

FCC turns around on 9 khz □ CBS recertified  
for cable ownership □ TV financial figures for 1980

# Broadcasting Aug 10

The News Magazine of the Fifth Estate □ Vol. 101 No. 6

50th Year □ 1981

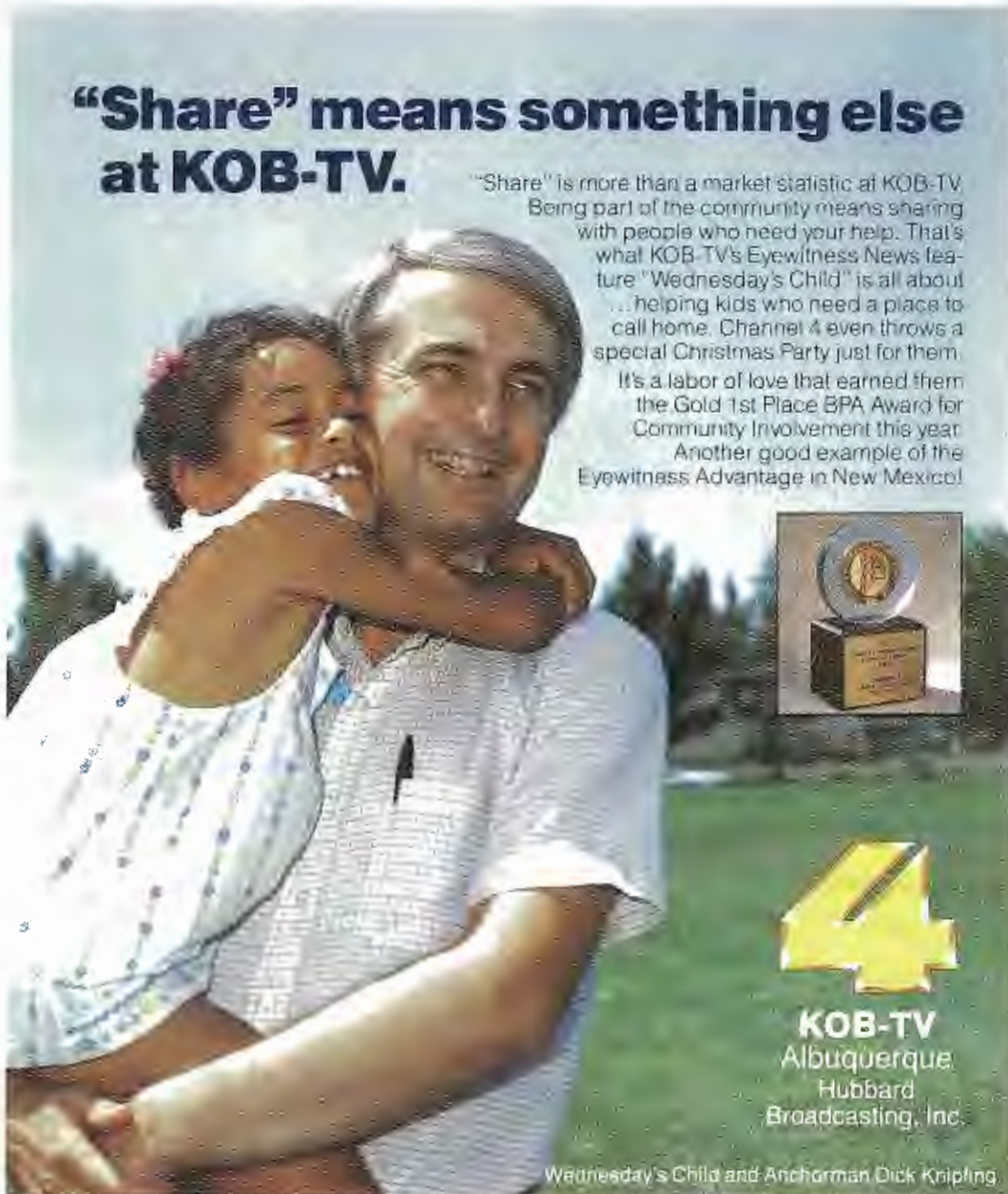
## "Share" means something else at KOB-TV.

"Share" is more than a market statistic at KOB-TV. Being part of the community means sharing with people who need your help. That's what KOB-TV's Eyewitness News feature "Wednesday's Child" is all about ... helping kids who need a place to call home. Channel 4 even throws a special Christmas Party just for them. It's a labor of love that earned them the Gold 1st Place BPA Award for Community Involvement this year. Another good example of the Eyewitness Advantage in New Mexico!



**KOB-TV**  
Albuquerque  
Hubbard  
Broadcasting, Inc.

Wednesday's Child and Anchorman Dick Krifling



36112LIBRARY 5184 IVK DEC/83  
A U LIBRARY  
US AIR FORCE  
SERIAL ACQ SECTION  
MONTGOMERY AL 36112

The First  
**50**  
Years Of  
Broadcasting

1973

PAGE 73

# SATURDAY, SEPTEMBER 26, AMERICA'S NEWEST COMMERCIAL TV NETWORK GOES ON THE AIR.

Now you can pinpoint an audience with the accuracy of direct mail, the efficiency of vertical publications ...

And the impact of television.

**T**ele-  
sion's answer to the  
direct sales call. The

American Educational Television Network.

AETN is the first, and only, commercial network to provide continuing education programming for practicing professionals.

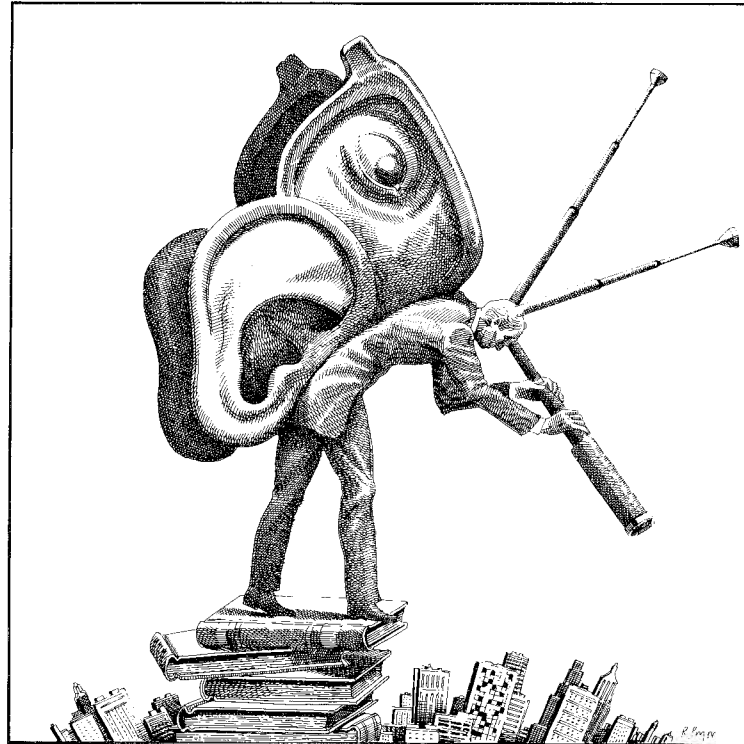
Which means that if *your* audience is one of *our* audiences, you stand to save large amounts of money.

**N**arrowcasting trims the fat. Now, instead of paying for an audience of, say, 50,000,000 to reach 50,000 prospects, you can reach the 50,000 nationally—and pay for only 50,000.

Just who are these practicing professionals?

They're doctors, dentists, public administrators, CPA's, hospital administrators, police chiefs, insurance executives and stock brokers.

Captive audiences who, often facing mandatory



continuing education requirements on an annual basis, will be all eyes and ears when your message comes across.

Large advertisers get a less expensive, much more efficient medium. And small to medium advertisers can now afford to be where they

never thought they'd be. On national television.

---

**F**or our complete information  
package, call (800) 854-7388.

In California, (714) 955-3800.

Or write to us at the address below.

We'll show you a brand new audience delivery system that makes every minute you buy prime-time.

AETN. Television's answer to the direct sales call.

---

 **AMERICAN  
EDUCATIONAL  
TELEVISION  
NETWORK**  
2172 Dupont Drive, Irvine, CA 92715

New York (212) 759-6168 • Chicago (312) 944-3647 • Atlanta (404) 255-7990 • Irvine, CA (714) 955-3800

# Look good in bad light



Actual unretouched photograph showing TK-86 picture without Contrast Compression.



The same unretouched scene showing the TK-86 picture with RCA Contrast Compression.



Getting the right light on a scene isn't always possible or desirable when you're chasing fast breaking news or capturing that creative look. But the final result must be a pleasing, usable picture. With its effective Contrast Compression and capability for virtually noise-free video at +9 and +18 dB gain, the RCA TK-86 delivers pictures in demanding light conditions that are subjectively pleasing and economically exceptional.

High contrast conditions no longer automatically mean loss of subject detail to the darkness. RCA's Contrast Compression pulls out those details while maintaining full color fidelity.

A valuable TK-86 feature because Contrast Compression works in RGB, not just luminance.

When the light fails you, a TK-86 won't. Utilizing special circuits, RCA has designed +9 and +18 dB gains that deliver visibly quiet pictures. You will get a picture suitable for use from light levels as low as one footcandle.

The TK-86 is a camera for professionals who perform in the best and the worst conditions. Professionals who require a dependable camera that is sealed against RFI and the elements, that offers full-feature VTR interface, that

stands upright on the ground, and has complete remote control capabilities.

With a reduced price and immediate availability, the TK-86 begins the end of your wait for the right light. For an immediate hands-on TK-86 demonstration at your facility, contact your RCA sales representative. Or, write to: RCA Broadcast Systems, Building 2-2, Camden, NJ 08102.

**“TM’s ‘SOUNDS LIKE’ was one of the few commercials that my staff and I saw which really met the MSA criteria for truly ‘effective’ TV.”**

**— Dr. Robert E. Balon,  
President, MSA**



## How Does Your Radio Stand Up On TV?

The television spot from TM's blockbuster "Sounds Like" Total Marketing Campaign was recently reviewed by Multiple Systems Analysis (MSA), a national marketing and communications firm, conducting a lengthy study on the effectiveness of TV spots for radio stations.

### The Results!

MSA President, Dr. Robert E. Balon concluded that "in our investigations, we found scores of commercials that were visually appealing but eminently forgettable; likewise, we found numerous commercials which neglected to let the potential listener know what the radio station being pitched was really all about.

"That's why I'm pleased to be able to extend a hearty endorsement to TM's "Sounds Like" cam-

paign. It was one of the few commercials that my staff and I saw which really met the MSA criteria for truly "effective" TV. There's plenty of *call letter identification*, a *very pleasant musical hook*, lots of *lifestyle identification*, and *virtually no incongruent elements*; in short, the campaign has all the ingredients for success. It should

work well in building station image, reinforcement, and position in any market."

Not only has TM's "Sounds Like" campaign earned the approval of professionals, but it's also been readily accepted by audiences across the country, gaining recognition and increased ratings for "Sounds Like" stations everywhere!

To find out more about TM's effective Total Marketing Campaigns, send in the coupon. Or, call TM collect at 214/634-8511, today!

**Yes, I want to learn more about TM's Total Marketing Campaigns. Send me a demo on "Sounds Like."**

Name \_\_\_\_\_ Title \_\_\_\_\_

Station \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**TM**  
**Productions**

1349 Regal Row Dallas, TX 75247 214-634-8511

© 1980 TM Productions, Inc.

# The Week in Brief

**TOP OF THE WEEK**

**FALL SALES SURGE** □ TV networks close record upfront selling season with prime-time sales for fall near \$1.5-billion mark. **PAGE 27.**

**BACK TO 10 KHZ** □ FCC reverses itself on AM channel spacing and drops 9 khz advocacy that it had voted in late 1979. Fogarty and Jones dissent to latest action. **PAGE 28.**

**CBS LET INTO CABLE** □ FCC grants waiver to permit network to own systems with limits on number of subscribers. At same meeting, commission starts inquiry on attorney reimbursement, explains budget request to OMB, and allow's Time's Davidson to join Signal Co. **PAGE 29.**

**VIACOM'S VIABILITY** □ In 1971, Viacom was born—carved by regulatory fiat from CBS. This is the story of that company's decade of expansion and diversification that brought it to \$160 million in revenues in 1980. **PAGE 32.**

**FCC FINANCIAL FIGURES**

**REVENUES UP, PROFITS DOWN** □ That's bottom line for TV broadcasting in 1980, according to FCC's annual figures. Increase of 15.7% in expenses chewed into total revenues of \$8.8 billion and held profits to \$1.65 billion. **PAGE 35.**

**LAW & REGULATION**

**SELF EVALUATION** □ Industry responds to Wirth subcommittee survey by saying that TV and networking operate in highly regulated atmosphere, but with no tangible signs of monopoly. Also cited is high level of competition in radio markets. **PAGE 57.**

**HARMONY** □ CBS and BMI come to terms, resolving 12-year-old suit with network agreeing to pay more than \$42 million in fees. **PAGE 58.**

**STC FIRES BACK** □ Comsat subsidiary, which filed only DBS application formally accepted by FCC, asks commission to reject nine petitions to deny from NAB, ABC and AMST, among others. Black coalition supports STC's bid. **PAGE 58.**

**MEDIA**

**CABLE PENETRATION** □ Nielsen says CATV was in 26.5% of all TV homes in May, while Arbitron reports figure was 22%. Nielsen found highest penetration in Santa Barbara-Santa Maria-San Luis Obispo, Calif., market; Arbitron's top figure was for Palm Springs, Calif. **PAGE 60.**

**TECHNOLOGY**

**DISHES APLENTY** □ World statistics show that, by next month, one out of every five commercial TV outlets will own earth station. Breakdown shows even higher ratio of noncommercial licensees equipped for satellite. **PAGE 64.**

**PROGRAMING**

**NEXT WEEK IN CHICAGO** □ Record turnout expected for NAB's fourth annual Radio Programing Conference. Here's rundown of what's on tap. **PAGE 66.**

**ANTI-DONAHUE CAMPAIGN** □ Chicago-area group, claiming support of National Federation of Decency, wants boycott of advertisers supporting "sex-activist" talk show host. **PAGE 68.**

**WHERE LORIMAR STUMBLLED** □ In SEC filing as part of move to go public, Hollywood production company discloses that unsuccessful feature films lessened its profitability. **PAGE 70.**

**1973**

**THE 'BROADCASTING' YEARS** □ Against a Watergate backdrop, Nixon continued to harangue media. The networks even read White House intimidation into Justice Department antitrust suits against them as well as OTP's proposed renewal legislation that would impose news restraints. It also was the year when the FCC made topless radio cover up. **PAGE 73.**

**PROFILE**

**DOING RIGHT BY COPYRIGHT** □ Robert W. Kastenmeier is a stickler for fairness. That's why Wisconsin Democrat who heads the House subcommittee responsible for new copyright legislation has earned respect of all involved in controversial issue. **PAGE 95.**

<b>Index to departments</b>	<b>Changing Hands..... 62</b>	<b>Fates &amp; Fortunes..... 91</b>	<b>Monitor..... 68</b>
	<b>Closed Circuit..... 7</b>	<b>For the Record..... 77</b>	<b>Open Mike..... 22</b>
	<b>Datebook..... 14</b>	<b>In Sync..... 64</b>	<b>Stock Index..... 56</b>
<b>Business Briefly..... 8</b>	<b>Editorials..... 98</b>	<b>Monday Memo..... 24</b>	<b>Washington Watch..... 59</b>

*Broadcasting* (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$1.75 except special issues \$2.50. Subscriptions, U.S. and possessions: one year \$50, two years \$95, three years \$135. Canadian and other international subscribers add \$12 per year. U.S. and possessions add \$155 yearly for special delivery. \$90 for first-class. Subscriber's occupation required. Weekly *Playlist* \$12 annually. Annually: *Broadcasting Yearbook* \$60.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$35) Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year \$27.50).

**Index to advertisers** ■ American Educational Television Network Inside Front Cover □ Arbitron 45 □ Associated Press 13 □ Avery-Knodel Television 43 □ Blackburn & Co. 62 □ Blair Television 39 □ Broadcast Electronics 55 □ Caesars Palace Productions 26 □ Continental Electronics 58 □ R.C. Crisler & Co. 42 □ Delta Airlines 10 □ Doubleday Broadcasting Back Cover □ Norman Fischer & Co. 52 □ Frazier, Gross & Kadlec 44 □ Franciscan Communications 22 □ Gilmore Group 40 □ Gold Key 25 □ Ikegami 14 □ International Tapetronics Corp. 16 □ Edward Johnson & Assocs. 61 □ KOB-TV Front Cover □ Kaiser Aluminum & Chemical Corp. 17 □ Kaman Sciences 23 □ Katz 41 □ Lotus Repts 53 □ MCA-TV 6 □ George W. Moore & Assocs. 78 □ More Music Programing 91 □ NBC-TV Owned Stations 9 □ RCA 3 □ RKO Radio Inside Back Cover □ Cecil L. Richards 63 □ Sony 20-21 □ Standard Rate & Data Service 65, 67, 69 □ Joe Sullivan & Assocs. 40 □ Sunbelt Network Inc. 15 □ Syndicated Communications Inc. 52 □ TM Productions 4, 11 □ William B. Tanner 15 □ Ed Tornberg & Co. 77 □ 20th Century-Fox Television 18-19 □ Viacom 35-37, 46-47, 48-49, 50-51 □ Westwood One 8 □

**THE HIT LIST** JAWS COAL MINER'S DAUGHTER

NATIONAL LAMPOON'S ANIMAL HOUSE THE

SAME TIME NEXT YEAR RESURRECTION DR

MORE CAN GRAFFITTI SLAP SHOT YA

JAWS DUCATION OF JOE TYNAN JET PI

COAL S DAUGHTER **THE HIT LIST** THE

THE P R OF SAME TIME NEXT Y

MOMIE E GR N C

DRAC W MO RRE

NATIONAL LAMPO NIM JAW

THE WIZ **THE HIT LIST** RAVA LA

CASTAWAYS ON G N'S ISLAND THE P

CO ER'S DAUGHTER **THE HIT LIST** SAN

MO ERICAN GRAFFITTI RESURRECTIO

LIT SS MARKER THE GREEN ON

THE USE DRACULA JAWS TH B

SLA **THE HIT LIST** COAL MI AI

NA LAMPOON'S ANIMAL H RI

THE SEDUCTION OF JOE TYNAN TH S

RESURRECTION JAWS THE WIZ N ME

JET PILOT LITTLE MISS MARKER THE GR

THE PR DRACULA JAWS

COAL M DAUGHTER NATIONAL LAMPO

SAME T XT YEAR T SONER OF Z

BRINK' HE SEDUCT JOE TYNAN

THE GR COON RES TION SLAP

THE WI MINER'S D ER DRACUL

MORE AMERICAN GRAFF **E HIT LIST**

JAWS SAME TIME NEXT Y ITTLE MISS

NATIONAL LAMPOON'S ANIMAL HOUSE THE

SAME TIME NEXT YEAR RESURRECTION DR



**36 OF THE BEST MOVIES EVER!**

**MCA TV**

© 1981 Universal City Studios, Inc. All rights reserved.

## Offers wanted

KMBC-TV Kansas City, Mo., ch. 9 ABC-TV affiliate, is on block for about \$80 million as Metromedia spin-off to make room for company's acquisition of WCVB-TV Boston for record price of \$220 million (BROADCASTING, July 27). Selected prospects have been notified of availability. Formula is said to follow that applied to Boston transaction of 10-11 times cash flow. This would place gross at about \$20 million, with net before taxes at \$8-plus million.

Fortnight ago choice was to be made between Kansas City and Metromedia's ch. 11 WTCN-TV Minneapolis-St. Paul (NBC-TV) to restore company to five-VHF limit after acquisition of Boston outlet. KMBC-TV was acquired by Metromedia in 1961 for \$9.56 million with secondary stations that were spun off.

## Rio bound

State Department is currently evaluating list of nominees, submitted by FCC, to U.S. delegation to second session of Region 2 radio conference in Rio de Janeiro next November. Delegation will be headed by Kalmann Schaefer, FCC Chairman Mark Fowler's assistant on international communications (see "In Brief," page 96). Four industry nominees are Wallace Johnson, executive director of Association of Broadcast Engineering Standards and former chief of FCC Broadcast Bureau; Vincent Pepper, partner in Washington law firm of Pepper & Corazzini; Don Everest, consulting engineer with Cohen & Dippell, Washington, and William Ball, consulting engineer with Carl T. Jones Associates, Falls Church, Va. Nominations of last two are tentative, pending sign-off of their firms which bear expenses for trip.

Johnson, Everest and Ball were all on Panel of Experts in Geneva which ended last June and first two were also on delegation to first session of conference, held in Buenos Aires back in March of 1980. Pepper has been active participant on FCC-established government-industry advisory committee on radio allocations planning.

## New deputy

Jeff Bauman, chief of FCC Broadcast Bureau's Policy and Rules Division, has been recommended for number-two spot in bureau by its chief, Richard Shiben. Submitted last Friday to FCC's Executive Resources Board, recommendation is expected to get commission approval "with no problem" in September.

Bauman, who has been on FCC staff since graduating from law school over 11 years ago, will replace as deputy director Frank Washington, who left FCC last spring to join Teleprompter Corp.

## Angling for USA

USA Network's joint owners—Madison Square Garden and UA-Columbia Cablevision—separately have been looking for buyers of their USA shares, and it's understood UACC has reached tentative accord with Time Inc. Move would add participation in advertiser-supported basic programming to cable services offered by Time, which pioneered pay cable with Home Box Office and now Cinemax. Time confirms discussions with UACC but won't say whether it's talking with MSG. USA Network officials will only say couple of companies are "seriously talking" about purchase and that talks provide for present management to remain intact. Wall Street sources estimate value of USA Network in \$30-million range.

## Up to it?

Senate Commerce Committee staff will meet with Office of Management and Budget in early September to discuss FCC's ability to administer proposed new laws and carry out congressional directives. Concern is whether FCC has enough resources and staff to handle transition of telecommunications from highly regulated to competitive industry, as proposed in S. 898. Also to be discussed are recommendations committee made earlier this year to reduce or eliminate FCC Office of Plans and Policy and Review Board and to reduce Broadcast and Private Radio Bureaus ("Closed Circuit," May 18).

## Slow sale

Hughes Communications' elitist approach to selling 18 of 24 transponders on its Galaxy 1 satellite, scheduled for launch in fall of 1983, may have caused bit of backlash. Hughes, which is selling transponders for \$15 million to \$18 million each to select cable programmers, made much of bulk sale of six to Time Inc. at National Cable Television Association convention last May but has not been heard from since. Spokesman for Hughes said last week, however, that company is involved in "very serious" negotiations with several programmers and that 10 of remaining 12 spots "are essentially committed for."

## To go around

McGavren Guild Inc., New York, is reported to be establishing second radio representative firm to be competitive with MG and other rep firms. Rationale behind move is that for many top markets there are not enough firms that can provide acceptable representation. Some rep firms, on limited basis, now are active with two stations in single market but MG's move is believed to be first of kind.

## Trimming down

Would consolidation of Board for International Broadcasting (BIB) with board of Radio Free Europe and Radio Liberty improve efficiency in countering Soviet propaganda in Europe? That will be main topic of Washington meeting Aug. 18 of six-man executive committee of RFE/RL representing its full board of 20. Thrust is toward fusion, with five-man BIB board enlarged by four to survive in keeping with "Pell Amendment" (Senator Claiborne Pell, D-R.I., former foreign service officer.)

President Reagan has announced intention to name Frank Shakespeare, president of RKO-General, to BIB chairmanship, but his and other nominations haven't been cleared for Senate confirmation. Soviet Union has been jamming RFE/RL broadcasts into Russian and Eastern European areas but without total success. Funding for RFE/RL for 1981 under Reagan mandate is for more than \$100 million, now cleared through BIB which also has oversight responsibilities. BIB board now has five members, with John S. Hayes and Glenn W. Ferguson, chairman and president, respectively, of RFE/RL as ex officio members.

## Troika?

Although negotiations over future role of Irwin Segelstein in NBC management future continue, broad outline is beginning to take shape. By whatever title each eventually carries, Chairman Grant Tinker appears to be structuring three-way "office of the chairman" team, with himself heavily involved in creative direction of company, newly named president, Robert Mulholland, in day-to-day command of broadcast divisions and Segelstein functioning as policy and business eminence—role not unlike that performed by David Adams in earlier NBC administrations. It's anticipated that current vice chairman, former CBS News chief Richard S. Salant, will move on to other vineyards; his present contract expires in about eight months.

# Business Briefly

TV ONLY

**Sperti Drugs**  Franchise. Begins Sept. 1 for 17 weeks in about 45 markets. All dayparts. Agency: Bernard K. Pawlus Associates, Cincinnati. Target: adults, 25-49.

**Ralston-Purina**  Various children's cereals. Begins Sept. 1 for about 16 weeks in 40 to 60 markets. Children's programming. Agency: CPM, Chicago. Target: children, 6-11.

**Gardner Baking**  Begins Sept. 14 for 12 weeks in Madison, Wis., and Milwaukee. All dayparts. Agency: W. E. Long Advertising Agency, Chicago. Target: women, 18-49.

**Broward Industrial Board**  Tourism. Begins Oct. 5 for 12 weeks in nine markets. All dayparts. Agency: Ross Hancock Advertising, Hollywood, Fla. Target: adults, 25-54.

**California colleges**  Higher education. Begins Sept. 14 for 11 weeks in Sacramento, Oakland and San

Francisco. Early fringe, late fringe and prime times. Agency: Mendelsohn/Adler, San Francisco. Target: adults, 18-34; teen-agers, 12-17.

**Smith Barney, Harris Upham**  Investment firm. Begins Sept. 14 for nine to 13 weeks in over 20 markets. News and sports times. Agency: Ogilvy & Mather, New York. Target: men, 35 and over.

**Burger Maker**  Fast food restaurants. Begins Aug. 31 for eight weeks in Milwaukee and Madison, Wis. All dayparts. Agency: Grant/Jacoby, Chicago. Target: women, 25-49.

**Handy City**  Discount hardware stores. Begins Aug. 13 for five weeks in Alabama. Agency: William B. Tanner Co., Memphis. Target: adults, 25-54.

**Roman Meal**  Waffles. Begins Sept. 28 for four weeks in four markets. Agency: McCann-Erickson/Seattle. Target: women, 18-34; working women.

**Anderson-Clayton**  7-Seas Onion and

Chive salad dressing. Begins Sept. 7 for four weeks in 36 markets. Day and fringe times. Agency: The Bloom Agency, Dallas. Target: adults, 25-54.

**Kahn's & Co.**  Meat products. Begins Aug. 17 for four weeks in under 20 markets. Day, weekend fringe and prime times. Agency: LSF Media Services, New York. Target: women, 25-54.

**Vanity Fair Mills**  Tissues. Begins Oct. 26 for four weeks in about 10 markets. Day, fringe, prime access and prime times. Agency: Bozell & Jacobs, New York. Target: women, 18-49.

**Gulf Oil**  Adhesives. Begins Sept. 4 for four weeks in Florida markets. Prime, sports, fringe and weekends. Agency: Valentine-Radford, Kansas City, Mo. Target: adults, 25-54.

**American National Bank**  Begins Oct. 5 for three weeks in various California markets. All dayparts. Agency: Dini Advertising, San Francisco. Target: men, 25-54; women, 25-54.

**Pennsylvania lottery**  Begins Sept. 7 for three weeks in various Pennsylvania markets. All dayparts. Agency: Lewis & Gilman, Philadelphia. Target: adults, 25-65.

**International Shoe**  Children's shoes. Begins Aug. 17 for three weeks in 11 markets. Day, early fringe, late fringe and weekends. Agency: Batz-Hodgson-Neuwoehner, St. Louis. Target: total children.

**Chief Auto Parts**  Labor Day sale. Begins Sept. 2 for one week in Las Vegas, Los Angeles and Dallas. Agency: Davis, Johnson, Mogul & Columbatto, Los Angeles. Target: men, 25-49.

**Scaggs Drug Centers**  One-cent

**WESTWOOD ONE SALUTES**

One of over 1500 Great Radio Stations carrying Westwood One programs. Programs like: The Dr. Demento Show, Off The Record with Mary Turner, Off The Record Specials, Live From Gilley's, The Concert of the Month, The Rock Years: Portrait of an Era, The Great American Radio Show, Daybook, Spaces and Places, Ace and Friends, Star Trak, Special Edition, Shootin' the Breeze, Tellin' It Like It Was.

**WCOZ Boston**

**WESTWOOD ONE**

9540 Washington Blvd., Culver City, CA 90230 (213) 204-5000

America's Number One Producer of Nationally Sponsored Radio Programs

**Rep Report**

KEZI-TV Eugene, Ore.: To Blair Television from PGW.

KOLO-TV Reno, Nev.: To Blair Television from PGW.

WTWO(TV) Terre Haute, Ind.: To Blair Television from PGW.

WEMM(FM) Huntington, W. Va.: To Savalli & Schutz (no previous rep).



# HOW TELEVISION IS SOLVING A PROBLEM THAT'S BEEN KILLING US FOR YEARS.



Heart attack. Smoke inhalation. Shock. Thousands of people are given up for dead every year, lives that might have been saved with CPR administered in the first few minutes after breathing and heartbeat stop.

CPR is short for cardiopulmonary resuscitation, the life-saving technique the American Medical Association estimates could save one-hundred to two-hundred thousand lives each year.

If only more people knew what to do.

That's why our Flagship Stations decided that television could help.

Working with the American Red Cross, our Los Angeles station created a series of

public service announcements featuring Larry Wilcox, the popular star of NBC's CHIPS. But that was just the beginning. We also produced a special series of five half-hour programs designed to actually teach CPR on the air.

We thought it was an idea worth trying. And so did 160 other NBC television stations — affiliates who have joined with our Flagship Stations to form a "life-saving network" across the country.

The NBC Flagship Stations take real pride in the way we respond to community needs.

**FIRST WE LISTEN. THEN WE ACT.**

## THE FLAGSHIP STATIONS OF NBC

KNBC-TV  
LOS ANGELES

WRC-TV  
WASHINGTON, D.C.

WNBC-TV  
NEW YORK

WKYC-TV  
CLEVELAND

WMAQ-TV  
CHICAGO



vitamin sale promotion. Begins Aug. 23 for one week in about 35 markets.

Agency: Alan Frank & Associates, Salt Lake City. Target: adults, 18 and over.

**Hoover Co.** □ Begins Aug. 13 for one week in five markets. All dayparts.

Agency: Bauerlein Inc., New Orleans. Target: adults, 25 and over.

**Wal-Mart** □ Variety store franchise.

Begins Aug. 18 for one week in 27 markets. Agency: Bernstein-Rein & Boasberg Advertising, Kansas City, Mo. Target: total women.

## AdVantage

**Comparison shopping.** American Dairy Associates of Wisconsin will introduce two new TV spots on September 14. CreatiCom Advertising of Wisconsin developed commercials with theme, "Milk's an easy choice." Geared toward consumers, ages 18-49, one spot features spokesman comparing nutritional value of milk compared with soft drinks. Another spot shows fashion designer choosing milk to drink, because it's "an easy choice." Both commercials are scheduled to run in Chicago and Wisconsin markets throughout fall.



□ **Media service formed.** Rind Total Media Inc., New York, has been organized as media planning and buying service. Nat Rind, partner and former executive VP of Gallagher Group, New York, heads new operation, which has offices at 41 East 42d Street, New York. Phone is (212) 986-1128. Rind earlier held media and management positions with J. Walter Thompson Co., Doyle Dane Bernbach and Foote, Cone & Belding in New York.

□ **Lowering the boom.** NBC-TV network and its five owned-and-operated TV stations have announced ban on sale of advertising time to pay TV services, including national pay cable TV networks and local STV or MDS pay services. Network will honor existing contracts but not extend them beyond September, according to spokesman. NBC has similar ban already in effect against competing networks and local stations.

RADIO ONLY  
**Nationwide Insurance** Begins Aug. 17 for three weeks in Ohio and Illinois markets. Agency: Ogilvy & Mather, New York. Target: adults, 18-49.

**Allied Van Lines** □ Begins Sept. 14 for two to four weeks in over 25 markets. Morning drive, middays and afternoon drive times. Agency: D'Arcy-MacManus & Masius, Chicago. Target: adults, 25-49; women, 25-49.

**Trewax** □ Begins Sept. 28 for two weeks in about 13 markets. All dayparts. Agency: S. M. Newmark & Associates, Los Angeles. Target: adults, 18-54.

**Sutherland Lumber** □ Hardware. Begins this week for one week in Arizona. Agency: Media Specialists, New York. Target: men, 25-54.

**Catering to cable.** Louisville Productions, the Louisville, Ky.-based national commercial production firm owned by Barry Bingham & Family, announced last week has created a commercial production marketing division that will concentrate exclusively on serving the commercial production needs of cable systems and their advertisers.

Barry Bingham & Family also owns the Louisville *Courier-Journal*, the Louisville *Times* and WHAS-AM-TV and WAMZ(FM) there.

The new division, Creative Associates, will attempt to fill the cable industry's commercial production void by offering "semicustomized" advertising campaigns.

The pre-packaged campaigns will consist of newspaper, radio and cable television commercials. They will be sold on an exclusive basis in a client's area of dominant influence and are designed to be sold either to cable systems for resale or directly to the cable advertiser.

Charles Conrad, Creative Associates managing director, said the "unique advantage" of the new venture is that it will go into a market with the system's salesmen to "sell a system's advertisers the value of a strong, solid and creative campaign."

"An advertising client can buy all the cable time he wants, but if he doesn't have creative strategy backing up the buy, he's wasting his money," he said.

Conrad said a typical campaign would consist of one 120-second, three 60-second, three 30-second and three 10-second commercials along with 12 ready-to-run newspaper slicks and radio scripts.

The ads and scripts will be 80% completed and will be aimed at particular demographic groups, he said.

# DELTA DASH.<sup>®</sup> SAME DAY DELIVERY ON PACKAGES UP TO 70 LBS.



Customer Services Agent Tom Sineath is a Delta professional. He goes that extra mile for you.

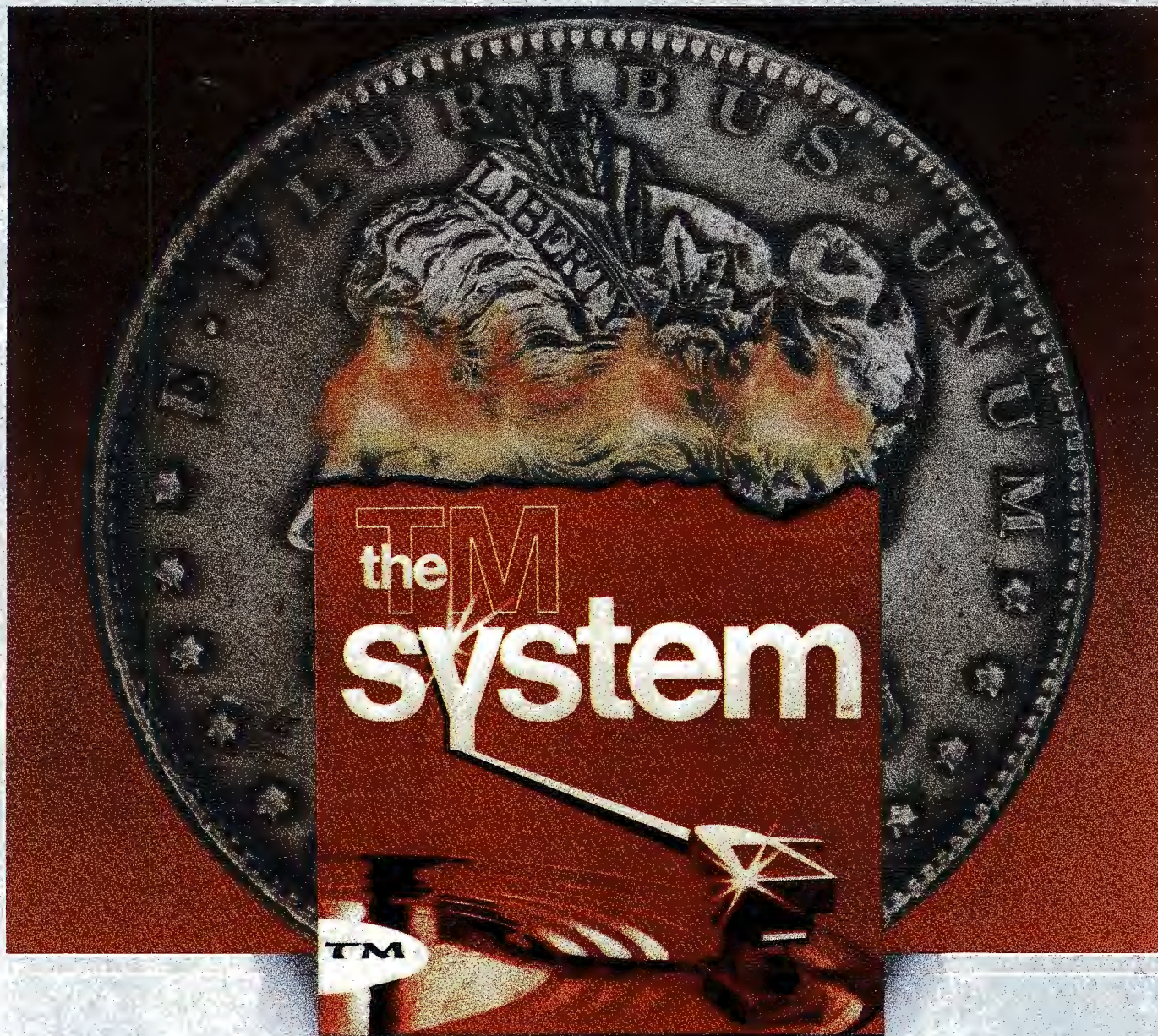
Delta DASH (Delta Airlines Special Handling) serves more than 80 cities in the U.S. plus San Juan, Montreal, Nassau, Bermuda, London and Frankfurt.

The airport-to-airport rate between any two of Delta's domestic cities is \$40 for packages up to 50 lbs., \$60 for packages over 50 lbs. and up to 70 lbs. \$25 (to 50 lbs.) and \$45 (over 50 and up to 70 lbs.) between Dallas/Ft. Worth and Los Angeles or San Diego or San Francisco. Pick-up and delivery is available at extra charge. Call (800) 638-7333, toll free. (In Baltimore, 269-6393.)

For top priority shipments over 70 lbs., use Delta Air Express. It guarantees your shipment gets on the flight specified. For full details, call your local Delta cargo office.



**DELTA IS READY WHEN YOU ARE<sup>®</sup>**



## The TM System... Hot & Profitable.

"The TM System" is working, and earning, in markets of every size, locking up 52 week contracts with ease.

Growth of "The TM System" has been dramatic, and that translates directly into dollars for you.

Why? Because broadcasters designed "The TM System." It took over three years and thousands of interviews with broadcasters, like yourself, to create *The* definitive sales support package. Station managers, sales managers, and production directors told us they needed a sales and production system that was:

- Simple to use Jan/81 18 stations
- Versatile Mar/81 35 stations
- Contemporary Apr/81 51 stations
- Profitable Aug/81 135 stations

"The TM System" from TM Productions, *meets and exceeds* every sales and production need you can imagine; and some you haven't even had time to consider.

### "The TM System's" Success Is Proven.

"The quality and new sound of 'The TM System' are so good that all of our sales people are excited and enthused about it. And, we've written over \$300,000 so far this year in new local merchant business."

Bob May, General Sales Mgr.  
KMGC, Dallas, TX

It doesn't take a production wizard to make money with "The TM System." If you can operate a turntable, you're halfway there.

All the tools you'll need to create and sell successful commercial images, from individual spots to total marketing concepts, are contained in "The TM System."

"Sales are super! Our average spot rate is only \$3.00, but since we've started using 'The TM System,' we've signed over \$30,000 in new business. We also

hired three sales people when we started with 'The TM System,' and they're selling only long-term contracts. 'The TM System' is one of the best investments we've ever made. And the staff of TM productions sets the standard for the word 'professional' in radio support groups."

Daryl Hanauer, Sales Mgr.  
KBBO/KYBO, Yakima, WA

"The TM System" It's selling, plain and simple... *and* profitable!

Nobody beats "The TM System" from TM Productions, and you don't need to when you can have it.

To find out more about "The TM System," send in the coupon. Or, call TM collect at 214-634-8511.

Act now while it's still available.

Yes, I would like to find out more about "The TM System."  
Please send me complete information and a demo.

Name \_\_\_\_\_ Title \_\_\_\_\_  
Station \_\_\_\_\_ Phone \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

# TM

Productions

1349 Regal Row Dallas, TX 75247 214-634-8511

© 1980 TM Productions, Inc.

# Datebook

■ indicates new or revised listing

## This week

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

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

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

**Aug. 14**—*National Broadcast Association for Community Affairs* Atlantic regional conference, United Way Building, 22 Light Street, Baltimore.

## Also in August

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

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

**Aug. 20-22**—*Southern Cable Television Association* Eastern show. Georgia World Congress Center, Atlanta.

**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 Schisla, (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. 7-10**—*International Institute of Communications* annual conference. Speakers include Leonard Marks, Washington attorney and secretary-treasurer of World Press Freedom Committee, and Delbert Smith, senior vice president of Comsat. Palais d'Europe, Strasbourg, France.

**Sept. 9**—Ohio Association of Broadcasters sales workshop. New Marriott, I-71, 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, cable consultant, and Robert Alter, Cabletelevision Advertising Bureau. Concourse hotel, Madison, Wis.

**Sept. 9-14**—*Public Broadcasting Service* development conference. Dutch Resort Inn, Orlando, Fla.

**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**—*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 Association* annual convention. Fontainebleau Hilton, Miami Beach, Fla.

■ **Sept. 14-17**—*Washington Journalism Center's* conference for journalists, "The Family Under Stress." Watergate hotel, Washington.

**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.

# Oct 12

A unique advertising opportunity—once in 50 years.

On October 12, 1981, BROADCASTING will celebrate its own golden anniversary in a massive, one-of-a-kind issue. Including: an "At Large" interview with editor Sol Taishoff encompassing his recollection of the first 50 years . . . a year-by-year chronology of the first 50 years of the magazine . . . and a comprehensive look ahead to the communications systems of the year 2001.

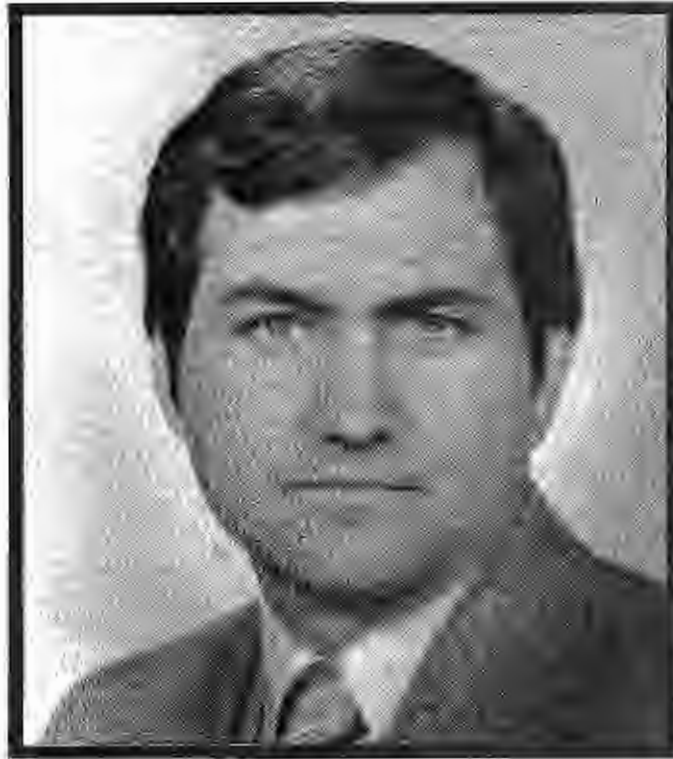
Bonus readership for your advertising. Reserve space now.

For placements from the North and East, call Win Levi, Dave Berlyn or Charles Mohr at (212) 599-2830; from the South, call Gene Edwards (202) 638-1022; from the West, call Tim Thometz at (213) 463-3148. From any point of the compass, call David Whitcombe or John Andre at (202) 638-1022.

## You belong in Broadcasting Oct 12

# “The Associated Press has done something for television nobody else has.”

John Spain, News Director,  
WBRZ-TV  
Baton Rouge, Louisiana



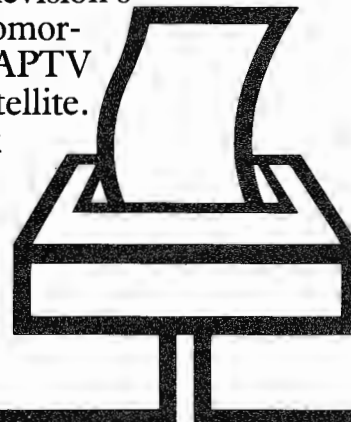
John Spain knows that television news is uniquely demanding and extremely fast paced. So, for a news-wire to be of real service, it has to keep up. That's why WBRZ-TV uses APTV, the only high speed newswire designed specifically for television.

Ask John Spain about APTV and he'll tell you how it helps get the job done better: "APTV's speed is a tremendous benefit in reacting to breaking news. The end result is many times we'll get a story on our early news and the competition won't. APTV is a great competitive tool for us."

Or ask him about APTV's depth and completeness: "APTV brings our newsroom a whole lot more information, from more sources, at much greater speed than we've ever had before. Plus we see a lot of story ideas, feature ideas, and light material on APTV. It's a great improvement over what we had before."

APTV is a generation ahead of other services in fulfilling the special needs of television news. APTV was designed for television's future too—it's a ready and proven asset for tomorrow's computerized newsroom. And soon all APTV points will receive the high speed service via satellite.

Want to know how to put APTV to work for your station? Write or call AP Broadcast Services, 50 Rockefeller Plaza, N.Y. 10020 (212) 621-1511. Or contact your nearest AP Broadcast Executive.



**Innovation for  
better news  
programming**

**AP Broadcast Services**



# Self starter

For a fast start, no other studio camera comes close to the HK-312. It comes air ready. Just unpack it and it'll give you superior performance the first time. And, it'll keep working. The HK-312 helped establish Ikegami's reputation for legendary reliability.

The HK-312 is also an extremely stable camera that doesn't require time consuming adjustment. Add the optional computer setup and you can trim your daily checkout time even more—to less than a minute. Computer setup that has already proven itself at many leading stations.

The HK-312 includes all the essentials for

superior picture quality and performance. High resolution. Superb colorimetry. Plus an excellent signal-to-noise ratio. And with Ikegami Triax, you can extend the normal 600 meter cable length to 1500 meters with no compromise in picture quality.

One simple demonstration will show you why so many networks and leading independents are convinced that the HK-312 is the finest studio camera ever built.

To get started, contact Ikegami.

## Ikegami

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

**Sept. 20-23**—*Broadcast Financial Management Association* 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. Rodeway Inn, Arlington, Tex.

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

**Sept. 27-29**—*Minnesota Broadcasters Association* fall convention. Guests will include Richard Wiley, former FCC chairman, now with Washington law firm of Kirkland & Ellis and Jim Popham, VP-congressional liaison, National Association of Broadcasters, Washington. Holiday Inn Downtown, Rochester, Minn.

**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. 29-30**—*Louisiana Association of Broadcasters* license renewal-EEO seminars. One will be held at Travelodge North In Lafayette, La., on Sept. 29, and another at Holiday Inn in Natchitoches, La., on Sept. 30.

■ **Sept. 30**—*Iowa Cable Television Association* annual state convention. Marriott hotel, Des Moines, Iowa.

**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, 43210.

**Sept. 30-Oct. 2**—*Mid-America Cable TV Association* 24th annual meeting and show. Exhibition Hall, Municipal Auditorium, Kansas City, Mo. Information: Rob Marshall, Mid-America Cable TV, Route 1, Lecompton, Kan., 66050, (913) 887-6119.

## October

**Oct. 1-2**—*University of Illinois* sixth scholar-educator 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. Regency West, Omaha.

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

# Generate new dollars with

## INFORMATION



Proven audience-builders and sales-generators on stations such as: WQXR, New York  
• KMPX, San Francisco  
• KRLD, Dallas • WERE, Cleveland • KOA, Denver  
• KHVH, Honolulu • WTWN, Grand Rapids and many more.

Come see us at the NAB in Chicago and hear our incredible programming selection.

*Information Radio.*

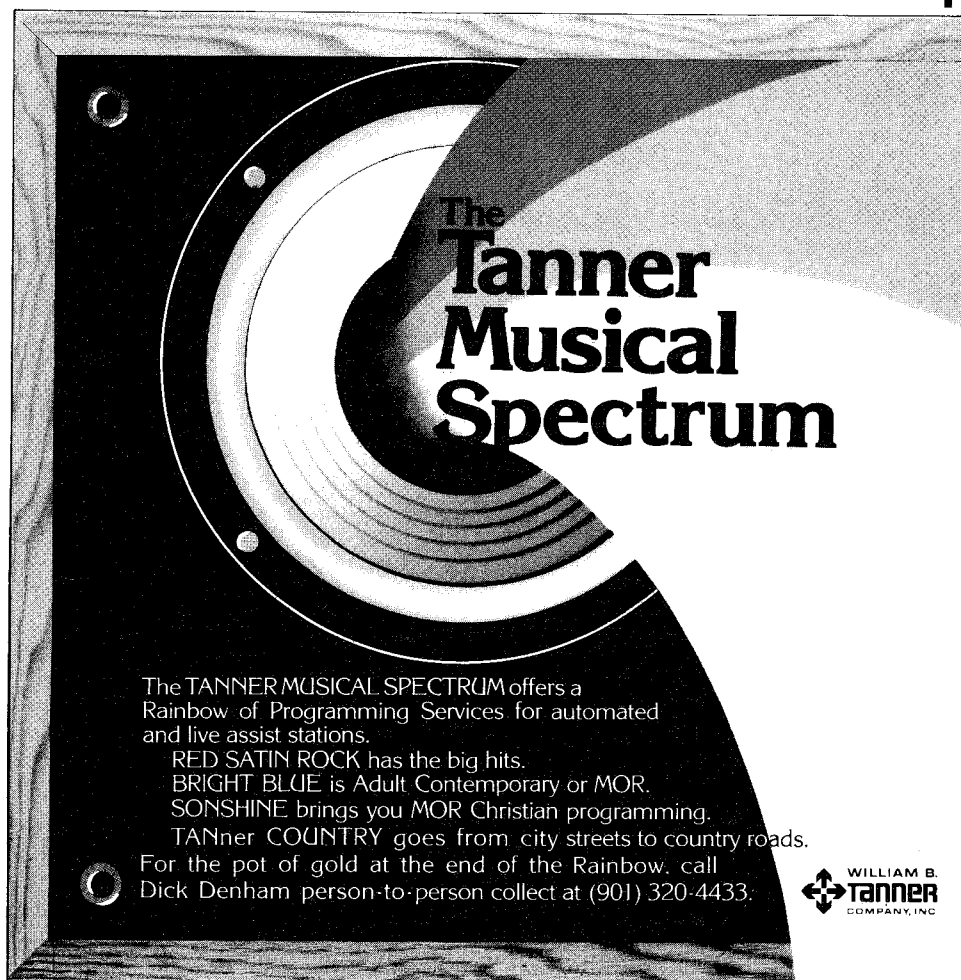
*A Service of*

**THE  
SUNBELT**



**NETWORK,  
INC.**

2500 McKinney Avenue, Dallas, Texas 75201, (214) 741-1198




**The  
Tanner  
Musical  
Spectrum**

The TANNER MUSICAL SPECTRUM offers a Rainbow of Programming Services for automated and live assist stations.

RED SATIN ROCK has the big hits.  
BRIGHT BLUE is Adult Contemporary or MOR.  
SONSHINE brings you MOR Christian programming.  
TANNER COUNTRY goes from city streets to country roads.

For the pot of gold at the end of the Rainbow, call  
Dick Denham person-to-person collect at (901) 320-4433.



WILLIAM B.  
**Tanner**  
COMPANY, INC.

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

**Oct. 5-9**—*Hughes Microwave Communications Products* technical seminar on its AML local distribution microwave equipment. Hughes' facility, Torrance, Calif.

**Oct. 5-10**—23d National Radio and Television Week, "Sixty Years of Broadcasting in Mexico," sponsored by *Camera Nacional de la Industria de Radio Y Television*. Guests will include Vincent Wasilewski,

president, National Association of Broadcasters. Fiesta Palace hotel, Mexico City.

**Oct. 7**—*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. 7-8**—*Society of Broadcast Engineers* tri-state convention. Indiana Convention Center, Indianapolis. Information: (317) 264-7992.

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

**Oct. 8-11**—*National Black Media Coalition* annual conference. Speaker: FCC Chairman Mark Fowler. Mayflower hotel, Washington.

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

**Oct. 9-13**—*Vidcom '81*, international market for

videocommunications programs. Palais des Festivals, Cannes, France. Information: Commissariat General, 179, Avenue Victor Hugo, 75116 Paris.

**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**—Fund-raising dinner honoring *Sol Taishoff* 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**—*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. 15-17**—*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*

# The **it** Eraser-Splice Locator

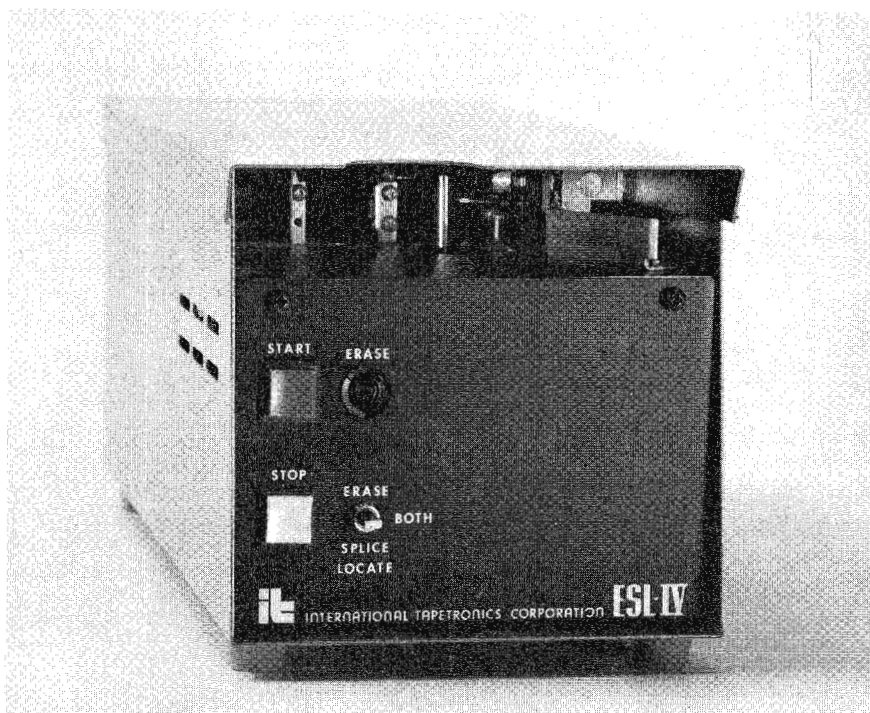
The only machine to combine precise splice locating and cartridge erasing in a single, automatic operation. Just insert the cartridge, and press "START." The tape is bulk erased while cartridge is running. Then, the splice is located. 2 year warranty. Only \$720.

CALL TOLL-FREE  
800-447-0414

Ask about our no-risk,  
30-day trial order.  
Call collect from Illinois,  
Alaska, Hawaii:  
(309) 828-1381.

**INTERNATIONAL TAPETRONICS CORPORATION**  
2425 South Main Street, Bloomington, Illinois 61701

Marketed exclusively in  
Canada by McCurdy Radio  
Industries, Ltd., Toronto



## Errata

It was incorrectly reported in the Aug. 3 issue that **Sunbelt Communications** is a new, Arizona-based firm headed by former RKO president, Dwight Case. **It is a five-year-old firm based in Menlo Park, Calif., headed by C.T. Robinson.** □

In Aug. 3 "Changing Hands" item on sale of **WEKR(AM) Fayetteville, Tenn.**, 10% owner of buyer, Noel Randolph, is **Noel Randolph Freeland**, brother-in-law of 60% owner, Flora Freeland. Another 10% owner of buyer was not mentioned—**John G. Parker**, general manager of **WKAX(AM) Russellville, Ala.** Broker in deal was Chapman Associates. □

**Correct percentage** in proposed sale of **WCNA(FM) Scottsdale, Ariz.**, for buyers **Olvie E. Sisk** and his wife, Ivous, is **25% each**, not 15% as reported in "Changing Hands," **BROADCASTING**, Aug. 3.



# GOOD NEWS

---

ABC News has taken a bold step toward fairness and balance in TV reporting.

---

For over a year, Kaiser Aluminum has been focusing as much attention as we could on an issue we call "Trial By Television."

"Trial By Television" occurs when a TV production team does an unbalanced investigative report. The production team becomes the accuser, the judge, and the jury of people or institutions. By controlling the editing of pre-taped interviews, they even control what the accused can say in his own behalf. This isn't necessarily conducive to fair or balanced reporting.

Most of our argument has been directed at ABC-TV who we believe badly abused us

in a segment of their "20/20" show. Understand, we are not arguing with anyone's right to criticize. We just believe that the other side ought to have a fair opportunity to present its case.

Well, fair is fair. ABC-TV in what we considered to be a milestone of responsible broadcast journalism, has developed an innovative technique to allow the other side to be heard in a balanced and fair way. They call it "Viewpoint." It premiered July 24. We were pleased to be a part of that program and to have the opportunity to present in our own way our response to the charges made against us by "20/20"

before a prime time audience.

ABC is to be congratulated and applauded for its leadership in addressing one of the most perplexing problems in television. We sincerely hope their example will encourage other broadcasters at both the local and national level to undertake similar experiments in responsible broadcast journalism.

We think it will lead to better TV news. And better TV news is good news for all of us.



**KAISER ALUMINUM  
& CHEMICAL CORPORATION**

300 LAKESIDE DRIVE, 1137KB  
OAKLAND, CA 94643

**Dance Fever in the Top 10.** The audience power of Dance Fever was proved again in the February Sweeps. Dance Fever ranked #4 with Women 18-49, #8 with Men 18-49 and #6 among Teens.

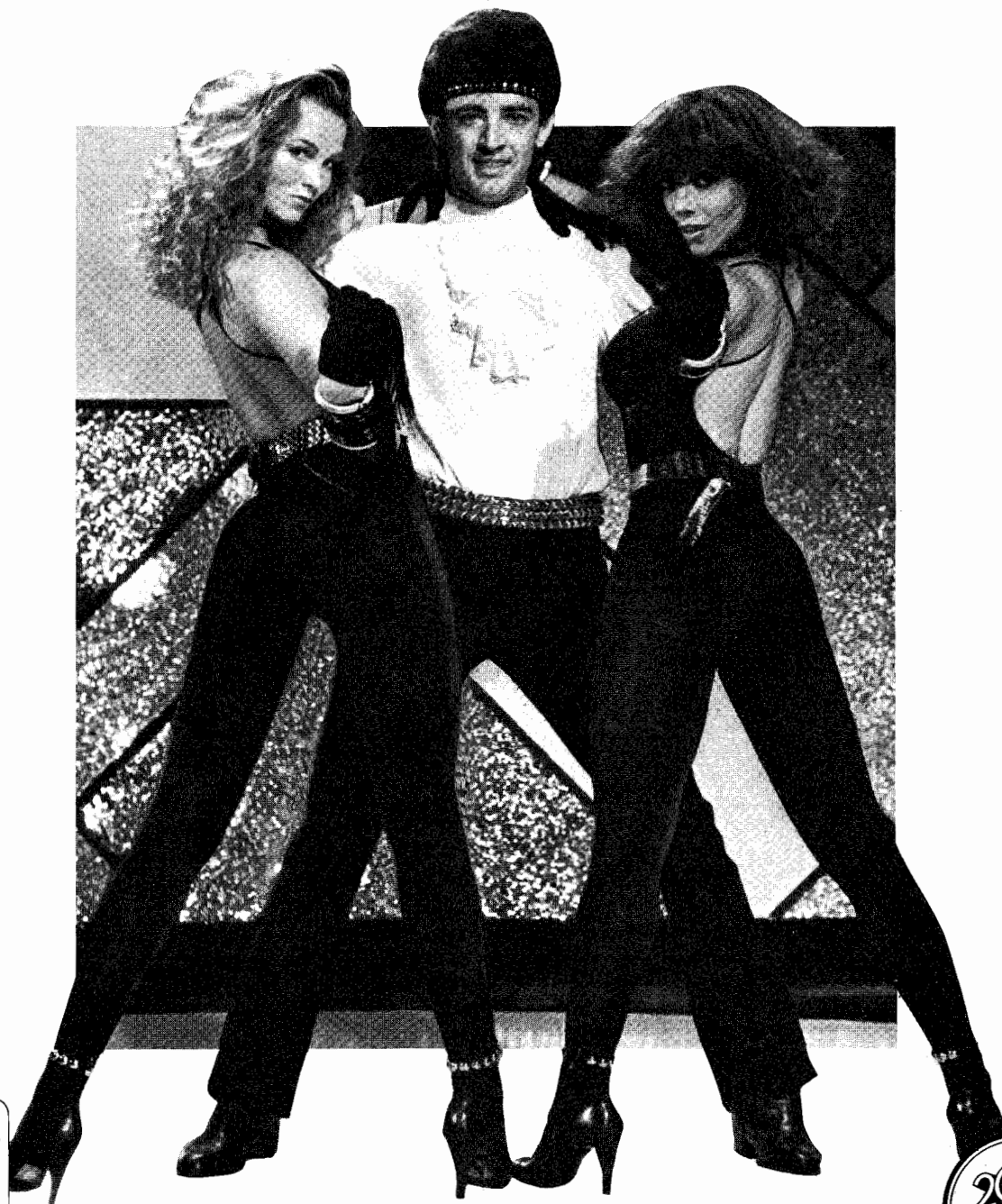
**Alive with entertainment.** The dynamic Deney Terrio and the ever-movin' Motion present the latest dances and music, along with top performers and celebrity judges. Top dance teams from all

over the country compete for \$75,000 in cash and prizes.

