

Gearing up for the NCTA □ Fowler up and running at the FCC □ Teletext takes off in Toronto

Broadcasting May 25

The News Magazine of the Fifth Estate □ Vol. 100 No. 21

50th Year □ 1981

THE LATEST TO JOIN THE GREATEST



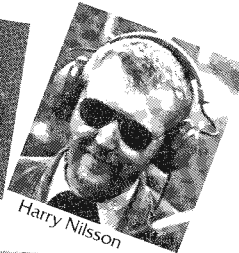
Pat Benatar



Johnny Cash



Sissy Spacek



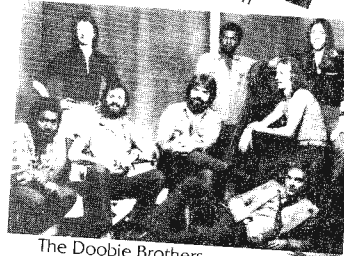
Harry Nilsson



Supertramp



Climax Blues Band



The Doobie Brothers



Bill Conti



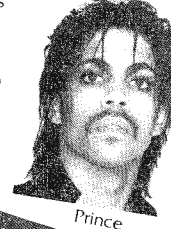
Maynard Ferguson



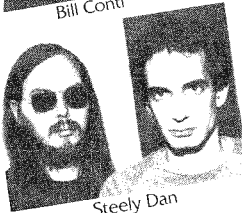
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Tom Petty



Prince



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Carol Connors

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WE'VE ALWAYS HAD THE GREATS

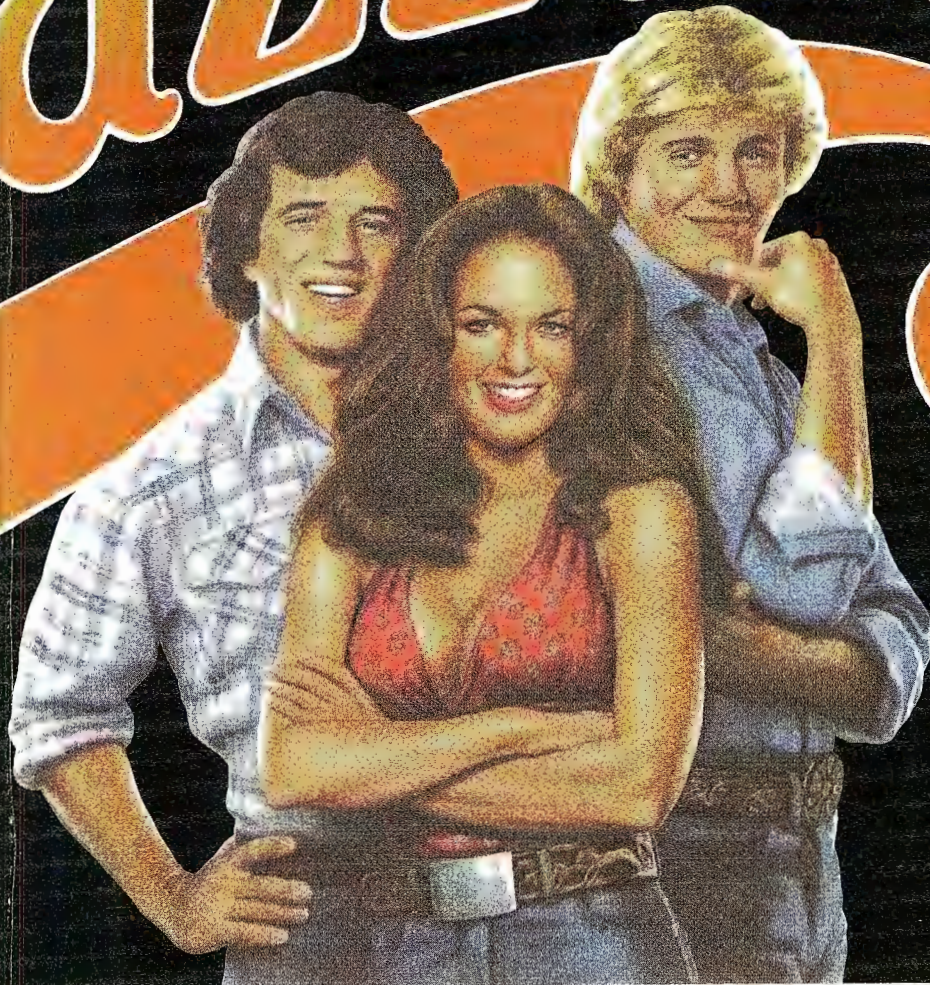
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ED BAER
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2-6 AM Tues-Thurs
8:30 AM-1 PM Sun

SOURCE: Jan/Feb '80 vs Winter '81 ARBs. Comparisons based on total week Metro average quarter hours unless stated as cume. "Male listeners" and "female listeners" refer to 18+. "Cume" refers to 12+.

NOTE: Audience and related data are based on estimates provided by the rating service indicated and are subject to qualifications issued by this service.

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The Week in Brief

TOP OF THE WEEK

FOWLER TURNS UP BURNERS □ In busy first week, new FCC chairman embarks on elaborate plan to coordinate agency's activities and selects new chiefs for four principal policy posts. **PAGE 23.**

NO DISCOURAGING WORDS □ FCC nominee's confirmation hearing is a symphony of tributes from Capitol Hill colleagues. **PAGE 25.**

MATCHMAKER AT&T □ Official word comes out of Toronto on anticipated agreement on teletext/videotext standards. Catalyst for consensus is said to be AT&T with its development of compatible system that diffused differences with Antiope and Telidon. **PAGE 26.**

CABLE GETS IN LICKS □ NCTA's Wheeler and Rifkin, along with CATA's Effros, make stand on Capitol Hill in defense of status quo on copyright. **PAGE 28.**

UNITED FRONT AGAINST DBS □ Network affiliate groups pass resolutions opposing medium. **PAGE 29.**

MEDIA

BRADSHAW REASSURES □ Incoming RCA chairman tells NBC-TV affiliates in Los Angeles that new cable venture will not affect network. Paxton reports support of NBC President Silverman. **PAGE 30.** In luncheon address, Silverman contends press has painted distorted picture of network, underscores objective of better program quality, and sees NBC-TV as strong in fall. **PAGE 34.** Mulholland cites NBC-TV's improved September-to-May ratings, and Tartikoff praises "star power" in next season's lineup. **PAGE 38.**

JOURNALISM

BACK TO CBS □ Moyers returns as senior news analyst under five-year contract with wide range of duties. **PAGE 46.**

NEW VOA HEAD □ It's James Conkling, Bonneville director and one-time recording executive. **PAGE 46.**

TECHNOLOGY

MONTREUX TIME □ International gathering of TV's most technical minds starts May 30 in that Swiss city. Here's

preview of equipment that will be exhibited. **PAGE 54.**

BUSINESS

ROADBLOCKS FOR ABC □ Goldenson cites factors that could retard revenue growth this year. **PAGE 61.**

NEUHARTH REBUTS TURNER □ Gannett head disputes Atlanta broadcaster's assertion that newspapers in today's form will be extinct in 10 years. **PAGE 65.**

PROGRAMMING

CHANGE OF HEART □ NTIA now decides it will support request that networks be allowed to buy TV programming rights for nonbroadcast use. White House and NAB also get on bandwagon. **PAGE 66.**

BATES PICKS CBS □ Agency predicts TV network will be prime-time winner next season with just two program failures. **PAGE 66.**

LAW & REGULATION

DIFFICULTIES IN RELAXING □ Wirth subcommittee told deregulation will be more complex in communications than in other industries. Much testimony is concerned with keeping halter on AT&T. **PAGE 70.**

SPECIAL REPORT

CABLE'S BIGGEST YET □ NCTA kicks off its 30th annual convention in Los Angeles Friday with focus on future of communications. **PAGE 74.** Entire agenda starts on **PAGE 76.** Complete rundown on more than 300 exhibitors commences on **PAGE 78.**

1962

THE 'BROADCASTING' YEARS □ Comsat, Telstar, all-channel TV sets and federal funding for noncommercial ETV appeared in 1962. A Russian missile crisis in October and America's first three orbital space flights provided challenges for broadcast journalists. **PAGE 91.**

PROFILE

THE SECOND TIME AROUND □ Veteran of more than three decades at the FCC, Harold Kassens contributed to many engineering decisions that fostered broadcasting's evolution. Now, as partner in A.D. Ring & Associates, his input continues to affect communications in the 80's. **PAGE 119.**

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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 \$1.75 except special issues \$2.50. Subscriptions, U.S. and possessions: one year \$50, two years \$95, three years \$135. 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. Weekly Playlist \$30 annually. Annually: *Broadcasting Yearbook* \$60.00. 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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WGAL 149,000	WGAL 95,000
WHTM 72,000 5:30-6:00PM	WHTM 45,000
WHP 45,000 5:30-6PM	WHP 37,000

*Source: February '81 Nielsen

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Second things first

FCC Chairman Mark S. Fowler didn't exhaust his ideas for personnel changes with four made last week (page 23). He will recommend at least one more to commission this week—Rod Porter, now with Washington law firm of Fletcher, Heald & Hildreth, to be deputy chief of Broadcast Bureau. Porter served at commission once before, as aide to then-Chairman Richard E. Wiley. He's black, as was predecessor, Frank Washington. Still unresolved is fate of Broadcast Bureau's chief, Richard Shibben.

United front

National Association of Broadcasters joint board of directors will adopt anti-DBS stance highly similar to that taken by affiliates of three major networks last week (see story, page 29). Vote on resolution leads television agenda for board's June 2-4 meeting in Washington. Other decision that may result from that meeting is whether to oppose AT&T's entry into video market. Board will hear staff report on issue and consider it for first time since January, when American Newspaper Publishers Association made pitch for NAB support.

Man to call

White House hasn't made much of it, but word has leaked to interested parties that it has on its staff contact man for telecommunications issues. He is Ronald B. Frankum, deputy director of White House Office of Policy Development. Frankum was on President Reagan's staff during six of Reagan's eight years as governor of California.

Frankum, whose field is administrative law, says he is somewhat overwhelmed by number and complexity of issues in his new area of responsibility, but says his background helps him to understand how much he doesn't know. He has been contacting every agency of government with interest in telecommunications as way of briefing himself.

More and less

National Cable Television Association convention delegates can expect earful of Mark S. Fowler's plans to overhaul policy and management at FCC. New chairman of agency addresses NCTA next Sunday in his first appearance before major industry organization. Outlines of Fowler's ambitious plans became known last week (see page 23) during his first bustling

five days on job. He's also expected to emphasize his aim to eliminate unnecessary regulation.

Updated audiences

Radio as well as television will get local audience measurements this year based on new 1980 census data. Nielsen has completed its development of new TV households figures for use with May and July sweeps of television markets (BROADCASTING, May 11), and Arbitron is in process of doing so. In addition, Arbitron is developing new population estimates based on 1980 census and will use them with spring sweep of 253 radio markets, officials say, with reports to include all usual demographic breakouts.

Clouded future

TV networks' fall selling season is off to slower than normal start. Most reports indicate there's been some activity since networks announced fall prime-time schedules few weeks ago, but not lot. They tend to agree, however, that slack is understandable and not unexpected. It's attributed not only to uncertain economic outlook but also to considerable concern about whether fall season's start will be delayed by guild strikes, and some concern over Coalition for Better TV's plan to boycott advertisers using programs that coalition members don't like.

There have been frequent reports that, thanks to coalition's activities, networks have tended to set up two levels of program pricing: one for programs that seem likely to offend coalition, and another, somewhat higher, for programs that seem safe from boycott threats (BROADCASTING, May 4). Agency sources don't entirely agree that this is happening, though many suspect it is. As one long-time observer put it: "If it's happening, it's being hidden in [commercial] packages and you'll never find it."

Moyers's moves

Bill Moyers's return to CBS News (page 46) is culmination of several years of negotiations. CBS wanted announcement for CBS-TV affiliates meeting in Los Angeles fortnight ago, but contract hadn't been signed, and Bill Leonard, CBS News president, couldn't make firm commitment.

William S. Paley, CBS founder-chairman, who oversees all programing, supported Leonard's drive to deliver Moyers after latter had announced he would wind up his PBS *Bill Moyers's*

Journal after current season. Unofficial word is that Moyers will be paid \$500,000 a year at CBS News. ABC sought him, too, but Moyers reportedly played hard-to-get. His attitude, plus CBS pitch, were said to have frustrated ABC discussion.

Optioned

Will Mobil Oil Co. find vehicle for its advocacy advertising on satellite-delivered Public Subscriber Network projected by Larry Grossman, president of Public Broadcasting Service? Word is that Herb Schmetz, Mobil's vocal VP-public affairs, has committed \$250,000 seed money in PSN plans, with half of it already advanced.

Low and inside

Bernard J. Wunder, President Reagan's choice to head National Telecommunications and Information Administration, has proved difficult for most outsiders to reach. He has said he wants to maintain low profile pending Senate action on his nomination, which has yet to be sent to Capitol Hill. But Wunder is meeting with "a lot of folks," according to NTIA spokesman who questioned him in response to reporter's query—mainly special interest groups.

Although NTIA did not volunteer information, it was learned that Wunder met on Thursday with National Association of Broadcasters' senior staffers John Summers, Erwin Krasnow and Ken Schanzer. Their mission: to discuss U.S. proposal to reduce AM channel spacing from 10 khz to 9 khz. Opposing that proposal is major NAB undertaking. And NAB, Summers said later, thought it appropriate that staffers discuss idea with its principal author, NTIA, which, thanks to Nov. 4 election, is under new management. "We wanted to see if the position was the same." Is it? Not at moment, apparently. "Wunder has an open mind" on issues, Summers said.

Salvage

Committee of creditors of Air Time Inc., New York, is understood to have approved plan to keep media buying service in operation during reorganization under Chapter II of Federal Bankruptcy Act. Plan calls for creditors to share on pro-rata basis in sales of Air Time's assets and in profits over five years. Plan now needs approval of bankruptcy court and of two-thirds of creditors in terms of amounts owed and 51% of creditors. Air Time has approximate liabilities of \$10 million and assets of \$3.6 million (BROADCASTING, April 13).

Business Briefly

TV ONLY

Schaefer Beer □ Begins this month for 12 weeks in New York; Boston; Philadelphia; Hartford, Conn.; Providence,



R.I., and Springfield, Mass. Agency: Ogilvy & Mather, New York. Target: men, 18-49.

General Cigar □ Gold River. Begins June 1 for 12 weeks in over 25 markets. Sports times. Agency: Stuart Ford Advertising, Richmond, Va. Target: men, 18-49.

Flowers Industries Baked goods. Begins June 8 for eight weeks in Gainesville, Orlando-Daytona Beach and Jacksonville, all Florida. Prime and day times. Agency: Tucker Wayne & Co., Atlanta. Target: women, 18-49.

Pizza Hut Fast food restaurants. Begins May 28 for six weeks in about 30 markets. Agency: Valentine-Radford, Kansas City, Mo. Target: total teen-agers; adults, 18-49.

Mercantile Bancorporation Begins this week for six weeks in St. Louis and Kansas City, Mo. News times. Agency: D'Arcy-MacManus & Masius, St. Louis. Target: adults, 35-64.

Beatrice Foods □ Meadow Gold premium ice-cream. Begins June 22 for four weeks in under 10 markets. All dayparts. Agency: Target Media, Chicago. Target: women, 25-54.

Allis-Chalmers Agricultural equipment. Begins this quarter for four weeks in 22 markets. News times.

New measure. Blair Radio has revised its method of calculating business opportunities in its spot radio analyses, adding number of weeks campaign will run. Blair said under revised setup, if agency indicated it was buying men aged 25-54 in 10 markets for eight weeks, this opportunity would be counted as 80, whereas formerly it counted as 10. Blair said it considers new approach more accurate indicator of weight of buy. In its latest analysis covering January-March, 1981, Blair has restated 1980 data to reflect its new way of calculation. It shows that 25-54 group continues as most sought-after group by agencies, representing 27.8% of requests, down slightly from 28.8% in first quarter of 1980. In second place, according to Blair, is 25-49 category at 17.3%, up from 14.7% in same period last year. Following were 18-49 at 15.6%, up from 12.0% last year and 18-34 at 15%, down from 13% in first quarter of 1980.

Agency: Bader Rutter & Associates, Brookfield, Wis. Target: men, 25-54.

Aramis □ Men's cologne. Father's Day promotion. Begins June 4 for one week in about 70 markets. All dayparts. Agency: Ed Libov & Associates, New York. Target: adults, 18-49.

Smokenders □ Stop-smoking clinics. Begins June 20 for one week in Cincinnati; Dayton, Ohio; Atlanta, and Oklahoma City. All dayparts. Agency: Western International Media Corp., Los Angeles. Target: total adults.

Shane Diamond brokers. Begins June 17 for one week in 10 markets. Fringe, news and weekend times. Agency: Kelly, Scott & Madison, Chicago. Target: adults, 18-54.

Manchester Farms □ Quail. Begins this week for varying flights in Birmingham, Ala. and Florida markets. Agency: Classic Advertising, Dalzell, S.C. Target: total women.

RADIO ONLY

Amoco Oil Co. Lead-free gasoline. Begins late this month for 10 weeks in 34 markets. Agency: D'Arcy-MacManus & Masius, Chicago. Target: adults, 25-49.

Bachman Foods □ Snack foods. Begins June 1 for five weeks in about 10 Northeastern markets. Morning drive, middays and afternoon drive times. Agency: Lewis & Gilman, Philadelphia. Target: adults, 18-49.

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Advantage

\$10-million splash. In what was said to be largest television sponsorship by motion picture company, 20th Century-Fox Film Corp. has signed for ABC Sports' coverage of 1984 winter and summer Olympic games at cost of \$10 million. Holding exclusive sponsorship in games by motion picture firm, Fox plans to use purchase to time release of several of its films during Olympic telecasts. Agency: Entertainment Division of J. Walter Thompson Co., New York.

On issue advertising. TV broadcasters' resistance to issue advertising is barrier to efforts of political action and other groups seeking to support or oppose causes. J. Walter Thompson, handling "let 'em eat cake" commercial of American Federation of State, County and Municipal Employees opposing Reagan administration's economic policy (BROADCASTING, May 11), reports that about two-thirds of up to 100 stations contacted in "16 or 17 markets" refused ad on ground they do not take such advertising. (National Conservative Political Action Committee ran into same problem with some of its advertising.) JWT's Paul Gormsen, who is in charge of account, reports stations most resistant are network-owned and leading network affiliate in each market. However, he also says some station executives turned him down only reluctantly; they see issue advertising as "wave of future," hate to see it going to competitors. AFSCME is still running its message on radio and in newspapers and, if JWT recommendation is followed, will resume television advertising in Washington late in summer, as congressional committees begin acting on specific tax and budget cut matters. (AFSCME has about \$500,000 remaining of \$1 million campaign budget.) House and Senate votes endorsing overall budget were only beginning of battle.

Schedule another. Radio Advertising Bureau's first Managing Sales Conference last winter was so successful (BROADCASTING, Feb. 9) that RAB board has voted to hold another, in February 1982, probably again in Dallas-Fort Worth. Carl Wagner, Taft Broadcasting, named conference chairman; Fred E. Walker, Insilco Broadcast Group, vice chairman.

PRO Radio moves. New New York office of PRO Radio, national radio representative, is located at 9 East 38th Street, 10016. (212) 684-1610.

St. Paulie Girl — Beer Begins this week for four weeks in eight markets. Agency: SFM Media Corp., New York. Target: men, 18-34.

Telamerica Business telephones. Begins late May for four weeks in nine Minneapolis, St. Louis and Des Moines, Iowa. Agency: Brandt Barringmann, Minneapolis. Target: men, 25-54.

Tuesday Morning Gift warehouses. Begins this week for three weeks in nine markets. Agency: Saunders, Labinski & White, Dallas. Target: women, 25-49.

Bob Evans Farms □ Begins June 15 for two weeks in under 10 markets. Agency: The Marschalk Co., New York. Target: adults, 18-49.

Emerson Chromalox Electronic bug killers. Begins in June for two weeks in eight Southern markets. Agency: Marketing Support, Chicago. Target: adults, 25-54.

Moore Business Centers Grand opening. Begins June 1 for one week in St. Louis. Agency: Mandabach & Simms, Chicago. Target: adults, 25-54.

State Farm Insurance □ Begins in third quarter for varying flights in over 75 markets. Agency: Needham, Harper & Steers, Chicago. Target: adults, 25-49.

Creamettes Macaroni. Begins in July for varying flights in 25 Southern markets. Agency: Martin-Williams, Minneapolis. Target: women, 25-49.

RADIO AND TV

Dreyer's Ice Cream | Begins June 22 for six to eight weeks in various West Coast markets concentrating on California. Agency: Foote, Cone & Belding/Hoenig, San Francisco. Target: adults, 25-49.

American Dairy Association | Begins June 1 for four weeks in at least 20 markets. Agency: D'Arcy-MacManus & Masius, Chicago. Target: women, 18-49.

RepReport

WECQ(FM) Geneva, N.Y.: To Lotus Reps from P/W Radio.

□

WGLU-FM Johnstown, Pa.: To Buckley Radio Sales from McGavren Guild.

□

WRED(AM) Pompano Beach, Fla.: To Lotus Reps from R.A. Lazar.

□

WDBS(FM) Durham, N.C.: To Lotus Reps from Concert Music Broadcast Sales.

□

KLIN-AM-FM Lincoln, Neb.: To Bernard Howard & Co. (no previous rep).

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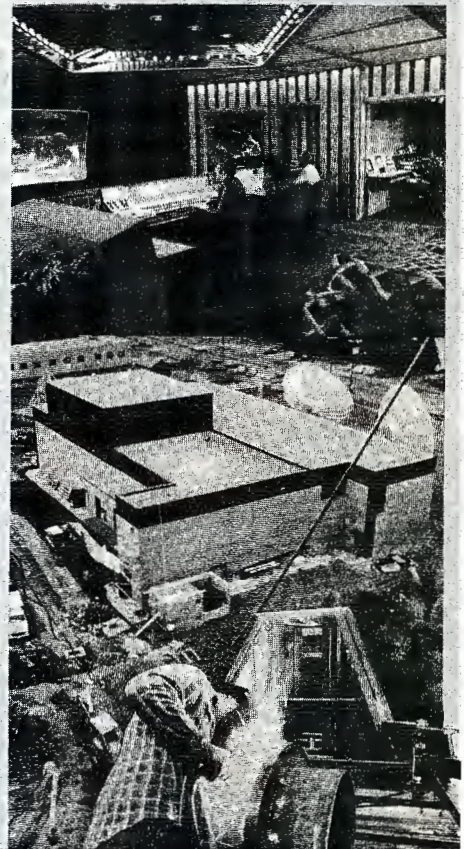
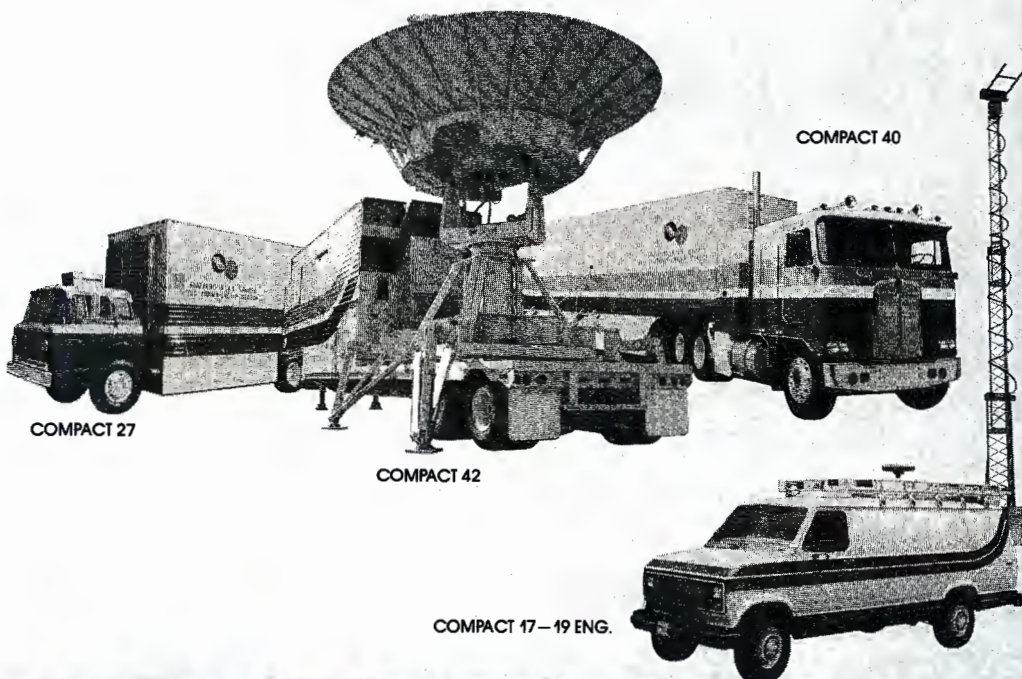
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The AP Broadcasters are going to Washington.

Our 1981 Convention comes at a time of great changes across the nation—and what better place to explore “America Beyond the 80’s” than where the changes are taking place?

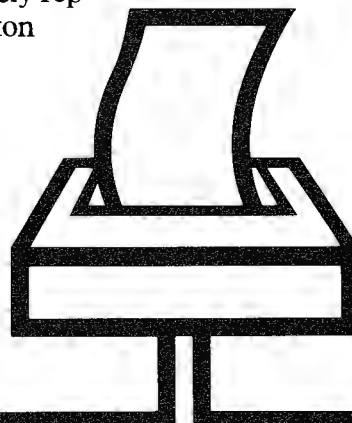
We’re planning a challenging, far-reaching program to look at where we are—and where we’re going, both in broadcasting and in government. There will be seminars on the Presidency and the Press to Religion and Politics. We’ll talk about the Deregulation of America and the latest trends in broadcasting and other communications technologies. There’s even a special White House briefing that’s been arranged for pre-registered delegates.

The convention will enlighten us, challenge us, and perhaps even anger us. But one thing’s for sure: it’s the place where the big issues will be discussed.

Some of the featured participants in the sessions are: Army Chief of Staff General Edwin Meyer, Bill Leonard, Walter Rodgers, Jody Powell, Sam Donaldson, Sol Taishoff, Ted Turner, Arthur Taylor, Herb Schlosser, Eleanor Smeal, Barry Rosen, Barbara Rosen, Ulrich Haynes, and Dorthea Morefield.

So it’s important to make sure you’re adequately represented when the AP Broadcasters go to Washington June 4-6.

Send the adjacent coupon to Jim Hood, General Broadcast Editor, AP Broadcast Services, 50 Rockefeller Plaza, New York, New York 10020, to register yourself and your staff for the convention. To make room reservations at the Washington Hilton, please call 202-483-8000.



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Datebook

■ indicates new or revised listing

This week

May 26-28—*Electronic Industries Association* Hyannis, Mass., conference: "Telecommunications—Trends and Directions." Sponsored by EIA's communications division, conference is primarily directed to financial community. Dunfeys hotel, Hyannis, Mass.

May 27-28—*University of Wisconsin-Extension* "Technical Management Seminar for Broadcast Engineers." Wisconsin Center, UW campus, Madison, Wis.

May 27-29—*Electronic Industries Association* management seminar for New York/New Jersey. Clinton Inn Motor hotel, Tenafly, N.J. Information: EIA Education, Suite 405, 2001 Eye Street, N.W., Washington, D.C., 20036, (202) 457-4996.

May 27-29—*National Association of Public Television Stations* annual meeting. Mayflower hotel, Washington. Information: Luisa Miller or Yvonne Hauser, (202) 484-9030.

May 27-30—*International Television Association* annual conference. Peachtree Plaza hotel, Atlanta. Information: Dick Triche, Tricom Inc., 10175 Harwin Drive, Suite 103, Houston, 77036, (713) 776-0725.

■ **May 28**—*Radio Advertising Bureau's* Idearama for radio salespeople. Executive Inn Airport, Nashville.

■ **May 28**—*Radio Advertising Bureau's* Idearama for radio salespeople. Sheraton Century Center, Oklahoma City.

■ **May 28**—*Radio Advertising Bureau's* Idearama for radio salespeople. Red Lion Motor Inn, Spokane, Wash.

■ **May 28**—*Radio Advertising Bureau's* Idearama for radio salespeople. Ramada Inn, Evansville, Ind.

May 28-29—*Ohio Association of Broadcasters* spring convention. Marriott, I-71, North Royalton, Ohio.

May 28-31—Airlie III, third invitational seminar on the art of radio, produced by *The Radio Foundation with National Public Radio, National Federation of Community Broadcasters and Audio Independents*. Information: The Radio Foundation, Box 884 Ansonia Station, New York, N.Y., 10023.

May 29—*Radio-Television News Directors Association of Canada*, British Columbia regional meeting. Dome Motor Inn, Kamloops, British Columbia.

May 29—UPI New York State Broadcast Awards banquet. Buffalo Hilton, Buffalo, N.Y.

May 29—*UPI Indiana Broadcasters* annual meeting and awards luncheon. Conner Prairie, Noblesville, Ind.

May 29—Retail Co-op Sales workshop seminars for broadcasters, sponsored by *Broadcast Marketing Co.* Oakland Airport Hilton, Oakland, Calif.

May 29—*Cabletelevision Advertising Bureau* membership meeting. Los Angeles Convention Center, Los Angeles.

May 29-May 31—*National Cable Television Association* annual convention. Los Angeles Convention Center.

May 30—*Arkansas UPI Broadcasters Association* first annual awards presentation. Executive Inn, Little Rock, Ark.

May 30-June 4—12th *Montreux International Television Symposium and Technical Exhibition*. Montreux, Switzerland.

May 31-June 3—International Summer Consumer Electronics Show sponsored by *Electronic Industries Association's Consumer Electronics Group*. McCormick Place, McCormick Inn and Pick Congress hotel. Information: Ralph Jones, (202) 457-4919.

May 31-June 13—*National Association of Educational Broadcasters* executive management program, including lectures and working sessions on key management issues in noncommercial telecommunications. Parker house hotel, Boston. Application deadline: April 30. Information: NAEB, 1346 Connecticut Avenue, N.W., Washington, D.C., 20036.

June

June 1—Retail Co-op sales workshop seminar for broadcasters sponsored by *Broadcast Marketing Co.* Disneyland hotel, Anaheim, Calif.

June 1-5—*Community Antenna Television Association* technical seminar. George Washington Motor Lodge, Philadelphia. Information: (305) 562-7847.

June 1-5—*National Religious Broadcasters* summer institute of communications for New York metropolitan area. Nyack College, Nyack, N.Y.

■ **June 2**—*Radio Advertising Bureau's* Idearama for radio salespeople. Galleria Plaza, Houston.

■ **June 2**—*Radio Advertising Bureau's* Idearama for radio salespeople. Red Lion Motor Inn, Portland Center, Portland, Ore.

■ **June 2**—*Radio Advertising Bureau's* Idearama for radio salespeople. Hyatt Birmingham, Civic Center, Birmingham, Ala.

■ **June 2**—*Radio Advertising Bureau's* Idearama for radio salespeople. Holiday Inn, Fargo, N.D.

June 2-4—*National Association of Broadcasters* executive committee meeting. NAB headquarters, Washington.

June 3-4—Third annual Business Advertising Research Conference and Research Fair of *Advertising Research Foundation*. Pittsburgh Hilton, Pittsburgh.

June 3-7—National Video Festival and Student Competition presented by American Film Institute and sponsored by *Sony Corp.* John F. Kennedy Center for the Performing Arts, Washington. Information: National Video Festival, AFI, John F. Kennedy Center, Washington, 20566, (202) 828-4013.

June 4-5—*Pacific Telecommunications Council* seminar and board meeting. Loy Henderson Room of State Department, Washington.

June 4-6—*Associated Press Broadcasters* annual convention. Washington Hilton.

June 5-7—*Cable Television and the Performing Arts* conference. Sponsored by New York University school of arts. Washington Square College, New York.

June 6-10—*American Advertising Federation* national convention. Hyatt Regency hotel, Washington.

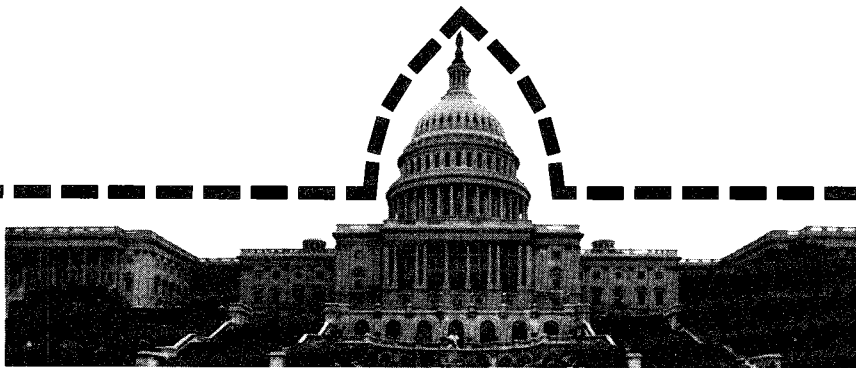
June 10—*Federal Communications Bar Association* annual meeting. Speaker: Former FCC Chairman Robert E. Lee. Capital Hilton, Washington.

June 10—*National Religious Broadcasters*, Eastern chapter, "How To" meeting. Philadelphia College of Bible, Longhorne, Pa.

June 10-12—*Oregon Association of Broadcasters* spring meeting. Agate Beach Hilton, Newport, Ore.

June 10-12—*Iowa Broadcasters Association* annual convention. Sioux City.

June 10-13—*Broadcasters Promotion Association* 26th annual seminar and *Broadcast Designers Association* third annual seminar. Waldorf-Astoria hotel, New York.



Jim Hood, General Broadcast Editor
AP Broadcast Services
50 Rockefeller Plaza, N.Y., N.Y. 10020

We wish to register the following persons for the 1981 APB Convention, June 4-6, in Washington, D.C.

NAME	STATUS (circle 1)	CONVENTION RATE (see below)*
_____	a b c d	_____
_____	a b c d	_____
_____	a b c d	_____
_____	a b c d	_____

CHECK ENCLOSED FOR: \$ _____

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 Station _____
 Address _____
 City _____ State _____ Zip _____

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STATUS	RATES PER PERSON
a) AP Member	\$ 65.00 (Meals & receptions)
b) AP Member spouse	\$ 50.00 (Meals & receptions)
c) Non-member	\$125.00 (Meals & receptions)
d) Student (full-time)	\$ 10.00 (No meals or receptions)

Major Meetings

May 29-May 31—National Cable Television Association annual convention. Los Angeles Convention Center. Future conventions: May 2-5, 1982, Las Vegas; June 12-15, 1983, Houston; May 20-23, 1984, San Francisco; March 31-April 3, 1985, New Orleans; March 16-19, 1986, Dallas, and May 15-18, 1988, Las Vegas.

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

June 4-6—Associated Press Broadcasters annual convention. Washington Hilton, Washington.

June 6-10—American Advertising Federation national convention. Hyatt Regency hotel, Washington.

June 10-13—Broadcasters Promotion Association 26th annual seminar and Broadcast Designers Association third annual seminar. Waldorf-Astoria hotel, New York. Future seminars: June 6-10, 1982, St. Francis hotel, San Francisco; June 1-4, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesars Palace, Las Vegas; 1985, Chicago.

Aug. 16-19—National Association of Broadcasters annual radio programming conference. Hyatt Regency, Chicago.

Sept. 10-12—Radio-Television News Directors Association international conference. Marriott, New Orleans. Future conventions: Sept. 30-Oct. 2,

1982, Caesars Palace, Las Vegas; Sept. 21-23, 1983, Las Vegas, and Dec. 3-5, 1984, San Antonio, Tex.

Sept. 13-16—National Radio Broadcasters Association annual convention. Fontainebleu hotel, Miami Beach, Fla. Future conventions: Sept. 12-15, 1982, Reno; Oct. 2-5, 1983, New Orleans; Sept. 23-26, 1984, Kansas City, Mo.

Sept. 20-23—Broadcast Financial Management Association 21st annual conference. Sheraton-Washington hotel, Washington. Future conference: Sept. 12-15, 1982, Riviera hotel, Las Vegas.

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

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

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

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

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

Regency, Washington.

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

Feb. 7-10, 1982—Association of Independent Television Stations (INTV) ninth annual convention. Shoreham hotel, Washington. Future convention: Feb. 6-9, 1983, Galleria Plaza hotel, Houston.

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

March 12-17, 1982—National Association of Television Program Executives 19th annual conference, Las Vegas Hilton. Future conferences: March 18-23, 1983, Las Vegas Hilton; Feb. 12-16, 1984, San Francisco Hilton and Moscone Center.

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

April 18-22, 1982—National Public Radio annual conference. Marriott hotel, Anaheim, Calif.

April 23-29, 1982—18th annual MIPTV international TV program market. Palais des Festivals, Cannes, France.

May 4-8, 1982—American Women in Radio and Television 31st annual convention. Hyatt Embarcadero, San Francisco.

June 10-13—Real to Reel workshop for television directors, sponsored by Dabar Productions and Unda/USA. Real to Reel is syndicated Catholic magazine show. Sheraton Washington hotel, Washington.

June 11-12—Broadcast Financial Management/Broadcast Credit Association board of directors meeting. Riviera hotel, Las Vegas.

June 11-13—South Dakota Broadcasters Association annual convention. Howard Johnson motel, Rapid City, S.D.

June 11-13—Wyoming Association of Broadcasters annual convention. Ramada Inn, Casper, Wyo.

June 11-14—Missouri Broadcasters Association spring meeting. Rock Lane Lodge on Table Rock Lane near Branson, Mo.

June 12-13—Radio-Television News Directors Association board meeting. Hyatt Orlando, Orlando, Fla.

June 12-14—Mississippi Broadcasters Association annual convention. Royal d'Iberville, Biloxi, Miss.

June 12-14—Vermont Association of Broadcasters annual convention. Tyler Place Resort, Highgate Springs, Vermont.

June 14-18—International Conference on Communications, sponsored by Denver section and Communications Society of Institute of Electrical and Electronic Engineers. Denver Hilton hotel. For information: ICC '81, P.O. Box 21291, Denver, 80221.

June 15—FCC deadline for reply comments on generic VHF drop-in proceeding (BC Doc. 80-499). FCC, Washington.

June 15-16—Conference on "Cable Television and the Independent Producer." Supported through grants from National Endowment for the Arts and Temple University. Temple university, Philadelphia. Information: Alan Bloom, (215) 787-1837.

June 16-17—Symposium on Sports Sponsorship and Sports Sponsorship Expo '81, sponsored by International Society of Sports Sponsors. New Sheraton Center, New York.

June 18—National Audio-Visual Association International trade seminar. Theme: "How to Find, Select and Work with Distributors/Agents/Reps Overseas." International Club, Washington. Information: Nora McGillen, NAVA, 3150 Spring Street, Fairfax, Va., 22031, (703) 273-7200.

June 18-20—Radio-Television News Directors Association of Canada national conference. Edmonton Plaza, Alberta.

June 18-19—Telecommunications conference, sponsored by Energy Bureau. Speaker: Representative Timothy Wirth (D-Colo.), chairman of House

Telecommunications Subcommittee. Stouffer's National Center, Arlington, Va.

June 18-19—"Minorities and Cable Television" conference, sponsored by MultiCultural Television Council, Chicago. Hyde Park Hilton, Chicago.

June 19-20—Texas UPI Broadcasters convention. Marriott hotel, San Antonio.

■ **June 19-20**—North Dakota Broadcasters Association spring meeting. Badlands motel, Medora, N.D.

June 20-24—Georgia Association of Broadcasters 47th annual convention. Theme: "Creative Management... the key to the 80's!" Among speakers: Gene Jankowski, president, CBS/Broadcast Group. Callaway Gardens, Pine Mountain, Ga.

June 21-24—Virginia Association of Broadcasters summer meeting. Cavalier hotel, Virginia Beach, Va.

June 21-27—Radio-Television News Directors Association management training seminar co-sponsored by National Association of Broadcasters. Wharton School, University of Pennsylvania, Philadelphia.

June 22-26—Nebraska ETV Network/University of Nebraska-Lincoln Videodisc Design/Production Group workshop. Telecommunications Center, University of Nebraska, Lincoln. Information: Ron Nugent, (402) 472-3611.

June 22-26—National Religious Broadcasters summer institute of communications, for Atlanta vicinity.

Toccoa Falls College, Toccoa, Ga.

June 23-26—National Broadcasters Editorial Association annual convention. Sheraton-Plaza hotel, Chicago.

■ **June 23-26**—Corporation for Public Broadcasting's 1981 Radio Development Workshops. Hyatt Regency Chicago, Chicago.

June 24-27—Maryland-District of Columbia-Delaware Broadcasters Association annual convention. Sheraton Fontainebleau Inn, Ocean City, Md.

June 24-27—Florida Association of Broadcasters annual convention. Amelia Island Plantation, north of Jacksonville, Fla.

June 25-26—Northeast Cable Television technical seminar and exhibition. Empire State Plaza Convention Center, Albany, N.Y. Information: Bob Levy, New York State Commission on Cable Television, (518) 474-1324.

June 26-28—Tennessee Associated Press Broadcasters Association 10th annual convention. Sheraton-Gatlinburg hotel, Gatlinburg, Tenn.

June 28-30—Public Service Satellite Consortium 2nd workshop on "How to Video-Teleconference Successfully." PSSC, 2480 West 26th Avenue, Denver. Information: PSSC Washington headquarters, (202) 331-1154.

July

July 1-31—Boston University's seventh annual Public Communication Institute for students interested in careers in communication. Boston University, Boston. Information: Public Communication Institute, Boston University, 640 Commonwealth Avenue, Boston, Mass., 02215, (617) 353-3447.

July 9-12—National Federation of Local Cable Programmers annual convention. Theme: "Access: Coming of Age." Atlanta Biltmore, Atlanta. Information: Cindy Kuper, coordinator, NFLCP 1981 Convention, P.O. Box 7013, Atlanta, Ga., 30357.

July 11-14—Television Programming Conference 25th convention. Holiday Inn North, Cincinnati.

July 12-14—California Broadcasters Association summer meeting. Del Monte Hyatt hotel, Monterey, Calif.

July 12-15—13th annual New England Cable Television Association convention and exhibition. Dunfey Hyannis hotel, Hyannis, Mass.

July 12-15—New York State Broadcasters Association 20th executive conference. Otesaga hotel, Cooperstown, N.Y.

Errata

Item in May 11 issue on opening of Warner Amex Cable Communications' 60-channel two-way interactive service in greater Cincinnati said 4,500 of 9,000 present subscribers had opted for Qube. Warner Amex representatives say **most of 9,000 subscribers had ordered Qube** and that 4,500 was number actually installed.

□

Bob Ross, NCTA senior vice president, was misidentified as Bob Jones on page 52 of May 18 issue.

These 50 stations just beat the soaring cost of **FIRST-RUN OFF-NETWORK SYNDICATION**

WNBC-TV	New York	KPNX-TV	Phoenix	WPEC	West Palm Beach
KNBC	Los Angeles	WSOC-TV	Charlotte	WJAC-TV	Johnstown-Altoona
WPHL-TV	Philadelphia	WSPA-TV	Green-Spar-Ash	WEHT	Evansville
KPIX	San Francisco	KOCO-TV	Oklahoma City	KWTX-TV	Waco-Temple
WCVB-TV	Boston	WTVD	Raleigh-Durham	KDBC-TV	El Paso
WRC-TV	Washington, DC	WDRB-TV	Louisville	WREX-TV	Rockford
WKYC-TV	Cleveland	WCHS-TV	Charleston, WV	KODE-TV	Joplin
KSDK	St. Louis	KSTU	Salt Lake City	KAUZ-TV	Wichita Falls
WXIA-TV	Atlanta	WGAL-TV	Harr-York-Lan-Leb	KLFY-TV	Lafayette, LA
WANX-TV	Atlanta	WGGT	Greensboro	KFDM-TV	Beaumont
KMGH-TV	Denver	WDHO-TV	Toledo	KTNV-TV	Las Vegas
WRTV	Indianapolis	WATE-TV	Knoxville	WALB-TV	Albany, GA
KTXL	Sacramento	WEAR-TV	Mobile	WJHG-TV	Panama City
KGTV	San Diego	KICU-TV	San Jose	KXII	Ardmore-Ada
KOIN-TV	Portland, OR	WLRE	Green Bay	KDUB-TV	Dubuque
WCGV-TV	Milwaukee	KMPH	Fresno	KVOS-TV	Bellingham
WNGE	Nashville	KOB-TV	Albuquerque		

with...

FIRST-RUN OFF-NETWORK SYNDICATION

**The most affordable hit series
available this year!**

- Never before in syndication
- 144 color half hours — available now
- Promotable guest stars in most episodes
- On air promos for every episode
- Great young adult, teen and kid appeal
- Classic “Lucy” slapstick comedy
- Contemporary production value
- Edited for 6 minutes in all tape formats
- Blockbuster promotion kit

6 YEAR NETWORK TRACK RECORD

**34 share
23.2 rating
33% teen & kid
33% adults 18-49
33% adults 50+**

Independent Program Consultants Say “Here’s Lucy” Has All The Right Elements For Success in Syndication:

- TIMELESSNESS
- STORYLINE DEPENDABILITY
- VISUAL HUMOR
- GENRE EXPLOITATION
- CHARACTER IDENTIFICATION
- ENVIRONMENT IDENTIFICATION
- CHARACTER DEPTH
- BROAD “DEMO” APPEAL
- FLEXIBILITY

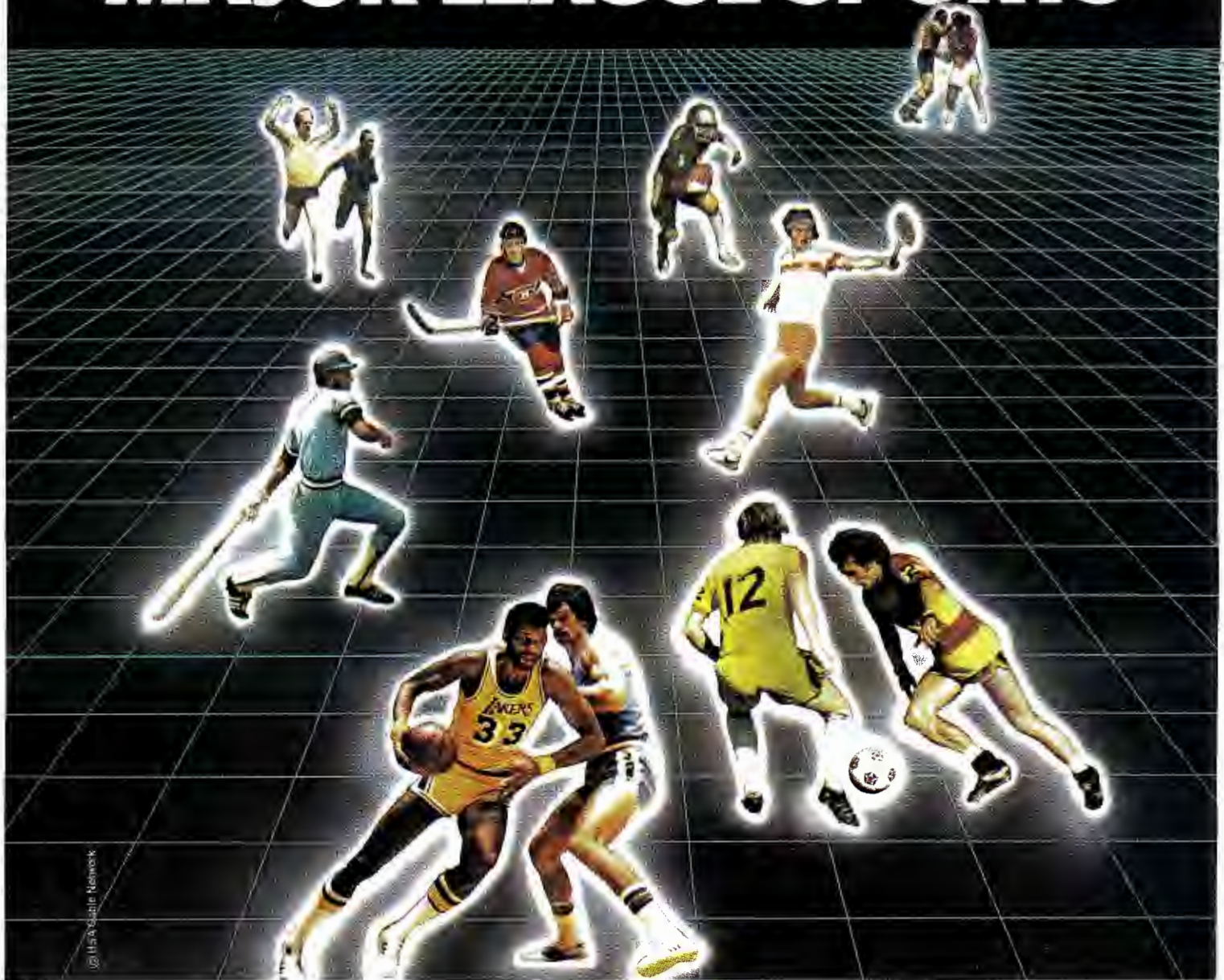
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award winning children's shows like Calliope. Cable viewers who love the finest in cultural/documentary entertainment can't match the quality programming of our English Channel. For today's woman, "YOU" magazine can help bring out the best in her looks, her job, and her self. And starting in October, to keep you healthy, "Alive and Well" will help you live right and feel right.

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USA NETWORK

208 HARRISTOWN ROAD, GLEN ROCK, NEW JERSEY 07452

July 12-15—*New England Cable Television Association* annual convention. Dunfee Hyannis hotel, Hyannis, Mass. Information: (603) 224-3373.

July 15-18—*Colorado Broadcasters Association* annual summer convention. Sheraton/Steamboat, Steamboat Springs.

July 15-18—*Florida Cable Television Association* annual convention. Lago Mar Resort, Fort Lauderdale, Fla.

July 15-18—*International Wildlife Foundation's* World Wildlife Conference and Film Festival. Sahara hotel, Las Vegas.

July 16-18—*Louisiana Association of Broadcasters* radio-television management session. Biloxi Hilton hotel, Biloxi, Miss.

July 17-19—*Society of Radio Personalities and Programmers* convention. Cincinnati Plaza hotel. Information: (816) 444-3500.

■ **July 18-22**—*World Future Society's* Fourth General Assembly. Theme: "Communications and the Future." Sheraton Washington, Washington. Send papers and proposals to: 1982 Assembly Committee, World Future Society, 4916 St. Elmo Avenue, Washington, D.C., 20014.

■ **July 20-21**—*Practising Law Institute* seminar, "Antitrust, the Media and the New Technology." Biltmore hotel, New York.

July 26-Aug. 1—*National Association of Broadcasters* ninth sales management seminar. Harvard Business School, Boston.

August

Aug. 2-4—*Michigan Cable Television Association* annual convention. Hyatt Regency, Dearborn, Mich. Information: Mike Welch, (312) 693-9800.

■ **Aug. 5-7**—*National Audio-Visual Association* microcomputer/software conference. Sheraton Inn, Memphis International Airport, Memphis.

Aug. 9-12—*New York State Cable Television Association* summer conference. Holiday Inn, Grand Island, N.Y.

Aug. 10-19—*International Union of Radio Science*, 20th general assembly. Hyatt Regency hotel, Washington. Information: R.Y. Dow, National Academy of Sciences, 2101 Constitution Avenue, N.W., Washington 20418, (202) 389-6478.

Aug. 16-19—*National Association of Broadcasters* radio programing conference. Hyatt Regency, Chicago.

Aug. 19—*Ohio Association of Broadcasters* legislative salute. Columbus Hyatt Regency, Columbus, Ohio.

Aug. 20-22—*Southern Cable Television Association* convention and trade show. Georgia World Congress Center, Atlanta. Headquarters hotel, Peachtree Plaza, Atlanta.

Aug. 21-24—*West Virginia Broadcasters Association* 35th annual fall meeting. The Greenbrier, White Sulphur Springs, W. Va.

Open Mike

Video versifying

EDITOR: The May 18 issue of BROADCASTING quoted me as saying that 56% of broadcasters polled at the NAB's recent annual convention said they plan to employ a teletext system within 10 years. However, the period of time specified in the question was five years.

The issue of timing, rather than being a lawyer's quibbling, goes to the heart of the teletext issue, and it is the FCC that holds the key to unlocking this technology. Most television licensees have deferred investing in teletext equipment until the FCC acts on the adoption of technical standards.

BROADCASTING has done an excellent job of covering developments in the technology of teletext. Your readers might find the following doggerel instructive on the question of whether the commission should adopt a technical standard or let the marketplace decide:

Teletext: All The News That's Fit To Call Up

We used to curl up with the paper
And get newsprint all over our hands.
Now we just turn on the telly
To see where our favorite team stands.

Or what movies are playing this evening
Or whether a storm is in store
By pressing a couple of buttons
All this can be called up, and more.

But give us a technical standard
Whether Antiope, Ceefax, or not
Or the market will never develop
But be a confused polyglot.

But how can you regulate standards
And deregulate everything but?
That dilemma still bothers the purists
Who want everything so clear-cut.

But consistency is a hobgoblin
And shouldn't be given a thought,
Say the folks who are pushing their systems
And the battle's about to be fought.

The commission will weigh all the issues
And hear from the organized bar.
So don't hold your breath in the meantime
Or cancel your *Washington Star*.—*Erwin G. Krasnow, senior vice president and general counsel, National Association of Broadcasters, Washington.*

Rx for radio news

EDITOR: The Gallup poll conducted for *Newsweek* reported a rather negative public rating for the news media (BROADCASTING, May 4).

The different media included in the poll were network television, local television, news magazines, daily newspapers, personality/show-business publications. Radio as a news medium was nonexistent.

It is time for those of us in radio broadcasting to re-evaluate our purpose, performance and potential as broadcast journalists. Then we should take the lead in re-establishing (and in some cases initiating) respect and credibility for the news profession.—*Karen A. Maas, vice president-general manager, KIUP(AM)-KRSJ(FM) Durango, Colo.*

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Sol Taishoff, editor.
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BUREAUS

New York: 630 Third Avenue, 10017.
Phone: 212-599-2830.
Rufus Crater, chief correspondent—bureau chief.
Jay Rubin, senior correspondent—asst. bureau chief.
Rocco Famighetti, senior editor.
Anthony Herring, assistant editor.
Karen Parhas, staff writer.
Marie Leonard, Mona Gartner, advertising assistants.
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Richard Mahler, correspondent.
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Founded 1931. *Broadcasting-Teletext** introduced in 1946. *Television** acquired in 1961. *Cablecasting** introduced in 1972 □ *Reg. U.S. Patent Office □
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Changing the role of the station rep

It was several years ago that a television station representative made the comment to me that "calling on media planners is like fishing in a bathtub." The passage of time has not changed this attitude, and today it is responsible for the ever-widening communication gap between the broadcast industry and the media departments of advertising agencies.

When you take into consideration the commissionable compensation system and the number of stations often represented, it is not surprising that a national representative is reluctant to make calls that may have no immediate result. More often than not, he would prefer them to be handled by the Television Bureau of Advertising or perhaps his own boss.

The TVB manager spends most of his time servicing affiliated stations and soliciting new outlets. He is also severely limited in his ability to discuss rates, rate structures, station policies and several other areas that are of concern to a media planner. When a nonbroadcast media plan emerges, it may be because the broadcast medium was not presold when the advertising strategy was being formulated.

Like everything else, there has to be a two-way system of communication to make meetings of reps and planners worthwhile. The media planner should be eager to help a representative by giving him as much insight as possible into clients, their products and services, and marketing and media objectives. Armed with such information, the innovative salesman can offer suggestions that will not only help to develop creative media plans but also provide a potential sale of the medium or the rep's stations.

The successful selling of radio illustrates how representatives have created innovative radio packages in response to clients' needs.

For example, several years ago the Christal Co. proposed a 52-week franchise news sponsorship on all its clear channel and leading coverage stations. This proposal was made in the face of deteriorating news clearances and audiences among the traditional networks. The proposed programing was purchased and expanded upon for 14 years.

Another example is the Blair-represented radio network which began with an aim toward boosting spot sales at the expense of the traditional networks. Blair achieved its initial sales success by listening to the needs of clients and their media planners. Instead of totally replacing the on-line networks, this nonwired network offered clients varied levels of impressions to make up gross rating point deficiencies



Randall D. Schroeder is vice president, media director, of N W Ayer Inc., Detroit. A graduate of Michigan State University, he began his career selling broadcast time for a local radio station. In 1967, he joined Campbell-Ewald advertising where he held positions in research, buying, planning and management in the agency's media department. For more than five years, before going to Ayer, he served as vice president and director of broadcast media.

or place extra emphasis on markets of greatest importance.

Other examples have included proposals from a "network" of stations covering major interstate highways, and their sponsored programing provided the advertiser with a unique way to reach the vacation traveler. "Networks" have also been formed to reach other traveling audiences; for truckers, several stations organized an all-night radio "network."

Spot television representatives, however, seldom present a planner with a full-fledged, creative usage or campaign. Apart from suggesting the usual regional sports packages, the reps appear to shy away from getting more involved. It would be of great value if they could come up with suggestions of consistent programing, tailored to reach the all-important target audiences, in the client's most important markets.

A proposal such as this might be developed for the institutional advertiser who wants to reach his plant cities, the financial audience or simply the top 10 markets. Spot market purchases to reach these audiences are common. Yet I do not know of a television representative firm that offers a multimarket programing package designed to reach these audiences.

Special programing—of which Operation Prime Time is a successful example—should help dispel any doubts that people might have regarding the viability of creative and group "selling" on a conceptual basis.

There are certain factions that feel the main hindrances to creative selling are the

negotiated elements of broadcast placement. I have to disagree. These elements include seasonal fluctuations, rate discounts, programing availability and the like and they can be brought together in a meaningful way if it is to the benefit of both parties. It is my contention that the real hindrance to creative selling is perception—specifically in terms of what role a broadcast sales representative should play in the selling process.

The spot television representative regards his role as the liaison between his stations and the buyer. His function is to take care of the immediate—the limited and highly perishable availability. The successful broadcast representative is not expected to make conceptual selling calls on planners or even clients. So rather than make such a call, the harried television rep uses slack time as a breather to clear up paperwork, presell stations or simply regain a bit of sanity that was lost during the late hours and crisis of last week's "Big Buy."

