

The rush is on for DBS:  
More in line than there's room for?

# Broadcasting Jul 20

The News Magazine of the Fifth Estate □ Vol. 101 No. 3

50th Year □ 1981

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The First  
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Years Of  
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1970

PAGE 65



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# The Week in Brief

TOP OF THE WEEK

**LONG LINE FOR DBS** □ FCC is flooded with applications for direct broadcast satellites. Here's who asked for authority and what they want. **PAGE 23.**

**COMMON CARRIER BILL ON MOVE** □ Packwood committee passes S. 898 with Hollings as lone holdout. Amended measure allows AT&T into unregulated services through subsidiary and protects cable on rate regulation. **PAGE 28.**

**FREEDOM FIGHT** □ House Foreign Affairs subcommittee backs press opposition to UNESCO proposal that would regulate news content. **PAGE 28.**

**SENATE TV** □ Senate Rules Committee passes S. Res. 20 that would allow televised coverage of Senate proceedings. Staff's estimated cost of the operation is \$5 million. **PAGE 29.**

**FROM FCC MILL** □ At open meeting, commission increases budget bid to \$86.2 million, gives more latitude to Broadcast Bureau in educational FM area, and authorizes new advisory committee or WARC. **PAGE 29.**

**TINKER'S FIRST WEEK** □ New NBC chairman says he plans no immediate major changes but his approach will differ from that of Silverman. **PAGE 30.**

LAW & REGULATION

**FERRIS IN HOT SEAT** □ Former FCC chairman's testimony at House hearing on compulsory copyright licensing is criticized by some subcommittee members. **PAGE 33.**

**IT'S COMING** □ FCC's Jones tells New England cable group to expect more deregulation. **PAGE 34.**

PROGRAMING

**FALL-OUT FROM WRITERS' STRIKE** □ Agreement on pay TV payments ends 13-week strike, but leaves prospect of disruption in early fall season. **PAGE 42.**

**LANDMARK'S LATEST** □ It joins ranks of cable

programers with offer of information service on transponder it bought from Premiere for \$10.5 million. **PAGE 44.**

MEDIA

**SUMMER ON CAPE COD** □ New England cable association meeting gets update from Ted Turner, hears praise from Massachusetts Governor King for reasonable response to rate deregulation. **PAGE 54.**

BUSINESS

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**WARNER AMEX SUED** □ Rainbow Communications asks \$28 million, claiming contract was breached by refusal to turn on Satcom transponder. **PAGE 60.**

JOURNALISM

**TUG-O-WAR** □ Broadcast journalists and others testify against changes in Freedom of Information Act, while administration officials tell House subcommittee that law is misused and threatens security. **PAGE 60.**

**TRIBUTE TO STANTON** □ CBS gives \$500,000 for Harvard professorship in name of its retired vice chairman and in recognition of his defense of First Amendment. **PAGE 61.**

TECHNOLOGY

**FRENCH TELETEXT TEST** □ Government ministry starts national tryout of country's Teletel system that will run through 1982. **PAGE 62.**

1970

**THE 'BROADCASTING' YEARS** □ The prime-time access rule and Monday night football were the mixed bag of blessings that came to TV networks in 1970. It was also the year in which the FCC came up with a comprehensive package of rules for cable TV. **PAGE 65.**

PROFILE

**VOICE OF SMALL OPERATORS** □ Stephen Effros marches to his own beat maybe more than most in Washington. It's one reason for his effectiveness as executive director of the Community Antenna Television Association. **PAGE 93.**

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# KDKA

**AMERICA'S FIRST  
COMMERCIAL RADIO  
STATION IS JOINING  
NBC, AMERICA'S  
FIRST RADIO  
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**HALLELUJAH!**



**NBC  
Radio  
Network**

\*AFFILIATION EFFECTIVE AUGUST 9, 1981.



# Closed Circuit®

Insider report: behind the scene, before the fact

## Movement in market

With writers' strike over (see page 42), network sales leaders were optimistic Friday that sales activity for fall season was finally beginning to move. "We've had a pretty good week, and I think we're coming into the thick of it," one said, adding that most big advertisers have now asked for plans, and networks are working them up. He estimated that in total marketplace, "over a billion dollars is working now."

Another said all networks are "in the middle of negotiations" that should begin to bring results in few days. He estimated, for instance, that each network has about half-dozen advertisers in, and by end of this week each should have half-dozen more. One said sales are about two weeks later than usual but with strike over, "we should catch up fast."

## Attack on paper pile

FCC's Cable Bureau is working out bugs in computer system to be used to process applications for cable use of aeronautical frequencies. Current backlog totals around thousand with turn-around time averaging 120 days. New system is expected to process in one day number of applications it would take four bureau staffers week to process manually. Bureau expects to eliminate backlog altogether within four months and reduce turn-around time per application to three weeks, maybe less.

## Flying down to Rio

FCC Chairman Mark S. Fowler may head U.S. delegation to Region 2 Administrative Radio Conference in Rio de Janeiro which is scheduled to run from Nov. 6 to Dec. 18. FCC's decision on whether to go for 10 khz or 9 in AM channel separations, big subject at Rio, is set to be made at July 30 meeting scheduled last week. Among some 20 members of Rio delegation will be Kalmann Schaefer, assistant to Fowler for international communications, and Wallace B. Johnson, executive director, Association for Broadcast Engineering Standards.

Among observers being invited to Rio conference: Vincent Wasilewski, president of National Association of Broadcasters; Harriet (Sis) Kaplan (WAYS(AM) Charlotte, N.C.), president of National Radio Broadcasters Association; Ray Livesay

(WLBH-AM-FM Mattoon, Ill.), president of Daytime Broadcasters Association and vocal advocate of 9 khz. In addition to Rio contingent there'll be backup group in Washington to provide computer help. This precaution will be taken because of foul-up in computer work at Geneva conference of so-called Panel of Experts (BROADCASTING, June 29).

## Bird nest

New communications/news center is in works in Washington at 400 North Capitol Street, four blocks north of Capitol. Among communications firms hoping to open bureaus or offices there by September are C-SPAN, Midwest Radio-TV, Storer Broadcasting Co., Bonneville International Corp., Cox Broadcasting Corp., King Broadcasting Co. and World Communications Inc. Metro Net and Metro Sat, companies of Communications Technology Management Inc., are installing fixed microwave site at building to provide tenants with common carrier microwave service and satellite access.

## Getting together?

Reports persisted last week that national station reps, Petry Television and Top Market Television, both New York, are discussing merger. Petry Television declined to talk about reports. Official of Post-Newsweek Stations, of which TMT is subsidiary, said annual review of representation is now in progress and proposals are in from several national reps.

## Scouting report

National Cable Television Association President Thomas Wheeler was back in Washington last week after two weeks in Berlin and Paris, where he checked out those countries' respective videotext systems—Bildschirmtext and, in field trial at Velizy, Antiope (see page 62). While in Germany he also saw experimental work in viewdata at Henrich Hertz Institute. Wheeler was sufficiently impressed by implications for cable industry that he is considering escorting cable industry leaders to Germany and France before end of year to let them see for themselves.

Wheeler had gone abroad at invitation of German publishers associations, whose members are interested in entering cable business but have government barriers to overcome; in West Germany, radio and

television are owned by public corporations supported by user fees, and government is said to favor same approach in cable television, which has yet to gain start in that country.

## Magic date?

NBC Chairman Grant Tinker's promise that NBC presidency will be filled "soon" is being taken literally by some observers. They think it may be done by Aug. 5. They concede it's pretty fast order, but note that choice for president must be approved by parent RCA board, and that board's next regular meeting will be Aug. 5. Tinker himself defined "soon" as meaning weeks, not months.

## Figure from past

Former FCC Commissioner Nicholas Johnson is commissioner again—this time on Iowa City's Broadband Telecommunications Commission. Johnson, bete noir of broadcasters while on FCC, from 1967 to 1973, returned to his home town in January and was promptly named by city council to three-year term on BRC, which oversees implementation of cable franchise under which ATC is serving city. Unpaid position doesn't take up all of Johnson's time. He teaches at University of Iowa law school and travels around country on lecture circuit. And there is speculation he is thinking of running again for Congress. He lost in Democratic primary in 1974.

How does Johnson, who kept industry temperatures boiling for seven years, get along in Iowa City? According to city's broadband specialist, Drew Shaffer, Johnson was "a little high powered" at first. But he has "toned down" and shown "interest in how to deal with the people here."

## Formal accord

CBS, U.S. backer of French Antiope system, and Telidon Videotext Systems, promoter of Canadian technology, will file simultaneously at FCC next Tuesday details of a "North American Broadcast Teletext Specification." Filing will be unveiling of teletext protocol and transmission standards hammered out early this year among AT&T, CBS, and proponents of Antiope and Telidon (BROADCASTING, May 25).



**It's 4 PM.  
Do you know  
where your  
children are?**



**It's 5 PM.  
Do you know  
where your  
teens are?**



**It's 6 PM.  
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where your  
wife is?**



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where your  
family is?**





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## EIGHT IS ENOUGH

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# Business Briefly

TV ONLY

**Fayva Shoes** □ Shoe store franchise. Begins Aug. 10 for 18 weeks in 34 markets. All dayparts. Agency: Arnold & Co., Boston. Target: women, 18-34; men, 18-34; teen-agers, 12-17.

**American Safety Razor** Shower shaver. Begins Aug. 3 for 12 weeks in Syracuse, N.Y. Day and fringe times. Agency: Warren, Muller, Dolobowsky, New York. Target: women, 18-49; girls, 12-17.

**Norcliff-Thayer** Pretty Feet and Hands moisturizer. Begins in mid-July for



six weeks in 14 major markets. Agency: Cadwell, Davis, Savage/Advertising, New

York. Target: women, 18-34.

**Reynolds Metals Co.** □ Oven cooking bag. Begins Sept. 14 for 11 weeks in 22 markets. Fringe and prime times. Agency: Tucker Wayne & Co., Atlanta. Target: women, 25-49.

**H.I.S. Jeans** □ Begins Aug. 3 for four weeks in over 10 markets. Day, prime and fringe times. Agency: Timebuying Services, New York. Target: women, 18-34.

**Hillshire Farms** □ Kahn's meats. Begins this week for nine weeks in about 20 markets. Day, early fringe, late fringe and weekends. Agency: LSF Media Services, New York. Target: women, 25-54.

**Amuro! □** Big-League chew. Begins Aug. 31 for eight weeks in over 100 markets. Early fringe, weekends and children's programing. Agency: Needham, Harper & Steers, Chicago. Target: teen-agers, 12-17; children, 6-11.

**Welch Foods** □ Welch's frozen cranberry juice. Begins this week for



**Role model.** Actor Leonard Nimoy, known for his work on various science-fiction dramas, has become new spokesperson for Magnavox "on all advertising communication." First project with Nimoy involves demonstration videodisk for use with Magnavision's Laservision videodisk player. Schedule is still being planned, but heavy broadcast advertising, spot and network is expected, according to spokesperson.

seven weeks in Birmingham, Ala. Day and fringe times. Agency: Jordan, Case & McGrath, New York. Target: women, 35 and over.

**Golden Dipt** Pantry Fry. Begins Aug. 3 for six weeks in five markets. Day, early fringe, late fringe and prime access times. Agency: Krupnick & Associates, St. Louis. Target: women, 18-34.

**Church's Fried Chicken** □ Fast food. Begins early August for four weeks in 15 markets. All dayparts. Agency: GSD&M, Austin, Tex. Target: adults, 18-49.

**Dollar General Stores** □ Back-to-school promotion. Begins July 27 for five weeks in 22 markets. All dayparts. Agency: Buntin Advertising, Nashville. Target: women, 25-54.

**Cato Corp.** □ Women's apparel chain. Begins this week for three weeks in 15 markets. Day, early fringe, prime access, news and prime times. Agency: Shotwell & Partners, Charlotte, N.C. Target: adults, 18-49.

**Merrill-Lynch** Real estate. Begins late July for varying flights in Tucson, Ariz., and Phoenix. Agency: Young & Rubicam, New York. Target: adults, 25-54.

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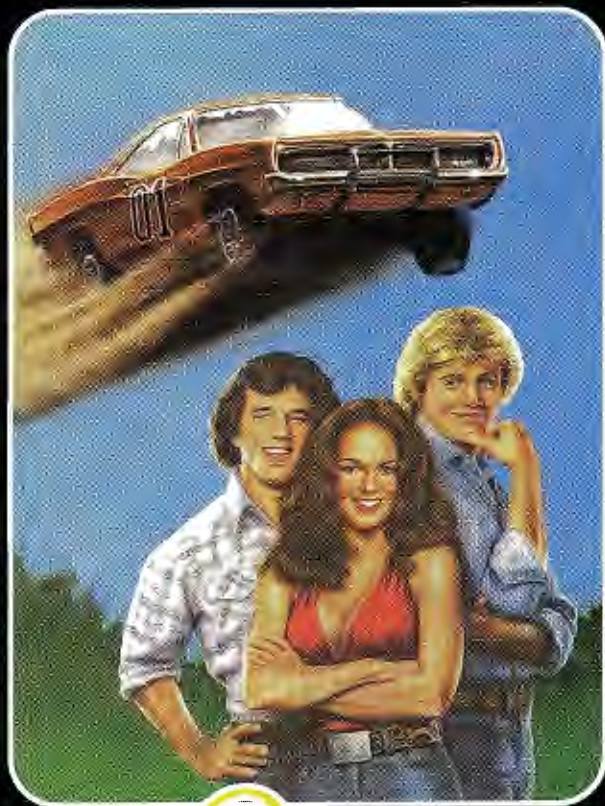
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# The Dukes of Hazzard



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**Athena Corp.** □ Flea and tick spray. Begins this week for three weeks in eight markets. Day, fringe and weekend times. Agency: A. Eicoff & Co., Chicago. Target: adults, 25-54.

**Shane Co.** □ Vault clearance (jewelry stores). Begins Sept. 23 for one week in five markets. Day, fringe and weekend times. Agency: Kelly, Scott & Madison, Chicago. Target: adults, 18-54.

RADIO ONLY

**Fairmont Foods** □ Begins Aug. 17 for seven weeks in Sacramento, Calif. Morning drive, middays and afternoon drive times. Agency: Vantage Advertising & Marketing Associates, San Leandro, Calif. Target: women, 18-49.

**Pioneer Electronics** □ Auto sound. Begins this week for six weeks in 18 markets, morning drive, middays and afternoon drive times. Agency: Chiat/Day Inc., Los Angeles. Target: men, 18-34.

**Maine National Bank** □ Begins this week for four weeks in various Maine markets. Morning drive, middays and afternoon drive times. Agency: Harcomm Associates, Cambridge, Mass. Target: adults, 25-54.

**Union Cash Management** □ Money markets. Begins this week for four weeks in Omaha and Des Moines, Iowa. Agency: Doremus & Co., New York. Target: adults, 35-64.

**Cherokee of California** □ Women's shoes. Begins July 27 for four weeks in seven markets. Agency: Eisaman, Johns & Laws Advertising, Los Angeles. Target: women, 18-34; women, 18-24.

**Hertz Corp.** □ Rent-A-Truck. Begins July/August for varying flights in 10 markets. Agency: Scali, McCabe, Sloves, New York. Target: men, 18-34.

**General Electric** □ Major appliance division. Begins Aug. 12 for two weeks in over seven Southern and Western markets. Agency: John G. Burnett Advertising, Dallas. Target: women, 25-54.

**Harris-Teeter supermarkets** □ Begins Aug. 10 for two weeks in Raleigh-Durham, N.C. Agency: Richardson, Myers, Donofrio, Baltimore. Target: women, 25-54.

**Dunkin' Donuts** □ Co-owned and franchised fast food restaurants. Begins July 27 for one to two weeks in Baltimore; Elmira and Buffalo, both New York; Wilkes-Barre, Pa., and Beckley, W. Va. Agency: Ally & Gargano, New York. Target: women, 25-54.

## AdVantage

**Measuring their success.** R.T. French Co., maker of French's prepared yellow mustard, has analyzed results of recent \$3.5-million campaign for product and says: "We've hit the mark, and trade and consumer response seems to be proving the point." TV spot, created by J. Walter Thompson Co., uses theme "You are my sunshine" and, according to tests conducted by copy research firm of McCollum & Spielman, new campaign has "highest recall rating of any TV advertisement in the condiment category, ranking 66% above the norm."

□  
**Safe BET.** Black Entertainment Television, which provides black-oriented entertainment and sports programming to cable systems nationwide, has announced that General Electric Corp. has increased its advertising commitment on network from 39 weeks to 52 weeks and has doubled number of spots it's running. BET is carried by 676 cable systems and serves an estimated 7.1 million cable households.

□  
**Banner year.** Past year was characterized as "most successful" in history of New York Market Radio Broadcasters Association by Nick Verbitsky, chairman of NYMRAD and vice president and general manager of WHN(AM) New York. He told annual managers' meeting of NYMRAD in New York that membership stands at record 77 and organization produced several outstanding events during year. Meeting was attended by 95 top-level radio executives from New York stations. NYMRAD's newly-elected board of directors are Paul Sternbach, NYMRAD counsel; Al Haco, WABC(AM); Lee Simonson, WXLO(FM); Richard Ferguson, WEZN(FM) Bridgeport, Conn.; Jack Thayer, WNEW(AM); Verbitsky; Nancy Wildman, WCBS-FM; Herb Saltzman, WVNJ-AM-FM Newark, N.J.; William Hogan, RKO Radio Sales; Alexander Law, WYNY(FM), and Maurie Webster, executive director of NYMRAD and president of Webster Group.

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## RepReport

WQVE-FM Harrisburg, Pa.: To Buckley Radio Sales from Torbet.

□  
WKNY(AM) Kingston, N.Y.: To Blair Radio from Torbet.

□  
KSAL(AM)-KYEZ(FM) Salina, Kan.: To Blair Radio from McGavren Guild.

□  
WNCG(AM)-WCVU(FM) Naples-Fort Myers, Fla.: To Blair Radio from Blair South East.





...Gene Wright, Vice President of Engineering, Turner Broadcast Systems

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# Datebook®

■ indicates new or revised listing

## This week

**July 20-21**—*Practicing Law Institute* seminar, "Anti-trust, the Media and the New Technology." Biltmore hotel, New York.

**July 20-21**—*National Association of Broadcasters* executive committee meeting. NAB headquarters, Washington.

**July 20-23**—*Southern Educational Communications Association's* Center for Instructional Communications summer forum/workshop, "Education and Instructional Telecommunications in the 1980's." Rodeway Inn-Lenox Square, Atlanta.

**July 22-23**—*Arbitron Radio* workshop. Hilton Plaza Inn, Kansas City, Mo.

**July 22-23**—*Wisconsin Broadcasters Association* annual summer meeting. Pioneer Inn, Oshkosh, Wis.

## Also in July

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

**July 30-Aug. 2**—*National Federation of Community Broadcasters* conference. Fort Lewis College, Durango, Colo. Information: NFCB, 314 14th Street, N.W., Washington, 20005, (202) 797-8911.

**July 30-Aug. 2**—*National Gospel Radio Seminar*. Holiday Inn, Estes Park, Colo. Information: Jim Black, (615) 244-1992.

**July 31**—*Kansas Association of Broadcasters* sports seminar. Royals Stadium, Kansas City, Mo.

## August

**Aug. 1**—*TM Productions* Northeast regional commercial libraries workshop. Airport Hilton, Boston. Information: May Moseley or Betty Newman, TM Productions, (214) 634-85 1.

**Aug. 4**—*Electronic Industries Association* seminar, "Strategic Management of Productivity Improvement." Colonnade hotel, Boston.

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

**Aug. 8**—*Radio-Television News Directors Association* region 14 meeting. Airport Holiday Inn, Tampa.

**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, 2 01 Constitution Avenue, N.W., Washington 20418, (202) 389-6478.

**Aug. 12-15**—*Rocky Mountain Broadcasters Association* summer convention. Prospector Square, Park City, Utah.

**Aug. 14-16**—*Satellite Television Technology* "back to basics" satellite private terminal seminar. Omaha.

**Aug. 16-19**—*National Association of Broadcasters*

radio programming conference. Hyatt Regency, Chicago.

**Aug. 20**—*Academy of Television Arts & Sciences* luncheon. Speaker: Producer Aaron Spelling. Century Plaza, Los Angeles.

**Aug. 20-22**—*Southern Cable Television Association* Eastern show. Georgia World Congress Center, Atlanta. Future Eastern shows: July 22-24, 1982; Aug. 25-27, 1983; Aug. 2-4, 1984, and Aug. 25-27, 1985. All will be held at Georgia World Congress Center.

**Aug. 20-23**—*West Virginia Broadcasters Association* 35th annual fall meeting. The Greenbrier, White Sulphur Springs, W. Va.

**Aug. 23-26**—*Cable Television Administration and Marketing Society* conference, "CTAM '81." Copley Plaza hotel, Boston. Information: CTAM, 2033 M Street, N.W., suite 703, Washington, D.C., 20036, (202) 296-4218.

**Aug. 24-26**—*Arbitron Radio* Advisory Council meeting, Park Hilton, Seattle.

**Aug. 26-27**—*Arbitron Radio* workshop. Writer's Manor, Denver.

## September

**Sept. 1**—Deadline for nominations for 1981 Women at Work Broadcast Awards, sponsored by *National Commission on Working Women*. Information: Sally Steenland, NCWW, 1211 Connecticut Avenue, N.W., Washington 20036, (202) 887-6820.

**Sept. 1**—Deadline for entries in 16th annual Gabriel Awards, presented by *Unda-USA* for radio and TV programs that creatively treat issues concerning human values. Information: Charles Schisia, (317) 635-3586.

**Sept. 1**—Deadline for entries in fourth annual Tokyo Video Festival, sponsored by *JVC of Japan*. Information: JVC Tokyo Video Festival, c/o Burson-Marsteller, 866 Third Avenue, New York 10022.

**Sept. 4-13**—*International Audio and Video Fair Berlin*. Berlin Fairgrounds. Sponsor: Association for the Advancement of Entertainment Electronics Ltd. in Frankfurt/Main. Information: Gesellschaft zur Förderung der Unterhaltungselektronik (GFU), mbH, Stresemannallee 19, 6000 Frankfurt 70, telephone: (0611) 6-30-22-89.

■ **Sept. 9**—Ohio Association of Broadcasters sales workshop. New Marriott, I-75 Columbus, Ohio.

■ **Sept. 9-11**—"Cable Television: An Advertising and Marketing Tool" national conference, sponsored by *University of Wisconsin-Extension*. Speakers include J. Leonard Reinsch of Warner Amex and Robert Alter, Cabletelevision Advertising Bureau. Concourse hotel, Madison, Wis.

**Sept. 10-12**—*Radio-Television News Directors Association* international conference. Marriott, New Orleans.

**Sept. 11-13**—*Nebraska Broadcasters Association* annual convention. Lincoln Hilton, Lincoln, Neb.

**Sept. 11-13**—*Maine Association of Broadcasters* convention. Samoset Resort, Rockport, Me.

**Sept. 12**—Deadline for U.S. entries in 24th annual *International Film and TV Festival* of New York. Categories include commercials, TV programs, film, tape slide and audio-visual productions. Information: Festival, 251 West 57th Street, New York, N.Y., 10019.

**Sept. 13-15**—*Minnesota Broadcasters Association* fall meeting. Holiday Inn Downtown, Rochester, Minn.

**Sept. 13-15**—*Washington State Association of Broadcasters* annual fall meeting. Seattle Marriott hotel, Seattle.

**Sept. 13-15**—*CBS Radio Affiliates* board meeting. Salishan Lodge, Gleneden Beach, Ore.

**Sept. 13-16**—*National Radio Broadcasters Associ-*

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ation annual convention. Fontainebleau Hilton, Miami Beach, Fla.

**Sept. 15**—Deadline for entries in 14th national Abe Lincoln Awards, sponsored by *Southern Baptist Radio and Television Commission*. Information: Bonita Sparrow, awards coordinator, Southern Baptist Radio-Television Commission, 6350 West Freeway, Fort Worth, 76150. (817) 737-4011.

**Sept. 16-18**—*Electronic Industries Association* management seminar for Chicago. Holiday Inn O'Hare Airport/Schiller Park, Ill. Information: EIA Education, Suite 405, 2001 Eye Street, N.W., Washington, 20035. (202) 457-4996.

**Sept. 17-18**—31st annual Broadcast Symposium, sponsored by *Institute of Electrical and Electronics Engineers*, Hotel Washington, Washington. Information: Drew Larson. (703) 841-0500.

**Sept. 17-19**—*American Women in Radio and Television* East central area conference. Westin hotel, Cincinnati.

**Sept. 17-20**—*Federal Communications Bar Association* annual seminar with panel sessions on future course of regulation/deregulation in common carrier and on "News Coverage in the 80's—How Best to Inform the People." Williamsburg Hilton, Williamsburg, Va.

**Sept. 18-19**—*South Dakota State University's* 15th annual South Dakota Broadcasters Day. University campus and Holiday Inn, Brookings, S.D. Information: (605) 688-4191.

**Sept. 18-20**—*New Hampshire Association of Broadcasters* annual convention. Waterville Valley Resort, Waterville Valley, N.H.

**Sept. 18-21**—*9th International Broadcasting* convention. Metropole Conference and Exhibition Center, Brighton, England.

**Sept. 19**—*Society of Broadcast Engineers* San Francisco Bay Area annual banquet, chapter 40. Concord Inn, Concord, Calif.

**Sept. 20-23**—*Broadcast Financial Management As-*

*sociation* 21st annual conference. Sheraton-Washington hotel, Washington.

**Sept. 23**—*International Radio and Television Society* newsmaker luncheon. Speaker: FCC Chairman Mark Fowler. Grand Ballroom, Waldorf Astoria hotel, New York.

**Sept. 23-25**—*Public Service Satellite Consortium* sixth annual conference for satellite communications users. Washington Hilton, Washington. Information: Polly Reed Rash, PSSC director of communications, Suite 907, 1660 L Street, N.W., Washington 20036. (202) 331-1154.

**Sept. 23-26**—*National Broadcast Association for Community Affairs* annual conference. Manor Vail Lodge, Vail, Colo. Information: Marcia West, KOA-AM-TV Denver. (303) 861-4444.

**Sept. 24-25**—*National Association of Black Owned Broadcasters* annual broadcast management conference. National Association of Broadcasters headquarters, Washington.

**Sept. 24-26**—*American Women in Radio and Television* Western area conference. Marina City Club, Marina del Rey, Calif.

**Sept. 25**—*Society of Broadcast Engineers* central New York regional convention and equipment show. Hilton Inn. Information: Hugh Cleland, noncommercial WCNY-FM-TV Liverpool, N.Y. (315) 457-0440.

**Sept. 25-26**—*Society of Broadcast Engineers*, north Texas chapter, Southwest Regional Convention and Exposition. Roweday Inn, Arlington, Tex.

**Sept. 25-26**—*New York State AP Broadcasters Association* annual meeting and awards banquet. Niagara Hilton, Niagara Falls, N.Y.

**Sept. 28-30**—*Nevada Broadcasters Association* annual convention. Elko, Nev.

**Sept. 28-30**—*Texas Association of Broadcasters* engineering-management conference. Loew's Anatole hotel, Dallas.

**Sept. 29-30**—*Arbitron Radio* workshop. Copley

Plaza, Boston.

**Sept. 30**—Deadline for entries in Ohio State Awards honoring excellence in educational, informational and public affairs broadcasting, sponsored by *Institute for Education by Radio-Television*. Information: Ohio State Awards, c/o WOSU Stations, 2400 Olentangy River Road, Columbus, Ohio, 432 0.

**Sept. 30-Oct. 2**—*Mid-America Cable TV Association* 24th annual meeting and show. Hyatt Regency, Kansas City, Mo. Information: Rob Marshall, Mid-America Cable TV, Route 1, LeCompton, Kan., 66050. (913) 887-6-19.

## October

**Oct. 1-2**—*University of Illinois* sixth scholar-education conference, "Education, Media for the Millions, and Government Policy in the 1980's." University of Illinois, Champaign-Urbana, Ill.

**Oct. 2-3**—*Florida Association of Broadcasters* fall conference. Opryland, Nashville.

**Oct. 2-4**—*American Women in Radio and Television* West central area conference. Omaha.

**Oct. 2-4**—*American Women in Radio and Television* west Central area conference. Regency West, Omaha.

**Oct. 3-4**—*New Jersey Associated Press Broadcasters Association's* annual fall meeting. Harrah's Marina casino hotel, Atlantic City.

**Oct. 4-6**—Cable Software Symposium and Exposition, co-sponsored by *National Cable Television Association* and *Cable Television Administration and Marketing Society*. Hyatt Regency hotel, New Orleans.

**Oct. 4-6**—*Kentucky CATV Association* convention. Executive Inn, Owensboro.

**Oct. 4-6**—*New Jersey Broadcasters Association* 35th annual convention. Golden Nugget casino hotel, Atlantic City, N.J.

**Oct. 5-7** International Electrical, Electronics Con-

## Major Meetings

**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. 22-24, 1983, Las Vegas, and Dec. 3-5, 1984, San Antonio, Tex.

**Sept. 13-16**—*National Radio Broadcasters Association* annual convention. Fontainebleau 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. Fontainebleau 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 11-16, 1982**—*National Association of Television Program Executives* 19th annual conference, Las Vegas Hilton. Future conferences: March 18-23, 1983, Las Vegas Hilton; Feb. 12-16, 1984, San Francisco Hilton and Moscone Center.

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

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

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

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

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

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

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

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

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

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ference and Exposition, sponsored by *Canadian Region of Institute of Electrical and Electronics Engineers*. Exhibition Place, Toronto.

**Oct. 7-11**—*International Radio and Television Society* newsmaker luncheon. Speaker: CBS Inc. President Thomas H. Wyman. Waldorf-Astoria, New York.

**Oct. 7-8**—*National Association of Broadcasters* engineering department's 14th AM directional seminar. Marriott Inn/Airport, Cleveland.

**Oct. 7-9**—*Tennessee Association of Broadcasters* convention. Peabody hotel, Memphis.

**Oct. 8-11**—*National Black Media Coalition* annual conference. Mayflower hotel, Washington.

**Oct. 9-11**—*American Women in Radio and Television* Midwest area conference. New Marriott, Harrisburg, Pa.

**Oct. 11-13**—*National Association of MDS Service Companies* annual convention. Atlanta Hilton, Atlanta. Convention information: Diane Hinte, Standard Communications Corp., P.O. Box 92151, Los Angeles 90009. Exhibition information: Richard Greene, Trade Associates Inc., 4701 Willard Avenue, Suite 105, Washington 20015.

**Oct. 13-15**—*Western Educational Society for Telecommunications* 11th annual conference. Harrah's, Reno. Information: Dr. Donel Price, Media Production Services, California State University, Los Angeles, 90032, (213) 224-3396.

**Oct. 13-15**—Broadcasters Clinic sponsored by *University of Wisconsin-Extension*. Sheraton Inn, Madison, Wis. Information: Don Borchert, UW-Extension, Vilas Communication Hall, Madison, Wis., 53706, (608) 263-2157.

■ **Oct. 14**—Chicago Collegiate Broadcasting Day, sponsored by *Illinois Broadcasters Association* and *Loyola University of Chicago's* department of communication. Marquette Center, Loyola University of Chicago.

■ **Oct. 14-15**—Maryland/Delaware Cable Television Association annual fall meeting. Hyatt Regency, Baltimore.

**Oct. 14-16**—*Kentucky Broadcasters Association* convention. Marriott Resort hotel, Lexington, Ky.

■ **Oct. 14-18**—*Women in Communications* national professional conference. Stouffer's, Cincinnati.

**Oct. 15**—*American Council for Better Broadcasts* 28th annual conference. Theme: "Telecommunications in Our Everyday Lives—The New Challenge Toward a Media Wise Society." Capitol Holiday Inn, Washington. Information: ACBB, 120 East Wilson Street, Madison, Wis., 53703, (608) 257-7712.

**Oct. 15**—*Connecticut Broadcasters Association* annual meeting and fall convention. Hotel Sonesta, Hartford, Conn.

**Oct. 15**—Fund-raising dinner honoring *Sol Tuishoff on 50th anniversary of Broadcasting magazine*, for benefit of Broadcast Pioneers Foundation and Broadcast Pioneers Library. Co-chairmen: Reid Chapman, president of Pioneers, and Vince Wasilewski, president of National Association of Broadcasters. Washington Hilton.

**Oct. 15**—Video Technology for Filmmakers, sponsored by *Advanced Technology Seminars*. Barbizon Plaza hotel, New York. Information: Advanced Technology Seminars, 1600 Broadway, Suite 690, New York, 10019.

**Oct. 15-17**—*American Women in Radio and Television* Southwest area conference. Hilton LBJ, Dallas.

■ **Oct. 15-18**—*American Women in Radio and Television* Northeast area conference. Regency Hyatt Cambridge, Boston.

■ **Oct. 15-18**—*American Women in Radio and Television* Southern area conference. Mills House, Charleston, S.C.

**Oct. 15-18**—*Women in Communications* national conference. Cincinnati. Information: (512) 345-8922.

**Oct. 16**—*Colorado State University/Colorado Broadcasters Association* 10th annual CSU Broadcast Day. Speaker: Timothy Wirth (D-Colo.), chairman, House Telecommunications Subcommittee. Colorado State University, Fort Collins. Information: Dr. Robert MacLauchlin, (303) 491-6140.

**Oct. 16-17**—*Friends of Old-Time Radio* annual convention. Holiday Inn, Bridgeport, Conn. Information: Jay Hickerson, (203) 795-6261 or (203) 248-2887.

**Oct. 19-20**—*American Women in Radio and Television* Northeast area conference. Boston.

**Oct. 21-22**—*Ohio Association of Broadcasters* fall convention. Columbus Hyatt Regency, Columbus, Ohio.

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

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

**Oct. 26-28**—*Atlantic Cable Show*, co-sponsored by cable television associations of New York, New Jersey, Pennsylvania, Delaware and Maryland. Bally Park Place, Del Webb's Claridge and Brighton hotels, Atlantic City, N.J. Information: (609) 394-7477.

**Oct. 28-31**—*Pro & Con Screening Board's* national conference on media, "Opportunities in the Media, with or without EEO." Information: Pro & Con Screening Board, 226 South Wabash, Suite 700, Chicago, Ill., 60604, (312) 663-0801.

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

■ **Oct. 30-Nov. 1**—12th annual Loyola National Radio Conference sponsored by *Loyola University of Chicago*, department of communications. Hyatt Regency, Chicago.

## November

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

**Nov. 1-4**—*Scientific Atlanta's* seventh annual Satellite Communications Symposium. Hilton hotel, Atlanta.

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

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

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

**Nov. 8-11**—*Association of National Advertisers* annual meeting. Fairmont hotel, San Francisco.

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

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

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

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

**Nov. 12**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

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## Errata

**WTCR(AM) Kenova, W. Va., has added 1 kw night operation** and is no longer 5 kw daytimer, as reported in "Changing Hands," June 29.

In **May sweeps** chart in July 13 issue, **percent change** from year earlier for **Charleston-Huntington, W. Va.** should have been **+8.4%**.



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The News Magazine of the Fifth Estate  
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Karen Parhas, *staff writer*.  
Marie Leonard, Mona Gartner, *advertising assistants*.  
Hollywood: 1680 North Vine Street, 90028.  
Phone: 213-463-3148.  
Richard Mahler, *correspondent*.  
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Founded 1931. *Broadcasting-Telecasting\** introduced in 1946. *Television\** acquired in 1961. *Cablecasting\** introduced in 1972. □ Reg. U.S. Patent Office. □ Copyright 1981 by Broadcasting Publications Inc.

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

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

## Open Mike®

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EDITOR: Thanks for your kindness in taking note of my move from the pussycat of MTM to the peacock of NBC. The former has been rewarding and fun, but the latter presents a challenge that I just can't pass up.

It's good to find that a number of my friends like you seem to approve ["Editorial," July 6]. You can bet that I'll give it a real shot.—*Grant A. Tinker, chairman, NBC, Los Angeles.*

### Record straightening

EDITOR: In your brief coverage of my appearance at the Accuracy in Media "Confrontation PR" session (BROADCASTING, July 6), I'm afraid you have seriously misrepresented my reportage.

In my 20/20 report on Nicaragua I specifically noted that many of the Sandinistas (who undoubtedly have taken over Nicaragua) are Marxists. My point was that at that time (May 1980) and very likely at this one (I haven't revisited Nicaragua since December 1980), the Sandinistas were observing most political and human rights, including almost complete freedom of the press, freedom of assembly and free political speech and had declared their intention to keep an economic system in which half the productive capacity of the country has remained in private hands.

The implied equivalence between the Marxists and antidemocratic, antifree-enterprise militants is a rigidly parochial view of a worldwide social democratic movement which may in fact represent the best chance for democratic institutions in the Third World.—*Dave Marsh, correspondent, WCBS-TV New York.*

### Western Union man

EDITOR: Thank you for the "Profile" [June 29]. The success we have had in the television and radio satellite business has been the work of many people here at Western Union [who] join me in thanking you for your magazine's continuing accounts of the twists and turns in this business that have gone a long way toward generating that all important marketplace awareness.—*James T. Ragan, vice president, broadcast services, Western Union, Upper Saddle River, N.J.*

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JEFF L. WALD, Executive Director



# Monday Memo®

A radio commentary from Burton J. Sherwood, partner, Sherwood-Hennes & Associates, consultants, Chicago.

## Not following the leader can lead to radio success

The history of modern radio may be written as "The Chaos of Conformity." From the 1950's on, everybody has been playing format copycat—and it's a follow-the-leader game that's still going on today.

We believe that this conformity is a detriment to the industry and that operators who stop playing the game will benefit themselves as well as the entire radio field.

We can all see the new blood coming into our industry, and the money flowing in just as smoothly as honey into a bottle. There are more "virgin" operators spending big bucks on radio this year than ever before, and some older operators are spending heavily, too. The question is: Where are they going? The unfortunate answer is: In all marketplaces, they're imitating one another.

In every large and medium market today, there are five or six stations using almost exactly the same format. They take the same on-air approach. They broadcast news at the same time, present the same information (time, traffic, weather, sports), play the same music lists. As a result, they are also sharing the same radio listening audience. And the share in each marketplace is becoming smaller and smaller with each passing year.

The valid reason for this sad-but-true finding is that the listener is bored. Bored listeners do not listen to radio as long or as often as they used to. In today's major markets, station after station, whether AM or FM, is winding up with a three share average. They are casualties of the chaos of conformity.

The trend to conformity began with the coming of the top 40 format. An immediate hit, it was imitated from coast to coast, in every market in the country. One station cloned another until the saturation point was reached. Listeners wanted alternatives.

It's important to remember that the stations that started top 40 did so because they were small operations that couldn't get beyond limited areas because of signal problems. The bigger problem developed for them when they developed a hit format: The "big boy" stations were quick to realize that there was big money out there in what their little brothers were doing. Once the larger operations found out that the limited signal stations had a good thing going, those top 40 originators were forced out of the market they had created.

So they changed to talk radio, or to ethnic radio, or they kept getting sold by operators to other operators, every three years or so—whether they needed to be



Burton J. Sherwood formed Sherwood-Hennes & Associates, broadcast consulting firm, in Chicago last March in association with Bill Hennes. Before forming his company he was VP-general manager of WMAQ-AM-FM Chicago. Earlier he had been VP-general manager of WIBG(AM) Philadelphia and VP-general manager of ASI Communications during a career that has spanned more than 30 years.

sold or not. In response to listener burn-out on top 40, FM turned to beautiful music while many AM stations moved to the same-format, softer-brand music of adult contemporary.

A number of stations, however, had the individuality and foresight to realize that their future could be made by holding the line and resisting change rather than following the new "leaders." Stations like WCCO(AM) Minneapolis, WOR(AM) New York, WSB(AM) Atlanta and WGN(AM) Chicago stuck with their old formats and waited out all crazes. By remaining as they were, they became giants, and have stayed among the most successful stations.

Today there are operators around the country on the AM dial who cling to the belief that adult contemporary will come back. And maybe it will. Contemporary hit radio is their new buzz word as they hang in there, while the beautiful music stations and the old-liners keep chugging along, doing very well indeed.

But what has happened at most stations is more follow-the-leader conformity. Just as top 40 went to adult contemporary, AC gave way to disco, and disco has been swept out in favor of country. And once again, the copycats are creating their own problems.

The true reason that country has become so popular and such a hot format is that it appeals to adult contemporary listeners. People between the ages of 25 and 54 have little love for rock. With its simple roots augmented and enhanced by full orchestras and improved recording

techniques, country has emerged as the MOR music of today.

But country must be presented properly, with proper attention to news, on-air features and other broadcast material, to obtain the best results. This will not be a young persons' format, one that sells a lot of records, but it can garner a lot of listeners for a station.

And yet there are hundreds of operators out there in radioland who feel that if they have their country lists and a few disk jockeys who sound "down home," everything will work out wonderfully well. They're not even trying to expand their audiences by individualizing themselves or taking such simple steps as repositioning features to make their stations more interesting to listen to.

Is there the possibility that today's radio operators can be their own trend-setters? Certainly—if they will get out into their own marketplaces, look deeply at the whole picture, and create new formats that can make excitement happen for them.

It takes more than music and how it is played to make a radio station: A station must separate itself from all others by utilizing approaches to total format that are uniquely its own. New features must be introduced to supplement the music—ongoing features that keep the listener interest level high at all times. Contests are useful if they are properly placed and used; a contest requires lots of preliminary thought and research, not just bundles of give-away money, if it is to move a station toward success.

How long the broadcaster must wait to see results will depend on a number of factors: his market itself, his competition, the frequency of ratings, and how much back-up in terms of promotion and audience awareness he is willing to provide to make the chosen format work. It can take between two and three years to get a news station going solidly in an area that already has one; a music station can be turned around in as little as three months.

Once the format has been chosen and properly executed, there must be constant evaluations that take into account both the market and the competition. The key is to stick with the chosen format long enough to let it become the success it can be, rather than to follow every fad. The giants who have hung on and done their own thing have long since stopped worrying about trends and are instead reaping their own successes.

In the radio game of follow-the-leader, today's leader may wind up following his competitor tomorrow. Instead of being tigers who chase their own tails in the chaos of conformity, stations can become real trend-setters by learning how to be the best of themselves.



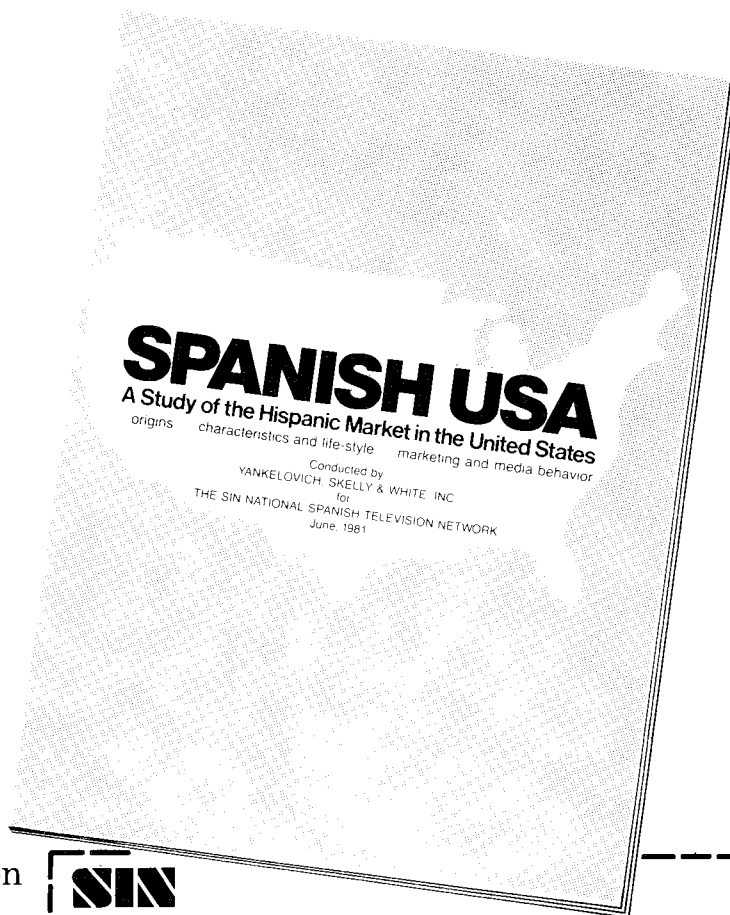
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\*Pending FCC approval



TOP OF THE WEEK

## Good news, bad news in DBS spacerush

**FCC filing cutoff produces more applications than there may be orbital slots, but also flushes out a flood of ideas on how to open up new spectrum; CBS goes for all-HDTV system, RCA comes in with all-purpose proposal; including Comsat, there are now 13 applicants vying for some 40 channels per time zone**

The FCC's July 16 deadline for interim direct broadcast satellite applications did exactly what many feared it would. It produced a flood of applications that may have gobbled up the limited DBS frequencies and closed the door on future applications.

The FCC's inclination to loosely regulate the new service, on the other hand, did exactly what many hoped it would. It produced a wide range of DBS proposals, including direct-to-home pay and advertiser-supported television, the distribution of high-definition television for retransmission by terrestrial broadcasters and the leasing of transponders to independent service providers.

By the end of the day, 12 applications had joined the queue behind Comsat's Satellite Television Corp., proposing to launch at least 31 operational satellites in addition to the four STV it is proposing. The applications dribbled in all day long with number 13—a one-page filing from Satellite Development Trust (SDT)—received by telex 12 minutes after the official deadline passed.

Applications were submitted by CBS, RCA, Western Union, United States Satellite Broadcasting Co. (Hubbard Broadcasting), Direct Broadcast Satellite Corp., Graphic Scanning Co., Video Satellite Systems, Home Broadcasting Television Partners, Unitel Corp., Focus Broadcast Satellite Co., Advance Inc., and SDT. Combined with the applications of Comsat's Satellite Television Corp., already formally accepted by the FCC, the FCC now has 13 applications it must consider.

The most revolutionary of the lot was CBS's. It proposed to use DBS technology as a catalyst for the conversion of the existing conventional NTSC television

system to an as yet undefined system of high-definition television, stereophonic sound and wide-screen pictures.

Perhaps the most practical proposal was one made by Focus Broadcast Satellite Network. It intends to offer DBS services as early as the first quarter of 1984 using a high-power transponder on the Advanced Westar satellite, half-owned by Western Union and scheduled for launch in January 1984. When its own DBS system becomes operational, Focus would move its services to it.

According to frequency plans submitted by various DBS applicants, the maximum number of channels that can be broadcast in one time zone is about 40. If the 13 proposed systems were ever to become fully operational, they would rain a minimum of 40 channels on any one time zone, raising the prospects of comparative hearings among the present applicants and suggesting that there is no more room for any other venturers.

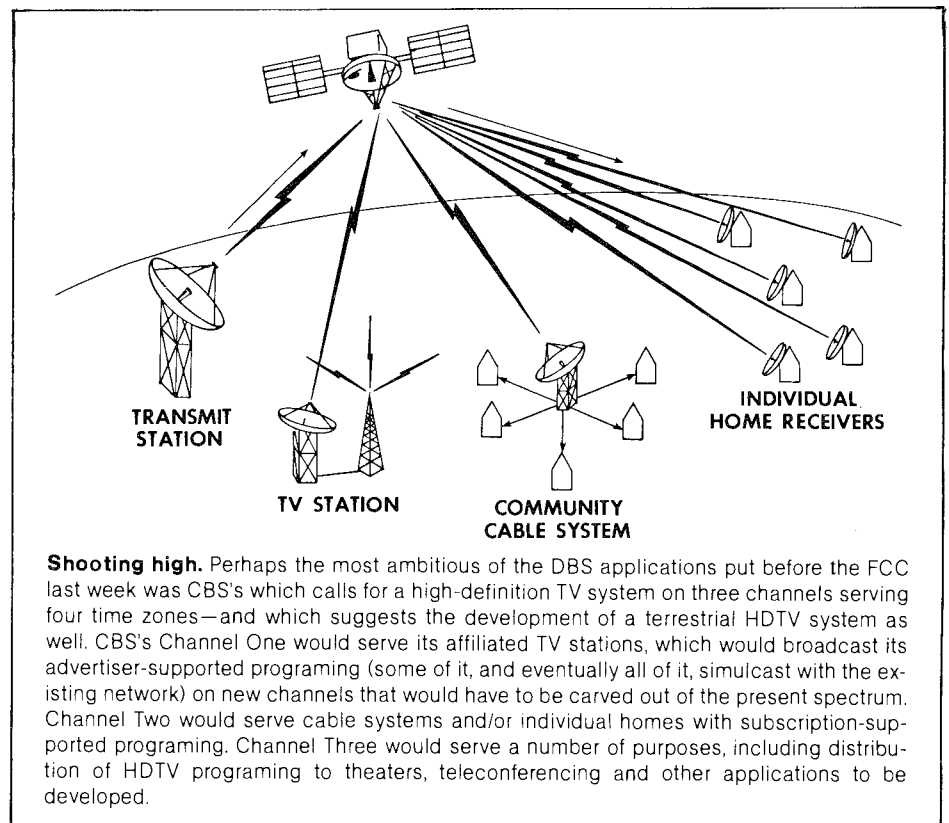
As Bruce Franca, an FCC engineer pointed out, however, there are too many variables involved to pass judgment after just a cursory look at the applications. By reducing channel bandwidths and playing with different types of signal polarization, a greater number of channels may be

squeezed out of the DBS band (12.2 ghz to 12.7 ghz), he said. On the other hand, demands of other North American countries for DBS channels at the 1983 Regional Administrative Radio Conference could severely limit the number of channels available to U.S. operators.

The FCC's immediate question is which if any of the applications should receive interim authorization—permission to build satellites prior to the 1983 conference. "Maybe we'll only want a few experimental systems," Franca said.

The demand for channels will affect the inevitable struggle over channel bandwidth. The applicants proposed bandwidths ranging from STC's and USSB's 16 mhz to CBS's minimum acceptable bandwidth of 27 mhz. CBS needs as much bandwidth as it can get to handle its HDTV transmissions, but even it admits that channels will have to be traded off for wider bandwidths. The use of 27-mhz channels instead of 18-mhz ones (the bandwidth agreed to tentatively at the last international satellite conference) would reduce the number of satellite channels from 37 to 27, it said.

The CBS three-channel HDTV service is designed to foster development of HDTB while preserving the local system





of broadcasting.

The system's first channel will be dedicated to supplying advertiser-supported HDTV programming to local broadcast affiliates for terrestrial retransmission.

The problem with most experimental HDTV systems is that they require a bandwidth far too broad to fit within the conventional VHF and UHF channels. While there is a possibility that digital bandwidth compression will be developed to a point where broadcasters can retransmit HDTV on their existing channels, broadcasters will probably have either to acquire additional spectrum to expand their current channels or acquire another wideband channel and transmit two program services—one being HDTV and the other being conventional.

Although the first channel is primarily intended to serve broadcasters, the channel will also be available to homes equipped with roof-top dishes located outside the service areas of CBS affiliates. "Should . . . HDTV service commence before a system of affiliates providing nationwide coverage is in place and fully operational, the availability of an HDTV satellite service direct to the home will itself provide a stimulus to the manufacture and sale of HDTV homes receivers," CBS said.

CBS's second HDTV channel would distribute pay programming to cable systems and direct to home. The programming would be supplementary to the first, including entertainment and cultural programming, special sports events, news, public affairs, informational and religious programming. Subscribers would be charged monthly and per-view for the programming.

The third channel would offer other subscriber-supported services: satellite-to-theater distribution, and closed circuit transmissions for business, medicine and education.

CBS, which has been a leading proponent of teletext, said it expects to broadcast teletext and stereo sound along with HDTV. Raising the prospect of DBS radio, it said "there will be several stereophonic audio carriers available for carrying independent audio programming."

CBS was not the only applicant to talk about HDTV and incorporate HDTV technology into its satellites. Most notably, two of the six transponders on each of the RCA satellites can be switched from their normal 24 mhz bandwidth mode to 72 mhz, ample room for HDTV experimentation or possibly service. The RCA transponders are available for lease to select customers.

USSB said it intends to pioneer the development and implementation of HDTV in its service, but makes no provision for it in the technical portion of its application.

The DBSC satellite is flexible enough so that channels can be configured to make 52.5 mhz channels for "analog or digital" transmission of HDTV signals.

Video Satellite Systems said it will demonstrate on its satellite a television system with twice the resolution of conventional

TV using digital and bandwidth compression techniques.

