought WGNM-FM Granite City, Ill., from Charles Norman for \$2 million.

Hutton Broadcasting Inc. bought KOCM(FM) Newport Beach, Calif. from Success Broadcasting Co. for \$2 million.

KOOL(AM) Phoenix went from KOOL Radio-Television Inc. to Stauffer Communications Inc. for \$2 million.

Mission East Co. broke up and sold its Miami combination: WWOK(AM) went to Metroplex Communications of Florida for \$1,540,000 plus \$200,000 for a covenant not to compete and WJOK(FM) went to Susquehanna Broadcasting Co. for \$2 million.

CTW Communications, a subsidiary of the Children's Television Workshop, decided that it couldn't manage KACY(AM) Port Hueneme and KACY-FM Oxnard, both California, so it sold the two stations to a group headed by Franz Allina, a former CTW executive, for \$1,940,000.

Cosmos Broadcasting, a subsidiary of Liberty Corp., bought WQSR(FM) Sarasota, Fla., from Sarasota Radio for \$1.9 million.

KOCY(AM)-KXXY(FM) Oklahoma City went from Bonebrake & Co. to Summit Communications for \$1.9 million.

Wiskes/Abaris Communications paid \$1,792,500 plus \$25,000 for an agreement not to compete to Mountain States Broadcasting Corp. for KIIQ-AM-FM Manitou Springs, Colo.

Steve Agnew sold KFMQ(FM) Lincoln, Neb., to Telegraph-Herald Inc. for \$1.8 million.

The American Broadcasting Companies sold KXYZ(AM) Houston to Slater Broadcasting Co. for \$1.8 million.

Sunbelt Communications paid Wolverine Broadcasting Corp. \$1.79 million for KVOR(AM)-KSPZ(FM) Colorado Springs and later sold KSLY(AM)-KUNA(FM) San Luis Obispo, Calif., to San Luis Obispo Broadcasting for \$1,575,000.

Broadcasting Associates Inc. sold KELI(AM) Tulsa, Okla., to Philip R. Jonsson for \$1.65 million.

KCEE-FM Tucson, Ariz., was sold by Strauss Broadcasting Co. to Arizona Lotus Corp. for \$1.6 million.

Marathon Communications purchased WIBX(AM)-WIBQ(FM) Utica, N.Y., from Frederic C. Bowen for \$1.2 million plus \$300,000 for consultancy and noncompetition agreements.

Swanson Broadcasting purchased WSHO(AM) New Orleans from Americana Broadcasting Corp. for \$1.5 million.

WHLI(AM)-WIOK(FM) Hempstead, N.Y., were sold by FM Broadcasting Corp. to Williams Broadcasting Corp. for \$1,417,750.

General Communicorp Inc. bought WHLY(FM) Leesburg, Fla., for \$1,380,000 plus \$30,000 for a consultancy agreement. The sellers were Bernard Kaplan; his wife, Norma, and James Shipley.

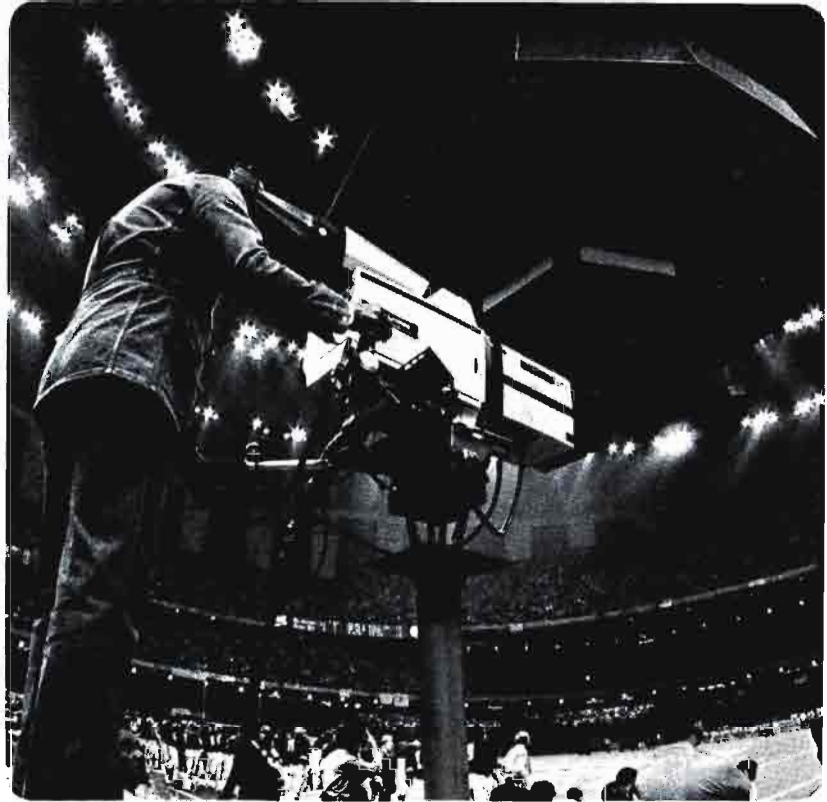
John Hall and his wife, Mary, sold KCEY(AM)-KMIX(FM) Turlock, Calif., to Behan Broadcasting Co. for \$1,375,000.

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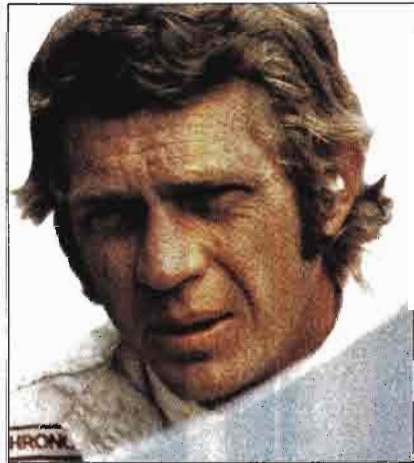


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Rochester, N.Y., Ragan Henry's Broadcast Enterprises National Inc. bought WPDQ(AM) Jacksonville, Fla., from Mel-Lin Inc. for \$1,360,000.

Hecht S. Lackey sold control of WSON(AM)-WKDQ(FM) Henderson, Ky., to his son, Henry, for \$1,343,979.

Harte-Hanks Communications Inc. bought KMJK(FM) Lake Oswego, Ore., from Communico Northwest Corp. for \$1.3 million.

Radio Ann Arbor Inc. sold WNRS(AM) Saline and WIQB(FM) Ann Arbor, both Michigan, to Lake America Communications for \$1,235,000.

KBBQ(AM)-KBBY(FM) Ventura, Calif., went from Tri-Counties Public Service Inc. to Forrest Broadcasting Co. for \$1.2 million.

Eastern Broadcasting Corp. paid \$1.2 million to Smith Communications for WPDQ-AM-FM Elizabethtown, Pa.

For \$1,190,000, Cordem Inc. bought WHHR(FM) Hilton Head Island, S.C., from Hilton Head Radio Corp.

WADC(AM)-WIBZ(FM) Parkersburg, W.Va., went from Randy Jay Broadcasting Co. to WADC/WIBZ Partnership for \$1,024,000, plus \$150,000 for covenant not to compete.

KEED(AM) Eugene, Ore., went from Century Pacific Inc. to Community Pacific Corp. for \$1 million.

Taft Broadcasting sold KODA(AM) Houston to Spanish Broadcasting Corp. for \$1.1 million. (It has also sold KODA-FM there to Westinghouse Broadcasting for \$5 million, subject to the approval of the FCC.)

Sterling Recreation Organization Co. bought KDKO(AM) Littleton, Colo., from Radio Station KDKO Inc. for \$1.1 million.

Lee Dixon and his wife, Iva Mae, sold WSOM-AM-FM Salem, Ohio, to Rust Communications Group for \$1.1 million.

Trenton Broadcasting Corp. bought WBUD(AM)-WBJH(FM) Trenton, N.J., from WBUD Inc. for \$1.1 million.

Evans Broadcasting Corp. purchased WAAA(AM) Winston-Salem, N.C., for

\$1,040,000. Robert B. Brown was the seller.

Triplett Broadcasting bought WCOR-AM-FM Lebanon, Tenn., from Andrew Jackson Hendrickson for \$1,025,000.

Paul Neuhoft and Mary Forbes purchased WQIZ-AM-FM St. George (Charleston), S.C., from Soundamerica Corp. for \$1 million.

Capital Broadcasting Co. paid \$1 million for WNUU(FM) St. Matthews, Ky. The seller was Summers Broadcasting Co.

For \$1 million, Charmar Broadcasting Inc. bought KNPT-AM-FM Newport, Ore., from Yaquina Radio Inc.

WMBO(AM)-WRLX(FM) Auburn, N.Y., went from Auburn Media to Scott Broadcasting Co. for \$1 million.

William H. Herstadt and his wife, Judith, paid \$1 million to WKAT Inc. for WKAT(AM) Miami Beach.

Robert D. Janacek and his wife, Mary Anne, sold KLOM(AM)-KLPC-FM Lompoc, Calif. to D'n'T Broadcasting Inc. for \$1 million.

## Station buyers stood in line

**Despite high interest rates, demand doesn't soften, particularly for FM and UHF**

Station brokers, who profit from a vigorous broadcast station marketplace as well as high prices, were not disappointed by 1979. The number of radio and television stations bought and sold kept pace with 1978, while the average price for a station increased (see story page 38).

The brokers saw 1979 as another in a string of similar years that began after the 1974-75 recession. Last year was marked by a great deal of trading activity in all types of stations and by prices that moved ever upward. All agreed that it was a seller's market in 1979, and none cast doubt that the current trends would carry over into this year and possibly beyond.

Although all types of broadcast properties increased in value in 1979, the brokers reported that UHF's and FM's made the biggest gains. Both were commanding prices that not only reflected greater audiences and revenues, but also the feeling that these services offer the most growth potential. The brokers conceded that a portion of the FM gain was made at the expense of AM, but they also concurred that most AM's are still good buys and that the AM market should remain at least as strong as the general economy.

Most of the brokers felt that it was far too soon to calculate the effects on the market of the latest regulatory moves, and there was agreement that the efforts to increase minority ownership without creating new stations would add to the value of stations by introducing additional buyers into the marketplace.

The year's 12.5% inflation rate and the year-end's 15% interest rates may have discouraged some buyers—but not many.

Interest rates did little to hold down prices, while most brokers were able to circumvent the tight money supply by constructing seller-financing deals. As Clyde Haehle of R.C. Crisler & Co. said: "You have to have seller financing if you're going to have a term deal now. I can't get a buyer, go to the bank and get prime plus one or prime plus two, and make a go of it."

Joseph Sitrick of Blackburn & Co. said there were "times when we wondered what was going to happen as the interest rates went higher and higher. We expected to see a softening of the market or the price." But, he said, "the high rate was overcome by sellers who took back paper at considerably less than the banks." Consequently, he said, Blackburn was able to "sell just about everything that came along."

Dick Shaheen, a Chicago broker, said that "the high interest rates caused a lot of

situation hurts modest venturers trying to buy in small and medium markets. "The money is not hurting the big deal," which usually involves big operators who can still get the cash, Ford said.

Cecil Richards, a broker based in Falls Church, Va., agreed with Ford's assessment and with the consensus that it is the seller who is or should be making the concessions in a tight money economy. "High interest rates are resulting in sellers who are being more negotiable—if not in the price, then certainly in the kind of terms they are willing to give."

Despite the general feeling among brokers that seller financing is one way and perhaps the best way around high interest rates, at least one broker feels that such sales are unwise. Ted Hepburn said that he does mostly straight cash deals, claiming it makes no sense for a seller to take back paper at 8% or 9% when inflation is running at a higher rate. The only kinds of stations that are seller financed, Hepburn said, are those where the "seller is trying

## The year's 12.5% inflation rate and the year's-end 15% interest rates may have discouraged some buyers—but not many.

people to back off from all-cash deals and look for seller financing." To accommodate buyers short on cash, Shaheen said, "sellers have to have an open mind and be very flexible."

Even if the high interest rates continue through 1980, Memphis broker Milton Q. Ford feels that "the year will be OK, if sellers aren't unrealistic" in their asking prices and if they're willing "to take back paper at a reasonable rate of return—9% or 10%." Ford said that the tight money

to get a higher price than the station deserves, so he makes concessions," and those where "the seller isn't knowledgeable and doesn't understand economics and that inflation will eat him up."

An anticipated effect of high interest rates is a softening of demand for stations. However, as a couple of brokers pointed out, high rates can also encourage more sellers to enter the marketplace. Bill Prikryl of R. D. Hanna Co. said that because of the high rates "small operators

are having difficulty getting operating money at a reasonable cost" and this fact coupled with the incentive of a reduced capital gains tax that went into effect on Jan. 1, 1979, is an inducement for them to sell. Richards said many owners who bought their stations with money with a floating interest rate also have to be thinking sell. "If a seller bought his station on a floating interest rate of two points above prime," Richards said, "the lender [now making 17% or 18% interest] may be making more off the station than the owner. In marginally profitable stations, the owner is losing money due to his high debt service and may be forced to sell."

The reason prices can rise in the face of tight money is just one more illustration of the over-all viability of broadcasting and its attractiveness to investors. The prices are also pushed higher by other factors. Howard Stark, a New York broker, said "very few individuals still own stations in the top-50 markets." And, Stark said, corporations are less apt than individuals to sell creating a situation of low supplies in areas where stations are most profitable and most desirable. Another factor boosting prices, is the broadcasters who put their stations on the trading block at high prices that are out of line with the stations' profits and revenues.

Ford said that he was asked to sell an AM-FM combination for what he felt was an "unrealistic" price of \$800,000. He

said that although the stations were "good facilities" they were "only grossing \$200,000 or so a year" in a small market. "Nobody's bashful. They'll ask anything, hoping to get it and sometimes they do," he said. Reggie Martin, a Miami broker, also had an extreme example of inflationary pricing. Martin said a broadcaster in a growing medium market came to him with a station that grossed \$150,000 annually, wanting to sell it for \$2.5 million. Martin said that he "would be embarrassed to try to sell it at that price," but, he later noted, "Stations sold at incredibly high prices years ago appear today to be good buys."

When different types of broadcast ser-

Kozako, of Keith W. Horton Co., said. "We can't find enough TV properties. UHF, VHF, independent or network affiliate—finding a buyer doesn't seem to be a problem."

Although everybody wants a good television station, according to the brokers, long lines will form for most Class C FM stations too. Hepburn said that the 1970's were the decade of FM, when the buying emphasis gradually shifted from AM to FM. Haehnle said, "FM is maturing rapidly. It now has over 50% of the audience and revenues are bound to catch up. We anticipate FM to maintain its strong position throughout 1980." Haeh-

**Minorities, said one broker, are getting serious: "We've had our share of tire-kickers, but what we're seeing now are qualified and sophisticated buyers."**

vices and their values are discussed, VHF's, of course, top the list, but UHF's, long the poor companions, came on strong in 1979. Noting that 1980 is both an election year and an Olympics year, Stark said: "It will be a hell of a year for television broadcasting." And, he added, it will be particularly good for UHF's. "Buyers have their five V's," he said, "and are now expanding into the U's." He also said that subscription television lends new viability to many UHF stations. "They're not really in competition with the V's."

The continued prosperity of television broadcasting and value of television stations may be affected by how broadcasting handles the competition from other video sources seeking time on the television set—cable, videodisks, videotape, and perhaps, satellite-to-home broadcasting. Frank Kalil, of Richter-Kalil & Co., doesn't feel the competition will have much effect on the station values and that opinion to the contrary has been heard in different forms before. "It wasn't long ago," he said, "that people were saying that CB radio was going to cut into the radio listening habits of people in automobiles. There seems to be room for everyone." Ted Hepburn and Clyde Haehnle were in accord with Kalil. Hepburn said the encroachment of new technologies "hasn't had the slightest effect on interest in purchasing." For whatever reason, he said, interest remains high in television among those entering broadcasting for the first time and among those broadcasters seeking to fill out their complement of stations. Haehnle said that some clients "are expressing concern about fragmentation of the audience by STV and cable; however, we don't feel this concern will adversely affect prices."

Regardless of what the future holds for television, there is no doubt that it's currently the hottest item in the spectrum. "Television is very strong," Richard

nle, like most of the brokers, said that the most salable property he could get his hands on is an FM. Southern properties have a little extra appeal, he said, but "we'll sell it in Baltimore just as quickly." Bill Prikryl said that most FM listings are money in the bank. "Just give me the station; I've got the people to call. It's more attractive with an AM sister, but it will sell just as well without it."

There was some indication, however, that the buyer's infatuation with FM may be wearing thin. Kozako said that buyers "are looking a little more at performance than they were just a year earlier."

There was much talk among the brokers of a slackening of demand for AM stations and the flattening out of AM revenues and prices, but the talk was in the general sense and the brokers made clear that there are still a lot of good AM properties out there. As Frank Kalil pointed out: "A good AM is still a good thing to have." Kalil said that when he evaluates a station, he does so on the basis of its facilities, its market and its past performance. To him, the distinction between AM or FM is secondary. It's still a matter of "reaching most of the people most of the time."

The brokers are aware that regulatory actions of governmental agencies can have a profound effect on station values. And while they agreed that some of the proposals of 1979 such as radio deregulation and 9 khz spacing to create more stations on the AM band could have far-reaching implications—should they ever come to fruition or even close to fruition—they said that the moves have had little immediate effect. "Nobody knows about 9 khz. It might be years away and it might be never. That's the way broadcasters and would-be broadcasters are looking at it—no immediate effect, no appreciable effect," said Paul Chapman of Chapman Associates.

Hepburn agreed that it was "far too

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soon" to pass judgment on 9 khz and said that there are a couple of proceedings at the FCC that are more imminent and perhaps more significant. The proceedings he was referring to address the question of whether Class IV AM's should be allowed to boost nighttime power from 250 w to 1 kw and double the size of their transmitting antennas. Hepburn said that Class IV stations are "currently very much out of favor," but if the changes proposed in the proceedings are allowed, the Class IV's could "become very valuable."

Richard Kozacko said that the action that caused the most concern to the buyers and sellers was an FCC condition on the Gannett-Combined Communications merger that raised the specter of the FCC one day ordering the break-up of AM-FM combinations. Kazacko said that "a lot of deals were rocked" by that action. Buyers, he said, were backing away from combination buys, fearing that they would be forced to sell off either the AM or FM.

There was a big jump in the number of minority-owned broadcast properties in 1979 and most were the result of station buys. As far as the brokers are concerned, increased minority ownership is a trend that will continue far into the 1980's, and they're all for it. The brokers see minority groups as additional buyers who as they

play an ever increasing role will help insure that station values and trading activity remains high. They gave some of the credit for the rise of the minority buyer to the FCC and its tax certificate policy that allows sellers to defer capital gains tax if they sell to a minority-controlled group, but said that the availability of money to minority groups and an increase in the number of qualified minority buyers were far more significant.

Ted Hepburn said that there are instances where the tax certificate can be a real help, but it is not what people thought it would be. One of the problems, he said, is that "in almost every case the tax certificate requires a cash sale. It is hard to get the benefits if you sell on terms." Hepburn said that far more beneficial to the minority buyers are the minority enterprises small business investment corporations (MESBIC's), government-subsidized investment corporations that have made funds available to all sorts of minority-owned businesses.

Haehnle and Kalil felt that the key element in increased minority ownership is an increase in the number of qualified minority buyers. "We've had our share of tire kickers," Haehnle said, "but what we're seeing now is qualified and sophisticated buyers."

## Cable: Good-bye to mom and pop

**Big MSO's become bigger, while many new-to-the-medium firms are buying in, eager to avoid costly franchise fights and get right to that attractive cash flow that CATV can offer**

The big fish who have been feasting on the little fish in the cable television pond had better keep an eye open: Bigger fish are on the way.

According to Rich Michaels, a broker with Communications Equity Associates, Miami, the cable industry can expect several of the medium-sized multiple system operators—in the 50,000-to-150,000-subscriber range—"to be sold or absorbed by merger in 1980 either by bigger MSO's or by outsiders."

Michaels's list of outsiders, whom he knows to be interested in buying existing cable systems, includes Scripps-Howard, New York Times Co., 20th Century Fox, Prentice Hall and Capital Cities Communications. All have been actively seeking buys in 1979, but none has yet found the right one, he said.

To Michaels's list, Robert Brown, vice president of Daniels & Associates, Denver, added McGraw-Hill and Ziff-Davis Broadcasting. Brown said that many companies that "never looked before are now looking. People are coming from everywhere. If you get a big deal you can bring some heavy hitter to it."

The entry of the outsiders is just one of many forces that pushed up cable prices in 1979. The readiness of investors to back

cable operators, the arrival of experienced Canadian cable operators who can no longer find room for growth in their own country, the presence of acquisitive MSO's with established lines of credit, the increasing costs of obtaining cable franchises, and, most important, the success of cable in the consumer marketplace, have all contributed to the quantum leap in prices over the last year or two.

According to Ian Gilchrist of Warburg Paribas Becker, New York investment bankers, "It was a wild market" in 1979 as a price spiral that began a rapid rise in 1978 continued into 1979. He said that prior to 1978 "seven times operating income had traditionally been the going rate for a cable system, but during the past two years the price has jumped to 10 times or as much as 12 times operating income." And, he added, the average price per subscriber shows a commensurate increase: from \$300 to anywhere from \$400 to \$550.

Michaels, who called 1979 "a very intense seller's market," said that one reason the prices have increased in spite of high interest rates and tight money near the end of the year is due to the publicly owned MSO's that, having arranged financing in 1978 and early 1979, have lines of credit at relatively low interest rates of 10%-10 5/8%.

He said, however, that this good fortune does not extend to the smaller companies without pre-arranged financing. They have to borrow from banks at prime



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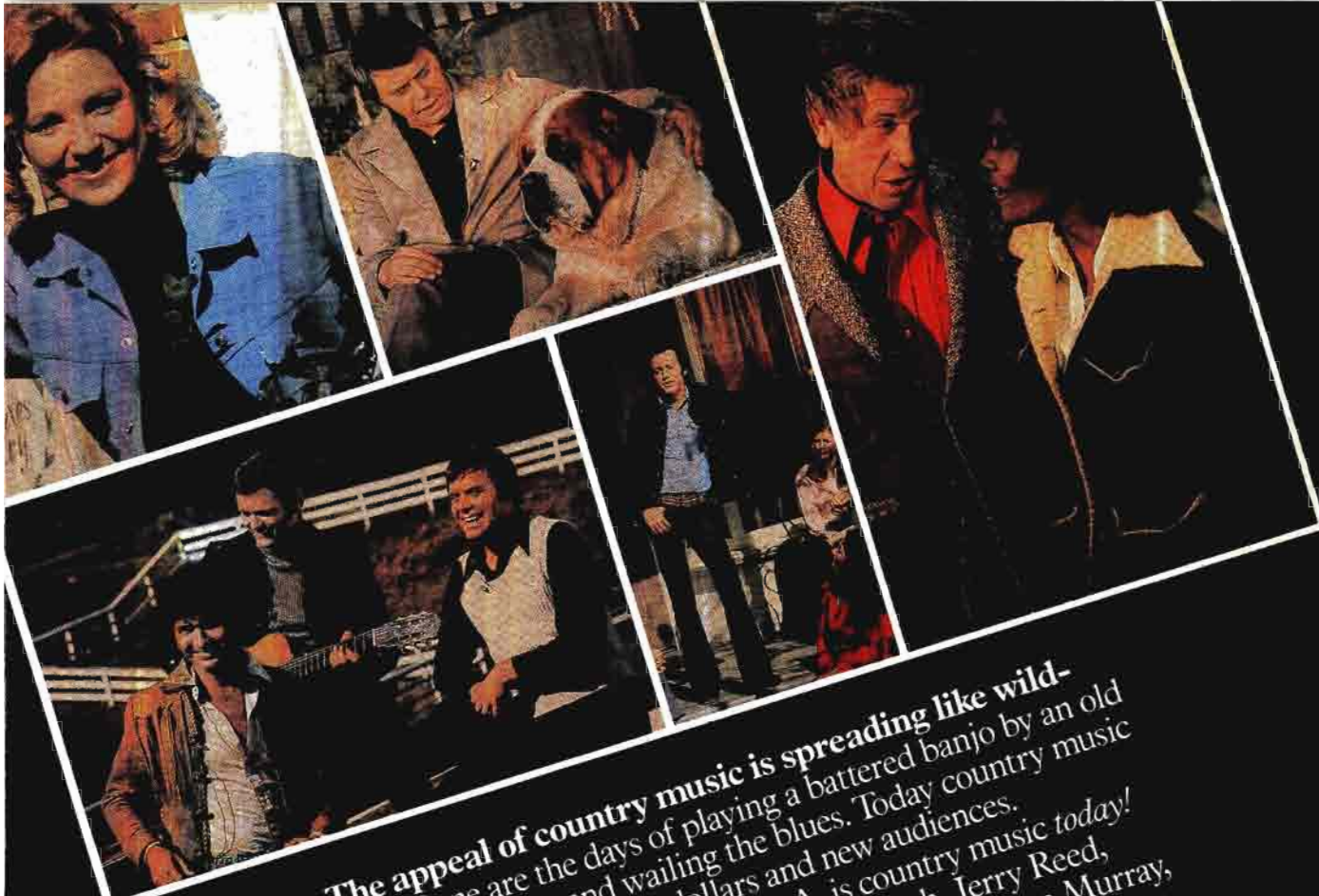
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plus two or prime plus three (17% or 18%) or from finance companies at even higher rates, he said.

The tight-money situation has had little effect on the outsiders. Michaels said that they are usually companies with substantial cash flow, and they have little need to borrow.

Gilchrist said that investors have been attracted to cable because it generates a predictable cash flow. This is particularly attractive to consumer or retail-oriented companies whose operating income often rises and falls with the season, he said. Such companies see cable as a way to level off corporate ups and downs by funneling cable money to other businesses, he said.

Investors also like the fact that a dollar of cable equity had far more leverage power than a dollar in most other capital-intensive businesses. Gilchrist said that most industrial companies can borrow no more than one dollar for each dollar of equity, but in cable, with its cash-flow predictability, two and in some cases three dollars can be borrowed on a dollar.

Speaking in a more general sense, Gilchrist attributed increased prices to increased demand and increased demand to cable's improvement in service to its customers. Gilchrist said cable has benefitted from the advent of pay TV and the tiering of services and "software is

better and more abundant."

Gilchrist also said that demand has been fired by the great deal of attention the industry has received in the press.

Michaels said that the high prices are primarily the result of the flood of new buyers into the marketplace. He pointed to the Canadian operators, who because of Canadian regulatory prohibitions against pay television and the fact that almost all areas worth wiring in Canada are wired, have run out of opportunities at home and must move into the U.S. to expand.

Another group Michaels feels has increased demand are the independent telephone companies. Michaels said there are quite a few that wish to become cable

get into the business. He said that the cost of applying for and acquiring a cable franchise can easily run over a half a million dollars and, he said, "It's a gamble."

Despite the influx of "heavy hitters" into the marketplace, seeking to buy out large systems or MSO's, there is still a lot of interest in "mom and pop" systems.

Michaels noted that the industry has matured to the point to where some of the original cable entrepreneurs are reaching retirement age and willing to sell.

And, according to Brown, there is a ready market for the small systems. He said that many big companies wish to enter cable and want to buy a small system

**"People are coming from everywhere.  
If you can get a big deal, you  
can bring some heavy hitter to it."**

operators or increase their holdings. Michaels said the only regulatory restriction on them in terms of cable ownership is that they are not allowed to own systems in areas where they supply telephone service.

Michaels also noted that many companies find acquisition the easiest way to

get into the business. He said that the cost of applying for and acquiring a cable franchise can easily run over a half a million dollars and, he said, "It's a gamble."

Brown also said that the high prices currently being asked and paid have produced a backlash among the smaller operators, who would like to sell but fear that prices haven't yet peaked and that they might sell short. So, Brown said, they wait it out and further tighten up the market.

The year was positioned between two of the bigger deals in the history of the industry: In November 1978, Time-Life completed its purchase of American Television Communications, with its close to one million subscribers, for \$145 million. And last month American Express closed on its buy of 50% of Warner Cable for \$175 million.

The year produced some additional mega-deals. Tandem Productions, owned by Jerry Perenchio and Norman Lear, bought Communications Services Inc., which serves 100,000 customers in Kansas, Louisiana, Missouri, Oklahoma and Texas, for \$35 million.

Times Mirror Co. bought out the three principals of Communication Properties Inc. (325,000 subscribers)—Jack Crosby, Fred Lieberman and Bob Hughes—for \$86 million in February and then proceeded to buy out the remaining stockholder at the price of an additional \$42 million.

Storer Broadcasting, which sold all but one of its radio stations to finance its cable venturing, bought or agreed to buy a number of systems in 1979. The biggest buy was General Television Inc. with its 30,000 subscribers scattered throughout Minnesota, Delaware and Maryland.

Tele-Communications Inc. bought Madison Tele-Communications Inc. from Bob Spiegel, Dick Landy and Whitcom Communications for a price in excess of \$15 million.

Another major broadcaster, Multimedia Inc., bought the cable television division of Kansas State Network for \$11 million.

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## Burke bows out

**Radio ratings firm finds it can't cut it financially; service ends Jan. 25 with reports for 13 markets**

Burke Broadcast Research didn't make it, after all.

The radio audience measurement firm, which had to take a breather last summer to gather new financial resources (BROADCASTING, Aug. 6, 1979, et seq.), is closing after two and a half years of operation. Jan. 25 is the official closing date.

By then, officials said, reports on October-November-December 1979 measurements in its 13 broadcaster-client markets will have been published. Burke was also measuring seven other markets, but officials said broadcasters in those had paid nothing and the reports would not be issued.

Advertising agencies that pre-paid for reports will receive rebates for any they will not receive, Burke said.

Burke International Research Corp., Cincinnati, the parent company, said that when BBR resumed operations last September after a seven-week hiatus it was thought to have virtually adequate financial support, so that "only a small investment" would still be needed from Burke International.

But in the next three months, the parent company said, it became apparent that a "substantial" investment would be required to expand the service from the present 20 markets to a projected 50.

The statement didn't say how much additional investment might have been required, but other sources estimated the figure was probably close to \$1 million. It was estimated that Burke already had invested about \$3 million in the service.

BBR's departure follows by seven months the closing of another new syndicated radio audience measurement service, Audits & Surveys' TRAC-7 (BROADCASTING, June 18, 1979), also for lack of sufficient support.

It leaves Arbitron Radio, long the dominant force in syndicated radio audience measurement, with only two principal would-be competitors in the field. They are RAM Research, San Diego, and Media Statistics Inc., Silver Spring, Md. Their services are still best known as programing aids but they hope to grow in syndicated measurement as well. With the departure of Burke, observers expected them to step up their solicitations to take over—and expand on—the segments that Burke is giving up.

Burke authorities estimated that about 100 people in Burke's Cincinnati headquarters were affected by the closing, but said that many of them were being moved

into other jobs with the parent company. The New York and Los Angeles offices are to remain open until Jan. 25. Among those being let go, officials said, were Executive Vice President Lew Alpert and Bill Abbott in New York, Gordon Gredell in Chicago and Brescia Leonard in Los Angeles.

The markets for which October-December reports are being issued are Boston, Chicago, Cincinnati, Dallas-Fort Worth, Detroit, Houston-Galveston, Los Angeles, Miami-Fort Lauderdale, New York, Pittsburgh, Philadelphia, San Francisco and Washington. The markets measured but not being reported are Baltimore, Atlanta, Cleveland, Denver, Minneapolis, San Diego and St. Louis.

## United Cable's turn with N.Y. analysts

**Dramatic financial growth cited, along with problems of labor (availability and cost) and franchise wars**

The bullish financial prospects of United Cable Television Corp. in particular—and of cable TV in general—were put before the Entertainment Analysts Group in New York's Harborview Club last week. It was a two-years-later return appearance for President Gene Schneider, who reported that, in the interim, revenues had grown 102%, net income 221% and earnings per share 216%.

(Schneider—accompanied by vice president Bill Kingery Jr.—was citing the quarter ended Nov. 30, 1979, against the comparable quarter of 1977. Against 1978, the respective increases were 54%, 70.5% and 65.2%. According to BROADCASTING's annual compilation of the top 100 companies in electronic communications, published Jan. 7, United Cable

ranked 94th with revenues of \$34,541,000, net earnings of \$4,616,000 and earnings per share of \$1.58 for the four quarters through the third quarter of 1979.)

Discussing the increasingly critical area of pay subscribers, Schneider noted that United now has a pay-to-basic-subscriber ratio of 43% (basic subscribers number roughly 290,000 in 28 systems, out of 550,000 homes passed), at an average pay rate of \$10.64 a month, with the basic rate averaging \$7.84. These pay percentages and rates are higher than the industry average, he noted, saying that the company's philosophy of providing the "maximum service possible at a fair rate" enabled it to charge higher prices.

United's cash flow, according to Schneider, has grown to \$14 million annually, and he noted that in two years the price of his company's stock has climbed about 600%, from \$4.75 to a recent high of \$33.25.

Schneider and Kingery said a shortage of labor is among the most serious problems hampering cable expansion. In that environment, the labor cost for a system has climbed, they said, from 35 to 50 cents a foot in the past year. It's a situation aggravated, they maintained, by a tendency of the subcontractors/construction crews to simply walk off a job before it's completed. The two men cited the example of their Connecticut operation which, they joked, saw the crews move down to other cable projects in Florida when winter set in. In fact, for the underground portion of United's new construction near Denver, the company has purchased its own trenching equipment and will run the project itself, although subcontracting the aerial work.

Schneider told the analysts that "the importance of rate increases can't be over-emphasized" in assessing the potential of a cable operation. He pointed to his Tulsa, Okla., system, where, he said, a \$1 increase in both basic and pay rates generated an increase of \$1 million in operating

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income, and that fell mostly to pre-tax profit.

Asked whether recession was fueling an increase in pay subscriber cancellations, or "churn," the United president asserted that two years ago pay churn was double what it is today, and that it now approaches the level of basic churn for a system. It's

Schneider's belief that "90% of churn is moves," people leaving the area, something that varies with the community. The company's Abilene, Tex., system experiences a 45%-50% churn rate because of moves, while a "sleepy community" might have a 10% to 15% rate, in Schneider's estimation.