**Change partners and dance with us.** When planning your new schedule keep in mind that, in market after market, in all dayparts, Dance Fever has shown dramatic improvement over its station's previous programming. And now for 1981-82 season, Dance Fever is offered on a national advertiser supported basis.

**DANCE  
FEVER**  
Year 4

***“Dance your way to the top  
with us.”***



Source: Cassandra, February 1981.  
Copyright © 1981 Twentieth Century-Fox Film Corporation. All rights reserved.



At presstime—  
**Dance Fever Year 4**  
**cleared in 75** *2090*  
**markets. (Includes all**  
**available CBS O&O's.)**

New York **WPIX**; Los Angeles **KNXT**; Chicago **WBBM**; Philadelphia **WCAU**; San Francisco **KTVU**; Boston **WNAC**; Detroit **WDIV**; Cleveland **WKYC**; Washington, DC **WJLA**; Dallas/Ft. Worth **KDFW**; Pittsburgh **KDKA**; Houston **KHTV**; Minneapolis/St. Paul **KSTP**; St. Louis **KMOX**; Miami **WCIX**; Atlanta **WAGA**; Seattle/Tacoma **KCPQ**; Tampa/St. Petersburg **WTVT**; Indianapolis **WTHR**; Sacramento/Stockton **KOVR**; Portland, OR **KGW**; Hartford/New Haven **WVIT**; San Diego **XETV**; Cincinnati **WXIX**; Milwaukee **WVTV**; Buffalo **WIVB**; Providence **WJAR**; Charlotte **WBTW**; Memphis **WPTY**; New Orleans **WDSU**; Greenville/Spartanburg **WFCB**; Birmingham **WBMG**; Oklahoma City **KWTW**; San Antonio **KMOL**; Wilkes Barre/Scranton **WNEP**; Harrisburg/Lancaster **WHP**; Schenectady **WRGB**; Dayton **WKEF**; Charleston/Huntington **WSAZ**; Flint/Saginaw **WEYI**; Greensboro/High Point **WXII**; Richmond **WWBT**; Wichita/Hutchinson **KARD**; Little Rock **KTHV**; Shreveport **KTAL**; Tulsa **KOKI**; Mobile/Pensacola **WPMI**; Roanoke/Lynchburg **WSLS**; Jacksonville **WAWS**; Rochester **WHEC**; Green Bay **WFRV**; Albuquerque **KOB**; Portland/Poland Spring **WMTW**; Honolulu **KITV**; Jackson, MS **WLBT**; South Bend/Elkhart **WSBT**; West Palm Beach **WPEC**; Bristol/Johnson City **WKPT**; Baton Rouge **WBRZ**; Fargo **KXJB**; Tucson **KOLD**; Columbia, SC **WOLO**; Ft. Wayne **WFFT**; Madison **WISC**; Augusta, GA **WJBF**; Montgomery **WKAB**; Monroe/El Dorado **KNOE**; Joplin/Pittsburg **KTVJ**; Binghamton **WICZ**; Lafayette, LA **KADN**; Columbus, GA **WYEA**; Sioux City **KMEG**; Savannah **WJCL**; Charleston, SC **WCSC**; Las Vegas **KVVU**; Wilmington **WECT**; Lubbock **KAMC**; Mason City/Austin **KIMT**; Erie **WSEE**; Boise **KTRV**; Tallahassee **WECA**; Macon **WCWB**; Reno **KAME**; Medford, OR **KOBI**; Florence, SC **WPDE**; Panama City **WMBB**; Casper/Riverton **KCWY**; Harrisonburg **WHSV**; Santa Rosa **KFTY**; Victoria, Texas **KXIX**.



sion 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 MacLaughlin, (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. 21-23**—*National Association of Telecommunications Officers and Advisers*, affiliate of National League of Cities, conference, "The Role of the Local Telecommunications Officer" focusing on cable television franchise administration and regulation and municipal uses of cable. Hilton Harvest House hotel, Boulder, Colo.

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

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

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

## Major Meetings

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

**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 at Georgia World Congress Center.

**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. 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 Beach.

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

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

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

**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.

**Feb. 7-10, 1982**—*National Religious Broadcasters* annual convention. Sheraton, 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. Future meetings: May 3-7, 1983, Royal York, Toronto, Ontario; May 1-5, 1984, Renaissance Center-Westin, Detroit; May 7-11, 1985, New York Hilton, New York, and May 27-31, 1986, Loew's Anatole, Dallas.

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

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

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

# "IN TWO YEARS, OUR HICCUPED ONCE OR TWICE.



"Our Sony BVE-5000 editing system is unbelievably reliable," says Randy Cohen, vice president and editor for Broadway Video.

"Amazing that Sony could come up with a state-of-the-art computerized system on its first try," Cohen continues. "And because it's specifically designed for one-inch, it lets me do more with my equipment than other editors."

Broadway Video is both a production and post-production facility in New York City. Its recent credits

include "The Best of Saturday Night Live," major political campaigns, promos for the cable network Showtime, and a variety of industrial shows.

"The BVE-5000 worked right out of the box and has been performing flawlessly ever since. With no problems of any kind. Unlike some other systems, whose manufacturers wait for customer complaints to get the bugs out, instead of thoroughly testing their equipment *before* it's sold.

"With its simplified keyboard, the BVE-5000 is

# HUMAN EDITORS MAY HAVE BUT NOT OUR SONY."

*Randy Cohen, Broadway Video*



easier to use, too. It has saved me 25% to 50% of the time other systems require. And since you don't have to be mechanically oriented to use it, the editors can be artists rather than technicians.

"Other advantages include variable search. Dual audio. Vertical interval time code. And the ability to interface with a wide variety of switchers.

"I'll be buying more Sony equipment in the future. Because there are enough reasons for indigestion in this business without machines that hiccup and burp."

Sony makes a full line of 1" and 3/4" broadcast equipment, including cameras, recorders, editors and digital time base correctors.

For more information, write Sony Broadcast, 9 West 57th Street, New York, New York 10019. Or call us in New York/New Jersey at (201) 368-5085; in Chicago at (312) 792-3600; in Los Angeles at (213) 537-4300; or in Atlanta at (404) 451-7671.

**SONY**  
Broadcast

Sony is a registered trademark of Sony Corp.

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

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

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

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

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

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

## December

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

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

# Open Mike®

## Time trials

EDITOR: The pre-royal wedding article in the July 27 issue says U.S. coverage will show the wedding at "6 a.m. (NYT)" which means "in London it will be a noon wedding."

I imagine that your reporter was told by the networks that the wedding would be seen at 6 a.m. in New York. Your reporter then checked a world time chart which showed London six hours ahead of New York, and simply added 6 plus 6 to get noon. What he/she forgot is that the U.S. is currently on daylight saving time, but England is not. So the time difference to London is only five hours at this time of the year, and thus the wedding was at 11 a.m.—*James H. Schoonmaker, Atlanta.*

## Smoking gun

EDITOR: I am enclosing a copy of a broad-

cast editorial aired on both WLWI(FM) Montgomery, Ala., and WOWW(FM) Pensacola, Fla. I think it would be interesting to see the reaction it would get from other broadcasters.—*Don Markwell, vice president-general manager, Colonial Broadcasting Co., Montgomery, Ala.*

Senate Bill H.R. 6543. Unless you're a broadcaster, that probably doesn't mean anything to you. But to us in the broadcasting industry it has meant the loss of at least 230 million dollars a year in advertising revenue since Jan. 2, 1971. That bill... brought a mandatory end to cigarette advertising on radio and television.

Before you get the wrong idea, let me say that although cigarettes are a legal commodity and are smoked by the billions every day, we are not advocating that you take up or cling to that particular vice. What sticks in our craw is the utter hypocrisy and flagrant discrimination that exist in this odious law. On one hand Congress said that advertising on radio and TV is harmful to the young and impressionable in our society, but on the other hand allowed the tobacco industry to take the money ordinarily spent in the broadcast media and divert it to print. Newspapers and magazines are crammed with glossy, full-color, two-page ads and most major cities are plastered with billboards extolling the virtues of the tobacco industry's pet product...

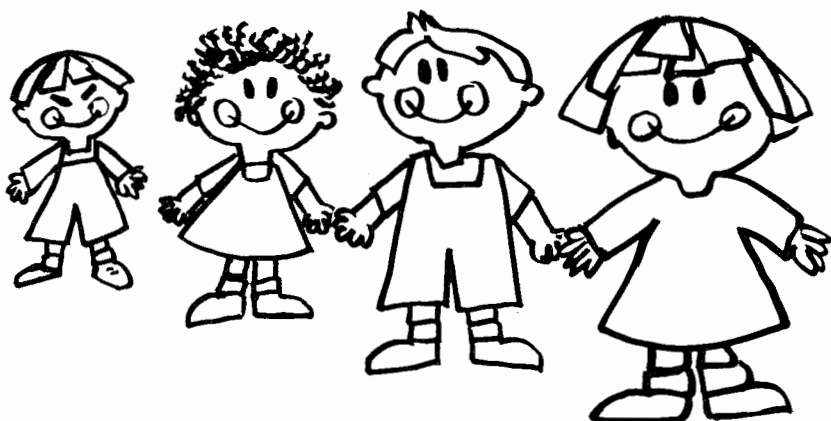
As if the congressional discrimination against the electronic media weren't bad enough, consider the fact that the same Congress which banned cigarette advertising on radio and TV continues to subsidize the tobacco industry...

As incredible as this may sound, the cigarette manufacturers are not too thrilled with the prospect of returning to the air. You see, prior to the passage of this insidious piece of legislative hypocrisy the FCC thought it would be a nice gesture if all broadcast stations balanced their cigarette ads with a reasonable amount of antismoking propaganda. This, unfortunately for the smoke peddlers, proved embarrassingly effective. Broadcasting was penalized for being an effective advertising medium.

It's a mystery to me why we broadcasters have sat meekly by for over 10 years and done nothing about this gross injustice. But that doesn't mean that something can't be done or won't be done and today I'm raising my voice to speak out against this classic case of federal discrimination.

There's no question that smoking cigarettes is a nasty habit which damages the health of those indulging in it, but there is also no question that the cigarette industry is thriving and that newspaper, magazine and outdoor advertising companies are getting fat on the advertising revenues that have been denied radio and television for the last 10 years. H.R. 6543 has turned out to be just another in a long line of idealistic, quasi-noble experiments that failed and those who were instrumental in its passage are reluctant to admit it.

What I'm asking and what every broadcaster should demand is *equal treatment*. The bottom line is simply this: Either ban all advertising of cigarettes or repeal H.R. 6543 and allow them to be advertised anywhere by all advertising media.



## Give a kid a break ...

... next time you break for a PSA — with 3 new TeleSPOTS just for kids and the folks who love them (everybody in your viewing audience, right?).

Look for "God lives in me . . . and you!"

with love from the Franciscans and the Catholic Communications Campaign.

Franciscan Communications 1229 S. Santee, Los Angeles, CA 90015 (213) 746-2916

**Broadcasting Publications Inc.**

Sol Taishoff, *chairman.*  
Lawrence B. Taishoff, *president.*  
Edwin H. James, *vice president.*  
Irving C. Miller, *secretary-treasurer.*

**Broadcasting**

The News Magazine of the Fifth Estate  
INCORPORATING

**TELEVISION**

AND

**Cablecasting**

Broadcasting-Televasting Building  
1735 DeSales Street, N.W., Washington 20036.  
Phone: 202-638-1022.

Sol Taishoff, *editor.*  
Lawrence B. Taishoff, *publisher.*

**EDITORIAL**

Edwin H. James, *executive editor.*  
Donald V. West, *managing editor.*  
Rufus Crater, *chief correspondent (New York).*  
Leonard Zeidenberg, *chief correspondent (Washington).*  
Mark K. Miller, *senior news editor.*  
Kira Greene, *assistant to the managing editor.*  
Frederick M. Fitzgerald, *senior editor.*  
Harry A. Jessell, *associate editor.*  
Kathy Haley, Matt Stump, *assistant editors.*  
Steve McClellan, Doug Halonen, *staff writers.*  
Candyce H. Stapen, *contributing editor (50th anniversary series).*  
Kim McAvoy, John Lippman, John Eggerton, Debra Shapiro, *editorial assistants.*  
Pat Vance, *secretary to the editor.*

**BROADCASTING & CABLE YEARBOOK**

John Mercurio, *manager.*  
Joseph A. Esser, *assistant editor.*

**ADVERTISING**

David Whitcombe, *director of sales and marketing.*  
Winfield R. Levi, *general sales manager (New York).*  
John Andre, *sales manager—equipment and engineering (Washington).*  
Gene Edwards, *Southern sales manager (Washington).*  
David Berlyn, *Eastern sales manager (New York).*  
Tim Thometz, *Western sales manager (Hollywood).*  
Charles Mohr, *account manager (New York).*  
Katherine Jeschke, *classified advertising.*  
Doris Kelly, *secretary.*

**CIRCULATION**

Kwentin K. Keenan, *circulation manager.*  
Christopher McGirr, *assistant circulation manager.*  
Patricia Waldron, Sandra Jenkins,  
Vanida Subpamong, Debra De Zarn.

**PRODUCTION**

Harry Stevens, *production manager.*  
Don Gallo, *production assistant.*

**ADMINISTRATION**

Irving C. Miller, *business manager.*  
Philippe E. Boucher.  
Doris E. Lord  
Robin Smithers, *secretary to the publisher.*

**BUREAUS**

New York: 630 Third Avenue, 10017.  
Phone: 212-599-2830.  
Rufus Crater, *chief correspondent—bureau chief.*  
Jay Rubin, *senior correspondent—asst. bureau chief.*  
Rocco Famighetti, *senior editor.*  
Anthony Herrling, *assistant editor.*  
Karen Parhas, *staff writer.*  
Marie Leonard, Mona Gartner, *advertising assistants.*  
Hollywood: 1680 North Vine Street, 90028.  
Phone: 213-463-3148.  
Richard Mahler, *correspondent.*  
Tim Thometz, *Western sales manager.*  
Sandra Klausner, *editorial-advertising assistant.*



Founded 1931. *Broadcasting-Televasting\** introduced in 1946. *Television\** acquired in 1961. *Cablecasting\** introduced in 1972 □ \*Reg. U.S. Patent Office. □ Copyright 1981 by Broadcasting Publications Inc.

# Some People Will Do Anything to Find Out What We're Up to at BCS.

When you're working on a new broadcast computer system that's as revolutionary as ours is, people are bound to try to find out all they can about it. But, until we announce the details, we're keeping a pretty low profile.

Still, you don't have to go to ridiculous lengths to find out what we're doing. Or rely on rumors and industry gossip. All you have to do is call or write for the inside story on the new Kaman Broadcasting Systems, coming soon from Kaman Sciences.



A Kaman Company

P.O. Box 7463  
Colorado Springs, CO 80933  
(303) 599-1601



# Monday Memo®

A broadcast advertising commentary from Dick Goldstein, president, Katz American Television, New York

## Use your rep for better spot results

"Time is money" is not a cliché in the business of station representation. These words define our business. Station representatives earn their bread and butter selling time, a highly perishable product.

The responsibility of the rep is to market a station's audience, to position and package it carefully, to pinpoint sales targets, to know where the spot dollars are—and to get them. But reps must go beyond that in serving both station clients and agency/advertiser customers in today's marketplace.

The expanding media environment has placed new demands on the rep. Station representation has become a marketing function as well as a business of time sales.

Digging in for share of budget at the buyer level is basic, but the rep also is interested in pre-selling the media planner and account executive within the agencies and in working directly with advertisers. This means getting involved in conceptual and creative selling calls as well as handling immediate availabilities.

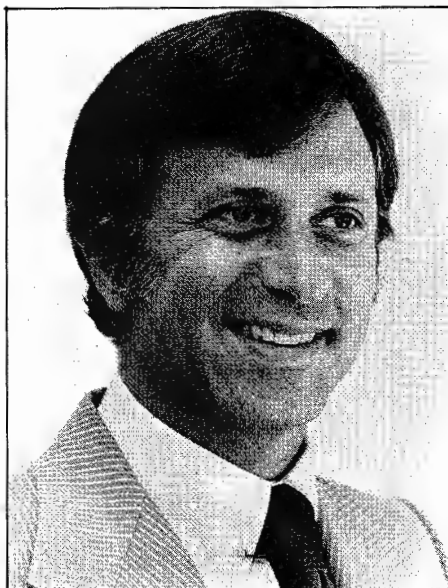
Conceptual ideas that deviate from the norm of spot selling require lead time and involvement with decision makers on all levels, from buyer to planner, planning supervisor, group account supervisor, market specialist, brand or product manager, marketing manager, local regional broker/distributor, district/regional sales manager—the list goes on.

There is a mistaken view in some quarters that the rep is reluctant to make calls that may have no immediate result—that the rep is not interested in sales development or creative selling. This view is naive. Reps do more than solicit existing business for which budgets have already been allocated. Katz has a staff of six marketing executives who are exclusively engaged in new business development. Other reps have similar units.

In recent years, major reps have invested millions in systems to aid media planners and buyers. Katz's computerized PROBE systems, for example, provide data to create efficient and effective media mix campaigns tailored to advertisers' and retailers' marketing requirements.

The effort pays off. Katz's investment in specialized farm studies attracted over \$5 million in new agri-advertising to spot television.

*Woman's World* magazine, a brand new publication, placed \$160,000 in spot TV. These dollars are a direct result of new business development by Katz PROBE marketing executives. To the extent that this form of solicitation is successful, it helps the entire spot broadcasting industry.



Dick Goldstein, president, Katz American Television, went to Katz in 1970 from a position as senior media buyer with Ogilvy & Mather. In 1974 he was appointed team sales manager. Later that year he was named vice president of Katz Television. In 1978, he was named senior vice president-sales for Katz Television. He was named president of the American division in 1979 and elected to the board of directors in 1981.

Creative selling, however, is not limited to marketing executives.

Sponsorship sales, for example, is one of the responsibilities of all line sales personnel. The rep must pre-sell the vehicle and often becomes involved in coordinating local, regional or co-op funds for the event. Multilevel pitching is critical since the decision makers must be identified and advertiser/agency presentations must be synchronized. Conceptual selling mandates constant follow-up in order to close.

The Texaco-Toyota-Coors Beer sponsorship of *The Dan Reeves Show*, for example, on KOA-TV Denver, was accomplished through coordination of three agencies and four Katz offices.

The initial contact with Texaco was made through Texaco's account supervisor in Los Angeles. The information was then sent to Benton & Bowles in New York for media evaluation. Their recommendation was forwarded to Los Angeles and final approval required the involvement of Texaco's corporate headquarters in White Plains, N.Y.

The initial Toyota contact was through the sports coordinator at Dancer Fitzgerald Sample in New York. The package was evaluated and recommended to Toyota's dealership association in Denver and the dollars were ultimately

placed by DSF in San Francisco.

Coors was placed through Ted Bates whose Denver buyer evaluated the package and recommended it to the client.

Sponsorship dollars obviously do not result from one or two buyer calls. Studies in specialized areas such as audience penetration, reach and frequency, audience flow, media mix and retail shopper profiles, to mention a few, are used for creative and conceptual selling and for unique marketing circumstances. All of this is available from the rep databank.

Take the case of Fayva Shoes and its agency, Arnold & Co. Katz did a computer analysis, based on metro information, which compared the audience penetration of all the stations in Fayva markets against the locations of Fayva's retail outlets. The results showed that although a given station might not have the largest audience, it could deliver a greater concentration of viewers in areas where Fayva had its stores and provide cost-efficient saturation of Fayva's customers. Arnold got an accurate fix on its client's real marketing area and how to cover it dollar-effectively by eliminating waste circulation.

Another example of creative selling is the work Katz did with Entex Industries, a Los Angeles-based toy manufacturer. Entex was launching a pre-Christmas television promotion for Loc Blocs, a plastic building block set that had been on the market for several years. Toy promotions are traditionally aimed at children. But when the Katz Los Angeles office learned that Entex was planning a TV promotion, our sales manager saw an opportunity for a new approach. A plan was developed to propose participations on *The Bob Braun Show* in seven Midwest markets. This was an innovative and creative concept designed to sell toys to adults. It worked, Entex sold out its Loc Blocs and has continued to renew.

However, if innovative ideas are to have a chance of working, agency planners must give the rep as much insight as possible about the clients, products/services and the objectives of the marketing/media plan. Open lines of communication between advertiser, agency and rep are critical.

Unfortunately, it is unusual rather than ordinary for a rep to be asked for suggestions on how to improve or enhance a media plan, although more agencies have begun to take advantage of the valuable resources and input we make available.

My point: The broadcast sales and marketing rep has a wealth of information that can be used by advertiser or agency when making key decisions about where to best spend dollars. Interaction benefits everyone. We welcome and pursue the opportunity to contribute.



# WCBS-TV, NEW YORK BECOMES A "WEEKEND HERO".

WCBS-TV, has cleared "Weekend Heroes," the exciting new sports/talk series, for Sunday afternoons beginning in September. Join WCBS-TV, the CBS O&O in New York, WMAQ-TV, the NBC O&O in Chicago, and dozens of other stations by adding "Weekend Heroes" to your roster. Join the "Weekend Heroes" winning team!



## WEEKEND HEROES

Co-hosted by Paul Hornung and Jayne Kennedy,  
and featuring some of the biggest sports stars of our time.  
Produced by Woodman Productions, Inc.  
in association with Caesar's Palace Productions

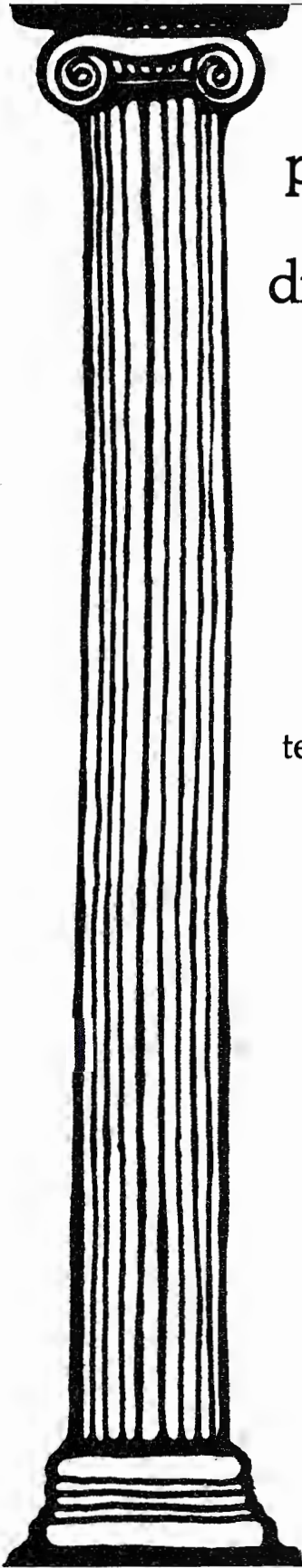


**GOLD KEY MEDIA**

A Division of The Vidronics Company, Inc.

**First-run sponsored programming.**

6922 Hollywood Blvd., Suite 418, Hollywood, CA 90028 (213) 856-8400 or (800) 421-4248  
Advertising Sales: 575 Madison Ave., Suite 1006, New York, N.Y. 10022 (212) 486-1274



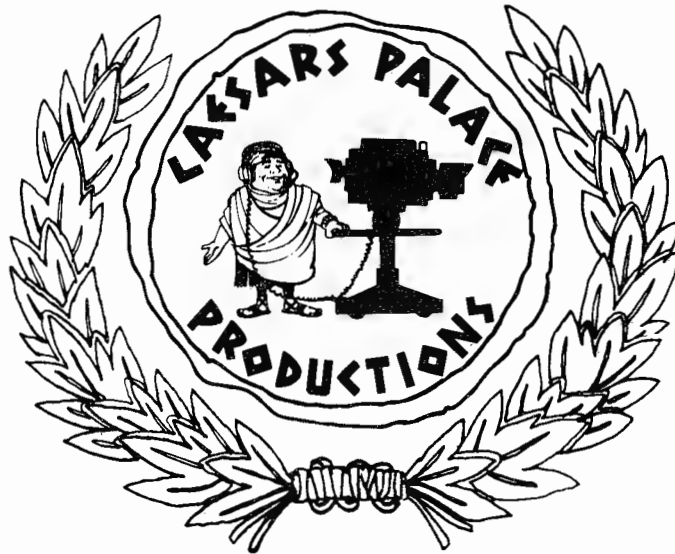
I, CAESAR,  
proudly herald the formation  
of an exciting new  
division in my majestic realm.

---

## CAESARS PALACE PRODUCTIONS

---

Specializing in the complete production  
and development of  
television programming and feature films.



For more information, please contact:  
TONY VERNA  
President  
CAESARS PALACE PRODUCTIONS  
1801 Century Park East  
Los Angeles, CA 90067  
(213) 552-2711

TOP OF THE WEEK

## Fall sales surge for TV networks

**Upfront buys for fall tops in history; spot and scatter markets may profit as well**

The television networks were getting ready last week to tie the ribbon on what authorities said was the biggest upfront prime-time selling season they've ever had.

Unofficial but authoritative sources put prime-time sales near the \$1.5-billion mark, some 10% over those of a year ago. Some more bullish executives thought the final total would reach between \$1.7 billion and \$1.8 billion.

The market, hesitant at the outset of the selling season, proved to be so strong toward the end that network officials were predicting a lusty carry-over into the spot television market as well as into the so-called scatter market, the quarter-by-quarter selling—normally at higher than upfront prices—that is the next stage of network prime-time sales.

H. Weller (Jake) Keever, ABC-TV sales vice president, said his people had done so well that ABC would move into the scatter market this Wednesday (Aug. 12). "After that," he said, "we'll accept no new long-term proposals."

Keever said ABC's upfront sales on the new prime-time season had turned out to be \$30 million to \$40 million more than anticipated. He declined to say what the total was, but other sources said it exceeded \$500 million. They said that figure did not include sales in *Monday Night Football*, *20/20* and specials, which ABC excludes from its upfront count.

The writers' strike, the possibility of a directors' strike and the threat of a boycott by the Coalition for Better Television were generally regarded as key factors in this year's slow start in fall buying—and the resolution of those issues as key to the subsequent buying surge. Advertiser hopes for increased retail spending to result from passage of the Reagan administration's tax package also were credited for a special surge last week.

Bob Blackmore, NBC-TV sales vice president, said that last Thursday in particular produced "a ton" of upfront prime-time business, making it "the biggest day we've had."

NBC's upfront sales were believed to be past the \$450-million mark after the Thursday rush. Blackmore didn't confirm that estimate but said NBC's upfront selling would continue for a while because "there's still a lot of upfront money out there." He estimated that "a couple more weeks will probably take care of a vast amount of it," adding that "we'd all like to close out this phase as soon as we can."

At CBS-TV, Sales Vice President Paul Isacson was on vacation last week—in it-

self an indication that his department was not encountering problems. James Rosenfield, CBS-TV president, said the sales situation was "healthy and happy" and better than last year.

Rosenfield declined to comment on sales figures, which sources at other networks estimated variously at \$535 million to \$550 million. He said CBS "doesn't close out upfront selling" as long as anybody wants to buy it, but that CBS is prepared to start selling scatter "about now."



**Second time around.** FCC Commissioner James H. Quello was sworn in to a second term last Thursday (Aug. 6) in Detroit by Sixth Circuit Judge Damon J. Keith, who swore Quello in to his first term as well. Quello was first appointed to the commission by former President Nixon in 1973 (he was confirmed on April 23, 1974). Before that he served as an executive for 25 years with WJR-AM-FM Detroit. In 1964, when the station was acquired by Capital Cities Broadcasting Corp., Quello became station manager and from 1969 until he retired in 1972, he was also a Capcities vice president.

## Waiting for the pen

**President's signature next step for broadcast deregulation bills**

President Reagan is expected to sign a giant budget bill containing broadcast deregulation provisions while vacationing in California during the next three weeks. Both the Senate and House passed the bill on Friday, July 31, but did not get it to the President before his departure from Washington last Wednesday.

Language of the bill, which became available late on the day it was passed, reveals that the FCC may use a lottery to assign initial licenses to applicants for "any use of the electromagnetic spectrum." A report initially available on the bill (BROADCASTING, Aug. 3) had indicated lotteries could be used to assign licenses for "radio and television" stations, including low-power TV operations.

It had not mentioned lotteries could be used to assign licenses for direct broadcast satellites, subscription television, microwave links and other services.

The bill adds new language regarding deals to buy out competing applications filed at renewal time. "It shall be unlawful," says the amendment, "without approval of the commission, for the applicants or any of them to effectuate an agreement whereby one or more of such applicants withdraws his or their application or applications in exchange for the payment of money or the transfer of assets or any other thing of value by the remaining applicant or applicants."

Applicants requesting FCC approval of such agreements must submit their request jointly in writing and must provide the FCC with "full information" about the agreement in "such detail, form and manner as the FCC shall require."

The FCC may approve the agreement

only if it determines it is consistent with the public interest, convenience or necessity and that "no party to the agreement filed its license application for the purpose of reaching or carrying out such agreement."

Applications are considered pending from the time they are filed until the FCC's order granting or denying its renewal is no longer subject to rehearing by the FCC or court review.

The budget bill also changes the FCC from a permanent agency to one that must be reauthorized every two years, and requires the appointment of a managing director. Until now, the FCC had only to go before House and Senate Appropriations Committees to secure its budget each year. It will now have to go before both the House and Senate Commerce Committees also.

The Senate had proposed authorizing

the FCC once every three years and had set a budget ceiling of \$76.9 million for fiscal years 1982 through 1985. The House passed H.R. 3239 requiring annual authorizations and setting the 1982 ceiling at \$77.4 million. Conferees settled on two-year authorizations and accepted the Senate ceiling.

Both House and Senate bills also would have allowed the FCC to establish license fees to cover the cost of regulation. Senate Commerce Committee Chairman Bob Packwood (R-Ore.) would not agree to keeping fees in the budget bill after House conferees refused to accept many of the deregulation provisions originally in the Senate version of the budget bill.

The proposal to require a managing director at the FCC originated in the Senate Commerce Committee. Both the Senate Communications and House Telecommunications Subcommittees com-

plained earlier this year about poor management at the FCC. House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) has said he plans to hold FCC oversight hearings every three months and has held two already this year.

The new managing director must be appointed by the chairman and approved by the full commission. The chairman may delegate whatever administrative or executive functions to the director as he sees fit.

FCC Chairman Mark S. Fowler has told the Senate Commerce Committee he fully supports the concept of a managing director and would likely appoint one even if not required to by law. Randy Nichols, Fowler's administrative assistant, said the FCC has begun looking into how it will carry out the budget bill's provision for a managing director, but is not yet considering candidates.

## WHAT A DIFFERENCE AN ELECTION MADE

# Radio back to status quo on 10 khz

**Genie that Ferris FCC let out of the bottle is put back in by Fowler FCC; vote is 4-2, with Fogarty and Jones alone in sticking to decision a unanimous FCC voted two years ago**

"About face," ordered the FCC majority last Tuesday (Aug. 4). And so acting, by a 4-to-2 vote, it reversed its position on AM channel spacing and decided to retain the present 10 khz standard. Commissioners Joseph Fogarty and Anne Jones were in the minority. Commissioners Abbott Washburn and James Quello switched sides—a right they publicly reserved in December 1979 when the commission unanimously voted for 9 khz—after concluding that the evidence that has since come in was not convincing enough to justify a complete AM channel realignment. Chairman Mark S. Fowler and Commissioner Mimi Weyforth Dawson cast their first votes on the subject, and carried the day.

Jones was in Savannah, Ga., at the time of the vote, stranded by the air traffic controllers strike after attending the wedding of a friend. She instructed her staff to cast her dissenting vote and the following day issued a joint statement with Fogarty.

Commissioner Dawson had indicated that she might abstain, "unless I thought my vote would make a difference." Her decision to go with 10 khz was two-pronged. "The more I looked [at the issue]," she told BROADCASTING, "the less I thought the arguments stood up for 9 khz at all. . . . The numbers and promises were inflated." Although shifting to 9 khz would create an additional 12 AM channels, Dawson expressed concern—if not doubt—as to what portion of that newly created space would "be left to the U.S. after negotiations" with the other Region 2 countries.

Her second reason for casting the vote was politically motivated. She felt that a "solid vote" was essential to convince the other Region 2 countries that the commission's (and therefore the U.S.'s) reversal

from a year and a half ago "was something done with forethought," and not taken lightly.

This time around, the commission's staff did not make a recommendation one way or the other, according to Broadcast Bureau Chief Richard Shibben, who described the commission's action as "a good decision." He said the staff presented the commission "with all of the arguments on both sides of the issue."

In the closed session, Shibben's engineering assistant, William Hassinger, presented the pro-9 khz position while Wilson Lafollette, chief of the Broadcast Bureau's Technical and International Branch, played advocate for the 10 khz side.

According to Hassinger, there was "not much disagreement over the facts," but some difference of opinion on how the facts "should be interpreted." For example, he noted that cost studies on implementing 9 khz, from both the commission and the National Association of Broadcasters, range from about \$15 million to

### THE MAJORITY



Fowler

Quello

Dawson

Washburn

### THE MINORITY



Jones

Fogarty

\$30 million (for the U.S. plan). The dispute, he said, centered on whether those costs were "significant."

Regarding adjacent channel interference, Hassinger suggested that the increase due to 9 khz implementation (estimates range from 1% to 5%) would "not be significant." Although from a 10 khz standpoint, he said, that additional interference seems "unnecessary," and that the estimates are averages only and do not take into consideration the "extreme cases" where the interference would be significantly greater.

The commission also reviewed the prospects for additional service, said Hassinger. Estimates are that between 300 to 400 Class 3 full-time stations might be added or as many as 1,400 Class 4 stations. The issues included whether a thousand or more Class 4 stations would be economically viable and whether the additional 300 or more higher powered stations would be worth the cost of performing radical surgery on the existing AM channel spacing plan.

The bottom line was that the majority felt that the total costs outweighed the potential benefits.

The consensus on the Cuban problem: It will be there with or without 9 khz and the solution will be one of a political nature, not a technical one.

The heterodyne interference problem—a form of nighttime skywave interference that occurs when radio waves emanating from regions with different spacing plans interact with each other to produce a whistle sound—is largely an unknown quantity. Proponents of 9 khz argue that the potential heterodyne threat is enormous and will force a change in AM spacing plans by 1988 when sun spot activity will be at its lowest (high sun spot activity absorbs the energy that would otherwise cause the heterodyne whistle). The majority on the commission was apparently persuaded otherwise because it has not caused a problem in previous years, or at least there have been no complaints about it.

In a prepared statement, Fowler said he voted to retain 10 khz because the possible benefits, "compared with these very real costs [switchover, nontechnical and administrative] ... in my mind are so speculative that they do not tip the balance in favor of the proposed change."

"For example," he said, "we cannot answer with sufficient precision such basic questions as how many more AM stations would actually be created, where they would be located, or whether they are likely to be viable—all of which are crucial to evaluating the consumer benefit of a switch."

Quello said the showing in favor of 9 khz is "at best ... inconclusive." Therefore, he said, "it does not justify the far-reaching consequences—the interference, disruption, confusion and expense to radio listeners as well as radio licensees."

In their joint dissenting statement Jones and Fogarty said that the benefits that

might have been derived from a switch to 9 khz—especially the opportunity to authorize more public and minority-owned stations—were "sadly undervalued by the majority's decision."

"In an era in which the commission is ostensibly moving with firm conviction toward deregulation ...," they said, it is disquieting to see a majority balk at the prospect of lowering entry barriers and providing opportunities for additional competition in broadcasting."

They argued that the costs of implementing 9 khz would not be "prohibitive," under the U.S. plan, amounting to about \$6,000 per existing AM station. Assuming that 500 new stations might be created, they said the average cost per new opening would be \$56,000, which is "reasonable" when considering the fact that comparable existing stations sell for "many times this amount."

The FCC recognized the desire of daytime broadcasters for full-time facilities. The commission is working with the National Telecommunications and Information Administration in an effort to develop methods that will allow daytimers to operate during post-sunset hours on a

regular basis. Another idea currently circulating is to assign FM allocations to daytime markets so that they might operate a full-time FM and the daytime station as well, as many already do.

Gregg Skall, an attorney with the Washington law firm of Blum & Nash, which represents the Daytime Broadcasters Association, said that he was "deeply saddened and chagrined at the vote." He said that the daytimers "wouldn't turn down" post-sunset authority, but that it "doesn't give you real nighttime service."

Spokesmen for the NAB and NRBA indicated, not unexpectedly, that those groups were pleased with the decision to retain 10 khz. The battle is not quite over—the Region 2 conference in Rio de Janeiro still has to be reckoned with. To that end, NAB is currently preparing a pamphlet on the benefits of directionalized antennas (complete with installation instructions) that it intends to distribute among South American countries. NAB hopes to persuade such countries that they can achieve their radio service goals as readily with directionalized antennas as by increasing power or switching to 9 khz.

## FCC lets CBS back into cable

**It grants waiver allowing network to own systems, limits number of subs; also starts inquiry on reimbursing attorney fees, explains budget requests to OMB and allows Time Inc.'s Davidson to join Signal Co. board**

The FCC has decided to let a major television network—CBS—back into the business of owning and operating cable TV systems. The commission indicated that it would treat any forthcoming petitions for cable ownership waivers by NBC or ABC in like manner, "upon the submission of comparable showings."

The ruling was handed down last Tuesday (Aug. 4) at the commission's last open agenda meeting before its traditional August hiatus, and came in response to a CBS petition for a limited waiver of the rule that prohibits the three television networks from owning cable systems (BROADCASTING, Dec. 15, 1980). The waiver permits CBS to own a cable system or systems serving no more than 90,000 subscribers or one-half of 1% of the nation's cable subscribers, whichever number is fewer.

The commission reasoned that a grant of the waiver would be in the public interest because CBS said it intends to use the systems it acquires to experiment with new technologies, such as high-definition television, teletext and bandwidth compression.

The commission staff rejected CBS's argument that the rule banning network ownership of cable systems is inherently bad, but its Office of Plans and Policy is

currently studying the whole cable ownership question and will have an item ready for commission consideration this fall.

FCC Chairman Mark Fowler said he was "glad" that CBS filed its waiver petition and that the commission's favorable ruling on it would provide "greater consumer choice and diversity" of programming sources. He has indicated in the past that it may be time to eliminate or moderate the commission's multiple ownership rules to encourage growth and competition. Whether that philosophy will be reflected in the OPP's cable study remains to be seen.

At one point during the discussion on the item, Fowler, in a moment of confusion, asserted that CBS was "not asking to own a system here, they're asking to be able to use a system, as a test bed ... and presumably if they go no further than that, it seems to me that the consumer will be the winner. ..."

Minutes later after Commissioner James Quello suggested that the networks do not constitute a monopoly in the television industry, Fowler said, "I misspoke a moment ago and I'll correct that now. What I meant to say was obviously they are [asking to own] this system, but it's not an across-the-board acquisition of various systems, simply this one system."

However, Gene Jankowski, president of the CBS/Broadcast Group, told BROADCASTING that the company will probably seek to acquire a number of smaller systems in as yet undetermined areas. As to how the networks' affiliates might look upon its new ventures into cable owner-

ship, Jankowski replied that 62 of them operated cable systems, which he said, is an indication that they "recognize that [cable] exists."

Commissioner Abbott Washburn suggested the possibility that a network wishing to experiment with new technologies could achieve that goal by leasing channels on independent systems. However, Acting Cable Bureau Chief William H. Johnson dismissed the viability of that alternative, saying it would create "a lot of bureaucracy," and put "obstacles in the path of experimentation."

In a prepared statement ABC said, "We are pleased that the FCC is moving in the direction of deregulation and we look forward to the commission's broader consideration of overall restrictions against cable ownership by the television networks." In comments last spring, ABC had asked the commission to shelve the CBS waiver petition until it had addressed a broader petition, submitted by Marsh Media, calling on the commission to do away entirely with the cable crossownership restrictions placed on broadcasters and the networks—a petition ABC strongly endorsed.

In other action taken by the commission at last Tuesday's meeting, the commission:

- Initiated an inquiry into the commission's consideration of character qualification in the licensing process ("Closed Circuit," July 13, et seq.). Issues to be addressed include the relevance of non-broadcast misconduct by licensees or applicants; effect of a multiple licensee's misconduct at one station on its other broadcast properties and how the commission should handle cases of misconduct by corporate entities. FCC Chairman Mark Fowler endorsed the item, suggesting that the agency should not play the role of the "good conduct commission."

- Approved the sale of WIVS(AM)-WXRD(FM) Crystal Lake, Ill., from Lake Valley Broadcasters Inc. to Katy Communications for \$838,000. The commission ruled that two consent decrees entered into by the Securities and Exchange Commission and Katy Industries and two of its directors concerning alleged non-broadcast misconduct (violations of federal securities and banking laws and improper payments to foreign officials) did not warrant denial of the station transfer. Stuart Bedell, chief of the Broadcast Bureau's transfer branch, said that although this decision was "consistent" with the character inquiry, the recommendation for approval of the sale was made independently of that. He noted that a consent decree is not an admission of wrongdoing and that the alleged misconduct occurred five years ago or earlier and was of an "isolated nature."

- Initiated a rulemaking to implement the Equal Access to Justice Act (EAJA), which goes into effect Oct. 1. That act provides for the award of attorneys' fees to qualified parties who prevail over the federal government in adjudicatory proceedings outlined in Section 554 of the

Administrative Procedure Act, with the exception of hearings convened to establish fixed rates and those concerning license renewals. The act would not apply in cases where the agency can prove it was "substantially justified" in convening a hearing. That provision reveals the intent of the legislation, which is to deter agencies from engaging in "fishing expeditions," said Sue Ann Preskill, an attorney with the FCC's Office of General Counsel. For broadcasters, the type of hearing most likely to trigger the EAJA is the one involving a license revocation. Licensees in several categories may qualify: (1) individuals with a net worth of not more than \$1 million; (2) sole owners of unincorporated businesses with a net worth of \$5 million or less and with no more than 500 employees; (3) corporations with a net worth of no more than \$5 million and with no more than 500 employees, and (4) tax-exempt organizations with no net worth and with no more than 500 employees. The act applies to rulings handed down after Oct. 1. The commission expects to implement its own EAJA provisions by mid-October.

- Adopted an item to be submitted to the Office of Management and Budget explaining how it will use the additional \$8.8 million (out of a total of \$86.2 million) it has requested for fiscal year 1983. The commission has budgeted \$4.5 million to relocate and consolidate its Washington operations. Proposed data automation pro-

grams will cost another \$1.6 million. One million dollars will be devoted to "fixed cost" increases, such as printing expenses. To improve the efficiency of the licensing process in the Broadcast, Common Carrier, Private Radio and Cable Bureaus, the commission will allocate \$524,000. Approximately \$500,000 will be provided to replace the commission's monitoring facility in Hawaii. (The old one is about "to fall down because of termites," said the FCC staffer.) It is allocating \$110,000 for international activities, and \$79,000 to implement its uniform system of accounts for telephone companies.

- Granted a waiver of the rules and approved the application of Time Inc. President Ralph P. Davidson to become a director of The Signal Companies, a 49.9% stockholder in Golden West Broadcasters (Gene Autry, 50.1%), a group owner of five AM's, three FM's and two TV's. Without the waiver, Davidson would have been precluded from sitting on the Signal board because Time cable subsidiary, American Television & Communications Inc., operates various cable systems within the Grade B contour of Golden West's KTLA(TV) Los Angeles and KAUT(TV) Oklahoma City. The waiver was granted because Signal is a minority stockholder in Golden West Broadcasters and Davidson would be one of 17 company directors and not an officer and have no responsibility for the day-to-day operations of The Signal Companies.

## Thurmond has his crack at S. 898

**Administration witnesses say they had their reasons for suspending AT&T suit, but refuse to release task force documents**

The Reagan administration asked for suspension of the Justice Department's antitrust suit against AT&T because it believes the suit hurts U.S. competition in international trade by hindering passage of new communications legislation. It asked for suspension rather than outright dismissal of the case after a compromise with the Justice Department.

Commerce Secretary Malcolm Baldrige and the assistant attorney general for antitrust, William Baxter, so acknowledged last Thursday (Aug. 6) at a hearing before Senate Judiciary Chairman Strom Thurmond (R-S.C.). Baldrige said the administration will continue to support pending legislation (S. 898) to allow AT&T to enter unregulated fields through a separate subsidiary if amendments it is drafting are accepted. Baxter, who asked U.S. District Court Judge Harold Greene for the suspension two weeks ago (BROADCASTING, Aug. 3), exhibited some ambivalence about the bill.

The administration decided that Congress, not the judicial system, should decide AT&T's future role in telecommunications, said Baldrige, because Con-

gress can address the broader issues at stake and is not limited, as would be the courts, to antitrust concerns alone. "We were not concerned with the merits of the case at all," he said, "but we felt it was imperative to deregulate the industry and that that was almost impossible while the suit went on."

Baldrige said "practical experience" with the last two Congresses and the opinions of a "good many congressmen and senators" led the administration to believe the suit is blocking legislative progress. Senate Commerce Committee Chairman Bob Packwood (R-Ore.), Majority Leader Howard Baker (R-Tenn.) and Representative James Broyhill (R-N.C.) are among those the administration consulted, said Baldrige, but he could not recall any others.

The administration reached its decision after considering recommendations of a special task force created by the President's chief of staff, Edwin Meese, said Baldrige. That task force, appointed May 28 (BROADCASTING, June 15), consists of the secretaries of commerce, defense, agriculture and energy and the head of the Federal Emergency Management Administration.

The task force charged a working group, consisting of the chief counsel of their departments and "one under secretary," to recommend a course of action on the



Thurmond

AT&T case, said Baldrige, and the Commerce Department supplied that group with an extensive background paper from which to begin.

On June 12, the task force agreed "over the telephone" to accept the working group's recommendations and submitted them to the President's Cabinet Council on Commerce and Trade. That council, which includes most cabinet secretaries, U.S. Trade Representative William Brock, Vice President George Bush and Meese, met with the President and Baxter and decided to ask for suspension of the case.

Baxter told Thurmond he supported asking for suspension of the case because the other two alternatives being considered—dismissal and dismissal without prejudice—were "less attractive." He said he'd been informed of the task force recommendations "two days" before the cabinet council's meeting with the President.

Baxter said he "urged that the matter be considered further" and that "the outcome of those considerations was that administration support for the bill would depend on amendments and suspension of the lawsuit." The administration has submitted an amendment to the Senate Commerce Committee that would prevent AT&T's equipment manufacturing subsidiary, Western Electric, from selling its equipment to Bell's 23 operating companies before first selling it to independent companies, who would demand and establish a competitive price for the goods. Baxter said he helped draft that amendment and is working on another that would insure fair access to local telephone loops by long-distance carriers not affiliated with AT&T.

Baldrige said he could not give Thurmond a copy of the task force's recommendations because the document had not been made public. A report in the *Washington Post* two weeks ago said the document revealed that AT&T on three occasions had offered to divest itself of several subsidiaries, including Western Electric, as a condition to settling the government's antitrust suit against it. Baxter said AT&T had offered to spin off "good-sized pieces of Western Electric" but that agreement with the Justice Department had never been reached.

Baxter, who initially opposed S. 898

(BROADCASTING, June 15), said "without divestiture, you'll never bring cross-subsidization danger to zero," but the trade-offs made by divestiture—a sacrificing of economics of scale possible to a vertically-integrated company—"may not be where you want to be. I am content ... enthusiastic about S. 898 if amended to curb cross-subsidy problems," he said.

It would not be unrealistic for the Justice Department's case against AT&T to continue for another five years before finally being decided, said Baxter. "I've never contemplated dismissing the case, but see no inappropriateness in delaying it."

International exemptions from regulations through S. 898 could allow AT&T to "bestow economic benefits" on its unregulated subsidiaries, said Baxter, and should be looked at further by Congress. He also said the bill's provisions allowing free transfer of employees from parent to subsidiary, joint advertising and unlimited initial capital investment by AT&T in its subsidiary could give rise to unfair cross-subsidization.

William H. Taft, Defense Department general counsel, told Thurmond that court-ordered divestiture of AT&T "could cause substantial harm to our national defense and security and emergency preparedness telecommunications capabilities." The Defense Department depends on the "present integrated 'phone instrument to phone instrument' network" that is "extensively and intensively designed, planned, constructed, operated and managed by AT&T with the cooperation of independent telephone companies," he said.

Division of the Bell System between local exchange and intercity functions would "reduce or eliminate the incentives Bell operating companies have to participate in joint network planning and management and will result in fragmentation of the nationwide telecommunications network," said Taft. The Defense Department has testified in favor of S. 898 and is considered to have been a major factor in the administration's attempt to suspend the suit against AT&T.

The U.S. District Court denied its request for suspension, and witnesses told Thurmond they did not know what the administration's future course of action would be.

Thurmond said neither the administration nor Packwood had invited him to participate in their deliberations about the AT&T case or pending legislation. "I have no desire to slow up the legislation," he said, "but there are serious antitrust questions involved. If you'd asked us, we might have been able to help." Thurmond said he has twice asked Packwood for a chance to review S. 898 but has received no reply. Senate Commerce Committee chief counsel Ward White said he has conferred with Thurmond several times on the bill and that he and Packwood believe Thurmond's concerns can be resolved without sending the bill to the Judiciary Committee.

## FCC frees 55

**Commission gives OK to staff to grant CP's for translators, despite LPTV freeze and backlog**

Despite the deluge and an April freeze, the FCC will begin issuing construction permits for 55 translators, possibly within the next two to three weeks.

The FCC staff was given authority to grant and issue permits to 57 applicants following the FCC's July 31 meeting (BROADCASTING, Aug. 3). Subsequent to the commissioners' action, however, two of the applications were found to have petitions to deny filed against them and were set aside.

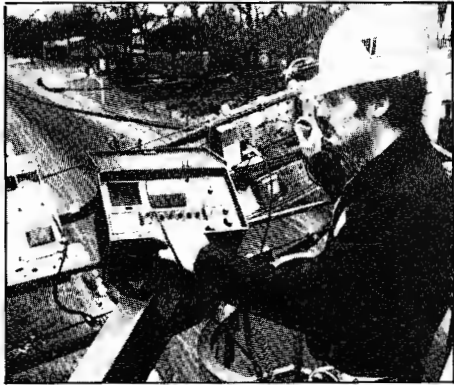
Although the FCC's licensing branch could issue the permits tomorrow, backlogs will slow the process. Dick Shiben, chief of the Broadcast Bureau, said that normally the mailing of the CP's takes about two or three months, but that he is considering forming a task force that could get the CP's out within two or three weeks. Shiben said he didn't want to set up the task force without first consulting with the head of the licensing branch, Andy Yoder, who was on vacation.

Most of the 55 applicants who will be receiving CP's asked for standard translators, which rebroadcast the signal of nearby full-service stations, but a few of them proposed "satellites," which rebroadcast distant signals received from a satellite. The FCC does not distinguish between the two.

Deluged by nearly 5,000 low-power television (LPTV) and translator applications, the FCC last April imposed a freeze on accepting and processing filings for new facilities. It exempted from the freeze applications that proposed to broadcast in areas served by "fewer than two" full-service stations. Applications that had already passed cut-off (a deadline for filing mutually exclusive applications and petitions to deny) could be granted under the freeze, but only if they met full-service mileage separations. The FCC staff found the full-service interference criteria unnecessarily stringent, however, and asked for and received authority to grant all translator applications that meet the normal translator interference criteria.

Although the FCC staff also wished to grant three LPTV stations (facilities capable of originating local programming to any extent they wish), the commissioners chose not to allow the staff to grant any of them. Whether the LPTV stations will be granted will be determined at an FCC meeting in September.

Of the 370 LPTV stations and translators that had passed cut-off at the time of the freeze, 80 did not have mutually exclusive applications, but only 60-57 translators and three LPTV stations—were found after initial analysis not to cause interference to other stations. The FCC has said that the other 20 applications that did not attract competing filings might also be granted but that they would require further interference analysis.



Cable



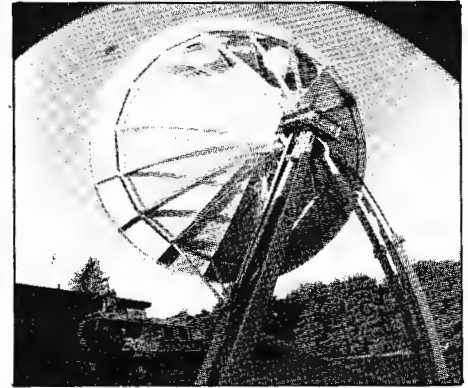
**Viacom**



Motion Pictures for TV



Pay Cable



Television



Syndication



Chairman Baruch



Radio

RALPH BARUCH AND VIACOM, 10 YEARS LATER

**In position to go with the flow of telecommunications future**

"If you sat in a business school and tried to construct a company for the eighties, it would be hard to make something better than Viacom." That's a prejudiced view, to be sure, coming as it does from the company's vice president of corporate development, George Castell. But that conception of Viacom finds supporters in the financial community as well, and not least among those who pumped more than \$57 million into the company last year by buying out two separate offerings of common stock totaling 1,390,000 shares. In the last few weeks, Viacom's stock has

been riding something of a groundswell, pushing past \$30 toward its year high of \$33.75, and trading at about 20 times earnings.

Viacom's come a long way since its less-than-auspicious birth 10 years ago. A company carved out of CBS by regulatory fiat, Viacom was the receptacle for two businesses, cable system ownership and program syndication, that the FCC decided were no longer proper enterprises for a broadcast network to own. During its first year, 1971, the fledgling firm generated revenues of \$20,974,000 from those two

sources. By 1980, however, Viacom revenues topped \$160,000,000 and came from a mix of businesses that, in addition to syndication and cable systems, included a 50% holding in the pay cable service, Showtime, two television and eight radio stations, plus television and theatrical film production. On the profit side, historical growth in Viacom earnings per share has been 23%, with projections for this year in the neighborhood of \$1.70. Last year's net income was \$15,759,000, a 32.5% gain, with per share earnings of \$1.50.

Some of the recent benchmarks to con-



sider in logging Viacom's progress are the acquisition last year of Sonderling Broadcasting's eight radio stations and one television station for \$28 million, the two stock offerings mentioned earlier, a May 11, 1981, two-for-one stock split and first-half 1981 revenues and net earnings growth of 31% and 34%, respectively.

The engine that's driven Viacom for the last 10 years has been its syndication business. In 1980, syndication accounted for about 75% of Viacom's pre-tax earnings—and those syndication profits had risen 20% over the year earlier, largely due to the initial sales of *All In the Family*. Baruch has described the company's strategy as taking the money generated by syndication and using it to build a broader-based concern. In doing that, Viacom has been the beneficiary of a general explosion in the value of strong off-network series, some of which, like *The Mary Tyler Moore Show* and *Hawaii Five-O* along with the perennial *I Love Lucy*, were part of the legacy of syndication rights from CBS. (*All In the Family* was picked up later from Norman Lear's Tandem Productions).

There's some question in the analytical community as to how long the robust growth of Viacom's syndication business can last. The rapid escalation to current levels stems from a combination of increased program values and the start of broadcast availability of syndication packages whose rights had been acquired earlier. That tends to mask the fact that there is a dearth of product now being made available to potential syndicators for future play—producers began to realize they can profitably syndicate their programs themselves.

At the same time, the company hasn't been ignoring that trend, but has launched a variety of efforts to generate its own product to fill the syndication pipeline. Mini-series "East of Eden," and made-for-TV movie, "Enola Gay," were Viacom productions. *Nurse* will be returning to CBS this fall, and *The Rock Hudson Show* will be joining NBC's lineup—both with Viacom backing.

And Richard Reisberg, president of Studio City-based Viacom Productions, says he's not ready to give up on *American Dream*, which got bumped from the ABC fall schedule. Reisberg admits there have been some "rocky" points in his unit's first few years (the critically acclaimed *Lazarus Syndrome*, for example, fell victim to weak ratings on NBC). But he speaks of Viacom's substantial commitment to network production. "Ralph said let's go into it and not bleed to death on a nickel and dime basis." And he views Viacom as now positioned to "take some significant strides forward and become a major factor on network."

Separately, Willard Block, president of Viacom's Enterprises Division, the syndication arm, is responsible for the production of programs for first-run syndication direct to stations. *Hitting Home* and *TV Star* failed to get off the ground earlier this year, but Block says he has two other projects in development that he's about to

announce, one likely for this year, the other for 1982, with his eye on "mid-evening" and "weekend" time periods.

The future in which Block sees Viacom operating is one in which stations are equipped with satellite dishes and have a demand for a variety of first-run syndication product, geared to different time periods. New media will be demanding product as well, among them pay cable networks (to which Block now distributes feature films), and home video (Viacom already has two how-to cassettes on the market).

Block isn't fazed by suggestions that a drying-up of syndication product will affect Enterprises' contribution to Viacom's profit stream. "There is no drying-up of product," Block insists. "The mix is changing," is what is happening. And coming off the "good year" Enterprises logged in 1980, "I think we'll have a good year this year." Certainly, in the reading of most analysts, Viacom 1981 syndication revenues are holding up so far.

Still, not everyone shares a rosy view of Viacom's recent past. Tony Hoffman, with A.G. Becker, is an analyst who takes a decidedly bearish view of the company. "Viacom has been either guilty of or the victim of unfortunate timing in cable expansion"—that's Hoffman's chief complaint. He pictures Viacom as "overly concerned" with a 1977 move by Storer to acquire the company, and so diverting its attention and resources away from securing cable franchises and instead toward its own acquisition of Sonderling, which presumably added transfer problems for anyone looking to acquire Viacom in turn. Hoffman maintains that delay cut Viacom out of the "golden age" of franchises, when it was possible to pick up a Pittsburgh or a San Antonio, major franchises that were won with what now look to be low channel capacity bids, and which would thus appear to be highly lucrative. And Hoffman is not impressed with the potential of the Sonderling properties, either.

But don't suggest to Baruch that Viacom has been less than aggressive in major bids. "We didn't bid in Boston or Dallas," he concedes, but counters that "we pick

carefully." He lists among substantial bids the company has under way its applications for Montgomery and Prince George's counties, Md., outside Washington, and areas around Portland, Ore., and Milwaukee.

That selective theme is repeated by Viacom Communications Division President John Goddard, the man who runs the company's cable operation. Behind the selectivity is, in part, an awareness of limits on resources, says Goddard. At the same time, he notes, the company will "build into our economic models only services that exist today—we look to have a reasonable economic foundation in our strategy." It's that kind of planning that allows Baruch to say with a measure of pride, "we've never had a surprise for any of our lenders." (And thanks to the stock offerings last year, Baruch has a lot less debt as well. The proceeds were used to liquidate outstanding bank loans, and the consequent reduction in interest costs contributed substantially to the first-half 1981 boost in net earnings.)

Growth potential is also cited for the broadcasting properties Viacom holds. WVTB-TV New Britain (Hartford), Conn., which Viacom acquired in 1978, is now billing twice what it did under the former ownership, says Baruch. And although no one at Viacom will come out and say it, the radio properties bought from Sonderling came with plenty of room for improvement. Alan Greenfield, whom Viacom brought north from the successful Houston stations KIKK-AM-FM that he ran for Sonderling to serve as president of Viacom's radio division, will say that the past ownership wasn't "aggressive" to the degree he intends to be. And Greenfield has been spending a "substantial" sum over the last 15 months to upgrade technical facilities that were in some instances "archaic."

Analyst Dennis Leibowitz of Donaldson, Lufkin & Jenrette, who has had Viacom on his recommended list, takes particular note of the broadcast operations of Viacom in looking at the company's recent numbers. Broadcast results have of late been "disappointing,"

**One tough pussycat?** Ask around the industry, and one comment you're bound to hear about Viacom is "Ralph Baruch must be a tough guy to work for." Those who say it draw some of the ammunition for their argument from what they see as high turnover at upper levels in Viacom—including the loss of two highly regarded figures in the cable and programming industries: Douglas Dittrick, one time head of Viacom Communications, now heading cable operations for Tribune Co., and Larry Hilford, now with Cablevision Program Enterprises.

Insiders admit Baruch is tough, though the operable phrase seems to be "tough but fair." Says Ken Gorman, "Ralph's willing to teach you, and let you make mistakes, but he wants results." George Castell sees his boss as "a tough negotiator... a demanding person and a perfectionist in a world increasingly unhappy with those qualities." Several observers on the outside suggest Baruch has maintained Old World sensibilities that some Americans would misinterpret as aloofness—Baruch was in his late teens when his parents fled France ahead of the Nazis. Viacom executives stress Baruch's "compassionate" side—one says his concern for employees feelings extends to insisting press releases circulate inside the company so the staff doesn't learn about developments in the newspapers.

Being headed by a tough negotiator has paid off not only for Viacom but for Baruch's family—proxy materials indicate that in 1980 Baruch was paid \$361,923, and accrued another \$453,397 toward future remuneration (with latter payment contingent on the company's achieving continued profit performance above certain minimum levels).