Focus Broadcast Satellite Co., owned by Douglas Ruhe, William Geissler and 15 others, said it has already reached an agreement with Western Union to take over the 225-mhz channel on Advanced Westar in early 1984 and implement what may be the first direct broadcast satellite service.

With the satellite, FBS will be able to offer one channel of service to four distinct areas of the country. Service will be provided through spot beam transmission antennas and one-meter receive antennas in metropolitan Miami, New York, San Francisco and Los Angeles. With slightly larger receive antennas (over one meter), FBS said, reception of the channel will also be possible in substantial portions of the Northeast and a several-hundred-mile-wide corridor extending roughly from Dallas to Minneapolis.

The FBS channel would consist of pay programming during prime-time hours and advertiser-supported programming during the rest of the day. The pay programming will be scrambled to prevent piracy. FBS said it is also contemplating offering as many as three data and information services and providing service to LPTV and full-service stations and cable and in addition to homes, farms and businesses.

FBS also submitted to the FCC a vague application to start-up its own DBS system. It asked the FCC for "three, four or five" satellites and at least one spare. Each of the satellites, it said, would carry six to 10 channels.

Ruhe, president of FBS, and Geissler, executive vice president of the firm, are also principals of Focus Broadcasting Co., permittee of WFBN(TV) Joliet, Ill., and applicant for five full-service and 40 LPTV stations.

The FBS request to offer the Advanced Westar service was complemented by Western Union's request for FCC permission to provide the service.

Western Union also asked for a four-satellite DBS system with which it would offer a leased channel service. Each of the satellites would process four transponders. During the initial operational phase of the system, only two satellites will be launched, at 100 degrees and 120 degrees, both west longitude. The four transponders will be allotted between the two time zones each of satellites is capable of serving.

In phase two, when two more satellites are put into orbit at 80 degrees and 140 degrees, both west longitude, the Western Union system will be capable of delivering four channels to all four time zones simultaneously.

Like most of the other DBS venturers proposing to lease channels, Western Union does not want to be regulated as a common carrier. Western Union, it said, "will pick and choose among potential users so as to aggregate a suitable group . . . on the satellite."

Western Union also said it wants to hold

open the option of using some of the transponders to "distribute programming under its control in the general public."

Although CBS is the only potential DBS operator to propose feeding HDTV programming to local broadcasters, other applicants—the United States Satellite Broadcasting Co. (USSB) and Video Satellite Systems Inc.—submitted plans to distribute conventional NTSC signals to broadcasters.

USSB, organized by Hubbard Broadcasting, would use its two-satellite DBS system to distribute advertiser-supported programming to independent broadcasters, who would collectively own a big chunk of the system, and directly to homes that are now unserved or underserved by local broadcasting. A unique feature of USSB's plan is that many of the broadcasters who received the programming would also produce it.

The USSB satellites, placed in orbit at 115 degrees and 135 degrees, both west longitude, would each serve half of the country. Each satellite would have six 230-watt channels, three providing service to one time zone and three to another. When the system is fully operational then, all four time zones would receive three channels of service.

The first channel will consist of general advertiser-supported programming, produced by Hubbard and the independent member stations receiving the programming. In addition to the six distribution channels, the USSB satellite also contains a single 20-watt transponder which program-producing stations can use to relay their programs to the programming pool.

The second channel will be a 24-hour news and information service, that also would incorporate reports and features from the member stations.

USSB offered no details on the third channel, saying simply that it will carry programming "as channel requirements increase."

Although the primary purpose of the USSB proposal is to make independent stations fully competitive with their network-affiliate counterparts, USSB also stresses that the program will be available to homeowners through rooftop antennas. USSB points out that there are one million homes without television service and 4.8 million homes in one- or two-station markets that are unserved by independent stations and thus deprived of television choices in general and the USSB programming in particular. "Television consumers would purchase a receiver at a modest cost and receive the free USSB programming even in extremely remote areas," USSB said.

As do the major broadcasting networks, USSB would sell national advertising to support itself. According to the application's financial projections, USSB will require \$969.7 million to cover start-up expenses and first year operating costs, most of which will derive from programming. USSB thinks it will gross \$840 million from advertising the first year, but still will



need \$397.6 million to meet preoperating costs and cash requirements during the first three months of service.

USSB said it can raise the start-up capital through a stock offering to broadcasters (\$221.5 million) and by borrowing \$176.1 million.

Video Satellite Systems (VSS) also plans to serve broadcasters and homes simultaneously with its DBS system. What distinguishes it from USSB's proposal is that none of the programming will come from broadcasters, but will be supplied primarily by a company affiliated with VSS, Dominion Satellite Network of Naples, Fla.

Dominion—which, the VSS application said, is in the process of building studios in Naples to create programming for distribution over fixed satellite—would provide VSS with “a variety of entertainment and educational programming for general family viewing as well as news, public affairs and special features.”

VSS said that a “major key to economic success of a free commercially supported DBS service is a large viewing audience,” and the best and quickest way of reaching such an audience is by allowing broad-

casters to retransmit the DBS programming.

VSS also would permit homes to pick up its feed directly with roof-top antennas. But the direct-to-home service would be available only in areas unserved by VSS affiliates.

The VSS feeds will be scrambled to prevent home receivers from picking them up and to “provide a degree of programming exclusivity to broadcast stations electing to carry the service.” VSS also said cable systems that do not carry the signal of a VSS broadcast affiliate will have permission to unscramble and carry VSS fare.

VSS would offer just one channel of programming. It asked the FCC for two satellites of two channels each. They would serve two time zones with one channel dedicated to a zone. If all goes well, VSS plans to return to the FCC and ask for two more satellites so that each time zone could receive two channels.

The first two VSS satellites would fly at 115 degrees and 135 degrees, both west longitude, two of the four orbital slots sought by STC. “Clustering of satellites of all DBS broadcasters at the same orbital slot positions . . . would increase the number of services available on an individual

receiver without antenna reorientation or needless home system duplication,” it said.

VSS said that an “off-the-shelf” satellite built by Hughes Aircraft, the relatively lightweight HS-376, would be adequate for its plans, which are, in comparison with some of the other applications, conservative.

The total cost of the VSS system is a fraction of some of the other systems, approximately \$228 million. Building three satellites would cost \$150 million and launching two of them would require an additional \$52 million. The ground facilities would add \$8 million and insurance another \$18 million.

According to the application, Dominion has come up with \$500,000 to get the ball rolling. The rest of the VSS start-up costs will come from a sale of common stock, which VSS hopes will raise \$166 million, and acquisition of \$70 million in long-term debt.

The four directors of VSS are George E. Metcalf, former communications engineer for several of NASA's manned and unmanned space programs; Byron St. Clair, president of Television Technology Corp.,

### The first 13 in line for DBS, and what they plan to do

Applicant	Number of satellites (spares)	Number of channels per satellite	Downlink power (watts)	Channel bandwidth mhz	Total satellite power (watts)	EIRP <sup>6</sup> (dbw)	Satellite design life (years)	Orbital slot (degrees west longitude)	Weight of satellite in orbit (lbs)	Type of service
<b>Advance</b>	*	*	*	*	*	*	*	*	*	A,C,H
<b>CBS</b>	4(2)	3	400	27	4,000	60-65	7	*	2,317	A,C,D,E,G,I,J
<b>DBSC</b>	3(1)	14 <sup>2</sup>	200 <sup>2</sup>	22.5	4,600	56	7	103,123 143	2,987	H,I,G,J
<b>Focus Broadcast Satellite<sup>5</sup></b>	3,4 or 5	*	*	*	*	*	*	*	*	A,B,C,D,E,F,G,I,J
<b>Graphic Scanning</b>	2(1)	2	300	18	2,000+	53.7-56.7	*	143,115	*	A,B,G,J
<b>Home Broadcasting Television Partners</b>	1	*	19.7	*	*	*	*	110	*	K
<b>RCA</b>	4(2)	6	230	24 <sup>3</sup>	4,770	58	7	*	2,415	H,I
<b>Satellite Development Trust</b>	4(2)	3	150-250	*	*	*	*	115,135, 155,175	*	H
<b>STC</b>	4(2)	3	185	16	1,700	55-60	7	115,135, 155,175	1,430	A,B,E,G,I,J
<b>Unitel</b>	*	*	*	*	*	*	*	100	*	K
<b>USSB (Hubbard)</b>	2(1)	6 <sup>1</sup>	230	16	4,000	57	7	115,135	2,300	A,C,D,F,I
<b>Video Satellite Systems</b>	2(1)	2	150-190	18	1,000 <sup>4</sup>	54-58	8	115,135	1,201	A,C,D,E,H,I
<b>Western Union<sup>5</sup></b>	4(2)	4	100	16	*	55.5-58	7	80,100,	1,175 <sup>4</sup>	H

**Footnotes.** <sup>1</sup>USSB's six channels will be divided between two time zones served by each satellite. A seventh low-power (20 watts) transponder is also contained on the satellite for feeding programming to the main distribution uplink. <sup>2</sup>Each satellite contains six 200-watt broadbeam channels and eight low-power spot beam channels. <sup>3</sup>Two of the six transponders can be switched to pass 72 mhz for HDTV transmission. <sup>4</sup>At the end of the design life. <sup>5</sup>In addition to its DBS application, FBS also has requested authorization to use an Advanced Westar Satellite, slated for launch in January 1984, to offer one channel of direct-to-home service to four distinct areas of the country. <sup>6</sup>Effective Isolated Radiated Power—The higher the EIRP (expressed in decibel watts), the stronger the signal received on the ground and the smaller the antenna needed to receive it.

\*Not specified in the application.

#### Key to proposed DBS service offerings

**A**—Direct to home (or business)  
**B**—Pay television  
**C**—Advertiser-supported  
**D**—Terrestrial retransmission by broadcasters

**E**—Terrestrial retransmission by cable systems  
**F**—Terrestrial retransmission by LPTV stations  
**G**—Electronic text services  
**H**—Leased-channel system

**I**—High definition TV  
**J**—Additional audio services  
**K**—Unspecified



a manufacturer of television translators; Maurice Reid, former controller and chief financial officer for CBS-TV Stations and vice president, finance and administration, Polydor Records, and Leonard C. Mitchell, chief engineer, U.S. Tower Co., earth station and broadcast tower manufacturer.

Metcalf is also president of VSS and vice president, engineering, of Dominion. Reid is also vice president, finance, of Dominion.

Graphic Scanning Corp., Englewood, N.J., asked the FCC for two operational satellites and a spare so that it could offer a two-channel direct-to-home subscription television service. GSC, which provides data communications services through conventional telecommunications networks, also plans to make full use of the pay television signals' vertical blanking interval and the transponders' subcarriers to offer various teletext services.

Transponder subcarriers may also be used for foreign-language dubbing, audio services for the blind, background music and/or distinct stereo music programming, GSC said.

GSC predicts in its application that its proposed system will interconnect hundreds of thousands of teletext subscribers, equipped with home computers, with a "vast information and data storage

base." Subscribers would call up the information by telephone. GSC said the teletext subscribers will be charged monthly for lease of a teletext decoder and additional fees based on the amount of information received.

For the full-time two-channel service, GSC plans to charge \$25 per month. GSC will not sell the home earth stations, but will instead install and lease them for a one-time charge of \$300.

According to the applications, subscriber-ship to the pay TV service will grow from 100,000 in 1986 to 4,850,000 in 1990. Teletext subscribership will rise from 1,000 to 110,000 over the same period.

Besides data processing and communications, GSC also claims to be the largest radio paging operator in the country (140,000 pagers in 30 markets). Its revenues for the nine months ending March 31 were nearly \$45 million and its net earnings were more than \$10 million, it said.

Among the applicants that plan to lease DBS transponders, the most ambitious is the Direct Broadcast Satellite Corp., a newly formed company based in Washington. DBSC has asked for three satellites (and one spare) and a total of 42 channels. Each of the satellites would contain six 200-watt channels capable of reaching one-third of the country. In addi-

tion, each would have eight 20-watt channels, whose signals would be directed to small service areas (about 10% of the full service area) by two spot-beam antennas. No more than four channels could pass through one spot beam.

DBSC plans to offer all these channels to the public on a first-come, first-served basis as a common carrier. However, DBSC notes in its filing, it should not be overregulated. "Under a flexible regulatory scheme, DBSC would be free to provide innovative and experimental satellite services," it said.

Given the expected rapid growth of DBS, DBSC said, it will lease time on its satellite at "extremely attractive rates." An hour on one of the spot beams may go for as little as \$400, it said.

Besides traditional television video and audio, DBSC also intends to use the transponders' FM subcarriers for stereo sound, second-language sound, teletext, data transmissions, closed captions, facsimile, computer loading and alarm and control system activation.

To power those transponders, DBSC is proposing to launch a 3,000-pound satellite that is capable of generating 4,600 watts of electricity. The first of the satellites will be placed into orbit at 103 degrees west longitude to serve the eastern third of the country. The subsequent two satellites will

## If you can't join 'em, beat 'em

### **NAB, ABC, AMST among band of petitioners asking FCC either to hold off on any interim authorization until there's a hearing or to reject STC's bid out of hand**

In addition to being the deadline for competing applications to Satellite Television Corp.'s DBS proposal, last Thursday (July 16) also was the deadline for petitions to deny that application. Nine were filed.

Leading the pack was the National Association of Broadcasters, which, true to its anti-DBS posture, submitted a lengthy filing (almost 200 pages). ABC followed suit, incorporating much of what NAB said into its own petition to deny.

Others filing against the STC application were Buford Television Inc.; Cleveland Associates Co., licensee of subscription TV station WCLQ-TV Cleveland; Forward Communications Corp. et al, in a joint petition; Farinon Electric Operations, a division of Harris Corp.; the Association of American Railroads; the Aerospace and Flight Test Radio Coordinating Council (AFTRCC), and the Manufacturers Radio Frequency Advisory Committee (MRFAC).

In addition, the Association of Maximum Service Telecasters and the three TV network affiliate associations filed "objections" to the STC application, and called on the commission to hold a hearing on the matter to resolve outstanding issues.

NAB argued that the Communications Act bars the commission from licensing a national broadcast service of the kind proposed by STC. "Any change in America's locally based broadcast allocations scheme," it said, "must be authorized by Congress before it is implemented by the commission."

The relevant section that NAB interprets as precluding such a system reads: "... the commission shall make such distribution of licenses ... among the several states and communities as to provide a fair, efficient and equitable distribution of radio service to each of the same."

As to the effect that STC's DBS proposal would have on local broadcasters, NAB points to STC's own study, conducted by Arthur D. Little Inc., which, NAB says, concludes that STC would "steal" 40% to 80% of the subscribers of locally-licensed terrestrial STV stations.

Created by the U.S. government to operate as a common carrier, STC's parent Comsat "may not control the content of its transmissions and thus may not engage in broadcast programming," NAB argued.

NAB also challenged the validity of STC's financial qualifications. "Aside from an illusory commitment from one bank (Chase Manhattan) to participate (to an unspecified extent) in a putative loan by a presently nonexistent banking syndicate," said NAB, no banks have shown an interest in lending STC funds for its DBS venture. It also challenged Comsat's ability to make good on its promise to in-

vest \$225 million in the project. According to NAB, "STC must show that Comsat's current liquid assets exceed its current liabilities by at least \$225 million. No such showing has been made."

NAB also suggested that even if Comsat were able to invest that heavily in STC, such a commitment would "inevitably increase the cost of capital to Comsat and thus raise the rates paid by [its] general ratepayers. Such cross-subsidization at the expense of the ratepayers is contrary to commission policy."

Another argument put forth by NAB is that "far better public interest uses for" the limited 12 ghz band exist other than "the same mass entertainment fare that is already available on conventional television." High-definition television would be one such better use, it said. Similarly, NAB contended that the 16 mhz bandwidth proposed by STC is too narrow to yield anything but inferior picture quality.

NAB also pointed out that the commission has designated for hearing a formal complaint against Comsat in which Western Union International (WUI) alleges that Comsat engaged in deliberate anticompetitive misconduct concerning contract bids with the Department of Defense to provide communications services between Hawaii and Guam. According to NAB, WUI charges that Comsat made it impossible for WUI to win a bid for a DOD contract by quoting to it a price for leasing Comsat's facilities that was twice what Comsat quoted to the DOD in



operate from 123 degrees west longitude and 143 degrees west longitude.

The total cost of the system is estimated to be \$577 million, including \$533 million for the satellites and their launch and \$44 million for the ground facilities.

DBSC is owned by Wilbur Pritchard, president of DBSC and president of Satellite Systems Engineering, a Washington consulting firm (33%); Wladimir Naleszkiewicz, executive vice president of DBSC and vice president of SSE (17%); Ronald Coleman, a Washington communications attorney (22%), and SSE (28%).

RCA requested four operational satellites, each of which will carry six transponders capable of reaching an entire time zone. RCA plans to lease the transponders, but not as a common carrier. The number of channels per satellite is so small that common carrier regulations are impractical, RCA said. It said the channels will "not be offered generally" and added that "RCA may retain one or more of the channels for its own use" or for that of its subsidiaries (like NBC) and affiliates.

RCA asked for no specific orbital slot. It said that its satellite, designed by its Astro-Electronic division, is so flexible that any slot within a 30 degree arc would be suitable: for the Eastern time zone—95-125 degrees west, central—110-140 degrees

west; mountain—125-155 degrees west, and Pacific—140-170 degrees west.

The proposed RCA satellite is extremely powerful, generating 4,770 watts of prime power to feed the six 230-watt transponders.

RCA said it is only interested in providing the space segment of the DBS system to its future clients, although it would, upon request, provide uplink facilities.

Initially, RCA believes that a single transponder on its DBS satellite would cost approximately \$30 million per year. That figure might shrink as low as \$20 million once the entire four-satellite system is operational. While it might appear that the charge for coverage of the United States is high (\$60 million to \$80 million for one transponder on each satellite), RCA said, the cost per receiver household is low. "Assuming five million receiver households," RCA said, "the cost would be about \$1.33 per month per receiver household."

The capital needed for the entire system excluding interest is \$760 million. An interim system consisting of one operational satellite, an in-orbit spare and a ground spare would cost \$400 million.

The application that may or may not have slipped in under the wire also proposed a leased channel service. Satellite Development Trust, Los Angeles, re-

quested four satellites, each with three channels. The satellite would be flown in the same orbital slots as STC; the first satellite launched would serve the Pacific time zone. The channel power will fall somewhere between 150 watts and 250 watts. Funding for the project is "assured at \$250 million," the one-page application said, and the satellites "are being constructed by Hughes."

Advance Inc., a minority-owned telecommunications and computer consulting firm in Washington also filed a vague application. Advance Satellite, a subsidiary formed to operate the DBS system, asked for one or more geostationary satellites that would contain one or more direct-to-home channels and multiple common carrier channels. Dennis J. Brownlee is president of Advance.

Two other applications, neither more than three pages long, each asked for one satellite, but offered little explanation of how it would be used. Home Broadcasting Television Partners, Milwaukee, asked for an orbital slot at "about 110" degrees west longitude to accommodate its satellite and channel power of 19.7 watts for the undetermined number of channels. Unitel Corporation, Traverse City, Mich., asked for an orbital slot at 100 degrees west longitude but only speculated on what its satellite might offer.

its winning bid to provide the service itself. The allegations, said NAB, "raise serious questions about an applicant seeking a broadcast license."

ABC argued that STC's proposal also was "directly contrary" to the FCC's seven-station, duopoly and regional concentration of control ownership rules.

"Under its proposal, STC would beam three channels of programming into every community in the Eastern time zone," said ABC. "A terrestrial broadcaster's application for authority to provide three channels of city grade VHF service to every community in the Eastern time zone would obviously be rejected out of hand under the current rules."

Buford Television—an STV operator and applicant for more than 100 translator stations (under the name of Residential Entertainment Inc.) that would rebroadcast the signal of its WBTH(TV) Cincinnati—urged the commission to dismiss the STC application or designate it for hearing, and listed a number of possible issues including whether STC sufficiently demonstrated a need for three nonlocal DBS channels in the Eastern time zone, its impact on UHF stations and whether it represents the most efficient use of the spectrum in light of competing demands by other users.

Cleveland Associates urged the commission to take basically the same course of action suggested by Buford, as did Forward Communications et al.

Farinon also called on the commission to dismiss the STC application because of its inefficient use of the spectrum. "Proposals which rely heavily on the use of

community receivers, especially in urban areas where population and terrestrial microwave systems are most densely concentrated," said Farinon, "offer a far more efficient use of the spectrum than Comsat's proposal since they offer the opportunity for a great deal more channel sharing with terrestrial fixed service systems." STC's proposal relies for the most part on individual reception which, Farinon argues, provides a greater likelihood "for interference from the terrestrial fixed service systems, and [thus] the more extensive the potential need to relocate or modify existing terrestrial microwave systems to accommodate DBS systems."

The American Association of Railroads agreed, noting that the use of community antennas in "crowded urban areas would enhance spectrum sharing potential." Many of its members are users of operational-fixed microwave systems in the 12 ghz band.

AFTRCC—whose members include licensees of microwave facilities in the 12 ghz band—said that while the commission has let it be known that existing users of that band may have to relocate because of interference caused to DBS, it has so far failed to come up with a suitable alternative. Therefore, said AFTRCC, the commission should deny the STC application or designate it for hearing to determine "the amount of interference between microwave and DBS systems under varying circumstances; and whether, assuming the interference is unacceptable, suitable substitute spectrum exists for terrestrial licensees."

MRFAC, whose members also use

operational-fixed microwave systems in the 12 ghz band, objected to what it called the commission's "a priori approach with respect to DBS systems; in effect, the commission has decided that it wants DBS without regard for the impact on terrestrial licenses."

"Such a view is short-sighted," MRFAC said, noting, as it has previously, the "important public interest purposes served by 12 ghz microwave systems."

AMST suggested that the commission "is on the brink of granting the Comsat application without having addressed, let alone having resolved, a prior allocations decision," which it described as: "What is the best use for the 12.1 to 12.7 ghz band?" It said the 12 ghz band "could quite possibly be the only practical medium for the public's local television service" to convert to high-definition television. On the other hand, that spectrum might best be used for the fixed satellite service, AMST said. It said that "action on the Comsat application should await the outcome of congressional study, for, logically, the commission cannot conclude that Comsat's application serves the public interest until it has been determined what the public interest is."

The affiliate groups contended that "there is literally a plethora of substantial and material questions of fact which require a hearing." But they also said that "the anticompetitive potential of the Comsat proposal, when weighed against the clearly trivial procompetitive potential, mandates rejection without a hearing." Grant of the STC application would be premature, the affiliates added.



## AT&T decontrol bill, with cable add-ons, sails out of Senate committee

**Packwood committee passes 898-16-1, with Hollings lone holdout; AT&T allowed into unregulated services through separate subsidiary; cable protected on rate regulation**

After adding provisions concerning cable TV rate regulation, the Senate Commerce Committee passed its controversial telecommunications bill that would allow AT&T to offer unregulated services through a fully separate subsidiary. It did so last Thursday (July 16) after a 90-minute session that ended in a 16-to-1 vote, with Senator Ernest F. Hollings (D-S.C.) casting the only negative.

The cable amendments would prohibit rate regulation of basic cable services by any federal, state or municipal agency except in areas where "no reasonably available alternative electronic media services" exist. The FCC would set guidelines defining such areas. The bill would set into law the FCC's authority to set ceilings for local franchise fees and would require utility companies to accord to cable companies reasonable access to pole attachment.

A last-minute agreement between the committee's chairman, Bob Packwood (R-Ore.), and ranking Democrat, Howard Cannon (D-Nev.), led to an amendment allowing states or cities to require dedication of channels for government, public or educational access. The bill's prohibitions on rate regulation would not apply to contract agreements between cities and franchisees.

The National League of Cities secured the Packwood-Cannon agreement minutes before markup on the bill began. Word had leaked out earlier in the week that the committee had added the first three provisions, which would have ended most cable rate regulation and denied local governments the right to require public access channels.

As it is, the bill would severely restrict cities' abilities to regulate cable rates. They could impose certain fees as part of franchise agreements, but on-going rate regulations would be illegal.

Cynthia Pols, legislative counsel to the league, called the bill "totally unacceptable" although the league had joined the National Cable Television Association in supporting it just after last Thursday's markup session. But as the dust settled after the committee's surprisingly rapid disposal of the bill, league members realized the Packwood-Cannon agreement was "not being interpreted as broadly as we would have it," according to Pols. "It's really foolish to force cities to deal harshly with cable companies," she said. "They will have to go to three- or five-year franchises."

Robert Ross, NCTA vice president, government relations, said: "The provi-

sions are consistent with the basic principle of the bill. Where you have competitive service, no rate regulation is necessary."

The committee approved an amendment forged by Senators Wendell Ford (D-Ky.) and John Danforth (R-Mo.) to prohibit AT&T from including product-specific advertising in the electronic Yellow Pages it hopes to offer through its separate subsidiary. Such advertising could include "general business and product categories, distributors and dealers under general categories and customer name, address, telephone number and trademark or service mark." Passage of this amendment is widely considered a major victory for the American Newspaper Publishers Association, which has lobbied strenuously against allowing AT&T to upgrade its Yellow Pages in an electronic form that would compete with newspaper advertising.

Another amendment criticized by some as protectionist narrowly passed the committee last Thursday. Offered by Senator Ted Stevens (R-Alaska), it would prohibit AT&T from entering the alarm service industry until transmission facilities other than AT&T's lines have been established for competing alarm companies in a given area.

The committee unanimously passed an amendment to direct the FCC to impose surcharges to insure local rural telephone rates don't exceed 100% of the national average and another requiring the Communications Subcommittee to hold oversight hearings every six months to monitor the FCC's administration of the law and its regulation of AT&T's five-year transition from a completely regulated common carrier to one that competes in regulated and unregulated services. It added a provision to allow the U.S. government to plan services it needs for national defense and amendments to further separate the parent company and its subsidiaries from the new, fully separate subsidiary provided for in the bill.

Efforts by Hollings to amend the measure—he strongly criticized S. 898 as another "Bell bill" (referring to an AT&T-sponsored bill rejected by the committee in 1977)—were defeated. "This is a cut, piece and patch job," he said. "We started with clear lines for a separate subsidiary so we wouldn't end up with all kinds of regulations, but ended up with a mammoth regulatory apparatus."

Hollings proposed that stock in AT&T's separate subsidiary be 30% owned by outside interests. "This way the stock market and Securities & Exchange Commission will regulate the subsidiary not the FCC." Communications Subcommittee Chairman Barry Goldwater (R-Ariz.) called that a "step toward divestiture," while Danforth said such an arrangement would lead to tremendous litigation among AT&T

stockholders. The amendment failed, 9 to 8, with most Democrats siding with Hollings.

His second amendment would have prohibited the subsidiary from owning or operating transmission facilities in any market where competitive alternatives do not exist. Hollings held a pile of letters from business telephone users who had told him competition in telephone equipment and transmission services is not effective. Hollings recently surveyed about 60 business users (BROADCASTING, July 6), asking for input on the issue. Committee members argued that such a provision would place the separate subsidiary at a competitive disadvantage because other providers of such service, such as GTE, Exxon and IBM, own their own transmission facilities. That amendment went down 15 to 2.

House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) congratulated Packwood on the outcome. "After many years of heavy House involvement with these issues," he wrote, "it is gratifying to see the Senate committee pass a bill, particularly one that draws so heavily on the legislation passed by our committee last year, H.R. 6121."

Noting published reports that Packwood had expressed concern to Reagan administration officials that the House Judiciary Committee would not approve any common carrier legislation until the Justice Department completed its antitrust suit against AT&T, Wirth said he's had "numerous conversations" with Judiciary Committee Chairman Peter Rodino (D-N.J.), who believes the Communications Act "needs revision" and has "made clear he has no intention of blocking such legislation."

Although Senate Judiciary Chairman Strom Thurmond (D-S.C.) has asked twice for a chance to review S. 898 in his committee, Packwood is trying, according to a key aide, to negotiate with Thurmond to avoid delaying a Senate vote on the bill.

## House subcommittee sides with press on UNESCO issue

**Passes resolution calling on international organizations to cease and desist on news content**

Two House Foreign Affairs subcommittees last week approved a resolution calling on UNESCO to "cease efforts to attempt to regulate news content after hearing another round of denunciations of proposals within the United Nations Educational, Scientific and Cultural Organization to license journalists and draft a code of ethics for them. Some of the sternest talk came from Leonard Marks, former director of the United States Information Agency and now a member of the World Press Freedom Committee, and Murray J.



## Senate Rules panel OK's TV coverage

**S. Res. 20 passes, authorizing Senate to control cameras; cost pegged at \$4.5 million-\$5 million; first big victory for Baker**

The Senate Rules Committee voted unanimously last Friday (July 17) to recommend that the Senate open its chamber proceedings to television. A staff report accompanying the resolution (S. Res. 20) will recommend that the Senate control its own cameras and estimates that such an operation should cost between \$4.5 million and \$5 million.

The committee rejected with a straight party-line vote an amendment offered by ranking minority member Wendell Ford (D-Ky.) who wanted to restrict coverage to radio only. Ford argued that radio coverage would cost the Senate between \$22,000 and \$25,000 and that radio would reach far more people than a television feed, likely to be carried in full only by cable TV.

"We just saved \$5 million dollars in Senate committee expenses by cutting the budget," he said, "and now we're going to turn around and spend that \$5 million." Senate Majority Leader Howard Baker (R-Tenn.), who leads the effort to gain approval for televised proceedings (BROADCASTING, April 13), said the Senate had saved \$40 million in overall government spending this year, would hope to save more next year and that "media coverage must find a place in the budget."

Senator Jesse Helms (R-N.C.), who is part owner of Capitol Broadcasting Co. and a former general manager of WRAL-TV Raleigh, N.C., called the committee staff's estimate of \$4.5 million "outrageous," and offered to advise the committee on how to "get that figure down," if it passes S. Res. 20. Helms said he is "not nearly as enthusiastic" about televising the Senate as Baker is but that "properly set up, it would be fine."

Senator John Warner (R-Va.), who said he favored only sending S. Res. 20 to the floor for debate by the full Senate, argued that the resolution does not commit to any spending figure, but leaves that up to the Senate. "We could decide to let the networks operate the cameras," he said, "then it wouldn't cost us nearly as much."

In voting for S. Res. 20, Warner reserved the right to argue against it on the floor. During hearings on it (BROADCASTING, April 13, May 11), Warner indicated strong reservations about televising proceedings and at one point said he was considering offering an amendment to televise select debates only. Such an arrangement would lend itself to network control of cameras, as Senate-controlled production would be too costly to maintain for select debates only.

After the 7-to-5 vote rejecting Ford's amendment, he said he "regretted it had come to a partisan issue." One observer to last week's proceedings had predicted such a vote, saying Democrats would side with Ford to avoid giving Baker "his first big

victory" as majority leader.

Baker said he does not intend to make it a partisan issue, expects the vote on the floor to be very close and is "not sure at all it will pass." A survey of all 100 senators taken early this year by the Cable Satellite Public Affairs Network (BROADCASTING, March 9), indicated that a majority of the Senate favors or leans in favor of approving S. Res. 20.

Committee work on the resolution and its accompanying report should be completed in two weeks, according to one staff member. It will be up to Baker to decide when to bring it to the Senate floor.

## FCC upping budget request for 1983

**Housekeeping and minor issues occupy commission's attention; keeping an eye on cows in heat**

The FCC will ask the Office of Management and Budget for approximately \$86.2 million for fiscal year 1983—an increase of \$8.8 million over the \$77.4-million budget request for 1982. The 1983 budget request was adopted by the commission at its open meeting last week.

The 1982 budget proposal is currently winding its way through the congressional authorization process. Last week the full House Appropriations Committee gave its approval. The next step will be full House approval, and then to the Senate side.

The commission will not request authorization of additional new positions. The extra \$8.8 million would be used for computer equipment and the development of data bases "to improve the productivity of the existing staff."

In other action at its open meeting, the commission:

- Delegated authority to its Broadcast Bureau to approve new or modified educational FM station applications even though their proposed service areas are up to .5% less than they should be under commission rules. In recent years the reserved FM spectrum in major markets has become quite congested, often making it impossible for an applicant to devise a service area that is totally free of interference. The bureau for some time has had authority to approve such applications where the so-called "perfect" service area receives up to 1% interference.

- Gave the go-ahead for establishment of an advisory committee to assist in preparations for the World Administrative Radio Conference on the Use of the Geostationary Satellite Orbit scheduled to begin in 1985.

- Authorized the use of low-power communications devices operating on 2.5 and 6.0 mhz to identify individual cows in a dairy herd. The system is said to be useful in recording milk production and determining when a cow is in heat.



Marks (r) with former FCC Chairman Rosel Hyde.



Conkling (l) and Madsen

Gart, editor of the *Washington Star*.

Marks said he supports the U.S.'s continued membership in UNESCO. "We would lose by withdrawing at this time because of the media question," he said. But he also said legitimate questions have been raised as to whether the U.S.—which pays 25% of UNESCO's budget, or \$49 million annually—is getting its money's worth.

Gart left open the possibility of withdrawal from UNESCO. He acknowledged withdrawal is a "blunt instrument." "But," he added, "UNESCO should know we will use it if we must."

The subcommittee, which heard from the State Department two weeks ago (BROADCASTING, July 13) last week heard further administration support for the resolutions it is considering from James B. Conkling, director of the Voice of America. He said it demonstrates to the world that the U.S. has no intention of allowing one of its "most fundamental political beliefs" to be compromised.

For all of the media attention focused on the UNESCO issue, broadcasters' "lack of concern and attention" was "regretfully" reported to the subcommittees' attention by Arch Madsen, president of Bonneville International Corp. and chairman of the National Association of Broadcasters' international committee. But, said Madsen, things are changing. He said in the past few months he has detected "strong feelings among some of our prominent industry leaders" that the UNESCO matter is "crucial."

The one witness who offered a different perspective on the New World Information Order was Hamid Mowlana, a professor of international relations at American University and a native of Iran. He said that Third World countries' call for a new order is aimed at righting what they see as an "imbalance in the north-south information flow."



## Tinker's first week: cautious beginning

**New NBC chairman tells press he wants to make sure the right people are in the right jobs, plans no quick program changes; appearances on both coasts**

The new chairman and chief executive officer of NBC spent part of his first day on the job telling reporters he plans no major changes at the network in the near future, nor does he foresee making over its programming in the image of MTM Enterprises, the Hollywood production company he headed for 11 years.

Grant Tinker, in a news conference last Monday afternoon (July 13) at Chasen's restaurant in Los Angeles, made it clear there will be a difference between his approach and that taken by Fred Silverman, Tinker's predecessor at NBC. Silverman, who resigned as NBC president June 30, was known for playing a direct role in network programming decisions.

"I don't want to appear to be a programmer who is going to run over to [NBC's offices in] Burbank and change all the programs," Tinker explained. "It's my intention to do a lot of mingling with the people at NBC . . . to satisfy myself that the right people are in those jobs, and then do as I did at MTM and get the hell out of the way."

Tinker said he felt it is a "pipe dream" to think high-quality shows can fill a network's prime time schedule. "There aren't enough good, creative people around" for that to happen, Tinker said. "You can't always be good and popular," he continued, "not when you're talking about seven nights a week."

However, Tinker emphasized he is committed to improve the overall quality of the network schedule, despite the demands of tight production schedules and diverse public tastes. He said there were programs currently on NBC he would not buy and that the network will probably produce some programs in the future that he "would not hurry home to watch."

Asked how he would raise program quality, Tinker replied: "If you give them something good and you leave it there and promote it properly, they will find it." This was an apparent response to a frequent criticism of NBC in recent months, that the network did not give new shows ample time to build an audience.

"I'd like NBC to stand for shows that leave a little something—not necessarily a message—with the audience. But when a viewer turns off an NBC show, I'd like him not to say 'I just wasted a half hour.'"

According to Tinker, it was easier to maintain quality control at MTM, by keeping the company small and giving producers plenty of room to develop their talents. To the extent that is possible, he indicated he'll give programming executives the same kind of authority at NBC. As he has in several recent interviews, Tinker emphasized that it is Brandon Tartikoff

who is president of NBC-TV's entertainment division, and directed reporters to go to him with specific questions about prime time programming. The new executive made it clear that Tartikoff, NBC Television President Irwin Segelstein, and a yet-to-be-named NBC president will have considerable authority over the network's programming.

Tinker was asked why he left MTM to return to NBC, where he worked twice in the past, from 1949 to 1954 and from 1961 to 1967. "I just had the feeling as I drove to my office each morning that there just wasn't a lot of challenge there [at MTM]," he explained.

It was apparent that the new job presents a considerable challenge to the new chairman. "If I told you all I know about NBC we would be out of here in thirty seconds," Tinker confided in his introductory remarks. "Any end [of the entertainment industry] that is not programming is literally something that I haven't done recently or have never done."

■ Tinker returned to a podium Thursday (July 16), but on the other coast, to field questions from New York reporters at "21." Continuing on the state of NBC, he



**Switch-hitting chairman.** In his New York office (l); at West Coast press conference (r).

said he expects the new season to start "pretty much [on] the 28th" of September, "with possibly some things coming in behind." He added that "I don't intend to change" the previously announced lineup, explaining that he "thought it looked like a strong schedule" when he viewed it while with MTM.

Nor did Tinker indicate that executive dismissals would be coming. "To my knowledge everybody will remain in place. I don't know of anybody I'd like to ask to leave the building," Tinker said, referring to both East and West Coast operations. He did say there might be some "rearranging of people," such as a new president with strong business-side credentials he hopes can be drawn from NBC ranks.

Tinker, who has said he plans to continue residing on the West Coast, explained that it is a possibility that more of

the NBC operation eventually will be based there. In the meantime, however, he said "I think it's probably more efficient for me to travel" than to uproot the staff and that he will spend "more time here [New York] than there [Burbank]." Certain operations, he said, could not logically be moved, such as news and sales.

Regarding the efforts of the Rev. Jerry Falwell of the Moral Majority and the Rev. Donald Wildmon of the Coalition for Better Television, Tinker said he had the same resistance to the now-canceled boycott as more vocal producers Norman Lear and Lee Rich. Tinker explained that he took a "more Pollyanna approach, defusing approach," believing that "if we did some better shows, some of the complaints would go away."

"As far as I'm concerned, he [Falwell] is another viewer" Tinker said, adding that he is interested in him just as he is in all viewers.

A programming goal, Tinker said, is "improving from the bottom up" and having "fewer of the real rotten shows," none of which he would name. Daytime too, Tinker said, is "very high up on the list" of his priorities.

On other programming fronts, Tinker said that his job "doesn't involve developing things for cable." To a question on news,

he explained that "as a viewer" he would like to see an hour evening broadcast.

Tinker complained about the costs of running the network business and said "there is a limit to what we can pay for programming," claiming that the "golden goose, if not dead, is not thriving either." He said that everyone "has got to understand there is a limit."

To a reporter who recalled that Tinker, while a producer, used to say that the networks weren't paying enough, the new NBC chairman said, "Now I'm saying they are paying enough money."

As for his predecessor, Fred Silverman, Tinker called him a "brilliant guy" and said he "had a lot of bad luck." Tinker said the only problems he had had with Silverman came during Silverman's ABC days when "other people misinterpreted us to each other."



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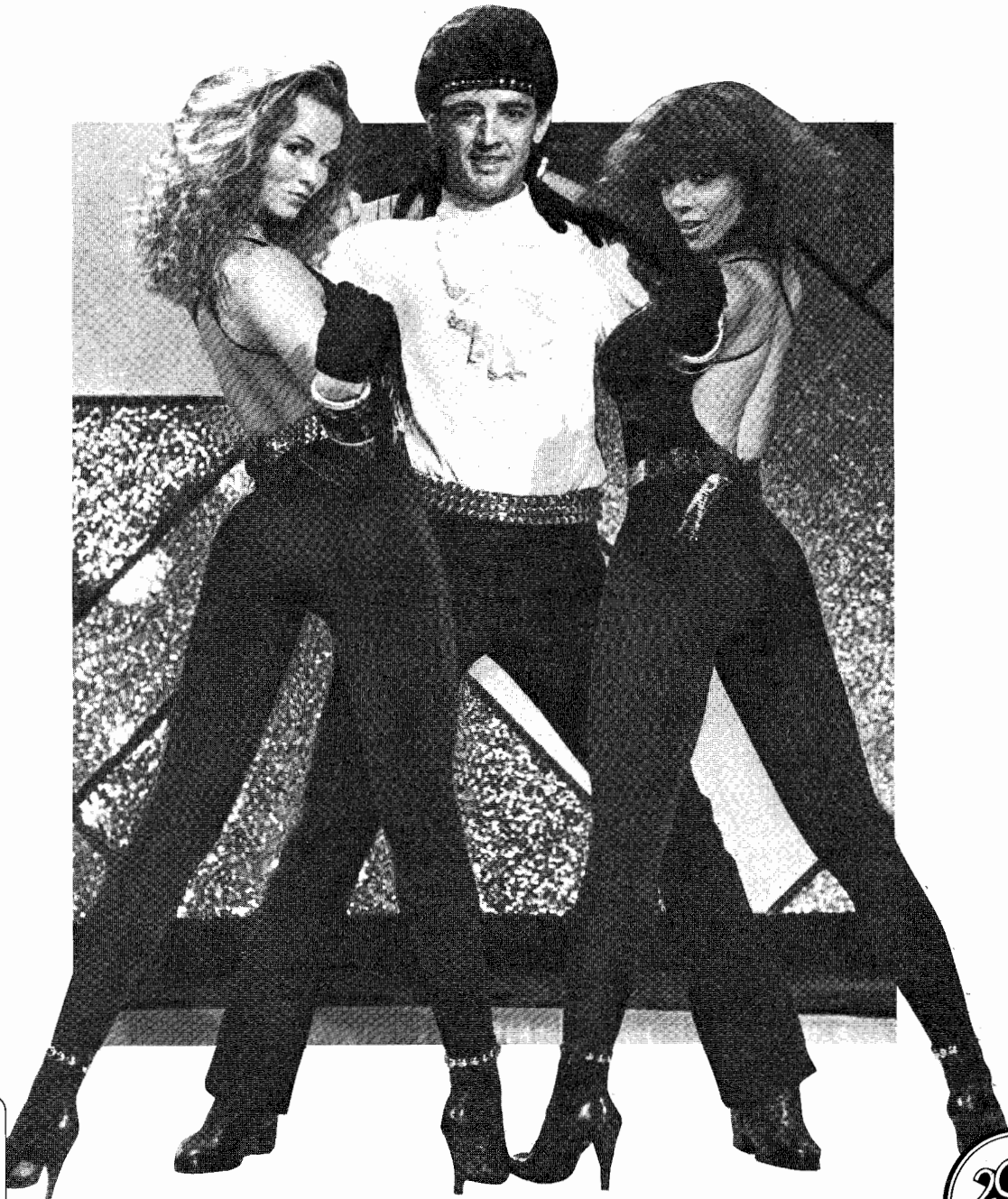
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# Law & Regulation

## Ferris in the hot seat on copyright

**Former FCC chairman's testimony at House hearing on compulsory licensing draws criticism from subcommittee members**

Scrutiny of the 1976 copyright laws will "reveal recycled solutions seeking but again failing to find problems," said former FCC Chairman Charles D. Ferris, who testified last Wednesday (July 15) before the House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice. His testimony drew criticism from subcommittee members, who are considering proposals to amend those laws.

Register of Copyrights David Ladd, whose testimony before the subcommittee was postponed until this Wednesday, (July 22) asserted an opposite point of view in a written statement he submitted.

Ferris, now a partner in the Washington law firm of Mintz, Levin, Cohn, Ferris, Glovsky & Popeo, spoke on behalf of the National Cable Television Association, which has retained him to help fight for retention of compulsory licensing. His remarks were similar to some he made before the Senate Judiciary Committee, which held one hearing on compulsory cable licensing earlier this year (BROADCASTING, May 4).

Cable retransmission of broadcast signals is the "best friend broadcasters ever had," said Ferris last week, and present cable copyright laws serve the public better than any of the legislative proposals pending in the House subcommittee. One of those bills (H.R. 3560), introduced by Subcommittee Chairman Robert W. Kastenmeier (D-Wis.) would restrict compulsory licensing to those signals carried under the FCC's former distant-signal importation rules, would expand the Copyright Royalty Tribunal's rate-making powers and allow it to establish syndicated exclusivity rules and exempt cable systems with fewer than 5,000 subscribers from all copyright liability. Another (H.R. 3844) would eliminate all compulsory licensing, exempt cable systems with fewer than 2,500 subscribers from liability, make satellite resale carriers liable for full copyright fees, provide for a one-year transition period before the elimination of compulsory licensing and eliminate the FCC's must-carry rules. Introduced by Representative Barney Frank (D-Mass.), (H.R. 3844) is a revised version of a bill he introduced earlier this year (H.R. 3528)

which would have kept the must-carry rules.

Cable systems are paying more and more for programming as exclusively cable programming proliferates, said Ferris, who noted that 36.4% of one local system's expenses last year were for program purchases. Compulsory licensing applies to only one of cable's programming sources and that source is decreasing in size and importance, he said.

"The copyright holder selling to broadcasters has to accept a condition of the public airwaves," that is, "less than absolute control" over the dissemination of programs, said Ferris. Compulsory licensing compensates broadcasting for any "incremental loss in advertising revenues" caused by the loss of exclusivity in its programs.

The FCC's "exhaustive" study of the



Ferris

economic impact of elimination of signal carriage rules demonstrated that no "real damage to broadcasters" would result from such elimination, said Ferris. He also compared 1979 program costs for several top TV markets, arguing that cable penetration had not affected those costs.

Subcommittee members questioned Ferris on the validity of his argument. If distant signals are becoming less important to cable systems, and Kastenmeier, then "what we do about compulsory licensing should be less significant to them." Noting that the FCC's economic study examined the impact a change in FCC rules might have on the public's viewing choices, Kastenmeier asked, "How seriously did the FCC consider possible dislocation within the program supply industry?" Ferris's comparison of program costs in major TV markets "demonstrates that that part of the economy is very erratic," said Kastenmeier. Other members of the subcommittee called Ferris's comparison invalid because it was



based on costs before the FCC's elimination of its signal carriage rules, still the subject of court review, had gone into effect. Ferris said figures in markets with "grandfathered cable systems," such as San Francisco, concurred with projections the FCC's study had made.

The FCC's final 4-to-3 vote eliminating those rules was inconclusive, said Kastenmeier, but "FCC decisions are likely to be upheld in court."

Ferris argued that decision had "actually been a 7-to-3 three-judge vote," because a New York court of appeals had unanimously affirmed the FCC decision. This drew a rebuke from Representative Caldwell Butler (R-Va.), who told Ferris he'd gotten "carried away" and made an "inappropriate response."

"I'm not sure which hat you're wearing," said Butler, "You were a hard-charging advocate of deregulation while chairman of the FCC. Today, your position seems inconsistent." Ferris countered: "Elimination of compulsory licensing seems to let the market flow, but doesn't have that effect. With no compulsory licensing, there will be no flow of programing."

Asked if he would favor eliminating must-carry rules, Ferris said he'd favor no change in cable copyright laws. "I appreciate the symmetry of your bill," he said, referring to Frank's H.R. 3844, which links full copyright liability with elimination of the FCC's must-carry rules, but must-carry "makes sense with present TV sets." Frank replied: "It seems to me you'd be more enthusiastic for elimination of must-carry rules. The issue is either program diversity or who's going to make more than whom." Frank said if Ferris is more concerned with the latter, he ought to "be on the table about it."

Asked whether professional sports might be harmed by elimination of signal carriage rules, Ferris said people should not be prevented from viewing games imported from other cities and that local teams should generate their own loyalty. "Their profit motive should not be discouraged," he said, "but it should not be subsidized." Present FCC sports blackout rules are adequate protection for sports franchises, he said.

Representative Thomas Railsback (R-Ill.) asked Ferris if present laws are really fair to copyright owners and broadcasters. "Your studies will lead to the same conclusion we had," said Ferris—that the "1976 copyright laws will get the supplier the greatest revenue gain and the widest audience."

The U.S. Copyright Office continues to favor letting the marketplace determine copyright fees whenever possible, according to Ladd, who also appeared before the Senate Judiciary Committee in May. The only commercial exception to this should be performer royalties for sound recordings, he said, and the copyright office supports H.R. 1805, a bill introduced by Representative George Danielson (D-Calif.) to institute such fees.

Where cable laws are concerned, Ladd favors the Frank bill (H.R. 3844) over

Kastenmeier's. "The public will decide whether signals will be retransmitted if compulsory licensing is eliminated," he said, "and cable will find ways to overcome transaction costs."

Ladd recommended that the subcommittee amend Frank's bill to exempt cable carriage of local broadcast signals and also to exempt carriage of network signals not otherwise brought into a market. These exemptions should be subject to current prohibitions against program alteration and substitution of commercials, he said.

The subcommittee might wish to exempt the carriage of public broadcasting stations from copyright fees, said Ladd, but if public stations begin to support themselves with advertising, they could then be treated the same as networks under Ladd's proposed amendment.

Importation of sports programs on distant signals could harm professional sports, said Ladd. He advocated allowing teams complete control over selling the rights to their games.

Concerning performer rights for sound recordings, Ladd said the "potential eco-

nomic burden on the users of sound recordings" resulting from such legislation is "outweighed by the commercial benefits they derive from the use and by the damage suffered by performers when recordings are used without compensation as a substitute for live performances." Copyrighted sound recordings may be "one of the exceptional areas where a statutory compulsory license is necessary," he said, "at least until the right is established and the parties have a chance to form voluntary licensing organizations to assume collection and distribution functions."

Ladd offered only minor technical amendments to Danielson's performer royalties bill, which would require radio stations to pay 1% of their net annual advertising receipts, less commissions to agencies, in royalties. Television stations with revenues between \$1 million and \$4 million annually would pay \$750 and those netting over \$4 million would pay \$1,500 a year. The bill would also assess discotheques, background music services and other commercial users, such as jukeboxes.

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## More cable dereg on horizon, says FCC's Anne Jones

### Cable operators should use caution with responsibilities that come with dereg because regulations can be reapplied

In a speech to the New England Cable Television Association last week (see page 54), FCC Commissioner Anne Jones predicted further cable deregulation and even suggested that the commission's Cable Bureau "may well now be absorbed in another bureau . . . as an indicator of our changing priorities."

Jones referred to a study, undertaken by the commission's Office of Plans and Policy concerning all aspects of cable ownership, that she said will be the basis "of what I suspect will be some significant deregulation moves in coming months." OPP will deliver the completed study to the commission early next fall, according to Jones. The report is expected to suggest that existing cable ownership rules be eliminated, she said.

Noting that existing cable ownership restrictions have been on the books for a decade or more, Jones described the rules as "predictive—they were designed to prevent practices which the commission thought *might* take place," such as wireline or network domination of all electronic communication of news and entertainment to homes of a given region.

"But times are changing," said Jones, "not just the political climate, but, more importantly in this context, technological opportunities." She said competition from the newly emerging alternative delivery systems "clearly mitigates the basic fears

that led to FCC ownership restrictions in the first place."

The commissioner confronted the cable group head-on concerning telephone company crossownership of cable systems within its own service area. The commission staff is currently evaluating comments received in response to a rulemaking proposal that would allow telco-cable crossownership in rural areas (BROADCASTING, April 13).

"In areas with fewer than 30 homes per mile," Jones said, "cable economics have made it unlikely that an independent (nontelephone company owned) cable system can afford the construction and operating costs for very limited system income from so few subscribers." That argument was one of several used by the phone companies in comments urging the commission to eliminate the crossownership ban.

"This question of providing telecommunication beyond plain old telephone service to rural areas," Jones said, "is one of increasing importance for the FCC and for the Congress as well. It may be faced squarely for the first time on this question of provision of cable television."

Jones told the cable association the commission will also examine the need to initiate "any overall limitation on the size and reach of multisystem owners." Without specifically predicting any particular action the commission might take, Jones said, "I suspect [FCC] Chairman Mark Fowler's call for unregulation will be carefully considered in these instances."

As to minority ownership of cable





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Jones

systems, Jones said the commission's ability to foster it is hampered by the agency's lack of licensing power over cable systems. Affirmative action regulation, she said—as she has often stated in the past—“belongs properly to the Equal Employment Opportunity Commission, not the FCC.” If the EEOC finds cases of discrimination, she said, it “could refer cases to the FCC for further action, if needed, against broadcast licensees or cable system owners.”

Jones also proposed a solution for the so-called “saturated” systems problem. That problem is faced by cable operators whose systems do not have enough channels to meet the program service demands of its customers and at the same time carry all of the local signals within their service area as required by the commission's “must carry” rules.