## Changing Hands

PROPOSED

■ **KBRT(AM)** Avalon, Calif. (Los Angeles): Sold by Bonneville International to Keirtron Inc. for \$4.1 million in cash or \$4.5 million payable on terms. Seller is major group owner with four other AM's, seven FM's and two TV's. It is owned by Corporation of the President of the Church of Jesus Christ of the Latter Day Saints. Arch L. Madsen is president of Bonneville. Buyer is owned by Donald Crawford, who also owns **KPBC(AM)** Dallas, **WYCA(FM)** Hammond, Ind.; **WDJC(FM)** Birmingham, Ala.; **WDCX(FM)** Buffalo, N.Y., and minority interest in **WMUZ(FM)** Detroit. **KBRT** is 10 kw daytimer on 740 khz. Broker: Hogan-Feldmann Inc.

■ **KSOK(AM)** Arkansas City, Kan.: Sold by **KSOK Broadcasting Co.** to R.J. Communications Inc. for \$370,000. Seller is subsidiary of Stauffer Communications, group broadcaster with six AM's, three

FM's and one TV and newspaper publisher. Oscar S. Stauffer is chairman; his son, Stanley, is president. Buyer is owned by Richard T. Wartell (60%) and his wife, Janet (40%). Wartell is Western station relations manager for Mutual Broadcasting System. Neither he nor his wife has other broadcast interests. **KSOK** is 1 kw daytimer on 1280 khz.

■ **WVfV(FM)** Dundee, Ill.: Sold by R.F. Broadcasting Co. to CLW Communications Group of Illinois for \$315,000. Seller is owned by Ralph J. Faucher, who has no other broadcast interests. Buyer is owned by AMG International, nonprofit religious corporation, headed by Spiros Zodiates. It also owns **WSCW(AM)** South Charleston, W.Va.; **WRCJ(AM)** Jacksonville, Fla., and **WHYD(AM)** Columbus, Ga. **WVfV** is on 103.9 mhz with 3 kw and antenna 300 feet above average terrain.

■ Other proposed station sales include: **WACA(AM)** Camden, S.C. (see "For the Record," page 70).

APPROVED

■ **KQXE(AM)-KIOG(FM)** Mesa, Ariz.: Sold by Al Rau, receiver for bankrupt Southwestern Media Corp., to Western Cities Broadcasting Inc. for \$2.5 million. Southwestern Media Corp. is owned by Lowell Homburger (21%) and nine others. Homburger and his wife have purchased **WRDD(AM)** Bay City, Mich. (**BROADCASTING**, Oct. 22, 1979). Earlier deal to sell Mesa stations to black group for \$1.85 million was called off by bankruptcy judge (**BROADCASTING**, Aug. 21, 1978). Buyer is owned by Peer Pedersen, Howard Warren and Richard and William Phalen (brothers), who own **KZAP(FM)** Sacramento, Calif.; **KMJJ(AM)-KLUC(FM)** Las Vegas and **KMGX(AM)-KRQQ(FM)** Tucson, Ariz. **KQXE** is on 1310 khz with 5 kw day, 500 w night. **KIOG** is on 104.7 mhz with 100 kw and antenna 1,500 feet above average terrain.

■ **WADC(AM)-WIBZ(FM)** Parkersburg, W.Va.: Sold by Randy Jay Broadcasting Co. to **WADC/WIBZ Partnership** for \$1,024,000 plus \$150,000 for covenant not to compete. Seller is owned by Calvin Dailey Jr., who also has interest in **WLIT(AM)** Steubenville, Ohio. Buyer is owned by Gerald P. Mikitka, Chicago investment broker and part owner of **WKZN-AM-FM** Zion, Ill., purchased last July (**BROADCASTING**, July 16, 1979), and **KIXY-AM-FM** San Angelo, Tex. **WADC** is 5 kw daytimer on 1050 khz. **WIBZ** is on 99.3 mhz with 3 kw and antenna 210 feet above average terrain.

■ **WRRD(AM)** Minneapolis: Sold by Metrocom to Minnesota Public Radio Inc. for \$975,000. Seller is partnership headed by Robert G. Liggett Jr. Partnership acquired station in August 1977 for \$2 million, but because of financial difficulties has sold station. (It was granted waiver of three-year rule.) Liggett has varying interests in **WFMK(FM)** East Lansing, Mich., **WBUF(FM)** Buffalo, N.Y., and **WLLOL(FM)** Minneapolis-St. Paul. He was principal owner of **WRDD(AM)** Bay City, Mich., sold last October for \$625,000 (**BROADCASTING**, Oct. 22, 1979). Liggett also owns 51% of corporation that has purchased **WRNN-AM-FM** Clare, Mich., subject to FCC approval. Buyer is nonprofit group broadcaster. It owns **KSJR(FM)** Collegeville, **KSJN(FM)** Minneapolis-St. Paul, **KCCM(FM)** Moorhead, **WSCD(FM)** Duluth, **KRSW-FM** Pipestone and **KLSE(FM)** Rushford, all Minnesota. MPR is controlled by board of directors; William H. Kling is president. **WRRD** is on 1330 khz with 5 kw full time.

■ **KKAJ(FM)** Ardmore, Okla.: Sold by Ar-buckle Broadcasters Inc. to Oktex Inc. for \$600,000. Seller is owned by Harold E. Cochran, who has no other broadcast interests. Buyer is owned by Harold G. McEwen (52%) and his wife, Kay (47%). McEwen owns Robinson, Okla., advertising agency and 4% interest in **KCAN(AM)** El Reno, Okla. His wife has no other broadcast interests. **KKAJ** is on 95.7 mhz with 100 kw and antenna 550 feet above average terrain.



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## FCC says lowest unit rate applies in Iowa caucuses

**Commission finds events to be same as primary elections, and spots aired after Jan. 14 must be priced accordingly**

The considerable importance that Iowa has achieved in the eyes of Republican and Democratic presidential hopefuls resulted in an FCC ruling last week that has some broadcasters in the state grumbling. The commission, in a 6-0 ruling, held that the section of the Communications Act requiring broadcasters to give candidates in primary and general elections their lowest unit rate applies to candidates in the Iowa precinct caucuses to be held today (Jan. 21).

The commission issued its basic ruling on Jan. 14, in response to a request of the Reagan for President Committee, holding that the Iowa caucus system functions as a primary election. On Tuesday, the commission staff, in response to a letter later received from the Carter-Mondale Presidential Committee, said the ruling applies to the Democratic caucuses if they are "substantially similar" to the Republican. And they are.

However, the commission said that the ruling applies only to advertising spots that began airing on Monday, Jan. 14. The Reagan committee did not ask for retroactive application, but the Carter-Mondale committee did, to Jan. 1. The commission said it would not be fair to apply the ruling retroactively since "many parties, including broadcast licensees," had reason to believe the lowest unit charge would not apply to the Iowa caucuses.

That portion of the ruling was welcomed by Iowa broadcasters, particularly radio licensees. Some had already been charging political rates but most had been charging earned frequency rates, and the difference could range up to 40% in the case of small stations. Officials at most television stations questioned said they do not charge on the basis of an earned frequency rate. Anyone, they say, candidate or long-time customer, pays the same rate for the same kind of spot. One exception was Darwin Wolfe of WHO-TV Des Moines. He said the station's political rates could be as much as 15% less than those that were being charged.

Most broadcasters who, like citizens throughout the state, did not regard the caucuses as a primary, were surprised by the commission's decision. And one, Lee Marts, vice president and general manager of WOC(AM)-KHK(FM)-WOC-TV Davenport, and an officer of the Iowa Broadcasters As-

sociation, said he would ask the association to consider whether it should "take a position on it before the FCC." The commission had not sought comments on the requests for a ruling before responding to them. "We have a large question as to whether the caucuses here are comparable to New Hampshire's primary," Marts said.

He did not expect to persuade the commission to reverse its decision in time to affect receipts for the last week of the campaign. But, he said, "We'll have the problem every four years."

Until four years ago, the caucuses had been considered private affairs that attracted only party activists. But Jimmy Carter's success in the Democratic caucuses four years ago and the impetus it gave his eventually successful campaign for the nomination have transformed them into an event of considerable importance to candidates and the media (BROADCASTING, Jan. 14).

The candidates bought radio and television time in amounts that, for the Iowa caucuses, were unprecedented. And the Reagan campaign sought its ruling after its timebuyer, Ruth Jones, learned the stations were charging at earned frequency rates rather than the lowest unit rate. She

bought \$11,000 worth of radio time last week, and was in the process of buying some \$25,000 more for the final week. Last month, a local buying agency had purchased \$8,000 worth of radio time.

The commission, in its ruling, noted that, in its 1978 primer on the subject, it had said that it would not apply the lowest unit rate to caucuses. But on review, the commission added, "we believe that the Iowa caucus is an integral part of a primary election" and the lowest unit rate applies.

## Van Deerlin also going to put Comsat under examination

**March hearings are announced; direct-to-home proposals to be one of prime focuses**

The FCC is not the only arm of government looking into the structure and operations of the Communications Satellite Corp. The House Communications Subcommittee now has announced plans to hold hearings on Comsat in March.

Lionel Van Deerlin (D-Calif.), chair-

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man of the subcommittee, said "the hearings should help us consider the nature and necessity of any future legislation . . . Congress created Comsat, and Congress should make sure that the corporation continues to reflect congressional intentions." Van Deerlin added that the hearing will complement the FCC Comsat study that is already under way (BROADCASTING, Dec. 10, 1979).

One specific issue that the subcommittee will consider will be Comsat's announced plans to enter the satellite direct-to-home broadcasting business. Jane Wilson, a spokeswoman for the subcommittee, said the purpose of the hearings would be to see if safeguards are needed to protect competitors from Comsat and its separate subsidiaries. "Comsat is similar to AT&T in that it is a designated monopoly," she said, "and with [its plans for domestic satellite operations] it would in effect be doing what AT&T has been prohibited from doing."

## The NRBA gives a cold shoulder to FCC's ideas on deregulation

**Board says things would be worse if proposals are adopted; it also goes on record opposing 9 khz**

While the FCC radio deregulation proceeding is a "commendable gesture," it will only minimally lessen the burden-

some regulations that now exist and would ultimately lead to decreased license stability.

This is the gist of a resolution adopted by the National Radio Broadcasters Association board of directors at its annual meeting Jan. 10-11 in Scottsdale, Ariz.

In NRBA's view, "many of the FCC proposals and options would generate more onerous overregulation than now exists and would create an even greater lack of license stability than is provided under the present rules."

The board also took a stand opposing 9 khz spacing in the AM band. The resolution stated that NRBA "flatly" opposes the 9 khz proposal that will be considered at the Region 2 conference in Buenos Aires this March (BROADCASTING, Jan. 7). NRBA believes that the adoption of 9 khz spacing will "result in a loss of signal quality and degradation of service to the public, could prohibit the development of AM stereo and would forever limit AM from reaching a parity with FM."

Sis Kaplan, of WAYS(AM)-WROQ(FM) Charlotte, N.C., NRBA president said, "it seems to us that the public and the radio industry are being asked to pay an exorbitant price for the dubious advantages claimed for 9 khz spacing."

The board also voted unanimously to form a "National Committee for Responsible Public Interest Groups." The purpose of the group will be to evaluate the "public" in "public interest" groups. Abe Voron, NRBA executive vice president, said "though we recognize the need in our society for responsible public interest groups, we feel obliged to examine the motives, actions and representation of

groups who presumably act in the 'public interest' to determine that they are acting in a responsible manner."

## First volleys fired in FCC's network inquiry

**Comments by ABC, CBS, NBC on staff paper refute claim that commission has jurisdiction over them or that there is anything improper with their relationships with affiliates; Group W sees things differently**

The three television networks agree that neither the Communications Act nor any judicial or administrative interpretation of it gives the FCC jurisdiction to regulate network practices.

Their comments came in response to the commission's release, last October, of preliminary reports in its inquiry to determine whether present network practices permit adequate competition in the industry, given existing technological and legal constraints.

The staff concluded, in those initial reports, that the three commercial television networks and their affiliates are so successfully entrenched in their economic structure that any attempt by the FCC to regulate them—and it has the power to do so—would prove fruitless. It said the FCC should look elsewhere, "specifically to structural changes which affect the number of programming outlets, if regulation is to make a difference in the television service provided to the viewing public" (BROADCASTING, Oct. 22, 1979).

The inquiry staff issued findings on network-affiliate relationships, FCC jurisdiction over network practices, the structure and business activities of network parent corporations and three background documents dealing with the history of the networks and FCC's rules. The reports were based on the networks' performance in 1977.

The networks centered the bulk of their comments on two reports: network/affiliate relationships, and FCC jurisdiction to govern them.

NBC said there is no reason for the FCC to "consider tinkering with the system and interfering with the reasonable workings of the free marketplace." It added that "It would make no sense for the FCC to indulge in an attempt to tamper with the marketplace by stripping away those network functions which supposedly are not economically 'necessary' [in the staff's view] to the operation of a system that is working in an excellent manner."

NBC called the jurisdictional report an "abstract discussion of the commission's possible power to regulate television networks." NBC stated that an assumption of FCC jurisdiction must be based on a concept of "ancillary jurisdiction" that re-



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## Washington Watch



**Small's successor.** William Liley III, VP-government affairs for American Express Co., named CBS Inc. VP-Washington. He fills position formerly held by William J. Small, now president of NBC News. Before joining American Express in 1978, Liley served for year as minority staff director, House Committee of the Budget. Earlier, he was deputy and then director of President's Council on Wage and Price Stability, and before that deputy assistant secretary for policy development, U.S. Department of Housing and Urban Development. He co-founded *National Journal* in 1969, was with publication until 1973; before that, he was instructor at Yale, from which he holds Ph.D.

**The line-up.** With hearings set for Jan. 29, witness list is being compiled for examination of bill (H.R. 5430) introduced by Representative Ronald Mottl (D-Ohio) that would require FCC to reveal financial data on individual TV and radio stations (BROADCASTING, Oct. 1, 1979). One panel will include Thomas Bolger, National Association of Broadcasters joint board chairman; Sis Kaplan, president of National Radio Broadcasters Association; Wade Hargrove, president of North Carolina Association of Broadcasters; Wilhelmina Reuben-Cooke, staff attorney of Citizens Communications Center, and yet undetermined representative of General Accounting Office. Also expected to be present, serving as resource people to answer questions, if necessary, are FCC Broadcast Bureau Chief Richard Shiben and Joseph Sitrick of Blackburn & Co., media broker.

**BIB nominee.** Charles David Ablard, former general counsel of Army and old U.S. Information Agency, has been nominated by President Carter to be member of Board for International Broadcasting for term ending April 28, 1982. He would replace John T. Murphy, former head of now dismantled Avco Broadcasting, whose term has expired. Ablard, 49, native of Enid, Okla., has been in private practice since 1977 and is currently with Washington firm of vom Baur, Coburn, Simmons & Turtle.

quires close examination of the specific regulation at issue. NBC said this report was "erroneous" and [its] "inaccurate view" would "permit the FCC to regulate not only networks but virtually any entity that does business with a station as a supplier of programming, equipment, or supplies," regulation which goes "clearly beyond the authority granted by the Communications Act."

CBS agreed with NBC on this point saying "not only would it allow the FCC to engage in plenary regulation of the networks, their business practices and their relationships with other unregulated entities, but it would suggest also plenary power over the entire television production industry, electronic equipment manufacturers, television ratings services, advertising agencies and a host of other industries which might be claimed to have some effect on broadcast communications."

Speaking of the network/affiliate report, CBS stated that "a significant portion of the report is elevated to hypothetical discussion of a variety of practices and policies which [the staff posits] might theoretically be plausible for the networks to pursue." But, CBS stressed that the history of the networks and their contributions to the public constitute more than the economic evolution included in the staff studies. CBS not only advocated that the staff pursue the public interests involved in the network/affiliate relationship, but reminded the FCC that "the

resources demanded for [contributions in programming and technology] require the kind of arrangement today provided by large, multiaffiliate networks."

ABC picked up on this, saying that the staff does not provide sufficient information on the public interest factors of this relationship. "There is no consideration of whether the economic advantages of network affiliation contribute to the ability of local stations to provide local programming . . ." ABC said.

Regarding jurisdiction, ABC said the "paper is not directed toward any particularly proposed regulation; [its] value lies principally in the identification of jurisdictional theories and limitations relating thereto." These "abstract principles," it said, "are insufficient in an area where clear-cut statutory authority is not present."

Westinghouse's Group W, which petitioned the FCC for the inquiry, said the staff should focus on those aspects of the network/affiliate relationship which constitute a threat to "our essentially local system of television broadcasting." Group W, which sought to portray the networks as dominating affiliates that have relatively little bargaining power, said "the commission should not simply defer to economic considerations in carrying out its responsibilities," but should answer other questions—such as the expansion of network commercial times, industry financial trends and syndicated news service contacts.



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## League gears up for debates

**It announces schedule of forums across the country; first is set for Feb. 26 in Manchester, N.H.; so far it's uncertain which candidates will participate, but press and public have been included**

The League of Women Voters last week went public with its hopes of repeating, if not surpassing, in 1980 the presidential candidate debates it presented in 1976. It announced the dates and locations "of the full set of 1980 Presidential Forums" it will sponsor between February and May in four cities. It also said it will invite presidential nominees to participate in a series of debates next fall. And it said it would have an audience at each event and invite press, radio and television to cover them.

Not announced, however, were the participants. And that was not an oversight. A spokeswoman, Betsy D. Gutman, said that negotiations were under way with all candidates but that "we're not ready to say who has accepted." Among those who had not, as of last week, were the two stars who chose not to participate in the Democratic and Republic forums in Des Moines earlier this month (BROADCASTING, Jan. 14).

The White House said President Carter, who cited the Iranian and Afghanistan crises in withdrawing from the scheduled confrontation with Senator Edward M. Kennedy (D-Mass.) and Governor Edmund G. (Jerry) Brown of California and thus, in effect, killed a scheduled Democratic forum in Des Moines, Iowa, still is not ready to leave the White House for the campaign trail.

White House deputy press secretary Rex Granum said the president feels he "cannot ask for bipartisan support and at the same time participate in a very partisan forum." Granum said the White House has received many debate proposals but that they are being held in "abeyance" until the world situation changes. And if the President does not participate, a Kennedy spokeswoman said, the senator won't. "We've indicated we're willing to debate at any time," she said. But, she made clear, Kennedy has no intention of participating in a debate with only Brown as an opponent.

On the Republican side, a spokesman for former Governor Ronald Reagan of California said there has been no change in Reagan's policy: He will not accept an invitation to an event if it involves "deviating from his 11th Commandment"—of not speaking ill of any Republican. And Reagan frequently receives in-

itations to participate in political forums with other candidates, the spokesman said.

Presumably, the six Republican candidates who showed up in Des Moines—Senator Howard Baker (R-Tenn.), George Bush, John Connally, Representative John Anderson (R-Ill.), Representative Philip Crane (R-Ill.), and Senator Robert Dole (R-Kan.)—would be willing to accept league invitations to as many forums as are held while they are still in the race.

The league's plans call for the first forum to be held in Manchester, N.H., in advance of the nation's first primary, on Feb. 26. The Democratic forum is scheduled for Feb. 19 and the Republican, on Feb. 20.

The other forums will be held in Chicago, on March 12 (Democrats) and March 13 (Republicans); Houston, on

April 22 (Democrats) and April 23 (Republicans); and in San Francisco, on May 27 (Republicans) and May 28 (Democrats).

Ruth Hinerfeld, chairman of the league's Education Fund, said that in inviting members of the public to attend the forums and the media to cover them, "we hope to provide a sizable segment of the electorate with the opportunity to view the presidential primary contenders in face-to-face discussions."

The question remains, however, how much coverage the forums would get without a Carter or a Reagan. Thus far, only National Public Radio and PBS are committed to coverage.

Whether Carter and Reagan will participate is not the only question nagging the league. Another is whether the Federal Election Commission's proposed regula-

## News Beat

**Welcome mats for news doctors.** Broadcast news consultants, viewed with reservations by most station news staffs in early 1970's, have become much more acceptable to news directors. That is one finding in surveys conducted by 1979 graduate broadcast journalism students at American University, Washington. One study of news directors in top-100 TV markets found overwhelming majority now regard news consultants as integral part of local TV business and offering valued advice. However, it was noted, news directors insist they retain editorial judgment. Companion survey of radio stations indicates radio consultants are following path already carved by their TV counterparts. Copies of research, "Broadcast News Doctors: The Patient is Buying the Cure," are available for printing and postal charges from AU School of Communications, (202) 342-0258.

**Try again.** Florida trial court's ruling barring still and television cameras from murder trial of defendant accused of torch-killing of fellow prison inmate has been reversed by district court of appeal. Appeal court, acting on appeal of Palm Beach Newspapers Inc., said trial court judge had not correctly interpreted guidelines laid down by state supreme court in responding to petition of Post-Newsweek Stations urging that courts be opened to such coverage. Trial court had banned cameras on motion of attorney for two other prison inmates called as witnesses who said they feared for their safety and would not testify if televised or photographed. Appeal court said trial court had failed to make finding that fear was justified. Trial court was directed to hold further hearing to obtain information it needs to exercise its discretion in case.

**Braintrust.** AP and New York Times Information Service announced joint venture called Associated Press Political Databank. Called "wide expansion of a databank developed by AP" for staff use in 1976, it will track candidates and issues in current presidential campaign, with files on each state providing background and summaries of congressional and statewide campaigns and issues. AP is responsible for content, and New York Times Information Bank is supplying hardware, with both companies marketing service. Commencing Feb. 1, databank will operate through Jan. 31, 1981.

**Decision makers.** Add to list of judges of prestigious George Foster Peabody broadcasting awards: Former FCC Commissioner Margita White and J. Leonard Reinsch, retired head of Cox Broadcasting and now co-chairman of Warner-Amex Cable. Others among two dozen on committee are: Tom Johnson, president Los Angeles Times-Mirror Co.; Dr. Harold Niven, vice president National Association of Broadcasters; John Charles Daly, former CBS news head and commentator, and Dr. William Harley, educational broadcaster. Annual awards for radio and television achievement in news, entertainment, education and international broadcasting are administered by Henry W. Grady School of Journalism, Athens, Ga.



tions aimed at opening the door to the corporate and labor union contributions that would finance the forums will become effective.

The FEC regulations, sent to Capitol Hill last month, must survive 30 legislative days without a veto by either house of Congress. (That period will expire next month.)

And at least two organizations, the Radio-Television News Directors Association and the National Association of Broadcasters, have expressed opposition to the proposals on the ground the FEC appears to be asserting a jurisdiction over broadcasters and newspapers that those organizations say it lacks. In September, such criticism resulted in a Senate veto of an earlier set of proposed regulations.

However, the league is said to be determined to press ahead with the forums, regardless of the outcome of the FEC proceeding. "The plans are to sponsor the debates, whatever happens," said Gutman.

## Trespass convictions in Oklahoma set up precedential case

**Newspeople follow protestors onto power-plant property and are arrested and convicted; some are expected to appeal**

Nine journalists, including three from Oklahoma City television stations, who followed a crowd of protestors onto the construction site of a nuclear power plant in Inola, Okla., last June, were convicted last week of trespass. The case could become another in a series that sets national guides for the degree of latitude reporters have in pursuing stories if appeals expected from one or more of the defendants ultimately reach the Supreme Court.

The case, however, is not one in which the media in the area involved are united. KTVY(TV) Tulsa, a *Detroit Evening News* station, represented by a reporter and cameraman who were also arrested, had them plead guilty. "We decided they'd broken the law," said Ernie Schultz, public affairs and information manager and former president of the Radio-Television News Directors Association. "It was made quite clear that if they crossed the company fence they'd be arrested." And KTOK(AM) Oklahoma City's Bob Durgin editorialized that the reporters had no right to break the law.

But for Ron Stahl of Gannett Co.'s KOCO-TV, the question he faced when he reached the fence surrounding the property of the Public Service Co. of Oklahoma was whether to stop or to proceed with the demonstrators and face possible arrest. Along with his cameraman, Bill Collard, he was arrested. So was Vicki Jean Monks, of KWTW(TV), who has since left the station, and KTVY's Tom Newcomb and Susie Wesh. Stahl, Collard and Monks were among the nine fined \$25 last week.

Stahl said he and Collard could have

hiked back more than two miles through rainy weather over rough terrain to a road where they could drive around to a company gate and then to a site set aside by the company for viewing the demonstrators' arrests. Stahl said they felt they would not make it back in time.

Judge David Allen Box, who heard the case without a jury, agreed with the defense on one key point—that the power company is so closely regulated and/or subsidized by local, state and federal governments, and had worked so closely with the sheriff's office in preparing to meet the demonstrators, that its activities were public and therefore subject to news

coverage. The trespass charges, he said, raised a First Amendment issue.

But he also said that the media's right of access was limited and that the company had provided sufficient access in setting aside a viewing area, even though, he added, it had the "ignoble" intention of controlling the news by limiting reporters' movement.

Members of the journalists' defense team who met last week said appeals are a virtual certainty. But some lawyers pointed out that further litigation carries the risk of losing what they consider one of their victories in Box's decision—the holding that the company's activities are public.

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# The Broadcasting Playlist™ Jan 21

## Contemporary

Last week	This week	Title □ Artist	Label
2	1	Rock With You □ Michael Jackson	Epic
1	2	Do That To Me □ Capt. & Tennille	Casablanca
5	3	Coward Of the County □ Kenny Rogers	United Artists
3	4	We Don't Talk Anymore □ Cliff Richard	EMI/America
4	5	Escape □ Rupert Holmes	Infinity
7	6	The Long Run □ Eagles	Elektra
14	7	Deja Vu □ Dionne Warwick	Arista
9	8	Cruisin' □ Smokey Robinson	Motown
8	9	Sara □ Fleetwood Mac	Warner Bros.
12	10	I Wanna Be Your Lover □ Prince	Warner Bros.
6	11	Babe □ Styx	A&M
23	12	Crazy Little Thing Called Love □ Queen	Elektra
10	13	Don't Do Me □ Tom Petty/Heartbreakers	Backstreet
17	14	Yes I'm Ready □ Teri Desario/H.W. Kasey	Casablanca
27	15	Longer □ Dan Fogelberg	Epic
11	16	Cool Change □ Little River Band	Capitol
29	17	Working My Way Back To You □ Spinners	Atlantic
28	18	On the Radio □ Donna Summer	Casablanca
25	19	Romeo's Tune □ Steve Forbert	Nemperor
19	20	This Is It □ Kenny Loggins	Columbia
15	21	Jane □ Jefferson Starship	Grunt
16	22	Ladies' Night □ Kool & the Gang	De-Lite
32	23	Daydream Believer □ Anne Murray	Capitol
30	24	Why Me □ Styx	A&M
36	25	American Dream □ Dirt Band	United Artists
38	26	September Morn □ Neil Diamond	Columbia
13	27	Please Don't Go □ KC & Sunshine Band	TK
18	28	No More Tears □ Streisand/Summer	Columbia/Casablanca
24	29	Still □ Commodores	Motown
21	30	Don't Let Go □ Isaac Hayes	Polydor
31	31	Third Time Lucky □ Foghat	Bearsville
34	32	Wait For Me □ Hall & Oates	RCA
22	33	Better Love Next Time □ Dr. Hook	Capitol
-	34	Desire □ Andy Gibb	RSO
42	35	When I Wanted You □ Barry Manilow	Arista
40	36	Second Time Around □ Shalamar	Solar
35	37	Forever Mine □ O'Jays	Phila. Int'l.
43	38	"99" □ Toto	Columbia
26	39	Head Games □ Foreigner	Atlantic
39	40	Voices □ Cheap Trick	Epic
41	41	You Know That I Love You □ Santana	Columbia
33	42	You're Only Lonely □ J.D. Souther	Columbia
-	43	Too Hot □ Kool & the Gang	De-Lite
-	44	Refugee □ Tom Petty & the Heartbreakers	Backstreet
-	45	Him □ Rupert Holmes	Infinity
20	46	Send One Your Love □ Stevie Wonder	Tamla
48	47	Lonely Eyes □ Robert John	EMI/America
46	48	Fool In the Rain □ Led Zeppelin	Swan Song
45	49	Last Train to London □ E.L.O.	Jet
-	50	Heartbreaker □ Pat Benatar	Chrysalis

## Playback

**Shifting sands.** Andy Gibb's new single, *Desire* (RSO) bolts onto "Playlist" this week at 34, after being added "out of the box" at most of BROADCASTING's reporting stations. Mason Dixon, program director at WRBQ(FM) Tampa, Fla., reports "immediate phones" in response to the single, which, after three days of airplay, ranked among the station's five most-requested records. Eighty percent of the requests, said Dixon, come from young, female listeners. But the swing among many top 40 radio stations, most notably in the Midwest, toward a slightly harder rock sound may dampen the single's over-all impact. Bobby Christian, program director at wxxx(FM) Pittsburgh, reports: "We will not be a major station on that record. Gibb has failed to appeal to the 18-plus male, which is an audience we must have if we are to be a mass appeal station." And Palmer Stewart, program director at KCBN(AM) Reno, comments, "It's going to be a top-10 record, but Gibb's image and sound draw negatives from too many of our listeners." *Desire* precedes Gibb's next LP, *After Dark*, scheduled for release some time in February. **Not hot, but not cold.** Continuing its upward movement on "Playlist" this week is Toto's "99" (Columbia) which bolts from 43 to 38. Jim Jordan, program director at wvLK(AM) Lexington, Ky., reports good phone response to it and Bill Mayne, program director at KPAM-AM-FM Portland, Ore., calls it "very strong with women, 18-34" and "a mellow, beautiful sound from a group with a strong AOR base." **Hard rocker.** Slipping onto "Playlist" at 50 this week is Pat Benatar's *Heartbreaker* (Chrysalis), which is considered too hard for most contemporary radio, but is a major programming tool at rock-oriented top 40 stations.

## Country

Last week	This week	Title □ Artist	Label
8	1	Coming Back For More □ T.G. Sheppard	Warner Bros.
7	2	Leaving Louisiana □ Oak Ridge Boys	MCA
1	3	Coward Of the County □ Kenny Rogers	United Artists
3	4	Help Me Make It Through the Night □ W. Nelson	Columbia
5	5	Love Me All Over Again □ Don Williams	MCA
4	6	Holding the Bag □ Moe & Joe	Columbia
9	7	You Know Just What I'd Do □ Twitty/Lynn	MCA
6	8	Pour Me Another Tequila □ Eddie Rabbitt	Elektra
10	9	Missing You □ Charley Pride	RCA
2	10	How I Miss You Tonight □ Jim Reeves	RCA
14	11	Tell Me What It's Like □ Brenda Lee	MCA
12	12	Happy Birthday Darlin' □ Conway Twitty	MCA
21	13	Years □ Barbara Mandrell	MCA
23	14	Blue Heartache □ Gail Davies	Warner Bros.
-	15	Baby, You're Something □ John Conlee	MCA
-	16	Your Lyin' Blue Eyes □ John Anderson	Warner Bros.
20	17	Ain't Livin' Long Like This □ Waylon Jennings	RCA
15	18	You'd Make an Angel Wanna Cheat □ Kendalls	Ovation
-	19	Your Old Cold Shoulder □ Crystal Gayle	Columbia
17	20	Lay Back In the Arms □ Randy Barlow	Republic
-	21	Daydream Believer □ Anne Murray	Capitol
11	22	You Pick Me Up □ Dottie West	United Artists
22	23	You're Only Lonely □ J.D. Souther	Columbia
25	24	Little Getting Used To □ Mickey Gilley	Epic
-	25	What'll I Tell Virginia □ Johnny Rodriguez	Epic

These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each has been "weighted" in terms of Arbitron audience ratings for the reporting station on which it is played. A **█** indicates an upward movement of five or more chart positions between this week and last.

# Programing

## Tartikoff in for Weinblatt at NBC

**31-year old programer takes over Entertainment Division; more shake-ups in prospect; Weinblatt to head Enterprises arm**

Fred Silverman's hand-picked protege, 31-year-old Brandon Tartikoff, was named president of NBC Entertainment last week. In a surprise series of executive changes and division realignments at the number-three network, Tartikoff, vice president for programs, was named to replace Mike Weinblatt, who was shifted to head a new NBC Enterprises division, and the entertainment division's business affairs department, headed by Senior Vice President Irwin Moss, was put directly under Silverman's supervision.

Tartikoff—identified by **BROADCASTING** (March 26, 1979) as the "wunderkind's wunderkind" at NBC—told the magazine last week that still more executive changes will be announced. Insisting that he had no plans for anybody to be leaving NBC, Tartikoff said that he and Perry Lafferty, senior vice president for programs and talent and the network's top-ranking West Coast executive, will be moving to fill a number of vacancies currently at the division. Although declining to name any candidates, Tartikoff said there would be a number of promotions within and addi-



Tartikoff



Moss

tions to the division's ranks coming. Among the slots likely to be seeing new occupants is that of vice president for national programing and variety development, which until last month was held by former CBS Entertainment executive Jerry Golod (**BROADCASTING**, Dec. 17, 1979).

Tartikoff's appointment was announced last Tuesday (Jan. 15), the day after Silverman, president of NBC Inc., announced that Weinblatt would be leaving the entertainment division to take the presidency of the new division. That 24-hour hiatus gave the Hollywood and New York rumor mills ample opportunity to suggest possible replacements. Although Tartikoff's name was prominent among likely candidates, others thought to have been in the running were Lafferty and Robert Wood, the former president of CBS-TV and currently the head of Hollywood-based Nephi Productions.

But Tartikoff was never a dark horse. He first caught Silverman's eye while Tartikoff

was director of advertising and promotion at ABC-owned WLS-TV Chicago and Silverman was head of that network's programing. Silverman plucked Tartikoff out of Chicago in 1976 and named him manager of dramatic development for ABC. Three months later, Tartikoff again rose, that time to executive in charge of current dramatic programing. When Silverman moved to NBC, he took Tartikoff with him and placed the then 27-year-old in the position of director of comedy programs. Tartikoff was named vice president for programs, largely responsible for the network's prime-time schedule, in July 1978. In his new position, Tartikoff will be headquartered in New York but will maintain an office at NBC's Burbank, Calif., complex—where he anticipates spending half of his time.

"Fred wanted somebody he could speak shorthand to," Tartikoff said of his new appointment last week. "We have very compatible philosophies of programing."

Tartikoff's appointment and the spinning-out of the business affairs department suggest, Tartikoff agreed, that Silverman was looking for more of a showman than an administrator in the division presidency. "I have never seen myself as an administrator. I'm not somebody who'll sit

around and write memos," Tartikoff said. "At some point in my life I'd like to see how the business side works. I get off on getting ideas for television shows and developing them."

Unlike Weinblatt, who matured in the NBC business affairs and sales departments before

making the move to the entertainment division, Tartikoff has spent most of his career in the programing field. The spin-out of the business affairs department, which negotiates with program suppliers and, in effect, is the financial arm of the division, reflects Tartikoff's abilities, interests and limitations.