Elkes



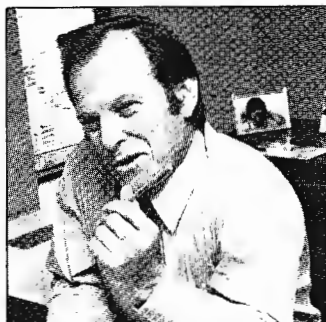
Gorman



Goddard



Castell



Block



Weinblatt



Reisberg



Greenfield

**Alma matrix.** Functioning with Chairman Baruch in the "office of the chief executive" is Viacom President Terrence Elkes. He pictures the company's day-to-day functioning as a division of responsibilities between Baruch and himself. Entertainment Group President Kenneth Gorman holds direct responsibility for Viacom's Enterprises Division (headed by President Willard Block), Viacom Productions

(headed by President Richard Reisberg) and Showtime (headed by President Mike Weinblatt). George Castell, vice president-corporate development, reports to Baruch and Elkes; Al Greenfield, president of the radio division, reports to Baruch. Elkes calls it all "matrix management," which grew from Viacom's interest in "deriving an organizational structure that would be flexible and fit our expansion plans."

he points out, citing the money Viacom has poured into WKHK(FM) New York, a former jazz station Viacom switched to a country format (a move that generated some controversy [BROADCASTING, July 27]), the fact that the KIKK lead in Houston has been "chipped back" and the loss of CBS affiliation at the Albany television station WAST(TV) which Viacom acquired from Sonderling. Still, he agrees that the broadcast expenditures are "investments" that "should pay off" once the national economy turns around.

In its public accounting, Viacom throws its broadcasting operations in with Showtime—which of course, makes it difficult to tell just how well each part is doing. Any profits from Showtime would only accrue 50% to Viacom; partner Teleprompter would get the other half.

Inclusion on Teleprompter systems gave Showtime an immediate boost in subscriber base, although it has never been able to catch up to HBO; Showtime subscribers now number over two million while HBO is estimated to have in the vicinity of eight million. That difference has meant that while HBO rakes in cash for Time, Showtime has yet to turn a profit. Going to a 24-hour schedule and the program costs involved therein have rolled back the break-even point—but Baruch doesn't argue with analysts' estimates that profitability should be achieved by the end of this year. And even assuming that Showtime won't match HBO's base, John Reidy estimates that in two to three years the unit could add 50 to 75 cents per share to Viacom's earnings.

A point Showtime President Mike

Weinblatt makes is one frequently repeated in the halls of Viacom—the "cross-fertilization" potential of Viacom's diverse operations allows projects inappropriate for one branch to find their way to another.

The "synergistic" potentials of Viacom's divisions are also on the mind of Entertainment Group President Kenneth Gorman, particularly as he looks toward the future. One of the next steps Gorman sees the company taking—and within 12 months—is the launch of a new satellite-delivered cable service, making use of transponder capacity Viacom has assembled—another two and a half transponders beyond the two dedicated to Showtime.

Perhaps even more important to a sense of Viacom's future is the buzzword that seems to be on the lips of many of its top executives: "information." After all, this is a firm that's built itself on a base of marketing entertainment at various levels. Willard Block notes that one of the projects he has in development is "of an informational nature." John Goddard, in discussing potential revenue sources for cable, points to Viacom's providing a local business loop in San Francisco for a Satellite Business System's test of intercity data transmission.

Even Ken Gorman, with Entertainment in his title, says: "I don't want my profit center to shrink, but I think you'll see the information area grow, slowly at first, then by leaps and bounds." And George Castell, who's paid to ponder the corporation's development, concludes: "Viacom is an entertainment and information company, and there's no question that in the

future the role we play in the distribution of entertainment will be exceeded by the role we play distributing information."

Even with selective bids, Viacom added some 100,000 franchise homes in the last six months. The system in Nashville where Viacom won the franchise in 1979 was turned on last year, helping push subscriber totals in the Viacom systems past 460,000, making the company the eighth largest MSO.

The Nashville system, says Goddard, has been getting 50% penetration of homes passed, and has been selling 1.8 pay units to each basic subscriber. Pay-to-basic ratios, along with churn rates and inflation factors, are among figures Goddard is currently reviewing in an examination of Viacom's franchise model. Other changes in store for Viacom cable systems are the rebuild and extension of the San Francisco franchise, for which Viacom just secured a 20-year extension, and the upgrading of all other existing 12-channel Viacom systems (half the basic subscribers are on such systems) to "high-20's" channel capacity within two years.

That's all going to take capital, and the company looks to secure additional long-term and revolving credit. But Goddard stresses that "we hope to follow a prudent fiscal plan that will allow us a reasonable amount of construction development while contributing to earnings growth."

And Goddard's counting not simply on growth of basic and pay penetrations in his systems, but in aggregate growth of homes in those franchised areas as well, many of which he says are "excellent growth communities."

# Television

## Financial Data 1980



**GASP**

26 Motion Pictures guaranteed  
to take your breath away!

  
**Viacom**  
Our Tenth Year



# Hawaii Five-O stronger by far!

"Hawaii Five-O," sold in 56 markets, enters syndication as the strongest hour available for the 1981-82 season.

## Stronger Than Network Competition

Over an unsurpassed 12 prime-time years on CBS, "Hawaii Five-O's" average 34% share topped the two other networks by 17% and 36%. Opposing shows included ABC and NBC Movies, "Rockford Files," "Sanford and Son," "Love Boat," "Barney Miller" and "Three's Company."

## Stronger Than Prime-Time Benchmarks

"Hawaii Five-O's" average 21 rating stands 3 points higher than the average performance for all prime-time hours and all mystery-suspense programs. And 2 points higher than the average for all prime-time programs.

## Stronger Than Lead-In Programs

Impressive lead-ins including "M.A.S.H.," "The Waltons," "Maude," "Medical Center" and "Green Acres" produced an average 33% share, which "Hawaii Five-O" topped with its 12-year 34% share.

## Stronger in Re-runs

A key measure of syndication viability! "Hawaii Five-O" re-runs in prime-time dipped only one share point below original runs. Compared with re-run dropoffs of 2 to 6 points for all other available hours such as "Incredible Hulk," "Barnaby Jones," "C.H.I.P.S.," "Charlie's Angels" and "Little House on the Prairie."

## Stronger in Second Half Hour

Forget the "no gain" myth. "Hawaii Five-O's" long format not only held, but gained, audience during the 60 minutes, picking up a full rating point in its second half hour.

## Stronger in Syndication

T.A.P.E., the programming consultants, list 9 criteria for gauging a series' syndication potential. Among all currently available hours, "Hawaii Five-O" is the only one to meet all 9 standards for a successful future on local stations.

Fifty-six markets—including 7 of the Top 10—are locked up now. Let's talk about yours while there's still time. 200 episodes are available for Fall 1981.



# Hawaii Five-O Starring Jack Lord

Source: NTI AA 1968-80.  
All regularly scheduled programs.  
Network competition, lead-in programs,  
second half-hour—September 26, 1968  
to April 5, 1980, each individual  
telecast of Hawaii Five-O and its  
competition and lead-ins. Prime-Time  
benchmarks, Nov/Feb/May 1971-1979.  
Reruns: Nov/Feb assumed originals,  
May assumed reruns, from programs  
first season through 1979-80 season.

In 1980, the three television networks had revenues of \$3,865,200,000, their 15 owned and operated TV stations added another \$700,300,000, all other stations together contributed \$4,242,200,000, for an industry revenue total of \$8,807,700,000.

At the same time, the networks had expenses of \$3,539,600,000, their 15 owned stations had expenses of \$491,800,000, all other stations together had expenses of \$3,122,800,000, for an industry expenses total of \$7,154,200,000.

That produced network profits of \$325,600,000, down 12% from 1979, owned-station profits of \$208,500,000, up 1.7% from 1979, profits from all other stations of \$1,119,500,000, up .4% from 1979, and all-industry profits of \$1,653,500,000, down 2.2% from 1979.

## Revenues up, profits down for TV in 1980

**Sales for industry rose to \$8.1 billion, profits dipped 2.2% to \$1.65 billion**

Net revenues for the television broadcasting industry totaled \$8.81 billion in 1980, up 11.8% from 1979 when that figure reached \$7.9 billion. Industry expenses, however, totaled \$7.15 billion, an increase of 15.7% from 1979's expense figure of \$6.2 billion, resulting in a drop in pre-tax profits by 2.2% to \$1.65 billion from \$1.69 billion in 1979.

According to the FCC's annual compilation of industry financial statistics released today (Aug. 10), the networks accounted for \$3.9 billion of the 1980 revenue pie (44.3%), up 11.9% from the previous year when they accounted for \$3.5 billion. VHF stations had revenues of \$4.3 billion (48.9% of the total), an increase of 10.9% from 1979 when that group's share was \$3.8 billion. Network owned and operated VHF's had total revenues of \$700.3 million, up 9.8% from the previous year (\$637.9 million). Other VHF affiliates posted revenues of \$3 billion (34% of the total), up 9.7% from 1979 (\$2.7 billion). Independent V's accumulated \$545.4 million in revenues (6.2% of the total), up 19.8% from 1979 (\$455.4 million). The UHF station revenue total was \$690.2 million (7.8% of the total), an increase of 17.8% from 1979 (\$586 million). Affiliated UHF stations had revenues amounting to \$304.8 million (3.5% of the total) an increase of 6.7% from 1979 (\$285.7 million). Independent U's had revenues of \$385.4 million (4.4% of the total) up 28.3% from 1979 (\$300.3 million).

In the expense category, the networks' share totaled \$3.5 billion (49% of the 1980 expense total), up 15.7% from 1979 (\$6.2 billion). VHF stations had expenses totaling \$3 billion (41.6% of the total), up 14.7% from the previous year (\$2.6 billion). Network O&O's accounted for \$492 million (6.8% of the total), an increase of 13.6% from the year before

### 1 Total figures for television 1980: revenues, expenses and profits

	1980	1979	% change from 1979
<b>Broadcast revenues<sup>1</sup></b>			
<b>INDUSTRY TOTAL</b>	<b>\$8,807,700,000</b>	<b>\$7,875,000,000</b>	<b>11.8</b>
Networks	3,865,200,000	3,454,500,000	11.9
VHF total	4,252,300,000	3,834,500,000	10.9
Network O&O	700,300,000	637,900,000	9.8
Other affiliates	3,006,600,000	2,741,200,000	9.7
Independents	545,400,000	455,400,000	19.8
UHF total	690,200,000	586,000,000	17.8
Affiliates	304,800,000	285,700,000	6.7
Independents	385,400,000	300,300,000	28.3
<b>Broadcast expenses</b>			
<b>INDUSTRY TOTAL</b>	<b>7,154,200,000</b>	<b>6,184,800,000</b>	<b>15.7</b>
Networks	3,539,600,000	3,084,300,000	14.8
VHF total	2,964,100,000	2,583,700,000	14.7
Network O&O	491,800,000	432,800,000	13.6
Other affiliates	2,062,400,000	1,816,100,000	13.6
Independents	409,900,000	334,800,000	22.4
UHF total	650,500,000	516,800,000	25.9
Affiliates	288,800,000	253,000,000	14.2
Independents	361,800,000	263,800,000	27.4
<b>Broadcast income (before federal income tax)</b>			
<b>INDUSTRY TOTAL</b>	<b>1,653,500,000</b>	<b>1,690,200,000</b>	<b>(2.2)</b>
Networks	325,600,000	370,200,000	(12.0)
VHF total	1,288,200,000	1,250,800,000	3.0
Network O&O	208,500,000	205,100,000	1.7
Other affiliates	944,300,000	925,100,000	2.1
Independents	135,500,000	120,600,000	12.4
UHF total	39,700,000	69,200,000	(42.6)
Affiliates	16,100,000	32,700,000	(50.8)
Independents	23,600,000	36,500,000	(35.3)

<sup>1</sup>Last digits may not add to totals due to rounding.

( ) denotes loss or decline.



**THE BLAIR PERSPECTIVE:  
IT HELPS US WORK HARDER  
FOR OUR STATIONS.**

Blair Television represents more stations in key markets than any other rep.

That keeps us in the mainstream of the industry's hottest competitive situations, and gives us a depth of sales experience no other rep comes close to. Blair knows what's producing results for stations competing in all types of markets, for affiliates as well as independents, in every region of the country.

This unique industry-wide perspective enables us to track emerging trends in programming and research so Blair stations have important lead time to develop new growth opportunities in their markets.

We work with each station as an individual, whether it's a single entity or part of a group.

We're growing at Blair because we help our stations grow. It's a commitment we keep by constantly expanding our organization and scope of operations, adding people and resources wherever and whenever they're needed to deliver maximum performance for our represented stations.

The Blair Perspective. It's getting bigger because we're working harder for our stations.




**Blair Television**

*A Division of John Blair & Company*  
**Reliable people, reliable data**




*It is a socialist idea  
that making profits is a vice.  
I consider the real vice  
is making losses.*

Sir Winston Churchill



**the gilmore group**

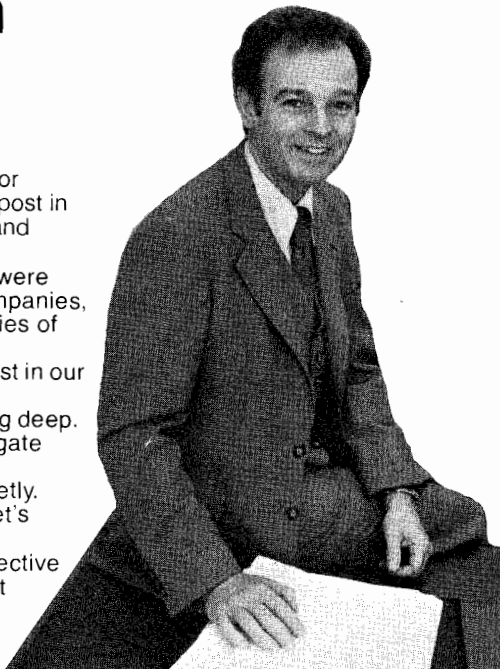
WEHT-TV Evansville (Blair)	WREX-TV Rockford (HR)	KODE-TV Joplin (HR)	KODE Joplin (Pro)	WQPO Harrisonburg (Pro)	WSVA Harrisonburg (Pro)
-------------------------------	--------------------------	------------------------	----------------------	----------------------------	----------------------------

WESTERN OHIO CABLEVISION  CUMBERLAND VALLEY CABLEVISION

(\$433 million). Other affiliated VHF stations had expenses totaling \$2 billion (28% of the total), a 13.6% increase over 1979 (\$1.8 billion). Independent VHF stations had expenses totaling \$410 million (5.7% of the total), up 22.4% over 1979 (\$355 million). Expenses for UHF stations amounted to \$651 million (9% of the total), an increase of 25.9% over 1979 (\$522 million). Affiliated UHF's accounts for 19.2% of the total, a decrease of \$253 million (4% of the total) in profits (or 75.8% of the total). Independent O&O's had profits of \$27.4 million (0.4% of the total), up 1.7% over 1979 (\$26.5 million). Other affiliated VHF outlets had profits of \$13.8 million (0.2% of the total), up 12.4% over 1979 (\$12.3 million). UHF profits were down 42.6% in 1980 (\$40 million (2.4% of the total), from \$70 million in 1979). Affiliated UHF's had profits totaling \$16 million (0.9% of the total), down 50.8% in 1979. Independent UHF's garnered \$24 million in profits (1.4% of the total), a decrease of 35.3% from 1979.

**“The person you describe  
is the person  
we'll deliver”**

It's not a slogan.  
It's our track record.  
We've successfully recruited for virtually every kind of executive post in broadcasting, cable television, and publishing. At every level.  
The executives we delivered were right for our clients, for their companies, and for the specific responsibilities of each position.  
Our clients tell us we're the best in our field.  
We know where to look. We dig deep. We sift meticulously. We investigate thoroughly.  
And we do it all very, very quietly.  
If you seek a key executive, let's discuss why our search and recruitment will be your most effective way to get the person who's right for you.



**Joe Sullivan & Associates, Inc.**

Executive Search and Recruitment  
in Broadcasting, Cable Television, and Publishing  
1270 Ave. of the Americas, New York, N.Y. 10020 (212) 765-3330

Sales to advertisers in 1980 totaled \$10.3 billion, up 10.7% from 1979 (\$9.2 billion). The networks accounted for \$4.4 billion (43%); VHF outlets, \$5 billion (49%); network O&O's, \$851 million (8.3%); other affiliated VHF's, \$3.5 billion (34%); independent VHF's, \$652 billion (6.3%); UHF's, \$798 million (7.8%); UHF affiliates, \$351 million (3.4%), and independent UHF's, \$447 million (4.3%).

Network sales totaled \$4.8 billion (47%), up 10.5% from 1979 (\$4.3 billion). Spot sales totaled \$2.9 billion (28%), up 10.4% from 1979. Local sales amounted to \$2.5 billion (24%), up 4.2% from 1979.

In the top-10 markets, New York placed first in both revenues and profits in 1980, retaining its hold on the top revenue spot and recapturing the number-one profit position from Los Angeles. Revenues for New York in 1980 were \$362 million, up 16.2%, while profits for that market totaled \$94.6 million, up 15.3% from 1979 (\$82.1 million).

Los Angeles held on to the number two revenue spot while dropping from first to second in the profit category. It had revenues of \$332.8 million, up 13.9% from 1979 (\$292.1 million) and profits totaling \$94.3 million, down .67% from 1979 (\$94.9 million).

Chicago held on to the number three revenue spot with \$206.7 million, up 11% from 1979 (\$186.1 million). However, it dropped two slots, from third to fifth in the profit category with \$54.5 million, down



# 10 reasons why Katz delivers more sales power.

**Client Stations.** We're only as good as the clients we keep. Katz has the best. A third of our clients have been with us more than ten years. And they keep coming. Better than 30% joined in the last five years.

**Communication.** A way-of-life. Steady stream of selling strategies, plans, tactics, rate suggestions to and from stations and Katz offices. Progress reports on implementation and performance. Quarterly projections. Special reports. All sales offices on-line to audience data, estimates, unique selling points, PROBE formulas. Stations can access Katz sales systems for local selling.

**Financial Strength.** Built on 92 years of profitable operation. Allows Katz to afford the most professional sales people. Continuing investment in most sophisticated sales and sales support systems.

**Information.** On audience. Markets. Stations. The competition. Rates. Advertisers. Spot budgets. Agencies. Buyers. Retailers. Co-op. Programming. Other Media. Futures. All pack-



**Katz. The best.**

aged efficiently and in timely fashion for sales and client stations.

**Katz Staff.** Most stable sales force. With more professional sales people. In more offices. With more experience. Biggest sales support group in the industry. Better than a third of employees with company more than five years.

**Knowledge.** Is sales power. No surprises. Sales control systems constantly monitor activity and performance against goals and objectives. Consistent, useful, accurate reporting procedures.

**Marketing.** Aggressive marketing of station and market values. Pinpoint sales opportunities. Station and market positioning. Short and long-range goals.

Pre-selling at various media decision-making levels.

**Motivation.** Employee Stock Ownership Plan makes every employee an owner. Share in profits and dividends. Opportunities for involvement. Advancement. Personal growth. IncentPlan provides high level rewards for sales people. Bonuses for non-sales staff. Benefits assure family security.

**Organization.** Structured to sell one station at a time. Sales assignments match workloads. Strong managers monitor performance against pre-set goals. Results measured in sales vs. opportunities, selling rates, special sales, and share of budget. Support departments relate directly to sales.

**Performance.** Provable. Measured by share of dollars vs. share of audience. Versus industry averages. Versus competition. No matter what the comparison, Katz consistently outperforms the averages and the competition.

Generating Sales Power is our business. We're committed to doing it better than anyone else.

1.6% from 1979 (\$55.4 million).

The San Francisco-Oakland market retained the same rankings for both revenues and profits that it captured last year—fourth and sixth, respectively. Its revenues totaled \$154.1 million, up 10.7% from 1979 (\$139.2 million), while profits in that market came to \$44.7 million, an increase of 2.1% over 1979 (\$43.7 million).

Philadelphia also maintained the same

revenue and profit rankings for 1980 as in 1979) fifth and seventh respectively. It had revenues of \$140.9 million, up 11.4% from the previous year (\$126.5 million) and profits totaling \$40.1 million, up 1.9% from 1979 (\$39.3 million).

Boston also held on to its 1979 positions in 1980—sixth in revenues and an eighth in profits. Its revenues totaled \$132.8 million, an increase of 15.2% over 1979

(\$115.3 million) while profits for that market came to \$36.7 million, up 3% from the previous year.

Dallas-Fort Worth climbed one notch to seize the number-eight revenue ranking from Detroit. It also moved up one position in the profit ranks to displace Chicago from the number three spot. Revenues for Dallas-Fort Worth in 1980 amounted to \$117.8 million, an increase of 22.2% over 1979 (\$96.4 million). That market had profits of \$62 million, up 16% from the previous year (\$53.5 million).

At the same time it slipped from seventh to eighth in the revenue ranks, Detroit fell from ninth to 12th in the profit category. Revenues totaled \$110.2 million, up 5.4% from 1979 (\$104.6 million). Profits were \$31.8 million, down 7.1% in 1979 (\$34.2 million).

Houston-Galveston retained the ninth position in the revenue ranks while slipping a notch to fifth in profits. It posted revenues totaling \$108.4 million, an increase of 17.4% over 1979 (\$92.3 million) while profits came to \$58.9 million, 15.2% over the previous year (\$51.1 million).

Washington remained constant in the revenue ranks—10th—while dropping from 15th to 16th in profits. Revenues for that market came to \$101 million, up 15.1% from 1979 with profits totaling \$25.8 million, an increase of 13.3% from the previous year (\$22.8 million).

Atlanta took the 11th spot in both categories, as it did in 1979. Revenues there totaled \$96.1 million, up 18.3% from the previous year and profits came to \$32.1 million, an increase of 8.9% from 1979.

Miami held on to the 12th revenue rank but gained three slots on the profit totem pole—from 12th to ninth. That market's revenues totaled \$87.2 million, up 19.7% from the previous year with profits amounting to \$35.7 million, an increase of 24.7% over 1979 (\$28.6 million).

Denver went from 17th to 14th in revenue rank and remained the number 10-ranked profit making market. Revenues totaled \$74.9 million, up 16.2% from 1979 (\$64.5 million) with profits amounting to \$35.1 million, an increase of 10% over the previous year (\$31.9 million).

□

Of the 453 VHF stations reporting, 401 claimed to have earned a profit (88.5%); 378 of the reporting 424 VHF affiliates (89.2%) claimed a profit, and 23 of 29 (79.3%) reporting independent VHF's also said they earned a profit in 1980.

On the UHF side, 197 stations reported, 115 of which said they earned a profit (58.4%). Seventy-eight of 116 reporting UHF affiliates also claimed to have earned a profit (67.2%), while 37 of 81 reporting independent UHF's said they earned a profit (45.7%).

Fourteen VHF stations—all network affiliated—reported earning \$15 million or more. Seventeen VHF's—13 of which were network affiliates—said they earned

*Continued on page 53.*

## 2. Who sold how much in 1980

	Stations	Amount	% Industry total
Sales to advertisers (industry total) <sup>1</sup>	—	\$10,279,000,000	100.0
Networks	—	4,439,700,000	43.2
VHF total	507	5,041,500,000	49.0
Network O&O	15	850,800,000	8.3
Other affiliates	462	3,539,100,000	34.4
Independents	30	651,600,000	6.3
UHF total	218	797,700,000	7.8
Affiliates	128	351,100,000	3.4
Independents	90	446,600,000	4.3
Network sales (industry total)	—	4,808,100,000	100.0
Networks	—	4,439,700,000	92.3
VHF total	507	330,400,000	6.9
Network O&O	15	45,800,000	1.0
Other affiliates	462	281,800,000	5.9
Independents	30	2,800,000	0.1
UHF total	218	38,100,000	0.8
Affiliates	128	29,900,000	0.6
Independents	90	8,200,000	0.2
National/regional sales (industry total)	—	2,928,900,000	100.0
VHF total	507	2,537,400,000	86.6
Network O&O	15	431,400,000	14.7
Other affiliates	462	1,707,200,000	58.3
Independents	30	398,800,000	13.6
UHF total	218	391,500,000	13.4
Affiliates	128	150,500,000	5.1
Independents	90	241,000,000	8.2
Local sales (industry total)	—	2,542,000,000	100.0
VHF total	507	2,173,700	85.5
Network O&O	15	373,600,000	14.7
Other affiliates	462	1,550,200,000	61.0
Independents	30	250,000,000	9.8
UHF total	218	368,100,000	14.5
Affiliates	128	170,700,000	6.7
Independents	90	197,400,000	7.8

<sup>1</sup>Last digits may not add due to rounding.

## R. C. CRISLER & CO., INC.

Business Brokers for C.A.T.V., TV & Radio Properties  
Licensed Securities Dealers  
Underwriting — Financing

Cincinnati

Richard C. Crisler, Clyde G. Haehnle, Alex Howard, Larry C. Wood  
580 Walnut Street, 45202, phone (513) 381-7775

# Avery-Knodel Television Is The Fastest-Growing Representative In The Business.

## And It's Just The Beginning.

1981 has been the biggest year for growth in Avery-Knodel's history. Our staff and services have grown dramatically. And so has our reputation for outstanding station representation.

We've upgraded and expanded at every level, in every office around the country:

- We've doubled our top management team to maximize our sales effort.
- We've added new, more experienced sales managers to monitor our performance on the firing-line.
- We've assembled the largest, most aggressive sales force in our history.
- And we're expanding once again with three network sales teams in New York.

Our stations—including the 14 that have named us their national representative in the past year—are our best endorsement. Ask them about Avery-Knodel's growth and success.

Come grow with us.



**Avery-Knodel  
Television**

**Successful for today. Successful for the future.**

New York, Chicago, Atlanta, Dallas, Denver, Detroit, Los Angeles, Minneapolis,  
Philadelphia, Portland, San Francisco, Seattle, St. Louis.

# WE MAKE THE FUTURE MORE CERTAIN

In an industry as subject to rapid technological and regulatory changes as broadcasting, it's difficult to predict what the future holds for television, radio or cable.

That's why when your focus is on the future, the name you should remember is Frazier, Gross & Clay. For more than thirty years, we've specialized in helping broadcasters and cable operators find out not only where they stand in their market today, but what that market will look like tomorrow.

Over the years, our special expertise in valuation and feasibility studies, cost benefit analyses and strategic planning has helped companies of all sizes develop sound plans for future growth. And we can do the same for you.

If you're ready to take some of the guesswork out of your future, we're ready to talk with you. Contact Susan D. Harrison, Manager, Economic Studies and Valuations.

## FRAZIER, GROSS & CLAY

financial management consultants to  
radio, TV and cable systems  
nationwide

5028 Wisconsin Avenue, NW  
Washington, DC 20016  
(202) 966-2280

© 1980, Frazier, Gross & Clay

## 3. TV station winners, losers

	Total		Network-affiliated		Independent	
	VHF	UHF	VHF	UHF	VHF	UHF
Total number of stations reporting <sup>1</sup>	453	197	424	116	29	81
Number of stations reporting profits	401	115	378	78	23	37
Profitable stations as percent of total	88.5	58.4	89.2	67.2	79.3	45.7
Number of stations reporting profits of:						
\$15,000,000 and more	14		14			
10,000,000- 15,000,000	17		13		4	
5,000,000- 10,000,000	46	4	38		8	4
3,000,000- 5,000,000	55	5	50		5	5
1,500,000- 3,000,000	70	12	68	5	2	7
1,000,000- 1,500,000	41	6	40	3	1	3
600,000- 1,000,000	55	18	54	15	1	3
400,000- 600,000	32	17	31	13	1	4
200,000- 400,000	34	14	33	12	1	2
100,000- 200,000	17	18	17	15		3
50,000- 100,000	14	3	14	2		1
25,000- 50,000	4	11	4	10		1
Less than 25,000	2	7	2	3		4
Number of stations reporting losses	52	82	46	38	6	44
Unprofitable stations as percent of total	11.5	41.6	10.8	32.8	20.7	54.3
Number of stations reporting losses of:						
Less than \$10,000	4	3	4	1		2
10,000- 25,000	2		2			
25,000- 50,000	3	6	3	2		4
50,000- 100,000	2	9	2	8		1
100,000- 200,000	7	7	6	4	1	3
200,000- 400,000	13	11	13	5		6
400,000 and over	21	46	16	18	5	28

<sup>1</sup> Stations operating full year only excluding satellite and religious stations  
Profits (broadcast income) are before federal income tax.

## 4. Network, station employment

	Number of stations	Number of employees			Total payroll <sup>1</sup>
		Full time	Part time	Total	
Industry total	—	70,822	7,449	78,271	\$1,819,576
Networks	—	14,838	1,752	16,590	557,952
VHF total	507	45,719	4,442	50,163	1,073,073
Network O&O	15	5,590	246	5,836	196,880
Other affiliates	462	36,179	3,649	39,828	772,463
Independents	30	3,950	547	4,497	103,730
UHF total	218	10,265	1,255	11,520	188,551
Affiliates	128	5,964	779	6,743	104,563
Independents	90	4,301	476	4,777	83,988
Station total	725	55,984	5,697	61,681	1,261,624

<sup>1</sup> Last digits may not add due to rounding.

## 5. Property investment

	Number of stations reporting <sup>1</sup>	Original cost		Original cost minus depreciation	
		Total <sup>2</sup>	Station average	Total	Station average
Industry total	—	\$3,617,253	—	\$1,866,757	—
Networks	—	604,675	—	303,142	—
VHF total	501	2,409,924	4,810	1,201,150	2,397
Network O&O	15	186,786	12,452	90,130	6,008
Other affiliates	456	2,013,164	4,414	1,002,002	2,197
Independents	30	209,974	6,999	109,018	3,633
UHF total	215	602,654	2,803	362,465	1,685
Affiliates	128	326,745	2,552	185,084	1,445
Independents	87	275,909	3,171	177,381	2,038
Station total	716	3,012,578	4,207	1,563,615	2,183

<sup>1</sup> Three VHF and four UHF stations did not report investment in tangible property. Some of these may be operating under lease agreements.

<sup>2</sup> In cases of stations which have been sold, represents that portion of price assigned by new licensee to property.



It's a jungle out there...filled with all sorts of ferocious beasts. You could get lost.  
For a professional guide call your **ARBITRON** Representative.

**Viacom.  
Out in front!**

**The strongest  
and most  
diversified  
line-up in  
syndication:**

**First-run!  
Sitcoms!  
Specials!  
Action-drama!  
Features!  
Cartoons!**



# 6. Market-by-market breakdown

Market (number of stations reporting in parentheses) <sup>2</sup>	Time sales <sup>1</sup>		Network		Spot	
	Revenue rank	Profit rank	1980 (000)	1979 (000)	1980 (000)	1979 (000)
Abilene-Sweetwater, Tex. (3)	134	124	908	797	1,994	1,477
Albany-Schenectady-Troy, N.Y. (3)	48	44	3,314	3,317	14,612	12,223
Albany-Thomasville, Ga.-Tallahassee, Fla. (3)	95	68	1,406	1,264	6,790	5,584
Albuquerque, N.M. (4)	84	88	1,252	1,389	7,697	6,715
Amarillo, Tex. (3)	122	119	797	786	3,203	2,979
Anchorage (3)	129	113	414	349	1,330	1,287
Atlanta (6)	11	11	3,686	3,019	69,445	56,076
*Augusta, Ga. (3)	113	82	1,389	1,570	3,633	3,624
Austin, Tex. (3)	75	66	957	984	7,683	6,655
Bakersfield, Calif. (3)	121	120	943	906	4,024	3,846
Baltimore (4)	21	24	3,154	3,088	36,099	35,496
Bangor, Me. (3)	133	117	1,098	1,037	1,969	1,996
Baton Rouge (3)	73	85	1,751	1,713	5,819	5,221
Beaumont-Port Arthur, Tex. (3)	100	94	986	959	3,827	2,687
*Binghamton, N.Y. (3)	125	95	1,285	1,260	2,874	2,388
Birmingham, Ala. (3)	43	29	3,467	3,372	16,034	14,413
Boise-Nampa, Idaho (3)	112	110	1,245	1,040	3,935	3,145
Boston (6)	8	8	5,871	5,727	99,891	87,345
Buffalo, N.Y. (4)	33	42	3,304	3,238	24,841	24,335
Cedar Rapids-Waterloo, Iowa (3)	78	80	1,500	1,466	6,550	5,538
Charleston, S.C. (3)	101	90	1,036	974	4,874	4,657
Charleston-Huntington, W.Va.-Ashland, Ky. (3)	59	43	3,381	3,258	10,632	8,609
Charlotte, N.C. (4)	35	37	5,340	5,301	20,291	18,364
Chattanooga (4)	85	81	1,345	1,141	5,117	4,846
Chicago (8)	3	5	8,591	8,287	155,318	141,404
*Cincinnati (5)	25	25	3,332	3,261	22,208	19,707
Cleveland (4)	13	16	5,748	5,433	49,711	44,646
Colorado Springs-Pueblo (3)	86	75	842	828	6,266	5,302
Columbia, S.C. (3)	80	59	2,028	1,716	6,229	5,882
Columbia-Jefferson City, Mo. (3)	130	109	1,149	1,004	2,525	2,153
*Columbus, Ga. (3)	128	123	1,263	1,729	2,039	2,492
Columbus, Ohio (3)	34	26	2,830	2,621	19,882	17,825
Corpus Christi, Tex. (4)	105	102	1,088	1,029	3,036	2,443
Dallas-Fort Worth (5)	7	3	3,227	3,025	78,067	65,022
Davenport, Iowa-Rock Isl.-Moline, Ill. (3)	74	71	1,905	1,603	7,518	6,132
Dayton, Ohio (3)	42	40	4,362	3,997	13,994	12,398
Denver (4)	14	10	2,307	2,192	34,854	38,467
Des Moines-Ames, Iowa (3)	68	55	2,158	1,872	9,404	8,037
Detroit (6)	8	12	5,972	6,286	76,254	71,186
Duluth, Minn.-Superior, Wis. (3)	119	133	1,295	1,235	3,735	3,350
El Paso, Tex. (4)	94	93	924	745	3,938	3,378
Erie, Pa. (3)	123	125	1,351	1,125	2,202	1,865
Evansville, Ind. (3)	88	72	1,357	1,120	4,433	3,681
Fargo-Valley City, N.D. (3)	109	99	1,060	1,003	3,499	3,214
Flint-Saginaw-Bay City, Mich. (3)	61	56	1,881	1,801	9,546	9,213
Fort Myers-Naples, Fla. (3)	107	134	911	826	3,995	3,264
Fort Smith, Ark. (4)	131	129	990	936	2,006	961
Fort Wayne, Ind. (4)	82	116	1,045	962	5,858	4,956
Fresno-Hanford-Tulare-Visalia, Calif. (6)	53	69	1,559	1,465	11,776	10,527
Grand Rapids-Kalamazoo, Mich. (4)	45	36	2,929	2,762	15,097	12,686
Green Bay, Wis. (3)	70	65	1,593	1,569	7,195	6,175
Greensboro-Winston Salem-High Point, N.C. (3)	58	54	1,845	1,817	11,174	9,979
*Greenville-Spartanburg, S.C.-Asheville, N.C. (4)	46	34	2,261	2,031	17,657	15,699
Greenville-Washington-New Bern, N.C. (3)	96	100	1,415	1,324	6,643	5,992
Harrisburg-Lancaster-York-Lebanon, Pa. (6)	51	70	2,990	2,568	14,545	10,308

# of TV revenue and profit in 1980

Local		Barter and Trade-outs		Total broadcast revenues		Percent change in revenue	Total broadcast expenses 1980 (000)	Total broadcast profit <sup>3</sup> 1980 (000)
1980 (000)	1979 (000)	1980 (000)	1979 (000)	1980 (000)	1979 (000)			
2,661	2,288	66	189	5,026	4,173	<b>20.4</b>	4,909	116
10,274	9,928	798	562	24,710	22,331	<b>10.7</b>	17,992	6,718
4,130	3,734	105	131	10,601	9,253	<b>14.6</b>	7,091	3,510
11,312	10,787	493	378	17,453	16,165	<b>8.0</b>	15,445	2,008
3,930	3,765	112	114	6,903	6,567	<b>5.1</b>	6,416	487
4,486	3,980	371	353	5,885	5,311	<b>10.8</b>	5,143	742
42,371	35,797	2,914	1,948	96,059	81,214	<b>18.3</b>	63,952	32,107
4,214	4,978	310	300	8,270	9,102	<b>-9.1</b>	5,944	2,326
7,306	5,555	203	139	13,976	11,685	<b>19.6</b>	10,264	3,712
3,230	3,172	211	52	6,999	6,725	<b>4.1</b>	6,558	441
28,880	25,297	1,813	1,565	57,391	53,503	<b>7.3</b>	42,440	14,951
2,527	2,375	232	185	5,095	4,960	<b>2.7</b>	4,562	533
9,122	10,026	238	85	14,802	15,138	<b>-2.2</b>	12,593	2,209
6,675	6,270	148	112	10,130	9,002	<b>12.5</b>	8,294	1,836
3,424	3,398	303	229	6,560	6,128	<b>7.0</b>	4,915	1,645
11,327	10,119	354	430	26,171	23,726	<b>10.3</b>	13,718	12,453
4,227	4,282	115	133	8,375	7,511	<b>11.5</b>	7,552	823
53,551	45,533	3,425	2,623	132,822	115,273	<b>15.2</b>	96,171	36,651
16,554	16,925	1,037	1,160	37,900	37,718	<b>0.5</b>	30,588	7,313
7,268	7,068	295	273	13,237	12,337	<b>7.3</b>	10,763	2,474
5,880	5,265	383	322	10,128	9,476	<b>6.9</b>	8,193	1,934
7,010	7,351	348	341	18,591	17,099	<b>8.7</b>	11,512	7,079
15,539	14,240	2,181	1,734	36,255	33,303	<b>8.9</b>	27,742	8,513
6,470	5,968	500	432	11,436	10,545	<b>8.4</b>	8,966	2,470
84,340	74,162	4,060	2,696	206,694	186,142	<b>11.0</b>	152,219	54,476
26,152	24,374	1,193	1,360	48,035	43,854	<b>9.5</b>	33,095	14,940
35,873	34,796	1,770	1,923	78,240	72,420	<b>8.0</b>	53,250	24,990
5,794	5,515	153	124	11,373	10,031	<b>13.4</b>	8,479	2,893
6,231	5,531	216	91	12,877	11,627	<b>10.8</b>	8,398	4,479
2,551	2,337	220	257	5,781	5,164	<b>11.9</b>	4,926	855
3,630	5,108	100	161	6,158	8,371	<b>-26.4</b>	5,979	179
21,409	20,469	692	872	37,235	34,590	<b>7.6</b>	23,206	14,028
6,613	5,608	271	146	9,505	8,097	<b>17.4</b>	8,198	1,306
57,739	45,729	3,185	2,135	117,835	96,426	<b>22.2</b>	55,818	62,017
7,062	6,696	264	256	14,015	12,277	<b>14.2</b>	10,852	3,163
14,458	13,597	492	484	28,314	25,841	<b>9.6</b>	20,649	7,665
41,868	36,119	1,641	1,173	74,939	64,491	<b>16.2</b>	39,807	35,132
8,017	8,090	391	349	16,573	15,240	<b>8.7</b>	11,518	5,055
49,916	47,361	2,417	1,827	110,248	104,607	<b>5.4</b>	78,450	31,798
3,128	3,251	243	170	7,411	7,134	<b>3.9</b>	8,094	-683
7,326	7,026	265	200	10,626	9,722	<b>9.3</b>	8,766	1,860
4,001	3,928	263	79	6,665	6,152	<b>8.3</b>	6,608	57
7,031	6,833	207	190	11,138	10,127	<b>10.0</b>	8,117	3,021
5,025	4,777	103	68	8,792	8,181	<b>7.5</b>	7,424	1,368
9,874	9,367	342	416	18,274	17,494	<b>4.5</b>	13,387	4,887
5,306	4,656	368	133	9,153	7,861	<b>16.4</b>	10,487	-1,334
2,946	2,299	119	51	5,486	3,806	<b>44.1</b>	5,628	-142
6,959	6,824	251	544	12,345	11,242	<b>9.8</b>	11,786	559
11,997	10,809	1,006	826	22,166	19,912	<b>11.3</b>	18,920	3,246
11,836	11,697	451	403	25,336	23,046	<b>9.9</b>	16,463	8,873
8,726	8,511	214	221	15,841	14,853	<b>6.7</b>	12,114	3,727
9,897	9,645	424	467	19,625	18,539	<b>5.9</b>	14,525	5,100
9,293	8,185	742	627	25,175	22,326	<b>12.8</b>	15,454	9,722
3,769	4,122	218	215	10,601	10,398	<b>2.0</b>	9,236	1,365
9,643	7,319	1,550	374	23,206	17,046	<b>36.1</b>	19,971	3,234

A first-run hit for access!



©1981 Viacom International Inc. All rights reserved.

**Super  
sitcoms for  
fringe time!**



A TANDEM PRODUCTION  
**All in the Family**  
**Mary Tyler Moore**  
**Bob Newhart**  
**Andy Griffith**



©1981 Viacom International Inc. All rights reserved.

Market (number of stations reporting in parentheses) <sup>2</sup>	Time sales <sup>1</sup>		Network		Spot	
	Revenue rank	Profit rank	1980 (000)	1979 (000)	1980 (000)	1979 (000)
Hartford-New Hvn.-New Brtn.-Waterbury, Conn. (4)	<b>31</b>	<b>28</b>	4,310	3,900	27,563	25,821
Honolulu (3)	<b>55</b>	<b>96</b>	751	1,073	2,229	2,833
Houston-Galveston, Tex. (5)	<b>9</b>	<b>4</b>	3,354	3,220	79,064	67,809
Huntsville-Decatur, Ala. (3)	<b>110</b>	<b>128</b>	1,078	875	4,056	3,556
Idaho Falls-Pocatello. (3)	<b>136</b>	<b>126</b>	672	657	2,416	2,064
Indianapolis-Bloomington (5)	<b>22</b>	<b>23</b>	2,886	2,607	33,953	29,794
Jackson, Miss. (3)	<b>90</b>	<b>107</b>	1,533	1,494	5,241	4,462
*Jacksonville, Fla. (4)	<b>49</b>	<b>35</b>	2,706	2,399	16,964	14,202
Johnson City-Kingsport-Bristol, Tenn. (3)	<b>106</b>	<b>83</b>	1,456	1,266	5,497	4,460
Johnstown-Altoona, Pa. (3)	<b>104</b>	<b>78</b>	2,370	2,322	4,853	3,886
Joplin, Mo.-Pittsburg, Kan. (3)	<b>127</b>	<b>103</b>	1,349	1,301	2,838	2,537
Kansas City, Mo. (4)	<b>27</b>	<b>22</b>	2,709	2,777	30,244	26,010
Knoxville, Tenn. (3)	<b>65</b>	<b>39</b>	3,215	2,283	8,106	7,180
Lafayette, La. (3)	<b>93</b>	<b>84</b>	1,243	-	3,023	-
Las Vegas-Henderson (3)	<b>81</b>	<b>136</b>	433	974	4,758	3,953
Lexington, Ky. (3)	<b>83</b>	<b>131</b>	1,276	1,187	7,834	7,310
Lincoln-Hastings-Kearney, Neb. (3)	<b>103</b>	<b>121</b>	1,126	1,038	4,972	4,888
Little Rock, Ark. (3)	<b>58</b>	<b>87</b>	1,377	1,298	8,095	6,964
Los Angeles (11)	<b>2</b>	<b>2</b>	11,874	11,058	193,385	164,675
Louisville, Ky. (4)	<b>38</b>	<b>58</b>	3,546	2,854	15,350	13,448
Lubbock, Tex. (3)	<b>108</b>	<b>92</b>	1,259	1,150	3,132	2,722
Madison, Wis. (3)	<b>84</b>	<b>79</b>	1,238	1,205	5,598	5,856
Memphis (4)	<b>41</b>	<b>53</b>	2,743	2,562	15,163	14,852
*Miami (7)	<b>12</b>	<b>9</b>	3,414	3,283	50,914	41,586
*Milwaukee (5)	<b>28</b>	<b>38</b>	3,043	2,843	24,830	23,734
Minneapolis-St. Paul (4)	<b>16</b>	<b>17</b>	3,292	3,190	45,989	40,787
Mobile, Ala.-Pensacola, Fla. (3)	<b>69</b>	<b>48</b>	1,549	1,418	9,976	8,142
Monroe, La.-El Dorado, Ark. (3)	<b>117</b>	<b>89</b>	1,476	1,359	3,402	3,082
Montgomery, Ala. (3)	<b>99</b>	<b>63</b>	1,659	1,427	5,081	4,224
Nashville (4)	<b>40</b>	<b>62</b>	2,648	2,421	16,062	14,423
New Orleans (4)	<b>30</b>	<b>32</b>	3,185	2,952	18,765	15,763
New York (10)	<b>1</b>	<b>1</b>	18,741	17,915	207,004	180,919
Norfolk-Portsmouth-Npt News-Hampton, Va. (5)	<b>47</b>	<b>52</b>	2,137	2,010	10,855	9,075
*Odessa-Midland-Monahans, Tex. (3)	<b>128</b>	<b>111</b>	867	951	2,487	2,257
Oklahoma City-Enid (5)	<b>32</b>	<b>47</b>	2,590	2,105	17,520	15,789
Omaha (3)	<b>57</b>	<b>61</b>	1,953	1,960	9,399	8,498
Orlando-Daytona Beach, Fla. (4)	<b>36</b>	<b>30</b>	2,438	2,253	21,642	17,001
Paducah, Ky.-Cape Grd., Mo.-Harrisburg, Ill. (3)	<b>89</b>	<b>67</b>	2,259	1,680	5,379	4,452
Pasco, Wash. (3)	<b>137</b>	<b>118</b>	367	364	1,503	1,280
Peoria, Ill. (3)	<b>87</b>	<b>97</b>	1,238	1,186	5,328	4,872
Philadelphia (7)	<b>5</b>	<b>7</b>	7,801	7,727	102,919	92,828
Phoenix-Mesa (7)	<b>20</b>	<b>18</b>	2,446	2,127	38,344	31,110
Pittsburgh (5)	<b>15</b>	<b>19</b>	4,753	4,582	50,438	44,281
Portland, Ore. (4)	<b>26</b>	<b>31</b>	2,390	2,220	31,002	28,756
Portland-Poland Spring, Me. (3)	<b>92</b>	<b>84</b>	1,304	1,264	6,006	4,980
Providence-New Bedford, Mass. (3)	<b>44</b>	<b>74</b>	3,893	3,809	15,510	14,363
Raleigh-Durham, N.C. (3)	<b>52</b>	<b>45</b>	2,834	2,686	13,879	12,771
Reno (3)	<b>111</b>	<b>91</b>	602	594	2,982	2,298
Richmond-Petersburg, Va. (3)	<b>62</b>	<b>49</b>	1,666	1,570	7,953	8,032
Roanoke-Lynchburg, Va. (3)	<b>79</b>	<b>60</b>	1,861	1,722	7,076	6,502
Rochester, N.Y. (4)	<b>54</b>	<b>137</b>	1,825	1,726	11,926	11,398
Rochester-Austin, Minn.-Mason City, Iowa (3)	<b>124</b>	<b>122</b>	1,174	991	2,901	2,735
Rockford-Freeport, Ill. (4)	<b>97</b>	<b>106</b>	1,299	1,302	4,266	3,470
Sacramento-Stockton, Calif. (4)	<b>23</b>	<b>33</b>	2,618	2,348	33,408	28,977
St. Louis (5)	<b>18</b>	<b>20</b>	3,908	3,607	39,570	40,085
Salinas-Monterey-San Jose, Calif. (4)	<b>67</b>	<b>135</b>	1,316	816	6,986	5,748
Salt Lake City-Ogden-Provo (4)	<b>37</b>	<b>46</b>	1,748	4,675	19,270	16,288
San Antonio, Tex. (4)	<b>39</b>	<b>27</b>	2,325	1,933	13,550	12,113
San Diego (3)	<b>24</b>	<b>21</b>	3,918	3,618	31,324	28,039
*San Francisco-Oakland (8)	<b>4</b>	<b>6</b>	5,258	4,826	92,776	85,963




Local		Barter and Trade-outs		Total broadcast revenues		Percent change in revenue	Total broadcast expenses 1980 (000)	Total broadcast profit <sup>3</sup> 1980 (000)
1980 (000)	1979 (000)	1980 (000)	1979 (000)	1980 (000)	1979 (000)			
16,223	15,477	430	438	40,217	37,679	6.7	27,277	12,940
18,516	18,990	688	772	20,906	21,878	-4.4	19,290	1,616
47,504	39,041	760	661	108,387	92,292	17.4	49,517	58,870
4,688	4,417	178	168	8,531	7,756	10.0	8,635	-103
1,382	1,401	106	90	3,903	3,660	6.6	3,945	-42
29,789	28,551	693	746	55,740	51,222	8.8	39,293	16,447
5,880	6,400	103	161	11,089	11,025	0.6	10,168	922
9,357	9,030	298	466	24,678	21,791	13.2	15,204	9,473
3,555	3,613	289	225	9,164	8,242	11.2	6,878	2,286
3,677	3,778	246	132	9,593	8,868	8.2	6,975	2,619
2,602	2,418	75	63	6,149	5,708	7.7	4,913	1,236
22,719	21,626	592	668	47,273	43,209	9.4	29,175	18,097
8,317	7,835	348	408	17,433	15,371	13.4	9,381	8,052
7,296	—	33	—	10,693	—	—	6,805	3,888
9,189	11,311	291	164	12,621	14,598	-13.5	16,106	-3,486
4,623	4,582	538	346	12,339	11,817	4.4	12,675	-335
4,775	4,189	194	151	9,784	9,079	7.8	9,351	433
13,217	11,984	821	822	20,818	18,259	14.0	18,784	2,034
192,559	172,576	7,495	6,757	332,773	292,093	13.9	238,479	94,295
15,690	15,717	1,209	1,235	30,083	27,894	7.8	25,280	4,802
5,467	5,039	150	177	8,828	8,076	9.3	6,959	1,869
6,935	5,296	415	288	12,147	10,672	13.8	9,592	2,555
15,291	17,511	677	1,118	28,630	30,310	-5.5	23,436	5,194
49,214	40,452	2,182	2,018	87,211	72,880	19.7	51,529	35,682
23,952	21,966	1,212	817	45,592	41,847	8.9	37,107	8,485
36,033	32,469	1,705	1,423	72,227	64,863	11.4	50,529	21,698
7,351	6,317	157	161	16,360	13,678	19.6	10,507	5,853
3,774	3,861	316	305	7,659	7,314	4.7	5,676	1,983
4,501	4,009	126	95	10,151	8,782	15.8	6,047	4,104
14,813	15,014	712	718	28,800	27,718	3.9	24,651	4,149
26,263	27,234	781	737	42,462	40,697	4.3	31,073	11,389
200,291	167,847	8,057	6,928	362,033	311,557	16.2	267,453	94,580
16,005	14,767	1,078	816	25,106	22,861	9.8	19,890	5,216
3,205	2,915	80	83	5,977	5,641	6.0	5,189	788
21,222	18,794	976	713	37,989	32,574	16.6	32,035	5,955
12,239	11,037	380	234	20,596	18,719	10.0	16,385	4,210
17,062	14,673	908	685	34,767	28,887	20.4	22,806	11,961
4,641	4,428	109	40	11,122	9,613	15.7	7,611	3,511
1,842	1,622	44	60	3,271	2,901	12.8	2,767	504
6,167	6,047	230	329	11,257	10,736	4.9	9,642	1,616
58,793	52,227	2,895	3,052	140,889	126,454	11.4	100,799	40,090
27,593	25,986	1,148	989	58,763	50,094	17.3	38,272	20,491
30,935	27,920	3,655	2,628	72,396	64,632	12.0	53,412	18,983
23,146	19,171	997	629	47,524	42,081	12.9	35,646	11,877
5,143	4,964	279	157	10,886	10,025	8.6	8,618	2,268
10,949	10,005	1,095	923	26,024	24,010	8.4	23,099	2,925
10,307	8,741	562	584	23,042	20,862	10.4	16,750	6,292
6,270	5,818	74	76	8,458	7,550	12.0	6,573	1,885
10,743	9,111	682	507	17,513	16,127	8.6	11,805	5,708
6,189	5,653	202	221	13,117	12,095	8.4	8,756	4,361
11,344	9,918	575	406	21,294	19,569	8.8	25,238	-3,944
3,324	3,127	85	87	6,650	6,146	8.2	6,314	336
6,223	5,919	232	194	10,322	9,538	8.2	9,387	935
22,820	21,763	1,350	613	50,607	45,122	12.2	40,230	10,377
37,008	31,126	2,396	2,454	67,027	63,145	6.1	48,562	18,465
10,810	9,957	654	595	16,665	14,571	14.4	19,155	-2,490
18,984	17,945	1,223	819	34,618	31,241	10.8	28,577	6,041
18,123	16,206	573	696	29,352	26,312	11.6	15,838	13,514
22,880	20,823	593	545	48,640	43,896	10.8	30,453	18,187
86,660	75,412	3,663	3,520	154,115	139,237	10.7	109,499	44,616

**Super sitcoms for fringe time!**



**The Beverly Hillbillies**  
**Hogan's Heroes**  
**Petticoat Junction**  
**I Love Lucy**



©1981 Viacom International Inc. All rights reserved.

Action-drama  
for fringe and  
late night!



Grizzly Adams  
Gunsmoke  
Wild Wild West  
Twilight Zone



©1981 Viacom International Inc. All rights reserved.

Market (number of stations reporting in parentheses) <sup>2</sup>	Time sales <sup>1</sup>		Network		Spot	
	Revenue rank	Profile rank	1980 (000)	1979 (000)	1980 (000)	1979 (000)
San Juan-Caguas, PR. (3)	<b>29</b>	<b>41</b>			48,080	34,831
Savannah, Ga. (3)	<b>114</b>	<b>112</b>	1,286	941	3,077	2,670
Seattle-Tacoma (4)	<b>17</b>	<b>14</b>	3,433	3,063	46,263	44,588
Shreveport, La.-Texarkana, Tex. (3)	<b>77</b>	<b>73</b>	1,582	1,546	6,736	5,733
Sioux City, Iowa (3)	<b>116</b>	<b>101</b>	1,334	1,241	3,140	2,475
Sioux Falls-Mitchell, S.D. (3)	<b>120</b>	<b>130</b>	1,436	1,377	4,157	789
South Bend-Elkhart, Ind. (4)	<b>91</b>	<b>104</b>	1,215	1,132	5,119	5,109
Spokane, Wash. (3)	<b>72</b>	<b>50</b>	1,365	1,332	10,940	9,325
Springfield, Mo. (3)	<b>98</b>	<b>77</b>	1,425	1,367	4,720	3,709
Springfield-Decatur-Champaign-Urbana, Ill. (5)	<b>66</b>	<b>114</b>	1,958	1,810	7,197	5,831
Syracuse, N.Y. (3)	<b>60</b>	<b>86</b>	2,491	2,491	10,536	9,923
Tampa-St. Petersburg, Fla. (5)	<b>19</b>	<b>13</b>	3,851	3,453	38,356	29,999
Terre Haute, Ind. (3)	<b>115</b>	<b>76</b>	1,925	1,670	2,971	2,380
Traverse City-Cadillac, Mich. (3)	<b>132</b>	<b>132</b>	850	711	2,609	2,556
Tucson, Ariz. (4)	<b>71</b>	<b>127</b>	1,028	919	7,342	6,487
*Tulsa, Okla. (4)	<b>50</b>	<b>57</b>	1,657	1,588	9,726	9,065
Washington (6)	<b>10</b>	<b>15</b>	3,974	4,036	73,833	65,194
Wichita Falls, Tex.-Lawton, Okla. (3)	<b>118</b>	<b>108</b>	801	804	3,024	2,368
Wichita-Hutchinson, Kan. (3)	<b>63</b>	<b>51</b>	1,550	1,463	7,814	6,744
Wilkes Barre-Scranton, Pa. (3)	<b>76</b>	<b>98</b>	1,940	1,765	7,709	6,545
Yakima, Wash. (3)	<b>135</b>	<b>115</b>	495	489	2,201	1,924
Youngstown, Ohio (3)	<b>102</b>	<b>105</b>	1,091	1,015	7,649	7,170
Markets of three or more stations			321,025	304,912	2,759,556	2,444,615
Markets of less than three stations			47,395	39,519	149,155	119,693
All markets			368,420	344,431	2,908,711	2,564,308

\*One or more stations did not report data for the full year.

<sup>1</sup> Time sales exclude revenues from programs, talent, materials, facilities and services sold in connection with the sale of time, and include commissions to agencies, representatives and brokers. Because stations are not consistent in the way they classify national/regional versus local sales, year-to-year comparison in these categories should be made with caution.

## Atlanta tops list of per-home market revenues

In the table below, total broadcast revenues for the FCC-reported markets are divided by the total number of television households contained in that Area of Dominant Influence, as defined by Arbitron Television in May 1981. There are three markets—Honolulu, Pasco, Wash., and San Juan-Caguas, P.R.—that are not included since Arbitron defines no ADI for them.

Market	\$ per home	Market	\$ per home
Atlanta	90.49	San Diego	70.54
Dallas-Fort Worth	89.92	Washington	70.31
Denver	89.20	Baton Rouge, La.	69.98
Houston-Galveston, Tex.	88.16	Minneapolis-St. Paul	69.63
Phoenix-Mesa, Ariz.	84.80	Jacksonville, Fla.	69.49
Anchorage	83.12	Salt Lake City-Ogden-Provo, Utah	69.47
Miami	81.55	Seattle-Tacoma, Wash.	69.41
San Francisco-Oakland	80.86	Baltimore	68.33
Los Angeles	80.53	Lafayette, La.	67.63
New Orleans	76.92	Milwaukee	67.48
Boston	76.61	Detroit	67.41
Oklahoma City-Enid	73.55	Rochester, N.Y.	66.98
Indianapolis-Bloomington	72.97	Tucson, Ariz.	66.96
Chicago	71.58	St. Louis	66.18
Cincinnati	71.22	Sacramento-Stockton, Calif.	65.74
Las Vegas-Henderson, Nev.	70.98	Columbus, Ohio	65.35
Kansas City, Mo.	70.94	Portland, Ore.	65.31
		Montgomery, Ala.	64.82
		Corpus Christi, Tex.	64.74
		Boise-Nampa, Idaho	64.57
		Fresno-Hanford-Tulare-Visalia, Calif.	64.34
		Lubbock, Tex.	63.92
		San Antonio, Tex.	63.68
		Beaumont-Port Arthur, Tex.	62.99
		Omaha	62.98
		Buffalo, N.Y.	62.38
		Madison, Wis.	62.35
		Columbia, S.C.	62.17
		Charlotte, N.C.	61.85
		Charleston, S.C.	61.19

1980 (000)	Local 1979 (000)	Barter and Trade-outs		Total broadcast revenues		Percent change in revenue	Total broadcast expenses 1980 (000)	Total broadcast profit <sup>3</sup> 1980 (000)
		1980 (000)	1979 (000)	1980 (000)	1979 (000)			
4,422	7,217	1,120	1,120	45,141	34,070	<b>32.5</b>	37,528	7,613
4,365	3,555	114	105	7,876	6,616	<b>19.0</b>	7,126	750
35,983	29,752	1,226	912	72,092	64,802	<b>11.2</b>	44,680	27,412
7,140	7,248	187	131	13,281	12,574	<b>5.6</b>	10,263	3,018
3,845	3,685	285	256	7,743	6,859	<b>12.9</b>	6,384	1,360
2,761	2,376	172	93	7,375	6,829	<b>8.0</b>	7,558	-183
6,309	6,183	428	388	10,918	10,854	<b>0.6</b>	9,923	996
5,333	5,515	125	183	15,067	13,839	<b>8.9</b>	9,398	5,669
5,366	5,119	444	237	10,274	9,164	<b>12.1</b>	7,511	2,764
9,125	9,164	614	250	16,699	15,528	<b>7.5</b>	16,042	657
8,386	8,363	348	564	18,295	17,773	<b>2.9</b>	16,199	2,096
31,077	28,091	1,317	1,255	63,068	52,416	<b>20.3</b>	32,870	30,198
3,795	3,567	141	183	7,870	6,863	<b>14.7</b>	5,062	2,808
2,130	1,998	297	274	5,330	4,831	<b>10.3</b>	5,990	-660
9,682	8,540	471	396	15,489	13,744	<b>12.7</b>	15,558	-69
16,212	14,074	409	266	24,336	21,860	<b>11.3</b>	19,476	4,860
44,582	38,035	2,116	1,870	101,008	87,783	<b>15.1</b>	75,189	25,819
4,180	4,080	34	204	7,425	6,815	<b>9.0</b>	6,538	887
9,983	8,816	502	349	17,457	15,391	<b>13.4</b>	11,821	5,636
6,133	6,200	622	487	13,746	12,774	<b>7.6</b>	12,246	1,500
2,267	2,138	120	142	4,360	3,987	<b>9.4</b>	3,756	604
3,054	3,173	296	259	9,850	9,514	<b>3.5</b>	8,871	979
2,312,979	2,099,281	110,785	94,885	4,611,405	4,142,580	<b>11.3</b>	3,339,536	1,271,869
165,936	145,484	7,635	5,733	331,142	280,984	<b>17.9</b>	275,088	56,054
2,478,915	2,244,766	118,420	100,618	4,942,547	4,423,564	<b>11.7</b>	3,614,625	1,327,923

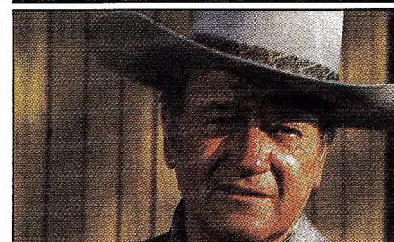
<sup>2</sup> Excludes 24 satellites that filed combined reports with their parent stations. Includes television specialty stations with religious formats, provided that 50% or more of the revenues of those stations came from the sale of time to advertisers.