Jones's solution: Delete the must-carry rules. “Lifting of the existing local signal rules could allow some of you,” she said, “to meet your subscriber demand, leaving the choice of what to carry to you and your customers, rather than a commission in Washington.”

Jones concluded her speech with a few words of caution about the added responsibilities that come with unregulation—“it becomes more important for you to keep an ear open to the many and varied demands of the public interest. Regulations that are lifted can be reapplied if conditions or prevailing notions of the public interest change, either in your industry or in Washington.”

## Senate subcommittee passes bill limiting federal agencies

The Senate Judiciary Subcommittee on Regulatory Reform unanimously passed a bill last Tuesday (July 14) that would substantially limit federal agencies' rulemaking powers. Introduced by Subcommittee Chairman Paul Laxalt (R-Nev.), the bill (S. 1080) is one of several congressional efforts to tighten control over agencies of

both the executive and legislative branches of government.

Laxalt's bill would require agencies to perform a “thorough regulatory analysis,” including cost-benefit studies, to prove why a proposed rule is preferable to other solutions to a problem. It would apply only to “major rules,” those having an annual effect on the economy of \$100 million or more in direct or indirect enforcement or compliance costs; or those causing a substantial increase in costs or prices for wage earners, consumers, individual industries, federal, state or local government agencies or geographic regions; or those having significant adverse effects on competition, employment, investment, productivity, innovation or trade.

Courts reviewing agency rules would be directed “not to accord any presumption in favor of, or against, agency action.” This is meant to remove the current presumption of validity in certain agency findings of law.

Laxalt's bill would also require agencies to publish regulatory agendas, twice each year, of rules to be considered and to review existing rules every 10 years for their continuing effectiveness. It would also allow “hybrid rulemaking” in which interested parties could introduce oral testimony and cross-examine witnesses concerning a proposed rule.

A similar bill is pending in the House Subcommittee on Administrative Law and Governmental Relations, introduced by Subcommittee Chairman George Danielson (D-Calif.). That bill (H.R. 746) has been partially amended but not yet passed. The Senate bill now goes to the Senate Governmental Affairs Committee which will have 30 days to review its provisions. It must also pass the bill, if it is to go to the full Senate.

## FCC's 'character' qualification comes under fire

**Sharp, commission's general counsel, argues for its removal in article, views echoed by Jones before New England group; notice of inquiry being drafted**

“The commission . . . should commence a proceeding to establish a new and coherent policy on character. This policy should specify the public interest objectives and should devise simple and consistent means of achieving them. The commission's first step toward achieving this goal ought to be to banish from its lexicon the word ‘character.’ ”

Those words are the recommendation of FCC General Counsel Stephen Sharp in an article, “Can the Broadcaster in the Black Hat Ride Again? ‘Good Character’ Requirement for Broadcast Licensees,” which appeared in the spring 1981 edition of the *Federal Communications Bar Journal*.

When he wrote the article Sharp was an associate attorney with the Washington law firm of Schnader, Harrison, Segal & Lewis. Now, as FCC Chairman Mark Fowler's choice to fill the general counsel's role, Sharp is in a position—and in fact is using that position—to initiate a proceeding on character similar to the one he suggested in the article.

Sharp's office is currently drafting a notice of inquiry on the role of character qualifications in the licensing process which is expected to be ready for commission consideration at its July 30 open agenda meeting (“Closed Circuit,” July 13). The notice will pose a series of questions concerning various aspects of character such as whether or not serious nonbroadcast misconduct should be considered in determining an applicant's or a licensee's ability to carry out the public interest obligation as a broadcaster and how a group owner's misconduct at one station should be evaluated in considering its other licenses.

Sharp addressed both of those questions in his FCBJ article. As to the former, aside from inconsistencies in the commission's past actions, Sharp contended that its “authority to assess nonbroadcast conduct may be limited.” Sharp noted that the Communications Act authorizes the commission to collect information regarding an applicant's character and other qualifications to operate a broadcast station. However, the act “neither commands the use of that information nor authorizes the commission to base decisions about the public interest in broadcasting on conduct unrelated to broadcasting.”

Congress's intent, said Sharp, was “to permit the commission to acquire information that relates to operating a station. It can thus be argued that commission authority to examine conduct by applicants is limited to conduct which is reasonably ancillary to the commission's regulatory function.” That function, he said, “is to insure that the viewing and listening public is well served by [commission] licensees.” With that goal in mind, Sharp said that the commission should not become “the arbiter of moral standards in the business world.”

Sharp mentioned two recent commission decisions in this area which illustrate the inconsistency of its current character policy. Both were handed down in January 1980 and both concerned the misconduct of the broadcast licensees' parents. In the first case, General Tire & Rubber Co.—parent of group broadcaster RKO General—had allegedly made improper foreign payments and political contributions. By a vote of 4-3 the commission instructed its staff to draft an order denying renewal of RKO's licenses for WOR-TV New York, WNAC-TV Boston and KHJ-TV Los Angeles.

Less than one week later, Sharp noted, the commission granted the license renewal of Westinghouse Broadcasting's KPX(TV) San Francisco and granted approval of its application to purchase KODAFM Houston, despite the fact that its parent, Westinghouse Electric Corp., had

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recently pleaded guilty to 30 counts of making false statements to a government agency. At the time, Group W itself was under investigation for alleged price-fixing of advertising time in the Pittsburgh market. Sharp also noted that that licensee faced—and won—a similar test back in 1962 when the commission conducted an inquiry into its basic character qualifications after its parent was convicted on a number of counts of price fixing and bid rigging.

Sharp did not attempt to judge the validity of either decision but concluded that the "similarities of the conduct of each licensee and the dissimilar results illustrate again the commission's imprecise standards and the minor distinctions upon which the decision may depend."

Although Sharp was not at the commission when it handed down its verdict on RKO, he most likely will be around when the exhaustive appeals process concerning that case begins, probably this fall. The commission has announced its intention—if it wins the RKO appeal—to begin a hearing to determine what effect, if any, its decision to revoke those three licenses has on RKO's other 13 licenses.

However, if the upcoming character inquiry accurately reflects Sharp's thinking on the issue of group owner misconduct—and assuming that such a notice is adopted into the rules—that hearing would not consider the issue of "character" as a qualification to be or remain a licensee.

"While character is by definition, 'portable' [inherent in a licensee], misconduct is not," said Sharp. "Therefore, a decision by the commission to deny or revoke a license should be limited to that license and not extended to other commonly held licenses. That is not to say that misconduct at one station cannot be deemed relevant to measuring the probability of similar misdeeds at another station. But such misconduct should be considered as evidence at the other hearing rather than as determinative finding."

Sharp concluded that the elimination of character as a licensing issue would "refocus the attention of both the FCC and its licensees upon specific acts of misconduct."

At least two of the current commissioners will no doubt applaud Sharp's initiative in developing a notice on character—Anne Jones and Joseph Fogarty. Two years ago they had requested some action along these lines, but as Jones said in a speech to the New England Broadcasting Association two weeks ago, "the formal response to this request has thus far been zero" ("In Brief," July 13).

The thoughts she shared with the New England broadcasting group on character echoed those of Sharp. She said that the commission should stop concerning itself with character "in any general sense, and the word should be deleted from the Communications Act. Because of its vagueness and heavy moral overtones, its utility for judging the likely behavior of applicants as broadcasters is very limited and its potential for mischief is considerable"

## McGowan to retire from appeals court

**Opening on Washington bench  
will give Reagan first chance  
to appoint someone to court  
that hears most FCC cases**

President Reagan last week was offered his first opportunity to make his mark on the U.S. Court of Appeals in Washington, regarded as the second most important court in the country and the one that handles most appeals from the FCC and other federal agencies. Judge Carl McGowan announced his decision to retire from full-time service on Aug. 31, after 18 years on the court.

Lawyers practicing before the court will await the President's choice of a successor with more than the customary anticipation. For among private attorneys and those representing the commission, McGowan was regarded as a fair-minded, able and centrist judge in a court often divided between liberals and conservatives.

"He has judicial temperament, is obviously bright and is open minded," Daniel A. Armstrong, the FCC's chief of litigation, said last week, in remarks echoing those of private attorneys. "He approached problems in a dispassionate way."

Armstrong and industry lawyers would not add an "always" to that characterization. For McGowan wrote the opinions in 1974 and 1979 holding that the FCC could and should consider radio listeners' complaints about broadcasters' proposed change of formats. The Supreme Court earlier this year finally affirmed the commission in its view that such matters are better left to the marketplace (BROADCASTING, March 30). And commission and broadcast lawyers, reviewing McGowan's record over the years since he was appointed by President Kennedy, could only describe the format opinions as an aberration.

McGowan, who was out of the country last week, did not reveal his reasons in a note to court officials expressing his intention to assume the status of senior judge, for which he became eligible last May when he turned 70. As senior judge, he will have a lighter work load.

McGowan who was plucked from a corporate law practice in Chicago for service on the court by President Kennedy, in 1962, will be stepping down after having served a brief tour as chief judge, the post given the most senior judge under the age of 70. He became chief judge in January 1980, and gave up the post to Judge Spotswood W. Robinson III earlier this year. Robinson said McGowan will be remembered as "one of the great judges of this court."

The Reagan administration's formal search for a successor to McGowan, in which suggestions from Congress and the bar will be considered, has not yet begun.



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## Writers, producers agree on 2% for pay TV revenues

**Compromise settles 13-week strike; networks will probably have to start fall season with movies, specials as writers rush to finish series scripts**

Television industry officials believe that the new fall season probably could begin in early October—only two or three weeks behind schedule—following last week's settlement of the 13-week writers' strike. But production delays caused by the work stoppage could put off the introduction of some new series until November or even early December. As a compromise, the networks are expected to start the season with a mixture of new and continuing series and made-for-TV movies and specials. This staggered approach will be similar to the one taken last year to compensate for the disruptive actors' strike, although the effects are not nearly as pervasive as last fall, when the season premieres were mostly introduced in late October.

Network programing executives held intensive discussions beginning last Monday to determine a timetable for the fall season. The president of the CBS Entertainment Division, B. Donald Grant, told reporters early in the week he believes the network will have nearly all original programing on the air by the first week of October, but that it might take until November before all the new CBS series are on the air.

In anticipation of the strike, which began April 11, each of the networks had

ordered extra scripts and additional episodes for successful continuing series. ABC, for example, has 10 new episodes of *Fantasy Island* already in the can. CBS has five episodes of its popular series, *Dallas*, available. In addition, the networks had ordered plenty of movies and specials as a precaution before the strike.

Hardest hit, therefore, will be the new series entries, particularly those shot on film and/or on location. A producer for NBC-TV predicted that *The James Arness Show* would probably not be ready for airing until late November, and the network's new *Chicago Story* would be delayed until December. At CBS, a spokesman singled out *Mr. Merlin*, a new comedy series relying heavily on special effects, as an example of a show that might be delayed until November. Most of the new shows exist only as pilots; producers have been unable to order scripts since the start of the strike.

There are a few exceptions, produced by independent companies that signed contracts with the writers during the last two months under terms of a separate agreement. Shows in development during this period include *Benson*, *Too Close for Comfort*, and *Three's Company*.

The final determination of when the new season will start will probably depend on how willing the networks are to pay overtime costs that would result from an around-the-clock effort to complete programs.

WGA-West President Melville Shavelson estimated most writers would be writing constantly through the rest of the summer, which could keep the delay in start-up down to "about a week." If the networks "scramble like hell," said WGA-West Vice President Frank Pierson, they might even get the fall season off on time. The most recent predictions by network executives had placed the hoped-for

season start on Sept. 21 or 28.

Ratification of the new WGA contract, which gives writers substantial boosts in minimum pay as well as their first share of pay TV profits, came swiftly in votes by the WGA board of directors Saturday night (July 11) in Hollywood and Tuesday night (July 14) in Hollywood and New York by the general membership.

The final agreement was reached in a 17-hour bargaining session that began late Friday morning (July 10) and ended about midnight. It calls for the 8,500 WGA members to receive 2% of gross revenues for pay TV productions, after producers have recouped \$1 million for each hour of videotaped programing and \$1.25 million for each hour produced on film. The writers had originally asked for 4.5% of gross, and received a 2.75% share under terms of an agreement reached with independent producers earlier this spring. The networks and major producers had originally offered 1.5%, the same percentage actors received in their new contract, which was signed last fall.

Minimum pay rates for scripts will increase from 52% to 57% over the four-year life of the new agreement, which is retroactive to March 2, the date the old contract expired. Currently, WGA members receive \$9,434 for a one-hour prime-time script and \$26,236 for a major theatrical script.

The tentative settlement was announced shortly after a group of WGA members had threatened to challenge WGA leadership by calling for a membership vote on the latest contract offer. The dissidents had given the WGA bargainers until last Monday either to come up with an agreement or to submit the latest offer from the producers. But instead, producers emerged from a closed caucus on Thursday (July 9) with the announcement that they had revised their proposals and were seeking a new meeting with WGA representatives. The writers had been on strike since April 11.

An additional complication affecting the new season is the baseball strike. The league playoffs, scheduled to be carried by NBC, and the World Series, slated for ABC, would fall during the first two weeks of October. It remains unknown whether the networks will go ahead with new programing against baseball, assuming the strike is settled by then, or wait until mid-October to present certain premieres. The outcome of current negotiations between players and management may have a significant impact on fall season scheduling options according to several network spokesmen.

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# A Bitter Reaction to CBS's Vietnam Special

By Reed Irvine  
and  
Cliff Kincaid

On June 29, CBS ran an ad in The New York Times that was headed, "Vietnam Today: Bitter Victory." It said: "Six years ago, Americans fought a war—and lost. Today, the country that won is losing the peace. Starting tonight, CBS News takes a close-up look at what's happening in Vietnam now. The disastrous economy. The patchwork military. The looming threat of China. The uneasy presence of Russia... Exclusive footage reveals a country in turmoil—threatened by the East and isolated from the West. And most unusual of all—looking to the United States for help."

Captions on accompanying pictures read: "Infant malnutrition is everywhere;" "Cannibalized spare parts for Vietnam's makeshift industry;" and "Sagging productivity." Viewers were urged to watch a half-hour special report, "Vietnam Today" and also two segments about Vietnam that were to be shown on the CBS Evening News.

The ad seemed to promise that CBS was going to demonstrate that the communist victory in Vietnam had been a disaster for the Vietnamese people. It would presumably make the point that the promises of the communists, whether in Vietnam or El Salvador, are worse than worthless. They fool people into thinking they are going to bring them a better life, and they deliver misery. Perhaps CBS News would even contrast what has happened in Vietnam with that famous headline in The New York Times on April 13, 1975 which read, "Indochina Without Americans: For Most a Better Life."

Some even thought that the CBS program might show that the only hope for the people of Vietnam was to get rid of the communist tyranny that has ruined their economy, robbed them of their liberty, and driven hundreds of thousands into exile. But that was not what CBS News had in mind.

The programs did show that Vietnam today is in terrible shape. The explanation for this was that they are not getting enough economic aid from the Russians. The only answer to their problems that CBS discussed was "help from the West, from the United States."

Prime Minister Pham Van Dong was shown declaring, "We are ready to establish peace and friendship with the West." Correspondent Morley Safer thought some fundamental changes might take place, and Dan Rather said Vietnam might even consider "breaking with Moscow altogether." But that did not mean that they would reject communism and the man who led them into it, the late Ho Chi Minh. Morley Safer said that Ho's "place in Vietnamese history will never change. No revisionist will dare to defame him."

The CBS programs angered Vietnamese exiles who are struggling to free their country from communist tyranny. One of their leaders, Le Thi Anh, pointed out that the communists were launching a campaign to win U.S. recognition for Vietnam. She thought the CBS program helped that campaign. Doan Van Toai, author of *The Vietnam Gulag*, agreed. They think American aid to Vietnam will only make it harder to free their country of communism. They say the communists are hated—and that includes Ho Chi Minh. Both Anh and Toai were once anti-war activists. They wish CBS had shown that it is not just the Reagan Administration, but also the freedom-loving Vietnamese who don't want to see us aid Hanoi.

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## Landmark joins the ranks of cable programmers

It will offer 'information service' using transponder 21 on Satcom I it purchased from Premiere for \$10.5 million

In the midst of other transponder news last week, one deal established the current value of a slot on the sought-after Cable Net I bird, RCA's Satcom One. Landmark Communications has anted up \$10.5 million for the transponder auctioned off by Premiere, the disbanded pay-movie venture that was to be offered by Getty Oil and four film producers—Paramount, 20th Century-Fox, Universal and Columbia Pictures.

Landmark, a privately held Norfolk, Va.-based firm with television, radio, newspaper and cable interests (it owns TeleCable, the 16th largest MSO), will use transponder 21 for "a unique information service for cable audiences," according to company chairman Frank Batten.

Batten wouldn't go much further in detailing Landmark's plans, saying some points "are not quite firm." However, he said he hoped to have a more concrete announcement by the end of the month. Landmark "has been searching for several years," according to Batten, to find "something unique" to offer in the way of cable programming, and "analyzed literally scores of program opportunities in cable" before settling on an information service.

In another part of the Premiere asset sale, the uplink that was to be used for the service is being bought by Getty for \$1.5 million. The uplink is located at the Bristol, Conn., headquarters of Getty's Entertainment and Sports Programming Network subsidiary, and will be used by ESPN. That arrangement had long been seen as one of the likely outcomes of the Premiere collapse.

According to Premiere, 25 companies expressed interest in transponder 21 and seven of them made bids. (Two hours a day, 8 to 10 p.m., Monday through Saturday, on the transponder are under long-term sublease to Home Theater Network).

Remaining assets of Premiere are some stock in Southern Satellite Systems (from which Premiere acquired the transponder for \$4 million), and its lease on 18,000 square feet of office space in Los Angeles, which the Robert Wold Co. will pick up.

Landmark's broadcast properties consist of radio stations WTAR(AM)-WKEZ(FM) Norfolk, KLAS-TV Las Vegas and KNTV(TV) San Jose, Calif. Back in March, the company sold WTAR-TV Norfolk to Knight-Ridder for \$48.3 million, saying at the time that the money would be used to expand the company's cable business. According to Batten, although the \$48.3 million hasn't yet been fully committed to cable system acquisitions, the \$10.5 million for the transponder purchase will not draw on those funds.



## Cardinal Cooke urges public to let stations, advertisers know their opinions of programs

A prominent Roman Catholic prelate, Terence Cardinal Cooke, has urged Roman Catholics in the New York area to commend television stations and sponsors associated with wholesome television programs and to express their objections to "destructive" television shows.

The cardinal expressed his views in a letter read to more than 400 parishes in 10 counties of the Archdiocese of New York on July 12. His observations were contained in a letter promoting the nationwide Annual Catholic Communications Campaign to raise funds to develop positive programs for television, radio and other media.

The cardinal did not suggest a boycott of advertiser products as had been proposed by the Coalition for Better Television and the Moral Majority. He cited television's positive impact in fostering a better informed public and added:

"I urge you to accept your responsibility in encouraging good programs by commending stations and sponsors for what is wholesome. When necessary, as has too often been the case, I recommend that you express your objections to destructive television programs."

## Monitor

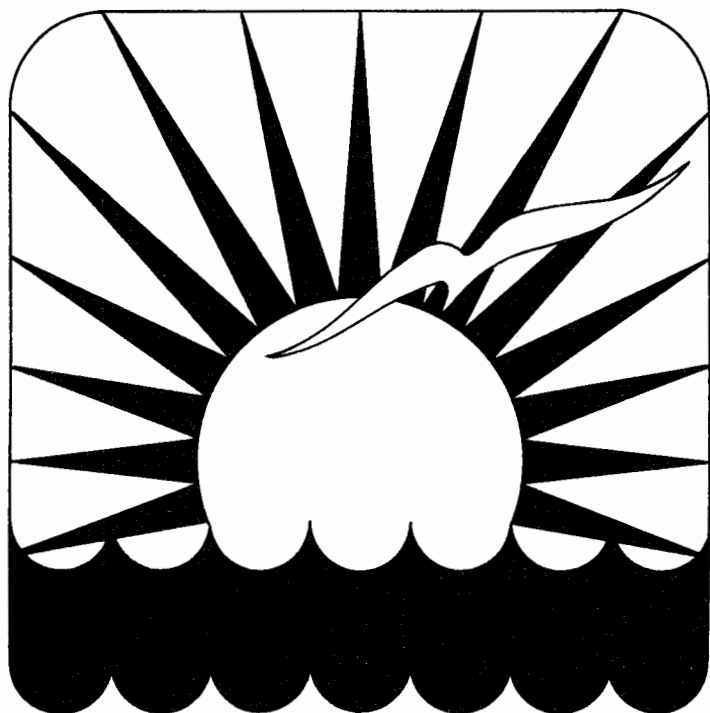
**In the marketplace.** MCA TV reports that 100 television stations have signed to carry *Hardy Boys/Nancy Drew Mysteries*, starting in fall. Series, which consists of 46 one-hour episodes, has been sold in nine of top 10 markets, according to MCA-TV. *Sugar Ray Leonard's Golden Gloves*, 26 weekly hours of amateur boxing, has been cleared in more than 75 markets, according to distributor MCA TV. Barter series for January 1982 has been taken so far in all top-10 markets except Cleveland, including five network O&O's. *The American Way* is series of 39, 90-second TV features from Vipro Program Services. Financial expert Jim Mallame is producer and host of series which uses actors on-location "in real-life situations" to explain how to cope with inflation.

**For pay cable.** Viacom Enterprise is distributing to pay cable three children's stories under title of *Trilogy: Three Classic Tales in the Magic of Claymation*. Program is 90 minutes in length and consists of Washington Irving's "Rip Van Winkle," narrated by late Will Geer; Antoine de Saint-Exupery's "The Little Prince," narrated by Cliff Robertson, and "Martin The Cobbler," based on Leo Tolstoy's "Where Love is, God is," and narrated by his daughter, Countess Alexandra Tolstoy.

**Yes, but.** Unhappy with Herb Jacobs's Telcom Associates prediction that NBC-TV will be third in prime-time ratings again next season (BROADCASTING, July 13), NBC officials have prepared analysis that concludes Jacobs's and Telcom's forecasts have "a very tarnished track record." Among shows he has predicted as hits, according to analysis, are such losers as *Hart in San Francisco*, *Kaz*, *Just the Beginning*, *The Paul Sand Show*, *Planet of the Apes*, *T.R. Sloane*, *Lazarus*, *Ropers*, *Associates*, *Parle* and *BJ and the Bear*. "Jacobs's estimates usually parallel the prior season closely," analysis concludes, "so when standings do not change much he has a better chance of being closer. However, this also means he misses most major changes, such as the *rise* and now *decline* of ABC."

**Free feed.** National Aeronautics and Space Administration is making available end of month another program in *NASA at Work* series free of charge to anybody who can pick it up off Westar satellite. Half-hour program is two-parter. First half is update on Voyager II's approach of Saturn; second half is "profile" of NASA's Jet Propulsion Laboratory. Program is being distributed July 31 by Southern Educational Communications Association at 10 a.m. NYT on transponder 11 of Westar I.

# FREE PUBLIC SURFACE ANNOUNCEMENTS



Useful and humorous tips on boating safety and boat theft prevention are yours for the asking from one of America's most recognized radio and TV voices (Gary Owens) and State Farm Fire and Casualty Company.

There are four 60-second and four 30-second spots designed to help your listeners prevent the problems boatowners can have — on and off the water.

For a free audio tape and scripts, return the coupon below or call us at 309-662-6402.

Richard E. Kepler  
Public Relations Department  
State Farm Insurance Companies  
One State Farm Plaza  
Bloomington, Illinois 61701  
Please send me your public service series  
on boating safety and boat theft prevention.  
I understand there is no charge.



Name \_\_\_\_\_  
Station \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
(No P.O. Box Numbers, please)

## New CBS radio network will aim for youth

CBS Radio is joining the network radio parade with plans to launch a new service next spring to appeal to younger audiences ("Closed Circuit," July 13).

Robert L. Hosking, president of the division, said the new network will provide a combination of news, features and music specials to those stations programming for the young adult. He added that a precise age group at which the new network will aim has not been set but will depend on the affiliates CBS acquires. In some instances, he conjectured, the age limit may go beyond 35 and in others it might go below 25.

Hosking explained that CBS Radio decided to enter "young adult radio" because its studies of the radio marketplace suggested "a growing demand for such programming by an increasing number of stations seeking to maintain or improve their identity in the community."

He said CBS will participate in the production of programming for the new network, with news slanted toward the more youthful audience and presented in two-minute segments every hour. The features, each 90 seconds in length, will cover a broad range of topics of particular interest to the younger adult and will be broadcast four times a day. According to Hosking, plans call for 24 music specials of varying length to be carried during the first year.

The new service will offer a one-minute commercial every hour, 24 hours per day, on the news programs, and the four 90-second features will provide a 30-second commercial each on a daily basis. The musical specials are offered on a shared basis, with the network and the station splitting an unspecified number of commercials. Stations will be permitted to run "wild spot" commercials, slotting them with the special programs or at other times, a practice that CBS had not allowed in the past.

CBS Radio is a latecomer to the multi-

network phenomenon. It was touched off in 1968 by ABC Radio which formed four units—ABC Contemporary, ABC Information, ABC FM and ABC Entertainment Networks. Recently ABC announced it is forming a youth network and an adult-oriented network to go on the air next January.

Expansion moves also are planned by the RKO Radio Network which began in 1979 as a vehicle for the 18-49 audience. The network is now called RKO 1 because RKO 2 is scheduled to debut next September as an outlet for the 25-54 group. Scheduled to start also in September is RKO Radio Shows, which will provide both long-form and short-form programming blocks. It will operate on a part-time basis until early 1982.

NBC Radio formed a second network called The Source in 1979, created for AOR stations and catering to the 18-34 grouping. An official said that NBC is expected to announce soon the inauguration of a long-form programming service which will evolve into a third network. Also in the planning stages are several other radio networks, he said, but he declined to provide any details because of what he called the increasingly competitive nature of the business.

## "Captain Kangaroo" recovering from heart attack in Toronto hospital

Robert Keeshan, 54, host of CBS-TV's *Captain Kangaroo* program, was described last week as having shown improvement after suffering a heart attack in Toronto International Airport on July 11.

A spokesman in New York said Keeshan was able to walk briefly last Monday and Tuesday (July 13 and 14) in Etobicoke hospital in suburban Rexdale. Physicians believe he will be able to return to the U.S. in a few weeks, he added.

The one-hour *Captain Kangaroo* program is on summer reruns. In the fall, a

half-hour version of *Kangaroo* will be introduced on the network, and Keeshan is expected to be a participant in an afternoon program produced by CBS News. The spokesman said Keeshan is confident he will be able to be back on the air by late September.

## Ratings Roundup

In the prime-time ratings, the week ended July 12 was like many others at this time of year—mostly reruns, with CBS-TV coming out ahead.

CBS won three nights on the way to picking up a weekly average of a 13.9 rating and 28.1 share. ABC won three nights in getting a 12.7/25.6, and NBC again won Wednesday in getting a 11.7/23.8. CBS's nights were Sunday, Monday and Friday; ABC's were Tuesday, Thursday and Saturday.

Fifty-nine of the week's sixty-six shows were repeats. Of the seven first-run entries, only two placed in the top 40. One was ABC's *20/20*, whose 17.2/33 topped a repeat of CBS's *Knots Landing* (14.1/27) and NBC's first-run movie, "Huckleberry Finn" (9.1/18 for the two hours). The other was NBC's *Big Event*, "Charlie and the Great Balloon Chase," which scored a 12.2/23, ahead of ABC's first-run movie, "Nickelodeon" (11.8/23), but behind repeats of CBS's string of Sunday night comedies. *20/20* placed 12th for the week, "Charlie and the Great Balloon Chase" came in 39th.

*Walter Cronkite's Universe*, a new entry on CBS, tied with ABC's first-run Friday movie, "Robin and Marian," for 46th place with a 10.9/23. A repeat of part seven of ABC's *Roots: The Next Generations* was low scorer for the week at 5.2/11.

### The First 20

1.	<i>M*A*S*H</i>	CBS	21.5/40
2.	<i>House Calls</i>	CBS	20.1/36
3.	<i>Trapper John, M.D.</i>	CBS	19.2/36
4.	<i>Facts of Life</i>	NBC	19.0/36
5.	<i>Three's Company</i>	ABC	18.8/38
6.	<i>The Jeffersons</i>	CBS	18.6/34
7.	<i>Low Grant</i>	CBS	18.6/34
8.	<i>Hart to Hart</i>	ABC	18.6/34
9.	<i>60 Minutes</i>	CBS	18.5/42
10.	<i>Too Close For Comfort</i>	ABC	18.0/34
11.	<i>Diff'rent Strokes</i>	NBC	17.9/36
12.	<i>20/20</i>	ABC	17.2/33
13.	<i>Alice</i>	CBS	17.1/32
14.	<i>Love Boat</i>	ABC	17.0/37
15.	<i>Quincy, M.E.</i>	NBC	16.9/32
16.	<i>Fantasy Island</i>	ABC	16.8/38
17.	<i>Dukes of Hazzard</i>	CBS	16.5/33
18.	<i>Happy Days</i>	ABC	16.4/35
19.	<i>Laverne &amp; Shirley</i>	ABC	16.1/35
20.	<i>CHiPs</i>	NBC	15.1/31

### The Final Five

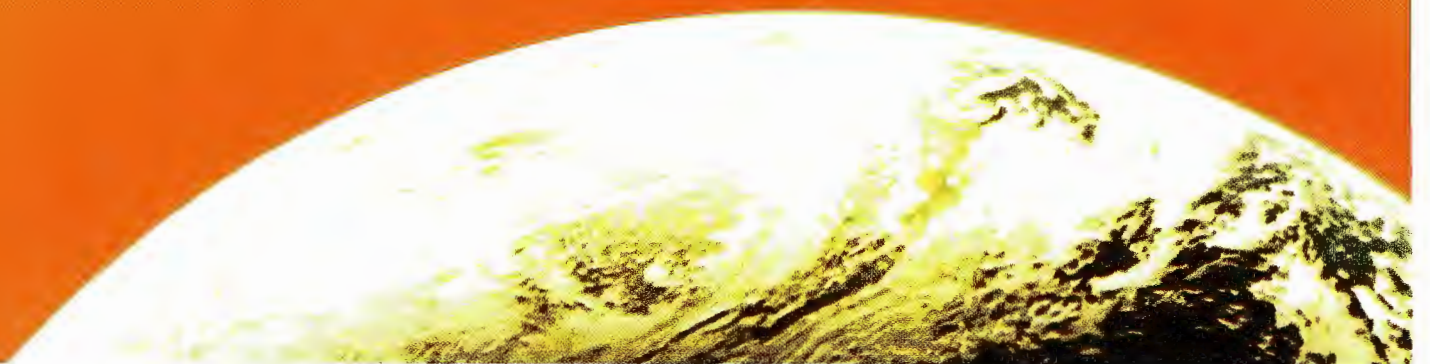
62.	<i>Incredible Hulk</i>	CBS	8.8/20
63.	<i>Sanford</i>	NBC	8.2/18
64.	<i>BJ and the Bear</i>	NBC	7.4/16
65.	<i>CBS Reports: What Shall We Do About Mother?</i>	CBS	6.9/15
66.	<i>Roots: The Next Generations (Part 7)</i>	ABC	5.2/11

**Community censors.** Objecting to strong language contained in a midafternoon broadcast of a movie, "Wedding in White," by WOFL(TV) Orlando, Fla., viewers flooded the independent UHF with complaints that induced it to yank the British-made film about 45 minutes into its two-hour run.

Paul Williamson, the station's program director, who ordered the film, but was on vacation at the time of the incident, said the movie was routinely previewed and cut by a new editor, who allowed, through her inexperience, such words as "hell," "damn" and "bastard" to remain. Repeated use by the film's characters of "Jesus Christ" and "Christ" particularly upset the audience, Williamson said. There is no nudity in the film, he said, and a rape scene aired right before the film was pulled was "not very graphic." Station management, which had not seen the film, decided to yank it, fearing that the language might worsen, Williamson said. In fact, he said, the strong language "tapered off" after first 40 minutes. After the film was taken off the air, the "preponderance" of calls the station received came from viewers objecting to the pre-emption (wofl filled the one-and-a-quarter-hour hole with newsreels and an episode of *The Big Valley*.) Williamson maintains that the film is of high quality and said it will be reshowed, with proper editing of the language and rape scene, in September. The movie, released in England in 1973 and in the U.S. in 1974, is the story of a young English girl during World War II who becomes pregnant after being raped. Her father attempts to find a husband for her to save the family's honor. The movie is distributed by Avco Embassy.



**If you're looking  
for the sound of success...**



# ONE

**RKO ONE. THE ORIGINAL RKO RADIO NETWORK. PROGRAMMED FOR YOUNG ADULT MUSIC RADIO STATIONS AND THE 25-34 DEMOGRAPHIC.**

**OVER 200 STATIONS HAVE AFFILIATED SINCE OCTOBER, 1979. THE UNPRECEDENTED SUCCESS OF RKO ONE IS BASED ON STATION DEMAND FOR:**

- **DEMOGRAPHIC, INTEGRATABLE PROGRAMMING**  
**Award-winning news**—issue-oriented news reporting with a conversational and relatable on-air delivery.  
**Lifesound™ features**—lifestyle-oriented short form shows on everything from show biz to the bizarre.  
**Entertainment Specials**—highly promotable two-hour shows and concerts featuring music superstars.  
**Night Time America™**—RKO's live 5-hour nightly music show with host Bob Dearborn.
- **STEREO TRANSMISSION BY SATELLITE**  
**High quality audio**—full 15 kHz stereo transmission of all program feeds, an RKO exclusive
- **COMPLETE STATION SERVICE PACKAGE**  
**Interkom**—exclusive computer communications link for simplified affiliate reporting systems.  
**Program for Affiliate Research (PAR)**—an Arbitron software system for local sales and management use.  
**BMC Co-op Sales Program**—a comprehensive and complete local sales package free to affiliates.  
**Sales Promotion Support**—a full array of RKO-produced kits for local sale of Network programming.







**Now's the time  
to take a  
second and third  
look at RKO.**

# RADIO SHOWS

**RKO RADIOSHOWS. RKO THREE. THE NEXT DIMENSION IN NETWORK RADIO. OFFERING DEMOGRAPHIC PROGRAMS AND FORMAT BLOCKS FOR ALL RADIO STATIONS. PREMIERING SEPTEMBER 1st, 1981. RKO RADIOSHOWS. SYNDICATION BY SATELLITE WITH FIRST CALL OPPORTUNITIES FOR RKO ONE AND RKO TWO AFFILIATES.**

- **STEREO TRANSMISSION BY SATELLITE**

**High quality audio**—all RKO Radioshows will be broadcast in full stereo utilizing RKO's additional space segment on Westar III.

**Earth stations in 200 cities**—immediate availability on a nationwide basis.

- **AMERICA OVERNIGHT™ TALK SHOW**

**Six hours live** from Dallas and Los Angeles fed Midnight-6AM (EST) Monday through Saturday beginning September 1, 1981.

**Hosts Ed Busch and Eric Tracy** with name stars and nationwide telephones.

**Turn-key program block**—highly promotable show with local inventory for premium nighttime revenues.

**First refusal opportunity**—for all RKO TWO affiliates.

- **THE RKO MINI PAK**

**Long form entertainment and information** shows to supplement local programming beginning January, 1981.

**Radioshows program lineups**—to include weekly countdowns, sports talk shows, mid-day magazines, live concerts and daily formatic music blocks.

**Fall 1981 announcements**—scheduling to be based upon surveys with 500 stations covering 7 different formats.



**FIRST REFUSAL ON THIS ULTIMATE NETWORK RESOURCE FOR RKO ONE AND RKO TWO AFFILIATES. NOW'S THE TIME TO TAKE A HARD LOOK AT RKO AND CALL (212) 575-6144 TO LOCK UP YOUR RKO FRANCHISE.**



# TWO

**RKO TWO. A NEW RKO RADIO NETWORK. OLDER. DESIGNED FOR MUSIC AND INFORMATION STATIONS WITH A MORE ADULT PROFILE.**

**BEGINNING SEPTEMBER 1st, 1981.**

**RKO TWO IS A RESOURCE FOR FORMATS APPEALING TO THE 35-44 LIFESTYLE AND THE EMERGING 25-54 MARKET WITH:**

- **COMPLETE SCHEDULE OF INFORMATION PROGRAMMING**
  - Hard News Emphasis**—newscasts 24 hours a day with added coverage of international events and economic issues.
  - In-depth News Support**—daily commentaries and expanded newscalls to all affiliates.
  - "Ask the Expert" Feature Series**—short duration programs hosted by experts in medicine, money, law and psychology.
  - Weekly Music Specials**—an hour of music and conversation with broad-based pop and country artists and available for local sale.
  - Overnight Talk Show**—featuring "America Overnight"™ with six hours of talk radio nightly from Dallas and Los Angeles. First call option for RKO TWO affiliates.
- **STEREO TRANSMISSION BY SATELLITE**
  - High quality audio**—all feeds of RKO TWO will be broadcast in 15 kHz stereo from RKO via Westar III.
  - Earth stations in 200 cities**—only RKO offers immediate national distribution of stereo network programming.
- **STATION SERVICE RESOURCES**
  - Interkom**—exclusive computer link with the network simplifies reporting systems.
  - Program for Affiliate Research and BMC Co-op**—services available for local sales use.
- **MAJOR LEAGUE COMPENSATION FOR ALL TOP MARKET STATIONS**







***RKO RADIO NETWORKS***  
**The Sounds of Success**



# Stock Index

Exchange and Company	Closing Wed. Jul 15	Closing Wed. Jul 8	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING</b>						
N ABC	28 7/8	29	- 1/8	- .43	5	808
N Capital Cities	73 1/2	73	+ 1/2	+ .68	15	967
N CBS	57	55 7/8	+1 1/8	+ 2.01	8	1,588
N Cox	62 3/8	63	- 5/8	- .99	10	842
A Gross Telecasting	27 1/2	28 1/8	- 5/8	- 2.22	8	21
O LIN	32 1/4	33 1/2	- 1 1/4	- 3.73	11	178
N Metromedia	142 1/2	132	+10 1/2	+ 7.95	15	637
O Mooney	7 3/4	7 3/4			10	3
O Scripps-Howard	70	68 1/2	+ 1 1/2	+ 2.18	11	180
N Storer	34 7/8	33 3/4	+ 1 1/8	+ 3.33	11	458
N Taft	30 1/4	28 3/8	+ 1 7/8	+ 6.60	8	296
O United Television	7 1/8	7 5/8	- 1/2	- 6.55		85

Exchange and Company	Closing Wed. Jul 15	Closing Wed. Jul 8	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
A Adams-Russell	24 1/8	24	+ 1/8	+ .52	19	79
A Affiliated Pubs.	30 1/2	30 3/4	- 1/4	- .81	13	157
N American Family	9 1/8	9	+ 1/8	+ 1.38	4	112
N John Blair	20	19 1/4	+ 3/4	+ 3.89	6	74
N Charter Co.	11 3/8	10 5/8	+ 3/4	+ 7.05	1	311
N Chris-Craft	34 1/8	33 7/8	+ 1/4	+ .73	17	107
N Coca-Cola New York	9 7/8	9 7/8			22	174
N Cowles	34 5/8	34 1/2	+ 1/8	+ .36	23	137
N Dun & Bradstreet	61 1/2	60 3/4	+ 3/4	+ 1.23	19	1,715
N Fairchild Ind.	24 3/8	25 3/8	- 1	- 3.94	7	278
N Gannett Co.	39 1/4	39 1/2	- 1/4	- .63	10	2,122
N General Tire	27	28	- 1	- 3.57	11	650
O Gray Commun.	50	49	+ 1	+ 2.04	10	24
N Harte-Hanks	36	36 3/4	- 3/4	- 2.04	17	343
O Heritage Commun.	14 1/8	13 1/2	+ 5/8	+ 4.62	7	76
N Insilco Corp.	19 3/4	18 5/8	+ 1 1/8	+ 6.04	8	212
N Jefferson-Pilot	25 1/2	27 1/8	- 1 5/8	- 5.99	6	558
O Marvin Josephson	12	12 1/4	- 1/4	- 2.04	8	28
N Knight-Ridder	36 1/4	36 7/8	- 5/8	- 1.69	13	1,173
N Lee Enterprises	27 1/4	27	+ 1/4	+ .92	13	194
N Liberty	14 7/8	15 1/4	- 3/8	- 2.45	6	189
N McGraw-Hill	49 7/8	51	- 1 1/8	- 2.20	16	1,239
A Media General	36 3/4	36 3/8	+ 3/8	+ 1.03	10	265
N Meredith	59 5/8	60 3/8	- 3/4	- 1.24	9	187
O Multimedia	34 1/4	32 3/4	+ 1 1/2	+ 4.58	18	344
A New York Times Co.	36	35 3/8	+ 5/8	+ 1.76	11	431
N Outlet Co.	35 7/8	36 3/8	- 1/2	- 1.37	52	90
A Post Corp.	21 1/2	21 7/8	- 3/8	- 1.71	11	39
N Rollins	17 1/2	17	+ 1/2	+ 2.94	7	477
N San Juan Racing	19 3/4	20	- 1/4	- 1.25	22	49
N Schering-Plough	33 3/4	35 1/4	- 1 1/2	- 4.25	8	1,792
O Stauffer Commun.	45	45			11	45
A Tech Operations	13 1/4	12 1/2	+ 3/4	+ 6.00	14	14
N Times Mirror Co.	52 3/4	51 7/8	+ 7/8	+ 1.68	13	1,799
O Turner Bcstg**	18	19 1/2	- 1 1/2	- 7.69		360
A Washington Post	24 3/8	24 3/4	- 3/8	- 1.51	10	342
N Wometco	19 1/4	19 3/4	- 1/2	- 2.53	9	255

Exchange and Company	Closing Wed. Jul 15	Closing Wed. Jul 8	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>CABLE</b>						
A Acton Corp.	15	15 1/8	- 1/8	- .82	10	45
N American Express	45	46	- 1	- 2.17	9	3,208
O Burnup & Sims	15 1/2	14 5/8	+ 7/8	+ 5.98	19	138
O Comcast	23 1/2	25	- 1 1/2	- 6.00	26	90
N General Instrument	104 1/2	104 3/4	- 1/4	- .23	18	920
O Rogers Cablesystems	9 3/4	9 1/2	+ 1/4	+ 2.63	19	185
O Tele-Communications	26 1/2	26 3/4	- 1/4	- .93	25	631
N Teleprompter	36	35 5/8	+ 3/8	+ 1.05	30	612
N Time Inc.	70 7/8	68 7/8	+ 2	+ 2.90	14	1,994
O Tocom	13 3/4	12 1/4	+ 1 1/2	+ 12.24		45
O UA-Columbia	80 3/4	80 1/4	+ 1/2	+ .62	59	271
O United Cable TV	24	24 1/4	- 1/4	- 1.03	17	235
N Viacom	27	26 7/8	+ 1/8	+ .46	17	240

Exchange and Company	Closing Wed. Jul 15	Closing Wed. Jul 8	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>PROGRAMING</b>						
O Chuck Barris Prods.	3 3/8	3 1/2	- 1/8	- 3.57	3	10
N Columbia Pictures	37	35 1/8	+ 1 7/8	+ 5.33	11	375
N Disney	57 7/8	58 1/4	- 3/8	- .64	15	1,883
O Enterprise Radio	3 3/4	4	- 1/4	- 6.25		9
N Filmways	7 1/8	8	- 7/8	- 10.93		44
O Four Star	1 7/8	1 7/8			19	1
N Getty Oil Corp.	71 3/4	69 3/4	+ 2	+ 2.86	8	5,894
N Gulf + Western	18 7/8	19	- 1/8	- .65	5	1,409
N MCA	49	47 1/8	+ 1 7/8	+ 3.97	8	1,151
O Medcom	8 7/8	8 3/4	+ 1/8	+ 1.42	32	15
N MGM Film	10 1/8	9 5/8	+ 1/2	+ 5.19	7	329
O Reeves Commun.***	28 1/2	22 3/8	+ 6 1/8	+ 27.37	20	154
O Telepictures	6 3/8	6 5/8	- 1/4	- 3.77	29	15
N Transamerica	23 1/4	22 3/4	+ 1/2	+ 2.19	6	1,519
O Video Corp. of Amer.	12	12 5/8	- 5/8	- 4.95	25	11
N Warner	49 3/8	47 5/8	+ 1 3/4	+ 3.67	12	2,901
A Wrather	25	25 1/2	- 1/2	- 1.96		57

Exchange and Company	Closing Wed. Jul 15	Closing Wed. Jul 8	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>SERVICE</b>						
O BBDO Inc.	40 1/4	40 1/2	- 1/4	- .61	9	101
O Compact Video	22 1/4	21 3/4	+ 1/2	+ 2.29	21	65
N Comsat	57 3/4	55 3/8	+ 2 3/8	+ 4.28	12	462
O Doyle Dane Bernbach	15	14 1/4	+ 3/4	+ 5.26	4	18
N Foote Cone & Belding	32 1/4	33 5/8	- 1 3/8	- 4.08	8	88
O Grey Advertising	63	63			6	38
N Interpublic Group	34 1/8	35	- 7/8	- 2.50	7	152
N JWT Group	35 1/4	36 1/8	- 7/8	- 2.42	8	107
O MCI Communications	21 7/8	20 1/4	+ 1 5/8	+ 8.02	109	800
A Movielab	4 3/4	5	- 1/4	- 5.00	4	7
A MPO Videotronics	5 3/4	5 3/4			16	3
O A.C. Nielsen	40 1/4	41	- 3/4	- 1.82	17	451
O Ogilvy & Mather	33	33 1/4	- 1/4	- .75	10	136
O Telemation	2 1/4	2 1/4			13	2
O TPC Communications	4	3 7/8	+ 1/8	+ 3.22	29	3
N Western Union	22 1/4	22	+ 1/4	+ 1.13		337

Exchange and Company	Closing Wed. Jul 15	Closing Wed. Jul 8	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>ELECTRONICS/MANUFACTURING</b>						
N Arvin Industries	16 1/2	16 1/8	+ 3/8	+ 2.32	8	128
A Cetec	6 1/4	6 1/8	+ 1/8	+ 2.04	8	13
O Chyron	16 1/4	16	+ 1/4	+ 1.56	27	20
A Cohu	8 1/2	8 1/8	+ 3/8	+ 4.61	12	14
N Conrac	23 3/4	23 7/8	- 1/8	- .52	10	50
N Eastman Kodak	70 1/8	72 5/8	- 2 1/2	- 3.44	11	11,317
O Elec Missile & Comm.	11	11			138	30
N General Electric	63 3/8	61 3/8	+ 2	+ 3.25	10	14,364
N Harris Corp.	45 3/8	44 3/8	+ 1	+ 2.25	17	1,395
O Microdyne	26 3/4	25 1/4	+ 1 1/2	+ 5.94	20	71
N M/A Com. Inc.	26 1/2	27	- 1/2	- 1.85	23	884
N 3M	56 1/4	57 1/4	- 1	- 1.74	10	6,551
N Motorola	68 3/4	67 1/4	+ 1 1/2	+ 2.23	13	1,962
O Nippon Electric	94 1/2	94	+ 1/2	+ .53	72	3,103
N N. American Philips	46 1/2	46	+ 1/2	+ 1.08	7	559
N Oak Industries	29 7/8	30 1/8	- 1/4	- .82	10	325
A Orro Corp.	11 5/8	12 7/8	- 1 1/4	- 9.70	38	19
N RCA	21 3/4	22 3/8	- 5/8	- 2.79	6	1,630
N Rockwell Intl.	35 3/8	35 5/8	- 1/4	- .70	9	2,653
A RSC Industries	5 3/8	5 7/8	- 1/2	- 8.51	13	12
N Scientific-Atlanta	28	26 1/8	+ 1 7/8	+ 7.17	25	593
N Sony Corp.	20 5/8	20 1/2	+ 1/8	+ .60	34	4,447
N Tektronix	52 3/4	53 1/8	- 3/8	- .70	12	963
A Texscan	16 3/8	15 1/2	+ 7/8	+ 5.64	32	48
N Varian Associates	30 7/8	28	+ 2 7/8	+ 10.26	14	237
N Westinghouse	29 3/4	29 5/8	+ 1/8	+ .42	7	2,527
N Zenith	17 1/4	18 1/8	- 7/8	- 4.82	16	324

Standard & Poor's 400 Industrial Average 146.77 144.41 + 2.36

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

Earnings figures are exclusive of extraordinary gain or loss. Footnotes: \* Stock did not trade on given day, price shown is last traded price. \*\* No P/E ratio computed, company registered net loss. \*\*\* Stock split 2 for 1. + Stock traded at less than 12.5 cents. \*\*\*\* 50% Stock dividend.

## Cable meeting on the Cape

**New England cable association gets update from Ted Turner on CNN and WTBS; Alter and other speakers discuss advertising, local origination and long-term control over cable channels**

Ted Turner depicted himself as both the cable industry's savior and as a "scared guy" last week at the New England Cable Television Association's annual convention (also see page 34), while advertising experts warned operators against giving up long-term control over their channels.

Some 600 people attended three days of panels, speeches and exhibits at Hyannis, Mass., on Cape Cod, where Massachusetts Governor Edward J. King praised his state's operators' "most reasonable response" to rate deregulation.

Turner, proclaiming "I've dedicated my whole life, fortune and sacred honor to the cable industry," gave himself major credit

for some past and predicted gains.

"I've spent \$50,000 trying to get the must-carry rule dropped," (BROADCASTING, July 6) said the man behind Turner Broadcasting System and its Atlanta-based superstation WTBS and the Cable News Network. "Why should cable operators be forced by law to carry all local, but not national, cable services? The rule will be dropped, but it won't do me any good. I'm fighting because I think it is right."

Turner said he hopes to sign underwater explorer Jacques Cousteau to an exclusive, multiyear contract with WTBS—"the biggest piece of programing moved to cable from over-the-air"—and to have the social commentator and frequent Public Broadcasting Service host, Alistair Cooke, host a forthcoming WTBS show that will profile each of the states.

Turner Broadcasting spokesmen at the convention predicted (BROADCASTING, June 29) when CNN would break even, saying it would be by the third quarter of this year. New production facilities in Atlanta, they said, will turn out five situation comedies a week to run on WTBS. Detroit, Chicago and Tokyo CNN bureaus

and made-for-TV movies are also high on the Turner agenda.

But Turner also said that beneath his confident exterior, "I'm a scared guy running a race against the clock. I've gambled that we'd be able to wire the United States before my contracts ran out." He added that "I've got to back up my promises with performance," but vowed that operators would "be proud when you carry us."

Cabletelevision Advertising Bureau President Robert Alter said operators should beware of long-term deals before the industry's full advertising potential is determined. He reiterated his forecast (BROADCASTING, July 6) that advertising will account for 20% of cable revenues by 1990 and predicted even rosier figures for system operators: \$13 billion in revenues in 1990 with a "conservative" \$3 billion in ad revenues.

As the industry sharpens its marketing skills, Alter said, operators won't be satisfied with 50% penetration. And when subscriber price resistance starts, advertising dollars are vital, he said.

Joint ventures are important, he said, "but newspapers are licking their chops over cable revenues. People want to take control of what you have." Eastman Cablerep President Carl Weinstein reiterated the warning: "The woods are full of people who have grown off the backs of media. They'd love to make long-term deals and get part of your channel capacity. Don't mortgage your future unless you have an equity position, with a newspaper or whatever," he said.

Several speakers stressed the potential of regional interconnects to multiply local systems' attractiveness to advertisers. Colony Communications President Jack Clifford is starting a 24-hour, seven-day-a-week automated movie channel to which subscribing operators need add only beginning and intermission commercials.

Colony sells cable as a very localized medium, Clifford said, offering color studio capacity for advertisers at break-even prices to encourage them to use cable. He estimates it costs about \$2,500 a week for locally originated, advertiser-sponsored programs, plus \$250,000 in production facilities. With that, he said, Colony makes about \$10 per subscriber per year. Eventually, Clifford hopes, that will grow to \$30 to \$40 a year, providing significant profits.

Local origination is also an excellent marketing tool, other panelists agreed. Such programing, said American Cablesystems' vice president for program development, Roni Lipton, "may not get you subscribers, but will help you keep them." Training 100 people in production, she said, gives 100 families a positive feel-

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ing about a system's operation.