Under the new arrangement, business affairs will report directly to Silverman while programing and advertising will continue to report to the entertainment division president—Tartikoff. Moss, who took over the business affairs department last June, graduated from Harvard Law School, and his background includes positions with International Creative Management, Dancer-Fitzgerald-Sample advertising agency and CBS Inc.

"We have streamlined NBC Entertainment to make it a more creative division," Silverman said last week in a prepared comment on the new line-up. "By taking the administrative burdens of business



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Source: NSI Nov. 1978, NSI Nov. 1979. Audience figures are estimates subject to limitations of the techniques and procedures used by the service noted.

affairs off the creative people in programming, all of their energies will be directed toward what is going on the air. And Irwin Moss reporting directly to me will facilitate deal-making at every level."

Absent from that team, however, is Weinblatt, who was named president of the entertainment division when it was formed in 1978. Under his leadership, the network has generally improved its position in the three-way prime-time competition—not so much with major ratings gains (although those have come in some time periods) but in stemming a ratings slide that plagued NBC through the second half of the 1970's.

Weinblatt's new NBC Enterprises is charged with international and domestic sales of NBC-produced programming, television and radio, and for "developing other profitable uses" of NBC's product. Weinblatt will oversee foreign sales of NBC-made sports, news and entertainment shows and represent the network in the sale of NBC shows to companies syndicating programs in the U.S.

Weinblatt said last week that he had asked to be relieved of the entertainment division presidency largely due to the constraints it had put on his personal life. The changes, he said, had been in the offing for over a month. "It just got to be too much," he said. "The negatives were getting to be more than the positives. It's nice to walk into the house and have your children know who you are."

One major role in his new job, he said, will be to explore the role of NBC in providing programming for the new video tech-

nologies such as disks and cassettes. Other areas, such as in-flight films, school aids and the like will also be explored, he said.

## Ratings race: CBS within whisker of ABC

**Just one-tenth of point separates front-runners as CBS takes seventh out of last nine weeks**

CBS-TV maintained its winning push in the week ended Jan. 13, pulling to within a tenth of a rating point of ABC-TV in the prime-time ratings for the season to date (from Sept. 17).

The weekly win, by 1.6 rating points over ABC and 3.7 over NBC-TV, in fact led CBS to claim that it had passed ABC by one yardstick—number of weeks won. CBS claimed it had finished first eight times this season to ABC's seven and NBC's two.

The score for the week: CBS 20.9, ABC 19.3, NBC 17.2. It was CBS's seventh weekly win in the last nine weeks.

For the 17 weeks in which all three networks were presenting 1979-80 programming, the averages are ABC 19.3, CBS 19.2 and NBC 17.7. (ABC, which started its season a week earlier, makes its calculations from Sept. 10, putting the averages at 19.4 for ABC, 19.0 for CBS and 17.6 for NBC.)

In the week ended Jan. 13, CBS took four nights—Monday, Thursday, Friday and Sunday, all with regular series programming. ABC took the rest, primarily with regular programming. CBS had the week's top three programs, NBC, counting one tie, took six of the top 10.

Among second-season introductions and changes, CBS's *House Calls* on Monday and *Knots Landing* on Thursday again did well, both pulling 34 shares. *Last Resort* on Monday again suffered, with a 26 share, and *Young Maverick* on Wednesday dropped to a 19 share.

CBS News's *60 Minutes* again outdistanced the other networks' magazine programs—and all but two other programs of the week—with a 27.6/43. ABC's *20/20* pulled a 15.8/27 on Thursday against CBS's *Knots Landing* (20.0/34) and NBC's *Rockford Files* (18.0/31). NBC's newly positioned *Prime Time Saturday* had a 9.6/16 against ABC's *Fantasy Island* (23.3/40) and the last hour of the "Outlaw Blues" movie on CBS (14.4/24).

The week's top 10 programs: CBS's *Dukes of Hazzard* (30.5/47), *Dallas* (28.7/46) and *60 Minutes* (27.6/43); CBS's *Alice* (27.5/41) tied with ABC's *Three's Company* (27.5/40); CBS's *Jeffersons* (26.8/40) and *M\*A\*S\*H* (26.7/38), NBC's *Little House on the Prairie* (25.3/36), ABC's *Happy Days* (25.0/37) and NBC's *CHiPs* (24.6/40).

## Grossman: time to get back to the software

**PBS president says dollars spent on technology must now go to improving programming quality**

"It's time for us to do less system-building and more program-making," Lawrence K. Grossman, president of Public Broadcasting Service, declared last Wednesday.

Speaking in San Francisco at the 1980 PBS Program Fair, Public Information Conference and Festival '80 Workshop, he said public television should spend more of its resources to produce new and better programs.

Grossman pointed out that public broadcasting in the past two years had spent 40 million "scarce" dollars for its satellite distribution system and that PBS had been reorganized into a multinet network programming, promotion and distribution organization.

"But all those glittering new distribution technologies will not, by themselves, bring about what television needs," Grossman said. "If we make the programs the public needs, they'll find their way to the right distribution technology."

The PBS president put priorities on finding ways to get new programming dollars and on the need to rely less on foreign acquisitions of already-made product.

Grossman cited "two dangerous program policy trends which must be

## Monitor

**Next fall, first take.** Little news came out of CBS-TV's round of press meetings at the Century Plaza, but CBS Entertainment President Robert Daly let fly with two items on 1980-81 season. First, *M\*A\*S\*H*, with series star Alan Alda, is definite for fall, Daly said. But *The Waltons* isn't. "If I had to pick one [series not returning], that would be it," Daly said, citing number of star defections. Daly and B. Donald Grant also let it be known that 20th Century-Fox's new *Hagen* is most likely candidate to take over *Paris*'s Tuesday 10-11 p.m. NYT position when the latter bows out for good, and that *Bad News Bears* from Paramount may yet again find spot on CBS schedule in fall.

□

**In the market.** International Creative Management, talent agency and subsidiary of Marvin Josephson & Associates, is forming new ICM Television Marketing division to distribute syndicated programming—with primary emphasis to be on first-run product... Bill Burrud Productions Los Angeles, and American Express Co. have teamed to produce one-hour television special, *American Express Presents*, travel magazine format. Program is planned as pilot for series; Vitt Media International holds domestic syndication rights...

□

**Update.** Norman Horowitz, president of Columbia Pictures Television Distribution, said last week that initial ratings of *The Life and Times of Eddie Roberts*, company's new first-run syndicated late-night strip comedy, were "disappointing." But his boss, Larry White, president of CPT, took issue and said he felt show needs to grow—as do daily serials—for 18 months or more. Show began airing on Metromedia group's stations and others Jan. 7, covering approximately 45% of country.

□

**Impressive numbers.** WCVB-TV Boston preempted two-hour "Dallas Cowboys Cheerleaders II" movie on ABC-TV Jan. 13 for hour-long local documentary, *Denise*, about manslaughter-child abuse case, came away (according to Nielsen telephone coincidental) with 27 rating/41 share—doubling competition, movie on NBC and series programming on CBS. Second hour of follow-up live discussion won its time period with 17/30.

reversed." One, he said, arises from well-intentioned pressures of special interest groups seeking to dictate program quotas and mandate procedures designed to redress injustices inflicted on some segments of our society. He termed such "bureaucratically imposed quotas a politically convenient response to the requirement that public television serve diverse needs."

Grossman's other concern was with the belief of some that public television must serve as the "untrammeled outlet for the personal expression and creative fulfillment" of individual producers. "This," he explained, "is the view that public television should provide full and open access to all without editorial interference and without the professional imposition of standards of taste, underwriting support, journalistic integrity, artistic quality or creative excellence."

The way has been cleared for public television to make this a decade of great programs, the PBS president concluded, and added: "Now all of us in public television have got to put aside everything else and produce—the words and music, the pictures and ideas that will enrich our civilization and insure our continued existence."

PBS's Chloe Aaron earlier had called for the development of an ambitious 26-week American drama showcase that would require a minimum capital investment of \$15 million.

The senior vice president for programming, speaking Jan. 13 at the Program Fair, said the drama workshop should be the

**Siphoning.** ABC-TV has contracted to air an independently produced special that first appeared in the U.S. on Home Box Office. Saying he was unaware that *Ernst Otter's Jug-Band Christmas* had appeared on HBO during both the 1978 and 1979 Christmas seasons, ABC Entertainment President Anthony D. (Tony) Thomopoulos told a press conference in Los Angeles last week that "not to my knowledge" had ABC ever before purchased a special that had originally been seen on HBO. Checks with the other networks indicated that neither CBS-TV nor NBC-TV has aired an HBO special either. The one-hour musical special was originally produced for the Canadian Broadcasting Corp. by New York-based Henson Associates, which is headed by Jim Henson, creator of the Muppets. According to an HBO spokesperson, the program was shown to pay-cable subscribers approximately 12 times in the past two years. ABC is set to show the program during the 1980 Christmas season.

start of a major five-point initiative to create a "national dream schedule" for public TV over the next five years.

Aaron asked local stations to provide \$5 million of the investment for the drama project, expressed the hope that the Corporation for Public Broadcasting would match that commitment, and then said the remainder of the budget should come from outside funders.

## InSync

**Piracy protection.** Oak Communications Inc., subsidiary of Oak Industries, and Western Union Telegraph Co. last week announced successful demonstration of equipment for scrambling and unscrambling TV programming transmitted by satellite. Demonstration took place Jan. 9 at Lake Geneva, Wis., utilizing Westar III, satellite owned by Western Union. Oak Communications will market scrambling equipment. Equipment is said to be more advanced than encoder and decoders that Oak Communications presently produces for scrambled TV programming of subscription television and pay cable television services. John Gwin, president of Oak Communications, cited need for security, especially since FCC had deregulated earth stations, and potential proliferation of earth stations increases opportunity for theft of services. Until now, companies said, cost-effective and secure scrambling-unscrambling system for satellite signals did not exist.

**Breaking ties with Iran.** Harris Corp., Melbourne, Fla., has filed suit in federal court in Orlando, Fla., against government of Iran, claiming breach of contract and asking nearly \$10 million in damages. Harris wants to close book on 1977 contract it had with Iran to install intelligence system for military and collect \$2,314,934 in contract termination costs and \$7 million in damages for lost profits. Construction on project was terminated by last February's Iranian revolution. Harris said that it has received payments for work completed, so that no out-of-pocket loss to company is involved. If court rules in favor of Harris, monetary award can be made from Iranian assets that were frozen by President Carter last November.

**Can't wait.** FCC has again been urged by Association of Maximum Service Telecasters to adopt standards now for assigning educational FM stations. In its further comments on proposed rulemaking for such action (Docket 20735), AMST said last week that meaningful relief for TV channel 6 (82-88 mhz) from adjacent noncommercial FM band (88-92 mhz) cannot wait years for effective filters and receiver designs to be developed, tested and marketed to nearly all households in country. AMST cited FCC tests of receivers last September and just-completed study of various receivers by A.D. Ring & Associates, for the association, to underscore seriousness of interference problem.



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As compiled by BROADCASTING, Jan. 7 through Jan. 11 and based on filings, authorizations and other FCC actions.

Abbreviations: 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. freq.—frequency. HAAT—height of antenna above average terrain. khz.—kilohertz. kw.—kilowatts. MEOV—maximum expected operation value. mhz.—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—non-commercial.

## New Stations

### AM action

■ Corrales, N.M.—Broadcast Bureau granted Harold S. Schwartz & Associates Inc. 1310 khz., 1 kw-D. Address: 6415 Sheridan Rd., Chicago 60626. Estimated construction costs \$87,250; first-year operating cost \$96,000. Format: religious. Principal: Harold S. Schwartz who owns KXEN(AM) Festus-St. Louis, Mo.; KHCS(AM) Phoenix, KBBX(AM)-KCGL(FM) Cen-

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terville, Utah, and 25% of WTHE(AM) Mineola, N.Y. His wife, Bernice, owns KQXI(AM) Arvada, Colo. (BP790403AE). Action Dec. 21, 1979.

### FM actions

■ Rexburg, Idaho—Broadcast Bureau granted Snake River Valley Radio Inc. 98.3 mhz., 3 kw. HAAT: 87 ft. Address: P.O. Box 458, Rexburg 83440. Estimated construction cost \$84,578; first-quarter operating cost \$18,000; revenue \$108,000 (year). Format: beautiful music. Principal: Don T. Ellis, who also owns KRXX(AM) Rexburg. (BPH790406AA). Action Dec. 21, 1979.

■ \*Rochester, Minn.—Broadcast Bureau granted Faith Sound Inc. 88.5 mhz., 7 kw. HAAT 320 ft. Address: 2810 40th Ave., Rochester 55901. Estimated construction cost \$54,041; first-year operating cost \$42,108. Format: religious. Applicant is nonprofit, nonstock corporation for religious education. Raymond Logan is president. (BPED780724AS). Action Dec. 28, 1979.

■ \*Goodman, Miss.—Broadcast Bureau granted Holmes Junior College 89.5 mhz., 20 kw. HAAT: 270 ft. Address: Vocation Dept., Holmes Jr. College, Goodman 39079. Estimated construction cost \$48,171; first year operating costs \$3,500; revenue \$53,000. Principal: Board of Trustees of Holmes; W. R. Applewhite is president. (BPED790102AF). Action Dec. 28, 1979.

■ Bellows Falls, Vt.—Broadcast Bureau granted WTJJ Broadcasting Inc. 107.1 mhz., 650 w. HAAT 570 ft. Address: Box 382, Bellows Falls 05101. Estimated construction cost not given; first-year operating cost not given. Format: variety. Applicant is nonstock corporation owned by Brian Dodge, president, and four others. None has other broadcast interests. (BPH780929AM). Action Dec. 21, 1979.

### TV actions

■ Springfield, Ohio—Broadcast Bureau granted Miami Valley Christian Broadcasting ch. 26; ERP 1,219 kw vis., 116.9 kw aur., HAAT 488 ft. Address: 7333 Manning Rd., Miamisburg, Ohio 45342. Estimated construction cost \$211,181; first-year operating cost \$114,300; revenue \$290,400. Legal counsel Miller & Fields; consulting engineer Robert Purcell. Applicant is non stock corporation; L. M. Weimer, president; Marvin Sparks, general manager. (BPCT780814IC). Action Dec. 14, 1979.

## Ownership Changes

### Applications

■ WVFV(FM) Dundee, Ill. (103.9 mhz., 3 kw)—Seeks assignment of license from R.F. Broadcasting Co. to CLW Communications Group of Ill. for \$315,000. Seller is owned by Ralph J. Faucher who has no other broadcast interests. Buyer is owned by AMG International, nonprofit religious corporation. It also owns WSCW(AM) South Charleston, W.Va., WCRJ(AM) Jacksonville, Fla., and WHYD(AM) Columbus, Ga. Spiros Zodhiates is president of AMG. Ann. Jan. 9.

■ KSOK(AM) Arkansas City, Kan. (1280 khz., 1 kw-D)—Seeks assignment of license from KSOK Broadcasting Co. to R.J. Communications Inc. for \$370,000. Seller is subsidiary of Stauffer Communications, group owner and publisher of number of newspapers in South and Midwest. Oscar S. Stauffer is chairman; his son, Stanley, is president. Buyer is owned by Richard T. Wartell (60%) and his wife, Janet (40%). Wartell is Western station relation manager for Mutual Broadcasting System. Neither he nor his wife have other broadcast interests. Ann. Jan. 4.

■ WACA(AM) Camden, S.C. (1590 khz., 1 kw-D)—

Seeks assignment of license from Camden Broadcasting Corp. to Wateree Broadcasting Inc. for \$80,000. Seller is principally owned by H.S. Bowden Sr. who has no other broadcast interests. Buyer is owned by John R. Parker (75%) and Don Mack (25%). Mack is former sales manager at WPUB-AM-FM Camden. Parker is Camden businessman with interests in car dealership. Neither has other broadcast interests. Ann. Jan. 4.

### Actions

■ KQXE(AM)-KIOG(FM) Mesa, Ariz. (AM: 1310 khz., 5 kw-D, 500 w-N; FM: 104.7 mhz., 100 kw)—Broadcast Bureau granted assignment of license from Al Rau, receiver for bankrupt Southwestern Media Corp., to Western Cities Broadcasting Inc. for \$2.5 million. Southwestern Media Corp. is owned by Lowell Homburger (21%) and nine others. Homburger and his wife bought WRDD(AM) Bay City, Mich. (BROADCASTING, Oct. 22, 1979). Earlier deal to sell Mesa stations to black group for \$1.85 million was called off by bankruptcy judge (BROADCASTING, Aug. 21, 1978). Buyer is owned by Peer Pederson, Howard Warren and Richard and William Phalen (brothers), who owns KZAP(FM) Sacramento, Calif., KMJJ(AM)-KLUC(FM) Las Vegas and KMGX(AM)-KRQQ(FM) Tucson, Ariz. (BAL790830HV, BALH790830HU). Action Jan. 7.

■ WRRD(AM) Minneapolis (1330 khz., 5 kw)—Broadcast Bureau granted assignment of license from Metrocom to Minnesota Public Radio Inc. for \$975,000. Seller is partnership headed by Robert G. Liggett Jr. Liggett acquired control of station in August 1978 for \$2 million, but because of financial difficulties is now selling station. (He has asked FCC for waiver of three-year rule.) Liggett owns interest in three other stations and of corporation which has purchased WRNN-AM-FM Clare, Mich., subject to FCC approval. Buyer is nonprofit group broadcaster. It also owns KSJR(FM) Collegeville, KSJN(FM) Minneapolis-St. Paul, KCCM(FM) Moorhead, WSCD(FM) Duluth, KRWF-FM Pipestone and KLSE(FM) Rushford, all Minnesota. MPR is controlled by board of directors; William H. Kling is president (BAL791107EI). Action Dec. 31.

■ KKAJ(FM) Ardmore, Okla. (95.7 mhz., 100 kw)—Broadcast Bureau granted assignment of license from Ar buckle Broadcasters Inc. to OKTEX Inc. for \$600,000. Seller is owned by Harold E. Cochran, who has no other broadcast interests. Buyer is owned by Harold G. McEwen (52%) and his wife, Kay (48%). Harold owns Robinson, Okla., advertising firm and 4% interest in KCAN(AM) El Reno, Okla. Kay is housewife with no other broadcast interests (BALH79027GX). Action Dec. 31.

■ WADC(AM)-WIBZ(FM) Parkersburg, W.Va. (1050 khz., 5 kw-D; 99.3 mhz., 3 kw)—Broadcast Bureau granted assignment of license from Randy Jay Broadcasting Co. to WADC/WIBZ Partnership for \$1,024,000 plus \$150,000 for covenant not to compete. Seller is owned by Calvin Daily Jr., who also has interest in WLIT(AM) Steubenville, Ohio. Buyer is owned by Gerald P. Mikitka, Chicago investment broker and part owner of WKZN-AM-FM Zion, Ill., purchased last July and KIXY-AM-FM San Angelo, Tex. (BAL791019HN, BAPLH791019HO). Action Dec. 18.

## Facilities Changes

### AM actions

■ WELB(AM) Elba, Ala.—Granted CP to make changes in ant. sys. (BP790419AK). Action Dec. 19, 1979.

■ KICY(AM) Nome, Alaska—Granted CP to increase power to 10 kw (BP790402AB). Action Dec. 13, 1979.

- **KMJC(AM)** El Cajon, Calif.—Dismissed application for CP to change TL to 1.4 miles NW of intersection of Hwy 67 and Moreno Ave., Lakeside, Calif. (BP-780801A1). Action Dec. 14, 1979.
- **WGST(AM)** Atlanta—Granted CP to make changes in ant. sys. and change studio and remote control location to: 550 Pharr Road, N.E., Atlanta (BP790607A1). Action Dec. 13, 1979.
- **WYNX(AM)** Smyrna, Ga.—Granted CP to change hours of operation to unlimited by adding nighttime service with power of 500 watts; TL: 2460 Atlanta St., S.E., Smyrna; install new transmitter; conditions (BP781208AC). Action Dec. 19, 1979.
- **KNUI(AM)** Kahului, Hawaii—Granted CP to change frequency from 1310 kHz to 900 kHz; make changes in ant. sys. (BP-21,022). Action Dec. 19, 1979.
- **KCJJ(AM)** Iowa City, Iowa—Granted CP to make changes in MEOV's and nighttime ant. sys.; conditions (BP-21,141). Action Dec. 13, 1979.
- **WGGV(AM)** Milwaukee—Granted mod. of CP to change ERP: 2510 kw; max. ERP: 5000 kw; ant. height: 1030 ft.; change type trans. and ant. (BMPCT790131LO). Action Dec. 14, 1979.
- **WIGS(AM)** Gouverneur, N.Y.—Granted CP to increase height of tower to 223 ft.; relocate WIGS-FM ant., revise feed system from shunt to series feed and add obstruction lighting (BP790625AX). Action Dec. 19, 1979.
- **WTVE(AM)**, Reading, Pa.—Granted mod. of CP to change ERP: 1100 kw; max. ERP: 1450 kw; ant. height: 750 ft. (BMPCT-791001KX). Action Dec. 31, 1979.
- **WTGF(AM)** Pickens, S.C.—Granted CP to increase daytime power to 10 kw; install 1 kw (BP-20,702). Action Dec. 21, 1979.
- **WKIN(AM)** Kingsport, Tenn.—Granted CP to add night service with 500 watts, DA-N from separate site: Weststone Dr. and Beason Well Rd., Kingsport; conditions (BP-20,822). Action Dec. 13, 1979.
- **KGAA(AM)** Kirkland, Wash.—Granted CP to add nighttime power with 2.5 kw, install DA-2, change

hours of operation to unlimited; conditions (BP-20,525). Action Dec. 17, 1979.

- **KCKO(AM)** Spokane, Wash.—Granted CP to change station location to Millwood, Wash., add nighttime service with 2.5 kw; and change TL and SL to 44th and Havana Sts., Spokane; conditions (BP780717AD). Action Dec. 13, 1979.

- **WCQL(AM)** Pewaukee, Wis.—Granted mod. of CP to change SL to 131 E. Wisconsin Ave.; remote control permitted (BMP-791004A1). Action Dec. 7, 1979.

- **WRRR(AM)** Frederiksted, St. Croix, V.I.—Granted CP to make changes in ant. sys. (BP-21,173). Action Dec. 12, 1979.

#### FM applications

- **WQHQ(AM)** Andalusia, Ala.—Seeks MP to change type ant., ERP: 100 kw; HAAT: 267.3 ft.; TPO: 25.280 kw. Ann. Jan. 4.

- **WFYR(AM)** Chicago—Seeks MP to make changes in the ant. sys.; increase ERP to 4.3 kw (H&V); increase TPO to 10.5 kw, change type of ant. Ann. Jan. 4.

- **WFMB(AM)** Springfield, Ill.—Seeks CP to change ERP to 16 kw (H and V); change TL/SL to: 3000 S. 4th St., Springfield; HAAT: 427 ft.; TPO: 10 kw. Ann. Jan. 4.

- **KAYL-FM** Storm Lake, Iowa—Seeks CP to change ERP to 91 kw (H); 54 kw (V); redescribe TL as: on primary Rd. 71, 0.8 mi. E. of city limits; HAAT: 400 ft. Ann. Jan. 4.

- **WTGI(AM)** Hammond, La.—Seeks CP to make changes in ant. syst., change type ant.; change ERP to 100 kw (H and V) and HAAT: 495 ft. (H and V). Ann. Jan. 4.

- **WROW-FM** Albany, N.Y.—Seeks CP to change TL to: Cty. Rd. 303, Helderberg Mtn., New Scotland, N.Y.; change ERP to 8.32 kw (H and V); HAAT: 1023 ft. (H and V). Ann. Jan. 4.

- **\*KOCC(FM)** Oklahoma City—Seeks MP to change TL to: 0.3 mi. N. of intersection of Memorial Dr. and Eastern Ave., Oklahoma City; change SL/RC to: Oklahoma Christian College between Eastern Ave.

and Bryan Ave. on Memorial Dr., Okla. City. Ann. Jan. 4.

- **\*KAZI(FM)** Austin, Tex.—Seeks MP to change ERP to 0.752 kw; change TL/SL to 2809 Crest Ave., Austin; change HAAT: 108 ft., TPO: 1 kw. Ann. Jan. 4.

- **WQRK(FM)** Norfolk, Va.—Seeks CP to change TL to 1930 E. Penbrook Ave., Hampton, Va.; increase HAAT: 490 ft. (H and V); ERP: 50 kw (Max). Ann. Jan. 4.

#### FM actions

- **WIDE-FM** Biddeford, Me.—Granted CP to change TL to intersection of Pomerleau St. and Alfred Road (WIDE-AM site) (BPH790917AN). Action Dec. 17, 1979.

- **\*WWPH(FM)** Princeton Junction, N.J.—Granted CP to change class of station from noncommercial to FM commercial by change of frequency from 90.3 mhz to 107.9 mhz; ERP: 17.0 kw (H and V); ant. height: 36 ft. (H and V) (BPED781204AE). Action Dec. 21, 1979.

- **WNRR(FM)** Bellevue, Ohio—Granted CP to make changes in ant. sys., increase ERP: 1.3 kw (H and V); ant. height: 160 ft. (H and V) (BPH790904AS). Action Dec. 17, 1979.

- **\*KCBI(FM)** Dallas—Granted CP to change ERP: 9.7 kw (H and V); ant. height: 650 ft. (H and V) (BPED-2501). Action Dec. 28, 1979.

#### TV actions

- **WCIU-TV** Chicago—Granted CP to change ERP: 229 kw; max. ERP: 1540 kw; change TL to East Stack, Sears Bldg, 233 Wacker Drive, Chicago; change type trans. and ant. (BPCT791022KH). Action Dec. 30, 1979.

- **WKJG-TV** Fort Wayne, Ind.—Granted CP to change ERP: 589 kw; max. ERP: 589 kw; ant. height: 770 ft., change type trans. (BPCT790925KJ). Action Dec. 30, 1979.

- **WIPB-TV** Muncie, Ind.—Granted CP to change ERP: 562 kw; max. ERP: 676 kw; ant. height: 510 ft (BPCT790710KE). Action Dec. 14, 1979.

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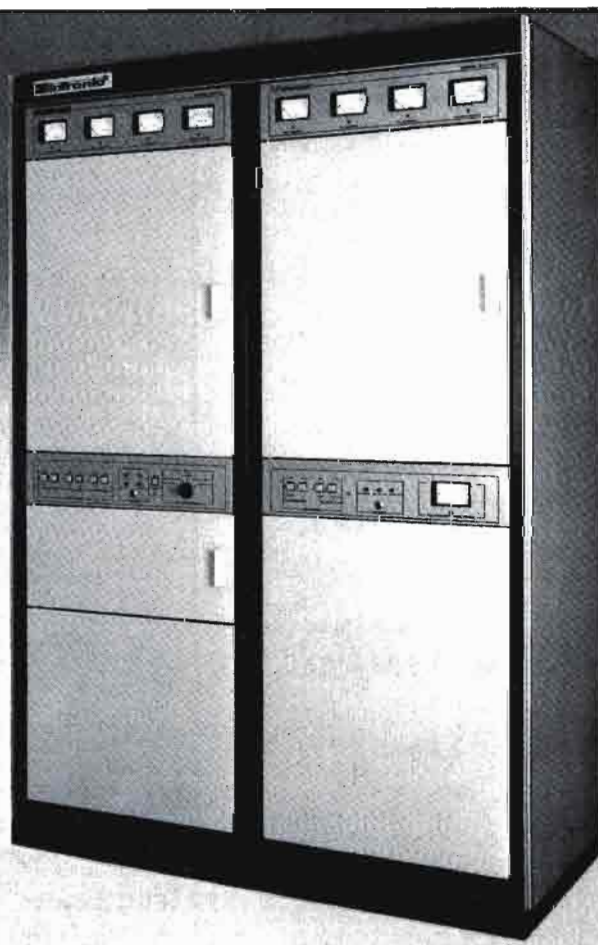
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## In Contest

### Designated for hearing

■ Placerville, Calif.—Broadcast Bureau designated for hearing in consolidated proceeding mutually exclusive applications of Hangtown Broadcasters, Placerville Broadcasting Inc. and Kidd Broadcasting Co. for construction permits for new FM station on 92.1 mhz Placerville to determine with respect to each of applicants: whether Hispanic-Americans are significant minority group within Placerville, and if so, whether each applicant has interviewed leaders of that group; with respect to Placerville's ascertainment efforts, whether it has interviewed leaders of agriculture and labor in Placerville and whether it has adequately ascertained problems outside its community of license; whether applicants are financially qualified to construct and operate as proposed; which of proposals would, on comparative basis, best serve public interest, and which application, if any, should be granted; granted to extent indicated above petitions by Kidd to specify issues against Hangtown and Placerville (by Hearing Designation Order) (BC Docket Nos. 79-344-46). Action Dec. 21, 1979.

### Procedural rulings

■ Carpinteria, Calif. (Pacific West Broadcasters et al.) **FM Proceeding:** (BC Docs. 79-293-96)—ALJ Lenore G. Ehrig granted request by Broadcast Bureau and extended to Jan. 30 time for filing responses to various motions to enlarge. Action Jan. 7.

■ Palm Springs, Calif. (KPSI Radio Corp. and Westminster Broadcasting Corp.) **FM Proceeding:** (BC Docs. 78-105-06)—Office of Opinion and Review ordered that parties to settlement agreement may supplement affidavits previously submitted for claimed professional expenses so as to comply with standards below, and that such affidavits shall be filed within 30 days from release date of order and comments may be filed by Broadcast Bureau no later than 10 days after. Affidavits must contain: a) description of number and job levels of persons who provided professional services; b) description of services rendered; c) hourly or other rate charged for services of each person for each type of work and indication as to whether (and to what extent) rate is greater or less than person's standard rate; and d) where out-of-pocket expenses are involved, reasonably detailed itemization of such disbursements. Action Jan. 3.

■ WOL(AM) Washington (Sonderling Broadcasting Corp.) **Renewal Proceeding:** (BC Doc. 79-115)—Office of Opinions and Review granted request by broadcast bureau and extended to Jan. 21 time to respond to petition for acceptance of waiver of issuance of bill of particulars and petition to terminate hearing and for allowance of distress sale, filed Dec. 31, 1979 by Sonderling. Action Jan. 9.

■ Louisville, Ky. (Consolidated Broadcasting Co. and Word Broadcasting Network Inc.) **TV Proceeding:** (BC Docs. 79-280-81)—ALJ John H. Conlin denied petition by Word for summary decision, granted petitions by Word and amended its application to reflect change in mailing address of principal and to correct certain errors in its application and certain figures in its amended financial plan. Action Jan. 4.

■ Henderson, Nev. (Henderson Radio Inc. et al.) **FM Proceeding:** (BC Docs. 79-123-25)—ALJ Joseph Chachkin ordered that proposed findings of fact and conclusions shall be filed on or before March 10, and replies on or before March 24. Action Jan. 9.

■ Waco, Tex. (Central Texas Broadcasting Co., Ltd.) **TV Proceeding:** (BC Doc. 79-286-89)—ALJ John H. Conlin granted request by Broadcast Bureau and extended through Feb. 19 time for responding to petition to enlarge filed Dec. 26, 1979 by Heart O'Texas Broadcasting Inc. Action Jan. 4.

■ Hudson, Wis. and Zumbrota, Minn. (Cornwall Broadcasting Corp. and John I. Hanten and Carol A. Hanten) **AM Proceeding:** (BC Docs. 79-283-84)—ALJ Thomas B. Fitzpatrick granted request by Broadcast Bureau and extended to Feb. 15 time for filing comments on joint request for approval of settlement agreement, and continued prehearing conference from Jan. 15 to Feb. 20 at 9:00 A.M. in Washington and hearing now scheduled for Feb. 20, without date. Action Jan. 7.

### FCC decision

■ KHOF-TV San Bernardino, Calif.—FCC has denied motion by Faith Center Inc., requesting stay of ALJ

Edward Luton's order, issued Dec. 4, 1979 which granted Broadcast Bureau's second motion for production of documents and second interrogatories in KHOF-TV San Bernardino, Calif., renewal proceeding. Action Dec. 26, 1979.

## Fines

■ KQLH(FM) San Bernardino, Calif. Notified of apparent liability for forfeiture of \$700 for repeated violation of rules, including failure to make equipment performance measurements once per calendar year, with maximum of 14 months between measurements. Action Jan. 3.

■ KRLC(AM) Lewiston, Idaho—Notified of apparent liability for forfeiture of \$500 for repeated violation of rules in that station has been operating at power in excess of 105 percent of 1080 watts authorized during directional mode for last year. Action Jan. 7.

■ WMIC(AM) Sandusky, Mich.—Notified of apparent liability for forfeiture of \$350 for repeated violation of rules in that no calibration for presunrise authorization was done for months of Jan., Feb., March, April and June of 1979. Action Jan. 3.

■ KRIS-TV Corpus Christi, Tex.—Notified of apparent liability for forfeiture of \$350 for repeated violation of rules for failure to calibrate waveform monitor at remote control point against waveform monitor maintained at trans. Action Jan. 7.

■ KSXX(AM) Salt Lake City, Utah—Notified of apparent liability for forfeiture of \$250 for repeated violation of rules in that station was operated by Robert Gerald Salter, whose third class radiotelephone operator permit had expired on Feb. 22, 1979, for period of approximately two months. Action Jan. 3.

## Translators

### Applications

■ Boonville and Philo, both California—Anderson Valley Television Inc. seeks CP for new UHF translator on ch. 69 (TPO: 20W, HAAT: 16 ft.) to rebroadcast directly KQED(TV) San Francisco. Ann. Jan. 11.

■ Santa Barbara, Calif.—Blair Broadcasting of California Inc. seeks CP for new UHF translator on ch. 59 (TPO: 100w, HAAT: 20 ft.) to rebroadcast indirectly KSBY-TV San Luis Obispo, Calif. Ann. Jan. 11

■ Driggs rural area, Idaho—Grand Targhee seeks CP for new VHF translator on ch. 2 (TPO: 10W, HAAT: 29ft.) to rebroadcast directly KPVI(TV) Pocatello, Idaho. Ann. Jan. 10.

■ Alta, Wyo. and Driggs and Teton, both Idaho—Grand Targhee seeks CP for new VHF translator on ch. 7 (TPO: 10w, HAAT: 29 ft.) to rebroadcast directly KID-TV Idaho Falls, Idaho. Ann. Jan. 10.

■ Driggs, Victor and Teton, all Idaho—Grand Targhee seeks CP for new VHF translator on ch. 5 (TPO: 10w, HAAT: 40 ft.) to rebroadcast directly KIFI-TV Idaho Falls, Idaho. Ann. Jan. 10.