<sup>3</sup> Before federal income tax.

Minus sign denotes loss.

Market	\$ per home	Market	\$ per home
Dayton, Ohio	60.96	Sioux City, Iowa	50.08
Orlando-Daytona Beach, Fla.	60.93	Cedar Rapids-Waterloo, Iowa	49.42
Tampa-St. Petersburg, Fla.	60.93	Lexington, Ky.	49.10
Pittsburgh	60.84	Yakima-Pasco, Wash.	48.94
Bakersfield, Calif.	60.64	Evansville, Ind.	48.93
Tulsa, Okla.	60.40	Spokane, Wash.	48.61
Fort Wayne, Ind.	59.81	Peoria, Ill.	48.35
Hartford-New Haven-New Britain-Waterbury, Conn.	59.70	Harrisburg-Lancaster-York-Lebanon, Pa.	48.32
Philadelphia	59.36	Terre Haute, Ind.	48.25
Austin, Tex.	59.12	Rochester-Austin, Minn.-Mason City, Iowa	48.15
Louisville, Ky.	58.96	Bangor, Me.	48.11
Reno	58.65	Des Moines-Ames, Iowa	47.74
Fort Myers-Naples, Fla.	58.07	Little Rock, Ark.	47.42
Springfield-Decatur-Champaign Urbana, Ill.	58.00	Erie, Pa.	47.23
Colorado Springs-Pueblo, Colo.	57.84	Wichita Falls, Tex.-Lawton, Okla.	46.96
Cleveland	57.45	Fort Smith, Ark.	46.84
New York	57.24	Nashville	46.39
Rockford-Freeport, Ill.	56.55	Monroe, La.-El Dorado, Ark.	46.36
Birmingham, Ala.	56.26	Grand Rapids-Kalamazoo, Mich.	46.24
Albuquerque, N.M.	55.00	Savannah, Ga.	46.24
El Paso, Tex.	54.52	Abilene-Sweetwater, Tex.	46.23
Albany-Schenectady-Troy, N.Y.	54.87	Greenville-Spartanburg, S.C.-Asheville, N.C.	45.86
Norfolk-Portsmouth-Newport News-Hampton, Va.	53.72	Knoxville, Tenn.	45.76
Syracuse, N.Y.	53.01	Green Bay, Wis.	45.57
Greenville-Washington-New Bern, N.C.	52.53	Richmond-Petersburg, Va.	45.41
Odessa-Midland-Monahans, Tex.	51.39	Idaho Falls-Pocatello	45.12
Memphis	51.08	Augusta, Ga.	45.01
		Providence, R.I.-New Bedford, Mass	44.80

Television's  
major source  
for movies.

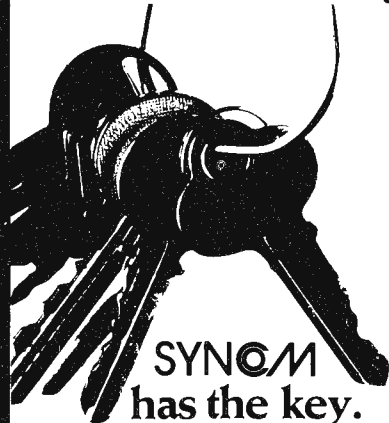


Viacom Features  
I, II, III, IV, V, VI,  
VII, VIII  
The Legend Group  
Viacom Movie  
Greats  
GASP



©1981 Viacom International Inc. All rights reserved.

If You Want  
to Open Doors  
in Minority  
Broadcast Financings



**SYNCOM**  
has the key.

Syncom  
a venture capital company  
serving minority equity  
capital needs

Syndicated Communications, Incorporated  
Suite 414, 1625 Eye Street, N.W.  
Washington, D.C. 20006 202/293-9428/9

Experience counts when

**BUYING**

**OR**

**SELLING**

**Consult**

**NORMAN FISCHER**

Over 10 years  
of quality service  
to broadcasters

\* **BROKERAGE**  
\* **APPRAISALS**  
\* **FINANCING**

Norman Fischer & Associates, Inc.

P.O. Box 5308  
Austin, Texas 78763  
(512) 452-6489



Market	\$ per home	Market	\$ per home
Davenport, Iowa-Rock Island-Moline, Ill.	44.70	Columbia-Jefferson City, Mo.	39.56
Wichita-Hutchinson, Kan.	44.51	Lincoln-Hastings-Kearney, Neb.	39.43
Raleigh-Durham, N.C.	44.19	Portland-Poland Spring, Me.	38.98
Mobile, Ala.-Pensacola, Fla.	43.91	Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	38.08
Binghamton, N.Y.	43.76	Traverse City-Cadillac, Mich.	37.90
Youngstown, Ohio	43.46	Joplin, Mo.-Pittsburg, Kan.	37.72
Duluth, Minn.-Superior, Wis.	43.28	Huntsville-Decatur, Ala.	37.26
Greensboro-Winston Salem-High Point, N.C.	43.26	Charleston-Huntington, W. Va.-Ashland, Ky.	36.88
Flint-Saginaw-Bay City, Mich.	42.22	Sioux Falls-Mitchell, S.D.	35.74
Jackson, Miss.	41.94	Columbus, Ga.	35.67
South Bend-Elkhart, Ind.	41.56	Johnstown-Altoona, Pa.	35.56
Amarillo, Tex.	41.45	Roanoke-Lynchburg, Va.	35.48
Springfield, Mo.	41.42	Johnson City-Kingsport-Bristol, Tenn.	35.25
Chattanooga, Tenn.	41.40	Shreveport, La.-Texarkana, Tex.	32.53
Albany-Thomasville, Ga.-Tallahassee, Fla.	40.67	Wilkes Barre-Scranton, Pa.	29.31

## 7. Small market revenues and expenses (markets 100 and smaller)

Amounts in thousands

Broadcast revenues	224 VHF stations	78 UHF stations	Total 302 stations
Network sale compensation	\$75,626	\$10,316	\$85,942
Total non-network sales to advertisers	613,911	106,945	720,856
To national and regional advertisers	298,475	42,472	340,947
Sale of station time	297,069	42,246	339,315
Other than sale of station time	1,406	226	1,632
To local advertisers	315,436	64,473	379,909
Sale of station time	301,915	61,864	363,779
Other than sale of station time	13,521	2,609	16,130
Sales to other than advertisers	9,408	1,354	10,762
Gross broadcast revenues	698,945	118,616	817,561
Deduct: Commissions to agencies representatives, etc.	94,217	13,791	108,008
Total: Net broadcast revenues <sup>1</sup>	604,728	104,825	709,553
<b>Broadcast expenses</b>			
Total technical expense	56,616	16,020	72,636
Technical payroll	33,568	7,066	41,534
All other technical expense	23,048	8,954	31,102
Total program expenses	165,846	31,359	197,205
Payroll for employees considered "talent"	15,254	2,144	17,398
Payroll for all other program employees	58,404	12,565	70,969
Rental and amortization of film and tape	42,078	7,151	49,229
Records and transcriptions	469	83	552
Cost of outside news services	4,550	718	5,268
Payments to talent	1,169	295	1,464
Music license fees	9,201	1,639	10,840
Other performance and program rights	13,353	722	4,075
All other program expenses	31,364	6,044	37,408
Total selling expenses	64,490	15,362	79,852
Selling payroll	39,052	9,332	48,384
All other selling expenses	25,438	6,030	31,468
Total general and administrative expenses	207,856	51,995	259,851
General and administrative payroll	32,077	7,214	39,291
Depreciation and amortization	56,866	15,157	72,023
Interest	24,021	9,141	33,162
Allocated costs of management from home, office or affiliate(s)	15,390	1,279	16,669
Other general and administrative expense	79,502	19,204	98,706
Total broadcast expenses <sup>1</sup>	494,808	114,736	609,544
Total broadcast income (before federal income tax)	109,920	(9,911)	100,009

<sup>1</sup>last digits may not add due to rounding. Stations that report less than \$25,000 in total revenues are required to report only total net broadcast revenues and total expense. Therefore the individual items of revenue and expense may not add to total.

Continued from page 42.

between \$10 million and \$15 million. Forty-six VHF's—38 of which were affiliates—and four independent UHF stations claimed profits of between \$5 million and \$10 million. Fifty-five VHF's (50 affiliates) and five UHF's earned profits of between \$3 million and \$5 million. Seventy VHF stations (68 affiliates) and 12 UHF stations (five affiliates) claimed profits of between \$1.5 million and \$3 million. Forty-one VHF's (40 affiliates) and six UHF's (three affiliates) said they earned between \$1 million and \$1.5 million.

Fifty-two VHF's (11.5%) reported losses in 1980 as did 82 UHF's (41.6%). Forty-six affiliated VHF's claimed losses (10.8%) as did 38 UHF affiliates (32.8%). Six independent VHF's reported losses (20.7%) while 44 independent UHF's reported losses (54.3%). Twenty-one VHF stations (16 affiliates) and 46 UHF stations (18 affiliates) reported losses of \$400,000 or more. Thirteen VHF's (all affiliates) and 11 UHF's (five affiliates) reported losses of between \$200,000 and \$500,000. Seven VHF's (six affiliates) and seven UHF's (four affiliates) reported losses of between \$100,000 and \$200,000. Two VHF's—both affiliates—and nine UHF's (eight affiliates) reported losses of between \$50,000 and \$100,000.

The television industry employed 70,822 full-time and 7,449 part-time (78,271 total) and had a payroll totaling \$1.8 billion. The networks employed 14,838 full-time and 1,752 part-time (16,590) with a payroll of \$558 million. Five hundred and seven VHF stations reported employing a total of 45,719 full-time and 4,442 part-time with a payroll amounting to \$1.1 billion. Two hundred and eighteen UHF stations reported

employing a total of 10,265 full-time and 1,255 part-time with a payroll amounting to \$189 million.

The total property investment at original cost reported by the television industry totaled \$3.6 billion (minus depreciation: \$1.9 billion). Of the total investments, the networks accounted for \$604.7 million (minus depreciation: \$303.1 million); VHF stations, \$2.4 billion (minus depreciation: \$1.2 billion); and UHF's, \$602.7 million (minus depreciation: \$362.5 million). The VHF station average was \$4.8 million (minus depreciation: \$2.4 million), and the UHF station average was \$2.8 million (minus depreciation: \$1.7 million).

Small-market television stations—those in markets below the top 100—(302 in all)—reported revenues of \$709.6 million. The 224 small-market VHF's reporting accounted for \$604.7 million while the 78 small-market UHF's reporting claimed revenues of \$104.8 million.

Small-market stations reported expenses totaling \$609.5 million, with VHF's accounting for \$494.8 million and UHF's \$114.7 million.

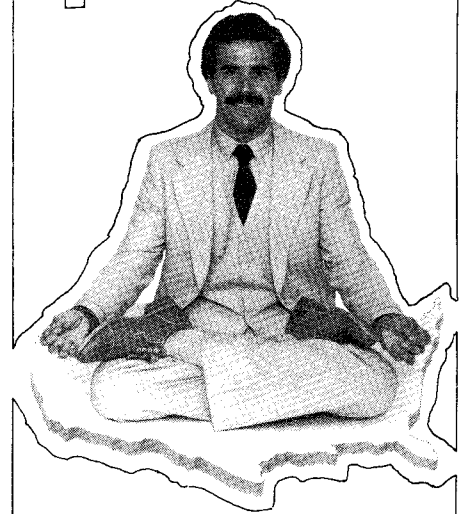
Small-market profits totaled \$100 million, with VHF's reporting a pre-tax gain of \$109.9 million and UHF's claiming losses of \$9.9 million.

**Notes.** The FCC uses the following definitions in line items in its annual television figures.

*All other selling expenses:* Expenses, other than payroll, incurred in connection with sales of time, advertising, publicity.

*All other technical expenses:* Technical expenses other than payroll, such as circuit costs incurred in delivering programs to the local studio.

# the lotus position



means...

**increased national  
radio sales dollars  
for our station list**

because...

~~11~~, ~~13~~, **16**

young, aggressive,  
hungry, hard-working,  
sales people are selling  
schedules for our stations  
in our five owned  
and operated offices  
in:

**New York — 212 697-7601**  
**Chicago — 312 346-8442**  
**Los Angeles — 213 466-8119**  
**San Francisco — 415 563-3252**  
**Dallas — 214 960-1707**  
**Atlanta — 404 237-1577**

Call or write us if you want to be in the better LOTUS position: George Sternberg, Vice President and Director, Station Relations, LOTUS REPS, 50 East 42nd Street, New York, N.Y. 10017, Telephone 212/697-7601.



**Lotus Reps**

Division of Lotus Communications Corporation

## 8. Small market winners and losers

Total (markets 100 and below)

	VHF		Network-affiliate		Independent	
	VHF	UHF	VHF	UHF	VHF	UHF
Total number of stations reporting <sup>1</sup>	192	69	183	60	9	9
Number of stations reporting profits	155	32	151	31	4	1
Profitable stations as percent of total	80.7	46.4	82.5	51.7	44.4	11.1
Number of stations reporting profits of:						
\$15,000,000 or over						
10,000,000-15,000,000						
5,000,000-10,000,000	3		2		1	
3,000,000-5,000,000	2		2			
1,500,000-3,000,000	14		14			
1,000,000-1,500,000	17		17			
600,000-1,000,000	37	2	36	2	1	
400,000-600,000	23	6	22	6	1	
200,000-400,000	28	3	27	3	1	
100,000-200,000	14	9	14	9		
50,000-100,000	12	2	12	2		
25,000-50,000	3	8	3	8		
Less than 25,000	2	2	2	1		1
Number of stations reporting losses	37	37	32	29	5	8
Unprofitable stations as percent of total	19.3	53.6	17.5	48.3	55.6	88.9
Number of stations reporting losses of:						
Less than \$10,000	3	2	3	1		1
10,000-25,000	1		1			
25,000-50,000	3	3	3	2		1
50,000-100,000	2	8	2	8		1
100,000-200,000	6	4	5	3	1	1
200,000-400,000	8	5	8	4		1
400,000 and over	14	15	10	11	4	4

<sup>1</sup> Stations operating full year only excluding satellite and religious stations. Profits (Broadcast Income) are before Federal Income tax.

# 9. 1980 network and station revenue breakouts

(Amounts in millions)

Broadcast revenues	3 National Networks	15 NW Owned, Operated VHF	Other VHF stations		UHF stations		VHF	UHF	TV Stations	Networks and TV Stations
			Affiliates	Independents	Affiliates	Independents				
Network sales, Gross	4,796.1									4,796.1
Deduct: Payments to owned and operated stations.	45.5									45.5
Deduct: Payments to other affiliated stations.	310.9									310.9
Retained from network sales <sup>2</sup>	4,439.7	45.8	281.8	2.8	29.9	8.2	330.4	38.1	368.4	4,808.1
Non-network sales to advertisers, Total	—	805.0	3,257.3	648.8	321.2	438.4	4,711.1	759.6	5,470.9	5,470.9
To national and regional advertisers, Total	—	431.4	1,707.2	398.8	150.5	341.0	2,537.4	391.5	2,928.9	2,928.9
Sale of station time	—	431.1	1,689.8	398.1	149.7	240.0	2,519.0	389.7	2,908.7	2,908.7
Other than sale of station time	—	0.3	17.4	0.7	0.8	1.0	18.4	1.8	20.2	20.2
To local advertisers, Total	—	373.6	1,550.1	250.0	170.7	197.4	2,173.7	368.1	2,542.0	2,542.0
Sale of station time	—	371.8	1,510.1	243.6	165.2	188.0	2,125.6	353.2	2,478.9	2,478.9
Other than sale of station time	—	1.8	39.9	6.4	5.5	9.4	48.1	14.9	63.1	63.1
Sales to other than advertisers	146.0	3.2	27.3	8.5	3.2	9.7	39.0	12.9	51.9	197.9
Gross broadcast revenues	4,585.7	854.0	3,566.4	660.1	354.4	456.3	5,080.5	810.7	5,891.2	10,476.9
Deduct: Commissions to agencies representatives, etc.	720.5	153.7	559.8	114.7	49.6	70.9	828.2	120.5	948.7	1,669.2
<b>Net broadcast revenues</b>	<b>3,865.2</b>	<b>700.3</b>	<b>3,006.6</b>	<b>545.4</b>	<b>304.8</b>	<b>385.4</b>	<b>4,252.3</b>	<b>690.2</b>	<b>4,942.5</b>	<b>8,807.7</b>

<sup>1</sup>Last digits may not add due to rounding.

<sup>2</sup>Station data include payments from networks other than ABC, CBS or NBC.

# 10. 1980 network and station expense breakouts

Broadcast expenses <sup>1</sup>	Networks	18 network O&O's	Other VHF stations		UHF stations		Total VHF	Total UHF	Total TV stations	Networks and TV stations
			Affiliates	Independents	Affiliates	Independents				
Technical expenses, Total	2	\$ 51.8	221.1	39.2	37.4	40.5	312.1	77.9	390.0	2
Technical payroll	2	29.5	153.4	30.6	19.4	22.1	213.5	41.5	255.0	2
All other technical expenses	2	22.3	67.7	8.6	18.0	18.3	98.6	36.3	135.0	2
Program expenses, Total	2,115.0 <sup>2</sup> 403.3 <sup>2</sup>	269.5	842.6	227.0	95.4	153.8	1,339.1	249.2	1,588.3	5,094.2 <sup>2</sup>
Payroll for employees considered "talent"	402.2 <sup>2</sup>	24.2	72.1	10.9	5.9	3.0	107.2	8.9	116.0	1,271.1 <sup>2</sup>
Payroll for all other program employees		106.8	301.2	27.8	38.7	22.2	435.8	60.9	496.8	
Rental and amortization of film and tape	1,791.2 <sup>4</sup>	51.1	228.4	137.4	24.9	87.2	416.9	112.1	529.0	2,320.2
Records and transcriptions	5.8	0.4	1.9	0.2	0.2	0.1	2.5	0.3	2.8	8.6
Cost of outside news services	NA	5.5	19.4	4.2	2.4	1.5	29.1	3.8	32.9	32.9
Payments to talent	NA	13.0	8.6	1.2	0.5	1.2	22.9	1.7	24.6	24.6
Music license fees	9.1	12.7	49.1	7.4	4.8	4.8	69.2	9.6	78.8	87.9
Other performance and program rights	197.1	10.3	16.0	14.1	2.2	12.6	40.4	14.8	55.2	252.3
All other program expenses	709.4 <sup>2,3</sup>	45.6	145.8	23.8	15.8	21.3	215.2	37.1	252.2	1,096.6 <sup>2</sup>
Selling expenses, Total	160.1	72.1	275.8	46.9	41.7	50.6	394.8	92.4	487.2	647.3
Selling payroll	27.8	19.8	141.2	19.8	23.9	20.1	180.8	44.0	224.8	252.6
All other selling expenses	132.3	52.3	134.5	27.1	17.9	30.6	213.9	48.5	262.4	394.7
General and administrative expenses, Total	263.6	98.4	722.9	96.8	114.2	116.8	918.1	231.1	1,149.2	1,412.8
General and administrative payroll	126.8	16.6	104.5	14.6	16.7	16.6	135.7	33.3	169.0	295.8
Depreciation and amortization	40.6	12.4	167.1	18.2	31.8	28.6	197.7	60.4	258.1	298.7
Interest	NA	—	64.0	9.9	15.6	20.2	73.9	35.8	109.7	109.7
Allocated costs of management from home office of affiliate(s)	NA	32.6	78.9	7.8	7.2	9.9	119.3	17.1	136.4	136.4
Other general and administrative expenses	96.2	36.7	308.4	46.3	43.0	41.6	391.4	84.6	475.9	572.1
<b>Total broadcast expenses</b>	<b>3,539.6<sup>5</sup></b>	<b>491.8</b>	<b>2,062.4</b>	<b>409.9</b>	<b>288.8</b>	<b>361.8</b>	<b>2,964.1</b>	<b>650.5</b>	<b>3,614.6</b>	<b>7,154.2</b>

<sup>1</sup>Last digits may not add due to rounding.

<sup>2</sup>Because methods of treating technical and program expense differ among the networks, the two figures were combined.

<sup>3</sup>Includes \$73,059,138 for cost of inter-city and intra-city program relay circuits.

<sup>4</sup>Amortization expense on programs obtained from others.

<sup>5</sup>The networks reported spending \$486 million on their news and public affairs operations: this figure contains costs already included in other expense items.

NA Individual detail not reported.

**Broadcast income:** Profit or loss before federal income tax. Equals broadcast net revenues less total broadcast expenses.

**Commissions:** Amounts paid to agencies, representatives and brokers (but not to staff salesmen or employees) and cash discounts.

**General and administrative expenses:** Expenses which cannot be classified in the technical, program, or selling categories.

**Gross broadcast revenues:** Total sales to advertisers plus revenues from sales to other than advertisers.

**Local sales:** Sales of station time, programs, materials or services placed by or on behalf of local advertisers or sponsors, reported before deductions for cash discounts and commissions.

**Markets:** The assignment of stations to TV markets, for purposes of this report, is generally made on the basis of coverage area, proximity to other stations and network affiliation patterns. Although the market assignments are generally consistent with those of the two major rating services, Arbitron and Nielsen, there are differences due to the different methods of assignment used. In addition, for this report, satellite stations are assigned to their own individual markets rather than to the parent station market.

**National/regional sales:** Sales of station time, programs, materials or services placed by or on behalf of advertisers generally recognized as national or regional in character, reported before deductions for cash discounts and commissions.

**Net broadcast revenues:** Gross broadcast revenues less commissions to agencies, representatives and brokers (but not to staff salesmen or employees) and less cash discounts.

**Network compensation:** Amounts received by stations from programing networks for carrying the networks' programs and advertising.

**Network sales:** Sales of network services, including time, programs, materials facilities and other services, placed by or on behalf of advertisers. This figure also includes the compensation received by stations from non-national or part-time program networks, but does not include the sales of those networks. The network sales figure is reported before deductions for cash discounts, and commissions.

**Payroll:** Salaries, wages, bonuses, and commissions to staff.

**Sales other than sale of station time:** All amounts charged advertisers or sponsors, in connection with the sale of time, for programs, materials, facilities or services.

**Sales to other than advertisers:** Revenues from the supply of materials, facilities, or services not associated with the station's time sales.

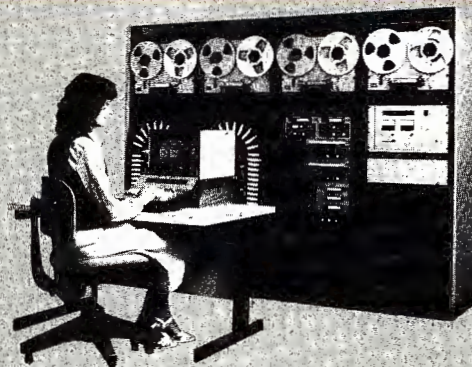
**Total sales to advertisers:** Total amounts paid by advertisers for broadcast time, and for programs, materials, facilities and services supplied by the broadcast industry (including networks and television stations) in connection with the sale of time. These amounts are reported before deductions for cash discounts, commissions paid to advertising agencies, representatives, brokers and to staff salesmen or employees.

# CONTROL 16

program control system

## Does What Others Can't Do!

	CONTROL 16	CETEC 7000	HARRIS 9000 Series	IGM BASIC A
Immediate full-English description of reason for aborted event.	YES	NO	NO	NO
Monitor display of program log printout during normal system operation.	YES	NO	NO	NO
System assignments programmable from keyboard.	YES	NO	YES	YES
Interchangeable processors for emergency back-up automatic operation.	YES	NO	NO	NO
One type of source card for all source interfacing	YES	YES	NO	NO
All audio specifications are from 40 to 20,000 Hz	YES	NO	NO	NO
Circuit board redundancy for ease of servicing	YES	NO	NO	NO
Non-ASCII keyboard for easy, simple operation	YES	NO	NO	NO



When you compare Control 16 to other program control systems you'll prove to yourself that it CAN do, and DOES do what the other systems can't do. For more detailed information on Control 16 - the "Intelligent One", call John Burtle at (217)224-9600 or write for brochure. You'll understand what Control 16 CAN DO for you!

a FURWAY company



**BROADCAST ELECTRONICS INC.**

4100 N. 24th STREET, P.O. BOX 3606, QUINCY, IL 62305, (217) 224-9600, TELEX: 25-0142

# Stock Index

Exchange and Company	Closing Wed. Aug 5	Closing Wed. Jul 29	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING</b>						
N ABC	30 1/8	28 5/8	+1 1/2	+ 5.24	6	843
N Capital Cities	74 1/4	74 3/4	- 1/2	- .66	14	977
N CBS	56 1/8	55 1/2	+ 5/8	+ 1.12	8	1,564
N Cox	65 1/4	64	+1 1/4	+ 1.95	18	881
A Gross Telecasting	26 7/8	27 1/4	- 3/8	- 1.37	8	21
O LiN	33	31 1/2	+1 1/2	+ 4.76	11	183
N Metromedia	141 3/4	139 1/4	+2 1/2	+ 1.79	12	634
O Mooney	7 5/8	7 3/4	- 1/8	- 1.61		3
O Scripps-Howard	72 1/2	71 1/2	+1	+ 1.39	12	187
N Storer	33 5/8	33 3/4	- 1/8	- .37	21	441
N Taft	32 1/2	29 3/8	+3 1/8	+10.63	12	318
O United Television	7 3/8	7 1/4	+ 1/8	+ 1.72		88

<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
A Adams-Russell	25	25 1/8	- 1/8	- .49	24	82
A Affiliated Pubs.	29 1/8	30	- 7/8	- 2.91	11	150
N American Family	8 1/4	9 1/4	-1	-10.81	6	102
N John Blair	20 1/4	20 1/4			7	75
N Charter Co.	10 1/8	10 1/8				276
N Chris-Craft	33 5/8	32 3/4	+ 7/8	+ 2.67	11	106
N Coca-Cola New York	10 1/4	10	+ 1/4	+ 2.50	14	180
N Cowles	31 3/4	32	- 1/4	- .78	20	126
N Dun & Bradstreet	67 1/2	64 7/8	+2 5/8	+ 4.04	18	1,882
N Fairchild Ind.	22 1/2	22 1/2			6	256
N Gannett Co.	39 1/2	39 1/4	+ 1/4	+ .63	14	2,136
N General Tire	26	25 3/4	+ 1/4	+ .97	8	626
O Gray Commun.	45 1/2	45 1/2			10	22
N Harte-Hanks	34 1/2	34 3/8	+ 1/8	+ .36	14	328
O Heritage Commun.	15 3/8	14 1/2	+ 7/8	+ 6.03	44	83
N Insilco Corp.	20 1/8	20 3/8	- 1/4	- 1.22	9	216
N Jefferson Pilot	25 1/4	25	+ 1/4	+ 1.00	6	553
O Marvin Josephson	13	12	+1	+ 8.33	9	30
N Knight-Ridder	34 1/2	33 7/8	+ 5/8	+ 1.84	12	1,116
N Lee Enterprises	28 3/8	27 1/2	+ 7/8	+ 3.18	13	202
N Liberty	14 3/4	15 1/4	- 1/2	- 3.27	6	187
N McGraw-Hill	50 3/8	50 1/4	+ 1/8	+ .24	14	1,251
A Media General	37 3/8	37 1/4	+ 1/8	+ .33	10	270
N Meredith	57 3/4	57 3/8	+ 3/8	+ .65	7	182
O Multimedia	34 1/4	34	+ 1/4	+ .73	16	344
A New York Times Co.	34 1/4	34 5/8	- 3/8	- 1.08	10	410
N Outlet Co.	37 3/8	34 1/2	+2 7/8	+ 8.33	16	94
A Post Corp.	24 7/8	21 1/8	+3 3/4	+17.75	18	45
N Rollins	18 1/8	18 3/8	- 1/4	- 1.36	12	494
N San Juan Racing	20	20 1/8	- 1/8	- .62	25	50
N Schering-Plough	31 1/2	31 3/8	- 7/8	- 2.73	7	1,652
O Stauffer Commun.	45	45			11	45
A Tech Operations	12 1/2	13 1/4	- 3/4	- 5.66	6	13
N Times Mirror Co.	53 1/4	52 3/8	+ 7/8	+ 1.67	13	1,816
O Turner Bcstg.	16	18 1/2	-2 1/2	-13.51		320
A Washington Post	27 3/8	27 5/8	- 1/4	- .90	12	384
N Wometco	19 3/8	19	+ 3/8	+ 1.97	11	257

<b>CABLE</b>						
A Action Corp.	14 5/8	15 1/8	- 1/2	- 3.30	12	44
N American Express	46	44 3/8	+1 5/8	+ 3.66	9	3,279
O Burnup & Sims	15	14 3/8	+ 5/8	+ 4.34	16	134
O Comcast	26 1/4	25	+1 1/4	+ 5.00	32	101
N General Instrument	117 1/4	107 7/8	+9 3/8	+ 8.69	15	1,032
O Rogers Cablesystems	8 3/4	8 3/8	+ 3/8	+ 4.47	17	166
O Tele-Communications	26 1/8	26 1/2	- 3/8	- 1.41	67	622
N Teleprompter	37	36 5/8	+ 3/8	+ 1.02	30	629
N Time Inc.	75 3/4	70 1/8	+5 5/8	+ 8.02	15	2,132
O Tocom	13	13 1/4	- 1/4	- 1.88		42
O UA-Columbia Cable	80 3/8	80 3/8			30	269
O United Cable TV	26 1/8	28 5/8	-2 1/2	- 8.73	31	256
N Viacom	30	27 3/4	+2 1/4	+ 8.10	6	267

Exchange and Company	Closing Wed. Aug 5	Closing Wed. Jul 29	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>PROGRAMMING</b>						
O Chuck Barris Prods.	3	3 1/8	- 1/8	- 4.00	3	9
N Columbia Pictures	37 1/8	38	- 7/8	- 2.30	8	376
N Disney	55	52 1/4	+2 3/4	+ 5.26	14	1,789
O Enterprise Radio	1 3/4	2 7/8	-1 1/8	-39.13		4
N Filmways	7 1/2	7 5/8	- 1/8	- 1.63		47
O Four Star	1 1/2	1 1/2				15
N Getty Oil Corp.	76 1/8	72 1/2	+3 5/8	+ 5.00	9	6,253
N Gulf + Western	18 3/8	18 1/2	- 1/8	- .67	5	1,371
N MCA	46 1/2	46	+ 1/2	+ 1.08	258	1,093
O Medcom	10	8 1/4	+1 3/4	+21.21	23	17
N MGM Film	9 1/8	9 7/8	- 3/4	- 7.59	18	296
O Reeves Commun.	28 3/4	28	+ 3/4	+ 2.67	17	156
O Telepictures	7 1/8	7	+ 1/8	+ 1.78	32	17
N Transamerica	22 3/4	22 7/8	- 1/8	- .54	6	1,486
O Video Corp. of Amer.	11 7/8	12	- 1/8	- 1.04	19	11
N Warner	48 5/8	48	+ 5/8	+ 1.30	19	2,857
A Wrather	23 1/4	23 3/8	- 1/8	- .53		53

<b>SERVICE</b>						
O BBDO Inc.	39	39			8	98
O Compact Video	20 3/4	22 1/8	-1 3/8	- 6.21	16	61
N Comsat	54 1/8	52 3/8	+1 3/4	+ 3.34	12	433
O Doyle Dane Bernbach	15 1/4	15	+ 1/4	+ 1.66	9	18
N Foote Cone & Belding	30 1/2	31 3/4	-1 1/4	- 3.93	8	83
O Grey Advertising	62 1/2	62 1/2			6	38
N Interpublic Group	34 3/4	34 1/2	+ 1/4	+ .72	8	155
N JWT Group	31 7/8	32 1/8	- 1/4	- .77	7	97
O MCI Communications	22 3/8	23	- 5/8	- 2.71	124	818
A Movielab	4 7/8	4 7/8			6	7
A MPO Videotronics	5 3/4	5 3/4			19	3
O A.C. Nielsen	42 1/4	40 5/8	+1 5/8	+ 4.00	18	474
O Ogilvy & Mather	32	31 1/2	+ 1/2	+ 1.58	9	132
O Telemation	2 3/8	2 1/4	+ 1/8	+ 5.55	14	2
O TPC Communications	4 1/8	4 1/8				3
N Western Union	24 3/4	23	+1 3/4	+ 7.60	14	375

<b>ELECTRONICS/MANUFACTURING</b>						
N Arvin Industries	16 7/8	16 7/8			15	131
A Cetec	5 5/8	6	- 3/8	- 6.25	8	11
O Chyron	18 3/4	17 1/4	+1 1/2	+ 8.69	31	23
A Cohu	7 1/8	8 1/4	-1 1/8	-13.63	9	12
N Conrac	25 5/8	25 1/4	+ 3/8	+ 1.48	19	54
N Eastman Kodak	74 5/8	73 1/4	+1 3/8	+ 1.87	10	12,043
O Elec Missile & Comm.	11 1/4	12 3/4	-1 1/2	-11.76	54	31
N General Electric	60 3/4	59 5/8	+1 1/8	+ 1.88	9	13,769
N Harris Corp.	46 1/4	44 1/4	+2	+ 4.51	16	1,422
O Microdyne	26 1/4	26 3/4	- 1/2	- 1.86	31	69
N M/A Com. Inc.	28 3/8	27 3/8	+1	+ 3.65	31	947
N 3M	53 1/2	53 1/2			10	6,231
N Motorola	68 1/4	64 3/8	+3 7/8	+ 6.01	11	1,948
O Nippon Electric	91	91 3/4	- 3/4	- .81	40	2,988
N N. American Philips	46 1/8	46	+ 1/8	+ .27	8	555
N Oak Industries	30 1/4	29 5/8	+ 5/8	+ 2.10	16	329
A Orrox Corp.	12 3/4	14 1/4	-1 1/2	-10.52	46	21
N RCA	21 7/8	20 3/4	+1 1/8	+ 5.42	7	1,640
N Rockwell Intl.	38	35 1/4	+2 3/4	+ 7.80	10	2,850
A RSC Industries	5 3/4	5 1/2	+ 1/4	+ 4.54	41	13
N Scientific-Atlanta	30 1/4	29 7/8	+ 3/8	+ 1.25	37	640
N Sony Corp.	21 1/4	21 1/4			16	4,582
N Tektronix	54 3/4	52 5/8	+2 1/8	+ 4.03	12	999
A Texscan	16	15 5/8	+ 3/8	+ 2.40	28	47
N Varian Associates	31 3/8	29	+2 3/8	+ 8.18	15	241
N Westinghouse	29 3/8	28	+1 3/8	+ 4.91	6	2,495
N Zenith	15 3/4	15 3/4			12	296

Standard & Poor's 400 Industrial Average 149.36 145.77 + 3.59

Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson 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.



## Enough competition, too much regulation

### That's the consensus of industry groups asked to respond to House Telcomsubcom survey

Television broadcasting and networking exist in a rarefied, highly regulated atmosphere, but evidence of monopoly power in the industry is at best, "ambiguous and mixed." In radio, "limited data and crude analysis suggest, tentatively," that markets are competitive.

No matter what sort of creature the FCC and market forces have created in broadcasting thus far, the future, with its emerging, competing technologies, is likely to bring much more competition among mass media services, especially in video.

That's how the industry responded to a survey by House Telecommunications Subcommittee Chairman Timothy E. Wirth (D-Colo.) who is trying to establish where and how much competition exists in the communications industry. Last week, subcommittee staffers began studying a mass of information, gathered through oral hearings and the written survey, that will form the base for a report on the status of competition in telecommunications. They hope to have completed their report by early September, when subcommittee members will use it as their data base when drafting amendments to the Communications Act of 1934.

Questionnaires were sent to the National Association of Broadcasters, the National Radio Broadcasters Association, the National Cable Television Association, the three major networks and a number of group station owners and cable system operators. They asked for listings of total market and company revenues, the number of present and anticipated competitors, availability and "cross-elasticity" of similar services, initial investment required for entry into a market and barriers to entering a market, what it takes to become a "going concern," a breakdown of assets and expenses, an assessment of the availability of capital for expansion, net income and information about cross-ownership in other communications entities.

A number of broadcasters and MSO's that responded sent their annual reports and other public information. "There was no protection for proprietary information," said NCTA General Counsel Brenda Fox, "so many firms may not have provided it."

Spokesmen for ABC, CBS, NBC and Storer Broadcasting said their responses had been relatively brief, because the NAB's had been comprehensive and there was no need to repeat its information.

The NAB hired National Economic Research Associates Inc., a Washington

consulting firm, to compile an overview of competition in broadcasting. It drew heavily on the FCC's 1979 financial figures and a number of government and private studies, all of them previously published. No new information could be compiled, said Donald L. Martin, the NERA executive who prepared NAB's response, because the subcommittee asked that its survey be answered only three weeks after its initial mailing.

According to the NERA report, government regulations have kept prices and profits at "artificially high levels" in

broadcasting without bestowing "significant monopoly power on any one firm." This does not mean, however, that broadcasters reap consistently high profits. "Barriers to entry may keep up revenues, but they cannot keep costs down. Therefore, many broadcasters will make only normal returns and others will suffer losses."

It is widely believed that the FCC's 1952 Sixth Report and Order on Television Assignments is largely responsible for the high rates of return in broadcasting, said the NERA report. Because UHF stations

**CBS's argument for TV deregulation:  
Video competition in the top-50 markets**

	% of homes passed	CABLE Average number of channels	MDS channels	Total UHF & VHF channels	Video- cassette players	Radio stations
1. New York	28%	29	3	14	177,554	39
2. Los Angeles	23	23	3	18	115,314	32
3. Chicago	6	27	2	11	78,652	39
4. Philadelphia	23	27	2	10	65,011	30
5. San Francisco	59	23	2	12	52,861	28
6. Boston	19	23	2	9	51,367	23
7. Detroit	4	27	2	7	44,335	23
8. Washington	8	29	1	7	38,580	20
9. Cleveland	32	20	3	5	36,465	21
10. Dallas-Ft. Worth	1	35	2	6	33,465	20
11. Pittsburgh	42	13	1	6	32,186	22
12. Houston	8	16	2	6	31,759	26
13. Minneapolis-St. Paul	3	30	1	6	27,923	24
14. St. Louis	4	18	1	6	27,709	20
15. Seattle-Tacoma	41	23	2	7	31,759	26
16. Atlanta	10	33	1	6	26,850	23
17. Miami	19	34	1	9	26,644	17
18. Tampa-St. Petersburg	49	22	2	6	25,578	13
19. Baltimore	5	28	1	6	22,381	22
20. Denver	13	37	1	6	21,315	23
21. Indianapolis	16	21	1	6	21,102	20
22. Sacramento, Calif.	24	21	2	6	20,249	17
23. San Diego	75	32	2	4	19,823	19
24. Portland, Ore.	3	19	1	5	19,397	24
25. Kansas City, Mo.	30	30	1	6	19,183	19
26. Hartford, Conn.	61	33	3	7	18,757	13
27. Cincinnati	8	28	2	7	18,331	18
28. Milwaukee	10	25	1	6	18,331	19
29. Buffalo	60	28	1	5	17,478	16
30. Nashville	3	16	1	5	16,839	17
31. Phoenix	2	15	1	8	16,626	19
32. Columbus, Ohio	51	23	2	4	15,986	15
33. Providence, R.I.	13	31	2	4	15,773	13
34. Memphis	11	36	1	5	15,347	20
35. Charlotte, N.C.	15	12	1	7	15,347	13
36. New Orleans	12	29	1	5	14,707	23
37. Greenville, N.C.	30	22	1	5	14,707	10
38. Grand Rapids, Mich.	45	19	2	5	14,707	17
39. Oklahoma City	17	30	1	5	14,707	17
40. Orlando, Fla.	44	18	2	5	13,855	12
41. Raleigh, N.C.	23	19	2	4	13,642	10
42. Louisville, Ky.	6	21	1	6	13,428	16
43. Charleston, S.C.	37	14	2	6	13,215	11
44. Birmingham, Ala.	25	26	1	5	12,789	20
45. Salt Lake City	10	12	2	6	12,789	18
46. Harrisburg, Pa.	60	16	2	6	12,789	8
47. Norfolk, Va.	34	31	1	5	12,576	13
48. Wilkes Barre, Pa.	54	20	1	4	12,576	6
49. Albany, N.Y.	60	31	1	4	12,576	11
50. Dayton, Ohio	51	30	1	4	11,936	12

cannot effectively compete with VHF stations, there are fewer TV stations than there could be and there is no real market for additional networks.

Broadcast licensees "behave as if they did not possess market or monopoly power," said the report. "Stations are no less profitable in markets with relatively more licensees or where audience shares are relatively more equal than in markets with relatively few licensees or where the lack of channel assignments prevents new stations from entering."

The FCC's 1952 order allowed a greater profit margin in larger markets and higher rates of return for network affiliates by protecting network profits from the competitive entry of additional networks, said the report. However, the report said, broadcast rates of return are artificially inflated because many are calculated on replacement value or some derivative of the historical value of a station's equipment rather than on the price a licensee paid for a station.

Addressing competition in radio, the NERA report summarized the FCC's reasons for deregulating radio earlier this year. It commented that the FCC's "interpretation of its radio industry data may be suggestive of competitive markets," but "little in their analysis actually tests for the presence of market power."

The FCC's "conjecture about the presence of competition in large radio markets is probably not wrong," said the report, "but its evidence is ambiguous in small markets."

"Lower advertiser demand and collusive station behavior are both consistent with relatively little "overcommercialization," said the report.

The report concludes that potential competition from other media "has considerably reduced opportunities for the exercise of market power by individual broadcasters or groups of broadcasters," and that "whatever market power may have been attributed to television networks in the past, that power is not likely to be sustained in the future."

NCTA submitted a battery of charts to the subcommittee, demonstrating that it competes currently or potentially with other industries on four different fronts, broadcasting, entertainment services, print information services and telecommunications services.

"Today, as well as five to 10 years from now, cable will be only one of many players in the arena," said NCTA.

NRBA submitted copies of two reports it had compiled for its members earlier this year, on potential competition from cable and another on small-market radio.

CBS expanded a report it previously offered the subcommittee to demonstrate competition among video outlets in markets represented by subcommittee members (BROADCASTING, June 8). The expanded report lists video outlets in each of the top 50 markets.

"There simply is no longer any basis for making policy decisions on the shibboleth that there is a scarcity of video channels," said CBS. "The video distribution logjam is simply gone."

## STC answers opposition

**Comsat subsidiary asks FCC to reject nine petitions to deny filed by NAB, ABC and AMST, among others; NBMC supports STC**

Satellite Television Corp., the Comsat subsidiary that has filed the only DBS application that has been formally accepted for filing by the FCC, has asked the FCC to reject all nine petitions to deny that application. The National Black Media Coalition has filed a petition in support of the STC proposal, also asking the commission to dismiss the nine opposing petitions.

Among those calling for denial of the STC proposal were the National Association of Broadcasters and ABC, which challenged STC on legal, financial and technical grounds. In addition, the Association of Maximum Service Telecasters and the three TV network affiliates associations filed "objections" to the STC application, and called on the commission to hold a hearing concerning its alleged deficiencies.

STC rebutted arguments of NAB and others that the commission was statutorily precluded from authorizing anything but a local broadcast service. The Communications Act does not restrict the commission "to a single licensing structure such as the designation of local service areas for broadcast facilities," said STC. "To the contrary," it argued, "Congress deliberately equipped the FCC with broad discretion to permit prompt responses to changing technological and marketplace conditions in the search for the best means of extending communications service to the entire country."

Regarding allegations that its DBS proposal would harm terrestrial operations economically, STC noted that conventional broadcasters usually raise that issue whenever a new technology is introduced.

STC charged that the NAB took estimates, made in a study by Arthur D. Little Inc., that DBS might win 40% to 80% of the current terrestrial subscription television market, "out of context." The Little study, said STC, "clearly ignores the possibility that STV stations will respond to DBS competition by differentiating their service" or lowering prices.

As to its financial qualifications, STC characterized as "absurd" the suggestion by the NAB that "STC must show that Comsat's current liquid assets exceed its current liabilities by at least \$225 million." The establishment of a cash or cash-equivalent account of that magnitude "years in advance of actual capital needs," it said, "would be a costly and inefficient use of funds. . . [and] a disservice to Comsat's shareholders."

As to the \$400 million line of credit it hopes to secure through a banking syndicate put together by Chase Manhattan, STC said that "reasonable assurance" of the loan's availability is all it needs to prove to the commission at this time.

STC admitted high-definition television was one possible future use of the 12 ghz band. But to reserve the entire band for that purpose would be "unreasonable," it said, especially in light of "recent conclusions by HDTV experts" that "HDTV will not become commercially viable until the 1990's at the earliest."

As to its proposed 16 mhz bandwidth, STC said it has made "what it considers to be reasonable engineering and economic trade-offs and designed a system that will provide a sufficient picture quality without requiring excessive satellite power. . ."

NBMC noted that none of the STC opponents "challenged the validity and excellence of STC's proposed service, nor could they." It noted that STC plans to devote about 50% of its air time to non-entertainment programming. "Service for minorities is explicitly proposed for airing each weekday afternoon or evening," it said.

NBMC and STC recently concluded an agreement (one of the "three or four best ever negotiated," according to the coalition) on STC's commitment to minorities and minority programming. It states:

- Establishment of a "citizen advisory council" with significant minority representation—at least five members—that will meet with STC officials periodically.

- Formation of an Office of Minority Program Services to develop minority and public affairs programming for STC.

- Establishment by STC of EEO goals and timetables, "supplemented with a variety of training and management sensitizing efforts."

- Funding by STC of a program designed to increase minority participation in telecommunications, initially at \$50,000 per year.

- Creation of a minority enterprise small business investment corporation (MESBIC) capitalized at \$1 million.

- An affirmative action program covering procurement and contracting with minority firms.

- Service without charge at various public sites and community centers, particularly in low-income neighborhoods.

## CBS-BMI finally come to terms

**12-year-old suit is resolved with network agreeing to pay over \$42 million in fees**

Broadcast Music Inc. announced last week that 12 years of litigation with CBS had been ended with a settlement "highly favorable to BMI" and the signing of a new five-year music license agreement by CBS extending through 1985.

The entire package, going back to 1969 when CBS filed its "per use" license suit against BMI and the American Society of Composers, Authors and Publishers and extending through 1985, was understood to call for CBS to pay BMI more than \$42 million.

The settlement was said to represent a

big step by BMI toward parity with ASCAP in terms of license fees.

In 1969, when the litigation started, CBS was paying BMI \$1.6 million a year and paying ASCAP \$5.6 million a year. Under the new five-year contract, CBS in 1985 reportedly will pay BMI \$8.3 million as compared with \$9.8 million for ASCAP, or about 85% of the ASCAP level. For 1981, CBS's fee to BMI is understood to be about 75% as much as its fee to ASCAP.

Edward M. Cramer, BMI president, said the increase in the CBS fee since CBS filed its suit in 1969 amounted to more than 400%, "the largest increase in both percentage and dollars that we've ever received." The increase, he said, "represents CBS's recognition of the increasing value of the BMI repertoire."

The settlement followed the Supreme Court's refusal to hear a CBS appeal from a lower court decision dismissing its suit (BROADCASTING, April 13). It demonstrates, Cramer said, that "no matter how involved a situation may be, where business considerations are concerned, businessmen can always sit down and together reach an agreement that is satisfactory to all."

CBS completed negotiation of a settlement with ASCAP a month ago. It calls for CBS to pay ASCAP a total of \$51 million for the period 1970 through 1985.

## Closed court hearing protested by news media

### Buffalo stations and newspaper ask Justice Marshall to open pretrial hearing in murder case

The ongoing conflict between the right of an individual to a trial by an impartial jury and the right of the press to cover pretrial hearings arose again last week when Buffalo, N.Y., news organizations asked U.S. Supreme Court Justice Thurgood Marshall to halt a closed pretrial hearing until after higher courts determine whether the hearing had been closed constitutionally.

At issue are the pretrial hearings for Army Private Joseph Christopher, a white who has been accused of killing as many as a dozen blacks.

To the consternation of the Buffalo media, the trial judge closed the pretrial hearings, which have been going on for two weeks.

Although the Buffalo media appealed the trial court judge's decision to the state's appellate division court, the judge there refused to block the closure but agreed to consider on Aug. 31 whether the lower court had closed its doors constitutionally.

Seeking immediate relief, however, WKBW-TV, WIVB-TV and the *Buffalo Evening News* asked Marshall on July 28 to halt the pretrial hearings until they could argue against the closing before the appellate division court.

## Washington Watch

**Miller still on hold.** Although Senate Commerce Committee has voted to approve James C. Miller III as chairman of Federal Trade Commission, his nomination is still on hold (BROADCASTING, Aug. 3). Senator Slade Gorton (R-Wash.) requested that his nomination be held from full Senate approval until he'd had time to investigate Miller's commitment to antitrust enforcement. As result, Miller must wait until after Senate comes back from recess September 9 to be confirmed.

**Reprieve.** FCC has reversed Administrative Law Judge Walter Miller's dismissal of application of Bison City Television 49 Ltd., for new UHF station at Buffalo, N.Y. Miller rejected as late two attempts by Bison to amend application to show that 71% interest of application which had initially been attributed to unidentified limited partners had been acquired by applicant's general partner. Amendments were filed shortly after deadline and commission said Miller's rejection of application was unduly harsh.

**Sports stopped.** U.S. District Court in Massachusetts has enjoined Entertainment and Sports Programming Network and several of its cable affiliates from transmitting "highlights" of Boston Red Sox (baseball) and Boston Bruins (hockey) games telecast by wsbk-tv Boston without authorization of station and teams. Injunction from U.S. District Court came last Monday (Aug. 3) in response to petition by New Boston Television Inc., subsidiary of Storer Broadcasting Co. (operator of wsbk-tv) and owners of two teams. Judge Rya W. Zobel's restraining order, in addition to ESPN, applies to Community Cablevision of Framingham, Greater Boston Cable Corp., Warner Cable of Massachusetts and Warner Cable of Salem. It forbids "copying, excerpting, rebroadcasting in any manner any footage of any Red Sox or Bruins games that wsbk-tv Boston telecasts without plaintiff's authorization" and restrains defendants from representing to any person that defendants have right to use any footage beyond that authorized by plaintiffs.

**Tinker and explain, please.** National Association of Broadcasters has asked FCC to modify its new radio operator licensing requirements to allow chief operators to delegate duties to one or more assistant chief operators or to allow chief operators to supervise assistants performing those duties. It asked FCC to clarify whether AM directional stations, which have used first class operators prior to July 1, 1981, must continue to have first class duty operators without exception.

## Oct 12

A unique advertising opportunity—once in 50 years.

On October 12, 1981, BROADCASTING will celebrate its own golden anniversary in a massive, one-of-a-kind issue. Including: an "At Large" interview with editor Sol Taishoff encompassing his recollection of the first 50 years . . . a year-by-year chronology of the first 50 years of the magazine . . . and a comprehensive look ahead to the communications systems of the year 2001.

Bonus readership for your advertising. Reserve space now.

For placements from the North and East, call Win Levi, Dave Berlyn or Charles Mohr at (212) 599-2830; from the South, call Gene Edwards (202) 638-1022; from the West, call Tim Thometz at (213) 463-3148. From any point of the compass, call David Whitcombe or John Andre at (202) 638-1022.

## You belong in Broadcasting Oct 12

## Arbitron and Nielsen estimate country's cable penetration

Cable television was in approximately 21,000,000 U.S. households in May, 26.5% of all U.S. television homes, according to estimates by A.C. Nielsen Co.

Or, from another measurement perspective, cable penetrated 17,376,700 households that month, some 22% of TV homes, according to Arbitron Co.

Both Nielsen and Arbitron have released cable figures based on 1980 census data—each with its own market-by-market results.

Depending on the market, penetration figures vary dramatically. Arbitron, for example, shows the range from 1% penetration in Las Vegas to 99% in Palm Springs, Calif. And the numbers differ with the measurement technique of the services. Nielsen combines Palm Springs with the Los Angeles market for an overall penetration of 18.7%.

The highest percentage of penetration Nielsen found is in the Santa Barbara-Santa Maria-San Luis Obispo, Calif., designated market area (DMA) where 82.5% of the TV homes are served by cable. Three others are shown with more than 70% penetration: Parkersburg, W.Va. (75.4%); Laredo, Tex. (73.5%), and Biloxi-Gulfport, Miss. (71.1%).

Following the 99% high for Palm Springs, the next three on the Arbitron list area are Parkersburg (72%), and Santa Barbara-Santa Maria-San Luis Obispo and Lima, Ohio (both 67%).

The Nielsen and Arbitron markets and penetration figures follow:

Market	Arbitron % penetration
Abilene-Sweetwater, Tex.	60.4
Ada-Ardmore, Okla.	43.9
Albany, Ga.	38.9
Albany-Schenectady-Troy, N.Y.	45.1
Albuquerque, Farmington, N.M.	27.5
Alexandria, La.	45.1
Alexandria, Minn.	31.1
Alpena, Mich.	62.5
Amarillo, Tex.	55.2
Atlanta	19.6
Augusta, Ga.	29.4
Austin, Tex.	41.1
Bakersfield, Calif.	66.3
Baltimore	6.3
Bangor, Me.	25.0
Baton Rouge, La.	33.8
Beaumont-Port Arthur, Tex.	26.2
Beckley-Bluefield-Oak Hill, W. Va.	68.3
Billings, Mont.	43.5
Biloxi-Gulfport, Miss.	71.1
Binghamton, N.Y.	60.5
Birmingham-Anniston, Ala.	32.0
Boise, Idaho	10.4
Boston-Manchester, N.H.— Worcester, Mass.	17.3

Market	% penetration	Market	% penetration
Bristol, Va.-Kingsport, Johnson City, Tenn.	40.0	Indianapolis-Lafayette	23.9
Buffalo, N.Y.	39.8	Jackson, Miss.	36.2
Burlington, Vt.-Plattsburg, N.Y.	42.3	Jackson, Tenn.	46.3
Butte, Mont.	54.5	Jacksonville, Fla.	29.1
Casper-Riverton, Wyo.	68.4	Johnstown-Altoona, Pa.	68.1
Cedar Rapids-Waterloo-Dubuque, Iowa	18.7	Jonesboro, Ark.	47.5
Champaign-Springfield-Decatur, Ill.	50.7	Joplin, Mo.-Pittsburg, Kan.	36.5
Charleston-Huntington, W. Va.	52.5	Kansas City, Mo.	26.4
Charleston, S.C.	28.9	Knoxville, Tenn.	29.2
Charlotte, N.C.	15.3	La Crosse-Eau Claire, Wis.	40.7
Chattanooga	24.5	Lafayette, La.	34.8
Cheyenne, Wyo.-Scottsbluff, Neb.-Sterling, Colo.	60.3	Lake Charles, La.	45.2
Chicago	4.5	Lansing, Mich.	41.0
Chico-Redding, Calif.	53.6	Laredo, Tex.	73.5
Cincinnati	12.8	Las Vegas	2.9
Clarksburg-Weston, W. Va.	65.7	Lexington, Ky.	30.3
Cleveland-Akron	20.7	Lima, Ohio	67.1
Colorado Springs-Pueblo	28.3	Lincoln-Hastings-Kearney, Neb.	34.7
Columbia-Jefferson City, Mo.	30.8	Little Rock-Pine Bluff, Ark.	20.6
Columbia, S.C.	29.0	Los Angeles-Palm Springs	18.7
Columbus-Tupelo, Miss.	40.9	Louisville, Ky.	17.0
Columbus, Ga.	39.8	Lubbock, Tex.	40.2
Columbus, Ohio	36.8	Macon, Ga.	52.7
Corpus Christi, Tex.	34.2	Madison, Wis.	30.2
Dallas-Ft. Worth	11.5	Mankato, Minn.	46.7
Davenport, Iowa-Rock Island-Moline, Ill.	31.9	Marquette, Mich.	67.1
Dayton, Ohio	34.7	Mason City, Iowa-Austin-Rochester, Minn.	30.3
Denver	9.9	Medford-Klamath Falls, Ore.	51.1
Des Moines-Ames, Iowa	28.7	Memphis	18.0
Detroit	4.6	Meridian, Miss.	34.2
Dothan, Ala.	33.1	Miami-Ft. Lauderdale	15.0
Duluth, Minn.-Superior, Wis.	37.7	Milwaukee	11.3
El Paso	41.9	Minneapolis-St. Paul	6.6
Erie, Pa.	32.3	Minot-Bismarck-Dickinson, N.D.	38.6
Eugene, Ore.	56.1	Missoula, Mont.	44.7
Eureka, Calif.	62.6	Mobile-Pensacola, Fla.	33.1
Evansville, Ind.	38.7	Monroe, La.-El Dorado, Ark.	29.9
Fargo-Valley City, N.D.	34.0	Monterey-Salinas, Calif.	65.9
Flint-Saginaw-Bay City, Mich.	30.9	Montgomery, Ala.	38.3
Florence, S.C.	42.8	Nashville-Bowling Green	16.4
Fresno (Visalia), Calif.	17.3	New Orleans	18.6
Ft. Myers-Naples, Fla.	55.5	New York	21.3
Ft. Smith, Ark.	52.4	Norfolk-Portsmouth-Newpt. Nws., Va.	24.2
Ft. Wayne, Ind.	26.6	North Platte-Hayes-McCook, Neb.	34.8
Gainesville, Fla.	57.6	Odessa-Midland-Monahans, Tex.	65.4
Glendive, Mont.	56.4	Oklahoma City	30.0
Grand Junction-Montrose, Colo.	60.9	Omaha	12.1
Grand Rapids-Kalamzoo-B. Creek, Mich.	35.0	Orlando-Daytona Beach, Fla.	39.8
Great Falls, Mont.	44.3	Ottumwa, Iowa-Kirksville, Mo.	47.2
Green Bay, Wis.	17.4	Paducah, Ky.-C. Girardeau, Mo.-Harrbg, Ill.	33.8
Greensboro-H. Point-W. Salem, N.C.	21.6	Panama City, Fla.	35.5
Greenville-N. Bern-Washntn, N.C.	28.7	Parkersburg, W. Va.	75.4
Greenville-Spart.-Asheville, N.C.	21.0	Peoria, Ill.	40.1
Greenwood, Miss.	52.7	Philadelphia	26.1
Hagerstown, Md.	56.8	Phoenix-Flagstaff	11.8
Harlingen-Weslaco, Tex.	27.2	Pittsburgh	43.9
Harrisburg-Lncstr.-Leb.-York, Pa.	47.5	Portland-Bend, Ore.	20.0
Harrisonburg, Va.	38.1	Portland-Poland Spring, Me.	36.6
Hartford-New Haven, Conn.	43.5	Presque Isle, Me.	50.0
Hattiesburg-Laurel, Miss.	32.5	Providence, R.I.-New Bedford, Mass.	13.4
Honolulu	45.3	Quincy, Ill.-Hannibal, Mo.-Koekuk, Iowa	35.2
Houston	14.2	Raleigh-Durham, N.C.	27.6
Huntsville-Decatur-Florence, Ala.	41.2	Rapid City, S.D.	46.3
Idaho Falls-Pocatello	35.9	Reno	49.1
		Rhineland, Wis.	23.4

Market	% penetration	Market	% penetration	Market	% penetration
Richmond-Petersburg-Charlottesville, Va.	18.6	Sioux City, Iowa	18.7	Twin Falls, Idaho	56.8
Roanoke-Lynchburg, Va.	34.5	Sioux Falls-Mitchell, S.D.	29.9	Tyler, Tex.	53.3
Rochester, N.Y.	21.9	South Bend-Elkhart, Ind.	21.5	Utica, N.Y.	61.1
Rockford, Ill.	45.5	Spokane	38.3	Waco-Temple, Tex.	54.5
Roswell, N.M.	64.8	Springfield, Mo.	14.2	Washington	8.0
Sacramento-Stockton, Calif.	23.8	Springfield-Holyoke, Mass.	36.3	Watertown, N.Y.	48.4
Salisbury, Md.	56.9	St. Joseph, Mo.	45.4	Wausau, Wis.	20.0
Salt Lake City	14.1	St. Louis	6.1	West Palm Beach-Ft. Pierce, Fla.	48.0
San Angelo, Tex.	68.2	Syracuse-Elmira, N.Y.	54.7	Wheeling, W. Va.-Steubenville, Ohio	60.2
San Antonio, Tex.	24.1	Tallahassee, Fla.-Thomasville, Ga.	39.2	Wichita Falls, Tex.-Lawton, Okla.	46.7
San Diego	53.3	Tampa-St. Petersburg-Sarasota, Fla.	19.5	Wichita-Hutchinson, Kan.	36.7
San Francisco-Oakland	40.5	Terre Haute, Ind.	30.3	Wilkes Barre-Scranton, Pa.	62.1
Santa Barbara-San Marcos-San Luis Obispo, Calif.	82.5	Toledo, Ohio	37.5	Wilmington, N.C.	36.8
Savannah, Ga.	33.0	Topeka, Kan.	40.0	Yakima, Wash.	42.7
Seattle-Tacoma, Wash.	31.9	Traverse City-Cadillac, Mich.	29.3	Youngstown, Ohio	27.5
Shreveport, La.	35.4	Tucson-Nogales, Ariz.	15.3	Yuma, Ariz.-El Centro, Calif.	66.4
		Tulsa, Okla.	37.5	Zanesville, Ohio	61.4

## Nielsen

Abilene-Sweetwater, Tex.	57	Dallas-Ft. Worth	10	Lafayette, Ind.	64
Albany, Ga.	37	Davenport, Iowa-Rock Island-Moline, Ill.	31	Lafayette, La.	30
Albany-Schenectady-Troy, N.Y.	41	Dayton, Ohio	27	Lake Charles, La.	39
Albuquerque, N.M.	19	Denver	9	Lansing, Mich.	32
Alexandria, La.	40	Des Moines, Iowa	26	Laredo, Tex.	63
Alexandria, Minn.	28	Detroit	3	Las Vegas	1
Alpena, Mich.	52	Dothan, Ala.	34	Laurel-Hattiesburg, Miss.	28
Amarillo, Tex.	50	Dubuque, Iowa	63	Lexington, Ky.	22
Anchorage	5	Duluth, Minn.-Superior, Wis.	24	Lima, Ohio	67
Anniston, Ala.	55	El Centro-Yuma, Calif.	59	Lincoln-Hastings-Kearney, Neb.	30
Ardmore-Ada, Okla.	37	El Paso, Tex.	34	Little Rock, Ark.	16
Atlanta	14	Elmira, N.Y.	66	Los Angeles	12
Augusta, Ga.	22	Erie, Pa.	23	Louisville, Ky.	16
Austin, Tex.	34	Eugene, Ore.	52	Lubbock, Tex.	33
Bakersfield, Calif.	58	Eureka, Calif.	53	Macon, Ga.	43
Baltimore	5	Evansville, Ind.	34	Madison, Wis.	20
Bangor, Me.	20	Fargo, N.D.	32	Mankato, Minn.	53
Baton Rouge, La.	28	Farmington, N.M.	43	Marquette, Mich.	62
Beaumont-Port Arthur, Tex.	22	Flagstaff, Ariz.	60	McAllen-Brownsville, Tex.	23
Bend, Ore.	49	Flint-Saginaw-Bay City, Mich.	26	Medford, Ore.	46
Billings-Hardin, Mont.	36	Florence, S.C.	34	Memphis	14
Biloxi-Gulfport-Pascagoula, Miss.	50	Fresno, Calif.	14	Meridian, Miss.	30
Binghamton, N.Y.	56	Ft. Myers-Naples, Fla.	55	Miami	11
Birmingham, Ala.	21	Ft. Smith, Ark.	47	Miles City-Glendive, Mont.	62
Bluefield-Beckley-Oak Hill, W. Va.	59	Ft. Wayne, Ind.	31	Milwaukee	7
Boise, Idaho	12	Gainesville, Fla.	53	Minneapolis-St. Paul	6
Boston	15	Grand Junction, Colo.	42	Minot-Bismarck-Dickinson, N.D.	31
Bowling Green, Ky.	5	Grand Rapids-Kalamazoo-Battle Creek, Mich.	30	Missoula-Butte, Mont.	39
Bristol, Va.-Kingsport-Johnson City, Tenn.	30	Great Falls, Mont.	42	Mobile, Ala.-Pensacola, Fla.	27
Buffalo, N.Y.	33	Green Bay, Wis.	16	Monroe, La.-El Dorado, Ark.	24
Burlington, Vt.-Plattsburgh, N.Y.	37	Greensboro-W. Salem-H. Point, N.C.	18	Montgomery, Ala.	32
Casper-Riverton, Wyo.	64	Greenville-N. Bern-Washington, N.C.	12	Nashville	14
Cedar Rapids-Waterloo, Iowa	8	Greenville-Spartanburg, S.C.-Asheville, N.C.	19	New Orleans	15
Charleston, S.C.	16	Hartford-New Haven, Conn.	35	New York	17
Charleston-Huntington, W. Va.	45	Harrisburg-York-Lncstr-Leb., Pa.	40	Norfolk-Prtsmth-Nwprt Nws-Hmptn, Va.	18
Charlotte, N.C.	12	Harrisburg, Va.	29	North Platte, Neb.	31
Charlottesville, Va.	46	Helena, Mont.	50	Odessa-Midland, Tex.	58
Chattanooga, Tenn.	20	Houston	10	Oklahoma City	23
Cheyenne, Wyo.	54	Huntsville-Decatur-Florence, Ala.	34	Omaha	7
Chicago	4	Idaho Falls-Pocatello	34	Orlando-Daytona Beach, Fla.	33
Chico-Redding, Calif.	45	Indianapolis	19	Ottumwa, Iowa-Kirksville, Mo.	33
Cincinnati	10	Jackson, Miss.	25	Paducah, Ky.-C. Grardeau, Mo.-Hrrsbrg, Ill.	30
Clarksburg-Weston, W. Va.	51	Jackson, Tenn.	40	Palm Springs, Calif.	99
Cleveland	17	Jacksonville, Fla.	22	Panama City, Fla.	24
Colorado Springs-Pueblo	20	Johnstown-Altoona, Pa.	62	Parkersburg, W. Va.	72
Columbia, S.C.	24	Jonesboro, Ark.	39	Peoria, Ill.	38
Columbia-Jefferson City, Mo.	30	Joplin, Mo.-Pittsburg, Kan.	31	Philadelphia	22
Columbus, Ga.	33	Kansas City, Mo.	20	Phoenix	7
Columbus, Ohio	30	Knoxville, Tenn.	23	Pittsburgh	39
Columbus-Tupelo, Miss.	43	La Crosse-Eau Claire, Wis.	39	Portland, Ore.	17
Corpus Christi, Tex.	21			Portland-Poland Springs, Me.	38

Market	% penetration	Market	% penetration	Market	% penetration
Presque Isle, Me.	47	Tallahassee, Fla.	34	Waco-Temple, Tex.	56
Providence, R.I.-New Bedford, Mass.	11	Tampa-St. Petersburg, Fla.	16	Washington	10
Quincy, Ill.-Hannibal, Mo.	29	Terre Haute, Ind.	30	Watertown-Carthage, N.Y.	45
Raleigh-Durham, N.C.	22	Toledo, Ohio	32	Wausau-Rhineland, Wis.	17
Rapid City, S.D.	37	Topeka, Kan.	46	West Palm Beach, Fla.	44
Reno	34	Traverse City-Cadillac, Mich.	25	Wheeling, W. Va.-Steubenville, Ohio	53
Richmond, Va.	13	Tucson, Ariz.	14	Wichita Falls, Tex.-Lawton, Okla.	39
Roanoke-Lynchburg, Va.	29	Tulsa, Okla.	30	Wichita-Hutchinson, Kan.	34
Rochester, N.Y.	20	Tuscaloosa, Ala.	40	Wilkes Barre-Scranton, Pa.	54
Rochester-Austin, Minn.-Mason City, Iowa	31	Twin Falls, Idaho.	46	Wilmington, Del.	31
Rockford, Ill.	37	Tyler, Tex.	47	Yakima, Wash.	45
Roswell, N.M.	64	Utica, N.Y.	55	Youngstown, Ohio	19
Sacramento-Stockton, Calif.	19	Victoria, Tex.	70	Zanesville, Ohio	58
Salinas-Monterey, Calif.	59				
Salisbury, Md.	50				
Salt Lake City	12				
San Angelo, Tex.	56				
San Antonio, Tex.	13				
San Diego	45				
San Francisco	45				
Santa Brbra-Santa Maria-San Luis Obispo, Calif.	67				
Savannah, Ga.	30				
Seattle-Tacoma, Wash.	28				
Selma, Ala.	41				
Shreveport, La.-Texarkana, Tex.	30				
Sioux City, Iowa	23				
Sioux Falls-Mitchell, S.D.	26				
South Bend-Elkhart, Ind.	22				
Spokane, Wash.	35				
Springfield, Mass.	29				
Springfield, Mo.	13				
Springfield-Decatur-Champaign, Ill.	38				
St. Joseph, Mo.	47				
St. Louis	6				
Syracuse, N.Y.	40				

## Changing Hands

### PROPOSED

**WEFM(FM) Chicago** □ Sold by GCC Communications Inc. to First Media Corp. for \$9.2 million. **Seller** is owned by General Cinema Corp., Boston-based publicly traded corporation. Richard A. Smith is chairman and president and 3.3% owner. General Cinema also owns WCIX-TV Miami and 80% of WSNY(AM)-WHUE(FM) Boston. It has also sold, subject to FCC approval, WIFI(FM) Philadelphia (see below). Alexander M. Tanger, president of GCC Communications, owns remaining 20% of Boston stations. **Buyer** is owned by Richard E. Marriott (chairman) and family. He is vice president of Marriott

Corp., publicly held worldwide hotel and restaurant chain. Marriotts also own WPGC-AM-FM Morningside, Md. (Washington); KAYK-AM-FM Provo, Utah; KOPA-AM-FM Scottsdale, Ariz.; KFMK-FM Houston and WZGC(AM) Atlanta. They have also purchased, subject to FCC approval, KBLE-FM Seattle (BROADCASTING, Sept. 1, 1980). WEFM is on 99.5 mhz with 6 kw (CP: 9.7 kw) and antenna 1,170 feet above average terrain.