Mitchell Freund, programing director of Teleprompter's Worcester, Mass., operation, said local origination turned around the system's "up and down" image. Such programing is one of the best ways to "show you're trying to help," said Freund, and can bring in advertising revenues to help offset costs.

Freund and an award-winning New Hampshire program director, Gregory Uhrin, agreed that local origination is a vital place to promote and sell other services, explain the system and to do "maintenance marketing."

Uhrin, with Continental Cablevision in Concord, said it costs about \$150 to produce 30 minutes of original programing and that figure will go down when local origination is doubled to six hours a week in the fall. The station sold \$15,000 worth of advertising in the first six months of 1980 for such programing, one-third saturation.

But marketing, Uhrin said, is local origination's highest value to the operator. "If we don't use the medium ourselves, we're fools to go out and sell it to other people," he said. "We're getting the business community ready to buy more services when we expand our 12-channel system."

Many convention speakers mentioned the possibility of regional cooperation on programing, and Governor King said Massachusetts would introduce a municipal interconnect system to develop cable's educational potential.

## Intermedia

**Time is money.** Three-man task force has recommended Arlington county, Va., extend, for minimum of six years, cable franchise it awarded to financially troubled Arlington Telecommunications Corp., 20,000-subscriber system serving Washington suburb. Franchise, due to expire in 1985, would be extended to 1991. Task force, headed by former FCC Chairman Richard Wiley, said extension was necessary to allow ARTEC to refinance—replace short-term debt with long-term debt. "Without a restructuring of the company's capitalization, ARTEC could be forced to default in its loan repayment or, alternatively, to sell its system." Task force found that at end of 1980, ARTEC's net worth was negative \$1.1 million and company will probably have operating loss in 1981 of \$50,000.

**Time input.** Walt Disney Productions has announced that Time Inc. has signed agreement to participate in Epcot Center, \$800-million project emphasizing state-of-art communications technology, now under construction at Disney World in Florida. Futuristic attraction will open to public on Oct. 1, 1982. Time's presentation will use interactive video display terminals with access to video data banks to showcase history, current events, sports, business, science and other fields. Exhibit, located in CommuniCore of Epcot's Future World, will allow users to use terminals from individual kiosks. Time is one of 10 major corporations that has agreed to participate in project.

## Changing Hands

PROPOSED

**WSTC(AM)-WYRS(FM) Stamford, Conn.**  
 Sold by Western Connecticut Broadcasting Co. and WYRS Inc. to Radio Stamford Inc. for \$1.8 million. WSTC is owned by

Kingsley Gillespie and family who have no other broadcast interests. WYRS is owned by Gillespie family (80%), Robert J. McCullough (14%) and John Roman III (6%). McCullough owns 20% of new UHF applicant for Orange Park, Fla. Roman has no other broadcast interests. **Buyer** is owned by Alphonsus J. Donahue (25.04%), New York investor; C. Terence Clyne (20%), retired head of his own New York advertising agency, and eight other Connecticut and New York professionals and investors. Buyers are also applicants for new AM and FM in Stamford, but will dismiss applications upon approval of sale. WSTC is on 1400 khz with 1 kw day and 250 w night. WYRS is on 96.7 mhz with 3 kw and antenna 280 feet above average terrain.

**KCKC(AM) San Bernardino, Calif.**  Sold by Sunshine Wireless Inc. to 1350 KC Inc. for \$1,375,000. **Seller** is principally owned by Douglas Trenner and family, who have no other broadcast interests. **Buyer** is subsidiary of Jato Communications Inc., principally owned by Jack L. Siegal. Jato is licensee of KNSE(AM)-KNTF(FM) Ontario, Calif., and owns 55% each of KWG(AM) Stockton and KSRT(FM) Tracy, both California. It has sold, subject to FCC approval, KNSE(AM) for \$1.3 million (see below). KCKC is on 1350 khz with 5 kw day and 500 w night.

**KNSE(AM) Ontario, Calif.**  Sold by Jato Communications Inc. to Coronado Four-County Broadcasting Inc. for \$1.1 million plus \$200,000 noncompete agreement. **Seller** is principally owned by Jack L. Siegal (see KCKC(AM) above). **Buyer** is owned by Fernando Oaxaca and wife, Bertha (55% jointly); Thomas H. Castro (35%); Oaxaca's sister, Virginia (5%), and

Caribbean	Fulltimer	\$550,000
Southeast	Ethnic fulltimer - terms	\$800,000
Northeast	Populous market/limited competition	\$800,000
Southwest	Metro AM/FM	\$5,000,000
Midwest	Class C FM	\$3,250,000

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brother, Jaime, and latter's wife, Carolina (5% jointly). Fernando Oaxaca is Los Angeles businessman and former associate director of Office of Management and Budget, Washington. Castro is former aide to Senator Alan Cranston (D-Calif.). Bertha Oaxaca is supervisor of flight service, American Airlines, Los Angeles. Jaime Oaxaca is former vice president, Northrop Corp., Anaheim, Calif. Virginia Oaxaca is former executive of Atlantic Richfield. Buyers are applicants for new FM at Los Angeles. Fernando Oaxaca owns 49.6% of KIFN(AM) Phoenix, Ariz. KNSE is 1510 khz with 10 kw day and 1 kw night.

**WBHW(TV) Springfield, Ill.** □ Sold by Windmill Broadcasting Co. to Jackson Telecasters for \$734,000. **Seller** is group of 23 stockholders who have no other broadcast interests. William F. Winegerter is president. **Buyer** is Cy N. Bahakel, who owns six AM's, four FM's and six TV's. WBHW is independent on ch. 55, with 12.1 kw visual, 1.2 kw aural, and antenna 460 feet above average terrain.

**WDON(AM) Wheaton, Md.** □ Sold by WDON Inc. to Maryland Lotus Corp. for \$700,000. **Seller** is subsidiary of Horizon Communications Inc., owned by Gary G. Marshall (48%), William Hildebrandt (20%), Edward S. Magnus and First Capital Corp. (16% each), who have no other broadcast interests. **Buyer** is subsidiary of Lotus Communications Corp., Hollywood-based group of five AM's and five FM's. Howard A. Kalmenson is president. WDON is 1 kw daytimer on 1540 khz.

**KDXE(AM) North Little Rock, Ark.** □ Sold by Dixie Broadcasting Inc. to Ainsley Communications Corp. for \$650,000. **Seller** is owned by Harvey Fritts, who has no other broadcast interests. **Buyer** is owned by William E. Henslee and wife, Katherine L. (50% jointly), and Stephen A. Wilson and wife, Lynn R. (50% jointly). William Henslee is Little Rock attorney. Katherine Henslee is professor at University of Arkansas. Stephen Wilson is private investor. Lynn Wilson is former independent public relations consultant. They have no other broadcast interests. KDXE is 1 kw daytimer on 1380 khz.

**WWLF(AM) St. Petersburg, Fla.** □ Sold by WWBA Inc. to Ed Winton for \$600,000. **Seller** is owned by Myer Feldman (75%) and Winton (25%). Feldman also owns 22.5% of WLLH(AM)-WSSH(FM) Lowell, Mass., and 14% of WLAM(AM) Lewiston and 14% of WWAV(FM) Auburn, both Maine. Feldman and Winton sold, subject to FCC approval, WWBA(FM) St. Petersburg for \$7 million to Metromedia (BROADCASTING, June 8). **Buyer** is applying to change city of license to Kenneth City, Fla., and increase power to 10 kw day and add night facility of 2.5 kw. WWLF is 1 kw daytimer on 680 khz.

**WCPT-TV Crossville, Tenn.** □ Sold by WCPT-TV Inc. to Cumberland Communications Corp. for \$600,000. **Seller** is

owned by Calvin C. Smith (51%) and John A. Cunningham (49%), who have no other broadcast interests. **Buyer** is partnership of McClatchy Newspapers (90%) and Sainte Broadcasting (10%). McClatchy Newspapers is Sacramento, Calif.-based group of four AM's and four FM's, publisher of three dailies in California and one in Washington and owner of cable systems in Fresno, Calif., upper Sacramento valley, and Reno. C.K. McClatchy is president. McClatchy sold KOVR(TV) Stockton-Sacramento for \$65 million to Outlet Co. last year (BROADCASTING, March 24, 1980). Sainte is principally owned by Chester Smith, 51% owner of KCSO(TV) Modesto and KCBA(TV) [CP] Salinas, both California. WCPT-TV is independent on ch. 55 with 18.6 kw visual, 3.71 kw aural, and antenna 1,180 feet above average terrain.

**KNET(AM)-KHIM(FM) Palestine, Tex.** □ Sold by Trinity Broadcasting Co. to Palestine Broadcasting Co. for \$600,000. **Seller** is nonprofit enterprise which has no other broadcast interests. Benny E. Burlison is president. **Buyer** is owned by Gibson Investment & Management Inc. (90%) and Richard M. Reynolds (10%). Gibson firm is owned by R. Thomas Gibson and wife, Georgia L. (45% each), and daughter, Jalene M. (10%). Thomas Gibson owns KZEY(AM)-KROZ(FM) Tyler, Tex., where Reynolds is general manager. KNET is on 1450 khz with 1 kw day and 250 w night. KHIM is on 98.3 mhz with 3 kw and antenna 300 feet above average terrain.

**WAYZ-AM-FM Waynesboro, Pa.** □ Sold by Richard F. Lewis Jr. Inc. to VerStandig Broadcasting Inc. for \$550,000. **Seller** is subsidiary of Mid-Atlantic Network, Winchester, Va.-based group of six AM's and four FM's owned by brothers John P., David P., and Howard P. Lewis (29.17% each) and mother, Marion P. Lewis (10.08%). They also own cable systems in Virginia. **Buyer** is controlled by Helen VerStandig and son, John VerStandig, who own WCEM(AM)-WESP(FM) Cambridge, Md. WAYZ is 1 kw daytimer on 1380 khz. WAYZ-FM is on 101.5 mhz with 3.2 kw and antenna 21 feet above average terrain. **Broker: Blackburn & Co.**

**WXKO(AM) Fort Valley, Ga.** □ Sold by Rocket Radio Inc. to Valmedia Inc. for \$315,000. **Seller** is owned by Paul Reehling (50%), son, Edmund P. (30%), and wife, Mary Jo (20%), who have no other broadcast interests. **Buyer** is owned by Dollie B. D. Horton (51%) and husband, Cornelius Horton Jr. (49%). Dollie Horton is personnel officer with Air Force in Fort Valley, where husband is supervisor of maintenance shop. WXKO is 1 kw daytimer on 1150 khz.

**WDMV(AM) Pocomoke City, Md.** □ Sold by Mesta Communications Inc. to Robert L. Purcell for \$300,000. **Seller** is subsidiary of publicly held Mesta Machine Co., Pittsburgh-based heavy machinery manufacturer. David R. Andrews is president. It has no other broadcast interests. **Buyer** is Washington consulting engineer who has no other broadcast interests. WDMV is 500

July 8, 1981

## WYGR, Inc.

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Todd Hepburn, vice president for the undersigned initiated this transaction and assisted in the negotiations.

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w daytimer on 540 khz. *Broker: Blackburn & Co.*

**KWNA(AM) Winnemucca, Nev.** □ Sold by D. Ray Gardner to Sheen Broadcasting Co. for \$200,000. **Seller** owns KELK(AM) Elko, Nev., and is applicant for new FM there (BROADCASTING, Dec. 22). **Buyer** is owned by Torrey L. Sheen and wife Joyce, and his parents, Byrul L. and Gertrude L. Sheen (25% each). Torrey and Joyce Sheen are station manager and traffic manager, respectively, of KWNA. Parents own Elko mobile home park. They have no other broadcast interests. KWNA is on 1400 khz with 1 kw day and 250 w night.

□ Other proposed station sales include: WDLK(AM) Dadeville, Ala.; WEUP(AM) Huntsville, Ala.; WWBA(FM) St. Petersburg, Fla. (BROADCASTING, June 8); KDAN(AM) South St. Paul, Minn. (BROADCASTING, March 2); WLVL(AM) Lockport, N.Y. (BROADCASTING, June 22); KLOO-AM-FM Corvallis, Ore.; WQIQ(AM) Chester, Pa. (BROADCASTING, June 29) (See "For the Record," page 70).

APPROVED

**WVIC-AM-FM East Lansing, Mich.** Sold

by WGSB Broadcasting Co. to Goodrich Broadcasting Inc. for \$2,350,000. **Seller** is principally owned by James Morse, Charles Schuler and Joe Buyes. Schuler owns 25% of WQWQ(FM) Muskegon, Mich. Others have no other broadcast interests. **Buyer** is owned by Goodrich Theaters (83%), Robert E. Goodrich (12%) and Robert J. Malone (5%). Goodrich owns Michigan-based movie chain. Malone is former vice president and general manager of KARO(AM) Vancouver, Wash. They have no other broadcast interests. WVIC is 500 w daytimer on 730 khz. WVIC-FM is on 94.9 mhz with 49 kw and antenna 500 feet above average terrain.

**KWCK(AM)-KSER(FM) Searcy, Ark** Sold by Michael Horne to Trend Communications for \$1 million. **Seller** also owns KARV(AM) Russellville, Ark. **Buyer** is owned by H.E. Rainbolt (51%), Sharon J. Blevins and George Drain (22% each) and William R. Fritsch Jr. (5%). Rainbolt is Shawnee, Okla.-based investor. Blevins and Drain are Oklahoma City-based broadcast and management consultants, respectively. Fritsch is salesman at KLTE(FM) Oklahoma City, and 25% owner of new FM applicant seeking 95.3 mhz for

Lawton, Okla. Others have no other broadcast interests. KWCK is 1 kw daytimer on 1300 khz. KSER is on 93.3 mhz with 3 kw and antenna 170 feet above average terrain.

**WBCI-AM-FM Williamsburg, Va.** □ Sold by Colonial Broadcasters Ltd. to North Carolina Mutual Life Communications Inc. for \$900,000. **Seller** is owned by Donald M. Bentley (50%); Harry Hager, Frank McCue III, George J. Oliver, B.I. Bell, and John Barnett (10% each). Bentley is station's president and general manager. Barnett is Williamsburg businessman. Others are physicians in Charlottesville, Va. **Buyer** is subsidiary of North Carolina Mutual Life Insurance Co.; W.J. Kennedy III is president. Cicero Green Jr. is vice president of communications subsidiary. Buyer has no other broadcast interests. WBCI is daytimer on 740 khz with 500 w. WBCI-FM is on 96.5 mhz with 50 kw and antenna 430 feet above average terrain.

Other approved station sales include: WRTL-AM-FM Rantoul, Ill., and KBSQ(FM) Espanola, N.M. (See "For the Record," page 71).

## Business

### ABC signs Rule, Goldenson, Pierce to new contracts

**Company's top three executives are signed through August 1985**

ABC announced last week that its top three executives—Chairman Leonard H. Goldenson, President Elton H. Rule and Executive Vice President Frederick S. Pierce—had been signed to new contracts extending through Aug. 31, 1985.

The new contracts were seen by a company spokesman as reaffirming the line of succession. There had been reports, denied by ABC, that Rule might leave when his old contract expired June 30, 1982.

The new contracts will keep Goldenson on the scene to age 79, Rule to age 68 and Pierce to age 52. Employment contracts normally do not specify that the employee will remain in the same post throughout

the term of the contract. Rather, they usually call for employment on a full-time basis.

Nevertheless, some Wall Street analysts and others felt that the new contracts would create disappointment among ABC middle management by seeming to stifle advancement prospects for four more years.

Elsewhere, there was speculation that the contracts were tied in some way to the current Booz, Allen & Hamilton study of ABC's management structure. But ABC sources said the two appeared unrelated.

Goldenson's and Pierce's old contracts expired June 30. A spokesman said Rule's final year was renegotiated as part of his new contract. All three of the new agreements are for four years from Sept. 1, 1981.

Terms were not disclosed, but the contracts they replace called for Goldenson to be paid \$250,000 a year, plus \$50,000 in deferred compensation for each year he was employed under the contract; for Rule to be paid \$250,000 a year, and for Pierce

to be paid on a rising scale ranging from \$160,000 annual salary in 1977 to \$190,000 in each of the last two contract years. For 1980, actual cash and cash-equivalent remuneration amounted to \$1,229,230 for Goldenson, \$983,230 for Rule and \$861,567 for Pierce.

### RCA earnings down in quarter; Bradshaw makes personnel moves

**RCA chief executive recalls Bilby from retirement and gives added responsibilities to Hittinger in his first RCA corporate changes**

RCA's second-quarter earnings dropped 24.25% from the same period of 1980, totaling \$58.4 million as compared with \$77.1 million, the company reported last week. For the first six months of 1981, earnings declined 35.6% from \$155.8 million a year ago to \$100.3 million.

Sales were down slightly—less than 1%—in both the first quarter, when they totaled \$1,957.2 million, and in the first half, when they were \$3,904.2 million.

RCA's NBC subsidiary was said to have shown higher second-quarter earnings than a year ago. But the company said that they would have been lower except for the write-off in the second quarter of 1980 resulting from cancellation of planned



Goldenson



Rule



Pierce



coverage of the Moscow Olympics. NBC's second-quarter sales showed a "slight" increase, the company said, but not enough to cover higher programming and unscheduled news costs.

Four of RCA's five business segments reported higher second-quarter earnings this year—Communications, Electronic and CIT in addition to NBC—while the fifth, Hertz, showed a decline.

RCA Chairman Thornton F. Bradshaw said second-quarter earnings were adversely affected by sharply higher interest expenses, anticipated expenditures in the introduction of the SelectaVision videodisk project and unprofitable operations at RCA's European joint venture for the manufacture of picture tubes. He said these same factors will probably continue to affect operating results for the rest of the year.

Earnings per share were put at 55 cents for the second quarter and 88 cents for the first half, as against 80 cents and \$1.69 last year.

Chairman Bradshaw, meanwhile, made the first changes in RCA's executive lineup since he officially took over the chairmanship July 1. He called Kenneth W. Bilby from retirement to resume his duties as executive vice president, corporate affairs, and he gave additional responsibilities to Executive Vice President William C. Hittinger.

Bilby, who has been executive in residence at the Harvard Business School since he retired last January after 27 years with the RCA organization, returned to his old job last week. He will be responsible for corporate communications, corporate relations and RCA's Washington office. He will report to Bradshaw, who said he intended to work closely with Bilby in developing an expanded program of RCA participation in all external areas affecting the company's operations.

Bilby succeeds Eugene A. Sekulow, who becomes RCA vice president, international, reporting to Hittinger.

Hittinger, who has been in charge of research and engineering, licensing and patent operations, was given additional responsibility for RCA Communications and for the international operations, now under Sekulow. RCA Communications consists of RCA Global Communications (Globcom), RCA American Communications (RCA Americom) and RCA Network Services Inc.

## HBO/ATC boost Time's revenue

Revenues of Time Inc.'s Video Group, which includes HBO and American Television & Communications, were up almost 50% in the first six months of 1981, with the group's earnings climbing 24.4%. (These figures are for the continuing operations of the group—discounting the operations of the since discontinued Time Life Films unit, for which Time took an after-tax loss of \$10.7 million in the first quarter.) Video revenues of the corporation in that half were \$274.9 million,

video income \$55 million.

Time Inc.'s net income in the half was up 10% (counting Films' loss), to \$76 million, \$2.51 per share. Income from continuing operations rose 22%, to \$86.7 million, which company president J. Richard Munro attributed to "strong gains in magazine publishing, video and forest

products." Commenting on the video results, Munro noted: "Cable and pay cable television operations continue to expand." Company revenues were \$1.6 billion, an 18% improvement over the year earlier.

Second quarter net income was up 21%, to \$49.2 million, \$1.60 per share on revenues of \$858.1 million.

## Bottom Line

**Warner's best.** Warner Communications Inc. last week reported second-quarter record highs in revenues: up 50% over same period last year to \$676,324,000; net income: up 66% to \$42,552,000, and earnings per share: up 47% to \$.66. First half numbers also broke records. Board Chairman Steven Ross cited "Atari's explosive growth" in consumer electronics and toys field in particular. For quarter, operating revenues from theatrical films in TV distribution rose 54% to \$43,776,000; operating revenues from TV series, however, dropped 46% to \$25,683,000. For joint operation with American Express in cable field, Warner Amex was said to have "continued to experience subscriber growth in all segments. . ."

**Record results.** Harte-Hanks Communications said record primary earnings of 76 cents per share were logged in quarter ended June 30. (Figure is up 15% over year earlier). Revenues for company rose 16% in quarter, to \$88,816,000; net income was up 17% to \$7,297,000. For six months, revenues totaled \$164,069,000, up 15%; net income \$11,520,000, up 16%, and earnings per share were \$1.20.

**Dow is up.** Net income of Dow Jones & Co. rose 57% in second quarter, 42% across first half. Revenues for three months were up 25% to \$160.6 million, income hit \$20 million, 64 cents per share. Half's revenues were up 22% to \$303.9 million, with income \$35 million, \$1.12 per share.

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## Rainbow sues Warner Amex for \$28 million

**Company's president, Tim Flynn, says WASEC has broken its end of contract by refusing to turn on Satcom transponder**

"Three or four years ago, this was a struggling little industry. Now the guys with the big bucks have come in and decided the little guys are to be done away with."

That's how Tim Flynn, president of Rainbow Communications (no relation to Rainbow Program Services), feels about the state of the cable programming industry, and it's a feeling that underlies the \$28-million breach of contract suit that Flynn's company has brought against Warner Amex Satellite Entertainment Co. WASEC, for its part, wasn't commenting on the suit last week, saying it hadn't had a

chance to study the court papers.

Last August, Flynn sold Rainbow's rights to transponder 6V on Satcom's Cable Net II to WASEC, but retained, Flynn said, the right to use the transponder until March 1, 1982, or until Satcom IV became operational, subject to certain conditions. (Flynn says he has been footing the transponder bill, paying through WASEC, now customer-of-record.)

Flynn says the conditions were that no more than 50% of any service that Rainbow arranged for could be devoted to movies, children's programs, music programming, or shopping or games formats (services WASEC either has or contemplates). And he contends that he attempted to sublease his right to use the transponder to two separate entities (one at Wold Communications) for programming that would have met these conditions, but that in each case, WASEC refused to turn on the transponder.

The Wold service, according to Flynn, would have been 50% financial news, 50% cultural programming (the Bravo service

from Rainbow Program Services). Flynn won't discuss what the second service would have been. He maintains that the official reason WASEC gave for refusing to turn on the transponder was that it didn't believe Wold would vacate the transponder in March 1982 if permitted to begin transmitting. That reasoning, he says, was used again in the second refusal, though he says he was also told the programming would be in conflict with the sale agreement (which he denies).

One of Flynn's contentions is that the underlying reason for WASEC's refusal to turn on the transponder for the proposed Wold use was that the Bravo service could be a competitor for the ARTS cultural programming WASEC is running in partnership with ABC Video Enterprises. A point that particularly rankles Flynn is that, as of two weeks ago (BROADCASTING, July 6) WASEC leased a full transponder on Cable Net Two, 11H, to Wold. He asserts that's a sign WASEC is looking to eliminate middlemen—a case where "the little man gets aced out of the picture."

## Journalism

### Tug of war over FOIA

**House subcommittee hearings on freedom of information hear journalists, actor Asner, others applaud it and resist efforts to limit act, action sought by government officials**

Broadcast journalists joined a host of other newsmen and representatives of the public, including actor Ed Asner, in urging Congress last week not to weaken the Freedom of Information Act. At the same time, Reagan administration officials testified that the law inhibits law enforcement, threatens national security and is being misused by private businesses who use it to learn competitors' trade secrets.

Passed in 1966 and amended in 1974, the FOIA allows citizens to examine internal government agency documents as long as their dissemination would not harm national security or an ongoing investigation. Some 60 proposals to amend the law, many of them limiting present access to agency documents, have been introduced in Congress this year.

Representative Glenn English (D-Okla.), chairman of the Government Information and Individual Rights Subcommittee, said he does not anticipate changing the law's basic principle of free and open government, but believes Congress needs to fine tune the act. He and other Democratic members of his subcommittee, which held hearings on the issue last Tuesday, Wednesday and Thursday, appeared to favor expanding public access under the FOIA, rather than limiting it.

Senator Orrin G. Hatch (R-Utah), chairman of the Senate Judiciary Subcommittee on the Constitution, said the FOIA "holds the government accountable to an informed electorate," but must "itself be held accountable." His subcommittee held oversight hearings on the FOIA last Wednesday and plans hearings this week and in September on three bills that would limit the law.

Those bills (S. 587, S. 1235 and S. 1247) would exempt the Central Intelligence Agency from any application of the FOIA, put a 10-year moratorium on the release of FBI documents, allow agencies more time before having to comply with FOIA requests and allow businesses to secure injunctive relief against FOIA disclosure of information a company considers sensitive or confidential.

Those who would limit the law argue that it harms FBI and CIA activities by making it harder for those agencies to secure information from informers who are afraid of being publicly identified in a document released under FOIA. Syndicated commentator Jack Anderson, who spoke on behalf of the Mutual Broadcasting System, said the CIA and FBI have publicly admitted they face only a "perception" by potential informants that they'll lose their cover and that the FOIA has never resulted in an agent or informant actually being compromised. "I'd urge them to try and change that perception," he said, "not the public's right to information."

Other detractors argued that reporters and private citizens are the act's most infrequent users and file only 5% to 7% of FOIA requests for documents each year. Bob Schieffer, CBS News national correspondent, said such estimates are invalid

because reporters do not always identify themselves as such when filing an FOIA request because they don't want to reveal "sources and newsgathering techniques to competitors." He and others argued that the mere existence of the FOIA has made agencies more willing to divulge information and so the law's effectiveness cannot be measured by the number of requests filed.

Jack Landau, director of the Reporters Committee for Freedom of the Press, told the subcommittee that the FOIA Service Center, a project conducted jointly by his group and SDX, had answered 200 inquiries from reporters on how to use FOIA laws in the center's first year of existence. In its second year, it received more than 400 requests and expects more than 600 this year.

Asner told the subcommittee the FOIA is the "only tool enabling the public to take the initiative in finding out what the government is doing or has done." Citizens "don't have to wait for a congressman or reporter" to take an interest in an issue, he said, but can use the FOIA to get information themselves. "We will not let you rip this tool from our hands," he said.

The most frequent users of the FOIA, according to many who testified, are businesses who use it to obtain information about competitors. Asked if the press should be given preference over businesses and private individuals who want to use the law, Schieffer said no, that reporters should not be given special treatment. Landau, however, argued that FOIA requests made by reporters and individuals should be given preference over business requests because the latter are not in the general public interest.



# Harvard creates Frank Stanton professorship

**CBS contributes \$500,000 to university's JFK School of Government in honor of his efforts supporting broadcasting's First Amendment rights**

Harvard University announced last week that CBS had contributed \$500,000 toward the creation of the Frank Stanton Professorship of the First Amendment at Harvard's John F. Kennedy School of Government.

The gift, honoring the retired vice chairman and former president of CBS, was announced on the 10th anniversary of the House of Representatives' refusal to vote a proposed contempt citation against Stanton and CBS in *The Selling of the Pentagon* case.



Stanton

"Frank Stanton stands at the very foundation of efforts both to preserve the First Amendment and to foster its intent," Harvard President Derek Bok said in making the announcement. "The professorship bearing his name will make possible teaching and research focusing on the press, specifically broadcast journalism and its status under the First Amendment," Bok said.

The Stanton professorship, for which Harvard is seeking another \$500,000, will be located within the Kennedy School's new Center for Press, Politics and Public Policy.

The Center's program is to include courses for students in the Kennedy School's full range of programs for senior government officials, elected officials and other political practitioners as well as students; special intensive educational programs for journalists concerning complex issues of public policy; broad research programs and seminars and conferences that mix journalists, government officials, politicians and scholars.

Stanton retired from CBS March 31, 1973, after 27 years as chief operating officer, during which he gained a reputation—and numerous awards—as a leading spokesman for broadcasting and especially for its First Amendment rights.

## NewsBeat

**Live from Beijing.** People's Republic of China has invited each of three major networks to send one radio correspondent there, opening way for permanently based network newsmen in China. Letter to ABC News, CBS News and NBC News said other details are to be worked out during discussions by representatives of China and networks both in Beijing and Washington. Network sources interpreted that to mean that initially only one correspondent is to be sent and discussions will center on use of Chinese television crews and subsequent use of U.S. crews. NBC News said it planned to open bureau in Beijing later this summer, with exact date to be set after negotiations with Chinese representatives.

**Dissecting TV news.** ABC News will present first edition of *Viewpoint*, experimental program dealing with criticism and analysis of television news, on Friday (July 24) at 10-11 p.m. First program will focus on such issues as contention that TV reporting on business is biased and often inaccurate, including Kaiser Aluminum's charge that ABC's *20/20* subjected it to "trial by television" in report on aluminum wiring; charges that blacks are underrepresented in broadcast journalism, and complaints that television has helped create and foster negative stereotype of Arabs. Following its prime time debut, *Viewpoint* will be scheduled approximately four times year, pre-empting *Nightline* at 11:30 p.m.

**Not yet.** United Press International said last week it continues to look for an alternative ownership structure, as it has for past couple of years, but that no serious negotiations have been undertaken and none are in progress. Statement, by UPI President Roderick W. Beaton, was issued after reports were published quoting London-based Reuters news agency as saying it and several other international organizations had been asked if they were interested in buying UPI and that Reuters was "actively considering it." UPI source said he thought what Reuters official said or meant to say was that Reuters was "actively considering talking about it." He called news story "a nonstory." UPI, long running in red, is owned by E.W. Scripps family, which has made no secret of its desire to change ownership structure.

**Business of business.** Eric Sevareid, former CBS News commentator, will host *Enterprise*, series of 13 half-hour documentaries on how American business works. Series was produced by noncommercial WGBH-TV Boston and will premiere at 9 p.m. NYT on Oct. 2 on Public Broadcasting Service.

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## Parlez vous teletext

**French launch test of that country's Teletel system with 600 homes capable of receiving information from 170 sources**

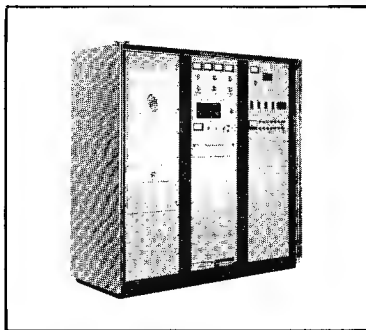
The French Post, Telephone and Telecommunications Ministry (PTT) has begun a nationwide test of the country's homegrown Antiope videotext system (Teletel) to gauge the commercial viability and social impact of videotext in that country.

The French government has been aggressively promoting the use of Antiope videotext (a two-way telephone or cable-delivered service) and teletext (a one-way service delivered by television stations) in the United States.

The French test now involves 600 homes, equipped with sophisticated home terminals, linked through central computers to about 170 volunteer information providers. The PTT plans to install 1,900 more home terminals this summer, bringing the total participants to 2,500.

The test is slated to run through 1982.

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The home terminals, which consist of a CRT display and full keyboard, are being installed free of charge. Users must pay approximately 10 cents per five minutes to tap into the system, however, and some of the information providers are imposing additional charges.

In addition to basic videotext services—retrieval of news and information—the home users can use the system to execute financial transactions with banks; make hotel, air and train reservations, and order merchandise from video catalogues.

According to a PTT press release, the test will attempt to determine which services are popular and worthwhile, the best way for information providers to market their services, the social consequences of a national videotext service and the suitability of the hardware and software used in the test for a permanent service.

The central computers, located at

Velizy, France, are the heart of the Teletel system. Jack O'Grady, a spokesman of the PTT, said that information providers have the option of supplying their computerized information directly in the Velizy computers, or establishing remote data banks individually or in conjunction with other information providers connected to the Velizy computers.

Besides acting as the main data bank and as a switcher among the remote data banks, the central computers will also keep track of all subscriber calls, take care of the bookkeeping and prepare subscribers' charges.

Among the information providers are 40 government agencies and 20 publishers. The government agencies are providing 20,000 videotext pages of information on such subjects as consumerism, education, taxation, health, transportation and tourism. Several local newspapers are included

## InSync

**Creature from depths with depth.** Subscribers of Visions and MultiVisions, jointly owned MDS and cable systems in Anchorage, Alaska, were scheduled to receive first in series of three-dimensional (3-D) movies last Saturday (July 18). Feature is "Revenge of the Creature," one of about 150 movies filmed in 3-D during 1950's. Film with 3-D enhancements was transferred to videotape by 3D Video Corp., North Hollywood, Calif using proprietary process. Like moviegoers of '50's, Anchorage viewers must wear special glasses to preceive 3-D effect. Glasses were distributed last week by local retailer. According to 3D Video, Home Box Office, which counts Visions and MultiVisions among its affiliates, will be watching audience reaction to 3-D programing with thoughts of distributing 3-D programing nationally over HBO and Cinemax.

**Satelconference.** Bell & Howell Satellite Network kicked off satellite teleconference service last week with teleconference panelists in its Washington studio and group of high school principals in Wilmington, N.C., for Appalachian Community Service Network (which supplied satellite time on Satcom I, transponder 16) and North Carolina Department of Public Instruction. Inaugural teleconference featured one-way video (Washington to Wilmington) and two-way audio, but Greg Lipscomb, director of network services for BHSN, said firm will also eventually have two-way capability between Washington and Los Angeles, and Washington and New York. BHSN has agreement with Communications Technology Management, McLean, Va., to microwave signals from BHSN's four-camera studio in downtown Washington (985 L'Enfant Plaza) to CTM's earth station in suburban Virginia and uplink them to any domestic satellite. BHSN is seeking its own transponder time, Lipscomb said, but should have no trouble finding occasional time. Most teleconferencing takes place during business hours, he said, when time is usually available. Time doesn't get tight until after 4 p.m. NYT, he said. Lipscomb said BHSN intends service to be available on short notice at low cost.

**Making connections.** TFT Inc., Santa Clara, Calif., has introduced new series of studio transmitter links (STL) for radio stations. New STL's operate at 35-50 mhz, 300-330 mhz and 450-485 mhz frequency ranges and are claimed to have same performance specifications as TFT's 7700 series, 960 mhz STL introduced two years ago. Delivery of new STL's is scheduled for December 1981.

**Royal sellout.** International Telecommunications Satellite Corp., expects record use of its facilities for television in July, as result of royal wedding of Prince Charles and Lady Diana Spencer, in St. Paul's cathedral, London, on July 29. Dan James, chief of Intelsat Service Bureau, reported 80 bookings on that day, with several weeks still to go. Old record was 111 transmissions for one day—March 30, date of attempted assassination of President Reagan. Of 80 bookings for July 29, about 150 hours will be royal wedding coverage.



among the publishers.

The PTT is also offering an electronic mail service as part of the project. Any of the test's subscribers can write electronic messages to any of the other subscribers in or out of real time over the system. (The PTT press release stresses that "strict controls have been established to protect the privacy of and security of participants.")

French firms contributing hardware or software to the project are Steria, Cap Sogeti, Cii-Honeywell Bull, Matra and Thomson-CSF.

## Transponder shifting for Satcom I

### HBO and MSN trade time slots on transponder 22, paving way for HBO's 24-hour expansion

Transponder juggling figures prominently in HBO's expansion of its schedule to 24 hours on weekends. That programing shift will take place the weekend of Sept. 4, with HBO running from sign-on at 5 p.m. on Friday through sign-off at 2 a.m. the following Monday. HBO had previously announced plans to expand to a full 24-hour schedule starting in January.

Facilitating the move is a swap of transponder time between HBO and Modern Satellite Network. The two services share time on transponder 22 of RCA's Satcom I bird (Cable Net I)—MSN had the 8 a.m.

**AP on the bird.** The Associated Press began satellite delivery of APTV, its 1,200-word-a-minute news service for television stations, last week. APTV serves stations in nearly 70 locations across the country, according to AP and is the first AP service to be totally satellite-delivered. Eventually AP plans to switch all of its services to satellite delivery and is installing more than 800 satellite receive earth stations this year. "This is a major step forward in the way we bring the news to television stations," Roy Steinfort, AP vice president for broadcasting, said in announcing the APTV switchover. "As AP enters the world of satellites, it's significant that the first news service to be totally satellite delivered is APTV." AP uses transponder 9 on the Westar III satellite. Earlier this year, AP Radio network had moved most of its locations to the satellite.

to 1 p.m. slot on Saturdays and Sundays, and a noon to 5 p.m. block weekdays. (MSN recently subleased the bulk of the latter, a 1 p.m. to 5 p.m. slot, to Hearst/ABC Video Services for its planned Beta women's service.)

Under the agreement announced last week, MSN will turn over its weekend hours to HBO, and get the 10 a.m. to noon period on weekdays.

Neither party would discuss the monetary consideration involved. However, given the value of the times involved to each service, the deal would probably require payment of some consideration by HBO.

HBO president Jim Heyworth called the weekend expansion "the logical next step in our move to 24-hour programing," explaining that "the largest daytime audience is available on weekends." He added that the shift would provide "an early bonus" to subscribers, in advance of the fuller January expansion.

MSN found a lot to crow about in making the move as well. The network's direc-

tor, Jay Campbell, said the additional 10 hours during the week "would put the network in a stronger position to program for its primary audience" and to "complement" the Beta package. (MSN had said back when it made its deal with Hearst/ABC that its intention for the weekday hour it kept was to produce programing for women as well).

"This swap..." said Campbell, "permits us to concentrate our resources and talents on programing to one audience segment."

The seven-day, 24-hour schedule HBO plans in January won't affect MSN. In the first place, MSN is a direct lessee with RCA for its transponder time—and transponder 22 is the one HBO has been using for its delayed West Coast feed.

This latest HBO move follows Showtime's switching to 24 hours on July 4 (Showtime had started 24-hour weekends last January). The third major pay movie service—the Movie Channel—has long been a 24-hour service.



**It does the job.** Warner Amex Cable Communications reports that the three-meter earth station (foreground), supplied by Satellite Syndicated Systems for its Columbus, Ohio, system, is providing good reception of SSS's Satellite Program Network off Westar III. The SSS unit is contrasted in the picture with the larger, shielded-horn antenna needed to receive cable programing from Satcom I because of that satellite's lower power and lower look angle. The Satcom station cost around \$30,000; the Westar station's cost, shared by SSS and Warner, was less than \$4,000.

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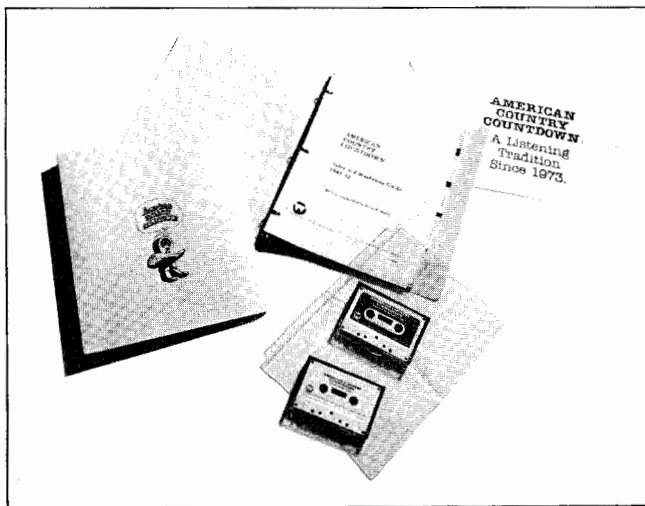
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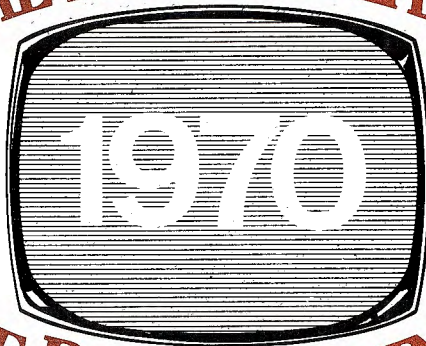
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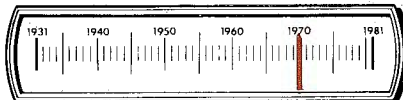
## OF BROADCASTING

**A** political broadcasting bill that President Nixon vetoed at the last minute was a near defeat for broadcasters in 1970. The direct hit of the year was the FCC's adoption of its "50-50" rule that, as the Prime-Time Access Rule (PTAR), was to change life for the TV networks, their affiliates and program syndicators, among others.

The scenario for the White House veto in October was set by House passage, in early September, and Senate approval two weeks later of the bill that would have required broadcasters to sell time to political candidates at minimum rates, would have set limits on the amounts of money candidates could spend on radio and TV (but not on spending in other media) and would have repealed the equal-time law application to presidential and vice presidential candidates.

Broadcasters generally opposed the measure as did Republicans in Congress. The bill's supporters, mostly Democrats, felt such a law would lessen the campaign advantage of wealthier candidates.

In his veto message, Nixon called the legislation "a good aim gone amiss." He said: "The problem with campaigns is not radio and television; the problem is spending. This bill plugs only one hole in a sieve. . . . By restricting the amount of time a candidate can obtain on television and radio, this legislation would severely limit the ability of many candidates to get their message to the greatest number of the electorate. The people deserve to know more, not less about the candidates and where they stand. . . . There is another issue here which is perhaps the most important of all. An honored part of the American political tradition is that any little-known, but highly qualified citizen has the opportunity to seek and ultimately win elective office. This bill would strike a serious blow at that tradition. The incumbent—because he has a natural avenue of public attention through the news media and the conduct of his office—would have an immeasurable advantage over the 'out' who was trying to get in. . . . I am as opposed to big spending in campaigns as I am to big spending in government. But before we tamper with something as fundamental as the electoral process, we must be certain that we never give the celebrity an advantage over an unknown, or the office holder an extra advantage over the challenger.



*United Mine Workers official Joseph A. Yablonski, his wife, and their daughter were found shot to death in Clarksville, Pa., Jan. 5. Rhodesia severed connections with the British Crown on March 1 and declared itself a racially segregated republic. Four people at a Kent State University antiwar demonstration were slain May 4 by National Guardsmen. A May 31 earthquake in Peru left more than 50,000 dead, a disaster surpassed Nov. 13 in Pakistan where a cyclone and giant waves killed an estimated 300,000 persons. America's growth was reflected in 1970 when the gross national product reached \$1 trillion while the resident population passed the 203-million mark, up from 179 million in 1960. And in BROADCASTING . . .*

Amid cries of outrage against Nixon's veto, BROADCASTING cited gaps in the legislation, said there was a need for a better political broadcasting bill, and urged that "it will be not only in their own but also in the public's interest if broadcasters can persuade their congressmen to let the presidential veto stand. The persuasion should be accompanied by a tangible offer of support for a truly effective bill to limit political spending. If broadcasters will take the lead in drafting legislation and campaigning for public endorsement, they will be practicing governmental and public relations with a creative touch."

The Senate failed by four votes to override the presidential veto, a state of affairs that "depressed" FCC Commissioner Nicholas Johnson, the *enfant terrible* of broadcast regulation. Johnson predicted that the Senate's failure to override Nixon's veto may one day be marked as "the last gasp, the last effort to get back government from big business and we couldn't do it."

To many broadcasters, big business—particularly their business—had suffered a stunning defeat at the hands of government in 1969 when Congress passed a bill banning cigarette commercials from radio and television, effective Jan. 1, 1971. In a minor attempt to assuage broadcasters facing an annual loss of \$230 million in cigarette revenues, Congress in March 1970 agreed to delay the ban an extra day, to Jan. 2, 1971, to allow cigarette commercials on New Year's Day football broadcasts.

Taking their cues from the success of cigarette advertising opponents, other groups with reform on their minds turned to the fairness doctrine. To promote clean air, "Friends of the Earth," an antipollution organization, filed a complaint with the FCC against WNBC-TV New York, charging the station with failure to balance its airing of gasoline and automobile commercials with messages about clean air. Using the cigarette case as a precedent, the ecology group argued: "The test posed by the commission [in its 1967 cigarette fairness-doctrine ruling] is whether the product's 'normal use has been found by congressional and other governmental action to pose such a serious threat to general public health that advertising promoting such use would raise a substantial controversial issue of public importance.' . . . It seems clear the government's ex-



The donation of WFMT-TV Chicago, valued then at more than \$1.5 million, by WGN Continental Broadcasting to the Chicago Educational Television Association was completed in early 1970. Following FCC approval, the shares of licensee WFMT Inc. were given to the association, also licensee of Chicago's noncommercial WTTW-TV and WXXW-TV. L-r: Dr. John W. Taylor, executive director of the association; Ward L. Quaal, president of WGN Continental; Raymond Nordstrand, president and general manager of WFMT Inc., and former FCC Chairman Newton Minow, chairman of the association.

Broadcasting, March 16



Representative John D. Dingell (R-Mich.) who helped to put the lid back on pay TV in 1970.

Broadcasting, May 4

pressed concern about the air pollution caused by the normal use of automobiles more than meets this test."

In a 6-1 decision the FCC refused to apply the fairness doctrine to automobile and gasoline advertising. Automobiles, the commission asserted, were different from cigarettes. They posed no inherent danger to health. FCC Commissioner Johnson disagreed with the majority and exhorted: "You must not lose sight of what is fundamentally at issue here: whether our citizens should be told the *whole* truth about the products they use and consume. . . . It is sad and somewhat disheartening that this commission holds dearer the quantity of commercial profits than the quality of life itself."

Antiwar groups also invoked the fairness doctrine to oppose America's involvement in Vietnam. A coalition of Yale University professors and law students and the New Haven Black Coalition filed a petition with the FCC charging that WCBS-TV New York and WTIC-TV Hartford, Conn., violated the fairness doctrine by "consistent, willful and repeated failure to afford fair and reasonable opportunity for the balanced presentation of the contrary views when the President of the U.S. addresses the nation on television on the administration's policies in Southeast Asia."

Anti-Vietnam war petitioners requested time under the fairness doctrine to reply to the Nixon administration's broadcasts for armed forces recruiting. As interpreted by the FCC, the crucial question was "whether armed forces recruitment messages constitute the presentation of one side of a controversial issue of public importance." The commission decided

they did not.

Senator J. William Fulbright (D-Ark.), chairman of the Senate Foreign Relations Committee and one of the foremost congressional critics of the administration's Vietnam policies, also invoked the fairness doctrine. Displeased with Nixon's frequent use of prime-time television and radio, Fulbright proposed legislation to give Congress air time equal to that of the President to break what he saw as the Nixon administration's "near-monopoly on effective access to the public attention."

As its solution to the equal access issue, CBS created *The Loyal Opposition*, a series in which the party out of power would receive free program time. Following Lawrence F. O'Brien's appearance on *The Loyal Opposition*, in which the Democratic national chairman attacked the Nixon administration on Vietnam, the economy, civil rights and the environment, Rogers C.B. Morton (R-Md.), GOP national chairman, demanded equal time to

**On a lonely road in Asia.** CBS News correspondent George Syvertsen was listed by State and Defense Department officials in Washington as the first broadcast newsman to be killed in the Vietnam conflict. Syvertsen, 38, was reported dead shortly after searchers found a body in a freshly dug grave 31 miles south of the Cambodian capital of Phnom Penh where three cars with eight newsmen had disappeared on May 31, 1970. The group also included NBC correspondent Welles Hangen, who never was found.

reply. When the FCC in August required CBS to afford "some reasonable period of time" to a Republican spokesman to reply to O'Brien's 25-minute appearance on *The Loyal Opposition*, CBS President Frank Stanton said he would suspend the series. "The effect of this ruling," Stanton declared, "far from redressing the imbalance, would increase it, and we are appealing it. . . . The purpose of these broadcasts is not to diminish the force of the President's exposition of his views and his administration's policies. Nor is it to enhance the force of opposing views and criticism of those policies. It is solely to enlarge and to deepen public awareness of the complexities and significance of urgent matters which concern us as a nation and which demand the national commitment, in one direction or another, of the energies, the resources and the intellectual and emotional fiber of the American people."

Despite CBS's efforts and similar attempts by the other networks, to assure fairness in broadcast journalism, the Nixon administration continued its attack upon the medium. Vice President Spiro Agnew accused television of presenting young people with "action, violence, and confrontation . . . and they are naturally more conditioned to action than logic." As for television's coverage of civil demonstrations, Agnew accused TV of presenting "manufactured news of revolutionary theater brought into millions of living rooms by the networks."

CBS News correspondent Eric Sevareid proposed that the networks increase their coverage of evening news to one hour to accommodate a balance of the day's events; the added time would allow pre-





National Football League Commissioner Pete Rozelle put a new kid on the prime-time block in 1970, when he exacted \$8.5 million from ABC-TV for a Monday night schedule of games.

*Broadcasting, May 18*

sentation of rebuttals.

In June the FCC clarified its policy in the sale of political time. The agency decided that a broadcaster who sells time to supporters of a political candidate must also sell time to the candidate's opponents or supporters but does not have to provide reply time at no charge.

Robert Pauley, former president of ABC and Mutual, and Murry Woroner, head of Woroner Productions, announced in June the formation of the radio National Black Network Inc. to provide "news of primary interest to the 22 million black citizens of the country, a service not now being performed by any other medium."

There was fallout in 1970 from the FCC's 1969 decision stripping WHDH-TV Boston of its license. Faced with the specter of numerous challenges to licensees with multimedia ties, the FCC in January attempted to allay broadcasters' fears by adopting a policy favoring an incumbent broadcaster over rival applicants if the licensee could show in a comparative hearing that its programing "has been substantially attuned to the needs and interests" of its area. BROADCASTING commended the FCC's policy, stating that "as an articulation of general policy, the statement adopted last week by the FCC establishes commendable ground rules for the consideration of competing applications filed against incumbent licensees. . . . The protection offered by the commission's policy statement is infinitely more than broadcasters have now, and, assuming the future FCC is reasonable in its definition of substantial service, it is probably as much as they can hope for."

The FCC's adoption of its prime-time access rule, to be implemented Sept. 1,



Dr. Clay T. Whitehead (right), President Nixon's choice to be the first director of the Office of Telecommunications Policy, chats with his home-state senator, James B. Pearson (R-Kan.). Occasion was the July 1970 hearing by the Senate Commerce Committee on Whitehead's appointment. Pearson was a member of that committee.

1971, brought accusations of commission interference with programing. The new rule, designed to promote diversity in the sources of programing by limiting network domination, prohibited affiliates in the top-50 markets from accepting more than three hours of network programing between 7 and 11 p.m., barred the networks from domestic syndication in programing, permitted networks to sell abroad only those programs they produced themselves, and barred networks after Sept. 1, 1970, from acquiring subsidiary rights or interests in independently produced programs. FCC Chairman Dean Burch dissented, saying that the commission's majority decision constituted "an economic mistake that will not produce the results sought, a healthy television film-producing market."

When the U.S. Second Circuit Court of Appeals in New York refused to stay the effective date of the FCC's prime-time access rule, the networks braced for an expected cut in programing of three to four hours a week. Although CBS-TV and NBC-TV deplored the loss of such air time and revenue, the less-dominant ABC-TV felt that the implementation of the FCC's rule would strengthen its efforts to become a more fully competitive network. Meanwhile, network affiliates prepared for the programing changes. Program suppliers suggested that the 1971-72 season would be a year of experimentation by stations adapting to the new rule.

For the last season unaffected by the FCC's prime-time access rule, TV networks spent \$16.7 million a week in prime-time production costs.

New TV shows included: *The Don Knotts Show* (NBC), a 60-minute comedy; *The Flip Wilson Show* (NBC), 60-minute variety; *The Interns* (CBS), a medical drama with Broderick Crawford; *Arnie* (CBS), a comedy with Herschel Bernardi and Sue Ann Langdon; *The Young Rebels* (ABC), an adventure set in colonial America; *The Tim Conway Show* (CBS), a comedy; *The Young Lawyers* (ABC), a drama about a neighborhood law office in Boston with Lee J. Cobb; *Barefoot in the Park* (ABC), a comedy about newlyweds, with Scoey Mitchell and Tracy Reed; *The Odd Couple* (ABC), with Tony Randall and Jack Klugman; and *The Partridge Family* (ABC), a comedy about a family rock group, with Shirley Jones and David Cassidy. It was also the year of the introduction of *The Mary Tyler Moore Show* on CBS.

Government decisions in 1970 also affected both cable and pay television. New CATV rules adopted or proposed by the FCC in June envisioned a cable industry that would eventually originate programing and provide two-way communications while not threatening the viability of existing UHF stations.

The principal components of the FCC's package:

- A rule was adopted to prohibit local crossownership of cable and television stations.

- A rule was adopted to prohibit TV networks from owning cable systems anywhere in the U.S.