■ Fallon, Nev.—Circle L. Inc. seeks CP for new VHF translator on ch. 13 (TPO: 10w, HAAT: 20 ft.) to rebroadcast directly KCRL-TV Reno. Ann. Dec. 31, 1979.

■ Midland, Merrill and Keno, all Oregon—Oregon Broadcasting Co. seeks CP for new UHF translator on ch. 62 (TPO: 100w, HAAT: 15 ft.) to rebroadcast directly KOTI(TV) Klamath Falls, Ore. Ann. Dec. 31, 1979.

■ St. George, Utah—Washington County Television Dept. seeks CP for new UHF translator on ch. 69 (TPO: 100w, HAAT: 30 ft.) to rebroadcast indirectly KBYU-TV Provo, Utah. Ann. Dec. 31, 1979.

## Other

■ FCC has extended from Jan. 25 to March 25 deadline for filing comments and from April 25 to June 25 deadline for reply comments in its radio deregulation proceedings. Extensions were granted in order to permit interested parties sufficient time to study and to comment on new and additional materials being released by FCC Broadcast Bureau. Action Jan. 7.



## Summary of broadcasting

### FCC tabulations as of Nov. 30, 1979

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4526	3	25	4554	93	4647
Commercial FM	3104	2	49	3155	167	3322
Educational FM	1012	0	27	1039	86	1125
Total Radio	8642	5	101	8748	346	9094
Commercial TV						
VHF	514	1	2	517	8	525
UHF	220	0	4	224	62	286
Educational TV						
VHF	99	1	5	105	5	110
UHF	154	2	6	162	4	166
Total TV	987	4	17	1008	79	1087
FM Translators	276	0	0	276	154	430
TV Translators						
UHF	1219	0	0	1219	381	1600
VHF	2461	0	0	2461	215	2676

\*Special temporary authorization

\*\*Includes off-air licenses

## Satellites

- The following earth station applications have been granted.
- Osborne Cable TV Inc. for Osborne, Kan. (000308-DSE-L).
- Sound Electronics Inc. for LaFayette Paris, La. (000313-DSE-L).
- Ste. Genevieve Cablevision Inc. for Ste. Genevieve, Mo. (000327-DSE-L).
- Rocky Mountain Cable Television Inc. for Eagle, Colo. (000328-DSE-L).
- Signal Cable TV Inc. for Golden Valley, N.C. (000329-DSE-L).
- Metrovision Inc. for St. John, La. (000330-DSE-L).
- San Saba Cablevision Inc. for San Saba, Tex. (000331-DSE-L).
- Southern Oklahoma Cable Inc. for Carter, Okla. (000344-DSE-L).
- Union Plaza Hotel and Casino for Clark, Nev. (000345-DSE-L).
- Guernsey Community Television System for Platte, Wyo. (000350-DSE-L).
- Navajo Community College for Apache, Ariz. (000351-DSE-L).
- Karat Inc. for Clark, Nev. (000364-DSE-L).
- SKM Enterprises Inc. for Kittson, N.D. (000365-DSE-L).
- SKM Enterprises Inc. for Walsh, N.D. (000366-DSE-L).
- Osborne Electronics for Clark, Kan. (000367-DSE-L).
- New View Cable TV Inc. for Walsh, N.D. (000368-DSE-L).
- Hurst Systems for Osage, Kan. (000369-DSE-L).
- Burton Antenna Co. for Floyd, Ky. (000257-DSE-L).
- Hi-Net Communications Inc. for Allen, Ind. (000297-DSE-L).
- Hi-Net Communications Inc. for Cook, Ill. (000299-DSE-L).
- Hope Cable TV Inc. for Bartholomew, Ind. (000307-DSE-L).
- Hi-Net Communications Inc. for Abermarle, Va. (000323-DSE-L).
- Hi-Net Communications Inc. for Franklin, Pa. (000324-DSE-L).
- Hi-Net Communications Inc. for St. Joseph, Ind. (000338-DSE-L).
- Daves Cable Co. for LeFlore, Miss. (000341-DSE-L).
- Clear Vision Cable Co. for Newton, Miss. (000342-DSE-L).

- Clear Vision Cable Co. for Newton, Miss. (000343-DSE-L).
- Fenton Cablevision for Genesee, Mich. (000346-DSE-L).
- Gem Communications Inc. for Putnam, Ga. (000348-DSE-L).
- Christian Broadcasting Network Inc. for Floyd, Ind. (000362-DSE-L).
- Wacco Inc. for Wayne, W. Va. (000363-DSE-L).
- Noblesville Cablevision Inc. for Hamilton, Ind. (000370-DSE-L).
- Frederick Cablevision Inc. for Frederick, Md. (000370-DSE-L).

## Cable

- South Western Cable TV Inc. for Troy, Ill. (IL0334) new system.
- St. Joseph Cablevision for Savannah, Mo. (MO0175) new system.
- L-B Cablevision Inc. for Blair, Sharples Clothier, and Island Creek, all West Virginia (WV0610.1,2,3) new system.
- United Cable Television of Rotan for Rotan and Anson, both Texas (TX0025,16) new system.
- UA-Columbia Cablevision of New Jersey for Wood Ridge, N.J. (NJ0326) new system.
- Cardinal Cable Inc. for Kimball, Tenn. (TN0165) new system.
- Orange County Cablevision Inc. for Highland, N.Y. (NY0819) new system.
- Beeline Cable Construction Corp. for Bayamon, P.R. (PR0008) new system.
- UA-Columbia Cablevision of Westchester, Inc. for Rye and Greenburgh, both New York (NY0814,5) new system.
- Comcast Cablevision for Wallington and Wallington Twp., (NJ0382,3) new system.
- Cablevision for Solana Beach and San Dieguito, both California (CA0797,8) new system.
- Cross Country Cable TV et al for Union Beach, N.J. (NJ0401) new system.
- Cablevision of Chicago et al for Willow Springs, Ill. (IL0338) new system.
- Ultracom of Montgomery County Inc. for Montgomery, Pa. (PA1833) new system.
- Cablevision of Chicago et al. for Forest View, Ill. (IL0340) new system.
- Gonzales Cable TV Services Inc. for Gonzales, Tex. (TX0284) add signal.
- Cablecom-General Inc. for Memphis, and Lampasas, both Texas (TX0023,2) add signal.
- Cablevision of Bayonne et. al. for Bayonne, N.J. (NJ0381) new system.
- United Cablevision Corp. for Chamblee, Doraville



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and Dekalb, all Georgia (GA0243) add signal.

■ Wayne Cablevision Inc. for Southgate, River Rouge, and Ecorse, all Michigan (MI0409,10,12) new system.

■ Gulf Communicators Inc. for Poinciana, Golden Gate, Cape Coral and Barefoot Bay, Fla. (FL0259,107,6,282) add signal.

■ Salamanca CATV Associates for Salamanca, Little Valley and Great Valley, all New York (NY0021,371,565,4,316) add signal.

■ Jekyll TV Cable Inc. for Jekyll Island, Ga. (GA0170) add signal.

■ Consolidated Midwest Cable TV Inc. for Chatham, Ill.

■ Wayne Cablevision Inc. for Brownstown, Allen Park, Rockwood and Melvindale, all Michigan (MI0408,11,3,4) new system.

■ Marron Communications Corp. for Fort Gratiot, Marysville, Port Huron and Burtchville, all Michigan (MI0062,3,4,5) add signal.

■ Horizon Communications Corp. of Kentucky for Henderson, Ky. (KY0144) add signal.

■ Wayne Cablevision for Wayne, Neb. (NE0041) add signal.

■ Roscoe Community Television Corp. for Rockland, and Cooks Falls, N.Y. (NY0225,4) new system.

■ Telecab Communications Corp. for Mont Alto, Pa. (PA1365) add signal.

■ Southland Communications Inc. for Palatka, Fla. (FL0263) add signal.

■ Television Cable Services Inc. for Weirton, W.Va. (WV0020) add signal.

■ Richland Cable System for Richland Center, Wis. (WI0035) add signal.

■ Community Television for De Leon, Tex. (TX0001) add signal.

■ Ultracom of Gatlinburg Inc. for Gatlinburg, Tenn. (TN0029) add signal.

■ Ultracom of Blanchester Inc. for Blanchester, Ohio (OH0313) add signal.

■ Southeast Cablevision Inc. for Wellington, Fla. (FL0420) add signal.

■ Corning Cable Co. for Corning, Ark. (AR0014) add signal.

■ Community Antenna Co. for Pochontas, Ark. (AR0028) add signal.

■ Jeff Davis Cable TV Inc. for Jennings, La. (LA0060) add signal.

■ Alert Cable TV of North Carolina Inc. for Carrboro and Hillsborough, both North Carolina (NC0130,068) add signal.

■ San Juan Cable TV Inc. of Wyoming for Saratoga, Hanna and Elmo, all Wyoming (WY0082,3,4) add signal.

■ Tviq Inc. for Eagle Grove, Iowa (IA0024) add signal.

■ Fredonia Cable TV Inc. for Wilson, Kan. (KS0204) new system.

■ Union CATV Inc. for Sturgis, Sullivan and Grangertown, all Kentucky (KY0397,8,9) new system.

■ Telecab of Radcliff Inc. for Radcliff, Ky. (KY0396) new system.

■ Dowcom Inc. for Medway, Me. (ME0115) new system.

■ TM Cablevision of Riverside County Corp. for Sunnymead, Calif. (CA0182) new system.

■ Prague Cablevision for Prague and McCloud, Okla. (OK0182,3) new system.

■ Cox Cable TV for Westwego, La. (LA0171) new system.

■ First Capitol Cablevision Inc. for St. Peters, Mo. (MO0179) new system.

■ Gulf Communicators Inc. for Poinciana, Fla. (FL0260) add signal.

■ CPI of Louisville Inc. for Rolling Field and Lincolnshire, Ky. (KY0400,1) new system.

■ Sibley CATV for Sibley, Iowa (IA0103) new system.

■ Suburban Cablevision Inc. for Mountainside, N.J. (NJ0396) new system.

■ Columbine Cablevision for Fort Collins, Colo. (CO0132) new system.

■ Metrovision Southwest Cook County Inc. for Palos Hills, Hickory Hills, Crestwood and Midlothian, all Illinois (IL0339,44,5,6) new system.

■ Kansas State Network for Bethany, Chickasha, Del City, Edmond, El Reno, Guthrie, Moore, Mustang, Nichols Hills, Perry, Oklahoma, Tinker AFB, Valley Brook, Warr Acres and Yukon, all Oklahoma (OK0170,03,54,38,085,153,43,80,71,40,81,72,79,094,115) add signal.

■ Hamburg TV Cable Inc. for Perry and Ontelaunee, both Pennsylvania (PA1835,6) new system.

■ Keller Cable Communications for Keller, Tex. (TX0584) new system.

■ Audubon Electronics Inc. for Fieldboro, Hainesport, Medford Lakes, Florence, Camden, Luberton, Pemberton, Plumsted, New Hanover, North Hanover, Wrightstown, Chesterfield, all New Jersey (NJ0384,5,6,7,8,9,90,1,2,3,4,5) new system.

■ Teleprompter Southeast Inc. for Huntsville, Ala. (AL0012) add signal.

■ Montpelier Cable TV for Randolph, Vt. (VT0008) add signal.

■ Northwest Iowa Cable TV Inc. for Sheldon, Iowa (IA0085) add signal.

■ Ultracom of Rockmart Inc. for Polk, Aragon and Van Wert, all Georgia (GA0120,4,5) add signal.

■ Sunset Cablevision Inc. for Sunset-Whitney, Calif. (CA0164) add signal.

■ Tele-Media Company of Central Pennsylvania for Houtzdale, Ramey, Brisbin, Gulich, Woodward and Bigler, all Pennsylvania (PA1265,6,9,70,1,318) add signal.

■ Cablevision of Lindsay Inc. for Lindsay, Okla. (OK0141) add signal.

■ Sammons Communications of Pennsylvania Inc. for Oil City, Cranberry, Sugar Creek, Oakland and Cornplanter, all Pennsylvania (PA0412,1,507,000,410) add signal.

## Call Letters

### Applications

Call	Sought by
------	-----------

#### New FM's

WZOE-FM	WZOE Inc., Princeton, Ill.
WDMK	McClenahan Broadcasting Corp., Crozet, Va.

#### Existing AM's

WTAK	WVOV Huntsville, Ala.
KSSK	KGMB Honolulu

#### Existing TV's

WVTM-TV	WAPI-TV Birmingham, Ala.
WSTM-TV	WSYR-TV Syracuse N.Y.
WETM-TV	WSYE-TV Elmira, N.Y.
WHTM-TV	WTPA Harrisburg, Pa.

### Grants

Call	Sought by
------	-----------

#### New AM's

KMNO	Redwood Empiro Radio, Willits, Calif.
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#### New FM's

WMFE-FM*	Florida Central East Coast Educational Television Inc., Orlando, Fla.
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#### KIWR\*

Iowa Western Community College, Council Bluffs, Iowa
------------------------------------------------------

#### KDWZ

SS Broadcasting Inc., Crookston, Minn.
----------------------------------------

#### New TV's

WLYJ	Christian Communication Center Inc., Clarksburg, W.Va.
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#### Existing AM's

KLRR	KBRR Leadville, Colo.
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#### WLYN

WNSR Lynn, Mass.
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#### WBCM

WRDD Bay City, Mich.
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#### WTXY

WOOZ Whiteville, N.C.
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#### Existing FM's

WLYN-FM	WLYN Lynn, Mass.
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#### KLUP

KLCO-FM Poteau, Okla.
-----------------------

#### WZUE

WHYL-FM Carlisle, Pa.
-----------------------

#### Existing TV's

WGGB-TV	WHYN-TV Springfield, Mass.
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**General Manager** for AM/FM in Colorado. Must be sales oriented. Send resume and references to Kim Love, Box 5086, Sheridan, WY 82801. EEO.

**Sales Manager** for FM/AM sleeping giant. This is a challenging turnaround situation. Experienced motivators who have built and led sales team to record results and seek an equity opportunity will find the tools they need at KAOH, Duluth, Minnesota. Duluth is a regional center for retailing, transportation, and tourism on beautiful Lake Superior. An underdeveloped FM market, this city is ready for a radio pro at a station staking claim to "Number One." Resume and salary history to Randy Rogoski, KAOH, Box 6167, Duluth, MN 55806.

**Opportunities with growing** broadcast group located in the Sunbelt. Seeking experienced Station Managers and Sales Managers. Excellent benefits. Please send resume. We are an Equal Opportunity Employer. Contact: Director of Personnel, Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352. 919-276-9686 or 919-276-2911

**General Manager/Sales Manager** for AM/FM in growing medium market in Southwest. Excellent opportunity for experienced person. EOE. All replies in confidence. Send resume and salary requirements to Box A-58.

**General Sales Manager:** New Beautiful Music FM. Top-Fifty Market. Intermountain-West. We have format and promotion. Stable group ownership. Excellent starting salary and fringes, no-gimmick override can earn you \$50,000 yearly area even before station matures. That's the kind of person we're looking for. Streetfighter looking for first management, who has sold and delivered will be considered, same deal to those who qualify. SeaGull Radio, Box 388, Salt Lake City, UT 84110. Call 801-292-5245. Jack Stuart. EEO.

**Group owner** is in need of a Sales Manager capable of applying research in local sales. 'Rep' background helpful, but not essential. You must be able to mold a cohesive local sales force and maintain strong personal billing. This southeast station offers excellent base, incentives and fringe benefits. EEO. Box A-86.

**General Manager**—Major market—sales leadership qualities and experience necessary. Salary commensurate with experience. Box A-105.

**Manager/Sales Manager** for Country ABC Santa Barbara. Profit sharing, KKIO 805-963-5896 evenings 805-964-3094 non-smoker.

**General Manager**—investor group seeks self-starting general manager with sales orientation to operate AM/FM station in major Northeast market. Candidate should be willing to work with acquisition team in structuring pro formas, operating format and financing. Attractive compensation package and equity participation available for right person. All replies held in strict confidence. Send resume and salary history to Box A-115.

**General manager opening** for Wheeling WV-WKWK AM and FM, the leading contemporary stations, and Muzak. Excellent compensation and profit sharing program. This is an outstanding opportunity for a person ready to step up into top management. Excellent radio facilities. Be part of a good group—send resume to: President, Community Service Broadcasting, Inc., PO Box 1209, Mt. Vernon, IL 62864. EOE/MF

**Assistant Director for Contracts and Distribution,** WHA Radio TV: Responsible for assisting in the marketing of WHA broadcast materials for further distribution and to develop other markets for WHA production capabilities. BA required, MBA or demonstrated knowledge of broadcasting and telecommunications technology preferred. Demonstrated written communications skills essential. Annual salary of \$15,000. For information and application, write: Randall Feldman, WHA, 821 University Ave., Madison, WI 53706. Deadline for completed applications: February 15. An equal opportunity/affirmative action employer.

**Station Manager.** 50,000 watt public radio station serving San Joaquin Valley. Must have good business, personnel, broadcasting and organization skills. Salary negotiable. Send resume, salary requirements to KPVR-FM, 1515 Van Ness, Fresno, CA 93721. Deadline February 15, 1980.

**Sales Manager** for full-time station in growing Central Oregon market where the living is great. Successful applicant must have ambition, drive, intelligence and successful radio sales background. Attractive compensation package for right person. Send resume to John Stenkamp, General Manager, KBND, PO Box 5037, Bend, OR 97701 or call 503-382-5263. E.O.E.

**Southeastern Major Market AM** is looking for a qualified sales manager. Must be able to train and direct local staff. Excellent salary and benefits. Send resume to: Box A-146.

**FM Program Manager:** 24-hour concert music NPR station seeks experienced administrator with classical music background, programming experience. Excellent opportunity for management type with strong interest in this unique format. Send resume w/salary history to Personnel, WMHT-TV/FM, Box 17, Schenectady, NY 12301. EOE (M/F).

**Man and wife team** for Midwest AM/FM. He will be selling general manager. Not a 'feet upon the desk' job. She must be experienced in all phases of office work and able to write copy. This is a growing company in the process of adding two more stations. Couple chosen will receive excellent salary, new home in which to live plus other salary incentives based upon gross billing. Station in small, pleasant community within short distance of major recreation area and metropolitan area. KWRT-KDBX, Box 127, Boonville, MO.

**GM for small market** station near Twin Cities. Liberal incentive program. Must have strong sales background. EOE. Reply Box A-151

### HELP WANTED SALES

**Colorado Sales** opportunity; immediate opening; experienced or beginner, but must be aggressive. Don Costa, KAVI, Box 632, Rocky Ford, CO 81067 EEO.

**Experienced Radio Sales Person** wanted for Florida's most powerful country station. Preferably with knowledge of Central Florida market. Good opportunity and company benefits. An equal opportunity employer. Contact WGTO, PO Box 123, Cypress Gardens, FL 33880. Phone 813-324-5400.

**Florida No. 1 Arbitron rated** 100,000 watt FM wants experienced salesperson. \$300-500 guaranteed weekly salary against commission. Tremendous growth market assures rapid income expansion. Delightful place to live by the sea and one of lowest cost of living areas in U.S. Excellent medical program. Opportunity for advancement. Send resume: Hudson Millar, WOVM/WIRA, Box 3032, Ft. Pierce, FL 33450. Equal opportunity employer.

**Exciting ground floor opportunity** with new beautiful music FM (major-group broadcaster's 7th station). Excellent guarantee up to (\$20,000 yearly) for the right individual. Send resume to KCLG Radio, PO Box 388, Salt Lake City, UT 84110. E.O.E.

**Florida-Sales Manager-Equity possible**—Key list, growth market, expanding company. E.O.E. Call 305-783-8660 Evenings.

**Central Illinois.** If you'd like to earn big commission checks while enjoying the benefits of small town living, join our highly successful team. Resume. WSMJ AM-FM, Litchfield 62056.

**Opportunities with growing** broadcast group located in the Sunbelt. Seeking experienced sales managers and sales persons. Excellent benefits. Please send resume. We are an Equal Opportunity Employer. Contact: Director of Personnel, Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352, 919-276-9686 or 919-276-2911.

**Assistant Sales Manager.** Successful person eventually to take over entire sales operation. Organization and strong sales a must. Penna. 5000 Watt Daytime NBC affiliate. Send resume and earnings to Box A-46.

**Experienced Salesperson** needed to handle established accounts for No. 1 station in New York's Hudson Valley. Annual comp \$16K to \$18K first year. Expense allowance. Liberal commission plan on billing. Write Walter C. Maxwell, WGHQ, CPO 1880, Kingston, NY 12401. E.O.E.

**Unusual sales opportunity** if you're only the slightest unhappy with your current job don't hesitate to contact us. All replies will be confidential. We're a growing 9 station group that needs self motivated, professional sales reps, on east coast only. We offer continuing training and unheard of earning potential. What have you got to lose? Reply now... Box A-82.

**We want another sales person** at our station. You are now an announcer and want to move into sales. You'll need to work. Salary, commissions and car allowance. Mr. Burns, PO Box 749, Los Alamos, NM 87544. EOE.

**Sunbelt opportunity** for a proven professional radio salesperson. If you'd like to live and work in the sunny south, an aggressive 5kw Contemporary Country station has an immediate opening. Phone Homer Mann, GSM, WCCL-Jackson, MS 601-982-0385. EOE.

**Additional Sales Person** needed for dynamite new college market FM AOR Station. Previous sales experience essential. Contact Rollie Johnson, WBWB, 304 State Road 446, Bloomington, IN. EOE.

**Norfolk, VA.** WFOG is looking for a fantastic person to train and develop. Put together an impressive presentation on yourself and send it to Paulette Baydush, WFOG, 330 W. Brambleton, Norfolk, VA 23510. An equal opportunity employer.

**Immediate Openings** for experienced salespeople. Must be aggressive and hard working. Excellent compensation and benefits package. Send resume to WLEE Radio, PO Box 8477, Richmond, VA 23226.

**Sales Position** for experienced, aggressive, street fighter. Single station market. The person selected should make \$20,000 plus in the first year. If you feel that you have outgrown your job or market we offer unlimited growth potential in Western Pennsylvania. Send resumes to Box A-131.

**Experienced Radio Salesperson.** Salary based on track record. WBRM, Box 219, Marion, NC 28752. EOE.

**Florida (Central-Small)** 30% commission for right person—station already a winner. Come get your share. We have all the tools if you have the gift of closing. Reply in confidence. Box A-161

### HELP WANTED ANNOUNCERS

**Central Pennsylvania.** We are looking for an air personality. Need a communicator. Good voice a must. Experience required. Let us hear from you. E.O.E. Tape, resume, salary needs in first package. To: Manager, WRTA, PO Box 272, Altoona, PA 16603.

## HELP WANTED ANNOUNCERS CONTINUED

**1st ticket** ... light maintenance helpful, but not required. Adult communicator. Personality. For board shift, plus production and some news. Need now. Box A-75.

**Full time, experienced,** mature and stable D.J. with warm, personable, friendly touch for MOR/adult cont. format. Immediate opening. Busy production schedule and some newscasts. No loafers. Excellent benefits including health insurance and retirement plan. EOE. Resumes and recent airchecks to Ed Hunt, WBOC, Radio-TV Park, Salisbury, MD 21801 301-749-1111.

**Looking for a one to one** communicator and copywriter for small market FM. Automation experience helpful E.O.E. Reply to: Box A-81

**Opportunities with growing** broadcast group located in the Sunbelt. Seeking experienced Radio Announcers. Excellent benefits. Please send resume and tape. We are an Equal Opportunity Employer. Contact: Director of Personnel, Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352 919-276-9686 or 919-276-2911.

**10Kw Beautiful Music FM,** 10Kw Beautiful Music & Total Information AM in Eastern North Carolina is seeking an Staff Announcer. First Ticket is a must. Forward tape and resume to Reeves Fowler, WNCT Radio, Box 7167, Greenville, NC 27834. An Equal Opportunity Employer.

**Qualified Announcer,** news and play by play helpful, advancement opportunity. M/F EOE. Jimmy Young, 806-872-2404, KPET, Box 30, Lamesa, TX 79331.

**Replacement needed** for 20 year institution. Modern country station in beautiful SC coastal area needs morning pro. Salary commensurate with talent. All info first package to: Mark Robertson, WBEU, 3040 Boundary St., Beaufort, SC 29902. EOE.

**Medium market FM AOR** in Pennsylvania has openings for enthusiastic jocks. Box A-89.

**Pennsylvania station** needs experienced announcer for established 5 kw full-time AM adult operation. Call Program Director, 215-384-2100. An affirmative action/Equal Opportunity Employer.

**Wanted: Three-time winner.** Morning personality, music director, continuity/production ace. Generous salary for hard-working professional broadcaster. Five and a half day week. We're News, Information, Traditional MOR. Send resume in complete first letter. Come grow with us. Chicago metro region. EOE. Box A-93.

**Immediate opening** for Announcer. We offer above-average salary and working conditions for our area. Send tape and resume to Buddy Peeler, KPAN, Drawer 1757, Hereford, TX 79045. Phone 806-364-1860.

**South Central Michigan** Brand new Adult-Modern Country station needs top-notch Morning Drive Personality. Person selected will also handle music and programming responsibilities. Good pay and benefits to the right person. Letters and resumes to Box A-111.

**Florida**—90 miles from either coast, 72 lakes locally. Avon Park-Sebring No. 1 WAPR needs experienced major market sounding jock—big pipes—big money—fulltime or part time. Call Duke Roberts at 813-453-3139 or send tape and resume to WAPR, PO Box 1390, Avon Park, FL 33825.

**Morning personality/talk show host.** Midwest Market. Experienced only. An Equal Opportunity Employer. Send resume and salary history to Box A-104.

**Great Afternoon Personality** wanted for top rated ARB station which wants even higher ratings. If you've got the track record and are tops in production, send your tape and resume to Rick Jacobs, WHBC, PO Box 1045, Canton, OH 44701. No phone calls. Equal Opportunity Employer.

**Beautiful Central Oregon.** A.M. country roads announcer for any daytime shift. Production exp. helpful. Send tape/resume to Nat Shaw, KPRB, Box 787, Redmond, OR 97756. E.E.O.

**If you're a strong,** community oriented communicator with at least 3 years experience, this may be your logical step. East Texas Adult MOR Power Station with roots in the community is looking for you with an opportunity to move into a great situation. Beginners and time and temp folks need not apply. Easily checked references required. Box A-135.

**Professional announcer needed.** Must have 3rd phone, and be dependable worker. Adult Contemporary. Applicants send tape and resume to Gary Laing, Program Director, WDOV, PO Box B, Dover, DE 19901. Females and minorities encouraged to apply. EOE.

**The Voice of America,** English Division, is seeking an experienced announcer for international radio broadcasting. Position requires expert ability to voice a variety of programming: news, political analyses, drama, music, documentary readings, etc. Voice and diction must be suitable for shortwave broadcasting. Starting salaries from \$20,611 to \$24,703 annually depending on qualifications. Duty station is Washington, D.C. Interested persons should submit the Standard Federal application form, SF-171, to: International Communication Agency, Employment Branch (code PDE 83-80), Washington, D.C. 20547. Applications received by January 31, 1980 will receive first consideration. Equal Opportunity Employer.

**North Carolina small market AM/FM** adult contemporary needs communicator with creative production ability. Send tape and resume to: Program Director, WTSB/WGSS, PO Box 393, Lumberton, NC 28358. EOE.

**Seeking air personality, news** and PA. Experience helpful, but not required. Good opportunity. EO employer. Tape, resume to MD, WHRZ, Providence, KY 42450. 502-667-2044.

**Immediate opening** at area's leading stereo station. Tape, resume, KSLS, 1104 South Kansas, Liberal, KS 67901.

**Wanted:** Radio personality with minimum of 1 year experience-adult delivery. Come to East Texas MOR Power station and learn radio. Easily checked references required. Box A-145.

**Morning Entertainer Personality** needed for our coastal Florida paradise 100,000 watt contemporary dominant station. Salary open. Good benefits. Great climate. Send air check, resume and salary needs to Gary Beck, WOVV, Box 192, Fort Pierce, FL 33450 immediately.

## HELP WANTED TECHNICAL

**Chief Engineer** wanted for outstanding midwest AM/FM facilities. Must be experienced in directional, automation, FM stereo and state-of-the-art audio equipment. Please submit salary requirements, resume and long range goals to General Manager, KEWI/KSWT, PO Box 4407, Topeka, KS 66604. An equal opportunity employer.

**KRGO-AM** in Salt Lake City, Utah is looking for a full-time chief engineer. No beginners. Call Don Wade 801-972-3449. Must have references.

**Chief Engineer** for smaller market AM/FM in Oregon Cascades. EOE. Building directional and ready for proof. Exceptional facilities for market size. West Coast applicants preferred. Call Mr. Smith, 503-882-8833.

**Chief Engineer** for leading AM/FM in one of the world's most beautiful cities—San Juan, PR. Modern, dynamic, growing company needs a professional. Spanish ability helpful, not mandatory. Send resume, salary history to Radio, Box 1626, San Juan, PR 00903.

**Chief Engineer.** Immediate opening Northeast AM/FM. Studio and transmitter maintenance experience primary. Send resume, references, and salary requirements. Box A-20.

**Assistant Chief Engineer**—WTRY/WHSH, in New York's Capitol District has an immediate full-time opening for an individual with 1-3 years maintenance experience. Five KW directional AM and class B FM. Contact Norm Avery, Chief Engineer, WTRY Road, Schenectady, NY 12309.

**Chief Engineer** for dominant Midwest medium market 5 kw AM and class A FM. Must be thoroughly experienced in DAs, FM, audio, automation, remote control, maintenance, design, construction, proofs, and FCC rules and regulations. Aggressive ownership committed to quality engineering in expanding station group. Excellent compensation/benefit package for a dedicated, highly organized perfectionist. EOE. Rush resume with references and letter of application with salary requirements to: Box A-39.

**Growing company looking** for an aggressive Chief who is experienced in directional antenna work, management capabilities and hard work for 5Kw AM station in Southern Michigan. New station facilities have just been constructed. EOE. Box A-50.

**Assistant Chief-Major Market Group AM/FM.** \$15-17K. Jeff Gulick, C.E., WKTQ/WSHH, Broadcast Plaza, Crane Avenue, Pittsburgh, PA 15220. 412-531-9500. E.O.E./M.F.

**Maintenance Technician** (Equipment Technician I) needed by KPBS-FM. Responsible for installing, maintaining, repairing studio equipment. Must be familiar with modern stereo studio and test equipment. Experience with MCI and digital equipment helpful. Qualifications: First phone and one year related experience required. College electronics courses in engineering, industrial arts, highly preferred. Salary: \$16,068-19,320. For application: write: Employment Division, San Diego State University, San Diego, CA 92182. Application closing date January 25, 1980. An Equal Opportunity/Affirmative Action/Title IX employer.

**Chief Engineer** for construction and operation of new 3KW FM broadcast station and system of VHF TV translators in Haines, Alaska. Applicant must have: 1st Class Radiotelephone FCC license, at least five years experience in constructing and maintaining FM broadcasting and VHF TV facilities, a thorough knowledge of FCC rules and regulations, a background in overseeing the work of others, and the desire to settle in a small, interesting rural Alaskan community whose major industries are fishing, lumbering, and tourism. Salary: Depending upon experience. Send resume of professional experience, together with salary requirements to: Paul Davis, Engineer, Alaska Public Broadcasting Commission, 400 Gambell St., Suite 302, Anchorage, AK 99501. Lynn Canal Broadcasting is an equal opportunity employer. Applicants will be accepted for this position through January 31, 1980.

**Chief Engineer** for new FM Station in New Orleans. Send resume and references to Dr. McLean, PO Box 4409, New Orleans, LA 70118.

**Chief Engineer** for Class IV group owned AM suburban New York station. Applicant must be experienced in all engineering areas, rules, regulations, maintenance, etc. Excellent salary and benefits. Call Gil David, WGBB Radio, 516-623-1240. E.O.E.

**KC101 and 13/WAVZ** New Haven looking for assistant chief engineer with thorough knowledge of AM and FM transmitters, solid state, digital, directional antenna systems, STL & RPU. Contact Tom Osenkowsky, Chief Engineer, 203-776-4012.

**We are seeking** a chief engineer for our AM and FM radio stations and background music operation. Automation equipment requires state of the art engineer. A real opportunity in the background music operation alone. Some sales or sales related background would be helpful, but not required. We are located in beautiful Northwest Arkansas close to excellent schools including college and university. Excellent opportunity for the right person. An equal opportunity employer. Box A-123.

**Chief Engineer**—5 kw DA, 100 kw FM Stereo. Construction experience required. Ambitious, hard working pro needed for major group operation in Phoenix, AZ. Box A-125.

**WBZA/WNIQ-FM, Glens Falls, NY** is looking for Engineer/Announcer, qualified to operate and maintain studio, transmitter, STL, remote, and automation (digital) equipment. Permanent position for person with good voice and air personality, proficient technical knowledge and skills, and ability to get along with staff. Glens Falls is located in the foothills of the Adirondack Mountain. If qualified, apply to: Lee Kauffman, Administrative Assistant, WBZA Radio, PO Box 928, Glens Falls, NY 12801 518-792-2151. EOE.

## HELP WANTED TECHNICAL CONTINUED

**WSM AM/FM is seeking** an experienced, energetic Radio Engineer to supervise, improve and maintain our Radio Studio facilities. This position requires previous years of experience in these areas, as well as knowledge of state-of-the-art equipment and techniques. Supervisor ability a must. Send resume, references and salary requirements to the Personnel Director, WSM, Incorporated, Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

**Chief for AM-FM** must be experienced with stereo STL and cart machines. Lowell Jack, KMAN/KMKF, Manhattan, KS 66502.

## HELP WANTED NEWS

**Award winning** WCHV & 3WV need an experienced, dynamic news director. Send tape, resume, and writing samples to Ed Owens, Box 5387, Charlottesville, VA 22905. 804-977-5566. EOE/MF.

**We need a news editor/reporter.** Broadcast news experience required for a station with a heavy news commitment. Must be a competitor. Good voice a must. Long hours, but it's a great opportunity. Tape, resume, salary requirements first package. To: Manager WRTA, PO Box 272, Altoona, PA 16603.

**Area's number one** and two stations need newsperson immediately for AM-FM newsroom. Rush tape, resume and writing samples to Ron Russell, WHYN, Springfield, MA 01101.