This perceived role has traveled 180 degrees from only a few years ago. Back in the days of program sponsorships, a great deal of "selling" was done at the conceptual level. Then, as we attempted to apply more of the scientific disciplines to media, our focus became extremely numbers oriented. In effect, we replaced the selling of program and buying concepts with the estimated gross rating point and resultant negotiated cost per point.

While I believe that this evolution was both good and necessary, the time has come to force the pendulum back toward a balance between the research estimates and the creative concept of the buy. But before the representative can contribute effectively to this further evolution, his job perception must be altered.

The motivation for such a role change will be the marketplace on the one hand and stations themselves on the other. The advent of competing media alternatives from the so-called new electronic technology (cable, direct broadcast satellites, videodisks, etc.) may again turn the spot television industry from a seller's to a buyer's market. As the proportion of unsold or distressed-priced program inventory increases, stations will begin looking to their representatives to instigate action rather than simply to respond to it.

The bottom line now is that both clients and media directors are calling for creative media planning and placement. Toward this end, the broadcast sales representative can make an invaluable contribution that will not only benefit his stations and clients, but himself, too.

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Vol. 100 No. 21

TOP OF THE WEEK

Fowler out to put FCC's house in order

New chairman, with management consultant at his side, embarks on elaborate scheme to coordinate all agency activities from top to bottom; new chiefs named for four principal policy posts; high marks for a busy first week

Like the good Reaganite he is, the FCC's new chairman, Mark S. Fowler, has hit the ground running. Within three days of his swearing-in as a member of the commission, Fowler last week laid out for key staff members and fellow commissioners the "management by objective" (MBO) program he feels the commission should follow, and spelled out five general goals toward which he feels the commission should steer. (Heading the others is one to create an "unregulated marketplace environment.") And he won commission approval of his management technique and goals—as well as of his recommendations for appointments to four top bureau and office posts.

Seldom if ever has a new chairman sought to put his stamp on a commission as decisively and quickly as has Fowler. The ultimate success of the effort remains to be seen. But in the first few days, Fowler won high marks from staffers and commissioners alike despite the fact that sudden change normally generates uneasiness and provokes resistance. The division and branch chiefs, following a session in which they asked questions, applauded Fowler's presentation. Commissioner James H. Quello, after a one-on-one session with the new chairman, called his approach "constructive" and "positive."

Essentially, the Fowler plan—as he outlined it in separate meetings with bureau chiefs, then with the division and branch chiefs and in individual meetings with commissioners—provides for the establishment of five general objectives and a scheme for committing virtually every member of the staff to the effort of achieving them.

Fowler has been pondering and shaping the plan for weeks. But it fits in neatly with growing concern in Congress over what is considered the commission's inefficient ways. The Senate Commerce Committee, in a report on legislation (S. 821) to



The Fowler FCC's first stand. After the swearing-in last Monday (l to r): Anne P. Jones, Robert E. Lee, Mark S. Fowler, James H. Quello, Abbott M. Washburn, Joseph Fogarty.



Sharp



Pitsch



Johnson



Epstein

And its first major appointments. Stephen A. Sharp as general counsel, Peter K. Pitsch as head of Plans and Policy, William H. Johnson for the Cable Bureau, Gary Epstein for Common Carrier.

tighten congressional control over the commission, has sharply criticized commission management; among other things, it remarked on the lack of goals and objectives ("Closed Circuit," May 18). Representative Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, tongue-lashed the commission on the same points in a hearing earlier this month (BROADCASTING, May 4).

Of the four staff appointments proposed by Fowler and approved by the commission, three replace acting chiefs named during the interim chairmanship of Robert E. Lee. Steve Sharp, an attorney with the firm of Schnader, Harrison, Segal & Harrison, is the new general counsel, succeeding Marjorie Reed. Gary Epstein, now with the law firm of Arent, Fox, Kintner, Plotkin & Kahn, succeeds Joseph Marino as head of the Common Carrier Bureau. Peter K. Pitsch, a regulatory attorney in the Washington legal office of Montgomery Ward, replaces Kalmann Schaefer as head of the Office of Plans and Policy. The fourth new chief is the Cable Television Bureau's William Johnson,

who had been a division head in that bureau under Willard R. (Randy) Nichols, now the new chairman's administrative assistant.

Fowler said he had made no decision on whether to propose changes in other key posts, including chiefs of the Broadcast and Private Radio Bureaus and the chief scientist. (Under the law, the commission could not change the status of those in the top Broadcast Bureau and Private Radio posts, which are designated as career Senior Executive Service jobs, for 120 days.)

Efforts are being made to provide new spots for the deposed chiefs. Reed will be appointed as the deputy general counsel. Schaefer will return to his former post as chief of the international staff in the Office of Science and Technology, although in an enhanced role in which he will report directly to the chairman's office. Marino, whose permanent job is chief of the Common Carrier Bureau's Enforcement Division, will remain in his present acting post for 30 days, since Epstein will not be ready to assume his new duties any sooner. So Marino's future duties remain



Taking up the reins of power

Quoting from Abraham Lincoln and giving credit to the new head of the International Communication Agency, Charles Wick, as chiefly responsible "for my being here," Mark S. Fowler was sworn in as the 19th chairman of the FCC last Monday (May 18).

In a ceremony before an overflow crowd in the commission's main meeting room, outgoing Chairman Robert E. Lee, who had served as acting, and then interim, chairman since January, and

who has been a commissioner for 28 years, introduced Fowler: "I don't think I've participated in the introduction of any [other commission chairman] who has had as much background for this rather backbreaking job that will be encountered by our new chairman."

After taking the oath of office—he was sworn in by Roger Robb, associate judge with the appeals court in Washington—Fowler said he was "deeply humbled by this event." To his fellow commissioners, he said he looked forward to "working with each and every one of you in . . . the days to come. And I trust and pray that we will have a good and true friendship, at least four votes out of five."

Noting the "truly monumental challenges" for the commission in the days ahead, Fowler suggested those within the agency, "in making the great decisions that we have to make, would do well to be guided by one question and one question alone: 'What is best for the people?'"

He said the standard which the agency "would do well to embrace" was one articulated by Abraham Lincoln, who said: "I desire so to conduct the affairs of this administration that if at the end when I have come to turn loose the reins of power I shall have lost every friend on this earth, I shall have at least one friend left and that friend shall be down inside me!"

Aside from the many congressional staffers, lawyers, commission employees and communications executives there, the event was attended by Fowler's wife, Jane (who held the Bible for the ceremony); his children, Claire and Mark; his parents; sister, Heather Kelly, and brother, Jay.

undefined, although there were reports a new post in the Common Carrier Bureau's front office might be created for him.

The five major goals the commission will seek to reach under Fowler follow:

- Creation of an unregulated marketplace environment for the development of telecommunications to the maximum extent possible.

- Elimination of unnecessary regulations and policies.

- Provision of services to the public in the most efficient, expeditious manner possible.

- Promoting the coordination and planning of international communications which assures the vital interests of the American public in commerce, defense and foreign policy.

- Elimination of any government action that infringes the freedom of speech and of the press.

So much for the broad strokes of Fowler policy. The fine lines will have to be filled in by the staff, closely overseen by the "management assistant" in the new chairman's office, Edward Minkel, a retired colonel in the U.S. Army Signal Corps who has moved over from the National Weather Service.

Each bureau chief is to draw up a list of "sub-objectives" needed to meet each of the basic goals, as well as an action plan, including realistic schedules, for meeting the bureau's goals. Minkel will review each bureau chief's program, but the final approval would come from Fowler himself.

Once a bureau's plan is approved, the chief will meet with division chiefs to develop objectives and schedules to meet the bureau's "sub-objectives." Then the process will be repeated at the branch

level. The result, officials say, is a plan for guidance and direction extending from the chairman's office all the way down the line.

Fowler hopes to have the plan implemented within a year—and to establish an initial trial system in seven months. A tentative schedule discussed last week calls

for approval of the bureau chiefs' plans within two months, division chiefs' two months later and branch chiefs' three months after that. Once the plan is in place, it will be integrated into the Senior Executive Service contract covering officials at that level and into the merit pay plan applying to division and branch



Fowler's FCC family. Chairman Mark Fowler and his personal staff posed for this group portrait last Wednesday. L to r: Lauren J. (Pete) Belvin, former attorney in the Cable Television Bureau, legal assistant; Edward Minkel, retired Army Signal Corps colonel and former deputy chief of communications, National Weather Service, management assistant; Willard R. (Randy) Nichols, former chief of the Cable Television Bureau, administrative assistant; Jerald N. Fritz, formerly with Pierson, Ball & Dowd, special assistant, and Sandra Kimball, Fowler's secretary at his former law firm, confidential assistant.

chiefs.

Officials say the plan requires the staff to set a schedule for handling individual items—when, say, a matter will be analyzed, drafted for consideration, reviewed, and then submitted for the commission's agenda. The plan also is described as sufficiently flexible to accommodate new objectives at various staff levels.

The MBO program is not the only planning to be done. Along with it, staffers will review all projects pending before the agency and assign priorities to them. With resources limited, the aim is to determine which projects could be dropped.

In all, it's a plan designed to allow management to focus clearly on what's to be done and by whom. Minkel described it as the "three W's"—what will be done, when it will be done and who will do it. Minkel feels one of the virtues of the plan is that it is not simply "reactive." "We'll be looking to the future as to what we can do regarding deregulation and the major objectives," he said. Fowler is said to see the plan as getting the most work possible out of the agency—an important goal particularly at a time of shrinking budgets. Fowler told the division and branch chiefs: "Ninety-five percent of us want to work. We want 100% to work." And with the MBO plan, he said, that could be accomplished.

At week's end, Fowler told BROADCASTING:

"My first week was on target. I wanted to get acquainted with as many co-workers as possible. And I look forward to teamwork attuned to our philosophy of operation, with 'unregulation' the goal wherever it applies.

"I have completed assembling my own executive staff and will proceed with division and section designations, hopefully with minimal dislocations.

"I am assured of the cooperation of my colleagues in organizational matters. Of course, each will vote his or her own way on policy and adversary matters.

"And, equally important, I am impressed with the dedication of staff members. These career people constitute the underpinning of our team, which will seek objectives in keeping with President Reagan's mandate of good government in the interest of all."

□

These are the backgrounds on last week's Fowler appointees:

■ Stephen A. Sharp, as FCC general counsel, is returning to the office he once served as legal clerk. That was in 1972, in his last year of law school at the University of Virginia. After graduation, in January 1973, he became a staff attorney, and three years later became legal assistant to then-FCC Commissioner Margita White. He held that post until White left the commission in 1978, when he joined the Washington office of the Philadelphia-based law firm of Schnader, Harrison, Segal & Lewis. And last fall, he was on the Reagan transi-

tion team for the FCC.

But the Sharp career hasn't been all FCC. For nine months beginning in January 1974, Sharp served as counsel to the impeachment inquiry of the House Judiciary Committee. And in his younger days, beginning in high school and continuing off and on through college, he worked as a reporter and radio announcer, in his native Wooster, Ohio, and Lexington, Va., where he attended Washington & Lee.

■ Peter K. Pitsch, who will be the new chief of the Office of Plans and Policy, is a regulatory attorney in the Washington legal office of Montgomery Ward. He is a product of the Federal Trade Commission staff, which he joined in 1976 in the Office of Policy and Planning. Later, he became an assistant to then-FTC Commissioner Calvin Collier (who recommended Pitsch to Fowler), and then moved on to the FTC's Bureau of Consumer Protection. Last fall, he served on the Reagan transition team for the FTC. Pitsch holds a degree in economics from the University of Chicago and a law degree from Georgetown.

■ William H. Johnson, the new chief of

the Cable Television Bureau, is an FCC original when it comes to cable regulation. He joined the FCC in 1968 as a member of the then brand new CATV task force in the Broadcast Bureau. The cable bureau was created in 1972, and a year later was named chief of the Policy Review and Development Division, a position he held until his elevation to head of the bureau. For the past year, he also served as acting chief of the bureau's Policy Review and Development Division. In that role Johnson was involved in the broad range of policy and rulemaking issues that kept the bureau in the forefront of controversy for the past decade. Johnson received his B.A. from Colgate, his law degree from Northwestern University.

■ Gary Epstein, named to head the Common Carrier Bureau, is a communications attorney in the firm of Arant, Fox, Kintner, Plotkin & Kahn. He graduated summa cum laude from Lehigh University, where he majored in electrical engineering, and cum laude from Harvard Law School. In his practice, he has specialized in broadcast and cable television law, but has done "some" work in the common carrier field.



Mentor and protege. Senator Packwood and Commissioner-designate Dawson.

No discouraging words for Dawson

The Senate Commerce Committee's confirmation hearing on the nomination of Mimi Weyforth Dawson to be a member of the FCC was the family affair that might have been expected. In fact, Chairman Bob Packwood (R-Ore.), whose aide she has been for nine years and who accompanied her to the witness table, seemed to catch the mood perfectly when he said, "I feel like the father of the bride"—happy for her but feeling as though "I'm giving away my right and left arms."

The treatment of Dawson, by Senator Barry Goldwater (R-Ariz.), chairman of the Communications Subcommittee, who presided, was appropriately gentle. If there were any tough questions, they were among those Goldwater and Senator Howard Cannon (D-Nev.), the ranking minority member, submitted to her for written answers.

The only possibly controversial issues

raised dealt with the U.S. proposal to reduce AM channel spacing in the western hemisphere from 10 khz to 9 khz and the FCC decision to move ahead on authorizing direct broadcast satellite service. On both, Dawson avoided expressing a position that could upset either side. She would withhold judgment on the 9 khz issue until studies now being prepared were completed. (In contrast, FCC Chairman Mark S. Fowler, during his confirmation hearing, on May 1, said he had "grave reservations" about the 9 khz proposal.) And she favors the commission action on DBS but feels it important "to keep in mind the technical standards to be met."

For the most part, the 20-minute hearing record was filled with praise of Dawson, who at 36 is now chief of staff to Packwood. He described her as a dynamic, intelligent woman who, "after the first few weeks in the office," which she joined as

press secretary, "became the leader of the office." He predicted she "will bring the same brand of leadership to the commission."

The sentiment wasn't all on one side. Dawson said that, in leaving the Senate, "I will feel that I am leaving my home. The commission will be a new world for me."

As in the hearing on Fowler's nomination, Goldwater was interested in the

agency's management as well as the issues before it. "We expect the FCC to be one of the best-organized agencies, not the worst," Goldwater said. And Dawson expressed confidence she could help in that respect. She said that as Packwood's chief of staff, she had selected, trained and organized several committee staffs. "I hope that experience will allow me to bring a strong sense of management to the com-

mission," she said.

Dawson also saw her 12 years of experience on Capitol Hill—the first three were on the House side—as offering another advantage. "I think I can bring to the Federal Communications Commission an appreciation for the legislative process."

There's no rush for Senate action. Dawson is to succeed Robert E. Lee, whose term expires on June 30.

Teletext/videotext out of the cake in Toronto

Anticipated agreement among system proponents establishes compatibility of AT&T, Antiope and Telidon; way seen clear for wide-open market; next question will be whether a 'critical mass' of sets develops

It is done. The consensus on a common teletext/videotext standard, worked out by proponents of three systems over the past months (BROADCASTING, May 18), was announced last Wednesday (May 20) in a series of press conferences at Videotext '81, a trade show in Toronto.

In the months ahead the consensus standard will become, undoubtedly, the de facto North American videotext standard and possibly, the de jure teletext standard for the U.S. and Canada, if those countries choose to adopt it as a national standard.

(Videotext is an interactive service delivered by telephone lines or cable; teletext is a one-way service broadcast in the vertical blanking interval of normal television programming.)

The common standard is the result of months of effort by AT&T, which introduced its Presentation Level Protocol (PLP) videotext system at the show; Antiope Videotex Systems, U.S. promoter of the French Antiope system; the Canadian Department of Communications, developer of the Telidon system, and CBS, which adopted the Antiope system and submitted a modified version of it for FCC approval last July.

According to John Smirle of the Canadian DOC, the consensus—the compatibility between videotext and teletext

services and among the various systems— "means that consumers all over North America will be able to access a vast array of electronic publishing and other services from anywhere in Canada and the United States with the same home set or office equipment."

"From an engineering standpoint," said Harry E. Smith, vice president of technology for CBS, "future systems will be able to talk to one another in the same computer language, making it possible for terminals designed for one system to display the text and graphics of another without excessive cost or complexity."

Samuel Berkman, division manager, information management, AT&T, said that compatibility of data bases and terminals for the new information services is absolutely crucial to their viability. "Lack of standardization," he said, "[would] create a communications Tower of Babel as more incompatible videotext systems appear on the market."

The catalyst for the consensus was apparently AT&T. According to Smith, CBS learned early this year that AT&T had developed some kind of videotext system. After promising in writing to keep it secret, Smith said CBS received a copy of the AT&T specifications. The CBS and Antiope engineers were impressed by the way the AT&T PLP "diffused" the differences between Antiope and Telidon, Smith said. They began working with Bell Labs on making their presentation level fully compatible with AT&T.

There are seven levels that make up a videotext or teletext system, Smith ex-

plained. The presentation level defines the digital information that "triggers the presentation of text and graphics on the screen," he said.

By the time CBS began its talks with AT&T, PLP was already compatible with Telidon, since the DOC had been working closely with AT&T. Through the efforts of all four parties, the PLP was molded into a common presentation level, combining elements of Antiope and Telidon and the enhancements of AT&T.

Among its many attributes, the AT&T PLP can create and display alphamosaic graphics used by Antiope as well as alphageometric graphics used by Telidon.

Then, about a month ago, Smith said, CBS and Telidon renewed discussions about making the teletext transmission specifications of Antiope and Telidon compatible. And, with the presentation level already agreed upon, those talks quickly bore fruit. "It could not have been done so quickly if the systems were not close to begin with," Smith said, noting that both systems were based on a variable or asynchronous format. "We started pretty well down stream." And, he added in praise of those who had made it possible: "I've never seen a more constructive engineering effort than was put into this achievement."

The AT&T PLP can best be described as an enhanced Telidon system. It can do everything Telidon can do and then some. Among the AT&T enhancements: more colors; the ability to make lines of different widths and letters of different sizes; simple animation; instructions for

British looking for a way back in. Proponents of the British Prestel videotext system said they are committed to an international videotext standard. Speaking at a panel session of Videotex '81 last Friday morning, Andrew Stephens, international marketing director for Prestel, said a world standard would be possible if the parties to the common North American standard (see story) would agree to incorporate the alphamosaic standard adopted by the conference of European Postal and Telegraph Authorities (CEPT) two weeks ago. ■ The CEPT standard is a composite of the British and French Antiope systems, both of which use an alphamosaic graphic format. Stephens said a world standard could be had by substituting the unified CEPT alphamosaic coding structure for the Antiope alphamosaic structure inherent in the North American standard. Stephens said the changes that would have to be made to the North American standard would not be many. Noting that there are now just a few "idiosyncrasies" dividing the two. ■ According to one British

representative, the world standard would mean lower decoder costs as a result of greater economies of scale. And it would bring world harmony to the burgeoning videotext marketplace. Stephens cautioned that he was speaking only for the British, not for the other 26 countries of the CEPT. They, too, would have to agree on any North American-European compromise, he said. ■ The British proposal is their best hope of getting into North American market. The North American standard was agreed upon without their input; it virtually excludes the British from the North American videotext market. Keith Clarke, head of research and development for Prestel, said as it stands now, the differences between Prestel and the North American standard are not great. He said some of the elements of the North American standard were derived from British research (dynamically redefinable character sets [DRCS] and the alphamosaic coding concept) and that data bases used for the Prestel system are compatible with the North American standard.



Principals at the Toronto unveiling. *Above:*

AT&T's Samuel Berkman announces that company's videotext system. *Top right:* Participating in a Videotex '81 panel session (l to r): Richard E. Wiley of Kirkland & Ellis, representing Telidon; Larry Pfister, vice president, Telidon Videotex Systems; David Carlisle, president of Infomart, supplier of Telidon turnkey systems; Mark Norton, president, Norpak; Douglas Parkhill, assistant deputy minister, Canadian Department of Communications. *Bottom right:* Francis Thabard,

deputy director, French Ministry of Post and Telecommunications; Jean Guillermin, director general, Telediffusion de France and chairman of Antiope Videotex Systems; Harry Smith, vice president for technology,

CBS Inc. Representatives of British teletext interests appeared in a separate session Friday morning (see box page 27) to express interest in affecting a compromise with the new consensus.

recreating such unique images as logos and signatures, and dynamically redefinable character sets (DRCS).

Because of the close cooperation of DOC and AT&T, Berkman said the AT&T system and Telidon are "inherently compatible." As a matter of fact, Berkman said that receivers or terminals being built today for Telidon would be able to receive and display PLP transmission.

The current Telidon terminals, of course, could not take advantage of AT&T's enhancements, but that will soon change. A DOC press release stated that the additional functions "will be incorporated into the Telidon system by the first quarter of 1982."

Telidon showed off some enhancements of its own at the conference exhibition: full color photographic images using bit stream technology; telesoftware for downloading computer programs, and an extra memory that can be used to create 4,096 colors, of which any 16 can be used on a single page.

In creating the consensus standard, the four players also created a wide-open market for the manufacture of teletext and videotext equipment. "We have confirmation from all the parties," said Smith, "that nobody is going to press patent royalties against anybody." That means manufacturers around the world will be able to make terminals, data bases and editing systems without paying royalties, Smith said. "It's now a wide-open, free marketplace."

But there are two companies that clearly

have an edge on their competitors, notably AT&T and Norpak, the major supplier of Telidon equipment.

Berkman said that Western Electric, AT&T's equipment manufacturing subsidiary, would begin making terminals, but in "not less than a year." Mark Norton, president of Norpak said he planned to be turning out terminals incorporating all the new features of the AT&T standard by the fourth quarter of this year. He said Norpak already has an agreement to sell 25,000 such terminals to Apple, a home computer manufacturer.

According to DOC, there are at least 20 other Canadian firms actively producing Telidon equipment and also in a strong position to cash in on videotext. DOC estimated the videotext system market would generate \$12 billion annually by 1985 and that Canada's share would be about \$1 billion. Presumably, the remainder of the market would be shared by manufacturers in the U.S. and other countries.

The common standard also delighted Infomart, the leading supplier of turnkey Telidon systems and co-host (with On-Line Conferences Ltd.) of the Toronto conference. "We could not be happier with today's AT&T announcement," said Infomart President David Carlisle. Infomart has been arguing that the marketplace demands geometric graphic capability, Carlisle said. Those arguments are given credence by AT&T—the largest and most influential player in the U.S.—whose standard includes capabilities even more sophisticated than Telidon's, Carlisle

said.

Manufacturers of Antiope equipment also had much to celebrate. They too have a leg up on most electronics manufacturers because of their experience in experimental Antiope gear and, it seems that CBS, its potentially greatest customer, is not interested in making many drastic changes.

According to Smith, CBS will continue to broadcast alphamosaic graphics in its Antiope teletext experiments, even though it could broadcast geometric graphics and stay within the bounds of the common standard. "It will look the same as it does today," Smith said, with the exceptions of a few more colors and DRCS.

Elaborate graphics will not be as attractive to the teletext operator as to videotext operators, Smith said, because of the limited "through-put" of teletext. Access time is one of teletext's greatest problems, and, Smith said, it would be aggravated by a lot of graphics. "The more elaborate the graphics, the fewer the pages."

CBS and Telidon Videotex Systems, the company promoting Telidon technology in the U.S., said they would soon submit the common standard to the FCC, urging its adoption as the national teletext standard. The CBS filing would supersede the one it made last summer. It will be the first filing for Telidon.

The question that remains in the afterglow of Wednesday's announcements is: Does a market exist for the information services? As AT&T's Berkman explained it, there is "a critical mass problem." There are insufficient home terminals to

foster the development of data bases, he said. And at the same time, the lack of data bases provides no incentives for home owners to buy terminals. Equipment compatibility, Berkman said, does not insure the future of information services, but it does give hope that the critical mass of terminals or data bases will one day be reached.

The question of the market viability of information services may be answered soon. Market tests of various systems continue to proliferate. Westinghouse Broadcasting formally announced at the con-

ference that it was joining WFLD-TV Chicago, WETA-TV Washington and KCET, KNXT and KNBC (all Los Angeles) in experimental teletext broadcasts.

John S. Suhler, president of the CBS/Publishing Group, which is interested in videotext services, perhaps best summed up the effect of the common standard:

"Now we can quit worrying about the problems of incompatibility and focus on the central issues that affect videotext's future—the creative business and marketing aspects of providing information and services to the public through these new

electronic channels."

Increase in graphics capability does not come cheaply. According to Berkman, a terminal equipped to decipher and display the AT&T standard will cost between \$400 and \$700—assuming mass production. Teletext decoders, however, aren't expected to be so dear; CBS's Smith estimates that, after a year of production, TV sets with built-in decoders will cost \$100 more than standard sets. Adapters for present sets—because of redundancies—would cost about \$250, but that's expected to be a short-term market.

Cable's turn to defend status quo on copyright

Wheeler, Rifkin, Effros contend medium still needs protection of law to serve its public; subcommittee appears unimpressed

The market has not changed since 1976 and compulsory licensing remains necessary for development of a viable cable TV industry. So said that industry's chief lobbyists last Thursday (May 21) when the House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice continued its hearings on whether to revise the 1976 Copyright Act.

"Cable is an industry in transition," said Thomas Wheeler, president of the National Cable Television Association, who with two other witnesses tried to refute arguments advanced a week earlier by broadcasters and program producers before the same subcommittee (BROADCASTING, May 18). "Cable is available to only a small segment of the population," he said, noting that 68% of cable systems are outside the top 100 TV markets and most of them offer the only TV service to their audiences.

Because cable still can't deliver audiences as large as broadcasters can, program producers will sell their choice programs to broadcasters, leaving cable what's left, according to Wheeler. "Copyright is a form of monopoly," he said, quoting former Register of Copyrights Barbara Ringer. "There are broadcasters who would use this to pre-

vent cable systems from operating or maybe even to drive them out of business." Compulsory licensing is not a perfect system for determining the value of retransmitted signals, said Wheeler, "but it's the only thing that works."

Broadcasters' argument that cable has an unfair advantage because it pays far less for program acquisition is a "misleading canard," according to Wheeler. Broadcasters are comparing their total program costs to the costs of only one source of cable programming, distant signals. If total program costs for both industries were compared, said Wheeler, they'd be at "essentially the same level."

The FCC's elimination of its signal carriage rules is the only thing that has changed since 1976, said Wheeler, but broadcasters and program producers have "no hard facts" that loss of those rules will harm their industry. Bakersfield, Calif., a city broadcasters point to as an example of cable's negative impact on local broadcast audiences, has been cited by the FCC as an "extreme example" that might be a candidate for "specialized remedies," according to Wheeler. There has been no new study to refute the FCC's finding that elimination of signal carriage rules would result in less than 10% incremental audience losses to local broadcast stations, said Wheeler. "Congress should base policy on the general, not the extreme, situation."

Wheeler also argued that program prices

have not fallen in markets where cable penetration is significant. What's more, he said, producers use the scarcity of broadcast stations to keep their prices artificially high. "Is it too much to ask for broadcasters and program producers to trade a little of their advantage for diversity in programming?"

Monroe Rifkin, chief executive officer of American Television & Communications Corp. and chairman of NCTA's committee on copyright, argued that huge investments have been made in cable TV "based on the certainty provided by the 1976 Copyright Act." Multiple system operators "are now astounded to confront new uncertainty concerning our copyright agreement," he said.

Cable rate increases have not kept up with inflation, said Rifkin, and inflation is harder on capital- and risk-intensive businesses than others. Cable is "no magic money machine," he said, and it has to pay a high price for its distribution means, while broadcasters receive their means of distribution free from the government.

Most cable subscribers are attracted by pay rather than basic cable service, according to Rifkin, so cable systems are paying compulsory license fees for retransmitted programming they are not even sure their subscribers are watching. Broadcasters and program suppliers both benefit from the extra audiences cable brings them, said Rifkin.

Transaction costs "would be staggering" if compulsory licensing were eliminated, according to Rifkin. "There are hundreds of MSO's and mom and pop operations who would have to negotiate with 1,000 program suppliers," he said, "and the number of contracts required to program five channels, 17 hours per day, seven days a week, 365 days a year, would be enormous." Rifkin noted that there are presently 4,350 cable systems, each carrying an average of five distant signals.

Rifkin "questioned the value" of creating a service to negotiate cooperatively on behalf of cable systems for programs. "This would create another lowest common denominator situation, such as we have with the networks," he said, "instead of making cable an alternative to network TV."

"The restriction of competition is the



Defending their copyright turf. Arguing cable's case for compulsory licensing were (l to r) Stephen Effros, executive director, Community Antenna Television Association; Monroe Rifkin, chief executive officer, American Television and Communications Corp., and Thomas Wheeler, president of the National Cable Television Association.

broadcast industry's policy in opposing the introduction of low-power TV, allocation of new VHF stations and the development of direct broadcast satellite delivery systems," he said. "It is the basic objective of their retransmission proposal."

Stephen Effros, executive director of the Community Antenna Television Association, urged the subcommittee to base its decision on compulsory licensing on the public interest. "With one or two exceptions there are no independent television stations outside the top 100 urban areas," said Effros. "The effect of eliminating the compulsory license or reinstating the signal carriage restrictions would be to simply disenfranchise those people from ever having the opportunity to see the same type of television programming that their urban brethren in a scant 100 markets take for granted."

Although only 10% of CATA's membership would be liable for copyright fees under legislation proposed by the subcommittee's chairman, Representative Robert Kastenmeier (D-Wis.), Effros argued that a higher percentage would eventually be liable and that CATA's primary objection to the bill is its reinstatement of signal carriage rules.

Representative George Danielson (D-Calif.) said he is concerned that the subcommittee was not getting the facts it needs to decide on compulsory licensing. "I'm not impressed by name-calling," he said, nor on "arguments on behalf of agreements we made in 1976. We change laws all the time and we are not bound by the FCC or the courts."

Danielson said he hopes someone will give the subcommittee some facts on whether copyright owners are being hurt by compulsory licensing because "all we're getting now is an awful lot of rhetoric."

Kastenmeier noted that his bill (H.R. 3560) would not take anything away from cable systems. "All we want to do is keep you from importing any more distant signals," he said.

Responding to Wheeler's argument that compulsory licensing promotes diversity in programming, Representative Thomas Railsback (R-Ill.) said: "Diversity is a communications policy issue. Our responsibility is to protect copyright owners."

Asked if satellite resale carriers should be liable for copyright, Wheeler replied that AT&T does not pay copyright for its long-lines service to television stations and that satellite carriers serve the same function. "AT&T's liability may come up in this committee," said Railsback, "depending on what the commerce committee decides" on allowing AT&T to offer video services.

Summing up hearings last week Bruce Lehman, subcommittee chief counsel, said: "By my count, Kastenmeier seems to be the only one in favor of keeping limited compulsory licensing. Everybody else on the subcommittee appears to favor abolishing it altogether."

Affiliates step up anti-DBS pressure

ABC, CBS, NBC groups all pass resolutions opposing medium; Ebel continues crusade that had its beginning 13 years ago

Over the past three weeks, more than 600 network-affiliated television stations have gone on record opposing entertainment-type, direct-to-home broadcast satellite service and urging the FCC to reserve the DBS spectrum for other—specifically, for high-technology—uses.

The actions, taken in Los Angeles at the annual meetings of the ABC, CBS and finally, the NBC affiliate associations, were another demonstration of anti-DBS sentiment on the part of the affiliates dating back to 1968.

At that time CBS affiliates created a satellite committee and placed Jim Ebel of KOLN-TV Lincoln, Neb., in charge. Later, ABC and NBC established similar committees. In time, they began working in harmony, with Ebel as chairman.

Ebel was a member of the U.S. delegation to the World Administrative Radio Conference in 1977 that successfully deferred a DBS decision for Region 2 (the western hemisphere) at the time Regions 1 (Europe and Africa) and 3 (Asia) were committing to the DBS concept.

The resolutions do more than urge the FCC to deny spectrum space for entertainment-type direct-to-home broadcast satellites. They specifically oppose the Comsat application, now pending before the FCC, for a pay television service to the home by satellite, and they say Congress as well as the commission should have a DBS policy.

And, indeed, beyond adopting resolutions, the affiliates in each of the associations are being urged by their satellite

Setback for AT&T. Common carrier issues dominated FCC Chairman Mark Fowler's first open meeting last Thursday, with the lead item the commission's suspending for the full five-month statutory period the proposed AT&T tariff (filed last February) that would have boosted television transmission rates by an overall 38%. Fowler abstained on that and all other times on the day's agenda.

Commissioner Joseph Fogarty, who concurred in the decision to suspend, remarked: "We could postulate reasons why AT&T persists in assigning these discriminatory rates. Perhaps it's to keep the networks in line. [But] isn't it time for the carrier to fall in line with directions from the FCC and provide non-discriminatory rates?"

In another item of high interest to broadcasters, the FCC decided to defer a decision on whether to ask for a remand of its decision (now on appeal) to revoke three licenses of RKO General television stations.

committees to contact their representatives in Congress. "We want the affiliates to tell their congressmen and senators what the situation is—that DBS is not a part of the American system of broadcasting; that it has no place for localism; it's a national system," Ebel said last week.

As the affiliates see it, according to Ebel, the present system in which networks transmit programs nationally retains its local character through the stations that can carry network programs and that provide local service.

"We want Congress to look at DBS," Ebel said. "Congress set up the American system of broadcasting. This would be a major change. So Congress should look at it." Then what? "We want Congress to stop it."



Meanwhile, back at the FCC. The advisory committee on the Region 2 (western hemisphere) conference on broadcast satellite service the 2 ghz band was organizing itself last week. FCC Chief Scientist Stephen J. Lukasik (l) and Edward Jacobs, acting chief of the Office of Science and Technology's international staff (r), who is liaison with the committee, are shown with three of the group's four chairmen: Edward Reinhart, Communications Satellite Corp., subcommittee on technical planning parameters; Jack Kelliher, Systematics General, subcommittee on interservice sharing, and Dr. John Clark, RCA, overall committee. Absent when this picture was taken was Steve Doyle, Aerojet Services, subcommittee on service requirements. In another development, the FCC on Thursday issued its second notice of inquiry in connection with the DBS conference, which is to be held in 1983; it seeks comment on tentative conclusions thus far reached on U.S. proposals.

Bradshaw tells affiliates RCTV won't compete with network

Surprise announcement of RCA's new pay cable venture is the talk of the network affiliates meeting; DBS and daytime ratings also topics of concern

Those expecting to find signs of dissatisfaction at last week's NBC affiliates convention (May 17-20) got what they were looking for—but in some unexpected places. At a wrap-up news conference Tuesday afternoon, NBC board of delegates chairman Fred Paxton, of WPSD-TV Paducah, Ky., said there is "widespread, almost unanimous support" of NBC President Fred Silverman among the network's 214 affiliates. But Paxton expressed surprise and frustration at RCA's recent announcement that it was entering the pay cable business, by forming a partnership with Rockefeller Center Television to provide cultural programming to cable systems (BROADCASTING, May 11). Paxton was disappointed that he had not been notified of the pending decision to move into cable, later learning that even NBC executives and incoming RCA Chairman Thornton Bradshaw had no prior knowledge of the action. According to Paxton, RCA board members were advised of the decision the day before a shareholders meeting.

According to Paxton, Bradshaw did not learn of RCA's RCTV plans until they were announced at the recent RCA shareholder's meeting in New York. The announcement was made by outgoing RCA Chairman Edgar Griffiths, who was in Europe at the time of last week's convention.

"We don't know where the breakdown [in communications] came," said Paxton, who set up a private meeting between board of delegates members and Bradshaw at 9 a.m. last Monday to discuss the issue. At that meeting, Paxton and others expressed concern that the RCTV venture might represent "a competing service ... and to the extent it would dilute what NBC was doing, would be a problem for NBC and the affiliates."

Less than an hour after the conclusion of that meeting, described by Paxton as "positive," Bradshaw gave an unscheduled address to the assembled delegates.

"In no way will the programming for RCTV compete with NBC programming,"



Executive smiles. Soon-to-be RCA chairman Thornton Bradshaw (l) greets NBC President Fred Silverman at the NBC affiliates gathering in Los Angeles.

said the former Arco president, who becomes RCA's chairman and chief executive officer on July 1. "The market for RCTV will be a specialized market based on the kinds of programming that you know it has brought in already. It will not be competitive with the network."

Bradshaw told the affiliates: "My door will always be open to you. There have been lapses of communication between RCA and NBC ... they will not occur again."

"I can promise you a total commitment of RCA to NBC," Bradshaw reassured his audience. "If you hear of any negotiations or rumors that RCA might be attempting to sell NBC, the answer is, and will be, hogwash, or whatever term you can use over your own particular station."

Several observers expressed surprise at Bradshaw's forthright remarks, suggesting the revelations represent a more deep-seated concern with NBC's performance than previously suspected.

"There will be a total commitment [by RCA]," Bradshaw continued, "in terms of funds, effort and everything else that's needed to make NBC achieve the top." He explained his move from Atlantic Richfield by saying "communications is the most important thing that there is in our world today. Oil as a form of energy comes and goes, but communications goes on forever."

Echoing a theme heard frequently at the Century Plaza during the past few weeks, Bradshaw insisted that "networks are where the big audience is ... and will be in 1990." He predicted that the network television audience will continue to grow in overall numbers, despite inroads by competing technologies.

"RCA and NBC, taken together, present an unbeatable combination," he concluded.

There was only a passing reference to NBC President Fred Silverman in Bradshaw's speech. Bradshaw labeled the new season "exciting," and congratulated "Silverman and the terrific team he has brought together."

The future status of the NBC president was not brought up in Paxton's Monday meeting with Bradshaw, nor was it brought up in the affiliates' own closed meeting on Monday afternoon, in which delegates were given a chance to air grievances relating to the network. After his Tuesday luncheon speech, Silverman was warmly applauded by his audience.

NBC's vice president for press relations, Alan Baker, described the mood during Tuesday's closed session of network and affiliates as "relaxed," a sentiment supported by Paxton in the post-convention press briefing.

Paxton said that other affiliates brought the issue of RCA's cable TV activities up



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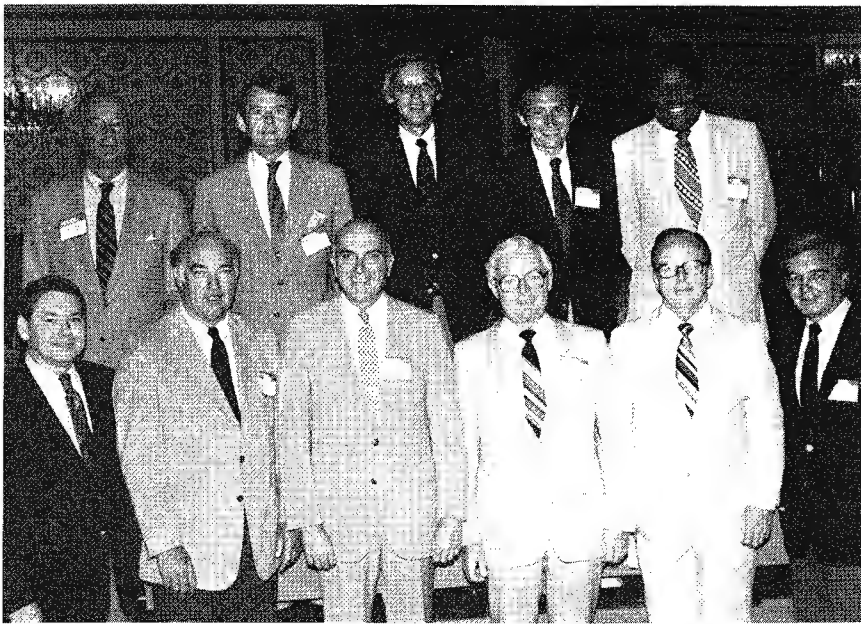
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are confident the overwhelming majority of television viewers—90 million homes by the end of this decade—will watch the program service that we and you—network and affiliate—provide together.”

Mulholland contended that “contrary to popular opinion, the slight viewing share decline networks have experienced has not mainly been at the hands of pay cable, but instead to other broadcast services, with independents showing largest gains.” He expressed the conviction that high quality programming will continue to attract the lion’s share of the viewing audience to network services.

Silverman to NBC affiliates: Press paints distorted picture of network

President says company's 'foul weather' due to bad publicity; he asserts network is strong but won't predict success for fall

“We are not ‘beleaguered,’ we are not ‘embattled,’ we are not ‘struggling.’” NBC President and Chief Operating Officer Fred Silverman delivered that strong defense of his network before a luncheon audience Tuesday afternoon, reassuring affiliates: “The present foul weather this company is experiencing [stems] largely from a distorted picture of NBC in the press. Despite what you may be reading, this is a strong company, a successful company.”

Silverman said in 1980 the network had the fifth highest earnings in its history, narrowed the gap between first and third place in prime-time ratings to “the closest in 16 years,” and is returning for next fall double the number of successful prime-time shows of the previous year.

“The press has become obsessed with personalities,” said Silverman, “in particular, mine. And that’s just not been fair to you or to this company.”

“To read the papers, you’d think NBC had been renamed FSN, the Fred Silverman Network. That’s ridiculous.”

The executive defended his record, saying, “no CEO is a one-man-band—including this one.” He called on the affiliates to help “make NBC stronger than ever before.”

Silverman downplayed the impact of new delivery systems and special interest groups, saying: “I see no reason to fear the new technologies. They are ‘add ons,’ not replacements, for what we already do . . . the present system of broadcasting remains central to the future of each one of us. That is true for NBC.”

Continuing the trend among senior network executives to try to discredit such groups, Silverman maintained “this industry and this company . . . ride in the mainstream of American values.

“The Coalition for Better Television

during the closed meeting, during which Paxton told delegates he was “embarrassed” by the way the information about the new venture was released. NBC vice president for business affairs, Robert Butler, reportedly told the delegates “no NBC executive participated in the planning” of the RCTV move.

“This is a subject the affiliate board had intended to be kept up to date on,” Paxton told reporters. “We had told NBC last March, in a letter, that we wanted to be advised if any action [on new technologies] was being considered . . . [NBC-TV President Robert] Mulholland and the other top NBC executives were as surprised as anyone when the announcement was made at the RCA shareholders’ meeting.” Paxton contended that such activities as the RCTV venture “do have an impact on NBC and the affiliates. We want to know what happens when—and the meaning and implications of these activities.”

Paxton said a follow-up meeting with Bradshaw has been agreed upon, although no date has been set. He declined to speculate on why NBC Chairman Edgar Griffiths had failed to keep NBC or the affiliates abreast of the RCTV negotiations.

He added that NBC has plans under development involving new program delivery systems, confirmed in Tuesday’s meeting by Fred Silverman, described as “not similar to RCA’s.” NBC reportedly has a study group working in this area, but no announcements are expected in the immediate future.

During the closed session on Monday afternoon, the NBC affiliates approved a motion calling on the FCC to withhold any

policy actions on DBS until Congress has a chance to study the issues involved. The resolution is similar to those passed by the other two affiliate bodies earlier this month (see “Top of the Week”).

According to Paxton and Baker, other comments in the closed session dealt with the network’s poor daytime ratings (NBC response was to caution that “overnight success” is not feasible during that daypart, but slow growth is foreseen), planned movement of *NBC Magazine* from Thursday night (affiliates say it is doing well there), impact of the writers’ strike (the network assured it will not “dribble on” its fall schedule if there are strikes in September), and lower revenues to stations due to NBC’s poor ratings performance (NBC contends station sales among affiliates overall are up 22% over last year). Asked about plans to expand news-related programming on Saturday and/or Sunday mornings, NBC News President William Small reportedly told affiliates a study of such program ventures is under way but that no decision is anticipated “in the immediate future.” Both ABC and CBS will be offering Sunday morning news magazine series next season.

Unlike the preceding ABC and CBS affiliate meetings, there was little discussion by network executives of the threats posed by industry pressure groups.

In his Monday morning remarks, Mulholland suggested that “if the Rev. Wildmon [Donald Wildmon, president of the Coalition for Better Television] or anyone else wants to see a majority form in a hurry, let him fool around with the people’s television.

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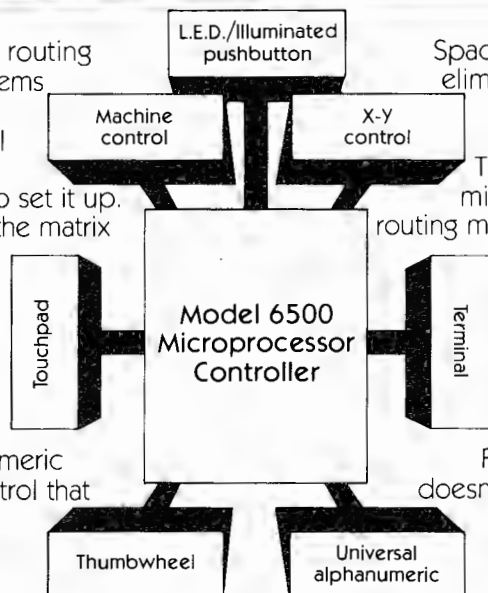


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and the Moral Majority, with their narrow and narrowing views, do not." He said NBC's "programming judgments are being threatened by narrow special-interest groups who would coercively restrict us by attacking our advertisers."

But Silverman also stressed the need to improve program quality, contending "the short term 'bottom line' cannot be our only standard . . . we are measured by what we have done to improve the medium."

The new 1981-82 prime-time season was described in terms of contributions from "established" stars and creative talent, with Silverman singling out James Arness, James Garner, Rock Hudson, Tony Randall, Gabe Kaplan and Mickey Rooney as celebrities with a proved ability to attract audiences. He added that the network's new shows are also trying to develop "new faces, fresh creative blood, the quality people of tomorrow. . .

"Am I predicting instant and overwhelming success for this schedule next fall?" Silverman asked rhetorically.

"No," he answered, "not because I don't believe in it . . . [but because] my record on predictions hasn't been so red hot lately?" The latter was an apparent reference to Silverman's predictions two years ago that he would make NBC number one in the ratings by December, 1980.

"There is no doubt that the schedule has become very competitive," he concluded.

Patience the watch word for NBC affiliates at last of network meetings

**Los Angeles gathering finds
Mulholland pointing to improved
September-May ratings, Tartikoff
boasting of 'star power' in fall**

If the 214 NBC-TV affiliates are getting restless about the network's third-place image, they showed few signs of it last week at their annual meeting in Los Angeles. With only a few exceptions, a random sampling of delegates disclosed a willingness to give NBC additional time to implement program changes that could turn things around.

NBC executives have insisted through much of the past season that the 1980-81 program year began with the showing of the network's highly-rated *Shogun* novelization last September. Tabulations from that date improve NBC's stature in relation to CBS and ABC, which both assert the season began in late October, following resolution of the actors' strike.

"The three networks are closer together in prime time than at any other time in the

past 16 years," stated NBC-TV President Robert E. Mulholland in Monday morning's opening session. "Now, as this broadcast year ends, another strike is under way and still another that will deeply affect us is threatened—the director's strike. As a result we cannot tell you when the 1981-82 television season will start. We do not know. But we do have contingency plans in case normal mid-September start is delayed."

Using statistics calculated from last September until May 14, Mulholland said that "in prime time, NBC is the only network not showing a decrease in audience this year versus last year . . . and less than two rating points separate the three networks." The NBC figures gave the network a 17.1 rating, versus a 17.8 rating for ABC and an 18.9 rating for CBS.

Mulholland cited other statistics indicating a solid win for NBC in late night ratings, and a virtual tie with ABC in early morning. Daytime, he conceded, is "a major problem for us . . . The erosion that accelerated with the David Letterman program [canceled last fall] has finally ended—and we believe the long pull back has started." Mulholland reported NBC had a 4.5 rating for daytime programming, compared with 7.0 for CBS and 8.0 for ABC. In children's programming on Saturday morning, he also indicated third-string status. His statistics gave NBC a 4.5 rating, ABC 6.1 and CBS 6.6. In the early evening race, Mulholland said, "it appears that CBS is beginning to lose audience." His chart showed NBC rated 12.8, ABC 12.4, and CBS 14.9 for the season. Commenting briefly on *Saturday Night Live*, Mulholland confessed it "was a major disappointment this year," but said he is optimistic about the program's new production team. Sports, Mulholland concluded, is "a continued success story" for the network.

As for the next season, the NBC executive termed it "the strongest—across all dayparts—this network has offered in years. It is a program service built around major, established stars."

Picking up that theme, NBC Entertainment President Brandon Tartikoff told affiliates that "star power" is what distinguishes NBC's fall schedule from the other networks this year, asserting "that's what the American audience traditionally responds to on NBC and that's what we're giving them next season." He defended the network's new lineup, saying it also includes "new talent to be discovered by the public who will become the superstars of tomorrow." Tartikoff also defended NBC President Fred Silverman, labeling his leadership "inspired," and pointed out the network is relying much less on movies

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Ikegami



Entertainment President Tartikoff



News President Bill Small



Programs senior VP Irv Wilson



Sports President Arthur Watson

than when Silverman took over.

"We are presenting seven half-hour comedies next fall," Tartikoff continued, "the most since 1966. Four of these are new." Other highlights he cited were NBC's Saturday night variety show, *The Mandrells*; its 90-minute dramatic series, *Chicago Story*, and "particular strength in the 8-9 p.m. lead-in hour."

Overall, he said, the fall NBC lineup is "an aggressive schedule at a time when the competition seems particularly vulnerable."

Tartikoff gave special praise to the several male stars returning to TV series this fall on NBC. The network has created a new vehicle for actor Merlin Olsen, a character on *Little House on the Prairie*, in the form of *Father Murphy*, a one-hour family-oriented drama to be shown Tuesdays at 8 p.m. Olsen stars as an ex-gold miner posing as a priest to prevent the closing of an orphanage he runs. Creator Michael Landon will continue as executive producer.

On Wednesday, NBC has cast Tony Randall in the title role for a comedy half-hour beginning at 9:30 p.m., *Love, Sidney*. In the series, which is based on a recent motion picture, Randall plays a lonely New Yorker who shares an apartment with a divorced woman and her young child. The show has generated controversy because of two minor references to the main character's homosexuality that appear in the original film. Several affiliates said privately that the series "would have problems" in their markets if the references remained in the series, but an NBC spokesman later told reporters that no such references would be included in the program. Nevertheless, in recent interviews, Randall has stated he believes the character is clearly a homosexual, even in the TV version. Following *Love, Sidney*, the network will present *The Rock Hudson Show*, with Hudson playing a senior private detective teamed with a rookie investigator.

On Thursday, explained Tartikoff, NBC is using its established comedies as lead-ins to two new sitcoms. At 8:30, Gabe Kaplan returns to series work in *Gabe & Guich*, about a New Yorker who takes over a country-western bar in Texas. At 9:30, the network has scheduled *Gimme a Break*, a comedy starring actress Nell Carter, recently featured on *Lobo*. The series has Carter cast as a housekeeper in charge of the home of a widowed policeman.

For Friday, NBC has completely revamped its schedule, introducing the evening at 8 p.m. with Mickey Rooney playing a grandfather who moves in with his grandson and the grandson's roommate. The half-hour comedy is followed at 8:30 by *Chicago Story*, a dramatic series showing teams of professionals as they confront life and death situations in their work. At 9 p.m., *James Arness* features the actor of the same name in a police drama.

Saturdays on NBC include a new James Garner series, *Bret Maverick*, in which the

veteran actor resurrects the character of a Western hero with a sardonic sense of humor. The adventure/comedy airs from 9 to 10 p.m., followed by *NBC Magazine* in a new time.

Sunday will have a Disney replacement from 7 to 8 p.m. in *Star Prince*, a fantasy-oriented series starring Peter Bartan as a teen-ager with magic powers. The remainder of Sunday and all of Monday night remain intact.

Tartikoff announced nonprime time premieres, which include a new children's animation series (*The Smurfs*, airing 8:30-9:30 a.m. Saturdays), a late night comedy show (*The SCTV Network*, broadcast Friday nights at 11:30 p.m.), and a late-morning weekday series (*Wedding Day*, time to be announced, focusing on real-life married couples).

He also disclosed the network's lineup of theatrical features, mini-series, and specials for the new season. The most ambitious of these is *Marco Polo*, an eight-hour project now in production with a budget of \$12 million. Other mini-series will deal with convicted murderer Gary Gilmore, designer Gloria Vanderbilt, and a fictional World War III.

In anticipation of possible strikes in the Hollywood creative community, Tartikoff said that NBC has two "back-up series" in the wings, one starring Angie Dickinson and another based on the recent motion picture, "Fame." Later, another NBC executive said the network has an extensive inventory of films and specials "in the can" should the start of the season be disrupted this fall.

In contrast to the two other networks, NBC screened only one pilot during its assemblies last week (*Gabe & Guich*); piping others into Century Plaza hotel rooms via a closed-circuit video hook-up.

Justice's Gorenson, NAB's Krasnow take look at antitrust

Government emphasis under appointee Baxter discussed at New York law seminar; broadcast association counsel suggests precautionary steps

"It depends." That was one of the principal qualifying phrases heard at the New York Law School's conference on broadcasting and antitrust last Wednesday, and provided the typical response to questions about the legality (from an antitrust standpoint) of various hypothetical situations.

Among the seminar's main speakers were National Association of Broadcasters General Counsel Erwin Krasnow and Justice Department Attorney Stanley Gorenson. Each provided the view from his respective side of the antitrust fence.

Krasnow began by noting that in the era of deregulation, antitrust considerations will be increasingly important to broadcasters. As the FCC becomes less involved in the regulatory process, a "vacuum in

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DOW JONES SELECTS ANTIOPE TELETEXT FOR CABLE SYSTEM

WASHINGTON, D.C. – Antiope Videotex Systems, Inc. announced that Dow Jones & Co. has selected the French teletext system for its first installation of a teletext-type home information service on a cable TV system.

The teletext service will be installed as an added feature for some cable subscribers in Danbury, Conn., where the Danbury News Times, which is in the Ottaway Newspaper Group – a subsidiary of Dow Jones – already provides a 24-hour cable news service on a channel leased from Teleprompter.

DOW JONES NOW USES ANTIOPE TO DISTRIBUTE CABLE NEWS

WASHINGTON, D.C. – Antiope Videotex Systems, Inc. announced today that Dow Jones & Co. is conducting a test of its DIDON Transmission System, a patented technology which permits the distribution of its cable news service by satellite to many parts of the country.

Dow Jones cable news service, which is compiled at the publishing company's New York office, is fed by telephone line to an RCA transmitter in Lake Geneva, Wisconsin. DIDON, a transparent transmission system that is able to carry any communication code, puts the Dow Jones message onto the United Video transponder of RCA's Satcom 1. The signal is available to cable receivers any place in the U.S.

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in the Bonaventure Hotel to see Los Angeles teletext.)

the field" will be created, he suggested, and it may well be filled by the Justice Department or private litigants. And, he noted, under Section 313 of the Communications Act, courts are empowered to pull broadcast licenses if the licensee, in criminal or civil suits, has been found guilty of antitrust violations.

The NAB counsel reviewed that organization's experience in the antitrust arena, particularly noting what he called the unusual way that Justice, in bringing suit against the NAB TV code commercial time provisions, provided no opportunity for prior discussion of the matter.

Broadcasting, Krasnow concluded, is "very vulnerable to antitrust charges," being an industry where "the name of the game" is increasing prices in a field of static inventory, where personnel readily move among companies, and where there's "a lot of talking between people," and "a lot of comparing of notes."

Krasnow suggested a three-step program for companies to insure compliance with antitrust laws: first, a meeting between antitrust lawyer and company personnel, with the lawyer reviewing all areas of the business; second, a written compliance statement; and third, compliance seminars for the company staff.

Justice's Gorenson indicated that under incoming William Baxter, the emphasis at the Antitrust Division will remain much as it has been, with a primary thrust directed at instances of horizontal integra-

tion, and the pursuit of vertical restraints continuing to be "erratic," undertaken only when they have a "horizontal impact." Justice will also continue to act in an amicus curiae capacity, Gorenson indicated, and he urged participants in private antitrust suits, from either side, to bring cases to the attention of the department.

Gorenson reviewed the Justice Department's actions in both the NAB suit and the Premiere pay cable suit. The latter, he said, remains in litigation after the issuance of district court's injunction and its being sustained on appeal. The two cases together, he claimed, "show that the Sherman Act is alive and well in the video industry."

One further point emphasized by Gorenson was that companies with questions about the implications of particular practices can make use of the department's business review procedure.

Strike action. Members of Writers Guild of America West have set May 27 for membership meeting to vote on contracts with independent producers. Agreement with independents, representing about 2% of industry, has been only breakthrough in WGA strike, which began April 10. Also on agenda is discussion of new offer from major producers on minimum pay increases. However, there are no plans to act on current pay TV payment offer by majors, already rejected by WGA leadership.

NAPTS to get first-hand look at effect of new Washington climate

Annual meeting will bring four FCC commissioners, Wirth and debate between Carley and Fleming over Hill bills on public broadcasting this week

The National Association of Public Television Stations will hold its annual meeting May 27-29 at the Mayflower hotel in Washington, briefing its members on the status of public broadcasting legislation and regulations.

Among the legislative and regulatory heavyweights slated to make appearances are FCC Commissioner Robert E. Lee, who will be honored at a Wednesday evening reception (May 27), House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) and FCC Commissioners Anne Jones, James Quello and Abbott Washburn.

The meat of the meeting will be dished out Thursday (May 28), when NAPTS President David Carley will preside over the business meeting for NAPTS members that will start at 9 a.m.

The Thursday luncheon will feature a debate between Corporation for Public Broadcasting President Robben Fleming and Carley. They are to exchange views on "Why Public Broadcasters Should Support (or reject) House and Senate Public Broadcasting Bills," a presentation that will be moderated by Dr. Frederick Breitenfeld, executive director of the Maryland Public Broadcasting Commission. Fleming has publicly lambasted Wirth's public broadcasting bill (BROADCASTING, May 18), a bill NAPTS has supported.

At 2 p.m., FCC Commissioners Jones, Quello and Washburn will discuss the FCC's relaxation of fund-raising restrictions for public broadcasters (BROADCASTING, April 27) and their own views on other matters of concern for public broadcasters.

In a general session at 3:30 p.m., NAPTS will offer public broadcasters advice on how to take advantage of the cable-franchising battles being fought in their home towns. An NAPTS spokesman said the association will brief its members on the best ways to "position themselves between cable operators and city councils," to gain access to cable channels or to get cable operators to guarantee the establishment of program funds for public broadcasters as the cable operators try to work out franchise agreements with local governments.