**WIFI(FM) Philadelphia** □ Sold by GCC Communications Inc. to Broadcast Enterprises National Inc. for \$6.8 million. **Seller** has also sold WEFM(FM) Chicago (see above). **Buyer** is Philadelphia-based group owner of five AM's, two FM's and one TV owned principally by Ragan Henry. It recently acquired WJAS(AM) [formerly WKTQ] Pittsburgh (BROADCASTING, April 13) and has purchased, subject to FCC approval, WTLC(FM) Indianapolis (BROADCASTING, March 30). WIFI is on 92.5 mhz with 50 kw and antenna 500 feet above average terrain.

**WRNL(AM)-WRXL(FM) Richmond, Va.** □ Sold by Rust Communications Group Inc. to Capitol Broadcasting Co. Inc. for \$4 million. **Seller** is Leesburg, Va.-based group owner of six AM's and six FM's owned by William F. Rust and family. **Buyer** is owned by James F. Goodmon (48.87%), brother, Ray (20.27%), estate of A.J. Fletcher (21.28%) and 10 others. James Goodmon is president and chief executive officer of Capitol. Ray Goodmon, is Raleigh, N.C. attorney. They also own WRAL-FM-TV Raleigh; WHTN(AM)-WKEE(FM) Huntington, W. Va., and KMAC(AM)-KISS(FM) San Antonio, Tex. In addition, they own North Carolina News Network and Tobacco Network which collectively serve more than 300 radio stations in Southeast. Capitol also owns radio representative firm in Raleigh, TN Spot Sales. WRNL is on 910 khz with 5 kw full time. WRXL is on 102.1 mhz with 140 kw and antenna 320 feet above average terrain. *Broker: Blackburn & Co.*

**KWUN(AM) Concord, Calif.** □ Sold by Contra Costa Radio Inc. to Burgundy Broadcasting Corp. for \$1 million. **Seller** is

Florida	Profitable east coast AM/FM with real estate on terms.	\$1,250,000
Montana	Fulltime AM in booming energy area.	\$700,000
Virginia	Small-market AM/FM... underdeveloped.	\$250,000
Washington	Underdeveloped fulltime AM... needs owner/operation... low down payment.	\$140,000
California	AM/FM in fast-growing area with great potential...cash required.	\$850,000

Call or write for details.

## BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.  
20036  
1111 19th Street, N.W.  
(202) 331-9270

CHICAGO, 60601  
333 N. Michigan Ave.  
(312) 346-6460

ATLANTA, 30361  
400 Colony Square  
(404) 892-4655

BEVERLY HILLS, 90212  
9465 Wilshire Blvd.  
(213) 274-8151

8/10/81

owned by Arthur C. Youngberg who has no other broadcast interests. **Buyer** is owned by Richard M. Helzberg, San Francisco film producer who has no other broadcast interests. KWUN is on 1480 khz with 500 w day.

**WROZ(AM) Evansville, Ind.** □ Sold by Radio Evansville Inc. to South Central Broadcasting Corp. for \$1 million. **Seller** is owned by Fuqua Communications, subsidiary of Fuqua Industries, Atlanta-based publicly traded conglomerate that also owns WTAC(AM) Flint, Mich. J. B. Fuqua is chairman. **Buyer** is owned by John D. Engelbrecht and family. They own WIKY-AM-FM Evansville, Ind.; WEZK(FM)-WTVK(TV) Knoxville, Tenn.; and WZEZ(FM) Nashville. They are also applicants for new TV at Florence, Ala., and have donated subject to FCC approval, WIKY(AM) Evansville, Ind., to Indiana State University (see "For the Record," page 78). WROZ is on 1400 khz with 1 kw day and 250 w night.

**WKVM(AM) San Juan, P.R.** □ Sold by American Colonial Broadcasting Corp. to San Juan archdiocese of Roman Catholic Church for \$1 million. **Seller** is owned by Zaida R. de Perez-Perry and family. They own also WKVM-FM San Juan, WKBM-TV Caguas and WSUR-TV Ponce, all Puerto Rico. **Buyer** also owns WORO(FM) Ponce, P.R. Rev. Monsignor Rafael Fontanez is episcopal vicar of administration. WKVM is on 810 khz with 25 kw full time.

**KJEZ(FM) Poplar Bluff, Mo.** □ Sold by Lynn Farr to James C. McCrudden for \$600,000. **Seller** has no other broadcast interests. **Buyer** is president and 49% owner of WQPD(AM) Lakeland, Fla. KJEX is on 95.5 mhz with 100 kw and antenna 865 feet above average terrain. *Broker: Chapman Associates.*

□ Other proposed station sales include: WYNZ(AM) Jasper, WBIE(AM) Marietta, and WAVC(AM) Warner Robins, all Georgia; WTAO(FM) Murphysboro, Ill.; WIKY(AM) Evansville, Ind.; WBZ-FM Boston; KEIN(AM) Great Falls, Mont.; KVOV(AM) Henderson, Nev.; WGNI(AM)-WAAV(FM) Wilmington, N.C., and KVIN(AM) Vinta, Okla. (see "For the Record," page 77).

APPROVED

**WGXL(FM) Laurens, S.C.** □ Sold by Towers South Inc. to Keymarket Communications Inc. for \$2.5 million. **Seller** is owned by Monty DuPuy and Gene Phillips (50% each), who have no other broadcast interests. **Buyer** is owned by Kerby Confer and Paul Rothfuss (45% each) and David Bernstein (10%). Confer and Rothfuss own 35% each of WKRT(AM)-WNOZ(FM) Cortland, N.Y., and 25% each of KSSN-FM Little Rock, Ark. They have sold WLYC(AM)-WILQ(FM) Williamsport, Pa. (BROADCASTING, May 11), and, with Bernstein, subject to FCC approval, WHUM(AM) Reading, Pa. (BROADCASTING, March 13). WGXL is on 100.5 mhz with 100 kw and antenna height 760 feet above average terrain.

**WONN(AM) Lakeland and WPVC(FM) Winter Haven, both Florida** □ Sold by WONN Inc. to Hall Communications Inc. for \$2 million. **Seller** is owned by Herbert S. Stewart (51%), Leonard H. Marks (45%) and son, Stephen (4%). They have no other broadcast interests. Senior Marks is partner in Washington communications law firm, Cohn & Marks. **Buyer** is Norwich, Conn.-based group owner of five AM's and four FM's; Robert M. Hall is president. WONN is on 1230 khz with 1 kw day and 250 w night. WPVC is on 97.5 mhz with 100 kw and antenna 499 feet above average terrain.

**KPRL(AM)-KPRA(FM) Paso Robles, Calif.** □ Sold by F. Ray Bryant and wife, Nancy L., to Lincoln Dellar and wife, Sylvia (80% jointly) and Donald E. Pummill and wife, Judith M. (20% jointly) for \$1 million. **Sellers** have no other broadcast interests. Dellar's own KMEN(AM) San Bernardino and KGGI(FM) Riverside, both California, where Pummill is station manager. KPRL is on 1230 khz with 1 kw day and 250 w night. KPRA is on 94.3 mhz with 3 kw and antenna 54 feet above average terrain.

**WIVS(AM)-WXR(D) Crystal Lake, Ill.** □ Sold by Lake Valley Broadcasters Inc. to Katy Communications for \$838,000. **Seller** is owned by Malcolm K. Bellairs (67.6%), and sons Jerald (20.6%) and Richard (11.8%). They have no other broadcast interests. **Buyer** is subsidiary of Katy Industries, publicly traded manufac-

turer of industrial machinery and electrical equipment based in Elgin, Ill. Wallace Carroll is president. It has no other broadcast interests. FCC commissioners, considered application in light of alleged nonbroadcast misconduct on part of buyers. WIVS is daytimer on 850 khz with 500 w. WXR(D) is on 105.5 mhz with 3 kw and antenna 300 feet above average terrain.

**KRML(AM) Carmel Calif.** □ Sold by Edwards Broadcasting Co. to Johnston Broadcasting Corp. for \$500,000. **Seller** is owned by George Edwards (49%), Gertrude Horwitz (20.5%) and husband, Harry A. (5%), Mary L. Maher (20.5%) and husband, William J. (5%), who have no other broadcast interests. **Buyer** is owned by Stoddard P. Johnston and family. FCC has granted Johnston application to purchase KOKQ(FM) Seaside, Calif., for \$531,000 (BROADCASTING, July 6). KRML is 500 w daytimer on 1410 khz.

□ Other approved stations sales include WKAO(AM) Boynton Beach, WBGC(AM) Chipley and WGTW(AM) Mount Dora, all Florida; KRLC(AM) Lewiston, Idaho; WJVA(AM) South Bend, Ind.; WBGR-AM-FM Paris, Ky., WOKW(AM) Brockton, Mass.; WMAX(AM) Grand Rapids, Mich.; WYRQ(FM) Little Falls, Minn.; KBIM-AM-FM Roswell, N.M.; WCHN-AM-FM Norwich, N.Y.; KDDR(AM) Oakes, N.D.; WOXY(FM) Oxford, Ohio; KLOR-FM Ponca City, Okla.; WCNR(AM) Bloomsburg, Pa., and KHLB-AM-FM Burnett, Tex. (see "For the Record," page 78).

- *Negotiations*
- *Appraisals*
- *Radio*
- *T.V.*
- *Newspapers*
- *CATV*
- *Financing*

**(703) 821-2552**

**Cecil L. Richards,**  
*inc.*  
**media brokers**

*Suite 408, 7700 Leesburg Pike  
Falls Church, Va. 22043*

## MAJOR SOUTHEAST MARKET

Profitable Fulltime AM  
1 1/2 Times Gross Billing  
\$1,310,000 Including  
Real Estate  
Terms Possible to a  
Qualified Buyer

*A Confidential Service to  
Owners & Qualified Buyers.*

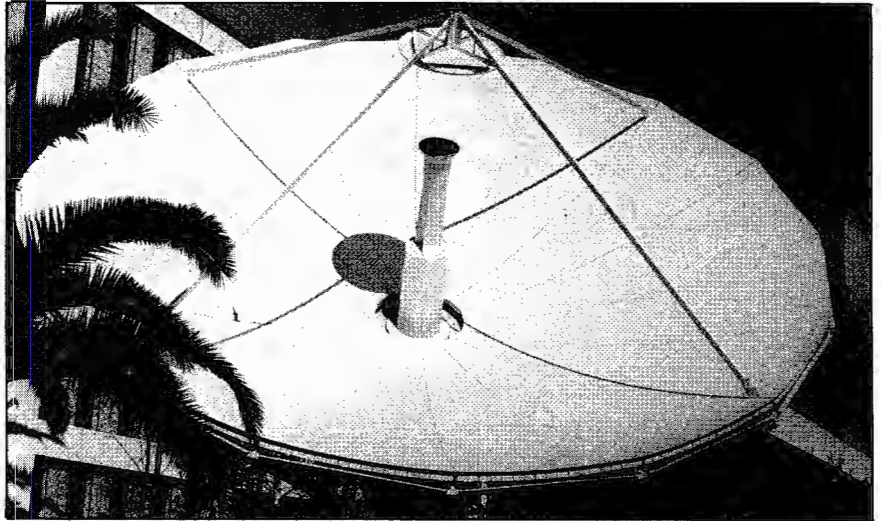
## No dearth of dishes

The number of TV stations able to look at satellites continues to grow; Wold sees earth stations at fifth of commercial TV's by end of this summer

Recognizing the benefits of satellite communications, more and more commercial television stations are investing in earth stations to receive programming now available on six different domestic satellites.

By early this fall one out of five of the commercial stations will own earth stations. One hundred and eight of the country's 760 stations already own dishes and, by the first of September, 62 more will have them on the premises.

The numbers along with the following list of the stations were supplied to BROADCASTING by Wold Communications, a Los Angeles-based company that specializes in providing satellite interconnection services for broadcasters and program producers and syndicators.



**Dishing it in.** Metromedia's KTTV Los Angeles uses this earth station to receive satellite program feeds.

When noncommercial stations are taken into account, more than a third of the total television stations will have earth stations by September. (Many of the noncommer-

cial stations—about 160 out of 259—were given earth stations by the Corporation for Public Broadcasting so the Public Broadcasting Service could begin distributing

### EDWARD M. JOHNSON & ASSOC. with the latest on LPTV!

We now have . . .

- **COMPUTER PROGRAM** with the **just-adopted** technical standards for Low-Power Television stations.
- **COMPLETE LIST** of cities exempt from the freeze.
- **PREPARED AND ON FILE:** over 200 applications, including several on the first cut-off list.

Investors view Low-Power TV as the new broadcast frontier. Your investment in your own LPTV station can be less than \$50,000. We prepare your complete application—2 weeks delivery.

CALL FOR MORE  
INFORMATION AND  
EXPLANATION OF THE  
NEW RULES.

**Edward M. Johnson  
& Associates Inc.**

Suite 702, Hamilton Bldg.,  
Knoxville, TN 37902  
PH 615/521-6464



## In Sync

**KNBC makes three.** NBC-owned-and-operated station in Los Angeles, KNBC(TV), will soon become third television outlet in that city to conduct on-air tests of Antiope teletext system. Robert Walsh, president of NBC Television Stations, announced in Los Angeles that arrangements among KNBC, NBC, Tele Diffusion de France and its U.S. subsidiary, Antiope Videotex Systems, have been finalized and transmission is expected to begin in September. KNBC experiment will also involve delivery of teletext magazine. Antiope Videotex Systems and its French parent company will provide teletext input and transmission equipment, as well as sophisticated computer-based software system that will be used to manage information provided by new service.

**Partners.** Southern Satellite Systems, Tulsa, Okla., and Phipps and Company Production, both of Tulsa, have teamed to bring satellite production and satellite uplinking capability to local cable systems. Production would be done aboard Phipps mobile studio. SSS would handle uplinking. According to Terry Phipps, president of Phipps, working agreement between two companies "provides a low-cost means for cable systems to originate their own programming" and transmit it "either regionally or nationally."

**Special Emmy.** The Academy of Television Arts and Sciences will present an Emmy for outstanding achievement in engineering development to Rank Cintel, developer of Mark III Flying Spot Telecine. Device simplifies conversion of motion picture film to video. Award will be presented to firm's representatives during Sept. 13 ceremony in Los Angeles.

**Sixty-day wonder.** Studio built for Teletronics Inc., of New York by A.P. Associates was completed in under 60 days from contract award. Designed to accommodate four Ikegami HK 312 cameras, five one-inch "C" Type VTR's digital effects unit, character generator and 24-channel audio board, studio is billed as "two-level video system," first level providing for Ultimatte compositing device, second level interfacing Ultimatte in-time with remainder of master switcher's sources.



## TV's bird watchers

\*WBRC-TV Birmingham  
 \*WKRQ-TV Mobile, Ala.  
 \*KTHV Little Rock, Ark.  
 KPAZ-TV Phoenix  
 KTVW-TV Phoenix  
 KZAZ Tucson, Ariz.  
 \*KVOA-TV Tucson, Ariz.  
 \*KJEO Fresno, Calif.  
 KMEX-TV Los Angeles  
 KTLA Los Angeles  
 KTTV Los Angeles  
 KTXL Sacramento, Calif.  
 KCRA-TV Sacramento  
 KCST-TV San Diego  
 \*KGTV San Diego  
 \*KTVU San Francisco  
 \*KPIX San Francisco  
 KICU San Jose, Calif.  
 KFTY Santa Rosa, Calif.  
 KMPH Visalia, Calif.  
 WFSB-TV Hartford, Conn.  
 WVIT New Britain, Conn.  
 \*KMGH-TV Denver  
 KWGN-TV Denver  
 \*KOOA-TV Pueblo, Colo.  
 WRC-TV Washington  
 WTTG Washington  
 WDCA-TV Washington  
 WJXT Jacksonville, Fla.  
 \*WAWS Jacksonville, Fla.  
 WCIX-TV Miami  
 WLTV Miami  
 \*WHFT Miami  
 \*WPLG Miami

WTOG St. Petersburg, Fla.  
 WTSP-TV Tampa, Fla.  
 \*WTVT Tampa, Fla.  
 WAGA-TV Atlanta  
 WTBS Atlanta  
 WANX-TV Atlanta  
 \*WSB-TV Atlanta  
 WCTV Thomasville, Ga.  
 \*WOI-TV Ames, Iowa  
 \*KIVI Nampa, Idaho  
 \*KWWL-TV Waterloo, Iowa  
 WGN-TV Chicago  
 \*WAND Decatur, Ill.  
 \*WEEK-TV Peoria, Ill.  
 WQRF-TV Rockford, Ill.  
 WICS Springfield, Ill.  
 WFFT-TV Fort Wayne, Ind.  
 WHMB-TV Indianapolis  
 \*WRTV Indianapolis  
 \*WPTA Roanoke, Ind.  
 \*KTVH Hutchinson, Kan.  
 KARD-TV Wichita, Kan.  
 WDRB-TV Louisville, Ky.  
 KADN Lafayette, La.  
 WGNO-TV New Orleans  
 \*WVUE New Orleans  
 WJZ-TV Baltimore  
 WCVB-TV Boston  
 WBZ-TV Boston  
 WXNE-TV Boston  
 WSBK-TV Boston  
 \*WNAC-TV Boston  
 \*WWLP Springfield, Mass.  
 \*WUHQ-TV Battle Creek

WDIV Detroit  
 WJBK-TV Detroit  
 \*KDLH-TV Duluth, Minn.  
 \*KSTP-TV Minneapolis  
 KMSP-TV Minneapolis  
 WTCN-TV Minneapolis  
 \*KRCG Jefferson City, Mo.  
 WDAF-TV Kansas City  
 KBMA-TV Kansas City  
 KOLR-TV Springfield, Mo.  
 KDNL-TV St. Louis  
 KPLR-TV St. Louis  
 KULR-TV Billings, Mont.  
 KXLF-TV Butte, Mont.  
 \*WOWT Omaha  
 KVVU-TV Las Vegas  
 \*KLAS-TV Las Vegas  
 \*KAME-TV Reno  
 \*KGGM-TV Albuquerque  
 KLKK-TV Albuquerque  
 KOB-TV Albuquerque  
 WAST Albany, N.Y.  
 WGR-TV Buffalo  
 WIVB-TV Buffalo  
 WPCQ-TV Charlotte, N.C.  
 WCCB Charlotte, N.C.  
 \*WSOC-TV Charlotte, N.C.  
 \*WGHP-TV High Point, N.C.  
 WAKR-TV Akron, Ohio  
 WBTI Cincinnati  
 \*WKRC-TV Cincinnati  
 WXIX-TV Cincinnati  
 WJKW-TV Cleveland  
 WEWS Cleveland

WUAB Cleveland  
 WBNS-TV Columbus.  
 \*WTVN-TV Columbus  
 \*WHIO-TV Dayton, Ohio  
 WSFJ Newark, Ohio  
 WTVG Toledo, Ohio  
 \*WYTV Youngstown, Ohio  
 \*KTEN Ada, Okla.  
 \*KSWO-TV Lawton, Okla.  
 KAUT Oklahoma City  
 KGMC Oklahoma City  
 KOKH-TV Oklahoma City  
 KTBO-TV Oklahoma City  
 KOKI Tulsa, Okla.  
 KTVZ Bend, Ore.  
 KOBI Medford, Ore.  
 KTVL Medford, Ore.  
 KATU Portland, Ore.  
 KPTV Portland, Ore.  
 \*KGW-TV Portland, Ore.  
 WPCB-TV Greensburg, Pa.  
 \*WJAC-TV Johnstown, Pa.  
 \*WGAL-TV Lancaster, Pa.  
 KYW-TV Philadelphia  
 WPHL-TV Philadelphia  
 WTAF-TV Philadelphia  
 \*WCAU-TV Philadelphia  
 KDKA-TV Pittsburgh  
 WPTT-TV Pittsburgh  
 \*WPXI Pittsburgh  
 WTVE Reading, Pa.  
 \*WNEP-TV Scranton, Pa.  
 \*WCIV Charleston, S.C.  
 WGGG-TV Greenville, S.C.

\*WSPA-TV Spartansburg  
 KELO-TV Sioux Falls, S.D.  
 \*WTVG Chattanooga  
 WKPT-TV Kingsport, Tenn.  
 WPTY-TV Memphis, Tenn.  
 \*KFDA-TV Amarillo, Tex.  
 \*KTUV Austin, Tex.  
 \*KFDM-TV Beaumont, Tex.  
 KXTX-TV Dallas  
 KNBN-TV Dallas  
 KCIK El Paso, Tex.  
 \*KXAS-TV Fort Worth, Tex.  
 KHTV Houston  
 KRIV-TV Houston  
 \*KPRC-TV Houston  
 \*KCBD-TV Lubbock, Tex.  
 KWEX-TV San Antonio  
 \*KENS-TV San Antonio  
 KSTU Salt Lake City  
 KUTV Salt Lake City  
 KSL-TV Salt Lake City  
 \*WAVY-TV Portsmouth, Va.  
 WYAH-TV Portsmouth, Va.  
 WVTV Milwaukee  
 WCGV Milwaukee  
 WLRE Green Bay, Wis.  
 WITI-TV Milwaukee  
 KIRO-TV Seattle  
 KOMO-TV Seattle  
 \*KING-TV Seattle  
 \*KREM-TV Spokane  
 KSTW Tacoma

Asterisk (\*) indicates stations Wold expects will have earth stations by September.

programming by satellite.)

Although there are almost four times as many network affiliates as there are independent stations, twice as many independents own or will own antennas as the affiliates of any one network. According to Wold, 68 independents, 34 NBC affiliates, 33 CBS affiliates and 30 ABC affiliates will have dishes by September. Two stations with ABC/NBC dual affiliation and one with CBS/NBC also own antennas.

There are only two markets in the top 30 that have no dish-equipped television stations: number-one New York and number-30 Nashville. New York lacks an earth station because of the difficulty of finding a window to the satellites in the city's microwave-saturated environment. The city's earth station needs are met by common carrier-operated earth stations just outside the city owned by RCA Americom, Wold and Western Union. There are 21 common carrier earth stations in all, most operated by the same three companies. Seventeen of them are in the top 20 markets.

Many of the major group broadcasters have made the commitment to satellite technology. Five of six Metromedia stations, all six Westinghouse stations, both Golden West Broadcasters' stations, all seven Storer stations and all five Cox stations either have or will have operating earth stations by September.

Video programming is now being transmitted on Western Union's three Westar satellites, two of AT&T's, three Comstars and RCA's Satcom I.

*... that was the #1 song on the country charts this week.*

And now turning to the Radio Advertising News, a November 1980 Harvey Research, Personal Interview Study reveals that 75% of agency executives use SRDS Spot Radio Rates and Data when selecting individual radio markets for national and regional advertising campaigns. With that kind of timely use, it makes sense to this reporter for radio stations to advertise in SRDS Spot Radio Rates and Data today. *Harvey Study copies available from your SRDS representative.*

**STANDARD RATE & DATA SERVICE, INC.**  
 5201 Old Orchard Road/Skokie, IL 60077  
 (312) 470-3100

Advertise in SRDS—  
 **the media's medium**



# Programing

## Programers poised for Chicago conference

**NAB's biggest-ever radio meeting is ready to start Aug. 16; more 'forums,' exhibitors set**

Signs that the fourth annual Radio Programming Conference will be the National Association of Broadcasters biggest yet continued to mount last week. With exhibit hall space and hospitality suites already sold out (BROADCASTING, Aug. 3), preregistrations topped the 1,273-mark.

Rooms at Chicago's Hyatt Regency hotel, the conference headquarters, were sold out by last Monday, and NAB staff has reserved rooms in six other nearby hotels.

Set for Aug. 16-19, this year's conference will feature a keynote address by

ABC Radio commentator Paul Harvey and closing remarks by FCC Chairman Mark Fowler. It will include for the first time an "engineers' day" for broadcasters who want special access to the exhibit hall.

New technologies—and how to participate in and compete with them—will be the focus of several of the workshops at this year's conference, including one that will feature the chiefs of four proposed 24-hour satellite program services as panelists. Other sessions will focus on formats, syndicated programing, promotions, farm programing, research, ratings and what deregulation means for programers.

Larger "forums," capable of accommodating 100 participants, will focus on management, marketing and positioning

and promotions. The "forums" were among the more popular attractions at last year's conference.

Another of last year's favorite events, a session called "Making Money With Your Mouth," will be repeated this year. Gary Owens, KMPC(AM) Los Angeles; Larry Lujack, WLS-AM-FM Chicago; Deano Day, WCXI(FM) Detroit, and Dick Purtan, CKLW(AM) Windsor, Ont., will participate.

Other activities include a radio syndication new product show and continental breakfast, a video montage of TV spots for radio and a research fair. Country composer and singer Willie Nelson will be the featured entertainer.

A day-by-day breakdown of this year's agenda follows.

### Sunday, Aug. 16

**Research fair.** 3-5 p.m. Grand Ballroom. Participants: Rob Balon, Multiple Systems Analysis; Jhan Hiber, Hiber & Hart; Todd Wallace, Radio Index; Harvey Gersin, Reymeyer & Gersin; Steve Elliott, WIND(AM) Chicago; Jim Fletcher and Roger Wimmer, University of Georgia; Ron Werth, Mutual Broadcasting; Sam Paley, Custom Audience Consultants; Ray Sheehy, WGN(AM) Chicago.

### Monday, Aug. 17

**Continental breakfast.** 7:30-9 a.m. Grand Ballroom.

**Opening general session.** 9-10:15 a.m. Grand Ballroom. Welcome: Cullie Tarleton, NAB Radio Board Chairman. Keynote address: Paul Harvey, radio commentator.

**People management forum.** Part I, 10:30 a.m.-noon; part II, 3-5 p.m. Regency Ballroom. Moderators: Susan and Jim Hooker, Media Sales Training.

**Four concurrent workshops.** 10:30 a.m.-11:45 a.m. *The New Wonderful World of 24-Hour Satellite Programing.* Columbus Room E/F. Moderator: Rick Sklar, ABC Radio. Panelists: Dwight Case, Sunbelt/Transtar; Craig Hodgson, Continental Radio; Kent Burkhart, Satellite Music Network; Marlin Taylor, Bonneville Broadcast Consultants.

**AOR Format Room.** Columbus Room G/H. Co-hosts: Bob Hattrik, Doubleday Broadcasting; Charlie Kendall, WMMR(AM) Philadelphia; Lee Abrams, Burkhart/Abrams.

**What Do You Really Know about Radio News?** Columbus Room I/J. Moderator: Wayne Vriesman, WGN(AM) Chicago. Panelists: Ed DeFon-

taine, AP Radio; Ted Landphair, WGSO(AM) New Orleans; Gregg Peterson, KNX(AM) Los Angeles.

**Programing to Rural America.** Columbus Room K/L. Moderator: Orion Samuelson, WGN(AM) Chicago. Panelists: Gene Millard, KFEO(AM) St. Joseph, Mo.; Richard Hawkins, KRVN(AM) Lexington, Neb.; Carl Anderson, KMA(AM) Shenandoah, Iowa.

**Four concurrent workshops.** 3:15-4:30 p.m. *Focus Group Research: You Can Do It.* Columbus Room E/F. Moderator: George A. Burns, Burns Media Consultants. Panelists: Jim Fletcher and Roger Wimmer, University of Georgia.

**Contemporary Hits Format Room.** Columbus Room G/H. Co-hosts: Alan Burns, WRQX(FM) Washington; Joel Denver, *Radio & Records.*

**Powerful Promotions and Catchy Contests on a Shoestring.** Columbus Room I/J. Moderator: Doug Hall, *Billboard.* Panelists: Erica Farber, McGavren Guild Radio; Bob Harris, Broadcast Center; Michael O'Shea, KBLE(AM) Seattle; E. Alvin Davis, E. Alvin Davis & Associates.

**Programing from Outside Sources—Users.** Columbus Room K/L. Moderator: Denise Oliver, WWDC(AM) Washington. Panelists: Bruce Holberg, WMET(FM) Chicago; Bob Wood, WBEN-AM-FM Buffalo, N.Y.; Bobby Christian, WXXK(FM) Pittsburgh.

### Tuesday, Aug. 18

**Five concurrent workshops.** 9-10:15 a.m. *Radio Deregulation for Programers.* Columbus Room C/D. Moderator: Barry Umansky, NAB. Panelists: Wade Hargrove, Tharrington, Smith & Hargrove; Michael Bader, Haley, Bader & Potts.

**The Top Ten Tenets of Talk Radio.** Columbus Room E/F. Moderator: Bruce Marr, broadcast consultant. Panelists: Michael Packer, WXYZ(AM) Detroit; Diane Raymond, WFAA(AM) Dallas; Dan Griffen, RKO.

**Registration.** The registration and information desk in the exhibit hall is open noon to 5 p.m. Sunday, Aug. 16; 8 a.m. to 5 p.m. Monday, Aug. 17 and Tuesday, Aug. 18, and 8 a.m. to 2 p.m. Wednesday Aug. 19.

**Exhibits.** The exhibit hall will be open noon to 5 p.m. Sunday, Aug. 16; 9 a.m. to 5 p.m. Monday, Aug. 17 and Tuesday, Aug. 18, and 9 a.m. to 2 p.m. Wednesday, Aug. 19.

**AC/MOR Format Room.** Columbus Room G/H. Co-hosts: Bill Rock, WELI(AM) New Haven, Conn.; Lorna Ozmon, WKQX(FM) Chicago; Bob Miller, KEX(AM) Portland, Ore.

**How Does a PD become a GM?** Columbus Room I/J. Moderator: Walter Sabo, NBC FM Radio. Panelists: Michael O'Shea, KBLE(AM) Seattle; Bill Stakelin, Bluegrass Broadcasting; Bob Carolin, WHEN(AM) Syracuse, N.Y.

**Big Solutions to Small Market Problems.** Columbus Room K/L. Moderator: Carey Davis, WSDR(AM) Sterling, Ill. Panelists: Vern Kaspar, WIL0-AM-FM Frankfort, Ind.; Michael Horne, KARV(AM) Russellville, Ark.; Gus Cawley, WIPS(AM) Ticonderoga, N.Y.

**Marketing & Positioning forum.** 9:30-11:30 a.m. Regency Ballroom. Moderator: Jack Trout, Trout & Reis Advertising.

**Five concurrent workshops.** 10:30-11:45 a.m. *Urban Contemporary Format Room.* Columbus Room C/D. Co-hosts: Donnie Simpson, WKYS(AM) Washington; Bill Speed, Trax Publishing; Amos Brown, WTL0(FM) Indianapolis.

**Microprocessors: You'll Be Operating One (or more) Within 36 Months.** Columbus Room E/F. Moderator: John Gehron, WLS(AM) Chicago. Panelists: Bryan Apple, Heymann-Apple Broadcast; Steve Casey, Warner Amex; Bob Hattrik, Doubleday Broadcasting.

**Country Format Room.** Columbus Room G/H. Co-hosts: Ed Salamon, WHN(AM) New York; Dene Hallam, wwww-FM Detroit; Bobby Denton, WIVK(AM) Knoxville.

**A Model Ethical Relationship Between a Record Company and a Radio Station.** Columbus Room I/J. Moderator: Jason Shrinsky, Shrinsky, Wetzman & Eisen. Panelists: Harold Childs, A&M Records; Stan Monteiro, CBS Records; Andy Bickel, Jefferson-Pilot Broadcasting.

**How This Country's Best Daytimers Beat Up the Competition.** Columbus Room K/L. Moderator: Walter May, WPKE(AM)-WDHR(FM) Pikeville, Ky. Panelists: Joel Rabb, WHK(AM) Cleveland; Theron Snype, WPAL(AM) Charleston, S.C.; Jim Carnegie, Master Broadcast/Carnegie Enterprises.

**Luncheon. Making Money with Your Mouth.** 12:30-2:30 p.m. Grand Ballroom. Moderator: Gary Owens, KMPC(AM) Los Angeles. Panelists: Larry Lujack, WLS(AM) Chicago; Deano Day, WCXI(AM) Detroit; Dick Purtan, CKLW(AM) Windsor, Ont.

**Promotion forum.** 3-5 p.m. Regency Ballroom. Moderator: Walter Sabo, NBC FM Radio. **Outdoor Advertising** (2:30-3 p.m.): Dick Swoboda, Institute of Outdoor Advertising. **Print** (3-3:30 p.m.): TBA. **Television** (3:30-4 p.m.): David Michaels, Television Bureau of Advertising. **Other/specialty** (4-4:30 p.m.): Duane Moore, Ad-Aids. Wrap-up 4:30-5 p.m.

**Five concurrent workshops.** 3:15-4:30 p.m. *Beautiful Music Format Room.* Columbus Room C/D. Co-hosts: Glen Powers, South Central Broadcasting; Fred Seiden, *Radio & Records.*

**News/Talk/Sports Format Room.** Columbus Room E/F. Co-hosts: Jim Cameron, NBC's The Source; Carl Cramer, Cramer Communications; Jerry Johnson, KGO(AM) San Francisco.

**Programing from Outside Sources—Suppliers.** Columbus Room G/H. Moderator: Ed Geller, WFBG(AM) Altoona, Pa. Panelists: Jeff Pollack, Jeff Pollack Communications; Pat Shaughnessy, TM Productions; Bobby Rich, Drake-Chenault; Norm Pattiz, Westwood One.

**Who Did That? Tips and Techniques for Professional Production.** Columbus Room I/J. Moderator: Tom Rounds, Watermark. Panelists: John Lambis, WOXI(AM) Atlanta; Ray Smithers, KMPC(AM) Los Angeles; Don Elliott, KHS-FM Los Angeles.

*A Commando Course in Surviving Ratings, Quarterly Measurements,*

## M\*A\*S\*H leads list of syndicated shows

It's M\*A\*S\*H by more than two ratings points.

With an average rating of 13.5 and a 32 share, M\*A\*S\*H led the ranking list of regularly scheduled syndicated series, according to A.C. Nielsen's Cassandra survey during May 1981. The report shows M\*A\*S\*H carriage in 175 markets.

Next was *P.M. Magazine*, in 93 markets with an average 11.3 rating/23 share, followed in the top-five by *Family Feud P.M.* (107 markets with an 11.1/23); *Tic Tac Dough* (125 markets with a 9.8/21), and *The Muppet Show* (142 markets with a 9.1/23). While fifth among series, *Muppets* led the list of once-a-week syndicated shows.

Other shows earning at least an average 8 rating were *Hee Haw* (178 markets with an 8.9/24); *Happy Days Again* (147 markets with an 8.3/23); *Lawrence Welk* (178 markets with an 8.3/21) and *Barney Miller* (69 markets with an 8.2/20).


High on the over-all Nielsen/Cassandra list, but a special, was *The Girl with the Golden Watch* (six markets with a 12.7/22).

Among series only, Cassandra showed M\*A\*S\*H the leader in women 18-49 and *Family Feud* the leader in all women. M\*A\*S\*H topped the list for men 18-49, all men and adults. *Happy Days* took teenagers, and *Muppets* took children.

...mmrrph...cle...stic...mmphh...ful this fine Monday morning. And now turning to the Radio Advertising News, a November 1980 Harvey Research, Personal Interview Study reveals that 80% of agency and advertiser executives use SRDS Spot Radio Rates and Data more than any other broadcast reference publication. With that kind of use and readership it makes sense to this reporter for radio stations to advertise in SRDS Spot Radio Rates and Data today. *Harvey Study copies available from your SRDS representative.*

**STANDARD RATE & DATA SERVICE, INC.**  
5201 Old Orchard Road/Skokie, IL 60077  
(312) 470-3100

Advertise SRDS—the media's medium



*DST, Census Change, and Other Fun and Games.* Columbus Room K/L. Moderator: Ernie Martin, Cox Broadcasting. Panelists: Jhan Hiber, Hiber & Hart; Alan Tobkes, Eastman Radio; Ron Werth, Mutual Broadcasting.

**Dinner concert.** 5:30-9:30 p.m. Grand Ballroom. Willie Nelson.

Wednesday, Aug. 19

**Roundtable discussion.** 8-9:15 a.m. Grand Ballroom. *Research:* Jhan

*Hiber. People management:* Jim Hooker. *Promotion:* Tom Dawson. *New technologies:* Steve Casey. *24-hour satellite programing:* Rick Sklar. *Deregulation:* Barry Umansky. *News:* Ed DeFontaine. *Microprocessors:* Bryan Apple. *Talk:* Jim Cameron. *PD to GM:* Walter Sabo. *Daytimers:* Joel Rabb. *Production:* Tom Rounds. *Focus group:* Rob Balon. *Syndicator specials:* TBA.

**Closing general session.** 9:30-noon. Grand Ballroom. *21st Century Programing.* Moderator: Larry Patrick, NAB. Speaker: Mark Fowler, chairman of the FCC.

## 'Donahue' named as target of boycott

**Chicago area group, claiming to be backed by Wildmon, tags Donahue 'sex-oriented' broadcaster**

A Chicago area group, claiming the backing of the National Federation for Decency and the Coalition for Better Television, will be encouraging a boycott of *Donahue* advertisers.

Charging that "never before in television's history have we had a sex-activist broadcaster such as Phil Donahue," the NFD's Chicago chapter said it is formally monitoring the syndicated show during August.

The group claimed "approximately two out of five of his shows are sex-oriented and most of them promote abnormal sex which Mr. Donahue prefers to call sexual alternatives. Such shows have a mind-warping effect on youths and adults."

The statement continued: "We do not question the right of Phil Donahue to have whatever guests he wants nor do we question the right of the stations to have the Phil *Donahue* show on. We are simply stating that we will pass the information on to friends and the general public as to what companies seem inclined to support Mr. Donahue's choice of shows by advertising on his program.

"We will encourage people not to buy whatever products are advertised on his shows if that company espouses that type of programing."

At the Chicago-based *Donahue* show, a spokesperson said, "We respect anybody's right to disagree" and that local representatives of the NFD would be invited to air their grievances on the show.

According to a Chicago NFD spokesperson reached after the statement was issued, the group does not find all of *Donahue's* "sex-oriented" programs objectionable. She explained the NFD chapter was stirred to action particularly by recent *Donahue* shows on sex therapy and family planning and contraception but that it has no problems with others on breast-feeding and rape.

She added that other NFD chapters will be monitoring *Donahue* in other parts of the country. The Rev. Donald Wildmon, founder of the NFD and chairman of the Coalition for Better Television, was said to be vacationing from his Tupelo, Miss., headquarters and could not be reached for comment.

## Monitor

**Fellow seafarer.** Formal announcement is expected on Tuesday (Aug. 11) in Washington by WTBS(TV) Atlanta of details of exclusive arrangement between Atlanta superstation and underwater explorer, Jacques Cousteau. WTBS has acquired rights to already-produced 36-part *Undersea World of Jacques Cousteau* series, to air on WTBS beginning next December. Production of Cousteau's public television series is slated to end in fall, and spokesman for station, owned by media entrepreneur Ted Turner, says new deal will be "an exclusive... a first" for Cousteau.

**Full schedule.** Spotlight, pay cable TV service launched last May 1 by Times Mirror Corp., is going to 24-hour-a-day schedule beginning Sept. 1. Service recently expanded to 13 1/2 hours each day, and now serves 210,000 subscribers via more than 40 Times Mirror Cable systems. Home Box Office and USA Network both previously announced expansion to 24 hours, in September and October, respectively.

**Count him in.** Incumbent president of Screen Actors Guild, William Schallert, is launching petition drive to become second-term candidate. Schallert was passed over recently by SAG's national nominating committee, which designated Ed Asner as its presidential candidate. Elections for SAG offices will take place later this year.

**That's record.** ABC Entertainment has approved spending up to \$52 million during next television season on production of about 20 made-for-TV motion pictures. Although that's approximately same number of pictures as were made by network last year, budget is highest yet for such productions. Costs per movie are averaging about \$2.3 million, according to ABC spokesman.

**Gowdy's gone.** CBS Sports announced Aug. 4 that Curt Gowdy resigned as sportscaster for television network, effective Aug. 1, 1981. Gowdy's daily sports commentaries and occasional sports specials will continue on CBS Radio. Network release said Gowdy, who owns five radio stations, wanted to "be free to pursue other interests in the outdoor recreation and sports field."

**Taft buy.** Taft Broadcasting Co. announced cash purchase of New York-based Titus Productions, headed by Herbert Brodtkin and Robert Berger, who are to keep their respective posts as president and vice president of Titus, which is to operate as division of Taft Entertainment. Details of purchase were not disclosed.

**Boycott threat.** Entertainment industry executives and creative people are considering proposal by Committee to Ratify the Equal Rights Amendment to institute production boycott of states that have not ratified proposed constitutional amendment. Group headed by director Robert Ellis Miller has been formed to consider move, which would focus on four states with substantial TV/film production: Florida, Georgia, Illinois and North Carolina. Deadline for ERA passage is June 30, 1982.

**Back again.** NBC-TV has set Oct. 3 as season premiere date for its *Saturday Night Live* comedy series. Program will return with Dick Ebersol as producer and repertory company that includes most of cast appearing on first show produced by Ebersol last April 11. New producer was not able to produce any subsequent shows due to writers' strike.

**Under contract.** Producer/director/writer Adrian Malone (*Cosmos, Ascent of Man, Age of Uncertainty*) has new deal with T.A.T. Communications. Under development is multipart series on American Indian with Marlon Brando... Joseph Sargent (upcoming *Manions of America, Genesis*) signed three-year exclusive contract with Metromedia Producers Corp. for production, directing and development... Lou Reda, packaging agent, manager and producer, has development and production contract with Columbia Pictures Television. First Reda project with CPT is *The Blue and the Gray*, eight-hour Civil War mini-series for CBS; it's in association with Larry White Productions... CPT also has signed exclusive development/writing/production deal with David Ketchum and Tony DiMarco (*Happy Days, Laverne & Shirley*).

## Fox studios to change location in Los Angeles

**Because land on which studio now sits is 'awfully valuable,' Davis says he plans to move facilities in about two years**

The new owner of 20th Century-Fox Film Corp., Marvin Davis, believes the 63 acres of prime real estate the firm occupies in the Century City district of Los Angeles "is awfully valuable to have a studio sitting on it" and intends to move Fox's sound stages and production facilities "in about two years." Davis told the *Los Angeles Times* in an interview the company plans to build a new 750,000-square-foot corporate headquarters at Fox's current location on Pico Boulevard. The firm is one of several studios that have inquired about property at the Santa Monica Airport, just west of the Century City site. The city of Santa Monica is planning to clear at least 85 acres at the airport for development.

Davis also revealed that Aetna Life & Casualty Co. has agreed in principle to become a 50% partner in developing non-theatrical assets of Fox, including its land holdings, but has not consummated the arrangement.

The newspaper identified previously unknown partners in Davis's \$700-million takeover of Fox last month. Silent partners in the deal are Marc Rich, an oil trader and financier, and Pincus Green and Alex Hackel, principals in Rich's oil trading company based in the Netherlands Antilles. If an agreement is reached, Aetna is expected to help pay back a \$550-million line of credit obtained by Davis and Richco, a subsidiary of Marc Rich & Co.

It was also announced that Arthur E. Modell, a former TV producer and owner of the Cleveland Browns football team, has become the fifth member of the new Fox board of directors.

Davis also told the *Times* that his studio has entered an agreement with Home Box Office, the nation's largest pay cable TV network, to co-produce 20 motion pictures that will be shown first on pay TV. The average budget for the original productions, the first ever by a major studio for pay TV, will be about \$4 million each.

## AETN seeks ad dollars for educational shows

**New network, with cable systems and broadcast stations lined up, will carry continuing education programming for professionals**

*Rifleman* Chuck Connors will be back on network television this fall—the American Educational Television Network to be ex-

act. The Irving, Calif.-based company was in New York last week, making a pitch to the advertising community for the underwriting of a combination broadcast/cable network it has lined up to carry continuing-education video programming aimed at "professionals" of various stripes. Connors, for example, will narrate a series for police officers that is being produced in cooperation with the International Association of Chiefs of Police.

AETN's current president, Claire Thain, last week counted 200 systems with 2 million subscribers as having signed with AETN, including Times Mirror, ATC, TCI, Storer, Cox and Metrovision. Time on broadcast stations in 40 of the top 50 markets also has been lined up, according to Thain. Since May the network has been beaming three hours of material seven days a week via Satcom 1, but Thain called that "filler," with the real educational programming of the network to be kicked off by the six-part Connors series premiering on Sept. 26. It's entitled *Continuing Law Enforcement Education and Training*, and will air on Saturday mornings.

Other series scheduled for AETN this year will be directed to accountants, dentists, insurance professionals and public administrators.

Thain told advertisers last week that there are "30 million professionals who require continuing education for recertification or to keep abreast of ever-changing developments in their profession." And

AETN, according to Thain, is offering the advertisers a chance to reach that "premium, professional audience with a tailored direct-sales message while that audience is in a learning mode." As with the law enforcement program, the series are to be produced in conjunction with appropriate professional organizations or educational institutions.

Negotiations are under way with eight sponsors, said Thain. He anticipates \$2 million in annual billings for the network, coming off 10 series.

## Feature films no bonanza for Lorimar

**SEC filing by production company intending to go public reports unsuccessful films have hurt its profitability; production budget is expected to be reduced**

Lorimar Productions, one of Hollywood's most successful producers of prime-time television programming, last week revealed its achievements in feature film production have not been as rewarding as it expected.

In a filing with the Securities and Exchange Commission as part of its move to go public (BROADCASTING, Aug. 3), Lorimar acknowledged that "to date, the

... 82° under sunny skies at 2:05. And now

turning to the Radio Advertising News, a November 1980 Harvey Research, Personal Interview Study reveals that 81% of agency and advertiser executives use SRDS Spot Radio Rates and Data when selecting individual radio stations for national and regional advertising campaigns. With that kind of timely use, it makes sense to this reporter for radio stations to advertise in SRDS Spot Radio Rates and Data today. *Harvey Study copies available from your SRDS representative.*

**STANDARD RATE & DATA SERVICE, INC.**  
5201 Old Orchard Road/Skokie, IL 60077  
(312) 470-3100

Advertise in SRDS—  
**SRDS** the media's medium



company's feature film activities have had the effect of reducing the company's overall profitability." The preliminary prospectus states that most of Lorimar's theatrical releases "have produced revenues which have fallen short of the company's expectations."

The company has invested about \$98 million in features since it entered the field in 1977. Lorimar has reportedly written off about 10% of that investment, but expects to recover a significant amount of unamortized costs from future film releases and sales to new pay TV and home video markets.

"The company has recently reduced significantly its feature film production while it reviews the economics of such operations," according to the prospectus. Lorimar's budget for feature production is expected to shrink from \$50 million for fiscal 1980 to \$28 million in 1981 and only \$11 million in 1982. The executive post for feature film production has remained unfilled since earlier this summer.

For the first nine months of fiscal 1981, Lorimar reported a profit of \$6 million on revenues of \$98.6 million. This is down only slightly from the whole fiscal year ending July 26, 1980, when the company reported a \$6.9 million profit on \$99.1 million in income. (Although the company's fiscal 1981 ended with the end of July, fourth-quarter results were not ready for the SEC filing.)

Most of Lorimar's profits are believed to

be derived from such successful television series as *The Waltons*, *Dallas*, *Knots Landing* and *Eight Is Enough*. Lee Rich, the Lorimar president who with his wife owns 50% of the company's 4 million common shares, is generally regarded in Hollywood as one of the best appraisers of the television program marketplace.

The prospectus discloses that the cost of Lorimar's 16 features has ranged from \$1 million to \$17 million. One of five films scheduled for release during the next year is currently running \$4 million over budget. Overall, Lorimar successes such as "Being There" (which earned an Oscar for the late Melvyn Douglas) have been outweighed by failures, including "Avalanche Express," "Carny" and "Twilight's Last Gleaming." In contrast, 15 out of 19 pilots produced by the company have become prime-time TV series.

The prospectus lists Merv Adelson, Lorimar's chairman, and his former wife as owning one-third of Lorimar's common stock. Irwin Molasky, a vice president, retains another 16.66% of the shares. The prospectus indicates that each of the three executives will receive \$650,000 in salary during fiscal 1982.

Under terms of its first public offering, Lorimar plans to sell 30,000 "units," each of which will be composed of \$1,000 face amount of 10-year sinking fund notes, 20 shares of common stock, and 20 10-year warrants to buy shares. Offering will be used to repay debt. According to published

reports, Lorimar has borrowed about \$100 million at up to two points above prime interest rates in order to finance its feature film productions. It is also reported that the company has recently set up a \$125 million line of credit, to be applied to unspecified projects.

## Ratings Roundup

Even with five specials covering the wedding of Britain's Prince Charles and Lady Diana Spencer, prime-time ratings for the week ended Aug. 2 were as lackluster as usual for midsummer.

CBS-TV took its typical first place, with a 14.5 rating and 28 share. ABC-TV was second with a 13.6/26. And NBC-TV trailed with a 12.2/23.

Of the week's 63 programs, 11 were originals including the royal wedding news specials. ABC's *20/20* newsmagazine topped the first-run list with an 18.9/35 (the second-highest rating of the week overall, after a repeat of CBS's *The Jeffersons* [19.7/33]).

None of the wedding specials made it to the top 10. ABC's *Royal Wedding Preview* scored the best among them, with a 13th place 17.5/32 (BROADCASTING, Aug. 3). NBC's preview earned a 28th place with a 14.0/26.

On Wednesday, the wedding day, all three networks had specials in prime time—but at different hours. CBS, at 8 p.m., earned a 16.5/30 (17th place). ABC at 9 p.m. came up with a 12.7/22 (40th). NBC at 10 p.m. scored a 14.7/24 (24th).

Of the remaining five originals, all performed poorly. NBC had four of them: A *California Gold Rush* movie (11.1/21), *Disney's Follow Me Boys* (10.4/23), a *Pals* special (9.2/20) and a *Robert Klein* special (7.7/16). CBS's *Walter Cronkite's Universe* also was a low scorer with a 10.1/19.

During the week, CBS won Monday, Wednesday, Saturday and Sunday. ABC took Tuesday, Thursday and Friday. NBC was left without a winning night.