**WBDC has a news opening.** EOE. Send Tapes and Resume to: Paul Knies, WBDC, PO Box 191, Huntingtonburg, IN 47542.

**Newsperson:** Experienced, good salary, WQXB-FM, Box 357, Grenada, MS 38901. E.O.E.

**WFNC/WQSM Fayetteville, N.C.** needs anchor/reporter. Some experience preferred. All applications considered. Minorities and women encouraged. Tapes and resumes to Doug Fellows, News Director, PO Box 35297, Fayetteville, NC 28303. EOE.

**Soon:** West Coast 50,000 watt going newstalk. Experienced talkhosts and newscasters send on cassette unedited airchecks of your newscasts or talkshows and resume to Box 167, San Jose, CA 95103. EOE M/F/H/V. All replies confidential.

**Good position** for news-minded person. Gather, write and air news in a news department which has won 30 awards in the past six years. Pro needed who will be creative and aggressive. No beginners. Send tape and resume to Gary Laing, News Director, WDOV, PO Drawer B, Dover, DE 19901. Females and minorities encouraged to apply. EOE.

**Immediate Opening** for newperson at news oriented AM/FM. Excellent opportunity to work as part of 4-person local news team. Send tape and resume to News Director, WBNR, 475 South Avenue, Beacon, NY 12508. E.O.E.

**News Person** for Illinois' most powerful FM and CBS affiliated AM. A real pro needed to join award winning, four person staff. Tape and resume to ND, WSOY AM-FM, Box 2250, Decatur, IL 62526.

**Wanted:** Award winning news station looking for solid newperson-both on air and street work. No Jocking, no commercials-just news and public affairs. Easily checked references required. Box A-150.

**Broadcasting Services:** University of Northern Iowa, KUNI/KHKE, Public Radio seek Producer/Announcer—Minority Programming. Position is funded in part from Corporation for Public Broadcasting Minority Training Grant. Involves on-the-air work in news, general production in the area of public and cultural affairs. Position incorporates built-in training program leading to executive producer, some travel funds. 100 KW KUNI and 10 KW KHKE, dual service public radio stations have new 12,000 sq. ft. facilities. \$12,000-\$14,000 plus liberal fringe benefits. B.A. or equivalent, Broadcast News, control board experience, and good delivery required. Submit application, resume, audition tape (news), and references by February 4, 1980 to: Raymond Harris, Personnel Services, 225 A&I Bldg., University of Northern Iowa, Cedar Falls, IA 50613. Members of protected classes may feel free to identify themselves for purposes of Affirmative Action.

**Somewhere out there** is a news director dedicated to small market local news gathering, editing and reporting. This person may be news director in a tiny market looking for bigger things or the number two person in a medium market ready for a take charge position. Come take over the one person news department of this highly respected CBS affiliate in a college town of 20,000 on Interstate 75. Send tape and resume to: Al Cohen, WTIF, PO Box 968, Tifton, GA 31794.

**Wanted:** Aggressive, intelligent young newperson. College degree. Good experience for next move up. Midwest replies only. Good staff and salary. Call 502-927-8121. E.E.O.

**Radio Anchor/Reporter.** Experienced applicants only, please. Strong writing skills and delivery a must. We are an adult contemporary station with a serious commitment to news and information. Send tape and resume to Neil Carmean, News Director, WSPD Radio, 125 S. Superior, Toledo, OH 43602. An Equal Opportunity Employer.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Operations Manager.** New position for KAKE, Wichita. We're full-service Adult Contemporary, successful, and planning for continued growth. We're searching for a person with strengths in leadership, detail and research. Will need experience in all phases of station operation except sales and news to step into this position. Contact Frank Gunn, Box 1240, Wichita, KS 67201. An EOE.

**Program/Music Director** for adult contemporary AM in small market, Eastern Montana. Must have good reference. Resume and salary requirements to Linda Madson, KLTZ, Box 671, Glasgow, MT 59230. Ph 406-228-9336.

**WBDC is accepting applications** for a program director and announcer for a country format. EOE. Send tapes and resume to Paul Knies, WBDC, PO Box 191, Huntingtonburg, IN 47542.

**Program Director** for rapidly growing Pennsylvania AM. If you're a "take charge" type who knows Adult Contemporary, understands research methods and can manage people, this may be your opportunity. An Equal Opportunity Employer-M/F. Send resume, references and salary requirements to Box A-79.

**Radio Program Director** for AM-FM radio stations in the beautiful Napa Valley, California. Current Time magazine features this wine area and its perfect climate. Population 100,000. 45 miles from San Francisco. Desire promotion minded administrator who can do some air work. Contact Tom Young, PO Box 2250, Napa, CA 94558 707-252-1440.

**WINN Louisville, C&W,** seeking air personnel. Strong production necessary. PD slot open. Tapes/resumes: Grahame Richards, WINN, 660 S. Broadway, 40402. EOE. Hurry!

**Successful Midwest Group** seeks experienced PD, AM adult contemporary format with heavy emphasis on News and information. Responsibilities to include Drive Jock, Leadership, Music, Production. Leaders only-career minded organization. Box A-113.

**Top-notch West Central Indiana** AM/FM looking for creative self-motivated individual to build local sports department/do production. Automation experience, play-by-play helpful. Send tape, resume, WCVL/WLFQ, Box 603, Crawfordsville, IN 47933. E.O.E.

**One of America's** premier MOR, Big Band stations is auditioning for morning personality. Must be comfortable with 1930-1970 Music. Tight board with personality. Powerhouse facility and top staff. Send resume, audition tape to Paul Berlin, K-QUE, PO Box 188, Houston, TX 77001.

**Owner of two stations,** 1 medium market, 1 small market, seeks experienced, mature program/operations director for beautiful music and MOR, news and information formatted stations. Must have substantial commercial experience and a good set of pipes. Offering long term future and stability. Family individual preferred. Send resume. Box A-144.

**Program Director** for prestigious medium market adult contemporary station near Boston. Authoritative on air presentation, experience at motivating people, should know the role of medium market radio. Salary range \$14-\$18,000 commensurate with experience. Tape, resume and philosophy to Wayne Fuller, 22 Maple Street, Auburn, MA 01501. No phone calls please.

**Come to Texas**—Direct programming for the top station in a six station market. Must have good references and good experience and be able to set an example both on the air and in production. Detailed resume. Box A-141.

## SITUATIONS WANTED MANAGEMENT

**General Manager** who excels in programing as well as sales available for permanent move. Outstanding qualifications! Tired of mediocre applicants? Answer this ad! Box M-67.

**Looking to turn** medium or major market daytime into profit maker for you. Reply Box A-94.

**Station owners, group owners.** Gen. Mgr. looking for a real challenge. 16 years experience all in management level, AM-FM and combinations, small, medium, and major markets. A dedicated professional with heavy sales and sales promotions background. Have credentials to back it up. Box A-47

**Extremely qualified** General Manager. Excellent track record, outstanding ability to organize, hire, train, promote and sell. Box M-34.

**Executive Vice President,** General Manager—age 35, degreed, 10 years experience in all phases of radio, especially sales and sales management. Top flight record in earnings. Have reached potential in present market. Looking for midwest opportunity with major responsibility in stable organization. Willing to consider investing. Requirements: Top 100 markets, income based upon performance. Box A-96.

**San Francisco General Manager** (36) Aggressive. Strong on sales and marketing. Excellent track record. Seven years same station. Seeking new challenge and opportunity. Box A-142.

**Experienced General Manager of profitable** 100kw FM and Class IV AM in medium market seeks comparable position in a medium to major market due to sale of stations. Over five years manager for same owner where developed FM into dominant, number one Arbitron rated station and leading profit center. Proficient in sales development, programming, promotion, FCC rules and regulations, budgeting and finance giving large return on capital. B.A. Business Administration. Box A-158.

**New Team in.** Station sold. Available now for long-term opportunity. Major market (Boston) and medium markets (Charlotte, North Carolina and Jacksonville, Florida.) GSM & GM (17 years). Great track record. References and resume on request. 904-269-3950. Joe McCluskey.

**A common sense,** thinking manager, married-children-homeowner. Twenty five years experience in all phases of radio and television. Specialty, Sales, Sales Management and General Management. Phone: 414-458-3962 after 5:00 pm. C.S.T

## SITUATIONS WANTED SALES

**Mid-West Only** highly experienced manager-sales manager-sportscaster available Feb. Presently employed. Priority on renewals. Excellent qualifications, references—No miracle performer—Honest dedicated broadcaster. Prefer non-chain operation. Contact Box A-103.

## SITUATIONS WANTED ANNOUNCERS

**Serious minded young black,** male. D.J. is paving the ground looking to use his talents and energy. Will work within your budget. I will relocate. Ben Shumake 609-387-2095 after 5:00 P.M. 215-922-2530 anytime.

**Need someone with** experience, who is creative, hardworking, and reliable? 3rd endorsed. For air check and resume call 312-388-3040, after 6:00 p.m., or write Jim Mulvaney, 12832 May, Chicago, IL 60643. Within 200 miles of Chicago preferred but not necessary.

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**SITUATIONS WANTED ANNOUNCERS  
CONTINUED**

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**Air talent, presently in Milwaukee** market seeks similar position with Connecticut, Massachusetts station Phone: Keith, 414-769-6966, mornings.

**Southeast: 6 years experience.** Quality voice, Good production and news—reliable. AOR, POP/Adult. Marc 404-252-7079

**Broadcasting graduate** seeks first job as DJ. Rock format preferred. Will relocate. T. Lucas, 5117 Rosewood Dr., Mission, KS 66205.

**Beautiful Music/Pop-Adult** announcer, 8 year pro, currently number one station in top 20, seeks announcer or operations manager/announcer position. Box A-45.

**Morning Drive, Air Personality.** All formats. Creative, dependable, hard working. 3rd. Prefer Midwest. Will relocate immediately. Tape and resume available. Tim Bergl, 312-620-6969. call 9 a.m.- 3 p.m. 6 N. Tower Rd., Oakbrook, IL 60521.

**Versatile Broadcast School Grad** with BA in Communications, 3rd endorsed and some experience will relocate for full time air work. For tape and resume call Tony at 312-749-2522

**Good voice.** Trained by pro. Sincere and eager learner. Good attitude. Available now Don Kohlhagen, 2017 S 90th Street, West Allis, WI 53227

**The Falcon** is available. Dependable, hard working, morning drive air personality. 3rd will fly anywhere! Falcon tape and resume ready. 312-588-2379. "The Falcon" 2907 Eastwood, Chicago, IL 60625.

**Personality for hire.** Offering creative air/production talents. Voice characterizations! News experience. Call Mike 302-945-3675

**Major market professional.** 12 years experience. College degree. Stable. Prefer mornings. Call 412-831-1855.

**Experienced announcer** with communications degree, good voice, smooth delivery, strong music and sports, for adult contemporary or top 40 station in Southeast Call Ron 305-271-0689.

**13 Year Radio Veteran.** 1st phone. "Donahue Style" talk show host looking for medium or major market all talk. For tape call Richard Shanks 518-695-6406.

**DJ, sports, news, prod.** 3rd end. MOR/Rock/CW light board Jim Gomes 415-791-0692.

**Prefer news, sports, or PBP,** but light board on music shift. Upbeat adult. Right sound for your station. Any shift. Dependable, hard worker looking for stable situation. Small or medium market preferred. Write or call Peter Arpin, 55 Masthead Dr. Apt. 4, Warwick, RI 02889 401-885-2087

**Male, D.J., experienced** as both sportscaster and announcer. Tight board work. Ready to work smart for the benefit of your station. Availability immediate. Call Robert Rudolph at 215-322-7336 or 215-922-2530.

**25 year old D.J.,** with 2 years experience in top 40 and MOR, looking for small or medium market. Dependable. Steve 314-432-8988.

**Seven years experience** in adult contemporary format. Also experienced in news, production, talk-shows, copywriting. Will relocate. Box A-120

**College graduate** with experience seeking position in Florida, Gulf Coast area or Southwest. Call Bruce, 512-452-6536

**Solid, Twelve year Pro.** I communicate listener loyalty A/C, MOR, Contemp Country. Top 100 Markets only. Box A-130.

**Sales minded,** profit minded broadcaster available. One year experience, "Nice Guy" performance on and off the air. Phone Steve (Eves), 201-387-0124.

**Announcer with Program and Production** director experience strong production skills and board work, available immediately, relocate anywhere, tape, resume on request. Michael Freenor, 468 Hoyt Avenue, Staten Island, NY 10301, call 212-447-7790.

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**AOR/MOR DJ** ready to rock your console, breathe life into mike, put spark into spots. Prefer tri-state area. Box A-116.

**Announcer/Producer** with 10 years radio/TV experience. English accent. Post graduate diploma in Mass Communications. Bob South 212-921-4856.

**Baseball play by play**... seven year pro seeks position for upcoming season. Box A-112.

**Ramona is looking** for a new job, 5 years experience country, prefers southeast area. Call 703-989-6901

**Employed, mature radio newscaster** looking for small to medium market station with TV affiliate. Easy, distinct, authoritative delivery. Excellent voice. Robert Carter, 522 East Jefferson, Clinton, MO 64735.

**7 years experience,** announcing to programming. MOR, Pennsylvania or East Coastal. Box A-107

**Country Pro,** with major market experience and background in programming, has strayed from broadcasting and wants to come back. Tight, mature sound plus solid references. 216-427-2068.

**Experienced DJ,** tight board, good news can follow directions, ready to go anywhere. Box A-153.

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**SITUATIONS WANTED TECHNICAL**

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**I'm a First Ticket Holder** looking for his first TV/Radio position. Good work habits. Learns quickly & can get along. Looking for an opportunity, not a break. Call Douglas Crouse at 215-785-6100 or 215-922-2530.

**First Class License Engineer** is seeking First TV/Radio position. Good employment background. Loves to work—won't hide from it. Wants a career in broadcasting. Will relocate. Call Dave Clements at 609-386-4079 or 215-922-2530.

**Young, Intelligent & energetic female,** with first phone, seeks entry-level radio/TV position. Flexible & will relocate. Wants a career, not just a job. Call Cheryl Jankiewicz at 215-535-5683 or 215-922-2530.

**Need a reliable FCC** 1st Class Engineer for an entry level position? Call Rich Covelusky at 215-329-6884 or 215-922-2530.

**Mature and reliable** family man, with 1st ticket, seeking a future with a radio or TV station. Will relocate. Call Glen at 609-227-8227 or 215-922-2530.

**FCC First Class** licensed technician is ready to get into action at first job level. Contact George Pilhoy at 215-671-0187 or 215-922-2530

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**SITUATIONS WANTED NEWS**

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**Veteran News Director** wants new challenge in upper-medium, major market. A motivator, who can energize a lax department. 702-734-1270.

**PA, native** currently doing news at a 50kw AM in the southwest, wants a break to return to the keystone state. All offers considered. Box A-100.

**I want to report,** not rip and read! Sound good? Rich Kolker 301-681-6626.

**Fulltime professional seeking** news reporter, producer, or anchor spot in major market all-news or NPR station. Currently morning drive all-news anchor. Over three years experience including network packages. 1-414-476-5726.

**Fifteen years** at network and major N.Y.C. stations. Want news directorship at news-conscious station in New England or upstate New York. Box A-147

**Former pro athlete** currently sports director in mid-west medium market seeks sports position with P-B-P. Preferably East. Call Jim 617-696-1442.

**We have a news/sports journalist** that builds excellent news images and wants to move up. Contact—Matt Hankins Agency, 24505 Bashian Drive, Novi, MI 48050.

**Dedicated Sports Journalist**... seeks professional move to first class operation with a history of sports excellence. Christian, community minded family man with outstanding qualifications. Over 100 play-by-play broadcasts last year. Excellent references. Will consider combinations. Box A-154.

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**SITUATIONS WANTED PROGRAMING,  
PRODUCTION, OTHERS**

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**Top-Flight PD, Morning man** seeks change and challenge. BA and Ten years experience. Midwest only. Box A-65.

**Program Director**—Top 100—Presently employed. 15 year track record. Knowledge of adult contemporary and country formats. 18K now—when the fall book is released, the price goes up. Tomorrow has arrived, let's go for it! Box A-4.

**Operations Manager** in top 50 market. Brought present station from 2.2 to 9.9 in last ARB breakout. Knowledge of FCC rules and regs., sales experience, excellent references, proven track record, BA and working toward MBA. Experience in all formats. Run a tight ship, ready to build your station. Let's talk. 216-493-4755.

**Colorado Early 80s,** PD, MD, 24, 1st Ticket, married, good voice, creative production, 5 years experience, stable, ready to move up. Prefer T-40, Contemporary in good small, medium, large market. Currently employed as PD, MD, and CE. Call Rick before 9 AM or after 4 PM, 302-368-7467.

**Production Specialist!** My spots sell! And are easy to sell. You must have excellent sales staff to be considered. Box A-160

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**TELEVISION**

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**HELP WANTED MANAGEMENT**

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**Development Director:** Growing Southern Minnesota Public Television Station (UHF) needs a creative and experienced development director. Person hired will be responsible for total supervision and operation of station's new development department. Assist general manager in system planning, generate station income, and maintain strong volunteer and public information divisions to support station growth. Qualified candidate must be able to: generate program underwriting, corporate/foundation funding, manage annual TV auction, develop new markets for proposed KAVT expanded signal, Good grantsmanship. Minimum requirements: bachelor degree with three years experience in development or related skills. Candidate must demonstrate creative writing skills, be a self-starter and have strong interpersonal communicative skills. Salary \$15,000 to \$19,500 (depending on experience) plus excellent benefits package. Send resume and cover letter to Barry G. Baker, General Manager, KAVT-TV, Austin, MN 55912. Position will be open until filled. KAVT and its owner I.S.D. No. 492 is an equal employment opportunity employer.

**Program Director:** With proven administrative experience and technical competence in production, to fill some big shoes at a group VHF affiliate ranked approx. 120. The successful applicant will be people-oriented without sacrificing programming quality. Send detailed resume and salary requirements in confidence to Lyn Stoyer, G.M., Box 87, Sioux City, IA 51102. An EOE Employer.

**TV Station Controller/Business Manager.** Desirable top West Coast market. Excellent staff. Supervision of all financial affairs. Oversee account dept., collections, budgets, analysis of performance. Key advisor to general manager. Ideal candidate now controller at TV station in markets 10-30. EOE M/F. Resumes to Box A-159.

**Contracts and Grants Administrator:** Requires BA degree in Accounting or equiv. w/min. of 5 yrs. exp. in a financial management or budgetary capacity preferably with background in TV production. Responsibilities will include negotiation and management of all PBS program and non-program related grants and contracts and preparation of financial reports. Must possess strong business/accounting skills. Competitive starting salary and excellent benefits package. Interested individuals should submit resume, salary requirements and the names of 3 references to Carole Dickert-Scherr/Personnel Director, PBS, Public Broadcasting Service, 475 L'Enfant Plaza West, SW, Washington, DC 20024. EEO/AA Employer.

## HELP WANTED MANAGEMENT CONTINUED

**Local Sales Manager** WISH-TV, Indianapolis, Indiana. Need qualified person with local experience in TV sales and management skills to provide leadership for an effective local sales team. Send resume to Bill Beindorf, WISH-TV, PO Box 7088, Indianapolis, IN 46207. An equal opportunity employer M/F.

**Chief Engineer** for four-station UHF network in New Jersey. Send resume and salary requirements to Gordon MacInnes, 1573 Parkside Avenue, Trenton, NJ 08638.

## HELP WANTED SALES

**Salesperson needed** to take over active list. Must have 1 year minimum Broadcast experience. Previous traffic, sales service or promotion background can be helpful. Located in the Southeast, our VHF, ABC affiliate offers a tremendous opportunity for growth and advancement. Equal Opportunity Employer. Send resume to Box A-140.

## HELP WANTED TECHNICAL

**Maintenance Engineer** for small production and programming facility. Applicants must have extensive knowledge of helical recorders, both 1" and 3/4" Knowledge of microprocessors helpful. Send resume or contact Barrett Giorgis, Viacom Cablevision, 1175 Potrero Ave., S.F., CA 94110.

**TV Technician** experienced in ENG Maintenance. Will repair TK-76 and BVU equipment. License preferred. Bob McAvoy, WROC-TV, 201 Humboldt St., Rochester, NY 14610 716-288-8400. E.O.E.

**Television Maintenance Technician/Remote Supervisor:** Midwest Production Company seeks full-time broadcast maintenance technician/remote supervisor. Applicant should have three or more years maintenance experience with emphasis on digital technology. Position involves travel and work on large scale remote productions. Excellent salary and benefits package. Reply to: Bob Uhlis, Laclede Communications Services, Inc., 1345 Hanley Industrial Court, St. Louis, MO 63144. 314-961-1414.

**Maintenance Engineer** wanted for Louisiana TV station. Must have 3 or more years maintenance experience with good background on digital equipment. All studio maintenance, little or no operations required and good working conditions. Work only with state of the art equipment in a new, built-for-TV building (TCR-100A, TR-600, VPR-2, TK28, TK76B, computerized HK-312 studio cameras, vital VX-114 switcher, Vidifont MK4, color radar, broadcast Sony ENG with remote van, plus) get away from the crowd and still make good money. Send resume to Dick Swank, Chief Engineer, KLFY-TV, Texoma Broadcasting Inc., is an EEO/M-F employer.

**No Snow Here:** Maintenance Engineer to maintain TR-70, TC-100, PC-70, TH-100 and other miscellaneous studio equipment. Please contact Tim Rounds, WBBH-TV/20, 3719 Central Av., Fort Myers, FL 33901; Phone: 813-936-0195. E.O.E.

**Assistant Chief Engineer:** Group owned Northeast UHF Network Affiliate. Small Market looking for a "Hands on" engineer. UHF transmitter-Ampex and GE equipment. Excellent entry level management position. First Phone required. Box A-110.

**TV Studio Technician:** Experienced required in Master Control operation and light maintenance. First phone required. Send resume to: Chief Engineer, WALA-TV, PO Box 1548, Mobile, AL 36601. No telephone calls. EOE M/F.

**Wanted: First Class Engineer.** Mountain top work. Will train. Call 307-864-2351 and ask for Karl.

**Chief Engineer**—New Family UHF Indy looking for a hands-on chief with management ability and a maintenance background. Salary plus fringe benefits, commensurate with experience. First Class FCC license a must. Position available March 1, 1980. Contact General Manager, PO Box 549, Poughkeepsie, NY 12602. An Equal Opportunity Employer.

**Control Room Operator**—First Phone. Northeast UHF ABC affiliate. Responsible for on-air operations and to assist in production. Will train. Reply to Box A-124.

## HELP WANTED NEWS

**News Anchor:** Superb opportunity for mid-career, mature, successful anchor person prepared to join a well-equipped and well-staff news operation absolutely committed to market leadership. Cosmopolitan market. Excellent company, excellent people and excellent working conditions. Salary rewards based on success. Prior applicants need not reapply. Send resume, references, video tapes and salary requirements to General Manager, WSYR-TV, 1030 James Street, Syracuse, NY 13203. Equal Opportunity Employer.

**News Anchor:** Sunbelt area, male and female anchor for 6 and 10 PM. newscast in medium Southwestern market. An Equal Opportunity Employer. Send resume to Box A-28.

**News Reporter**—ENG photo and editing experience. Good entry level position. Beautiful location. Send tape/resume to: Bob Nelson, WMBB-TV, Box 1340, Panama City, FL 32401. EOE.

**Managing Editor** for expanding West Coast News Department. Person would be responsible for all phases of daily operation with emphasis on assignment desk. Looking for person with sound news judgment who is capable of thinking creatively and visually. This is a number two position. EOE, M/F. Resume and salary history to Box A-52.

**Anchorperson** wanted to co-anchor prime newscasts. 2 years minimum experience. Send resume, videocassette and salary requirements to: Don Hickman, News Director, WICS-TV, Springfield, IL 62708. E.O.E.

**Reporter-Anchor:** Leading network VHF in top 100 market needs self-starter for bureau anchor role and street/beat work. Experience preferred, but will consider new, strong J-school grad. ENG shooting/editing skills essential. Good growth opportunity with state's largest broadcast news team. Send detailed resume, salary requirements, in confidence to J. A. VanHorn, Black Hawk Broadcasting Co., Waterloo, IA 50703. An Equal Opportunity Employer.

**News Anchor**—6 and 10PM M-F small/medium market experience desirable. S.E. Sunbelt location. \$15,000 and up depending on qualifications. Reply to Box A-99.

**Evening News Producer.** Must be strong writer and innovator. Good at giving a different look to the news. Send resume and tape to Phil Thomas, news director, WHO-TV, 1100 Walnut, Des Moines, IA 50308. Phone 515-288-6511.

**ABC affiliate** in top 100 market rebuilding news staff. All ENG. All new, latest equipment. Openings for reporters, photographers, anchors, sports director, and sports reporters. Experienced only. We are going to be number one! Equal Opportunity Employer. Box A-88.

**Producer** wanted to mold and shape an interesting and exciting one hour nightly news magazine blending hard news, in-depth features, regular departments, live guests and viewer phone calls. The best of news and magazines in the 23rd market and in California. Send resume and letter of producing philosophy to Tip Kindel, News Director, KTXL-TV News, 4655 Fruitridge Rd., Sacramento, CA 95820. An Equal Opportunity Employer.

**News Director**—familiar with demands of small market news operation. Qualifications: College, ENG & reporting skills, strong on organization, and provide positive leadership for 10-person news department. Income \$15,000+. S.E. Sunbelt location. EOE. Reply to Box A-101.

**Television Sportscaster:** 6 & 11 M-F for medium market mid-Atlantic station. Looking for someone who lives sports and can deliver on the air. No beginners... no readers. If your idea of a sportscast is big gulps of network fed stories, forget it. Send resume, salary requirements to Box A-108.

**Sports Director,** immediate opening in sports-oriented Midwestern market. 6 & 10 PM shows, packages, some radio play-by-play possible. EOE/M-F. Send resume and writing samples to Box A-119.

**Group-owned VHF** Net affiliate with a superior news department seeking anchors and reporters. Send resumes in strict confidence to this eastern medium market winner at Box A-136.

**Agri-business reporter** for midwest capital city, farm background helpful, tape and resume to News Director, WISC-TV, 4801 West Beltline Highway, Madison, WI 53711.

**Outstanding news director** for outstanding news department. Tell us about you, in confidence. We'll tell you about our network group-owned station. Sun belt location. EOE. Box A-129.

**Reporter/photographer** in beautiful midwest city. ENG experience helpful, \$11,000-15,000, tape and resume to News Director, WISC-TV, 4801 West Beltline Highway, Madison, WI 53711

**Executive Producer** for top 30 station. Duties include overseeing producers and assignment desk, working with reporters, planning for future stories and series. Ideal candidate should have experience as reporter, producer and some desk work. Must be an aggressive self-starter who knows that news does not begin and end in city hall, etc. We need a people-story oriented newsperson who isn't afraid of hard work. Send me your resume, and salary requirements as quickly as possible. Equal Opportunity Employer. Box A-133.

**Meteorologist** for top-rated news department in 3-station small market. Weather fax, color radar and other aids. Two major evening weathercasts. Will consider inexperienced persons with good academic background in meteorology. Send tape and resume to Don Blythe, KOAM-TV, Pittsburg, KS 66762. An Equal Opportunity Employer.

**The American University** School of Communication in Washington, D.C. offers graduate assistantships with tuition remission and stipend to experienced journalists working towards a Master's Degree in its one-year, full time program in Journalism and Public Affairs. For information, write Dean, School of Communication, The American University, Washington, D.C. 20016. An Equal Opportunity/Affirmative Action Employer.

**Weekend Sports Anchor/Reporter** for number one Gulf Coast station. TV experience preferred but not necessary. Looking for a hard working, dynamic personality. Send resume and salary requirements to Box A-143.

**Weather Reporter:** Top 20 television station committed to News is expanding Weather Dept. Individual must have a minimum of 3 years exp. in commercial television weather reporting. Broadcast Communications degree preferred. Meteorological background helpful. Please send resume to Mark Pierce, News Director, PO Box 1313-B, Indianapolis, IN 46206. No phone calls, please. An Equal Opportunity Affirmative Action Employer, M/F.

**News Reporter, Anchor:** Central California NBC affiliate is looking for a bright, professional newsperson, with a degree in journalism or equivalent on-the-job experience. He/she must have extensive TV work history in field reporting, producing and on-air anchoring of news; additional sports experience desirable. 40-hour week, salary negotiable, depending on experience in commercial television. Excellent fringe benefits. Send complete resume and tape to Bill Murphy, News Director, KMJ-TV, Channel 24, PO Box 12907, Fresno, CA 93779. An Affirmative Action/Equal Opportunity Employer.

**Weatherperson.** Upper midwest market. Must know weather. Some reporting. \$8500-\$9000. EOE. Resume to Box A-148.

**Leading Central California Independent** has immediate openings for (1) Anchor producer and (2) general assignment reporter. Absolute minimum 2 years experience required. Send tape and resumes to: Dick Carr, News Director, KMPH TV, 2600 South Mooney Blvd, Visalia, CA 93277. EOE/M-F.

**News Director**—For growing NBC affiliate. All ENG with live capability. Send resume to Ken Gerdes, WAFF-TV, PO Box 2116, Huntsville, AL 35804.

**We have an excellent opportunity** for a news director. Good salary, fringe benefits and great working conditions. Box A-126.

## HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**Art Director** for Southeast station. Must have TV experience. Send resume and salary requirements to Box A-13.



## HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

**Magazine Producer/Reporter**, WHA-TV, Madison, Wisconsin. Award winning statewide news Magazine seeks producer/reporter for field producing and on-air work. Must be aggressive, able to handle a variety of producing and reporting assignments, and be a good on camera communicator. Three years television reporting experience, preferably daily news or magazine field work required. B.A. preferred. Salary \$15,000 negotiable. Excellent fringe benefits. Autonomy in producing and reporting and input in the editorial decision making process are additional benefits. Send resume, videotape sample of your work and write for formal application to H. Richard Hiner, Station Manager, WHA-TV, 821 University Avenue, Madison, WI 53706. WHA-TV is an equal opportunity/affirmative action employer.

**Program Manager**: For medium market CBS Affiliate. Must be experienced in television programming and able to administer Production and Promotion Departments. Send resume to James N. Armistead, Vice President & General Manager, WRDW-TV, Drawer 1212, Augusta, GA 30903. A Ziff-Davis Station. EOE.

**Producer-Director**: Group broadcaster seeking creative self-starter to replace director who left us for network O & O. Two years solid experience news, commercials, and programming. Resume, salary requirements to: Don Lundy, WTOL-TV, Box 715, Toledo, OH 43695. Sample tape will be requested later. An Equal Opportunity Employer.

**Promotion Manager**: Major market group-owned network affiliate needs strong promotion manager for creative services department. We're looking for a creative advertising person who is a writer and a producer both. Person will create and administrate print ads, radio, and TV spots as well as coordinate the activities of our agency. An Equal Opportunity Employer. Send resume to Box A-72.

**Director of Promotion and Publicity** for three broadcast stations. Supervise staff of three. Responsible for all press contacts, advertising, program magazine, on-air promotion, special events. Good skills in press contacts and management of people needed. Strong writing skills a must. Professional publicity/press relations background essential. Prior public broadcasting experience helpful. Send resume and salary requirements to Director of Development, Office B, WNED-TV, PO Box 1263, Buffalo, NY 14240. WNED-TV/WEBR are equal opportunity employers.

**Operations Manager** for northeast network affiliate. Person will be responsible for programing station, with heavy emphasis on sports originations. Responsibilities also include studio production, 1-inch commercial production, film purchases, computer operations, FCC commitments and community programs. We are looking for a strong, experienced broadcaster. Salary negotiable. Call: Mike Fisher, General Manager, WGR-TV, Buffalo, NY 716-856-1414.

**Producer**: Produces weekly series and other programs focusing on the performing and visual arts. Bachelor's degree and minimum two years demonstrated full-time successful experience as producer of a broad range of cultural affairs television programs or equivalent combination of education and experience. Demonstrated ability to produce programs of consistently high quality with minimum of direct supervision within budget and deadline constraints. Demonstrated ability to direct both studio and remote productions, experience in all formats of videotape recording and editing, and shooting and editing 16mm film required. Demonstrated ability to represent station in dealings with wide range of arts community people and organizations. Salary Range: \$16,007-\$19,995. E.O.E. Persons interested in consideration for this position should send the following items, to be received no later than February 15, 1980: (1) a letter of application; (2) a resume relating education and experience to specific job requirements; (3) three professional references with full knowledge of the candidate's work experience and achievements. Applications should refer to position No. CA-2 and should be sent to: Dan Everett, Director of Programming, KRMA-TV, 1261 Glenarm Place, Denver, CO 80204. Contract employment subject to yearly renewal.

**Producer**: Produces programs designed to build public awareness and understanding of a broad range of viewpoints on important and frequently controversial issues. Bachelor's degree and minimum two years demonstrated successful full-time professional experience as producer of issue-oriented broadcast programs or equivalent combination of education and experience required. Demonstrated ability to produce programs of consistently high quality with minimum of direct supervision within budget and deadline constraints. Production experience in all formats of videotape recording and editing as well as shooting and editing 16mm film highly desirable. Salary Range: \$16,007-\$19,995 E.O.E. Persons interested in consideration for this position should send the following items, to be received no later than February 15, 1980: (1) a letter of application; (2) a resume relating education and experience to specific job requirements; (3) three professional references with full knowledge of the candidate's work experience and achievements. Applications should refer to position No. CA-1 and should be sent to: Dan Everett, Director of Programming, KRMA-TV, 1261 Glenarm Place, Denver, CO 80204. Contract employment subject to yearly renewal.

**Videographer/Editor**: On-location and studio work with electronic field cameras, both sound and silent. Responsibility as an editor, both film and tape, to prepare completed segments for broadcast. Bachelor's degree in broadcast communications, film or related field of study and minimum two years demonstrated successful experience as videographer/editor, or equivalent combination of education, training and experience required. Experience in lighting for film and television and in shooting and editing 16mm film for television required. Salary Range: \$15,009-\$18,998. E.O.E. Persons interested in consideration for this position should send the following items, to be received no later than February 15, 1980: (1) a letter of application; (2) a resume relating education and experience to specific job requirements; (3) three professional references with full knowledge of the candidate's work experience and achievements. Applications should refer to position No. CA-3 and should be sent to Dan Everett, Director of Programming, KRMA-TV, 1261 Glenarm Place, Denver, CO 80204. Contract employment subject to yearly renewal.

**Experienced Program-Promotion Director** for top-rated network affiliate in highly competitive five-station market. Good staff and equipment. Need person with organizational and leadership abilities. Good pay and outstanding package of company benefits. Send complete resume including salary requirements. Replies will be held confidential. EOE. Box A-121.