Topping off a 7 p.m. dinner, Wirth will speak on "The Congress, the Public and the Future of Public Broadcasting."

On Friday (May 29), the more than 140 delegates preregistered for the meeting will visit their home-state congressmen, expressing their views on pending public broadcasting legislation.

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5/25/81

Changing Hands

PROPOSED

■ **KIST(AM)** Santa Barbara, Calif.: Sold by Santa Barbara Radio Inc. to KIST Properties for \$1,710,250. Seller is owned by J. Patt Wardlaw and former wife, M.L. Wardlaw, who have no other broadcast interests. Buyer is group of Chicago investors, Irving Kupferberg, Earl Goldberg, Stanley Neimark, Martin Ross and six others. Ross is general sales manager at KOLD-TV Tucson, Ariz. Others are accountants. None have other broadcast interests. KIST is on 1340 khz with 1 kw day and 250 w night. Broker: Chapman Associates.

■ **WPMP(AM)-WPMO(FM)** Pascagoula-Moss Point, Miss.: Sold by Crest Broadcasting Inc. to Sandra Broadcasting Corp. for \$1.5 million. Seller is principally owned by Sarah S. Jones, her son, James O., and W.R. Guest Jr. James Jones owns 64.7% of WRJW(AM)-WJOJ(FM) Picayune, Miss. Buyer is owned by David B. Talbot Jr. (50.02%) and William S. Sanders and Fluid Capital Corp. (24.9% each). Talbot is Oklahoma City real estate investor. Sanders and Fluid Capital Corp. each bought, subject to FCC approval, 24.9% of KDHI(AM)-KQYN(FM) Twentynine Palms, Calif. (BROADCASTING, April 13). Fluid Capital Corp. is Albuquerque, N.M.-based investment firm. WPMP is 1 kw daytimer on 1580 khz. WPMO is on 99.1 mhz with 100 kw and antenna 386 feet above average terrain.

■ **WWTR-FM** Bethany Beach, Del.: Sold by Connor Broadcasting Co. to Coastal Communications-Delaware Corp. for \$1 million. Seller is principally owned by J. Parker Connor, who owns 83% of WJDY(AM) Salisbury, Md., and 51% of new FM for Salisbury. Buyer is subsidiary of Coastal Telecommunications-Ocean City Corp., which is wholly owned by Stuart D. Frankel, president and owner of WETT(AM) Ocean City, Md. WWTR-FM is on 95.5 mhz with 3 kw and antenna 300 feet above average terrain.

■ **WMTE(AM)-WRRK(FM)** Manistee, Mich.: Sold by Manistee Radio Corp. to Manistee Broadcasting Co. for \$850,000. Seller is principally owned by Charles E. Hedstrom, who has no other broadcast interests. Buyer is wholly owned by David C. Schaberg, Lansing, Mich.-based broadcast consultant who has no other broadcast interests. WMTE is 1 kw daytimer on 1340 khz. WRRK is on 97.7 mhz with 3 kw and antenna 155 feet above average terrain. Broker: Cecil Richards.

■ **WNAD(AM)** Norman, Okla.: Sold by Oklahoma Communications Inc. to Norman Broadcasting Inc. for \$800,000. Seller is owned by Don H. McLeland (86.92%) and children, Dan H., Peggy L., and Dorothy S. Reilly (4.36% each), who have no

other broadcast interests. Buyer is owned by Wah-Leeta Steckline (51%) and husband, Lawrence E. Steckline (49%). Lawrence Steckline is president and owner of KJLS(FM) Hays, KWLS-AM-FM Pratt and KSLs Liberal, all Kansas. WNAD is 1 kw daytimer on 640 khz.

■ **WFDR-AM-FM** Manchester, Ga.: Sold by WFDR Inc. to Provident Broadcasting Co. for \$790,000. Seller is owned by Jack Whitehorn, who has no other broadcast interests. Buyer is subsidiary of Watkins Associated Industries Inc., Atlanta, with interests in transportation, construction and real estate investments, owned by Bill Watkins and 26 others. WFDR is 1 kw daytimer on 1370 khz. WFDR-FM is on 93.3 mhz with 100 kw and antenna 460 feet above average terrain.

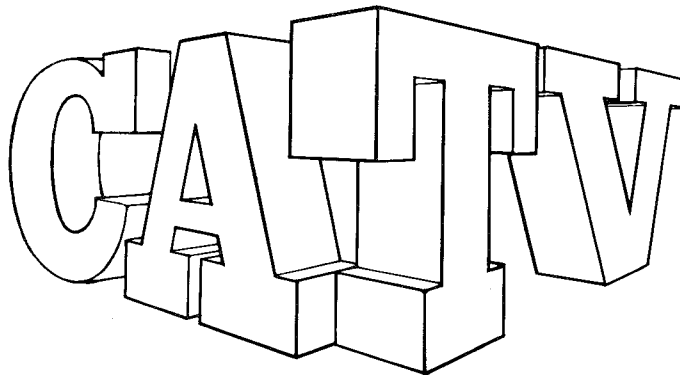
■ **KRLC(AM)** Lewiston, Idaho: Sold by KRLC Inc. to Ida-Vend Co. for \$480,000. Seller is owned by Douglas A. Mackelvie (99.99%) and wife, Betty J. (.01%), who are new FM applicants for Lewiston (BROADCASTING, June 28, 1980). Buyer is owned by Robert W. Prasil family, Lewiston soft drink bottlers who have no

other broadcast interests. KRLC is on 1350 khz with 5 kw day and 1 kw night.

■ **WMAX(AM)** Grand Rapids, Mich.: Sold by Great Lakes Broadcasting Corp. to Salem Media of Michigan Inc. for \$475,000. Seller is principally owned by James J. Gaskin and Daniel F. Follis, who have no other broadcast interests. Buyer is owned by Stuart W. Epperson and Edward G. Atsinger III (45% each) and Dennis Worden (10%). Epperson owns WKBA(AM) Vinton, Va., and 55% of KAKC(AM)-KCFO(FM) Tulsa, Okla. Atsinger owns KTED(FM) Fowler; KDAR(FM) Oxnard; 25% of KGBA(FM) Holtville; and 20% of KARP(FM) Carpinteria, all California. Epperson and Atsinger together own KMFM(FM) San Antonio, Tex., WEZE(AM) Boston and WNYM(AM) New York (formerly WEVD). Worden is general manager of KAKC-KCFO. WMAX is 5 kw daytimer on 1480 khz.

■ **WOKW(AM)** Brockton, Mass.: Sold by WOKW Broadcasting Inc. to Bay Colony Broadcasting Inc. for \$435,000. Seller is owned by Sidney Sanft, who has no other broadcast interests. Buyer is owned by Francis Greenburger and Edward F. Acton (42.5% each) and Dennis Holler (15%), all New York literary agents with no other broadcast interests. WOKW is 1 kw daytimer on 1410 khz. Broker: The Keith W. Horton Co.

■ **WKAO(AM)** Boynton Beach, Fla.: Sold by North American Broadcasting Inc. to Beach Broadcasting Inc. for \$426,000.



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Seller is principally owned by Mark C. Pritchard and Vida Mays, who have no other broadcast interests. Buyer is owned by Gary L. Schroepfer (70%), Carl R. Colombo (25%) and George R. Borsari Jr. (5%). Schroepfer is former general manager of WEAZ(FM) Philadelphia. Colombo is sales representative for New York-based ERI Communications Group. Borsari is Washington attorney and low-power television applicant for three states. WKAO is 1 kw daytimer on 1510 khz.

■ **KKOA(AM) Minot, N.D.:** Sold by KLOH Inc. to Jermar Corp. for \$399,000. Seller is owned by Mary Jean Ingstad Salie (50.1%) and son, Robert E. Ingstad Jr. (49.9%). Ingstad owns KGRZ(AM) Missoula, Mont.; WTNT(AM)-WLWV(FM) Tallahassee, Fla.; KBUF-AM-FM Garden City, Kan.; KGFX(AM) Pierre, S.D.; 80% of KKLS(AM)-KKHJ(FM) Rapid City, S.D., and 48% of KDXT(FM) Missoula, Mont. Buyer is owned by Gerald D. Gutensohn (72%), Mark A. Swendsen (19%), Allen D. Rau (5%) and Bruce D. Carlson (4%). Gutensohn is general manager of WTNT(AM)-WLWV(FM). Swendsen is general manager of KGFX. Rau is general manager and Carlson is sales manager of KKOA. KKOA is on 1390 khz with 5 kw day and 1 kw night.

■ **WPCY(AM) Mobile, Ala.:** Sold by WPCY Broadcasting Inc. to Beacon Broadcasting Inc. for \$350,000. Seller is owned by David A. Siegel (75%), Jeff L. Stacey and Jerry W. Shiverdecker (12.5% each), who have no other broadcast interests. Buyer is owned by William J. Kitchen, who owns WBFJ(AM) Winston-Salem, N.C., and WMOC(AM) Chattanooga. WPCY is 5 kw daytimer on 1360 khz.

■ **WDGS(AM) New Albany, Ind.:** Sold by Radio Louisville Inc. to Joselyn Broadcasting Inc. for \$350,000. Seller is owned by George A. Freeman, who has no other broadcast interests. Buyer is owned by Michael A. Benages (60%), Allan G. Levine (15%), Allen Wheeler and Frank Warren (7.5% each), Floyd T. Ashley and Paul Kolpak (5% each). Benages and Levine are Chicago attorneys who recently were granted FCC approval for purchase of KXXX(FM) Galveston, Tex., (BROADCASTING, April 6), although deal is not yet closed. Benages also owns WMPP(AM)

Chicago Heights, Ill., where Wheeler is general manager, and Warren is sales manager. Kolpak is Lincolnwood, Ill., attorney. WDGS is 500 w daytimer on 1290 khz.

■ **WVAB(AM) Virginia Beach, Va.:** Sold by Sea Broadcasting Corp. to Atlantic Broadcast Enterprises Inc. for \$315,000. Seller is principally owned by Sidney S. Kellam family, who have no other broadcast interests. Buyer is owned by Edward J. Freach and Steven Soldingner (50% each). Freach is former president and general manager of WAVY-TV Portsmouth, Va. Soldingner is account executive with WBAL-TV Baltimore. WVAB is 5 kw daytimer on 1550 khz.

■ **WBGC(AM) Chipley, Fla.:** Sold by R-4 Radio Corp. to Panhandle Radio Corp. for \$302,040. Seller is owned by Richard D. Ringenwald, who has no other broadcast interests. Buyer is owned by Homer L. Rhoden, general manager of WBGC, who has no other broadcast interests. WBGC is on 1240 khz with 1 kw day and 250 w night.

■ **WGTW(AM) Mount Dora, Fla.:** Sold by Community Broadcasting Inc. to Master Creations Radio Inc. for \$237,000. Seller is owned by Ronald J. Aicher and Rolf Bergman (25.1% each) and Karl E. Meek and S. J. Prelo (24.9% each), who have no other broadcast interests. Buyer is general manager of KWRM(AM) Corona and KQLK(FM) San Bernardino, both California. WGTW is 5kw daytimer on 1580 khz.

■ **KOAM(AM) Pittsburg, Kan.:** Sold by Pittsburg Broadcasting Co. to American Media Investments for \$1.6 million. Seller is owned by Lester L. Cox and estate of E.V. Baxter. They have no other broadcast interests. Buyer is owned by Robert D. Freeman, Lowell Dennison and Frank Carney who owned and operated KEYN-AM-FM Wichita, Kan., before selling properties to Charley Pride and Jim Long (BROADCASTING, June 16, 1980). KOAM is on 1060 khz with 10 kw day and 5 kw night.

■ **WVOV(AM) Huntsville, Ala.:** Sold by Powell Broadcasting Inc. to Barker Broad-

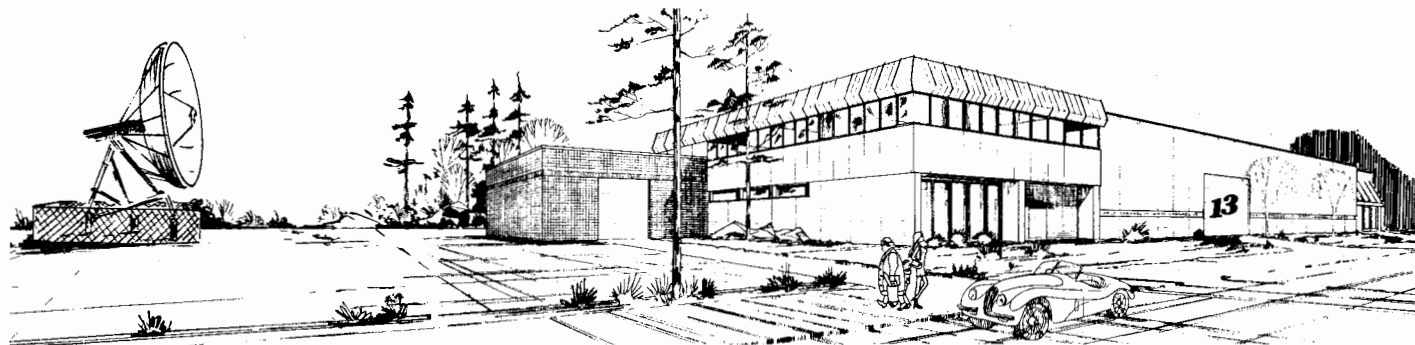
casting Inc. for \$700,000. Seller is owned by Edwin W. Powell (99.8%), Jerry W. Beril (0.1%) and Daniel B. Banks Jr. (0.1%), who have no other broadcast interests. Buyer is owned by Peter B. Barber, station manager at WFIX(AM) Huntsville, Ala., who has no other broadcast interests. WVOV is 10 kw daytimer on 1000 khz.

■ **WYFA(AM) Patchogue, N.Y.:** Sold by Brookhaven Broadcasting Corp. to Long Island Music Broadcasting Corp. for \$620,000. Seller is principally owned by Perry Silver and Robert Silverman, who have no other broadcast interests. Buyer is owned by Ellsworth (Jack) A. Shiebler, president (51%), his wife, Dorothy H., secretary/treasurer (24%), and George (Drake) Hoag, vice president (25%). Jack Shiebler is former president and general manager of WALK-AM-FM Patchogue and WRIV(AM) Riverhead, N.Y. Hoag is former station manager at WRIV and most recently news director at WALK. He has no other broadcast interests. WYFA is on 1580 khz with 10 kw day and 5 kw critical hours.

■ Other approved station sales include: KWTC-AM-FM Barstow, Calif.; WEDG(AM) Soddy Daisy, Tenn.; and KLSN(FM) Brownwood, Tex. (see "For the Record," page 95).

CABLE

■ Cable system serving Castro Valley, Calif.: Sold by Castro Valley Cable TV to Oak Communications Inc. for over \$8 million. Seller is owned by Frank L. Allen (23.33%), Murray Moss (38.89%), Joseph Wolf and Joseph P. Perrucci (18.89% each). Castro Valley Cable owns 73% of WRQK(FM) Greensboro, N.C. Wolf and Moss also own 33.33% each of KRQY(FM) Pueblo, Colo., and WKOS(FM) Murfreesboro, Tenn. Buyer is publicly traded electronic components manufacturer based in Rancho Bernardo (San Diego), Calif. It owns WKID(TV) Fort Lauderdale, Fla., 50% of KBSC-TV Los Angeles and 49% of WSNS(TV) Chicago. It also bought 23,000-subscriber Oxnard, Calif., cable system last year for about \$11.5 million (BROADCASTING, Dec. 1, 1980). Castro Valley system has 8,000 basic subscribers and passes 14,000 homes.



All out in Albany. A substantial building-expansion program for WAST(TV) Albany, N.Y., has been announced by Viacom International, licensee of the channel 13 outlet. The construction project, at WAST's present site, follows the installation of a satellite receiver earth station system. Groundbreaking for the new facilities will take place late this month with completion targeted for some time in September. Studio facilities and new technical capabilities will cost an estimated \$1.25

million according to Michael J. Corken, vice president and general manager of the CBS-TV affiliate. "We are placing particular emphasis on enlarging studio and news-gathering facilities," he said, pointing out that "in the past few months we have strengthened our news staff, expanded our news operation and strengthened our local programming capabilities." WAST is losing its CBS affiliation to WRGB(TV), a pioneer NBC affiliate (BROADCASTING, March 30).

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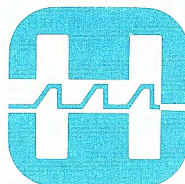
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Moyers returns to CBS as senior news analyst

Returning network correspondent will have wide range of duties

Bill Moyers, who left CBS News in 1978 for what he saw as wider journalistic opportunity at the Public Broadcasting Service, will return to CBS Nov. 1 with easily one of the most open-ended deals in the network news business.

Under a five-year contract, Moyers will become a CBS News correspondent, serving as senior news analyst for the *CBS Evening News* and other broadcasts, executive editor on documentaries for *CBS Reports*, and working in development of new broadcasts he'll also anchor.

In announcing Moyers's return, CBS News President Bill Leonard said he expected Moyers eventually to have his own broadcast "on a regular basis." Leonard, who called Moyers's upcoming job an "extraordinarily important one" ranging over the "entire panorama of CBS News," said he had wanted Moyers back since Moyers left for PBS.

Moyers, who has hoppedscotched back and forth between PBS and CBS, returned to his *Bill Moyers Journal* in 1978 at PBS with a three-year contract. His commitment to the noncommercial system will be over in mid-October when he completes an 18-part *Creativity* series to air in January 1982.

When asked why he was returning to CBS, Moyers said that the difference now is that he is being given a "panoply of access" to various news areas. He said the situation is different from the role of *CBS Reports* anchor and chief correspondent, which he gave up in dissatisfaction with the irregular nature of the series and lack of flexibility.

With Moyers, the *CBS Evening News* again will have a news analyst—a role that was dropped when Eric Sevareid retired a few years ago. When a replacement was not named for Sevareid at that time, CBS said an adequate successor could not be found to match the value those minutes of commentary could have in the hard news budget.

Moyers last week said that "[former CBS News President] Dick Salant and [former Vice President] Bill Small urged me to take that post." Moyers explained that he turned it down because he didn't want to follow Sevareid and because "I wasn't ready." With three additional years of experience with his *Journal*, Moyers



Back in the fold. CBS News President Bill Leonard (r) and Bill Moyers at the press conference announcing Moyers's return to the network as senior news analyst on the *Evening News*.

said he now believes he is up to the job.

Leonard, however, cautioned against assuming that Moyers's news-analyst assignment will be just like Sevareid's. He indicated that it will be more wide-ranging and story-oriented. As for Moyers's frequency on the *CBS Evening News*, Leonard had no answer, explaining that it could be every night of the week or less often if Moyers pursues an investigative story.

Leonard stressed, however, that "Bill Moyers's presence will be noticeable" throughout CBS News and that no one else could make him "personally prouder to have as a member again of the CBS News team." Leonard said Moyers was leaving for PBS when he was taking over the news division and that getting him back had been a "quest and dream of mine." Asked who else at CBS News has as wide-ranging an assignment, Leonard mentioned Walker Cronkite and Dan Rather.

Over the past few months, Moyers said, he was confronted with the decision of either going to CBS or staying with PBS. He explained that he had had serious discussion with ABC News twice last year but that the "timing was not right" and "old loyalties [to CBS] die very hard."

Asked if he would have stayed with PBS if there had been steady and long-term funding for his *Journal*, Moyers answered, "I doubt it." He said he had covered the ground he wanted to there and that it was time for someone new to pick it up.

Overall he said the CBS deal is able to satisfy the "eclectic nature of my own ap-

petites."

Questioned about a Moyers role should CBS News expand its early evening news, Leonard said, "I think it [expansion] is going to happen in the foreseeable future." And "if and when it does," he added, it will be "better to have Bill Moyers" than not have him. Moyers, to another question, said that there is no plan for any co-anchoring role on the nightly broadcast.

Moyers, former press secretary to President Lyndon Johnson, joined public television in 1971, went to CBS in 1976 and then back to the noncommercial sector in 1978. While under contract to PBS, Moyers worked with CBS as well last summer as a political analyst on the election.

Multicareered Conkling picked to head VOA

Bonneville director, former recording executive and performer is President's choice for Voice of America director

President Reagan has picked as his first head of the Voice of America a man whose long career in communications includes service in broadcasting, motion pictures, and the recording industry; the production of a musical play, even performing as a member of a singing family. The choice is James B. Conkling ("Closed Circuit,"



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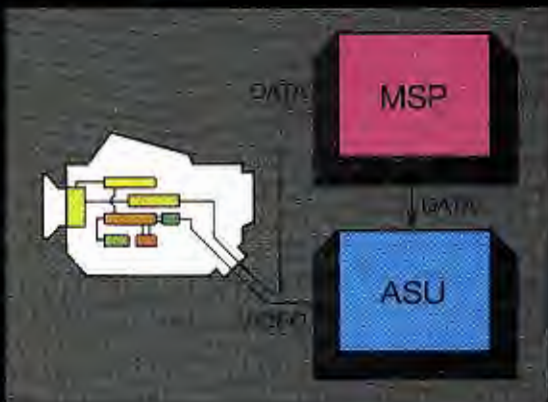
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Conkling

March 16 and May 18), who has crowded those and a number of other activities into his 66 years.

Conkling's long-time friendship with Charles Z. Wick, who is awaiting Senate confirmation as head of the International Communications Agency, led to the President's decision to appoint Conkling. (The nomination has not yet been sent to the Senate.) But Wick had more than friendship as a basis for his recommendation.

Since 1965, Conkling has been a director of Bonneville International Corp., which owns four AM's, seven FM's and two television stations. It also owns a transponder on Westar I. Since 1978, Conkling has headed Bonneville's BEI Productions Inc., which develops story material for motion pictures and television as well as ideas for recording and book publishing.

Conkling had a couple of other major occupations in the last 10 years, as well. In 1970, he was one of the founders and became vice president of Raymar Book Co., of Monrovia, Calif., which became the largest trade book wholesale distributor west of the Mississippi, and of the Ward Ritchie Press, of Pasadena, Calif., a publisher of books on specialized subjects. Both companies were sold in 1980. And from 1975 to 1977, Conkling was producer of "Threads of Glory," a traveling musical play with a patriotic theme tied to the Bicentennial celebration. The production involved two companies, including a 60-voice choir and 50-piece orchestra.

Conkling's connection with Bonneville dates from 1962, and that early association introduced him to international broadcasting. He was president, from 1962 until 1965, of the International Educational Broadcasting Corp., a Bonneville subsidiary that operated the five short-wave transmitters of WRUL Radio New York. The station broadcast commercially sponsored programming to Europe, the Caribbean, Central and South America, and Africa.

But Conkling has had a talent for music—in his early years, he was a musician and arranger in dance orchestras—and that led him into a major career in the 1940's and '50's in recording.

He was vice president in charge of artists and repertoire at Capitol Records Inc.

from 1942 until 1951, and during that time the company grew to be the third largest in the country. He headed Columbia Records from 1951 to 1956, in the years when it became the largest record company in the country. And in 1958, he was founder of Warner Bros. Records, where he served as president until 1961. Warner Bros. is now one of the largest record companies in the world. During those years, Conkling was president of the Record Industry Association of America (1954-55) and was one of the six original founders of the National Academy of Recording Arts and Sciences.

Conkling went out front with his feeling for music between 1965 and 1968 as a performing member of the King family. (He got into the group by marriage; his wife, Donna, is one of the King sisters.) He not only sang with the family on television and on tour; he directed their music publishing and recording companies and supervised their copyrights.

In addition to his background in communications, Conkling has something else to draw on in his new job—his experience as a world traveler. He has traveled throughout the U.S., Canada and Mexico, Western and Eastern Europe, Asia (including the Peoples Republic of China), Africa, South America and the West Indies.

News groups write bill of rights for press freedom

Declaration of Taillores calls on UNESCO to oppose attempts to control international exchange of information

Representatives of news organizations in the U.S., Europe, Asia and Africa who have been waging a defensive battle within UNESCO to head off what they contend are efforts by the Soviet bloc and some Third World countries to restrict international press freedom have gone on the offensive with the Declaration of Taillores, which some are calling a "bill of rights for the free press." In it, they pledge to protect press freedom, which they call "a basic human right."

The declaration calls on UNESCO "to abandon attempts to regulate news content and formulate rules for the press." It says censorship should be eliminated and that access by journalists to diverse sources of information should be unrestricted. Nor can there be an international code of journalistic ethics, the statement says. "The plurality of views makes this impossible."

The declaration—the first effort at a united front on the issue of international press freedom by free world journalists—cites as support for its position a number of documents signed by most nations: the Declaration of Human Rights, which says "everyone has the right to freedom of opinion and expression"; UNESCO's own

constitution, which commits the organization to "promote the free flow of ideas by word and image," and the Helsinki Declaration of Human Rights, which calls on signatories to improve the worldwide distribution of information.

The declaration was named for the lakeside village in the French Alps where close to 100 representatives of print and broadcast organizations from 20 countries met over the May 15-18 weekend in a conference sponsored by the Fletcher School of Law and Diplomacy at Tufts University. The conference was held in cooperation with the Washington-based World Press Freedom Committee.

Throughout the weekend, the journalists expressed concern over the New World Information Order that the Soviet bloc and Third World countries are advancing as a means of righting what they say is an imbalance in favor of developed countries of international news coverage and communications. Those in Taillores denounced the NWIO as an effort to legitimize government control over the flow of information under the auspices of UNESCO.

And UNESCO's director general, Amadou Mahtar M'Bow of Senegal, who addressed the conference, provided the participants with additional reasons for concern. He said he was drafting plans for an NWIO despite the concerns expressed. He said that the NWIO would not hamper the operation of a free press. But he also said it was "an illusion" to believe governments would not become concerned about the news media activity when they view the ability to communicate as "the key to power."

The Declaration of Taillores opposed specific proposals that have been discussed in connection with the NWIO. For instance, it said "licensing of journalists by national or international bodies should not be sanctioned." Such a practice, the declaration says, "submits journalists to controls and pressures inconsistent with a free press."

The declaration also said: "All journalistic freedoms should apply equally to the print and broadcast media. Since the broadcast media are the primary purveyors of news and information in many countries, there is particular need for nations to keep their broadcast channels open to the free transmission of news and opinion."

The declaration also cites "the importance of advertising" to the media—both as a "consumer service" and as providing "financial support for a strong and self-sustaining press. Without financial independence, the press cannot be independent."

Beyond calling on UNESCO to abandon proposals they see as aimed at restricting their freedom, those at Taillores recognized an obligation to aid the news media of the developing countries. The declaration notes that news media in many countries have not benefited from the new technologies which have "facilitated the international flow of communications," and added: "We support all efforts by international organizations and other public

and private bodies to correct this imbalance . . ."

Besides the World Press Freedom Committee, organizations represented at the conference were the International Federation of Newspaper Publishers, the Inter-American Press Institute, the American Newspaper Publishers Association, the North American Broadcasters Federation, the Asia Pacific Institute for Broadcasting Development, the Middle East News Agency, the Nigerian News Agency and four major international news agencies—Reuters, the Associated Press, United Press International and Agence France-Presse.

APB delegates in Washington to get looks fore and aft

Top government officials and broadcasters will assess issues in the next decade

The Associated Press Broadcasters convention at the Washington Hilton next week promises delegates plenty of insight into issues of the 1980's. In its first Washington convention ever, APB has drawn up an agenda of speakers and panelists that reads like "Who's Who."

The tone for the rest of the June 4-6 convention will be set at a special White House briefing for preregistered conventioners at 1:30 p.m. on Thursday (June 4), where APB is hoping for an audience with President Reagan (or Vice President Bush); Ed Meese, top Reagan adviser; David Stockman, director, Office of Management and Budget; Secretary of Defense Caspar Weinberger and Army Chief of Staff General Edward Meyer. The briefing is expected to afford broadcasters what is in store for America in this decade and beyond.

On Friday at 9 a.m., Bill Leonard, president of CBS News, will deliver the keynote address, discussing the effect on broadcast journalism of the new technologies, increased audience fragmentation and deregulation.

At 10 a.m., APB will present a panel on "The President and the Press." Panelists will be Walter Rodgers, White House correspondent for AP Radio; Jody Powell, who was press secretary for former President Carter; Sam Donaldson, White House correspondent for ABC News; Joan Claybrook, former head of the National Highway Safety Administration, and Charles Peters, editor of the *Washington Monthly*.

Another panel will discuss what lies "Beyond Regulation." Panelists will include Senate Commerce Committee Chairman Bob Packwood (R-Ore.); the Rev. Everett Parker, United Church of Christ, and Bob Wells, APB president-elect and vice president of Harris En-

terprises.

The luncheon speaker will be Sol Taishoff, editor, BROADCASTING, whose topic will be "Broadcasting: the First 50 Years."

Later in the afternoon, another panel will take up the topic: "Beyond Broadcasting: the Next 50 Years." Panelists will be Ted Turner, president, Cable News Network; Arthur Taylor, president, Rockefeller Center TV; Herb Schlosser, executive vice president in charge of programming for RCA SelectaVision; and Bob Johnson, who is in charge of the *Columbus* (Ohio) *Dispatch*'s pilot program for testing a Compu-Serve system.

Still another panel will take up "Beyond the Pulpit: Religion and Politics," with Dr. Carl McIntire among the panelists.



Local news via long distance. Immediately after the assassination attempt on Pope John Paul II on May 13, WNAC-TV Boston sent reporter Mike Taibbi and cameraman-editor Tony Leocha to Rome. Their live reports aired on May 14 and 15.

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This aggressive move establishes a wide range of products available from one source, and represents a long term commitment of these companies to new technology, product and customer service.

The first phase of the plan is already taking place:

- CDL has increased manufacturing capacity 30% in their Montreal plant.
- N.V. Philips Broadcast Products are moving into larger facilities in Eindhoven, Holland.
- An expanded CDL and ADC research and development effort has already been launched.
- And, the new expanded organization will move soon to new headquarters in northern New Jersey staffed for sales, service, parts, product management and support activities.

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Montreux: international gathering of TV's most technical minds

Biannual symposium in Switzerland gets under way with delegates from around the world expected

To see the state of the art in television technology, the place to go is the National Association of Broadcasters annual convention, but to see the future of television, it's the International Television Symposium and Technical Exhibition.

Called Montreux for the timeless city in eastern Switzerland where it is held every other year, the conference attracts the top technical minds in television for discussions that as often as not focus on what is to be as on what is.

Montreux opens on Saturday (May 30) for six days with 166 exhibitors showing their wares.

The far-sighted nature of the conference will be evident from the start. On Saturday evening, a "round table" of international

experts will discuss the home entertainment center of the future and expected major changes in television production, including the application of digital technology and high-definition television.

At the table: Francis Ford Coppola, noted producer-director; H. Groll, Bosch-Fernseh; W. Hittinger, RCA; M. Morizono, Sony; C. Steinberg, Ampex; K. Teer, Philips; J. Flaherty, CBS-TV; H. Jushkevitchus, GKRT; B. McCrerrick, BBC; U. Messerschmid, Institut fur Rundfunktechnik; M. Remy, Telediffusion de France.

Coppola will present and demonstrate his new electronic-cinema production techniques on Sunday evening.

Four of the 15 sessions that are scheduled Monday through Thursday are devoted to digital technology. Charles Anderson, Ampex, will be among the speakers at a Tuesday morning session on

digital television recording. And that afternoon, several speakers will address techniques used in digital recording. J. Rossi, CBS Technology Center, and K. Lucas, of the British Independent Broadcasting Authority, on Wednesday morning will speak on the evolution of digital television systems. Digital origination and processing equipment is the subject of a Wednesday afternoon session.

High-definition television and other aspects of television images are the subjects of a Thursday morning session featuring T. Fujio, chief developer of the HDTV system of the Japanese Broadcasting Corp., and T.L. Credelle, RCA. Credelle will speak on new developments in flat screen and large screen television sets.

Everything from direct broadcast satellites to the future of the UHF band is covered in the speeches and supporting papers of a Monday morning session on satellite and terrestrial broadcasting. That afternoon, a session, strictly devoted to direct broadcast satellites, will feature six speakers and five supporting papers.

The following is a list of all U.S. companies and some of the foreign companies that will be exhibiting equipment at Montreux:

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Portable audio mixer MXT 500*, studio outside broadcast audio mixer MXT 1000, stereo radio audio mixer 3500 series. **Staff:** R. Moore, J. Miller, I. Jennings.

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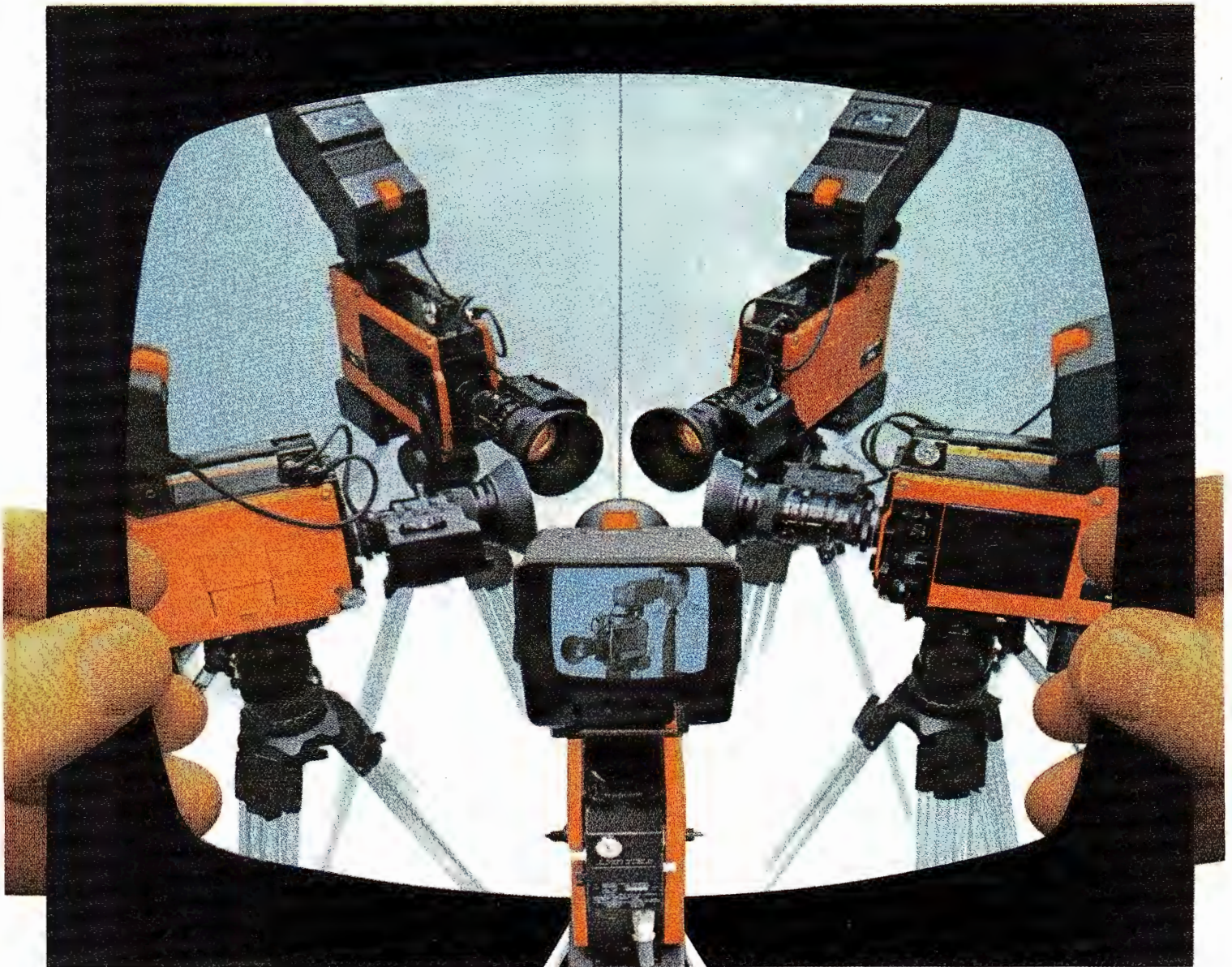
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National Public Radio Airs Tasteless Attack on Reagan

By Reed Irving
and
Cliff Kincaid

National Public Radio, which depends on your tax dollars, has long been noted for the leftist tilt to its news programs. Its late afternoon news show, "All Things Considered" hit rock bottom on March 31 when it aired as representative of the thinking of some of the citizens of Washington, D.C. an interview with a woman who regretted that President Reagan had not died of his bullet wound. Frank Mankiewicz, the president of NPR, told us that we were unfair in singling out that portion of the comments on the assassination attempt. He suggested that we listen to the whole program.

We did. We found that the rest of the comment was not much better. It gave the impression that no one, except perhaps the president's daughter, Maureen, was really upset about the attempt to kill Ronald Reagan. NPR was impressed with what it perceived to be general indifference.

The folks at National Public Radio obviously travel in different circles from most of us. They have their own distinctive point of view, perhaps reflecting the fact that their boss, Frank Mankeiwicz, was George McGovern's campaign manager in his unsuccessful race for the presidency in 1972. They obviously don't hold Ronald Reagan in high esteem, and this comes through in their programming.

For example, on April 27, they interviewed a political reporter for The Washington Post about the speech that President Reagan was scheduled to give on nationwide television the following night. The reporter, Walter Shapiro, started off by saying:

"Well, first of all, what Reagan says about taxes has almost no lasting importance at all, because what people are going to remember are the first ten paragraphs of the speech, when he talks about, 'I'm back from the hospital, back from the Big House!'

Shapiro said Reagan would be trying to write a speech "on near death and

taxes," a feeble joke that brought laughter from his NPR interviewer. Shapiro said that Reagan would be trying to play on his brush with death to win votes for his economic program in Congress.

Shapiro said he had tried to figure out how Reagan might do this. He said he would have to build on the reservoir of sympathy "without getting too mawkish."

At that point the interviewer said, "Well, you do it with John Wayne, don't you?"

"Yeah," replied Shapiro. "In fact, the speech I saw, you know . . . starts of panning in . . . There's a long pan on the president, and you realize the cheeks are still ruddy; it's Ron back again. And he starts off by saying, 'One of my closest friends, John Wayne, the Duke, was telling me just before he died . . .'"

NPR: "You invoke the Duke directly."

Shapiro: "You invoke the Duke. I don't care what the Duke says; who knows what he said—I thought of that as I lay in the hospital bed . . ."

NPR: "Aahh."

Shapiro: ". . . and I thought of the great and wonderful country we have."

NPR: "You're really reaching."

Shapiro: "Yeah. I may be, but going back, the seriousness is that the entire speech is in that first paragraph . . ."

Those who share NPR's dislike of Reagan may find this great stuff. The overwhelming majority of Americans, who pay NPR's bills, might decide that they don't want to pay for such bad taste.

MEDIA MONITOR is a 3-minute radio commentary distributed free as a public service by Accuracy in Media. Five programs are provided each week on tape. AIM also distributes a weekly newspaper column, publishes the AIM Report twice a month, and provides speakers and guests for radio and TV talk shows. For a free sample tape of Media Monitor or for information about any AIM service call Bernie Yoh, (202) 783-4406, or write to 1341 G Street, N.W., Washington, D.C. 20005.*

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Converage 557
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Harris 216
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TC-85 computer setup color TV camera*, Micro-mac modular audio console*, low band VHF-TV transmitters, autotron TM star business automation system, global 2-ghz transmitter. **Staff:** J. Delissio, J. Boatman, J. Barry, P. Gibbs, J. Nianko, A. Crego, J. Bistrup, J. Longer.

Hughes Aircraft
Box 2999, Torrance, Calif. 90509

128 B3410 telecine system.

Low noise 12-13 ghz AML receiver*, 40 ghz video link for ENG applications. **Staff:** L. Stanley, K. Thuler.

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Model MRC-2 microprocessor remote control system*, Models MRC-1 and TCS-2A; aural program transmission links models PCL-606, PCL-606/C, PCL-101; RPL-3 and RPL-4 outside broadcast link, TRL-1 telemetry return link, TFL-280B, TAL-320 and TGR-340 audio limiters and gain control, SCG-9A, SCG-7 and SCD-8 stereo and SCA generators. **Staff:** J. Moseley, J. Leonard, C. Rockhill, E. Hatt.

NKF Kabel B.V. **560**
Box 85, 2740 AB Waddinxveen, Netherlands

Coaxial bamboo cable, coaxial cable, accessories, CATV trunk line with fiber optic cable. **Staff:** J. van Eck, J. van der Fluit, J. van

Hartingsveldt, W. van Kessel, P. Stoopman, H. van Vliet, W. Vrijenhoek.

Orrox **TBA**
3303 Scott Blvd., Santa Clara, Calif. 95051

Pro-bel **552**
Terrace Rd., Binfield, Bracknell Berks, U.K.

Video, audio and time code routing switchers with microprocessor control, Ryley Capgen II character generator. **Staff:** D. Owen, D. Steel, G. Roe, G. Pitman, R. Hartman, D. Ryley.

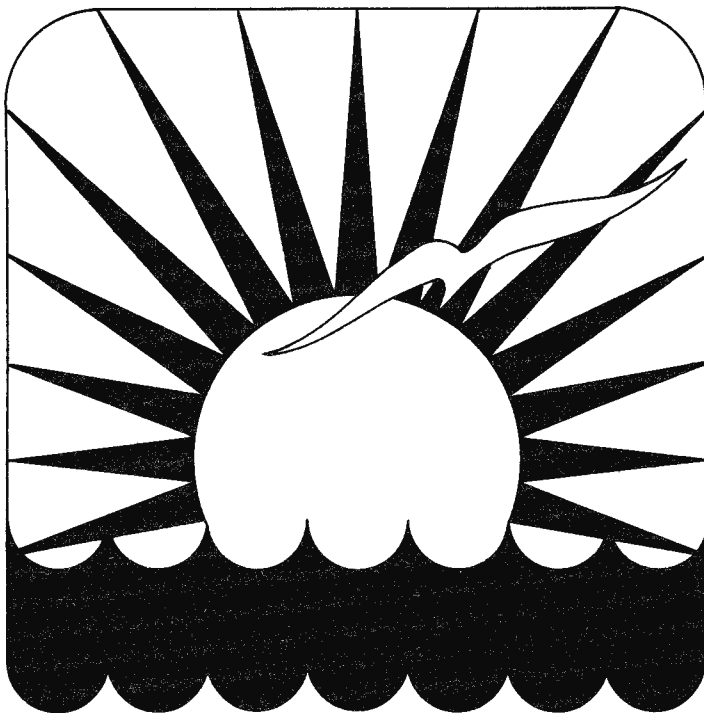
Quantel Limited **550**
Kenley House, Kenley La., Kenley, Surrey, U.K. CR2 5YR

DLS 6001 digital library system, DPE 5001 digital productions effects system, digital frame synchronizer, DSC digital standards converter. **Staff:** R. Taylor, M. Maidens, N. Watson, R. Pank, H. Boyd.

RCA Broadcast Systems **302**
Front & Cooper Sts., Camden, N.J. 08102

Hawkeye TV camera/videotape recorder, TTG-12H, 12 kw TV transmitter, TR-800 one inch videotape recorders, AE-800 editing systems, TK-47 color camera, TK-86 portable color camera, TK-760 studio/field production camera, BTA-5SS 5 kw AM radio transmitter. **Staff:** J. Vollmer, J. Hill, S. Basara, J. Banister, H. Klerx, F. Davenport, A. Lind, K. Johnson, H. Armstrong, K. Gee, S. Koenig, R. Walsh, J. Grever, R. Broadhead, C. Musson.

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State Farm Insurance Companies
One State Farm Plaza
Bloomington, Illinois 61701
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on boating safety and boat theft prevention.
I understand there is no charge.



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Station _____

Address _____

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Beverly Hills, California 90212
Phone (213) 550-7020.

JEFF L. WALD, Executive Director

RCA Electric Optics 309

New Holland Ave., Lancaster, Pa. 17604

Power tubes for TV and FM transmitters including RCA 9011* and camera tubes. **Staff:** S. Alexander, B. Neuhauser, C. Rintz, D. Carter.

Rohde & Schwarz 502

Muhldorfstrasse 15, 8000 Munchen 80, West Germany

Dual sound system, sound distribution amplifier AVT, TV dual sound encoder STCF, sound modulator kit, exciters, TV demodulator AMF2, TV transcope MUF 2, RF measurement signal generator SBUF, group delay test set LFM 2. **Staff:** H. Wagner.

Screen Electronics 524

19 Anson Rd., Martlesham Heath, Ipswich, Suffolk, U.K. IP5 7RG

Television subtitling system, teletext subtitling system, video clock and sports event timer. **Staff:** L. Atkin, B. East.

Sennheiser 201

3002 Wedemark 2, West Germany

Staff: H. Kuhn, F. Burkhart, E. Werner.

Studor International 505, 506

Althardstrasse 150, 8105 Regensdorf, Switzerland

PR99 studio tape recorder, 900 series broadcast-mixing console, uniset library system, multichannel recorder for recording studios, autolocator, 24 channel remote control, broadcast mixing consoles, portable mixing consoles, remote transmission broadcast console, telephone hybrid, studio monitor power amplifier, balancing tetodes, camera tubes, monitor CRT's, and CCD's.

Thomson-CSF TBA

750 Bloomfield Ave., Clifton, N.J. 07105

UHF, VHF transmitters, UHF klystrons, traveling-wave tubes, UHF tetodes, camera tubes, monitor CRT's, and CCD's.

Unitel TBA

80, rue d'Arcuel, 94250 Gentilly, France

Character generators, teletext system. **Staff:** M. Barda, J. Barda, N. Martinovitch, A. Thevenot, R. Cafagno, A. Plancovaline, N. Bocquet, J. Dubarry, M. Dubarry, D. Gerbault, C. Rivalain.

Utah Scientific 109

2276 South 27-00 West, Salt Lake City 84119

Video and audio assignment/routing switchers. **Staff:** L. Keys.

Vital Industries 408

3700 NE 53d Ave., Gainesville, Fla. 32601

Vital 250 P/N. **Staff:** C. Donoyan, L. Buickel, J. Romeo, C. Kunz.

W. Vinten 548

Western Way, Bury St. Edmunds, Suffolk, U.K. IP33 3TB

Television camera mounting equipment. **Staff:** W. Vinten, M. Martin, G. Braehler, J. Schmidt, E. Galione.

Goldwater-proposed amateur radio bill draws disapproval of NTIA, others

The National Telecommunications and Information Administration (NTIA) and electronic equipment manufacturing groups have all expressed disapproval with one part of an amateur radio bill proposed in early April by Senator Barry Goldwater (R-Ariz.) that would authorize the FCC to establish minimum radio frequency interference rejection standards for television receivers. The Association of Maximum Service Telecasters (AMST) expressed criticism of the bill but not outright rejection. Private radio groups including the Land Mobile Communications Council (LMCC) and the American Radio Relay League endorsed the Goldwater bill.

In opposing the part of the bill that would extend the FCC's authority over receiver manufacturing, NTIA suggested preferable alternatives. One alternative would require that consumers be given more information concerning the interference susceptibility of the products they buy. Such a requirement would encourage manufacturers voluntarily to shield products more efficiently, suggested NTIA.

NTIA also said the FCC could participate in that effort by making available to the public information concerning "communication-electronic systems" that emit signals having an adverse affect on receiving equipment. The commission could also provide advice to receiver manufacturers on the vulnerability of their products to such emissions, NTIA said.

Arguing that it has taken effective measures to insulate many of its electronic receiving products from outside interference without a mandate from the FCC, Sony concluded that the Goldwater bill is "completely unnecessary." The bottom-line result of the bill, Sony argued, would be to "subject equipment manufacturers to needless federal regulation which will impose additional costs on consumers."

The Association of Maximum Service Telecasters (AMST) said while the proposed bill would grant the commission authority to adopt performance standards for TV receivers, the "primary cause of interference to television reception . . . is faulty design or operation of transmitters in other radio services generating signals that destroy or degrade television broadcast service." Therefore, concluded AMST, "the most effective way to deal with interference is at the transmitter."

AMST referred to a 1978 FCC report that showed most complaints of television interference from CB radios were caused by "spurious signals generated by the CB transmitter or by illegally amplified CB signals that 'overloaded' the TV receiver." Despite that conclusion, said AMST, the commission has failed to act on a three-year-old proposal to reduce spurious CB emissions so they won't interfere with TV service.

ABC tells stockholders of obstacles to 1981 gains

Economy, writers' strike and threat of directors' walkout are big questions as ABC examines 1981 picture; new technologies, fall schedule discussed; cable moves to concentrate on programing

The "triple-dip" ABC Chairman Leonard Goldenson talked about at last Tuesday's annual meeting wasn't of the ice cream variety. Goldenson was including economic forecasts of a third economic downturn before full recovery as one of the "imponderables" that, along with the writers' strike and the possible directors' strike, might retard ABC revenue growth this year.

Goldenson reviewed the previously announced 1980 and first-quarter 1981 results of ABC, noting that the company has said it does not believe the 1% earnings downturn of the first quarter "would be indicative of the results for the full year." Said Goldenson, "In the last several weeks there have been encouraging signs of a recovery in the broadcast advertising marketplace," though the above-mentioned imponderables, he cautioned, precluded the possibility of predicting how the year would turn out.

Discussing the longer term future, Goldenson addressed "the issue that is central to the future of broadcasting—the impact of the new technologies of communications." Saying that "there remain important policy considerations before the courts, the Congress and the regulatory commissions involving the relationship between the existing and emerging media," the ABC chairman pledged: "We intend to see them through."

Goldenson reiterated the logic used by all three commercial networks that the absolute audience of the networks will grow to about 100 million homes by 1990, even though share of total television homes may decline. And he went on to call the new technologies "an opportunity" and "a challenge."

On the opportunity side, broadcasters' communications skills, Goldenson asserted, will prove "equally valuable" in new technologies. The future challenge for networks, he said, is "to provide quality services that have consistent and contin-

uous appeal to our national audience," and for local stations "to innovate and to deepen our involvement with the local community we serve."

ABC President Elton Rule reported on the specifics of various ABC businesses, the upshot of which was that "ABC is today in a solid operating condition." Discussing ABC Television, which Rule called "the world's single largest advertising medium," with the largest network audience sign-on to sign-off, he said: "We don't like finishing second" in the prime-time ratings race. "Our immediate goal [in prime-time] is careful improvement of our competitive position," according to Rule. He reviewed other dayparts as well, noting that "it would be hard to top our performance in daytime" and spoke proudly of "the continued rise of ABC News." Beyond the already announced plans for a Sunday news program, Rule said, "additional news activities are anticipated."

Taking cognizance of the writers' strike, Rule said "it's too early to tell what effect that situation could have on our schedule or sales, but we are making contingency plans to minimize any potential disruption."

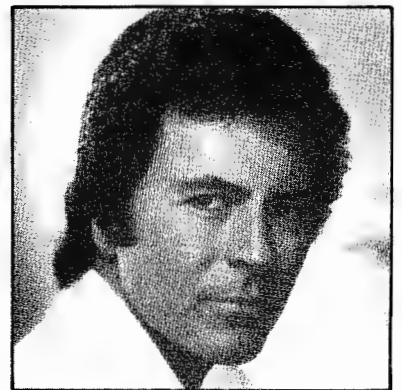
Mentioning the profit decline at the owned television stations division, Rule said: "We have also been encouraged by indications of strengthening in the station advertising marketplace." And in radio, Rule noted the expansion program of the ABC Radio Network division, where, he said, "we are also planning to establish one or more new networks in the near future," with satellite delivery under evaluation.

Aside from broadcasting, Rule noted that ABC Publishing is "exploring the potential of data-base publishing." And detailing ABC's cable networking involvements for the shareholders, Rule said that ARTS and Beta will not be ABC's only entries in the new technologies. "We have conducted extensive market research into the whole range of available opportunities, and have identified several other promising areas. These areas vary widely, but they share two common themes: First, we believe that programing is the bedrock; we are less interested in allying ourselves to specific technologies than we are in developing strong program concepts that can be sold, either to advertisers or consumers. And second, we want to focus upon areas where ABC has something special to offer the market, stemming from our own resources and expertise. We hope to have more to say to you about this as the year progresses."

The meeting saw the election of a new director to the ABC board, Ulric Haynes



#1 AMERICA'S MARKET BECOMES A LEGEND

WNEW-TV, Metromedia's independent, New York, has cleared "Portrait of a Legend," weekly tributes to pop music superstars hosted by James Darren, for Saturdays at 12:30 pm, (immediately following "America's Top 10"), beginning the week of June 1, 1981.



Portrait of a
LEGEND
Hosted by James Darren

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We've brought together three exciting originals—Twyla Tharp, Willie "The Lion" Smith and Johann Sebastian Bach—for a dazzler of a dance show produced in Nashville, with the music of a superspecial rock group for good measure.



"Baker's Dozen" is one of the intriguing works in "Twyla Tharp and Dancers" with Gary Chryst, former star of the Joffrey Ballet, filling in for an injured dancer.

And that's only one example. CBS Cable is opening up whole new dimensions of cable programming. Programming that sparkles with the style and creative expertise of CBS.

Stars like Leonard Bernstein, Jane Alexander, and many others will be enlivening our striking new productions.

Even our acquisitions are subject to CBS's rigorous artistic standards. There will be no random package buys here. Each program will have freshness—and importance. Stars of the caliber of Alec Guinness, Tom Conti, Diana Rigg. Works by

Twyla Tharp moves into a new role as a television director. In this one-hour program for CBS Cable, she re-shapes and captures on camera the pulse and unique style of her brilliant choreography.





Created for Christine Uchida and William Whitener, the "Bach Duet" is an exquisite contemporary work danced to the second movement of Bach's Third Orchestral Suite.



Above is a moment from the debut of "Short Stories," two powerful dances interpreting the emotions of shifting relationships ... from fantasy to passion to hostility.

Noel Coward, John Osborne, Ibsen.

And all of it—new productions and acquisitions alike—is under the direction of CBS Cable's star production team: Jack Willis, Vice President, Programming, and seven-time Emmy winner; Merrill Brockway ("Camera Three," "Dance in America");

Roger Englander (N.Y. Philharmonic Young People's Concerts); and Stephanie Sills ("Lovers and Other Strangers").

Finally, we'll be bringing originality and excitement to the full spectrum of programming—drama, comedy, variety, politics, literature, fashion, music.

This is programming that will reward your viewers—as it rewards you.



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Phone (212) 975-1766.