## The first 20

1.	<i>The Jeffersons</i>	CBS	19.7/33
2.	<i>20/20</i>	ABC	18.9/35
3.	<i>Hart to Hart</i>	ABC	18.7/35
4.	<i>60 Minutes</i>	CBS	18.6/41
5.	<i>Three's Company</i>	ABC	18.4/32
6.	<i>Trapper John, M.D.</i>	CBS	18.3/33
7.	<i>Facts of Life</i>	NBC	18.3/31
8.	<i>M*A*S*H</i>	CBS	18.2/32
9.	<i>It's A Living</i>	ABC	18.2/31
10.	<i>Different Strokes</i>	NBC	18.0/31
11.	<i>Alice</i>	CBS	17.9/31
12.	<i>Lou Grant</i>	CBS	17.7/32
13.	<i>Royal Wedding</i> (special)	ABC	17.5/32
14.	<i>House Calls</i>	CBS	17.0/29
15.	<i>St. Ives</i> (movie)	NBC	16.8/30
16.	<i>Taxi</i>	ABC	16.8/30
17.	<i>Royal Wedding</i> (special)	CBS	16.5/30
18.	<i>Champions: A Love Story</i> (movie)	CBS	16.3/28
19.	<i>Dukes of Hazzard</i>	CBS	16.0/33
20.	<i>CHiPs</i>	NBC	15.5/30

## The Final Five

59.	<i>Eight is Enough</i>	ABC	8.4/20
60.	<i>BJ and the Bear</i>	NBC	7.9/17
61.	<i>Games People Play</i>	NBC	7.7/17
62.	<i>Robert Klein</i> (special)	NBC	7.7/16
63.	<i>Those Amazing Animals</i>	ABC	6.1/13

## Services

**DOWNTOWN COPY CENTER**  
FCC Commercial Contractor  
AM-FM-TV & NRBA lists—tariff updates—search services—mailing lists, C.B., Amateur, etc.  
1114 21st St., N.W.  
Wash., D.C. 20037 202 452-1422

**dataworld inc**  
AM • FM • TV  
Translators/Low Power TV  
Allocation Studies/Directories  
1302 18th St., N.W., Suite 502  
Washington, D.C. 20036  
(202) 296-4790

**SOUTHERN BROADCAST SERVICES**  
COMPLETE TURNKEY SYSTEMS  
STUDIOS, TRANSMITTERS,  
TOWERS, ANTENNAS  
Full Rigging & Erection Services  
Custom Electronics Design & Installation  
PO. Box 740, Alabaster, Al. 35007  
(205) 663-3709

**CAMBRIDGE CRYSTALS  
PRECISION FREQUENCY  
MEASURING SERVICE**  
SPECIALISTS FOR AM-FM-TV  
445 Concord Ave.  
Cambridge, Mass 02138  
Phone (617) 876-2810

**AERONAUTICAL CONSULTANTS**  
Tower Location/Height Studies  
FAA Negotiations  
**JOHN CHEVALIER, JR.**  
**AVIATION SYSTEMS  
ASSOCIATES, INC.**  
1650 So Pacific Coast Hwy  
Redondo Beach, CA 90277  
(213) 378-2281

**SWAGER TOWER CORPORATION**  
AM/FM/TV/CATV/MICROWAVE  
Specialize in Turnkey  
Installations Worldwide  
30 Yrs Family Owned & Operated  
PO. Box 656  
Fremont, IN 46737  
219-495-5165 or  
Tlx 23-2666/Swager Frmn

**Svstem • Softwear**  
for  
**TRS 80—Mod II**  
Logs—Billings—Accounts Receivables  
plus much more  
**RADIO COMPUTERIZED  
PROGRAM SYSTEM**  
PO. Box 1277, Tacoma, WA. 98401  
Phone: 206—927-1360

# Professional Cards

**ATLANTIC RESEARCH CORP.**  
**Jansky & Bailey**  
 Telecommunications Consulting  
 Member AFCEE  
 5390 Cherokee Avenue  
 Alexandria, Virginia 22314  
 (703) 642-4164

**EDWARD F. LORENTZ & ASSOCIATES**  
 Edward F. Lorentz, P.E.  
 Charles I. Gallagher, P.E.  
 1334 G St. N.W., Suite 500  
 Washington, D.C. 20005  
 (202) 347-1319  
 Member AFCEE

**A.D. RING & ASSOCIATES**  
**CONSULTING RADIO ENGINEERS**  
 Suite 500  
 1140 Nineteenth St., N.W.  
 Washington, D.C. 20036  
 (202) 223-6700  
 Member AFCEE

**COHEN and DIPPELL, P.C.**  
 CONSULTING ENGINEERS  
 1015 15th St., N.W., Suite 703  
 (202) 783-0111  
 Washington, D.C. 20005  
 Member AFCEE

**CARL T. JONES ASSOCS.**  
 (Formerly Gautney & Jones)  
**CONSULTING ENGINEERS**  
 7901 Yarnwood Court  
 Springfield, VA 22153  
 (703) 569-7704  
 AFCEE

**LOHNES & CULVER**  
 Consulting Engineers  
 1156 15th St., N.W., Suite 606  
 Washington, D.C. 20005  
 (202) 296-2722  
 Member AFCEE

**A. EARL CULLUM, JR.**  
**CONSULTING ENGINEERS**  
**INWOOD POST OFFICE**  
**BOX 7004**  
**DALLAS, TEXAS 75209**  
 (214) 631-8360  
 Member AFCEE

**SILLIMAN AND SILLIMAN**  
 8701 Georgia Ave. #805  
 Silver Spring, MD 20910  
 ROBERT M. SILLIMAN, P.E.  
 (301) 589-8288  
 THOMAS B. SILLIMAN, P.E.  
 (812) 853-9754  
 Member AFCEE

**Moffet, Ritch & Larson, P.C.**  
 (Formerly Silliman, Moffet & Kowalski P.C.)  
**CONSULTING ENGINEERS**  
 1925 North Lynn Street  
 Arlington, VA 22209  
 (703) 841-0500  
 Member AFCEE

**STEEL, ANDRUS & ASSOCIATES**  
 David L. Steel, Sr., P.E.  
 P.O. Box 230, Queenstown, Md.  
 (301) 827-8725 21658  
 Alvin H. Andrus, P.E.  
 351 Scott Dr., Silver Spring, Md.  
 (301) 384-5374 20904  
 Member AFCEE

**HAMMETT & EDISON, INC.**  
**CONSULTING ENGINEERS**  
 Radio & Television  
 Box 68, International Airport  
 San Francisco, California 94128  
 (415) 342-5208  
 Member AFCEE

**JOHN B. HEFFELFINGER**  
 9233 Ward Parkway, Suite 285  
 816-444-7010  
 Kansas City, Missouri 64114

**JULES COHEN & ASSOCIATES**  
 Suite 400  
 1730 M St. N.W.  
 Washington, D.C. 20036  
 (202) 659-3707  
 Member AFCEE

**CARL E. SMITH**  
**CONSULTING ENGINEERS**  
 AM-FM-TV Engineering Consultants  
 Complete Tower and Rigging Services  
 8500 Snowville Road  
 Cleveland, Ohio 44141  
 216/526-9040

**VIR JAMES**  
**CONSULTING RADIO ENGINEERS**  
 Applications and Field Engineering  
 Computerized Frequency Surveys  
 4940 E. 39th Ave.—80207  
 (303) 393-0468  
**DENVER, COLORADO**  
 Member AFCEE & NAB

**E. Harold Munn, Jr., & Associates, Inc.**  
 Broadcast Engineering Consultants  
 Box 220  
 Coldwater, Michigan 49036  
 Phone: 517-278-7339

**ROSNER TELEVISION SYSTEMS**  
**CONSULTING & ENGINEERING**  
 250 West 57 Street  
 New York, N.Y. 10107  
 (212) 246-2850

**JOHN H. MULLANEY**  
 Consulting Radio Engineers, Inc.  
 9616 Pinkney Court  
 Potomac, Maryland 20854  
 301-299-3900  
 Member AFCEE

**HATFIELD & DAWSON**  
 Consulting Engineers  
 Broadcast and Communications  
 4226 6th Ave., N.W.,  
 Seattle, Washington, 98107  
 (206) 783-9151  
 Member AFCEE

**MIDWEST ENGINEERING ASSOCIATES**  
 Consulting Engineers  
 150 Wesley Rd.  
 Creve Coeur, IL 61611  
 (309) 698-3160  
 Member AFCEE

**MATTHEW J. VLISSIDES, P.E.**  
 STRUCTURAL CONSULTANT  
 TOWERS, ANTENNAS, STRUCTURES  
 Studies, Analysis, Design Modifications,  
 Inspections, Supervision of Erection  
 7601 BURFORD DRIVE McLEAN, VA 22102  
 Tel (703) 356-9504  
 Member AFCEE

**C. P. CROSSNO & ASSOCIATES**  
 CONSULTING ENGINEERS  
 P. O. BOX 18312  
 DALLAS, TEXAS 75218  
 Computer Aided, Design & Allocation Studies  
 Field Engineering,  
 (214) 669-0294  
 Member AFCEE

**RADIO ENGINEERING CO.**  
 Box 4399 RR 1, Santa Ynez, CA 93460  
**CONSULTANTS**  
 ALLOCATIONS, INSTALLATIONS, FIELD  
 ANTENNA & TYPE ACCEPTANCE MEASUREMENTS  
 NORWOOD J. PATTERSON  
 (805) 688-2333  
 Serving Broadcasters over 35 years

**JOHN FX. BROWNE & ASSOCIATES, INC.**  
**CONSULTING ENGINEERS**  
 1901 Pennsylvania Ave., NW  
 Washington, D.C. 20006  
 525 Woodward Avenue  
 Bloomfield Hills, MI 48013  
 Tel (313) 642-6226 (202) 293-2020  
 Member AFCEE

**WILLIAM B. CARR & ASSOCIATES, INC.**  
 DALLAS/FORT WORTH  
 WILLIAM B. CARR, P.E.  
 1805 Hardgrove Lane,  
 Burleson, Texas 76028, 817/295-1181  
 MEMBER AFCEE

Consulting Electrical Engineer to Education and Industry specializing in instructional and broadcast television, cable distribution, sound reinforcement, to meet short and long range needs of engineering and the objectives of management.  
**POHNS ENGINEERING**  
 301 South Allen St.—Suite 301  
 State College, PA 16801 814/234-9090  
 Member AFCEE

**D.C. WILLIAMS & ASSOCIATES, INC.**  
 BROADCAST AND COMMUNICATIONS  
 Computer Assisted Directional Array and Feeder System Design, Analysis, and Bandwidth Optimization  
 Applications—Field Engineering  
 10517 CATAWBA WAY  
 RANCHO CORDOVA, CALIFORNIA 95670  
 (916) 366-7668

**R.L. HOOVER**  
 Consulting Telecommunications Engineer  
 11704 Seven Locks Road  
 Potomac, Maryland 20854  
 301-983-0054  
 Member AFCEE

**SADACCA, STANLEY & ASSOCIATES**  
 AM FM TV  
 P.O. Drawer LT,  
 Crestline, CA 92325  
 (714) 338-5983

**SHERMAN & BEVERAGE ASSOCIATES, INC.**  
 Broadcast/Communications Consultants  
 Box 181, R.D. #2  
 Medford, N.J. 08055  
 (609) 983-7070

**BROMO COMMUNICATIONS**  
 Consulting Radio-TV Engineers  
 P.O. Box M, St Simons Isl.,  
 GA 31522 (912) 638-5808  
 Computer designed applications—Field Engineering  
 —Frequency Measuring Service—

**MEYER GOTTESMAN**  
**BROADCAST ENGINEER**  
 LOW POWER T.V. APPLICATIONS  
 Mailing Address: 1803 Oak Street  
 NAPA, CALIFORNIA 94558  
 TELEPHONE (707) 253-2220 Anytime!

**LAWRENCE L. MORTON, E.E.**  
 AND ASSOCIATES  
 CONSULTING TELECOMMUNICATIONS ENGINEERS  
 LOW-POWER TV, AM, FM, TV APPLICATIONS,  
 FIELD ENGINEERING, COMPUTERIZED CHANNEL SEARCHES.  
 1747 SOUTH DOUGLASS ROAD, SUITE D  
 ANAHEIM, CALIFORNIA 92806  
 (714) 634-1662

**DON'T BE A STRANGER**  
 To Broadcasting's 157,000\* Readers Display your Professional or Service Card here. It will be seen by the decision-making station owners and managers, chief engineers and technicians, applicants for AM, FM, TV and buyers of broadcasting services.  
 \*1977 Readership Survey showing 4.4 readers per copy

**contact**  
**BROADCASTING MAGAZINE**  
 1735 DeSales St. N.W.,  
 Washington, D. C. 20036  
 for availabilities  
 Phone: (202) 638-1022

**LECHMAN, COLLIGAN & ASSOCIATES**  
 Telecommunications Consultants  
 Empire Building  
 2033 M Street, N.W., Suite 205  
 Washington, D.C., 20036  
 (202) 775-0057

# Books for Broadcasters

**T400 THE LIGHTER SIDE OF BROADCASTING.** A collection of Sid Hix Cartoons. Only a few of us have been around BROADCASTING Magazine longer than Sid Hix was. The editor was in at the founding on Oct. 14, 1931. Hix's first work appeared on Aug. 1, 1937. Despite our best efforts to straighten him out, Hix persisted in the belief that broadcasting was a laughing matter. This collection just may prove him right. It begins with his first submission and proceeds in chronological order through 1971. **\$6.00**

**T411 COMMERCIAL FCC LICENSE HANDBOOK** by Harvey F. Swearer. A unique study guide and reference manual, combining theory and applications with up-to-date questions and answers for 1st, 2nd and 3rd Class Radiotelephone license exams plus broadcast and radar endorsements. Complete detailed answers to questions on virtually any subject you may be asked when you take your exam, plus sample questions on each element (with answers in the back of the book). Also for practical reference in your profession. 444 pages. 150 illustrations. **\$9.95**

**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. **\$34.95**

**T420 HOW TO PREPARE A PRODUCTION BUDGET FOR FILM & VIDEO TAPE** by Sylvia Allen Costa. A complete guide to determining finances for any video tape or film production, from TV commercials to feature-length films. Jammed with facts covering every aspect of estimating costs. Tells how to estimate every cost associated with any size production, including the production location, cameras and accessories, sound equipment, light gear, raw film stock or video and sound recording tape, lab developing, printing and processing fees, personnel—(creative, technical, and talent), scenic elements, location expenses, surveys of remote shooting locations, film and tape editing,

optical effects and animation, plus a host of miscellaneous expenses such as writer fees, animals, special effects requirements, and insurance. Also included are typical rate listings and eight sample budgets, representing TV commercials, documentaries, and feature-length films. 192 pages. **\$12.95**

**T434 RADIO PRODUCTION TECHNIQUES** by Jay Hoffer. Here's an all-around book for everyone in radio—performers, producers and directors, and sales and engineering personnel. Covers every phase of radio production from announcements to the overall station "sound"—in fact, every creative aspect of today's radio... with special emphasis on sales. Tells how to produce results for an advertiser, and how to develop production expertise, and how to use the elements of pacing and timing in every production. Covers record screening, jingle use, news, on-air promotion, public service, contests, public affairs, remotes, talk and farm shows, etc. Practical data on sales includes idea development, writing, and how to create more effective commercials. 240 pages, illustrated. **\$16.95**

**T456 JOURNALIST'S NOTEBOOK OF LIVE RADIO-TV NEWS,** by Phillip Keirstead, network news producer, adjunct prof., Fordham Univ. Written to provide broadcast journalists with a solid understanding of journalism concepts and techniques. Covers the techniques of gathering, processing, writing, and broadcasting live news, using the latest electronic equipment. Contains special sections on laws relating to journalism, documentaries, and editorials. 252 pp., 29 ill. **\$12.95.**

**T462 CATV PROGRAM ORIGINATION AND PRODUCTION** by Donald Schiller. For anyone currently operating or interested in starting a CATV system. This book explains how to produce effective audience-building programming and how to show an operating profit. Topics include developing and scheduling CATV shows, conducting market surveys, and how to meet FCC requirements. There's also a full chapter on how to manage a CATV programming department. Learn how to assess the most pertinent types of shows needed to attract a given audience. Both veteran cablecasters and those new to the field can benefit from the wide range of topics covered in this handy volume. 252 pages, 73 illus. **\$14.95**

**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. **\$14.95**

**T470 CABLECASTING PRODUCTION HANDBOOK** by Joel Efrein. This guidebook is intended to serve as an introduction to cablecasting production for the novice, as well as a working handbook for those already in the field. A comprehensive study covering all aspects of cable production including program format and scheduling, promotion and sales organization, program buying, program and production flow, station maintenance and FCC regulations. Also included are eleven informative appendices supplying technical specifications and performance standards for video equipment, sample program schedules, suggested telephone and mail questionnaires and much more. An indispensable aid to CATV planners, directors and producers. 210 pages, 44 illus. **\$12.95**

SEND ORDER WITH PAYMENT TO:

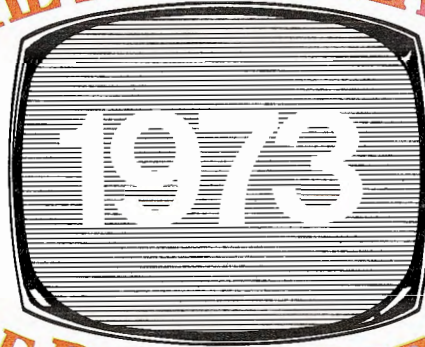
**BROADCASTING BOOK DIVISION**

1735 DeSales Street, N.W.

Washington, D.C. 20036



# THE FIRST 50 YEARS



## OF BROADCASTING

**B**roadcast journalism was subjected to increasing stress in the tumultuous year of 1973, as Watergate developed from a "third-rate burglary" into a major political scandal. By May Richard Nixon's principal aides, H.R. Haldeman and John D. Ehrlichman, had resigned, both claiming to be victims of news coverage.

The Haldeman and Ehrlichman departures for the moment relieved the strain of Watergate. Nixon, attempting to defuse the continuing investigations, made a nationally broadcast address accepting responsibility for the attempted concealment of the break-in at Democratic headquarters and of subsequent events and gave credit to a "vigorous, free press" as one of the institutions and individuals that had brought the matters to light. Afterward Nixon stopped at the White House press room to say: "Ladies and gentlemen of the press, we have had our differences in the past, and I hope you give me hell every time you think I'm wrong. I hope I'm worthy of your trust."

"It was a new Nixon who called on the working journalists in the White House press room last Monday night to solicit their understanding," BROADCASTING editorialized. "If the new Nixon lasts, the tone of White House press relations could be significantly changed."

The new Nixon lasted until it became evident that Watergate was unfinished business. On May 17 hearings were begun by a Senate Select Committee headed by Chairman Sam Ervin (D-N.C.). All three commercial television networks began carrying the hearings live, gavel to gavel. The National Public Affairs Center for Television taped the hearings for prime-time broadcast on the Public Broadcasting Service.

In June the three commercial networks fashioned a rotation plan of coverage, with one network responsible for each day's full coverage and the others free to broadcast regularly scheduled shows. The system substantially reduced network losses and gave viewers the option of watching Watergate or two out of three regular network services.

After the first round of hearings ended, on Aug. 7, it was calculated that the commercial networks had carried a total of 319 hours, 20 minutes and 20 seconds of hearing coverage at a loss of profit estimated between \$7 million and \$10 million. NPACT's costs of taping for PBS were put at \$340,000-\$360,-



*The pattern of White House involvement in Watergate began to emerge after five of the seven defendants in the break-in pleaded guilty and the other two were convicted in January. Subsequent charges of White House obstruction of justice in the case led to the resignations of Nixon aides H. R. Haldeman, John D. Ehrlichman and John W. Dean and Attorney General Richard Kleindienst on April 30. All this was prelude to the Senate Watergate hearings that started in May. Elsewhere, signs of peace appeared in Southeast Asia and America terminated the military draft in January. Spiro T. Agnew entered a plea of no contest to charges of tax evasion and on Oct. 12 resigned the Vice Presidency. Gerald R. Ford, Agnew's successor, was sworn in Dec. 6. And in BROADCASTING ...*

000, but the noncommercial system scored a net gain. Public subscriptions exceeding \$1 million flowed into noncommercial stations in gratitude for their prime-time presentations.

In the second round of hearings, beginning in October, CBS voted for the continuation of rotational coverage, but ABC and NBC decided to go it alone and carry such coverage as news values indicated at the time.

Nixon, in an August news conference, his first after the televised Watergate hearings, displayed his old resentment toward the press. When CBS's Dan Rather prefaced a question by saying: "With due respect for your office," Nixon interjected: "That would be unusual." Labeling the Watergate coverage a

"constant barrage, 12 to 15 minutes each night on each of the three major networks," Nixon remarked that "it tends to raise some questions in the people's minds with regard to the President. And it may raise some questions with regard to the capacity to govern."

Relations between the Nixon administration and the press in general, and with broadcast journalists in particular, grew increasingly bitter.

From Nixon's point of view, the news was all bad. In October Vice President Spiro Agnew resigned after pleading no contest to a charge of evading income tax on kickbacks when governor of Maryland. Agnew's disgrace was followed by Nixon's firing of Watergate special prosecutor, Archibald Cox, who had demonstrated an unwanted independence in his investigation. At a televised news conference in late October President Nixon stated: "I have never heard or seen such outrageous, vicious, distorted reporting in 27 years of public life." When CBS's Robert Pierpoint asked Nixon what exactly about the television coverage of events had so aroused his anger, the President responded: "Don't get the impression that you arouse my anger ... You see, one can only be angry with those he respects."

BROADCASTING noted: "Both sides suffered losses in the epic confrontation between Richard M. Nixon and the press on Oct. 26. The President lost the composure that he professes to value so highly—and with it at least some of the respect he would otherwise have merited for skillful disquisitions on other subjects. The press lost its professional detachment and with it some of the prestige it has gained in exposing the Watergate scandals ... To counter administration attacks, both

open and behind the scenes, journalists and journalism will prevail only by responsible performance of their duties."

Presidential aide Patrick Buchanan called for legislation to "break the networks' dominance over the flow of ideas and information." The National News Council announced that it would conduct an objective study to determine the validity of the President's charges.

Despite Nixon's assault on broadcast journalists, a national public opinion poll conducted by Opinion Research Inc. of Princeton, N.J., found that a majority of people disagreed with the President's characterizations of network news as "outrageous, vicious, distorted."

The networks answered back. In separate filings in federal court, ABC, CBS and NBC asserted that the Justice Department's pending antitrust suit, filed in 1972, was an attempt at intimidation by

the Nixon administration. CBS argued that Justice agents had maintained "an unlawful plan to use the power and machinery of the federal government to restrain, intimidate and inhibit criticism" and that the antitrust suit "was commenced in furtherance of that unlawful plan." NBC said the antitrust suit was instituted to "inhibit, infringe, limit and prevent the networks' First Amendment privileges." ABC asserted the suit represented "impermissible use of law-enforcement power."

The networks also read intimidation into a license-renewal bill proposed by Nixon's Office of Telecommunications Policy. The bill, which in most provisions appealed to broadcasters, contained a requirement that licensees meet a standard of fairness in the presentation of news. That requirement was interpreted as a device to create affiliate restraints on network news departments.

When Clay T. Whitehead, OTP director, testified before the House Communications Subcommittee in behalf of the administration's bill, *BROADCASTING* editorialized: "Nobody asked him the right question. Why does an administration that until now has professed abhor-

Two veteran broadcasters were honored at the NAB's annual convention in Washington in 1973. Left photo: Ward Quaal, (r.), president of WGN Continental Broadcasting Co., accepted the association's Distinguished Service Award from NAB President Vincent T. Wasilewski. Lower photo: After receiving the NAB's Engineering Award, A. James Ebel (r.), president of Fetzer Broadcasting Co.'s subsidiary western group, accepted the congratulations of John E. Fetzer (l.), chairman, and Carl E. Lee, vice chairman and president of the parent company.

*Broadcasting, March 2*



rence of the fairness doctrine insist that a 'fairness obligation' be included among the criteria for renewal? The answer must be that the White House sees a fairness criterion as the mechanism the FCC can use to make affiliates exercise the 'responsibilities' Mr. Whitehead spoke of in the clearance, rejection or countering of network news."

Various forms of license-renewal legislation were under consideration in both House and Senate, to overcome the precedent that had been set in the FCC's award of the Boston channel 5 television license held by WHDH-TV to a rival applicant in 1969. The FCC proposed that "a substantial past record should be the key to renewal." FCC Chairman Dean Burch proposed that the FCC use percentage guidelines to judge programing performance. Licensees meeting FCC quotas on news, public affairs and other program types would have reasonable assurance of renewal: "The public interest requires some degree of certainty and predictability in the outcome of renewal proceedings and some measure of consistency in the applicable criteria," Burch said. "This argues for *some* formula or standard of guidance by which licensees' performance may be gauged."

In 1973, the cable industry looking to pay cable for possible expansion hoped for relaxation of FCC restraints. The National Association of Broadcasters opposed pay cable as it had opposed on-air pay TV. During FCC hearings in November to decide whether to liberalize the pay cable rules, particularly the antisiphoning programing restriction, NAB President Vincent Wasilewski commented: "If cable interests don't intend to siphon, why are they so intent upon removing present anti-siphoning rules?" NCTA President David Foster retorted: "The real issue before the commission is whether an innovative and vital communication service is going to be strangled aborning to appease the apostles of the status quo or whether the creative forces of the marketplace are going to be given free reign."

Jack Valenti, president of the Motion Picture Association of America, was then on cable's side. He appeared before the FCC in the company of Hollywood stars to testify that "family choice cable" would provide the additional box office that the motion picture industry needed to pull out of an economic slump. The National Association of Theater Owners complained, however, that a pay-cable industry would thrive at the expense of motion picture theaters.

The FCC was also having second thoughts about its prime-time access rule for television network affiliates. FCC Chairman Burch told the Hollywood Radio and Television Society that the rule was largely a failure. "It has not given much impetus to genuine first-run syndication, has not given a shot in the arm to domestic production ... and has not had the byproduct of increasing program diver-

sity." A study by Warner Brothers Television, MCA Inc., Screen Gems and Paramount Pictures Corp., supported Burch's contention. That study found that 98% of all syndicated programing shown in access periods was filled with programing that existed prior to the implementation of the rule; that the number of program sources filling access time period had declined by 20% within the past two years; that there had been a dramatic shift of emphasis in program subject matter away from dramatic and comedy series and toward less costly programs, with game shows taking up 48.6% of total access time; and the percentage of foreign-produced series in the access time period increased from 0.1% to 20%.

In December the FCC announced a compromise on the prime-time access rule. The commission proposed to reduce prime-time access to a half hour—7:30 to 8 p.m. in Eastern and Pacific time zones and 6:30 to 7 p.m. in the central and mountain zones, Monday through Saturday—and to eliminate the access rule completely on Sunday. The new rule would also allow stations to fill one access half hour each week with network or off-network "children's specials, documentaries, or public-affairs programing."

The networks and broadcasters generally favored the new rules, but the National Association of Independent Television Producers and Distributors opposed the changes, claiming that the new rules would restrict their opportunities: "The NAITPD believes that these . . . modifications, plus the weekly pre-emptive right for special programs granted to the networks, will serve to jeopardize the business operations of independent producers and distributors and will discourage the development of new program production for prime-time access periods." NAITPD asserted that the new changes would have "a slow-death debilitating effect on the whole concept" of prime-time access.

Children's programing in television was in the 1973 news. At the conclusion of a three-year study of children's fare, the FCC in January received a plethora of suggestions, including one from Action for Children's Television for a ban on all commercials in children's TV. The Federal Trade Commission, after 15 days of public hearings, concluded that for children's TV, each television network on an experimental basis should set aside an hour of programing free of commercials each Saturday morning, thereby providing three hours of commercial-free viewing. The FTC said children, particularly those under 6, "have less capacity to discriminate, both perceptually and cognitively . . . between advertisement and program."

Sex-oriented radio programing caused problems at the FCC in 1973. "Topless radio," a sex-talk format, had been increasing in popularity. As employed by 50 to 60 stations, the format was based on phone calls, mostly from women. The *Bill Ballance Feminine Forum*, originating on KGBS(AM) Los Angeles and syndicated to



The furor about sex on radio had not yet fully erupted when talk host Bill Ballance (r.) appeared at a December 1972 programing conference. With him at one session was Bill Gavin, founder-director of the Los Angeles conference, and FCC Commissioner Charlotte Reid. Reid remarked that, while she didn't understand the value of such programs, she believed sex-talk shows were a matter of "licensee discretion."

Broadcasting, March 19

21 other stations, was the target of increasing criticism.

KGBS-AM-FM Manager Ray Stanfield denied that the show was responsible for starting topless radio: "We didn't pioneer dirty radio. Sex-talk shows have evolved from the *Ballance* show, to be sure. But we do not have a sex-talk show on this station. We have a talented, clever interviewer on the air, talking to callers about men-women relationships. Sex is an occasional byproduct, but when the subject turns sex-

ual, it is never handled in bad taste."

In April, the FCC fined Sonderling Broadcasting Corp.'s WGLD-FM Oak Park, Ill., \$2,000 for broadcasting a discussion of oral sexual acts in the program, *Femme Forum*. FCC Chairman Burch invited a court appeal to test the FCC's authority to repress the broadcast of "garbage." Burch lashed out at "the suggestive, coaxing, pear-shape tones of the smut-hustling host [who conducts conversations] on such elevating topics of urgent public concern as the number and frequency of orgasms . . . or the endless varieties of oral sex . . . or a baker's dozen of other turn-ons, turn-offs, turn-downs. . . ." Burch said radio required special vigilance by the FCC because of radio's "transcendental quality, its pervasiveness," as a medium available to anyone. "If electronic voyeurism," Burch said, "is what authors of the Communications Act had in mind, I'll eat my copy." Sonderling chose to pay the \$2,000 fine and avoid the court test. The topless radio fad gradually disappeared.

On the television side, KVVU-TV Las Vegas, under pressure from community groups and the FCC, abandoned its practice of showing X-rated films at 11 p.m. on Sundays. But station executives labeled the government intrusion as "the most blatant attempt ever to control program content."

While the FCC was making its influence felt in sex-oriented programing, the Supreme Court, in a much-heralded decision, seemed to equate broadcasting with the press in the application of constitutional rights.

The court's opinion came in two cases that had been combined. One involved the

**Whistle blown on sports.** Fast footwork by Congress in September 1973 blocked out arbitrary TV blackouts by four major sports—football, baseball, basketball and hockey. A statute, added to the Communications Act, specified that any game telecast under a league contract could not be blacked out if tickets available 120 hours before the contest were sold out 72 hours before game time. Originally, designed to be effective for three years through Dec. 31, 1975, the policy has been extended since that time by mutual agreement between sports owners and Congress. President Nixon signed the bill in 1973, two days before the National Football League opener on Sept. 16. Initially, NFL Commissioner Pete Rozelle locked horns with Senator John O. Pastore (D-R.I.), one of the principal architects of the sports legislation. Rozelle claimed the new law would encourage no-shows at the gate and damage professional sports, allegations that dwindled away with the passage of time.



Testimony at a Capitol Hill hearing on the proposed ban on little cigars didn't sway House members including Torbert MacDonald (D-Mass.) (left) chairman of the Communications Subcommittee, and Harley Staggers (D-W. Va.) (right), chairman of the parent Commerce Committee. In background is W. E. Williamson, longtime clerk of the committee.

Business Executives Move for Vietnam Peace (BEM), which had tried to buy time for antiwar messages on WTOP(AM) Washington, an all-news station. The other case involved the Democratic National Committee which, protesting a refusal by CBS to sell time for political messages, had petitioned the FCC to issue a declaratory ruling to preclude broadcasters from enforcing a general ban on the sale of time to "responsible entities" to present their views on public issues.

The Supreme Court ruled that broadcasters were not required to sell such time. Chief Justice Warren E. Burger, who wrote the court's opinion, commented: "For better or worse, editing is what editors are for, and editing is selection and choice of materials. That editors—newspapers or broadcast—can and do abuse this power is beyond doubt, but that is not reason to deny the discretion that Congress has provided." Burger felt that "regimenting broadcasters is too radical a therapy for the ailment" of inadequate public access by certain groups; "to agree that debate on public issues should be 'robust and wide open' does not mean that we should exchange 'public trustee' broadcasting, with all its limitations, for a system of self-appointed editorial commentators."

In February, the FCC issued new rules designed to control AM growth by channeling service into areas where it was most needed and at the same time ended the freeze on AM applications that had been imposed in July 1968. By the end of 1973, 4,395 AM stations were on the air along with 3,135 FM stations.

The TV networks' new fall season focused on drama, particularly police and courtroom variety, and comedy. The new shows included: *Kojak* (CBS), about a Manhattan detective, starring Telly Savalas; *Toma* (ABC), an undercover

police agent, starring Tony Musante and Susan Strasberg; *Shaft* (CBS), about a black private detective, starring Richard Roundtree; *Chase* (NBC), about Los Angeles undercover police agents, starring Mitchell Ryan; *Hawkins* (CBS), about a West Virginia criminal attorney, starring James Stewart, and *The New Adventures of Perry Mason*, an attempt to capitalize on the success of an earlier TV series based on the courtroom battles of Erle Stanley Gardner's fictional lawyer. This time Monte Markham was in the title role formerly played by Raymond Burr.

New comedy shows, all doomed, included: *Lotsa Luck* (NBC), about a clerk in a New York lost and found department, starring Dom DeLuise; *Bob and Carol and Ted and Alice* (ABC), about two couples, one progressive and one conservative in mores, and *Roll Out* (CBS), about a mostly black World War II Army trucking unit.

In October, Congress passed a bill extending the ban on TV and radio adver-

### Stay Tuned

1. The opposition of two broadcasting groups to the FCC's revised prime-time access rule was instrumental in producing change. Name them.
2. What network paid what record price for what movie?
3. What *Mary Tyler Moore Show* spinoff debuted?
4. What show debuted with a Mexican-American in a leading role?
5. Who was the FCC nominee who withdrew his nomination?

The answers next week  
in "1974."

tisements for cigarettes (in effect since Jan. 2, 1971) to include little cigars.

Late in 1973, another reshaping of the FCC began to take place with notice from Chairman Burch that he intended to leave the commission soon, with Commissioner H. Rex Lee's announcement that he would retire at year-end and with the departure of Commissioner Nicholas Johnson.

To succeed Johnson, President Nixon nominated James H. Quello, retired vice president-general manager of Capital Cities' WJR-AM-FM Detroit. Quello's appointment was opposed by Johnson and Ralph Nader, among others.

Johnson, one of the most controversial of FCC commissioners, made a parting shot as he left office. He accused the FCC in a *Yale Law Journal* article of acting "in a consistently unprincipled manner," maintaining an agenda that "is the product of industry pressures, staff idiosyncracies and political judgments," and of overlooking rule violations "so long as the public is the only victim." Johnson charged that the agency "lacks data, makes no independent analyses, relies heavily on information provided by interested parties, considers broad questions piecemeal, defers to industry interest, postpones difficult problems, hopes for compromises that the agency can ratify, and fails to anticipate major problems before they arise."

For their part, broadcasters were glad Johnson was leaving. BROADCASTING editorialized: "Nick Johnson is gone from the FCC but hardly forgotten. . . . When the Nixon administration assumed office, one of the early projects was to get rid of Nick Johnson. It was concluded that it would be difficult to act before his term expired, and that with his publicity-seeking proclivities Mr. Johnson would try to martyrize himself. . . . Having observed his operations during the seven years and five months he served, we cannot point to a constructive word or deed bearing his imprimatur. His philosophy was to hit the 'media barons,' meaning successful broadcasters, to get the headlines. He's still at it."

The changes in the composition of the FCC caused concerned citizen groups, commercial broadcasters and cable operators to speculate about the new year and its new implications for the industry. "In common with a good many other businesses," BROADCASTING predicted, "broadcasting is emerging from its best year, certainly in revenues and probably in profits, only to enter a new year of cold and dark uncertainties. . . . Prudent broadcasters will be looking for fat to trim from operations that have been under no urgent compulsion to keep expenses down. They will also be looking for ways to improve their programing, promotion and sales, as attractions for audiences and advertisers. Wise management will emerge from 1974 a little leaner perhaps but with equities intact."

As compiled by BROADCASTING July 27 through Aug. 1 and based on filings, authorizations and other FCC actions.

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

## New Stations

### AM applications

■ Florence, Ariz.—Soho Broadcasting seeks 1030 khz, 5 kw-D, 250 w-N. Address: Box 57100, Los Angeles, Calif. 90057. Estimated construction costs: \$67,600; first-year operating cost: \$31,700. Format: CW. Principals: Benita S. Soho (51%) and husband, Stanley (49%). They have bought, subject to FCC approval, KDAN(AM) South St. Paul, Minn.; KBWA(AM) Williams, Ariz.; and KRWT(AM)[CP] Winters, Tex. Filed July 20.

■ Baltimore—SRW Inc. seeks 1010 khz, 1 kw-D. Address: 305 West Chesapeake Avenue, Suite 113, Towson, Md. 21204. Estimated construction costs: \$309,000; first-quarter operating cost: \$380,000. Format: Contemporary. Principals are also applicant for new FM at Baltimore (see below). Filed July 23.

■ Elmwood Township, Mich.—Paragon Radio Network Inc. seeks 1400 khz, 1 kw-D, 250 w-N. Address: 1817 Washington Street, Two Rivers, Wis. 54241. Estimated construction costs: \$29,500; first-year operating cost: \$27,700. Principals: Thomas L. Stewart, Donald R. Flick, Thomas L. Stringer (20.5% each) and 14 others. They also own WRTR(AM)-WQTC(FM) Two Rivers, Wis. Filed June 18.

### FM applications

■ Perry, Fla.—Perry Broadcasting Co. seeks 105.5 mhz, 3 kw, HAAT: 273 ft. Address: Star Route 1, Box 1, Lecanto, Fla. 32661. Estimated construction costs: \$80,200; first-quarter operating cost: \$30,000; first-quarter revenue: \$30,000. Format: CW. Principals: Boris M. Pastuch (60%), wife, Elizabeth A., and John J. (20% each). Boris Pastuch is Lecanto, Fla., contractor and has no other broadcast interests. Filed July 22.

■ Bettendorf, Iowa—Stromquist Broadcast Services Inc. seeks 93.5 mhz, 3 kw, HAAT: 295 ft. Address: 7201 York Avenue, S, Suite 912, Edina, Minn. 55435. Estimated construction costs: \$50,600; first-year operating cost: \$50,000; revenue: \$70,000. Format: Contemporary. Principals: Peter S. Stromquist (89.66%), Jane E. Phleger (6.9%) and Peter's mother, Mrs. John Stromquist Sr. (3.44%). Stromquist is broadcast consultant and has no other broadcast interests. Filed July 28.

■ Hilton Head Island, S.C.—Santee-Cooper Broadcasting Co. seeks 105.5 mhz, 3 kw, HAAT: 290 ft. Address: Route 2, Box 537, Eutawville, S.C. 29048. Estimated construction costs: \$81,000; first-quarter operating cost: \$60,000; first-year revenue: \$150,000. Principal: Clarence E. Jones (100%), who also owns CP for new AM at Elloree-Santee, S.C. Filed July 12.

### TV applications

■ Riverside, Calif.—Focus Broadcasting of Riverside Inc. seeks ch. 62; ERP: 3548 kw vis, 354.8 kw aur., HAAT: 2,389 ft.; ant. height above ground: 288 ft. Address: One Commerce Place, Suite 825, Nashville,

Tenn. 37239. Estimated construction cost: \$2,975,000; first-quarter operating cost: \$166,000. Consulting engineer: E. Harold Munn. Principal: Closely held group of 17 stockholders. Focus is applicant for new TV's at Joliet, Ill.; Washington; Kannapolis, N.C.; Murfreesboro, Tenn.; Norfolk, Va.; Seaside, Calif.; Tucson, Ariz.; and various low-power TV applications. Filed July 20.

■ New London, Conn.—CTV of Connecticut Inc. seeks ch. 26; ERP: 1694 kw vis, 338 kw aur., HAAT: 837 ft.; ant. height above ground: 816 ft. Address: P.O. Box 60, Sudbury, Mass. 01776. Estimated construction cost: \$1,885,000; first-quarter operating cost: \$230,375; first-quarter revenue: \$340,000. Legal counsel: Midlent Reddy. Consulting engineer: Smith & Powstenko. Principal: Richard B. Moore is vice president and 32.2% owner. Neil A. Denenberg, president, owns 33.3%. Denenberg is 13% owner of CTV of Dewey Inc., applicant for new AM at Derry, N.H., and 19% owner of CTV Translators Inc., applicants for 10 low-power TV stations in seven states. Moore owns 25% of Moore-Smith translators, applicants for four low-power TV stations in four states. Filed July 20.

■ Sikeston, Mo.—Robert Paul Owens seeks ch. 45; ERP: 1122 kw vis, 182 kw aur., HAAT: 209 ft.; ant. height above ground: 199 ft. Address: 408 South Duncan, Marion, Ill. 62959. Estimated construction cost: \$14,000; first-quarter operating cost: \$183,500; first-year revenue: \$250,000. Principal: Owens is station manager at WDDD-TV Marion, Ill., and has no other broadcast interests. Filed July 16.

■ Marshall, Tex.—Holt-Robinson of Texas Inc. seeks ch. 35; ERP: 759 kw vis, 75.9 kw aur., HAAT: 460 ft.; ant. height above ground: 494 ft. Address: P.O. Box 2078, Hattiesburg, Miss. 39401. Estimated construction cost: \$293,000; first-quarter operating cost: \$113,000. Legal counsel: Gardner, Carton & Douglas-Washington. Consulting engineer: L.R. duTreil-Washington. Principal: Subsidiary of Holt-Robinson Communications Corp., which is owned by Charles W. Holt (70%), wife Connie I. (19%) and Robert N. Robinson (20%). Holt group owns three AM's, two FM's and is also applicant for new TV at Lake Charles, La. (BROADCASTING, Dec. 1, 1980), and new AM at Ridgeland, Miss. (BROADCASTING, July 13).

### FM actions

■ Marina, Calif.—Clintell Cornelius Porter granted 92.7 mhz, .891 kw, HAAT: 567 ft. P.O. address: 1175 Sonoma Ave., Seaside, Calif. 93955. Estimated construction cost: \$50,449; first-year operating cost: \$29,160; revenue: \$36,000. Format: Contemporary/jazz. Principal is proprietor of Seaside advertising agency and salesman/announcer at KZEN(AM) there. Action June 26.

■ Bonifay, Fla.—Townsend Broadcasting Corp. granted 99.7 mhz, 3 kw, HAAT: 300 ft. P.O. address: Box A, Parsons, Tenn. 38363. Estimated construction cost: \$79,000; first-year operating cost: \$48,400; revenue: \$60,000. Format: Contemporary and some

religious. Principals: Frank A. Woods (49%), Hobart L. Townsend Jr. (26%) and wife, Ruth D. Townsend (25%). Townsends own same percent of WTBP(AM) Parsons and WTBJ(AM) Monticello, Fla.; Townsend owns 25% and his wife 24% of WSEV-AM-FM Sevierville, Tenn. and same of WBRY(AM) Woodbury, Tenn. Woods owns 49% of WTBP and WTBJ and 30% of WSEV-AM-FM and WBRY. His wife Jayne O. Woods owns 21% of WSEV-AM-FM and WBRY. Action June 15.

■ Portage, Mich.—Air-Bourne Group Ltd. granted 107.7 mhz, 50 kw. P.O. address: Box 13, Portage 49081. Estimated construction cost: \$104,000; first-year operating cost: \$64,072; revenue: \$170,090. Format: Rock, soul, folk, jazz. Principals: Richard C. Doering, Edward J. Sackley III, Richard J. Fruin, Mark Rubin, John N. Strandin and Robert L. Trobough Jr. (16.67% each). All applicants have worked at WPGU(FM) Urbana, Ill. in various capacities. Action July 17.

## Ownership Changes

### Applications

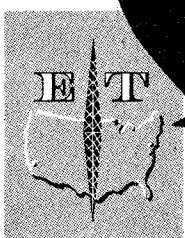
■ WCNA(FM) Scottsboro, Ala. (FM: 98.3 mhz, 1.5 kw, ant. 400 ft.)—Seeks assignment of license from Mellow Sound Broadcasting Inc. to KEA Radio Inc. for \$275,000. Seller: Ralph M. Sheppard (80%) and wife, Mary A. (20%) who have no other broadcast interests. Buyer: Ronald H. Livengood (40%), Olvie E. Sisk and wife, Ivous T. (25% each) and Julia Diane Livengood (10%), Ronald Livengood is general manager of WKEA(AM) Scottsboro, Ala. Sisks own WFTO(AM)-WFTA(FM) Fulton, Miss.; 90% of WEPA(AM), 100% of WEXA(FM), both Eupora, Miss.; WKNG(AM) Tallapoosa, Ga.; 80% of WPKY(AM) Dora, Ala., and 50% of WKEA(AM) Scottsboro. Filed July 24.

■ KWUN(AM) Concord, Calif. (AM: 1480 khz, 500 w-D)—Seeks assignment of license from Contra Costa Radio Inc. to Burgandy Broadcasting Corp. for \$1,000,000. Seller: Arthur C. Youngberg (100%), who has no other broadcast interests. Buyer: Richard M. Helzberg (100%), San Francisco film producer, who has no other broadcast interests. Filed July 27.

■ WYYZ(AM) Jasper, Ga. (AM: 1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Pickets Country Broadcasting Co. to Mountain Broadcasting Co. for \$92,439. Seller: Robert P. Schwab Sr. (100%), who also solely owns WLSB(AM) Copperhill, Tenn., and WLEJ(AM) Ellijay and WPPL(FM) Blue Ridge, both Georgia. Buyer: J. William Rucker (100%), who owns Douglasville, Ga., general insurance agency and has no other broadcast interests. Filed July 21.

■ WBIE(AM) Marietta, Ga. (FM: 101.5 mhz, 100 kw, ant. 870 ft.)—Seeks assignment of license from Marietta Broadcasting Co. to Capital Cities Communications Inc. for \$7,350,000 (BROADCASTING,

**NOTE  
NEW  
ADDRESS**



**EDWIN TORNBERG  
& COMPANY, INC.**

**Negotiators For The Purchase And Sale Of  
Radio And TV Stations • CATV  
Appraisers • Financial Advisors**

**P.O. Box 4230  
Washington, D.C. 20012  
Tel: (202) 291-8700**

June 8). Seller is owned by estate of James M. Wilder (75%) and Elizabeth F. Hagwood (25%) which owns WCOB(AM) Marietta. Buyer is publicly held New York-based group of seven AM's, six FM's and six TV's. Capcities also owns Fairchild Publications, number of newspapers and has contracted to buy RKO Cablecom General. Thomas S. Murphy is chairman, and Daniel B. Burke, president. Filed July 20.

■ WAVC(AM) Warner Robins, Ga. (AM: 1350 khz, 5 kw-D)—Seeks assignment of license from Warner Robins Broadcasting Co. to Wafa Broadcasting Inc. for \$250,000 (BROADCASTING, Aug. 3). Seller is principally owned by Edgar M. Nobles, who has no other broadcast interests. Buyer: Willie L. Talton (60%) and H. Cullen Talton (40%). They are Houston county sheriffs and have no other broadcast interests. Filed July 24.

■ WROZ(AM) Evansville, Ind. (AM: 1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Radio Evansville Inc. to South Central Broadcasting Corp. for \$1,000,000. Seller is owned by Fuqua Communications, subsidiary of Fuqua Industries, Atlanta-based publicly traded conglomerate that also owns WTAC(AM) Flint, Mich. J.B. Fuqua is chairman of Fuqua Industries. Buyer: John D. Englebrecht (74.8%), mother, Bettie G. Engelbrecht (24.7%), and grandfather, Leighman D. Groves (.59%). They own WIKY-AM-FM Evansville, Ind.; WEZK(FM) and WTVK(TV) Knoxville, Tenn.; and WZEZ(FM) Nashville, Tenn. They are also applicants for new TV at Florence, Ala., and donated, subject to FCC approval WIKY(AM) to Indiana State University (see below). Filed July 27.

■ WIKY(AM) Evansville, Ind. (AM: 820 khz, 250 w-U)—Seeks assignment of license from South Central Broadcasting Corp. to Indiana State University for donation. Seller is also buying WORZ(AM) Evansville (see above). Buyer: Nonprofit, nonstock corp. Charles W. Ainlay, Goshen, Ind., attorney is president of board of trustees. It has no other broadcast interests. Filed July 27.

■ WTAO(FM) Murphysboro, Ill. (FM: 104.9 mhz, 3 kw, ant. 200 ft.)—Seeks assignment of license from Sunshine Broadcasting Corp. to WTAO Inc. for \$700,-

000 (BROADCASTING, July 6). Seller: William Varecha and wife, Debbie (100% jointly), who also jointly own 8.9% of KNAC(FM) Long Beach, Calif. Buyer is subsidiary of Community Service Broadcasting, which is owned by Jerome Glassman, wife, Elaine, and sons, James and William (25% each). They own WMCL(AM) McLeansboro, Ill.; WDXI(AM) Jackson, Tenn., and have sold, subject to FCC approval, WKWK-AM-FM Wheeling, W. Va., for \$1.35 million (BROADCASTING, June 22). Filed July 22.

■ WBZ-FM Boston (FM: 106.7 mhz, 18 kw, ant. 760 ft.)—Seeks assignment of license from Westinghouse Broadcasting Inc. to Greater Boston Radio Inc. for \$5,000,000 (BROADCASTING, June 29). Seller: New York-based subsidiary of publicly owned Westinghouse Electric Corp., owns seven AM's, six FM's and six TV's. FCC has granted approval for its acquisition of KOSI-FM Denver for \$7.5 million (BROADCASTING, May 11). Daniel Ritchie is president. Buyer is East Brunswick, N.J.-based group of six AM's, seven FM's. It has sold, subject to FCC approval, WTCR(AM) Kenova and WHEZ(FM) Huntington, both West Virginia, for \$2.5 million (see below). Joseph L. Rosenmiller is chairman. Peter A. Bordes is president. They own 80% of weekly East Brunswick (N.J.) *Sentinel-Spokesman*. Filed July 21.

■ KEIN(AM) Great Falls, Mont. (AM: 1310 khz, 5 kw-D, 250 w-N)—Seeks assignment of license from Meyer Great Falls Inc. to Sundance Communications Inc. for \$1,008,000 (BROADCASTING, July 13). Seller is subsidiary of Meyer Broadcasting Co., Bismarck, N.D.-based group of two AM's, three FM's and four TV's and cable system serving Bismarck. William A. Ekberg is president and wife, Marietta Meyer Ekberg, is chairman and principal owner. Buyer is owned by William Luzmoor (85%) and Consumer Growth Capital Inc. (15%). Luzmoor is former 26% owner of KRKK(AM)-KQSW(FM) Rock Springs, Wyo., and past president of Wyoming Association of Broadcasters. Consumer Growth Capital is Minneapolis investment firm owned by John Gerlach. Buyers have no other broadcast interests. Filed July 24.

■ KVOV(AM) Henderson, Nev. (AM: 1280 khz, 5 kw-D)—Seeks assignment of license from KVOV Inc. to Consolidated Broadcasting Corp. for \$600,000 (BROADCASTING, July 6). Seller: Joseph F. Newman and Louis E. Randle Jr. (50% each), who have no other broadcast interests. Buyer: Ralph P. Calvin (28%), Patrick C. Clary and John Locke (25% each), J.H. Mitchell Jr. (12%) and Robert T. Blum (10%). Calvin owns Aptos, Calif., vineyard. Clary is chairman and 47.53% owner of KUDO(FM) Las Vegas. Locke is general manager and also principal in KUDO. Mitchell is Los Angeles attorney. Blum is Las Vegas real estate investor. Filed July 21.

■ WGNI(AM)-WAAV(FM) Wilmington, N.C. (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 102.7 mhz, 100 kw, ant. 450 ft.)—Seeks assignment of license from New Hanover Broadcasting Inc. to Cape Fear Broadcasting Co. for \$1,425,000 (BROADCASTING, Aug. 3). Seller: J.S. Brody (50%), and Marilyn Lane, Marsha Shiff and Hynda Gerstenfeld (16.33% each), who have no other broadcast interests. Buyer: Principally owned by Victor W. Dawson Sr. and son, Victor Jr. Cape Fear Broadcasting also owns WFNC(AM)-WQSM(FM) Fayetteville, N.C. Filed July 22.

■ KVIN(AM) Vinita, Okla. (AM: 1470 khz, 500 w-D).—Seeks transfer of control of PBL Broadcasting Co. from Jackie D. Lee and Wayne Boyd (100% before; none after) to Charles D. Cresap and wife, Gail (none before; 100% after); consideration: \$165,000. Principals: Seller is owned two-thirds by Lee and one-third by Boyd. Buyer is Charles D. Cresap (66.6%) and wife, Gail (33.3%). They are Bartlesville, Okla., beverage distributors and have no other broadcast interests. Filed July 28.

■ WKBM(AM) San Juan, P.R.(TV: ch. 11, 100 kw vis., 39.8 kw aur., ant. 1,178 ft.)—Seeks assignment of license from American Colonial Broadcasting Corp. to Catholic Archdiocese of San Juan for \$1,019,000. Seller: Zaida R. dePerez-Perry (49.86%) and children, Ralph Perez-Ramirez, Ingrid Perez-Ramirez and Azida Perez de Flores. They own WKVM-FM San Juan; WKBM-TV Caguas and WSUR-TV Ponce, all Puerto Rico. Buyer is nonprofit organization that is also licensee of WORO(FM) Ponce, P.R. Rev. Monsignor Rafael Fontanez is Episcopal Vicar of Administration. Filed July 27.

■ WJMR(AM) Ridgeland, S.C. (AM: 1430 khz, 1 kw-D)—Seeks assignment of license from Ridgeland Broadcasting Co. to Voice of Entertainment Inc. for \$1.0 million plus accounts receivable at closing. Seller: Dale

R. Hawkinson and wife, Helen (51%) and J. Olin Tice Jr. (49%), who have no other broadcast interests. Buyer: Tyrone G. Lowther and wife, Eugenia and latter's mother, LuWeeta Boen (one-third each). Tyrone Lowther is associated with Ridgeland convalescent center. Eugenia works for Medical Services of America. LuWeeta is school principal. They have no other broadcast interests. Filed July 28.

■ WEKR(AM) Fayetteville, Tenn. (AM: 1240 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from James Porter Clark to Elk River Broadcasters Inc. for \$250,000 plus \$75,000 for 7 1/2 year noncompete agreement (BROADCASTING, Aug. 3). Seller has no other broadcast interests. Buyer: Flora E. Freeland (60%), James R. Lane, brother Randal Lee and Flora's brother-in-law, Noel Randolph (10% each). Flora Freeland owns 45% and James Lane owns 5% of WKAX(AM) Russellville, Ala. James Lane also owns 10% of WFWL(AM) Camden, Tenn. Randal Lane is program director at KBEQ(FM) Kansas City, Mo. Noel is commission agent for Winston-Salem, N.C., trucking company. Filed July 24.

■ KMXX(FM) Austin, Tex. (FM: 102.3 mhz, 741 w, ant. 550 ft.)—Seeks transfer of control of Dynamic Communications of Austin Inc. from Soledad Guajardo (100% before; none after) to Ramiro Diaz and wife, Mary G. (none before; 100% after); consideration: \$200. Principals: Transferor is mother of transferee, Mary G. Diaz. They have no other broadcast interests. Filed July 22.

## Actions

■ KRML(AM) Carmel, Calif. (AM: 1410 khz, 500 kw-D)—Granted assignment of license from Edwards Broadcasting Co. to Johnston Broadcasting Corp. for \$500,000. Seller: George Edwards (49%), Gertrude Horwitz (20.5%) and husband, Harry A. (5%), Mary Lee Maher (20.5%) and husband, William J. (5%), who have no other broadcast interests. Buyer: Stoddard P. Johnston and family. Johnston has bought, and been granted FCC approval for KOKQ(FM) Seaside, Calif. (BROADCASTING, July 6) for \$531,000. Action July 16.

■ KPRL(AM)-KPRA(FM) Paso Robles, Calif. (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 94.3 mhz, 3 kw, ant. 54 ft.)—Granted assignment of license from F. Ray Bryant et al to Lincoln Dellar and others for \$1,000,000. Seller: Principally owned by F. Ray Bryant and wife, Nancy L., who have no other broadcast interests. Buyer: Lincoln Dellar and wife, Sylvia (80% jointly) and Donald E. Pummil and wife, Judith M. (20% jointly). Dellar owns KMEN(AM) San Bernardino and KGGI(FM) Riverside, both California, where Pummil is station manager. Action July 21.

■ WKAO(AM) Boynton Beach, Fla. (AM: 1510 khz, 1 kw-D)—Seeks assignment of license from North American Broadcasting Inc. to Beach Broadcasting Inc. for \$426,000. Seller: Principally owned by Mark C. Prichard and Viday Mays, who have no other broadcast interests. Buyer: Gary L. Schroepfer (70%), Carl R. Colombo (25%) and George R. Borsari Jr. (5%). Schroepfer is formal general manager of WEAZ(FM) Philadelphia. Colombo is sales representative for New York-based ERI Communications Group. Borsari is Washington attorney and LPTV applicant for three states. Action July 16.

■ WBGC(AM) Chipley, Fla. (AM: 1240 khz, 1 kw-D, 250 w-N)—Granted assignment of license from R-4 Radio Corp. to Panhandle Radio Corp. for \$302,040. Seller: Richard D. Ringenwald (100%), who has no other broadcast interests. Buyer: Homer L. Rhoden (100%), who has been general manager of WBGC and has no other broadcast interests. Action July 14.

■ WONN(AM) Lakeland and WPCV(FM) Winter Haven, Fla. (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 97.5 mhz, 100 kw, ant. 499 ft.)—Granted assignment of license from WONN Inc. to Hall Communications Inc. for \$2,000,000. Seller: Herbert S. Stewart (51%), Leonard H. Marks (45%) and son, Stephen (4%), who have no other broadcast interests. Buyer: Norwich, Conn.-based group owner of five AM's and four FM's, Robert M. Hall is president. Action July 16.

■ WGTW(AM) Mount Dora, Fla. (AM: 1508 khz, 5 kw-D)—Granted transfer of control of Community Broadcasting Inc. from Ronald J. Aicher and others (100% before; none after) to Master Creations Radio Inc. (none before; 100% after); for \$237,500. Principals: Seller is owned by Ronald J. Aicher (25.3%), Rolf Bergman (25.1%), Karl E. Meeck (24.9%) and S.J. Porello (24.9%), who have no other broadcast in-

# WE'VE GOT WHAT IT TAKES

15 YEARS OF RADIO & TV  
BROKERAGE & APPRAISAL EXPERIENCE - MORE THAN 100  
TRANSACTIONS - MANAGEMENT CONSULTING SERVICES  
PLUS BANK FINANCING FOR  
MULTI STATION OWNERS.

George **MOORE**  
& Associates, Inc.

**MEDIA BROKERS AND APPRAISERS**

6116 N. Central Expressway  
Dallas, Texas 75206 214/361-8970  
424 Pine Ave. Colorado Springs,  
Colorado 80906 303/632-3780

terests. Buyer is owned by Donald N. Painter (100%), who is vice president of KWRM(AM) Corona and KQLH(FM) San Bernardino, both California, but has no ownership interests. Action July 16.

■ **KRLC(AM)** Lewiston, Idaho (AM: 1350 khz, 5 kw-D, 1 kw-N)—Granted assignment of license from KRLC Inc. to Ida-Vend Co. for \$480,000. Seller: Douglas A. Mackelvie (99.99%) and wife, Betty J. (.01%). Buyer: Robert W. Prasil family (100%), who are Lewiston, Idaho, soft drink manufacturers and have no other broadcast interests. Action July 16.

■ **WJVA(AM)** South Bend, Ind. (AM: 1580 khz, 1 kw-D)—Granted assignment of license from Mid-America Broadcasting Inc. to Maramar Broadcasting Inc. for \$275,000 (BROADCASTING, May 11). Seller: Ralph Gregory (51%) and Charles Hayes (49%), who own WMMQ(FM) Charlotte, Mich. Gregory also owns WYRQ(FM) Little Falls, Minn. Buyer: Jose Berrocal (50.6%), Jason Meyer (14.5%) and nine others. Berrocal is Yale Law School student. Meyer is student at Princeton University. Nine of 11 stockholders are former members of managing board of WPRB(FM) Princeton, N.J., student-run commercial station. Action July 31.

■ **WBGR-AM-FM** Paris, Ky. (AM: 1440 khz, 1 kw-D; FM: 96.7 mhz, 3 kw, ant. 198 ft.)—Granted assignment of license from WBGR Broadcasting Co. of Kentucky for \$275,000 (BROADCASTING, April 13). Seller: William J. Brown and wife, Mary Ann (50% each), who have no other broadcast interests. Buyer: Fairfield Broadcasting Co. (95%), Howard J. Karlin (3%), Albert J. Greenfield and Jeffrey Holmes (1% each). Fairfield Broadcasting Co. is owned by Stephen C. and Irene B. Trivers (70% jointly) and William T. Wertz (30%). Principals of Fairfield also own WQLR(FM) Kalamazoo and WEZ(FM) Fort Wayne, Ind. Action July 20.

■ **WOKW(AM)** Brockton, Mass. (AM: 1410 khz, 1 kw-D)—Granted assignment of license from WOKW Broadcasting Inc. to Bay Colony Broadcasting Inc. for \$435,000. Seller: Sidney Sanft, who has no other broadcast interests. Buyer: Francis Greenburger and Edward F. Acton (42.5% each) and Dennis Holler (15%), all New York literary agents with no other broadcast interests. Action July 15.

■ **WMAX(AM)** Grand Rapids, Mich. (AM: 1480 khz, 5 kw-D)—Granted assignment of license from Great Lakes Broadcasting Corp. to Salem Media of Michigan Inc. for \$475,000. Seller: James J. Gaskin and Daniel F. Follis (33.22% each); Gerald F. Fitzgerald, David R. Calhoun and Raymond W. Struthers (4.15% each), who have no other broadcast interests. Buyer: Stuart W. Epperson and Edward G. Atsinger III (45% each) and Dennis Worden (10%). Worden is general manager at KAKC(AM)-KCFO(FM) Tulsa, Okla. Epperson owns 100% WKBA(AM) Vinton, Va., and 55% of KAKC(AM)-KCFO(FM) Tulsa. Atsinger owns 100% of KTED(FM) Fowler and KDAR(FM) Oxnard, both California, 20% of KARP(FM) Carpinteria, Calif.; 25% of KGBA(FM) Holtville, Calif. Together they own KMFM(FM) San Antonio, Tex., WEZE(AM) Boston and WNYM(AM) New York (formerly WEVD). Action July 21.

■ **WYRQ(FM)** Little Falls, Minn. (FM: 92.1 mhz, 3 kw, ant. 300 ft.)—Granted assignment of license from Little Falls Radio Inc. to Dakota Broadcasting Co. for \$175,000. Seller: Ralph S. Gregory (100%), who owns 64% each of WMMQ(FM) Charlotte, Mich., and

WJVA(AM) South Bend, Ind. Buyer: Terrence P. and John V. Montgomery, brothers (50% each). Terrence is vice president of St. Cloud State University, St. Cloud, Minn., and owns WQPM-AM-FM Princeton, Minn. John is manager at those stations. They hold CP for new AM at Glencoe, Minn. (BROADCASTING, May 4), and own KDWA(AM) Hastings, Minn. Action July 16.

■ **KBIM-AM-FM** Roswell, N.M. (AM: 910 khz, 5 kw-D, 500 w-N; FM: 94.9 mhz, 100 kw)—Granted assignment of license from Holsum Inc. to King Broadcasting Co. for \$106,500 in stock exchange. Seller: Gene Reichman and family are principals. Buyer group has approximate 20% interest in seller group which also owns KBIM-TV Roswell. Since buyers will be retaining 11% interest in selling corporation, that stock will be put in trust and waiver of TV-radio crossownership rules is being sought. Buyer: Betty King and family. King is district office manager for Senator Harrison Schmitt (R-N.M.). Action July 30.

■ **WCHN-AM-FM** Norwich, N.Y. (AM: 970 khz, 1 kw-D; FM: 93.9 mhz, ant. 250 ft.)—Granted assignment of license from Radio Norwich Inc. to Cooney Communications Corp. for \$310,000. Seller: Scott G. Rigby (51.5%), William J. Hall (39.4%) and 14 others, who have no other broadcast interests. Buyer: Matthew T. Cooney Jr. (100%), public affairs manager for the duPont Co., Wilmington, Del., and former deputy director of communications for U.S. Department of Commerce, has no other broadcast interests. Action July 16.

■ **KDDR(AM)** Oakes, N.D. (AM: 1220 khz, 1 kw-D)—Granted assignment of license from Frontier Broadcasting Corp. to Kingsley H. Murphy Jr. for \$174,000. Seller: Robert A. Norlund and Timothy A. Branson (50% each), who also own 15% each of new FM applicant for Fergus Falls, Minn. Buyer: Kingsley H. Murphy Jr. (100%), who owns 100% WISS-AM-FM Berlin, Wis., 100% of KCHK(AM) New Pragul, Minn., 50% of WHHL(AM) Pin Castle-Sky Lake, Fla., and 4.22% of Minneapolis Star & Tribune Co., licensee of two TV's and one cable system. Action July 14.