**Producer-Director** for public TV station. Requirements: BA; thorough knowledge of studio production, ENG and editing. Two years broadcast experience preferred. Job includes community programs, contract production and quarter-time college teaching. Salary \$12,252. Send resumes to Employment Manager, Personnel Department, Texas A&M University, College Station, TX 77843. Equal Employment Opportunity Through Affirmative Action.

**Sun Belt television station** needs traffic manager. Applicant should be familiar with computer input system, preferably BIAS system. Salary open. Send resume to Wilma Taylor, WPTV, PO Box 510, Palm Beach, FL 33480. EOE.

**Creative promotion person** capable of on-air promotion production and coordination with print. Must be self-starter. Southwest medium market group-owned network station. EOE. Box A-127

## SITUATIONS WANTED MANAGEMENT

**Looking for contract work**: Seasoned TV Manager can solve start up problems or unusual trouble projects station has, solid experience: sales, programing, marketing, building, will travel extensively, will fit your budget. Box A-128.

## SITUATIONS WANTED TECHNICAL

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

**Experienced TV transmitter/technician** First phone. Will relocate. David Saunders 214-271-3880.

**Experienced technician**. First phone. B.A. degree. Seeks position with public broadcasting. Single. Resume, references on request. Box A-149.

**Male, 23**, with first phone seeks entry level position in studio operations and production. Six months experience with small ABC affiliate. Call 201-447-0130 before 4 PM, or write: Chris Diorio, 15 Vivian Court, FairLawn, NJ 07410. Will relocate. Available immediately.

**Operating Engineer**: Black with 1st phone. Experienced in video tape master control switching operations. Ambitious and ready. 703-527-9115, AI.

**Young, ambitious & goal setting** Black First Class Ticket holder, with college background, seeks commercial TV position. Currently employed at Phila. Cable TV Company. Call Mr. Graham at 215-922-2530.

## SITUATIONS WANTED NEWS

**8 Year Broadcaster** seeks entry-level: TV journalism, (2 1/2 years, ass't-ND). William Hargreaves, 213-277-7769 (mornings).

**News Director**, 16 yrs. experience, track record references. Built highest rated TV news dept. in U.S. Clark Edwards, 205-281-8718.

**TV Sports Anchorman**, currently working in major market. Polished pro in mid-thirties with witty, conversational delivery. Strong writer, experienced in coverage of big league sports. Box M-152.

**Enthusiastic female journalist**-MS Journalism seeks television news or magazine position-network television and radio experience. Box A-49

**Award-Winning, Creative**, TV/AM News Director seeks reporter/anchor/news management position. B.S. Journalism. Top references. Proven track record. 703-527-6183.

**Radio Experience**-Looking to break into TV. Will relocate anywhere. Rich Kolker 301-681-6626.

**Major Market Broadcaster** seeks career change to TV. Weather... Sports... Specialty. Pick up a pro and fill your equal opportunity requirements as well. David 303-934-5300.

**Major Market Sportscaster** wants warm weather, good sports city, anchor two main shows. In exchange-dedication, creativity in anchor work and packages. Box A-152.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Experienced Director looking** for a job with tutute advancement. Female with B.S. degree. Assistant Production Director with News, Public Affairs, Studio & Supervisory experience. Available after 2 week notice. Box A-67.

**Ambitious female telecommunications graduate** with First Phone seeking a position as a production assistant or photographer. Experience at station, duties include: camera operation, switching, audio, video, editing, and remotes. PO Box 2211, Bloomington, IN 47402. 812-336-2159.

**No. 1 Rated Magazine Host** wants more. (Weather-Features-Interviews) versatile young talent with impressive background and reputation. (Major markets only) Box A-69.

**Producer-Director**, Award-Winning M.S.B.A. seeks new challenges. 4 years AFRTS experience as Production Manager. Richard Foregger 404-790-8265.

**Seeking middle management** position with videotape facility. Solid background in film/tape commercials. Box A-132.

**Evening Magazine** field producer with ENG camera, editing experience seeks position with major market magazine show or news operation. Box A-157

**Highly-motivated idea-person**, 6 years experience, Top Ten Market, including producing highly-respected daily, live public affairs program. Northeast corridor or Southern city preferred. Box A-162.

## CABLE

### HELP WANTED TECHNICAL

**Director of Engineering:** High versatility industry position, Washington, D.C. Excellent opportunity as Director of Engineering for ARTEC's 72,000 home cable television franchise in Arlington County, Virginia across the Potomac River from Washington, D.C. Successful candidate must have extensive working and theoretical knowledge, experience and interrelationship understanding in the following areas: Two-way interactive system design; System aerial and underground construction practices; proof of performance and formal acceptance practices; 35 channel, interactive multi-hub system operation and maintenance; Design, construction, operation of CARS and common carrier microwave; Apartment pre-wire design and construction techniques; Subscriber installations and service practices; Satellite receiving and transmitting technology and operations; Fiber optics technology and practices. Successful candidate will, in addition, have good interpersonal skills: To manage engineering department personnel and subcontractors; To effectively communicate and operate within a results oriented, high achievement expanding corporate environment; To assist in representing the National industry to regulatory, legislative, industry, international and local groups interested in and learning about cable television; To assist with technical presentations of franchise applications. Excellent compensation package. Send resumes to: John D. Evans, Vice-President and Chief Operating Officer, Arlington Telecommunications Corporation, 2707 Wilson Boulevard, Arlington, VA 22201. An Equal Opportunity Employer.

## ALLIED FIELDS

### HELP WANTED SALES

**Area reps wanted** for music production house. People who have experience selling commercial jingles, heavy radio or agency background, will earn high commissions with our quality line. O.K. if you're currently selling a non-competitive service. CAG, 12 East 44th Street, NYC 10017 or 212-687-1490.

**Broadcast Professional** with local sales/sales management background to sell proven renewable services to broadcast management. We are industry's leading independent producer of proven local sales support, training and placement services for large and small independents and groups. Position requires an entrepreneur able to build own staff and expand on existing business in one of 6 exclusive U.S. regions. Must enjoy consultant selling with finest audio-visual tools and have ability to conduct workshops/seminars. Considerable travel first year; relocation possible. First year potential \$75,000+ with continuing renewable income. Rush confidential detailed resume, with references, in first letter to Bert Levine, VP/GM, Broadcast Marketing Co., 415 Merchant Street, San Francisco, CA 94111

**Promotion has created** an opening for a strong salesperson for the top producer of station ID's, production materials and syndicated product. Ability to travel and/or relocate a must. Call Keith Lee or David Tyler collect. 901-320-4340.

### HELP WANTED TECHNICAL

**Engineers and Technicians**—Wilkinson Electronics, Inc., near Phila., Pa. needs AM, FM, RF and Audio Engineers and Technicians for design, test and sales of its full line of Broadcast equipment. Plenty of growth potential with excellent salary and benefits. Send resume to G.P. Wilkinson, PO Box 738, Trainer, PA 19013.

**AM/FM Transmitter Design Engineer,** Rapidly-expanding broadcast equipment manufacturer in Philadelphia area seeks RF Design Engineer experienced in AM/FM analog and digital transmitter technology. Salary open commensurate with qualifications. Reply in strict confidence to Box A-156.

### HELP WANTED ANNOUNCERS

**PT Announcer Needed** for radio spots. Should be able to use various voices. Please send audition tape to T-8000, 12276 Wilkins Avenue, Rockville, MD 20850.

### HELP WANTED INSTRUCTION

**Wanted:** Full-time broadcast instructor/studio maintenance engineer. Minimum five years experience. Good salary. Tapes/Resumes (No phone calls) to: Tommy Goodwin, Director, KiiS Broadcasting Workshop, 1220 N. Highland Avenue, Hollywood, CA 90038.

**Wanted:** Full and part time broadcast instructors. Must have minimum six years experience in all phases of broadcasting. Major market talent preferred. Good pay, prestige facilities. Tapes/Resumes (No phone calls) to: Tommy Goodwin, Director, KiiS Broadcasting Workshop, 1220 N. Highland Ave., Hollywood, CA 90038.

**Broadcast news assistant professor.** Turn-track position. Begin September, 1980. Television experience required. Ph.D. preferred. \$15,000 to \$19,200 for 9-month appointment. Will teach broadcast journalism courses, emphasizing television news. Apply by February 15, 1980, Director, School of Journalism, The Ohio State University, Columbus, OH 43210, an equal opportunity employer.

**Journalism/Mass Communication:** Full-time teaching position for Fall, 1980. Teach news writing, reporting, mass communication history and issues. Also work with internship program. Two years experience on daily newspaper required. Doctorate preferred. Master's required. Rank and salary negotiable. Application deadline: February 15, 1980. Submit resume and samples of news and feature stories to: Mr. Thomas P. Proietti, Chairman, Communications/Journalism Program, St. John Fisher College, Rochester, NY 14618. E.O.E.

**The University of Arizona** is seeking a faculty member to teach courses in broadcast management, advertising and sales, policy and regulation. Ability to teach production an asset. Rank and salary open, depending on teaching and professional experience and record of creative activity. Ph.D. or appropriate terminal degree required. Broadcast experience a must. Position available in August 1980. Send letter of application, resume and list of references by February 15, 1980 to: William T. Slater, Head, Department of Radio-Television, University of Arizona, Tucson, AZ 85721. The University of Arizona is an Equal Opportunity/Affirmative Action Employer.

**TV Teacher-Coordinator:** Full-time position as high school broadcasting arts teacher. Requirements—degree in Broadcasting and minimum two years' field experience. Send resume by January 25, 1980 to Hamilton City School District, 332 Dayton Street, Hamilton, OH. Attention: Todd Matthews. Further information call: 1-513-869-3152.

**Mass Communications Department**—Opening for faculty member to teach in broadcast news sequence. Extensive professional experience required; Ph.D. preferred; prior teaching experience desired. Rank and salary to be determined by candidate's qualifications. Apply by February 15, 1980 to George T. Crutchfield, Chairman, Department of Mass Communications, Virginia Commonwealth University, 817 West Franklin Street, Richmond, VA 23284. VCU is an affirmative action/equal opportunity employer.

**Youngstown State University** seeks instructor to teach courses in speech communication, television announcing, and broadcast news. PH.D. preferred with commercial news experience. Nine month salary commensurate with education and experience. Send credentials to Daniel J. O'Neill, Department of Speech Communication, Youngstown State University, Youngstown, OH 44555 by March 1, 1980.

**University of Nevada-Reno** seeks faculty member to develop TV/radio news sequence beginning in fall of 1980. Should have at least master's degree and 5 years of full-time professional news experience, with emphasis in broadcasting. Salary and rank depend on qualifications. Deadline for applications: Feb. 1, 1980. Write to Prof. L. W. Gilleland, Chairman, Department of Journalism, University of Nevada-Reno 89557. 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 TV Equipment:** Urgently need transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404-324-1271.)

**Need 30 KW UHF** Klystron transmitter 209-578-5636, eve. 209-521-0909.

**Non-Profit Organization** badly in need of Studio TV equipment. Phone 307-875-4016.

**Paul Schafer** wants to buy 5 and 10kw AM transmitters. Call Schafer International 714-454-1154 or write 5801 Soledad Mtn. Rd., LaJolla, CA 92037

### FOR SALE EQUIPMENT

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**5" Air Hellaz** Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

**Ampex TA55B UHF Transmitter**—55 kw, Good condition, \$150,000.

**GE TT22A 35kw VHF transmitter**—Low band, fair, \$12,000

**GE PE-400 Color Cameras**—Pedastals, Racks, like new, ea \$14,000.

**GE PE-350 Color Cameras**—All accessories, good condition, ea \$7,000.

**GE PE-240 Film Camera**—Automatic Gain & Blanking, \$8,000.

**IVC 500 Color Camera**—Lens, cables, encoder, \$8,000.

**RCA TK-27A Film Camera**—Good Conditions, TP 15 Available, \$12,000.

**Eastman 285 Projectors**—Reverse, good condition, ea \$6,000

**RCA TVM-1 Microwave**—7GHZ, Audio Channel, \$1,000.

**RCA Hi-Band refurb. heads**—RCA Warranty, ea. \$3,500.

**AMPEX VR 7000 VTR's**—1" Format, 3 available, ea \$1,000.

**AMPEX 1200A VTR's**—Loaded with Options, ea \$24,000.

**Norelco PC-70 Color Camera**—16X1 200M Lens, ea. \$18,000.

**Norelco PCP-70 Color Camera**—Portable or Studio Use \$15,000.

**Norelco PC-60 Color Camera**—Updated to PC-70, new tubes, \$12,000.

**New Videotek Monitors**—Super quality, low price.

**New Lenco Terminal Equipment**—Fast Shipment, 30 Brands of New Equipment—Special Prices. We will buy your used TV equipment. To buy or sell, call Toll Free 800-241-7878, Bill Kitchen or Charles McHan, Quality Media Corporation. In GA call 404-324-1271.

**Audio Carousels:** 5 Sono-mag model 250-RS and 252-RS, 24 position. Now on the air and playing. Also, 2 Houston-Fearless camera pan heads. Priced right for last sale. Contact: Director Engineering, Donrey Media Group, PO Box 550, Las Vegas, NV 89101 or phone 702-385-4241

**1 KW AM Gates BC-1T** Early 60's current proof, complete set spare tubes

**1 KW AM RCA BTA-1R,** 1962, on air, excellent condition, SS rectifiers

**10 KW FM GEL,** mid 60's, excellent condition, proof, spares, manuals

**10 KW FM Collins 830-F1B,** 31021 exciter stereo, spares, on air Call M. Cooper. (215) 379-6585, for information on above or discount price on new equipment from any manufacturer.

**FM Transmitters (Used)** 20 KW, 15 KW, 10 KW, 7.5 KW, 5 KW, 1 KW, 250 W. Communication Systems, Inc., Drawer C. Cape Girardeau, MO 63701, 314-334-6097

**AM Transmitters (Used)** 50 KW, 10 KW, 5 KW, 1 KW, 500 W, 250 W. Communication Systems, Inc., Drawer C. Cape Girardeau, MO 63701, 314-334-6097

**2-Ikegami HL-77's,** 1-Ampex 1200-B, 1-Sony BVE-500 Edit System, 1-CBS-516, 1-Quantel DTC-300, Tektronix Equipment, and more. Call Mr. Chetrick 616-774-8338.

**FOR SALE EQUIPMENT  
CONTINUED**

**Major Market TV station** closing out entire inventory of 16mm film equipment. CP 16 A's, B&H 70 DR's, meters, editing equipment, and processors/spare parts. Inquiries to: WCKT-TV, Miami, FL 305-751-6692 Dave Seger.

**Remote Control?** Ask Broadcast Systems, Inc. for a complete Remote Control package for your transmitter. Call 800-531-5232 or 512-836-6014.

**Automation SMC-DP 1** four rack with logging. Dick Moran WBZL, Xenia, OH 45385; 513-372-3531.

**New RCA BTF 20E FM Transmitter**, still at factory, never used. 20KW Transmitter--\$39,000. Contact Barrett Mayer, WLQY, Box 277, Ft. Pierce, FL 33450. 305-464-5465.

**Mono 250 carousel**, \$600. Gates 1 kw FM-1B transmitter with exciter & stereo generator. 208-743-2282.

**COMEDY**

**Free sample** of radio's most popular humor service! O'LINERS, 1448-C West San Bruno, Fresno, CA 93711.

**Guaranteed Funnier!** Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

**Phantastic Phunnies**--400 introductory topical one-liners... \$2.00!! 1343-B Stratford Drive, Kent, OH 44240.

**MISCELLANEOUS**

**Artist Bio Information**, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801 213-438-0508.

**Prizes! Prizes! Prizes!** National brands for promotions, contests, programming. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

**Custom, client jingles** in one week. PMW, Inc. Box 947, Bryn Mawr, PA 19010. 215-525-9873.

**Shop-at-Home** Radio promotion for medium and small markets. Gross over \$1,000 monthly. Write for brochure. Hayden Huddleston Productions, 305 Shenandoah Bldg., Roanoke, VA 24011.

**The Beatles.** A rare and special radio promotion at no cost to you. Call for details. R. M. Rund & Co. 212-988-6810.

**RADIO PROGRAMING**

**Bill's Car Care.** Remarkable, concise. Daily. Easy to sell. Audition, Box 881, Cincinnati, OH 45201.

**INSTRUCTION**

**Free booklets** on job assistance. 1st Class FCC. license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

**FCC "Tests-Answers"** for First Class License Plus--"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

**REI teaches electronics** for the FCC first class license. Over 90% of our students pass their exams. Classes begin February 12 and March 25. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922, 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

**Cassette recorded First phone** preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

**RADIO  
Help Wanted Announcers**

**SOUTHERN CALIFORNIA**

MORNING PERSON--IMMEDIATE OPENING

KWIZ--Orange County, Disneyland, Newport Beach Area

Send tapes to Bill Weaver:

KLOK P.O. Box 21248, San Jose, Calif. 95151

**Help Wanted Technical**

**Chief Engineer**

for excellent facility in Denver, Colorado. Comprehensive knowledge of all phases of radio station technical systems and FCC regulations required. Send resume and salary requirements to A-109.

An equal opportunity employer

**CHIEF ENGINEER  
First Class**

for First Class AM/FM stereo operation. Must be experienced, responsible, hands on type engineer with an ear for only the best quality broadcasting. Send resume to Bill Dutcher, General Mgr. WWBA Radio, Box 22000, St. Petersburg, Fla. 33742.

**Situations Wanted News**

**EXPERIENCED IN SPORTS**

Award winning S.D. looking for excellent opportunity. Reporting, sportscasts, talk and top notch exciting PbP. Major Market experience. Knows how to talk with athletes and management. Will work behind the scenes for the right sports conscious operation. Box A-60

**Help Wanted News**

**NEWS DIRECTOR**

One of Northeast's most prestigious adult stations. Legit credentials essential. Know how to tap into community awareness, bring to audience blend of must know and want to know info. Firm knowledge of Commission requirements. Likely to do some air. Resume, tape, pertinent credentials. Equal Opportunity Employer. Send to Personnel Dept., Major Market Radio, 415 Madison Avenue, New York, NY 10017.

**Situations Wanted Programing, Production, Others**

**TALK/ONE ON ONE/MUSIC**

Excerpts of a letter written BY a now-retired CBS Vice President (and 'pre-Cox' VP and G.M. of KFI/Los Angeles) TO the chief operating head of a major market network O&O:

*"--for whatever it's worth, Rennie is as good or better than any talk show host I've heard in L.A. or New York--a couple of us were interested in buying the station--Carson was responsible for the lion's share of the billing (on the station)--I hope you can use him."*

Ed Bunker  
Ponte Vedra Beach, Fl.  
12/16/79

Seeking an opportunity and association with a professional and financially solvent organization. Additional material, tape(s), resume, et al, upon request; all the references will be 'positive' except one.

CARSON RENNIE  
1839 Seminole Road, Atlantic Beach, Fl. 32233

(904) 249-7204

**Situations Wanted Progaming,  
Production, Others  
Continued**

**PROGRAM DIRECTOR**

Successful program director available for challenging position with growing or dominant facility. Bottom line conscious. Fifteen year pro; seven years as pd of present station. Heavy on promotion, community involvement, staff motivation, sales, EOE/AA, FCC, engineering, annual budgeting. All markets considered, including small markets with equity arrangement. Box A-48.

**TALK SHOW HOST**

There is an election year coming. Be prepared I understand the issues and can bring them to your audience in an entertaining way. Currently working full time in Top Ten Market. Seeking new challenge. B.S. & M.A. in Broadcast Journalism. I can help you in these complicated times put together the best talk format possible.

Box A-106

**TONY STONE  
(206) 778-6177**

Successfully programmed KYYX-FM, Seattle is available for major market contemporary programming position. Promotionally creative, research oriented, group motivator.

**Situations Wanted Management**

**SEEKS PRESIDENCY/  
GENERAL MANAGERSHIP  
OF A GROUP OR A  
MAJOR RADIO  
PROPERTY**



Jack Magan

Unparalleled credentials: "Jack Magan has to be the hardest-working station promoter/General Manager in the Southwest" (BILLBOARD Magazine, August 16, 1979); one of only twelve broadcasters from across the nation—and the only one from the Southwest—featured in BROADCASTING Magazine's special *Radio '79* edition (September 10, 1979).

3830 Parkdale, San Antonio, TX 78229. 512-699-0079

**TELEVISION  
Help Wanted Technical**

**Broadcasting  
Electronics Engineers  
and Technicians  
Mechanical &  
Electrical Engineers**



Why endure winter when you can enjoy an ideal climate all year round in South Africa?

The South African Broadcasting Corporation uses the most sophisticated television equipment in the world, and makes extensive use of video techniques. They have stimulating career opportunities for the following people:

**Electronics Engineers & Technicians**

Experience in a broadcasting environment will be an advantage. Duties will encompass the planning, installation and maintenance of studio and transmitter equipment for our second television network due to commence shortly.

**Mechanical & Electrical Engineers**

A knowledge of air conditioning, ventilation, acoustic requirements, electricity distribution, electrical generation and illumination of studios, transmitter buildings and offices.

The SABC offers permanent appointments but two or three year contracts would also be considered

The salaries are competitive, air fares and the shipping of household effects will be paid and the fringe benefits, including a housing-loan scheme, are excellent, whilst the lifestyle is second to none.

**Don't delay!**

**Send your detailed resume to:**

Austin Knight Incorporated, Suite 832, 50 Rockefeller Plaza, NY10020, New York.

Interviews will be conducted in the USA when wives will be welcome to attend.

**SABC**

**TELEVISION  
TECHNICIAN**

Due to baseball telecasting contract, Baltimore television station needs technicians for 6 months employment, approximately March 15 to September 15. Must have FCC 1st class license and technical school education. Send resume to:

Chief Engineer  
WMAR-TV  
6400 York Rd.  
Baltimore, Maryland 21212  
E.O.E. M/F

**TV TRANSMITTER  
TECHNICIAN**

Immediate opening for TV Transmitter Technician at Channel 7 operation. Technical education, FCC 1st Class license, and experience necessary.

Please send resume to Personnel Department.

**RKO General Building  
Government Center  
Boston, Mass. 02114**

**WNAC-TV BOSTON**  
A CBS AFFILIATE

An Equal Opportunity Employer M/F/H/Vets

## Help Wanted Technical Continued

Engineering

### SYSTEMS/PROJECT ENGINEER

Golden West Broadcasters has an opportunity for a Systems/Project Engineer on the corporate staff. Responsibilities will include systems design of new TV and radio (studio & transmitter) facilities, supervision of installation by vendors and contractors, and estimating & controlling costs. Will be responsible for systems designed by GWB staff.

Requirements must include 4 years broadcast audio and video engineering experience. A BSEE or equivalent is desired.

Please send resume with salary history, in confidence to: Dept. SPE

### GOLDEN WEST BROADCASTERS

5800 Sunset Blvd.  
Los Angeles, CA 90028

Equal Opportunity Employer M/F

## Help Wanted Sales

### KHOU-TV CBS in Houston

has an opening for an experienced Traffic Manager with a strong emphasis on inventory control. Responsibilities include supervision of the Traffic/Operations department, the BIAS computer system, and assisting the Sales Service Director.

Send resume and salary history to: Dan Meadows, Sales Service Director, KHOU-TV, P.O. Box 11, Houston, Texas 77001. An Equal Opportunity Employer M/F.

### NATIONAL SALES MANAGER

Major market CBS television station seeking individual to coordinate national sales.

College degree with marketing major preferred. Requires 2-3 years national TV sales experience either at station level or with major market representative.

Experience should include sales development, marketing, retail, corporate and direct marketing.

Send Resume to:  
Nancy Fields  
WMAR-TV  
6400 York Road  
Baltimore, Maryland 21212  
E.O.E. M/F

## Help Wanted News

Major market television station has the following openings in its News Department:

### WRITER

Person to assist in the production of the station's major news programs. Prefer a college degree and experience in print, radio and/or commercial television news. Emphasis on strong writing background.

### PRODUCER

This person should be a creative, take-charge type of individual capable of motivating people. Will supervise production of station's major news programs. Prefer a college degree and a minimum of three years experience in commercial television news.

### ASSIGNMENT EDITOR

Major responsibility will be planning and scheduling coverage of all news events. Applicants should have college degree and minimum of two years experience in commercial television news, experience in developing stories, creativity and a knowledge of electronic news gathering techniques.

### ENG MAINTENANCE TECHNICIAN

Prefer applicant with skill in mechanical and technical ability, also considerable experience in maintenance of Sony electronic news gathering equipment.

Reply to Box A-138. An Equal Opportunity Employer.

## Help Wanted News Continued

### NEWS ANCHOR

Superb opportunity for mid-career, mature, successful anchor person prepared to join a well-equipped and well-staffed news operation absolutely committed to market leadership. Cosmopolitan market. Excellent company, excellent people and excellent working conditions. Salary rewards based on success. Prior applicants need not reapply. Send resume, references, video tapes and salary requirements to General Manager, WSYR-TV, 1030 James Street, Syracuse, N.Y. 13203.

Equal Opportunity Employer

## Help Wanted Programing, Production, Others

### BROADCAST MARKETING PROFESSIONALS

Major TV station group is looking for creative services directors, promotion mgrs., P.R. mgrs., and on-air advertising writer/producers. If you have broadcast or related experience in any of these areas and if you are confident in your ability, send your resume to:

P.O. Box 2125  
Grand Central Station  
N.Y., N.Y. 10017  
E.O.E. M-F

### COMMERCIAL PRODUCTION MANAGER

#### WMAR-TV BALTIMORE

Creative individual experienced in the use of the finest "state-of-the-art" equipment to produce on-location and studio commercials for major market station.

Must be able to manage, produce/direct, and create commercial productions. Minimum 5 years experience. College graduate in film and tape production preferred.

Send Resume to: Nancy Fields,  
WMAR-TV, 6400 York Rd., Baltimore,  
Maryland 21212. E.O.E. M/F

### PROGRAM DIRECTOR

Leading group owned affiliate in 53rd market seeking experienced Program Director. Must be strong in feature film scheduling, Promotion, Production and have experience in product acquisition. Vacancy created by internal promotion. An equal opportunity employer. Send resume to Todd Holmes, WNEM-TV, Meredith Broadcasting Group, 5700 Becker Road, Saginaw, MI 48606.

**Situations Wanted Programing,  
Production, Others**

**PRODUCER**

Outstandingly successful Bureau Chief in major o/seas news center. Experienced every phase film & video, from operating camera to 6-figure budget control. Competitive, creative award winner. Seek news exec., magazine show, any challenging opportunity, anywhere. Box M-175

**OPERATIONS/NEWS  
DIRECTOR**

Major national awards. Superb track record of success. Creative motivator with 16 years experience in all phases of broadcasting. Seeking new challenge in medium market. Reply Box A-74.

**CABLE**

**Help Wanted News**

**NEWS PRODUCERS**

great opportunity for young aggressive TV news broadcast producers and writers. Must have experience. Those hired will work with top news professionals inaugurating first all news television network. Send resume, news broadcast tape, and script to Cable News Network, 1018 West Peachtree St., Atlanta, GA 30309.


**ALLIED FIELDS**

**Help Wanted Sales**

**SALES SERVICE  
REPRESENTATIVE  
ATLANTA OFFICE**

Arbitron, one of the nation's leading radio and television audience measurement firms, has an entry-level position available which requires a college degree or equivalent work experience. Radio station experience would be helpful as well as sales aptitude. Duties will include extensive telephone contact and correspondence with clients. Promotional opportunities are available. If you are qualified and have the initiative to work your way up, send a resume with salary requirements to:

**THE ARBITRON COMPANY**

 a research service of  
CONTROL DATA CORPORATION  
5775 Peachtree Road, N.E.  
Atlanta, GA 30328

An Equal Opportunity Employer M/F

**Help Wanted Technical**

**VIDEO SYSTEMS  
MAINTENANCE  
SPECIALIST  
XEROX  
GET IN THE PICTURE**

Xerox Corporation has an immediate opening at its International Center for Training and Management Development for a Video Systems Maintenance Specialist.

You will have major responsibilities for video systems engineering maintenance and production support within a large scale industrial color TV production facility. A minimum of 5 years recent experience with studio and ENG/EFP production equipment maintenance, SMPTE timecode editing systems and large color production switching and distribution systems is required. Experience with production support activities including camera shading, VTR and film chain operation, audio mix and unsupervised video tape editing is also helpful.

Our training center is part of The General Services Division of the Xerox Corporation and our location can't be beat. Just 5 miles east of Leesburg, Virginia on Route 7.

We offer an excellent salary, profit sharing, and an exceptional benefits package. For immediate consideration, please respond in writing or call: Larry Allen, Personnel Department, (703) 777-8000, XEROX CORPORATION, P.O. Box 2000, Leesburg, VA 22075. Xerox is an affirmative action employer (male/female).

**National Accounts Executive  
For Growing TvB**

Contact national advertisers to create or increase television budgets. Use TvB research, creative and videotape facilities to show advertisers how to use television more effectively. Must have sales experience and knowledge of national advertisers and the media they use. Send resume to: Richard Severance, Television Bureau of Advertising, 1345 Avenue of the Americas, New York, N.Y. 10019

**PRODUCT/SALES  
MANAGEMENT—UHF/VHF  
PRODUCT MANAGEMENT  
INTERNATIONAL SALES—AM/  
FM**

CCA, a rapidly growing major broadcast transmitter manufacturer seeks highly motivated and successful individuals to join our expanding marketing team.

The individuals should have TV or Radio experience in either marketing, sales, or product management, and a technical knowledge of broadcast equipment.

Outstanding compensation package plus good benefits in an exciting atmosphere.

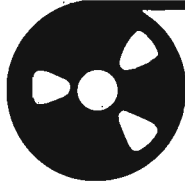
For immediate consideration send complete resume and salary history to: Lloyd Bashkin, Vice-President—Marketing.

**CCA**

CCA Electronics Corporation  
Box 5500  
Cherry Hill, NJ 08034  
Equal Opportunity Employer

**SALES MANAGER  
TELEVISION EQUIPMENT**

I am seeking an experienced, self-motivated sales professional with prior success selling equipment to television stations. The individual we hire will have full responsibility to introduce, market and sell a high technology RF product line to broadcasters. Please send detailed reply to President, Box A-118



# TELEVISION CAMERA QUALITY AUDITOR

Ampex, the world leader in professional audio-video recording equipment, has an immediate opening for an individual thoroughly knowledgeable in the field of Broadcast Television Cameras.

You'll become involved in the final quality audit of Ampex cameras. Other work includes some traveling into the field and customer interface.

Ampex's television camera operations are located in Cupertino, California on the lower, beautiful San Francisco Peninsula.

We offer a highly competitive salary and benefits program.

For further information please write or send a resume to D.M. Channing, 10435 North Tantau Avenue, Cupertino, California 95014. (408) 255-4800. An equal opportunity employer m/f/h/v.

## AMPEX

# Engineering Manager

## SHOWTIME

### MICROWAVE/SATELLITE/ CATV

Our rapidly-expanding pay-TV company has need of a Manager of Engineering to supervise a staff of engineers servicing our affiliates nationwide.

**MICROWAVE and SATELLITE EARTH STATION**  
experience should include: (1) survey, (2) system design, (3) equipment selection, (4) cost analysis, (5) installation.

**CATV SYSTEM**  
experience should include: (1) cassette operations, (2) security devices.

Candidate should have supervisory and administrative experience.

Exciting opportunity in fast-paced organization; medium travel. Please send resume with salary requirements in confidence to: DEPT S

## SHOWTIME ENTERTAINMENT

1211 Ave of the Americas • New York, N.Y. 10036

An Equal Opportunity Employer M/F

### MAJOR MIDWEST VIDEOTAPE COMMERCIAL PRODUCTION FACILITY IS EXPANDING.

Looking for outstanding personnel in the following areas:

Videotape Editor—experience in computer operation with creative skills-client oriented.

Audio Technician—Experienced in facility design and multi track mixing operations.

Film to Tape Transfer Technician—Experienced in 35 and 16mm Transfer Techniques.

Salary commensurate with experience. Box A-9.

### MULTI-MEDIA

Computer company in Rockville needs person with A/V background, video tape editing experience, good resonant voice for radio spots. Must have stable work record. Salary negotiable. Call Gene 301-468-6355 for interview.

### Employment Service

### B A L BROADCASTER'S ACTION LINE

The Broadcasting Job you want  
anywhere in the U.S.A.  
1 Year Placement Service \$40.00  
Call 812-889-2907  
R2, Box 25-A, Lexington, Indiana 47138

### Miscellaneous

### DIGITAL VIDEO PRODUCTIONS HAS MORE TO OFFER THAN TOP QUALITY TAPE AND FILM PRODUCTION!

WE CAN PROVIDE YOU WITH:

- 192 minutes of new 3-M 400 video recording tape for \$520.00. The tape is on 4-48 minute split hubs. There are four hubs per carton.

AVOID PRICE INCREASES ...  
CALL OR WRITE TODAY!

Phone: (717)  
824-1161  
62 South Franklin Street  
Wilkes-Barre, Pa. 18703



digital video  
productions

**THE SPOT FOR A HOT SYNDICATED SALES EXECUTIVE!**

**WHO ARE WE?** The leading, independent, syndicated television program distributor—New York headquartered.

**WHAT DO WE WANT?** For an immediate opening—a “hot”, knowledgeable experienced sales executive. A self-starter. A “closer”. One who can work under pressure, and take direction. Someone with drive, and ambition, and a desire to make a bundle.

**WHAT DON'T WE WANT?** A radio-only experienced person ... nor a know-it-all, old-line syndicated salesman who “pitches” by rote and hopes to take orders. No, our need is for a media-oriented, and program-savvy sales person, with a strong background in the rep. station or buying service fields.

**OUR PROPERTIES ARE GREAT. THE OPPORTUNITY IS EVEN GREATER. THE OPENING IS NOW.**

Write today, in complete confidence. Give complete details: your specific experience ... your references ... your key station contacts ... your near and long-term career goals ... and your compensation goals.

**Box A-162**

**Help Wanted Programing, Production, Others**

**DO YOU HAVE IDEAS THAT SELL?**

THE MONEY MACHINE COMPANY IN NASHVILLE, ONE OF LARGEST SUPPLIERS OF PRODUCTION AND SALES LIBRARIES IS EXPANDING ITS CREATIVE STAFF!

We want an individual who is thoroughly experienced in creating sales and promotional ideas for radio and/or TV on a consistent basis.

The person we seek should be a creative writer ... preferably with a good voice ... who will be able to think up sales and promotional concepts. Person selected will also be responsible for their production in our studios.