Stock Index

Exchange and Company	Closing Wed. May 20	Closing Wed. May 13	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	30 1/8	30 1/8			5	843
N Capital Cities	73	70 1/2	+2 1/2	+ 3.54	15	961
N CBS	58 1/2	57 1/8	+1 3/8	+ 2.40	8	1,630
N Cox	70 3/4	66 1/2	+4 1/4	+ 6.39	11	956
A Gross Telecasting	29 1/2	28 1/4	+1 1/4	+ 4.42	8	23
O LIN	35	33 1/4	+1 3/4	+ 5.26	12	194
N Metromedia	134 1/2	133	+1 1/2	+ 1.12	14	602
O Mooney	8 3/4	8 3/4			12	3
O Scripps-Howard	60	60 1/2	- 1/2	- .82	9	154
N Storer	37 1/2	36 3/4	+ 3/4	+ 2.04	12	492
N Taft	28 5/8	28	+ 5/8	+ 2.23	8	280
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	24 1/8	24 3/4	- 5/8	- 2.52	19	79
A Affiliated Pubs.	30 3/4	30 1/2	+ 1/4	+ .81	13	158
N American Family	8 7/8	8 5/8	+ 1/4	+ 2.89	4	109
N John Blair	21 7/8	19 7/8	+2	+10.06	7	81
N Charter Co.	11 3/8	12 1/4	- 7/8	- 7.14	1	311
N Chris-Craft	36 1/8	34 3/4	+1 3/8	+ 3.95	18	113
N Coca-Cola New York	8 5/8	8 5/8			20	152
N Cowles	32 5/8	33	- 3/8	- 1.13	22	129
N Dun & Bradstreet	67 3/8	67 1/4	+ 1/8	+ .18	20	1,879
N Fairchild Ind.	26 3/4	25 1/4	+1 1/2	+ 5.94	8	305
N Gannett Co.	40 3/4	41	- 1/4	- .60	11	2,203
N General Tire	26	24 1/2	+1 1/2	+ 6.12	11	626
O Gray Commun.	50	50			10	24
N Harte-Hanks	34 1/4	35 3/4	-1 1/2	- 4.19	16	326
O Heritage Commun.	14 5/8	14 5/8			7	79
N Insilco Corp.	19 7/8	19 1/4	+ 5/8	+ 3.24	8	214
N Jefferson-Pilot	27 1/4	27 1/2	- 1/4	- .90	6	597
O Marvin Josephson	12 3/4	12 1/2	+ 1/4	+ 2.00	8	29
N Knight-Ridder	36 3/4	36 1/8	+ 5/8	+ 1.73	13	1,189
N Lee Enterprises	29 5/8	29 5/8			14	211
N Liberty	15 7/8	16 3/8	- 1/2	- 3.05	6	202
N McGraw-Hill	48 3/8	46 1/4	+2 1/8	+ 4.59	15	1,202
A Media General	35 5/8	36	- 3/8	- 1.04	10	257
N Meredith	60	58 7/8	+1 1/8	+ 1.91	9	189
O Multimedia	34 3/4	34 3/4			18	349
A New York Times Co.	34 1/2	34	+ 1/2	+ 1.47	10	413
N Outlet Co.	38 1/2	36 1/4	+2 1/4	+ 6.20	56	97
A Post Corp.	20 5/8	20 1/2	+ 1/8	+ .60	10	37
N Rollins	20 1/2	19	+1 1/2	+ 7.89	8	559
N San Juan Racing	18 5/8	18 5/8			21	46
N Schering-Plough	37 3/8	37	+ 3/8	+ 1.01	9	1,984
O Stauffer Commun.	45	45			11	45
A Tech Operations	15 1/4	16 1/4	-1	- 6.15	16	16
N Times Mirror Co.	50 7/8	50 1/2	+ 3/8	+ .74	12	1,735
O Turner Bcstg.	21	21				210
A Washington Post	25 3/4	25	+ 3/4	+ 3.00	10	361
N Wometco	22	20 3/8	+1 5/8	+ 7.97	10	291
CABLE						
A Acton Corp.	19	16 3/4	+2 1/4	+13.43	13	57
N American Express	46	42 1/8	+3 7/8	+ 9.19	9	3,279
O Burnup & Sims	16 1/8	16 1/2	- 3/8	- 2.27	20	144
O Comcast	26 1/4	25	+1 1/4	+ 5.00	29	101
O Entron*	5	5			5	4
N General Instrument	119	112 3/8	+6 5/8	+ 5.89	20	1,048
O Rogers CableSystems	11 1/8	9 7/8	+1 1/4	+12.65	21	211
O Tele-Communications	28 7/8	27 7/8	+1	+ 3.58	28	687
N Teleprompter	34 3/8	34 1/2	- 1/8	- .36	29	585
N Time Inc.	73 3/8	72 1/4	+1 1/8	+ 1.55	14	2,065
O Tocom	16 1/4	15 3/4	+ 1/2	+ 3.17		53
O UA-Columbia	83 3/4	79	+4 3/4	+ 6.01	62	281
O United Cable TV	28 7/8	26 5/8	+2 1/4	+ 8.45	20	283
N Viacom	29 3/4	31	-1 1/4	- 4.03	11	265

Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson Loeb Rhoades, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

Exchange and Company	Closing Wed. May 20	Closing Wed. May 13	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMMING						
O Chuck Barris Prods.	3 1/4	3 3/8	- 1/8	- 3.70	3	10
N Columbia Pictures	38 1/4	38 3/4	- 1/2	- 1.29	11	387
N Disney	56 1/2	55	+1 1/2	+ 2.72	14	1,838
N Filmways	7 7/8	8	- 1/8	- 1.56		49
O Four Star	2 1/8	2 3/8	- 1/4	-10.52	21	1
N Getty Oil Corp.	66 1/2	67	- 1/2	- .74	8	5,463
N Gulf + Western	17 5/8	17 3/8	+ 1/4	+ 1.43	4	1,315
N MCA	54 1/4	56	-1 3/4	- 3.12	9	1,275
O Medcom	10	11 3/8	-1 3/8	-12.08	36	17
N MGM Film	11 7/8	10 3/8	+1 1/2	+14.45	8	386
O Reeves Commun.	45 1/2	43 1/2	+2	+ 4.59	32	164
O Telepictures	7 1/8	6 3/8	+ 3/4	+11.76	32	17
N Transamerica	23 1/8	21	+2 1/8	+10.11	6	1,511
N 20th Century-Fox	65 5/8	63 3/4	+1 7/8	+ 2.94	11	706
O Video Corp. of Amer.	14 7/8	15 3/4	- 7/8	- 5.55	31	14
N Warner	50 7/8	48 1/2	+2 3/8	+ 4.89	12	2,990
A Wrather	26 1/2	26 1/2				61
SERVICE						
O BBDO Inc.	45	44 1/4	+ 3/4	+ 1.69	10	113
O Compact Video	17 5/8	17 1/4	+ 3/8	+ 2.17	16	52
N Comsat	58	53 3/8	+4 5/8	+ 8.66	12	464
O Doyle Dane Bernbach	16	15 3/4	+ 1/4	+ 1.58	4	19
N Foote Cone & Belding	31 3/4	32 1/8	- 3/8	- 1.16	8	86
O Grey Advertising	60	60			6	36
N Interpublic Group	36	35 1/4	+ 3/4	+ 2.12	7	161
N JWT Group	34 1/2	34 1/2			8	105
O MCI Communications	21	21 1/4	- 1/4	- 1.17	105	768
A Movielab	5 1/2	5 5/8	- 1/8	- 2.22	5	8
A MPO Videotronics	5 3/4	5 5/8	+ 1/8	+ 2.22	16	3
O A.C. Nielsen	44 1/8	44	+ 1/8	+ .28	18	495
O Ogilvy & Mather	32 1/2	31 3/4	+ 3/4	+ 2.36	10	134
O Telemation	2 1/2	2 1/2			15	2
O TPC Communications	4 1/4	4 1/2	- 1/4	- 5.55	30	3
N Western Union	24 1/4	23 3/8	+ 7/8	+ 3.74		368
ELECTRONICS/MANUFACTURING						
O AEL Industries	17 1/4	14 5/8	+2 5/8	+17.94		28
N Arvin Industries	15 1/2	15 7/8	- 3/8	- 2.36	8	120
A Cetec	6 7/8	7	- 1/8	- 1.78	9	14
O Chyron	13 7/8	13 3/4	+ 1/8	+ .90	23	17
A Cohu	8 3/4	9 1/8	- 3/8	- 4.10	12	14
N Conrac	21 1/4	21 1/4			9	45
N Eastman Kodak	75 1/8	74 5/8	+ 1/2	+ .67	12	12,124
O Elec Missile & Comm.	11	11 3/8	- 3/8	- 3.29	138	30
N General Electric	65 1/4	63 1/4	+2	+3.16	10	14,789
N Harris Corp.	51 3/4	52 3/8	- 5/8	- 1.19	19	1,592
O Intl. Video*	1/8	1/8				
O Microdyne	28 3/4	28 1/4	+ 1/2	+ 1.76	21	76
N M/A Com. Inc.	30 5/8	28 7/8	+1 3/4	+ 6.06	27	1,022
N 3M	56 1/8	58 1/4	-2 1/8	- 3.64	10	6,537
N Motorola	79	74	+5	+ 6.75	15	2,254
O Nippon Electric	79 1/4	82 3/4	-3 1/2	- 4.22	60	2,602
N N. American Philips	50 3/4	50 1/8	+ 5/8	+ 1.24	8	610
N Oak Industries	32 5/8	32 3/4	- 1/8	- .38	11	355
A Orrox Corp.	14	12 1/4	+1 3/4	+14.28	45	23
N RCA	25 5/8	25 1/2	+ 1/8	+ .49	7	1,921
N Rockwell Intl.	41 3/8	40 7/8	+ 1/2	+ 1.22	11	3,103
A RSC Industries	5 1/8	5	+ 1/8	+ 2.50	13	12
N Scientific-Atlanta	32 1/2	31 1/4	+1 1/4	+ 4.00	29	688
N Sony Corp.	21 5/8	21 3/8	+ 1/4	+ 1.16	35	4,662
N Tektronix	57 3/4	57 7/8	- 1/8	- .21	13	1,054
A Texscan	19 1/2	21 5/8	-2 1/8	- 9.82	38	57
N Varian Associates	25 3/4	25 3/4			12	198
N Westinghouse	31 1/2	32 1/2	-1	- 3.07	8	2,676
N Zenith	20 1/4	18 5/8	+1 5/8	+ 8.72	18	381
Standard & Poor's 400						
Industrial Average	149.17	147.66	+ 1.51			

Earnings figures are exclusive of extraordinary gain or loss. Footnotes: * Stock did not trade on given day, price shown is last traded price. ** No P/E ratio computed, company registered net loss. *** Stock split. + Stock traded at less than 12.5 cents.

Jr., who is vice president, international business planning, Cummins Engine Co., and who has served as United States ambassador to Algeria.

Among items discussed during question-and-answer sessions at the meeting, Goldenson indicated that of \$11 million ABC spent last year for outside legal fees, \$5 million went for costs associated with ABC's antitrust suit. Asked why the board did not include in this year's proxy statement mention of Rule's widely publicized involvement in real estate transactions with ABC program suppliers, Goldenson said it was the company's determination the matters were not significant, though he noted that SEC investigations continue into the matter.

Neuharth tackles Turner on future of newspapers

Head of Gannett disputes idea that papers will be extinct before long; says all media will survive; he announces company is about to begin test of its national daily to be delivered by satellite

Two weeks ago in Chicago, Ted Turner, head of the Cable News Network and the WTBS(TV) Atlanta superstation, predicted the "end of newspapers as we know them" in 10 years (BROADCASTING, May 11). Since then, in a couple of speeches, Allen H. Neuharth has been challenging that prediction. In 10 years, there will be more newspapers around than ever, he says. And if they are like Gannett Co. newspapers, he suggested, they will be employing the latest in telecommunications technology. Indeed, he said the Gannett Co., which he serves as chairman and president, is transforming itself from what was "the nation's foremost newspaper group to the total communications services of what will become the nation's most diverse and comprehensive information company."

Neuharth expressed his confidence in the staying power of newspapers—as well as of over-the-air television networks and radio stations, for that matter—in a speech at the Rochester (N.Y.) Institute of Technology, where he received the Isaiah Thomas Award from the RIT's School of Printing.

And he based his prediction on the observation that the U.S. is shifting rapidly from "a mass industrial society to an information society." And that shift, he said, will have a more profound impact on people's lives than the earlier change from an agricultural to industrial society.

"In the industrial society of the 1950's," he said, "the resource was capital. Today, the strategic resource will soon be information." He quoted futurist Alvin Toffler's remark that "information

has become the world's fastest-growing and most important business." Thus, in the years ahead, Neuharth said, "most existing media—and some new media information services—will survive and thrive, in complementary yet competitive ways."

Last week, in a speech to shareholders, also in Rochester, Neuharth focused on the changes being wrought in the communications business by technology.

He noted that Gannett is almost ready to test prototypes of *USA Today*, a national daily paper to be transmitted by satellite to printing plants around the country (BROADCASTING, Dec. 22, 1980). However, the decision on proceeding with the new venture is yet to be made. If the results of forthcoming tests are positive, Neuharth said, "Gannett will have the confidence to proceed; if the findings are negative, Gannett will be just as quick to show the courage to say that is an idea whose time has not yet come."

Nor is Gannett considering only the distribution of newspaper pages by a satellite network to be called GANSAT, Neuharth said. GANSAT, plans for which he disclosed in December, is also exploring the possibility of distributing advertising copy, of providing two-way television news coverage, and of supplying cable programming "and many still-undeveloped future information services."

Then there is the use of advanced telecommunications technology in publishing the local newspaper. Neuharth said "pagination" has arrived at Gannett's Westchester-Rockland (N.Y.) newspapers. As he described it: "Each story is written and edited, each page is measured and laid out, each headline is written and positioned through keyboard instructions to an electronic screen and a computerized production system, for great gains in economy, time and spontaneity of every printed page."

Neuharth said pagination, "the technology of today," will soon be in place at many Gannett newspapers, "just as the satellite, technology of tomorrow, is beginning to be harnessed for what offers an infinite number of new information opportunities."

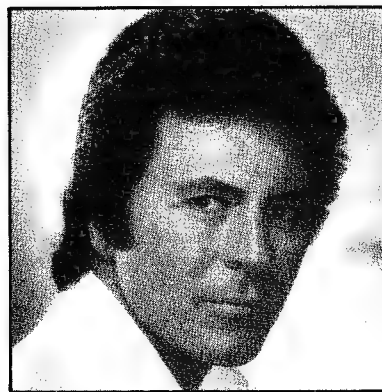
And Neuharth told the stockholders that the company's philosophy is paying off now, in advance of widespread use of "pagination" and the employment of satellite technology.

He said revenues rose 14%, to \$1.2 billion; earnings were up 13.4% to \$152 million, and dividends increased for the 13th time in 13 years, to \$1.52 a share. What's more, the Gannett News Service won the Pulitzer Gold Medal for Public Service, and Gannett was named by *Dun's Review*, a national business magazine, as one of the five best-managed companies in the country.

Gannett, which maintains its headquarters in Rochester, publishes 82 daily and 23 nondaily newspapers, owns seven television and 13 radio stations, as well as outdoor advertising, news, research, advertising, production and satellite subsidiaries in 35 states, two U.S. territories and Canada.

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NTIA has change of heart on CBS petition at FCC

Agency decides to back request that would allow networks to buy TV programing rights for use on cable and home video

In a turnaround from its previous position, the National Telecommunications and Information Administration (NTIA) has recommended that the FCC grant a CBS petition for declaratory ruling that would enable networks to acquire television programing rights for nonbroadcast use. The National Association of Broadcasters and the White House also endorsed the petition for the first time.

Last month, the commission deferred action on the CBS petition until the network could supplement the request with a further public-interest justification. The

network has subsequently done so, noting among other things that its cable and home video programing subsidiaries would provide services "including programs from sources heretofore unavailable to the American television viewer," and thus in the public interest.

NTIA initially agreed with CBS that the financial interest rule needed clarification but said it should be done through the rulemaking process. Subsequently, however, that agency has re-evaluated its position, suggesting the rule be "narrowly construed consistent with its original intent." When the rule was adopted back in 1970, NTIA said, "its applicability to the CBS intended uses could not have been considered [or therefore precluded] because at that time such uses did not exist."

Thus, said NTIA, networks should be allowed to acquire nonbroadcast rights to a television program, "where such rights are not acquired, directly or indirectly, in connection with the negotiation for, or acquisition of, the right to network acquisition."

NTIA took no position, however, as to whether it would be in the public interest for networks to be engaged in the areas that CBS seeks to be engaged in. But to preclude network entry into those areas, said NTIA, would not be justifiable, "absent notice and rulemaking."

NAB agreed the commission should not now interpret the rule to preclude networks from acquiring programing rights in technologies that didn't exist when the rule was adopted 11 years ago and that was "not intended to proscribe the kinds of acquisitions described in the CBS petition."

To deny the networks participation in the new technologies is ultimately to deny "to the public the important contributions which broadcasters can provide," NAB said.

The White House, through the Council on Wage and Price Stability, endorsed recent studies which conclude that the functioning of program supply and distribution markets is not adversely affected by network ownership of residual rights. It also said that "because network and nonbroadcast markets will attract different sorts of programing, it is even less likely that networks will be able to exert market power in acquiring nonbroadcast rights to television programs." Denial of request, it said, "would restrict program producers' access to an important additional source of funding and limit the programing that the networks could contribute to nonbroadcast markets."

While the major program distributors including Columbia Pictures Industries, Filmways Pictures, MCA Inc., Tandem Productions, 20th Century-Fox and others

maintained their staunch opposition to CBS's request as unnecessary and in conflict with the "plain language" of the rule barring the rights coveted by CBS, others were willing to meet CBS half way.

Home Box Office said it did not oppose a modification of the rule that would permit CBS to obtain nonbroadcast rights to any program that has not or will not be distributed over a broadcast television network. To allow networks to acquire "multimedia rights" to a single television program, i.e., both broadcast and cable exhibition rights, would be to give the networks undue bargaining leverage over independent producers, said HBO, precisely what the rule was intended to eliminate.

Teleprompter said it would also support an interpretation of the rule to allow network acquisition of rights in programing designed and used for videodisk, videocassette or cable distribution, "if such rights are obtained in a separate market and network exhibition of such programing is prohibited."

Several small independent television producers supported the CBS position, because the market for programs to be shown exclusively on cable or home video is still quite small. "We would welcome additional buyers such as CBS, ABC, RCA, etc.," said Don Feddersen Productions, whose credits include *The Millionaire* and *My Three Sons*, "since we believe they could provide funds to finance the initial productions."

Bates picks CBS as fall winner; gives thumbs up or down to new shows

Projections find CBS with two failures, ABC and NBC eight; CBS dominates survey's 'smash' and 'success' categories

CBS-TV is tabbed as winner of the prime-time network TV sweepstakes for 1981-82 by Ted Bates & Co., New York, trailed by ABC-TV and NBC-TV, in that order.

An analysis released last week by Joel M. Segal, senior vice president, network television and radio division of Bates, estimates that CBS-TV will end the fourth quarter with a household rating of 19.4 and a share of 31, leading ABC-TV, 17.6/28, and NBC-TV, 16.9/27.

Bates projects that combined network shares will decline from 88% in the fourth quarter of 1980 to 86% next fall, a reflection of the inroads of cable programing and independent station programing.

Bates noted that its prognostications are

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Ratings Roundup

ABC-TV, with three winning nights and the top-rated show, captured prime time for the week ended May 17, NBC-TV was a solid second. CBS-TV, the usual leader on weekly scorecards, this time was last.

With eight-tenths of a rating point separating first from second and also second from third, the averages showed ABC at a 17.0 rating/29 share to NBC's 16.2/28 and CBS's 15.4/26.

Particularly damaging to CBS were inroads that week made by NBC. On Thursday, a *Dallas* rerun was nowhere near the first-place mark the show usually made during the season. Instead, the CBS show fell to 46th place (13.4/24) against an NBC special, *TV's Censored Bloopers* that ranked fifth (22.3/40). On Sunday, normal CBS series strength didn't transfer to a two-hour *Escape from Iran* movie (15.4/25), which fell to NBC's *CHiPs* (19.4/33) and the first hour of the theatrical film, "Meatballs" (24.1/37).

ABC's made-for-TV movie, *The Best Little Girl in the World*, was the week's top-scoring presentation, earning a 25.5/39 on Monday and easily outdoing part one of NBC's *The Starmaker* movie (14.7/23). ABC with its regular series also overcame the *Starmaker* conclusion (15.8/25) the following night.

Long-form programming of movies dominated the schedules, with competing films on at least five nights.

For the May sweep period, ABC and CBS are tied at a 16.3 to NBC's 15.6 so far in the 19 days of Arbitron's count. For Nielsen's 18 days through May 17, the scores: CBS 16.5, ABC 16.3 and NBC 15.4.

The First 20

1.	<i>The Best Little Girl in the World</i> (movie)	ABC	25.5/39
2.	<i>Three's Company</i>	ABC	24.2/38
3.	"Meatballs" (movie)	NBC	23.6/36
4.	<i>Too Close For Comfort</i>	ABC	22.4/35
5.	<i>TV's Censored Bloopers</i> (special)	NBC	22.3/40
6.	<i>Hart to Hart</i>	ABC	21.6/36
7.	"Stand By Your Man" (movie)	CBS	21.6/34
8.	<i>60 Minutes</i> (R)	CBS	21.4/42
9.	<i>Laverne & Shirley</i>	ABC	21.3/34
10.	<i>Little House on the Prairie</i>	NBC	20.7/32
11.	<i>Love Boat</i>	ABC	20.4/37
12.	<i>CHiPs</i>	NBC	19.4/33
13.	<i>M*A*S*H</i> (R)	CBS	19.4/29
14.	<i>Greatest American Hero</i>	ABC	19.1/31
15.	<i>Happy Days</i>	ABC	19.0/31
16.	<i>Diff'rent Strokes</i>	NBC	19.0/29
17.	<i>Real People</i> (R)	NBC	18.4/30
18.	<i>Fantasy Island</i>	ABC	18.2/34
19.	<i>Trapper John, M.D.</i>	CBS	18.1/29
20.	<i>Barney Miller</i>	ABC	17.5/29

The Final Five

51.	<i>Body Human: Break-through</i> (special)	CBS	12.9/21
52.	<i>BJ & the Bear</i> (R)	NBC	12.1/23
53.	"The Longest Yard" (movie) (R)	ABC	11.5/21
54.	<i>Les Miserables</i> (movie) (R)	CBS	9.8/19
55.	<i>Those Amazing Animals</i> (R)	ABC	8.5/17

R indicates repeat.

based on the schedules as promulgated and said a long writers' strike and a walk-out by directors could affect estimates.

Bates picks 17 of CBS-TV's programs as "success" (29-33 share) or "smash" (34 or over) out of a total of 25 shows. In the "smash" category are *M*A*S*H*, *Dallas*, *Dukes of Hazzard* and *The Vintage Years* (the last a new series). Chosen as "failure" (25 share or less) are two new series—*Simon & Simon* and *Mr. Merlin*.

Eleven of ABC-TV's series are selected "success" or "smash." Chosen as "smash" are *Love Boat* and *Fantasy Island*. Eight are destined for "failure," in Bates' opinion, including *Mork & Mindy* and six new series—*Open All Night*, *Maggie*, *Strike Force*, *King's Crossing*, *Code*

Red and *Today's F.B.I.* ABC-TV is fielding 26 programs for the fall.

According to Bates, eight of NBC-TV's series for next fall are headed for "failure" including six new shows—*Gabe & Guich*, *Mickey Rooney Show*, *Chicago Story*, *James Arness*, *Bret Maverick* and *Star Prince*. None of NBC-TV's programs are picked as "smash" but eight are listed as "success," including one new series, *Father Murphy*.

Bates says the erosion in young adult prime time audiences that began in 1979 is expected to continue into 1981. The agency estimates that the adult 18-49 ratings for the fourth quarter of 1981 will be 35.9 (83 share), down from 40.1/91 in the fourth quarter of 1978.

Monitor

In the marketplace... MCA-TV's *Hardy Boys/Nancy Drew Mysteries* is now carried by 86 stations, including 18 in top 20 markets. Series is available for fall to local stations on advertiser-supported basis... *Miss American Teen-Ager Pageant*, on air for 21 years through national syndication, local stations and ABC Television network, has television rights for production and syndication up for grabs.

Soon you'll know. *Betcha Don't Know*, series of 39 30-second "humorous information messages," has been ordered from Children's Television Workshop by NBC-TV for inclusion in prime-time schedule beginning next year. Target of short comedy sketches is families with children aged 6-11.

Ethnic cable. Teleprompter Corp. has announced launch of third minority-oriented cable service in less than month for its largest system—Los Angeles's Theta Cable. Black Entertainment Television (BET) follows Galavision and Jewish Television Network to Theta.

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Seeking a consensus on competition

Wirth's subcommittee begins hearings on communications business; role of AT&T debated

Competition is a better regulator of industries than the government, but deregulation of communications will not be accomplished as simply as it was for the trucking and airline industries. That was the conclusion of a hearing last Wednesday, May 20, on the theory, history, and future prospects of communications regulation before the House Telecommunications Subcommittee.

Representative Timothy Wirth (D-Colo.), the subcommittee's chairman, called the hearing the opening of an inquiry into the status of competition and regulation in the communications industry. The inquiry will provide the subcommittee, he said, with a data base from which it can write new laws to govern the

common carrier and broadcasting industries.

The hearing's opening witnesses focused their remarks on AT&T and how to deregulate in the presence of a dominant carrier. Alfred Kahn, former chief of the Council on Wage-Price Stability under the Carter administration and now a professor at Cornell University, recommended that "if you allow others to compete with AT&T, you should allow AT&T to compete with others," but that "internal subsidization is a bad way of doing it." Structural controls on AT&T, said Kahn, would eliminate the danger of cross-subsidization by the huge company.

William Baumol, economics professor, New York University, noted four provisions necessary for effective regulation of communications. Companies should have freedom of entry into an industry as well as freedom of exit. They must also have

freedom to fail and freedom to respond, for example with price competition, to the entry of new competitors. A speaker later in the day called Baumol's provisions a perfect example of protectionist regulation for the status quo.

Although Baumol believed AT&T can be regulated through accounting surveillance by the FCC, William Melody, professor of communications studies at Simon Fraser University in British Columbia, said AT&T should be divided into separate companies before it is allowed to compete in new areas. "The FCC allows AT&T to lower the price of unregulated services and to raise the price of regulated services," he said. "This works to stimulate cross-subsidization."

Only separate companies, with financing and management apart from AT&T would have the proper incentives to operate fairly and competitively in the marketplace, according to Melody. "AT&T has many separate subsidiaries already," he said, "and it wants to offer enhanced services as part of its regulated services, not separately."

If AT&T is divided, even if only into separate subsidiaries, the public may lose some advantages it now has from the company's basic centralized research and service to unprofitable areas. "There is no perfectly costless solution," said Kahn. Melody disagreed. "Networking can produce the same economies as single-company ownership," he said.

Kahn recommended that the subcommittee watch for three indications of what's really going on in the market when it sets out to revise communications laws. First, it should find out who is on what side. "Newspapers oppose AT&T's entry into enhanced services," he said. "I can't see anything but protectionism in that."

Second, it should ask if anyone being kept out of an industry has something to offer it. "Bell has a great deal to con-

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tribute," he said.

Finally, it should note where the fear that Bell will stamp out all competitors is coming from. "You're talking about IBM, Time-Life, Xerox and the *New York Times*," he said. "How long do they think they can hide under a cloak of unfair potential competition?"

Witnesses who covered the history of regulation agreed that regulation of common carrier, cable and broadcasting has been a failure. Walter Hinchman, a former chief of the FCC Common Carrier Bureau and now a consultant based in Reston, Va., said the FCC has never been very active in regulating AT&T. Its regulation, he said, has been mainly surveillance.

Stanley Besen, senior economist, Rand Corp., said restrictions placed on the cable industry from the early 1960's until two years ago "were a mistake" that hurt the public. The "exclusive dominance" of FCC deliberations on the impact cable might have on established broadcasters set a precedent at the FCC that has not yet been completely eliminated, according to Besen. "There are still barriers to the development of new services," he said. "I hope the FCC breaks down those barriers by allowing VHF drop-ins, allocating additional spectrum for multipoint distribution service and authorizing free entry into the direct broadcast satellite business."

According to Larry Lichty, professor of communications, University of Maryland,

broadcast regulation has failed to promote public service by broadcasters. The assumption that broadcasters would trade free use of the spectrum for public interest programming was "naive," he said, and yet, there is "resistance to the idea of spectrum fees."

In light of past failures, how should Congress regulate in the future? Lichty advocated separating all local services from national program or information suppliers, but said it's "politically unlikely" that that would ever be done.

Future regulation is being complicated by new technology that is blurring the differences between different industries such as telephone and cable, telephone and computer and newspaper and television, according to Benjamin Compaine, professor, Harvard University. "Think of functions rather than specific products or services when trying to define markets," he said.

Larry Darby, a Washington-based consultant, warned the subcommittee that Wall Street will watch what it does in defining which companies may compete in which areas. "Capital will flow toward unregulated industries," he said. "Look at corporate strategies and design scenarios of the future before you regulate."

The subcommittee will continue its hearings on competition and regulation this Wednesday and Thursday, May 27 and 28.

House hears performer royalty fans

Representatives from RIAA and musicians union tell subcommittee that levy on use of recordings is financially feasible for broadcasters and other users; opposition will testify June 10

Should commercial users of sound recordings have to pay royalties to the performers and producers of records as well as the composers of songs? Those who would answer yes to that question had a chance to say why last Wednesday, May 20, when the House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice held hearings on the issue.

Central to the hearing was H.R. 1805, a bill introduced by Representative George Danielson (D-Calif.), a member of the subcommittee. His bill would base the assessment of royalties for use of sound

recordings on a radio station's net advertising receipts after agency commissions. It would also allow assessment at TV stations, discotheques, background music services and other commercial users of sound recordings, except for nonprofit entities and commercial radio stations with annual revenues of less than \$25,000.

Both witnesses who testified last week supported the bill, calling it a first, although inadequate, step toward compensating what they said was the only segment of the entertainment industry not accorded performers' rights under copyright laws. "It's a modest royalty we're talking about," said Stanley Gortikov, president of the Recording Industry Association of America. "Congress may want to alter the amount later."

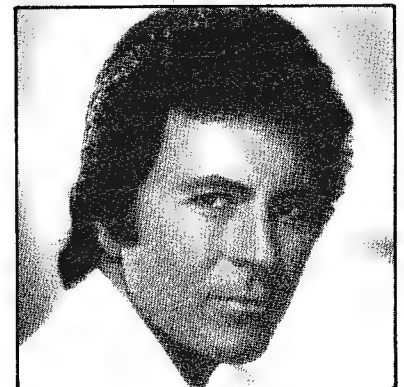
Gortikov and Victor Fuentealba, president of the American Federation of Musicians, AFL-CIO, also cited a 1978 study

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by the U.S. Copyright Office that concluded the lack of copyright protection for performers since the development of phonograph records has had "a drastic and destructive effect on both the performing and recording arts." That study was ordered by the 1976 revision of the Copyright Act after Congress decided, according to Gortikov, to avoid performer royalty legislation because it was "too complicated and would arouse a torrent of objection from broadcasters."

The 1978 study concluded that any economic burden royalty fees would impose on commercial users of recordings is "heavily outweighed" by the profits accrued from using those recordings and by the "damage done to performers whenever recordings are used as a substitute for live performances."

According to Fuentelba, fewer than 25% of his union's 300,000 members can earn their full livelihood from music, and "conditions are getting worse." The chief cause of the increasing loss of jobs is commercial use of sound recordings, he said, and although H.R. 1805 would not restore many jobs for musicians, it would provide some additional compensation for their labor.

Danielson noted that royalties assessed for commercial use of records might provide some incentive for using live musicians for public performances.

Gortikov argued that new technology is making it easier for people to acquire



Considering pay-for-play. L to r: Stanley Gortikov, president, Record Industry Association of America, Subcommittee Chairman Robert W. Kastenmeier (D-Wis.), Victor Fuentelba, president, American Federation of Musicians, AFL-CIO, and Bruce Lehman, subcommittee chief counsel.

records without paying for them and said that satellite and cable services being created will centralize the distribution of musical programming with a few superstations. "We applaud these new services," he said, "except that there remains no compensation for singers and musicians for the use of their work."

"Broadcasters want a fair copyright situation," said Gortikov, referring to the controversy over compulsory licensing for cable systems. "We want the same equal protection that they do, and that every other originator of copyrighted works

already has," he said.

"Radio has to pay for every other kind of programming it uses," he said. "Is it too much for a station with revenues of \$1 million to pay \$27.40 per day in performers' royalties?"

Gortikov quoted what he said was "a recent statement by the president of the National Radio Broadcasters Association that, 'if I came along and said broadcasters couldn't afford this, I don't think I could back that up.'" Because broadcasters already have a system in place for paying royalties to composers of the songs they

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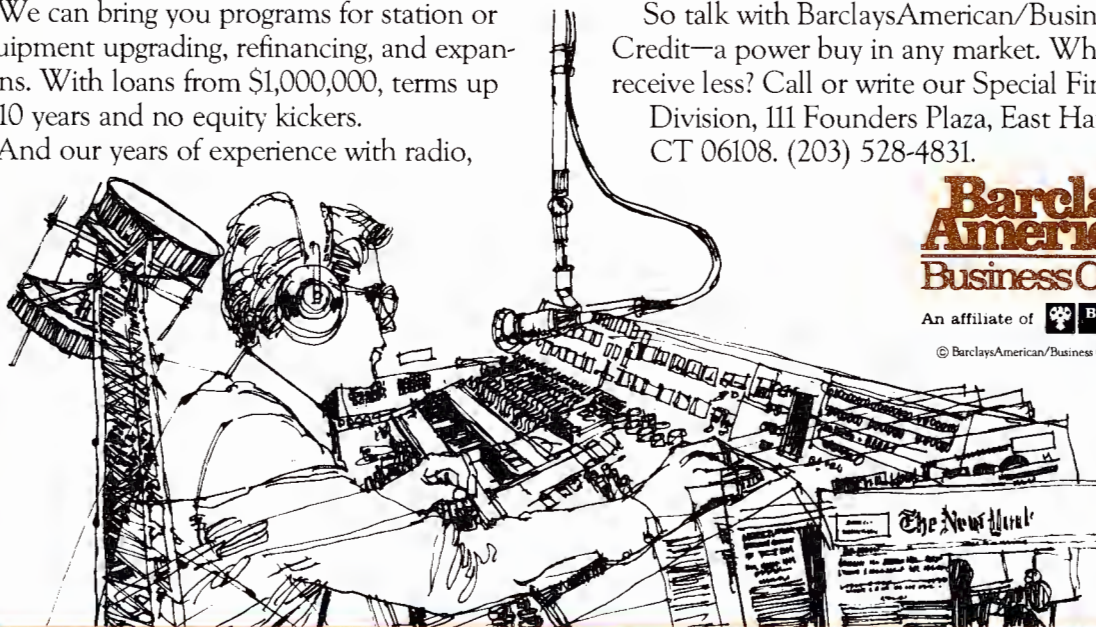
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play, it would not significantly increase their administrative costs to require that they pay performers and producers also, Gortikov claimed.

American recordings "are the most respected in the world," according to Gortikov, but other countries won't pay royalties on the use of American records because Americans don't pay for the commercial use of foreign records.

Former royalties would benefit the performing arts, said Gortikov, in part because RIAA leadership has voted to donate 5% of the royalty proceeds to the National Endowment for the Arts. "Support is widespread," he said, "from the American Bar Association to the Commerce Department and Register of Copyrights."

Subcommittee Chairman Robert W. Kastenmeier (D-Wis.) compared H.R. 1805's imposition of a set fee formula to compulsory licensing for cable. "We're getting lots of criticism now for the way we solved a problem a few years ago," he said. "We may run into many unanswered questions and unsolved problems if Congress passes this legislation."

Danielson's bill would require that 50% of the royalty proceeds be distributed to musicians and 50% to recording companies. All musicians would receive the same proportion of fees paid for a work, with no special treatment for stars. The FCC has estimated that between \$19 million and \$26 million would be collected from radio stations if royalties were assessed.

The Copyright Royalty Tribunal would distribute fees initially under H.R. 1805, but only until a private organization, such as the American Society of Composers, Authors and Publishers or Broadcast Music Inc., could be set up to take over. Creation of this organization, which would not be necessary if ASCAP or BMI offered to distribute royalties for sound recordings, would cost about \$1 million to launch, according to Fuentelba.

If the subcommittee declines to assign the task of initial distribution to the tribunal, Gortikov said the industry would need a one-year transition period to set up a private distribution organization.

The subcommittee will hear from broadcasters and other commercial users of recordings at a second hearing on June 10.

AMST, NTA want reconsideration of freeze on LPTV

The National Translator Association and the Association of Maximum Services Telecasters have petitioned the FCC for reconsideration of its April 9 freeze on the acceptance of translator and low-power television applications.

NTA said that the application of the standard minimum mileage separations to translator and LPTV applications "would effectively preclude the grant" of most of

those currently on file. It said that other standards have been used for "two decades" in making translator assignments which should not be discarded now.

NTA also said the exemption to the freeze for markets with "fewer than two" full-service TV stations should be revised to read "two or fewer."

It also said that the exemption allowing major modification applications in cases where existing translator stations seek to alleviate interference caused to a full-service station should be extended to include interference caused to other translators as well.

NTA also said that applications filed prior to initiation of the commission's LPTV proceeding last September should be processed whether or not they meet one of the exceptions to the freeze.

AMST said that the freeze should not apply to traditional translators which it said are "being held hostage to a situation resulting from unrelated developments that do not bear on the merits of their continued authorization." It said the public should be able to continue to receive new traditional translator service and not be forced to wait, "because an interim processing decision linked it with a proposed new medium that has proved to be controversial and to pose practical and other problems."

Lawyer representing hearing impaired in Los Angeles case asks court for big fee

Gottfried seeks payment from stations and FCC as liable parties; cites Rehabilitation Act of 1973

Abraham Gottfried, counsel for hearing-impaired viewers who appealed an FCC decision to renew without a hearing the licenses of eight Los Angeles television stations they claimed were not serving the needs of the deaf, has not stopped with the partial victory he won. Gottfried has petitioned the court to award him \$697,297 in attorney fees and expenses.

Gottfried, in his petition to the U.S. Court of Appeals in Washington, said the appellants, "as prevailing parties, are entitled to the award." (One of the parties is his wife, Sue Gottfried.) The court reversed the commission only in connection with the renewal of noncommercial KCET(TV), but made it clear it expects commercial stations to serve the needs of the hearing impaired also (BROADCASTING, April 27).

Gottfried cites a section of the Rehabilitation Act of 1973, which says that, "in any action or proceeding" to enforce that law, which is intended to bar discrimination against the handicapped, the court "may allow the prevailing party . . . a reasonable attorney's fee as part of the costs."

Gottfried is seeking payment from the commission and Community Television of

What's needed. U.S. list of additional full-time AM stations said to be needed in five-year period beginning January 1983 contains 3,900 proposed in 2,900 places. List, culled from filings of educators, daytime broadcasters, minority group members and others, will be submitted to second session of Region 2 conference on AM broadcasting, to be held in Rio de Janeiro beginning in November. However, staffers who presented list to FCC conceded it is not realistic. No effort was made to eliminate proposals that would be inconsistent. Refined list—of realistic proposals—is being developed in computer study and will be used to resolve incompatibilities with other countries.

Southern California, licensee of KCET, "and such other intervenors" as the court may regard as liable.

Gottfried arrived at the proposed fee in the following manner: 962½ hours of work at \$200 per hour, "the rate which would be charged to a fee-paying client" in Los Angeles. That amounts to \$192,500, which would be increased by a factor of 3.5 "because of the quality of the services rendered." Another 38 hours at \$200 per hour would be billed for the time spent on the petition. The remainder—\$15,947—would be for expenses.

The Gottfried clients may not have finally "prevailed," because KCET plans to appeal. But by the same token, the Gottfried fee meter would continue to run.

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Special Report

CABLE: THE FUTURE OF COMMUNICATIONS '81

NCTA show to lift the curtain on tomorrow

Association's 30th annual convention will be biggest ever, with over 300 exhibitors, including growing number of production and programming firms; attendance expected at 12,000

Earth stations ... 400 mhz ... three-degrees spacing ... copyright ... equity financing ... cable franchising ... AT&T ... tiering ... addressability ... fiber optics ... piracy ... advertising ... videotext ... signal leakage ... the First Amendment.

Out of the swirl of issues that have commanded the attention of the cable industry over the past year will materialize the agenda of the National Cable Television Association's 30th annual convention.

With a theme as bold as the entrepreneurship that has characterized the industry over the past half decade—"Cable: The Future of Communications"—the convention opens its doors on Friday (May 29) in Los Angeles.

The 1981 show will be bigger than ever before. Planners expect 12,000 to 13,000 people to attend the three-day event. Some 350 software and hardware suppliers will create a glittering marketplace of cable goods and services, covering 130,000 square feet in the two buildings of the Los Angeles convention center.

The numbers dwarf those of last year's record-breaking convention in Dallas, which attracted 250 exhibitors and 9,000 delegates.

NCTA had hoped to highlight the convention with a two-way teleconference with President Reagan as it had its 1979 convention with President Carter. Although Reagan declined the invitation after some wavering two weeks ago, the convention will still have star appeal.

Mark Fowler, fresh from his inauguration as FCC chairman last week, will speak at a Sunday luncheon and is expected to lay the philosophical foundation upon which he will build his chairmanship. California Governor Jerry Brown, whose ambitions may extend to the U.S. Senate or the White House, is the Friday morning keynote. And there is still the possibility that Vice President Bush will appear via videotape.

The other two luncheon speakers are NCTA President Tom Wheeler (Friday) and House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) (Saturday).

In addition to Wirth, 11 other congressmen will appear as participants at a few of the convention's 38 panel sessions. And at one of the two general sessions, Martin Agronsky, Elizabeth Drew and Joseph Kraft, three of the journalists featured on the syndicated *Agronsky and Company*, will discuss free speech, the First Amendment and cable television.

There are two layers to the convention's schedule of panel sessions. The management program features sessions on policy issues, legal problems, finance and

marketing. While that's going on, a series of technical sessions will be held for the engineers and technicians among the registrants.

To enliven the management program, a representative of the trade or consumer press has been assigned to each panel session. Their purpose will be to encourage discussion after each of the panelists has made initial comments.

The "press panelists" will account for just a few of the some 300 broadcast and print journalists NCTA expects for the show.

NCTA's optimistic forecasts of the number of registrants are based on a pre-registration (which closed May 8) of 5,050, 30% higher than the preregistration for the 1980 show. NCTA also expects a 30% increase in on-site registration or somewhere between 7,000 and 8,000 people.

Dan Dobson, NCTA's convention coordinator, attributes the expected on-site registration to the convention's location in Los Angeles—the center of the entertainment industry—and its being on a weekend.

One of the issues on the minds of many cable operators is state regulation. To promote understanding of cable, NCTA has set up a special program for state officials attending the convention. Nearly 20 state legislators and regulators will attend selected workshops, sessions and exhibits.

Also under the heading of "special" is

an independent operators seminar on Saturday. The one-and-a-half-hour seminar will examine expanding channel capacity and advertising on small cable systems. Leading off the advertising portion of the seminar will be Robert Alter, president of the Cabletelevision Advertising Bureau. (CAB plans to hold its first general membership meeting Friday afternoon at the convention center. Everyone is invited.)

The convention officially ends Sunday night with the presentation of the national and ACE awards. Steve Allen, for the second year in a row, will serve as master of ceremonies, and singer Barbara Mandrell will entertain.

Among the first to arrive for the convention will be the NCTA board of directors, which meets on Thursday. The meeting will be the last chaired by Douglas Dittrick, president of Tribune Company Cable. After an unprecedented two years as chairman, Dittrick turns the gavel over to Allen T. Gilliland, president of Gill Cable, at the end of the convention.

On the agenda for the board meeting: copyright, telephone issues, state and local regulation, NCTA's new Washington headquarters, signal leakage, the Utah obscenity statute and cable's First Amendment rights. CAB's Alter and Pluria Marshall, head of the National Black Media Coalition, will be among the speakers at the board luncheon.

A general membership meeting is slated for Saturday afternoon in the convention center. That body will elect five at-large directors and listen to a financial report and a speech by Dittrick on the state of the industry.

Of the 350 exhibitors, 225 are purveyors of hardware and approximately 80 are network or syndicated programmers. The rest are publications or service companies.

Amid the cable, converters, decoders, line amplifiers and construction equipment, which dominate an NCTA exhibit, will be substantially more production equipment. A number of companies familiar to broadcasters will for the first time show production equipment at a national cable show. Their presence attests to a slowly mounting interest in local origination and the increasing sophistication of cable programmers.

Harris Corp. has shown microwave and satellite equipment at the NCTA show before, but this year will also have on hand time base correctors and frame synchronizers. Bill Curtis, a Harris product manager, said he hopes cable operators are as curious about his gear as he is about the cable market. He characterized the Harris Video Systems Group presence as "feeling out the market." But, he added, "everybody [at Harris] is convinced it's going to be a big, big thing."

The primary market for the time base correctors, Curtis said, is operators producing local programming. Most of them used three-quarter-inch equipment, delivering a signal that requires processing by a time base corrector before transmis-

sion on the cable, Curtis said.

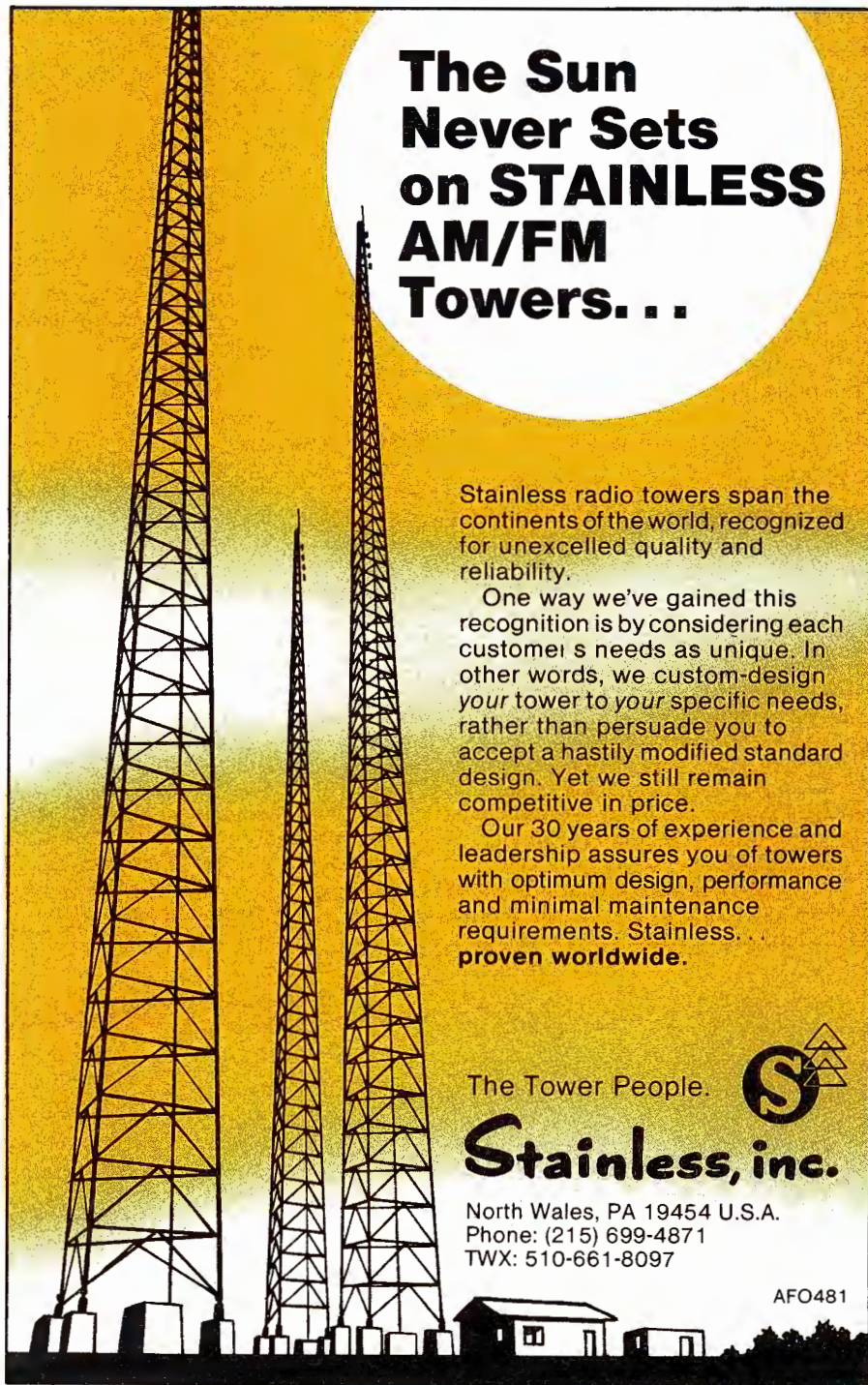
Curtis's perception that the production equipment market in cable is about to expand was shared by others. Herman Schloss, vice president, sales and marketing, Ikegami Electronics, said Ikegami thinks the cable market will be very big. And after testing the water this year with ENG and EFP cameras, Schloss said, Ikegami may "roll out the big guns"—the studio cameras—next year.

U.S. JVC will display a broad line of equipment: its Tapehandler three-quarter-inch videocassettes, professional VHS half-inch videocassettes, monitors, edit systems and ENG cameras, including the KY-27000. A spokesman for JVC thought

JVC's low-cost line was suited to the modest production needs of many cable operators outfitting their access studios. The cable market "is ready to hatch and we hope to key in on it."

CMX/Orox, another newcomer, expects to reach a substantially different audience from that of JVC. It will pitch its 340X computer-assisted editing system and The Edge editing system primarily to cable programmers, said Donald Reynolds, a CMX product manager. Programmers need the gear, Reynolds said, to clip offensive scenes from movies or to recut television product to remove "forced commercial breaks."

At the same time, Reynolds said, he will




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apply the same strategy in cable as he has in broadcasting. He will encourage cable operators to set up first-class production studios, which can be used for in-house production, commercial production and leased out to others. Every such studio is a potential new customer, Reynolds said.

NEC America signed up for the NCTA convention this year to join the growing number of suppliers of satellite equipment and to sell its slim, FS-16 frame synchronizer. According to Richard Deinhart of NEC, the frame synchronizer can be used for production, in distribution systems, in microwave relays and for multiter pay applications.

Ampex is back at the NCTA convention for the second year with its top-of-the-line one-inch videotape recorders and accessories. Ampex's Roy Becker said last year the market wasn't yet ready for Ampex, and he doesn't know if it will be this year. "But we're hanging in there with a small exhibit, letting people know we are there," Becker said. The cable market, he said, will "probably break loose one of these days," and Ampex will be there when it does.

Tele-Measurements will be on the floor for the first time with a few products that seem suited to the cable market. Its exhibit will feature the TM-2000, a complete field production unit comprising two color cameras, two 65-foot cables and a camera monitoring and switching system. The unit, which can be packed in a field case, sells for less than \$25,000 with JVC cameras.

□

When the convention delegates hit the exhibition floor next Friday, they'll find about 80 programmers waiting to greet them, old faces and new.

Among some of the big names that will call the 1981 NCTA their first are CBS Cable and Westinghouse Broadcasting. CBS had an "unofficial" presence at last year's convention, but saved its big kick-off for the Western show last December. With its launch date announced, CBS is now looking to show potential affiliates samples of its wares, and it's expected the company will have further subscriber announcements to make.

Westinghouse, whose entry into cable is only recent, will not only be offering the

programming of Home Theater Network, the veteran NCTA attendee it's in the process of acquiring, but will have 2,500 feet of booth space selling its new Group W Satellite Communications and Group W Cable Productions plus other cable related ventures.

New kids on the block won't be getting all the attention, however. Cable News Network will host a first birthday party "to show its gratitude to those cable companies who have backed and supported CNN from its infancy," and co-owned WTBS(TV), the venerable superstation, will be there as well, stressing its "uniqueness to the cable industry."

One veteran planning a major announcement, keyed for Friday at 5 p.m., is Showtime, which will be looking to fill systems in on the programming details of its expansion to 24-hour service.

HBO's emphasis at this year's NCTA is still keyed to Cinemax, its "complementary" service, which it's billing as "the best performing maxi-pay service." A Saturday news conference will serve as the focus of HBO programming and business announcements.

Warner Amex Satellite Entertainment will have something old, something new and something borrowed for operators, while its children service, Nickelodeon, is, perhaps, the direct opposite of something blue. The Movie Channel, the promised Music Television and ABC's ARTS service in that order, constitute the old, new and borrowed.

ABC will be maintaining a low profile, in contrast to its broadcast competitor, CBS, with Warner Amex making the pitch for ARTS, and ABC's planned Beta women's service said to be "too embryonic" for the NCTA outing.

One question sure to be on the minds of NCTA attendees will be the thrust of the presentation by The Entertainment Channel, the new partnership between NBC and RCTV. A Friday press conference has been scheduled to give the cable community more details on that newest of unions.

USA Network, while not scheduling any major announcements, will be screening samples of its new offerings *You* and *Night Flight*, and reviewing the other elements of its schedule. Entertainment and

Sports Programming Network staffers will be looking to concentrate on affiliate marketing and advertising.

Rainbow Programming Services, with its dual package of pay programs—the Bravo cultural service and the Escape adult offerings will be looking to discuss the proposed expansion of each to a seven-day format.

If past patterns hold true, the various purveyors of adult fare can be expected to have the heaviest traffic in their booths. In addition to Escapade, Satori will be offering its Private Screenings, with the Quality Cable Network, Victorian Video, and Atlantis Entertainment Network also on hand.

Cable programming geared to minority audiences will include Black Entertainment Television, the SIN and Galavision packages of the National Spanish TV Network and the 28 series offered by Multicultural Children's Television. The last, which are offered to broadcasters as well, are all programs produced with funding from the United States Department of Education, are available for a \$25 per half hour handling fee, and promote "positive images of different racial and ethnic groups."

And the list goes on. Southern Satellite Systems will be in Los Angeles with its full array of services including Satellite Program Network and The Women's Channel. Modern Satellite Network, a big block of whose time will be devoted to the ABC/Hearst Beta service come January, plans a new exhibit "keyed on free daytime programming for consumers."

Among the new entries, Viacom, one of Showtime's parents, plans to unveil its own package of cable specials at NCTA. The PlayCable "All Game Channel," a joint-venture between Mattel and General Instrument, is to be launched at the convention, and also being introduced is Ultimea, which promises "a new concept in programming."

Several "Christian" cable programmers will also have booths on the convention floor, and the new Continental National Sales wing of the Christian Broadcasting Network will be looking to interest cable operators in the new "quality entertainment programming" it's offering, including the *Another Life* soap opera.

NCTA's guide to what's on tap in Los Angeles

All exhibits, luncheon sessions and panels will be in the Los Angeles convention center. Registration will be 8 a.m. to 6 p.m. on Friday and 9 a.m. to 5 p.m. Saturday in the North hall. Engineers lounge will be open 9 a.m. to 6 p.m. on Friday and 9 a.m. to 5 p.m. on Saturday in the North hall.

Friday, May 29

Opening session. 10 a.m. Room 217. "Cable '81: The Future Com-

municator." Douglas Dittrick, NCTA board chairman, president, Tribune Company Cable; Jerry Lindauer, NCTA convention chairman, senior vice president, Times Mirror Cable Television; Los Angeles Mayor Thomas Bradley. Keynote address: California Governor Edmund "Jerry" Brown.

Luncheon session. 12:30-2:30 p.m. Speaker: Tom Wheeler, NCTA president. "Know What Business You're In."

Technical session. 2:30-4 p.m. Room 211. *Fiber Optics*. Moderator: Wendell H. Bailey, NCTA. Panelists: Lewis C. Kenyon III, Valtec; A.C. Deichmiller, Times Wire & Cable; Craig M. Swinn, Commonwealth Telephone Technologies; M. Farooque Mesiya, Times Wire & Cable.

Management sessions. 3-4:30 p.m. Room 202. *Communications Policy for the '80's.* Moderator: William Bresnan, Teleprompter. Panelists: Representatives Mickey Leland (D-Tex.), Thomas S. Fowley (D-Wash.), FCC Commissioner Abbott Washburn. Press panelist: Arthur Hill, *TVC.*

Interactive Services for Cable Television. Room 214. Moderator: John Gwin, Oak Communications. Panelists: Trygve Myhren, ATC; Robert Wright, Cox Cable; Gustave Hauser, Warner Amex; Clay Whitehead, Hughes Communications. Press panelist: Gary Arlen, Arlen Communications.

Competing with AT&T for Future Services. Room 212A. Moderator: Brian Conby, Time Inc.'s Washington counsel. Panelists: Dennis Sullivan, AT&T; Walter Hinchman, Hinchman Associates; Mark S. Radwin, GTE Telenet Communications; Scot Low, American Newspaper Publishers Association. Press panelist: Patrick Gushman, Titsch Publishing.

Marketing Tools: What Can Cable Learn from the Experts? Room 216. Moderator: Ed Bennett, Viacom. Panelists: Mike Slosberg, Wunderman, Ricotta & Klein; Brendan Ryan, Ogilvy & Mather; Joan Rothberg, Ted Bates. Press panelist: Fred Dawson, *Cablevision.*

Regulation: Every State a Battleground? Room 212B. Moderator: Richard Loftus, Scripps Howard Cable Services. Panelists: Charles Royer, Seattle mayor; Jeffrey Forbes, former Massachusetts cable TV commissioner; William Brown, attorney general of Ohio; David McKinley, Viacom Cablevision; William Johnson, FCC Cable Bureau; Paul Isham, Fort Worth city attorney. Press panelist: Howard Polskin, *Panorama.*

Saturday, May 30

Management sessions. 8-9 a.m. Room 206 *Cable Issues in Congress.* Moderator: James Mooney, NCTA. Panelists: David Aylward, House Telecommunications Subcommittee; Christopher Coursen, Senate Communications Subcommittee.

Equity Financing: Opportunities and Strategies. Room 202. Moderator: Keith J. Cunningham, Prime Cable. Panelists: Jeffrey Garvey, Rust Capital; Gary O. Peterson, Goldman, Sachs & Co.; G. Jackson Tankersley Jr., Centennial Management.

Personnel Needs in the '80's: Keeping Up with Cable Growth. Room 207. Moderator: Sylvia Marshall, NCTA. Panelists: Beverly Dreher, Times Mirror; Miguel Trijillo, University of California; Sheldon Satin, Sheldon Satin Associates.

The Experts Discuss Debt Financing. Room 208. Moderator: M. Christopher Derick, Comcast Cable. Panelists: David Byerly, Travelers Insurance; Loren Young, Communications Finance; Kenneth P. DeAngelis, First National Bank of Boston; Harold D. Ewen, Becker Communications.

Mechanics of Selling Local Advertising. Room 216. Moderator: Arthur Dwyer, Cox Cable. Panelists: William Killion, Channelmatic; Connie Pettit, Palmer Cablevision; Carl Weinstein, Eastman Cable.

Technical sessions. 8-9 a.m. Room 211. *FCC Regulators.* Moderator: Robert Luff, UA-Columbia Cablevision. Panelists: Randy Nichols, former chief, FCC Cable Bureau, now administrative assistant to FCC Chairman Mark Fowler, and the following Cable Bureau staff members: Robert Ratcliffe, Clifford H. Paul and John Wong.

General session. 9:30 a.m. Room 217. *Agronsky and Co. Appraise Free Speech and the First Amendment in the Cable Age.* Panelists: Martin Agronsky, *Agronsky and Co.*; Elizabeth Drew, author/journalist; Joseph Kraft, syndicated columnist.

Technical sessions. 9-10:30 a.m. Room 209. *Signal Leakage.* Moderator: Frank Baxter, GE Cablevision. Panelists: Nicholas Worth, Telecable;

Kenneth Smith, Times Wire & Cable; Frank Dejoy, Suburban Cablevision; Grant Pearce, GE Cablevision.

Addressability/Security, Part I. Room 211. Moderator: James L. Fischer, Warner Cable. Panelists: C.O. Eissler, Oak Cable; Carl Schoeneberger, Tocom; Larry Brown, Pioneer Communications; Joseph Stern, Stern Telecommunications; Pete Morse, Jerrold Electronics.

Technical sessions. 11 a.m.-12:30 p.m. Room 211. *Addressability/Security, Part II.* Moderator: Nicholas Worth, Telecable. Panelists: Edgar Ebenbach, Jerrold Electronics; Ken Gunter, UA-Columbia Cablevision; Curt Jorgensen, Viacom Cablevision of Nashville; Thomas Polis, Comcast.

Satellites: Current Issues. Room 209. Moderator: Norman Weinhouse, Hughes Microwave Communications. Panelists: Walter Braun, RCA Americom; I. Switzer, engineering consultant; Andy Setos, Warner Amex Satellite Entertainment; Dom Stasi, Warner Amex Satellite Entertainment; Harold Rice, RCA Americom.

Luncheon. 12-2 p.m. Speaker: Tim Wirth (D-Colo.), chairman, House Telecommunications Subcommittee.

Management sessions. 2:30-4 p.m. Room 214. *The Cable Copyright Debate.* Moderator: Monroe Rifkin, ATC. Panelists: Representatives Robert Kastenmeier (D-Wis.), George Danielson (D-Calif.), Thomas Railsback (R-Ill.), Matthew J. Rinaldo (R-N.J.), Carlos J. Moorhead (R-Calif.), Mary Lou Burg, Copyright Royalty Tribunal commissioner. Press panelist: Donald West, BROADCASTING.