■ **WOXY(FM)** Oxford, Ohio (FM: 97.7 mhz, 3 kw, ant. 255 ft.)—Granted assignment of license from Stone Broadcasting Inc. to Balogh Broadcasting Inc. for \$375,000. Seller: Glenn D. Stone and wife, Doris M. (18.8% jointly), their son and daughter-in-law, Richard D. Stone and wife, Barbara E. (64.8%), and Barbara Stone's parents, Raymond H. Dick and wife, Gertrude (11.8% jointly), who have no other broadcast interests. Buyer: Douglas G. Bologh and wife, Linda Lee (50% each). Douglas Balogh is station representative and consultant. Linda is advertising executive, both Chicago-based, who have no other broadcast interests. Action July 20.

■ **KLOR-FM** Ponca City, Okla. (FM: 99.3 mhz, 3 kw, ant. 145 ft.)—Granted assignment of license from Indian Nation Broadcasters Inc. to Pioneer Communications Inc. for settlement. Seller: Don M. Kelly, president and 100% owner of Indian Nation Broadcasters required by divorce decree to divide property with former wife, Mary J. Kelly, 100% owner of Pioneer Communications. Property settlement provided that Mary J. Kelly would receive assets and license of KLOR-FM with FCC approval. Don Kelly owns KUSH(AM) Cushing and KLTR(AM) Blackwell, both Oklahoma. Mary Kelly has no other broadcast interests. Action July 21.

■ **WCNR(AM)** Bloomsburg, Pa. (AM: 930 khz, 1 kw-D)—Granted transfer of control of Columbia Montour Broadcasting Inc. from Estate of C.E. Darlington (100% before; none after) to Janice L. Darlington and others (none before; 100% after). Consideration: settlement. Principals: Transferor is owned by Janice L. Darlington (100%), who has no other broadcast interests. Transferee is owned by Janice L. Darlington (54%), son, Joseph L. (24%), daughter, Sara D. Hughes (10%), daughter-in-law, Sandra R. Darlington and son-in-law William B. Hughes (6% each). Janice L. Darlington has been 100% owner as administratrix since April, 1980. Transfer of station seeks to perfect settlement of estate of late C.E. Darlington. Action July 21.

■ **WGXL(FM)** Laurens, S.C. (FM: 100.5 mhz, 100 kw, ant. 760 ft.)—Granted assignment of license from Towers South Inc. to Keymarket Communications Inc. for \$2,450,000. Seller: Monty DuPuy and Gene Phillips (50% each), who have no other broadcast interests. Buyer: Kerby Confer and Paul Rothfuss (45% each), and David Bernstein (10%). Confer and Rothfuss each own 35% of WKRT(AM)-WNOX(FM) Cortland, N.Y., and 25% each of KSSN-FM Little Rock, Ark., and with Bernstein sold, subject to FCC approval WHUM(AM) Reading, Pa. (BROADCASTING, March 13). FCC recently granted Confer and Rothfuss their sale of WLYC(AM)-WILQ(FM) Williamsport, Pa. (BROADCASTING, May 11). Action July 16.

■ **KHLB-AM-FM** Burnet, Tex. (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 107.1 mhz, 3 kw, ant. 300 ft.)—Granted assignment of license from Highland Lakes Broadcasters to Hawkins Broadcasting Inc. for \$300,000. Seller: William E. Hobbs (81%) and Bill M. Edgar (19%), who have no other broadcast interests. Buyer: Steve W. Hawkins and wife, Janette D. (45% each) and father, James W. Hawkins (10%). They own KULM-FM Columbia, Tex.; in addition, James Hawkins owns 56%, and Steve 2% of KFST(AM)-KPJH(FM) Fort Stockton, Texas. Action July 16.

## Facilities Changes

### AM applications

■ **WKAQ(AM)** Boynton Beach, Fla.—Seeks CP to change hours of operation to U. by adding 1 kw-N; increase D power to 10 kw; install DA-2; change frequency from 1510 to 1040 khz; change TL to 8.5 miles west of Boynton Beach on Range Line Road, and make changes in ant. sys. Ann. July 27.

■ **WLEM(AM)** Emporium, Pa.—Seeks CP to increase power to 2.5 kw. Ann. July 29.

■ **KAWS(AM)** Hemphill, Tex.—Seeks CP to change hours of operation to U. by adding 250 w-N; change frequency from 1530 to 1240 khz, and make changes in ant. sys. Ann. July 29.

■ **KVLL(AM)** Woodville, Tex.—Seeks CP to change hours of operation to U by adding 250 w-N; increase D power to 1 kw; change frequency from 1220 to 1490 khz and make change in ant. sys. Ann. July 29.

■ **KGY(AM)** Olympia, Wash.—Seeks CP to change frequency from 1240 to 1030 khz and change N power to 500 w, and D power to 10 kw. Ann. July 27.

■ **KXA(AM)** Seattle—Seeks amendment to change power to 10 kw-N; change TL to south end race track, near Renton, Wash., and change to 1321 2nd Avenue, Seattle. Ann. July 29.

■ **WBOO(AM)** Baraboo, Wis.—Seeks CP to change hours of operation to U by adding 1 kw-N; increase D power to 5 kw; install DA-N, and make changes in ant. sys. Ann. July 29.

### FM applications

■ **KYUU(FM)** San Francisco—Seeks CP to make changes in ant. sys.; change type trans.; change type ant. increase HAAT: 1,241 ft. (H&V); change SL and RC to 530 Bush Street, San Francisco, and change TPO. Ann. July 29.

■ **KYUU(FM)** San Francisco—Seeks CP to utilize former trans. and ant. (H&V) as aux. on main tower; to be operated on ERP: 45 kw (H&V) and HAAT: 1,178 ft. (H&V), and change TPO (for aux. purposes only). Ann. July 29.

■ **WOSE(FM)** Port Clinton, Ohio—Seeks CP to increase HAAT: 253 ft. (H&V); change type trans.; change type ant. (H&V), and change TPO. Ann. July 29.

## Summary of broadcasting

### FCC tabulations as of June 30, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,615	3	1	4,619	121	4,740
Commercial FM	3,322	2	0	3,324	170	3,494
Educational FM	1,105	0	1	1,106	66	1,172
Total Radio	9,042	5	2	9,049	357	9,406
Commercial TV						
VHF	521	1	0	522	6	528
UHF	242	0	0	242	109	351
Educational TV						
VHF	103	1	3	107	6	113
UHF	156	2	4	162	17	179
Total TV	1,022	4	7	1,033	138	1,171
FM Translators	8	0	0	8	16	24
TV Translators						
UHF	2,616	0	0	2,616	220	2,836
VHF	1,410	0	0	1,410	480	1,890

\*Special temporary authorization

\*\*Includes off-air licenses

# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Losing Sales Manager** due to relocation in 90 days, need experienced replacement for immediate hire. Beautiful music format, top ratings. Minimum 5 years sales experience, RAB trained, proven track record. Send resume Cleve Brien WREZ-FM. PO Box 5000 Montgomery Ala. 36192.

**General Manager** Our FM 77 KW (modern country) and AM 1 KW (adult contemporary) have never been better staffed and are doing quite nicely. We seek a person with the character and skills to build in their strengths. Join our locally owned operation in this outstanding community of 55,000. Ownership participation is possible. Send resume with references and compensation requirements to Ken Parks, Owensboro Broadcasting Company, P.O. Box 1330, Owensboro, KY 42302.

**100,000 watt public radio** KOSU-FM seeks music director. Duties involve planning, organization and execution of station music programming with emphasis on music selection, presentation and training of music personnel. Responsible for maintenance of record library. Weekly announcing responsibilities. Quarter-time academic commitment as adjunct lecturer in the Journalism and Broadcasting Department. Qualifications: Demonstrated knowledge of classical music; experience in broadcasting; Master's degree in radio/television or music or significant experience in radio/television or music preferred. Salary range \$14,000 to \$14,860 dependent upon qualifications. For a more detailed job description, forward audition tape, resume, and three references postmarked no later than August 31, 1981, to: Craig Beeby, General Manager, KOSU-FM, Oklahoma State University, Stillwater, Oklahoma 74078. KOSU is an Affirmative Action, Equal Opportunities Employer.

**Needed. One greedy Iron Hand** in Velvet Glove Sales Manager. Generous salary plus bonus plan, plus benefits and management support. Must be able to motivate veterans and train new people. Ability to work as a team member a must. Send resume and achievements to Box H-58.

**Gospel FM station** in Vermont needs G.M./Development Director call 603-445-5503 and/or send Resume to WTIJ Box 107 FM Bellows Falls, Vt. 05101.

**Local Sales Manager** relocating in few months ... need aggressive, experienced sales pro. Top rated Indiana FM ... Sales Manager will be trained to move to G.M. of growing group. Send resume to box H-55.

**Sales Manager** 5 KW adult MOR in Rocky Mountain growth area. If you're an outstanding local sales person and can recruit and train others by example, call Dick Ryall, collect, 208-733-3381. 4:00-6:00 pm MDT. \$1400 month vs 20% Plus local sales override. EOE/MF.

**No. 1 Country AM** Sunbelt AM Radio Station needs General Sales Manager with 2-5 years management experience. Excellent potential for advancement with growing corporation for a dynamic person with sales management experience. Contact: Michael Byrd KLVI Radio P.O. Box 5488 Beaumont, TX 77702 713-838-3911.

**FM station with 100,000 watt** power and excellent air product is looking for an experienced general manager to boost sales and bottom line in large southern market. Equal opportunity employer. Reply Box H-53.

### HELP WANTED SALES

**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.

**Sales Opening** in Beautiful Northern Michigan. Great opportunity for the right person. Possible advancement. Group owner. Write in care of Box 286, Petoskey, Michigan, 49770.

**Immediate opening** for sales manager for leading AM/FM in North Carolina. Must be aggressive, self-motivated. Salary and commission. Send resume to Box H-77. EOE.

**Experienced radio sales** account executive for highly successful southwestern Ohio medium market AM and FM. 15% commission, benefits, good facilities. Call Stan Reed, 513-422-3625.

**Christian Radio WTOW**, Baltimore, has opening for mature aggressive Account Executive. Salary, commission and benefits. Could become Sales Manager. Send resume to Tom Lamprecht WTOW Radio 724 Dulaney Valley Rd. Baltimore MD 21204. Equal Opportunity Employer.

**Minimum experience** with maximum professionalism, desire and honesty. Dee Hodge KDMA Montevideo, Minnesota 56265 612-269-8815.

**Sales Manager EMass** daytimer under new ownership. Need aggressive, roll-up sleeves pro. Send salary history with detailed resume to: G/A Rights Associates, 17 Grove Street, New York, NY 10014.

**Opportunity East Texas** for successful Sales person, with broadcasting background. 5 kw AM/FM, growing operation in growing market. Promotion possibility for qualified person. Send references and resume to Roy May, P.O. Box 6090, Jasper, Texas 75951. EOE/MF.

**If you are interested** in a sales position, and are qualified for sales manager at a 5000 Watt NBC affiliate in Twin Falls Idaho—send resume at once to: KTLIC Radio, P.O. Box 65 Twin Falls Idaho 83301.

**If you are mature**, hard-working, aggressive, creative and a self-starting sales person and want to live, work and play in Maine, rush resume and details to Wendy Wincote, WPBC, 27 State Street, Bangor, Maine, 04401. We are a successful beautiful music FM station with an immediate opening with an established account list. EOE.

### HELP WANTED ANNOUNCERS

**Combination**—early morning air. Very good diction, voice, reading ability. Small Upstate New York. Box H-68.

**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.

**Can you relate** to great MOR songs of the past thirty years? Do you have good pipes, plus a warm personable 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.

**New England A/C 5KW** looking for full and part time air personalities. Live assist operation. Good production skills. Full time starts \$700 to \$800 monthly. Tape and resume to Joe Corcoran, WCAP, 243 Central St., Lowell, MA 01851. EOE.

**Wanted:** Medium market adult-contemporary AM station needs 7-Midnight personality. Prior experience and good voice with production skill a must. Good pay, progressive management, talented staff in a great community with a Big Ten University. We've fed 6 people into major market media positions in the last 18 months. Send telescoped air-check and resume to Charlotte Webb, Administrative Assistant, WTTS Radio, 535 South Walnut, Bloomington, IN 47401. An Equal Opportunity Employer.

**Wanted:** Experienced announcer/assistant engineer—Salary open. Let's talk 916-233-2713.

**Hartford Connecticut** WCCC AM-FM looking for talented morning personality. AOR format. Salary open. Send resume and tape to: General Manager, 243 South Whitney St., Hartford, Equal Opportunity Employer.

**Mature morning announcer** familiar with big band, mainstream jazz and concert music. Small AM in northern New England. Send resume to Box H-10.

**KTBB, Tyler has an opening** for air/production oriented announcer with two years experience. Contact Foster Byrd at 214-597-7278. KTBB Radio is an equal opportunity employer and encourages women and minorities to apply.

**Your opportunity!** Staff announcer, production, news. Full time ABC. Resume, cassette. KFRO, Longview, Texas, 75606. E.O.E.

**Boston News Announcer** Ability to write, edit and broadcast news stories over the air for major market radio. Minimum of three (3) years experience. Normal announcing and writing duties. Must be willing to work overnight shift. Reply Box H-49.

### HELP WANTED TECHNICAL

**Immediate opening** for staff engineer familiar with maintenance of stereo equipment—Cleveland's technical leader 1220/WGAR. Contact Robert Reymont, 9446 Broadview Road, 44147. State salary requirements. An EEO employer.

**Chief Engineer** for Top 40 FM/AM In Medium Market. We will pay top dollar for audio and RF man willing to roll up his sleeves and produce fine audio and solid maintenance. FM is ranked No. 2 in market and growing. Rare opportunity that demands investigation. Our employees know of this ad. Equal Opportunity Employer. Reply to Box H-16.

**KAYC/KAYD full time** non-directional AM & FM in Beaumont, TX looking for a Chief Engineer, experienced in both transmitter and studio. Send resume and references to P.O. Box 870, Beaumont, Texas 77704 or call 713-833-9421.

**Chief Engineer** needed for Cocoa Beach, Florida. 1st Class license required. AM is 5kw/1kw DA 2, FM is Class C. Send resume and salary requirement to R. L. Edwards, P.O. Box 2168, Miami, FL 33055. Equal Opportunity Employer.

**Chief Engineer.** Experience required in maintaining transmitters, equipment and automation at two well equipped stations in beautiful Vermont. Good salary and benefits. Apply immediately to WSTJ, P.O. Box 249, St. Johnsbury, VT. 05819 E.O.E.

### HELP WANTED NEWS

**News Director**—Growing Southwest chain needs aggressive news pro to direct department, deliver morning drive news. Conversational and highly credible one-on-one approach a must. Send cover letter and resume to Box G-167, EOE.

**News Director.** Immediate opening at WNLK/Q96 Norwalk, Connecticut. Dynamic suburban market just 40 miles from NYC. We're looking for an experienced broadcast journalist with broad interests, strong organizational and leadership abilities, and an excellent on-air sound. Send tape, resume and salary requirements to Mike Hanson, General Manager, WNLK/Q96, P.O. Box 1350, Norwalk, Conn. 06852. EOE.

**Small Market** Modern Country music radio station looking for news person with experience writing and delivering newscasts. Prefer knowledge of Central Florida news sources. Send tape, resume and salary requirements to News Director, WGTQ, P.O. Box 123, Cypress Gardens, FL 33880. An EOE M/F.



## HELP WANTED NEWS CONTINUED

**News Anchor . . . KIMN Radio . . . Denver!** Seeking top flight anchor with enthusiastic and conversational delivery, "strong you-oriented" writing style, professional sound. Must have substantial experience. Salary commensurate with ability. Send resume and tapes to Don Martin, KIMN Radio, 5350 W. 20th Ave., Denver, CO 80214. Owned and operated by Jefferson-Pilot Broadcasting Co. An Equal Opportunity Employer.

**Immediate opening** for newperson to handle afternoon drive responsibilities and street reporting in major New England market. Experience preferred, but drive and desire also considered. Send tape and resume to: News Director, Box 1480, Windsor, CT 06095.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Program Director** 10KW full time KAAA Aberdeen, South Dakota modern country morning airshift 12-15k to start for experienced creative pro. Excellent benefits including use of vehicle. Send resume and cassette aircheck to Dave Laustsen 6400 W. Shore Drive, Aberdeen, South Dakota 57401 E.O.E. M/F. No telephone calls please.

**WMZQ in Washington, D.C.** is looking for a Promotion Director. Salary is negotiable. Person should have experience in radio promotion, preferably Country. Contact Gil Rozzo, General Manager 202-362-8330. WMZQ is an equal opportunity employer.

**WANS-FM** (Greenville, S.C. Contemporary FM) looking for copywriter/production director plus parttime air talents. Send tape and resume to Bill McCown, Box 211, Anderson, S.C. 29622. Phone 803-224-3424.

**Award Winning** Modern Country music station looking for experienced program director. Must have managerial skills and be good in creative production. Send tape and resume to General Manager, WGTO, P.O. Box 123, Cypress Gardens, FL 33880. An EOE M/F.

**Growing group operates** (5 stations) looking for on air P.D. at home office station, leading to group P.D. job. Leadership and organizational ability a must. Person needs good writing and production skills plus ability to become part of winning team. Top rated station for years. Looking for person who loves radio as we do. Good money for right person. No calls. Send resume and cassette to, Rusty Reynolds, KYKX, Box 2727, Longview, TX 75606. E.O.E.

**KCRS/KWMJ, Midland-Odessa,** Texas accepting applications for drive announcer-production manager. Experience & good voice required. Excellent compensation package in this 8-station group. Tape & resume to: Jerry Green, Program Director, Box 4607, Midland, TX. 70704. Equal Opportunity Employer.

**Radio Producer.** Must speak and write Spanish and English fluently. Work with KPBS-FM team in production of weekly National Public Radio Spanish-language newsmagazine, "Enfoque Nacional." Well read, objective reporter with solid experience in news and public affairs. Thorough knowledge of radio production required. Writing skills. Journalism or political science degree preferred. Start \$16,788. Excellent benefits. Apply to: Personnel Office, San Diego State University, San Diego, CA 92182-0501. Do not contact KPBS. Closes August 28, 1981. SDSU is an EEO/AA employer.

## SITUATIONS WANTED MANAGEMENT

**General Manager**—12 years combined broadcast management experience metro San Francisco and Los Angeles. Strong sales management. Excellent references. Box G-176.

**Meet your new G.M.** 25, a successful salesman, sensitive & productive salesmanager, and now ready for G.M. Aggressive, enthusiastic, determined, with the energy, commitment and experience you want. If you're looking, you've found him. Reply Box G-189.

**Corporate Director** of retail sales development. Heavy experience in Co-op, Sales, Sales Training and Management. 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, Box G-33.

**General Manager** in search of an opportunity with a solid progressive organization. Can offer 19 years experience managing AM & FM all markets. Strong organizer specializing in heavy sales, promotions, profits. A dedicated professional that's done it all. Success breeds success. Excellent credentials. Box H-31.

**Successful Young Manager** wants move Southeast. Medium or small market. Degree. 20 years all departments. 13 years one station. References. Presently employed as Manager. Want career opportunity. Family. South only. Prefer Florida. Box H-29.

**Compatibly Employed GM** seeks move to small-medium market. No-nonsense professional. Sales and promotion oriented. Knowledgeable rules, regs, all phases. Good with people, P&L. Cost conscious. Best credentials, references. Box H-79.

**Group Manager** General Manager Formerly group manager and station owner experienced in all size markets and formats. Excellent record and references. Box H-83.

**Assistant Manager/Sports Director.** PBP basketball and baseball, eight years small market experience, willing to go anywhere. Box H-40.

**List Carrying** general manager, a sales pro, wants GM or SM position East Tenn. or Virginia. 615-764-0042. 6-9 P.M.

**Experienced GM** seeks position, expertise turnaround situations, sales, programming, 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.

## SITUATIONS WANTED SALES

**Sales or copywriting** position wanted by recent Journalism graduate. Experienced in advertising sales and on-air work. Talented writer, samples available upon request. Lynn, 608-788-3869.

**Sharp, aggressive sales pro.** Billing \$6,000-\$10,000/mo. in medium market Black radio. 5 yrs. exp. Stanford graduate. Call 615-870-1964.

**Sales manager** interested in fulltime C&W format, medium market, sound operation. Can organize and motivate a sales staff for increased billing. Family man, neat, educated strong on sales. Willing to relocate. Looking for opportunity to increase earnings and possibly station management. P.O. Box 514, Craigsville, W.Va. 26205.

## SITUATIONS WANTED ANNOUNCERS

**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. 914-963-8610.

**Country and very proud of it.** Female needs a spot in a medium-large market. Experienced, bright and ambitious. Will relocate. Call Randi Robbins 212-379-7746.

**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. 212-856-2977.

**Seasoned performer**—interesting style. Experienced freelance voice-overs, sports play by play, former night club M.C. Recently trained for News and D.J. staff position. Small Markets and modest budgets O.K. Call Jordan 212-371-2356.

**I'm a dedicated,** hard working individual with very good creative talents pleasant voice. Have previous experience but seeking a real opportunity in radio. Can do any format, news, sports. I'm willing to work long hard hours. Given the right opportunity will relocate immediately. For resume and tape contact Charles (Chuck) Robinson 312-787-8220 or 975-6157.

**Suburban NYC!** Announcer-sales. Reliable, 7 years all formats. BFA Degree 212-746-4025.

**Female, 20, Single** A rockin lady. If your station rocks I'm ready to roll! 3rd, tape & resume available. Michelle Foxx, Box 186, Wooddale, IL 60191. 312-595-6039.

**Hartford-Springfield** graveyard shift or temporary work wanted. Over 2 years experience. 413-562-0376.

**Too Good to be true** Uncomplicate your life with a trained black broadcaster whose audition tape, polished skills and constructive attitude are hard to find these days. phone mornings/afternoons Karl Gayle 212-325-8360.

**Big Band, Beautiful Music** Announcer seeking return to fulltime board work. Currently Operations Manager for news/talk station, former traffic director, experience with live board, automation. 9 years broadcasting, stable, dependable. Prefer position near Florida's east coast, will relocate if position right. N. Stannard, 1931 37th Avenue, Vero Beach, Florida, 32960. 305-567-4169.

**Humorless, Drab Individual.** Rasping tenor, mediocre articulation. Few interests. Vincent Fitzpatrick. 301-652-6515.

**Experienced Christian announcer** seeking airshift at contemporary Christian music station. Karl, 212-347-2649.

**Give me a home** where the buffalo roam! Fully trained, perfect for small market radio. Female newscaster—D.J. loves graveyard shifts, weekends and holidays. Non-stop worker. Phone Nancy 212-933-2398.

**Black College Grad** available for midwest market. Extensive radio experience. Great references. Hard working, enthusiastic, and aggressive. Call Tommy Williams at 219-882-1934. Will relocate immediately.

**Experienced young announcer** looking for full time AOR or top 40 on air position, anywhere USA. Call: 301-374-6489.

**Have Experience, Will Travel!** Dedicated Announcer with good production skills NYC Trained. Ed Perez 804-946-2249.

**D.J. With News** and production experience. Wants move into programming. Northeast or Midwest. Format open. Reliable. Call Michael Ward in Buffalo, 716-876-5509.

**No-nonsense Man.** Articulate, informed beginner with writing experience and broadcast training. Vince Fitzpatrick. 301-652-6515.

**Nonsense Man.** Hire the left-handed. Vince Fitzpatrick. 301-652-6515.

**Dependable young female** seeks position with Top 40/Contemporary station. Ready to relocate. For tape, resume call Diana. 312-636-4350, 312-636-0925.

**Top Notch Play by Play** football, basketball, baseball. Experienced sports director who can do it all. Available immediately. Box H-45.

**Talk Show Host** Seasoned veteran, ratings winner, currently No. 1 in eastern State. Handle any format (phones, interviews, music). Versatile, personable, worldly. Outstanding resume. Ready to move on/up. All offers seriously considered. Box H-75.

## SITUATIONS WANTED TECHNICAL

**Available Short Term** Employment: 20 years Pro. New installations, rebuilds, evaluations, troubleshooting, processing. Shoupe 717-249-6584.

**First Phone broadcast** production Engineer and Air Switcher, Box 2391, Warminster, PA 18974.

## SITUATIONS WANTED NEWS

**New Jersey!** Syracuse '80 grad loves Garden State news/sports, community affairs. Tape/resume available. Stefan Bucek, 424 Hazlitt Ave., Leonia NJ 07605. Evenings 201-592-6176.

**Radio sportscaster**—eleven years experience covering high school, Jr. and major college programs—exciting style—P.E. grad.—Call Rob Williams—512-233-3117.

**Weathercaster/forecaster.** 6 years broadcast experience. Married. Will relocate for right package. Contact Marc Mailhot 76 Westbrook Gardens, Westbrook, Maine 04092 Tel. 207-856-6097.

## SITUATIONS WANTED NEWS CONTINUED

**News Director-Operations Manager** ... Take charge professional. 20 years experience. First Phone. Good on-air skills. Ability to get most from staff. Prefer Texas Major Market. Will consider all. Let's talk winners. Box H-42.

**Male-Female Co-Anchor Team** wants news operation committed to professional, one-on-one, people-oriented news. In major market, all news now. Want a challenge. Box H-81.

**News-New York** strong, quick, field reporting anchor excellent references. 212-580-2779. No. 4 164 West 81, 10024.

**Sports**—Need conversational and/or controversial personality for your morning team? Sports talk or pbp? Good writing skills. Also dj/prod. and sales. Will consider combo. 912-232-0730 or 215-334-6906 leave message.

## SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

**Soul Programmer** major market know how wants smaller pond to swim in. 35K. 919-822-5218.

**Program Director** M.D. Disc-Jockey. 20 yr. professional, top-40, rock, AM/FM greater Cincinnati Area. Available now! 1-513-528-5793.

**Need Challenge.** Program Director or announcer position with opportunity. Country/MOR. Mature family man. Experienced. 405-348-4457 after 4 P.M. CDT.

**PD with proven AOR** format, wanting FM opportunity. Will Relocate. Call Eric, mornings, evenings, 219-663-7205.

**Creative, diligent programmer**, 8 years successful west coast major market experience, seeks PD position in medium to small market. Don't pay expensive consultants to salvage your ailing AOR. I have solutions! 408-866-8570.

## TELEVISION

### HELP WANTED MANAGEMENT

**Director of Engineering**—Public VHF station on Southwest seeks candidate for senior management level position. Individual should have proven background in state-of-the-art television engineering and operation. Must have ability to manage personnel in the technical aspect of production, transmission, and telecommunications planning. Responsibilities include budget management, transmission including translator and state microwaves, personnel, design and planning. Station is aggressive producer of public affairs and cultural programming using studio, mobile unit and EFP facilities. Individual must be oriented to growth and expansion. Experience 5-7 years in administration and technical areas of broadcast television. First class license and current knowledge of federal laws required. College degree useful. Equivalent experience and education accepted in lieu of degree requirement on a one year for one year basis. Minimum salary \$24,232. Send materials to: Personnel Department, University of New Mexico, 1717 Roma NE, Albuquerque, NM 87131. Mention this ad on your application and reference requisition No. 617-A. AA/EOE.

**Program Director.** For three-station network CBS affiliates. Must have background in programming, promotion, production, public affairs. An Equal Opportunity Employer. No calls. Send resume to Dale Hazen, KIMA-TV, PO. Box 702, Yakima, Washington 98907.

**Vice President of Programming.** PTV station in large market seeking an individual to supervise programming staff for all national and local programming. Responsible for conception of new ideas, control of budgets and handling of program proposals. Must know broadcast operations. Minimum 10 years experience in production including 5 in management position. Send resume and salary requirements to: Box H-52.

**Accounting Supervisor**—Top 100 ABC affiliate is seeking an Accounting Supervisor. Must have accounting degree and one year supervisory experience or three years broadcast accounting experience. Interested applicants should send complete resume including salary requirements to Box H-59. Equal Opportunity Employer.

## HELP WANTED SALES

**Aggressive, self-motivated** individual wanted to join our Time Inc., NBC affiliated VHF station in the 38th market. Live in the heart of Michigan's year-round vacationland with great hunting, fishing and skiing. Enjoy our rapidly growing cultural activities. We employ the finest of computer technology, live remote facilities and a marketing department to help you succeed. If you have a minimum of two years television sales experience and a college degree or its equivalent in business or marketing or are a graduate of a communications school, send a complete resume to: Richard A. Groat, General Sales Manager, WOTV, Box B, Grand Rapids, Michigan 49501. No calls, please. Applications must be received by August 21, 1981. We are an Affirmative Action/Equal Opportunity Employer.

**Major NE three-station** public operation is looking for an underwriting sales person. Must be well-spoken, able to write and present proposals to top corporate officers. Sales/marketing background or similar experience required. Salary \$10,000-\$14,000 and will build with results. Excellent benefits. Send resume to Box H-76. An Equal Opportunity Employer.

**Immediate opening** for broadcast sales trainee. Top VHF network affiliate in the southeast. Submit resume and starting salary requirements to Personnel Department, PO. Box 2566, Montgomery, Alabama 36105. No phone calls, please. An equal opportunity employer. Female and male applicants from all races desired.

## 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.

**TV & Video Engineers Needed.** Chief Engineer, Assistant Chief Engineer, Studio Supervisor, Maintenance Engineer. Top Salaries—Excellent Location. Phone Alan Kornish at 717-287-9635 and/or send your resume to Key Systems, New Bridge Center, Kingston, Penna. 18704.

**Maintenance/Transmitter Engineer:** Assist in installation and operation of State-of-the-Art equipment including all videotape formats. Some maintenance duties related to transmission and microwave systems under the supervision of Transmitter Supervisor. First Class FCC license required. Two to five years maintenance experience, preferably with broadcast equipment. Also requires experience with UHF TV and radio transmitters and with broadcast systems and rules. Salary negotiable. Resumes to Personnel, WITF-TV/FM, Box Z, Hershey, PA 17033.

**Maintenance/Videotape Engineer:** Assist in operation and maintenance of latest State-of-the-Art videotape editing and production equipment. Also assist in maintenance of other production and broadcast equipment as assigned. Requires First Class FCC license and previous experience with videotape operation and basic maintenance. Salary negotiable. Resumes to Personnel, WITF-TV/FM, Box Z, Hershey, PA 17033.

**Texas-Oklahoma market** seeks qualified studio engineer who has experience with and knowledge of: PC-70's, Ampex 1200's, TCR-100, TK-27. Send resume to: Manager, KXII-TV, Box 1175, Sherman, Texas 75090. 214-892-8123. E.O.E.

**Television Chief Engineer**—East Coast UHF broadcaster in major market needs competent chief. Have good facilities and excellent staff. Need someone strong on operations and administration. Send resume to Hammett & Edison, Inc., PO. Box 68, International Airport, San Francisco, California 94128.

**Camera Operator** for growing station in the Sun Belt with a new 43' mobile unit. Able to operate studio, remote and ENG cameras. Assist in set up and lighting. Production plans include sports, music and drama in addition to local studio programming. High energy level a must! Broad experience an advantage. One to three years camera operator experience. Apply to Director of Finance, WYES-TV, Box 24026, New Orleans, LA 70184. All application must be received on or before Monday, August 10, 1981. No Calls! WYES-TV is An Equal Opportunity Employer.

**Video engineer,** operator, for 1", 2" tape and CMX editing. Excellent fringe benefits and salary mid 20's. Send resume to Box H-62.

**TV Engineer.** Install, maintain repair, design TV equipment. Experience in color, ENG, 3/4 U editing, IVC 1-inch, studio mixers and switchers. Salary \$10,800-\$16,000 for 35/hr. week. Contact Personnel, County College of Morris Randolph, NJ 07869 Tel: 201-361-5000.

**Chief Engineer** with technical skills in TV studio, transmitter microwave and translators. New UHF Central Ohio. Send resume, salary requirements: Jean Rodabaugh, PO. Box 19899, Columbus, OH 43219.

**Video tape editor** needed to work in East coast major market television station/production company. Experienced with 1", 2" quad and CMX editing and basic maintenance. License required. Send resume to Box H-61.

**Maintenance Engineer.** Experienced in Studio and ENG Areas. FCC Second Class License required. Send resume of call Peter Hoekzema Director of Engineering, KTVB, Box 7, Boise, Idaho, 83707. 208-375-7277.

**Studio Maintenance Engineer** for KMID-TV in Midland, Tx. 1st Phone and 1 year practical experience required. Salary negotiable. Contact Grady Woodward 915-563-2222. KMID-TV is an equal opportunity employer.

**Maintenance engineer** wanted for UHF NBC affiliate in mid-west, 147th market. Familiar with Ampex video tape machines, and Harris cameras, film chain and transmitter. Call Gordon Brown 501-785-4334 or send resume to: Post Office Box 1867, Fort Smith, Arkansas 72902.

**Engineer/Manager**—Video Service Center. Must have 5 years repair experience: 3/4", 1/2". VTR's, one and 3 tube cameras, etc. Broadcast equipment knowledge a plus. Midtown N.Y.C., salary open, immediate opening. Call Ms. Silver at 212-573-8652. E.O.E.

**Technical Operations** Supervisor needed for a major videotape production facility. Minimum 4 years experience in videotape facility or broadcast station. Prefer Los Angeles based experience. Send resume to Engineering Dept., Metromedia, 5746 Sunset Boulevard, Los Angeles, CA 90028 E.O.E.

**Do you need a change?** We are seeking a strongly motivated individual to work as a maintenance engineer in our major market television station/production house. Only those with a strong maintenance background need apply. Send resumes to Box H-43. EOE, M/F. Salary mid 20's.

**Maintenance Engineer** needed to help ease workload in major market television station/production house. Experience working with TCR100, TR600, TK46 and TK28 a plus. Salary mid 20's, send resumes to Box H-44.

## HELP WANTED NEWS

**Sportscaster.** If you're a high-energy, enthusiastic sports nut who understands the value of local sports, medium market network affiliate wants to talk to you. Replies to all applicants, women and minorities urged to apply. Box H-18.

**Meteorologist.** Meteorologist with personality to join a team on it's way up. If you believe weather doesn't just happen on maps, get in touch. Contact: News Director, WPCQ-TV, Charlotte, NC.

**News Co-Anchor.** Top 30 market, Northeast seeks experienced news anchor. Candidate must have writing and reporting skills, as well as a first class on-air presentation. Experience with live reporting desirable. Station is an Equal Opportunity Employer. Send resumes to Box H-19.

**Meteorologist**—Major market network affiliate has potential opening for weekend weathercaster in the next six months. Successful applicants must qualify in training or experience for the AMS seal. Must be able to work with state-of-the-art forecasting technology. An Equal Opportunity Employer. All replies will be kept confidential. Send resume and brief statement of forecasting philosophy to Box H-8.

**News Director**—100-115th size Sunbelt market. EOE net affiliate wants smart, aggressive, experienced news leader. No. 2 ranked but committed with staff size, equipment including live ENG and local service concepts to be No. 1 with right person. Send resume and money needs to Box H-15.

---

**HELP WANTED NEWS  
CONTINUED**

---

**Reporter** If you have commercial TV experience and can report, edit and use ENG, we may have a job for you. Tape and resume to Bob Palmer, WSAV-TV, P.O. Box 2429, Savannah, GA 31402. EOE.

**Leading Hong Kong station** with over 2 million viewers nightly, looking for an experienced news producer willing to spend three months in exciting Orient to train our young talented staff. We are all ENG and heavy on live remotes. Package includes competitive salary, accommodations and return airfare. Interviews during and after RTNDA conference in mid-September in New Orleans, NYC, LA, SF and Honolulu. Airmail resumes and airchecks before August 15 to Raymond R. Wong, Controller, TVB News, 77 Broadcast Drive, Kowloon, Hong Kong.

**Weathercaster for top Midwest** group owned ABC affiliate with latest state-of-the-art weather equipment including color radar and color graphics. Send tape and resume to John Adams, News Director, NTV Network, P.O. Box 220, Kearney, NE 68847. Equal Opportunity Employer.

**Executive News Producer** for a top fifty market station. Must be a gung-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.

**Meteorologist** for winning small affiliate in Mid-Atlantic area. Must be a meteorologist, not a "weather-person." Will consider recent graduates if they have a minor in broadcasting. Don't apply if you don't have an audition tape. Send resumes to Box H-82.

**Reporter Ready to Move** into the anchor spot. Good pay, good benefits. Send tape & resume to News Director, WFMJ-TV, 101 West Boardman, St., Youngstown, OH 44503. Equal Opportunity Employer.

**Looking for co-anchor/consumer reporter** at No. 1 station in San Diego. Send tape and resume to Jim Holtzman, Executive News Director, KFMB-TV, San Diego, CA. 92138. EOE.

**Expanding TV News** operation is looking for two general assignment news reporters and one additional news photographer. All ENG. Send tapes and resumes to Steve Rollison, News Director, KAAL-TV, P.O. Box 577, Austin, MN 55912. No phone calls, please!!! Equal Opportunity Employer.

**Assignment Editor.** I'm looking for a television news professional who can develop story ideas, assign news coverage, and motivate a strong staff of young news reporters. If you're aggressive and have what it takes to handle assignments in a growing news operation, send me your tape and resume. Steve Rollison, News Director, KAAL-TV, P.O. Box 577, Austin, MN 55912. No phone calls, please!!! Equal Opportunity Employer.

**Meteorologist** with three years commercial TV experience. Degree and A.M.S. Seal preferred. Contact Edwin Hart, WPRI-TV, 25 Catamore Boulevard, East Providence, R.I. 02914. An Equal Opportunity Employer.

**News Director.** News Director for southern top 40 market, network affiliate. Sensational opportunity to grow with very progressive broadcast ownership and management in nation's fastest growing market. Box H-46.

---

**HELP WANTED PROGRAMING,  
PRODUCTION & OTHERS**

---

**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.

**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 15213.

**Pacific Northwest/Production Manager** for established independent production house. Excellent immediate opportunity for creative self-starter with 3/4" EFP production background. Position requires management skill plus hands-on camera, editing and writing experience for corporate video and TV commercials. Send resume, demo tape and salary history to: Mr. McCann, 561 Industry Drive, Seattle, WA 98188.

**Producer:** Opportunity to join a sizable production staff committed to issue-oriented programing for local, state and national distribution. Requires the ability to conceive and design new programing concepts. On-air ability is a plus. Requires four years producing experience in similar or related fields, Bachelor's degree in appropriate field, demonstrated writing ability. Salary negotiable based on experience and credits. Resumes to Personnel, WITF-TV/FM, Box Z, Hershey, PA 17033.

**Great Lakes Area VHF** seeks ambitious Director with switching experience. Must be capable in directing fast paced major newscasts; and commercial, promotional and public affairs assignments. Off camera announcing ability preferred. Equal Opportunity Employer. Send resume, and salary requirements to Box G-195.

**PM Magazine Co-Host**—Our male co-host finds himself without a partner. We're seeking a highly motivated, energetic and creative Co-Host/Story Producer to join him in our No. 1 rated show. Send resume and salary requirements to Box H-33. EOE.

**Wanted TV Producer/Director** 3-5 years television experience, heavy background in writing, 3/4 inch videotape editing, program development, staff hiring and supervision, studio production and direction. Must be experienced mini-cam operator and able to direct a live multi-camera remote. Work involves pressure and there are strict deadlines to meet. Programming is religious in nature. Successful candidate should be fluently bi-lingual in both English and Spanish. Degree preferred but heaviest consideration will be placed on actual production experience. News background helpful. Equal opportunity employer. Send resume and salary requirements to: Personnel Director, P.O. Box 12429, San Antonio, TX 78212.

**Producer/Director:** WXXI, topnotch PBS affiliate in upstate New York seeks experienced, imaginative professional to create and direct major local and national productions. Must have demonstrated skills in all aspects of production work. Send detailed resume and salary requirements to WXXI-TV Personnel Department, P.O. Box 21, Rochester, NY 14601. E.O.E.

**Medium market network** affiliated VHF committed to solid aggressive promotion seeks promotion professional committed to same. Must be able to produce and coordinate all station promotion efforts. An equal opportunity employer. Send complete resume to Box H-78.

**Programmer/Film Director.** Established cable programming network seeks person with television station or network experience as program director. Send resume and salary requirements to Box G-217.

**Photographer wanted** for Top 20 market; 3-4 years experience with EFP and editing. Perfect for photog wanting move from News to Production. Opportunity to produce what you shoot. Send videotape with resume to Assistant Program Manager, WISH-TV, 1950 N. Meridian, Indianapolis, 46207. M/F Equal Opportunity Employer.

**TV Associate Producer/Host** University of Florida. Responsible for producing and hosting a weekly minority affairs magazine and other specials for local public television stations. Requires Bachelor's degree in TV production and one year of experience in TV production or equivalent education and experience. Must be able to shoot EFP and edit. Must be personable and energetic. Send complete resume to Central Employment Center, 3rd Floor Stadium, University of Florida, Gainesville, FL, 32611 by 8/31/81. Requests must refer to position I.D. No. 20184 in order to guarantee consideration. Equal Employment Opportunity/Affirmative Action Employer.

**Producer/Reporter**—With strong and innovative writing/producing flair; will produce/research/write/edit ENG peices and/or public affairs programs. College degree w/journalism or writing background preferred. Send resume, tape and writing samples to Robbie Gordon, Executive Producer, WJXT, P.O. Box 5270, Jacksonville, Florida 32207. No phone calls. Equal opportunity employer M/F

**Promotion Director** Number One Independent TV Station looking for a Promotional Director. This station has won awards at BPA and INTV for its promotion. Our new Promotion Director must have the ability to produce on the air promotions, sales support pieces, and work with station's advertising agency. He or she must be creative and a self starter. Send resume to: General Manager, KMSP-TV, 6975 York Avenue, Minneapolis, MN 55435.

**Executive Producer** opening for that unique person with the creativity, initiative and production experience to conceive and/or develop a wide variety of community programing. Remote and studio production expertise required. Full details first letter. Box H-65.

**Production Manager** for Southeast market. Experience in commercial and field production and directing live news broadcast is necessary. Minimum two years experience in directing. Send resume to: David Murphy, Operations Manager, WRBL-TV, Box 270, Columbus, GA 31994.

**Senior Producer** Aggressive community PTV station is seeking energetic individual capable of supervising producer/directors in production. Responsible for proposing production concepts, training, all local production. Must have strong remote and single camera experience, writing skills. 2-3 years supervisory experience required. Send strong letter and resume to Director of Administration, KPTS, Box 288, Wichita, KS 67201. EOE/AA.

**Production Manager** Aggressive community PTV station is seeking qualified administrator of production facilities and personnel. Responsible for supervision, training, budget. Must be business-like, committed to high productivity, imaginative. Minimum 3 years experience required. Send letter and resume to Director of Administration, KPTS, Box 288, Wichita, KS 67201. EOE/AA.

**TV Traffic** If you have experience in TV traffic, a thorough working knowledge of the relationship between traffic and other departments in a television station, and are interested in broadcast automation; then you may want to consider joining our installation team. Salary: D.O.E. extensive travel throughout U.S. required. Send resume to Gene Gach, 1455 E. Tullie Cir. Suite 102, Atlanta, Ga. 30329.

**ENG-Equipped News Crews:** New York City and Washington, D.C. Must be experienced, talented and available on-call. Dynamic, growing, independent company—no station or net affiliation. Send resume to Box H-85.

---

**SITUATIONS WANTED SALES**

---

**Sharp, aggressive sales pro.** Billing \$6,000-\$10,000/mo. in in medium market radio. 5 yrs. exp. Can Sell TV. Stanford graduate. Call Cal at 615—870-1964.

**Salesperson.** Versatile background. Ten years experience includes local and national spot, syndication. Seeking challenging opportunity in cable advertising sales. Box H-39.

---

**SITUATIONS WANTED TECHNICAL**

---

**Construction Heavyweight.** Chief Engineer, Administrator. I Am All Three. Will reply with resume and references. Box H-57.

---

**SITUATIONS WANTED NEWS**

---

**If you are** interested in experience, top ratings, youthful maturity as news director with range of anchor to zoom? Write Box H-30.

**Dynamic Experienced** newsman and sports director at award-winning radio station seeks television reporting position. Excellent delivery, writing and PBP. Previous TV experience. Journalism degree. As sharp as they come. 6 year pro. Box H-14.

**SITUATIONS WANTED NEWS  
CONTINUED**

**Looking for Break** into television news or sports. Have radio background, but willing to learn all facets of television from bottom to top. Will travel for bonafide opportunity. Reasonably good-looking, intelligent and reliable. Michael Ward 716—876-5509.

**Black College Grad.** available for midwest market. Extensive radio experience. Super references. Hard working, enthusiastic, and aggressive. Call Tommy Williams at 219—882-1934. Will relocate immediately.

**Looking for a Photographer/Videographer** I am the Photographer for you! I have experience in hard news, political news, and sports. I have shot for ABC news—"World News Tonight." If your station has a helicopter look out for footage like no others around! If you are interested in gathering news when it happens, as it happens, contact Larry, 229 S. 14th St., Harrisburg, PA 17104.

**Award Winner Available.** Beat reporter, weekend anchor/co-producer experience. Will relocate. Degree. Black female. Call Kathy 512—658-0977.

**Top 20 market** childrens show host/weathercaster seeking position. Cartooning format. Bron Smith 206—848-7494.

**Who Desires Maturity,** experience in writing, producing, anchoring or ND. Knowledgeable, still eager. 25 years. Family man. No gray hair. Pat Bange, 10371 SW 156th St., Miami, FL 33157.

**Network Anchorman** ... available now ... 704—568-2353.

**Sports Anchor/Reporter** Currently weekend anchor in medium market. Extensive PBP major college football, basketball, hockey. Excellent production skills. Learned from group up as ENG photographer. Notre Dame M.A. and B.A. Clean-cut, all-American-boy look. Seek move to fulltime. Will relocate anywhere. 219—277-8083 before 1 p.m.

**35-year-old woman,** college graduate, studied TV news journalism/newswriting/interview & talk show techniques. 7 years O/C experience as commercials actress NY, seeks first opportunity as news reporter/interviewer. Willing to learn other aspects local news. Tape available. Box H-41.

**Top Mid-South anchor** making poverty wages. Mature for thirty. Aggressive, yet warm aura. Box H-51.

**Midwest radio news pro** seeks TV job. Missouri grad, seven years experience. Consider any location. Government and political news a specialty. Box H-63.

**Aggressive, hardworking ENG** photographer/Editor. 25—experienced with News, Sports and Feature material. Former Engineer—1st Ticket. Resume, Tape available now ... Contact Mark H. at Box H-73 or call 507—895-4433.

**SITUATION WANTED PROGRAMING,  
PRODUCTION, OTHERS**

**Production Assistant.** Degreed, with some experience as assistant director/producer. Reliable and highly motivated. Will relocate. Contact Patricia Drillien, 636 19th St., N.W., Canton, Ohio 44709, 216—452-4969.

**Energetic, hard-working,** college graduate with Commercial and PBS experience seeks entry level position in production! Will relocate! Good creative ideas and solid technical skills including 3/4, one inch editing, camera, audio, lighting. Write Cliff Biel, 3500 James Drive, Metairie, LA 70003, or call 504—887-8800.

**Talk Show Host,** now top 10 O&O, talented male personality, informative and charming, ready to move on to new challenge. Box H-50.

**For Fast Action Use  
BROADCASTING's  
Classified Advertising**

**ALLIED FIELDS**

**HELP WANTED MANAGEMENT**

**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., PO. Box 550, Ithaca, NY 14850.

**Communication and Resource Center** Director to provide media services for the University community. The Director, who reports to the Academic Vice Chancellor, has responsibility for developing, planning, and implementing those support services. Facilities include complete studio and EFP capability, 3/4" and 2" recording, 16mm production and eight plate editing. Duties include administering Center's budget and pursuing funding from government and private sources. Applicants should have several years experience in production and proven skills in administration. Knowledge of video, film, and location production required. Bachelors degree required; masters preferred. Experience in academic environment desirable. Salary negotiable. Application deadline: August 31, 1981. Applications should be address to: Dr. Lee Bolen, Chairman, Search Committee, Department of Physics and Astronomy, University of Mississippi, University, MS 38677. Equal Opportunity Employer.

**HELP WANTED TECHNICAL**

**Consulting Engineering Firm**—Southeast Engineering position. Immediate. Send resume and salary requirements to Kessler and Gehman Associates, 1511 N.W. 6 Street, Gainesville, FL 32601.

**Radio-TV Engineer.** Humanities Division, \$1,145 per month, to begin on/about August 24, 1981. First Class FCC License and 2 years experience preferred. Request job description and application form by contacting: Deryl Lawrence, Director of Logistics, Wayne State College, Wayne, Nebraska 68787. Application deadline: August 21, 1981.

**Chief, Electronic Media Technician** Responsible for installation, maintenance, and supervision of Lamar University's radio, television, and electronic media equipment. Must possess FCC First Class license, good supervisory skills, have ability to work in an instructional and production setting, and have ability to diagnose, troubleshoot and repair electronic equipment. Salary \$18,000-\$24,000 commensurate with experience. Fringe benefits. Resume to: William Ryan, Lamar University, PO. Box 10021, Beaumont, Texas 77710 prior to September 5, 1981. Lamar University is an Affirmative Action Equal Opportunity Employer.

**HELP WANTED PROGRAMING,  
PRODUCTION AND OTHERS**

**Wanted: Editor** The Society of Broadcast Engineers has an opening for a person to write, assemble, edit and layout material for the SBE Signal. This bi-monthly newsletter reaches most broadcast stations in the U.S. and provides the opportunity for the right person to help develop a growing publication. The position requires a background in journalism, with experience in writing, editing, layout and publishing of technical material. Interested persons should send a complete resume to the Society of Broadcast Engineers, PO. Box 50884, Indianapolis, Indiana 46250.

**WANTED TO BUY EQUIPMENT**

**Wanting 250, 500, 1,000** and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512—723-3331.

**Wanted four** to sixteen Bay Circularly Polarized high power FM antenna ... Call 916—233-2713.

**Wanted A.** Camera Cables TV-81, B. Universal Color Tech, C. Studio Lights, Call: 312—641-6030. Days.

**Want to Buy Used** equipment for Class A and Class C CP's Need everything; transmitters, towers, antenna's, marti remotes, etc. Call John 612—222-5555.

**Ministry for the Deaf** needs television remote production facility. Tax deductible receipt for fair market value for donation. Send description to Tom Johnson, Signs of Life Ministries, Box 65, Champaign, IL 61820.

**Ikegami TK-355** Studio Camera: Require new or used with lens. Call J. Sanford, WNNE, 802—763-7701.

**Instant Cash For Broadcast Equipment:** Urgently need UHF Transmitters, Microwaves, Towers, Weather Radar, Color Studio Equipment, AM & FM Transmitters. Call Bill Kitchen, Quality Media. 800—241-7878. In GA call 404-324-1271.

**Reward for UHF Transmitters.** Quality Media will pay a \$500 reward for information which leads to our purchase of any UHF television transmitter. One reward per transmitter. Call Bill Kitchen 800—241-7878. In GA call 404—324-1271.

**FOR SALE EQUIPMENT**

**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.

**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 10LJ-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.

**RCA TP 68**—16mm film chain projectors. Excellent condition! Call now 305—756-0699 at International Cinema Eq. Co., 6750 NE 4th St., Miami, FL 33138.

**10KW FM RCA 10D-1** w/Moseley S.S. exciter, stereo, spares, excellent condition. M. Cooper 215—379-6585.

**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.

**Used broadcast television equipment.** Hundreds of pieces wanted and for sale. Please call System Associates to receive our free flyer of equipment listings. 213—641-2042.

**Towers for Sale:** 250 foot self-support (heavy duty), 310 foot FM Tower with Guys, 300 foot FM/AM Towers with Guys, 1000 feet of 18" Tower AM or FM, 1000 foot Tower—G-7 with Guys. Call—901—274-7510.

**One-Sparta/Bauer 625** 25 kw FM, like new. Plenty of Spares. Operated in a controlled environment. On air until August 15. Come see in operation. Collins 830F-1 10 kw FM with Stereo. Continental 315 5 kw AM in stock. Gates BC-5P2, 5 kw AM very clean. Orban Optimod 8000-A used. Many other units in Stock, both AM and FM. Besco Internacional, 5946 Club Oaks Dr., Dallas, Texas 75248. A/C 214—630-3600.

## FOR SALE EQUIPMENT CONTINUED

**Dictaphone 4101** 10 channel logger, unused. Also, spare transport, unused. Larry, 412-545-9952.

**4 ITC 750** Series playback machines with 25 Hz cue detectors. Like new. 704-328-1731.

**EFF Truck:** Almost new Dodge Maxi-Van, completely finished and wired. With Onan generator, two air conditioning systems. Available with or without production equipment. Tim Balint, 213-874-6840.

**For Sale**—CVS, 520 TBC Best Offer Call: 312-641-6030 Days.

**Groton Computer** terminal. Like News. Dirt cheap, \$2,000.00. LaVerne Garton, KBON-KDIG, 714-885-6555.

**Eye in the Sky!** at ½ the cost 1981 Hughes 300C ENG Helicopter with LIVE Microwave capability, plus extras. Available immediately. SALE OR LEASE. NICAD, INC., South Bend, IN 219-287-5905.

**GR 1606A Bridge**, new condition. Best offer. Located DC area. Box H-72.

**Tape deck tester**, 3M Model 6500 (AC/batt) for SNR/DIST/JIT measurements. D&T 4200 Wheeler Ave., Alex, Va. 22304, 703-751-8100.

**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., \$17,000; Ampex 1200B VTR, D.O.C., Velcomp, Editor, \$16,000; Norelco PC-70 Color Cameras \$8,000; GE PE-400 Color Cameras \$3,000; CBS 504B TBC, \$5,000; VITAL VIX-100-4 Switcher, Studio & Master Control, \$12,000; Envirozone Air Filters, \$500; Hundreds of other items. 30 Brands new equipment. Call Bill Kitchen or Jim Herring, Quality Media Corporation, 800-241-7878. In GA call 404-324-1271.

**Remote Production Cruiser:** Beautiful condition, full air-conditioning, camera platform on top, new diesel engine and drive train. Equipment includes: (5) GE PE-350 cameras (can upgrade), minicam, motorized cable reels, full monitoring, full audio and video switching. Quad VTR and 3/4" editing system. \$130,000 takes it all. Call Bill Kitchen, or Jim Herring, Quality Media Corporation, 800-241-7878. In GA call 404-324-1271.

**New 5 KW Hi-Band VHF Transmitter:** Never used, in factor crates. Standard electronics Model No's AH653, TH652, TH613. Tuned to Channel 10, can be tuned to any hi-band channel. \$30,000. Call 800-241-7878. Bill Kitchen or Jim Herring, Quality Media Corporation, 800-241-7878. In GA call 404-324-1271.

**Used ENG Equipment:** Sony DXC 1600 Cameras, 4 avail. \$800 ea.; Sony RM-400 Editor \$400; Convergence ESC-1 Joystick Editor \$1,500; Sony VO3800 3/4" VTR \$1,500. Call Bill Kitchen or Jim Herring, Quality Media Corporation, 800-241-7878. In GA call 404-324-1271.

**ENG—Production Van:** Like new with (2) Hitachi SK-70 Cameras, JVC 3/4" Editing Package, Portable VCR, CVS5048 T.B.C. with Noise Reduction, 3M1114 Switcher, Character Generator, Elaborate Audio, Patching, and Monitoring, Custom Ford Truck with Camera Platform and Generator. Cost over \$200,000 new plus labor. Everything you need to go to work today. \$100,000 or make offer! Call Bill Kitchen or Jim Herring, Quality Media Corporation, 800-241-7878. In GA call 404-324-1271.

## 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.

**Comedy writer** One-liner Specialist Lee Haas 4775 134 Street, Hawthorne, Ca. 90250 213-679-0870.

**"Comic Relief,"** Just for laughs. Bi-weekly. Free sample. Whilde Creative Services, 20016 Elkhart, Detroit, MI 48225.

## 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.

**Pretty lady**, 29, in journalism, desires to meet radio, TV personality or person. Divorced from TV news anchorman, no kids. This lady knows the broadcast-journalism business! Send replies to Box H-5.

**For the Best in Original** Film scores its "Music from the Movies" with our host Phillip Addiego, Mondays 11:30 PM, and Saturdays 10:30 PM, on KALW-FM 91.7 San Francisco.

**Sportscaster!** Play by play jobs are easier and quicker with these nationally-used charts and stat forms for football, basketball and hockey. Plus, special sale on multi-sport post cards and greeting cards. Free brochure: SuperStat, PO Box 1, Endwell, New York 13760.

## 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 Broadcaster's Training** Program. Fantastic Publication! Announcing, news, copywriting, sales, programming. \$29.95. Free Details. Centaur Communications, 2509 N. Campbell Ave., No. 218-B, Tucson, AZ 85719.

## EMPLOYMENT SERVICES

**Radio Jobs!!!** Placement!!! "Anywhere in the USA" Guarantee: Write: NYMO Consultants, Box 852, Saco, Maine 04072.

## CONSULTANTS

**MJO News Associates.** The broadcast news specialists. Box 11043, St. Louis, MO 63135. 314-522-6325.

## RADIO Help Wanted Management

### GENERAL MANAGER PUBLIC RADIO STATION

The University of Alabama in Birmingham is now inviting applications for the position of General Manager, WBHM-FM Public Radio Station. WBHM, operated by UAB and located on its 62 block campus, is an affiliate of the National Public Radio Network and serves an area of approximately 800,000 people.

Candidates for the position should possess an advanced degree or an equivalent combination of education and public broadcast experience. Candidates should have a thorough understanding of all broadcast related activities including programming, production, operations, promotions, fundraising, personnel and fiscal management. Adjunct faculty status possible with this position. Salary is negotiable commensurate with experience.

Individuals interested in applying for the position should send resumes to: Dr. E. Culpepper Clark, Search Committee Chairman, Department of Communication Studies—U.C. Bldg. 3, UAB, University Station, Bham., Al. 35294.

UAB is an Equal Opportunity Affirmative Action Employer

## Help Wanted Sales Continued

### SALES MANAGER Amaturo Group Inc.

Growth Broadcast group wants hard-hitting, talented, ambitious, Sales Manager with General Manager potential. Creative ability plus administrative skills basic. Diverse experience preferred. Amaturo Group Inc. consists of Houston, St. Louis, South Florida, and NTV. This position is for Majic 102 FM, Houston.

Send letter and resume only to: Monte Lang, Executive Vice President, c/o KMJQ P.O. 22900, Houston, Texas 77027.

AN E.O.E.

### SALES MANAGER Beautiful Music in Beautiful Memphis

Experienced sales manager wanted for Harte-Hanks radio property in Memphis, TN. WEZI-FM has been No. 1, 2, or 3 in 12+ last 8 books. Superb facility with excellent staff and benefits. Reply with letter and your background to:

**Dave Thomas**  
General Manager  
WEZI-FM  
5900 Poplar Ave.  
Memphis, TN 38119

We are an equal opportunity employer.

## Help Wanted Sales

### GENERAL SALES MANAGER

Southern coastal major market album rock. Need dynamic, organized and disciplined professional to motivate agency and retail sales staff. Successful applicant should be tenacious and have the ability to move rates upward. We are high profile and well respected and these are qualities you should also possess. Please reply in confidence and no background calls till we clear it with you. Group owned and E.O.E. Box H-36.

## Help Wanted Programing, Production, Others

### ASSISTANT CREATIVE DIRECTOR

The link between Sales & Programing. Minimum 2 years experience in copywriting and production of spec. spots. Good typing ability. Candidate must possess rare combination of organizational skills and creative ability. Send resume with references, writing & production samples to:

#### WPEN-AM/WMGK-FM

Mr. William Price  
Director of Creative Services  
One Bala Cynwyd Plaza  
Bala Cynwyd, PA 19004  
  
No Phone Calls  
Minority Applicants Encouraged E.O.E.

## Situations Wanted Management

### 21 year veteran

all phases including Ownership/Management. Hard work and dedication must equal security and future. Presently self-employed, will wait for the right organization and opportunity. If you need experience and knowledge plus reliability. Write: PO. Box 601, Arvada, Colorado 80002.

### NEED A G.M.?

Operations Manager, AM-FM combo in top 50 market looking to move into a GMship. Strengths in programing and people. BA degree, sales oriented, with solid resume and references. Box H-60.

## Situations Wanted News

### EXPERIENCED

major market news director and chief editor team wants to put your news department on top with community-oriented, credible news organization—news that touches your listeners. Will build or re-build. Experience, knowledge and determination. Looking for a challenge. Send opportunity details to: Box H-81. We will reply.

## TELEVISION Help Wanted Technical

### Discovision Associates

a leader in the videodisc industry, has immediate needs for Television Engineers and Technicians. Hands-on experience in the maintenance of TV production and post production equipment: Quad, 1" C, CMX, GBG, Rank, etc. Must have strong technical background.

Excellent salary and benefits. Located in the Newport Beach, CA area. Write to: Ms. Donna Leverett, Discovision Associates, Box 6600, Costa Mesa, CA 92626. Equal Opportunity Employer M/F/H.

### TOP RANKED, TOP MARKET INDEPENDENT NEEDS TOP CHIEF ENGINEER

Responsible for all administrative, managerial and technical duties in operating a 24 hours a day station. We need a quality conscious, people oriented manager/engineering to be in 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. EO/E/M-F

## Help Wanted Technical Continued

### TV & COMMUNICATIONS ENGINEERS

If you are energetic and aggressive and have a desire to advance your career dramatically and be involved in one of the fastest growing broadcast communications companies, WOLD COMMUNICATIONS is interested in you.