If you're in broadcasting now or in a similar field to ours, send a tape featuring your ideas and production skills along with a resume to:

**THE MONEY MACHINE  
Box 23355  
Nashville, TN 37202**

WE WILL NOT BE ABLE TO ACCEPT PHONE CALLS!

**TELEVISION STUDIO MANAGER**

Central NJ community college has immediate opening for Studio Manager to be responsible for scheduling, and operations of full color TV and audio production facilities. Position requires experience with TV cameras, including ENG units, knowledge of lighting, set construction, audio production techniques, plus 2 years in TV station or production house. AA in TV production or related field; BA preferred. Salary range \$8900-\$13316. Respond in writing with resume by Jan 25, 1980 to: Mercer County Community College, Personnel Services, Dept DK, PO Box B, Trenton, NJ 08690.

Equal Opportunity/  
Affirmative Action Employer

**Television Programing**

**TV BARTER FISHING SHOW**

Nation's Number One  
Half Hour Fishing Show

Contact Fritz Lisec

**Lisec Productions, Inc.**  
225 Gateway Two  
Kansas City, Kansas 66101  
**913/281-5600**

**SRC** SOUNDS OF FAITH

**BRING SUNDAY MORNINGS BACK TO LIFE**


*•Dramatic increase in Sunday listeners  
•Theme personality each quarter hour  
•Hours of music tailored to market  
•Programming sold successfully  
•Meets your religious commitment  
•Immediate sponsor/audience interest  
•Quarterly updated programming*

*SRC "matched-flow" music is for you!*

**Stereo Religious Communications, Inc.**  
Box 10323 Atlanta, GA 30319

**The MEMORABLE Days of Radio**

30-minute programs from the golden age of radio  
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION  
included in each series

 **Program Distributors**  
410 South Main  
Jonesboro, Arkansas 72401  
501-972-5884



**LUM and ABNER**

5 - 15 MINUTE  
PROGRAMS WEEKLY

**Program Distributors**

410 South Main  
Jonesboro, Arkansas 72401  
Phone: 501-972-5884

**Public Notice**

**TOWN OF SWAMPSCOTT CABLE TV BIDDERS**

Amended and additional applications for the community antenna television license for the Town of Swampscott, Massachusetts, will be received by the Board of Selectmen, Elihu Thomson Administration Building, Monument Avenue, Swampscott, Massachusetts 01907. Applications should be filed on the Massachusetts C.A.T.V. Commission Form 100. All responses shall be filed no later than 4:30 p.m. February 20, 1980. At least eight copies of the application must be filed with the Board of Selectmen. A copy shall also be filed with the Massachusetts C.A.T.V. Commission. The Issuing Authority Report is available upon request to the Board of Selectmen.

On February 21, 1980, responses and applications shall be opened and thereafter copies made available for public inspection in the Town Clerk's office during regular business hours and for reproduction at a reasonable fee.

SWAMPSCOTT BOARD OF SELECTMEN  
BY: Lawrence Greenbaum  
Chairman

**INVITATION TO APPLY FOR CABLE TELEVISION FRANCHISE**

As provided in City-County General Ordinance No. 125, 1979, notice is hereby given that the Consolidated City of Indianapolis has determined that applications for cable television franchises for portions of the Consolidated City will be accepted. Applications may be submitted to the Clerk of the City-County Council, Room 241, City-County Building, Indianapolis, Indiana 46204, on or before April 7, 1980. Persons or firms wishing to apply may obtain the prescribed application forms from the Clerk.

Beverly S. Rippey  
Clerk of the City-County Council  
Indianapolis, Marion County, Indiana

**February 7-8, 1980**, Public Broadcasting Service Board of Directors meeting, O'Hare Hilton Hotel, Chicago, Illinois. Meeting begins at 8:00 p.m. on February 7 and reconvenes at 9:00 a.m. on February 8. Recommendations on development of multiple program services, status of interconnection contract negotiations, PBS response to CPB Minority Task Force recommendations, audited FY 79 financial statement.



## Public Notice

### PUBLIC NOTICE

The Technology Committee of National Public Radio will meet on February 12-13, 1980, in Birmingham, Alabama. The meeting will be held in Room 101 at the Sheraton Mountain Brook Inn, 2800 U.S. Highway 280, Birmingham, from 9-5 p.m. on February 12 and 9-3 p.m. on February 13.

The primary item of business will be the operational and technical planning for the public radio satellite system.

The Long-Range Planning/Legislation Committee of National Public Radio will meet on February 14, 1980, in Santa Barbara, California, at the Sheraton Santa Barbara, 1111 E. Cabrillo Blvd. The meeting will be held in the Fiesta Room from 11 a.m. to 6 p.m.

The purpose of the meeting is to discuss planning activities for public radio.

For further information concerning these meetings, please contact: Ernest T. Sanchez, NPR General Counsel, at (202) 785-5369

### NOTICE OF AVAILABILITY OF AN INVITATION FOR APPLICATION FOR A CABLE COMMUNICATIONS FRANCHISE

The City of Appleton and the portion of the Township of Appleton within one-half mile of the city limits, Count of Swift, Minnesota, invite application for a cable communications franchise. A standard application form shall be completed and submitted in accordance with the system design and services as specified in the "Invitation for Applications" both of which are available from the undersigned. Applications will be accepted until March 27, 1980, at 5:00 p.m. All applications received will be available for public inspection during normal business hours at the City Clerk's office, Appleton, Minnesota. Each such application shall be accompanied by a \$25.00 non-refundable filing fee payable to the Clerk of Appleton, Minnesota.

Clealand Gulseth  
City Clerk  
323 W. Schlieman Ave.  
Appleton, MN 56208  
Phone: (612) 289-1363

### PUBLIC NOTICE APPLICATIONS FOR CABLE TELEVISION LICENSE NORTH ATTLEBOROUGH, MASS. Pursuant to 207 CMR 3.03(4)(b) and (5)

The town of North Attleborough, Mass. will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications may be filed at the address below until 5:00 PM, on 31 March 1980. Applications must be filed on the Massachusetts C.A.T.V. Commission Form 100 and must be accompanied by a \$100 non-refundable filing fee, payable to the town of North Attleborough. A copy of the application shall also be filed with the Massachusetts C.A.T.V. Commissioner.

All applications received will be available for public inspection in the Town Clerk's office during regular business hours and for reproduction at a reasonable fee. This is the only period during which applications may be filed.

NORTH ATTLEBORO BOARD OF SELECTMEN  
Hugh L. Donnelly, Chairman  
John L. Drury  
Robert F. Brunelli

Address: Office of Selectmen  
Town Hall  
43 South Washington St.  
North Attleborough, Mass. 02760

## Business Opportunity

### BROADCAST EQUIPMENT MFG.

Very skilled broadcast engineer seeks investors with \$10,000 min. for startup. 100% solid state AM transmitters, consoles, and amps, etc. Also need one excellent design engineer. Box A-117 or (415) 751-1974 Mr. Gottesman eves. (PST)

## Wanted To Buy Equipment

### USED TOWER WANTED

Top dollar for heavy duty 1,000 foot (or more) television tower. Needed immediately. Box A-42.

## For Sale Stations

**Dan Hayslett**  
\* associates, inc.  
**Media Brokers**  
RADIO, TV, and CATV  
(214) 691-2076  
11311 N. Central Expressway • Dallas, Texas

### AM/FM - CATV - TV CURRENT INVENTORY SHERMAN and BROWN ASSOC.

MEDIA BROKER SPECIALISTS

(305) 371-9335 (904) 734-9355

GORDON  
SHERMAN  
1110 Brickell Ave.  
Suite 430  
Miami, Fla. 33131

ROBERT  
BROWN  
P.O. Box 1586  
Deland, Fla. 32720

### MID-ATLANTIC FM

Stereo station. Well-known resort area. Good year round population; huge summer influx. Excellent potential. Beautiful facility; building and land included. \$350,000 cash. Box A-114.

### THE KEITH W. HORTON COMPANY, INC.

P. O. Box 948  
Elmira, NY  
14902  
(607) 733-7138

Brokers and  
Consultants  
to the  
Communications  
Industry

### LARSON/WALKER & COMPANY Brokers, Consultants & Appraisers

213/828-0365  
Suite 214  
11661 San  
Vicente Blvd.  
Los Angeles, CA. 90049

202/223-1553  
Suite 417  
1730 Rhode  
Island Ave. N.W.  
Washington, D.C. 20036

### TOP 50 MARKET

Maximum power Stereo FM with excellent ratings, \$1.1 million plus in revenue, and \$450,000 plus in operating cash flow. Available for \$4,000,000 cash. Include financial references in first letter. Box A-61.

### RALPH E. MEADOR

Media Broker  
AM - FM - TV - Appraisals  
P.O. Box 36  
Lexington, Mo. 64067  
Phone 816-259-2544

### MAJOR MARKET

Mid Atlantic States. AAA equipment. Top management will stay. 5 times cash flow. \$1 million cash. Send financial qualifications. Box A-134.

- Fulltimer. Coastal city in Southeast. \$500,000.
- Daytimer. Northeast Texas. \$660,000.
- Powerful educational FM in Wichita. \$350,000.
- AM/FM Fulltimer. Class B. Big Town in Maryland. \$640,000.
- FM covering large Tennessee city. \$600,000.
- Fulltimer in large North Carolina city. \$1,500,000.
- Ethnic station in large Michigan city. \$1,900,000.
- Fulltimer large metro area Georgia. \$925,000. Terms. Will sacrifice.
- Daytimer in East Tennessee small town. \$195,000.
- Good facility near Anchorage, Alaska. \$1,200,000.
- South Alaska. Includes Real Estate. \$200,000. Terms.
- Fulltimer. Large metro area. R.E. Indiana. \$2,000,000. Terms.
- FM in Western Oklahoma. \$280,000.
- Fulltimer. N.W. Coastal. \$400,000.
- Daytimer. Mass.; Large Metro. \$850,000.
- Fulltime. Dominant. Metro. TX \$1,200,000.
- Daytimer. Million + Pop. in coverage area. \$1,000,000. Terms.
- 1 kw AM in Southern Ga. Real Estate. \$250,000. Good terms.
- Southern Arizona. Fulltimer. Good county population. \$390,000. Terms.

Let us list your station. Confidential!  
**BUSINESS BROKER ASSOCIATES**  
815-758-7635 24 HOURS

### TELEVISION STATION


Great opportunity in top 100 market

Box A-155

### MEDIA BROKERS APPRAISERS

RICHARD A.  
**SHAHEN**  
435 NORTH MICHIGAN • CHICAGO 60611  
312-467-0040





**CHAPMAN ASSOCIATES®**  
media brokerage service

STATIONS				CONTACT	
W	Small	FM	\$250K	SOLD	Corky Cartwright (303) 741-1021
W	Small	AM	\$310K	29%	Bill Whitley (214) 387-2303
MW	Medium	FM	\$1000K	SOLD	Bill Hammond (214) 387-2303
CA	Medium	Fulltime	\$2300K	Cash	Ray Stanfield (213) 363-5764
MW	Metro	FM	\$550K	\$160K	Jim Mackin (312) 323-1545
S	Metro	AM/FM	\$3750K	Cash	Bill Chapman (404) 458-9226
E	Major	FM	\$4000K	Terms	Art Simmers (617) 848-4893

To receive offerings of stations within the areas of your interest, write Chapman Co., Inc., 1835 Savoy Dr., N.E., Atlanta, GA 30341

**REGGIE MARTIN & ASSOCIATES**

VA very profitable AM/FM comb \$1.5mm terms.  
Tidewater 1K daytimer. Only sta \$175 terms.  
Scenic area hi profit AM/FM comb. \$1,050mm terms.  
Fla resort area AM/FM comb. Profitable \$1.2mm terms.  
Dominant FT AM coastal \$750 terms.  
3 coastal daytimers \$350 to \$750 terms.  
Fla.-Reggie Martin Va.-Ron Jones  
(305) 361-2181 (804) 758-4214

**"UNDERADIOED" MIDWEST MEDIUM MARKET**

Fulltime class TV in a Top 75 market with 1979 revenue of \$425,000. Owner leaving business. Asking \$900,000 but want serious, qualified buyer. Box A-71.

**H.B. La Rue, Media Broker**

RADIO · TV · CATV · APPRAISALS

West Coast:  
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750  
East Coast:  
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

**901/767-7980**

**MILTON Q. FORD & ASSOCIATES**  
MEDIA BROKERS—APPRAISERS  
"Specializing In Sunbelt Broadcast Properties"  
5050 Poplar · Suite 816 · Memphis, TN 38157

**BILL-DAVID ASSOCIATES**  
BROKERS-CONSULTANTS  
(303) 636-1584  
2508 Fair Mount St.  
Colorado Springs, CO 80909

**R.D.HANNA COMPANY**

BROKERS · APPRAISERS · CONSULTANTS

5944 Luther Lane, Suite 505 • 8340 East Princeton Avenue  
Dallas, Texas 75225 • Denver, Colorado 80237  
(214) 696-1022 • (303) 771-7675



Select Media Brokers

P.O. Box 5 - Albany, Georgia 31702

**SELECT MEDIA BROKERS**

MI	Fulltime AM & FM	300K	Small
SC	Daytime AM	150K	Medium
FL	Fulltime AM	390K	Medium
GA	Fulltime AM	375K	Medium
PA	Daytime AM	400K	Medium
SC	Daytime AM	440K	Medium
FL	Daytime AM	330K	Medium
FL	Daytime AM	165K	Small
FL	Daytime AM	350K	Medium
AZ	Fulltime AM	360K	Small
VA	Daytime AM	180K	Small
GA	Daytime AM	385K	Small
NC	Daytime AM	175K	Small
NY	Daytime AM	450K	Small
	& Fulltime FM		
NC	Fulltime AM	750K	Medium
NV	Daytime AM	800K	Metro
VA	Fulltime AM	500K	Medium
AL	Fulltime AM	175K	Small

912-883-4917  
PO Box 5, Albany, GA 31702

**Controlling Interest**

in 1000 watt clear channel daytime AM station in fast growing community in Tennessee.

Write Box A-137

**\$5 MILLION CASH**

Available for right AM or FM. I am a principle. Replies in confidence. Wayne Overland (714) 481-6627

**THE HOLT CORPORATION**

APPRAISALS-BROKFRAGE-CONSULTATION  
OVER A DECADE OF SERVICE  
TO BROADCASTERS  
Westgate Mall, Suite 203  
Bethlehem, Pennsylvania 18017  
215-865-3775

**AM/FM COMBO IN SUNBELT**

Revenue of \$1,500,000 and cash flow of \$500,000 make this pair very attractive, even at the firm price of \$5,000,000 cash. PLEASE include financial qualifications with letter of inquiry. Box A-73.

**ILLNESS—MUST SELL**

2-Profitable A.M.'s plus 14 yr. income note. Both have FM allocations plus new equip.  
1-Class A. . . . . 1-Class C  
Total Price \$250,000 Cash plus long term debt assumption of \$230,000.  
No brokers please, Box 758, Gatesville, Tx, 76528.

**BROADCASTING'S CLASSIFIED RATES**

**Payable in advance.** Check or money order only. (Billing charge to stations and firms \$2.00) When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields: Help Wanted or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.  
Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted)

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

**Rates:** Classified listings (non-display) Help Wanted: 70c per word \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word \$10.00 weekly minimum. *Blind Box* numbers: \$2.00 per issue.

**Rates:** Classified display: Situations Wanted: (personal ads) \$30.00 per inch All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

# Fates & Fortunes

## Media



George Herrreich

**George T. Herrreich**, 77, chairman of board of Herrreich Broadcasting Stations, Fort Smith, Ark., retired Jan. 5. **Robert Herrreich**, president and chief executive officer, named to succeed his father as chairman. **Darrell**



Robert Herrreich



Cunningham

**Cunningham**, VP-general manager of Herrreich's KAIT-TV Jonesboro, Ark., assumes additional duties as president and chief operating officer of company, responsible for its two other TV stations, its two AM and one FM, all in Arkansas.

**L. D. (Nick) Bolton**, VP-general manager of Taft Broadcasting's WBRC-TV Birmingham, Ala., named to same position with Taft's WKRC-TV Cincinnati. He succeeds Robert Wiegand, who resigned (BROADCASTING, Jan. 14). **Richard S. Stephen**, general sales manager of WBRC-TV, named general manager of station.

**Thomas F. Hartman**, VP-general manager of WJRT-TV Flint, Mich., and VP of licensee, Knight-Ridder Broadcasting, named president of WJRT-TV.

**William E. Wuerch**, VP-general manager of WPRI-TV Providence, R.I., named president.

**James M. Keelor**, news director, WAVE-TV Louisville, Ky., named president and general manager. He succeeds **H. Lee Browning**, who has been named VP of licensee, Orion Broadcasting. Browning will have corporate responsibility of news, programming, operations, research and personnel recruitment.

**Bob Zipay**, former Casper, Wyo., chief of police, named executive VP-general manager of KCWY-TV Casper, scheduled to go on air May 1.

**Larry Pavilionis**, former station manager for KTVL(TV) Medford, Ore., named station manager and operations manager for KCWY-TV.

**Bill Williams**, general manager of WREC(AM)-WZXR(FM) Memphis, elected VP of licensee, Summit Communications of Tennessee.

**Donald P. Hodges**, general sales manager, KEBC(FM) Oklahoma City, named general manager.

**George R. Francis Jr.**, VP-general manager of Multimedia's WAKY(AM) Louisville, Ky., assumes additional duties as manager of

WVEZ(FM) there, recently purchased by Multimedia.

**Dan Leonard**, assistant general manager of KDON-AM-FM Salinas, Calif., named general manager. He will also act as group VP of Forrest Broadcasting, owner of stations. **Scott Brody**, assistant general manager of Forrest's KBBQ(AM)-KBBY(FM) Ventura, Calif., named general manager and group VP of Forrest.

**Beth McTigue**, manager, special projects for Viacom and Teleprompter's joint venture, Showtime, named associate director, international administration for Viacom in New York.

**William K. Hoffman**, assistant counsel and assistant secretary of National Kinney Corp., New York, and **Robert S. Jacobs**, supervisory attorney of FCC's Cable Television Bureau, Washington, named assistant counsels in legal department of Warner Cable Corp., New York.

**Diana C. Brainerd**, director of corporate and financial communications, Metromedia, Secaucus, N.J., assumes additional duties as assistant treasurer.

**Chuck Bushong**, account executive, KORK-AM-FM Las Vegas, named station manager of co-owned KFSB(AM) Fort Smith, Ark.

**George Wymer**, VP-managing news editor, WING(AM)-WJAI(FM) Dayton, Ohio, named VP-operations manager, responsible for on-air activities including air personalities, news staff and supporting activities.

**Robert Goldfarb**, former head of corporate budget project for National Public Radio, named general manager of noncommercial WFCR(FM) Amherst, Mass.

**Betty M. Robertson**, VP-administration, Cosmos Broadcasting, Columbia, S.C., elected secretary and membership chairman of Broadcast Financial Management Association.

**Wally Gair**, president of Gair Public Relations and Advertising, Springfield, Ill., named executive director of Illinois Broadcasters Association, Springfield.

**Ron Wayland**, New England regional manager for Buckley Radio Sales, named executive director of New England Broadcasting Association.

## Advertising

**Bruce Beach** and **John Dunmar**, management supervisors, Compton Advertising, New York, elected senior VP's. **Justin Harrington**, **James Lomonosoff** and **John Daghlian**, account supervisors, and **Judy Lederer**, supervisor of Compton's motivation and qualitative research, named VP's.

**Wilma Epstein** and **Tony Nacinovich**, VP's and associate media directors, and **Alice Greenberg**, VP and associate broadcast director, Ogilvy & Mather, New York, named senior VP's.

**Robert Borgon**, VP-management supervisor

on B. F. Goodrich account, and **Robert Colgan**, VP-management supervisor on Chrysler International, Kenyon & Eckhardt, Detroit, named senior VP's.

**Henry Kornhauser**, president of Clyne Co., New York, and **John Calene**, executive VP of firm, have resigned, effective April 30, at which time they will form their own agency, Kornhauser & Calene Inc., New York.

**Preston D. Huston**, chairman and chief executive officer of Associated Advertising Agency, Wichita, Kan., renamed president of agency, following departure of **Jon Pickerell**. Huston served as president of company from 1957 to 1975 when Pickerell became president.

**A. Thomas Tebbens**, VP of Jack List and Associates, Cleveland, named executive VP. **Ronald Brennan**, account executive, named VP.

**Alan Tempest**, account supervisor, J. M. Korn & Son, Philadelphia, named VP.

Named VP's of Diener/Hauser/Bates Co.: **Robert Katz**, general manager of Fort Lauderdale, Fla., branch; **Vincent Aniano**, senior art director in Los Angeles division; **Paul Crifo**, designer, illustrator and art director in New



Sherlee Barish. Executive recruiter.

The best there is, because she's been doing it longer and better.

Television news is her specialty: Anchors, reporters, meteorologists, sportscasters, news directors and news producers.

Call her.

**BROADCAST PERSONNEL, INC.**  
**527 MADISON AVENUE**  
**NEW YORK CITY, 10022**  
**(212) 355-2672**

York, and **Ed Harridsleff**, associate executive art director in New York.

**Michael Kosewicz**, senior art director, Botsford-Ketchum, San Francisco, joins Grey Advertising there in same capacity.

**Phillip Wallace**, with Michael R. Ellison Advertising, Bellingham, Wash., named VP-account management.

**Pattie Moreland Meis**, VP-media, Lowe Runkle Co., Oklahoma City, joins Strong/Hill Advertising there as associate and VP-media director.

**James Werbel**, from Lord, Sullivan & Yoder, Marion, Ohio, joins Fahlgren & Ferriss, Parkersburg, W. Va., office, as account manager.

**Robert Wallace**, media director, Russell T Gray Advertising, Chicago, joins Grant/Jacoby there in same capacity.

**Laura Tourin**, from Este-Hoover Advertising, Newport Beach, Calif., joins Greg Smith & Associates Advertising/Public Relations in Santa Ana, Calif., as production manager.

**Carolyn Randles**, production assistant, John M. Rose & Co., Knoxville, Tenn., advertising agency, named production manager.

**Dennis Paul**, assistant VP and production manager, Maxwell Sroge Co., Chicago, joins Kobs & Brady Advertising there as production supervisor.

**Patricia Bryan**, VP and office manager of Kossack Advertising, Tucson, Ariz., and past president of Tucson Advertising Club, named director, Western region services for American Advertising Federation.

**Robert Dahill Jr.**, sales planner, CBS Television Network Sales, New York, named manager, news and late night sales proposals. **Peter Storer Jr.**, manager of computer development, named manager of daytime sales proposals. **Christine Thirnton**, sales planning analyst, named manager of sports sales proposals.

**Claude Hulet**, account executive, Tenison Envelope, Los Angeles, named CBS-FM National Sales account executive there.

**John P. Fendley**, VP-sales manager, WGN-TV Chicago, named executive VP and director of sports sales-special projects for WGN Continental Sales Co. **Skipp Moss**, VP-national sales manager for WGN-TV, succeeds Fendley as sales manager.

**Robert A. Illjes**, with Turner Television Sales, New York, named VP.

**Donald Cote**, general sales manager, WPBN-TV Traverse City, Mich., joins Adam Young Inc. as manager of Chicago office. He succeeds **Joan Barron**, who has been named account executive in New York office. **Rich Schwartz**, account executive for Adam Young in New York, transferred to Chicago office in same capacity.

**Gerard J. Ferri**, account executive with Katz Agency in Los Angeles, appointed account executive in RKO Radio Sales office there.

**Ron Pell**, national sales manager of WDRC-AM-FM Hartford, Conn., joins Buckley Radio Sales as New England regional manager, based in Bloomfield, Conn. He succeeds **Ron Wayland** (see page 91).

**Susan Egan**, executive secretary to Jack Fritz, president of John Blair & Co., New York, named to new post of administrative assistant to president of company.

**Joe Orso**, national sales manager for CBS-owned WBBM-TV Chicago, named director of sales for CBS's KMOX-TV St. Louis. **Gary Montanus**, account executive for CBS's CTS National Sales, New York, succeeds Orso.

**Tom Arnost**, account executive for Petry Television, New York, joins KTLA(TV) Los Angeles as national sales manager. He will be based in New York.

**Deborah Sinay**, account executive, WCVB-TV Boston, named national sales manager.

**Homer Griffith**, independent sales and management consultant, joins KTSF-TV San Francisco as sales manager.

**Carl Tillmanns**, CBS-TV VP, West Coast sales, took early retirement effective Jan. 1 after 20 years with CBS, including 15 years as VP and general sales manager of network. Tillmanns, 57, plans to open sales consultancy. **Charles Martin**, account executive in West Coast sales, will succeed him as VP, West Coast sales.

**Ron Jones**, assistant general sales manager, WRAL-TV Raleigh, N.C. named general sales manager.

**Robert Krieghoff Jr.**, from WEYL-TV Saginaw, Mich., joins WRQC-TV Rochester, N.Y., as general sales manager.

**David Elmore**, account executive, WBAL-TV Baltimore, named local sales manager.

**Dwight Gregory**, former account executive for office products division of IBM Corp., named general sales manager for KCWY-TV Casper, Wyo., scheduled to go on air May 1.

**Milt Ledet**, local sales manager, WEVU(TV) Naples, Fla., named general sales manager.

**Mark Prather**, account executive, KQTV(TV) St. Joseph, Mo., named local sales manager.

**Earl Welde**, account executive for regional accounts, WFLA-TV Tampa, Fla., named local sales manager. **Thomas B. Watson**, former VP-general manager of WLCY(AM) Tampa, joins WFLA-TV as account executive.

**Jim Moore**, account executive, WFIE-TV Evansville, Ind., named national sales manager.

**Peter Lauer**, national sales manager, KNX-FM Los Angeles, named to newly created post of local sales manager.

**Sharon Petersen**, marketing officer for South Bend, Ind., American National Bank, joins WSBT-AM-TV and co-owned WWJY(FM) there as director of co-op advertising.

**Skip Stow**, local sales representative, KEBC(FM) Oklahoma City, named assistant sales manager.

**Robert Dahlstrom**, VP of Forrest Broadcasting, Ventura, Calif., named VP of Forrest's KDON-AM-FM Salinas, Calif., and director of national sales for KDON and co-owned KBBQ(AM)-KBBY(FM) Ventura.

**Cuppy Manos**, assistant sales manager, WING(AM)-WJAI(FM) Dayton, Ohio, named VP.

**Charlie Hoskins**, general sales manager of KJUG(FM) Tulare, Calif., assumes additional duties as general sales manager of co-owned KCOK(AM) there.

**Deborah Shay**, account executive, WSOC-TV Charlotte, N.C., joins WTAE-TV Pittsburgh in same capacity.

**Sharon Wenkman**, from WWQM-AM-FM Madison, Wis., joins WISC-TV there as sales representative.

**Tricia Zigarelli**, from WEZR(FM) Fairfax, Va., joins WRQX(FM) Washington as account executive.

**James Douglas Allmendinger**, account executive, KASY(AM) Auburn, Wash., joins KOMO(AM) Seattle in same capacity.

**Jack Calvo**, general manager, KTNT(AM)-KNBQ(FM) Tacoma, Wash., joins sales staff of KPLZ(FM) Seattle, handling both agency and



Wolfson

Lobdell

Gibson

Galen

Klemm

In a major restructuring, Blair Radio, New York, the representative firm, has been organized into five separate divisions. The spot sales division is now headed by **George R. Wolfson**, who moves up from vice president and general manager to executive vice president. He will be responsible for all 13 Blair Radio sales offices, including direct day-to-day managerial involvement for New York sales. **Robert J. Lobdell**, vice president and national sales manager, becomes senior vice president and manager of the creative sales division. This unit will focus on the development of new radio advertising revenues, particularly from accounts new to the medium. A new specialized sales division will operate under **Gerald Gibson**, who has been vice president/sales strategy and has been promoted to senior vice president of the division. His operation will develop and implement sales strategy to produce maximum sales, particularly in the area of state radio networks and in other specialized sales areas. **Robert E. Galen**, vice president and director of research and media planning, becomes senior vice president of the research and media planning division. He remains in charge of Blair Radio's program for the development of computer-based media planning systems. **David R. Klemm**, vice president and director of marketing operations, has been elevated to senior vice president of the division. He will continue to serve as consultant to Blair-represented stations in programing and performance quality control.

direct business responsibilities.

**Nancy Chaille**, from advertising agency in Charlotte, N.C., **Gary Smith**, from marketing positions with McDonalds and Burger King, and **John Cullen**, former marketing manager for Mutual Savings and Loan in Charlotte, join WSOC-AM-FM Charlotte as account executives.

**Dave Gregory**, regional sales director, WLLH(AM)-WSSH(FM) Lowell, Mass., joins WFTQ(AM)-WAAF(FM) Worcester, Mass., as business development manager. **Melody Friedman**, formerly with WGTR(AM) Natick, Mass., joins WFTQ-WAAF as account executive.

**George Yokas**, in sales position with WQUA(AM) Moline, Ill., named senior sales consultant.

## Programing

**Peter Yaman**, VP, syndication, Group W Productions, New York, named VP, sales. **Carl Menk**, director of sales development, named VP, syndication sales. **Daniel J. Cosgrove**, Eastern division manager, named VP, media sales.

**Pete Hively**, assistant director of American Farm Bureau, named executive producer in Washington for NBC-TV's *Today* program, replacing **John Holland**, who has become field producer for NBC News. **Margie Lehrman**, researcher on *Today*, named associate producer in Washington.

**Al Rabin**, one of directors of NBC-TV's daytime series, *Days of Our Lives*, named executive producer.

**Jay Walkingshaw**, VP of corporate development for Home Box Office, subsidiary of Time Inc., New York, named VP of Time-Life Films and general manager of video division. **Kate Bonniwell**, circulation director of Time's *Money* magazine, named VP of Time-Life Films and director of consumer marketing for video division.

**Andy Coscia**, VP and director of sales strategy for Adam Young Inc., New York, joins United Artists Television there as VP-marketing.

**Arnold Huberman**, VP-film programing, Home Box Office, New York, resigns to become partner in independent film production company. Successor has not yet been named.

**Stan Greeson**, president of Harlem Globetrotters, comic basketball team wholly owned by Metromedia Inc., has resigned to open independent television and film production firm, Portal Productions Inc.

**Meredith Lifson**, research director, KTNQ(AM) Los Angeles, named executive producer, Weedeck Corp., radio syndicator there.

**Dale Tucker**, district manager for Broadcast Division of Cetec Corp., Minneapolis, joins Concept Productions, Sacramento, Calif., as director of marketing.

**William Kelley II**, production manager, KXAS-TV Fort Worth, named operations director. **Alice Kelly**, in programing department of KXAS-TV, named program administrator.

**Robert J. Miller**, former production manager with WTOL-TV Toledo, Ohio, joins WROC-TV Rochester, N.Y., as program manager.

**Meyer Davis**, program manager, WTAJ-TV Altoona, Pa., joins WXII(TV) Winston-Salem, N.C., as program director.

**Henry Urlick**, program manager, WJRT-TV Flint, Mich., named director of operations, responsible for programing, production, promotion and news.

**Michael Williams**, production manager, WHLT-TV Johnson City, Tenn., joins WRCB-TV Chattanooga as operations manager.

**Dan McGrath**, operations consultant, KCIK(TV) El Paso, Tex., joins KTSF-TV San Francisco as production manager.

**Gene Chruscziel**, morning air personality, KYND(FM) Houston, named operations director.

**Ken Warren**, music and programing director, WING(AM)-WJAI(FM) Dayton, Ohio, named VP-program manager.

**Bill Bowman**, audience promotion manager, KYW-TV Philadelphia, named field producer for *Evening Magazine* on KYW-TV.

**Craig Cornwell**, director, WTVQ-TV Lexington, Ky., named assistant production manager.

**Larry Gebert**, reporter, KFBB-TV Great Falls, Mont., named sports director.

**Khambrel Marshall**, sports reporter and anchor, WDIV(TV) Detroit, named sports reporter for co-owned WFSB-TV Hartford, Conn.

**Brant Miller**, producer and weekend air personality, WLS(AM) Chicago, named night air personality.

## News and Public Affairs

**David Horwitz**, producer, *CBS Evening News with Walter Cronkite*, joins ABC News, New York, as executive producer of ABC News weekend programing, responsible for *World News Tonight—Sunday* and *Saturday* and *Sunday* late night *Weekend Report*.

**Scott Goodfellow**, news director of WJZ-TV Baltimore, appointed assistant bureau chief, NBC News, Washington.

**Jeff Rosser**, news manager (assistant news director), WNBC-TV New York, joins WBZ-TV Boston as news director. **Jennifer McLogan**, anchor and reporter, WHDH(AM) Boston, joins WBZ-TV as reporter.

**Jim Schultz**, news director, WTTG(TV) Washington, joins Cable News Network, Atlanta, as assistant bureau chief in Washington.

**John Hambrick**, anchor, KRON-TV San Francisco, and former anchor with KABC-TV Los Angeles, joins WNBC-TV New York as weekend co-anchor with Carol Jenkins.

**Mike Parker**, general assignment and investigative reporter and anchor for CBS-owned KNXT(TV) Los Angeles, named weekend anchor and reporter for CBS's *WBMM-TV* Chicago.

**Bob Palmer**, news producer, WTVN-TV Columbus, Ohio, joins WSAV-TV Savannah, Ga., as news director. **Ralph Price**, 11 p.m. anchor on WTOG-TV Savannah, joins WSAV-TV as managing editor.

**Mary McCarthy**, news director, WIFR-TV Freeport (Rockford), Ill., joins WFBC-TV Greenville, S.C., in same capacity.

**Mark May**, assignment editor, KFBB-TV Great Falls, Mont., named news director. **Duane Burgess**, reporter, KFBB-TV, named city editor. **Paul Rasmussen**, from KEIN(AM) Great Falls,

and **Sally Nutt**, from Montana Air National Guard in Great Falls, joins KFBB-TV as reporters.

**John Watkins**, manager of broadcast operations, WCFL(AM) Chicago, named Washington bureau manager and correspondent for RKO Radio Network.

**Bruce Hodgman**, night supervisor for Associated Press Broadcast, New York, named deputy broadcast editor for AP. He succeeds **Charles Monzella**, who transferred to AP's foreign desk.

**Merrilee Cox**, reporter with UPI's audio bureau in Washington, named bureau manager. **Royal Brightbill**, Baton Rouge bureau manager for UPI, named regional executive for Louisiana.