Strategies for Optimizing Your High Capacity Systems. Room 212A. Moderator: Martin Lafferty, Cox Cable. Panelists: Greg Liptak, Times Mirror; Larry Howe, ATC; Vivian Horner, Warner Amex; Edith Bjornsen, Teleprompter. Press panelist: Edward Rosenthal, *Cable Age.*

Welcome to the Club: New Cable Owners Look at the Future. Moderator: John Saeman, Daniels & Associates. Panelists: Robert F. Erburu, Times Mirror; Thomas S. Murphy, Capital Cities; William G. Mitchell, Central Telephone. Press panelist: Patrick Gushman, *Cablevision.*

Innovative Concepts in Cable Programming. Room 216. Moderator: Allen Gilliland, Gil Cable. Panelists: Kay Koplovitz, USA Network; Robert Wussler, Turner Broadcasting; John Goddard, Viacom Communications. Press panelist: Barbara Ruger, *Cablevision.*

Can You Afford to Give Away \$32,000,000. Room 202. Moderator: William Johnson, KBLE Ohio. Panelists: William Spiesel, Cox Cable; Tyrone Brown, Steptoe & Johnson; Kenneth Anderson, Gibson, Dunn & Crutcher.

Independent Operators Hands-on Seminar. Moderator: Anna Marie Hutchison, Eagle North Communications. Panelists: Bill Gruber, Cox Cable of San Diego; Jim Robbins, Suffolk Cablevision; Bob Alter, Cable TV Advertising Bureau; Fred Rogers, Broadband Engineering.

Technical sessions. 2:30-4 p.m. Room 209. *Audio Service.* Moderator: William Riker, Showtime. Panelists: Roy Bliss, United Video; Robert Placek, Wegener Communications; Ned Mountain, UA-Cable Columbia Cablevision; Carl Eilers, Zenith Radio.

400 mhz: a Technology matures. Moderator: Michael Jeffers, Jerrold Electronics. Panelists: Rezin Pidgeon, Scientific-Atlanta; George Luetgenau, TRW Semi-Conductor; Dieter Brauer, Jerrold Electronics; Gerald Bahr, Advanced Systems Engineering.

Sunday, May 31

Management sessions. 8-9 a.m. Room 206. *The Copyright Law Under Attack.* Moderator: James Mooney, NCTA. Panelists: Eric Hulpman, Senate Judiciary Committee staff counsel; Thomas Mooney, House Sub-

committee on Courts, Civil Liberties and the Administration of Justice general counsel.

Market Research: The Big Brother of Decision Making. Room 207. Moderator: Jordon Rost, Warner Amex Satellite Entertainment. Panelists: David Dea, Times Mirror; David Harkness, Nielsen Home Video Index; Paul Lenberg, ASI Market Research; Robert Schultz, Video Probe Index.

The Analysts Look at Cable Futures. Room 216. Moderator: Carolyn Chambers, Liberty Communications. Panelists: Dennis Leibowitz, Donaldson, Lufkin & Jenrette; Ellen Berland Sachar, Goldman, Sachs & Co.; Ian Gilchrist, Warburg, Paribus, Becker.

Is Your Company Ready for the '80's. Room 202. Moderator: June Travis, ATC. Panelists: John Evans, ARTEC; Dave Van Valkenberg, United Cable; Jack Wismer, Management Analysts.

The Community Programing Dollar: Gaining Maximum Return. Room 208. Moderator: Sal LaMarca, Wayne Cablevision, Allen Park, Mich. Panelists: Sue Buske, National Federation of Local Cable Programers; John Haynes, Cable Atlanta; Margarite Johnson, Cable TV of San Leandro (Calif.); Don Smith, NFLCP; Joan Young, Golden Triangle Communications, Denton, Tex.

Technical sessions. 8-9 a.m. Room 211. **Rural Systems.** Moderator: Walter Wydro, Walter S. Wydro Consultants. Panelists: Richard Kirn, Wire Teleview; Frederick Griffen, Frederick G. Griffen PC.; Gerald S. Schrage and William O. Grant, U.S. Department of Agriculture.

Technical sessions. 9-10:30 a.m. Room 209. **Construction Make-Ready: Problems with Utilities.** Moderator: Cal Broussard, UA-Columbia. Panelists: Rick Alexander, Alexander Engineers; Roy Boyd, Viacom Cablevision; Dan Crisp, Six Star Nielsen Cablevision; William Hargan, Feather River Systems.

Videotex Technologies (consumer/residential) Part I. Room 211. Moderator: Garold Tjaden, Cox Cable. Panelists: Walter Ciciora, Zenith Radio; Mike Ellis, Cox Cable.

Management sessions. 9:30-11 a.m. Room 214. **The Congress Considers Telco/Cable Competition.** Moderator: Ralph Baruch, Viacom International. Panelists: Representatives Edward J. Markey (D-Mass.), Thomas Luken (D-Ohio), W.J. Tauzin (D-La.), Henry A. Waxman, (D-Calif.), Senator Larry Pressler (R-S.D.). Press panelist: Al Warren, *TV Digest*.

New Entrants in Distribution and Information Systems: What Role for Cable? Room 216. Moderator: Robert Rosencrans. Panelists: Gary H.

Weinberg, Exxon Enterprises; Carl Valenti, Dow Jones & Co.; Frank Drendel, M/A Communications. Press panelist: Merrill Brown, *Washington Post*.

Cable as a National Advertising Medium: Fact or Fiction? Room 212A. Moderator: Robert Alter, CAB. Discussants: George Babick, Cable News Network; Chester R. Simmons, ESPN. Panelists: Arnie Semsy, BBDO; Ira Tumpowski, Young & Rubicam; Joseph P. Landy, Mobil Oil; Dean Maitland, The Gallup Organization. Press panelist: Maurine Christopher, *Advertising Age*.

Security Services for Cable Television. Room 212B. Moderator: William Strange, Sammons Communications. Panelists: John Cummings, Cableguard of Dayton; Lessing Gold, National Fire and Burglar Alarm Association; Paul Schoenwolf, GE Cablevision; James G. Gilliland, American District Telegraph; William Larrabee Jr., American Home Security; Mike Karodi, Warner Amex. Press panelist: John Manseil, *Cable TV Regulation* newsletter.

Financing the Future of Cable. Room 202. Moderator: Dan Aaron, Comcast. Panelists: Julian Brodsky, Comcast; Carl Thoma, Golder, Thoma & Co.; David Wicks, Warburg, Paribus, Becker; Fred Vierra, Daniels & Associates; Cornelia Higginson, John Hancock Mutual Life Insurance. Press panelist: Paul Kagan, Paul Kagan Associates.

Technical sessions. 11 a.m.-12:30 p.m. Room 209. **Current Technologies.** Moderator: Henry Cicconi, Sammons Communications. Panelists: William Dawson, Texscan; William Down, LRC Electronics; Wayne Vaughn, Scientific-Atlanta; Early Monroe, EDM & Associates; Mike Harrison, Gates Energy Products.

Videotex Technologies (commercial/institutional) Part II. Room 211. Moderator: G.W. Gates, Cox Cable. Panelists: Guy Beakley, Scientific-Atlanta; Gilles Vrignaud, Catel Corp.; Tom O'Brien, Jerrold Electronics.

Luncheon. 12-2 p.m. Speaker: FCC Chairman Mark S. Fowler.

Management session. 2:30 p.m. Room 217. **The Evolving Marketplace for Cable Programing.** Moderator: Sandi Freeman, Cable News Network. Panelists: Daniel Ritchie, Westinghouse Broadcasting; Richard J. Cox, CBS Cable; Richard Frank, Paramount Films.

Technical session. 2:30-4 p.m. Room 211. **Cable-Ready Television Set Receivers.** Moderator: James Stilwell, Times Mirror. Panelists: Michael J. Palladino, General Electric; L.H. Hoke Jr., Magnavox Consumer Electronics; W.T. Collins, RCA Consumer Electronics; Archer Taylor, Malarkey, Taylor & Assoc.; Michael Jeffers, Jerrold Electronics.

Entertainment gala and awards presentation. 8:30 p.m.

Who's showing what at the convention center

*indicates new product

ABA Productions 1600
1233 N. Ashlen Ave., Chicago 60622

Acme Ladder 1344
9501 Monore Rd., Houston 77075

Fiberglass ladders and accessories. **Staff:** B. Plyler, P. Plyler, J. Webb, B. Blakeman.

ACSN 414
1200 New Hampshire Ave., N.W., Suite 240, Washington 20036

Educational and community service programing (64 hours) weekly. **Staff:** H. Morse, R. Shuman, L. Resnik, R. Malvik.

Adrian Steel 1415, 1416

906 James St., Adrian, Mich. 49221

Cable TV interior design for installation in vans, including steel bins, shelf racks, drawer units, protective partitions, overhead ladder racks. **Staff:** L. Baugh, H. Westfall.

Advance Industries 765
2301 Bridgeport Dr., Sioux City, Iowa 51102

Staff: M. Camposano, R. Jacobs.

AIT Video 1323
Box A, Bloomington, Ind. 47402

Edutainment, children's programing. **Staff:** D. Shaw, R. McKelvey, C. Tomczyk.

Alpha Technologies 564, 565
5676 Dorset St., Burnaby, B.C.

Standby power supply, power conversion equipment, video switcher. **Staff:** F. Kaiser, K. Parsons, B. O'Hara, J. Weeks, L. Forwood, F. Thompson, L. Black, L. Madore.

AM Cable TV Industries 523
Box 505, Quakertown, Pa. 18957

American Educational TV 1270A
2172 Dupont Dr., Irvine, Calif. 92715

Education programing. **Staff:** M. Bissonnette, R. Blaemire, N. Davis, M. Filla, J. Fitzpatrick, S. Guptill, A. Livingston, B. Rupp, C. Thain, F. Vecchiarello.

American Van Equipment 502A
265 Huyler St., S. Hackensack, N.J. 07606

- Ampex** 1134, 1135
401 Broadway, Redwood City, Calif. 94063
VPR 2, VPR 20, ATR 700, magnetic tape. **Staff:** H. Lilley.
- Amplica** 512, 513
950 Lawrence Dr., Newbury Park, Calif. 91320
Staff: J. Cole, C. Carnegie, M. Lampenfeld, J. Moore, N. Pena.
- Anixter Pruzan** 202
4711 Golf Rd., 1 Concourse Pl., Skokie, Ill. 60076
- Antenna Technology** 1339
895 Central Florida Pkwy., Orlando, Fla. 32809
Staff: G. Augustin, A. Murdza, C. Augustin, P. Nelson, T. Stricken.
- Antenne 2** 1353, 1354
125 E. 84th St., New York 10028
- Antiope Videotex Systems** 1250
1725 K St., N.W., Suite 703, Washington 20006
- Applied Data Research** 1200A
Route 206 & Orchard Rd., CN-8 Princeton, N.J. 08540
Cadre-on-line turnkey business data system for CATV operations. **Staff:** J. Bennett, J. Mannino, R. Millstein, E. Holling, F. Ciporen, R. McCombe, J. Grimmer.
- Armlift** 1056, 1057
Hwy 15 South, Box 108, Armstrong, Iowa 50514
One-man bucket system for line aerial maintenance. **Staff:** R. Johnson, B. Godfrey, R. Asher, J. Asher.
- Arvin/CATV** 307
4490 Old Columbus Rd., Carroll, Ohio 43112
- Associated Plastics** 1343
18140 Euclid St., Fountain Valley, Calif. 92708
- Associated Press** 306
50 Rockefeller Pl., New York 10020
AP newscable services, AP/CompuServe. **Staff:** G. Groce, M. Thayer, S. Crowley, M. White, J. Kenney, M. Clunis.
- Athans Communications** 782
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- Atlantis Entertainment Network** 1013, 1014
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Adult oriented 'R' rated pay TV service serving CATV, MATV, MDS and STV. **Staff:** G. Lecks, M. Shapp, R. Fratkin, R. Halgas, J. Berentson, J. Garvin, J. Kessler, J. Duddleson.
- Automation Techniques** 1331, 1332
1845 N. 106 East Ave., Tulsa, Okla. 74116
- Avantek** 261
3175 Bowers Ave., Santa Clara, Calif. 95051
Model AR 1000 Simulchannel earth station receiving system, CATV test equipment. **Staff:** B. Etheredge, J. Smith, M. Davis, K. McKean, S. Serafin, D. Stogner, J. Dobbie, R. Davis, M. Backner, J. Danielson, D. Charmichael.
- Bandera Enterprises** 1179
Box 1107, Studio City, Calif. 91604
Thrillmaker Sports. **Staff:** D. Flagg, H. Mazeika-Flagg.
- Bankers Trust** 600
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- Beck, Brower & Davidson** 1634
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- Belden** 1350
2000 Batavia Rd., Geneva, Ill. 60137
- Boston Electronics** 601
Box 106A, Olathe, Kan. 66061
CG-800 weather/message system using interfaced Heathkit weather computer, news/weather/message systems, model 2000 high resolution filter, featuring double height logos and intermixed fonts. **Staff:** R. Herring, J. Sherry, L. O'Brien, D. Anderson, D. Lauders, A. Derison, P. Stewart.
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- James G. Biddle** 1173
510 Township Line Rd., Blue Bell, Pa. 19422
Staff: C. Schmidt, T. Lunschen.
- Black Entertainment TV** 502
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- Blonder Tongue Laboratories** 1342
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Custom CATV headends, dynamic, automatic and BPF signal processors, extra low-noise preamplifiers, modulators, complete line of amplifiers for small CATV systems, support programs for stocking CATV distributors. **Staff:** I. Blonder, B. Tongue, G. Bahue, S. London, M. Eggerts, G. Stawicki, R. Foster, D. Staehler, J. Schwartz.
- Bogner-Multitenna** 163
401 Railroad Ave., Westbury, N.Y. 11590
MDS receiving antennas. **Staff:** D. King.
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Bruce Instruments 259
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Budco 1412
4910 E. Admiral Pl., Tulsa, Okla. 74115

Staff: B. Clements, M. Clements.

Business Controls 1200B
507 Blvd., Elmwood Park, N.J. 07407

Cable Broadcasting 1001
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Cable Communications Media 1338
203 E. Broad St., Bethlehem, Pa. 18018

Program guides. **Staff:** R. Funkhouser, C. Kehler.

Cable & Computer Technology 1194, 1195
1501 S. Harris Ct., Anaheim, Calif. 92806

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Cable People 510, 511
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W. Little, T. Crabtree, L. Freemire, J. Cassell, A. Amos, T. Heath, D. Hibdon, J. Hogue.

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Cablefacts 309
833 Nandino Blvd., Lexington, Ky. 40578

Cabletenna 1360C
12 Edgeboro Rd., E. Brunswick, N.J. 08816

Cadco 554
2706 National Cr., Garland, Tex. 75041

Staff: W. Barnhart, J. Magee, J. Austin, J. Driscoll, C. McIntire, J. Bass.

Capscan 455
Halls Mill Rd., Box 36 Adelphia, N.J. 07710
RG59U, RG6U, RG11U. **Staff:** R. Porter, J. Arbuthnott, N. Caporella, K. Lynch.

Carbis Ladders 211
Box 4534, Florence, S.C. 29502

Staff: E. Clarke, G. Lind, N. Lind, D. Cramer.

Carlton International 1676
1509 Central Park Dr., Hurst, Tex. 76053

J.I. Case 552
Box 9228, Wichita, Kan. 67277

Maxi-trencher. **Staff:** S. Barber, J. Leshar.

Catel 153
1400-D Stierlin Rd., Mountain View, Calif. 94043

DM-2100 coaxial cable data modem. **Staff:** R. Old, F. Genochio, G. Vrignaud, G. Lindholm, C. Robidart, B. Westfall, D. Norman, D. Lucky, R. Brown, R. Leonard, E. Bolton, B. Shand.

CATV Services 1283
3720 Seldon Court No. 5, Fremont, Calif. 94538

New and used CATV equipment, buying, selling and repair services. **Staff:** R. Richmond, N. Fleming, D. Sette.

CATV Subscriber Services 784
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CBS Cable 1050
51 W. 52d St., New York 10019

Staff: D. Cox, R. Shay, S. Sirulnick, C. Jones, J. Joyella, J. Willis, A. German, S. Kaufman, R. Mariano, S. Sills, R. Dantes, M. Brockway, R.

Englander, D. Fouser, G. Jackson, J. DiCerto, T. Delaney, R. Blake.

CBN Satellite Network 1681
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Coaxial cable line of equipment. **Staff:** B. Terrill, W. Pequignot, D. Crist, D. MacMillan, B. Peckrul.

CDC-Lectro Products 456
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Staff: M. Hamilton, B. Ramsey, P. Dennis, J. Schultz, R. Livesay.

Centro 1260A
9516 Chesapeake Dr., San Diego 92123

Century III Electronics 103
3880 Eagle Dr., Anaheim, Calif. 92807

Staff: L. Fry, M. Hussack, V. Trabutton, G. Harvey, R. Solomon, P. Wronski, R. Belz, C. Hawson.

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Christmas Club 1060
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Chrysalis Records 1653
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Cinema Ventures 1678
1569 Berkeley, Calif. 94709

- Cinemerica Satellite Network** 204
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- CMX/Orrrox** 460
3303 Scott Blvd., Santa Clara, Calif. 95050
Staff: M. Bevitz, J. Fonknot, D. Vincent, B. Emery.
- Coaxial Analysts** 155
333 Logan St., Denver 80203
Engineering, marketing, management and financial services. **Staff:** R. McPherson, R. Fanch, T. Hulseberg, J. Gutfreund, S. Gower, J. Wismer.
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- Colorgraphics Weather Systems** 1051
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- Commonwealth Telephone** 1003-6
100 Lake St., Dallas, Pa. 18612
- Comm/Scope** 300
Route 1, Box 199-A, Catawba, N.C. 28609
- Communications Marketing** 164
2326 Tampa Ave., El Cajon, Calif. 92020
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Cable system design and consulting services. **Staff:** B. Schmidt, G. Schewe, T. Crowley, D. Gauer, H. Blank, D. Popps, S. Wills, B. McNanley.
- Compact Video Systems** 351
2813 W. Alameda Ave., Burbank, Calif. 91505
- Compu-U-Card of America** 1130
777 Summer St., Stamford, Conn. 06901
- Compucon** 780
Box 401229, Dallas 75240
Low power TV engineering services. **Staff:** B. Shipman, K. Schimnowski, P. Kilman.
- Computer Video Systems** 260
2678 W. 2150 South 2, Salt Lake City 84120
- Comsat** 264
950 L'Enfant Pl., Washington 20024
Maintenance and supply center. **Staff:** J. Travis, W. Patterson, K. Young.
- Comsearch** 518
7633 Leesburg Pike, Falls Church, Va. 22043
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- ComSonics** 308
Box 1106 Harrisonburg, Va. 22801
Staff: W. Bruffy, A. Lushpinsky, C. Hewsky, C. Rolston, D. Zimmerman, D. Shimp.
- Comtech Data** 1126
613 S. Rockford Dr., Tempe, Ariz. 85281
RCV 550 24 channel frequency agile receiver. **Staff:** M. Deever, B. Miller, J. Griffin, B. Merkes.
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- Control Com** 1633
2374 Brownsville Hwy., Jackson, Tenn. 38301
- Control Technology** 1241
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- Copal Industries** 1403
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Staff: D. DeBusschere, J. Smeriglio, T. Ashley.
- Creative Cable Communications** 1351, 1352
4347 S. Hampton Rd., Suite 110, Dallas 75237
- Crimpers Promotions** 1127
127 N. Broadway, Hicksville, N.Y. 11801
Cable programming exposition. **Staff:** D. Mittman, R. Mittman, C. Nazario, D. McPartlin, A. Hagle, J. Jalet, J. Early.
- CTI/Cable Coupon Network** 1185
2045 Peachtree Rd., Suite 300, Atlanta 30309
- Custom Cable** 1405
1107 Hazeltine Blvd., Suite 115, Chaska, Minn. 55318
CATV construction, consulting, engineering, strand mapping and design. **Staff:** C. Sheffner, E. Weber, R. Rainey, D. Howard, D. Brady, C. Pedraja, W. Hanemayer, M. Wilson, D. Naber, D. Burkstrand, M. Sheffner.
- CWY Electronics** 770
405 N. Earl Ave., Lafayette, Ind. 47904
- Cybertech** 311
3100 Penntower, Suite 1111, Kansas City, Mo. 65111
- Daniels & Associates** 500
2930 E. Third Ave., Box 6008, Denver 80206
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Delta Benco Cascade 159
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Digital Equipment 1200A
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Staff: T. Bolletino.

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Box 300, Princeton, N.J. 08540

Staff: D. Stickney, J. Austin, A. Pickens, F. Nini.

Drop Shop 723, 724
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Durnell Engineering 107
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Eagle Comtronics 310
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Staff: A. Devendorf, J. Fletcher, K. Kennedy, J. Ostuni, C. Syp, D. D'Alfonso, G. Kazacos, J. Tee, B. Dupre, J. Mastroianni, F. Curinga.

Eastern Microwave 504
3 Northern Concourse, Box 4872, Syracuse, N.Y. 13221

WOR-TV programing. **Staff:** A. Perkins, M. Cotter, H. Morse, A. Russell, D. Yankulovich, C. Rieben, G. Korta.

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Edutron 403
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Video time base correctors, Y-688 total error corrector. **Staff:** C. Buzzard, L. Pinkowski.

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Staff: B. Schosek, E. Green, N. Schosek.

Emcee Broadcast Products 1334
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MDS transmitter and 100 w amplifier, and LPTV transmission equipment. **Staff:** J. DeStefano, B. Price.

Encyclopaedia Britannica 1330
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30 volume encyclopedia and other related educational publications. **Staff:** E. Gagliardi, L. Faulkner, C. Gedauer, B. Orlock, G. Roberts, P. Sauer.

Energy Master 1675
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24 hour sports network. **Staff:** C. Simmons, A. Connal, G. Conner, J. Cavazzini, M. Presbrey, R. Stein, G. Gallup, A. Brilliant.

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Firstmark Financial Corp. 751
110 E. Washington St., Indianapolis 46204

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Forman and Associates 1335
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Studio lighting sales and installation, including control, distribution, fixtures, cyclorama and grid. **Staff:** H. Forman, L. Nelson, P. Glasnow.

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Frank's TV Antenna Service 1245

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Gabriel Electronics 771, 772
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Gamco Industries 454
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Gannett Co. 1575, 1576
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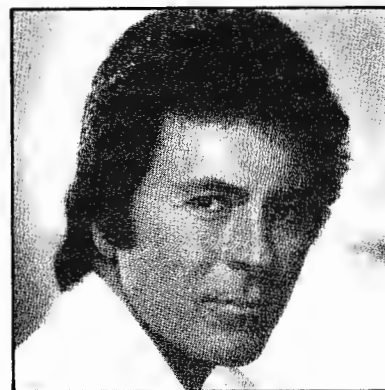
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- Grolier Interstate** 1133
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- Group W Cable** 1700
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CATV converters. **Staff:** P. Hamlin, J. Forgey, D. Kirk, R. Pastie, T. Minami, B. McKay.
- Harris** 650
Box 1700, Melbourne, Fla. 32901
- Head End/Jerrold** 416
2200 Byberry Rd., Hatboro, Pa. 19040
- Henkels & McCoy** 551A
Jolly Rd., Blue Bell, Pa. 19422
Staff: J. Toole, J. Young, R. Minich, L. Pancoast, J. Henkels, L. Light, J. Redhouse, R. Kubit, J. Barnett, J. Parry.
- Himco** 571, 572
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- Hollywood National Studios** 1656
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Box 92424, Los Angeles 90009
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Theat Com/Texscan equipment*, Blonder Tongue equipment (earth station modulator*), aerial and underground construction products passive devices. **Staff:** Sy Guttenplan, Sylvia Guttenplan, J. Ruh, L. Belcher, R. Kopf, M. Phebus.
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- Texscan/Theta-Com** 255
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- Time Mfg.** 357
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Aerial lift trucks. **Staff:** J. Harrison, L. Taylor.
- Times Wire & Cable** 154
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- Tocom** 252
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- Tomco Communications** 553
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- Toner Cable Equipment** 401
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- Trans USA** 406
158 Tices La., East Brunswick, N.J. 08816
- Trinity Broadcasting Network** 361
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- Triple-Crown Electronics** 720, 721
42 Racine Rd., Rexdale, Ont. M9W 2Z3
Staff: C. Evans, T. Shapira, D. Emberson, K. Poirier, F. Evans.
- TRW Semiconductors** 408
14520 Aviation Blvd., Lawndale, Calif. 90260
- Turner Broadcasting System** 452
1050 Techwood Dr., N.W. Atlanta 30318
Cable News Network, WTBS(TV). **Staff:** T. Turner, T. McGuirk, R. Wussler, E. Kessler, D. David, N. LeBrun, R. Mehlman, F. Beatty, C. Smithgall, M. McConnell, S. Korn, D. McGinnis, D. Anderson, J. McClenaghan, D. Lachowski, R. Schonfeld, B. Reinhardt, S. Freeman, A. Sando, B. Gregory, K. Knight, B. Tush, H. Brawley, C. Helfrich.
- TVSM** 522
828 Fox Pavilion, Jenkintown, Pa. 19046
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Program guide. **Staff:** S. Walls, N. Lord, T. Carpenter, M. Baker, J. Graff.
- UEC Manufacturing** 1370
Box 54979, Oklahoma City, 73154
Staff: L. Hatfield, B. Barrett, H. Brousseau.
- Ultimedia** 209
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- Victorian Video** 1337
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- Video Concert Hall** 1685
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- Video Data Systems** 203
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Video newspaper, Model VNS-2500, MCG-2500 message generator, video data vertical interval transmission link, MPC-2000 microprocessor, digital time and weather displays, background music system. **Staff:** S. Seiden, B. Kenyon, B. Hall, K. Loeffler, K. Lawson, T. Keator, D. Allen, M. Douglass, V. Bertrand, L. Shulman.
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- VideoMusic Channel** 1404
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- Vitek Electronics** 556
4 Gladys Ct., Edison, N.J. 08817
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The Movie Channel. **Staff:** J. Schneider, J. Lack, B. McGroaty, G. Koester, A. Orgel, R. Guilmenot, J. Rost, B. Pittman, C. Schneider, A. Setos, M. Wade, M. Cohen, H. Ciporen, S. Adams, S. Hulst, L. Schneider, B. Hassett, P. Lauer.
- Wavetek** 402
Box 190, Beach Grove, Ind. 46107
- Wegener Communications** 1012
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Series 1600 stereo transmission system*, multiplex systems, subcarrier modems, FM stereo modulator accessories. **Staff:** R. Placek, H. Wegener, E. Livaditis.
- Williams Communications** 1306, 1307
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- Winegard** 102
Box 329, Montgomeryville, Pa. 18936
Staff: B. Stone, P. Hasse, L. Hood, B. Fleming, R. Winegard, J. Dolinski, L. Fawber.
- Wolf Coach** 258
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- Zenith Radio** 359
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Monday night game reaches more men 18 to 34 than do any of the major networks in their morning drive times! And our NFL audience listens in almost equal numbers at home and away from home.

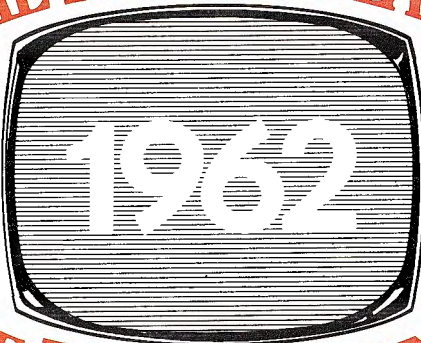
All of which explains why advertising interest is running so high right now. If you'd like to have The Competitive Edge of NFL Football—the hottest ticket in network radio—score for you, too, call Dick Macaluso, Vice President, Sales (212) 975-3571.

CBS RADIO NETWORK

The Competitive Edge

Source: Trendex Surveys 1980, 1981 and RADAR 22 Spring/Fall 1980, Vol. 2. These data are estimates subject to qualifications which the CBS Radio Network will supply on request.

THE FIRST 50 YEARS



OF BROADCASTING

Comsat, Telstar, all-channel TV sets and federal funding for noncommercial, educational television appeared in 1962. The tightening hand of the FCC continued on broadcasting and stories of space flight and international crisis provided journalistic challenges to radio and TV.

With the U.S. pledged to put a man on the moon by the end of the decade, space and its potential for communications were much in the news. President Kennedy proposed a publicly held corporation that would own and operate a space communications system, but the FCC wanted the operating corporation to be owned by international common carriers. FCC Chairman Newton Minow maintained that such carriers, "by reason of their experience and responsibility for furnishing communication service, [are well qualified] to determine the facilities best suited to their needs and those of their foreign counterparts."

"The [Kennedy] administration's effort," BROADCASTING explained, "is to draw a compromise between the proponents of private ownership by communications carriers and those, including the State Department, who favor an out-and-out government monopoly. By calling for a public company, the President vetoes the government monopoly plan In so doing the White House drops the FCC's own proposal. . . ." A bitter struggle ended in September when Congress passed the bill that created the Communications Satellite Corp., a private corporation based upon the Kennedy plan. Opponents of Comsat argued that it constituted a "giveaway" of government-financed technology in space communications to a private monopoly. Proponents cited the corporation's structure. Half of the initial stock was to be sold to the public and half reserved for communications carriers approved by the FCC. In addition, the bill specified the corporation would have 15 directors, six elected by public owners, six by the carriers and three appointed by the President with Senate approval.

Space achievements in 1962 merited wide media coverage and contributed to the growth of broadcasting. Colonel John Glenn's Feb. 20 orbital space flight was watched by over 135 million TV viewers and millions more listened to the launch on radio. The cost of network coverage, including pre-emptions, totaled over \$3 million. The networks employed 560 persons to report the flight and related activities. With the



The nation was chilled by the Cuban missile crisis in October, cheered by America's first three orbital space flights, appalled by an Aug. 14 holdup of a postal truck near Plymouth, Mass., in which a gang took more than \$1.5 million. Violence flared up as James Meredith became the first black student at the University of Mississippi and 3,000 troops were sent to put down riots. Lighter moments were provided by Vaughn Meader's comic album, "The First Family," featuring a nearly perfect imitation of JFK. In a happening that could create a sense of deja vu among oldtimers at the FCC, the commission went house hunting for larger quarters. And in BROADCASTING . . .

three television networks joined government officials and executives of AT&T in applauding the event as a triumph paralleling the invention of the printing press, the telegraph, the telephone and the wireless."

Capable of functioning as an intercontinental relay for television, telephone, telegraph and data transmission, Telstar, in its maiden test, relayed TV programs from the U.S. to England and France, and then from England and France to the U.S. Telstar, in John Kennedy's words, "opens to us the vision of international communications. There is no more important field at the present time than communications and we must grasp the advantages presented to us by the communications satellite to use this medium wisely and effectively to insure greater understanding among the peoples of the world."

The introduction of satellite transmission cost AT&T some \$50 million, including \$1 million for the construction of the 170-pound satellite, \$2.7 million paid to the National Aeronautics and Space Administration for the rocket and launching facilities and \$10 million for the Andover, Me., tracking station.

The long-term effects of Telstar, besides international television, would include, according to BROADCASTING, "the most expeditious means [for carriers to recoup] their investments. Telephone (600 messages can be carried simultaneously on a band needed to accommodate a TV relay), telegraph, still-picture and data processing are the payload services for global satellite systems of which Telstar is the forerunner."

The discovery in October of Russian missiles in Cuba, within easy range of important targets in the U.S., provoked a showdown between the superpowers and a conflict between

world absorbed in a space race between the U.S. and the Soviets, similar broad coverage was accorded the American flights of Lieutenant Commander M. Scott Carpenter on May 24 and Commander Walter M. Schirra on Oct. 3.

AT&T's communications satellite, Telstar I, was launched in July. "Add Tuesday, July 10, 1962, to the roll of historic events in communications," BROADCASTING commented. "The first live telecast was relayed from space . . . and appropriately heralded as the advent of a new era. Commentators of the

the U.S. government and the news media. On Oct. 22, President Kennedy utilized all broadcasting facilities to advise the American people as well as the Soviets that the U.S. would set up a naval blockade to "quarantine" Cuba until the missiles were removed. For five tense days, war seemed a distinct possibility until Russia agreed to dismantle its missile base and withdraw its troops.

With the announcement of the Cuban crisis, the White House issued "guidelines" to the dissemination of news, describing the types of information that are "considered vital to our national security and therefore will not be released by the Department of Defense." The White House additionally asked news media to forbear disseminating the same information if acquired from unofficial sources. Among the forbidden categories: plans for employment of strategic or tactical forces, estimates of the U.S. capability of destroying targets, intelligence estimates of enemy target systems, details of the movements of U.S. forces, details of command and control systems and details of airlift or sealift carriers.

Broadcasters objected. In an editorial, "Curtain of Silence," BROADCASTING summarized the position of many in the industry: "A form of voluntary censorship

has been imposed by the White House, although that isn't what the White House calls it. By any name it is a form of censorship that cannot work to the satisfaction of anyone but the most rigid thinkers in the military. The 12 categories of information that the White House has embargoed cover almost any military subject of imaginable interest. A news director who takes the news literally would think twice before sending a cameraman to cover a weekend outing of a troop of Boy Scouts. The practical effect of the White House memorandum, if it is observed, will be to discourage the reporting of all military information except that which is handed out by the Defense Department. And the information to be expected from that source is apt to be scant."

Richard S. Salant, president of CBS News, accused the White House of making news part of the government's "weaponry" and of raising "grave doubts in the public mind that full information is being reported." William R. McAndrew, executive vice president of NBC News, expressed "strenuous objection" to the limitations imposed by the Defense Department on the "free flow of information to the American public," arguing that "manipulation and control of the news by our government, however admirable the

motive, is a dangerous device. . . ."

Kennedy lifted the voluntary censorship rules on Nov. 20, after the crisis had passed. Although the Defense Department and the State Department promised to review the rules for future crises, Kennedy, conceding that details of the discovery of the missile bases had been kept secret from the public, said, "I have no apologies for that. I don't think that there is any doubt that it would have been a great mistake and possibly disaster if this news had been dribbled out when we were unsure of the extent of the Soviet buildup in Cuba, and when we were unsure of our response, and when we had not consulted with any of our allies, who might themselves have been involved in great difficulties as a result of our action. . . ."

Although broadcast journalists took strong exception to the voluntary censorship, 10 commercial radio stations willingly cooperated with a White House request to carry Spanish-language broadcasts originated by the Voice of America and aimed at the Cuban audience. Nine of the stations were chosen by the FCC for the Cuban reach of their signal: WGBS(AM), WMIE(AM) and WCKR(AM), all Miami; WKWF(AM) Key West, Fla.; WWL(AM) New Orleans; WSB(AM) Atlanta; WCKY(AM) Cincinnati and two shortwave stations, WRUL



President Kennedy personally thanked 10 broadcasters for turning over their stations for "dusk to dawn" broadcasts of Voice of America programs into Cuba during the tense days beginning Oct. 22 with the President's blockade speech. Each broadcaster received an individual certificate of commendation from the President at a ceremony in the Rose Garden of the White House. To the President's right is Edward R. Murrow, director of the USIA. The others are (l to r): Thomas R. Bishop, KAAV Little Rock; Ralf Brent, WRUL New York (short-

wave); Frank Gaither, WSB Atlanta; Leonard Reinsch, Cox Stations and chairman, U.S. Advisory Committee on Information (behind Mr. Gaither); Newton N. Minow, FCC chairman; John M. Spottswood, WKWF Key West; Robert Bowman, KGEI Belmont, Calif. (shortwave) (behind Mr. Murrow); Rev. Aloysius B. Goodspeed, S.J., WWL New Orleans; Charles H. Topmiller, WCKY Cincinnati; James E. Nobles Jr., WMIE Miami (partially hidden by the President); George B. Storer Jr., WGBS Miami; Milton Komito, WCKR Miami, and Henry Loomis, director, VOA.

How deep the trouble Collins is in?

RESENTMENT FLARES COAST TO COAST OVER HIS CIGARETTE SPEECH

The smoke began to lift around the NAB last week—only to reveal a sizzler of a fire.

Throughout the country broadcasters were burning over what has become known as the Portland Incident—a speech by NAB President LeRoy Collins against the influence of cigarette advertising on the young (BROADCASTING, Nov. 26). Advertising agencies and their cigarette accounts were also incensed, if not downright indignant.

Not since the start of a term in office that has often been marked by unexpected outbursts had LeRoy Collins created so big a stir.

permost among broadcasters. They repeatedly asked:

▪ Did Gov. Collins exceed his authority when he condemned cigarette advertising that might influence school-age children to smoke?

But whether he had the technical right to express his personal views in an official speech as NAB's president, there was widespread feeling the speech was a violation of professional ethics and a linen-washing situation that should have been discussed within the NAB.

Others voiced amazement that he reportedly had ignored the advice of some Coast broadcasters and

of his staff executives.

There was no crystallized opinion last week. Rather the comments came sporadically from all parts of the country. A small minority endorsed Gov. Collins' position and/or the need for restrictions on cigarette advertising.

Two major networks—NBC and ABC—stated flatly they did not agree with Gov. Collins' viewpoint. CBS said it "has no comment on Gov. Collins' statement on tobacco advertising. This is a code matter and the established code organization is the proper forum for it."

A week before William B. Lodge, CBS-TV president, and

Broadcasting, Dec. 3

New York and KGEI San Carlos, Calif. WGN(AM) Chicago volunteered to participate.

By 1962, broadcasters were complaining of station overpopulation. In a special report on "Radio at 40 Enters Its Critical Years," BROADCASTING reviewed AM-FM's history since 1922, the first year in which a radio station population explosion occurred—the 22 pioneers were joined by more than 500 other outlets in 1922.

By the end of 1962, 3,810 AM stations were on the air out of the 3,924 authorized, and 1,081 FM outlets were operating out of 1,128 authorized. The net time sales amounted to \$665,249,000 (up 7.8% from 1961). In 1922, 100,000 radio sets with a market value of \$5 million were manufactured. In 1962, Americans owned 126,990,000 radios, not counting the 46.9 million car sets.

As a remedy for station overpopulation some broadcasters urged the FCC to limit the number of AM stations in the hope of fostering more financial stability. It was pointed out that in 1960, for example, total radio revenues amounted to \$597.7 million, a record high, but 33% of all stations lost money.

LeRoy Collins, National Association of Broadcasters president, in an April address praised the virtues of competition, but warned of pitfalls in a glutted marketplace: "The theory of multiplicity as an incentive to excellence and a safeguard against mediocrity is a fine one, but it must be borne in mind that in actual practice there is a point of diminishing returns." Radio broadcasters feared that with almost 4,000 stations on the air, that point had been found. FCC Chairman Newton Minow proposed a conference with NAB representatives to analyze the problem and to work toward a solution. "We are so busy grinding out grants of new licenses,"

Minow admitted, "that we need to step back and take a look at why we're doing it. An intensive search for answers is overdue and a search for policies that conform to the answers is imperative."

While the search went on, BROADCASTING conducted a survey to determine radio's strengths and weaknesses. Among the weaknesses cited by agencies, representatives and broadcasters were the abundance of radio stations fighting for the advertiser's dollar, difficulty in buying radio time because of paperwork and conflicting

and confusing rates, and radio's lack of glamour when compared to television. Strengths cited included radio's ability to reach a huge segment of the adult population, radio's flexibility and selectivity for advertisers and radio's affordability by virtually all advertisers, whether large or small.

In a victory for educational television, Congress voted \$32 million for educational television stations with the proviso that they raise matching funds. President Kennedy felt the legislation "marks a new chapter in the expression of federal interest in education. . . . This act gives equal promise of bringing greater opportunities for learning . . . for personal and cultural growth to every American."

A second boon to educational television came in July in the form of an \$8.5 million Ford Foundation grant.

The commercial networks, meanwhile, continued their documentaries and entertainment. They emphasized comedy instead of cowboys in their fall lineups. A BROADCASTING survey found that documentaries had gained increasing acceptance by both the public and advertisers. Network documentaries in 1962 included such diverse topics as highway problems, welfare policies, sterilization, integration and a controversial NBC program on a tunnel from East to West Berlin.

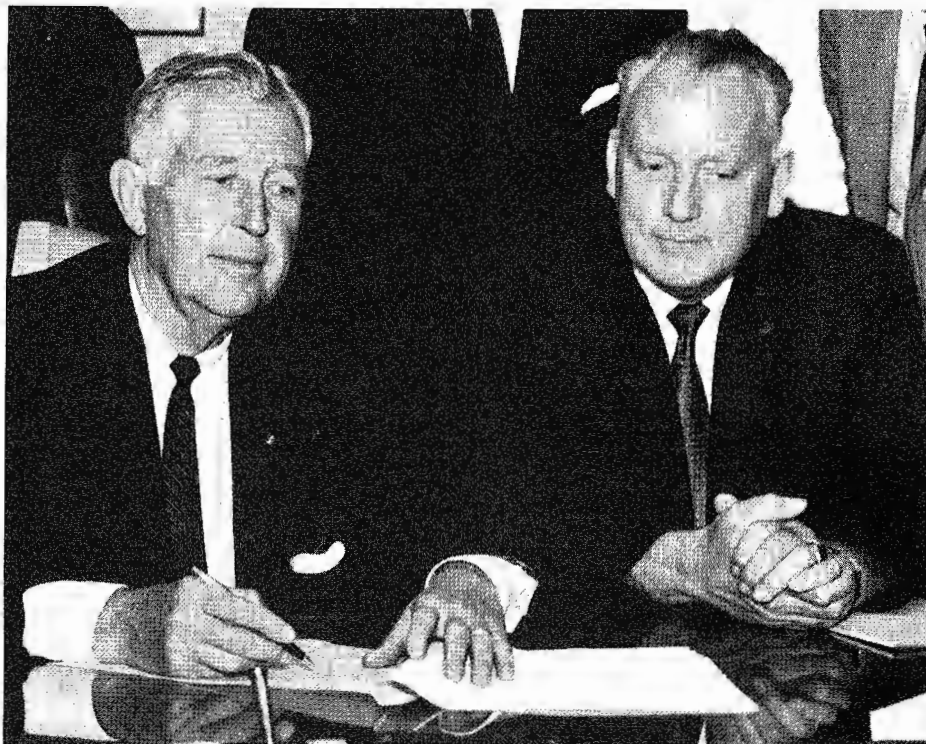
The Tunnel, sponsored by Gulf Oil, showed films of 26 people, including five children, escaping from East Berlin by means of a tunnel. In a move criticized by some, NBC paid the tunnelers \$7,400 for permission to film their digging.

Programing such as *The Tunnel* attracted viewers as did the Hanna-Barbera's *The Jetsons* (ABC-TV), the saga of a space age cartoon family, and *Green Acres* (CBS-TV), featuring Eva Gabor and Eddie Albert, city people, roughing it on a



E. William Henry, 33-year-old Memphis attorney, sailed through Senate hearings on his appointment to the FCC, succeeding Commissioner John Cross. At his side (right in photo) was fellow Tennessee Democrat Senator Estes Kefauver.

Broadcasting, Oct. 1



Harry C. Butcher signs for one of the largest community television installations in that industry's history, a \$580,000 job for Santa Barbara, Calif. With Mr. Butcher is Bruce Merrill, presi-

dent of Antennavision Inc., whose Ameco Division will perform the job. Mr. Merrill owns KIVA-TV Yuma, Ariz., which he bought from Mr. Butcher last year.

Broadcasting, May 28

farm. *The Beverly Hillbillies* (CBS-TV), a mountain clan transplanted by an oil strike to a mansion in California, made its introduction. It was to become a television hit.

A victim of the McCarthy era of the 1950's won vindication in 1962. Broadcaster John Henry Faulk, accused in 1956 by Laurence Johnson, Aware Inc., and others of being a Communist and blacklisted in 1957, won a libel suit against his accusers and was awarded \$3.5 million in damages.

The FCC's network study staff in December released its report on network programming. Among its recommendations were: the creation of a system of "self-regulation" in which all broadcasters would be required to belong to a government-approved and supervised trade association that, under FCC guidance, would formulate and enforce programming codes; the prohibition of television networks from program syndication in the U.S.; the prohibition of television networks from acquiring ownership or first-run rights in more than 50% of the shows in their prime time schedules; the encouragement of advertising rates scaled to circulation to induce advertisers to support small-audience shows, and the establishment of FCC authority to regulate the networks.

The proposals were in line with the FCC's policy of increased vigilance. Minow, in his official year-end report, affirmed the FCC's policy of "stiffening enforcement actions on stations that failed to carry out their promises and obliga-

tions." Minow noted that in 1962 the commission disciplined "an unprecedented number of stations" for technical and other violations. Life for broadcasters was becoming increasingly harsh on the New Frontier.

Despite the problems radio's advocates looked to a hopeful future. As one advertising representative commented: "Now that the FCC is taking a serious look at the unhealthy state of entirely too many radio stations on the air and is examining renewal applications with the utmost care, a new interest in the medium is developing in advertising circles." Another broadcast advertising authority predicted, "Of all mass media, radio is the most unfettered. It's the one medium free to change, and to do so overnight, to meet the needs of a new day. Thus one safe prediction that

we can make about the future of radio is that it will be different tomorrow—that it will change, with imagination and vitality, in response to changing needs and tastes."

To foster the growth of FM, the FCC in July proposed a national allocation pattern for the medium, akin to that used for TV. It involved specific FM assignments for each community. Up to that time, FM grants were made as they were in AM—where an applicant could make a showing of need and technical feasibility. The FCC's FM order also called for the establishment of more classes of stations and a tightening of the mileage separations between stations. These were the first significant FM rules changes since 1946.

The FCC was also active in efforts to enhance TV's growth.

Over objections from set manufacturers that claimed additional costs would turn away the public, the commission pushed for a requirement that would give UHF a chance for audience parity with VHF. It urged Congress to pass a law to make it mandatory for all television sets manufactured after April 30, 1964, to be capable of receiving not only the 12 VHF channels, but also the 70 UHF channels. As an inducement to Congress to pass the all-channel bill, the FCC withdrew its controversial deintermixture proposal to shift some eight VHF stations to UHF channels.

In a victory for the FCC, the U.S. Court of Appeals in Washington in March upheld the commission's right to authorize a three-year test of pay television in Hartford, Conn. The Hartford experiment began June 29 with great expectations for spectacular programming that would compete with commercial television. RKO General Phonevision, sponsor of the test, programmed such film features as "Sunrise at Campobello," "Escape from Zahrain" with Yul Brynner, "Splendor in the Grass" with Natalie Wood and "One-eyed Jacks" with Marlon Brando.

The FCC continued to press for better programming by television networks. One result was a George Foster Peabody award for FCC Chairman Minow because of his efforts "to rescue the wasteland from the cowboys and private eyes. He has reminded broadcasters of their responsibilities and put new heart in the viewers."

Stay Tuned

1. Who succeeded Newton Minow as chairman of the FCC?
2. Why did the ratings services come under the scrutiny of Congress?
3. Who was the U.S. astronaut in the first telecast from space?
4. What was the very successful series that starred David Janssen and started in 1963?
5. What did the four-day coverage of events related to the Kennedy assassination cost the networks?

The answers next week
in "1963"

As compiled by BROADCASTING May 11 through May 15 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New Stations

AM applications

- Phoenix, Ariz.—K-Ray Inc. seeks 660 khz, 2.5 kw-U. Address: 3550 North Central Avenue, Suite 500, Phoenix 85012. Estimated construction costs: \$244,500; first-quarter operating cost: \$64,000; first-year revenue: \$500,000. Format: Black cultural. Principals: Ray Johnson (51%), Ronald S. Freeman (44%) and Calvin C. Goode (5%). Johnson is Phoenix-based fast food franchise owner. Freeman is Phoenix accountant and real estate investor. Goode is Phoenix financial service advisor. They have no other broadcast interests. Filed April 30.
- La Mirada, Calif.—New Radio seeks 830 khz, 50 kw-D, 1 w-N. Address: P.O. Box 1011 Goleta, Calif. 93116. Estimated construction costs: \$662,500; first-quarter operating cost: \$585,400. Format: Talk/News. Principals: Clarence S. Duke (70%), Lincoln C. Hilburn and Evans W. Cantrell (10% each), Benjamin F. Dawson and James Roosevelt (5% each). Duke is Oxnard California Community College teacher and broadcast property researcher. Hilburn is Beverly Hills investor. Cantrell is Lynwood, Calif., business consultant. Dawson is Seattle, Wash., engineer. Roosevelt is Newport Beach, Calif., business consultant. They have no other broadcast interests. Filed May 1.
- Riverbank, Calif.—Riverbank Broadcasters seeks 770 khz, 1 kw-U. Address: 4610 Briarwood Drive, Sacramento, Calif. 95821. Estimated construction costs: \$60,000; first-quarter operating cost: \$18,000. Format: MOR. Principals: Robert A. Jones, Marvin B. Clapp and Carl J. Avel (one-third each). Jones owns 85% of WJQ(AM) Tomahawk, Wis.; 33.33% of WWBC(AM) Cocoa, Fla., and 33.33% of New TV for Cocoa. Clapp owns 14.59% of KNCO(AM) Grass Valley, Calif., and 25% of CP for KGBA(FM) Holtville, Calif. Avel owns same percentages in KNCO and KGBA and, in addition, owns 50% of KEWQ(AM) Paradise, Calif. Filed April 28.
- Silt, Colo.—Rifle Broadcast Co. seeks 700 khz, 50 kw-D, 1 kw-N. Address: 1503 South Coast Drive, Suite 311, Costa Mesa, Fla. 92626. Estimated construction costs: \$435,000; first-quarter operating cost: \$34,000. Principals: H. Glenn Holland (25.5%), Walter B. Rosslow and Ira M. McAlpin Jr. (12.75% each), Sentinel Financial Services (15%), L. Richard Morgan, Lloyd E. Gaunt, Henry W. Dodge and The Charles S. Haines Trust (8.5% each). Holland is Fallbrook, Calif. investor. Rosslow is 45% owner of Fort Pierce, Fla. retail clothing store. McAlpin is Fort Pierce CPA. Dodge is Los Angeles neurologist. Morgan is Chico, Calif. physician. Gaunt is Corona Del Mar, Calif., dentist. Charles S. Haines votes as trustee for Sentinel and trust in own name; he owns 31% of Addison, Tex.,

computer instrument company. They have no other broadcast interests. Filed April 30.

- Greenwood, Miss.—Ronnie J. Grantham seeks 1540 khz, 1 kw-D. Address: Route 1, Box 107C, Sallis, Miss. 39160. Estimated construction costs: \$5,000; first-quarter operating cost: \$48,000. Principal: Ronnie J. Grantham (100%), who is Sallis, Miss., timber broker and has no other broadcast interests. He is applying for CP to operate existing facilities of WSWG-AM-FM Greenwood. Stations currently operate under interim management due to commission's denial of renewal application of station's former licensee, Charles Saunders. Filed May 11.

- Greenwood, Miss.—Mid-Delta Broadcasting Inc. Street, Greenwood 38930. First-quarter operating cost: \$45,000; first-year revenue: \$170,000. Format: CW. Principals: Alix H. Sanders, Lee A. Frison, E.A. Boykins and Henry W. Hughes (20% each). Sanders is Greenwood Attorney. Boykins is president of Mississippi Valley State University. Hughes owns Greenwood gift shop. Frison is administrator at WMSU. They are applying for facilities of WSWG-AM-FM (see above). Filed May 11.

- Carrollton, Tex.—Latin American Broadcasting Corp. seeks 770 khz, 5 kw-D, 2.5 w-N. Address: 661 Seminary South Shopping Center, Fort Worth, Tex. 76115. Estimated construction costs: \$214,500; first-quarter operating cost: \$50,000. Principal: Marcos Rodrigues (58.31%), Carlye Yarbrough (9.24%), Manuel Avila (9.08%), Aida Morosini (6.6%), Joaquin J. Rodriguez and Mesbic Financial Corp. of Dallas (5.5% each) and Manuel Jara (2.75%). They own KESS(FM) Fort Worth, Tex., and except Jara, KLAT(AM) Houston. Rodriguez's son, Marcos Rodriguez Jr., is new FM applicant for Albuquerque, N.M. (BROADCASTING, May 18). Filed May 11.

- Garland, Tex.—Century Broadcasting Corp. seeks 770 khz, 10 kw-D, 1 w-N. Address: 875 North Michigan Avenue, Chicago 60611. Estimated construction costs: \$45,000; first-quarter operating cost: \$225,000; first-quarter revenue: \$150,000. Principals: Howard Grafman and George Collias (19.88% each) and Anthony C. Karlos (19.82%) and 153 others. Century is licensee of WABX(FM) Detroit; and through subsidiaries: KWST(FM) Los Angeles; KMEL(FM) San Francisco; and is general partner in WAIT(AM)-WLOO(FM) Chicago. Filed May 11.

- Plano, Tex.—Bluebonnet Radio Broadcasters Inc. seeks 770 khz, 10 kw-D, 1 w-N. Address: 1105 High Vista Drive, Calif. 75080. Estimated construction costs: \$128,000; first-quarter operating cost: \$49,000; first-year revenue: \$180,000. Principal: Jim Speck, Mick C. Spellman and brother, Thomas E. (one-third each). Speck is Richardson, Tex., broadcast equipment retailer. Mick Spellman is former account executive with Southern Union Gas Co., Dallas. Thomas Spellman owns 25% of KAGC(AM) Bryan, Tex.; 25% of KSKS(AM) Conroe, Tex.; 51% of new CP for new AM at Sherman and 13% of CP for new FM at Bryan, both Tex. Filed May 11.

- Plano, Tex.—Plano Broadcasting Corp. seeks 770 khz, 5 kw-D, 1 w-N. Address: 1101 Westwood Drive, Plano 75075. Estimated construction costs: NA; first-quarter operating cost: \$28,800; first-year revenue: \$275,000. Format: Adult contemporary. Principal: Patrick J. Roper (100%), who is Richardson, Tex., producer of educational films and has no other broadcast interest. Filed May 11.

- San Antonio, Tex.—Inner City Broadcasting of San Antonio Inc. seeks 760 khz, 50 kw-D, 1 w-N. Address: 801 Second Avenue, New York City 10017. Estimated construction costs: \$775,000; first-quarter operating cost: \$300,000. Principals: Inner City Broadcasting Corp. (70%). Alexander C. Sutton (12%), Charles C. Andrews (9%) and Oliver C. Sutton Jr. (9%). Inner City, a New York Corp., is principally owned by Percy Sutton, former Manhattan borough president, and his brother, Oliver C. Inner City, through subsidiaries, owns WLIV(AM)-WBLS(FM) New York; KGFJ(AM) Los Angeles and KUTE(FM) Glendale, Calif.; WLBS(FM) Mt. Clemens, Mich.; 90% of KRE(AM)-KBLX(FM) Berkeley, Calif.; Inner City is

also 100% owner of applicant for new AM at Miami, Fla. (BROADCASTING, April 27) and applicant in joint venture for new cable franchise serving Borough of Queens, New York. Filed May 11.

FM applications

- Somerville, N.J.—Radio New Jersey seeks 99.1 mhz, 37 kw, HAAT: 571 ft. Address: Box 1000, Hackettstown, N.J. 07840. Estimated construction costs: \$164,000; first-quarter operating cost: \$37,000. Principals: Lawrence J. Tighe Sr. and son, Lawrence J. Tighe Jr., and Norman L. Worth (one-third each). They own and operate WRNJ(AM) Hackettstown, N.J. Filed April 30.

- Devine, Tex.—Davis Communications Inc. seeks 92.1 mhz, 3 kw, HAAT: 300 ft. Address: 613 East Nopal, Uvalde, Tex. 78801. Estimated construction costs: \$80,500; first-year operating cost: \$17,000; revenue: \$75,000. Format: MOR. Principals: Ashley N. Davis Jr. (51%) and wife, Pamela S. Davis (49%). Ashley Davis is news director at KVOU(AM) Uvalde, Tex. Pamela Davis is former announcer KELD(AM) El Dorado, Ark. They have no other broadcast interests. Filed April 28.

TV application

- Reno, Nev.—High Country Broadcasting Inc. seeks ch. 27; ERP: 692 kw vis. 69.2 kw aur., HAAT: 620 ft.; ant. height above ground: 148 ft. Address: 4225 Harding Place, Suite 111, Nashville, Tenn. 37205. Estimated construction cost: \$238,000; first-year operating cost: \$60,000. Legal counsel: McCampbell & Young-Washington. Consulting engineer: James E. Price-Chattanooga, Tenn. Principals: Sheila Lowry (88%), William J. Raggio (10%), and Erma L. Freeman (2%). Lowry is Residence Hall Director at New York University. Raggio is Reno, Nev., attorney and state Senator. Freeman is Nashville, Tenn., financial consultant. They have no other broadcast interests. Filed March 2.

FM actions

- Norwich, Conn.—Connecticut Educational Telecommunications Corp. granted 89.1 mhz, 2.65 kw, HAAT: 589 ft. Address: 24 Summit Street, Hartford, Conn. 06106. Estimated construction costs: \$37,500; first-year operating cost: \$232,500. Format: Educational. Principal: nonprofit, nonstock corp.; Paul Taft is president. It is also licensee of WEPH(TV) Hartford; WEDW(TV) Bridgeport; WEDY(TV) New Haven; WEDN(TV) Norwich; WPBH(FM) Middlefield, all Connecticut. Action April 28.

- Hollywood, Fla.—dismissed application for CP to non-commercial educational FM on 88.1 mhz.; ERP: 3 kw; HAAT: 132 ft. Action April 29.

- Swainsboro, Ga.—WSJ Radio Inc. granted 103.9 mhz, 3 kw, HAAT: 299.9 ft. Address: 1025 Red Oak Dr., Macon, Ga. 31204. Estimated construction cost \$24,712; first-year operating cost \$30,760; revenue \$60,000. Format: Black. Principals: Charles R. Witt (35%), Grady Spires (35%) Ernest Nasworthy (25%) and Donavan E. Jones (5%). They also own WXRS(AM) Swainsboro, Ga., where Mr. Witt is president; Mr. Nasworthy, station manager; Mr. Spires, program director, and Mr. Jones, chief engineer. Mr. Jones is also applicant for new station at Lawrenceburg, Tenn. Action April 30.

- Kalamazoo, Mich.—Board of Education City of Kalamazoo granted 89.9 mhz, .140 kw, HAAT: 127 ft. Address: 1220 Howard St., Kalamazoo, Mich. 49008. Estimated construction cost \$56,133; first year operating cost \$15,198; revenue none. Format: educational. Principal: William Goodman is president of Board of Education, City of Kalamazoo. Proposed station will be used for educational purposes. Action April 30.

- Honesdale, Pa.—WAEN Broadcasting Corp. granted 95.3 mhz, 2.5 kw, HAAT: 300 ft. Address: 350 Erie St., Honesdale 18431. Estimated construction cost: \$38,800; first year operating cost: \$10,500; revenue: \$38,700. Format: MOR. Principal: Robert Harry Merrell (100%). He is also licensee of WDNH(AM) Honesdale. Action May 6.