- A rule was adopted to prohibit local crossownerships of cable and translator stations, but with the possibility of waivers

in some situations.

■ A rule was proposed for multiple ownership of CATV systems as follows: a limit of 50 systems with 1,000 or more subscribers in each in the 100 biggest population centers, according to a sliding scale of distribution through the list of markets; for CATV operators that also owned one TV, two AM's, two FM's or two newspapers, the limit would be reduced to 25 systems. As an alternative, the FCC asked for comments on a limit of 2 million subscribers for all CATV systems in a group.

■ A rule was proposed to permit cable systems in the top 100 markets to carry four distant independent signals in addition to local TV signals. A condition would be that commercials in distant signals be replaced by commercials provided by local UHF's or by local VHF's that could prove their survival was threatened by cable. Systems importing distant signals would also be required to pay 5% of their subscriber revenues to noncommercial broadcasting.

■ Comments were asked on how cable channels, other than those used for regular programming, could be used for other services.

■ A rule was adopted to prohibit CATV's from distributing on pay-TV channels any of the program types denied to broadcast pay-TV service.

■ A change was proposed to increase from two years to five the time in which the antisiphoning sports rule would be in effect. This precluded the live presentation on pay TV, whether distributed on-air or by cable, of sports events that had been carried on free TV.

■ Comments were invited on other subjects that included local government authority, proposed ceilings on franchise

fees and technical standards for broadband services of the future.

Estimates placed the number of cable systems in 1970 at about 2,500, approximately 8% of TV homes, with 4.5 million subscribers.

Other government decisions also affected pay television. The Supreme Court in February, with Justice William O. Douglas dissenting, refused to review a lower court's decision that upheld the FCC's order authorizing pay television. The last legal barrier to pay television appeared to be surmounted. However, the House Commerce Committee placed another obstacle in the way when it reported out a bill to prohibit subscription stations from devoting more than 45% of their total air time, and more than 60% of their prime-time hours to feature films and sports, to bar pay TV stations from taking any program of any kind from standard television, to ban all commercials on pay television stations, to bar pay TV operation on any station licensed by the FCC prior to the enactment of the bill, to prohibit the broadcast on pay TV of any feature film that had been in general release for more than one year on a non-reserved seat basis, and to require subscription stations to broadcast at least eight hours a day.

The House Commerce Committee's minority report called this proposed bill "mischievous legislation dictated by powerful interest groups—the broadcasters and theater owners." The bill, the minority members argued, would "kill any possibility of STV, and that is what the proponents of the bill intended. . . . Is it any wonder that our youth are cynical about our values when the very committee which reported the Fair Packaging and Labeling Act is now trying to flim-flam the

## Stay Tuned

1. What congressional request and subpoena did CBS President Stanton refuse to honor?
2. What important fairness doctrine ruling did the U.S. Court of Appeals reverse, thereby jeopardizing a sizable portion of broadcasting revenues?
3. Name the broadcast pioneer who died in December.
4. What program developed by Tandem Productions debuted in January, created controversy but reshaped TV's approach to contemporary issues?
5. What organization was instrumental in orchestrating a compromise on cable regulation?

### The answers next week in "1971"

House of Representatives with a bill which, according to its label, regulates STV, when each and every member of this committee knows that legislation is intended to destroy any possibility of STV."

Despite these problems the FCC in August granted technical approval for the Phonevision System that Zenith Radio Corp. had been promoting for 20 years. With the FCC's technical approval, Teco Inc., Zenith's licensee for commercial development of Phonevision in North America, instituted plans to introduce this new box office TV service.

In 1970 President Nixon established the Office of Telecommunications Policy and appointed Clay T. Whitehead as director. The powers of the office were to be expanded beyond those exercised before by the executive branch. Nixon appointed a broadcaster, Robert Wells, to a seven-year term on the FCC as a successor to retiring Kenneth Cox, and Thomas J. Houser to a short term after Sherman Unger withdrew his name because of a tax audit problem, creating a new configuration for the FCC.

In 1970, broadcasting celebrated 50 years of existence. BROADCASTING used the occasion to call for fewer government controls. Arguing that "there is intense competition among stations and networks and other media," BROADCASTING noted that "monopolies exist almost everywhere else. This being true, why waste the taxpayers' money and civil servants' time that should be devoted to such painfully distressing life-and-death problems as drug control, crime on the streets, campus unrest, pollution, unemployment? Banning newspaper ownership, one-to-a-customer, the contrived conglomerate inquiry, and program controls are illusionary, make-work, nonessentials. If those activists in government were completely dedicated and honest, they would stop this malicious nonsense and get back to the basic needs of the people."



Drawn for BROADCASTING by Sid Hix

"\$240 million . . . and he took it all with him!"

Broadcasting, Dec. 28



As compiled by BROADCASTING July 6 through July 10 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

## New Stations

### FM Applications

- \*Montgomery, Ala.—ETC Community Education Inc. seeks 89.1 mhz, 100 kw, HAAT: 588 ft. Address: 3975 Vaughn Road, Montgomery, Ala. 36106. Estimated construction costs: \$120,000; first-quarter operating cost: \$25,000. Format: Educational. Principal: noncommercial corp.; Frank E. Martin is president. He is Montgomery minister and has no other broadcast interests. Filed June 30.
- Lakeport, Calif.—Konociti Broadcasting Co. seeks 99.5 mhz, 2.5 kw, HAAT: 1900 ft. Address: P.O. Box 1511, Santa Rosa, Calif. 95402. Estimated construction costs: \$78,000; first-quarter operating cost: \$13,600; first-year revenue: \$68,000. Principal: Pamela K. Fishtrom (100%), former assistant manager of KVRE-AM-FM Santa Rosa, Calif., who has no other broadcast interests. Filed July 1.
- Lakeport, Calif.—Magic Communications Corp. seeks 99.5 mhz, 5 kw, HAAT: 1468 ft. Address: 4491 River Ash Court, Concord, Calif. 94521. Estimated construction costs: \$127,000; first-quarter operating cost: \$29,500. Format: Rock/Beautiful. Principals: Clifford Marko (25%), Laurence C. Nader (50%) and Harold Marko (25%). Clifford Marko is with Bank of America, San Francisco. His son Harold is Birmingham, Miss., businessman. Nader is former student. They have no other broadcast interests. Filed June 30.
- Hialeah, Fla.—Southern Communications System Inc. seeks 96.5 mhz, 100 kw, HAAT: 794 ft. Address: 4106 Aurora Street, Coral Gables, Fla. 33146. Estimated construction costs: \$203,000; first-quarter operating cost: \$51,000; first-year revenue: \$500,000. Principals: Gloria R. Justiz (30%), Charles T. Justiz (15%), George Caputo (20%), Gustavo E. Paladines, David C. Lizarraga (13% each), and Richard F. Kennedy (9%). Gloria Justiz is Coral Gables real estate broker. Charles Justiz is physician. Caputo is Coral Gables-based film distributor. Lizarraga is Los Angeles-based developer and real estate investor. Paladines is Commerce, Calif., exporter. Kennedy is Washington attorney. Caputo is 25% owner, Lizarraga is 29%, Paladines 41%, and Kennedy minority principal, in applicant for 40 LPTV stations in five states. Filed July 1.
- Homestead, Fla.—Placido A. Rodriguez seeks 95.7 mhz, 100 kw, HAAT: 250 ft. Address: 1035 West 77th Street, Hialeah, Fla. 33014. Estimated construction costs: \$78,500; first-quarter operating cost: \$30,000; first-quarter revenue: \$30,000. Format: Contemporary. Principal: Placido A. Rodriguez (100%), who is assistant building manager at WPLG(TV) Miami, Fla., and has no other broadcast interests. Filed June 30.
- Liberty City, Fla.—Rana Broadcasting Inc. seeks 96.5 mhz, 98 kw, HAAT: 799 ft. Address: 180 North La Salle, Suite 2102, Chicago 60602. Estimated construction costs: \$197,000; first-quarter operating cost: \$71,300; first-year revenue: \$500,000. Principals: Allen Wheeler (20%) and Michael A. Benages (80%). Benages owns WMPP(AM) Chicago Heights, Ill.; 51% of KXXX(FM) Galveston, Tex., and bought, subject to FCC approval, WDGS(AM) New Albany, Ind. (BROADCASTING, May 25). Wheeler is station manager at WMPP. Filed July 1.
- Miami—Everglades Broadcasting Corp. seeks 96.5 mhz, 100 kw, HAAT: 923 ft. Address: 1280 South Pompano Parkway, Suite 6, Pompano Beach, Fla. 33060. Estimated construction costs: \$327,000; first-year operating cost: \$423,000; first-year revenue: \$600,000. Format: Contemporary. Principal: Jack R. Crosby (100%), Austin-based businessman and investor who has various interests in cable systems. Filed June 30.
- Miami—First Black Broadcasters of Miami Inc. seeks 96.5 mhz, 100 kw, HAAT: 950 ft. Address: 8031 N.W. 22 Avenue, Miami 33147. Estimated construction costs: \$50,000; first-quarter operating cost: \$227,500. Format: Black-oriented. Principals: Elaine W. Greene (85%) and Dallas L. Manuel (15%). Greene is personnel representative for Eastern Airlines, Miami. Manuel is Miami insurance underwriter and part-time announcer at WEDR(FM) Miami. Filed June 30.
- \*Miami—Hispanic Community Broadcasters Inc. seeks 96.5 mhz, 100 kw, HAAT: 1200 ft. Address: 2610 N.W. 36th Street, Miami 33142. Estimated construction costs: \$238,000; first-quarter operating cost: \$62,300; first-year revenue: \$200,000. Format: Spanish language. Principal: noncommercial corp.; Eugenio Jimenez is executive director. He is director of San Juan, P.R., church and has no other broadcast interests. Filed July 1.
- Miami—Onyx Broadcasting of Miami Inc. seeks 96.5 mhz, 100 kw, HAAT: 923 ft. Address: 7624 S.W. 179th Terrace, Miami 33157. Estimated construction costs: \$183,500; first-quarter operating cost: \$233,000; first-quarter revenue: \$122,000. Format: Rhythm & Blues. Principals: Harold Martin (40%), James E. Griffen Jr. and Dwight A. Lauderdale (30% each). Martin is account executive at WGBS(AM)-WLYF(FM) Miami. Griffen is operations manager at WPLG-TV Miami, where Lauderdale is co-anchor. They have no other broadcast interests. Filed July 1.
- Miami—Radiocentro Broadcasting Co. seeks 96.5 mhz, 98 kw. Address: 2260 S.W. 8th Street, Miami 33135. Estimated construction costs: \$108,500; first-quarter operating cost: \$43,200; first-year revenue: \$400,000. Principal: Subsidiary of Villa Broadcasting Co., which is owned by Salvador Lew, president (11.89%) and seven others. They own WRHC(AM) Coral Gables, Fla., where Lew is general manager. Filed June 30.
- Miramar, Fla.—Constance J. Wodlinger seeks 96.5 mhz, 100 kw, HAAT: 923 ft. Address: 800 Galleon Drive, Naples, Fla. 33940. Principal: Constance J. Wodlinger has on file with FCC application BPH-810326AC (BROADCASTING, May 11), requesting use of channel 243 at Miami, Fla. This application proposes to change city of designation from Miami to Miramar. Filed June 30.
- North Miami Beach, Fla.—William H. Hernstadt seeks 96.5 mhz, 100 kw, HAAT: 923 ft. Address: 3111 Bel Air Drive, No. 25-G, Las Vegas 89109. Estimated construction costs: \$182,000; first-quarter operating cost: \$30,000; first-year revenue: \$60,000. Principal: William H. Hernstadt (100%), Nevada State Senator, owns 80% of WKAT(FM) Miami Beach, Fla. Filed July 1.
- North Miami Beach, Fla.—Southwest Radio Enterprises Inc. seeks 96.5 mhz, 100 kw, HAAT: 404 ft. Address: P. O. Box 35-460, Miami 33135. Estimated construction costs: \$195,000; first-quarter operating cost: \$150,000. Principal: wholly-owned subsidiary of Southwest Florida Enterprises Inc., which is controlled by the Hecht family, Washington-based owners of retail hardware stores. They own KLDY(AM)-KSAS(FM) Liberty, Mo.
- Boise, Idaho—Affiliated Broadcast Systems seeks 105.9 mhz, 40 kw, HAAT: 2678 ft. Address: 407 South Cole Road, Boise 83709. Estimated construction costs: \$118,000; first-quarter operating cost: \$43,000; first-quarter revenue: \$101,000. Principal: J. Brent Hessing (100%), who is Boise contractor and has no other broadcast interests. Filed June 29.
- Loogootee, Ind.—Loogootee Radio Inc. seeks 94.3 mhz, 3 kw, HAAT: 377 ft. Address: 103 East Main Street, Loogootee, Ind. Estimated construction costs: \$132,000; first-year operating costs: \$90,000. Format: Variety. Principal: Jerome B. Walker, John M. O'Brien and David L. Snow (one-third each). Walker is Washington, Ind., pharmacist with interests in nursing care facility and real estate development. O'Brien is Martin County Circuit Court judge and partner with Walker in real estate development. Snow is partner with Walker in nursing care facility where he is administrator. No other broadcast interests. Filed June 19.
- Bloomfield, Iowa—Fox River Broadcasting Inc. seeks 106.3 mhz, 3 kw, HAAT: 300 ft. Address: R.R. Box 30A, Luray, Mo. 63453. Estimated construction costs: \$134,000; first-quarter operating cost: \$19,000; first-quarter revenue: \$33,000. Format: CW. Principals: Jessie R. Hodges (52%) and Vickie E. McDavid (48%). Hodges is vice president and 49% owner of WCAZ-AM-FM Carthage, Ill., where McDavid is general manager. Filed July 2.
- \*Duluth, Minn.—North Central Christian Broadcasting seeks 89.1 mhz, 4.94 w, HAAT: 230 ft. Address: 2816 Hagberg Street, Duluth 55811. Estimated construction costs: \$7,675; first-quarter operating cost: \$750. Format: Educational. Principal: noncommercial corp.; Robert A. Baker is president. He is industrial engineer and has no other broadcast interests. Filed July 1.
- \*Rochester, Minn.—Minnesota Public Radio Inc. seeks 90.7 mhz, 2.82 kw, HAAT: 116 ft. Address: 45 East Eighth Street, Saint Paul, Minn. 55101. Estimated construction costs: \$21,360; first-year operating cost: \$150,000. Format: Educational. Principal: noncommercial corp.; William H. Kling is president. Minnesota Public Radio holds licenses for eight stations throughout state. Filed June 18.
- Washburn, Mo.—Billy B. Carney seeks 95.3 mhz, 1.9 kw, HAAT: 400 ft. Address: Highway 112, South, Cassville, Mo. 65625. Estimated construction costs: \$34,000; first-quarter operating cost: \$36,000. Principal: Billy B. Carney (100%), Cassville commercial-residential real estate broker and custom home contractor, who has no other broadcast interests. Filed June 29.
- Carson City, Nev.—Carson Valley Broadcasters Inc. seeks 98.1 mhz, 100 kw, HAAT: 498 ft. Address: P.O. Box 5160, Stateline, Nev. 89449. Estimated construction costs: \$172,000; first-quarter operating cost: \$60,000; first-year revenue: \$480,000. Principals: Edwin B. Crook, president (15%) and six others. He is vice president and 18% owner of KZMK(FM) Bisbee, Ariz., and general manager of KROI(AM) Reno. Filed June 30.
- Cape May Court House, N.J.—Bay Broadcasting Co. seeks 105.5 mhz, 3 kw, HAAT: 300 ft. Address: 6104 Pleasure Avenue, Sea Isle City, N.J. 08243. Estimated construction costs: \$98,000; first-quarter operating cost: \$22,000; first-year revenue: \$150,000. Format: Contemporary. Principals: Dorothy Simpkins and Mary McCusker (50% each). Simpkins is bookkeeper at Sea Isle hardware store and former parttime traffic manager at WSLT(FM) Ocean City, N.J. McCusker is housewife. They have no other broadcast interests. Filed June 30.
- Cape May Court House, N.J.—Gilbert Broadcasting Co. seeks 105.5 mhz, 3 kw, HAAT: 300 ft. Address: 1308 Maryland Avenue, Cape May, N.J. 08204. Estimated construction costs: \$142,000; first-quarter operating cost: \$30,000; first-year revenue: \$200,000. Format: Beautiful/Contemporary. Principals: Sandra M. Gilbert (51%) and husband, Harry A. Gilbert (49%). They own Cape May fast food restaurants and parking lots. Harry Gilbert is also superintendent with Cape May County Bridge Department. They have no other broadcast interests. Filed July 1.
- Concord, N.H.—Concord Broadcasting Corp. seeks 105.5 mhz, 1.05 kw, HAAT: 467 ft. Address: 69 Main Street, Peterborough, N.H. 03458. Estimated construction costs: \$35,000; first-year revenue: \$125,000. Prin-

cipals: Carol E. Perry (75%) and Isacc A. Richardson (25%). Murray is manager at WATD(AM) Marshfield, Mass. Perry is research analyst with Massachusetts Blue Cross-Blue Shield. They have no other broadcast interests. Filed July 1.

■ **Wolfeboro, N.H.**—Wolfeboro Broadcasting Corp. seeks 104.9 mhz, 3 kw, HAAT: 1214 ft. Address: 22 High Street, Peterborough, N.H. 03458. Estimated construction costs: \$11,500; first-year operating cost: \$101,000; first-year revenue: \$125,000. Format: MOR. Principals: Walter H. Sweeney (50%), James W. O'Neil (30%) and L. Phillips Runyon III (20%). Sweeney and Runyon are Peterborough attorneys. O'Neil is president and 45% owner of WRPT(AM)-WMDK(FM) Peterborough, N.H. Filed June 22.

■ **\*Buffalo, N.Y.**—Medaille College Inc. seeks 89.9 mhz, 4.3 kw, HAAT: 121 ft. Address: 18 Agassiz Circle, Buffalo 14214. Estimated construction costs: \$60,000; first-year operating cost: \$8,600. Format: Educational. Principal: noncommercial corp.; Leo R. Downey is president of Medaille College. Filed June 22.

■ **Alpine, Tex.**—Big Bend Broadcasters seeks 92.7 mhz, 3 kw, HAAT: 289 ft. Address: Box 779, Alpine 79830. Estimated construction costs: \$128,000; first-year operating cost: \$23,400; first-year revenue: \$26,000. Format: Classical/Beautiful. Principals: Gene Hendryx (55%), Barney Hubbs (15%), Bill Hubbs, James W. Hawkins, Jack Hawkins (10% each). Hendryx owns 55%, Barney Hubbs owns 15%, of KVLF(AM) Alpine. James Hawkins is president of KFST(AM) Stockton, Tex. Bill Hubbs and Jack Hawkins are businessmen. Filed June 22.

■ **Hooks, Tex.**—Freeway Broadcasting Inc. seeks 95.9 mhz, 3 kw, HAAT: 300 ft. Address: 8640 South Dorchester Ave., Chicago 60619. Estimated construction costs: \$201,000; first-quarter operating cost: \$32,500; first-year revenue: \$355,400. Principal: William H. Freeman Sr. (100%), Chicago teacher, who has no other broadcast interests. Filed July 1.

■ **Lamesa, Tex.**—Edward M. Johnson seeks 100.3 mhz, 100 kw, HAAT: 295 ft. Address: Suite 702, 531 Gay Street, Knoxville, Tenn. 37902. Estimated construction costs: \$50,600; first-year operating cost: \$50,000; revenue: \$70,000. Format: Contemporary. Principal: Edward M. Johnson (100%), who is Knoxville broadcast consultant and principal in four AM's in Tennessee and applicant for new AM at Lebanon, Tenn. (BROADCASTING, June 15); new FM at Elkins, W. Va. (BROADCASTING, June 15); new FM at Cheyenne, Wyo. (BROADCASTING, July 6). Filed June 30.

■ **\*Mesquite, Tex.**—Mesquite Independent School District seeks 88.3 mhz, 3 kw, HAAT: 300 ft. Address: 405 East Davis, Mesquite 75149. Estimated construction costs: \$150,000; first-year operating cost: \$75,000. Format: Educational. Principal: noncommercial corp.; Herman F. Finley is president, Board of Trustees. He is contractor and has no other broadcast interests. Filed July 1.

■ **Staunton, Va.**—Wilson Communications Corp. seeks 99.7 mhz, 48 kw, HAAT: 75 ft. Address: P.O. Box 1, Fort Defiance, Va. 24437. Estimated construction costs: \$128,000; first-year operating cost: \$33,000. Format: Easy listening. Principal: Charles M. Wilson (100%), antiques dealer in Staunton area, who has no other broadcast interests. Filed July 2.

■ **\*Edmond, Wash.**—Metropolitan School of the Bible Inc. seeks 88.1 mhz, 10 kw, HAAT: 250 ft. Address: 8610 N.E. 169th Street, Bothell, Wash. 98011. Estimated construction costs: \$38,000; first-year operating cost: \$18,000. Format: Educational. Principal: noncommercial corp.; Robert L. Wikstrom is president. He is general manager of KXA(AM) Seattle, Wash., and 14.5% owner of KCKD(AM) Spokane, Wash., and also principal in applicants for new FM's at Sweet Home, Ore. (BROADCASTING, Nov. 3, 1980), and Olympia, Wash. (BROADCASTING, June 15). Filed July 1.

## TV Applications

■ **\*Cotati, Calif.**—Rural California Broadcasting Corp. seeks ch. 22; ERP: 19.2 kw vis, 1.9 kw aur., HAAT: 1929 ft.; ant. height above ground: 78 ft. Address: P.O. Box 464, Cotati, Calif. 94928. Estimated construction cost: \$451,500; first-year operating cost: \$260,000. Legal counsel: Dow, Lohnes & Albertson, Washington, D.C. Consulting Engineer: Aubrey Harris, San Francisco. Principal: noncommercial corp.; Josue Lopez is president. He is station manager at KBBF(FM) Santa Rosa, Calif. Filed June 19.

■ **Toledo, Ohio**—Toledo Ohio TV Inc. seeks ch. 36; ERP: 5000 kw vis, 500 kw aur., HAAT: 469 ft.; ant.

height above ground: 488 ft. Address: 311 Ridge Road East, Rochester, N.Y. 14621. Estimated construction cost: \$3,141,000; first-quarter operating cost: \$300,000; first-year revenue: \$800,000. Legal counsel: Dow, Lohnes & Albertson. Consulting engineer E. Harold Munn. Principal: Malcolm I. Glazer (100%), who wholly owns KQTV(TV) St. Joseph, Mo.; WTWO-TV Terre Haute, Ind.; WRBL-TV Columbus, Ga.; also he is 80% owner of new UHF applicant for Orange Park, Fla.; 80% of new UHF applicant for Irving, Tex. (BROADCASTING, Feb. 23); 100% of new UHF applicant for Salt Lake City (BROADCASTING, June 1); and 100% in company that has filed for LPTV facilities at Terre Haute; Portland, Ore.; Columbus, Ga.; and Baltimore. Filed June 15.

■ **\*Lexington, N.C.**—Koinonia Broadcasting Inc. seeks ch. 20; ERP: 5000 kw vis, 500 kw aur., HAAT: 1731 ft.; ant. height above ground: 1911 ft. Address: P.O. Box 33, Landis, N.C. 28088. Estimated construction cost: \$1,132,000; first-quarter operating cost: \$148,500; first-quarter revenue: \$195,000. Legal counsel: Gammon & Grange, Washington. Consulting engineer: Serge Bergen, Fairfax, Va. Principal: noncommercial corp.; William P. Register is president. He is Coral Springs, Fla., minister, and president of new TV applications for Orange Park and Miami, both Florida. Filed June 24.

## AM actions

■ **Albuquerque, N.M.**—Spanish Community Radio Inc. granted 1240 khz, 1 kw-D, 250 w—N. Address: 6929 Marilyn N.E., Albuquerque 87109. Estimated construction costs: \$97,000; first-quarter operating cost: \$40,000; revenue: \$8,700. Format: Spanish/Beautiful. Principal: Raul O. Parra, Richard A. Chavez, Ronald M. Lucero, Joe G. Berumen, Henry D. Espinoza Jr. (20% each). Parva is news director of KKKK-TV Albuquerque. Chavez is Albuquerque air traffic controller. Espinoza is Albuquerque periodontist. They have no other broadcast interests. Action June 19.

■ **Monroe, N.C.**—Del Broadcasting granted 1430 khz, 2.5 kw-D. Address: 900-A Sunset Drive, Monroe, N.C. Estimated construction costs: \$238,282; first-quarter operating cost: \$103,600; revenue \$120,000. Format: Pop. Principals: Donald Goodwin, W. Lee Simmons, Edward Bower (one-third each). Simmons is consulting engineer. Simmons has minority interest in WPDJ(FM) Cheraw, S.C. which his family owns. Action June 23.

■ **Elloree-Santee, S.C.**—Santee-Cooper Broadcasting Co. granted 1370 khz, 5 kw-D. Address: Route 2, Box 537 Eutawville, S.C. 29048. Estimated construction costs: \$47,000; first-quarter operating cost: \$15,000; revenue \$120,000. Format: Disco/soul. Principal: Clarence E. Jones (100%). Jones owns Eutawville-based broadcast management-engineering and consulting firm; also is former broadcast equipment manufacturing company president. Action June 18.

■ **Mt. Pleasant, S.C.**—East Cooper Communications granted 1500 khz, 150 w-D. Address: P.O. Box 652 Mt. Pleasant 29464. Estimated construction costs: \$45,700; first-quarter operating cost: \$16,419; revenue \$67,000. Format: MOR. Principals: William Jackson Pennington III (55%), James Steven Moore (25%), and David Louis Isreal (20%). Pennington is Mt. Pleasant radio programming consultant. Isreal is general manager WUAG-FM Greensboro, N.C. Moore owns Greensboro vending company. Action June 23.

■ **Sommerville, Tenn.**—Fayette County Broadcasting Co. granted 1410 khz, 500 w-DA-2. Address: P. O. 111 East Main Street, Henderson, Tenn. 38340. Estimated construction costs: \$103,000; first-year operating cost: \$170,000; revenue: \$97,200. Format: CW. Principals: Jessie M. Price Jr., Edward Lee Plunk, Michael R. Lipscomb (one-third each). Price is Pharmacist. Plunk is retail merchant and Lipscomb is attorney. They are brothers-in-law. None have any other broadcast interests. Action June 19.

## TV actions

■ **Fayetteville, N.C.**—Fayetteville-Cumberland Telecasters Inc. granted ch. 62; ERP: 2547 kw vis., 254.7 kw aur., HAAT: 704 ft.; ant. height above ground: 774 ft. Address: 301 W. Main St., P.O. Box 586, Durham, N.C. 27702. Estimated construction cost: \$2,215,400; first-quarter operating cost: \$114,500; revenue: \$105,000. Legal counsel: Baraff, Koerner & Olender, Washington; consulting engineer: Silliman, Moffet & Kowaleski, Arlington, Va. Principals: Robinson O. Everett and Mother, Kathrine R. (24% each); Jacob H. Froelich, Jr., George W. Lyles, Jr.; G. Nolan Beardon, and J. Hariss Covington (10.01% each), and two others less than 10% each. Robinson and Kathrine

are Durham, N.C. attorneys. They have no other broadcast interests. Action June 29.

■ **Lawton, Okla.**—Great Plains Country Television Broadcasting Corp. granted ch. 45; ERP: 1600 kw vis., 860 kw aur., HAAT: 189 ft.; ant. height above ground: 236 ft. Address: 412 West Summit Suite A, Lawton 73501. Estimated construction cost: \$358,000; first-quarter operating cost: \$70,000; revenue: \$150,000. Legal counsel: Choate & Choate, Oklahoma City; consulting engineer: William Choate, Oklahoma City. Principals: John Choate and family. Choate is Sand Springs, Okla. attorney. Action June 29.

■ **Sherman, Tex.**—2020 Broadcasting Co. dismissed ch. 20.; ERP: 5000 kw vis., 500 kw aur., HAAT: 1,018 ft. ant. height above ground: 1,057 ft. Address: 2020 South Robinson, Oklahoma City 73109. Estimated construction cost: \$2,144,000; first-year operating cost: \$250,000; revenue: \$1,000,000. Legal counsel Fletcher, Heald & Hildreth, Washington; consulting engineer: William E. Davis, Bixby, Oklahoma. Action June 29.

## Ownership Changes

### Applications

■ **WDLK(AM) Dadeville, Ala.** (AM: 1450 khz, 250 w-U)—Seeks transfer of control of Fidelity Broadcasting Inc. from Elise C. Timberlake (100% before; none after) to Frank L. Pearson and others (none before; 100% after); consideration: \$50,000. Principals: Seller is disposing her full 60% interest in station. 20% is owned by M. Jackson Mitchell, who will remain principal. Buyers are Joseph E. Marshall (40%), Frank L. Pearson and Bary Ingram (20% each). Marshall, currently vice president and 20% owner of WDLK, proposes to acquire 200 more shares for total of 40%. Pearson is Dadeville pharmacist. Ingram is tax assessor for Tallapoosa County, Ala. Filed July 6.

■ **WEUP(AM) Huntsville, Ala.** (AM: 1600 khz, 5 kw-D, 500 w-N)—Seeks assignment of license from Estate of Leroy Garrett to Viola Garrett for settlement. Viola Garrett, wife of late Leroy Garrett, seeks assets and license of station in accordance with will. No other broadcast interests. Filed June 19.

■ **KDXE(AM) North Little Rock, Ark.** (AM: 1380 khz, 1 kw-D)—Seeks assignment of license from Dixie Broadcasting Inc. to Ainsley Fritts (100%), who has no other broadcast interests. Buyer: William E. Henslee and wife, Katherine L. (50% jointly), Stephen A. Wilson and wife, Lynn R. (50% jointly). Mr. Henslee is Little Rock attorney. Mrs. Henslee is professor at University of Arkansas. Mr. Wilson is private investor. Mrs. Wilson is former independent public relations consultant. No other broadcast interests. Filed June 30.

■ **KNSE(AM) Ontario, Calif.** (1510 khz, 10 kw-D, 1 kw-N)—Seeks assignment of license from Jato Communications Inc. to Coronado Four-County Broadcasting Inc. for \$1.1 million plus \$200,000 for noncompete agreement. Seller: Principally owned by Jack L. Sigal. Jato owns 55% each of KWGF(AM) Stockton and KWGF(FM) Tracey, both California. Buyer: Fernando Oaxaca and wife, Bertha (55% jointly), Thomas H. Castro (35%) and Fernando's sister, Virginia (5%), and brother, Jaime and latter's wife, Carolina (5% jointly). Fernando Oaxaca is Los Angeles businessman and former associate director of Office of Management and Budget, Washington. Castro is former staff member of Senator Alan Cranston (D-Calif.). Bertha is supervisor of flight service, American Airlines, Los Angeles. Jaime is former vice president, Northrop Corp., Anaheim. Virginia is former manager with Atlantic Richfield. Buyers are also new applicants for FM at Los Angeles. Fernando with wife own 49.6% of KIFN(AM) Phoenix, Ariz. Filed July 6.

■ **WSTC(AM)-WTRS(FM) Stamford, Conn.** (AM: 1400 khz, 1 kw-D, 250 w-N; FM: 96.7 mhz, 3 kw, ant. 280 ft.—Seeks assignment of license from Western Connecticut Broadcasting Inc. and WYRS Inc. to Radio Stamford Inc. for \$1,800,000. Seller: WSTC is owned by Kingsley Gillespie (98.4%), brother-in-law, Eugene C. Black (.25%) Kingsley's son, Kenyon (.25%) and nephew, Schuyler (.85%). WTRS is owned by above group (80%), Robert J. McCullough (14%) and John Roman III (6%). McCullough owns 20% of applicant for new UHF at Orange Park, Fla. Buyer: Alphonsus J. Donahue (25.04%), C. Terence Clyne (20%), Janos Szekeres (17%), Rocco V. D'Andrea (8.16%), Andrew A. Rooney (7.16%), Sylvia Dowling, Edward W. Dooley (6.16% each), Henry W. Lee (5.16%), Edmond W. Davis (2.92%) and Nathaniel



Dickerson (2.24%). Buyers are group of New York and Connecticut professionals who also are new AM and FM applicants for Stamford, which they will dismiss upon grant of assignment. Filed June 25.

■ **WWBA(FM)** St. Petersburg, Fla. (FM: 107.3 mhz, 100 kw, ant. 620 ft.)—Seeks assignment of license from WWBA Inc. to Metromedia Inc. for \$7 million (BROADCASTING, June 8). Seller: Myer Feldman (75%) and Ed Winton (25%). Feldman has also sold to Winton his interest in WWLF(AM) St. Petersburg, for \$600,000 (See "Changing Hands" and below). In addition, Feldman owns 22.5% of WLLH(AM)-WSSH(FM) Lowell, Mass., and 14% of WLAM(AM) Lewiston and 14% of WWAV(FM) Auburn, both Maine. Buyer: Publicly traded Secaucus, N.J.-based group owner of six AM's, seven FM's and seven TV's which has sold, subject to FCC approval, KSN-FM San Francisco to Malrite Broadcasting (BROADCASTING, June 8). Filed July 1.

■ **WWLF(AM)** St. Petersburg, Fla. (AM: 680 khz, 1 kw-D, 250 w-N; 106.1 mhz, 27.5 mhz, ant. -87 ft.)—Seeks assignment of license from WWBA Inc. to Ed Winton for \$600,000. Seller: Myer Feldman (75%) and Ed Winton (25%). Majority stockholder is liquidating interest. WWLF is last station in which he is majority principal. They also sold, subject to FCC approval, WWBA(FM) to Metromedia for \$7 million. (BROADCASTING, June 8 and above). Feldman also owns 22.5% of WLLH(AM)-WSSH(FM) Lowell, Mass., and 14% of WLAM(AM) Lewiston and 14% of WWAV(FM) Auburn, both Maine. Buyer: Winton seeks full ownership of station and is concurrently filing application for nighttime facilities, power increase and change for city of license. Filed June 22.

■ **WXKO(AM)** [formerly WFPM] Fort Valley, Ga. (AM: 1150 khz, 1 kw-D)—Seeks assignment of license from Rocket Radio Inc. to Valmedia Inc. for \$315,000. Seller: Paul Reehling (50%), wife, Mary Jo (27.7%), Allen Gaughf (20%) and Mary Jo for estate of Mary D. Suelzer (2.2%), who have no other broadcast interests. Buyer: Dollie B. D. Horton (51%) and husband, Cornelius Horton Jr. (49%). Dollie Horton is personnel officer with Air Force in Fort Valley. Husband Cornelius is supervisor of maintenance shop there. Dollie Horton is 40% owner of new FM applicant for Fort Valley. Filed July 6.

■ **WBHW(TV)** Springfield, Ill. (ch. 55, 12.1 kw horiz. max, ant. 460 ft.)—Seeks assignment of license from Windmill Broadcasting Co. to Jackson Telecasters for \$734,000. Seller: closely held group of twenty-three stockholders. William F. Wingert is president. They have no other broadcast interests. Buyer: Cy N. Bahakel (100%), who owns six AM's, four FM's and six TV's. Filed June 15.

■ **WDON(AM)** Wheaton, Md. (AM: 1540 khz, 1 kw-D)—Seeks assignment of license from WDON Inc. to Maryland Lotus Corp. for \$700,000. Seller is subsidiary of Horizon Communication Inc., which is owned by Gary G. Marshall (48%), William Hildebrandt (20%), Edard S. Magnus and First Capital Corp. (16% each), who have no other broadcast interests. Buyer: is subsidiary of Lotus Communications Corp., which is licensee of KWKW(AM) Pasadena, Calif., and KFSD(FM) San Diego, Calif.; and through subsidiaries, KENO-AM-FM Las Vegas; KTKT(AM)-KLPX(FM) Tucson, Ariz.; KONE(AM)-KOZZ(FM) Reno, Nev.; KOXR(AM) Oxnard, Calif.; KVAR(FM) San Antonio, Tex.; Howard A. Kalmenson is president of parent, Lotus Communications Corp. Filed July 6.

■ **KDAN(AM)** South St. Paul, Minn. (AM: 1370 khz, 500 w-D)—Seeks assignment of license from KDAN Broadcasting Inc. to Soho Broadcasting for \$220,000 (BROADCASTING, March 2). Seller: Richard Darby, who owns 49% of KOWO(AM)-KQDE(FM) Waseca, Minn., and was recently granted approval to sell WRDN-AM-FM Durand, Wis., for \$435,000. (BROADCASTING, July 6). Buyer: Stanley Soho (49%) and wife, Benita S. (51%). Stanley is Los Angeles physician and has also bought, subject to FCC approval, KBWA(AM) Williams, Ariz. (BROADCASTING, March 2) and KRWT(AM) [CP] Winters, Tex. Filed July 6.

■ **KWNA(AM)** Winnemucca, Nev. (AM: 1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from D.Ray Gardner to Sheen Broadcasting Co. for \$200,000. Seller: D. Ray Gardner (100%), also owns KELK(AM) Elko, Nev., and is new FM applicant for there. Buyer: Torrey L. Sheen (president) and wife, Joyce, and Torrey's parents, Byrul L. and Gertrude L. Sheen (25% each). Torrey Sheen and Joyce Sheen have been station manager and traffic manager, respectively, of KWNA. No other broadcast interests. Filed July 6.

■ **WLVL(AM)** Lockport, N.Y. (AM: 1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Hall

Communications Inc. to Culver Communications Corp. for \$549,500 (BROADCASTING, June 22). Seller is Norwich, Conn.-based group of five AM's and four FM's owned by Robert M. Hall and family, who bought, subject to FCC approval WONN(AM) Lakeland and WPVC(FM) Winter Haven, Fla. for \$2 million (BROADCASTING, March 30). Buyer: Richard C. Greene and wife, Marilyn A. (36% jointly), Gerald J. Bernback and wife, Arlene C. (15% jointly), Tony Fischer (15%), William N. Hudson (6.25%), Russell Baker (6%), Supermarket Development Inc. (3%), Harry Oakes (2.5%), Ralph L. Kushner and Nathan Benderson (1.35% each) and Kenneth D. Guacinsia (3%). Greene is sales manager at WBEN(FM) Buffalo, N.Y. Others are Buffalo area businessmen and none have other broadcast interests. Filed June 29.

■ **KLOO-AM-FM** Corvallis, Ore. (AM: 1340 khz, 1 kw-D, 250 w-N; 106.1 mhz, 27.5 mhz, ant. -87 ft.)—Seeks transfer of control of KRC Communications Inc. from California Oregon Broadcasting Inc. (100% before; none after) to Donald E. Smullin (none before; 100% after) consideration: settlement. Principals: California Oregon Broadcasting is owned by William B. Smullin (52.63%) and family, of which William's son, Donald, owns 5.09%. They are licensees of KLOO-AM-FM Corvallis; KAGI(AM) Grants Pass; KPRB(AM) Redmond; KOBI-TV Medford and KOTI-TV Klamath Falls, all Oregon; KRCC-TV Redding and KEKA(AM) Eureka, both California. Because of family problems among stockholders, certain stations are being split off to Donald Smullin: KOTI-TV Klamath Falls; KLOO-AM-FM Corvallis and KPRB(AM) Redmond. Agreement calls for transfer of licensees into newly-formed KRC Communications wholly owned by COBI, then to transfer control of KRC to Donald Smullin in exchange for his stock in COBI. No exchange of monies is involved. Filed June 16.

■ **WQIQ(AM)** Chester, Pa. (AM: 1590 khz, 1 kw-U)—Seeks assignment of license from Upland Broadcasting Corp. to Robe Communications Inc. for \$300,000 (BROADCASTING, June 29). Seller: John H. Haggard Sr., who has no other broadcast interests. Buyer: Robert M. Altman (51%) and wife, Beverly R. (49%). Robert Altman is general manager of WNAR(AM) Norristown, Pa., and has no other broadcast interests. Filed July 6.

■ **WCPT-TV** Crossville, Tenn. (ch. 55, 18.6 kw vis., 3.71 kw aur, ant. 1,180 ft.)—Seeks assignment of license from WCPT-TV Inc. to Cumberland Communications Corp. for \$600,000. Seller: Calvin C. Smith (51%) and John A. Cunningham (49%), who have no other broadcast interests. Buyer is McClatchy Newspapers (90%) and Sainte Broadcasting (10%). McClatchy is Sacramento, Calif.-based group owner and newspaper publisher. Sainte is 51% owned by Chester Smith. Filed June 5.

■ **KNET(AM)-KHIM(FM)** Palestine, Tex. (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 98.3 mhz, 3 kw, ant. 300 ft.)—Seeks assignment of license from Trinity Broadcasting Co. to Palestine Broadcasting Co. for \$600,000. Seller: noncommercial corp.; Benny E. Brulison is president. No other broadcast interests. Buyer: Gibson Investment and management Inc. (90%) and Richard M. Reynolds (10%). Majority prin-

ciple is owned by R. Thomas Gibson and wife, Georgia L. (45% each) and daughter, Jalene M. (10%). Thomas Gibson also owns KZEY(AM)-KROZ(FM) Tyler, Tex., where Reynolds is general manager. Gibson also sold KJET(AM)-KWIC(FM) Beaumont, Tex., last February for \$2 million (BROADCASTING, March 2). Filed June 30.

## Actions

■ **KWCK(AM)-KSER(FM)** Searcy, Ark. (AM: 1300 khz, 1 kw-D; FM: 99.3 mhz, 3 kw, ant. 170 ft.)—Granted transfer of control of KWCK Inc. from Michael Horne (100% before; none after) to Trend Communications (none before; 100% after), consideration: \$1,000,000. Principals: Seller is owned by Michael Horne, who also owns KARV(AM) Russellville, Ark. Buyer is owned by H.E. Rainbolt (51%), Sharon J. Blevins and George Drain (22% each) and William R. Fritsch Jr. (5%). Rainbolt is Shawnee, Okla.-based investor. Blevins and Drain are Oklahoma City-based broadcast and management consultants, respectively. Fritsch is salesman at KLTE(FM) Oklahoma City, and 25% owner of new FM applicant seeking 95.3 mhz for Lawton, Okla. Others have no broadcast interests. Action June 26.

■ **WRTL-AM-FM** Rantoul, Ill. (AM: 1460 khz, 500 w-D; FM: 95.3 mhz, 3 kw, ant. 275 ft.)—Granted assignment of license from William R. Brown and Marion C. Brown, executrix of estate of Donald R. Williams to Regional Radio Inc. for \$300,000. Seller: William R. Brown and Donald R. Williams (50% each), who have no other broadcast interests. Buyer: William R. Brown (100%), who already owns 50% of WRTL-AM-FM Rantoul, has no other broadcast interests. Action June 30.

■ **WVIC-AM-FM** East Lansing, Mich. (AM: 730 khz, 500 w-D; FM: 94.9 mhz, 49 kw, ant. 500 ft.)—Granted assignment of license from WGSB Broadcasting Co. to Goodrich Broadcasting Inc. for \$2,350,000. Seller: principally owned by James Morse, Charles Schuler and Joe Buyers. Morse is majority principal of WZZR-FM Grand Rapids, Mich. Schuler owns one-quarter of WQWQ(FM) Muskegon, Mich. Goodrich Theaters Inc. (84%), Robert E. Goodrich (12%) and Robert J. Malone (5%). Robert Goodrich owns Goodrich Theatres (100%), movie theater franchise throughout Michigan. Malone is former vice president and general manager of KARO(AM) Vancouver, Wash. They have no other broadcast interests. Action June 26.

■ **KBSQ(FM)** Espanola, N.M. (FM: 102.3 mhz, 1.1 kw, ant. 460 ft.)—Granted assignment of license from KBSQ-FM Inc. to Espanola Valley Broadcasting Inc. for \$250,000. Seller: James F. Hoffman and Jon Van Wambeek (50% each), who also own KDCE(AM) Espanola. Buyer: H. Keith Megill and wife, Viola (50% each). Keith Megill is director of Espanola Valley Community Activities. Viola Megill is community volunteer and housewife. They have no other broadcast interests. Action June 26.

■ **WBCL-AM-FM** Williamsburg, Va. (AM: 740 khz, 500 w; FM: 96.5 mhz, 50 kw, ant. 430 ft.)—Granted assignment of license from Colonial Broadcasters Ltd. to North Carolina Mutual Life Communicat-ions Inc. for \$900,000. Seller is owned by Donald M. Bentley (50%); Harry Hager, Frank McCue III, George J. Oliver, B.I. Bell, and John Barnett (10% each). Bentley

## Summary of broadcasting

### FCC tabulations as of May 31, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,611	3	0	4,614	119	4,733
Commercial FM	3,317	2	0	3,319	164	3,483
Educational FM	1,104	0	0	1,104	68	1,172
Total Radio	9,032	5	0	9,037	351	9,388
Commercial TV						
VHF	521	1	0	522	6	528
UHF	240	0	0	240	100	340
Educational TV						
VHF	103	1	3	107	6	113
UHF	156	2	4	162	17	179
Total TV	1,020	4	9	1,033	23	1,056
FM Translators	355	0	0	355	220	575
TV Translators						
UHF	2,596	0	0	2,596	239	2,835
VHF	1,396	0	0	1,396	493	1,889

\*Special temporary authorization

\*\*Includes off-air licenses

is station's president and general manager. Barnett is Williamsburg businessman. Others are physicians in Charlottesville, Va. Buyer is subsidiary of North Carolina Mutual Life Insurance Co.; W.J. Kennedy III is president. Cicero Green, Jr. is vice president of communications subsidiary. Buyer has no other broadcast interest. Action June 26.

## Facilities Changes

### AM applications

- **WJMW(AM)** Athens, Ala.—Seeks CP to change hours of operation to U by adding 500 w-N service; increase D power to 10 kw; install DA-N; change frequency from 730 to 770 khz; make changes in ant. sys.; change TL to N.E. of town on Looney Road. Ann. July 8.
- **WATM(AM)** Atmore, Ala.—Seeks CP to change hours of operation to U by adding 1 kw-N service; install DA-N; change TL, SL & RC: 805 North Main Street, Atmore; and make changes in ant. sys. Ann. July 8.
- **WRCQ(AM)** New Britain, Conn.—Seeks CP to change from DA to non-DA. Ann. July 8.
- **WMAL(AM)** Washington.—Seeks CP to add MEOV's to N directional ant. pattern. Ann. July 8.
- **WELE(AM)** South Daytona, Fla.—Seeks CP to change power from 1 to 5 kw. Ann. July 8.
- **WWLF(AM)** St. Petersburg, Fla.—Seeks CP to change hours of operation to U by adding 2.5 kw-N service; increase D power to 10 kw; install DA-2; change frequency from 680 to 660 khz; change city of license from St. Petersburg to Kenneth City, Fla.; change SL & RC: to be determined; and make changes in ant. sys. Ann. July 8.
- **WKZK(AM)** North Augusta, S.C.—Seeks CP to change power from 500 w to 2.5 kw. Ann. July 8.
- **KDRY(AM)** Alamo Heights, Tex.—Seeks CP to change hours of operation to U by adding 1 kw-N service; increase D power to 2.5 kw; install DA-N; change

frequency from 1110 to 1100 khz; change TL to Lookout Road, San Antonio, Tex., and make changes in ant. sys. Ann. July 8.

- **KULE(AM)** Ephrata, Wash.—Seeks CP to increase power to 10 kw; change frequency from 730 to 810 khz; change TL to 1.0 miles south of Soap Lake, Wash., .25 miles west of State route 17, Soap Lake. Ann. July 8.
- **WRIG(AM)** Wausau, Wis.—Seeks CP to change city of license from Wausau to Schofield, Wis; increase D and N power to 5 kw; install DA-2; change frequency from 1400 D to 1390 khz; change TL to S.E. corner of highway 51 and Foxglove Road, town of Rio Mountain, Wis.; change SL and RC: to be determined and make changes in ant. sys. Ann. July 8.

### FM applications

- **WDCG(FM)** Durham, N.C.—Seeks CP to change TL to Terrell's Mountain Court Road, Bingham township, N.C.; increase ERP to 98.8 kw (H&V); HAAT to 1041 ft. (H&V) and make changes in ant. sys. Ann. June 26.
- **WQSM(FM)** Mamers, N.C.—Seeks CP to change TL to Norrinton Road, 1.5 miles S.E. of Mamers; change ERP to 100 kw (H), minus 88 kw (V); HAAT 1048 ft. (H&V). Ann. June 26.
- **KVRO(FM)** Stillwater, Okla.—Seeks CP to change TL to 217 1/2 South Washington, Stillwater; change ERP to 0.456 kw (H&V); decrease HAAT to 27 ft. (H&V) and change TPO. Ann. June 26.
- **\*WJRH(FM)** Easton, Pa.—Seeks CP to increase ERP to 100 kw; HAAT to 25 ft. and make changes in ant. sys. Ann. June 26.
- **KGNC-FM** Amarillo, Tex.—Seeks CP to increase ERP to 100 kw (H&V); decrease HAAT to 1282 ft.; change type trans. and change TPO. Ann. June 26.
- **KVMX(FM)** Eastland, Tex.—Seeks modification of CP (BPH-11,194) to change TL, SL and RC to 2010 West Commerce Street, Eastland, Tex.; change type ant. (H&V); decrease ERP to 1.7 kw (H&V); increase HAAT to 390 ft. (H&V) and change TPO. Ann. June 26.
- **\*KVDB-FM** Sioux Center, Iowa—Seeks CP to increase HAAT to 300 ft. (H&V) and change TPO. Ann. July 8.

■ **WCKW(FM)** La Place, La.—Seeks CP to increase ERP to 100 kw (H&V); increase HAAT: 440 ft. (H&V) change type trans. and utilize former trans. as auxiliary. Ann. July 8.

- **KOXI(FM)** Columbus, Neb.—Seeks CP to change TL to county Road, 10 miles south of Columbus; ERP: 100 kw (H&V) HAAT: 762 ft. (H&V) and make changes in ant. sys. Ann. July 7.
- **WKDF(FM)** Nashville, Tenn.—Seeks CP to increase ERP: 100 kw (H&V). Ann. July 7.
- **KPTX(FM)** Pecos, Tex.—Seeks modification of CP (BPH-10,825, as mod.) to change TL to 1.1 mile center of city on Old Carlsbad Road, Pecos; change type trans.; change type ant. (H&V); increase HAAT: 117 ft. (H&V) and change TPO. Ann. July 8.

### TV actions

- **WZTV(TV)** Nashville, Tenn.—Granted CP to change ERP to 2240 kw vis., 224 kw aur.; change ant. to Bogner BUH-28 and make other changes to ant. sys. Action June 19.
- **KNAZ-TV** Flagstaff, Ariz.—Granted CP to change ERP to 100 kw vis., 20 kw aur., and change type of trans. Action June 18.
- **Vallejo, Calif.**—Bay Area Telesystems Inc. dismissed CP for new TV to serve Vallejo on ch. 66; ERP: 1790 kw (M) vis., 179 kw (M) aur.; HAAT: 1609 ft. Action June 4.

## Call Letters

### Applications

Call	Sought by
	<b>New AM</b>
WERU	Erin Broadcasting Co., Sun Prairie, Wis.
	<b>New FM's</b>
KERG	Daniel J. Healy, Garberville, Calif.
KDWD	Hensley Broadcasting Inc., Burlington, Iowa
KZMO-FM	Town and Country Communications Inc., California, Mo.
	<b>Existing AM's</b>
KMRY	KESE Monterey, Calif.
WMPZ	WYOK Soperton, Ga.
WAMK	WOKW Brockton, Mass.
KEKE	KBER Abilene, Tex.
KJZZ	KZAM Bellevue, Wash.
	<b>Existing FM's</b>
WMOI	WDRM Monmouth, Ill.
WNZE	WTCA-FM Plymouth, Ind.
KXJX	KPLL-FM Pella, Iowa
WIOK	WNKR Falmouth, Ky.
WMTQ	WRRK Manistee, Mich.
WAKH	WIXO McComb, Miss.

### Grants

Call	Assigned to
	<b>New FM's</b>
KWTD	Waymon Dunn, Lonoke, Ark.
WMHD-FM	Rose Hulman Institute of Technology, Terre Haute, Ind.
WWEV	Curriculum Development Corp., Cumming, Ga.
WSDK	Kalamazoo Board of Education, Kalamazoo, Mich.
	<b>New TV's</b>
WSJN-TV	JEM Communications Inc., San Juan, PR.
KNLC	New Life Evangelistic Center Inc., St. Louis, Mo.
	<b>Existing AM's</b>
WHOG	WYHI Fernandia Beach, Fla.
WWUN	WBLE Batesville, Miss.
	<b>Existing FM's</b>
KLHT	KYA-FM San Francisco
WBLE	WWUN Batesville, Miss.
KEVR-FM	KBSQ Espanola, N.M.
WMAK-FM	WBQY Hendersonville, Tenn.
WOAY-FM	WRJL Oak Hill, W. Va.
WSJY	WFAW-FM Fort Atkinson, Wis.
WNBK	WLIH-FM New London, Wis.
	<b>Existing TV</b>
WAGT-TV	WATU-TV Augusta, Ga.