**Steve Rondinaro**, from WROC-TV Rochester, N.Y., joins WCKT(TV) Miami as Broward, Fla., news anchor.

**Paula Drew**, reporter, assignment editor and producer for WTVG(TV) Toledo, Ohio, joins KXAS-TV Fort Worth as reporter. **Rhonda Glenn**, formerly with WAVY-TV Portsmouth, Va., and who recently has been freelancing with LPGA golf commentary for ABC-TV, joins KXAS-TV as sports reporter.

**Don Schrack**, news director, KPWB(AM) Los Angeles, named to same post with KXRX(AM) San Jose, Calif.

**Rica Duffus**, anchor and reporter, noncommercial WHYI-TV Wilmington, Del., joins KYW(AM) Philadelphia as education and urban affairs reporter.

**Cynthia Heath**, former reporter for KOGO(AM) San Diego, joins KCBQ(AM) there as anchor.

**Dave Schnuckel**, producer-director, KTVB(TV) Boise, Idaho, joins KOMO-TV Seattle as director, primarily responsible for weeknight newscasts.

**David Parrett**, reporter, KEBC(FM) Oklahoma City, named assistant news director.

**Namiye Oshima**, producer of *Midday* program on WCCO-TV Minneapolis, named associate director of community affairs.

**Art Barrett**, news editor, WING(AM)-WJAI(FM) Dayton, Ohio, named managing news editor.

**Gerald Casbolt**, public information specialist, U.S. Department of Agriculture, joins WIQT(AM)-WQIX(FM) Horseheads (Elmira), N.Y., as reporter and morning anchor.

**Susan McLean**, former reporter with KIML(AM) Gillette, Wyo., joins WKNE(AM) Keene, N.H., in same capacity.

**John Patrick Gall**, production manager, WSRF(FM) Worcester, Mass., joins WSBT(AM) South Bend, Ind., as morning radio news editor.

**Ann Marie Grycza**, from WRFD(AM) Columbus, Ohio, joins noncommercial Woub-AM-FM-TV Athens, Ohio, as producer-reporter.

**Chris Dudley**, public affairs producer for noncommercial WSWP-TV Grandview, W. Va., joins noncommercial WMFE-TV Orlando, Fla., in same capacity.

## Promotion and PR

**Ron Nessen**, press secretary to former President Gerald Ford, and former NBC News correspondent, joins Marston and Rothenberg Public Affairs, Washington, as senior VP. He will also be senior associate of New York-based

Robert Marston and Associates, public relations firm.

**W. Thomas Dawson**, VP-division services, CBS Radio, New York, elected president of Broadcasters Promotion Association.

**Ron Najman**, manager of information services, CBS News, New York, joins NBC News there as director of news information. **Ellen Ehrlich**, director of information services, CBS News, New York, joins NBC News there as liaison between NBC News and advertising, promotion and press department.

**Dennis Mollenkamp**, manager of public affairs for Metropolitan Atlanta Rapid Transit Authority, joins Cox Cable Communications there as director of public relations.

**Kathlene McGarry**, publicity editor in promotion department of WKBW-TV Buffalo, N.Y., named promotion coordinator.

**Helene Wanchick**, executive secretary, WCXI(AM) Detroit, named advertising and promotion assistant.

**Frank Griffis**, operations manager of Dallas office of Carl Byoir & Associates, joins Popejoy & Fischel Advertising there as manager of public relations.

## Technology

**Gordon Batten**, assistant director, finance, network transmission facilities, CBS-TV, New York, named director of network transmission facilities. He succeeds **Charles Gadley**, who retired.

**John Swanson**, director of broadcast engineering for Buford Television Inc., Tyler, Tex., named VP, responsible for BTI's four television stations.

**George Tokar**, chief engineer with KHJ-TV Los Angeles since 1967, retired at the end of December. Earlier he worked for KFI(AM) there, which he joined in 1935.

**Dr. Jeffrey Krauss**, former assistant chief of Office of Plans and Policy, FCC, Washington, joins M/A-Com Laboratories, Burlington, Mass., as director of regulatory policies.

**Mike D'Amore**, Midwest region sales manager for Hitachi, joins Ampex Corp.'s audio-video systems division as Midwest region sales manager, based in Elk Grove Village, Ill.

**Harold Rabinowitz**, engineering and quality assurance manager, McMartin Industries, joins Sintronic Corp., Lionville, Pa., as director of operations, responsible for manufacturing and industrial engineering.

**Bob Manahan**, broadcast sales engineer, Sony Corp., named national sales manager, Compact Video Systems Inc., Los Angeles.

**Randy Wesner**, former national CATV sales manager with MSI Television in Salt Lake City, joins Computer Video Systems there as director of marketing.

**John Paulbick**, fiber optic project engineer with Central Telephone Co. of Nevada, Las Vegas, joins Valtec Corp., West Boylston, Mass., as application engineer for its Communication Fiberoptics. **Marguerite Shapalis**, project manager and writer with Nigberg Corp., Framingham, Mass., joins Valtec as marketing services coordinator.

**Rocco Lupo**, project engineer with Welch

Allen, named supervisor of quality assurance for Magnavox CATV Systems, Manlius, N.Y.

**Anthony Orlacchio**, Northeast regional sales manager for Microform Data Systems, Sunnysvale, Calif., joins Dranetz Engineering Laboratories, South Plainfield, N.J., in same capacity.

**Jane Rudden**, from association management firm of Smith-Bucklin & Associates, joins Society of Cable Television Engineers, Washington, as director of meetings, sites and services. **Susan Queeny**, director of communications for William S. Bergman Associates, Washington association management firm, joins SCTE as director of publications and publicity.

## Allied Fields

**Thomas F. Leahy**, president, CBS Television Stations division, elected president and chief executive of International Council of National Academy of Television Arts and Sciences. He succeeds **Richard A. O'Leary**, president, ABC Owned Television Stations. **Renato M. Pachetti** of RAI Corp. and **Ralph C. Franklin** of MCA TV reelected council chairman and vice chairman respectively. **James Shaw**, ABC-TV, named treasurer, and **George Movshon**, United Nations Radio and Visual Services, reelected secretary.

National Association of Broadcaster's President Vincent Wasilewski has appointed **Art Gilliam**, president, WLOK(AM) Memphis and WERD(AM) Jacksonville, Fla., to fill one of five seats held by NAB on Broadcast Rating Council. NAB's other four members are: **Pete Kizer**, broadcast division of Detroit's Evening News; **Steve Ball**, WLVI-TV Boston; **Dan Kops**, Kops-Monahan Communications, New Haven, Conn.; and **Fred Paxton**, WPSD-TV Paducah, Ky. **Dr. Russell McKennan**, assistant to VP and director of research, National Association of Broadcasters, Washington, named director of quantitative research.

**Edward Kosner**, former editor of *Newsweek* magazine, New York, joins CBS, consumer publishing division, as VP-editorial planning and development, newly created position.

**Bill Boyce**, in sales area with Data Communications Corp., Memphis-based information processing firm, named general manager of sales and services. **Dewey Hemphill**, regional manager, named sales manager, filling in for Boyce and **Dorothy Simon**, who has been named regional manager from assistant regional manager. **Skip Sawyer**, manager of general services and marketing for DCC's Broadcast Division (formerly known as BIAS), named director of product development for newly formed division, corporate marketing. Sawyer will work with **Dwight Drinkard**, marketing services manager.

**Stan Raymond**, VP and head of radio division of Broadcast Enterprises National Inc., based in Atlanta, has resigned to form radio-TV consulting and brokerage firm there. BENI's radio properties are: WAOK(AM) Atlanta; WCIN(AM)-WOKV(FM) Cincinnati; WGIV(AM) Charlotte, N.C.; WPDQ(AM) Jacksonville-WFVY(FM) Atlantic Beach, Fla., and WTAN(AM)-WOKF(FM) Clearwater, Fla.

**Lawrence Baskerville**, issue coordinator for Mickey Leland (D-Tex.) Campaign Committee,

joins National Cable Television Association, Washington, as assistant director of field operations. He will be involved in keeping cable television operators informed of legislative and regulatory developments in Washington.

**Joe Dine**, former director of information for Corporation for Public Broadcasting, Washington, who retired last year, joins 1980 Census Promotion Office there as consultant. He will work with public television and radio stations and networks to promote participation in 1980 census by viewers and listeners.

**Sally Buffum**, system director with A. C. Nielsen's NTI Methods department, New York, moves to Nielsen Station Index as member of station marketing staff.

**Sam Lovullo**, producer of Youngstreet Productions' *Hee Haw*, elected VP of Country Music Association, Nashville.

**Dick Springfield**, research assistant, The Research Group, San Luis Obispo, Calif., audience development firm, named research associate.

## Deaths

**Walter Kaitz**, 63, executive secretary, general counsel, chief lobbyist for California Community Television Association and widely known spokesman for industry in Sacramento as well as Washington, died Dec. 29, 1979, in Oakland after long illness. He had prolonged heart condition. At Western Cable Show last December—two weeks before his death—Kaitz was guest of honor at closing banquet and received lengthy standing ovation. He is survived by his wife, three daughters and son, Spencer, assistant executive secretary and general counsel of CCTA. Walter Kaitz Foundation has been established as nonprofit organization to provide internship in Sacramento for work with state legislative and to study communications policy in California.

**John J. Boyle**, 77, first manager of WJAR-TV Providence, R.I., died at his home in Warwick, R.I., Nov. 20. During 1930's and 40's, he was manager of WJAR(AM) Providence, before WJAR-TV went on air in 1949. He retired in 1967 after 43 years with Outlet Co., licensee of WJAR. Survivors include his wife and daughter.

**Lee G. Stevens**, recently retired executive VP-general manager of WUHQ-TV Battle Creek, Mich., died Dec. 14 after short illness. Before joining WUHQ in 1973 as chief engineer, Stevens worked in engineering capacities for WWUP-TV Sault Ste. Marie and WJBK-TV Detroit. He also operated consulting engineer service in Grand Rapids and Southfield, Mich. Stevens began his career with WLAV-AM-FM in Grand Rapids. Survivors include his wife, Delores, and four children.

**Raymond M. Beem**, 78, founder of number of radio stations in Southwest, including noncommercial KSUC(FM) Keene, Tex., died Dec. 28 in Malvern, Ark. He received his broadcast license in 1924, three years before Federal Radio Commission (predecessor to FCC) was voted into existence. Survivors include his wife, Anna, of Malvern.

**Stanley Wielgolinski**, 27, announcer and air personality for WRBR(FM) South Bend, Ind., died Jan. 10 at University of Chicago Billings hospital, of kidney and heart failure. Survivors include his parents and sister.

# Stock Index

Exchange and Company	Closing Wed. Jan 16	Closing Wed. Jan 9	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING</b>						
N ABC	34 5/8	36 1/2	- 1 7/8	- 5.13	7	970
N Capital Cities	47 1/2	47 3/4	- 1/4	- .52	13	650
N CBS	53	52 5/8	+ 3/8	+ .71	7	1,489
N Cox	67	65	+ 2	+ 3.07	13	450
A Gross Telecasting	27 3/4	26 7/8	+ 7/8	+ 3.25	9	22
O Lin.	46 1/2	46 1/2			11	128
N Metromedia	73 1/2	72 1/4	+ 1 1/4	+ 1.73	10	337
O Mooney	9 1/2	9 3/4	- 1/4	- 2.56		4
O Scripps-Howard	63	65	- 2	- 3.07	11	163
N Storer	24 7/8	25	- 1/8	- .50	13	288
N Taft	33 5/8	34 1/2	- 7/8	- 2.53	11	290

<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
A Adams-Russell	21	21 3/8	- 3/8	- 1.75	17	37
A Affiliated Pubs.	28 3/4	29 3/4	- 1	- 3.36	10	98
N American Family	11 1/4	10 3/8	+ 7/8	+ 8.43	5	118
N John Blair	21 1/4	20 1/8	+ 1 1/8	+ 5.59	5	78
N Charter Co.	38 1/4	35 7/8	+ 2 3/8	+ 6.62	33	4,677
N Chris-Craft	20	17 3/8	+ 2 5/8	+15.10	11	86
N Coca-Cola New York	5 3/4	5 7/8	- 1/8	- 2.12	7	101
N Cowles	23 7/8	22 3/4	+ 1 1/8	+ 4.94	19	94
N Dun & Bradstreet	45 3/8	45 3/8			18	1,264
N Fairchild Ind.	42 1/4	45 1/2	- 3 1/4	- 7.14	9	241
N Fuqua	18 3/4	18 1/2	+ 1/4	+ 1.35	5	237
N Gannett Co.	46 1/4	47 3/4	- 1 1/2	- 3.14	15	1,243
N General Tire	22 1/2	22	+ 1/2	+ 2.27	5	521
O Gray Commun.	44 1/2	41 1/2	+ 3	+ 7.22	14	21
N Harte-Hanks	27 5/8	28	- 3/8	- 1.33	16	256
O Heritage Commun.	12	11 7/8	+ 1/8	+ 1.05		28
N Jefferson-Pilot	29 3/4	29 1/2	+ 1/4	+ .84	8	670
O Marvin Josephson	14 1/2	14 3/4	- 1/4	- 1.69	8	37
O Kansas State Net.	27	26 7/8	+ 1/8	+ .46	23	51
N Knight-Ridder	25 3/4	25	+ 3/4	+ 3.00	11	850
N Lee Enterprises	22 1/8	22 5/8	- 1/2	- 2.20	12	160
N Liberty	18 3/8	18 5/8	- 1/4	- 1.34	8	248
N McGraw-Hill	28	28			11	693
A Media General	27	25 1/4	+ 1 3/4	+ 6.93	11	201
N Meredith	34 1/4	33 3/8	+ 7/8	+ 2.62	7	105
O Multimedia	33	33 1/4	- 1/4	- .75	14	219
A New York Times Co.	23 7/8	23 3/8	+ 1/2	+ 2.13	18	282
N Outlet Co.	18 3/4	18 5/8	+ 1/8	+ .67	5	46
A Post Corp.	18 3/4	19 1/4	- 1/2	- 2.59	8	34
A Reeves Telecom	4 3/4	4 3/4			53	11
N Rollins	28 1/4	27 1/2	+ 3/4	+ 2.72	14	378
N San Juan Racing	15	14 5/8	+ 3/8	+ 2.56	19	37
N Schering-Plough	33	30 3/8	+ 2 5/8	+ 8.64	9	1,764
A Sonderling	30 1/4	29 1/4	+ 1	+ 3.41	10	33
A Tech Operations	12 1/4	11	+ 1 1/4	+11.36	31	17
N Times Mirror Co.	38 1/4	36 3/4	+ 1 1/2	+ 4.08	11	1,298
O Turner Broadcasting	8 1/4	9	- 3/4	- 8.33		81
A Washington Post	20	20 1/4	- 1/4	- 1.23	7	317
N Wometco	20 7/8	21	- 1/8	- .59	9	179

<b>CABLECASTING</b>						
A Acton Corp.	14 1/4	14	+ 1/4	+ 1.78	9	37
O Ameco+		6 7/8				14
O Athena Comm.***	6 7/8					98
O Burnup & Sims	11 3/8	11	+ 3/8	+ 3.40	60	98
O Cable Info.*	12 1/2	(closing 1/2; not reported in previous wks.)				
O Comcast	27	28	+ 1	+ 3.84	26	45
O Entron*	5	5			5	4
N General Instrument	52 1/8	50 3/4	+ 1 3/8	+ 2.70	14	433
O Geneve Corp.	33	31	+ 2	+ 6.45	14	36
O Tele-Communications	27 3/4	27 3/8	+ 3/8	+ 1.36	34	295
N Teleprompter	23 1/8	24 1/4	- 1 1/8	- 4.63	30	392
N Time Inc.	51 1/4	48	+ 3 1/4	+ 6.77	9	1,431
O Tocom	11	11			23	16
O UA-Columbia Cable	42	40	+ 2	+ 5.00	20	141
O United Cable TV	30	30 1/2	- 1/2	- 1.63	21	122
N Viacom	43	38 7/8	+ 4 1/8	+10.61	22	163

Exchange and Company	Closing Wed. Jan 16	Closing Wed. Jan 9	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>PROGRAMING</b>						
A Amer. Intl. Pics	9 3/4	9 3/4				23
O Chuck Barris Prods.	5 1/2	5 3/4	- 1/4	- 4.34	2	17
N Cinema 5 Ltd.*	4 7/8	4 7/8				3
N Columbia Pictures	34 1/8	33 7/8	+ 1/4	+ .73	5	335
N Disney	45 3/4	44 1/4	+ 1 1/2	+ 3.38	14	1,483
N Filmways	10 3/8	11 3/8	- 1	- 8.79	6	55
N Four Star*	1	1				10
N Gulf + Western	19 1/4	18 1/8	+ 1 1/8	+ 6.20	5	864
N MCA	56 1/8	53 7/8	+ 2 1/4	+ 4.17	10	1,305
O Medcom	2 1/4	3 3/4	- 1 1/2	-40.00	9	3
N MGM	20 1/2	20 5/8	- 1/8	- .60	9	628
O Reeves Commun.	18 1/2	16 3/4	+ 1 3/4	+10.44	17	42
N Transamerica	17	17			5	1,122
N 20th Century-Fox	47 3/4	43 3/4	+ 4	+ 9.14	7	381
O Video Corp. of Amer.	8 1/8	6 1/8	+ 2	+32.65	27	8
N Warner	53 1/2	49 1/2	+ 4	+ 8.08	12	1,075
A Wrather	19 5/8	20	- 3/8	- 1.87	53	45

<b>SERVICE</b>						
O BBDO Inc.	33 3/4	34	- 1/4	- .73	8	84
O Compact Video	10 1/2	9 7/8	+ 5/8	+ 6.32		18
N Comsat	42 3/4	41 1/2	+ 1 1/4	+ 3.01	10	342
O Doyle Dane Bernbach	25	24 1/2	+ 1/2	+ 2.04	9	66
N Foote Cone & Belding	25 3/4	24 5/8	+ 1 1/8	+ 4.56	9	67
O Grey Advertising	45	41 1/2	+ 3 1/2	+ 8.43	5	28
N Interpublic Group	35 1/2	34	+ 1 1/2	+ 4.41	7	84
O MCI Communications	6 5/8	6 3/8	+ 1/4	+ 3.92	83	186
A Movielab	7 1/8	5 3/4	+ 1 3/8	+23.91	13	10
A MPO Videotronics	5 3/8	5 3/8			5	2
O A. C. Nielsen	28 1/2	27 1/2	+ 1	+ 3.63	13	313
O Ogilvy & Mather	22 1/2	21	+ 1 1/2	+ 7.14	7	81
O Telemation	1 1/4	1 1/4			2	1
O TPC Communications	6 3/8	6 5/8	- 1/4	- 3.77	12	5
N J. Walter Thompson	29 1/8	28 7/8	+ 1/4	+ .86	7	77
N Western Union	22 1/4	21 3/4	+ 1/2	+ 2.29	9	337

<b>ELECTRONICS/MANUFACTURING</b>						
O AEL Industries	9 3/4	9 1/8	+ 5/8	+ 6.84	8	16
N Ampex	21 1/2	20 5/8	+ 7/8	+ 4.24	15	245
N Arvin Industries	13	13 5/8	- 5/8	- 4.58	4	77
O CCA Electronics*	1/8	1/8			1	
A Cetec	6 1/8	6 3/8	- 1/4	- 3.92	13	3
A Cohu	6 3/4	6 1/8	+ 5/8	+10.20	23	11
N Conrac	19	18 3/4	+ 1/4	+ 1.33	30	38
N Eastman Kodak	45 3/4	47 1/8	- 1 3/8	- 2.91	8	7,383
B Elec Missile	4 1/8	3 3/8	+ 3/4	+22.22	34	11
O Farinon	29 1/4	27 1/2	+ 1 3/4	+ 6.36	27	144
N General Electric	53 1/2	54	- 1/2	- .92	10	9,875
N Harris Corp.	38 7/8	36 5/8	+ 2 1/4	+ 6.14	17	1,018
O Harvel Industries****	6 1/2	6 1/2			17	3
O Intl. Video Corp.****	5/8	5/8				1
O Microdyne	24 1/2	24 1/4	+ 1/4	+ 1.03	26	2
N M/A Com, Inc.	36 1/2	35 5/8	+ 7/8	+ 2.45	47	206
N 3M	48	49 1/2	- 1 1/2	- 3.03	10	5,590
N Motorola	56 1/4	53 3/4	+ 2 1/2	+ 4.65	14	1,605
N N. American Philips	30	28 1/2	+ 1 1/2	+ 5.26	6	360
N Oak Industries	39 3/8	38 1/4	+ 1 1/8	+ 2.94	27	166
O Orrox Corp.	6 1/2	5	+ 1 1/2	+30.00	9	11
N RCA	23 7/8	24	- 1/8	- .52	7	1,787
N Rockwell Intl.	55 1/2	50 3/4	+ 4 3/4	+ 9.35	9	1,953
A RSC Industries	4 1/4	3 1/2	+ 3/4	+21.42	24	10
N Scientific-Atlanta	43 3/4	41 1/2	+ 2 1/4	+ 5.42	25	195
N Sony Corp.	7 1/4	7 3/8	- 1/8	- 1.69	12	1,250
N Tektronix	62 1/4	57 3/4	+ 4 1/2	+ 7.79	16	1,120
O Texscan	6 1/2	6	+ 1/2	+ 8.33	38	5
O Valtac	17	17			36	67
N Varian Associates	30 3/4	30 3/4			171	210
N Westinghouse	22 1/2	21 1/8	+ 1 3/8	+ 6.50	6	1,935
N Zenith	9 3/4	9 3/4			9	183

**Standard & Poor's 400 Industrial Average** 124.89 122.30 +2.59

**Notes:** A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson, Hayden Stone, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by *Broadcasting's* own research.

Earnings figures are exclusive of extraordinary gain or loss. **Footnotes:** \*Stock did not trade on given day; price shown is last traded price. \*\* No P/E ratio computed, company registered net loss. \*\*\*Stock split. \*\*\*\*Price as of Jan. 15. +Stock traded at less than 12.5 cents.

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## Al Swift: keeping up the consciousness level on telecommunications

Allan Swift has a problem. The freshman congressman, who drew an assignment on the Communications Subcommittee, worked long and hard last year to make his mark—which he did. So what's the trouble? "I've played a key role in telecommunications legislation," Swift says, "and I can't even figure out how to write a press release to tell my constituents about it."

But if the folks back home in the state of Washington don't know the difference between a common carrier and a Common Cause, a lot of people around Washington, D.C., do, and the 44-year-old Democrat has given them notice that he'll be actively involved in that area for some time to come.

Telecommunications is not a new area of interest for Swift; he lists 25 years of broadcasting industry experience. His last assignment before taking up residence in the Longworth Office Building was as director of news and public affairs at KVOS-TV Bellingham, Wash. But if broadcasting is where Swift's past lies, he sees those common carrier issues—at least while he remains in Congress—creeping more and more into his future.

He admits it's been a difficult learning process: a new vocabulary, a new technology and a whole set of . . . industry concerns. But heading into mark-up of Representative Lionel Van Deerlin's (D-Calif.) common carrier bill, Swift thought he had gained the upper hand. It was, in fact, at his urging, that Van Deerlin held a series of briefings on common carrier matters last November, and Swift thinks those three days of discussions not only helped educate subcommittee members, but also helped to breathe new life into an issue in which his colleagues were rapidly losing interest.

Still, even with the time spent in this area, Swift realizes that it may not score any points with his constituents. He believes you can get a high profile focusing on fairness doctrine matters or on children's television, but working in the trenches on industrywide telecommunications regulations—well, "it's not a sexy issue," he says.

And although he knows the voters are more concerned with inflation and energy prices than with core networks and value-added carriers, in time, he says, these matters will also be of recognized importance.

Similarly, Swift believes, most of the population has little interest in nitty-gritty broadcast legislation, but it's an area he knows, and one where he can make some difference. "I think it's a place I can make



Allan Byron Swift—U.S. representative from second congressional district of Washington; b. Sept. 12, 1935, Tacoma, Wash.; BA, speech, Central Washington University, Ellensburg, 1957; announcer, KVOS(AM) Bellingham, Wash., 1957-60; with KVOS-TV, 1960; public affairs director, KVOS-TV, 1962-65; administrative assistant to Representative Lloyd Meeds (D-Wash.), 1965-69; public affairs and news director, KVOS-TV, 1969-77; administrative assistant, Representative Meeds, 1977-78; present position since January 1979; m. Paula Jean Jackson, 1956; children—Amy, 22; Lauri, 17.

a real contribution," he says. "Whether radio stations should renew their licenses every three or five years doesn't matter to [the voters], but in the long run, it will affect them." And knowing his work will make a difference, he adds, makes it enjoyable.

Communications issues aside, Swift gives the impression that the entire job is enjoyable. Even with a hectic schedule, he looks relaxed, seemingly enjoying the wheeling, dealing and constant running.

And if he feels comfortable in this role, it is one he expects to stay with for a while. Exactly how long, however, is still uncertain. "I don't believe in 10-year plans," he says. "I'd rather look at a two-year plan."

The next two-year plan—if all goes as planned—is actually a three-year plan; with a year left to this term, it's time to begin thinking about re-election, and Swift has hopes of joining the sophomore class. As yet, there is no opposition, but he's sure there will be. He anticipates his chances for re-election will be good, but he's not taking anything for granted. "I'm keeping my nose to the grindstone," he says.

Even as a freshman, however, Swift is

no newcomer to Washington. He first went there in 1965, putting in four years as former Representative Lloyd Meeds's (D-Wash.) administrative assistant.

But if the political seeds had been planted, the broadcasting roots had already long since taken hold. While attending college, he began his broadcasting career, working part time at KUJ(AM) Walla Walla, Wash., and then full time at KXLE(AM) Ellensburg, Wash. So it was no surprise when he left Meeds's employ and headed back cross country to the KVOS stations where he had worked immediately following his graduation from college, to take on the position of public affairs and news director.

This time around, however, Swift had a chance to pursue both broadcasting and, at least peripherally, politics.

His job led to a number of awards, including an Emmy for a show on the communications gap between generations. He also managed to stay on the political fringes with activity in community affairs, working to help rewrite Bellingham's city charter, chairing the citizen advisory committee to the city's schools, and serving on the Bellingham Housing Authority.

He again went back to work for Meeds, but Meeds announced his retirement, leaving a vacant seat in Washington's second congressional district. Swift threw his hat into the ring and, after winning the Democratic primary, went on to carry the general election.

With his broadcasting background, Swift hopes to take the lead on legislation that would affect the industry. He expects to survey members early this year on what sorts of broadcasting provisions they want to see, and he plans to put together some sort of comprehensive broadcast package.

But for all of the rewards politics can offer, Swift admits that radio is his first love. He speaks with enthusiasm about his record collection—which now numbers about 2,000—and he says that with his stereo system and cassette deck he still enjoys playing disk jockey.

At times, the quieter life of broadcasting obviously seems attractive. When asked how he'd spend a free month, he takes a long time to answer, as if he can't get work off his mind. He finally replies that he enjoys traveling, but what he'd really like is to go back to his home town and spend a week with friends, sit down and have a drink with them, talk peacefully, "without having to be on the run."

Just how long Swift plans to remain in Congress is still uncertain, but he seems to know exactly what he'd like to do when he leaves Washington for good: "When I retire I'll buy a little radio station in Sun City and play Frank Sinatra records."

## Olympic gamesmanship

The increasingly unsettled question of American participation in the 1980 summer Olympics is reviving all the old and high-blown references to athletic purity, political insulation and virginal quarantines from commercialism. Whatever the ultimate decision about this year's games, everyone ought to realize by now that the old talk has for years been irrelevant.

Since the introduction of satellite transmission capability, during the Mexico City games of 1968, the Olympics have developed into a television event of unparalleled dimensions. ABC paid \$13.5 million for rights to the 1972 summer games in Munich and \$25 million (a little of it later rebated) for rights to the 1976 summer games in Montreal. NBC won frantic bidding for rights to this year's games in Moscow with a guarantee of \$87 million. ABC in the fall of 1979 committed \$225 million for rights to the 1984 games in Los Angeles. Somewhere along that line, the Olympic organizers lost their amateur standing.

The evolution of television technology has also sharpened some nations' perceptions of the propaganda value of the games. The vigor of preparations that have been going on in Moscow bespeaks the Russians' avid desire to come off screens around the world as proprietors of the supreme society. The model is the Nazi propaganda coup of 1936 but exponentially magnified by international television coverage.

All the disparate ambitions for these and future games are now subject to amendment. Indeed the winter games to be held at Lake Placid, N.Y., next month are not beyond the range of fallout from a dislocation of the Moscow games next summer. ABC-TV's stake in Lake Placid, however, is smaller than NBC-TV's in Moscow. More than a year ago it reported its 50½ hours of winter Olympic programming sold out for a total of some \$48 million. It paid \$15.5 million for the television rights. NBC plans 152½ hours of summer Olympics for its \$87 million in rights. It has said its advertising time was 96% sold for more than \$150 million. To the rights figures in both cases must be added the large expense of producing all that programming.

The networks and their affiliates will, of course, be innocent victims if the values of their Olympic properties are diminished by action of the U.S. government or retaliation by Russia or its satellites. They may take some consolation in the knowledge that if the U.S. and others boycott the games, the Russians brought it on themselves and have even more to lose.

## The rising opposition

In the past couple of months the professional citizen groups that profit most from intercession in FCC affairs have succeeded in spreading an alarm about the FCC's hesitant ventures toward radio deregulation. The shopworn cast of regulars, Ralph Nader, Nick Johnson, the good Dr. Everett C. Parker, Pluria Marshall, to name four, has recruited larger resources than it usually commands. As reported here a week ago, the National Catholic Conference is stirring up a countrywide propaganda campaign, and already the faithful are writing the FCC to profess a fear of godless broadcasters let loose.

The commission is feeling the heat. In response to petitions by the United Church of Christ and American Civil Liberties Union, it has released staff documents that were previously withheld and extended by two months the time for preparation of comments. This is escalating into the sort of case that weakens knees around the FCC. Not that all the knees were sturdy at the

outset of a rulemaking that was voted with stated misgivings or objections of most commissioners.

Both the purpose and probable effect of the modest deregulation that the FCC has proposed are being grossly distorted. The Catholic warning to parishioners, for example, asserts that "much religious broadcasting will be discontinued" if the FCC goes through with this, and not only that, "the public will lose its control over radio." Advertisers, it is said, will dominate broadcasting policy.

Such fanciful forecasts are made in ignorance or disregard of facts. The FCC's own survey of station operations found that standards now are generally higher than the FCC requires. There is every indication that a relaxation of government controls would encourage innovation, diversity and closer interreactions between broadcasters and the public.

Broadcasters may expect the propaganda to get worse. It is up to them to make a case strong enough to counteract it.

## Vindication

The decision by Iranian authorities to expel the whole American journalism corps is no more bizarre than other eccentricities emerging from that troubled country since the seizing of the U.S. embassy. We are left to the word of foreign journalists to find out what is going on in the murky councils of Iran.

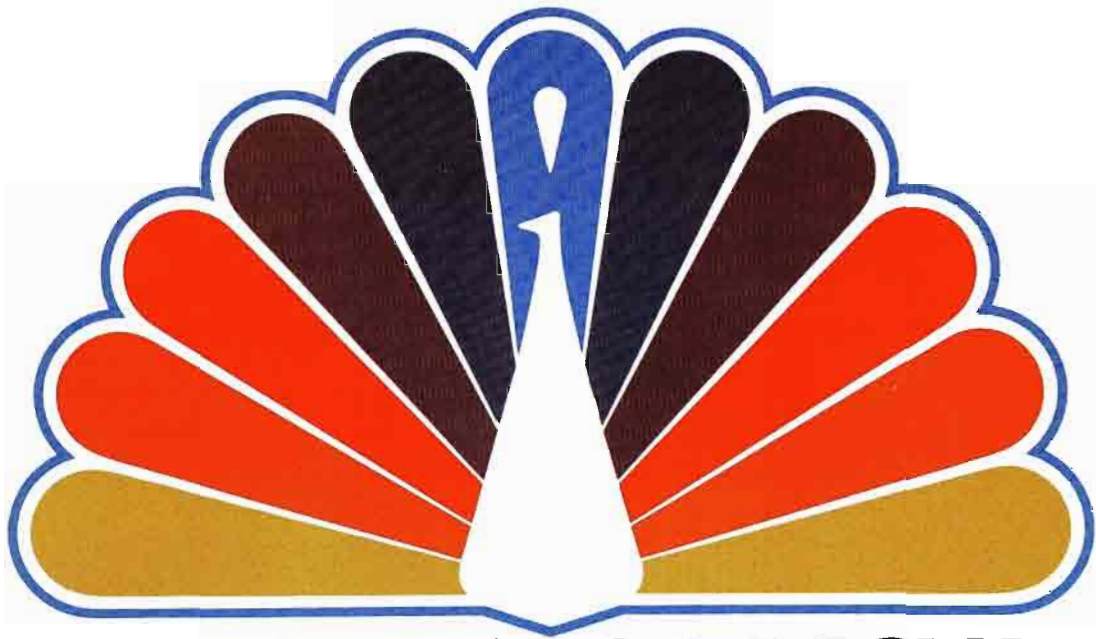
It is, of course, an unintentional testimonial to the professionalism of the Americans that they are now kicked out. They were invited there to show the world the Iranian image that Khomeini followers see. That was not the image that was transmitted in undistorted pictures and dispatches. In frustration that the American people were not drawn to Khomeini's cause, his minions have dismissed the reporters who disappointed them.

Last week's expulsion is also a refutation of criticism, heard in some councils in the U.S., that television was manipulated to the advantage of the Islamic revolutionaries. Such criticism implies a fear that knowledge distributed to a witless public will unnecessarily disturb the national tranquility. Exactly that same thinking was reflected last week in the remarks of some Iranian officials who complained that the "slanted" American coverage was getting back to Iranians who might be susceptible to foreign influence.

Once again, this time by satellite from Tehran, the American public has been proved intelligent enough to understand what it sees and hears in its free media. Score another point for the First Amendment.



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Mon-Fri 12-4 PM	6	27	<b>up 350%</b>
Mon-Fri 4-5 PM	14	20	<b>up 43%</b>
Mon-Fri 5-6 PM	9	16	<b>up 78%</b>
Mon-Fri 6-6:30 PM (Metro News)	3	8	<b>up 166%</b>
Mon-Fri 6:30-7 PM	3	10	<b>up 233%</b>
Mon-Fri 11-11:30 PM (Metro News)	8	10	<b>up 25%</b>
Mon-Fri 11:30-1 AM	11	19	<b>up 73%</b>
Sun-Sat 8-11 PM	18	18	<b>EVEN!</b>
Mon-Sun Sign-on/Sign-off	12	17	<b>up 42%</b>

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