TV action

- San Juan, P.R.—JEM Communications Inc. granted

ch. 24: ERP: 4384 kw vis., 438.4 kw aur., HAAT: 1,161 ft.; ant. height above ground: 665 ft. Address: P.O. Box 386 Feeding Hills, Mass. 01030. Estimated construction cost: \$2,079,000; first-quarter operating cost: \$347,365. Legal counsel: Martin E. Firestone, Washington; consulting engineer: John A. Fergie, Feeding Hills, Mass. Principals: Multi Media Communications Inc. (89%) and Ronald Rosenbaum and wife Carolyn (11% jointly). Multimedia is owned by John A. Fergie, George Mitchell and Martin E. Firestone (25% each) and Vicent Messina and Elliot Cole (12.5% each). Fergie is Feeding Hills, Mass., broadcast consulting engineer. Mitchell is vice president and general manager WKEF(TV) Dayton, Ohio. Firestone is Washington communications attorney with firm of Stein, Halpert & Miller. Rosenbaum is San Juan attorney. Carolyn is assistant secretary of applicant. Messina and Cole are Washington attorneys. Fergie, Mitchell and Firestone each have less than 1% interest in Springfield Television Corp., licensee of WWLP(TV) Springfield, Mass. WKEF and permittee of KSTV(TV) Salt Lake City. They each have minor interest in applicant for ch. 15 at Mobile, Ala. In addition, Firestone is partner in applicant for FM allocation at Freeport, Tex. Action April 29.

Ownership Changes

Applications

- WPCY(AM) Mobile, Ala. (AM: 1360 khz, 5 kw-D)—Seeks assignment of license from WPCY Broadcasting Inc. to Beacon Broadcasting Inc. for \$350,000. Seller: David A. Siegel (75%), Jeff L. Stacey and Jerry W. Shiverdecker (12.5% each), who have no other broadcast interests. Buyer: Quality Media Corp. (100%), which is owned by William J. Kitchen, who is Columbus, Ga.-based seller of broadcast equipment and owner of WBFJ(AM) Winston-Salem, N.C., and WMOG(AM) Chattanooga, Tenn. Filed May 5.
- KAAA(AM)-KZZZ(FM) Kingman, Ariz.—Seeks assignment of license from Sun Mountain Broadcasting to Mohave Sun Broadcasting for \$850,000 (BROADCASTING, April 6). Seller: Charles D. Langerveld and wife, Janet K. (100% jointly), who have no other broadcast interests. Buyer: William Mack and Steve Trono (50% each). Mack owns 95% of WPOW(AM) Powell, Wyo. Trono is Albuquerque, N.M.—based communications consultant who has no other broadcast interests. Filed April 30.
- KPRL(AM)-KPRA(FM) Paso Robles, Calif. (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 94.3 mhz, 3 kw, ant. 54 ft.)—Seeks assignment of license from F. Ray Bryant et al to Lincoln Dellar and others for \$1,000,000 (BROADCASTING, May 4). Seller: Principally owned by F. Ray Bryant and wife, Nancy L., who have no other broadcast interests. Buyer: Lincoln Dellar and wife, Sylvia (80% jointly) and Donald E. Pummill and wife, Judith M. (20% jointly). Dellar owns KMEN(AM) San Bernardino and KGGI(FM) Riverside, both California, where Pummill is station manager. Filed May 8.
- WWTR-FM Bethany Beach, Del. (FM: 95.9 mhz, 3 kw, ant. 300 ft.)—Seeks assignment of license from Connor Broadcasting Co. to Coastal Communications/Delaware Corp. for \$1,000,000. Seller: principally owned by J. Parker Connor, who owns 83% of WJDY(AM) Salisbury, Md., and 51% of new FM for Salisbury. Buyer: Coastal Telecommunications/Ocean City Corp. (100%), which is wholly owned by Stuart D. Frankel, who is president and owner WETT(AM) Ocean City, Md. Filed May 6.
- WKAO(AM) Boynton Beach, Fla. (AM: 1510 khz, 1 kw-D)—Seeks assignment of license from North American Broadcasting Inc. to Beach Broadcasting Inc. for \$426,000. Seller: principally owned by Mark C. Prichard and Vida Mays, who have no other broadcast interests. Buyer: Gary L. Schroepfer (70%), Carl R. Colombo (25%) and George R. Borsari Jr. (5%) Schroepfer is former general manager of WEAZ(FM) Philadelphia. Colombo is sales representative for New York-based ERI Communications Group. Borsari is Washington attorney and LPTV applicant for three states. Filed April 24.
- WBG(AM) Chipley, Fla. (AM: 1240 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from R-4 Radio Corp. to Panhandle Radio Corp. for \$302,040. Seller: Richard D. Ringenwald (100%), who has no other broadcast interests. Buyer: Homer L. Rhoden (100%), who has been general manager of WBG and
- has no other broadcast interests. Filed May 4.
- WONN(AM) Lakeland and WPCV(FM) Winter Haven, Fla. (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 97.5 mhz, 100 kw, ant. 499 ft.)—Seeks assignment of license from WONN Inc. to Hall Communications Inc. for \$2,000,000 (BROADCASTING, March 30). Seller: Herbert S. Stewart (51%), Leonard H. Marks (45%) and son, Stephen (4%), who have no other broadcast interests. Buyer: Norwich, Conn.-based group owner of five AM's and four FM's. Robert M. Hall is president. Filed April 27.
- WGTW(AM) Mount Dora, Fla. (AM: 1580 khz, 5 kw-D)—Seeks transfer of control of Community Broadcasting Inc. from Ronald J. Aicher and others (100% before; none after) to Master Creations Radio Inc. (none before; 100% after) consideration: \$237,500. Principals: Seller is owned by Ronald J. Aicher (25.3%), Rolf Bergman (25.1%), Karl E. Meek (24.9%) and S.J. Porello (24.9%), who have no other broadcast interests. Buyer is owned by Donald N. Painter (100%), who is vice president of KWRM(AM) Corona and KQLH(FM) San Bernardino, both California, but has no ownership interests. Filed May 4.
- WFDR-AM-FM Manchester, Ga. (AM: 1370 khz, 1 kw-D)—Seeks transfer of control of WFDR Inc. from WFDR Inc., debtor in possession (100% before; none after) to Provident Broadcasting Co. (none before; 100% after) consideration: \$790,000. Principals: Seller is owned by Jack Whitehorn (100%), who has no other broadcast interests. Buyer is subsidiary of Watkins Associated Industries Inc., closely held company with 27 stockholders based in Atlanta, Ga., with interests in construction, transportation and real estate investment; it has no other broadcast interests. Bill Watkins is principal owner. Filed April 28.
- KRLL(AM) Lewiston, Idaho (AM: 1350 khz, 5 kw-D, 1 kw-N)—Seeks assignment of license from KRLL Inc. to Ida-Vend Co. for \$480,000. Seller: Douglas A. Mackelvie (99.99%) and wife, Betty J. (.01%), who are new FM applicants for Lewiston. Buyer: Robert W. Prasil family (100%), who are Lewiston, Idaho, soft drink manufacturers and have no other broadcast interests. Filed April 29.
- WCCQ(FM) Crest Hill, Ill. (FM: 98.3 mhz, 3 kw, ant. 300 ft.)—Seeks transfer of control of Nelson Broadcasting Inc. from Woodrow D. Nelson (100% before; none after) to Lawrence W. Nelson (none before; 100% after) consideration: \$60,000. Principals: Seller is father of buyer. Buyer: Lawrence Nelson is owner and operator of WSPY(FM) Plano, Ill.; 52% owner of WPOK-AM-FM Pontiac, Ill., which is seeking transfer control, and 25% owner of new FM for Paxton, Ill. Filed May 1.
- WDGS(AM) New Albany, Ind. (AM: 1290 khz, 500 w-D)—Seeks assignment of license from Radio Louisville Inc. to Joselyn Broadcasting Inc. for \$350,000. Seller: George A. Freeman (100%), who has no other broadcast interests. Buyer: Michael A. Benages (60%), Allan G. Levine (15%), Allen Wheeler and Frank Warren (7.5% each), Floyd T. Ashley and Paul Kolpak (5% each). Benages is Chicago attorney and owns WMPP(AM) Chicago Heights, Ill. Levine is Chicago attorney. Benages bought 51%, and Levine 15% of KXXX(FM) Galveston, Tex., which FCC granted approval although deal is not yet closed (BROADCASTING, April 6). Kolpak is Lincolnwood, Ill., attorney. Filed May 5.
- WAVE(AM) Louisville, Ky.—(AM: 970 khz, 5 kw-U)—Seeks assignment of license from Orion Broadcasting Inc. to Henson Broadcasting for \$2,750,000 (BROADCASTING April 6). Seller: Principally owned by estate of George W. Norton and family. Norton's nephew, T. Ballard Norton, is president. It has also spun off WFRV-TV Green Bay, Wis. and satellite, WJMN-TV Escanaba, Mich. (BROADCASTING, Jan. 26) and WMT-TV Cedar Rapids, Iowa (BROADCASTING, March 9 and May 18), when merger is complete, Orion, as wholly owned subsidiary of Cosmos, will retain WAVE-TV Louisville, Ky., and WFIE-TV Evansville, Inc., and WMT-AM-FM Cedar Rapids. Cosmos is Greenville, S.C. based group of one AM, two FM's and four TV's. Buyer: owned by Clarence E. Henson and family, group owner of three AM's and three FM's. Filed April 30.
- WMAX(AM) Grand Rapids, Mich. (AM: 1480 khz, 5 kw-D)—Seeks assignment of license from Great Lakes Broadcasting Corp. to Salem Media of Michigan Inc. for \$475,000. Seller: James J. Gaskin and Daniel F. Follis (33.22% each); Gerald F. Fitzgerald, David R. Calhoun and Raymond W. Struthers (4.15% each), who have no other broadcast interests. Buyer: Stuart W.
- Epperson and Edward G. Atsinger III (45% each) and Dennis Worden (10%). Worden is general manager at KAKC(AM)-KCFO(FM) Tulsa, Okla. Epperson owns 100% WKBA(AM) Vinton, Va., and 55% of KAKC(AM)-KCFO(FM) Tulsa. Atsinger owns 100% of KTED(FM) Fowler and KDAR(FM) Oxnard, both California, 20% of KARP(FM) Carpinteria, Calif.; 25% of KGBA(FM) Holtville, Calif. Together they own KMFM(FM) San Antonio, Tex., WEZE(AM) Boston and WNYM(AM) New York (formerly WEVD). Filed April 24.
- WYRQ(FM) Little Falls, Minn. (FM: 92.1 mhz, 3 kw, ant. 300 ft.)—Seeks assignment of license from Little Falls Radio Inc. to Dakota Broadcasting Co. for \$175,000. Seller: Ralph S. Gregory (100%), who owns 64% each of WMMQ(FM) Charlotte, Mich., and WJVA(AM) South Bend, Ind. Buyer: Terrence P. and John V. Montgomery, brothers (50% each). Terrence is vice president of St. Cloud State University, St. Cloud, Minn., and owns WQPM-AM-FM Princeton, Minn. John is manager at those stations. They hold CP for new AM at Glencoe, Minn. (BROADCASTING, May 4), and are proposed assignee of KDWA(AM) Hastings, Minn. Filed April 24.
- WPMP(AM)-WPMO(FM) Pascagoula-Moss Point, Miss. (AM: 1580 khz, 1 kw-D; FM: 99.1 mhz, 100 kw, ant. 386 ft.)—Seeks assignment of license from Crest Broadcasting Inc. to Sandia Broadcasting Corp. for \$1,500,000. Seller: principally owned by Sarah S. Jones, her son James O. II and W. R. Guest Jr. James Jones owns 64.7% of WRJW(AM)-WJOJ(FM) Picayune, Miss. Buyer: David B. Talbot Jr. (50.02%) and William S. Sanders and Fluid Capital Corp. (24.9% each). Talbot is Oklahoma City real estate investor. Sanders has bought, subject to FCC approval, 24.9% of KDHI(AM)-KQYN(FM) Twenty Nine Palms, Calif., which has (BROADCASTING April 13). Fluid Capital Corp. is Albuquerque, N.M.-based investment firm also bought 24.9% of KDHI/KQYN. Filed May 1.
- WFXZ(FM) Buffalo, N.Y. (FM: 92.9 mhz, 91 kw, ant. 580 ft.) Seller: Liggett Broadcast Group, Williamston, Mich.-based group of one AM and four FM's which recently was granted approval to sell WZLD(FM) Cayce, S.C. (BROADCASTING, March 2). Robert Liggett Jr. is principal owner. Buyer: principally owned by Albert Wertheimer family, who are Syracuse, N.Y., real estate investors and own WVOR-FM Rochester, N.Y. Filed April 28.
- KKBK(AM) Aztec, N.M. (AM: 1340 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of San Juan Broadcasting Inc. from David J. Watts (100% before; none after) to Wayne E. March (none before; 100% after) consideration: \$117,600. Principals: Seller is owned by David J. Watts, who presently owns 51% of stock. Buyer is owned by Wayne E. Marcy, who will acquire transferor's 51%. Marcy also owns 50% KTNM(AM) Tucumcari, N.M. Filed April 29.
- WSOQ(AM)-WEZQ(FM) North Syracuse, N.Y. (AM: 1220 khz, 1 kw-D; FM: 100.9 mhz, 3 kw, ant. 165 ft.)—Seeks transfer of control from WSOQ Inc. to Sky Broadcasting Corp. for \$1 million plus \$200,000 for covenant not to compete (BROADCASTING, April 27). Seller is principally owned by Frank Harms, who has no other broadcast interests. Buyer is joint venture of several investment groups; Frank J. Hawley is chairman and Dennis R. Israel is president. It also owns KSKY(AM) Dallas; KBCQ(AM) Roswell, N.M., and WRIV(AM) Riverhead, N.Y. Israel also owns 51% of WGLI(AM) Babylon, N.Y. Filed April 30.
- WFLB(AM) Fayetteville, N.C. (AM: 1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from William E. Tart to Theodore J. Gray Jr. for \$1,000,000 (BROADCASTING, May 11). Seller: W. E. Tart, who is new AM permittee for Aberdeen, N.C. Buyer: Theodore J. Gray Jr. 100%, who bought, subject to FCC approval, WSML(AM) Graham, N.C. (see below). Filed May 5.
- WSML(AM) Graham, N.C. (AM: 1190 khz, 1 kw-D)—Seeks assignment of license from Acme Communications Inc. to Graycasting Inc. for \$455,000 (BROADCASTING, May 11). Seller: Aubrey W. Aycock (75%) and Norman Young (25%), who have no other broadcast interests. Buyer: Theodore J. Gray, Jr. (100%), who has bought, subject to FCC approval WFLB(AM) Fayetteville, N.C. (BROADCASTING May 11 and above). He also owns WKDE-AM-FM Altavista, Va., and WRHI(AM) Rock Hill, S.C. Filed May 6.
- KKO(AM) Minot, N.D. (AM: 1390 khz, 5 kw-D, 1 kw-N)—Seeks assignment of license from KLOH Inc. to JerMar Corp. For \$399,201. Seller: Mary Jean

Ingstad Salie (50.1%) and son, Robert E. Ingstad Jr. (49.9%). Robert Ingstad is licensee of KGRZ(AM) Missoula, Mont.; WTNT(AM)-WLWV(FM) Tallahassee, Fla.; KBUF-AM-FM Garden City, Kan. and owns 100% of KGFX(AM) Pierre, S.D.; 80% of KKLS(AM)-KKHJ(FM) Rapid City, S.D.; and 48% of KDXT(FM) Missoula, Mont. Buyer: Gerald D. Gutensohn (72%), Mark A. Swendsen (19%), Allen D. Rau (5%) and Bruce D. Carlson (4%). Gutensohn is manager at WTNT(AM)-WLWV(FM) Tallahassee, Fla. Swendsen is manager at KGFX(AM) Pierre, S.D. Rau is manager at KKOA(AM) Minot, N.D. Carlson is sales manager and sports director at KKOA. They have no other broadcast interests.

■ KDDR(AM) Oakes, N.D. (AM: 1220 khz, 1 kw-D)—Seeks assignment of license from Frontier Broadcasting Corp. to Kingsley H. Murphy Jr. for \$174,400. Seller: Robert A. Norlund and Timothy A. Branson (50% each), who also own 15% each of new FM applicant for Fergus Falls, Minn. Buyer: Kingsley H. Murphy Jr. (100%), who owns 100% WISS-AM-FM Berlin, Wis., 100% of KCHK(AM) New Pragul, Minn., 50% of WHHL(AM) Pin Castle-Sky Lake, Fla., and 4.22% of Minneapolis Star & Tribune Co., licensee of two TV's and one cable system. Filed May 1.

■ WNAD(AM) Norman, Okla. (AM: 640 khz, 1 kw-D)—Seeks transfer of control of Oklahoma Communications Inc. from Don H. McLeland and others (100% before; none after) to Norman Broadcasting Inc. (none before; 100% after) consideration: \$800,000. Principals: Don H. McLeland (86.92%) and children, Dan H., Peggy L. and Dorothy S. Reilly (4.36% each), who have no other broadcast interests. Buyer is owned by Wah-leeta Steckline (51%) and husband, Lawrence E. Steckline (49%). Lawrence Steckline is president and owner of KJLS(FM) Hays and KWLS-AM-FM Pratt, both Kansas. He also owns KSL(FM) Liberal, Kan.; and 25% of KFRW(AM) Salina, Kan. Filed April 29.

■ WGXL(FM) Laurens, S.C. (FM: 100.5 mhz, 100 kw, ant. 760 ft.)—Seeks assignment of license from Towers South Inc. to Keymarket Communications Inc. for \$2,450,000 (BROADCASTING, April 27). Seller: Monty DuPuy and Gene Phillips (50% each), who have no other broadcast interest. Buyer: Kerby Confer and Paul Rothfuss (45% each), and David Bernstein (10%). Confer and Rothfuss each own 35% of WKRT(AM)-WNOX(FM) Cortland, N.Y., and 25% each of KSSN-FM Little Rock, Ark., and with Bernstein sold, subject to FCC approval WHUM(AM) Reading, Pa. (BROADCASTING, March 13). FCC recently granted Confer and Rothfuss their sale of WLYC(AM)-WILQ(FM) Williamsport, Pa. (BROADCASTING, May 11). Filed May 5.

■ WVAB(AM) Virginia Beach, Va. (AM: 1550 khz, 5 kw-D) Seeks assignment of license from Sea Broadcasting Corp. to Atlantic Broadcast Enterprises Inc. for \$315,000. Seller: Closely held owner of 21 stockholders principally owned by the Sidney S. Kellam family. None have other broadcast interests. Buyer: Edward J. Freach and Steven Soldingier (50% each). Freach is former president and general manager of WAVY-TV Portsmouth, Va. Soldingier is account executive for WBAL-TV Baltimore, Md. Freach owns less than 1% of Lin Broadcasting Corp. Filed April 20.

■ WTCH(AM)-WOWN(FM) Shawano, Wis. (AM: 960 khz, 1 kw-U; FM: 99.3 mhz, 3 kw, ant.—Seeks assignment of license from Shawano County Leader Publishing Co. to Wheeler Broadcasting Inc. for \$950,000 (BROADCASTING, May 4). Seller: Jeann Donald, who has no other broadcast interests. Buyer: Ray L. Wheeler (80%) and wife, Ahna (20%). Ray Wheeler is news anchor at WLUK-TV Green Bay, Wis., and has no other broadcast interests. Filed May 6.

Actions

■ WVOV(AM) Huntsville, Ala. (AM: 1000 khz, 10 kw-D)—Granted assignment of license from Powell Broadcasting Inc. to Barker Broadcasting Inc. for \$700,000. Seller: Edwin W. Powell (99.8%), Jerry W. Beril (.1%) and Daniel B. Banks Jr. (.1%), who have no other broadcast interests. Buyer: Peter P. Barber (100%), who is station manager at WFIX(AM) Huntsville, Ala., has no other broadcast interests. Action May 8.

■ KWTC-AM-FM Barstow, Calif. (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 94.3 mhz, 3 kw, ant. 192.6 ft.)—Granted assignment of license from Mojave Valley Broadcasting Inc. to Inland Empire Broadcasters Inc. for \$385,000. Seller: Esther B. Brown (85%), Helen V. Long (10%) and Harry S. White (5%). They have no

other broadcast interests. Buyer: Howard N. Fisher (20%), J.B. Lanfranco, J.W. Pennington, Les Richter, Bart R. Singletary and Thomas Speil (16% each). Applicants are Riverside, Calif.-area businessmen. Pennington is Los Angeles physician. They also own KPRO(AM) Riverside, Calif. Action May 7.

■ KOAM(AM) Pittsburg, Kan. (AM: 1060 khz, 10 kw-D, 5 kw-N)—Granted assignment of license from Pittsburg Broadcasting Co. to American Media Investments for \$1.6 million. Seller is owned by Lester L. Cox and estate of E. V. Baxter. They have no other broadcast interests. Buyer is owned by Robert D. Freeman, Lowell Dennison and Frank Carney who owned and operated KEYN-AM-FM Wichita, Kan., before selling properties last year to Charley Pride and Jim Long (BROADCASTING, June 16, 1980). Action May 11.

■ WEDG(AM) Soddy Daisy, Tenn. (AM: 1240 khz, 2 kw-D, 250 w-N)—Granted assignment of license from Southeast Community Media Inc. to Roberta G. Davis for \$150,000. Seller: Hudson Printing and Lithography Inc. (51%), Roberta Davis (41%), James Thatcher (7%) and George Hudson III (1%). They have no other broadcast interests. Buyer: Roberta G. Davis (100%), who is former sales manager of WEDG(AM) and already 41% owner of station. Action May 6.

■ KLSN(FM) Brownwood, Tex. (FM: 104.1 mhz, 100 kw, ant. 205 ft.)—Granted assignment of license from GBE Inc. to Cycles Communications Inc. for \$225,000. Seller: Stehen F. Pasquini, wife, Peggy C. (25% jointly), father of Peggy, George F. Clements (25%), Ernest F. Cadenhead (25%), M. Bryan Healer III (25%) and Gary R. Price (1%). Healer, Cadenhead and Stephen Pasquini each own 22.1% of KBAL-AM-FM San Saba, Tex. Buyer: Louis H. Gonzales (52%), Ronald G. Leppig and Dennis K. Boyle (24% each). Gonzales is account executive at Pates, Walton radio representatives. Chicago. Leppig is station manager at WAIT(AM) Chicago. Boyle is account executive at John Blair Co., Chicago. Action May 7.

Facilities Changes

AM applications

■ WLAD(AM) Danbury, Conn.—Seeks CP to change hours of operation to U by adding 5 kw-N service; increase D power to 10 kw; install DA-2; change frequency from 800 khz to 1160 khz and make changes in ant. sys. Ann. May 14.

■ WNOG(AM) Naples, Fla.—Seeks CP to change D and N power to 1 kw and install DA-2. Ann. May 6.

■ WSOL(AM) Tampa, Fla.—Seeks CP to change hours of operation to U by adding 1 kw N service; install DA-2; change city of license from Tampa to Temple Terrace; change TL to 0.6 miles N.N.E. of highway 582 and US highway 301, Temple Terrace; make changes in ant. sys. Ann. May 7.

■ KLER(AM) Orofino, Idaho—Seeks CP to change D power to 2.5 kw; install DA-2; change TL and SL to Upper Fords Creek Road, Orofino, Idaho. Ann. May 7.

■ WSJP(AM) Murray, Ky.—Seeks CP to change hours of operation to U by adding 250 w N service; install DA-N; make changes in ant. sys.; TL to east side of L & M R.R., 0.35 miles north of highway 894, Murray. Ann. May 4.

■ WBMJ(AM) San Juan, P.R.—Seeks CP to increase

N power to 10 kw. Ann. May 14.

■ WIVV(AM) Vieques, P.R.—Seeks CP to change D and N power to 50 kw; install DA-2; change frequency from 1370 khz to 780 khz; and change TL and SL to 2,970 ft. at 30 degrees from center of Esperanza Village, P.R. Ann. May 14.

■ KIVY(AM) Crockett, Tex.—Seeks CP to increase power from 1 kw to 2.5 kw. Ann. May 6.

■ KQTI(AM) Edna, Tex.—Seeks CP to increase power to 10 kw and make changes in ant. sys. Ann. May 14.

■ KWIQ(AM) Moses Lake, Wash.—Seeks CP to change frequency from 1260 khz to 1020 khz; increase power to 5 kw and change SL to Road 1 N.E., Moses Lake, Wash.; change station location to Moses Lake and change hours of operation to U by adding N service with 500 w; TL: 2.5 miles north of junction state route 17 and Stratford Road, Moses Lake North, Washington (night site operation). Ann. May 15.

FM applications

■ WBGR-FM Paris, Ky.—Seeks CP to change TL to .17 miles east of Sidville, Ky.; increase HAAT: 300 ft (H&V) and make changes in ant. sys. Ann. May 4.

■ WRLC(FM) Williamsport, Pa.—Seeks CP to increase ERP: 0.768 kw (H&V); HAAT: minus 316 ft. (H); make changes in ant. sys. and change TPO. Ann. May 4.

■ WGKY-FM Greenville, Ky.—Seeks modification of CP to change TL to Highway 189, 0.34 miles S.W. of Route 62 intersection, Greenville, Ky.; change type ant.; change ERP: 3.0 kw (H) and 2.63 kw (V) and change TPO. Ann. May 13.

■ WJSU(FM) Jackson, Miss.—Seeks CP to change frequency to 88.5 mhz; ERP: 3 kw (H&V); HAAT: 162 ft. (H&V); change trans., trans. line and make changes in ant. sys. Ann. May 12.

■ KMIQ(FM) Clear Lake City, Tex.—Seeks CP to change TL to approximately four miles S.E. of Missouri City, Tex., near Houston; change ERP: 100 kw (H&V); HAAT: 1749.75 ft. (H&V) and make changes in ant. sys. Ann. May 12.

TV applications

■ WOUB-TV Athens, Ohio—Seeks modification of CP to reduce aural ERP to 47.9 kw. Ann. May 4.

■ WNUV-TV Baltimore—Seeks modification of CP to change ERP to 4645 kw vis.; 454.6 kw aur.; change trans. and make changes to ant. sys. Ann. May 4.

■ WGCB-TV Red Lion, Pa.—Seeks authority to identify station as Red Lion, Lancaster, and York, Pennsylvania. Ann. May 6.

■ KLRN(TV) San Antonio, Tex.—Seeks CP to change TL to 1031 Navarro Street, San Antonio; change SL to same as TL; change ERP to vis. 132.7 kw, aur. 26.26 kw; change trans.; HAAT: 483 ft. Ann. May 4.

■ WRHP-TV Richmond, Va.—Seeks CP to change ERP to 4036 kw vis., 403.6 kw aur.; change trans; make changes to ant. sys.; HAAT: 986 ft. Ann. May 4.

■ KMPH(TV) Visalia, Calif.—Seeks CP to change TL to 0.3 miles N.E. of Generals Highway, 4 miles S.E. of Visalia, Calif.; change ERP to 5000 kw (M), aur. to 500 kw (M); change trans. and make changes to ant. sys.; HAAT: 2000 ft. Ann. May 13.

Summary of broadcasting

FCC tabulations as of March 31, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,601	3	5	4,609	109	4,718
Commercial FM	3,308	2	5	3,315	149	3,464
Educational FM	1,096	0	0	1,096	71	1,167
Total Radio	9,005	5	10	9,020	329	9,349
Commercial TV						
VHF	521	1	0	522	6	528
UHF	239	0	0	239	95	334
Educational TV						
VHF	102	1	3	106	7	113
UHF	156	2	4	162	17	179
Total TV	1,018	4	7	1,029	125	1,154
FM Translators	354	0	0	354	214	568
TV Translators						
UHF	2,596	0	0	2,596	237	2,833
VHF	1,395	0	0	1,395	492	1,887

*Special temporary authorization

**Includes off-air licenses

■ WIYE(TV) Leesburg, Fla.—Seeks modification of CP to change ERP to 163.68 kw vis., 16.0 kw aur; change ant.; HAAT: 435 ft. Ann. May 13.

■ WJNL-TV Johnston, Pa.—Seeks CP to change ERP to 2, 503.8 kw vis. (M), 250.38 kw aur; HAAT: 1,201 ft.; change type trans.; type ant.; also change TL to 0.36 miles south of U.S. 30, 6 miles S.E. of Ligonier, Pa. Ann. May 13.

AM actions

■ WVFR (AM) Ridgefield, Conn.—Granted modification of CP to make changes in ant. sys.; change TL to town and transfer station, Ridgefield Center, Conn. and change type trans. Action May 5.

■ WWGS (AM) Tifton, Ga.—Granted CP to add MEOV's to N directional ant. pattern. Action May 6.

■ WEEF (AM) Highland Park, Ill.—Granted CP to change hours of operation to U DA-2 by adding 1 kw-N operation; make changes in ant. sys. (adding 3 additional towers). Action May 6.

■ WKJR (AM) Muskegon Heights, Mich.—Granted CP to change hours of operation to U by adding N service with 500 w, install DA-2 and make changes in ant. sys. Action May 6.

■ WORV (AM) Hattiesburg, Miss.—Granted CP to make changes in ant. sys. (increase height of tower) and change TL to state route 42 and Graveline Road, Hattiesburg, Miss. Action May 6.

■ KMRN (AM) Cameron, Mo.—Granted CP to change from 0.5 kw DA-D to 0.5 kw non-DA. Action April 30.

■ KDBM (AM) Dillion, Mont.—Granted CP to change TL to Lovers Leap Road, Dillion, Mont. and change SL and RC to 212 East Bannack, Dillion, Mont. Action May 6.

■ WGR (AM) Buffalo, N.Y.—Granted modification of CP to add new MEOV's to existing pattern. Action April 30.

■ WRGC (AM) Sylvan, N.C.—Granted modification of CP to make changes in ant. sys. and increase D non-D effective field to 188.1 MV/M. Action May 7.

■ WGFE (AM) Morovis, P.R.—Granted modification

of CP to change TL to Road 634, 0.5 miles N.E. intersection of Road 155 and 6348 Morovis, P.R.; change SL and RC to 617-R, KN 0.1, Morovis, P.R. and change type trans. Action May 6.

■ WDSC (AM) Dillon, S.C.—Granted CP to make changes in ant. sys. (increase height of tower to 600 ft.) and change type trans. Action April 30.

■ WCRK (AM) Morristown, Tenn.—Granted CP to increase D power to 5 kw. Action May 6.

FM actions

■ WHOD-FM Jackson, Ala.—Granted CP to make changes in ant. sys.; change TL and SL to just east of U.S. highway 43 bypass on Industrial Bypass, Jackson, Ala.; change type trans.; change type ant.; decrease ERP: 1.7 kw (H&V); increase HAAT: 383 ft. (H&V) and change TPO. Action April 30.

■ KCRJ-FM Cottonwood, Ariz.—Granted CP to change TL to north slope of Sunshine Hill, Jerome, Ariz.; change type trans.; change type ant.; change ERP: 203.54 kw (H&V) and change TPO. Action April 30.

■ KISR (FM) Fort Smith, Ark.—Granted modification of CP to make changes in ant. sys.; change type trans.; change type ant.; increase ERP: 100 kw (H&V); increase HAAT: 1250 ft. (H&V) and change TPO. Action April 30.

■ KCMS (FM) Indio, Calif.—Granted CP to install new ant. at TL to be operated on ERP: 0.530 kw (H); HAAT: 604 ft. (H&V) (for emergency use only). Action May 7.

■ *KSFH (FM) Mountain View, Calif.—Returned application to non-commercial educational FM for CP to change frequency to 87.9 mhz. Action April 29.

■ *KLEL (FM) San Jose, Calif.—Granted CP to increase ERP to 100 kw, HAAT: minus 539 ft.; install new trans. Action May 1.

■ KCRW (FM) Santa Monica, Calif.—Dismissed application to non-commercial educational FM for MP to change type trans.; change type ant. and change TPO. Action May 4.

■ WIVQ (FM) Peru, Ill.—Granted CP to make changes in ant. sys.; change TL to 2 miles south of

Peru, east of county road 16; change type trans.; change type ant.; change ERP: 0.998 kw (H&V); increase HAAT: 464 ft. and change TPO. Action May 6.

■ *WAVM (FM) Maynard, Mass.—Granted CP to increase ERP: 125 w; HAAT: minus 8 ft.; install new ant. and make changes in ant. sys. Action May 6.

■ KLOH-FM Pipestone, Minn.—Granted CP to change type trans.; increase ERP: 100 kw (H&V) and change TPO. Action April 30.

■ KFUE-FM Clayton, Mo.—Granted CP to make changes in ant. sys.; change type ant. (H&V); decrease HAAT: 325 ft. (H&V) and change TPO. Action April 28.

■ KCFS (FM) Sioux Falls, S.D.—Granted CP to increase ERP 148.44 w; HAAT: 164 ft. Action May 6.

■ WUSW (FM) Lebanon, Tenn.—Granted modification of CP to change type trans.; change type ant. and decrease HAAT: 712 ft. (H&V). Action May 7.

■ KOXE (FM) Brownwood, Tex.—Granted CP to change TL to 2 miles west of Brownwood, Tex.; increase HAAT: 568.81 ft. (H&V) and change TPO. Action May 5.

■ *KGRG (FM) Auburn, Wash.—Granted CP to increase ERP 100 w and increase ant. height. Action May 6.

Allocations

■ Tucson and Nogales, both Arizona—Assigned 91.7 mhz to Tucson for noncommercial educational use, and substituted 91.3 mhz for ch. 217C at Nogales, effective June 30 (BC Doc. 80-521). Action May 1.

■ Delta, Colo.—In response to petition by Delta Radio Co. proposed substituting 95.1 mhz for 95.3 mhz at Delta, comments due June 30, replies July 20 (BC Doc. 81-325). Action May 1.

■ Wray, Colo.—Assigned 98.3 mhz to Wray as its first FM assignment, effective June 30 (BC Doc. 80-504). Action May 1.

■ Sandpoint, Idaho—In response to petition by Tri-County Broadcasting proposed assigning 92.1 mhz to Sandpoint as its second FM assignment, comments due June 30, replies July 20 (BC Doc. 81-323). Action May 1.

■ Franklin, Keene, Concord, Conway, Hinsdale, Littleton, Meredith, Plymouth, Rochester, and Wolfeboro, all New Hampshire; Bennington, Brattleboro, Lyndon, all Vermont; and Skowhegan, Maine. Denied petition by John D. Flanders and Mark E. Riddell, and Edward F. Perry, Lloyd F. Simon, and Lyndon State College for reconsideration of the Report & Order which assigned 104.9 mhz to Hinsdale instead of Keene as originally proposed, and assigned 98.3 mhz to Lyndon rather than 105.5 mhz as requested in counterproposal (By MO&O) Doc. 20576). Action May 1.

■ Coxsackie, N.Y.—In response to petition by Catskill Communications Inc. proposed assigning 98.3 mhz to Coxsackie as its first FM assignment, comments due June 30, replies July 20 (BC Doc. 81-322). Action May 1.

■ Minot, N.D.—In response to petition by Kitten Radio Inc. proposed assigning 99.9 mhz to Minot as its third FM assignment, comments due June 30, replies July 20 (BC Doc. 81-324). Action May 1.

■ St. Johnsbury, Vt.—Dismissed petition by Twin State Broadcasters Inc. to assign 105.5 mhz to St. Johnsbury (BC Doc. 80-667). Action May 1.

In Contest

FCC decisions

■ FCC has granted waiver of telco-cable crossownership rules and granted Tri-County Telephone Co. authority to construct cable system, within its own service area, serving New Richmond and Linden, both Indiana, area which has density of 41.68 homes per route mile. Commission denied opposition of Quality CATV Inc., concluding that its proposal to offer cable service to that area was not genuine competitive offer.

■ FCC instructed its staff to seek rehearing before full U.S. Court of Appeals for District of Columbia Circuit on court's remand of license renewal of public station KCET (TV) Los Angeles. The court on April 17 sent KCET's renewal for 1977-80 license term back to FCC

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for further consideration. At same time it upheld the FCC's decision in 1978 to renew licenses of seven Los Angeles area commercial television stations: KABC-TV, KCOP, KHJ, KNBC, KNXT, KTLA and KTTV. In that action commission denied petitions filed on behalf of hearing impaired to deny renewals of all eight stations. Panel of court hearing case said that, as recipients of federal funding, public stations are bound by Section 504 of Rehabilitation Act of 1973 to consider and attempt to service interests of "otherwise qualified" handicapped persons, including hearing impaired. In view of that obligation, court said, FCC cannot find that station met its public service obligation under Communications Act during previous license period without at least inquiring into the station's efforts to meet programing needs of the hearing impaired. Action May 15.

■ Granted request by Telidon Videotex Systems Inc., and extended through June 8 time to respond to petition for rulemaking by United Kingdom Teletext Working Group in matter of amendment of Part 73, Subpart E, of rules governing television broadcast stations to authorize transmission of teletext (By Order). Action May 6.

■ FCC renewed license of WLAU(AM) Laurel, Miss., licensed to Southland Inc. In 1979 FCC renewed WLAU's license on short-term basis, finding licensee's efforts to comply with equal employment opportunity guidelines had been inadequate for two consecutive license periods. Since granting short-term license, the Commission found WLAU has implemented effective affirmative action program which has encouraged minorities to apply for job vacancies. Two black employees have been trained for professional positions, and full-time black announcer has been hired. Action May 7.

Designated for hearing

■ Designated for hearing competing applications of Lloyd Hearing Aid Corp. and Knoxville Family Television Inc., for new commercial TV to operate on channel 43 at Knoxville, Tenn., to determine which of proposals would, on comparative basis, better serve public interest and which should be granted (BC Doc. 81-329-30). Action April 29.

■ West Wind Broadcasting Inc., Oz Broadcasting Co., and Seven Rivers Broadcasting Inc., for new FM to operate on 95.3 mhz, at Homosassa Springs, Fla., to determine whether Oz Broadcasting is financially qualified; which of proposals would, on comparative basis, best serve public interest and which should be granted (BC Doc. 81-315-17). Action April 30.

■ Channel 26 Inc., and Alabama Management Co. for new commercial TV to operate on channel 26 at Florence, Ala., to determine whether Alabama Management is financially qualified; whether Alabama Management's proposed tower height and location would constitute hazard to air navigation; which of proposals would better serve public interest and which should be granted (BC Doc. 81-313-14). Action April 30.

■ Johnson & Laidlaw Broadcasting Ltd., Agassiz Broadcast Group Inc., Joyce L. Hagen and Tex-Linc Media Inc., for new FM to operate on 96.1 mhz, channel 241C at Crookston, Tex., to determine whether Johnson & Laidlaw is financially qualified; whether Johnson & Laidlaw and Hagen tower height and location proposals would constitute hazard to air navigation; which of the proposals would, on comparative basis, best serve public interest and which should be granted (BC Doc. 81-318-21). Action April 30.

■ Buena Vista Telecasters of Texas Inc., International American Broadcasting and Richardson Family Television Inc., for new commercial television station to operate on channel 23 at Richardson, Tex., to determine whether Buena Vista and International American are financially qualified; all three of applicants ascertainment efforts; which of proposals would best provide equitable distribution of broadcast service; and if choice cannot be based on preceding issue, which of proposals would best serve public interest and should be granted (BC Doc. 81-310-12). Action April 30.

Procedural rulings

■ Sparks, Nev. (E.H. "Pepper" Schultz and Beck Enterprises Inc.) **FM Proceeding.**—Granted motion by Beck and dismissed pleading by Schultz for further review and appeal of initial decision of ALJ Edward Luton which granted Beck's application and dismissed as moot motion by Beck for expedited action (BC Doc. 79-194-95). Action May 11.

■ Avon Park, Fla. (Charles A. Esposito and High-

lands Ridge, Inc.) **FM Proceeding.**—Granted motion by Esposito and continued procedural dates pending filing of joint request for approval of agreement and extended to 30 days from release of the order time for Esposito to respond to motion by Highlands to enlarge issues (By Order) (BC Doc. 79-84-85).

Fine

■ FCC Field Operations Bureau today announced that Akton Olson Miller, Whittier, Calif., submitted full payment of \$750 fine for violation of Section 301 of the Communications Act of 1934, as amended. The violation resulted from unlicensed operation of radio station on frequency authorized for use only by United States Government.

Cable

■ The FCC received the following cable service registrations:

■ Grinnell Cablevision Inc. for Grinnell, Nevada, both Iowa (IA0144, 143) new signal.

■ Jones Intercable Cable TV for Henry, Hampton, Locust Grove, McDonough and Stockbridge, all Georgia (GA0330, 329, 331, 332, 333) new signal.

■ Sebree Cablevision for Sebree, Ky. (KY0482) new signal.

■ Somerset Cable TV Ltd. for Somerset, Science Hill, both Kentucky (KY0483, 484) new signal.

■ Quint-Cities Cablevision Inc. for Panorama Park, Riverside, both Iowa (IA0142, 141) new signal.

■ Quint-Cities for Hampton, Ill. (IL0453) new signal.

■ Lower Bucks Cablevision Inc. for Lower Makefield, Pa. (PA1972) new signal.

■ Cleveland Area TV Inc. for Brooklyn Heights, Ohio (OH0864) new signal.

■ Popshop Three TV Cable Inc. for Squire, Hartwell, both West Virginia (WV0682, 693) new signal.

■ Popshop Three TV Cable Inc. for Amonate, Va. (VA0259) new signal.

■ Randolph Cablevision Inc. for Cuthbert, Ga. (GA0335) new signal.

■ Halifax Cable TV Inc. for District Five, Fla. (FL0518) new signal.

■ Fairfield Cable TV Inc. for Fairfield, Ill. (IL0024) add signal.

■ Mickelson Media Inc. for Hatch, N.M. (NM0093) new signal.

■ Southern Telecom Inc. for Powder Springs, Ga. (GA0334) new signal.

■ Community Tele Communications Inc. for Billings, Mont. (MT0053 & 9).

■ Indianapolis Cablevision Ltd. for Benjamin Harrison, Cumberland, Clermont, Southport and Warren Park, all Indiana (IN0262, 263, 264, 265, 266) new signal.

■ Hi Vista Inc. for Clear Creek and Lake Alamanor, both California (CA0831, 832) new signal.

■ Telepromoter of Seattle for Des Moines, Issaquah, Kent, King (north), King (central), Medina, Normandy Park, Renton and Tukwila (WA0121, 122, 065, 083, 123, 081, 188, 068, 205) add signal.

■ Teleprompter Corp. for Coquille, Ore. (OR0131) add signal.

■ Teleprompter Corp. for Coos, Ore. (OR0183) add signal.

■ Schuylkill Valley Transvideo Corp. for Brockton, Cumbola, Mary, Middleport, New Philadelphia, and Tuscarora (PA0472, 473, 474, 475, 476 477) add signal.

■ Sammons Communications of New Jersey Inc. for Pleasantville, Absecon, Linwood, Egg Harbor, Somers Point and Galloway (NJ0004, 1, 3, 2, 5, 15) add signal.

■ Viacom Cablevision of Cleveland for Mayfield, Ohio (OH0862) new signal.

■ Madison Cable Corp. for Ennis and Madison, both Montana (MT0091) new signal.

■ Chattanooga Cable TV Inc. for Soddy-Daisy, Tenn. (TN0190) new signal.

■ Coolidge Cablevision Inc. for Coolidge, Ariz. (AZ0113) new signal.

■ Warner Amex Cable Communications Inc. for Dallas, Tex. (TX0762) new signal.

■ Cox Cablevision Corp. for Lock Haven and Flemington, both Pennsylvania (PA0026, 24) add signal.

■ Home Cable Co. for Mountain Home, Ariz. (AR0051) add signal.

■ Central Cable Corp. for Schuyler, Neb. (NE0079) add signal.

■ Telesystems Inc. for Silver Valley Estate, Elizabeth, East Fork of Elk Creek, Montgomery, Gulch, all Idaho (ID0106, 107, 108, 109) new signal.

■ Television Association of Coulee Dam for Coulee Dam and Lone Pine, both Washington (WA0314, 316) new signal.

■ Pine Tree Communications Inc. for Arbor Vitae and Woodruff, both Wisconsin (WI0095, 96) add signal.

■ Continental Cablevision of Massachusetts Inc. for Beverly, Mass. (MA0124) new signal.

■ Valley Cable Corp. for Coon, Wis. (WI0248) new signal.

■ North Ottawa Cablevision Inc. for Coopersville, Mich. (MI0486) new signal.

■ North Ottawa Cablevision Inc. for Allendale, Mich. (MI0487) new signal.

■ Clear Channels Cable TV for Redbank, Ind. (IN0261) new signal.

Call Letters

Applications

Call	Sought by
	New AM's
WQMS	Metrosouth Broadcasting Inc. Alabaster, Ala.
WTBN	Brentwood Broadcasting Corp., Brentwood, Tenn.
KENU	Robert J. Reverman, Enumclaw, Wash.
	New FM's
KSIQ	Imperial Valley Magic FM, Brawley, Calif.
KHTN	Foothill Broadcasting Corp., Placerville, Calif.
WIKB-FM	Northland Advertising Inc., Iron River, Mich.
KTAG	Wyomedia, Cody, Wyo.
	Existing AM's
WTYM	WSOL Tampa, Fla.
WNSA	WWCM Brazil, Ind.
	Existing FM
KSBT	KBCR-FM Steamboat Springs, Fla.
	Existing TV
KTTU-TV	KFAR-TV Fairbanks, Alaska

Grants

Call	Assigned to
	New AM
WJOZ	Joel Clawson, Troy, Pa.
	New FM's
KGBR	James N. Hoff, Gold Beach, Ore.
KCRK	Tri-County Broadcasting, Colville, Wash.
	New TV's
WTKW	Key West Television Inc., Key West, Fla.
WUNM-TV	University of North Carolina, Jacksonville, N.C.
KDSE	PrairiePublicTelevisionInc., Dickinson, N.D.
WRWR-TV	La Fe Del Progreso Broadcasting Corp., San Juan, PR.
	Existing AM's
KXLA	KRIH Rayville, La.
WCKG	WFFM Braddock, Pa.
KIXC	KOLJ Quanah, Tex.
	Existing FM's
KWGF	KSRT Tracy, Calif.
KJYJ	KANY Ankeny, Iowa
WJYL	WZZX Jeffersonton, Ky.
WMVY	WIRI Tisbury, Mass.
KELS	KRRO Ardmore, Okla.
WFFM	WFFM-FM Braddock, Pa.
WSQV	WYBT Jersey Shore, Pa.
KZZB	KALO-FM Beaumont, Tex.
KRLB-FM	KWGO-FM Lubbock, Tex.
KOMX	KEUA Pampa, Tex.

Classified Advertising

RADIO

HELP WANTED MANAGEMENT

Sales Manager, who can do it all—sell, lead, recruit sales staff, promote, merchandise, entrench in community affairs... who's seeking greener pastures, and greener dollars. Reply Box E-1.

Station manager for group owned profitable automated single station market class IV AM in the Northeast. Must have strong sales background. Send resume and references with first reply to: Box E-13.

Director of Radio Activities America's highest rated Public Radio station seeks new leader. BA/BS in communications or administration plus significant management and radio programming experience required. MA and/or teaching experience preferred. Salary: \$22,000-\$25,000. Apply before June 30, 1981, to Dennis Haarsager, General Manager, Edward R. Morrow Communications Center, WSU Pullman, WA 99164. An EO/AA Employer.

Station Manager Sunbelt growth market seeks Manager. Proven sales and administration ability, able to develop sales people and motivate. References a must. Sell yourself in reply. Box E-97. EOE.

Manager for small market station near Twin Cities. Outstanding opportunity for sales-profit oriented person. Future buy-in possible. EOE. Reply Box E-174.

General Manager for major Northwest FM, 18-34 station. Resumes to Box E-179.

New Owners (pending FCC approval) of AM daytimer in N.E. very good small/medium market desire ambitious sales oriented individual to exploit market. Send resume and references to Box E-162.

Manager/Sales, maximum emphasis on sales for small south Texas FM facility, just starting its upward sales curve. Must be able to do production. PB.P helpful. Box E-164.

Wanted: Station Manager—5000 Watt AM non-directional with construction permit for 100,000 Watt FM. Opportunity to buy in plus percentage of profit. Golden opportunity for the right person. St. Ignace, Michigan. Call nights 517-321-1763.

Ron Fischmann Radio Sales Seminars is expanding. We're looking for someone to help us conduct sales seminars in USA and Canada. Send resume. All replies confidential. 4050 Kelly Drive, Durham, North Carolina 27707.

HELP WANTED SALES

Growing, Creative five station California Radio group seeking radio time salespeople to work for KARM/AM and KFIG/FM in Fresno. Call for an appointment 209-268-8801. Radio sales experience not required, sales experience is required. Equal Opportunity Employer.

Radio sales manager position in a small Northeast market open for an enthusiastic, dependable salesperson who wants to step up into management and who wants the opportunity to grow. Reply in confidence to Box E-70.

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

Excellent Opportunity for aggressive radio salesperson in beautiful Northwest Connecticut. Excellent pay and top benefits to right person. Equal opportunity employer welcomes resumes to attention: William Knudson, General Manager, WSNR Radio, Box 657, Torrington, CT, 06790.

Wanted Sales Manager for AM & FM radio station in Eastern North Carolina. Need a person with proven sales record, promotion oriented, and will involve himself in community affairs. Excellent benefits. EOE. Call 919-285-2187.

Local/Regional Account Executive. One of our top salespeople is moving on to a management position. To fill the empty shoes we need a top quality, aggressive individual with a minimum of 2 years experience in selling broadcast media to direct and agency accounts. Must be thoroughly experienced in the utilization of research materials and preparation of sales presentations. Degree preferred. Excellent mid-west market. Income to \$30M+. EEO-m/f. Full details to Box E-95.

Successful sales pro in small to medium markets with Sales Manager potential. 5 KW 24-hour modern country. Beautiful Rocky Mountain city with excellent four-season climate. Close to great skiing, fishing and hunting. EOE/MF, Dick Ryall, General Manager, KLTC, Box 65, Twin Falls, Idaho 83301.

Your Chance to join US-1, the Florida Key's only FM adult rocker. Past sales experience or past work for one of our competitors preferred. If you're not aggressive, hungry and hard working don't bother to write John Galanes, WWUS, Big Pine Key, FL 33043.

Need Two Born Salespersons. Will train if necessary. Super opportunity. Excellent advancement. Guaranteed salary to start. Hustler will earn 30+. Resume to Jerry Hennen, KOKK, Huron, S.D. 57350.

Kansas City Radio Station has position available for successful agency/direct salesperson with 1-2 years experience. Must be committed to excellence and professionalism. Call Wilton R. Osborn II, 816-753-7707.

Kansas City Radio Station has position available for entry level salesperson. Strong training program, above average commission structure, and good advancement opportunities. Must be willing to work harder than most in order to succeed sooner than most. Call Wilton R. Osborn II, Salesmanager. 816-753-7707.

Minnesota: We have one opening for an experienced radio salesperson. We offer above average income, ongoing sales training and a good station to work for. If interested call Don Wohlenhaus KRWC Radio Buffalo, Minnesota 612-682-4444.

HELP WANTED ANNOUNCERS

Announcer/News. Experienced & mature sounding Staff Announcer for "Beautiful Music" station. Must also have the skill necessary to function as News person. Tape, resume & news writing samples to: WSRW, West Side Station, Worcester, MA 01602 EOE.

WANS-FM (Greenville-Spartanburg's 100,000 watt contemporary hit station) is looking for announcers to join our winning team. Good production skills required. Send your best to Bill McCown, WANS-FM, Box 211, Anderson, South Carolina 29622 or call 803-224-3424.

Would you like to become a morning institution? We are a major midwestern station. We are looking for a morning man to continue a long tradition of leadership. If you can combine information and humor into a believable, human on-air presentation, you are the person we're looking for! Please send several examples of your work, along with resume and references to Box E-146. An equal opportunity employer. M/F.

Florida Metro Market Top 40 format. Fast creative production plus airshift. Production must be very outstanding. Send tape and resume to PO. Box 216 Fort Myer, Fla. 33902. \$400. a week to start. Equal opportunity employer.

Great Bucks for the right consistently funny, community-oriented, give a damn morning man. South U.S. Send resume with at least 3 professional references to Box E-115.

Can you communicate with your audience? If you can, then apply for this staff position with one of the Midwest's top small market stations. Excellent pay, benefits. No beginners, please. EOE. Box E-168.

Mature C & W Music Director-Announcer. No beginners. Midwest background. Box E-163.

Announcer MOR-AM & AOR-FM 24 hour. Programming production, remote broadcasting. WSPB Drawer Z, Sarasota, FL 33578. 813-388-2131. Equal Opportunity Employer. Contact Al Stockmeier.

Fort Wayne Area Beautiful Music needs morning personality. Seasoned veteran, good pipes, good pay, fringes. Bill Rumbold, WKSY Columbia City, Indiana 219-248-2555.

Immediate Opening for person who can do air shift, gather and write news. Experience a must. Prefer applicants from Oklahoma or surrounding states. Send resume, references and tape. 5 Day work week. George Wilburn, KWHW AM/FM, Altus, OK 73521. EOE.

Immediate opening for an experienced creative morning person for small but competitive Southeastern market. Sales available if desired. EEO. Send tape and resume to George Gilpin, WAGR, Lumberton, N.C. 28358.

Commercial Production Director needed for New FM station. Good climate good working conditions. Send tape and resume to KKEE, P.O.B. 1848, Alamogordo, New Mexico 88310.

Solid Professional with at least 2 years commercial radio experience. Heavy on production and good pipes... Must be solid level headed, God fearing person. Interested in aggressive small market station with great benefits and facilities. End tape, resume and references to Jim Hepler, WQIN Box 149 Lykens, PA 17048.

Morning Drive/Production Director. Emphasis on voice, creativity. Experienced. AC/informational CBS affiliate. Tape and resume to KHAS-AM, Box 726, Hastings, NE EOE.

Kentucky—Top 40 FM rocker wants exciting afternoon DJ/Salesperson. Ideal for young person on way up. Call Rick Funk, PD. K-92/WMIK 606-248-5842.

Experienced announcers salesmen and news reporters are wanted on Long Island. Send tapes and resumes to WWHB Radio, Box 751, Hampton Bays, New York, 11946.

10,000 watt country station seeking talented, provocative individual to shine on our all-night random talk show. Must become aware of all community aspects. Salary negotiable. EOE. Rush tape and qualifications to Brian Cole, WJAC Box 38 Johnstown, PA 16006.

HELP WANTED TECHNICAL

Columbus, Indiana needs Chief Engineer for AM/FM station. Must be familiar with automation. Send references, resume, and salary requirements to Jim Kauper, WCSI AM/FM, PO Box 709, Columbus, Indiana 47201. EOE.

Technical Director for growing sun-belt broadcast group. Must have first class license, working knowledge of FCC Rules and Regulations, and practical experience in AM/FM Transmitters, maintaining and adjusting DA, STLs, audio processing, and automation. Salary commensurate with qualifications. Send resume' to Box E-37. E.O.E.

Chief Engineer for AM/FM stations in NE and SW New Mexico belonging to growing sun-belt broadcast group. Must have first class license, working knowledge of FCC Rules and Regulations, and practical experience in AM/FM transmitters, maintaining and adjusting DA, STLs audio processing, and automation. New Class C FM to be constructed soon. Salary commensurate with qualifications. Send resume' to Box E-38. E.O.E.

Southeastern 100,000 Watt FM 5,000 Watt AM clear channel looking for chief engineer with air experience. If you are a team player looking for stability with a rapidly growing company and would like to make 19+K, send complete resume to Box E-78.

**HELP WANTED TECHNICAL
CONTINUED**

Midwest AM Directional/100,000 Watt Automated FM have excellent opportunity for Chief Engineer. Please send resume and salary expectation to Box E-50, EOE.

Chief Engineer for 50KW FM and 5KW AM. This is a full time position for an experienced engineer to lead our four man department. Excellent opportunity for you to demonstrate your engineering and management ability. In addition to our AM/FM we operate a MUZAK and RCC division. Send resume and letter outlining experience and salary history to Chris Johnson, Station Manager, WFUN/WREO-FM, 3226 Jefferson Road, Ashtabula, OH 44004. M/F E.O.E.

Engineers Wanted All levels of experience. Excellent opportunities for the right people. Southern market, AM and FM, competitive salary, excellent working conditions. 1st phone. Personal and professional references required. Most important is a professional attitude and the ability to communicate and work with management and other engineers. Box E-137.

Needed immediately, 1st phone engineer to handle complete operation of full-time AM/FM in medium market sunbelt community. Must be experienced in directional AM, automation, FCC rules, strong on maintenance and remote systems. Send salary requirements and resume to Box E-194, EOE.

Engineer needed to take responsibility for maintenance of AM-FM station with automation and background music in small Southeastern town. Announcing and/or sales available if desired. EEO. Send tape and resume to George Gilpin, WAGR, Lumberton, N.C. 28358.

Radio Stations WEOK-AM and WPDH-FM Poughkeepsie, New York, has an immediate opening for a Chief Engineer. Minimum 2 years experience, first phone, state of the art equipment. Salary negotiable based on experience. Checkable references ... Equal opportunity employer. Call Ralph Arrigale at 914-471-1500.

Chief Engineer Needed-Group operator needs top notch chief for one of our stations in warm climate market—super job with super benefits. \$20,000 per year. Send resume & references to Steve Jacobs, KCEE Radio, P.O. Box 5886, Tucson, AZ 85705.

Great Upstate New York Stations Need Chief Engineer. Class IV-AM, Automated-FM. Excellent Opportunity For Qualified Individual. Resumes to Box E-167.

Expanding Northern California Coastal radio chain, has opening for a top flight technician that knows and loves equipment, both RF and Audio. Work for management that cares, in beautiful part of the West. Contact John Detz, Box 1712, Santa Rosa, Calif. 95402.

Chief Engineer: 100 Kw, University owned, NPR affiliate. Requirements: Experience with FM, SCA, STL, Stereo, RPU, FCC Rules and first class radiotelephone license. Experience with satellite equipment preferred. Ability to work with pro and amateur staff. Salary negotiable. Need immediately. Contact Alex Cochran, KUHF Radio, 4800 Calhoun, Houston, Texas 77004. 713-749-7188. EOE.

Experienced Chief Engineer wanted for AM/FM in large midwestern city. Excellent salary, benefits, engineering staff. Must be experienced with DA's and newest audio equipment. Must also be very experienced with operating and capitol budgeting process. We're an equal opportunity employer. Box E-190.