## Services

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## FCC decisions

■ U.S. Court of Appeals for District of Columbia Circuit reversed June 1979 FCC decision denying call letter assignment application by Doubleday Broadcasting Co. Doubleday had asked for call letters KWK-FM to its purchase of WGNU-FM Granite City, Ill. (BROADCASTING, Nov. 20, 1978), to conform with call sign of KWK(AM), licensed to nearby St. Louis, Mo. Four other St. Louis-area stations objected to Doubleday's request, questioning whether St. Louis and Granite City were adjoining communities and therefore eligible for conforming call signs. FCC denied Doubleday's call sign request, concluding that Granite City and St. Louis, one and one-third miles apart and separated by Mississippi River and some land, were not adjoining and that public might be confused as to station location. Court disagreed with FCC's reasoning, noting first that for five years before Doubleday acquired WGNU-FM, that station had dual-city identification authority and, second, that in other almost identical cases FCC has not found the change from "W" to "K" produced public confusion. Ann. July 6.

■ ALJ Edward J. Kuhlmann, in initial decision granted application of Central Alabama Broadcasters Inc., licensee of WSLA(TV), ch. 8 (CBS), Selma, Ala., to increase station's antenna height and power and move station's antenna closer to Montgomery, Ala. Judge Kuhlmann denied motion by WCOV Inc., licensee of WCOV-TV, ch. 20, Montgomery, for partial rehearing of issues. WCOV opposed proposal as had several area TV stations. Central Alabama's application was set for hearing in 1978 to determine whether its proposals would impair ability of local UHF's to compete effectively or would jeopardize them; whether benefits to public of operating WSLA-TV as proposed would outweigh any detrimental effects; and whether public interest would be served by granting changes. Later issues were added to determine if application would be consistent with Section 307(b) of Communications Act and whether grant would be consistent with objectives of promoting future activation of UHF ch. 21 at Birmingham, Ala. Judge Kuhlmann concluded that petitioners failed to demonstrate that Central Alabama's proposal would jeopardize UHF service in Montgomery market, and added that there were clear public interest benefits in Central Alabama's proposal. First and second TV service and first and second CBS network service would be extended to large areas. In addition, judge noted, Central Alabama promised to increase local programming, proposal clearly in the public interest. Action June 8.

■ Review Board granted application of Highlands Ridge Inc. and dismissed application of Charles A. Esposito for new FM in Avon Park, Fla. Board also approved reimbursement by Highlands Ridge to Esposito of \$15,000 for expenses incurred in his application. In Initial Decision released last August, ALJ Frederic Confel gave Esposito substantial preference over Highlands under criterion of integration of ownership and management, which outweighed preference awarded Highlands based on superior comparative coverage and moderate preference which Highlands received under diversification of control of media-mass communications. Exceptions to Initial Decision were filed by Highlands and Esposito in September and oral argument was held before Review Board in February 1981. In June 1981 applicants filed joint motion for approval of agreement and attached to motion was settlement agreement seeking reimbursement to Esposito for \$15,000. Board approved settlement agreement. In addition, Board stated that applicants have complied with Section 73.3525(a) of Commission's Rules, in that their agreement and supplementary affidavits provide history of negotiations and reasons why agreement is in public interest. Review Board Action June 26.

## Designated for hearing

■ Cape Charles, Va. (HLD&M Communications and Ronald Smith) **FM Proceeding.** Designated for hearing mutually exclusive applications for new commercial FM to operate on 96.1 mhz, to determine whether HLD&M is financially qualified to construct and operate proposed facility; to determine which of proposals would better serve public interest; and which should be granted (BC Doc. 81-429-430). Action June 26.

■ Sisseton, S.D. and Wishek, N.D. (Wayne D. Tisdale and Wishek Broadcasting Inc.) **AM Proceeding.** Designated for hearing mutually exclusive applications

for new commercial AM to operate on 1330 khz at either Sisseton, S.D. or Wishek, N.D.; to determine areas and populations which would receive primary service from each proposal, and availability of other primary aural service to such areas and populations; to determine which of proposals would better provide fair, efficient and equitable distribution of radio service; and which should be granted (BC Doc. 81-434-435). Action July 1.

■ Martinez, Ga. (R.E. Watkins and Patrick G. Blanchard d/b/a Columbia County Broadcasters and CSRA Broadcasters Inc.) **FM Proceeding.** Designated for hearing mutually exclusive applications for new commercial FM to operate on 94.3 mhz at Martinez, Ga., to determine whether Columbia is financially qualified; if Columbia has violated Sections 1.225(a) or 1.1227(e) of commission's rules and, if so, what effect such conduct has on Columbia's qualifications to be a licensee; if there is reasonable possibility that tower height and location proposed by CSRA would constitute hazard to air navigation; to determine which of proposals would better serve public interest; and which should be granted (BC Doc. 81-427-428). Action June 24.

■ Calexico, Calif. (Cal-Mex Broadcasting Co. and Hispanic Broadcasting Co.) **FM Proceeding.** Designated for hearing mutually exclusive applications for new commercial FM to operate on 97.7 mhz at Calexico, Calif., to determine whether Cal-Mex and Hispanic Broadcasting are financially qualified to construct and operate proposed facility; to determine which of proposals would better serve public interest, and which should be granted (BC Doc. 81-425-426). Action June 24.

## Procedural rulings

■ Woodstock, Va. (Dean-O'Connell Inc. and Woodstock Broadcasting Co.) **AM Proceeding.** ALJ Joseph Chackin granted joint request by applicants for approval of agreement and approved reimbursement of legitimate and prudent expenses incurred by Woodstock in the amount of \$7,000; dismissed with prejudice application by Woodstock, and granted Dean's application, dismissed as moot all pending pleadings and terminated proceeding (BC-Doc. 81-63-4). Action June 23.

■ Duncan and Comanche, Okla. (R & R Broadcasting Inc. and Stephens County Broadcasting Co.) **FM Proceeding.** ALJ Byron E. Harrison by two separate actions, on request of Broadcast Bureau continued through July 27 date for filing proposed findings of fact and conclusions of law (By Order; action June 25); granted joint request for approval of agreement under which R&R's application is dismissed in exchange for reimbursement by Stephens not to exceed \$10,000; granted application and terminated proceeding (BC Doc. 80-555-6). Action June 30.

## Cable

■ Overland Park, et al., Kan. and Gladstone, et al., Mo. (Telecable of Overland Park Inc., and Clay County Communications Co. Acting Chief, cable TV bureau denied petition by National Basketball Association to initiate forfeiture proceeding and order to show cause, and petitions by NBA and Kansas City Kings Professional Sports and Services Inc., to initiate forfeiture proceeding and for order to show cause; motion to consolidate (CSC-216, CF-20, CSC-226). Action June 17.

■ Battle Creek, Mich. [Channel 41 Inc. (WIHQ-TV)] Acting chief, cable TV bureau denied petition by Channel 41 for special relief seeking waiver of Section 76.92(g) of FCC's rules to afford it network non-duplication protection against signals of station WZZM-TV (ABC, Ch. 13), Grand Rapids, Mich.; which also is carried by various cable TV systems serving communities located in Kalamazoo County, Mich. (CSR-1372). Action June 26.

■ Columbia, Mo. [Channel Seventeen Inc. (KCBJ-TV)] Acting chief, cable TV Bureau denied petition by Channel 17 for special relief seeking waiver of Section 76.92(g) of FCC's rules to afford it network non-duplication protection against signals of station KMBC-TV (ABC, Ch. 9), Kansas City, Mo.; also carried on cable TV systems serving Marshall and Sedalia, Mo. (CSR-1288). Action June 17.

## Petition

■ FCC order adopted last May simplifying renewal procedure for broadcast licenses has been appealed by several minority groups to U.S. Court of Appeals for District of Columbia. Black Citizens for Fair Media, Chinese for Affirmative Action, National Council of La Raza and National Association for Advancement of

Colored People collectively petitioned Court for review of FCC's Revision of Applications for Renewal of License of Commercial and Noncommercial AM, FM and Television Licensees, released May 11. FCC order outlines procedures which would substantially reduce paperwork burdens associated with renewal process. In its petition to Court, which was filed on June 26, group called FCC's action "arbitrary, capricious and an abuse of agency discretion." Ann. July 9.

# Earth Stations

## Grants

■ Hi-Net Communications Inc. for La Salle-Peru, Ill. (E3160).

■ Pembroke Cable Corp. for Murfreesboro, N.C. (E3192).

■ Pembroke Cable Corp. for South Hill, Va. (E3193).

■ Hi-Net Communications Inc. for Chicago-Skokie, Ill. (E3194).

■ Community Tele-Communications Inc. for Riverton, Wyo. (KG47).

■ Com-West Inc. for Muskogee, Okla. (KG48).

■ Dodge City CATV Inc. for Dodge City, Kan. (KG66).

■ Teleservice Corp. of America for Natchitoches, La. (KG67).

■ Texas Community Antenna Inc. for Helena, Ark. (KG68).

■ Nationwide Cablevision Inc. for Olympia, Wash. (KG69).

■ Central Washington Cable Systems Inc. for Prosser, Wash. (KG73).

■ Cablecom General Inc. for Ponca City, Okla. (KG74).

■ Community TCI of Kansas Inc. for Leavenworth, Kan. (KH34).

■ WGBH Educational Foundation for Needham, Mass. (WE35).

■ Coral Television Corp. for Miami, Fla. (WG29).

■ Plantation Cablevision Inc. for Hilton Head Island, S.C. (WG36).

■ International Cable for Lackawanna, N.Y. (WG77).

■ General Electric Cablevision Corp. for Hattiesburg, Miss. (WG97).

■ Antietam Cable Television for Hagerstown, Md. (WH42).

■ Greater New Orleans Educational Television Foundation for New Orleans (KD67).

■ Greater Algona Cable TV Inc. for Algona, Iowa (KG36).

■ Quincy Cable TV Inc. for Quincy, Wash. (KG81).

■ Hill Country Cablevision Inc. for Kerrville, Tex. (KG93).

■ Pasedena CATV Inc. for Pasedena, Tex. (KH22).

■ Bismarck-Mandin Cable TV for Bismarck, N.D. (KH28).

■ L-W Communications Systems Inc. for Luther Ranch, Tex. (KH56).

■ American Cable Television Inc. for Bullhead City, Ariz. (KH58).

■ RCA American Communications Inc. for Sunnysvale, Calif. (KH80).

■ Redwood Cable Vision Inc. for Mount Pierce, Calif. (KH89).

■ Storer Cable TV Inc. for Fillmore, Calif. (KK36).

■ Chattanooga Cable TV Co. for Chattanooga, Tenn. (WG34).

■ Jones Intercable TV Fund for North Myrtle Beach, S.C. (WG53).

■ Sammons Communications Inc. for Logansport, Ind. (WG78).

■ Teleprompter Corp. for Anna Marie Island, Fla. (WG93).

■ Sammons Communications Inc. for McComb, Miss. (WH43).

■ Comcast Corp. for Aberdeen, Md. (WH58).



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**General Manager** for Midwest group owner's top 50 market AM-FM combination. Equal Opportunity Employer. Box G-142.

**Sales Manager** with opportunity to move into management as present owner-manager close to retirement. Small market Central Minnesota 24 hour AM station in beautiful vacation land. Ideal place to raise family. Box G-140.

**Operations Manager** for 100,000 Watt NPR Affiliate. Duties: Coordinate studio scheduling, monitor equipment performance, check out equipment, coordinates maintenance scheduling. Provides production and technical standards for local, regional, and national productions. Provides production and technical training, scheduling, and performance evaluation of announcers. Qualifications: BA/BS in communications or related field; 5 years broadcast experience with preference of 2 years Public Radio Broadcasting; extensive and creative production knowledge needed; knowledge of FCC regs and announcing background with classical pronunciation expertise. Salary: negotiable; minimum 13,500 dollars. Deadline: July 31, 1981. Contact: Send resume and 3 letters of recommendation (required) to: Chairman Search Committee, WUFT-FM, 2108 Journalism Bldg., Gainesville FL 32611. (Non returnable production tape encouraged).

**Aggressive Sales Manager** wanted for new 100K-FM contemporary in medium market. Excellent salary, over-ride and stock option potential. 701-772-5626.

**Development Director**—KQED-FM, San Francisco seeks experienced individual for fundraising activities. Previous fundraising background necessary. Preferably in public broadcasting. Min. salary \$20,000. Send resume no later than July 29, 1981 to Bob Liscano, KQED, Inc. 500 Eighth Street, San Francisco, CA 94103.

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**Experienced Radio Sales** Account Executive with proven track record. Exciting, challenging position available in growing Las Vegas. Phone Sales Manager, Marion E. MacKinnon at 702-732-2555. Tuesdays & Wednesdays 9 am-12 Noon PDT.

**Sales Manager wanted** for the No. 3 station in Milwaukee, 50,000 Watt FM, must have previous management experience, strong retail sales experience and CO-OP experience. No phone calls. Send resume to: WBCS Radio, 5407 W. McKinley Ave., Milwaukee, WI 53208.

**KMPG Hollister,** California (between San Jose and Monterey) looking for mature, aggressive salesperson to cover fast growing Spanish market. \$1,000/mo. draw with 25% comm. after draw is covered, plus gas mileage. PO. Box 3200, Salinas California 93912.

**Madison, WI** and two other Mid-West Family markets offer excellent entry sales opportunity for bright problem solvers on the way up. Must be strong on creativity with ability to write, sell imaginative campaigns. Fourteen station group seeks recent college grad with commercial selling experience and/or 1-2 years street sales with outstanding records. If you want to make sales your career we'll teach you a new exciting, profitable way to sell radio. Phil Fisher, WISM, Madison, WI 53701 Mid West Family Station EOE.

**Experienced Radio Sales,** Woodstock, N.Y. New, fast-growing small market FM. Established list, guarantee for experienced pro seeking new lifestyle. Call or send resume to Bus. Mgr., WDST, Woodstock, NY 12498.

**Sales Person** who wants to work and organize a new sales department for a small new FM station in a resort area in Southern Oklahoma. Must be trained by RAB methods. Prefer someone from Texas, Oklahoma, or South Central U.S. Do not apply unless you are Ready to work. Send resume and salary requirements to KSDW, PO. Box 599, Sulphur, OK 73086.

**Aggressive, Experienced** Radio Account Executive: Proven track record and retail experience required. No order takers. Excellent opportunity in fast growing market with top rated AM contemporary and FM adult stations. Send resume, track record, and earnings to Vince Lee-Tourtelot Broadcasting Company, PO. Box KDES, Palm Springs, California 92263. No calls please. EOE m/f.

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**Sales Manager for 100kw** stereo rocker in mid-west. Group insurance, expenses and a bright future in prosperous medium sized community. Huge coverage area, solid sound. Experienced professionals only. Send track record for past twelve months, resume and references to Box G-132, strictly confidential.

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**Northern California Coastal** AM-FM in beautiful Redwood Country where year around daytime temperature ranges 50-80 (never snows) needs two professional, conscientious, ambitious salespeople. AM is A/C days and CHR nights. FM is CHR days and AOR nights. Stations rank 1 and 3 overall with good demos but we don't sell numbers. Better than normal commissions and opportunity to grow with four station (soon to be six) progressive group. Future management opportunities. EOE/MF. Resume: Katz, c/o KFMI, PO. Box 3718, Eureka, CA 95501.

**Group Operator** with stations in small mountain towns needs experienced Manager/Salesperson, Announcer/Salespersons, P.D./Announcer. Will staff new station in S.W. Virginia soon. Send resume to Childress Group, Box 1044, Sylva, NC 28779. EOE.

**Wanted: Serious radio professional** for outstanding successful small market AM/FM operation. Primary emphasis in sales, must have background in announcing and production. Excellent working atmosphere. Salary \$15 to \$20,000 annually, dependent upon experience, ability and knowledge. Respond immediately to John Ellzey (806-435-5458).

**Opening** for an experienced Radio Salesperson with very successful AM/FM Radio stations in South Florida. Excellent pay and benefits. Send resume to Genevieve Glascock, WSTU Radio, Stuart, Florida 33494. Equal Opportunity Employer.

**Northern Illinois**—Established AM/FM looking for experienced self starter to handle Sales. No beginners. Extra income for PBP or air shift. If you're anxious for personal and professional growth, lets talk. Send complete resume, sales track record, references and current earnings to Jim Feather, General Manager, WPHL P.O. Box 177, Rochelle, IL 61068.

**Southern New Mexico's** leading radio stations are seeking an operations manager. Need experience in scheduling, promotion production and organization. Should have good voice with production/air work skills. Country music background helpful. Good Facilities, benefits. Send tapes and resume to KGRT/KGRO P.O. Box 968, Las Cruces, NM 88004 805-524-8588.

### HELP WANTED ANNOUNCERS

**Play by Play,** announcing and good news delivery? You may fit our News/Sports/Talk/Music format. The music is MOR/AC mixed. Good voice and delivery a must. Reply Box G-83.

**Telephone talk.** Major market station wants exciting personality who can combine fun and provocative telephone talk with music. If you've got it, we want it. Send resume. EOE, Box G-99.

**WBZ Boston** has a rare opening for an afternoon drive major market music talent. If you're community and people minded, bright, and very talented, send resume and tape to Rick Starr, WBZ Radio, Boston, 02134. No phone calls, no beginners. EOE.

**Wanted: Experienced Morning** Drive Announcer for Urban Contemporary Format, North Eastern Ohio, Voice and Production important. Send tape and resume to W.L. Lofton, One Federal Plaza West, Youngstown, Ohio 44503.

**Morning Personality** needed for solid AM/FM operation in the beautiful Ozarks of Missouri. Anchor two voice morning show and have good production abilities. Must have experience with good references. Tapes and resumes only to Terry King, V.P. & G.M., KTRR & KZNN Radio Stations, P.O. Box 727, Rolla, MO 65401. Equal Opportunity Employer.

**Classical Music Announcer** Position open, experienced only apply, send aircheck, resume immediately to: Brian Stuart, KFSD-FM, San Diego, CA 92101.

**Two immediate openings,** Mature, Experienced Announcer/Announcer-Programmer; "Music of Your Life" format, 35+ demographics; Opportunities for advancement; Salary Open depending upon qualifications. Phone Immediately! WGUL/WPSO, 1233 U. S. Highway 19, N., New Port Richey, Florida; Phone 813-849-2285.

**Announcers Wanted** to work on spec for small radio syndication co. 3 minute entertainment and info pilots. Future perm. employment if pilots sell. N.Y. metro area. Contact: Scott Burzon, 212-261-1202.

**Non-commercial religious** station needs experienced announcer with background in religious radio. Position: News Director, plus announcing shift. EOE. Job opening immediate. If qualified, send resume and tape to WIBI, P.O. Box 126, Carlinville, IL 62626.

**Night Time Cooker.** Must be high energy and personality plus. If you're looking for big market you can learn from a programmer with ten yrs. experience in major market. Do not apply unless you are ready to work. Send resume and air check to Charles Stone, KSDW, PO. Box 599, Sulphur, OK 73086.

**Afternoon Drive,** Production, Play by play! Experienced announcer for established stations in West Central Wisconsin! Box G-159.

## HELP WANTED ANNOUNCERS CONTINUED

**Mornings!** Looking for jock to join our successful morning team. We are number one in the market, twenty five to thirty thousand to start, your future is waiting here in the Rockies. Send resumes E.O.E. Box G-139.

**Morning Drive** Personality! Not just dj but community oriented programming already established. If you're the right person you'll start at over 15,000! Must be good on production and relate well to the public, inform and entertain. Reply in confidence to Box G-114.

**Need an Adult-Contemporary** announcer. Must be someone with at least 5 years experience with contemporary format in a medium market. Send resume and tape to WMYB, P.O. Box 1497, Myrtle Beach, SC 29577, Attention: General Manager. We are an Equal Opportunity Employer.

**Experienced AOR announcer** sought to replace our afternoon drive announcer who desires to go into sales. Must have excellent production skills! Top facility and equipment! Excellent staff! \$13,000 to \$15,600 depending on talent! Tape and resume to General Manager, KQDS, P.O. Box 6167, Duluth, MN 55806.

**Announcer/Producer.** Immediate opening at 100,000 watt classical/news PR station. Requirements include FCC license, knowledgeable in all aspects of classical music including pronunciation, familiar with production, assume responsibility for specific modular and other programming. Salary range \$10,000 to \$11,000. Submit tape. Applications close 7-31-81. Send application and resume to PB. Greedy, Director of Personnel, Western Iowa Tech Community College, P.O. Box 265, Sioux City, Iowa 51102. An Equal Opportunity Employer.

**Can you relate** to great MOR songs of the past thirty years? Do you have good pipes, plus a warm persona-ble upbeat on-air delivery? Can you relate to adults? If you answer yes to all three. Contact Don Bell, WSOC, Charlotte, N.C. 704-372-0930. EOE M/F

**Seeking Person to handle evening shift** on small market news/talk station located on Florida's Treasure Coast. Pay commensurate with voice, reading, and technical abilities. Phone 305-231-5005 ask for Roger Ball. Females and Blacks urged to reply. EOE.

**Announcer needed** for 50,000 watt Adult Contemporary FM stereo station in South Central Michigan. Market leader in news, music and ratings offers good opportunity for intelligent and mature individual with good pay and benefits. Send tape and resume to Bart Hawley, Operations Manager, WIBM-FM Jackson, MI Box 1450, 49204.

**Announcer/Producer:** NPR affiliate WXXI-FM seeks professional with minimum 2 years announcing/producing experience in fine arts radio. Classical background and good pronunciation essential. Salary range starts at \$14,600. Send resume and reel tape to: WXXI-FM, Personnel Dept., PO Box 21, Rochester, NY 14601. EOE.

**WCVS.** Opening for adult contemporary personality with good production skills. T & R to: Greg Thomas PO Box 2989, Springfield, IL 62708. M/F EOE.

## HELP WANTED TECHNICAL

**Chief Engineer.** Immediate opening. New FM; AM only 10 yrs old. Modern AM; FM—new equipment. Send resume & salary needs to Harold Wright, KRPT, Anadarko, Oklahoma 73005. 405-247-6682.

**Southeastern New York** AM/FM seeks chief familiar with rules, XMTRS, DA, STL, processing, and automation, experienced in maintenance and troubleshooting. Good salary, benefits. Send resume to Box G-1. EOE.

**Chief Engineer for AM/FM** in South Arkansas. FM 3000 watt with new Harris transmitter. AM 5000 watt Daytimer. Fully equipped, engineering department. Engineering only, no board work ... benefits, good pay. Rush qualifications to General Manager, KDMS/KLBQ, PO Box 1565, El Dorado, AR 71730, 501-863-5121. EOE.

**Vermont Directional AM** Station seeks experienced engineer. Write C.S. Parker, WDEV Radio, Box 296, Waterbury Vermont, 05676. EOE.

**Chief Engineer FM/AM** combination in S.E. Wisconsin. FM is 50 kw top 40, with new studios. AM is 500 w, partially automated with Harris 90 system. Contact John Fischler, Corporate Engineer, 8686 Michael Lane, Fairfield, Ohio, 45014. Call 513-874-5000. E.O.E.

**Gateway Technical Institute,** public radio station WGTD, Kenosha, is seeking a person to provide general maintenance of all Gateway radio facilities, recommend purchases, install equipment, instruct broadcast technology courses/seminars., conduct FCC Proof of Performance test, and may perform announcing duties. Requires first-class FCC Radio Telephone License, plus bachelor's degree in Broadcast Technology or related field and three years work experience with an FCC licensed operation. Salary range \$15,291 - \$19,595 with possible merit raises to \$23,898 for a 52-week per year position, plus fringe. Apply immediately to Kenneth P. Niemeier, Personnel Services Coordinator, Gateway, c/o 1001 S. Main St., Racine, WI. 53403. Gateway is an Equal Opportunity Employer/Program.

**Chief Engr/Anncr.** West-Midwest, well-established small market AM. All ages and applications welcomed. EOE. Excellent equipment. Write Box G-125.

**Radio Technician, Engineering** position for AM Directional FM Stereo Class C; First Class License and experience in all phases of AM and FM; Excellent compensation benefits; Send Resume by July 29th to—Personnel Department, Palmer Communications, 338 8th Street South, Naples, FL 33940.

**Immediate Opening.** Part-time Broadcast Technician with First Class FCC License. Send resume to Dr. Frank Berry, WGTO, P.O. Box 123, Cypress Gardens, FL 33880. EOE M/F

**Positions open** in Minnesota for expanding broadcast group for a take charge person. Some experience and good technical background necessary as person will have full engineering responsibility for their station. Send resume, salary requirements to Steve Terhaar, Box 2983, Fargo, N.D. 58108.

**Experienced Engineer** for Directional 5 KW San Diego Station. Call 714-298-7200 or write KMJC P.O. Box 81554, San Diego, California 92138.

**Chief Engineer**—Needed for growing Mid-West broadcast group with 3 FM's and 1 AM. This is an immediate opportunity for someone who wants to be recognized as one of the best! Call 616-385-2757.

## HELP WANTED NEWS

**Experienced News Director** to lead this capital city's finest news department. You must be a 'people person' and a strong broadcast journalist. Tape and resume to: General Manager, KLIK/KJFF Radio, P.O. Box 414, Jefferson City, MO 65102.

**Experienced News Editor** for AM-NBC/FM-MBS in small market-Hocking Hills and Ohio University. WATH/WXTQ, Athens, OH 45701.

**Morning Anchor**—Immediate opening at news-oriented station located between Chicago and Milwaukee. Minimum two years experience preferred. Send tape, resume and salary requirements to News Director, WKRS Radio, 3250 Belvidere Rd., Waukegan, ILL. 60085. E.O.E.

**Northeastern Minnesota's Tpe** News chain searching for the right reporter/newscaster. The right person will have a college degree, knowledge of our region and a love for digging! T and R's to Rich Younger, WAKX/WEVE, 419 West Michigan, Duluth, MN. 55802.

**News Oriented Talk Show Host.** This person must have a background in news and have experience handling issue oriented talk shows. Mature, creative, experienced persons are encouraged to reply to Don Watson, Director of News & Programming, WIFE Radio, 1440 N. Meridian, Indianapolis, Indiana, 46202.

**Top adult contemporary** station in major western market seeks top flight news anchor. Enthusiastic, conversational delivery. "strong you-oriented" writing style, professional sound. Must have substantial experience. Top flight stable company. Salary commensurate with ability. All resumes kept in strict confidence. G-148.

**News Director** for news/talk flagship station. Take charge individual who can handle responsibility and a large staff. excellent potential for the right person. Box G-108.

**News Director** in Denver-Boulder radio. Seeking 2 years experience as Director in small/medium market to direct 2½ person department with strong professional commitment to local news. Send resume and tape with actualities to KBOL, Box 146, Boulder, Colorado 80306. Equal Opportunity employer.

**Host/Anchor** for leading news station in fastest-growing major city in Sunbelt. Previous host hired by KNX, Los Angeles. If you are experienced and sound major market, rush resume and tape to Johnny Andrews, KTAR Newsradio, P.O. Box 99, Phoenix, Arizona 85001. No phone calls please. E.O.E.

**News Director** KQED-FM, San Francisco seeks experienced on-air news reporter to research/write stories; report and present news and current/public affairs programming. Min. salary \$20,000. Send resume no later than July 29, 1981 to Bob Liscano, KQED Inc., 500 Eighth Street, San Francisco, CA 94103.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Program Director** with two years experience needed for top Country and Western station in West Texas area. Must be good in production. Send tape and resume to: KHEM, Box 750, Big Spring, Tx. 79720. Phone 915-267-2523.

**KWKH Radio** now accepting applications for Program Director. Must be a good writer and possess good production skills and techniques. Must be a dedicated student of radio, a team planner with leadership ability, and possess some knowledge of marketing. Mail resume and tape to General Manager, P.O. Box 31130, Shreveport, LA 71130. No phone calls. Equal Opportunity Employer.

**Writer** needed with an in-depth knowledge of Black music, 1955 to present. Call Will Tieman at 800-621-3233, 312-461-9561.

**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.

**Announcer** needed for musical narration. Send tape to Multi-Media Communications, 547 W. Jackson, Chicago, Ill. 60606.

**Operations Director** Air shift, professional production, sharp on detail. Motivate and direct personnel. Honesty, stability—total pro. Sara Crawford, GM, 618-942-2181 after 4 pm CDT, WHPI Radio, Box 550, Herrin, IL 62948, EOE/ME

**WLPL Baltimore** seeks a Program Director. Immediate opening. If you're a programming and marketing wizard who can prove it in the majors send your resume to John Columbus, General Manager, 6623 Reisterstown Road, Baltimore, MD 21215. No Phone calls please. EOE.

**Group Operator** with stations in small mountain towns needs experienced Manager/Salesperson, Announcer/Salespersons. PD/Announcer. Will staff new station in S.W. Virginia soon. Send resume to Childress Group, Box 1044, Sylva, NC 28779. E.O.E.

## SITUATIONS WANTED MANAGEMENT

**Operations Manager:** with medium market group is looking for a move up. Promotion oriented in both sales and community projects. Proven track record in ratings/sales. Eager for a challenge. Box F-247.

**General Manager.** Lengthy experience with exceptional performance record in major and medium markets. AM & FM, various formats. Excellent administrator, strong sales management, plus all the other qualifications for successful station management ... with references to prove it. Carefully looking for long term association with quality organization. Box F-118.



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## SITUATIONS WANTED MANAGEMENT CONTINUED

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**Attention Group Owners:** Even with good individual station managers, if you are unable to devote full time to the operation of your group ... or if you are not satisfied with its profit and growth ... you need a good group manager. My 15 years of very successful station and group management experience encompasses all market sizes, most formats, AM & FM, total rebuilding, purchases, sales and major improvements. Strong qualifications include administration, sales development, programing and promotions ... plus a dedication to, and love for radio. I am a resourceful, imaginative and practical developer of people and properties ... a hard working, shirt-sleeve manager, not an ivory tower executive. Finest of references will prove my worth to your organization. Will consider only a long term opportunity with a good, growth oriented group. Box F-117.

**Presently employed GSM** with over a decade of experience in all departments, is looking for GM position in top 150 market. If your property needs dependable leadership, a stronger market image and a better profit picture, reply in confidence to Box G-71. Excellent references and credentials.

**PD looking for FM AOR** operation wanting to be number one. I'm serious, and if you are too, call Chris, evenings, 219-663-7205.

**Attention Texas Station Owners.** 20-year broadcasting executive available to manage your station. Need salary plus 25 percent collections, after expenses. Now working in Texas. Can start in two weeks. Box G-146.

**General Manager** who's expertise in broadcasting covers 17 years managing AM & FM stations in all size markets. Interested in an opportunity with progressive and growing company. Skills include superior sales and sales promotions. Programing. Dedicated leader and motivator. Excellent credentials. Box G-143.

**General Manager**—Proven expertise in direct and agency sales, programing concepts and execution, marketing and research, etc. Now totally responsible for successful, profitable, respected station in large medium market. Seeking relocation. All market sizes considered. Available for interview during August vacation. Box G-141.

**Experienced GM** seeks position, expertise turnaround situations, sales, programing, excellent references, prefer urban contemporary or Black oriented formats, bottom line oriented. If your ratings and sales are low, make your move before fall book begins. Box G-122.

**Broadcast Pros**—Husband-wife team. Over forty years combined experience in all size markets. Looking to relocate with possible equity arrangement. Heavy Sales-Promotion. Box F-73.

**Broadcast Pros**—husband-wife team. Over forty years combined experience in all size markets. Looking to relocate with possible equity arrangement. Heavy Sales-Promotion. Box F-73.

**Corporate Director** of retail sales development. Heavy experience in Co-op, Sales, Sales Training and Mangement. Proven, verifiable high-dollar track record. Have been Co-op and Local Sales training consultant for major groups. Looking for group commitment and permanency with headquarters staff in Mid-Atlantic or Southeast. G-33.

**Aggressive Sales pro** seeking management position. Over 10 years experience in Major Market Radio. Successful background in management leadership, promotion and merchandising. Bottom line oriented. Looking for partial ownership potential. Box G-161.

**Former Owner,** Network Executive. Increase Revenue, cut costs. Can do everything. Compensation on net profits. No salary. 518-834-7685.

**Want to operate** first all sports station. Big league experience and management veteran. 518-834-7685.

**Revenue producton** through strong emphasis on sales recruiting/training/leadership. Successful young owner/manager available for key position in group or medium market station. Call Mike Hassan, 413-584-0934.

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**Former Sales Manager,** Program Director with successful track & references ... available immediately ... looking for that first golden opportunity as General Manager. There is nothing I can't do ... both on the air and streets ... bottom line oriented. Strong on Collections. Contact Bill at 919-852-5783.

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## SITUATIONS WANTED SALES

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**Salesman looking** for a nice market. College background and on-air experience. Current FCC license. Willing to relocate for a team. Call Brian after 4 p.m. 412-921-3820.

**Experienced, Black** account executive, seeks top account list or management opportunity. Presently employed. Income \$30,000 plus. Have major market interest. Box G-109.

**Ready to come to Sunny South Georgia,** Florida, Alabama, or Miss. only. Family man, age 49, one child. 25 years in radio. 20 years at one station as sales manager, with good voice and production ability. Will consider combo sales/ann. in small or medium kt. Will blend with present sales staff, or revitalize your sales organization. References. Furnished after you call 606-297-4613.

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## SITUATIONS WANTED ANNOUNCERS

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**Country DJ, PD,** 50kw WFUV-FM, NYC, seeks Country shift. Excellent interviewer. Thorough knowledge of traditional and contemporary country. For tape and resume, write Dennis da Costa, 20 College Place, Yonkers, NY 10704.

**Money not important** job is. Experience, degree, ready to start now. East Coast South, Gulf areas preferred. Will consider part-time, any shift. Bruce, 512-452-6536.

**Energetic, Talented** black male, broadcast school grad seeks fresh start in radio. Skills include DJ, newscasting, production, rewriting. Loves long hours. Mike 212-798-9390. Box G-67.

**Grade A Sports Announcer** seeks Sports Director and/or play-by-play opening. 4 years experience doing major college games. Burt Groner, 5455 Grove St., Skokie, Ill. 60077. 312-966-3875. Nobody does it better!

**High Energy Jock.** Enthusiastic, professional sound. Midwest preferred. Ron Eversdyk, 626 S. Oak Park Ct., Milwaukee, Wisconsin 53214, 414-259-1805.

**Stranded on East Coast** Want to re-locate on West Coast. 8 years experience in Rock, Adult contemporary, and Mellow. Box G-131.

**Experienced sportscaster.** Can also do quality air shift. College grad. Let's talk. Box G-124.

**Washington State Apple** seeking new western orchard for ripening. Fresh, unspoiled flavor. I'll supply tasty resume and tape. Box G-116.

**Dependable** Disc Jockey outstanding voice with good delivery style seeks position within tri-state area. Interested in promoting contemporary sound and positive thinking. Third Class FCC Box G-111.

**Will relocate** my good voice. Small or Medium Market announcing chores. Focus on Big Band or Beautiful Music. Can handle news. Ray Harvey, 912 Powell St. 8, S.F. California 94108. 415-397-8651, home, 415-431-9933, messages.

**Need a Break!** Bright, Young Announcer seeking first break. Small market radio. Trained DJ. Hard worker "You name it, I'll do it" attitude. Willing to relocate. Andy Rivera, 39 Catlin Avenue, Roosevelt, NY 11575. After 6 PM, 516-868-8357.

**Announcer/Sportscaster;** five years board, two years PBP, know rock, CW formats. "Four Corners" states or west coast preferred. Anytime 303-346-8918.

**PD, OM, ND,** 7 yrs. exp. seeks PD, OM, med. mkt., CW, AC, dedicated, good credentials. 612-732-2303. Terry Davis, PO, Box 128, Long Prairie, NM 56347.

**Personal, one-to-one** communicator. 3 years commercial experience. Proven track record. A/C, country formats. Programing, production, sales experience. Will relocate. Gary Truitt 815-942-4960.

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**Copy, Sports and D.J.** Two years small market experience. Hard worker with good pipes. Prefer south. Call John nights 609-397-2428.

**Professional announcer.** 8 years experience. Dependable. Excellent references. 904-255-6950. Mike Hon, 373 Williams, Daytona, Fla. 32018.

**Top-40 disc-jockey,** 20 yrs. Experience, good production, major market, available now, AM/FM Greater Cincinnati area. 1-513-528-5793.

**Bright and versatile.** That's me! Name your format: Top 40. A/C. AOR. Good voice for news. Would love to do sports. Have writing and production skills. I'm ready now! John Gorzell, 240 E. Wrightwood, Addison, IL 60101. 312-985-0964 or 833-9390.

**Experienced PBP,** looking for full time job this football season. Trained, talented with third ticket, will double on news or sell. Willing to travel, any size market. Tape and resume available. Sal Genovese, 1505 Alta Vista Court, Seaside, CA 93955. Call 408-394-7635 or 408-724-9371.

**Announcer/Sportscaster:** five years board, two years PBP. Know Rock. CW Formats. "Four corners" states or west coast preferred. Anytime 303-346-8918.

**Gives 100 percent.** Experienced announcer seeking FM station. Good production skills. N.Y.C. trained. E.E.O. Call Eddie Perez, 804-946-2249.

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## SITUATIONS WANTED TECHNICAL

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**Chief Engineer.** Available September. Over twenty years experience, high power DA/FM/STL/Automation. Proofs. Good references. Combo background. Interested in Rocky Mountains and Arid states. Consider all. Geo. E. Webb, 1560 Idlewilde Drive, Reno, NV. 89509. 702-786-0765, Nights.

**Medium market Chief** with 1st phone and 3½ years experience in AM directionals, FM stereo, automation, proofs and studio construction. Presently working, need bigger challenge, prefer construction. Box G-129.

**Assistant CE position** sought at AM facility in Northern California area. Experienced in most technical phases, except automation, transmitters over 5 kw, and DA's with more than two towers. Prefer to concentrate strictly on engineering. TV inquiries welcome. Send to G-152.

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## SITUATIONS WANTED NEWS

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**Capable newsman.** Excellent voice and delivery. Tape and resume available. Richard Harris, 940 Irving Pk., Bensenville, Ill. 60106 312-766-0427.

**News/Sports - PBP** experience. Strong writer, delivery, and commentary. Communications Degree. Contact Mike 313-541-8865. Will relocate.

**Major Market Morning** Newscaster and network correspondent seeks more professional operation or growth opportunity. Experienced and can relocate. Balck stations welcome. Box G-44.

**Outstanding sportscaster.** One of the best, but hidden in a remote medium market, so you don't know it yet. Exceptional PBP solid sportscasts and interviews. 516-781-0037. Gary.

**U.P.I. 1980 Award** Winning News Director looking for a permanent home in S.W. Medium-small market. Twenty year pro-with outstanding community involvement will give you a respected and authoritative news department. Minimum salary \$1600 per month with company benefits required. Call 405-226-4505 after 6 p.m.

**Beat Reporter.** Fair and accurate digger. Two years in medium-market, looking for advancement into similar positions. Excellent voice. Can anchor, but prefer the street. All News experience. College degree. Box G-150.

**Indiana, Ohio, and Illinois.** 12-year Broadcast veteran, including news and talk, with lots to offer your news operation. Associated Press Award winner. Box G-147.

**Experienced play by play** man seeks college football and basketball position for next season. Contact Box G-118 or call Pat 206-538-0336.

## SITUATIONS WANTED NEWS CONTINUED

**Top 40 PBP/Sportscaster** wants job anywhere ASAP. College or pro football and/or basketball PBP a must. Great 7 year record. Employed. Box G-115.

**Hey-Hire a reporter** with moxie! Journalism grad with news internships seeks reporting position. I'm creative, tenacious and committed to excellence in journalism. Will relocate. Richard Mogelson, 612-929-0535.

**Unique award-winning** Top 35 Sports Director ready to move. First-rate Pbp football, basketball, baseball. Two yrs. major market sports talk. Former trial attorney. Bright, imaginative. Will relocate. Tom 704-535-8149. Box G-28.

**Sportscaster.** Opinionated. Knowledge second to none. Writing and production skills. Send for my tape and I'll show you my potential. Call John 312-833-9390 after 5 PM.

**News Repeater/Anchor.** Experienced, stable, motivated. College graduate. Looking for station with strong news commitment. Midwest only. Please call George Hiotis: 513-890-4048.

**Sports Director** of 50,000 watt news talk AM in large Southern market seeks opportunity. News and play-by-play exp. Call Don 615-331-2272.

**Syracuse Univ.-Newhouse** Grad. Expert on Sports. Can also write news. Looking to break in as copywriter. Would announce. Copy and tape availa. Call Neil. 212-944-6677. 137 East 36 Street, New York City. 10016. Apt. 5A.

**News and D.J. Experience.** Will go either way. Prefer Texas, Michigan, Kentucky. Will consider other states. Available immediately. Call Ruth, from 12-4 pm at 517-732-4525 through Cabin Switchboard.

**Sportscaster seeking PBP** job in hockey & basketball. 4 years experience. Steve Work 516-433-4943 after 7 p.m.

**News-caster-Dedicated** motivated 4 years experience. Production background. Steve Work 516-433-4943.

**Major market news director** in search of professional staff. Not a purist, but demographics-oriented. Experienced in all formats. Sunbelt preferred, but will don parka for station bent on being best. 703-241-7507.

## SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

**Available Short Term** Employment: 20 years Pro. New installations, rebuilds, evaluations, troubleshooting, processing. Shoupe 717-249-6584.

**Totally Disabled,** restricted to home, man seeks voice work. Seasoned, experienced. Excellent reader, commanding, resonant voice. Strong on news, documentary, feature stories. Superb tape equipment. Call Hoot collect, 602-783-1598.

**Wanna be country??** I arrive with promotions, research and music. Call 213-791-4836.

**Listeners Mean Profits.** Bottom-line-oriented Programmer available. Have turned both secondary and tertiary losing stations into big winners. Now ready for medium or larger market challenge. If you believe good programming meand good business, contact me today. Box G-39.

**Buy One, Get One Free.** I'm tired of working for GM's who don't know how to sell a winner. If you do, I'll give you the programing needed to make money. Medium to large markets only. Box G-40.

**Benefit From** degreed, eight year professional in management, and production. Box G-49.

**One Man Production Team:** Writer, talent, and producer. My work gets listened to, and it sells. Large markets preferred. Wayne Winkler, 615-928-0519.

**Soul Programer** major market know how wants smaller pond to swin in. 35K. 919-822-5218.

**Talk Show Host!** Controversial, informative, witty, and compassionate. 4 years experience top 10 market. Box G-149.

**Pro for Hire** 5 years experience as jock, operations manager, music director, talk show host. Copy writing and production. Looking for program director position in small market. Contact Rick Ricigliano. Box 1333, Pottsville, Pa. 17901, or phone 717-544-4532.

**Two man** production-engineering team; 9 years of Radio-TV experience in large and small markets. Familiar with state of the art and older equipment. Able to take ideas from conception to completion. Looking for a station that can use our imagination and ability-918-494-9766.

**Pastor**-18 years broadcast experience desires christian programming position. Bill Baker, Box 99-B Cranberry, PA. 16319.

## TELEVISION

### HELP WANTED MANAGEMENT

**Program Director.** Minimum 3 years experience; Midwest group owned ABC affiliate seeks professional with knowledge and experience in programing, promotion, production, public affairs, FCC, EEO, for 4-station network. Salary commensurate with opportunity. Excellent fringe package. Equal Opportunity employer. Send name and minimum salary requirements to Frank Brosseau, President, NTV Network, P.O. Box 220, Kearney, NE 68847.

**Director of Advertising** and promotion is needed by network affiliate in top 40 market. Strong on-air and creative print experience required. Excellent benefits. Send resume to Box G-61. An Equal Opportunity Employer.

**Sales Manager/Station Manager.** Small market, Midwest Network Affiliate seeks Sales oriented manager to lead Local Sales Department, and to manage Traffic/Operations. Excellent opportunity for Sales Manager to gain experience in total station management. Send resume and salary requirements to Box G-87.

**Director Of Development** Senior management position. Will head substantial fund-raising and marketing department of large community-owned PTV station. Responsible for traditional PTV fund-raising programs including membership, TV auction, corporate underwriting (local and national), contract services, grantsmanship and deferred-giving programs. College degree. Six years experience in fund-raising and marketing areas, record of strong management and sales ability. Public television familiarity is an important plus. Apply to Director of Finance, WYES-TV, Box 24026, New Orleans, LA 70184. Deadline: July 31, 1981. No calls - WYES-TV is an Equal Opportunity Employer.

**General Sales Manager:** Big challenge, great opportunity New England net affiliate needs GSM with retail, research, and agency experience to develop local and national sales. Unique market serving 1 million people. Station is getting new image, can you get it new sales Box F-249.

**Assistant Controller:** Position available as Assistant Controller Broadcasting of a large newspaper group. Headquarters: Finger Lakes region of upstate N.Y. Accounting degree with minimum of 3-5 years experience (preferably in a corporate environment) required. Responsibilities: financial statement consolidation & analysis, budget, cash management, system development and special projects. Excellent opportunity to be part of management team. Send resume and salary history to: Vice President-Controller, Park Broadcasting, Inc., P.O. Box 550, Ithaca, NY 14850.

### HELP WANTED SALES

**National Sales Manager**-Top 50 network affiliate in the Sunbelt needs strong National Sales Manager. Must have station national sales or rep experience. Excellent position and great future potential for the right person. Send resume with salary requirements to Box G-60. An Affirmative Action/Equal Opportunity Employer.

**Account Executive-WIXT** in Syracuse seeks experienced local-regional Account Executive. Individual should have strong background with agencies, direct accounts. Challenging position with good compensation package. Send resume immediately: John Terboss, Local Sales Mgr., Shoppingtown, Syracuse, N.Y. 13214.

**Sales Dayton Television.** WDTN has an opening for an experienced successful salesperson. College training and previous broadcast sales experience preferred; however, a solid successful sales record in intangible or consumer product sales will be considered. If you are currently creating excellent sales results but seek greater challenge to compensate you for your talent and efforts, send your resume to: WDTN TV 2, 2495 S. Dixie, P.O. Box 741, Dayton, Ohio 45401. An Equal Opportunity Employer M/F/H.

### HELP WANTED TECHNICAL

**Television engineer.** Experience with VHF transmitters and microwave. Needed for Mid West small market station. Contact Don Larsen at KOTA-TV. Telephone No. 605-342-2000.

**Director of Engineering:** Southwest market station-Sunbelt area-excellent equipment-excellent salary and benefits. Box F-220.

**Maintenance Engineer.** Must have First Class License. Major market UHF Northeast. Not a beginning position, experience required. Union shop, top scale paid for right person. Reply Box G-15.

**TK-46 Maintenance Engineer** Nautilus Television Network is looking for an experienced maintenance engineer. Must be highly experienced in TK-46 maintenance. Send resume to: Charles Barth, Nautilus Television Network, PO Box 1783, Deland, Florida, 32720.

**Chief Engineer** for a VHF network affiliate in the North Central states. Medium market. Must have 5 years experience, 3 of which were in supervisory/administrative areas. First Class FCC License required. Responsible for all Engineering administration, including supervision of maintenance and technical level personnel. This is an outstanding career oriented position with growing communications company. Equal Opportunity Employer. Send letter of application, stating salary requirements, together with a resume to Box G-69.

**Broadcast Technician** with First Class Radio Telephone License. Prefer person with experience in TV studio and transmitter operation and maintenance. Radio experience helpful. Excellent opportunity Equal opportunity employer M/F Contact Walter Konetsko, Director of Engineering, WMBD Radio and Television, 3131 N. University, Peoria, Illinois 61604 309-688-3131.

**Assistant Chief Engineer** for VHF Net affiliate. Desert Southwest. EOE. Send Resumes to: Richard L. Nix, KECC-TV, P.O. Box 29, El Centro, CA 92244.

**Maintenance Engineer:** Growing independent in Atlanta offers competitive compensation, and benefits to a person with RCA MC/Studio equipment experience; analog & digital experience/education desirable. Resume with salary requirements to Manuel Marquez, Chief Engineer, WANX-TV, P.O. Box 98907, Atlanta, Georgia 30029. EEO/AA Employer.

**Phoenix, Arizona,** CBS affiliate has engineering department openings for experienced operating and maintenance personnel. Require minimum 2 years experience and technical/college graduate or equivalent. Send resume or call Al Hillstrom VP/Engineering, 511 West Adams, Phoenix, AZ 85003 602-257-1234. Equal Opportunity Employer.

**VTR Operator/Remote Engineer.** Experienced with tape and camera operation. Strong technical background and first phone required. Full time, good living conditions. Small broadcast quality tape house. Chief Engineer, Phoenix Video, 5016 North 6th Street, Phoenix, AZ 85012. 602-263-8866. EOE.

**Television Engineers**-Immediate opening for experienced Maintenance Engineers in fully equipped Northern California VHF Network Affiliate Station. Candidates should have a background in broadcast related maintenance and electronics school or equivalent training, including digital technology; FCC License preferred. For prompt consideration contact: Personnel Department, KNTV, Inc., 645 Park Ave., San Jose, CA 95110. EOE, M/F.

### HELP WANTED NEWS

**Photographer/Editor.** Must be able to shoot, edit, and guide less experienced photographers. Small market network affiliate. Send resume and salary requirements to Box G-84. E.O.E.



## HELP WANTED NEWS CONTINUED

**Weathercaster**—We are looking for a communicator who knows weather. Weather is one of the most important things we do in this petroleum, agriculture and recreation area of the Gulf Coast. Send tape, resume and salary requirements to News Director, KATC-TV ... PO Box 3347 ... Lafayette, La. 70502.

**Weather Personality**—network affiliate in attractive midwestern university community wants knowledgeable, extremely personable communicator for weekend weather. Fulltime position; station has weather computer and color radar. Send resume to Box G-37. E.O.E.

**Top Twenty Station** is looking for an experienced, versatile person who can handle weekend weather and sports anchoring. Must be knowledgeable in both areas. Should also be able to do street reporting, immediate opening. Send resume, and salary requirements to Box G-65. Equal Opportunity Employer.

**Top Twenty Station** is looking for an experienced, knowledgeable journalist to co-anchor nightly newscast. Must have a proven track record. Immediate opening. Send resume, and salary requirement to Box G-64. Equal Opportunity Employer.

**Sports Reporter/Weekend Sports Anchor.** Must be adept at packaging. Write, don't call. Tom Becherer, News Director, WLKY-TV, 1918 Mellwood Ave., Louisville, Ky. 40206.

**Experienced Weather** professional for small market network affiliate. Prefer Meteorologist, but weather forecasting experience will be considered. Send tapes and resumes to: Fulton Jeffers; P.O. Box 321, Salisbury, Maryland 21801 E.O.E.

**News Director/Co-Ancor.** For Small Market network affiliate. Candidate must have "hands on" experience in all phases of TV news, and must be skilled in budget techniques, as well as handling people. Send tapes and resumes to Fulton Jeffers, P.O. Box 321, Salisbury, Maryland 21801 E.O.E.

**Weekend Anchor/Reporter:** Top-ranked news operation has immediate openings for Weekend Anchor/Reporter and a General Assignment Reporter. Rush tapes and resumes to Jim Hefner, News Director, WFMY-TV, P.O. Box TV-2, Greensboro, NC 27420. E.O.E.

**Managing Director:** Supervise overall operation of Florida Public Television production unit, including staff of eleven full-time and up to 25 part-time personnel; plans, develops, and produces public television programs intended for statewide broadcast, including daily program reporting on activities of the Florida Legislature during 60-day session; plans, develops, implements revenue-generating projects, including marketing of FPTV production services; may serve as anchor/talent and reporter as necessary and appropriate. Requires college degree and/or extensive experience as TV public affairs reporter and producer, with heavy emphasis on governmental affairs. Some network experience preferred. Complete knowledge of film, videotape, studio, and remote production. Demonstrated ability and experience in management of personnel and financial and technical resources. Demonstrated news judgment. Salary \$28,000 minimum negotiable depending on experience and qualifications. Send complete resume with salary history, references and videotape samples of programs produced and on-air performance to: James H. Irwin, Executive Director, Florida Public Broadcasting Service, Inc., P.O. Box 20066, Tallahassee, Florida, 32304. Deadline for application receipt: 8/7/81. EEO/AA employer.