Chief Engineer: Will be responsible for the operation of transmitter and related equipment of Radio Station KCSN, insuring conformance to FCC and California PUC regulations. Equivalent to two years journey level experience in maintenance, repair and operation of the above. Ability to train and supervise the work of others. FCC radio telephone first class operators permit and valid California drivers license required. Salary \$1611-1939/mo. Apply by June 12, 1981 to: Office of Personnel & Employee Relations, Employment Services Section—Admin. 515-4, California State University, Northridge 18111 Nordhoff Street, Northridge, CA 91330.

C.E. for N.E., PA, DA-N. Excellent opportunity for the right person. Send resume to Command Broadcasting Group PO Box 511 Beacon, NY 12508. E.O.E.

HELP WANTED NEWS

News Director Number one Midwest adult contemporary now ready to build number one professional news department. Our News Director will be a highly competitive, professional journalist whose ego will not allow second best and who understands contemporary news approach. This is a career opportunity for individual looking for take charge position and big market income. We are committed to providing budget for personnel, equipment, and promotion. Send resume, tape, and philosophy to Larry Lakoduk, General Manager, KQWB, Box 2983, Fargo, North Dakota 58108.

News Director/Asst. Professor wanted for NBC and CBS affiliated, award-winning commercial AM and FM owned by the University of Florida, Gainesville. Must be top-flight journalist who will be responsible for teaching and training broadcast journalism students; supervising professional and student staff; and maintaining highly competitive objectives of stations' news commitment. Will teach some courses at U.F. minimum: related M.A. and three years (commercial preferred) broadcast news experience. Salary range: \$17,000 to \$19,500. Excellent benefits; send resume and tape before June 5, 1981 to: Hank Conner, Committee Chairman, College of Journalism and Communications, University of Florida, Gainesville, Florida 32611.

Black All-News, talk, WLIB-AM and number one rated WBLS-FM seeking female/male newsreporter. Good anchor. Heavy solid street experience. References required. Company will not pay relocation expenses. Start immediately. Only Ms. or Mr. right need apply. No calls. Send resume to News, 801 Second Avenue, New York, NY 10017.

The University of Florida College of Journalism and Communications and WRUF AM and FM have made available two graduate assistantships for Fall semester 1981. If you are an experienced radio journalist seeking an advanced degree, you may qualify for one of these \$4,500 assistantships. Inquire about U.F.s Masters program before June 5, 1981. Contact the graduate division 904-392-6557 for an application packet.

Radio News Faculty position. Supervise reporting, writing, producing, broadcasting of radio programs in newsroom environment. Advise students, conduct classroom lectures and discussions on principles of broadcast journalism. Develop and maintain contacts with leaders in broadcast journalism. Extensive radio newsroom editing experience, solid record of accomplishments and excellent recommendations required. Master's degree and teaching experience preferred. Equal Opportunity Employer. Contact: Roger Garke, Chairman, Broadcasting Department, School of Journalism, Room 276 Gannett Hall, University of Missouri-Columbia, Columbia, Mo. 65211.

News Director for small market radio and television station. Midwest location. Box E-178.

Sunbelt Medium Market news/talk station needs an aggressive news director and an interview oriented telephone talk moderator. Equal Opportunity Employer. Send complete resume to: Box E-193.

Anchor/Reporter: We want more than just a reporter. Major market 50 KW station looking for someone who can tell a story with sound and creativity. Must be able to write, report and anchor. Send salary requirements and resume. Equal Opportunity Employer. Box E-197.

Freelance reporters needed for national public affairs and news magazine. Tape and resume to Public Affairs Broadcast Group, Box 48911, Los Angeles, CA 90048.

WCVS/WFMB has opening for experienced newsperson. Gather, write and announce in busy capitol city. Good staff, good benefits, good area. Tapes and resumes to: Greg Thomas, PO Box 2989, Springfield, IL 62708. EOE/MF.

Assistant News Director needed for award winning WCOL news team. Afternoon drive, good pay and benefits. Send tape and resume to Tom Locicero, vice president, news, 22 S. Young Street, Columbus, Ohio 43215.

Dedicated, hardworking news director, AM-FM facility South Texas. Current man buying own station. Must be news pro, heavy actualities, be able to do production, short air shift. PB.P helpful. Contact Bill Ellis, Box 758, Uvalde, Texas 78801 or call 512-278-8095. EOE.

News Director: Radio station looking for experienced newsperson who knows how to gather news, write it originally and voice it with impact. Must send tape and resume to KSON Radio, College Grove Center, San Diego, CA 92115. EOE.

News Director for AM/FM facility in town of 50,000. 3 or 4 yrs. experience preferred. Gather edit and report local news for one of N.C.'s finest operations. Send tape and resume to: Rick Roberts, WCEC/WFMA P.O. Box 4005 Rocky Mount, N.C. 27801. 919-442-3108. EOE.

News Director to lead award winning team. Intelligent, experienced, people oriented manager. Top station states second market. Tapes, resumes, writing samples to Gary Bruce, Program Director, WLAM, Box 929, Lewiston, ME 04240.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS**

Near Genius Wanted: Producer/Writer who revels in writing and producing radio works of art. If imagining and audio technique are your game, we want to hear from you. '79 Billboard Station of the Year, 9 AP Awards, etc., etc. One of the country's best stations offers excellent salary, benefits, and life-loving working environment in our new \$1.2 million building shared with our sister newsmagazine. Send resume, writing samples, and tape to: GENIUS, WDIF Radio, Box 10,000, Marion, Ohio 43302 EOE.

Excellent opportunity for do-it-all person. We need a morning drive (7-9 am) personality, copy writer and automation/personnel overseer. You will be directly responsible for the entire programming operation, so you must be sharp and good. Send tape and resume to: Box 377, Newport, Vermont 05855 E.O.E.

Denver calls! Two rare openings—KIMN—one of America's legendary radio stations seeks two people: Program Director and Morning Drive Anchor. (Combination morning person/program director leaving after 4½ years) Stable track record a consideration. We seek articulate, imaginative people who love radio and will join us with a determination to deliver their best—every day. Send resumes and inquiries to Steve Keeney, General Manager, KIMN, Box 14008, Denver, CO 80214. Jefferson-Pilot Broadcasting Co. An Equal Opportunity Employer.

Promotion and Development Coordinator for public 50,000 stereo FM serving area of 500,000. Duties include securing additional funding, underwriting, grants. Also responsible for public relations efforts, including monthly program guide, and relations with CAB, community volunteers and patrons. Plans and supervises on-air fundraising and promotion. College degree, previous fundraising, public relations or media experience desired. Salary based on experience. Send resume by June 1 to Madison Hodges, Station Manager, WEKU-FM, Eastern Kentucky University, Richmond, Kentucky 40475. An Equal Opportunity/Affirmative Action employer.

Experienced copywriter only. Mature, organized, creative with commercials and station promotions. Must understand production and utilization of production aides. Voicing desirable but not essential. Must assume responsibilities as department head; salary open for qualified individual. Suburban Tampa/St. Petersburg. WGUL/WPSO 813-849-2285. Ralph Johnson.

Promotion Director for AM/FM in Northwest. Resumes to Box E-180.

Program Director for major market FM rocker in Northwest. Successful track record required. Resumes to Box E-181.

1090/KBOZ, Bozeman, MT has an immediate opening for an experienced PD/Morning personality. Format is adult contemp and very community oriented. Currently have a 40% share in a 10 signal market. Salary starts at close to \$20,000/year. Call Paul V. Ehls at 406-586-5466.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Metromedia's KRLD in Dallas is seeking an Operation/Program Manager. Minimum experience 10 years. Contact Carl Brazell, Vice-President-General Manager KRLD 7901 Carpenter Frwy, Dallas, Texas 75247. Equal Opportunity Employer, M/F.

SITUATIONS WANTED MANAGEMENT

G.M.—23 years experience. Highly qualified in all phases of operation, including station ownership. Sales and promotion oriented a leader, self starter, and motivator. Contact: Jack A. Carpenter—601—956-2859.

General Manager seeks position with equal opportunity employer, sales, programming, administration budgeting, F.C.C. expertise urban contemp and black oriented formats, result oriented, currently employed excellent references. Box E-87.

Florida Only. Sick of Wisconsin weather. 15 years in management and ownership. Will pound the beat, strong in promotions and country music. Would consider ownership. Call 414—324-4639 evenings.

Successful radio veteran seeks management/ownership opportunity. Interested in medium or larger markets. Strong leadership, solid background, can share ownership. Box E-134.

General Manager. Lengthy experience with exceptional performance record in major and medium markets, AM & FM, various formats. Excellent administrator, strong sales management, plus all other qualifications for successful station management ... with references to prove it. Carefully looking for long term association with quality organization. Box E-119.

Sales Oriented Manager wants to return to upstate New York. Plenty of sales experience in radio, retail, direct. No fancy resumes or fantastic claims—Just results! Box E0165.

Attention Texas Owners: Can offer over thirty years experience in broadcasting ... 28 in radio ... 10 in television. Just sold my interest in radio station. Available about August 1st. Interested in station management only. Let's talk. Box E-182.

50-years ... combined broadcast experience provide this two-man management team depth, perception and keen bottom line awareness needed to achieve profitable balance sheet for you. Diversified credentials between this two-man team include prior station ownership, general management, firm sales, heavy public relations, detailed programming, extensive announcing and strong news gathering ability. Put experience on your team, reply today. Time is money. Box E-191.

SITUATIONS WANTED SALES

Aggressive Salesman. Experienced. With strong production. Self-starter. Seeking more competitive market and better income. Box E-158.

SITUATIONS WANTED ANNOUNCERS

Bright Young Female AOR jock with experience looking for more. Board shift and programming desired For tape and resume call Karen Kellenberg 312—253-6354.

Catch It! That is: the ability and talent of a hard working, dependable Top 40 Jock. I love music and public relations. I got it together: so put me on. Have wheels: will go. Tape and resume available. Amy Jay, 410 Ironwood, Glen Ellyn, IL 60137.

Creative, Comedy Duo. Not Jokesters. Both have experience. Definite audience attractive. Tight board. Routine adjustable to format. Best with Top 40/Rock. Call Brian 404—542-7100 for tape and resumes.

Here I Am Top 40 DJ with talent and a desire to work. Have job will travel. For tape & resume call Steve Michaels, 312—758-3850.

Copywriter/Announcer—1½ years experience. College graduate. Charles Conner, 26 Vermont Drive, Willimantic, CT, 06226.

Look no further. I'm the D.J. you want. Take a chance on me. For tape and resume, write: Fred Sal Denton, 5756 S. Monitor, Chicago, IL 60638 or call: 312—585-3542.

Dependable Exp. Female Jock, soft rock or Top 40-Oldies a specialty, for tape and resume, call Chris anytime from 7 a.m.-12 p.m. 312—298-4775.

Responsible, Dependable male, knows music, wants to work at progressive station, any format. Will start immediately. For tape and resume call 312—388-6244 or 312—263-6690.

For Rent: announcer, maintenance, switcher, news, whatever. 1st ticket, ham, cb, mars. Single. Ready in 2 weeks. Joe Riley, 4350 Paradise, Apt. 818L/V, 89109, Phone: 1—702—733-3900, Ext: 818.

Industrious, Talented male anxious to work at your small market radio station; will relocate now. Tape and resume available. Box E-131.

Fire The Staff Prima Donna! Enjoy life with an unspoiled, intelligent sounding, trained broadcaster. For small market station whose motto is: "We guarantee only 4 hours sleep." Call Chris: 1—212—362-6050. After 4:00 p.m.

Have it your way! DJ/newscaster with. Personable delivery. Loves small markets call Mike 212—798-9390 or Box E-100.

Experienced, versatile announcer-newscaster. Have been employed at adult contemporary, modern country, and beautiful music station. Currently anchoring news as major market station. First phone. Prefer Florida, but all locations considered, Box E124.

Small markets: I will make you money! Light experience in news, jock, production. Dependable, aggressive. Call Garry, 212—987-6891. Will relocate.

Hits-I Play Only The Best. Dependable, creative and hard working. I love radio, any format. Especially afternoon drive. Tape and resume available. Please call Greg Anthony 312—343-4234 or 312—544-6048 814 N. 19th Melrose Park Ill. 60160.

Disc Jockey with 5 years experience needs work at any AOR or MOR station Dave Cardosi 1378 N.W. Lenington Cir. Kankakee, Ill. 60901. 815—933-6779.

Experienced, Dependable, versatile jock seeking challenge. This college grad has worked most shifts, sports color, and many formats. Upper Midwest preferred. Eric, 414—782-1182.

First Phone Announcer, 10 years experience as assistant engineer, news, farm director, copy writer, talk shows in midwest. Prefer Iowa Phone 319—935-3693.

Radio sportscaster—eleven years experience covering high school, Jr. and major college programs—exciting style—P.E. grad.—Call Rob Williams—515—233-3117.

Adult Music Host—Big Band can handle news, writes well, will relocate to small or medium market. Prefer West Coast or Hawaii, Ray Harvey, 912 Powell St. No. 8, San Francisco, CA 94108 415—397-8651.

Anncr. 5 yrs. exp. looking N.E. 1st phone, needs full time opening at features oriented station. 207—882-7395, Box E-195.

Drive time air personality. Top ratings in MOR and contemporary medium and large markets. Warm, human delivery. College degree, 27, mature, settled. Top recommendations. Box E-161.

Black air personality. Six years of top ratings in medium and large market drive times. Contemporary and MOR formats. Personable, non-descript delivery. Degree, mature, settled. Excellent references. Box E-170.

Dial-A-Jock, news, writer, production talent. Trained confident broadcaster. Here me, hear my tape! Get immediate feedback by phoning 212—877-3722, Evenings. Joel Michel, 161 W 74 St., 3A New York, NY 10023.

All Purpose Sports, PBP, news, talk, music, prod. Two years major college sports. Some pro experience. N.E. or Midwest. For T&R call Steve after 5 PM, at 609—877-2115.

Born-again Christian desires break into Contemporary Christian Radio. Will relocate anywhere. Decent voice, excellent production. Experience 2 1/2 years in contemporary and country. Call Mark at 919—294-2612 after 6 EDT.

I Love Small markets! Female D.J. Newscaster, trained by pro's in performance and control board. Tape, resume available. Phone Lisa 212—388-6890.

Premier Talker. Top-rated talk show host in Pacific N.W. Funny, imaginative, informed. Ready to move. Rick 503—635-5190.

Give this female her first break! Excellent voice. Hard working and easy to learn. Will relocate. Tapes upon request. Call Anne Sweeney, 212—528-0251. Eves.

Female-C&W Jockey Dependable-hard working ambitious-will relocate. Tape and resume available. Mary Ann Anifer, 312—254-2335 after 4:00 p.m. 4224 South Rockwell Street, Chicago, IL 60632.

SITUATIONS WANTED TECHNICAL

Engineer/Announcer seeks combination position with emphasis on Engineering, or all Engineering. Resume and tape available. James Furry 612—472-2648.

Black First Phone willing to trade bulldog tenacity and persistence for a chance to learn from a pro. Call Terry Higdon 215—927-2340.

Male, Hispanic, recent tech school grad, first class/radar, B.A. theater/communication. Some experience, dependable, hardworking, receptive, looking for a challenging broadcast position. Will relocate, contact George, Evenings 212—942-1976.

SITUATIONS WANTED NEWS

Female News Caster with great voice, can work any shift. Tape and resume available. Ann Jones, 312—787-8220/233 E. Ontario, Suite 902, Chicago, IL 60611.

Controversial, Lovable, Knowledgeable, Award-winning, Workaholic Sports Talk Host Wants Major or Large Medium Market Sports Talk or Sportscasting Position. Currently Getting Impressive Numbers In Medium Market But would like to move up. Box E-152.

Aggressive, experience, sports director, unique play by play, excellent production, looking for medium market break. Write Box E-151.

PBP/Sportscaster. 8 year football-basketball PBP veteran looking for major college position for Fall. 29, M.S. Communications, owner sports production company that has been originating college football and basketball the past two years. Tom 316—231-9200. Box E-186.

Black Female. Dependable dedicated to news. Seeks 1st on-air break. Radio or TV. Journalism degree. Internships with major NYC networks. Announcers Training Studios Graduate. Solid references. Will relocate. Small or Medium Market OK. Call Kathy 212—287-9272 after 6 p.m. 489-2812.

Experienced Newsperson looking for challenging medium to major market position. Have good delivery, superb writing skills, relate well with co-workers and sources, a quick thinker. Would be an asset to any news operation. Tape, resume and references available. Donald Owen Cohen, 1890 South Ocean Drive, Apt. 1106, Hallandale, FL. 33009 305—458-5312 Day 305—458-0586 Evenings. An Equal Opportunity Employee.

Attention New England News, Sports talk, PBP professional. (Degree Journalism) Excellent references. Available immediately. Hank Holmes 617—679-6957.

Employed Experienced cable TV broadcaster (part time) ready for full time radio news position. Good education, solid specialized training, smooth sounding commercials, literate sounding D.J. Financial and journalism background. No coffee breaks or vacations necessary. Call Lee Degenstein mornings 212—737-4481 or write 340 East 80th St., New York City, NY 10021.

Small Market Sports Director ready for a bigger league. Ten years of play by play experience at the high school and major college level. Call Dennis Gordon after 6 p.m. weekday 614—666-5242.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Experienced Talk Show Host available immediately. 216—732-8383.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Radio Networks.! Nine years experience—Program Research Development. Can relocate. Hardworking. Full of ideas. Box E-127.

Now Programing Successful contemporary station in 10 station market. Want PD or OM position with company offering: growth potential, stability, benefits. I offer: maturity, common sense, sensitivity to sales needs. Experienced in programing, FCC, production, working with people. Prefer markets west of Chicago, all considered. I'm resonable but not cheap. Box E-199.

14 Year Radio Professional, operations, programing, news specialist, seeks Midwest or East Coast opportunity. Married, college, loyal, uses head, references provided. Box E-177.

Wanted: Programing position. 11 years experience in all facets of radio. Currently programing medium market station in Michigan. Excellent air sound, ability to select and supervise staff, thorough knowledge of music and programing. Send inquiries to Mike Stanley, 2055 Bourdon Street, Muskegon, MI 49441, or call 616-759-0352 evenings, or 616-798-2141 days.

TELEVISION

HELP WANTED MANAGEMENT

Membership Director—WPBY-TV is seeking qualified, motivated individual to coordinate aggressive membership efforts. Individual will be responsible for all aspects of member acquisition and retention utilizing direct marketing methods such as direct mail, telethons and phone-outs. Successful applicant must be prepared to demonstrate ability in promotion and marketing and must be a skilled communicator (both written and verbal). Supervisory and broadcast experience helpful. Degree preferred. \$14,500-16,000. Send resume, cover letter and writing samples to Walter Blower, Community Relations Director, WPBY-TV, Third Ave., Huntington, WV 25701. EOE.

Director of Development. Duties: plan, administer fundraising activities including memberships, underwriting. Provide guidance for auction. Supervise 5 professional staff including public relations. Requires degree in communications, marketing or related field. Must have minimum 2 yrs. exp. in development, public relations preferably in public broadcasting. Salary commensurate with qualifications/exp. Excellent fringe benefits. Contact Gen. Mgr. WFYI/Channel 20, 1440 N. Meridian St., Indianapolis, IN 46202.

HELP WANTED SALES

National Film/Video Sales Representative Community broadcasting center looking for an aggressive national sales representative. Will be responsible for selling award winning television programs in film and video formats to large educational institutions, libraries and business concerns. Will also seek new program production work from commercial or public television stations. Excellent opportunity. Relocation required. Salary + commission. Good benefits. Send resume and salary requirements in confidence by June 15 to: Ed Meeli, Media Management Services, Inc., 10 North Main Street, Suite 301, Yardley, PA 19067.

We are looking for a unique person to fill some mighty big shoes. Our general sales manager is retiring after 25 years, and we know he is going to be hard to replace. We are looking for a go-getter with heavy small market, local, regional, and national savvy, who is not afraid to roll up his sleeves and pitch in. The person we choose must be a good organizer and be able to work well in supervising people. If you feel you are qualified, send us a letter telling us why you're the person for this position along with your resume and salary requirements to Box E-192. We are an Equal Opportunity Employer.

HELP WANTED TECHNICAL

Film Transfer Operator: Applicant must possess a solid background in commercial and feature film transfer work. Contact: Lori Weiss, CFA Video, Los Angeles, CA 90028. 213-467-5103.

Television Engineer: Openings available experienced studio or transmitter maintenance personnel and switchers. Electronics school graduates or equivalent technical education desirable. Number one station, beautiful middle market. Resume, salary history, and references to Director/Engineering Donrey Media Group, Box 550, Las Vegas, NV 89101. An Equal Opportunity Employer.

Southern California Opportunity. Experienced videotape maintenance engineer for rapidly expanding successful postproduction facility. Knowledge of 2" Quad, 1" VTR's and CMX editing systems required. Also seeking qualified CMX editors and 1" videotape operators. Salary negotiable. Send resume or call Dick Wellman or Rich Thorne, The Post Group, 6335 Home-wood Avenue, Hollywood, California 90028, 213-462-2300.

Engineering-Television Technician—A minimum of 2-5 years' experience preferred in studio broadcasting and an FCC 1st Class license is required. The ideal candidate should have a background in electronics as well as strength in maintenance. RKO offers a liberal compensation package. For prompt consideration, forward your resume, including salary requirements, to Personnel Department, WNAC-TV, Boston, A CBS Affiliate, RKO General Building, Government Center, Boston, MA 02114. An Equal Opportunity Employer M/F/H/Vets.

TV Transmitters Supervisor: Louisiana Public Broadcasting seeks 1 qualified individual for Supervisor of UHF Television Transmitter near Kaplan, LA. Must have FCC 1st class license and 5 years television experience, including 3 years transmitter experience. UHF experience preferred. Starting salary \$1539 per month. Applications should be submitted to Director of Engineering, Louisiana Public Broadcasting, 2618 Wooddale Blvd., Baton Rouge, LA 70805. For additional information, contact Coy Simmons, Director of Engineering, 504-342-5822. Louisiana Educational Television Authority is an Equal Opportunity Employer.

Assistant Chief Engineer for a top ranked VHF, CBS affiliate in the Midwest. Supervisory experience preferred. Staff of 23. Ampex 2000's, VPR-2B's, ACR 25's, Sony 3/4's, RCA 45's and 76's, vital SWT, and RCA Transmitter. Submit resume, references and salary history to: Bill Huey, Chief Engineer, KCCI-TV, PO, Box 7111, Grand Station, Des Moines, IA. 50309. EOE.

Master Control Technician—Operates and sets up a variety of video equipment, audio equipment, and transmitters for Public Television station in California. Requires: Valid FCC First Class Radiotelephone Operator's License and two years full time experience in the on-air master control operation of a broadcast facility. Salary: \$12,312 to \$14,964 plus full benefits. Applications must be postmarked by May 30, 1981. Apply to Winston W. Carl, Personnel Officer, San Bernardino Community College District, 631 S. Mt. Vernon Ave., San Bernardino, CA 92410. An equal opportunity affirmative action employer.

Chief Engineer. Major market public television station in the southwest. Emphasis on systems and production. BSEE or equivalent combination of experience and education. Send resume and salary requirements to Box E-189. Replies confidential. EOE.

The University of Alabama has an opening for an experienced TV maintenance person for its public broadcasting production center. Requires good trouble shooting and maintenance experience with studio and ENG camera, switching, recording (U-matic, 2 inch and quad) and editing equipment. There is a minimum requirement of four years related experience and an FCC 1st Class license. This position has responsibility for maintenance of equipment and supervision of engineering personnel. In return we offer a creative and happy staff and generous benefits, including 22 days annual leave, 2-3 weeks of paid holidays, sick leave and retirement plans, tuition reduction for staff and dependents (after 3 years employment) and a schedule for which night and weekend hours are the exception, not the rule. The salary is \$17,000. For further details call Joe Stuckey, 205-348-6210. To apply send full resume to Employment Office, Box 6163, University, Alabama 35486, AA, EOE/MF.

Career engineering opportunities with South's leading commercial production facility. We are expanding and need experienced, quality-oriented maintenance engineers for state-of-the-art video equipment. Pleasant environment; small staff; excellent company benefits. Salary commensurate with experience. Send resume and salary history to: Oliver Peters, General Manager, Florida Production Center, 150 Riverside Avenue, Jacksonville, Florida 32202, 904-354-7000.

Maintenance Engineer—Opening for an engineer with a minimum of three years full time experience on studio and transmitter equipment. Must have first class license and want to live in southern Calif. E.D.E. Contact John Wilson, Chief Engineer, KEYT, Drawer "X" Santa Barbara, Cal. 93102.

TV Engineering Supervisor, WGTE-TV, Toledo, Ohio. Requires 1st class FCC license, H.S. diploma and 2 years college electronics or equivalent, 6 years experience in broadcast TV operations and maintenance. Supervisory experience helpful. \$16,265-\$21,050 depending on qualifications. To apply, call Dan Niedzwiecki, 419-255-3330. Equal Opportunity Employer.

Technical Supervisor-Production Responsible for all technical aspects of studio production from pre to post. Knowledgeable and capable in all areas including camera, 1" and 2" VTR, SMPTE editing and audio. Consult on lighting. Must be cable of delivering consistent high quality product. Limited field work, maintenance. Supervisory experience required. Salary commensurate. Contact Director of Finance, WYES-TV, PO. Box 24026, New Orleans, LA 70184. An equal opportunity employer.

California Station seeks a chief engineer with strong maintenance and people skills. Experience with UHF Transmitter, RCA Kart machines, Sony 1", and Ampex Quad is extremely helpful. Send resume to Box E-184. An Equal Opportunity Employer.

Director of Engineering—Immediate opening at new post production and production facility nearing completion in San Francisco Bay Area. CMX, 1" VTR's, Quantel Digital Effects, GVG Switchers. Applicant should have demonstrated skill and experience with sophisticated television and digital systems. Full technical responsibility for all aspects of facility, including hands-on maintenance and willingness to handle operating responsibilities. Stable organization, excellent fringe benefits. Salary open. Send resume with salary history to: Box E-93. An Equal Opportunity Employer M/F.

HELP WANTED NEWS

TV News Director. Need individual to manage and direct a growing committed news operation. This job is for someone interested in becoming a News Director who possess management ability, production experience, solid journalistic background and is only satisfied with producing the best production. Send resume, state salary requirements and availability. Box E-75.

Three Reporter positions open immediately... We are expanding our talented staff... If you're aggressive and care about TV journalism then you may have a bright future with us. Send resume and detailed letter of your news philosophy to Box D-207. Degree experience required. EOE.

Special Projects... Expanding news operation looking for a unique individual... Do you stand out from others? Can you go beyond the surface of a complicated story? If so, tell me what you can do in my news department by sending resume along with detailed letter of news and special projects philosophy to Box D-208. Degree experience required. EOE.

TV News Director "Excellent opportunity to direct a news operation in a small but influential TV market with excellent acceptance. We are looking for a person with a good news background and the ability to deal effectively with people. Excellent opportunity to grow within our company. Send resume to Box E-64. An equal opportunity employer. M/F.

Experienced producer needed with proven record of success. Must have experience with live remotes, state-of-the-art equipment, extensive writing and organizational skills. Send resume and tape to Lucy Valerio, KUTV, 2185 South 3600 West, Salt Lake City, Utah 84119. EEO employer.

HELP WANTED NEWS CONTINUED

KMPH-TV is now accepting applications for a sports reporter/anchor. Applicant must have at least three years of medium market experience in "on air anchor" as well as a like amount of field experience. This person should be able to use ENG video equipment as well as edit own material. Although not a requirement this person should have the capability to do "play by play" sports reports. Applicants meeting the aforementioned requirements send resume and salary requirements to News Director, KMPH-TV, 5111 E. McKinley Ave., Fresno, CA 93727. An EOE/M-F Employer.

Meteorologist, Group seeks experienced, personable person. We are the leaders in state of the art equipment, and growing. If weather excites you, then send resume, and salary required to Box E-56. Degree, experience required. E.O.E.

Director—position open today. We produce highly paced visual newscasts. If you are creative and work well with others, and can switch your show let me know. Resume and salary requirements to Box E-58. Experience required. E.O.E.

Photographers—expanding staff has 4 new positions open immediately. Strong commitment to telling the story, with video emphasis on quality shooting and editing and post-production. Must work well with others to join current staff of 10 ten photographers with state of the art equipment. If you want to join an aggressive team of dedicated journalists, send resume to Box E-57. Experienced required. E.O.E.

Weekend Producer/Director ... Must know how to produce direct and switch complicated news cast. Sound journalistic judgment and production values essential. Position open immediately. Excellent chance to grow with group. Degree and experience required. EOE. Box D-205.

Associate Producer ... Immediate opening for the right person. Our news cast has strong emphasis on content and production values. Great future with group ... If you're the one, send resume and detailed letter of news philosophy to Box D-206. Degree experience required. EOE.

Two people to staff an investigative unit. Must be strong in both reporting and photographic skills. Investigative experience preferred. Medium market station. Send resume to Box E-129, including salary requirements.

Reporter-Videographer for Gulf Coast ABC affiliate. Commercial experience and strong writing abilities a must. Resume & Tapes to: News Director, WEAR-TV, Box 12278. Pensacola, FL 32581.

Chief Photographer: We're looking for a dynamic leader to guide our young photography staff. We're all ENG with two live units in a beautiful Southern City. Send a tape, resume and references to Michael Sullivan, News Director, WAAY-TV, 1000 Monte Sano Boulevard, Huntsville, AL 35801. EOE.

Sports Director: We're a medium market number one in the Southeast with a strong commitment to covering local sports and recreation. If you're good on the air and like to get out in the field too, send a resume and references to Box E-118. EOE.

Weekend Anchor/Reporter: If you have strong anchor potential and would like to co-anchor our top-rated weekend newscasts, please send a resume, tape and references to Michael Sullivan, News Director, WAAY-TV, 1000 Monte Sano Boulevard, Huntsville, AL 35801. EOE.

Newsroom Supervisor/Broadcast Journalism faculty member. We need an experienced television journalist to help supervise the newsroom of our commercial network affiliate, KOMU-TV, and teach broadcast journalism in the University of Missouri School of Journalism. Masters degree and teaching experience preferred; extensive experience in commercial television news required. Equal opportunity employer. Contact: Dick Nelson, News Director, KOMU-TV, Highway 63 South, Columbia, Mo. 65201.

General Assignment Reporter, strong writer and interviewer. Top 20 Florida market. State salary requirements. Minorities encouraged to apply. Equal Opportunity Employer. Box E-185.

We're looking for an ENG photographer with a minimum of two years experience as a working photo-journalist. Knowledge of ENG cameras, BVU-50 field recorders and video tape editing required. "Live" experience helpful, but not required. Send resumes only to: News Director, WALA-TV, PO. Box 1548, Mobile, AL 36633. No phone calls please. No applications will be accepted after May 29, 1981. EOE/MF.

News Photographer Needed. If you're creative, committed, and want to work for a No. 1 operation, we've got the job for you. We're a Top 60 Market net affiliate, all-ENG and live capable. Resumes and letter to Box E-196. An Equal Opportunity Employer.

Reporter, minimum experience of three to five years. Send 3/4 inch cassette tape to Capital Broadcast News, 400 First, N.W., Washington, D.C. Immediate opening.

Reporter. We're looking for hard-nose investigative type who won't take no for an answer. Minimum two years street experience. Send tape & resume to Jim Cairo, WNGE TV 2, 441 Murfreesboro Road, Nashville, TN 37210. EOE.

Sports Reporter. Top 50 market right in the middle of the ACC seeking Sports Reporter with anchor potential. ENG and on-the-air experience required. EOE. Send tape and resume to Woody Durham, Sports Director, WPTF-TV, 410 S. Salisbury Street, Raleigh, N.C. 27602.

News Director for aggressive ABC-TV sunbelt affiliate with outstanding people, production, and promotion. Resume to Jerry Condra, WPDE-TV, Box F-15, Florence, S.C. 29501.

Television Sportscaster needed for growing market in Western Colorado. Some broadcasting experience necessary. Responsibilities include ENG reporting, editing and on-air work on Weekdays, plus occasional radio sports reporting. Send tapes and resumes to Becky Franko, News Director, KREX-TV, Box 789, Grand Junction, Colorado, 81501, 303-242-5000. EOE.

Reporter/anchor for No. 1 team in 73rd ADI. Tape with first letter to: Jon Janes, News Director, KFVS-TV; PO. Box 100; Cape Girardeau, Missouri 63701.

Reporter. Forty-first market station needs a reporter with a flair for feature stories. Minimum two years experience required. No telephone calls please. Send tape and resume to: News Director, WTVD, PO. Box 2009, Durham, NC 27702. EOE.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Top notch smaller market station seeking director for fast-paced dominant news programs. Experience a must. Minimum one year directing and punching newscasts. Also does extensive promo/PSA directing. Salary very good for this size market. Send resume and salary requirements to: Neal Neumann, Personnel Director, PO. Box 8086, Savannah, Ga. 31412. EOE/AA M/F Minorities and females encouraged to apply.

Production Manager. Western Network Affiliate is searching for a strong, creative manager. Must have experience in all facets of production and managing people. Send resume and reference to Box E-136. E.E.O.

Promotion/Creative Director: Western Network Affiliate is searching for a strong creative person. Must have experience in production, writing, layouts, newspaper and outdoor. Send resume and references to Box E-135. E.E.O.

Production/Director Top 10 network affiliate seeks a creative, motivated individual with demonstrated skills in all forms of high quality studio and remote production. Applicant must possess strong skills in studio staging, electronic field production and post-production. Ability to interact, manage and communicate effectively is a must. Imagination, leadership and creative ideas are major requirements. Send resume to: Box E-140. An Equal Opportunity Employer.

Graphic Designer/Illustrator Large market, South Florida net affiliate seeks graphic artist with minimum 3 years broadcast design experience. Knowledge of on-air graphic production techniques a must. Heavy emphasis on print. Set design experience helpful. Design degree preferred. An Affirmative Action/Equal Opportunity Employer. Box E-111.

Production Manager: Duties: Overall supervision and execution of studio, remote and EFP productions for broadcast, CCTV, and videocassette utilization. Requires demonstrated production and management expertise, B.A., M.A. preferred, minimum of 3 years experience in TV production management, including studio and EFP exp., interest in instructional production. Contact: Joel L. Hartman, Center for Learning Resources, Bradley University, 1501 West Bradley Avenue, Peoria, IL. 61625. AA/EOE.

On-Air Promotion Coordinator Must be highly creative and knowledgeable in aesthetics of audience development. Must have solid producing/directing background and familiarity with all aspects of editing, clip selection and exploitation of state-of-the-art equipment. Send resumes to Box E-176. An Equal Opportunity Employer.

Graphics Artist. On-air and print design experience necessary for state-of-the-art television design department. Must be a clear-thinking self-starter. Send resumes to Box E-175. An Equal Opportunity Employer.

Producer, WSIU-TV, Master's Degree in Radio-Television or closely allied discipline preferred with at least five years of professional experience. Must have experience in all facets of television studio production and expertise in production of film, EFP, and ENG. Ability to supervise production staff and student assistants a must. Deadline for applications: June 1, 1981. Appointment date: July 1, 1981. Letter of application, complete credentials, and the names of at least three professional references should be sent to: Allan Pizzato, SIU-C Broadcasting Service, Carbondale, Illinois 62901. WSIU-TV is an equal opportunity employer.

WBNS-TV, one of the nation's leading TV stations, is looking for top-notch producers and videographer/editors for its highly successful prime time magazine series "Front Page Saturday Night". This Ohio oriented on-location and studio audience show is one of a kind and has just been nominated for sixteen 1980 Emmy Awards. *Producer Candidates: Should have no less than 2 years experience producing a feature oriented magazine program. Writing, organizational and managerial skills essential. This person will know how to find, develop and implement a story ... and will do anything to get it right! This job will take people that have a lot of drive, discipline and dedication. *Videographer/Editor candidates: This position calls for someone who loves to work and attacks each project with enthusiasm. At least 2 years experience shooting-editing feature oriented material a must! Should be familiar with state of the art equipment including HL-79A Ikegami camera. When it comes to editing this person should be an artist ... and nothing less. Excellent salary, benefits and opportunity for career development. Send resume and tape immediately to: David R. Sams, Executive Producer, WBNS-TV, 770 Twin Rivers Drive, Columbus, Ohio 43216. WBNS-TV is an Equal Opportunity Employer. M-F.

TV Executive Producer—Supervises producer/directors in production of all national and local programming. Preparation of production budget and program proposals. Significant experience as producer/director, with national credits, and supervisory experience. Bachelor's Degree required. Master's Degree preferred. \$18,000-\$22,200 plus benefits. Deadline—June 30, 1981. Send video tape and resume to Personnel Manager, WOSU-TV, The Ohio State University, 2400 Olentangy River Road, Columbus, Ohio 43210.

Promotion—Program Director Cable Satellite Network seeks experienced person skilled in program scheduling and the development of a bright, sophisticated "on air look." Knowledge of the performing arts essential. New York area location. Send resume to Rainbow, Attn: Director of Programming, 100 Crossways Park West, Suite 200, Woodbury, New York 11797.

Senior Producer/Director to develop, produce and direct remote production in 43' fully equipped mobile production unit. Degree plus 5 year's remote experience including sports, public affairs, events and entertainment. Must be management-oriented to control major production crews, budgets, and see that deadlines are met. Must be able to deal effectively with a wide range of outside contacts. Knowledge of post-production is essential. Send resume and tape to: Director of Finance, WYES-TV, Box 24026, New Orleans, LA 70184. Deadline: June 19, 1981. WYES is an equal opportunity employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Hosts (male and female) for sophisticated public affairs magazine series airing on the Minneapolis/St. Paul PBS station. Must have outstanding interviewing and writing skills, plus ability to interact spontaneously and engagingly on live television. Solid journalistic credentials required. Television experience preferred, but will consider people with radio or journalistic backgrounds. Salary—20's, negotiable depending upon experience. Send resume, videotape or audiotape, and writing samples to: Gerald Richman, Executive Producer, KTCA-TV, 1640 Como Ave., St. Paul, MN 55108. (EEO/AA employer).

Person w/air operations and commercial clearance background—thorough knowledge FCC rules & regs. 5 yrs. + experience — Sunbelt market. Box E-183.

Network affiliate in attractive midwestern market has opening for a PM Magazine producer. Must be creative, with strong managerial skills. Applicant should also be a skilled video tape editor. Field and control room experience preferred. Send resume and salary requirements to Box E-138. An Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

General Sales Manager looking for new challenge. Station owners are prepared to talk about my outstanding record. National representative will give good recommendation. Looking for larger station with challenging sales problems. Will consider trouble shooting for group operation. Box E-142.

SITUATIONS WANTED SALES

If you are looking for a dynamic woman sales executive to sell your spots, equipment, services answer this ad. Box E-159.

Have Job? Will Travel! Sales representative for leading cable company seeking new challenge. Recent college graduate with experience in radio programming, public relations, sales and on-air. Call 212-675-5218 or 203-531-1367.

SITUATIONS WANTED TECHNICAL

Experienced TV Maintenance Engineer seeks entry level management position in engineering, small-medium market. Solid technical school background. 1st Phone. Will relocate. Box E-144.

Conscientious First Phone broadcast production engineer, striving perfectionist, Box 2391, Warminster, PA 18974.

Mountain State & Great Northwest: Experienced switcher with first phone. Extremely proficient in all aspects of TV station operation: switching, VTR, ACR-25, projection, audio, Chyron, etc. Excellent references. 28 years old, very conscientious. Available for summer employment on June 15th. All markets considered. Ed Solomon, P.O. Box 30, Syosset, NY 11791. 516-367-3771.

Energetic Individual seeking break in position experienced in control track editing, ENG camera operations, audio, technical directing, lighting, studio camera operation, floor directing, photography. Currently working as radio announcer minority, first class license, 209-465-7739.

SITUATIONS WANTED NEWS

Experienced TV reporter, interested in top 30's markets. Send replies c/o M. Cain, 350 Trowbridge, Detroit, Michigan 48202.

Experienced, energetic, enthusiastic and talented radio Sports Director looking for small or medium market television news or sports opportunity or combo radio/TV reporter position. Have VTR, resume, writing samples, references—will travel. Write Box E-128 or call Bob 203-623-7045.

Reporter/Anchor with major market radio experience available. Dedicated, journalistically sound newsroom is where I'd like to be. Box E-123.

General Assignment/Feature Reporter. Creative bright gal looking for challenging new job. Box E-112.

I have paid my dues and am ready to come home to New England. Two years solid experience as anchor, reporter, producer. Reply Box E-105.

ENG Photog and Editor with 2½ years exp. Looking for stable position. Currently working in Top 30 Market. Box E-188.

Research proven, best liked, most believable personality in this competitive market. I do sports with no gimmicks, just well. Also PBP. Box E-160.

News Director—Am playing "second fiddle" as assignment editor in medium market television news operation. Have been called "news director of tomorrow" ... But, I'm ready today!!! Box E-166.

Currently Employed weekend sports anchor in top 90 seeking medium market with dedicated sports coverage. Strong on air, creative, good packaging, top notch writer/producer. Not a clock-watcher! Box E-169.

O&O feature reporter/writer/producer: Kuralt-style, multiple award-winner ... critically-acclaimed as best in the country ... tired of being dumped on by uncaring management. Looking for a horizon where quality and creativity are important. Reply to Box E-172.

Syracuse University grad seeking entry-level position on news desk. Have ENG camera and editing experience. Call 201-647-3396.

Experienced Reporter/Anchor: strong background in editing, photography. Three years broadcast experience, 1½ in television. Seeking move from small Midwest market to medium. Call Tony 502-683-2499, 4:30-7:30 PM.

Ambitious, personable graduate seeking entry level position. Radio news/sports background. Call Rich 303-353-2288.

SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

Production Manager—seeks new challenges. Experience—responsibility of working staff, development, direction, quality of commercial and studio productions, childrens programs. ENG, Quad, cassette editing, news directing, great writing. Call 914-241-1640 or 914-666-5038 and leave message. Will locate anywhere.

Give me a shot at that opening position in TV production. You bet your HL-77 that I'll do a good job. Interesting qualifications. New York area. Will relocate for right spot. Write: PO. Box 532, Westfield, N.J. 07091 or call 201-272-6178.

Hard working graduate, with commercial television experience, seeks entry level production position. BA in Journalism and Political Science. Will relocate. Call Dan 501-443-3599, after 1 p.m.

Cum Laude Graduate B.A. Communication Technology, A.S. Engineering, FCC First with radar. Some experience. Seeks entry TV technical or production position. Potentially valuable Ed 617-366-2823.

Television production student looking for opportunity to gain experience in production and programming in New York City. Part time now, full time starting September 15. Mature, motivated individual. Contact: Carl Gordon, 235 East 51st Street, NYC, NY, 10022. Phone 212-759-1470.

10 Year Production expert seeks return to local television station from current freelance production in Hollywood. First class FCC, operations/production supervisor experience. Lots of studio/ENG camera work in field and in studio. Call George 805-495-7833. Thanks.

Lawyer (Law Professor) who has appeared as a regular on T.V. morning program in major market is looking for new career as host of public affairs, talk or news program. Have also been independent producer of documentaries for public television stations. Box E-187.

ALLIED FIELDS

HELP WANTED SALES

Business oriented successful salesperson with good credit and character. This is a straight commission opportunity, involving substantial dollar amounts. We'll train in business brokerage. John Emery, Chapman Co., Inc. 1835 Savoy Dr., Atlanta, GA 30341.

HELP WANTED INSTRUCTION

Mass Communication Full-time teaching position anticipated for Fall 1981, to teach courses in mass communication history, theory and issues, and possibly broadcast performance, and journalism. Involves coordinating some aspects of active internship program. Must have some professional experience. Doctorate preferred; Masters required. Rank and salary negotiable. Application deadline, June 12, 1981. Submit resume to: Mr. John McGinnis, Communication/Journalism Program, St. John Fisher College, 3690 East Avenue, Rochester, New York, 14618 EOE (m/f)

Speech Communication & Broadcasting Instructor Speech/Drama Department. Rank and salary commensurate with educational background and experience. Applicants must possess a master's degree; Ph.D. preferred. Preference will be given candidates with strong teaching competencies, including broadcasting, and with related professional experience. A fulltime, tenure track position will be available effective 1 September 1981. The applicant chosen for this position will initially teach public address and interpersonal communication skills. Expected is development by the individual of a variety of mass communication courses which would supplement the broadcasting emphasis of a new degree program in Speech Communication. Individuals interested should forward an introductory letter, vita, three letters of recommendation, and all official transcripts to: Mr. Charles E. Muench, Chairperson, Speech/Drama Department, Susquehanna House, Millersville State College, Millersville, PA 17551 by June 1, 1981. Millersville State College earnestly seeks and is eager to receive applications from women and minority candidates.

Two faculty positions August 1981 for consolidated new Department of Communication. One position in print journalism, other in broadcast journalism. MA required, PhD desirable. Ability to teach in other areas of department desirable, including broadcasting, public relations, speech, theatre. Department housed in multi-million dollar beautifully equipped communications center. Salary \$16-18,000 for nine months, depending on qualifications and rank. Rush resume, three letters of reference, official transcripts to: Ralph Carmode, Journalism/Broadcasting, Mississippi University for Women, Columbus, MS 39701. Women and minority applicants encouraged.

Assistant/Associate Professor to teach in the area of video production with secondary strengths in writing and broadcast journalism. Courses include both basic and advanced video production as well as related courses at both the undergraduate and graduate level. Opportunity to work with School of Communications professional production unit. Starting August 15, 1981. Ph.D. desirable, M.F.A. or M.A. essential. Teaching experience desirable; extensive professional experience necessary. Salary contingent upon qualifications; range \$17,000-\$23,000 for academic year. Send application with resume and names of references by June 10, 1981 to: Thomas Wickenden, Chairperson, Department of Television-Radio, School of Communications, Ithaca College, Ithaca, New York 14850. 607-274-3214. Ithaca College is an Equal Opportunity/Affirmative Action Employer.

Instructor—Assistant or Associate Professor to teach broadcast courses, organize and manage FM station. MA plus professional experience or PH.D. Tenure track position in rapidly growing progressive department. Send letter of application with support material to Dr. Jack Bowman, Performing Arts Department, Cameron University, Lawton, OK 73505 no later than June 30. AA/EEO employer.

Assistant/Associate Professor of Broadcasting. Must have five years managerial experience in station or major department of commercial broadcast property, plus significant professional association membership and industry contacts. M.A. required. Teaching, consulting, research, advanced degree desirable but outweighed by professional broadcasting experience. To teach broadcast management, sales, and business communication. Salary negotiable. Apply by June 19, to Dorothy R. Johnson, Marshall University, Huntington, West Virginia, 25701. Affirmative Action EOE.

**For Fast Action Use
BROADCASTING's
Classified Advertising**

HELP WANTED INSTRUCTION CONTINUED

Instructor/Assistant Professor to teach broadcast journalism, radio-TV production, and related courses. Knowledge and experience with ENG and masters degree necessary. Tenure track, September, 1981 opening. Salary range based upon professional experience and academic degrees. Send resume, transcripts, and four letters of recommendation to: Dr. David Eshelman, Department of Mass Communication, Central Missouri State University, Warrensburg, MO 64093. Affirmative Action, Equal Opportunity Employer.

Oklahoma State University seeks Asst/Assoc Professor to teach television production, writing and promotion. Tenure track. Ph.D. (ABD) preferred, Masters mandatory. Teaching experience desirable, professional experience necessary. Application deadline: July 15, 1981, begin Sept. 1, 1981. Salary \$18,000 for 10 months. Send resume and references to Dr. Ed Paulin, Chairman RTVF, Oklahoma State University, Stillwater, Oklahoma 74078. AA/EEO employer.

One year teaching appointment. The University of Florida Department of Broadcasting seeks a faculty member to teach broadcast news and related areas during the 1981/82 academic year. This is a temporary nine-month appointment at the rank of visiting assistant professor. M.A. in broadcast news, radio-television-film or related field is required. Minimum salary is \$18,000, but is negotiable depending on qualifications. Application deadline is June 15. Position available August 7, 1981. Send resume and three letters of reference to Search Committee, Department of Broadcasting, 2090 Journalism Bldg., University of Florida, Gainesville, FL 32611. The University of Florida is an Equal Opportunity/Affirmative Action employer. Women and minorities are encouraged to apply.

Broadcasting Instructor The Williamsport Area Community College has gained recognition nationally for excellence in "hands on" career-technical education. Set in the beautiful mountains of NE Pennsylvania, Williamsport has a small-city environment, with ample outdoor sport and recreation opportunities, three hours' drive from NYC, Baltimore, and Philadelphia. Medium and small radio stations serve the area, closely involved with the College broadcasting program (and its 100 watt educational FM station) through advisory committee membership, active student internship program, and part-time job opportunities. Baccalaureate Degree; five years professional experience including newswriting and announcing in the broadcast industry; facility in control room operations; in-depth experience in at least one of the following: technical operations, advertising sales, writing, management required. Must have skill and interest in the English language and in broadcast speech, written communication skills appropriate to program supervisor and the ability to work effectively with people. Master's Degree, teaching experience and electronics background desired. Interviewing will commence June 1, 1981. Send letter of application and resume to: Personnel Office, The Williamsport Area Community College, 1005 West Third Street, Williamsport, PA 17701. E/O/E AA.

Announcer/Broadcaster/"Entertainer"—We placed over 95% of our graduates last year. Instructor positions open if you are able to keep high interest level and relate the real world to your students, not the collegiate ivory tower disney world. You need at least 2 years experience in broadcasting... no experience in teaching required. First Phone... we also have an opportunity for you. American Academy, 833 Chestnut Street, Phila., PA 19107 215-922-0605.

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.

Wanted: TK-44 or TK-45 RCA Cameras PAL—Studio Equipment: Recorders, Monitors, Switchers, Generators, etc. Call: Panos Productions—Days: 312-236-5535.

Used Microtime 2020. Call 202-638-6722.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

Satellite Television Equipment. Antennas, receivers, Low noise amplifiers. In stock. Immediate delivery. Delstar Systems, 713-776-0542.

3 RCA TR-600 video recorders with AE-600 edit controller, internal time code generators and readers, monitor bridges, HB/SHB option, five headwheel panels, air compressor. Machines have less than 1000 hours on head meters. Three of the five heads have been recently refurbished by Spin Physics. Available immediately. Will consider cash or equipment trades. Will sell one at a time for \$60,000 or \$152,000 for all three. Let's talk. Contact Bob Olsen, Chief Engineer, Fred Niles Communications, 1058 West Washington Boulevard, Chicago, Illinois 60607. 312-738-4181.

Video Production Switching Systems: Vital VIX-114-10A featuring encoded chroma keyer; downstream keyer; Telemet decoder; AFV package. In good condition: \$12,000 or best offer. Cross Point Latch 6112 four base switcher with two independent mix effects systems; encoded chroma keyer; downstream keyer; quadruple re-entry. In good condition: \$5,000 or best offer. Contact: National Video Industries, Inc. 15 West 17th Street, NY, NY 10011. 212-691-1300.

For Sale RCA TK 76C camera. In service 6 months. Angenieux 15 to 1 zoom lens, pistol brace, range extender. Large and small viewfinders. Plumbicon tubes. Carrying case. \$33,500 WYES-TV 504-486-5511. No collect calls.

For Sale Remote Production Vehicle. 27 foot of production length on roadworthy Ford chassis and cab. Entire unit custom built by Ampex for Transmedia. Aluminum body by Montibello with welded steel dropframe storage compartments. Originally configured for 6 cameras. All original cabling in place and excellent. Three phase/single phase, all voltage patchable with Stabiline regulators. Air conditioning and heating functional. Four Hannay electric cable reels and dual voltage power cable reel. The unit is panelled and carpeted with all racks in place. Present equipment includes two TKP 45 cameras complete with Plumbicon tubes, lenses and O'Connor Hydropeds. The switcher is a CDL VS10. Audio console is Collins 212T-2 sixteen input with 4 Ward Beck AA601 distribution amps. Monitoring includes 2 Tek 527 WFMS and a Conrac RHA19. Intercom all operating stations and two 5 line phones each position. Telephone bay. Extensive external connector panel. 400 feet of TV81 camera cables, air compressors and other items. Contact Director of Engineering, WYES-TV, 504-486-5511. No collect calls. Serious inquiries only.

2.5KW FM Harris 2.5K, 2 years old, mint Call M. Cooper 215-379-6585.

3.5KW FM McMartin 3.5K w/B9-10 exciter, 2.5 years old with spares on air. Call M. Cooper, 215-379-6585.

5KW FM CSI 5000E w/direct FM exciter, like new, on air w/warranty. Call M. Cooper, 215-379-6585.

10KW FM Gates 10G w/exciter & stereo, many spares, on air, will warranty, also RCA BTF 10D1, good cond. w/proof. Call M. Cooper, 215-379-6585.

1KW FM Gates FM-1C w/exciter, excellent cond. Spares. Call M. Cooper 215-379-6585.

1KW AM RCA BTA-1R1 on air w/proof, also CSI T-1-A like new w/proof. Call M. Cooper, 215-379-6585.

For Sale 3/4" shooting and editing package. Nearly new Sony shooting package with 110s and Convergence Editor with BVU 200As. Designed for magazine style E.F.P. ready to go. Call Sausalito Productions 415-332-5830/Rental/Lease Options.

Video tape Recorder. Sony 3/4" BVU-200 Broadcast Editing U-matic Videocassette Recorder. Includes separate time code track, frame-lock servo, and standard broadcast audio levels and impedance. An industry standard. \$8000 or best offer. Videotape Recorder. Sony 3/4" BVU-100 portable. Broadcast quality in this field companion to the BVU-200. Provides framing pulse, or time code with optional portable time code generator, CG-110. BVU-100, \$4000 or best offer. CG-110, factor option time code generator, \$1300 or best offer. Character Generator. 3M D-3016 Datavision. A complete self-standing multi-page titling facility with Helvetica and Video Gothic fonts. \$5000 or best offer. Contact: National Video Industries, Inc., 15 West 17 Street, New York, NY 10011. 212-691-1300.

For Sale: Collins—ABC, Automation 4 tape decks 3 Kartels, Time Announce, and Net Join. Used 6 months, English Cart Encoder Decoder. WVAM, Altoona, Pa. 814-944-9456.

Like new Sony/Thomson Microcam 601. Three tube, plumicon camera. Seldom used, kept for back-up. Probably fewer than 35 hours of shooting time with camera on. Excellent low light camera, very reliable. Sale price \$13,000 below original list. Call 202-638-6722.

For Sale Gates BC-1F 1-KW AM transmitter on 1270 kHz. Used as Auxiliary until January 1981. \$1,000 FOB Rochester, MN. Contact Rod Hughes 507-288-3888.

Ampex AG-660 and Ampex 602 Mint with Manuals—Offers After 5:00 p.m. 205-821-1491.

ITC Cartridge Reproducers WP Mono Three Cue. Five available. All Mint Condition—\$650.00 each. After 5:00 p.m. 205-821-1491.

Sony BVH-1000A 1" VTR in perfect condition with new heads. Also Ikegami HL-77A in remarkable condition. Call Norac Productions 203-329-8321.

Microwave TV Downconverter. Receiver, antenna, power supply kits. All three, \$95.00! Enberg Electronics, Box 55311, Indianapolis, IN 46205.

COMEDY

Free Sample of radio's most popular humor service! (Request on station letterhead) O'Liners, 1448-C West San Bruno, Fresno, CA 93711.

MISCELLANEOUS

Low Power Television—Have a question? Free brochure. "Inside Reports-LPTV," TRA, Inc., 2900 N. Dixie Highway, Fort Lauderdale, FL 33334.

Star Contact Interview TV stars and other celebs details Interlink, 6399 Wilshire No. 700, Los Angeles, CA 90048.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming, No barter or trade... better! For fantastic deal write or phone: Television & Radio Features, Inc., Newberry Plaza, 1030 N. State, Suite 40-E, Chicago, ILL 60610.

Transportable 1 1/2 foot earth station and electronics available for rent on per day basis. Call for rates. Callaway Communications, Inc. 912-283-8928.

RADIO PROGRAMING

Treasure Vaults, Changeable pushbutton locks, for sale, \$200. Tested promotion. Info: Eli Jenkins, collect: 813-522-6896. Box 84, St. Petersburg, FL 33731.

Audio Animation: Now you can afford unique and entertaining radio spots that deliver results... and CLIOS! Each spot is fully produced from conception to completion. Demo available. O'Brien & Hutchinson Creative Services, 11811 Lake Avenue, Suite No. 108, Cleveland, Ohio 44107.

Radio and TV Bingo. Oldest promotion in the industry. World Wide Bingo, P.O. Box 2311, Littleton, CO. 80160, 303-795-3288.

Sixty Seconds with informative Host Don Karnes. Designed especially for stations lacking Public Affairs. Fits all formats. For information and demonstration, call Ron Grattan, Summit of Utah, 717-547-2624.

INSTRUCTION

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin April 20 and June 15. P.O. Box 2808, Sarasota, FL 33578. 813-955-6922.

FCC "Tests-Answers" manual! Free information: Command, Box 26348-B, San Francisco 94126.

New York City Pros train you as announcer, D.J., newscaster-sportscaster. Free booklets-placement assistance-FCC 1st Class License Prep. A.T.S. 152 West 42nd St., New York City, 10036. 212-221-3700.

INSTRUCTION CONTINUED

KIIS Broadcasting Workshop in Hollywood. Announcing, Disc Jockey, News. Plus top rated account executive program—all taught by top L.A. radio-TV Broadcasting Workshop, 1220 N. Highland, Hollywood 90038. 212-462-5600. "Where tomorrow's broadcasters are today"

San Francisco, FCC License, 6 weeks 6/22/81. Results guaranteed. Veterans Training Approved. School of Communication Electronics, 612 Howard St., SF 94105 415-392-0194.

BUSINESS OPPORTUNITY

Investor's/Partner wanted to purchase bargain Class B-FM. Northeast Major Market plus coverage of 2nd major. Up to 50% ownership available for \$500,000. Ownership Tax Advantages. 716-837-3898.

CONSULTANTS

MJO News Associates. Consulting services that meet station and market needs. Box 11043, St. Louis, MO 63135. 314-522-6325.

Radio Jobs!!! Placement!!! "Anywhere in the USA" Guarantee; Write: NYMO Consultants, Box 852, Saco, Maine 04072.

RADIO

Help Wanted Programing, Production, Others

WMCA New York

Conversation Station
is looking for a

PROGRAM DIRECTOR

to join its
top management team
immediately.

If you have a track record in
information or telephone talk
programming

—or even if you don't—

but do have a lot of energy
and the will to win
let us hear from you.

R. Peter Straus
WMCA New York
(212) 586-5700

Help Wanted Technical

First Class Broadcast Engineer

for WQUE/WGSO New Orleans. Take charge of FM studio and transmitter operation. Able to assist AM directional operation. Contact Herb Korte, Insilco Broadcasting, P.O. Box 85, New Haven, Connecticut 06501. Phone 203/281-9600. Affirmative Action/Equal Opportunity Employer.

Help Wanted Management

**NEWS DIRECTOR
for Top Ten Market in Sunbelt**

We're an innovative newstalk radio station in need of an experienced, energetic News Director to manage a large, aggressive news operation. We have the commitment and resources to be THE best news and talk station in the market.

The candidate chosen will have a degree in journalism, heavy broadcast news experience, excellent writing skills and should be able to manage, instruct and motivate others. You'll report directly to the General Manager, will supervise a staff of 23 and will be responsible for managing our entire news operation. The "hands-on" approach is a must, in addition to the ability to learn the city and its personality and the talent for communicating effectively with both listeners and staffers. You'll live in a dynamic, growing Sunbelt city and work for a respected communications corporation with excellent benefits and working environment. Salary is negotiable. Please send us a detailed resume of your qualifications and experience to Box E-153 An Equal Opportunity Employer

Help Wanted News

**EXPANDING
RKO RADIO
NETWORK**

**SEEKS
TOP PROFESSIONALS**

★NEWS MANAGERS-NEW YORK CITY
★SUPERVISING EDITOR OR NEWS
MANAGEMENT EXPERIENCE PREFERRED

Newswriters/
Editors

Newscasters/
Correspondents

New York City
Sports
General Assignment

Washington, D.C.
General Assignment

New York City
Economics
General Assignment

★ Los Angeles
General Assignment

Washington, D.C.
Legal General Assignment

All applicants must have strong news back ground (minimum 3 years) in Major Market Station or Network, write in conversational style and have excellent news judgment.

No phone calls please, send resume, writing samples and recent tape, if appropriate, to:

Mr. Dave Cooke
RKO RADIO NETWORK
1440 Broadway, New York, N.Y. 10018

(Materials will not be returned)
An Equal Opportunity Employer, M/F/H/Vets

Situations Wanted Management

Knock, Knock. Who's There? Opportunity.

Creative, aggressive and resourceful architect of success with over a dozen year track record including majors, plus FCC first phone, BA in mass communications, law degree and more seeks first GM position for mutual profit. Ownership participation possible. Reply Box E-155.

Situations Wanted Announcers

!GOOD MORNING!

Dynamic AM Drive personality/program director looking for a place to settle. Major market on-air and programing success, both AC and Country. All locals and market sizes considered. Available immediately. Call (817) 261-3769.

Situations Wanted News

SPORTS DIRECTOR/ACTION PBP

Seeking total sports station commitment. Must do morning & evening drive sportscasts. Triple with sports talk show host. Professional minor league hockey (3), college football & basketball (5) PBP ... Plus more with Pete Cooney (413) 739-9845.

TELEVISION

Help Wanted Management

PERSONNEL MANAGER

If you're the kind of person who can keep our personnel as happy as they are today, and can keep the same quality of professional people coming, we want to see your magic act! You'll be in charge of a small professional staff and be heavily involved in employee relations. You'll need to have an understanding of FCC regulations; EEOC; OSHA; and FEPC as well as health and pension plans and employee benefits. You'll report directly to the Station Manager. Write us today and convince us you're the person we're looking for! Send your resume with salary requirements to:

STATION MANAGER
KTVU-TV
TWO JACK LONDON SQUARE
OAKLAND, CA 94607

**KTVU-TV IS AN EQUAL OPPORTUNITY
EMPLOYER M/F**

General Manager Pacific Island Network TV, AM, FM

A great opportunity for sunbelt oriented GM with TV sales background. KUAM on Guam serves this 130,000 plus American community with only commercial TV facility and dominant AM & FM radio. Salary and incentive plan will match the right candidate's abilities. We are part of a growing company specializing in Pacific Islands. Write KHVH Inc., 1060 Bishop Street, Honolulu, Hawaii 96813. An Equal Opportunity Employer.

Help Wanted Technical

Transmitter supervisor

Must have broadcast VHF, UHF transmitter maintenance experience. Also, familiar with studio equipment maintenance helpful. Call KTXA-TV, Ed Reid, C/E, 817-265-2100.

Help Wanted Technical Continued

Oldest Five Million Watt UHF Station

in Northern California needs a Chief Engineer. Must be experienced as Chief or Assistant. Send resume to KCSO, Post Office Box 3689, Modesto, California, 95352. For further details telephone (209) 527-3060. EOE.

Help Wanted

Television transmitter maintenance/operator for top southwest television station. Must have experience, first phone, and thorough knowledge of television transmitter. Top pay, good working conditions. Contact: Rudy Garrett, KATV, Little Rock, AR (501) 372-7777, Equal Opportunity Employer.

TOWNSEND ASSOCIATES

The successful introduction of our new product line including solid state klystron pulsers, VHF transmitter, revolutionary Low Power Television transmitter designs and all solid state MDS transmitters has made available several new positions in this dynamic television transmitter company. We need the following experienced personnel:

Field Service Engineers: Responsibilities include installation, test, and proofing of all types of television transmitter equipment. Must be willing to travel internationally and must have a first class F.C.C. radiotelephone license.

Low Power Television Product Manager: Responsibilities include product development, advertising, scheduling of manufacturing and contract administration.

Experience and education are important but we give consideration to young engineers who can demonstrate ambition, ability, and a rich interest in the industry and in the company.

Please send resume or contact:

ROBERT BROMLEY c/o TOWNSEND ASSOCIATES
PO. Box 1122
Westfield, MA. 01086
(413) 562-5055

TIME INC.

Teletext Engineer

**It's new.
It's exciting.
It's Time Inc., of course.**

When you think of major achievements in the cable television world the name that comes to mind first is Time Inc. and its phenomenally successful subsidiary HBO.

Well, Time Inc. is pioneering again with the formation of Corporate/Video Group, an enterprise dedicated to bringing Teletext into the lives of every American.

This important new position will be responsible for maintaining the operation of the teletext network and assisting in developing the technology.

We require 5-10 years satellite, cable and/or broadcast engineering computer and data transmission experience. Although relevant expertise is all important, an electrical engineering degree is preferred.

Time Inc. offers a very competitive salary and a generous compensation package.

Please send your resume, including salary information, to: Inez Segarra, Personnel Department, Room 2251, TIME INC., Time & Life Building, 1271 Avenue of the Americas, New York, New York 10020.

An equal opportunity employer.

**Help Wanted Technical
Continued**

Assistant Chief Engineer

New UHF Television Station now under construction in New Hampshire. Strong maintenance and UHF transmitter experience. **FIRST PHONE REQUIRED.** Send resume and salary requirements to: Leo Demers, Chief Engineer, 8 Raymond Street, Hudson, NH 03051.

Help Wanted Sales

**WANTED: DIRECTOR OF MARKETING
FOR INTV**

The Association of Independent Television Stations Inc. Required: Strong BROADCAST SALES-MARKETING Background, good contact with Advertising Executives in Agencies and Client Organizations; Direct National Marketing team, with personal responsibility for Eastern region; Able to relate to Independent Station Sales Managers. LOCATION—N.Y. CONTACT:

Herman W. Land, President,
INTV, 1200 18th St., N.W.
Washington, D.C. 20036
(202) 887-1970

**Help Wanted Programing,
Production, Others**

Digital Video Productions

will hire, for its brand new Northeastern Pennsylvania state of the Art Tele-Production Center, an "all-around" commercial production person. Must be familiar with directing, lighting, staging, audio, studio and remote production. Send resume, salary requirements, and tape today to Mark Olingy, Digital Video Productions, 62 South Franklin Street, Wilkes-Barre, Pa., 18773.

WNAC-TV Boston, CBS affiliate, has an immediate opening for a

TRAFFIC SUPERVISOR

This individual will supervise the sales service operation of the Traffic Department. Duties will include knowledge and understanding of all agencies (reps. and TWX), ability to apply the information to BIAS computer system and maintain updates on programing for booking orders on all day parts, weekend sports and PRIME. At least 2 years TV traffic experience with supervisory background **required.** Computer experience also required.

For prompt consideration, send resume and salary requirements, to Diane Puglisi, Division Personnel Manager, RKO General, Inc., RKO General Building, Government Center, Boston, MA 02114.



WNAC-TV BOSTON
A CBS AFFILIATE

An Equal Opportunity Employer
M/F/H/Vets

Help Wanted Programing, Production, Others Continued

NEWS PRODUCER

Major market TV station seeks experienced News Producer to supervise production of station's major news programs. Also work with news reporters on mini-documentaries and special reports, and handle a variety of producing assignments. College degree and minimum of 3 years experience in commercial television news preferred. Send resume to: Robert Warfield, Assistant News Director, WDIV, 622 Lafayette Blvd., Detroit, MI 48231. An Equal Opportunity Employer.



Top 50 PM MAGAZINE Station seeking female Co-host to replace current talent moving to larger market. Applicant must have previous on-air experience and must be able to write/produce/create excellent television. New talent will be joining Number 1 rated PM MAGAZINE operation with established male Co-host. If you think you're the person I need, send resume and salary history to Box E-108. An equal opportunity employer.

ON AIR PERSONALITY

Evangelical Christian Ministry is seeking on air person who possesses a pleasant up-beat personality and who is able to speak on many subjects. This qualified applicant will have a college degree, minimum three years on-air experience and is concerned with contemporary issues. If you can qualify and feel led to serve, please send resume and videotape in confidence to:

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Top sunbelt market station searching for a creative and aggressive department manager ... marketing and sales promotion skills are required. Must have experience in graphics, layout, design, writing and on-air promotion concepts and production. Send resume and salary requirements to Personnel Department, KMOL-TV, PO. Box 2641, San Antonio, Texas 78299.



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We are looking for an aggressive co-host/writer to work with male co-host already on staff of our highly rated PM Magazine now starting its second season. We are the dominant station in a medium sized southeast market on-air experience preferred. Send resume to Box E-88. An equal opportunity employer.



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PM Magazine debuts in St. Louis in mid-September. We are looking for co-hosts, field producers, photographers and editors. Must be experienced, aggressive and production conscious. Hiring is already underway. If you want a hand in getting this challenging project off the ground, send tape and resume to:

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The President of the Corporation shall be its Chief Executive Officer and shall have the responsibility and authority for the day-to-day administration of the affairs of the Corporation under the general supervision of the Board of Directors and shall have such other powers and perform such other duties as the Board of Directors may prescribe.

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Salary will be based upon qualifications, but is currently limited to a maximum of \$69,630 by public law.

Nominations should include name, address and as much other information as possible. Applicants are asked to send a resume and list of references.

Please return applications and nominations no later than June 15, 1981 to:

Presidential Search Committee
Attn: Mr. Harvey G. Dickerson
Liaison Staff Member
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- Powerful daytimer in east Tenn. \$460,000.
- Daytimer. S.W. Mich City. Real estate. \$460,000.
- Powerful daytimer. Coastal area of Md. \$560,000.
- Fulltime N.W. Alabama City. Alabama's fastest growing area. \$520,000.
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- Ethnic daytimer in Cleveland metro area. \$490,000.
- Daytimer. N.E. Texas city. \$600,000.
- Daytimer and weekly newspaper in greater Charlotte. N.C. area. \$580,000. Terms.
- E. Ky. 1000 watt daytimer. \$280,000. \$30,000 down.
- Spanish speaking S.C. California. \$520,000.
- South Carolina. SE daytimer. \$220,000. C.P. for fulltime.
- 1000 watt daytimer. SE KY. \$300,000.
- 5,000 watt daytimer. E. Tenn. \$340,000. \$40,000 down.
- Fulltimer. West Virginia. \$275,000.
- Daytimer. Middle Tenn. Medium size town. \$290,000.
- Daytimer. Fort Worth powerhouse.
- AM/FM Eastern Kentucky. \$360,000.
- Daytimer, N.C. Missouri. \$380,000.
- Fulltimer near Charlotte, NC. \$600,000. Terms.
- Daytimer. Good dial position. Central Florida. \$280,000.
- NW Florida. C.P.—\$100,000 at cost.
- Atlanta area. 5,000 watts. \$470,000.
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May 26-27, 1981

Public Broadcasting Service, Executive Committee, Mayflower Hotel, Washington, D.C. Meeting begins at 8:30 p.m. on May 26 and reconvenes at 9:00 a.m. on May 27. Agenda includes: underwriting policies; CPB-public television long-range finance discussions; PBS FY 82 budget; policy on delinquent station accounts receivable; service options budget; human resources development; extension of service to remote areas; captioning; technology applications and development projects; Public Subscriber Network/Grand Alliance; annual meeting agendas; future annual meeting sites; reports of officers and board committees.

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MW	Small	AM/FM	\$450K	\$125K	Bill Whitley	(214) 387-2303	
MW	Small	FM	\$675K	\$202K	Jim Mackin	(312) 323-1545	
S	Medium	AM	\$275K	Terms	Bill Cate	(904) 893-6471	

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WI	FM	700K	Medium
AL	FM	475K	Small
ND	Daytime AM	300K	Small
ID	Fulltime AM	835K	Medium
IN	AM & FM	600K	Small
IL	Fulltime AM	725K	Small
WV	AM-Downpayment	25K	
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Fates & Fortunes

Media

Frank Kabela, head of Kabela Co., Phoenix media consulting firm, joins Greater Media Inc., East Brunswick, N.J., as executive VP. Greater Media has six AM's, seven FM's and is cable operator.

Keith Swinehart, director of Eastern national sales for CBS Owned Stations, joins KESQ-TV Palm Springs, Calif., as president-general manager.

John Serrao, VP-general manager, WPTY-TV Memphis, has resigned to become president, general manager and part owner of KTRV-TV Boise, Idaho, which is scheduled to go on air in October on channel 12. Succeeding Serrao is Lewis Freifield, director of sales and operations for WVTI-TV Hartford, Conn.

Paul Jock II, partner in law firm of Kirkland & Ellis, Chicago, joins Tribune Co., Chicago-based parent of WGN Continental Broadcasting, as VP-legal affairs.

Seretha Summers Tinsley, station manager, WAOK(AM) Atlanta, joins WLOU(AM) Louisville, Ky., as VP-station manager.

Terry Bettis, sales manager, KQIZ-AM-FM Amarillo, Tex., joins KWKC(AM)-KORQ(FM) Abilene, Tex., as general manager.

Dave Armstrong, KLOK(AM) San Jose, Calif., named station manager for co-owned KWIZ-AM-FM Santa Ana, Calif.

Paul Draisey, sales manager, WAGE(AM) Middleburg, Va., assumes additional duties as assistant general manager.

Robert Kovacevich, public relations and development director, noncommercial WSWP-TV Grandview, W.Va., joins noncommercial WMEF-TV Orlando, Fla., as director of development.

Mike McVay, program director, WAKY(AM)-WVEX(FM) Louisville, Ky., joins WWWE(AM) Cleveland as VP-operations.

Thomas Conway, director of financial planning and assistant treasurer, noncommercial WNET(TV) New York, named VP of finance, administration and treasurer.

Wes Longino, air personality, KSEA(FM) Seattle, joins KWWW(AM) Wenatchee, Wash., as operations manager.

Jeff Forbes, commissioner for cable for Massachusetts resigns to join pay-cable channel for Public Broadcasting Service, as consultant. He will develop PBS Grand Alliance satellite project, reporting to Lawrence K. Grossman, PBS president.

Walter Cronkite, former CBS Evening News anchor, and **Harold Brown**, former U.S. secretary of defense, elected to CBS board.

Mitchell Stern, director of business affairs, WBBM-TV Chicago, named director of financial planning. **Pat Behensky**, manager of accounting, WBBM-TV succeeds Stern.

Frank Knight, accounting supervisor, KFVS-TV Cape Girardeau, Mo., named business manager.

Jack Wagner, director of broadcast operations, KCBS(AM) San Francisco, retires after 13 years with station.



Johnson

Tom Johnson, executive VP of operations, Daniels & Associates, Denver, leaves to form Cablevision Services there, which will be involved in cable television system investments and advisory services. Cablevision Services has already been awarded franchise, Crystal Cablevision, for Buncombe county, N.C., system with 20,000-home potential.

Miles Jackson, general manager-resources, Buford Television's KTRE-TV Lufkin, Tex., named general manager of co-owned Broward Cablevision, Fort Lauderdale, Fla. **Robert Gardner**, director of marketing for Schulze & Burch Biscuit Co., Chicago, joins Buford's Indiana Cablevision Corp., South Bend, as director of marketing.

Wayne Unze, executive VP-director, Mickelson Media, Albuquerque, N.M.-based cable TV operator, resigns to pursue private ventures in cable. Unze's successor has not been chosen.

Advertising



Brown

Norman Brown, executive VP-general manager of Chicago office of Foote, Cone & Belding Advertising, named president and chief operating officer of Foote, Cone & Belding Communications, parent company, based in Chicago. **David Offner**, president of Foote, Cone & Belding Advertising, named



Offner



Jones

chairman, with responsibility for Chicago office, Carl Byoir & Associates, Deutsch, Shea & Evans and corporate business development. **Abbott Jones**, executive VP-general manager of New York office, FCB Advertising, named president, with responsibility for Aitkin-Kynett, FCB agency in Philadelphia. **Len Sugarman**, executive creative director of Foote, Cone &



Honorary degree. James H. Rosenfield (l), president of the CBS Television Network, receives an honorary degree of doctor of commercial science from St. John's University, Jamaica, N.Y., from the Very Rev. Joseph T. Cahill, president of the university.

Belding, London, named to same post at agency's office in New York, succeeding Ronald Hoff, who was named earlier as executive director and executive creative director of FCB/Corporate (BROADCASTING, May 11). **Bruce**

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Guidotti, Michael Hoynes, and K. Robert Patton, management supervisors, FCB/New York, named senior VP's.



Weithas

William Weithas, president and chief operating officer, SSC&B Inc., New York, named chairman and chief executive officer, effective September 1981, succeeding **Alfred Seaman** who retires after 22 years with agency.

James Agnew, president-chief executive officer of USA region of

McCann-Erickson Worldwide, New York, leaves Aug. 1, to join Maquire Partners, Los Angeles commercial real estate firm. **Willard Mackey Jr.**, president-chief executive officer, McCann-Erickson Worldwide, assumes Agnew's post until permanent successor is chosen.

Appointments, Benton & Bowles, New York: **Richard Colligan**, VP-management supervisor, from Wunderman, Ricotta & Kline, New York, to senior VP and manager of direct marketing; **Thomas Casey, Joseph Hannan, Richard Hopple, David Kreinik** and **Arthur Selkowitz**, senior VP's and management supervisors, B&B, to account directors, and **John Lyons**, copy supervisor, to VP.

Irwin Epstein, associate research director, Dancer Fitzgerald Sample, New York, joins Kenyon & Eckhardt there as VP-group research director. **Michael Sampietro**, controller of international operations, K&E, named VP.

Daniel Karsch, co-founder and chairman of executive committee, Daniel & Charles Advertising, New York, joins Creamer Inc. there as executive VP and board member.

Marianne Caponetto, associate media director, Needham, Harper & Steers, New York, named VP.

Jeffrey Wheeler, VP-account manager, Arnold & Co., Boston, named senior VP.

Anthony Rosa, media manager of Thomas J. Lipton Co., Englewood Cliffs, N.J., rejoins Warwick, Welsh & Miller, New York, as VP-associate media director.

Carolyn Van Schoick, account executive, Gurley Advertising, Rogers, Ark., named VP. **Mike Maloney**, program director, KARN(AM) Little Rock, Ark., joins Gurley, as marketing director.

Don Bartolon, partner-account executive, Tatham-Laird & Kudner, Chicago, joins Don Costello & Co. there as account supervisor.

Jody Sisno, media planner, Bozell & Jacobs, New York, joins Rosenfeld, Sirowitz & Lawson there in same capacity.

Kristy Wallisch, from Metzdorf Advertising, Houston, joins W.B. Doner there as media buyer.

Nancy Taylor, media director, Associated Advertising, Wichita, Kan., joins Barickman Advertising, Kansas City, Mo., as media supervisor.

Paula Christie, media supervisor, and **Lucy Erdelac**, account executive, Henry J. Kaufman & Associates, Washington, named account supervisors. **James DeShon**, account manager, World Wide Agency, Falls Church, Va.-based recruitment advertising arm of J. Walter Thompson, joins HJK&A, Washington, as account executive for its recruitment advertising division.

Gael Noble, senior broadcast buyer and print media director, Lowe Runkle Co., Oklahoma City advertising agency, joins GKD Advertising there as media director.

Robert Baker, marketing sales executive for Television Bureau of Advertising's mid-Atlantic region, based in New York, named VP-local sales projects. **Walter Bills**, marketing sales executive for TVB, covering Ohio, Kentucky, Indiana and West Virginia, based in New York, named director of retail.

Mayer (Mike) Levinton, VP-director of creative services, TeleRep, New York, joins Blair Television on June 1 as VP and director of programming, succeeding Larry Lynch, who joined Colbert Television Sales, New York, as VP-general sales manager (BROADCASTING, March 16).

George Coles, general sales manager, WTVN-TV Columbus, Ohio, joins Television Marketing Associates, New York-based retail sales development division of TeleRep, as director of marketing.

Mike Marshall, account executive, Katz Radio, Detroit, named sales manager of Katz's St. Louis office. He succeeds **Tom Kniset**, who retires after 25 years of service. **Bob McCurdy**, account executive, Katz Radio, Chicago, named manager of Katz's Minneapolis office. He succeeds **Glenn Kummerow**, who will devote more time to duties as VP-director of agricultural services. **Daniel Rioux**, media buyer, Kenyon & Eckhardt, New York, joins Katz

Radio, Detroit, as account executive. **Michael Packman**, VP-director of treasury services, Young & Rubicam, New York, joins Katz there as director of financial services.

Appointments, Continental National Sales, sales division of CBN Continental Broadcasting Network, New York: **Art Berla**, from Peters, Griffin, Woodward, New York, to New York sales manager; **Kevin Cullen**, from PGW, New York, to New England regional manager, based in New York; **Robert Horwitz**, from production department, ABC-TV's 20/20, New York, to TV spot account executive, and **Paul Rossi**, from Metro TV Sales, New York, to coordinator of computer research systems.

Cindi McNow, account executive, Torbert Radio, Chicago, joins All-Canada Radio & TV there as Midwest manager.

Gayle Brammer, account executive, Metro TV Sales, New York, named Northeast account executive, responsible for six Northeastern states on behalf of seven Metromedia TV stations.

Robert Hebenstreit, senior-TV research analyst, Blair Television, New York, joins Avery-Knodel Television there as assistant for television research. **Lisa Amos**, buyer from Compton Advertising, New York, and **Evan Kurtz**, account executive, Spot Time, New York, join Avery-Knodel's New York Kappa team, as account executives.

Kay Lavsa, manager, St. Louis office, Buckley Radio Sales, named director of farm services there.

Jan Andrea Riskin, account executive, WMAQ-TV Chicago, and **Eleanor Hyman**, account executive, WFEM(FM) Chicago, join Petry Television, in same capacities in San Francisco and Chicago, respectively.



Ryan

Tom Ryan, director of sales, WNBC-TV New York, joins WOR-TV there as VP-general sales manager.

Robert Lind, general sales manager, WPNT(FM) Pittsburgh, joins co-owned WINS(AM) New York as sales manager.

Michael Vrabac, local sales manager, KJRH(TV) Tulsa, Okla., named

general sales manager.

Bill Walker, local sales manager, KAYO(AM) Seattle, named general sales manager.

Jim Coltrane, account executive, KABC(AM) Los Angeles, joins KKBZ(AM)-KAAP(FM) Santa Paula, Calif., as general sales manager.

William Kemple, general sales manager, WRDW-TV Augusta, Ga., named VP.

Roselle (Riki) Kass, former account executive, WVOX(AM) New Rochelle, N.Y., rejoins WVOX as VP-sales manager.

Jim Swallow, national sales manager, KWOW(AM) Pomona, Calif., named VP.

Lana Merceglano, account executive, WNBC(AM) New York, named retail sales manager.

Dave Wiehe, account executive, WJFM(FM) Grand Rapids, Mich., named local sales manager.

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Rosemary Wesela, executive sales assistant and office manager, KRON-TV San Francisco, and **Linda Van Fleet**, senior account executive, PotPourri magazine, Campbell, Calif., join KSTS(TV) San Jose, Calif., as account executives. KSTS is to go on air May 31.

Peter Beal, account executive, WVBF(FM) Framingham, Mass., named director of cooperative marketing and advertising for WVBF and co-owned WKOX(AM) there. **Rhea Pyle**, from KVIL(AM) Dallas, joins WVBF as account executive.

Sampson Bowers, account executive, WDMV-TV Washington, joins WJZ-TV Baltimore in same capacity.

Frank Martin, operations manager, Montana Television Network, Billings, Mont., joins KPTV(TV) Portland, Ore., as account executive.

Ardie Klements, account executive, WPLJ(FM) New York, joins WKHK(FM) there in same capacity.

Jacqueline Spear, account executive, Stratford, Somerset & Greenwood, Chicago, joins WIND(AM) there in same capacity.

Cynthia Taylor, advertising sales consultant, Metro magazine, Boston home and interior fashion publication, joins WEEI(AM) there as account executive.

Lynn Bolger, senior media planner, BBDO, New York, and **Steve LaCorbiniere**, account executive, WPRO(AM) Providence, R.I., join WITS(AM) Boston as account executives.

Sheryl Alpern, account executive, WBRB(AM) Mount Clemens, Mich., joins WXYZ(AM) Detroit in same capacity.

Douglas Burkholder, regional sales manager, WQXM(FM) Clearwater, Fla., joins WTSP-TV St. Petersburg, Fla., as account executive.

Peter Evans Conley, account executive, WWCO(AM) Waterbury, Conn., joins WGBS(AM)-WLYF(FM) Miami in same capacity.

Programing

Brian McGrath, VP, international marketing, Viacom Enterprises, New York, joins Columbia Pictures International there as senior VP, international television.

Harold Graham Jr., associate, Mark VII Ltd., Los Angeles, joins Worldvision Enterprises there as VP-special projects, West Coast.

Larry Fischer, sales development manager, WNBC(AM) New York, joins Madison Square Garden Communications Network there as VP-national sales.

Tony Guido, associate director for sports and specials, Home Box Office, New York, named director of business affairs/documentaries and variety. **Neil Pennella**, associate director of business affairs for film programing, HBO, named director of business affairs/film acquisition. **Bradley Wechsler**, associate director of business affairs for film programing, HBO, named director of business affairs/Cinemax and preproduction.

Virgil Wolff, VP, regional sales manager for Lorimar Television, joins MGM Television as Southern division sales manager, based in Atlanta.

Derk Zimmerman, VP-general manager, WFLD-TV Chicago, joins Group W Satellite Communications, New York, effective June 1, as VP,

programing planning and research.

Randall James, coordinator, special projects, ABC Entertainment, Los Angeles, named to newly created position of manager, casting and special projects, ABC Entertainment, New York.

Garth Richard Ancier, manager of East Coast development and assistant to Brandon Tartikoff, NBC Entertainment president, New York, named manager of current comedy programs for NBC Entertainment.

Neil Hartley, VP of national accounts, MCA Distribution, Universal City, Calif., named VP of branch distribution of video products. He will be responsible for marketing of MCA's videodisk and videocassette products.

Robert Barrows, freelance television writer-producer, based in Los Angeles, joins Valley Production Center, Van Nuys, Calif., as director of production.

Ron Hartenbaum, national account manager, ABC Radio, New York, joins Westwood One there as director of advertiser sales. **Brian Heimerl**, associate producer, Watermark Inc., Los Angeles, joins Westwood One there as director of operations.

Phil Fortune, district manager, Northeastern area for Buena Vista Distribution, distribution arm of Walt Disney Productions, based in New York, named assistant general sales manager, based in Burbank, Calif.

Vicki Jo Hoffman, sales executive, Gold Key Media, Los Angeles, joins Telepictures there as account executive for its domestic television division.

Bruce Benefield, VP-producer, Hartwick-Przyborski Productions, Pittsburgh, joins Scene Three Video, Nashville production company, as director of marketing.

Bob Hatrik, group program director, Doubleday Broadcasting Co., based at Doubleday's KWK(AM)-WWWK(FM) St. Louis, named VP-programing for Doubleday's three AM's and four FM's.

Ed Seeger, station manager-program director of Beasley Broadcasting's WSFL(FM) Bridgeton, N.C., named group program director for Beasley's six AM's and six FM's.

Ronald Salak, assistant program manager, Nebraska Educational Television Network, Omaha, joins noncommercial KRMA-TV Denver, as program manager.

Dick Johnson, production manager, KHJ-TV Los Angeles, named assistant program director and executive producer.

Brooke Bailey, executive producer, WLS-TV Chicago, named assistant program director.

Oedipus (no other name), air personality, WBCN(FM) Boston, named program director, succeeding Tony Berardini who was named general manager (BROADCASTING, May 8).

Guy Hempel, program director, WOC-TV Davenport, Iowa, joins WTOL-TV Toledo, Ohio, in same capacity.

Jim Harrington, former program director, WPTR(AM) Albany, N.Y., joins KDKA(AM) Pittsburgh as assistant program manager.

Bob Coburn, air personality, KLOS(FM) Los Angeles, named assistant to program director.

Dave Woodward, from KWKN(AM) Wichita, Kan., joins KPNW-AM-FM Eugene, Ore., as pro-

gram director.

Jeffrey Blum, assistant program director, WANN(AM) Annapolis, Md., named VP-program operations.

News and Public Affairs



Watson

George Watson, VP-managing editor, Cable News Network, Washington, rejoins ABC News as VP, based in New York. Watson had been ABC's Washington bureau chief before joining CNN.

Stan Sablik, manager, UPI Audio Network, New York bureau, named director of news, operations and

programs, responsible for UPI audio bureaus in New York, Washington, Los Angeles and London. Sabik succeeds Frank Sciortino, who joined WINS(AM) New York (see below).

Frank Sciortino, director of news, operations and programs, UPI Audio, New York, joins WINS(AM) there as news director. **Scott Herman**, newsroom administrator, WINS(AM), named unit manager for news department.

Alan Parcell, reporter, KPRC-TV Houston, joins KTUL-TV Tulsa, Okla., as news director.

Mike Summers, anchor, WGSO(AM) New Orleans, joins WFBR(AM) Baltimore, as news director.

Tom Sanders, acting news director, WTLV(TV) Jacksonville, Fla., named news director.

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White winner. Walter Cronkite will receive the 1981 Paul White Memorial Award at the Radio-Television News Directors Association's 36th Annual International Conference, Sept. 10-12, in New Orleans. Cronkite, who stepped down as anchor of the *CBS Evening News* in March, will be receiving the award for the second time. The first time was in 1970. Only former CBS President Frank Stanton has received the award twice. Cronkite, a 30-year veteran of CBS news, will deliver the traditional Paul White address at the meeting's closing banquet on Sept. 12.

John Knicely, sports director, WOWT(TV) Omaha, joins KTVI(TV) St. Louis in same capacity.

Bruce Hughes, news director, KNUS(FM) Dallas joins KMAC(AM)-KISS(FM) San Antonio, Tex., as news director.

Tom O'Neal, news director, WYEA-TV Columbus, Ga., joins WRBL-TV there in same capacity.

Robert Krecklow, assignment editor, WTHR(TV) Indianapolis, joins WTSP-TV St. Petersburg, Fla., in same capacity.

Chris Long, reporter, KPRL(AM)-KPRA(FM) Paso Robles, Calif., named news director.

Mel Martin, investigative unit producer-reporter, WKYC-TV Cleveland, joins WJXT(TV) Jacksonville, Fla., as executive news producer. **Michele Gahring**, weekend anchor-reporter, WJXT, named news assignment manager. **Clifford Cohen**, photographer, WBNG-TV Binghamton, N.Y., joins WJXT in same capacity.

Johnny Holliday, sportscaster and on-air personality for ABC-owned WMAL(AM) Washington, joins ABC FM Network as sportscaster, succeeding **Eli Zaret** who has joined sports announcing staff of WJBK-TV Detroit.

Deborah Pyburn, general assignment reporter, KOOL-TV Phoenix, named weekend anchor-general assignment reporter. **Jim Malmberg**, reporter-anchor, WOC-TV Davenport, Iowa, joins KOOL-TV as general assignment reporter.

Michael Casella, editorial coordinator-media representative, Public Service Co. of Colorado, Denver, joins WROC-TV Rochester, N.Y., as reporter-anchor. **Kay Lowry**, from noncommercial WXXI(TV) Rochester, joins WROC-TV as reporter.

Bill Patrick, sports director, WOWK-TV Huntington, W. Va., joins WFSB-TV Hartford, Conn., as sports anchor-reporter.

Marysue Jackson, account executive-public affairs host, WTAP-TV Parkersburg, W.Va., named news co-anchor.

Suzanne Geha, reporter-anchor, WXYZ-TV Detroit, joins WOTV(TV) Grand Rapids, Mich., as anchor.

Sharon Lynch, anchor, WNBPA(AM) Newburyport, Mass., named news director. **Steve Powers**, reporter, *Newburyport Daily News*, joins WNBPA as morning anchor. **Cynthia Pape**, reporter WLLH(AM) Lowell, Mass., joins WNBPA as weekend anchor.

Rebecca Sobel, NBC News correspondent in Pittsburgh bureau, named to London bureau.

Patricia Sagon, reporter, Independent Television News Association, Washington, joins Group W's news bureau there as television correspondent.

Technology

Charles (Andy) Andersen, executive VP, Ampex, Redwood City, Calif., retires after 30 years of service. Anderson had been responsible for Ampex International, global marketing arm for all Ampex products, corporate manufacturing and new ventures. **Charles Coovert**, senior product manager, video recorder group of Ampex audio-video systems division, Redwood City, Calif., named general manager of division's audio products group.

Dan Roberts, national sales manager, professional video division of US JVC Corp., Elmwood Park, N.J., named division manager.

Glen Adamo, district manager for New Jersey and Pennsylvania, Sony Video Products, based in Lanham, Md., named district manager for Washington area. **Andrew Mougis**, tape specialist, Sony Video Products, New York, named district manager for New Jersey and part of Pennsylvania, based in Lanham.

LaRae Petrovich, entertainment division sales representative, U.S. Video, Burbank, Calif., named operations manager. **Gary Horn**, sales representative, U.S. Video, named production manager. U.S. Video is cassette duplication facility.

Ron Phillips, from noncommercial KOKH-TV Oklahoma City, joins MZB & Associates, video systems manufacturer, as south Texas regional sales manager, responsible for video-broadcast sales, based in Houston.

Renee Horak, with CATV Products Sales, sales arm of Gamco Inc., based in Woodbridge, N.J., named Northeast sales representative for manufacturer of cable amplifiers, passive and security devices and connectors. **Terry Nagy**, from Puroator Products Inc., Rahway, N.J., joins CATV Products Sales as north-central sales representative.

Nancy Halloran, controller, Compact Video Systems, Los Angeles, named treasurer. **Roger Henley**, accounting manager, Compact Video, succeeds Halloran.

Promotion and PR

Mercedes Sandoval, from noncommercial WBGO(FM) Newark, N.J., joins WKHK(FM) New York as coordinator of promotions and special events.

Jeff Lee, director, KJAC-TV Port Arthur, Tex., named production manager.

Daniel Campbell, public relations and community resource coordinator for home for mentally retarded, Hamilton county, Ohio, joins noncommercial WMUB(FM) Oxford, Ohio, as promotion-development manager.

Marty Wall, graduate, Central Michigan University, Mount Pleasant, joins WISN(AM) Milwaukee as assistant promotion director.

James Crandall, corporate director of public relations, Fairchild Industries, Germantown, Md., joins public affairs-public relations division of Richardson, Myers & Donfrio, Baltimore advertising agency, as VP.

Allied Fields

Gary Lippman, director of sales development and implementation, Hughes Television Network, New York, joins Wold Communications there as VP-Eastern sales.

Named account executives, Arbitron: **Al Maxwell**, client service representative, Arbitron Southwestern radio station sales, and **Dan Griffin**, client service representative, Arbitron Southeastern radio station sales, Atlanta. **Stephen Streiker**, account executive, Dallas, moves to Chicago.

Gwenn Thompson, assistant director of TV and Video Services, American Film Institute, Washington, joins Wetacom there as chief account executive. Wetacom is subsidiary of non-commercial WETA-TV Washington, which markets video, audio, print and teleconferencing capabilities of WETA to public.

Neal Goldberg, legal assistant to former FCC Commissioner Tyrone Brown, joins Washington law firm of Hamel, Park, McCabe & Saunders, as associate.

Gene Bechtel, communications attorney, Arent, Fox, Kintner, Plotkin & Kahn, Washington, joins Farmer, Wells, McGuinn, Flood, Sibal, & Bechtel, there in same capacity.

Clayton Brace, VP-general manager, KGTV(TV) San Diego, named chairman, National Association of Broadcasters television code board. **Carl Lee**, president, Fetzer Broadcasting Co., Kalamazoo, Mich., and **John McCrory**, president, Times Mirror Broadcasting, New York, named to three-year terms on television code board.

Deaths

Frank McCall, 73, one-time chief of NBC radio and TV news, died May 19 in San Antonio, Tex. McCall who joined NBC in 1937, was World War II correspondent and later producer of *Camel News Caravan* with John Cameron Swayze on NBC-TV. After leaving NBC he became news director at WOAI-TV San Antonio (now KMOL-TV) in early 60's. He is survived by his wife, Marion, and daughter.

Dave Driscoll, 72, former news director of WCBS(AM) New York and director of news and special events of WOR(AM) New York, died May 8 in Southold, N.Y., following emergency surgery. He joined WOR in 1938 as sports announcer; served as war correspondent in Europe during World War II and left station in 1953 to join WCBS. He retired in 1962. Driscoll is survived by his wife, Elizabeth. Contributions in his memory may be made to Broadcast Pioneer Library in Washington.

Elmer Kettell, 73, board chairman and founder of station representative firm, Kettell-Carter, Boston, died of cancer May 13 at Nantucket Island, Mass., where he lived. Kettell founded firm in 1946. He is survived by his wife, Marjorie, son and daughter.

Dean Rosch, 42, assistant chief engineer, WSFA-TV Montgomery, Ala., died in automobile accident May 10 there. Rosch had been with WSFA-TV for 19 years. He is survived by his son.

Philip Parmelee, 58, retired engineering consultant whose career included 15 years with Vir James, Denver, died May 12 in automobile crash after suffering heart attack at wheel. Accident occurred in Canby, Ore. He is survived by his wife, Sara, and two daughters.

A.D. Ring's Kassens: from a brewery to broadcasting

Like many who retire after long periods of service with the government, Harold Kassens is in the midst of a second career—one he started six years ago—as a partner in the Washington consulting engineering firm of A.D. Ring & Associates.

For the 33 years before joining Ring, interrupted only by a three-year stint in the Army during World War II, Kassens was working on technical matters at the FCC. Since retiring from the commission in 1974, he jokingly tells people that "it's nice to be on the outside earning an honest living."

Kassens has been interested in broadcasting for about as long as he can remember. His first broadcasting position was with WIND(AM) Gary, Ind. (now licensed to Chicago) where he learned about directional antennas, how to make field measurements and maintain equipment.

He received his amateur license in 1934 (call letters, W4NDZ) and to this day is a ham radio enthusiast, talking daily to local friends on a mobile unit on the way to work or to fellow ham operators around the world several times a week on a larger set at home.

As a student at Indiana University, Kassens ran the auxiliary studios that WIRE(AM) Indianapolis had set up there. Many programs originated from those studios, and Kassens has fond memories of the big bands that passed through regularly to perform at university dances. He met many musicians, including the Dorsey brothers, Glen Miller and Louis Armstrong, whom Kassens got to know pretty well. He remembers Sachmo as being a "very beautiful character."

After graduating from Indiana with a degree in physics in 1939, Kassens did post-graduate work in engineering at Purdue University. But before he could obtain a masters degree, an opportunity arose to teach at the Dodge Radio Institute (now Valparaiso Technical Institute) at Valparaiso, Ind. While there, he constructed what he says might have been the "first illegal FM station in the country," to give his students some practical lessons in that newly emerging medium.

In 1941 Kassens took advantage of another opportunity that he says was rare at the time—the chance to join the FCC in an engineering position. Far from starting at the top, or even at a coveted Washington post, he became a radio inspector in Grand Island, Neb., at the agency's first facility established to monitor broadcast signals.

After a three-year tour of duty with the U.S. Army Signal Corps (1943-46), from



Harold Lawrence Kassens—partner, A.D. Ring & Associates, Washington; b. March 19, 1918, Chicago; BS in physics, Indiana University, 1939; attended Purdue University, 1939-40; instructor, Dodge Radio Institute, 1940-41; radio inspector, FCC, 1941-43; U.S. Army Signal Corp, Pacific theater, 1943-46; FCC, 1946-74, including Standard Broadcast Division, 1946-56; Aural Broadcast Division, 1956-63; Broadcast Facilities Division, 1963-70; chief, Rules & Standards Division, 1970-72; assistant chief, Broadcast Bureau, 1972-74; retired December 1974; U.S. chairman, International Radio Consultative Committee, Broadcasting Study Groups, 1970-75; member of President-elect Ronald Reagan's FCC transition team, November 1980-January 1981; present position since 1975; m. Betty Jane Thom, Sept. 25, 1941; two grown daughters—Becky and Amy.

which he emerged as a captain, Kassens applied for and received a transfer (officially, he was on leave from the commission while in the Army) from Grand Island to Washington, where, he said it was commonly known, "all the good jobs were."

As it turned out, Kassens was to spend all of his Washington years with the commission dealing with broadcast matters—AM, FM, TV and with the Office of Rules and Standards, now known as the Policy and Rules Division. He retired as deputy chief of the Broadcast Bureau in 1974 when Wally Johnson was chief of that bureau. The two rose through the ranks together, having both started work in Washington in 1946.

Kassens recalled that shortly before the end of World War II, the commission began the arduous task of reallocating the entire broadcast spectrum and drawing up a table of television channel allocations. The FM band was moved up from the 40 khz area to around 100 mhz, its present location.

What emerged eventually, according to Kassens, was a "very great plan." With

those who argue that it allocates spectrum inefficiently, Kassens disagrees. "You've got to remember," he says, "that the demands were so substantial. It's always easy in hindsight to look back, and obviously things would have been done a little bit differently. We wouldn't have had VHF and UHF allocated the way we do today if they had known in 1945 what they know today. But it was a choice that they made on the best information available. Somebody had to make the decision, so unlike some of the problems they have today, they were willing to bite the bullet. And they did."

Kassens's interest in things broadcasting continued with his move to Ring—a firm that is celebrating its 40th anniversary this month. The firm's founder, the late Andy Ring, was assistant chief engineer at the FCC in 1941 when he left the commission to start the company. "He had a lot to do with the development of the commission's AM broadcast standards," says Kassens, many of which are in use today, including 10 khz.

Ring's larger clients include the Association of Maximum Service Telecasters, the National Radio Broadcasters Association and the Clear Channel Broadcasting Service. In defining his role within the firm, Kassens said it is "somewhat like a lawyer," in that he never takes a position per se on a given issue. Instead, the firm, or the consultant within the firm, recommends to the client the best strategy to take in arguing the position.

The firm has conducted several studies concerning allocations matters. One, for ABC on the commission's proceeding to alter the FM allocations process, found that the result would be a substantial loss in overall FM service.

Another, for AMST, found that greater television service could be had by utilizing the existing but vacant UHF allocations than by dropping in more than 100 short-spaced VHF allotments nationwide.

A third study, for NRBA, suggested that the group take "a wait and see attitude" toward 9 khz—depending on the success of other Region 2 countries in convincing Cuba to reduce its proposed inventory for AM radio. If not, Kassens said, 9 khz would have to be implemented just to protect existing U.S. AM's from future interference from Cuban stations.

But what Kassens calls his "claim to fame," has no relation to broadcasting, but rather to his place of birth. "I was born in a brewery in Chicago," he says, explaining that the "family homestead" was on the property on which his grandfather's brewery was located. "But I like to tell everybody I was born in a brewery because I love beer." To this day, however, he has been unable to locate a bottle with the old Kassens Brewery label on it.

Rogers Telecommunications is backing dissident United Artists Theatre Circuit's attempt to block takeover of **UA-Columbia Cablevision** by Knight-Ridder and Dow Jones. Rogers and UATC announced **\$90 per share bid** for all UACC common stock, topping earlier offer of \$80 per share by Knight/Dow. That puts value of \$215 million on shares that would be transferred. Knight/Dow said Thursday it would not attempt to top latest offer. Matter was to be considered by UACC board Friday.

Another name has surfaced in running for open seat—and possible chairmanship—of **Federal Trade Commission: James C. Miller III**. Miller, administrator of information and regulatory affairs at Office of Management and Budget and executive director of Vice President's task force on regulatory reform, headed Reagan administration transition team on FTC. White House official confirmed Miller, Republican, is one of three contenders still under consideration. Others are Republican Edward Weidenfeld and Democrat Wayne Bishop, Washington attorneys ("Closed Circuit," May 18). Official said Reagan announcement on selection should be forthcoming within 10 days.

Young & Rubicam U.S.A., nation's top billing agency, reports it expects to place more than **\$12 million on cable television** during 1981. Ira Tumpowsky, vice president, group supervisor, cable, Y&R, says this amount is believed to be larger than any other agency will invest in cable this year. Major cable clients at Y&R are General Foods; Merrill Lynch, Pierce, Fenner & Smith; Johnson & Johnson; Metropolitan Life; Lincoln-Mercury, and Eastern Airlines.

At last week's eighth annual daytime **Emmy Awards** presentation, televised live from New York over ABC, top winning programs were ABC-TV's *General Hospital*; game show *The \$20,000 Pyramid* (ABC-TV), and talk show *The David Letterman Show* (NBC-TV). Although last two shows are no longer on air, both garnered two awards. Of 21 Emmy's presented by National Academy of Television Arts and Sciences last Thursday, ABC-TV captured majority (7). Off network, Hugh Downs received first Emmy for hosting PBS's *Over Easy*. Syndicated *Donahue* show added another Emmy this year for outstanding talk or service series. In children's programming, award for outstanding informational/instructional special went to producers of CBS-TV's *Julie Andrews' Invitation to the Dance with Rudolph Nureyev*; while Emmy for outstanding series in that category was given to producers of CBS's *30 Minutes* program. ABC's Barbara Walters and NATAS chairman Joel Chaseman presented Trustees Award to Agnes Nixon, creator of long running soap *All My Children* on ABC-TV.

Complaint that networks violated fairness doctrine in refusing to grant time to group wishing to respond to 60-second spots promoting **United Way** has been rejected by **U.S. Court of Appeals** in Washington. Court, in four-page, unsigned opinion, affirmed FCC decision that National Committee for Responsive Philanthropy had failed to show that ABC, CBS and NBC were unreasonable in holding that United Way spots did not discuss one side of controversial issue of public importance. Committee contended that public controversy surrounds manner in which United Way collects and distributes funds, and said United Way does not serve all elements of society because of policy of avoiding controversy. Networks, in turning down request for time, said controversy was not addressed in United Way spots. Commission agreed, and court said commission did not commit prejudicial error when it resolved case on basis of those replies.

AT&T, which finds itself in marketplace filled with increasing number of competitors, has hired Democratic powerhouse **Robert C. Strauss** to serve as attorney and consultant. AT&T spokesman Pic Wagner said Strauss, who served Carter admin-

istration as Special Trade Representative, had been hired to aid company in field of international trade. Wagner noted that AT&T has established subsidiary, AT&T International, with offices in Miami, to engage in sale of equipment and services to countries in Caribbean and Latin America. Wagner denied reports Strauss, one-time chairman of Democratic National Committee and manager of Carter-Mondale presidential committee was retained to help fend off legislation designed to facilitate development of competition for telephone company. He said Strauss is being hired as attorney. But Wagner also said, "We'll use him anywhere we might need his talents and ability."



White House reception and address by **President Reagan** was high point of **37th annual conference of Advertising Council** last week in Washington. Reagan praised council's past ad campaigns and pledged his support for council's proposed productivity campaign. Others who addressed 250 conferees included Senate Foreign Relations Committee Chairman Charles Percy (R-Ill.); Murray Weidenbaum, chairman of Council of Economic Advisers; Joseph Wright, deputy secretary of commerce; General David Jones, chairman of joint chiefs of staff, and Jim Baker, White House chief of staff.

Commercial television does not and should not instruct, but it can and does importantly—and increasingly—**contribute to the educational process**," Gene F. Jankowski, president of CBS/Broadcast Group told this year's annual meeting of UCLA Graduate School of Education last Wednesday. "Commercial television follows but should neither anticipate nor attempt consciously to shape the moves of the society," Jankowski said. "[I]t is neither classroom nor teacher. To cross that line is to give the medium a role properly reserved to family, church and school in our society." Jankowski suggested that educators "extract from television those aspects which serve your work directly or indirectly," and added: "This is not a call for you to use television in the classroom but rather to use the children's interest in television and their knowledge gained from it as a springboard for some classroom learning."

House subcommittee on international operations will hold **hearings on June 3 and 4 on Region 2 conference on AM broadcasting**—on U.S. preparations and problems it is encountering and on what needs to be done to bolster U.S. position. Specific attention will be paid to U.S. proposal to reduce AM channel spacing from 10 khz to 9 and to **interference U.S. fears Cuban stations** will cause American broadcasters. Chairman Dante Fascell (D-Fla.) has long been concerned about U.S. ability to plan and prepare for international conferences, but he had specific request to hold hearings on Region 2 conference—from Florida broadcasters worried about Cuba. Witnesses will include Under Secretary of State James Buckley who is in charge of telecommunications matters for state; Dale Hatfield, acting administrator of National Telecommunications and Information Administration (unless administrator-designate Bernard J

Wunder is sworn in by then), all FCC commissioners, and representatives of National Association of Broadcasters and Florida Association of Broadcasters.

Donald J. Mercer, senior vice president, NBC, retires at end of this month after almost 48 years with NBC, but will become consultant to network. Longtime head of NBC affiliate relations, Mercer received standing ovation when retirement/consultancy plans were announced at affiliates convention last week. He started with NBC in 1933, as page.

Despite Reagan administration requests for cuts, **rescission bill** passed full Senate last week, **leaving Corporation for Public Broadcasting's 1982 and 1983 appropriations** of \$172 million for each year intact. Administration had requested cuts of \$43 million in 1982, \$52 million for 1983. Although administration requested cut of full \$25.7-million budget for National Telecommunications and Information Administration public telecommunications program, full Senate approved cut of only \$4 million.

Transamerica Corp. directors approved **\$380-million sale of United Artists to M-G-M Film**. M-G-M will pay \$250 million in cash, plus \$130 million in six-year, 12% promissory note.

Earnings from continuing operations were off 54% at **Taft Broadcasting Co.** for fourth quarter ended March 31, down 11% for full fiscal year. Quarter's figure was \$2,040,000, year's \$28,359,000, on respective revenues of \$45,608,000 (up 1%) and \$239,925,000 (up 1.6%). Losses of now discontinued film distribution operation took company to \$2,069,000, 21 cents per share net loss for last quarter. Fiscal year net earnings were down 23% from year earlier, at \$24,250,000—per share was \$2.48 versus \$3.58. Company announced sale of Taft International Pictures distribution operation to new company headed

by Raylan Jensen and Clair Farley, who had been president and vice president of unit when it had been with Taft.

Harris Corp. has been awarded **\$30 million contract by Argentina** to build domestic communications satellite system to augment that country's primary nationwide microwave and coaxial network. System will consist of 38 earth stations, three of which will be located in Antarctic regions which Argentina has laid claim to. System will be hooked into Intelsat satellite network to provide distribution of national television, radio and telephone services. December 1982 has been set as completion date.

Cable News Network will use Warner Amex's **two-way Qube** in Columbus, Ohio, as **regular feature**—called "CNN/Qube Poll"—on its daily two-hour *Take Two* news and interview program. Data link will tie Qube computer to CNN's character generator in Atlanta for display of poll results.

Upcoming

On Capitol Hill: House Telecommunications Subcommittee will continue hearings on competition and deregulation in communications on Wednesday and Thursday in room 2322, Rayburn House Office building at 9:30 a.m. **Also in Washington:** Executive committee of Public Broadcasting Service board of directors will meet Tuesday, 8:30 p.m. and Wednesday, 9 a.m. at Mayflower hotel. National Association of Public Television Stations opens three-day annual meeting at Mayflower Wednesday (see page 42). **In Switzerland:** 12th Montreux International Symposium and Television Exhibition gets under way Saturday (see page 54). **In Los Angeles:** NCTA's 30th annual convention opens at L.A. convention center Friday (see page 74). **In New York:** Akio Morita, Sony chairman, will address luncheon of New York Society of Security Analysts at organization's headquarters Thursday.



Talk of the town. Rank had privileges at CBS Inc.'s ninth annual Washington invitational tennis tournament last Tuesday (May 19), but they didn't extend to winning the top honors. Vice President George Bush and Secretary of State Alexander Haig (pictured at left with CBS/Broadcast Group President Gene Jankowski [I] and the evening's host, Washington Vice President William Lilley III) each won in his league—Bush teaming with CBS News's Robert Pierpoint, Haig with Swedish Ambassador Count Wilhelm Wachtmester—but lost out in the semifinals. The evening's champions (at top right): attorney Norton Cutler of Dykema, Gossett, Spencer, Goodnow & Trigg, teamed with David Markey, former National Association of Broadcasters lobbyist, now administrative assistant to Senator Frank H. Murkowski (R-Alaska). They beat Haig and Wachtmester in the semifinals, then went on to win in the finals over (at bottom right) WMAL Radio's Andrew Ockershausen and Senate Communications Subcommittee counsel Christopher Coursen (who had bested Bush and Pierpoint).

Widening world

Whatever their differences, this month's annual conventions of the television networks and their affiliates shared one distinction: They were the first held since the networks brought their various cable television plans out of the closet. The conventions may never again be the same.

In the meetings a year ago, the managements of all three networks took pains to reassure affiliates that there was little to fear from cable and the other new technologies—that broadcast TV networking would remain supreme. Only John D. Backe, then president of CBS Inc., risked provoking anyone by saying, flat out, that his company intended to get into cable programming, and maybe into cable ownership as well if permitted (BROADCASTING, May 12, 1980). Since then, of course, all three network ownerships have made the plunge. So this year, last year's reassurances were offered again, but more copiously, and with a new one added: that regardless of everything else, broadcast TV networking would always be the number-one priority.

It will, in fact, be one of several priorities. But that has been the case all along, with the TV networks' parent companies also engaged in such other activities as station ownership, radio networking, publishing, records, car rentals, whatever. There is no reason to think that the parent companies are not sincere in their reassurances.

Affiliates for the most part seemed to accept the networks' pledges, if somewhat apprehensively (although NBC affiliates were unhappy about the way they got the news in the first place, as reported elsewhere in these pages). The new technology that worries affiliates most right now is direct-to-home broadcast satellites, but the affiliates also keep a close monitor on network progress in cable and other new ventures.

The surest forecast is that these annual meetings will not soon again be limited to talk about network programming, station compensation and football overruns. More and more they will become wary reconnaissances of positions held by allies who differently appraise, and may be seeking different ways to exploit, the new opportunities in delivery of information and entertainment to the American home.

Second look

In a meeting scheduled for June 16, the FCC is to reconsider its advocacy of a reduction of AM channel spacing from 10 khz to 9. As noted in an article in BROADCASTING's May 18 issue, it will be a different FCC from the one that recommended the 9 khz proposal that the U.S. took—unsuccessfully, it turned out—to the western hemisphere radio conference in March 1980 at Buenos Aires. Only three votes on today's FCC may still be firm in favor of 9 khz.

Conditions and attitudes have changed since the FCC in December 1979 unanimously voted for 9 khz. At the time the ballyhooed purpose was to shower new full-time facilities on daytime broadcasters and minorities—never mind the effect on signal quality or the cost to the existing service. The commission voted with virtually no information at hand on the physical disturbances to be caused by channel compression and no estimates of the price that would confront existing operators to alter transmission equipment. The agency was motivated primarily by the political desire to create new entries in a radio market already containing 9,000 stations.

The stated purpose of the 9 khz plan has been radically altered

recently. Richard Shiben, the surviving FCC Broadcast Bureau chief who did the staff work ordered for the 9 khz transformation, is now explaining that the shrinkage is needed if the U.S. is to retain the AM facilities it has against rival claims from neighbors, especially Cuba, in the hemisphere radio conference next fall. ☛

The asserted purpose of the plan may have changed, but the paucity of information hasn't. No engineering study of interference prospects has been made. Estimates of conversion costs for broadcasters are disputed. The FCC is still flying almost blind on a matter of vital public interest.

Progress

It may take a while for the Declaration of Talloires to compete for the average American broadcaster's attention with, say, the latest P&L statement. It's not easy to get folks worked up over a high-minded resolution coming from a village in the French Alps when urgent matters are at hand, such as an overdue account or a disputed makegood.

Still, every American broadcaster who expects to use or participate in foreign correspondence is represented in last week's Declaration of Talloires, issued, as reported in detail elsewhere in this magazine, by Western journalism interests that have been resisting efforts in UNESCO to restrict journalistic freedoms overseas. The declaration is a ringing affirmation of the principles enunciated in our own First Amendment and an eloquent argument against such UNESCO proposals as the licensing of journalists. It is worth special notice that the declaration also asserts: "All journalistic freedoms should apply equally to the print and broadcast media."

The lead organization among those represented at Talloires was the World Press Freedom Committee, which has been more generously underwritten by American publishers than American broadcasters but steadfastly represents the interests of both. Leonard Marks, the Washington communications lawyer who is secretary-treasurer of the committee, said in an interview in BROADCASTING last March 16: "In my opinion UNESCO is not going to inflict upon the rest of the world the standards of those who believe in an authoritarian or totalitarian concept of the press if we'll stick together and argue for our case."

Marks's hopes must have been boosted at Talloires.



Drawn for BROADCASTING by Jack Schmidt

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