**News Director**—100+ market looking for production oriented journalist to head up growing news organization. Experience in on-air, ENG, reporting, creativity and energy a must! Send resume and VTR to David Peschau, WXOW-TV, Box 128, La Crosse, Wisconsin 54601.

**Photojournalist.** WPXI-TV in Pittsburgh is looking for an absolutely first class news photographer/editor who can knock our eyes out with an audition reel. We want someone who knows the difference between television and illustrated radio. We're all ENG with state of the art production facilities. If you're very good and would like to join our team, contact Michael Parker, News Operations Manager, WPXI, 11 Television Hill, Pittsburgh, Pennsylvania 15230. 412-237-1255.

**Executive News Producer** for a top fifty market station. Must be a gun-ho newsman who has a keen appreciation for packaging news in a crisp, exciting and original manner. Needs to be a stylish writer in order to be a good editor. The ability and will to lead is essential. Box G-145.

**Producer.** 6 and 10 newscasts in small/medium sunbelt market. Fast-packed shows. Emphasis on creative visuals and format variety. Sharp editorial sense, strong writing, and staff management skills essential. Degree and commercial TV experience required. No beginners. EOE. All replies to Box G-144.

**Promotion Manager:** Plan and organize all station promotion. Write and produce on-air promotion. Coordinate all radio campaigns, newspaper & magazine advertising. Experience in writing, public relations and some art skills. Send resume and salary requirements to: Box G-136. EOE.

**On-Air Talent.** If you are a creative person with on-air, writing and field production experience, familiar with 3/4 inch editing, & can work in a team effort under stress, we are looking for you to work with male co-host already on staff; salary DOE; submit resume to Box G-135. Equal Opportunity Employer.

**Editor:** film and ENG, major market west coast network affiliate newsroom, minimum one year 16mm newsfilm and 3/4" BVU tape editing experience, must be self starter, quick, disciplined, able to work under pressure newsroom environment. Position avail immed, send resume to Box G-134.

**Assignment Editor/Producer** needed for number one, medium market, aggressive operation. Excellent management opportunity. Resumes and salary requirements to Box G-128. EOE.

**Anchor/Reporter**—Weekend anchor plus general assignment reporter. Must have two year's previous television news experience. Midwest, top fifty market, Network affiliate. Send resume to Box G-123. EEO/M/F

**News Director,** Small market station in Midwest. Television and Radio. Five person news staff. Good benefits. Box G-106.

**Producer—WFRV-TV,** Green Bay, needs a producer for an evening news block. Strong writing, leadership skills, and ability to handle lives required. EEO. Tapes and resumes to Ray Wilck, News Director, WFRV-TV, P.O. Box 1128, Green Bay, WI 54302.

**News Director/Anchor:** Great opportunity to develop own department. New equipment, new people. Help create a new image for station in a unique market. Box F-250.

**Executive Producer,** woman or man, for 6 and 10 news needed in very progressive ENG market in sun belt. Station has second city bureau with microwave and editing facilities. Seeking imaginative experienced producer with reporting background. We will surprise you with what we can offer. E.O.E. Send resumes to Christine Kelly, Personnel Director, KGBT-TV, P.O. Box 711, Harlingen, TX 78550.

**Sports Director.** Corinthian-owned CBS affiliate in N.E. Indiana seeks true sports enthusiast who can report, produce, and anchor in dynamic and personable style. If you're a weekend person in a larger market or the main anchor in a smaller market, let us hear from you. We promote from within and have five other affiliated stations in markets from 11 to 57. Also affiliated with TVS Sports Network. Grow with a solid broadcast company. Send tape and resume to Bruce Childs, News Director, WANE-TV, 2915 W. State Blvd., Ft. Wayne, Indiana 46808.

**TV News Anchor/Producer.** Experienced, committed journalist who is excellent writer, organizer, and creative thinker. ENG background a must. Will produce and anchor some news. Send tape and resume to Bruce Childs, News Director, WANE-TV, 2915 W. State Blvd., Ft. Wayne, Indiana 46808.

**ENG Expert,** shooting and editing. Rush resume and your best stuff to Jim Willi, News Director, WGR-TV, 259 Delaware Ave., Buffalo, NY 14202.

## HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**Sports Director.** We emphasize local sports. Person must produce and put it on the air. Good opportunity to move up from No. 2 slot. EOE. Box G-36.

**PM Magazine Co-Host**—Seeking highly motivated, creative, story production oriented co-host to join established No. 1 PM Magazine show in top 60 market. Send resume and salary requirements to Box G-38. An Equal Opportunity Employer. M/F.

**Talk Show Producer**—To book lively, hour program. Strong manager and enthusiastic person needed; top rated major market program—extensive talk show experience required. M/F; EOE. Resumes Only. Box G-92.

**Lighting Director.** Minimum 3 years crew work experience in television production. Plus 1 year minimum lighting for TV and/or stage. Salary \$17,000. Contact: Larry Reid, WHA Television, Madison, Wisconsin, 608-263-3814. Materials must be received by July 31, 1981. An Affirmative Action, Equal Opportunity Employer.

**T.V. Syndicated Traffic Manager** New York City based. Must have experience in Network or Satellite commercial trafficking. Excellent salary plus benefits. Box F-233.

**Working Production Manager:** For expanding operation. New equipment; develop own department. Help create total new image for network affiliate. Box F-251.

**Television and Broadcast Information Specialist.** University of Florida. Two positions available. Requires a bachelor's degree and five years journalism experience. Must include at least one year with electronic news gathering equipment, on-camera performances, broadcast writing, reporting, and producing. Preference given candidates with demonstrated leadership qualities and a desire to develop marketing skills required in public relations. Salary \$18,000 to \$20,000 plus excellent fringe benefits. Send complete resume by August 21, 1981 to: Mr. George P. Bradley, Employment Manager, 337 Stadium, Personnel Division, University of Florida, Gainesville, FL 32611. Equal Employment Opportunity/Affirmative Action Employer.

**PM Magazine Field/Associate** Producer to work on established PM Magazine in Top 10 Market, Network Affiliate. Must have extensive E.N.G. field experience in addition to excellent writing skills. The candidate must demonstrate the ability to produce informative, entertaining and absorbing feature story. Send tape and resume to: Dick Dietrich, Executive Producer, PM Magazine, WJBK TV/Detroit, Box 2000, Southfield, MI 48037. All tapes will be returned. An Equal Opportunity Employer.

**Program Manager:** NBC affiliate, top 70 market. Experience in production and program scheduling, acquisition and promotion. Complete knowledge of FCC rules. Resume and salary requirements to: Box G-137. EOE.

**TV Director** for leading national children's public TV series and other projects. At least 5 years experience with studio and field production, and editing. Salary negotiable. Start Sept. Send resume and tape. Family Communications, 4802 Fifth Avenue, Pittsburgh, PA 14213.

**Tired of routine** production? Need Producer/Director for University Television Center. Will do weekly magazine format public affairs program, university advertising and a variety of other productions. Submit Resume to William C. Lewis, Director of Telecommunications, Wright State University, Dayton, Ohio 45435 by August 3.

**Co-Host/Hostess:** Major market West Coast Affiliate seeking Co-Host/Hostess for new, live, hour-long morning show. General assignment news reporting skills required. Experience in feature reporting or news anchoring preferred. Strong interviewing skills necessary. Send tape and resume to P.O. Box 9494, Seattle, Washington 98109. EOE.

**Production Manager** for small market network affiliate in Michigan. Experience in commercial production and field production necessary. Call Mr. Tom Disinger, General Manager, WBKB-TV, 517-356-3434.

**TV Director** for leading national children's public TV series and other projects. At least five years experience with studio and field production, and editing. Salary negotiable. Start Sept. Send resume and tape. Family Communications, 4802 Fifth Avenue, Pittsburgh, PA 15213.

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## SITUATIONS WANTED NEWS

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**Sports Director.** Talented professional whose organizational skills can shift your coverage into high gear. Creative, energetic, and personable. Impressive "involvement" packages. Tape shows versatility. Box G-12.

**Young man, two years experience** as reporter/photographer, wants to join your team. Box G-63.

**News Photographer.** Three years experience shooting ENG. Currently in top 50 market, wishing to move up. I am efficient, creative, and aggressive, seeking station with same criteria. Respond to Box G-89.

**Talented TV Sportscaster** with 3 years experience. Seeks larger market sports anchor position. Call Mornings 702-826-1714.

**Meteorologist. Woman looking** for first position in broadcasting. Midwestern weather is exciting, but willing to relocate anywhere. Experience with TV weather production. Available August 15. Pamela N. Thompson, 247 North Sheldon No. 32, Ames, Iowa, 50010.

**I'm a 32 Year Old Male** with some TV-reporting experience looking to get back into the business. If you have a reporter position open and need a mature individual who can think on his feet and give you results then please reply. Box G-155.

**Female Reporter,** mid 40's Market. 4 years experience seeks challenges in larger or strong Medium Market. Also experience in talk show hosting, assignment editing, and some anchoring. Box G-138.

**Looking for an aggressive reporter?** Sharp, mature minority female with 2 years radio news and limited TV news experience seeks general assignment reporting position in small or medium market. Available immediately. Box G-130.

**Creative, people-oriented** News Director seeks network affiliate committed to quality news. Southeast preferred. Award-winning achiever. Box G-127.

**Experienced Weathercaster** currently primetime TV and radio. Searching for number one or 2 position. Fulltime weather. Confidential. Box G-121.

**WARM,** evocative anchor. Aggressive interviewer. Fountain of assignment ideas. Wasted in boondock market. Underpaid, too. Box G-117.

**Need good features** to add sparkle to your newscast? Award winning reporter ready to move. Three years general assignment experience in 50's market. Woman, 26. Box G-107.

**News Reporter/Anchor:** Experienced, motivated, stable. Looking for station committed to news. College graduate. Willing to relocate. Box G-160.

**Have Experience.** Will Travel! Anchor/Reporter/Producer with BA degree and 2 yrs. experience including writing, ENG camerawork and editing. Call Rob: 609-667-4977.

**Experienced ENG photographer.** Looking for a progressive organization in a top thirty market, that desires only capable, creative, and dedicated people. Call Gilbert Hammer 914-277-3771.

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## SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

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**Young ambitious woman** seeking position in programming and/or promotions. Currently working in network level television programming in Europe. Resume available. Box G-66.

**Telecommunications Specialist** Master's degree in Educational Media. Television experience: public, educational, and cable network. Seeks position in university or industry. Cary Sandberg 77-20 Austin Street Forest Hills, New York 11375 212-793-4650.

**Magazine/Entertainment/News/Female** with four years commercial TV experience anchor, producer, host, and investigative reporter seeking similar position in Medium Market. Produced-hosted own variety show; productions aired on local cable circuit, negotiated sponsors. Aggressive, bright personality not afraid to work long hours. B.A., California-Texas or relocate anywhere. Linda 412-422-0595.

**Production Manager.** Seeking return to Sunbelt/Southeast, large to medium market; 12 years experience in all phases of program and commercial production. Quality and profit oriented. Award winning creativity. Best reference is present employer. Demo tape and resume available on request. Write to Box G-112, or call Tom at 308-236-6902.

**Sizzling Editor.** producer-director cameraman, technical director seeking red hot opportunity. Scorching commercials, news, sports, and more with cool results. 904-744-1137.

**Creative.** Multi-Talented Graduate, with on-air experience, seeks move back into commercial television production. I have one year of commercial television production experience, one year of non-commercial television production experience, two years of managerial experience, four years of radio experience, and seven years of newspaper experience. I have a B.A. in Journalism and Political Science. I have my own still photography equipment and I do my own developing. Will relocate. Dan Mouritsen, Route 3, Box 81, Eureka Springs, Arkansas 72632 or 501-253-9347.

**Production Manager**—Award Winner for small station seeks challenge of larger station. Market size unimportant. Will relocate anywhere. Vast experience with creative ideas. Call 914-241-1640 or 914-666-5038 and leave message. I can produce.

**Production Manager.** Seeking return to Sunbelt/Southeast, large to medium market; 12 years experience in all phases of program and commercial production. Quality and profit oriented. Award winning creativity. Best reference is present employer. Demo tape and resume available on request. Write to Box G-153, or call Tom at 308-236-2902.

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## For Fast Action Use BROADCASTING'S Classified Advertising

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## ALLIED FIELDS

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### HELP WANTED SALES

**We're a music production** and programming company, operating out of a major Southwestern market. We're not one of the giants, and don't intend to become one; we do plan to stay compact and market only the finest. We need a sales representative who knows the radio business thoroughly, and can cover the Midwest, so he or she must be willing to travel. A knowledge of the production and format fields is essential, as is the ability to sell and to project our image: we welcome aggressive sales ability, but are vitally concerned about our image and our customers. Send a resume to Box G-102.

**Midwest Business oriented** successful salesperson with good credit and character. This is a straight commission opportunity, involving substantial dollar amounts. We'll train in business brokerage. John Emery, Chapman Co., Inc., 1835 Savoy Dr, Atlanta, GA 30341.

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### HELP WANTED TECHNICAL

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**Cinematographer.** The University of Missouri-Central Administration seeks a Visual Communications Specialist to produce informational materials about the University for distribution through television, film and the publication media. A Bachelor's degree in Journalism, Communication or equivalent. Two or three years experience in film production and still photography is required. Some writing experience preferred. Please submit resume prior to July 31, 1981. University of Missouri—Columbia Personnel Services, 309 Hitt Street, Columbia, Mo 65211. An Affirmative Action/Equal Opportunity Employer.

**Technician/Instructor**—The Ohio School of Broadcast Technique has expanded its nationally accredited Broadcast Electronics Program and has an immediate opening for a Technician with proven classroom abilities. Position requires a thorough knowledge of audio broadcast equipment and systems as well as an FCC First Class License and a minimum of 5 years of broadcast experience. Contact: Mr. Krieger 216-861-1111. Outside Ohio, 1-800-321-1772. EOE/M/F.

**Television Broadcast Technicians**—Washington, D.C.—Federal Agency is accepting applications from individuals with a minimum of six (6) years operations and maintenance experience in video, audio, camera, lighting, quad and one-inch videotape for positions in color television studio and mini-cam production facilities. Beginning salary depending upon qualifications. Normal working hours from 8:45 a.m. to 5:30 p.m., Mon.-Fri., with periodic overtime. Moving expenses to Washington, D.C. must be provided by applicant. Interested applicants are requested to send a standard Federal application form SF-171, obtainable at most Federal offices, to Employment Branch (293-81), International Communication Agency, 1776 Pennsylvania Avenue, N.W., Washington, D.C. 20547. Questions, contact Dottie Flaak 202-724-9468. An Equal Opportunity Employer.

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## WANTED TO BUY EQUIPMENT

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**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 four** to sixteen Bay Circularly Polarized high power FM antenna ... Call 916-233-2713.

**Reward for UHF Transmitters.** Quality Media will pay a \$500 reward for information which leads to our purchase of any UHF television transmitters. One reward per transmitter. Call Bill Kitchen 404-324-1271.

**Instant Cash for Broadcast Equipment:** Urgently need UHF Transmitters, Microwaves, Towers, Weather Radio, Color Studio Equipment, AM & FM Transmitters. Call Bill Kitchen, Quality Media. 404-324-1271.

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## FOR SALE EQUIPMENT

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**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**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.

**1KW FM Gates** FM-1C w/exciter, excellent cond. Spares. Call M. Cooper 215-379-6585.

**Film Chain with Two G.E.** PE-245 Cameras, two Eastman 285 16MM projectors and G.E. PF-12 Multiplexer. Cameras have the latest Mods and new Preamps. \$28,000.00 which includes base plate. GVG 1600-3C Switcher, \$25,000.00, RCA BC-50 Audio Console \$4,000.00, CP-16 film camera with 20-120 lens \$9,500.00. Three Marconi MK VII studio cameras with 2000 foot cable and spares—make offer. Contact Jim Wright or Mike Dorman at KPLR-TV 314-367-7211.

**Broadcast Systems Inc.** supplies over 100 lines of quality television broadcasting equipment to meet your television systems needs. Call Les Hunt, 703-494-4998; Carroll Ogle, 919-544-1484; Byron Fincher, 205-525-5467; Marvin Bussey, 214-867-8775; Bill Martin, 417-876-6354; Al Crocker, 805-929-4476; and, Jim Spears, Chuck Balding, Cary Fitch, or Don Forbes at 800-531-5232. We specialize in quality television equipment.

**For Sale: Harris System** 90 Automation Station, 2NTI "Go Carts", Logging, In-Coding, 4-ITC750 Stereo Reel-to-Reel, Rewind, Time Announce. Used 10 months original cost \$46,700. \$32,000 or make offer. Will trade for airplane single or multi or ??? Call George P. Langan 217-789-0880.

**3 Month old Harris** FM 2.5K transmitter with MS-15 exciter and stereo generator, 1 Sona-Mag DP1 automation system with 4 reels, two carousels, video encoder, many extras, three Sonamag cart Machines. 309-673-0902.

**10KW AM RCA** BTA 10U-1 (1965), many spares, proof, on air. M. Cooper 215-379-6585.

**10KW FM Harris** 10H3 (1976) w/TE-3, stereo, sca and many spares, excellent condition. M. Cooper 215-379-6585.



## FOR SALE EQUIPMENT CONTINUED

**RCA TP 66**—16mm film chain projectors. Excellent condition! Call now 305—756-0699 at International Cinema Eq. Co., 6750 NE 4th St., Miami, FL 33138.

**Used Equipment Bargains:** RCA TT-10AL 11KW VHF Transmitter \$5,000; Complete GE Film Island \$18,000; RCA TR-70 VTR, Cavec & D.O.C., \$22,000; Ampex 1200B VTR, AFA Rebuild, Editor, \$16,000; Norelco PC-70 Color Camera \$8,000; IVC 500 Color Camera \$2,500; CBS 504B T.B.C., \$5,000; Microtime 2020 T.B.C. \$9,500; Environzone Air Filters, \$500; Hundreds of other items. 30 Brands new equipment. Call Bill Kitchen or Jim Herring, Quality Media Corporation, 404—324-1271.

**Remote Production Cruiser:** Beautiful condition, full air-conditioning, camera platform on top, new diesel engine and drive train. Equipment includes: (5) GE PE-350 cameras (can upgrade), minicam, motorized cable reels, full monitoring, full audio and video switching. Quad VTR and 3/4" editing system. \$130,000 takes it all. Call Bill Kitchen, or Jim Herring, Quality Media Corporation, 404—324-1271.

**New 5 KW Hi-Band VHF Transmitters:** Never used, in factor crates. Standard electronics model No.'s AH653, TH652, TH613. Tuned to channel 10, can be tuned to any bi-band channel. \$30,000. Bill Kitchen or Jim Herring, Quality Media Corporation, 404—324-1271.

**Used ENG Equipment:** Sony DXC 1600 Cameras, 4 avail. \$1,200 ea.; Sony RM-400 Editor \$800; Convergence ESC-1 Joystick Editor \$2,500; Sony VP3800 3/4" VTR \$1,500; Sparta A15 Audio Console \$400. Call Bill Kitchen or Jim Herring, Quality Media Corporation, 404—324-1271.

**ENG—Production Van:** Like new with (2) Hitachi SK-70 Cameras, JVC 3/4" Editing Package, Portable VCR, CBS504B T.B.C. with Noise Reduction, 3M1114 Switcher, Character Generator, Elaborate Audio, Patching, and Monitoring, Custom Ford Truck with Camera Platform and Generator. Cost over \$200,000 new plus labor. Everything you need to go to work today. Make offer! Call Bill Kitchen or Jim Herring, Quality Media Corporation, 404—324-1271.

**Remote Production Crusier** Repossessed—1980 34' custom built motor cruiser. Designed for video systems—1800 miles. Call Tom Long, 312—833-8100.

**RCA TK-27 Film Chain** with all Modifications; RCA TP-15 Multiplexer, RCA TP-7 Slide Projector. \$14,000.00 combined price. Capitol Broadcast Exchange 209—957-1761.

**VHF TV Transmitters** (2) General Electric 35kw just removed from service. Tuned for channel 9 plus 10 kc. Can be seen operating into dummy load. Other miscellaneous equipment also available including Collins 13 ghz dual STL. For further information and inspection contact Robert E. Leach WOR-TV 1481 Broadway, New York, N.Y. 10036 or call 212—764-6984.

**Tektronix 149A NTSC Test** Signal Generator. Just calibrated by Tektronix, S5300. Cape Fear Enterprises, Rt. 1, Box 269-A, Faison, NC 28341. 919—594-0172.

**For Sale—CVS, 520 TBC.** Best offer. Call: 312—641-6030. Days.

**10KW FM RCA 10D-1** w/Moseley S.S. exciter, stereo, spares, excellent condition. M. Cooper 215—379-6585.

**Used-Reconditioned-Guaranteed:** 250W AM Transmitter, RCA BTA 250-L, \$1785; Ampex AG440B in console stereo, \$3425; Shure M-63 Microphone Mixer, \$115; SMC No. 790 Mono Rec/PB widemouth cart machine, \$780; JVC VS5391 35W Monitor Speakers, \$50/PR, CBS 4450A Stereo Audimax, \$975; CBS 400 Volumax, \$435. Barrett Associates Inc., Call Collect, 714—729-9020.

**RCA BTA-5H** presently on the air as main transmitter at WIOD Radio in Miami. Excellent condition, always in closed circuit air conditioning. Available about August 1. Best offer. Jim Rayfield or Jim Beery. 305—759-4311.

**Truck with 3KY-2000** color cameras with portable switcher including color monitor, sync. generator, D.A.'s and time code generator battery operated, and more. Package or separately. Call 615—248-1978.

**Moseley Model SCG-9 Stereo Generator.** Mint Condition. \$850.000 Capitol Broadcast Exchange 209—957-1761, Instruction Book Inc.

**Shively 50 KW Diplexer.** Presently tuned to 96.3 and 97.3 mhz. Can be returned to your frequencies. Best offer. Jim Rayfield or Jim Beery. 305—759-4311.

**1KW AM Collins 20V-3** (1969), many spares, proof, on air. M. Cooper 215—379-6585.

**25 KW FM McMartin** w/exciter, stereo, SCA. 2 yrs. old On-air. M. Cooper 215—379-6585.

**3/4" editing system**—Sony 2800 & 2850 VTRs with TRI-EA3 editor. Nice package. To list equipment for sale, call Media Concepts—919—977-3600.

**New Eventide H910 Harmonizer** \$1350, Vega wireless 58/77 combo with Sony ECM-50 mint \$1000. 203—771-5648.

**Collins 20KW FM Transmitter** and 6-Bay G5 Antenna. SCA Generator and SCA Monitor. Harris Stereo Console and Cart Machine, Ampex 440, Moseley STL and Remote Control, IGM InstaCart, Orban Optimod. 404—487-9559.

## COMEDY

**Free Sample** of radio's most popular humor service! (Request on station letterhead) O'Liners, 1448-C West San Bruno, Fresno, CA 93711.

**Hundreds Renewed** again this year! Free sample. Write on station letterhead to: Contemporary Comedy, 5804-B Twineing, Dallas, Texas 75227.

## MISCELLANEOUS

**BINGO newsprint cards** personalized with your clients ad message for Radio, TV, Cable or City Phone System Promotion. Send for Free Samples. Bingo Cards Omaha, Box 4069, Omaha, NE 68104, 402—453-2689.

**Transmit Sites Available** Broadcast sites available for FM, TV, LPTV, in Memphis, TN. Louisville, KY, Jackson, MS. Call 901—274-7510.

**Solve Your Radio Sales** Problems forever. Free Details, 20th Century Marketing Services 1713 Westheimer Suite 1510, Houston, Texas 77098.

**Prizes! Prizes! Prizes!** National brands for promotions, contests, programming. No barter or trade. ... better! For fantastic deal write or phone: Television & Radio Features, Inc., Newberry Plaza, 1030 N. State, Suite 40-E, Chicago, IL 60610. 312—944-3700.

**Low Power Television**—"How To" manual \$25.00. Printout of channels filed for thru freeze, \$15.00. LPTV Crash Course. Albuquerque, Nov. 7-8. Lo-Power Community Television Magazine, \$50 yearly, 7432 E. Diamond, Scottsdale, AZ 85257. Information 602—945-6746.

**Wanted:** A print of MGMs "The Rogue Song" Bob Stowell, 15942 Cambay St., La Puente, CA 91744.

## INSTRUCTION

**New York City Pros** train you as announcer, D.J., newscaster-sportscaster. Free booklets-placement assistance-FCC 1st Class License Prep. A.T.S. 152 West 42nd St., New York City, 10036. 212—221-3700.

## RADIO PROGRAMING

**Radio and TV Bingo.** Oldest promotion in the industry. World Wide Bingo. © Copyright, 1962. P.O. Box 2311, Littleton, CO 80160. 303—795-3288.

**Radio and TV Bingo.** Oldest promotion in the industry. World Wide Bingo, P.O. Box 2311, Littleton, CO. 80160. 303—795-3288.

## EMPLOYMENT SERVICES

**Job Seekers:** Our new approach can get you that important job. Send \$2.00 postage and handling for catalog from Broadcast Careers Inc., PO Box 88864, Atlanta, GA 30338. Free Bonus W/orders.

**We Place TV/Video Engineers** nationwide. Chief, Asst. Chief, Maintenance. All locations, positions, salaries coast-to-coast. No fee. Professional, confidential. Phone/resume, Alan Kornish, Key Systems, New Bridge Center, Kingston, Pa 18704. Phone 717—287-9635.

## CONSULTANTS

**MJO News Associates.** The broadcast news specialists. Box 11043, St. Louis, MO 63135. 314—522-6325.

**Bob Borum,** Consulting Engineer—AM-FM-TV-Cable-Studio-Transmitter installation and service. Audio Proofs. 3236 Harborview, Tampa, FL 33611 813—833-2110 (24-hour answering service).

## RADIO

### Help Wanted Management

#### MANAGER

AM-FM combination in Tifton, Georgia has immediate opening for a general manager with sales experience. Send resume to Jon Peterson, Box 15860, Orlando, FL 32858.

### Help Wanted Announcers

#### MAJOR BROADCAST GROUP

In top ten markets with great, stable work environments is looking for experienced air personalities that are clever, entertaining or funny. Females and minorities are encouraged to apply. Send a telescoped cassette aircheck and resume to: PO. Box 7350, San Francisco, CA 94120.

### Help Wanted Technical

If you are an energetic, self-motivated, communicative Chief Engineer who has a minimum of five years broadcast experience, we have a challenging opportunity for you in Boston. Please send a complete resume to:

Mr. Dennis R. Ciapura  
Greater Media Inc.  
Turnpike Plaza  
197 Highway 18  
East Brunswick, NJ 08816

Also, Assistant Chief Engineer opportunity in Detroit. Must have strong audio background. Send complete resume to:

Mr. Chuck Borchard  
General Manager  
WMJC/WHND Radio  
1 Radio Plaza  
Detroit, MI 48220



**GREATER MEDIA, INC.**

EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

### Help Wanted Programing, Production, Others

#### MORNINGS - RARE OPENING

KIMN in Denver seeks experienced/top flight personality for highly-rated morning show. If you can wake up our city ... become heavily involved ... work with an exciting morning team ... Let's talk. Salary consistent with ability. Stable position. First rate company. All inquiries held in confidence. Send inquiries to Doug Erickson, Operations Director, KIMN 5350 W. 20th Avenue, Denver, Colorado 80214. Jefferson-Pilot Broadcasting, an Equal Opportunity Employer.

## Help Wanted News

If you are  
**ALL**  
of the following

you may be ready to become News Manager of radio's hottest demographic network.

1. A solid broadcast journalist with an equally solid background.
2. Familiar with and experienced in both local and network news.
3. Aware of demographic programming, particularly the young adult audience.
4. A proven and capable manager of people.
5. Familiar with the latest in radio technology.

Sound like you? Let us know. Contact Box G-119.

An Equal Opportunity Employer

## Radio's top

demographic network wants to hear from a crack broadcast newsperson who can ...

1. Relate and report to a young adult audience.
2. Make the audience want to hear more.
3. Cover the news both in studio and in the field.
4. Take direction well.
5. Help develop documentary and investigative material.
6. Write *extremely* well.

If you are doing, have done, and can do all of the above, send your air check and resume to Box G-133.

An Equal Opportunity Employer

### NEWS FEATURES WANTED

Top quality news feature stories needed for national syndication-edited or unedited video tapes. National Video News, 216 Fernwood Rd., Trumbull, Ct. 06611. (203) 268-4258.

### Situations Wanted News

#### PRO FRANCHISE PLAY-BY-PLAY SPORTSCASTER

Hunting for sports active radio station looking to make big bucks from a professional approach and heavy schedule of PBP broadcasts. Experienced baseball, football and basketball PBP, although now airing only one sport. Detailed knowledge of sports, excellent voice and deep desire to create and lead an aggressive sports department. Employed, but available for start of fall sports season. Financial requirements not too tough at all. Box G-98.

### Situations Wanted Technical

#### WE'RE NOT JUST LOOKING FOR A JOB

Peabody, Iris, and Emmy Award Winning Team eager to create and produce documentaries, news magazine, specials and other programming. We're searching for an opportunity to use our talent and energy at a station that supports excellence—a station that seeks the profit and prestige, quality locally produced programs bring.

So remember, we're not just looking for a job. We're looking for two jobs.

Contact Box G-154.

## TELEVISION

### Help Wanted Management

#### TV GENERAL MANAGER

Challenging opportunity at group owned CBS affiliate in South Bend, Indiana. We're looking for an experienced manager or that rare individual with the necessary qualifications and experience to assume full responsibility for all station operations. Send resume and salary history:

Schurz Communications, Inc.  
225 West Colfax Avenue  
South Bend, IN 46626  
An Equal Opportunity Employer

#### STATION/SALES MANAGEMENT

Mid-size network affiliate looking for individual to move into station management with strong sales background. Applicant should have strong experience in people management and budgeting. This group-owner offers excellent growth opportunities. Send resumes to Box G-126. An Equal Opportunity Employer.

## General Sales Manager

### HBO Program Services

Home Box Office, a subsidiary of Time Inc., programs and distributes the foremost pay TV services in the country, HBO and Cinemax.

This person will be responsible for managing HBO Program Sales and programming/client relations areas of HBO program services.

Ideally, candidates will possess both managerial as well as sales background. Qualifications should include knowledge of the cable TV industry and experience in sales management. An ability to work effectively with people is a must.

This is a highly visible position providing an excellent compensation package and a real opportunity for personal and professional growth.

Qualified applicants are urged to respond by sending resume and salary history in confidence to: Tom Federlin, Personnel, Time Inc., Time & Life Bldg., Rockefeller Center, New York, NY 10020

An equal opportunity employer



### Room At The Top

WGBH Boston has an immediate opening for an **Assistant Chief Engineer—Maintenance and Design**. Candidates for this management position must have a thorough understanding of TV and FM state-of-the-art broadcast equipment, five years experience as a maintenance engineer and the proven ability to supervise maintenance engineers. Top salary and benefits. Send resume to: WGBH, Personnel (A-96), 125 Western Ave., Boston, MA 02134. Deadline: August 15, 1981.



WGBH is an equal opportunity employer.



## Help Wanted Sales

### Outstanding Opportunity for Independent Station General Sales Manager

An established independent TV station that has proven its programming strength, community involvement and industry-wide recognition as one of the nation's most successful independent UHF stations is seeking the strongest possible General Sales Manager to improve its underachieved sales.

This position will offer the qualified applicant an outstanding package of salary, benefits and opportunity for future advancement. Reply to Box G-47. An Equal Opportunity Employer.

## Help Wanted Technical Continued

### IMMEDIATE OPENING

For chief engineer, technicians, production supervisor, account executives for New Jersey's only network television station. No phone calls. Please write Box G-73.

Affirmative Action E.O.E.

## Help Wanted News

### NEWS PRODUCER

TOP 20 MARKET SEEKING EXPERIENCED TV NEWS PRODUCER. Experience in News Production should include writing, editing, production with both tape and live shots. The person we are looking for must have energy, imagination, ambition, and the ability to work well with people. Send resume and tape to:

#### WFLA-TV

Richard W. Roberts  
Corporate Personnel Director  
905 East Jackson St.  
Tampa, Florida 33601

An equal opportunity employer m/f

## Help Wanted Technical

### 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, RKO General Building, Government Center, Boston, MA 02114.



A CBS Affiliate

An RKO General Television Station

An Equal Opportunity Employer M/F/H/Vets

### Engineering Supervisor - Operations

Major market group-owned VHF network affiliate in sunbelt seeks management-oriented engineer to supervise TV technical operations. Position requires at least five years senior technical and/or supervisory experience in commercial television. If you know and can maintain high technical standards, can manage people, work well with other departments and aspire to increasing levels of responsibility, send your resume to Box G-5. Equal opportunity employer.

### Keep up the good work.

WGBH Boston—one of the country's major production facilities—has immediate openings for **maintenance engineers**.

Three years experience in state-of-the-art digital and analog necessary. There's no time like the future. Send your resume to:

WGBH  
Personnel (A-92)  
125 Western Avenue  
Boston, MA 02134



WGBH is an equal opportunity employer.

### Financial News Anchors

Three anchor positions for new Monday-Friday financial, business news. Strong communications skills, experience, mature appearance. Send resume, tape to: Don Hess, WATL-TV, 1800 Peachtree St., NW, Atlanta, Ga. 30309. An Equal Opportunity Employer.

### Major Market

West Coast news operation looking for top-notch Assignment Editor to manage large assignment desk operations. We are looking for a proven assignment editor and we are prepared to pay top money. Career advancement insured in a news department containing the best professionals in the market. Box G-120.

### TOP RANKED, TOP MARKET Independent Needs Top Chief Engineer.

Responsible for all administrative, managerial and technical duties in operating a 24 hour a day station. We need a quality conscious, people oriented manager/engineer to be an active member of management. There is a potential for advancement. Send resumes and salary requirements to Gary Neil, Vice President, KTXL-TV, 4655 Fruitridge Road, Sacramento, California 95820. EOE/M-F.

## Help Wanted Programing, Production, Others



PM MAGAZINE COHOST needed to replace female moving to top 50 market. We are a network affiliate in an attractive midwestern, university community. Applicant must be energetic with upbeat personality and dedicated to a team effort. The ability to write and produce feature material is required. Send resume, tape and salary requirements to Production Manager, WM-TV Madison Wisconsin 53711. EOE.

## BE A CHIEF ENGINEER

If you are No. 2 or No. 3, maybe you can be NUMBER ONE! Small group owner seeking competent, dependable, experienced technical supervision for small market VHF network affiliate in great location. Excellent future. Must have maintenance skills in studio and transmitter equipment. Work in new facility with new equipment. Compensation negotiable. If you can "take charge", call Technical Director, 601-372-6311. Position open immediately!

### VIDEOGRAPHER EDITOR-PRODUCER



We're losing one of our Emmy Award winning people. Opportunity for high caliber, high energy individual with proven talents. Prefer experience in magazine style production. If your 3/4" demo tape proves you're good, send it and a resume to: Robert W. Shaw, Executive Producer, WCMH-TV, P.O. Box 4, Columbus, Ohio, 43216. E.O.E.

**Help Wanted Programing,  
Production, Others  
Continued**



Are you a talented person ready to co-host established major market PM magazine? Our female co-hostess is moving to another market. If you can demonstrate solid on-air experience, writing and story production background, send your tapes and resumes to: Dick Dietrich, Executive Producer, WJBK-TV2/ Detroit, Box 2000, Southfield, Michigan 48037. An Equal Opportunity Employer.

**Situations Wanted News**

**MINORITY MALE**

Extremely articulate, aggressive. 13 years TV producing, directing, writing. ENG experience. Seeking on camera or street reporting position. Willing to relocate. James W. Wright, 4835A South 28th Street, Arlington, VA 22206. Resume & additional information available on request.

**Situations Wanted Programing,  
Production, Others**

**CREATIVE SERVICE MANAGER**

Experienced in major TV program syndication and major market TV station promotion. Solid background in all media. Seeks to share outstanding success with new employer. Send inquiries to Box G-153.

**CABLE**

**Help Wanted Technical**

**CABLE  
TELEVISION  
OPPORTUNITIES**

Major New York metropolitan area cable television company has the following positions available:

**MAINTENANCE  
SUPERVISOR**

For 3 man technical staff. Must have solid technical background & extensive experience in 1 inch VTR's, CMX editor & ENG equipment.

**MAINTENANCE  
TECHNICIAN**

With experience in servicing & preventative maintenance of the above equipment.

**CMX EDITOR**

With 340X editing experience to edit promotional material & performing art programs. Music background helpful.

Call or send resume to:  
Theresa Sass  
516-364-8450 ext 261  
CABLEVISION PROGRAM  
SERVICES CO.  
3 Media Crossways  
Woodbury, N.Y. 11797

**ALLIED FIELDS  
Help Wanted Technical**

**DIRECTOR OF ENGINEERING  
BROADCAST ELECTRONICS, INC.**

Outstanding opportunity for a high technology oriented take charge professional with proven management skills to direct the engineering activities of rapidly growing equipment manufacturer. The ideal candidate will have a BSEE or MSEE with broad knowledge and recent experience in managing new product programs in radio or television broadcast products such as audio, digital and RF transmitters.

In addition to an excellent remuneration package, the overall benefit program includes a Profit Sharing Plan. Located in a pleasant midwestern city of 50,000 population, Broadcast Electronics offers an exceptional working environment in a modern headquarters engineering/manufacturing complex.

Please send resume in full confidence to:

**President  
Broadcast Electronics Inc.**

a **FILMWAYS** company



4100 N. 24th STREET, P.O. BOX 3606, QUINCY, IL 62305, (217) 224-9600, TELEX: 25-0142

**Help Wanted Consultants**

**RESEARCH CONSULTANT**

Arbitron, one of the nation's leading radio and television audience measurement firms, is looking for an experienced research consultant to provide support to our Research Director in matters relating to survey research activity both inside and outside the company.

Requirements include:

- **A degree, preferably a master's degree in the social sciences**
- **5 years progressively more responsible experience in survey research and familiarity with media research**
- **A demonstrated ability in data analysis**
- **Proven performance in both oral and written communications**
- **A high degree of motivation, persistence, and creativity**
- **Statistical skills**

Person will serve as spokesperson for research activity for internal orientation and the broadcast industry. Responsibilities also include the role of resource person on various research methods and issues.

Salaries competitive. Benefits excellent. (We're located in a convenient Washington, D.C. suburb.) If you want to work hard and are interested in an excellent opportunity to grow, send resume with salary requirements to:

C. M. Roberts  
Personnel Administrator

**THE ARBITRON COMPANY**

**GD** A Control Data Company

4320 Ammendale Road  
Beltsville, Maryland 20705

An Affirmative Action Employer

**Business Opportunities**

**\$\$HELP WANTED\$\$**

Successful radio station owner desires to expand into group ownership. I'm long on experience and talent; short on cash required to make the right deals. If you're an interested investor, let's exchange pertinent data. You start by responding to Box G-48.

**ATTENTION INVESTORS**

Experienced and successful broadcaster seeks equity partner to buy stable and profitable Sunbelt station with great potential for capital appreciation. Broadcaster will operate station. Additional capital is needed for down-payment to take advantage of very attractive seller financing terms.

Box G-164



## Help Wanted Management

### DIRECTOR OF UNIVERSITY INFORMATION University of Nebraska-Lincoln

The University of Nebraska-Lincoln invites applications for the position of Director of University Information. This person will report administratively to the Chancellor for print and broadcast information services. Position emphasis will be on leadership of active staff to increase awareness of the teaching, research, and service of the University.

The successful candidate must possess a Bachelor's degree and extensive professional media experience. Academic study in Journalism, Mass Communications, and/or Broadcasting is desirable. Demonstrated ability in positions of increasing responsibility appropriate. Graduate degree and university or corporate information experience preferred.

The University of Nebraska-Lincoln is the land-grant institution of higher learning in the state with an enrollment of more than 24,000 students. UNL is located in a progressive All-America capital city of 172,000.

Salary will be commensurate with experience and qualifications. Please send letter of application and resume postmarked by August 14 to:

Mr. Jack Miller, Chairperson  
Director of Information Search Committee  
c/o Office of the Chancellor  
308 Administration Building  
University of Nebraska-Lincoln  
Lincoln, NE 68588-0419

UNL is an Affirmative Action/Equal Employment/Educational Institution.

## Help Wanted Sales Continued

**Sales Reps** in Philadelphia, Pittsburgh, Scranton & Wilkes Barre, Buffalo, Albany, Baltimore, Washington, to sell TV commercial spot time for new variety/talk show. Must have five years experience with national, regional and local advertisers. Sales development experience desirable. Send cover letter and resume to New Horizons Prod Company, Box 1482, New York, NY 10023.

### SALES ACCOUNT EXECUTIVES JINGLES

Major Company has sales account position openings for aggressive hard working salespeople. Salary plus commission, benefits, opportunity for growth and earning potential. Experience preferred. Send resume in confidence. Box G-156.

## Help Wanted Sales

### RESEARCH MANAGEMENT POSITION

#### Mixed media planning/ audience research/ promotion

The Washington Post has an immediate opening for a sales-oriented, multi-talented person in our Market Research Department. We need a well-organized self-starter who will get involved in the complete spectrum of research activity with energy and creativity and who enjoys working with both people and computers in developing new ideas and applications.

Requirements for this key position include:

- Strong experience in mixed media planning and analysis with thorough knowledge of broadcast media
- Development of sales strategies and media presentations
- Intimate familiarity with access and applications of on-line marketing data bases such as Scarborough, three Sigma, SMRB, etc.
- Good mathematical and writing skills; survey research experience also desirable
- Agency, print or broadcast experience imperative

Excellent compensation and benefits are available as is a stimulating and challenging work environment. Send resume, including salary history and requirements to:

ATT: Personnel Department  
The Washington Post  
1150 15th Street, N.S.  
Washington, D.C. 20071

An Equal Opportunity/Affirmative Action Employer

## For Sale Equipment

### STATE OF THE ART

Mobile broadcast teleproduction facilities. 3 mobile units for sale individually or complete group.

PAUL BOYKIN (714) 675-4270

### INTERNATIONAL SALES

Outstanding opportunity for export sales oriented individual to get in on the ground floor of a rapidly growing broadcast equipment manufacturer. Broadcast Electronics grew 34% in 1980 and International Sales exceed 25% of company volume and is growing.

If you have a technical background in broadcast equipment and speak Spanish, you could be the person for this exciting growth position. Responsibilities include technical proposal preparation and correspondence with international representatives. Fluency in English/Spanish and a BS Degree required.

Broadcast Electronics is located in a pleasant midwestern city of 50,000 population. Excellent company benefits include a Profit Sharing Plan. Exceptional working environment in a modern 50,000 sq. foot headquarters/manufacturing complex.

Please do not call but send resume in confidence to:

Personnel Manager  
Broadcast Electronics Inc.

a **FILMWAY** company

**BE** BROADCAST  
ELECTRONICS INC.

4100 N. 24th STREET, P.O. BOX 3606, QUINCY, IL 62305, (217) 224-9600, TELEX: 25-0142

## Public Notice

### NOTICE OF AVAILABILITY OF A REQUEST FOR PROPOSAL FOR A CABLE COMMUNICATIONS FRANCHISE

The City of Pine Island, County of Goodhue, Minnesota, invite proposals for a cable communications franchise. A standard proposal form shall be completed and submitted in accordance with the system design and services as specified in the "Request for Proposals" both of which are available from the undersigned. Proposals will be accepted until August 25, 1981, at 12 p.m. All Proposals received will be available for public inspection during normal business hours at the City Clerk's office, Pine Island, Minnesota. Each such proposal shall be accompanied by a \$25.00 non-refundable filing fee payable to the Clerk of Pine Island.

Jerry Carrier  
City Administrator  
Box 1000  
Pine Island, Minnesota 55963  
Telephone No. 356-4591

### PUBLIC NOTICE

The Board of Directors of National Public Radio will meet in regular session on Friday, July 24, 1981, at 9 a.m. in the Board Room of National Public Radio, 2025 M Street, N.W., Washington, D.C. Subject to amendment, the agenda includes: Chairman's Report, President's Report, reports from board committees on Finance/Development, Long-Range Planning/Legislation, Membership, Programming, Public Information and Technology/Distribution. The board committees will meet on Wednesday and Thursday evenings, July 22 and 23, 1981, at National Public Radio.

For further information concerning these meetings, please contact Jan Hill, Acting General Counsel, at (202) 822-2045.

**Public Notice  
Continued**

**The Village of Hewlett Neck**, located in Nassau County, New York invites application for a cable television franchise. Applications shall be prepared and submitted in accordance with a "Request for Proposals" available from the undersigned. A non-refundable application fee of \$100.00 must be submitted with bid. Sealed bids will be accepted until 4 PM. on Monday, August 31, 1981 at the Village Hall, 30 Piermont Avenue, Hewlett, New York.

**Radio Programing**



**LUM and ABNER**  
5 - 15 MINUTE  
PROGRAMS WEEKLY  
**Program Distributors**  
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A Top Seller  
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406/873-5411



**PAUL FREES**  
"Can Make Your Radio Station Sound More Important"  
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California 90069. Telephone: 273-6890

**Miscellaneous**

Finest quality  
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Leading subsidy book publisher seeks manuscripts of all types: fiction, non-fiction, poetry, scholarly and juvenile works, etc. New authors welcomed. Send for free, illustrated 40-page brochure V-68 Vantage Press, 516 W. 34 St., New York, N.Y. 10001



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**40 ALBUMS \$7.<sup>98</sup> EACH**

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BELLINGHAM, WASH. 98225

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Need your first radio job? Need a new radio job? 100 to 200 Nationwide jobs. Open every week—Disk Jockeys—News—Programming—Top 40—Country—AOR—All Formats—All Market Sizes—This National computer list is available weekly for six dollars.  
**Special Discount**—receive nationwide mailed to you for 4 consecutive weeks only \$12.50. You save \$11.50. If you don't need a job now, cut and save this ad. **American Radio Job Market, 6215 Don Gaspar, Las Vegas, Nevada 89108.**

**For Sale Stations**

**RALPH E. MEADOR**

Media Broker  
AM - FM - TV - Appraisals  
P.O. Box 36  
Lexington, Mo. 64067  
Phone 816-259-2544



**Wilkins  
and Associates**  
Media Brokers

NY	FM	635K	Small
MS	AM&FM	475K	Small
AL	FM	475K	Small
ID	Fulltime AM	835K	Medium
IL	Fulltime AM	725K	Small
SC	AM-Downpayment	25K	
South	Potential Gospel Station		
SC	Daytime AM	400K	Small
NC	Daytime AM	550K	Small
ND	AM-Downpayment	30K	
NC	AM Downpayment	25K	

109 North Main, 2nd Floor  
Sioux Falls, South Dakota 57102 605/338-1180

**WESTERN  
BROADCASTING  
OPPORTUNITIES**

Medium Market TV

Large Market AM FM

Medium Market AM FM

Small Market AM

Small Market FM

**W. John Grandy**

BROADCASTING BROKER  
1029 PACIFIC STREET  
SAN LUIS OBISPO, CALIFORNIA 93401  
805-541-1900 • RESIDENCE 805-544-4502

**For Sale Stations  
Continued**

**H.B. La Rue, Media Broker**

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East Coast:  
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

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RADIO • TV • CATV  
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- Foreign speaking in Cleveland metro area. \$490,000.
- Tenn. — AM — day. Near Nashville. \$290,000.
- FM Ark. — Miss. \$380,000.
- Good facility covering Charlotte, N.C. \$540,000. Terms.
- FM in central Illinois city. \$1,000,000. Terms.
- AM/FM. S.E. Tenn. Only AM/FM in county. \$640,000. Terms.
- AM/FM within 70 miles of St. Louis. Good cash flow. \$2.3 million. Terms.
- AM/FM in good single station market in W. Tenn. \$800,000. Terms.
- Powerful daytimer covering large Central Fla. city. \$1.2 million.
- AM/FM S.W. Tenn. FM covers big town, \$540,000.00.
- FM in Big Town in W. Okla. \$460,000.
- Daytimer. S.W. Mich City. Real estate. \$460,000.
- Fulltime N.W. Ala. City. \$520,000.
- Class C covering large Oklahoma city plus AM daytimer. \$1.75 million.
- Daytimer in eastern Ark. Good cash flow. \$360,000. Terms.
- Coastal. S.E. Fla. powerhouse. AM fulltimer \$1.8 million including \$700,000 in real estate.
- Fulltimer. Powerful. Big city in Ark. \$980,000. Terms.
- FM. N.W. Missouri billing about \$100,000. Good real estate. \$195,000.
- E. Ky. 1000 watt daytimer. \$280,000. \$30,000 down.
- South Carolina. SE daytimer. \$220,000. C.P. for fulltime.
- Daytimer. SE KY. \$300,000.
- Fulltimer. West Virginia. \$275,000.
- Daytimer. Fort Worth powerhouse.
- Daytimer, N.C. Missouri. \$380,000.
- Daytimer. Good dial position. Central Florida. \$280,000.
- NW Florida. C.P.—at cost.
- Atlanta area. 5,000 watts. \$470,000.
- 500 watt daytimer. Single market station. CA resort area. \$430,000.
- Fulltimer. Dominant. Metro. TX. \$1,200,000.

Let us list your station. Confidential!

**BUSINESS BROKER ASSOCIATES**  
615-756-7635 24 HOURS



# Books for Broadcasters

**T418 HANDBOOK OF RADIO PUBLICITY & PROMOTION** by Jack Macdonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words, over 1500 on-air promo themes adaptable to any format; and over 350 contests, stunts, station and personality promos! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages, 8-1/2 x 11" bound in long-life 3-ring binder. **\$29.95**

**T464 HOW TO MAKE NEWS AND INFLUENCE PEOPLE** by Morgan Harris and Patti Karp. The secrets of gaining publicity for any business from small local organizations to large national groups. Starting with the basics of writing a news story, the authors proceed to unveil the process of planning a full-scale publicity campaign. Relations with editors, photographers, correspondents, and other news people are highlighted. Sample radio announcements and correct formats for submission are a large part of the section on radio. There is a similar section on television. News releases, newsletters, and handbills can pack a meeting or event, and the authors have detailed pointers on their preparation and distribution. This volume is slanted towards fattening a group's treasury, increasing its membership, and getting those all-important messages over the airwaves or in print so they can reach the desired audience. 140 pages. **\$7.95**

**T469 ALL-NEWS RADIO** by Phillip O. Keirstead. A valuable guide for those involved in any phase of the operation of an all-news radio station. This fact-filled book covers promotion, mini-documentaries, interviews, formats, features, syndicators, national and regional networks, advertising sales and much more. There's also a section on the history of the concept of all-news radio; where it stands now and where it's going. A noteworthy addition to broadcast journalism literature and a priceless guide for any all-news station. 210 pages, 40 illus. **\$16.95**

**BROADCASTING BOOK DIVISION**  
1735 DeSales St., NW  
Washington, DC 20036

Please send me book(s) number(s) \_\_\_\_ My \_\_\_\_ payment is enclosed

Name \_\_\_\_\_

Firm or Call Letters \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

## For Sale Stations Continued

### 1000 W AM Radio Station

In rapidly growing NE Market.  
Population 300,000. Nearest station 15 miles.  
Handsome Facility. Attractive carry-forward loss. Write  
Box G-162.

**Dan Hayslett**  
& associates, inc.  
*dh* *Media Brokers*  
RADIO, TV, and CATV  
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11311 N. Central Expressway • Dallas, Texas

### \$25,000 DOWN

Georgia AM Station in good market area for sale—  
\$250,000.00. Billing down presently due to lack of  
management. Owner financing at 10% down to attract  
the right person and give new owner time to re-build  
billing. Box G-113.

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## FOR SALE BY OWNER

1000 W. Class IV AM in northwest; excellent equipment—efficient  
operation. Single station market. 5 acres & building.  
\$195,000.00. Box G-158.

### WALKER MEDIA & MANAGEMENT, INC.

New England Fulltime AM	\$ 375,000
Midwestern AM-FM	4,500,000
New England FM	1,500,000
Southeastern FM	1,600,000
Southwestern FM	475,000
Southwestern Daytimer	400,000

#### Contact:

William L. Walker, 202/223-1553  
Suite 417, 1730 Rhode Island Avenue, N.W.  
Washington, D.C. 20036

## FOR SALE BY OWNER

Powerful full time AM-FM single station market, located in Penna. Terms  
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#### STATION

#### CONTACT

SE Small AM	\$231K	\$75K	Ernie Pearce	(404) 458-9226
W Small AM	\$265K	\$150K	Greg Merrill	(801) 753-8090
S Small Fulltime	\$390K	29%	Bill Chapman	(404) 458-9226
SE Small AM/FM	\$795K	\$225K	Bill Cate	(904) 893-6471
E Small FM	\$1500K	\$500K	Jim Mackin	(207) 623-1874
S Metro Fulltime	\$700K	Terms	Bill Cate	(904) 893-6471
MW Major AM/FM	\$3000K	Cash	Bill Chapman	(404) 458-9226

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**FL-AM** full, sm mkt, \$320M, real estate.  
 Beckerman Assoc., Inc., P.O. Box 9782, Ft. Lauderdale, Fl., 33310. (305) 485-3747 or (813) 391-2824, Madeira Beach, Fl.

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 24 hr Phone: (607)733-7138

Bob Kimel's office:  
 P.O. Box 270,  
 St. Albans, VT 05478  
 24 hr Phone: (802)524-5963

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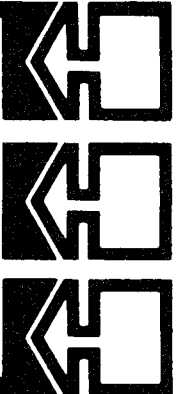
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The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

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# Fates & Fortunes

## Media



Hartman

**Robert Hartman**, assistant general manager, WUAB-TV Cleveland, joins WFLD-TV Chicago as general manager.

**Paul Fiddick**, VP-general manager, WEZW(FM) Milwaukee, named senior VP of licensee, Multimedia Radio, subsidiary of parent Multimedia. He will be based in Milwaukee with responsibility for WAKY(AM)-WVEZ(FM) Louisville, Ky; KAAY(AM)-KLPQ(FM) Little Rock, Ky., and WEZW. **John Timm**, sales manager, WEZW, named station manager.

**Tom Robertson**, operations manager-program director, WXNE-TV Boston, named general manager.

**Thomas Buono**, graduate, Amos Tuck School at Dartmouth College, Hanover, N.H., joins Sunbelt Communications, Menlo Park, Calif., station group as special assistant to president, C.T. Robinson.

**William Dunaway**, general manager, WBAV-TV Green Bay, Wis., named to same post at co-owned WXEX-TV Richmond, Va.

**John Marszelek**, general manager, WWWG(AM) Rochester, N.Y., joins WSAV(AM) there in same capacity.

**Richard Barron**, executive VP of radio division and secretary, Summit Communications, Winston-Salem, N.C.-based station group, which operates four AM's and four FM's, retires (Sept 10.) after 33 years of service. Barron's successor has not been named.

**Ken Cinco**, operations manager, WJYW(AM) Tampa, Fla., named VP-operations.

**Gary Chew**, radio project manager, noncommercial KEDT(TV) Corpus Christi, Tex., joins KCMA(FM) Owasso, Okla., as operations manager.

**Ray Simko**, business manager, WWWE(AM)-WDOK(FM) Cleveland, joins WUAB-TV there in same capacity.

**Rosemary Vitale**, from WDIV(TV) Detroit, joins WOMC(FM) there as business manager.

**Elizabeth Tallon**, telecommunications technical assistant, Mercer County (N.J.) Community College, Trenton, joins noncommercial WWFM(FM) there as station manager.

**George Hohn**, plant engineering manager, Ford Motor Co., Mawah, N.J., joins UA-Columbia Cablevision, Oakland, N.J., as director of operations.

**William Pratt**, manager, Teleprompter cable TV system, St. Louis, joins Heritage Communications as manager of its Mississippi cable

TV systems, based in Booneville.

**Mack Calvin**, former Denver Nuggets basketball player, joins Daniels & Associates, Denver, as manager of community services for its Mile Hi Cablevision there. Mile Hi is joint project of Daniels and American Television & Communications Corp., and is seeking Denver franchise. Calvin will be responsible for assessing community needs for cable programming.

## Advertising

Named senior VP's, Leo Burnett U.S.A., Chicago: **Huntley Baldwin**, VP-creative director, and **Gordon Barrett** and **Ron Sims**, VP's-management directors of client services.

Named senior VP's, N W Ayer: **David Dodd**, managing director, Latin American region, based in New York; **James Foley**, managing director of Asia/Pacific region, based in New York, and **Bruce Macdonald**, managing director of Europe/Africa region, based in London.

**Don Putzier**, VP-account supervisor, Needham, Harper & Steers, Chicago, named account director. **Steven Farricker**, account supervisor, J. Walter Thompson Co., New York, joins NH&S, New York, in same capacity.

**Terri Rodgers**, creative group supervisor, Weightman Advertising, Philadelphia, named VP.



McCann

**Frank McCann**, executive VP Katz Agency, New York, named to new post of president of Katz Television there which includes Katz American, Katz Continental and Independent TV Sales. **Vic Ferrante**, president of Katz TV Continental, New York, named senior VP of Katz Television. **Peter R.**



Ferrante



Goulazian

**Goulazian**, VP, broadcast resources, Katz TV Continental, succeeds Ferrante.

**Jerry Fraser**, account executive, WJBF(TV) Augusta, Ga., joins AdVance, advertising and public relations firm there, as partner and VP.

**Robert Guirlinger**, senior VP-administrative manager, Howard Swink Advertising, Marion,

Ohio, named executive VP. **Edmund Noonan**, VP-account executive, Swink, named senior VP-client services manager.

**Mike Campbell**, broadcast producer, Cranford/Johnson/Hunt & Associates, Little Rock, Ark., named director of broadcast.

**Michael Delaney**, director of advertising and public relations, CETA program, Hoboken, N.J., and **David Eidlitz**, graduate, Baruch College, New York, join Rosenfeld, Sirowitz & Lawson there as assistant media planners.

**John Kauffman**, group administrator, Carmichael-Lynch Advertising, Minneapolis, named account executive.

**Bill Atkinson III**, branch manager, Jack Hodge III Communications, Baton Rouge advertising firm, joins Herbert S. Benjamin Associates, advertising company there as account executive.

**Alison Johnsen**, research analyst, media information and research services department, D'Arcy-MacManus & Masius, St. Louis, named assistant account executive.

**Robert Engberg**, with Cable Newspaper Corp., proposed Epping, N.H.-based cable programming network (BROADCASTING, June 22), named VP-affiliate sales and support.



When Sherlee Barish is asked to fill an executive position or a news talent opening at a television station, you can bet her candidate is the best you can find. She not only attracts the most successful candidates, she also has the greatest expertise in finding and recruiting the top person. More than 1,000 past placements prove it.

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Named VP's, Blair Television: **Murray Berkowitz**, manager of ABC/green sales team, New York; **Les Einhorn**, manager, New York independent sales team; **Robert Manown**, manager of Los Angeles ABC sales team, and **Michael Norten**, manager of Chicago independent sales team.

**Richard Morley**, sales manager, KOB-FM Albuquerque, N.M., joins Katz Radio, Chicago, as account executive.

**David Frankel**, account executive, Katz Radio, New York, joins Bernard Howard & Co. there in same capacity.

**Lawrence Storch**, manager, West Coast Sales, CBS Radio Network, Los Angeles, named director national sales, New York



Shenkan

**Jack Shenkan**, station manager and VP-sales, WTAE-TV Pittsburgh, named director of sales-broadcasting for licensee, Hearst Corp., which operates four AM's, three FM's and three TV stations. **Richard Wolk**, general sales manager, WTAE-TV, succeeds Shenkan as VP-sales.

**Douglas Grant**, national sales manager, KOVR-TV Stockton, Calif., named general sales manager.

**Chuck Tweedle**, assistant station manager, WCLR(FM) Chicago, assumes additional duties as VP-sales. **John Geary**, VP-regional manager, Torbert Radio, Chicago, joins WCLR as general sales manager. **Sheila O'Connor**, account ex-

ecutive, WCFL(AM) Chicago joins WCLR in same capacity.

**Carol Tweedle**, account executive, WFYR(FM) Chicago, named local sales manager.

**Lew Blatte**, account executive, WYNY(FM) New York, named manager, marketing and sales development.

**Dennis FitzSimons**, director of advertising sales, Viacom Enterprises, New York, joins co-owned WYIT(TV) New Britain, Conn., as director of sales and marketing. **Geoffrey Rose**, national sales manager, WYIT, named general sales manager. **Al Bova**, account executive, WYIT, named local sales manager.

**Harry Sparks**, sales manager, WIIN(AM)-WFPG(FM) Atlantic City, N.J., named VP-sales.

**Donna Brewer**, department manager, Best Products, Fayetteville, N.C., joins WFBS(AM) Spring Lake, N.C., as sales manager.

**Robert Lewin**, account executive, WEZW(FM) Milwaukee, named local sales manager.

**Jane Smerglia**, assistant research director, WABC-TV New York, named director of research and sales development.

**James Richard DeRosa**, sales consultant, Weatherizations Inc., Adelphi, Md., home improvement company, joins WEEL(AM) Fairfax, Va., as marketing consultant.

**Sandra Bigby**, promotion manager, KKIX-FM Dallas, named assistant marketing manager for parent, Hicks Communications station group there.

**Peggy Mauthe**, broadcast production assistant, Fitzgerald Advertising, New Orleans, joins WFRV(TV) New Orleans as account executive.

**Warren Strassel**, area operations manager, Fotomat Corp., based in Boston, joins WROR(FM) there as account executive.

**Ken Stinson**, with KYW(AM) Philadelphia, named account executive.

**W. Stephen Crone**, account supervisor, radio-media department, William B. Tanner, Memphis, joins WMC(AM) there as account executive.

**Ann Davis Markwell**, design coordinator, Hubbuch, Louisville, Ky.-based interior design firm joins WJYL(FM) there as account executive.

**Tausca Schillaci**, executive secretary to general sales manager, KMGH-TV Denver, named research associate in sales department.

## Programing

**Bud O'Shea**, VP-marketing, MCA's video division, Los Angeles, joins 20th Century-Fox there as group VP of home video for its telecommunications division. He will be responsible for development of home video markets including tape and disk through Fox subsidiary, Magnetic Video.

**Alfred Markim**, president of Video Corporation of America, New York, production, post-production, distribution and duplicating company, named chief executive officer. He succeeds **George Gould** who continues as board chairman and will serve as consultant to VCA. **Thomas DeMaeyer**, VP-general manager of VCA's Teletronics Video Services Inc., Des Plaines, Ill., named executive VP of operations

for parent company. **William Follett**, VP and general manager of S/T, company's videocassette laboratory in Leonia, N.J., named president of VCA's duplicating division.

**Bill Fischer**, director of videotape production, Columbia Pictures Television, Los Angeles, named VP of live and tape production. **Michael Lauer**, agent, Major Talent Agency, Los Angeles, joins CPT there as director of business affairs.

**Buddy Scott**, VP-general sales manager, TM Productions, Dallas, named VP-general manager.

**Robert Gutkowski**, director, sports sales, NBC Television Network, New York, joins Entertainment and Sports Programing Network there as VP programing. Gutkowski, to be based at ESPN's New York office, assumes post previously held by **George Gallup**, who will now work directly with ESPN president Chester Simmons on special sales and programing projects. **C. Dana Redman**, director of research and promotion, ESPN, based in New York, named VP, research and development.

**Susan Clark**, in charge of programing and operations, Gold Key Entertainment, Los Angeles, named VP-administration.

**Mary Ann Tighe**, deputy chairman of National Endowment for the Arts, Washington, joins ABC Video Enterprises, New York, as VP-program development. **Ted Harbert**, assistant to VP of program planning and scheduling, ABC Entertainment, New York, named director of program planning and scheduling.

**Rick Bieber**, negotiator, business affairs, NBC, Los Angeles, named director, program acquisitions, business affairs. **James Brock**, negotiator, business affairs, named director, business affairs, prime-time programing. **June Baldwin**, negotiator, business affairs, named associate director, business affairs.

**Louise Granelli**, promotion manager with Lexington Broadcast Services Co., New York, radio program syndication firm, named VP-manager of business affairs.

**Brian Owens**, consultant, based in Austin, Tex., joins Cable America, U.S. MSO subsidiary of Canadian Cablecasting, based in Encino, Calif., as VP of program development.

**Stan Leshner**, producer, NFL Films, Mount Laurel, N.J., joins E. J. Stewart Video, Primos, Pa., as VP-mobile facilities.

**Mike Hopkins**, director of tour service, Jamboree U.S.A., Wheeling, W. Va., named general manager of Jamboree U.S.A.

**Tony Lawrence**, producer, Texas State Network, Dallas, named director of operations.

**Jerry Eisenberg**, producer, Ruby-Spears Productions, Los Angeles, joins Marvel Productions, Sherman Oaks, Calif., as senior producer.

**Lisa Broffman**, unit manager, Merv Griffin Productions, Los Angeles, named production manager.

**Burt Rosenburgh**, director of special programing, Worldvision Enterprises, New York, named general sales manager for its new sales division, Evergreen Programs.

**Bob Sowder**, director-cameraman for Telematrix Productions, Indianapolis, joins Tele-Color Productions, Alexandria, Va.-based production house, as account executive.

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**Wayne Jaffe**, senior producer, WNBC-TV New York, joins WABC-TV there as producer of prime-time access programming.

**Catherine Wyler**, assistant director of media arts for film, radio and TV programs, National Endowment for the Arts, based in Washington, joins Public Broadcasting Service there as director of arts and humanities programming.

**Robbie Gordon**, executive producer for news and public affairs, noncommercial WJCT(TV) Jacksonville, Fla., joins WJXT(TV) there as executive producer for programming. **Hesley Bostic**, assistant director, WJXT, named producer-director. **Mal Redington**, floor manager, WJXT, named assistant director. **Mark Basse** freelance video producer, based in Philadelphia, joins WJXT, as ENG photographer-editor.

**Tim Cowden**, in charge of programming for KTLA(TV) Los Angeles's STV division, named to new post of program operations coordinator for station.

**Dennis Miller**, program director, noncommercial WKSU-FM Kent, Ohio, joins WCLV(FM) Cleveland as manager of syndication services and sales for station's Seaway Production and assistant director of Cleveland Orchestra Broadcast Service.

**James Patrick Braddock**, news and documentary photographer, WAVE-TV Louisville, Ky., joins WHAS-TV there as producer-photographer on *Louisville Tonight*.

**Dana Lauren**, air personality, KBZT(FM) San Diego, and **Brian Kelly**, air personality, WCBF-FM New York, join WHN(AM) New York, in same capacities.

**Mort Roberts**, talk show host, WINF(AM) Hartford, Conn., joins WIXY(AM) Springfield, Mass., as air personality-account executive.

## News and Public Affairs

**Richard Rosenbaum**, assistant manager, ABC Radio News, Washington, named manager of news for ABC Information Network, based in Washington.

**Henry Tenenbaum**, *PM Magazine* host, WDVM-TV Washington, joins NBC News there as reporter for proposed new weekend edition of *Today Show*, planned to debut in January. Tenenbaum joins NBC in September.

**Steve Greenwald**, executive news producer, WCBS-TV New York, joins WBT(TV) Charlotte, N.C., as news director.

**Sam Yates**, assignment editor and weekend anchor, WTVX(TV) Vero Beach, Fla., joins WKFT(TV) Fayetteville, N.C., as news director-anchor.

**Jim Newman**, writer-host of *More For Your Money*, syndicated radio show, based in Los Angeles, joins KNX(AM) there as financial and business editor.

**Russ Powell**, news anchor, KNX(AM) Los Angeles, joins KNCO(AM) Grass Valley, Calif., as news director.

**William Northup**, general assignment and special segment reporter, WJAR-TV Providence, R.I., joins WLNE(TV) there as assistant news director.

**Bob Mann**, assignment editor, WKYC-TV Cleveland, joins WGR-TV Buffalo, N.Y., as assistant news director. **Rich Kellman** and **Molly Mc-**

**MTV appointments.** Warner Amex Satellite Entertainment gears up for business by naming new staff members for its proposed Music Television (MTV), which debuts Aug. 1. Joining MTV are: Geoffrey Bolton, director of music specials, variety talk shows and special events, Warner Amex Cable, Columbus, Ohio, and Steven Lawrence, producer, Ruth Leon Productions, New York, named producer-directors; Marilyn Klionsky, account executive, WPLJ(FM) New York, and Beverly Weinstein, account executive, *Redbook* magazine, New York, named New York and national account managers, respectively; Gary Dodgen, account executive, Hecht, Higgins & Peterson, New York, named manager of affiliate relations; Gale Sparrow, associate director of tour publicity, Epic/Portrait Associated Labels, division of CBS Records, New York, named talent coordinator; Rene Garcia, production manager, CBS Cable's informational programming, named club and concert producer; Helene Gross, East Coast coordinator of press and artists relations, MCA Records, New York, named continuity director; Marian Vaughn, assistant manager of traffic, HBO, New York, named traffic manager, and Donna Alda, advertising and promotion coordinator, WYNY(FM) New York, named promotion manager.

**Coy**, co-anchors, 5:30 newscasts, WGR-TV named co-anchors, 6 p.m. newscasts. **Tom McGee**, weekend anchor, WGR-TV, succeeds Kellman and McCoy.

**Dan Royal**, feature editor-producer, WAVE-TV Louisville, Ky., joins KBMT(TV) Beaumont, Tex., as assistant news director and assignment editor.

**Stephen Mark Rosenfeld**, special assistant and press secretary, Pennsylvania Justice Department, based in Philadelphia, joins KYW-TV there as assignment desk assistant. **Spike Synder**, news photographer, KPIX(TV) San Francisco, joins co-owned KYW-TV in same capacity.


**Mark Thomas**, news director, WIVK(AM) Knoxville, Tenn., and **Joanne Mosca**, news director, WCCM(AM) Lawrence, Mass., join WEEI(AM) Boston as executive editors. **Barry Lunderville**, part-time anchor, WEEI, named to post full time.

**Susan Kinney**, news producer-reporter, non-commercial KRMA-TV Denver, joins KBT(TV) there in same capacity.

**Ken Verdoia**, head of own consulting-advertising firm, Salt Lake City, joins noncommercial KUED(TV) there as producer-director of public affairs programming.

Appointments, news department, KOAT(TV) Albuquerque, N.M.: **Steve Finnell**, weekend news producer-assignment editor, named producer of 5 p.m. newscasts; **Emil Roberts**, Santa Fe, N.M., bureau chief, named anchor of 5 p.m. newscasts; **Karen McDaniel**, education reporter, succeeds Roberts; **Mike Roberts**, weekend sports anchor, named weekday sports anchor; **Julie Matsko**, from KZZX(FM) Albuquerque, named general assignment reporter, and **Susan McKee**, with KOAT, named news videotape editor.

**Jan Hutchins**, from KRON-TV San Francisco,



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joins KICU-TV San Jose, Calif., as news anchor.

**Bill Oltman**, weekend anchor, KTVX(TV) Salt Lake City, named weekday anchor.

**Joseph Jay Ricci**, assignment editor-co-anchor, WOTV(TV) Grand Rapids, Mich., named full-time co-anchor.

**Roxanne Stein**, weekday anchor, WGAL-TV Lancaster, Pa., joins WPXI(TV) Pittsburgh, in same capacity. **Marilyn (Midge) Hill**, reporter-anchor, KDKA(AM) Pittsburgh, joins WPXI, as weekend anchor.

**Jay Johnson**, news director, KAYO(AM) Seattle, joins KVI(AM) there as morning news anchor.

**Gerry Allen Dick**, weekend weathercaster, WTWQ(TV) Terre Haute, Ind., joins WKJG-TV Fort Wayne, Ind., as anchor-reporter.

**Cliff Eshbach**, state capital reporter, WLYH-TV Lancaster, Pa., named sports anchor.

**Marcia Antipa**, reporter, KGNR(AM) Sacramento, joins KTXL(TV) there as general assignment reporter.

**Dave Andrews**, reporter, WTNH-TV New Haven, Conn., joins KSTP-TV St. Paul as reporter for *Eyewitness News* team.

**Beverly Hinton**, assignment editor and desk assistant, WPLG(TV) Miami, joins WTLV(TV) Jacksonville, Fla., as general assignment reporter.

**Joe Silbert**, reporter-weekend anchor, KALB-TV Alexandria, La., joins WLWT(TV) Cincinnati as general assignment reporter. **Paul Mato**, chief news videographer, WKBN-TV Youngstown, Ohio, joins WLWT, as news videographer.

**Bill Wolfson**, statehouse and general assignment reporter, WTVN-TV Columbus, Ohio, joins WKYC-TV Cleveland as general assignment reporter.

**Sam Allen**, chief news photographer, KBTB(TV) Denver, named director of photography. **Fidel (Butch) Montoya**, assistant chief news photographer, KBTB, succeeds Allen.

## Technology

**George Caryotakis**, executive VP of Varian Associates' Electronic Device Group and Microwave Tube Division, Palo Alto, Calif., named president of EDG.

**J. Edgar Hill**, division VP-general manager, Commercial Communications Systems Division, RCA, Camden, N.J., named staff VP of market planning. **Joseph Howe**, VP-general manager, Government Communications Systems, Camden, succeeds Hill. **Leo Van Lingén**, manager of business planning, RCA's Government Systems Division, Camden, named manager of market planning for Commercial Communications Systems. Commercial Communications Systems Division produces studio and transmitting systems for radio and TV industries, and cable TV equipment, installation and services.

**Roosevelt Mikhail**, senior staff engineer, Warner Amex Cable Communications, New York, named director of CATV engineering.

**Charles Dolk**, VP-product management and industrial design, Magnavox Consumer Electronics, Fort Wayne, Ind., joins Panasonic Co., Secaucus, N.J., as VP-corporate planning division.

**William Park**, national sales manager, Sony

Broadcast Division, San Jose, Calif., and **Frank Brown**, general manager of engineering, Sony Broadcast Division, named VP's. **John Harris**, from Cezar International, Sunnyvale, Calif., manufacturer of VTR signal systems, editors, enhancement and switcher/faders, joins Sony Video Communications Division, as regional manager for Northwest, based in Palo Alto, Calif.

**Jerry Sobczak**, operations manager for Sylvania factory branches, based in Chicago, joins Magnetic Video, Farmington Hills, Mich., as manager of sales administration.

**Howard Freeland**, VP-sales and marketing, Lee Industries, Philipsburg, Pa.-based manufacturer of process equipment for food, pharmaceutical and cosmetic industries, joins C-Cor Electronics, State College, Pa., as general sales manager.

**Patrick Smith**, consultant, Creative Systems, Burbank, Calif., retail merchandising firm, joins Tanner Electronic Systems Technology, Van Nuys, Calif., as assistant sales manager for manufacturer of MDS, cable and master antenna equipment.

**Richard Suskin**, chief photographer, WNAE-TV Boston, joins Cable Newspaper Corp., proposed Epping, N.H.-based cable TV programming network (BROADCASTING, June 22), as chief technical engineer.

**Dee Waymire**, chief engineer, KHQ-AM-FM-TV Spokane, Wash., retires after 35 years of service.

## Promotion and PR

**Janet Radeck**, director of advertising and promotion, SFM Media Corp., New York, joins Columbia Pictures Television, Los Angeles, as creative director.

**Linda Hess**, administrative assistant, Video Communications Inc., Tulsa, Okla., production and distribution firm, named assistant VP in charge of promotion and media coordination.

**Robert Alaniz**, public relations manager, Miller Brewing Co., Irwindale, Calif., joins KNXT(TV) Los Angeles as manager of community affairs.

**Polly Harbaugh**, from Metro Blue Print & Reprographics, St. Louis, joins KMOX-TV there as manager of sales promotion.

**James Langford**, director of news promotion, WCKT(TV) Miami, joins KVOS-TV Bellingham, Wash., as promotion director.

**Linda Johnson**, director of community relations, NTV Network, Kearney, Neb., station group, joins KFTY(TV) Santa Rosa, Calif., in same capacity.

**Julie Finkel**, assistant promotion director, WRIF(FM) Detroit, named promotion director.

## Allied Fields

**Janis Langley**, communications manager, Greater Washington Board of Trade, joins FCC, Washington, as chief of press and media division in Office of Public Affairs.

**J. James McElveen**, public information specialist, FCC, Washington, joins National Cable Television Association there as director of public affairs.

**Terri Zarish**, administrative assistant to

general manager of telecommunications for Greater Star Link, East Brunswick, N.J.-based earth-station and common-carrier service, named satellite traffic manager.

**Sharon Goldener**, with National Association of Broadcasters, Washington, named to newly created post of manager of broadcast liaison.

**James (Gene) Hodges**, former national sales manager, WNCT-TV Greenville, N.C., joins SESAC as regional manager for Northeast, based in Laconia, N.H.

**Steven Berger**, account manager, CPM, Chicago, media management service, named game show sales manager.

**Lou Weber**, assistant to president, American Society of Composers, Authors and Publishers, New York, retires after 41 years with ASCAP but will serve as consultant, with responsibilities including ASCAP broadcaster relations, representing ASCAP at broadcast conventions and public affairs activities.

Elected officers, New England Broadcasting Association: **Paul Kelley**, VP-general manager, WSNY(AM)-WHUE(FM) Boston, president; **Edward Eskandarian**, president, Humphrey, Browning & MacDougall, Boston advertising firm, first VP; **Gerald Walsh**, general manager, WLVI-TV Boston, second VP; **John Baker**, VP and general manager, WEI-FM Boston, secretary, and **Jennifer McCann**, local sales manager, WJIB(FM) Boston, treasurer.

## Deaths

**Keefe Brasselle**, 58, former TV producer and movie actor, died July 7 at Rancho Los Amigos hospital, Downey, Calif. Brasselle had been treated during last few years for liver ailment. He was best known for his role as Eddie Cantor in movie, *Eddie Cantor Story*, but sold three series, *The Reporters*, *Baileys of Balboa* and *The Cara Williams Show*, to CBS-TV in 1964-65, the last season of James T. Aubrey's tenure as CBS-TV president. The first two were canceled in their first run. The last was not renewed (BROADCASTING, March 8, 1965).

**Richard Vogel**, 59, with noncommercial KTCATV and KTCI-TV St. Paul-Minneapolis, died of cancer there July 2. He had been with stations since 1960 and was former manager of noncommercial WOJ-AM-FM Ames, Iowa. He is survived by his wife, Karen, and two children.

**Sean Patrick Toolan**, 43, part-time reporter, ABC Radio News, Beirut, was shot and stabbed to death on Beirut street July 13. Lebanese authorities said they had no suspect and evidence of motivation.

**Robert J. Heald**, 36, former public affairs producer, KRON-TV San Francisco, died July 5 after falling from roof of San Francisco apartment building where he lived. Heald was son of Washington communications lawyer, Robert L. Heald of Fletcher, Heald & Hildreth, and wife, Gladys.

**Sara Murdock**, 70, musical director, KOLN-TV Lincoln and co-owned KGIN-TV Grand Island, both Nebraska, died of cancer July 4. She is survived by one son.

**Stuart Queen**, 61, host-narrator of 1950's TV show, "The Big Picture—Your Army in Action," died July 10 of heart attack at his home in Louisa, Va. Queen was Army master sergeant while host of show. He was also combat broadcaster in South Korea. He is survived by his wife, Betty Jean, and daughter.



## CATA's Effros: the small cable operator's voice in Washington

He is, in his own words, a "gadfly" in the cable sphere. As executive director of the Community Antenna Television Association, Stephen Effros has opposed his industry's larger lobbying arm, the National Cable Television Association, on more than one occasion, while representing the interests of the smaller, independent operators whom CATA was designed to serve.

As an attorney with the Cable Television Bureau at the FCC, he helped write cable rules on access and franchising. The rules have since been dropped, but in two ways Effros thinks that was a mistake, in the wake of franchising scandals and access-channel promises that have fueled overexpectations that plague the cable industry.

As CATA begins its annual seminar this week on a cruise ship from Miami to Nassau, Effros is mobilizing forces again for a copyright battle. CATA has been in that field before. It came into being in late 1974, when small cable operators, feeling unrepresented by NCTA, formed their own lobbying organization. Above all, Effros sees his biggest skill as being able "to explain to people in English what is going on." And that is the principal function he serves for his constituents in CATA. Its members are small- and medium-size, independent operators who cannot afford, or do not need a full-time Washington counsel. Effros and CATA fill that void.

Where NCTA was designed for the MSO with its own counsel, CATA was designed "to teach people to do their own thing," says Effros. With CATA the smaller operator "could call someone in Washington about regulations that were so convoluted it was unbelievable" and have the rules explained, he says. Effros authored a 35-page booklet, "Clarification of the Cable Television Rules," which detailed how to fill out the FCC's certificate of compliance form in laymen's terms.

"Down through the years," says David Fox, a Gilbert, W. Va., cable operator with 700 subscribers, "whenever I have a problem, I can pick up the phone and always get ahold of Steve."

Ben Campbell, a Lewisville, Tex., cable operator, says Effros "will put things in terms the small operator will understand" and also "put things in perspective," such as the signal leakage problem that alarmed many operators, although Effros feels it was blown out of proportion. Why this defense of the small operator? "Because I saw a need and I agreed with it," Effros



Stephen Richard Effros—executive director, Community Antenna Television Association, Fairfax, Va.; b. March 27, 1946, New York; BA, American University, Washington, 1967; JD, New York University, 1970; attorney, FCC Cable Television Bureau, 1971-76; attorney, Brown & Effros, 1976-78, present position since 1978; m. Lucia-ann Olmsted, Oct. 12, 1979; son—Benjamin, three months.

replies.

Effros has always been interested in communications. While an undergraduate at American University in Washington, he worked on the campus radio station, did stints with ABC News in the summer as a desk editor and worked for NBC-TV's *Huntley-Brinkley Report* as a paid intern, researching and editing, before graduating in 1967.

He then moved to the *New York Times* where he became a staff writer for the radio wire service, writing the morning news for the *Times's* WQXR(AM) New York. Late in 1967, Effros entered New York University law school. He believed the best route to a communications career was to get the extra training provided by a law degree. He had already seen the practical side of news, and Effros said he wanted to learn the other side, its laws and regulations. About the move to law school, Effros states, "it worked."

Within a year after graduating, Effros joined the FCC's Cable Television Bureau, and, with four other staffers, began writing the cable rules the commission would adopt in 1972.

The rules dealt with signal carriage, pay cable, access, franchising and technical standards. Today, only the technical rules remain. And even though Effros represents cable operators, he still disagrees with the reasoning that eliminated the provisions on access channels and franchising. The apparent conflict is no conflict at all to Effros.

On franchising: "They [the FCC] got rid of the whole monitoring procedure that had been established to try to keep things

from getting out of hand, and, true to form, it has gotten out of hand again," Effros says. He admits the rules would have made a difference only if they were enforceable, and enforcement would have been an administrative nightmare. Still Effros feels that there should be federal restraints that would tone down the franchise bidding wars that create the potential for abuse. "It's not the fault of the cable industry that our political system hasn't come up with a reasonable way to hand out the goodies," he states.

Effros feels there have been excessive promises of access channels. "Overexpectation has evolved into: 'Communications will solve all your social ills,'" says Effros, "and that's not true. The problem is that a lot of major cities think it's true." Neither the programming to deal with the perceived ills, nor its budget to create it, has been forthcoming, Effros said.

Among the challenges Effros and CATA face is the franchise renewals that will begin in a few years. Effros is recommending that his members talk to council members now. If a city wants two-way interactive cable, the operator will need more time to amortize it, says Effros. And the smaller CATA members will have to fight the rising expectations of local officials who see big-city promises and want them for their constituents also.

The medium-size systems, Effros says, will also have to worry about groups who want to enter the cable field and, finding the large cities already franchised, will go after smaller but lucrative systems at renewal time. Effros points to Santa Barbara, Calif., where a group of local investors may challenge Cox's renewal.

Effros left the FCC in 1976 and formed a law firm, which became CATA's counsel. Effros was instrumental in the inclusion of language that exempted small cable operators from copyright liability. And though CATA "started in a bitter fight" with NCTA, the two organizations have come to co-exist.

Effros marches to his own beat maybe more than most in Washington. He has been known to tell senators flat out at hearings if he believes they do not understand an issue. If he steps on a few toes, it is a freedom Effros relishes. "It's called honesty," he says, "and it is the thing I value most—the ability to go up to Capitol Hill and be bloody honest."

Effros counts his proudest moment the FCC's relaxation of its rules on earth stations to allow smaller, inexpensive 4.5-meter dishes to be used. That enabled the smaller operators to bring in HBO, and "in a single stroke it has saved or made hundreds of thousands of dollars" for cable operators, Effros says. "I'm proud to say to my membership I save them more money every year than they pay in dues."

Despite "strong performance" by broadcasting operations, **CBS earnings were off 23% in second quarter; 17% for first half.** "Sharply higher level of development spending" for cable programming, home video and theatrical films was cited. Such declines for first half had been suggested by company back in February (BROADCASTING, March 2). Second-quarter net income was \$41.9 million, \$1.50 per share, on \$998.2 million in revenues; income for half was \$56 million, \$2 per share on \$1.99 billion in revenues. **Broadcast group revenues were up 12% in second quarter; in broadcast profits, company said there were "particularly strong results" from owned television stations and radio operations.** Television network profits rose as well, "despite the cost burden caused by the delayed start of the 1980-81 television season."

In moves reflecting recommendations by Booz, Allen & Hamilton study of ABC Inc. (BROADCASTING, July 13), Elton Rule, ABC Inc. president, said **David Johnson**, vice president and general manager of planning and development for ABC Owned TV Stations division, **will be proposed for election to newly created post of ABC Inc. vice president, strategic planning**, and **Peter Cusack**, ABC Inc. vice president, personnel, **has been named to newly created position of ABC Inc. vice president, human resources.** ABC board will vote on Johnson's election at Aug. 10 meeting. Cusack's appointment is effective immediately. Both will report to Rule. In other changes tied to Booz, Allen study, Michael P. Mallardi, ABC Inc. vice president and chief financial officer, announced Friday afternoon that Ann Maynard Gray, ABC Inc. treasurer, had been named to new post of vice president for business planning for ABC Inc. and its consolidated companies, and that David Vondrak, assistant treasurer, would succeed her as treasurer.

**Peters, Griffin, Woodward** and its parent, **Corinthian Broadcasting**, filed suits for at least **\$3.9 million** against three stations formerly represented by PGW and their current rep, Petry Television. Suits, filed in New York State Supreme Court, allege breach of contract by Petry and KIRO Inc. (licensee of KIRO-TV Seattle), Bonneville International (owner of KIRO Inc.) and Retlaw Broadcasting (licensee of KJEO[TV] Fresno and KMST[TV] Salinas-Monterey, Calif.). Three stations had been with PGW until few weeks ago, when they shifted to Petry. PGW contends that it still retains equity in contracts it held with defendants, which they do not recognize.

American Society of Composers, Authors and Publishers claimed "significant victory in four-year battle with so-called 'religious' broadcasters" Friday following **federal court ruling that KFAX(AM) San Francisco, operating without ASCAP license, had broadcast 23 ASCAP songs "in willful disregard of the plaintiffs' rights under the U.S. Copyright Law."** Plaintiffs—group of ASCAP members—were awarded \$5,750 in statutory damages, plus attorneys' fees that trial Judge William Orrick said would be "sizable." ASCAP reference to "religious" broadcasters was to antitrust suit filed against ASCAP four years ago seeking "per-use" licenses for religious broadcasters. ASCAP said most stations in suit had been paying music license fees while case pends, but that "a few," including KFAX, had not. Antitrust suit, ASCAP said, is "expected to be dismissed or tried later this year."

In **other actions at FCC's open meeting** last week (see story, page 29): Commission initiated inquiry into procurement practices of Bell System operating companies (commission had previously found that "pervasive" role played by Western Electric Co.—AT&T subsidiary that supplies operating companies with \$7.2 billion of \$10.2 billion worth of equipment they purchase each year—is likely to cause higher costs to ratepayers for phone service. ■ It initiated another in series of inquiries concerning national implementation of final acts of WARC 1979. ■ It approved sale of WDTN-TV Dayton, Ohio, from trustees of Grinnell

(Iowa) College to Hearst Broadcasting Corp. for \$49.4 million, over objections from groups concerning station's minority hiring and programming practices. ■ It fined permittee of KRMQ(FM) Provo, Utah (Equivox Inc.) \$20,000 for various rule violations including failure to seek Federal Aviation Administration clearance for construction of 140-foot tower. ■ It adopted report and order permitting transmission of source identification signals in vertical blanking interval of TV video signal to verify transmission of program material by individual stations. ■ It denied petition for reconsideration by publisher of *The Washingtonian* magazine of previous ruling allowing on-air announcements on behalf of *The Dial* magazine, owned by five non-commercial broadcast stations.

As part of its strategy to plan for future growth, Katz Agency, New York, is announcing this week **appointment of Richard D. Mendelson**, executive vice president, **as executive vice president and chief operating officer of Katz Agency.** Company is also expanding its board by four new members: Kenn Donnellon, vice president, corporate relations; Victor Ferrante, newly named senior vice president of Katz Television; Dick Goldstein, president of Katz American, and Barry Lewis, vice president, corporate development. Appointments of Ferrante and of Frank McCann as president of Katz Television were announced last week ("Fates & Fortunes," page 89).

**National Radio Broadcasters Association has filed motion to intervene** in case before Washington Appeals Court **seeking review of FCC action adopting postcard-size license renewal form.** Petitioners in that case include NAACP, Black Citizens for a Fair Media and Chinese for Affirmative Action. NRBA characterized their appeal this way: "Once again some ill-informed organizations and some so-called public interest groups who seem to have a phantom constituency are abusing the system in an effort to block appropriate and inevitable progress for the American radio system."

**First meeting of Senate-House Commerce Committee conference on its portion of giant budget bill containing broadcast deregulation and license fee provisions will be Tuesday** (July 21) at 10 a.m. in room 2123 Rayburn House office building.

In short-term fix to problem of **interference to TV ch. 6 caused by noncommercial FM stations, FCC will put hold on grants of most such FM's within grade B contour** of any existing television station operating on ch. 6. Two exceptions to hold order include stations transmitting off same tower as ch. 6 station or those located higher up in reserved band where, in both cases, problem is less acute. Long-term solution won't be developed until after completion of propagation study being conducted by Office of Science and Technology this fall. Consensus is however that problem is receiver-oriented.

**NATPE International this week expects to have revised exhibition fees for annual conference, lower than previous rates—\$6 per square foot in hall and \$5 in hotel suites—that had brought ire from program distributors** ("Closed Circuit," June 15). NATPE executive committee met last week in New York taking new approach to fees, involving registration adjustments and conference planning. In other actions, executive committee agreed to poll membership on holding NATPE conferences couple of months earlier (current annual dates are in March and February). Committee also wants steps taken to beef up distributor representation on NATPE board and to investigate ways to support prime time access rule.

**Warner Bros. Television Distribution claims its "all-time high first-half sales record" with worldwide deals hitting \$112,626,955 for six months ended June 30.** Including future program



episode commitments, WB-TV Distribution puts figure at \$170,000,000, "more than doubling any previous six-month total and topping any prior full year's sales." According to Charles McGregor, WB-TV Distribution president, "healthy pre-release sales of *Alice* and *The Dukes of Hazzard*" domestically "provided a solid base." Parent Warner Communications Inc. also reported record numbers (see page 59) but dollars there already were collected; WB-TV Distribution figures include monies still to come in.



Rogers (l) and Tobia (r)

Charleston, W. Va., bureau chief for WSAZ-TV Huntington, W. Va., Loren Tobia, was punched in face by H. John Rogers, candidate for U.S. Senate from West Virginia, during news conference in Huntington last Wednesday (July 15). Event was caught by ABC, CBS and NBC and aired on closed circuit feed to affiliates, according to WSAZ-TV News Director Bob Brunner. Tobia asked candidate, "Do you think your recent stay in a mental hospital will hurt your candidacy?" At which point Rogers walked over to Tobia and slugged him. Tobia's question referred to Rogers's brief hospitalization at mental health center after incident with New Martinsville, W. Va., police officer.

**Net earnings for Viacom International's second quarter were up 28% to \$4,727,000, on 25% revenue rise to \$51,112,000.** Primary earnings per share matched those of year earlier up 40 cents, as weighted average number of common shares outstanding rose 30%. Gannett Co.'s second quarter earnings were up 15% to \$46.6 million, 86 cents per share, on revenues that climbed 12% to \$349.5 million.

**National Association of Broadcasters has formed Advisory Committee on Radiation Regulation** to counter federal and non-federal efforts to regulate broadcast station radio frequency emissions on health or related grounds. **Chairing committee is Joseph A. Smith of Wilner and Scheiner** law firm, Washington. Members are William Andrews of Nixon, Hargrave, Devans & Doyle, Washington; Larry Cherkis of Wachtell, Lipton, Rosen & Katz, New York; Jules Cohen, Jules Cohen & Associates, Washington; William R. Hendee, chairman, Department of Radiology, University of Colorado; Hugh McBeath, KJBC(AM) Midland, Tex.; Michael Rose, WCBS-AM-FM New York; Bruce Scott, WLBZ-TV Bangor, Me., and John Tabner, Tabner, Carlson, Daffner & Farrell, Albany, N.Y.

In closed session last week, **FCC ordered Faulkner Radio Inc. and Broadcast Bureau to file briefs assessing effect of misconduct at Faulkner's WLBB(AM) Carrollton, Ga.,** on its basic qualifications to remain licensee of six other radio stations in Georgia and Alabama. Two months ago, U.S. Supreme Court refused to review commission decision of June 1979 denying Faulkner's license for WLBB on number of charges including misrepresentation (BROADCASTING, May 11). Also in closed session, **commission upheld 1978 decision by Review Board which denied application to move transmitter site of KJLH(FM) Compton, Calif.,** from Dominguez Hills to Baldwin Hills, closer to Los Angeles. Board found that gain in service to 1.2 million

people did not outweigh deprivation of existing service to 1.1 million listeners and that proposal would constitute de facto reallocation of channel from Compton to Los Angeles.

**Joint partnership, in which American Television & Communications is 50% owner, won cable franchise for 20,000 homes of Sheboygan, Wis.** ATC and local communications corporation, **Wisconsin Cablevision and Radio of Font du Lac,** plan 84-channel system, 11 of them access, seven pay. ATC will fund local programming company with \$250,000 grant for studio equipment.

**Tribune Co. Cable and Rogers Cablesystems** have announced partnership to seek franchise in Washington suburb of **Montgomery county, Md.** Tribune-Rogers plans to offer Canadian Telidon, electronic data retrieval system; home shopping and banking; institutional links, and number of specialized access channels. Request for proposal for franchise is expected shortly. Area covers nearly **200,000 homes** and is one of more lucrative areas left to be franchised in country.

Four-minute tape that **Kaiser Aluminum** prepared in rebuttal to ABC *20/20* piece on aluminum wiring but which Kaiser wanted to appear in prime time and refused to let run on ABC's *Nightline* (BROADCASTING, Feb. 9 et seq.), **will be seen on 10-11 p.m. NYT premiere of ABC's new Viewpoint program** on July 24 (see "News Beat," page 61). ABC said ABC News will also present capsulated version of *20/20's* original report and that correspondent Geraldo Rivera, who did original report, is expected to discuss issue with Kaiser representative.

**Mennen Co., Morristown, N.J., has signed as sponsor on Entertainment and Sports Programing Network** in multi-year transaction worth in excess of \$1 million. Mennen commercials, placed by SSC&B Inc., New York, will appear on ESPN's *SportsCenter* updates in prime time on behalf of its men's toiletries.

**Elton Rule, ABC's president and chief operating officer, will win Governors Award of Academy of Television Arts and Sciences,** as key contributor to "the growth and high ratings of ABC, having dedicated his career to building ABC's success." Award will be presented to Rule at Sept. 13 Emmy telecast.

## Up Coming

**On Capitol Hill:** Senate Commerce Committee will hold hearings on confirmation of Commissioner James H. Quello and Henry Rivera to FCC in room 1318, Dirksen Senate office building, at 9 a.m., Wednesday. □ House Telecommunications Subcommittee will hold hearing on telecommunications and international trade on Wednesday, in room 2322 Rayburn House office building at 9:20 a.m. and FCC oversight hearing on Thursday in room 2123 Rayburn at 9:30 a.m. □ House Judiciary Subcommittee on Courts, Civil Liberties and Administration of Justice will complete hearings on cable copyright on Wednesday in room 2226 Rayburn. □ Senate Judiciary Subcommittee on Constitution will hold hearing on amendments to Freedom of Information Act on Wednesday in room 2228 Dirksen Senate office building at 9:20 a.m. **Also in Washington:** National Association of Broadcasters executive meeting convenes at NAB headquarters today (Monday) and tomorrow □ Corporation for Public Broadcasting board will meet at CPB headquarters at 7 p.m., Wednesday; in executive session 9-11 a.m., Thursday; and in open session 11 a.m. to 3 p.m. Thursday. □ National Public Radio's board meets at NPR headquarters at 9 p.m., Friday. □ **In Boston:** NAB's ninth annual sales seminar starts at Harvard Business School Sunday.

## Back to basics

The FCC may have thought it was lifting into the space age with a roar when it proposed last year to open the skies right away to direct-to-home broadcasting from satellites. The thud of applications, oppositions, petitions to proceed and petitions to deny landing on its doorstep last week must have brought the commission back to earth. It will be a while before the FCC claws its way to the surface of the pile and longer before DBS gets off the ground.

It is, of course, better this way. The FCC has been saved from a premature leap into a wild blue yonder that isn't even charted yet. It will be forced to read and consider the mass of information and argument it now has on hand and thus to think about what is really up there in the sky and what should be done with it besides giving Comsat three channels to duplicate pay television services that are already available by terrestrial delivery.

There will be no attempt here to analyze or even enumerate the profusion of filings that were dumped on the commission by the deadline it had set for comments on and applications for "interim" DBS services. Not only is the collection forbidding in sheer volume, but it also contains information that must be read twice before it is absorbed. On the first pass, for example, it is difficult to realize that the National Association of Broadcasters is defending terrestrial subscription television stations as a national resource that must be protected against pay service from the sky. The last time the NAB was heard on that subject, it was doing everything it could to keep STV stations from being authorized. It may also take a while for the FCC to realize that NBC's opposition to interim authority, filed a few weeks ago, was followed last week by RCA's application for interim service.

Whether it was planned that way or not, the FCC's "interim" proceeding has turned into the main event. The agency is confronted by the inescapable assignment of making basic DBS policy. How are the limited DBS frequencies to be used? How are they to be parceled out? What technical standards are to be set? Interim service makes no sense. The FCC must resolve the central questions before it opens the frontier.

The sooner the agency admits that is what is going on, the more orderly the proceeding will become and the better chance the public will have of getting maximum benefits.

## Seat of honor

The announcement last week of the Frank Stanton Professorship of the First Amendment at Harvard University was made in commemoration of an event that would be as good as any for the chair's first occupant to choose for scholarly examination. Ten years before the day of the announcement, broadcast journalism and the political establishment squared off on the floor of the U.S. House of Representatives, and broadcasting almost lost.

Neither, however, did broadcasting win decisively, as was noted on this page at the time. CBS and Frank Stanton, then the company's vice chairman, were the subjects of a contempt citation voted by the House Commerce Committee at the behest of its chairman, Harley Staggers (D-W.Va.), who took personal offense at Stanton's refusal to surrender outtakes of a CBS News television documentary. The documentary, *The Selling of the Pentagon* (which Stanton himself later said was flawed), was the subject of heated investigation for alleged distortions and selective editing.

After impassioned debate, when the citation was presented on the floor, the House voted 226 to 181 to recommit it to commit-

tee, a parliamentary way to end the dispute without voting on the substance of it. "CBS and Frank Stanton," it was observed here at the time, "are vindicated in taking refuge in the First Amendment, although by not so clear a judgment as would have come from a direct vote on the issue in the House or a test in court."

As the Frank Stanton Professor of the First Amendment will become aware, cases involving broadcasting and the First Amendment often end inconclusively. That a confrontation would occur at all between Stanton, a scholar himself and armed with the best legal advice money could buy, and a countryfied congressman with no discernible training in constitutional law was itself an indication of the precariousness of broadcasting's grip on the freedom of the press.

Still, the confrontations must go on when avoiding them would weaken broadcasting's claims to First Amendment parity. Stanton often led the broadcasters' cause during his distinguished career. Perhaps the professor in the Stanton chair will live to record a conclusive victory.

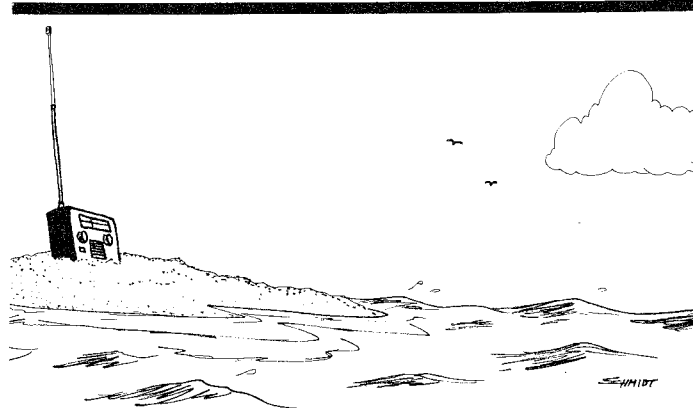
## Winners

The National Cable Television Association may justifiably claim a victory on Capitol Hill with the amendments inserted last week in the telecommunications bill that emerged from the Senate Commerce Committee. As reported elsewhere, the bill, if it became law, would interpose federal restrictions on local rate regulation and confirm the FCC's authority to monitor franchise fees and referee pole-attachment disputes.

It is understandable that cable operators want a federal presence in the increasingly disputed issuance of local cable franchises. The committee's bill seems to provide that without removing local authorities from their appropriate roles.

In the same bill, the American Newspaper Publishers Association may also claim a victory in the limitations set on the contents of the electronic Yellow Pages that AT&T may offer through its proposed subsidiary. The publishers had feared that an unrestrained advertising service offered by Bell would compete unfairly against newspaper advertising.

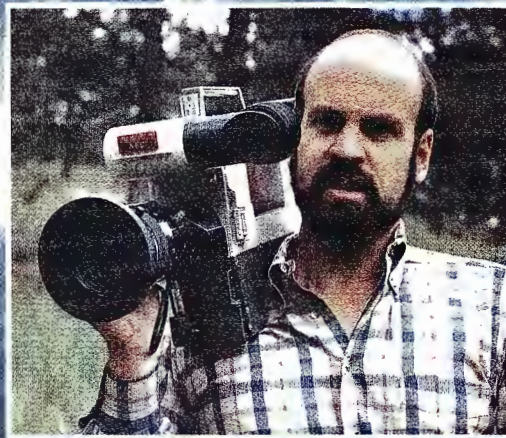
There remains a doubt that the constitutionality of a law explicitly describing the content of messages that the future Yellow Pages or any other advertising vehicle may carry. That doubt doesn't seem to trouble publishers. Maybe it won't trouble the courts.



Drawn for BROADCASTING by Jack Schmidt

*"Unusually high tides are expected along the beach today."*





## AN NEC CAMERA COVERED IT FIRST

The first TV footage of Mt. St. Helens's crater floor after the May 18, 1980 eruption was shot by Arthur Levy of Apogee Communications. On four successive days he circled the crater by helicopter, waiting for the steam and ash clouds to clear. The fifth day, he struck pay dirt.

"I had to get the shot on the first try," says Arthur, "so I packed an NEC camera. As it turns out, if my camera didn't perform when I needed it, I would have had to wait another 2 weeks for another chance.

"I've never lost a day of shooting because of my NEC camera being down," Levy boasts. He relates an incident where a grain barge from which he was shooting on the Snake River was about to flip over. "We were shipping water fast and I decided it was time to get off or go down. I jumped down about 8 feet onto the deck. It was icy and the camera took a good hit, knocking out the power supply module. I made it off OK and 8 hours later had a replacement camera body, despite a blizzard."

Arthur likes the way the new MNC-81A holds color registration, the way it handles, and its advanced features. "I like the quality video I get, it's second to none. In my line of work I'll go for service and reliability every time, because in this business you're only as good as your last job. And people have short memories."

Contact NEC for the name of your closest representative. He'll give you a hands-on demonstration and complete camera specs.

Inset: Arthur Levy, Group President, Apogee Communications, Boulder, Colorado, using MNC-81A Camera.

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