WOLD COMMUNICATIONS is constructing and operating extensive facilities in Los Angeles, New York and Washington D.C. There is an ongoing need for qualified engineering personnel with various levels of experience and education. Interested persons with installation and maintenance experience in any of the following areas are invited to apply: Video Studio Equipment; Microwave Systems; Satellite Earth Stations; Computer Systems; and general RF and baseband technology. There is also a need for Systems Design and Project Management Engineers.

An attractive salary and benefits package is offered to qualified applicants. Send your resume and salary requirements to:

W. Mark McKibben  
Vice President, Engineering  
WOLD COMMUNICATIONS, INC.  
10880 Wilshire Blvd.  
Los Angeles, CA 90024

**WOLD COMMUNICATIONS**

A Robert Wold Company

M/F Equal Opportunity Employer

## Help Wanted Management

### DEVELOPMENT MANAGER:

WXXI TV-FM, a prominent public broadcasting facility in upstate New York seeks an experienced development professional to lead and direct all development activities. Duties will include supervision and coordination of membership programs, annual auction, corporate underwriting, planned giving, public information and direct mail. Must have record of, at least, five years of solid achievement in sales/marketing/development. Experience in PTV highly desirable. Advanced degree preferred. Salary commensurate with experience. Range is \$22,500-\$37,500. Send resume to: Personnel Department, WXXI TV-FM, PO. Box 21, Rochester, NY 14601 E.O.E.

### Business Manager

WMAR-TV in Baltimore owned by Abell Communications seeks experienced TV/Radio Business Manager. Should have strong background in Accounting and fiscal planning. Accounting activity is automated with in-house system. Will be responsible for Business/Personnel activity. Send resume to:

Nancy Fields  
Personnel Manager  
WMAR-TV/FM  
6400 York Road  
Baltimore, Maryland 21212  
E.O.E. M/F

## Help Wanted News

### NOON NEWS PRODUCER

Major east coast market looking for experienced producer for new, innovative newscast. Program will include fast paced news segment with reporter phone-ins, live remotes, and newsroom updates on breaking stories. Producer must also work with talent on scheduling daily newsmaker interviews, and be able to rework entire format as day's events dictate. Send tape and resume to: John Zarrella, WBAL-TV, 3800 Hooper Ave., Baltimore, Maryland 21211. An EEO Employer.

### REPORTER

Challenging opportunity for small or medium market reporter to work in No. 1 and No. 4 markets. Initiative and creative production skills essential. Background in economic or environmental reporting preferred. Minimum two years' experience. (EEO) Send resume and cassette (hard news and mini-docs) to: Herb Bloom, Executive Producer, New Jersey Nightly News, 1573 Parkside Ave., Trenton, New Jersey 08638.

### WTSP-TV

We're expanding our news operation, and need the following: REPORTER—General Assignment Reporter to enterprise and cover various types of stories on tape or live in the field. Need journalism degree and one year's news experience, or three year's experience in a public or commercial TV news operation.

PHOTOGRAPHER—ENG photographer familiar with live microwave equipment. Need two years experience in a commercial or public TV news operation.

Resume and tape to: George Faulder, News Director, PO. Box 10,000, St. Petersburg, Florida 33733. Equal Opportunity Employer/M-F

### Television News Anchor

One of the finest broadcast stations in America is looking for an anchor who will continue a tradition of dominance. If you can demonstrate superior communications skills, a track record of professional success and a willingness to work, we will reward you with a compensation package to match your skills.

All inquiries will be held in the strictest of confidence. Please send your resume, and a recent unedited air check to:

Bob Jordan  
News Director  
KSTP-TV  
3415 University Avenue  
St. Paul, MN 55114

**KSTP TELEVISION**



E.O.E.

## Help Wanted News Continued

### TV NEWS PEOPLE

On behalf of our clients, we are looking for experienced anchors, reporters, weathercasters, sportscasters, producers, directors and local origination cable TV producers.

All replies will be kept strictly confidential.

Send videocassette and resume to P. O. Box 900, Fairfax, Virginia 22030.

# M&H

McHUGH AND HOFFMAN, INC.

**Solid all-around reporter**, at home with both hard news and fun features. Strong self discipline and able to function with little direction to get the job done, for slot on successful all-local evening newsmagazine. Send resumes to Box H-4.

### Help Wanted Programing, Production, Others



Photographer/field producer to shoot and edit 3/4 inch tape. Willing to train, but must be able to demonstrate basic technical skills, and take direction willingly. Send resume and salary needs to Box H-17. EOE M/F.

### Help Wanted Programing, Production, Others Continued

#### TV HOST/HOESSTESS

Daily public affairs/talk-variety program. Extensive interviewing and/or reporting experience necessary! Candidate must have thorough knowledge of national and international news and have flexibility of handling interviews of all kinds. News experience helpful. Send salary history and resume to Box H-7. Equal Opportunity Employer.



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.

### ADVERTISING DIRECTOR

TURNER BROADCASTING SYSTEM INC. has the opportunity of a life-time for the right person in the rapidly growing world of cable TV.

Responsibility for all print advertising for Cable News Network, SuperStation WTBS, Turner Program sales and other areas of the company.

Minimum 3 to 5 years of experience in Television Advertising/Promotion area, Advertising Agency or related field.

Thorough knowledge of print advertising design, copywrigint, production and scheduling.

Ability to provide creative guidance in all of the above areas and to direct the activities of outside creative sources in print advertising.

Send resumes to Paul Bissonnette, Vice President Advertising/Promotion, Turner Broadcasting System Inc., 1050 Techwood Drive, N.W., Atlanta, Georgia 30318.

AN EQUAL OPPORTUNITY EMPLOYER

## Help Wanted Programing, Production, Others Continued



Number one rated PM Magazine is looking for a talented co-host to join established male co-host. Candidates must be able to produce and edit stories. Send tape and resume to: James DeSchepper, Executive Producer, WFRV-TV, P.O. Box 1128, Green Bay, Wisconsin 54305. An Equal Opportunity Employer.

### Situations Wanted News

#### Female Reporter

Radio News Director. Seeks to move into small market television. Good writer, good voice, real go-getter. Box H-48.

#### Veteran

major market radio/TV sportscaster available Sept. 1st. Excellent credentials in top twenty markets include PBR, sportstalk, and commentary. Controversial but knowledgeable. Top flight references. If you need a new sound for the fall, write today. Box H-80.

### Situations Wanted Programing, Production, Others

#### CREATIVE PRODUCTION TEAM

Experienced, hard working, Producer/Writer and Producer/Director will free-lance your production company's or station's special project needs in entertainment, informational, and/or dramatic programing. Will handle any aspect of the package from conception, writing, producing to directing. Award winning combination with major market experience, skilled in single camera field or multi camera studio production of documentaries, children's shows, comedy specials, public affairs and commercial spots. Will relocate. Reply Box H-47.

## ALLIED FIELDS

### Help Wanted Management

#### Executive Director NETCHE Inc.

NETCHE Incorporated, is a 15-year-old multi-purpose consortium of 17 Nebraska public and private two and four-year colleges and universities with an annual budget in excess of \$500,000. It is located in Lincoln, Nebraska, the state capital.

The Executive Director is the chief executive officer with supervisory responsibilities for a staff of ten. The major activities include instructional television programming in addition to student, faculty and administrative development. Position commences October 1 or when available thereafter. (Complete job description available upon request.)

Master's required (Doctorate preferred) plus administrative experience in higher education. Proven ability in obtaining government and foundation support essential. Salary \$30,000 minimum. Apply by September 21 to: Search Committee, NETCHE Incorporated, P.O. Box 83111, Lincoln, Nebraska 68501. Affirmative Action/Equal Opportunity Employer.

## Help Wanted Management Continued

### DIRECTOR OF MARKETING

Busy position with company producing and syndicating television campaigns promoting radio stations. Considerable experience and familiarity with cross-country markets a must. Travel a necessity. Starts immediately. Call Janine de Peyer or Robert Benderson at (213) 392-8771.

## CABLE

### Help Wanted Management

#### CABLE TV DIRECTOR

The City of Dubuque, Iowa (population 63,000), is seeking an aggressive and imaginative administrator responsible for regulating a cable services delivery system franchise. The position will report to the City Manager and will provide staff assistance to Cable Regulatory and Community Programming Commissions appointed by the City Council. The position will be responsible for compliance reviews, promotion of access/institutional/local origination utilization, problem resolution and monitoring.

Applicants shall possess a degree from an accredited college or university in Communications, Business/Public Administration or Electrical Engineering, and three years experience in cable television, utility, broadcasting or administering authority, or any equivalent combination of experience and training that would provide the necessary knowledge, skills and abilities.

Qualified applicants shall submit a resume and salary requirements by August 28, 1981 to Randy Peck, Personnel Manager, City Hall, 13th and Central, Dubuque, IA 52001. E.O.E.

## Business Opportunity

### NEW STATION OR POWER INCREASE?

FM Frequency search with interpretation \$150-200. Basic FM drop-in petition \$250. AM contours verified at reasonable cost. List of largest towns without local radio/TV, 1980 population, \$10 per state.

BROADCAST PLANNING SERVICES  
Box 42, Greenwood, Arkansas 72936  
501-996-2254

## Employment Services

### RADIO OPENINGS

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.**

### CREATIVE BROADCAST SERVICES AGENCY

RADIO - TELEVISION - CABLE  
TALENT AGENCY  
Representing

• Management • Technical • Talent • Sales

Creative represents professionals from coast-to-coast to fill all On & Off Air positions in your company at no charge.

Call: (213) 467-8151

6290 Sunset & Vine, 9th Floor, Hollywood, CA 90028



## Consultants

### ED MULLINAX

"Experience Counts"

Broadcast/CATV Consultant

Sales  
Appraisals  
Rate Increases  
Franchises

(404) 882-6119  
P.O. Drawer 1649  
LaGrange, Ga 30241

## Ratings Down? Profits Down? Is Your Music Right?

It takes a lot of work, planning and showmanship to make or keep your station a winner.

We have experience in ownership, management and programming in at least 12 major and medium markets.

We can help rebuild your radio station, at affordable prices.

Call Collect Today!

L.J. Lancer, (803) 556-4363

**Jones, Lancer and Associates**

P.O. Drawer 30369 Chas., S.C. 29407

## Miscellaneous



## Radio Programing

### The MEMORABLE Days of Radio

30-minute programs from the golden age of radio  
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION  
... included in each series



Program Distributors  
410 South Main  
Jonesboro, Arkansas 72401  
501-972-5884



### Big Band Music Is Now

A Top Seller

Call

**GLACIER COMMUNICATIONS INC.**  
406/873-5411

We've got the top country station in Lubbock, and we're well on our way in McAllen-Brownsville. Now we're ready to take on the rest of Texas and the Country. For all the facts and a complete presentation on the country format that never fails, call Mike Scott, former national program director and 20 year radio veteran, at 317-848-7511 or write:

### SCOTT CONSULTANTS

11208 MOSS DRIVE  
CARMEL, INDIANA 46032

## For Sale Equipment

### FOR SALE

3 RCA PX-23 B/W MONITORS. Two GBC B/W cameras, best offer. Contact: Lee Memorial Hospital, P.O. Drawer 2218, Ft. Myers, FL 33902 (813) 334-5306.

## Wanted To Buy Stations

### Wanted to buy

Class C FM with or without AM. Small or medium market in sunbelt. Profit history not important. Box G-27.

**HAVE FINANCING**, investors, and broadcast experience. Wish to deal directly with owner selling in growth market. No daytime AM unless in combo with FM. Box H-64.

## For Sale Stations

### For Sale By Owner

Southeast AM/FM combo. Single station market, profitable. Terms to qualified buyer. \$100,000 down.

Box G-210

## GREAT JINGLES

Call or Write For  
a Free Demo

### CONTINENTAL RECORDINGS

210 SOUTH STREET, BOSTON, MA 02111 617-428-3131



**For Sale Stations Continued**

**CLASS C—FM COMBO WITH FULL-TIME AM**

- SUBSTANTIAL ANNUAL REVENUE INCREASES.
- PRICED LESS THAN 10 TIMES CASH FLOW.
- PRESENT CASH FLOW WILL HANDLE DEBT SERVICE PLUS SURPLUS.
- EXCELLENT TERMS

ALSO AVAILABLE:

A NUMBER OF CLASS C—FM'S IN THE TOP 50 MARKETS... HEAVY HITTERS. AND NEWLY COMPLETED GROWTH CABLE TV SYSTEM.

CONTACT: **GORDON SHERMAN SHERMAN AND BROWN ASSOCIATES, INC.**  
 MEDIA BROKER SPECIALISTS  
 1110 BRICKELL AVE. SUITE 430  
 MIAMI, FLORIDA 33131  
 (305) 371-9335



10,000 watt DA-D. Fantastic Mkt., potential \$470,000; Daytimer w/Fulltime Grant-Positive Cash Flow \$443,000; Daytimer w/Suburban Location. Potential. Terms \$320,000.

**EBS EDEN BROADCAST SERVICES**  
 P.O. Box 647, Eden, N.C. 27288  
 919/623-3000

**Small market AM**

in south for sale. Excellent potential for growth in sales. Priced to sell at \$500,000.  
 Reply Box H-54.

**Class A FM**

in a southern delta, excellent coverage in small med. market area, 370K, terms.  
 Box H-71

**Eastern Colorado**

5 kw Daytime AM plus Class A FM CP Application, \$300,000, terms.  
 Write Box H-66.

**WZZI 1250  
 Madisonville, TN**

Profitable operation with good facilities on 4.7 acres. Attractive building. Excellent terms. \$150,000. \$30,000 down—or \$120,000 cash. Contact Mary Hall at 615-442-4567 or 615-982-7137.

**BUY WITH NO CASH**

- Top twenty market
- AM daytimer—number of Chicago
- Buyer must be Spanish, Black or Indian  
 Box No. H-67.

**FOR SALE**

Rocky Mtn. fulltime AM. Total price \$675,000. Includes real estate. Financing available after 29% down: Box H-56.

**Class C FM**

South, covers small and medium market as well as excellent rural area, 1 mil., terms. Box H-69.

**Combo**

Black programed, South, reaches medium market, underdeveloped, 420K.  
 Box H-70

**H.B. La Rue, Media Broker**

RADIO • TV • CATV • APPRAISALS

West Coast:  
 44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750  
 East Coast:  
 500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

**Dan Hayslett**

& associates, inc.



*Media Brokers*  
 RADIO, TV, and CATV  
 (214) 691-2076

11311 N. Central Expressway • Dallas, Texas

**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	Daytime AM	400K	Small
NC	Daytime AM	550K	Small
GA	Daytime AM	425K	Small
OK	FM	380K	Small
NM	FM	500K	Small
KS	FM	480K	Medium
NC	AM Downpayment	25K	
SC	AM Downpayment	25K	

109 North Main, 2nd Floor  
 Sioux Falls, South Dakota 57102 605/338-1180

**North American** **MEDIA BROKERS**

CAN SAVE YOU THOUSANDS ON THE SALE OF YOUR BROADCAST FACILITY. HERE'S HOW

- IN-HOUSE LEGAL DEPARTMENT TO PROCESS YOUR FCC TRANSFER APPLICATION (INCLUDED IN BROKERAGE COMMISSION)
- VARIABLE COMMISSION STRUCTURE BASED ON SALE PRICE
- REDUCED COMMISSIONS FOR EXCLUSIVE LISTINGS

THERE'S NOTHING TO LOSE...AND EVERYTHING TO GAIN BY LISTING WITH NORTH AMERICAN... THE NEW, AGGRESSIVE BROKER! IF YOU'RE AN OWNER, CALL US COLLECT AT (305) 525 2500

Suite 2100 One Financial Plaza  
 Fort Lauderdale, Florida 33394

## APPRAISALS

Over twenty years of service to Broadcasting  
Appraisals • Brokerage • Analysis  
Westgate Mall, Bethlehem, PA 18017  
215-865-3775

### THE HOLT CORPORATION

AM Fulltime, Finest Ariz Market  
AM Fulltime, Ariz Small, Single  
AM Fulltime, Ariz, Vast Potential  
Idaho, Montana, Colorado Stations

**JOHN H. RUNKLE, MEDIA BROKER**  
208-344-0947

## VHF TELEVISION

Small market network affiliate,  
\$1,700,000. Box H-84.

## NET AFFIL UHF TV

Attractive network affiliated UHF TV station available at normal multiple of 11X cash flow. Good management and excellent facilities. All property and real estate owned. Station has been tied for first position in the market for a number of years. Would make an excellent initial station for first time buyer or a UHF addition for a group owner interested in a full complement of seven stations. At \$15,000,000 the station is fairly priced. Box H-86.

## MAJOR MARKET NETWORK AFFILIATED VHF TV STATION

Station is in top 75 Markets. Excellent physical facility. Transmitter land is owned and studio is under reasonably priced lease. Positive cash flow of an annual revenue of over six million dollars. Station needs more aggressive management to substantially improve cash flow to revenue radio. Equipment would be considered "State of the Art" with very little capital improvements necessary. Asking price of \$16 million cash is far below the figure which would be expected for a market of this size. Box H-87.

### THE KEITH W. HORTON COMPANY, INC.

For prompt service contact

Home Office: P.O. Box 948  
Elmira, N.Y. 14902  
24 hr Phone: (607)733-7138

Bob Kimel's office:  
P.O. Box 270,  
St. Albans, VT 05478  
24 hr Phone: (802)524-5963

Brokers and Consultants

## For Sale Stations Continued

### NEW ENGLAND CLASS IV

Excellent small market fulltime AM. Making money. Available due to illness of owner. \$400,000 with terms. Box H-74.

### \$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.

### WALKER MEDIA & MANAGEMENT, INC.

William L. Walker  
President  
Suite 417, 1730 Rhode Island Avenue, N.W.  
Washington, D.C. 20036  
(202) 223-1553  
Brokers-Consultants-Appraisers

## 901/767-7980

### MILTON Q. FORD & ASSOCIATES MEDIA BROKERS—APPRAISERS

"Specializing In Sunbelt Broadcast Properties"

5050 Poplar Ave • Suite 816 • Memphis, TN. 38157  
700 New Hampshire Ave., N.W. • Watergate South  
Suite 1003 • Washington, D.C. 20037

## BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only. (Billing charge to stations and firms: \$2.00).

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

**Rates:** Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. *Blind Box* numbers: \$2.00 per issue.

**Rates:** Classified display. Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

- Daytimer North Central NC. Good buy. \$180,000. Terms.
- Foreign speaking AM in Cleveland metro area. \$490,000.
- Tenn.—AM—day. Near Nashville. \$290,000.
- FM Ark.—Miss. \$380,000.
- Good facility covering Chalotte, 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.
- 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.
- 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.
- 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!

Drop by our Hospitality Suite, Radio Programming Conference, Chicago Hyatt Regency, August 16-19.

**BUSINESS BROKER ASSOCIATES**  
615-756-7635 24 HOURS



## CHAPMAN ASSOCIATES®

media brokerage service

### STATION

STATION	CONTACT
S Small AM \$231K \$75K	Ernie Pearce (404) 458-9226
S Small AM \$395K \$88K	Bob Thorburn (404) 458-9226
E Small FM \$635K Terms	Jim Mackin (207) 623-1874
MW Small AM/FM \$1,100K \$400K	Peter Stromquist (612) 831-3672
MW Sub. AM \$400K 29%	Peter Stromquist (612) 831-3672
SE Metro Fulltime \$1,300K \$450K	Bill Chapman (404) 458-9226
MW Major AM \$600K Terms	Bill Cate (904) 893-6471
MW Major AM/FM \$3,000K Cash	Bill Chapman (404) 458-9226

To receive offerings within your areas of interest, or to sell, contact John Emery, Mktg. Mgr., Chapman Co., 1835 Savoy Dr., Atlanta, GA 30341 (404) 458-9226

# Fates & Fortunes

## Media



Dudley

Bolger

**Richard Dudley**, president and chief operating officer, Forward Communications Corp., Wausau, Wis., station group, named board chairman and chief executive officer. He succeeds **William McCormick**, who becomes chairman of executive committee and remains director. Dudley has been with Forward since its founding in 1954. **Thomas E. Bolger**, president of Forward's WMTV(TV) Madison, Wis., succeeds Dudley, based in Madison. Bolger is immediate past chairman of National Association of Broadcasters' joint board and has been WMTV's president for 18 years. **Laurie Leonard**, station manager, WMTV, succeeds Bolger.

**Joseph Loughlin**, VP-general manager of Gaylord Broadcasting's WVTM(TV) Milwaukee, joins Tribune Company Broadcasting as president-general manager of KWGN-TV Denver, succeeding **Robert A. Innes**, who becomes consultant to station. **Michael Schuch**, assistant general manager, WVTM, succeeds Loughlin.

**Jim Waterbury**, VP-operations, KWWL-TV Waterloo, Iowa, named VP-general manager of co-owned KTIV-TV Sioux City, Iowa. He succeeds **Lyn Stoyer**, who joined WIVB-TV Buffalo, N.Y., as station manager (BROADCASTING, July 27).

**Alfred Ritter**, New England manager for *TV Watch* magazine, New York, joins WMTW-TV Portland, Me., as general manager.

**Dick Taylor**, sales manager, WUPE(AM)-WUHN(FM) Pittsfield, Mass., named station manager.

**Benjamin Sottile**, former president, Warner-Lambert's Cool-Ray and personal products division, New York, joins Warner Communications there as senior VP.

**Homer Mason**, program director, KHQ-TV Spokane, Wash., named operations manager.

**Mike O'Neal**, from WJBQ(AM) Westbrook, Me., joins WFTN(AM) Franklin, N.H., as operations manager.

**David Fryar**, manager of accounting, Cooper Airmotive, Dallas firm that provides management services for consumer airlines, joins Hicks Communications, Dallas, as controller. Hicks Communications owns: KLVI(AM) Beaumont, KIXK-FM Dallas-Denton, KYKR(FM) Port Arthur, and KJAR(AM) Laredo, all Texas.

**Karron Huber**, from Group W's KDKA-AM-TV

and WPNT(FM) Pittsburgh, named controller of co-owned KOSI-FM Denver.

**Chuck Pumphrey**, Eastern regional marketing director, United Cable TV, based in Denver, named general manager of United systems in East Lansing and Meridian, Mich. **Joe Batson**, marketing director for United's Bellevue, Neb., system, named district marketing manager for Eastern region, based in Bellevue, responsible for United's systems in Bossier City, La., and Galesburg, Monmouth, Peru, Mendota and Effingham, all Illinois.

**James Crowdis III**, city manager, Dublin, Ga., joins Chattanooga Cable TV, as VP-general manager.

**Kay Ellen Perry**, director of marketing, American Cable Television, Phoenix, joins Continental Cablevision's Roseville, Mich.-based system, as system manager.

**Lee Norman**, franchise coordinator, Capitol City Cablevision, St. Paul, joins Storer Cable Communications in same capacity for its franchising efforts in suburban St. Paul. She will be based in Roseville, Minn.

**Robert Coe**, manager of special services, data processing division, Bank One, Columbus, Ohio, bank, joins Warner Amex Cable Communications there as director of site coordination and applications development.

## Advertising

**Anthony Abrahams**, president, D'Arcy-MacManus & Masius Worldwide, London, and **Hal Bay**, chairman, DM&M's Bloomfield Hills, Mich., office, named chief executive officers of Worldwide operations. Bay has also been named president of DM&M's U.S. operations.

**O. Burtch Drake**, senior VP-group management supervisor, Foote, Cone & Belding, New York, joins Dancer Fitzgerald Sample, San Francisco as president-general manager.

**Jane Collins Snowday**, VP-associate creative supervisor, J. Walter Thompson, New York, named VP-creative director of Soskin/Thompson Associates, there, JWT's direct marketing division.

**Named VP's.** Taft Broadcasting, has named four of its general managers from its television group VP's. They are: **Richard Stephen**, WBRC-TV Birmingham, Ala.; **Randall Smith**, WTAF-TV Philadelphia; **Paul Dinovitz**, WGR-TV Buffalo, and **John Rose**, WDCA-TV Washington. Also named VP's are three general managers from Taft's radio group. They are: **John Soller**, WKRQ(FM) Cincinnati; **Perry Frey**, WTVN(AM) Columbus, Ohio, and **Robert Garrett**, KYYS(FM) Kansas City, Mo.

Named VP's, Leo Burnett, Chicago: **Karen Haring**, associate research director; **Bob Koslow**, senior producer; **John Maruskin**, account supervisor, and **Eli Wolf**, creative director.

**Patrick Mulcahy**, director of corporate communications and advertising, Allegran Pharmaceuticals, Irvine, Calif., joins Bozell & Jacobs, Newport Beach, Calif., as VP-creative director.

**Michele Massaro-Moschillo**, associate group head, Wells, Rich, Greene, New York, named VP-director of local broadcast. **Mary Lou Ahern**, radio buyer, Wells, Rich, Greene, New York, succeeds Massaro-Moschillo.

Named VP's, Long, Haymes & Carr, Winston-Salem, N.C., advertising firm: **Randy Barker**, **Russ Gramer**, **Peggy King**, and **Ron Morgan**, all associate creative directors.

**Nan Necas** and **Rawdon Parry**, account executives, Tatham-Laird & Kudner, Chicago, named account supervisors. **Melanie Cody**, assistant account executive, TLK, Chicago, named account executive.

**Marsha England**, research-administrative assistant, InterAd, St. Louis advertising firm specializing in personnel recruitment, joins D'Arcy-MacManus & Masius there as assistant media planner.

**Mike Ventresca**, art director, J. Walter Thompson, Miami, joins Campbell, Shelton & Dyer, Fort Lauderdale, Fla., in same capacity.

LOS ANGELES (213) 681-0144

**More Music Programming**

Quality Automated Radio Formats

Since 1974

**Richard Reis**, general sales manager, WSEN-AM-FM Syracuse, N.Y., joins WFTQ(AM)-WAAF(FM) Worcester, Mass., in same capacity.

**Lois Weiss**, from KMPC(AM) Los Angeles, joins KRLA(AM) Pasadena, Calif., as sales manager of new business development.

**John Schaffler**, local sales manager, WHBQ-TV Memphis, named to new post of regional sales manager. **Jimmie Mitchell**, account executive, WHBQ-TV, succeeds Schaffler.

**Tom Bornhauser**, national sales manager, Louisville (Ky.) Productions, joins WHAS-TV Louisville as local sales manager.

**Peter Celentano**, account executive, WTNH-TV New Haven, Conn., joins WTVB-TV Durham, N.C., as local sales manager.

**James McGarity** and **Marcy Himmelfarb**, account executives WLFM(FM) Baltimore, join WMAR-FM there as local sales manager and retail sales manager, respectively.

**E. J. Williams Jr.**, senior marketing representative, floor division, Armstrong World Industries, Malvern, Pa., joins KYW(AM) Philadelphia as director of co-op advertising and marketing services.

**David Winter**, program manager, Coaxial Cable Television, Temple Terrace (Tampa) Fla., assumes additional duties as director of advertising sales.

**Marilyn Rosen**, assistant director of local broadcast services, Benton & Bowles, New York, joins Cash Plus, Minneapolis, spot TV buying syndication service, as television negotiator.

**Ed Papazian**, VP-general sales manager of Katz Television Continental, New York, named VP-general manager. **Dick Kirby**, sales assistant, Katz Television, San Francisco, named account executive. **Murry Ferris**, account executive, WDAF-TV Kansas City, Mo., joins Katz Television there as account executive.

**Robin Koocher**, with Petry Television, New York, named account executive.

**Howard Kamin**, senior VP-director of media, Geers Gross Advertising, New York, joins Association of Independent Television Stations there as VP of marketing.

**Norman Levine**, West Coast sales manager, Lorimar Productions, Los Angeles, joins UTV, satellite cable network, based in Springfield, N.J., as VP of advertising sales.

**Robert Traeger**, president-owner, Traeger Advertising and Marketing Services, Wichita, Kan., joins Multimedia Cablevision there as general sales manager in charge of all Multimedia advertising sales.

Elected officers, Station Representatives Association, New York: **Bob Kizer**, Avery-Knodel, president; **Wally Schwartz**, Blair TV, VP-TV; **George Wolfson**, Blair Radio, VP-radio; **Charlie Colombo**, Eastman Radio, secretary, and **Peter Moore**, Torbet Radio, treasurer.

**Deborah Sinay**, national sales manager, WCVB-TV Boston, named VP-sales manager.

**William Crowell**, VP-sales, KPLR-TV St. Louis, joins KMOX-TV there as director of sales.

**Rob Dalton**, national sales manager WOWT-TV Omaha, named general sales manager.

**Bob Ward**, general sales manager, WTOL-TV Toledo, Ohio, joins co-owned WSFA-TV

Montgomery, Ala., in same capacity.

**Sue Toren Dalton**, general sales manager, WASH(FM) Washington, joins WXTR-AM-FM LaPlata, Md., as VP-general sales manager. Dalton, with her husband, Bill (also president-general manager of station), are principal owners of WXTR-AM-FM (BROADCASTING, Aug. 3).

**Ollie Ward**, general sales manager, KCEY(AM)-KMIX(FM) Turlock, Calif., joins KSDO(AM) San Diego in same capacity.

**John Walsler**, regional manager, WXII-TV Winston-Salem, N.C., joins WJTM-TV there as general sales manager.

**Gary DeHaven**, sales manager, WISC-TV Madison, Wis., named general sales manager.

**Joe Mazza**, account executive, WPTF-TV Raleigh, N.C., named sales manager.

**Brad Lusk**, station manager, KSPZ(FM) Colorado Springs, joins KARZ(AM) Phoenix as general sales manager.

**Ron Entekin**, producer-director of commercial operations, WHO-TV Des Moines, Iowa, joins KCOY-TV Santa Maria, Calif., as sales-continuity director. **Lee Stone**, territorial manager of Ortho Pharmaceutical Corp., based in Beverly Hills, Calif., joins KCOY-TV as account executive.

**Bridget Haggerty**, freelance writer based in Cincinnati, joins WCPO-TV there as commercial services manager.

**Jeffrey Hy**, account executive, WWOL(AM)-WACJ(FM) Buffalo, N.Y., joins WHLD(AM)-WZIR(FM) Niagara Falls, N.Y., as regional sales manager.

**Beth Kline**, sales representative, *The Daily Lebanon News*, Lebanon, Pa., joins WRGB-TV Schenectady, N.Y., as retail development specialist for sales department.

**Bruce Kriegsies**, general assignment reporter, KTVY-TV Oklahoma City, and **Daniel Orza**, from KOFM(FM) Oklahoma City, join KOKH-TV there as account executives.

**Hava Sinchon**, account executive, KKHI-AM-FM San Francisco, joins KCBS(AM) there in same capacity.

**Barbara Aderhold**, account executive, WKIX(AM) Raleigh, N.C., joins WPTF-TV Durham, N.C., in same capacity.

## Programing



Eaton

**Hugh Eaton Jr.**, VP of personnel and treasurer, Landmark Communications, Norfolk, Va., named VP-general manager and treasurer of Landmark's The Weather Channel. Weather Channel is new cable television network devoted to live, continuous, national, regional and local weathercasting 24 hours daily (BROADCASTING, Aug. 3).

**Michael Brandman**, head of Brandman Productions, Los Angeles, joins Lorimar there as executive VP of new pay cable division.

**Gary Bell**, post-production supervisor, Metro-Goldwyn-Mayer Film Co., Los Angeles, named

VP-post production, MGM's motion picture and television divisions.

**Geoffrey Kelly**, VP-sales and marketing, Winkler Video Associates, New York, joins Teletronics, New York post-production firm, as VP-sales and marketing.

**George Stein**, president, programming, SelecTV, Inc., Los Angeles, joins The American Network as president. American is newly formed pay-TV company, concentrating on hotel pay TV and low-power television, based in Milwaukee.

**Lin Oliver**, director of videodisk programs, MCA Videodisk, Los Angeles, named VP, responsible for all videodisk program development.

**Jo Anne Adams**, Western regional sales manager, RKO Radio Network, Los Angeles, joins Creative Factor, programming firm there, as VP-director of national sales.

**Squire Rushnell**, VP, *Good Morning America* and children's television, ABC Entertainment, Los Angeles, given additional responsibilities encompassing long-range planning for ABC Entertainment, reporting directly to president of ABC Entertainment. Rushnell will be freed from day-to-day responsibilities in supervising *Good Morning America* to carry out his new duties. He will continue to be based in Los Angeles. **Ann Daniel**, director of dramatic series development, ABC Entertainment, Los Angeles, named VP, dramatic series development. **Joseph Novello**, assistant manager, ABC Sports, New York, named associate director. **Greg Neal**, operations supervisor, ABC Sports, succeeds Novello.

**Laurence Caso**, associate director of special programs, CBS Entertainment, New York, named director of special programs.

**Ruth Slawson**, director of current programming, 20th Century-Fox Television, Los Angeles, named director of development for cable television programming.

**Andrew Goldman**, VP of new services development, Teleprompter, New York, joins SIN Inc. there as head of its new cable television division, responsible for development and management of new satellite-fed program services.

**Nancy Kadner**, marketing manager, Eastern region, Warner Amex Satellite Entertainment Co., New York, named director of affiliate relations, Eastern region. **Robert Goldy**, assistant manager, Teleprompter's Wildwood, N.J. system, and **Lauren Friedland**, from CBS Radio, New York, join WASEC in New York, as senior and junior research analyst, respectively. **Gerry Laybourne**, manager of programming, WASEC's Nickelodeon, New York, named director of acquisitions. Named video disk jockeys, WASEC's new Music Television, based in New York: **Mark Goodman**, air personality, WPLJ(FM) New York; **Alan Hunter**, actor, based in New York; **Nina Blackwood**, actress, based in New York; **Martha Quinn**, assistant to music director, WNBC(AM) New York, and **J.J. Jackson**, air personality, KWST(FM) Los Angeles. Video Jockeys will announce video records, provide concert information, music news, and interview music personalities.

**Gerard Ferri**, national sales manager, TMI special projects division, Dallas, named general sales manager.

**Jo Swerling Jr.**, producer, Universal Pictures, Los Angeles, joins Stephen Cannell Produc-

tions there as VP-production. **Michael Dubelko**, from Touche, Ross & Co., Los Angeles, joins Stephen Cannell there as VP-chief financial officer. **Frank Lupo**, producer, Universal Television and Pictures, Los Angeles, joins Cannell Productions as producer-writer.

**Karin Hackett**, head of own telecommunications consulting firm, Karin Hackett & Associates, Los Angeles, joins Polygram Television there as director of sales.

**Frank McNally**, account executive, syndication sales, General Entertainments, New York syndication firm, named director of station sales.

**Jeffrey Brodlieb**, general manager, Preview, Norwood, Mass.-based STV service, joins Star-Case, Boston-based STV service, in same capacity.

**Peter Krieger**, sales representative, Westvaco Corp., New York-based paper, packaging and chemical manufacturer, joins USA Network, Glen Rock, N.J., as account executive-affiliate sales.

**Ed Theobald**, from WDBO-TV Orlando, Fla., joins Guest Room Television, Atlanta-based closed circuit TV service offered in hotels, as national sales manager, based in Altamonte Springs, Fla.

**Paul Chrestensen**, manager, Price Waterhouse & Co., Boston, joins Cable Newspaper Corp., proposed Epping, N.H.-based cable programming network (BROADCASTING, June 22), as VP-finance and treasurer.

**Thomas Bender**, program director, WRIF(FM) Detroit, joins RKO Radio Networks, New York, in same capacity.

**Richard Miner**, continuity, clearance and acceptance manager, WOR-TV New York, named assistant manager of programming operations.

**Charles Boyer**, assistant program manager, KHOU-TV Houston, joins co-owned KOTV(TV) Tulsa, Okla., as program manager.

**Ted Cramer**, program director, WTVN(AM) Columbus, Ohio, joins WMAQ(AM) Chicago in same capacity.

**Larry Gants**, promotion director, KHQ-TV Spokane, Wash., named program director, succeeding **Homer Mason**, named operations manager (see "Media," above).

**Carol Bargfrede**, production manager, KMBC-TV Kansas City, Mo., named assistant program director and producer of station's *PM Magazine*. **Jack Nott**, staff director, KMBC-TV, named senior director.

**Richard A'Hearn**, president, TV '80 Productions, Miami production company, joins WTVT(TV) Tampa, Fla., as program manager.

**Paul Robinson**, program director, WJMD(FM) Washington, joins WXTR-AM-FM LaPlata, Md., in same capacity. Named air personalities, WXTR-AM-FM: **Jim Heron**, program director, WAVA(FM) Washington; **Lynda Kelly**, air personality, WDC-AM-FM Washington, and **Chuck McCool**, air personality, WKYS(FM) Washington.

**Lick Miller**, technical operations supervisor, MetroTape-Metromedia, Hollywood, Calif., joins WXNE-TV Boston as production manager. **Yvonne Bramlett**, program-operations assistant, WXNE-TV, named director of on-air operations.

**Leagan Ramsey**, *PM Magazine* producer,

KGW-TV Portland, Ore., named executive producer-production manager.

**Richard Carpenter**, director, noncommercial WPBT(TV) Miami, named production operations manager.

**Darcie Karol**, writer-field producer, *PM Magazine*, WNEW-TV New York, joins KHOU-TV Houston, as *PM Magazine* co-host.

**Buzz Luttrell**, community affairs director, WXYZ-TV Detroit, joins co-owned WXYZ(AM) there as host for weekly general information program.

**Charles Dunbar**, producer-director, WJXT(TV) Jacksonville, Fla., joins WPLG(TV) Miami as production manager.

**Robert English**, producer-director, WAST(TV) Albany, N.Y., joins WRGB(TV) Schenectady, N.Y., in same capacity.

**John Irwin**, host, sports program, WLBC-AM-FM Muncie, Ind., joins WOWO(AM) Fort Wayne, Ind., as assistant program manager.

**Roberta Weintraub**, president, Los Angeles city board of education, joins KMPC(AM) there as news-talk show personality.

## News and Public Affairs

**David Baer**, assistant news director and executive producer, WJAR-TV Providence, R.I., named news director. He succeeds **Jim Valentine**, who joins WPRI-TV Providence as assignment editor.

**Marcie Diehl**, senior news producer, WNAC-TV Boston, named executive news producer. **Larry Sales**, anchor-reporter, WKBW-TV Buffalo, N.Y., joins WNAC-TV as executive producer and co-anchor of *Urban Update*, public affairs program, and reporter.

**Tom Cheatham**, NBC News bureau chief, Tel Aviv, named Houston bureau chief, succeeded by **Paul Miller**, NBC foreign assignment editor. **Don Porter**, Washington news bureau chief for King Broadcasting Co., joins NBC News there as correspondent.

**Kristin Ostrowski**, group news director for Post Corp. station group and news director for its WLUK-TV Green Bay, Wis., joins WKYC-TV Cleveland as news director.

**Thomas Jacobs Jr.**, executive news producer, WBZ-TV Boston, joins WLWT(TV) Cincinnati in same capacity.

**Robert Cohen**, account executive, Hill & Knowlton, New York, joins KAKE-TV Wichita, Kan., as news director.

**Al Crouch**, news director, WRBT(TV) Baton Rouge, joins WEAR-TV Pensacola, Fla., in same capacity.

**Jeanie Stokes**, afternoon news editor, WFAA(AM) Dallas, joins noncommercial KERA-TV there as producer of its *News Day*, daily news analysis program.

**Alice Chapman**, director of public service and community affairs, WOR(AM) New York, named director of public affairs and community relations for co-owned WAXY(FM) Miami.

**Lee Hochberg**, news editor and writer, KCBS(AM) San Francisco, joins KGW(AM) Portland, Ore., as news and public affairs director.

**Cammy Seidel**, assistant supervising editor of

APTV, AP's high-speed news wire for television, based in New York, named supervisor.

**Robert Rowe**, executive news producer, WXYZ-TV Detroit, named assistant news director.

**Tom Mattesky**, managing editor, WBTV(TV) Charlotte, N.C., named assistant news director. **Ron Harrington**, assistant news manager-administrative, WBTV, named news operation manager. **Mike Cozza**, co-anchor, 11 p.m. newscasts, WBTV, named reporter at station's Washington bureau. **Jan Spence**, photographer, WBTV, named chief photographer.

**Sara Lee Kessler**, anchor, *News Digest*, two-minute news update segments, WOR-TV New York, named co-anchor of station's *News at Noon*. **Denise Richardson**, co-anchor, public affairs program, *Upfront*, co-owned WOR(AM) New York, assumes additional duties as Kessler's successor.

**Warren Olney**, investigative reporter-weekend anchor, KNBC(TV) Los Angeles, joins KABC-TV there as investigative-political reporter and co-anchor.

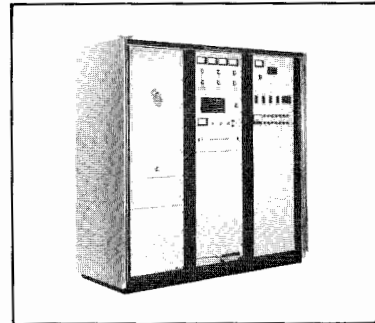
**David Jackson**, Washington bureau chief, KOMO-TV Seattle, joins KPX(TV) San Francisco as reporter-anchor.

**Carl Arky**, sports reporter-weekend anchor, KTUL-TV Tulsa, Okla., joins KPXC-TV Houston in same capacity.

**John Shrader**, assistant sports director, KNTV(TV) San Jose, Calif., joins KICU-TV there as sports anchor.

**Gina Tuttle**, co-anchor, KKS(AM) Portland, Ore., joins KOMO(AM) Seattle as reporter-anchor.

## NOW! CONTINENTAL'S 20 KW FM



**High performance.** Offers you high fidelity, dynamic balance, good stereo separation, extremely low noise and distortion; excellent frequency stability. Compact size. Simple installation. Low Power consumption. Proven exciter. Combine with duplicate Type 816R-2 and get 40 kW output.

Write for brochure on 816R-2  
Continental Electronics Mfg. Co.  
Box 270879  
Dallas, Texas 75227

Continental  
Electronics

Named to UPI Texas Broadcasters Advisory Board: **Tony deHaro**, KRLD(AM) Dallas, chairman; **Bill Vance**, KXAS-TV Fort Worth; **Mike Edwards**, KTBB(AM) Tyler; **John Dennis**, KLVI(AM) Beaumont; **John McKissack**, KVII-TV Amarillo, and **Ed Clements**, KCRS(AM) Midland.

## Technology

**Joel Alper**, VP-operations, World Systems Division, Communications Satellite Corp., Washington, named VP, communications services, responsible for planning, development and operation of Comsat's international satellite communications services and Comsat representative on the Board of International Telecommunications Satellite Organization. **Robert Kinzie**, VP of project management and development of Comsat World Systems, named VP of finance and administration.

**Stuart Dance**, VP, corporate development, Siecior Corp., Hickory, N.C.-based manufacturer of fiber optic cable, joins C-COR Electronics, State College, Pa., manufacturer of cable TV products, as VP-sales and marketing.

**Richard Wheeler**, Southeast regional sales manager, Sony Video Products, Atlanta, named national service manager, based in New York.

**Donald Wright**, attorney and assistant secretary, Harris Corp., Melbourne, Fla.-based manufacturer of high-technology communication and information processing equipment, named assistant general counsel and assistant secretary.

**Hugh Wilcox**, director of engineering, Cetec Broadcast Group, Carpinteria, Calif., named general manager, succeeding **Kenneth Leonard** who remains with firm as consultant. Cetec manufactures program automation systems, AM and FM transmitters, audio consoles, studio equipment, and FM antennas and accessories.

**Dan Backus**, systems manager, United Cable Television's East Lansing (Mich.) system, named plant supervisor and technical projects coordinator for all of United's Michigan systems, based in East Lansing.

**Douglas Cook**, sales representative, Tele-Measurements, Clifton, N.J., named sales manager. Tele-Measurements is designer, supplier and installer of television studio equipment and video equipment and systems hardware.

**Ed Antosyn**, engineer, KHQ-TV Spokane, Wash., named chief engineer, succeeding Dee Waymire, who retired (BROADCASTING, July 20).

**Frank Hardman**, chief engineer, WYEA-TV Columbus, Ga. (formerly owned by American Family Broadcast Group), named director of engineering for American Family's Southern division, based in Columbus.

**Bill Parker**, maintenance engineer, KYA(AM)-KLHT(FM) San Francisco, joins KJAZ(FM) there as chief engineer.

**Kenneth Rainford**, engineer, WKBD-TV Detroit, named assistant chief engineer.

## Public Relations and PR

**William Sullivan**, writer-producer, Satellite Syndicated Systems's *The Women's Channel*,

Tulsa, Okla., named director of information services.

**Val DeWitt**, internal communications coordinator, Cox Cable, San Diego, named director of communications.

**Barbara Pomerance**, VP, public relations department, Ehrlich-Manes & Associates, Washington, named director of public relations.



Cranton

Slakoff

**Hal Cranton**, VP for advertising, promotion, publicity and station services, MCA TV, New York, has taken medical retirement. With MCA TV since 1968 and in broadcasting and related fields for 30 years, Cranton had become disabled by multiple sclerosis. He is succeeded by **Mort Slakoff**, VP, creative services, Metromedia Television, New York, who joins MCA TV in similar post, responsible for advertising, promotion and press relations. Slakoff started in broadcasting in 1957, subsequently served with Metromedia Producers Corp., Viacom, Time-Life Films and NBC Films.

**Victor Parker**, advertising-sales promotion manager for TV and audio brands of Sylvania products, Buffalo, N.Y., joins Magnetic Video, Farmington Hills, Mich., in same capacity.

**Barbara Leigh**, director, sales promotion, Bryan Wells Music For Advertising, New York, joins Lexington Broadcast Services, New York TV syndication firm, as manager of promotion and publicity.

**Nancy Reder**, copywriter, Stone Public Relations Associates, New York, joins Warner Amex Satellite Entertainment Co. there as copywriter, press relations.

**Spencer Wiles**, principal, Shelter Rock school, Manhasset, N.Y., joins WNBC-TV New York as manager of community relations.

**Ann Strohecker**, with KRLA(AM) Pasadena, Calif., named director of public relations.

## Allied Fields

**Robert E. Lee**, who retired June 30 after 28 years as FCC commissioner, named to board of directors of Hubbard Broadcasting's U.S. Satellite Broadcasting Co., applicant for direct broadcast satellite system to provide service to independent TV stations, low-power TV stations and directly to homes ("Closed Circuit," Aug. 3).

**J. Richard Lamb**, manager, Arbitron Eastern television station sales, New York, named VP-Arbitron radio national sales manager. **Nancy Jane Godfrey**, from Syracuse (N.Y.) city school district, joins Arbitron, New York, as senior statistician.

**Carlton Thompson**, senior VP, Russell Reynolds Associates, New York-based executive recruitment firm, named to head new unit which will serve communications and cable TV

industries. He is based in Stamford, Conn.

**Danny Wendell**, operations manager, Opryland Productions, Nashville, named interim director of Nashville Music Association's new film and video membership category.

**Ric Hansen**, marketing director, KJR(AM) Seattle, joins Champion Broadcasting Management Services there as president.

**Robin Henry**, president, Rau Radio Stations, Washington-based station group, appointed treasurer, Broadcast Pioneers Educational Fund, foundation that operates Broadcast Pioneers Library in Washington. She succeeds her father, Henry Rau, who died early this year (BROADCASTING, Jan. 12).

**Gary Wachter**, tape and film editor, Editeam Inc., New York, leaves to form Gary Wachter Editorial Inc., New York film and tape editing company.

Elected officers, California Broadcasters Association: **Joseph Lake**, VP-general manager, KXTV(TV) Sacramento, chairman; **Tom Strazewski**, VP-general manager, KNBC(TV) Los Angeles, vice chairman; **Richard Green**, president-general manager, KRCR-TV Redding, vice chairman-TV; **Allan Chlowitz**, VP-general manager, KRTH(FM) Los Angeles, vice chairman-radio; **Ort Lofthus**, president, KJOY(AM)-KJAX(FM) Stockton, secretary, and **James Ranger**, president, KHUL(AM) Santa Maria, treasurer.

Elected officers, New York Market Radio Broadcasters Association: **Nicholas J. Verbitsky**, VP-general manager, WHN(AM), chairman; **Jack Thayer**, WNEW(AM), vice chairman; **Herb Saltzman**, WVNJ-AM-FM, Newark, N.J., treasurer, and **Nancy C. Widmann**, WCBS-FM, secretary.

## Deaths

**Paddy Chayefsky**, 58, author, playwright, television and film writer, died of cancer Aug. 1, in New York. Many of Chayefsky's well-known television screenplays, including "Marty," "Bachelor Party," "The Catered Affair," and "Holiday Song," were made into films. Chayefsky also received recognition for screenplay of "Network," film satirizing television networks. He is survived by his wife, Susan, and son.

**Ian Martin**, 69, actor who portrayed character of Mr. Higbee in *Search for Tomorrow*, died July 25 of heart ailment in New York. Martin began his acting career on radio as announcer and writer. He is survived by his wife, Joen, two sons and two daughters.

**Stan Brantley**, 44, assignment editor, WTLV-TV Jacksonville, Fla., died July 28 of heart attack at his home. He is survived by his wife, Gerri, two sons and two daughters.

**John Albert**, 69, retired Voice of America executive and news analyst, died of heart attack July 29, while vacationing in Zurich, Switzerland. Albert joined VOA in 1942 after working for CBS. At VOA, he was previously head of German service in 1949, chief of VOA broadcasts to northern and western Europe, and director of VOA broadcasting center in Munich. In 1962 he returned to Washington and became chief of VOA news and current affairs division. At time of his retirement in 1974 he was analytical writer. He is survived by his wife, Hildegard, son and daughter.

## Kastenmeier creed: a fair shake for copyright

If a new copyright bill emerges from Congress and it doesn't seem equitable and practical to copyright owners and copyright users alike, it won't be because those conflicting interests weren't given equal consideration—not if that bill comes out of the House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice. According to both his supporters and foes, Representative Robert Kastenmeier (D-Wis.), subcommittee chairman, is a meticulous, hard-working legislator who strives harder than most to give everybody a fair shake.

Testimonials to Kastenmeier's integrity and fairness flow freely. Jack Valenti, president of the Motion Picture Association of America, who has worked on copyright issues for years, said: "If I were engaged in any kind of controversy, I wouldn't mind having Kastenmeier serving as the binding arbitrator. I might not agree with his final decision, but I know he would do what he thinks is right, what he thinks is fair."

Jim Mooney, vice president for government relations at the National Cable Television Association, said Kastenmeier is a "bright, thoughtful, conscientious individual" who attempts to take "a very even look at the issues . . . I disagree with him on things having to do with cable copyright, but I think he's one of the more thoughtful congressmen in the House; he's a legislator," Mooney said.

Jim Popham, vice president of government relations for the National Association of Broadcasters, who has worked on copyright issues for more than five years, said Kastenmeier has "always impressed me as a chairman who took his duties very conscientiously and really strove to be fair and open minded . . . and it has been a pleasure and a challenge to work before his committee."

Described by observers as the "quintessential liberal," Kastenmeier was born and raised in Beaver Dam, Wis., a town of about 10,000 about 40 miles northeast of Madison. Educated at Beaver Dam public schools, he entered the University of Wisconsin at Madison in 1941, where he concentrated on pre-law courses. He interrupted his studies to enlist as a private in the U.S. Army in World War II in 1943. He was discharged as a first lieutenant in 1946.

After his discharge, Kastenmeier got his first taste of being an administrator when he "got a big break for a 22-year-old," and stayed in the Philippines for two years as a branch office director for the claims service of the War Department. He returned to the states in 1948, finished his under-



Robert William Kastenmeier—U.S. Representative from Wisconsin, Democrat; b. Jan. 24, 1924, Beaver Dam, Wis.; LLB, University of Wisconsin Law School, 1952; U.S. Army, first lieutenant, World War II, 1943-1946; branch office director, claims department, U.S. War Department, Philippines, 1946-1948; private law practice, Watertown, Wis., 1952-1958; first elected to House in November 1958; m. Dorothy Chambers, June 27, 1952; children, William, 21; Andrew, 19, and Edward, 17.

graduate studies and received his LLB from the University of Wisconsin law school in 1952.

After law school, Kastenmeier took up a general law practice in Watertown, Wis.

Kastenmeier took his first shot at Congress in 1956. He lost that one, in the same year one of his political heroes, Adlai Stevenson, "was clobbered by Eisenhower," but Kastenmeier won when he ran again in 1958. He has held that second district seat ever since and is now one of the most senior members in the House.

Although Kastenmeier opted to serve on the Judiciary Committee, he says it was "just fate" that he came to play such a large role on copyright issues. In 1964, after he had served on the subcommittee for several years, the subcommittee chairman, who was busy with other committee assignments, asked Kastenmeier to oversee a massive revision of the copyright law, which had not been amended since 1909.

Although Kastenmeier says he wasn't particularly interested in copyright, he accepted the assignment and gave the effort his best. As one committee staffer notes: "There are things that he believes in and things he works on, and copyright is one of the things he works on."

What Kastenmeier believes in he

believes in passionately, he says. For example, believing profoundly that his foremost calling is to "prevent World War III," he has consistently voted against increased defense appropriations, was one of the first congressmen to come out in opposition to the Vietnam War and takes pride in the part he played in establishing the Arms Control and Disarmament Agency.

Although copyright doesn't rank as high on his list as individual rights and questions of war and peace, that might be for the best, because that way he "can deal with copyright without any passion," Kastenmeier says.

After he took charge of rewriting the copyright law, he worked closely with the register of copyrights and his own staffers to educate himself on the issues. Then he chaired more than 30 days of hearings throughout 1965 and 1966 to consider the viewpoints of the conflicting interests in the copyright debate.

Although the House approved the resulting bill in 1967, that bill, "a major revision with several controversial elements," didn't move quickly on the Senate side. It finally gained Senate acceptance in 1975 and was signed into law in 1976.

Kastenmeier, who became subcommittee chairman in 1969, suggesting that another revision of the law may be needed to accommodate the technological, business and regulatory changes that have occurred since 1976, has held 16 days of hearings on those problems since November 1979.

The major changes that Kastenmeier sees as affecting cable copyright are the FCC's dropping of distant signal and syndicated exclusivity rules and the increasing prosperity and growth of the cable business.

Although Kastenmeier introduced H.R. 3560, a bill that would make compulsory licensing for cable available to a limited number of distant signals and expose all other carriage to copyright liability, except in small markets, he says he's not committed to seeing that pass. Instead, he says, he saw it as a "middle ground" that, "if nothing else, would serve as a vehicle for discussion."

And Kastenmeier says he's still not sure any "legislative solution" will result from the most recent rash of hearings but he is sure that if a bill is passed, each of the proposed solutions will receive consideration, and the affected parties will most likely be able to agree that the solution is at least reasonable to all. For that's Kastenmeier's style. "I regard my role as one of trying to find reasonable answers to problems and trying, if possible, to get all the affected parties to agree on a solution," he says.

**National Association of Broadcasters has no plans to cancel or postpone** next week's fourth annual **Radio Programming Conference in spite of** slow-down in airline schedules caused by **striking air traffic controllers**. Uncertain effects of strike have apparently caused no interruption in flow of preregistration for conference (see story, page 66). Survey of travel agents and airlines indicates there is little problem getting reservations, but that some regular flights have been canceled. Agents are advising travelers on confirmed flights to call airline several hours before flight to determine whether delays are expected.

**NBC's "Hill Street Blues,"** produced by MTM Enterprises, has **received 21 nominations for Emmy awards, more than any other series, mini-series or special**. Second highest number (14) was received by another NBC property, *Shogun* mini-series, produced by Paramount Television. CBS's *Lou Grant* (MTM) and ABC's mini-series, *Masada* (Arnon Mitchan Film Productions/Universal), each received 13, and ABC's *Taxi* and CBS's *M\*A\*S\*H* each earned nine. For Grant Tinker, NBC's new chairman and chief executive officer, nominations must have been heartening: *Hill Street Blues* and *Lou Grant* both come from his old stomping ground, MTM, and although *Hill Street* and *Shogun* were picked by NBC well before Tinker's arrival at NBC last month, it's Tinker's network now.

**Search committee formed to find president for Corporation for Public Broadcasting has experienced difficulty in attracting top-level candidates.** Observers say more limited discretion sketched out for CPB in its new authorizing legislation, fact that CPB president can't serve on outside boards and \$70,000 salary narrowed choices considerably. **Frank Mankiewicz**, president of National Public Radio, was interviewed for job (BROADCASTING, Aug. 3) but **says he's not sure he'd accept it** if it were offered. And **Lillie Herndon**, current CPB board chairman said to have been front runner for position, has confided to friends she **doesn't want it, either**. CPB board, which allocated \$50,000 for search, will meet with committee Aug. 20 in New York to review five to eight candidates committee has come up with. Board, which won't be held to search committee recommendations, is scheduled to make its final selection at its annual meeting in September.

**Comsat's Satellite Television Corp.,** first to file direct broadcast satellite application, **asked FCC last week to return filings of six of 13 other pending applications** that it feels are "so incomplete on their faces as to be unacceptable for filing under any conceivable standard." Six are Advance Inc., Home Broadcast Television Partners, National Christian Network, Satellite Development Trust, Unitel Corp. and Focus Broadcast Satellite Co. STC said some of applicants were not even identified. Need for proper identification, it said, is brought home by reports last week that two of applicants—Home Broadcast Television Partners and Unitel—are inmates at federal prison in Terre Haute, Ind.

**Roper report** on demographics of public television audience from October 1979 to October 1980 shows **nearly half of all adult Americans identified themselves as public television viewers** during that period. Roper also found 40% of all Hispanics watched at least some public television; 46% of audience was Democrat, 25% was Republican and 29% was Independent or other; more educated and more affluent respondents were more likely to be viewers, and whites were more likely to be viewers than nonwhites.

Executives of **NBC Sports and College Football Association discussed last week possible television package involving CFA members**, starting in 1982. NBC Sports spokesman said specifics of plan have not been worked out, but description will

be submitted to CFA board of directors at its meeting in Atlanta Aug. 21. Spokesman denied reports that NBC has offered to help finance CFA if it attempted to leave National Collegiate Athletic Association and granted NBC exclusive TV rights to games involving CFA, which includes 62 major college teams. NBC lost out recently in bidding for NCAA football games, as ABC and CBS jointly landed rights for four years, starting in 1982, at combined cost of \$264 million (BROADCASTING, Aug. 3).

Appointment of **Kalman Schaefer**, assistant to FCC Chairman Mark S. Fowler on international affairs, **to chair U.S. delegation to Region 2 conference in Rio de Janeiro** will be announced by Fowler ("Closed Circuit," Aug. 3). Simultaneously, Chairman Fowler will disclose he has asked Commissioner **Mimi Weyforth Dawson to attend sessions** of Rio conference on his behalf. Chairman himself may attend when policy decisions are being made.

"Senator Robert Packwood (R-Ore.) is rapidly becoming known as the friend, if not the patsy, of the broadcast industry in Congress," said Samuel Simon, executive director of National Citizens Committee for Broadcasting last Thursday. **Simon announced campaign to organize opposition in Oregon to deregulation of communications industry.** Simon said NCCB "hopes to educate the senator to the error of the legislative course he has plotted and that he has politically underestimated the strength of the public interest on these issues." NCCB has launched similar campaign against Senator Harrison Schmidt (R-N.M.), who is running for re-election in 1982 (BROADCASTING, July 15). Packwood was re-elected to his third term in Senate last year.

**Representative John P. Hammerschmidt (R-Ark.)** has introduced bill (H.R. 4293) **to prohibit TV broadcasting of programs "portraying nudity, obscenity or explicit sexual activity which is offensive to the public taste and morals."**

**Enterprise Radio Inc.,** Avon, Conn.-based sports radio network acknowledged last week that company **is experiencing "severe cash flow difficulties"** and has held discussions with four companies interested in forming partnership. Enterprise, which started operation last January, had projected that it would run at a loss for some time, but had expected to complete "second tier" financing arrangement that fell through 10 days ago. Shortly after disclosing financial woes, Enterprise announced the Delco Electronics had signed for 13-week ad campaign, placed through Campbell-Ewald, Detroit. In addition, Ford Division of Ford Motor Co., through J. Walter Thompson Co., has bought three-week campaign.

**American Television & Communications Corp.,** multiple-system operator owned by Time Inc., last week **declared itself first MSO to serve more than 1.5 million basic subscribers.** It also claimed new industry record in pay subscriptions: more than 1,150,000, "nearly twice the number . . . reported by any other MSO in the most recent available industry reports." ATC said it expects to pass two million subscriber mark next year.

**Petry Television Inc.,** New York, has agreed to **acquire business and assets of Top Market Television**, which will cease operation ("Closed Circuit," July 20). Petry TV will become exclusive national representative of four Post-Newsweek TV stations: WDIV(TV) Detroit, WPLG(TV) Miami, WFSB-TV Hartford, Conn. and WJXT(TV) Jacksonville, Fla. Top Market is subsidiary of Post-Newsweek Stations, division of Washington Post Co.

**FCC has received 10-day extension to respond to request from Senate Communications Subcommittee Chairman Barry Goldwater (R-Ariz.) for recommendations for proposed 1**



**eregulation bill.** Goldwater had asked for suggestions by Sept. 1 (BROADCASTING, June 29). Randy Nichols, administrative assistant to FCC Chairman Mark Fowler, said FCC plans to submit TV recommendations on Sept. 16 as part of complete legislative proposal to eliminate regulations in all of FCC's areas of responsibility. FCC had traditionally submitted legislative proposal to Congress each fall, but stopped practice during years former House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) led effort to rewrite Communications Act. Each FCC bureau submitted recommendations for legislative proposals to FCC congressional liaison last week. That office will prepare item for FCC's first meeting in September.

□



**peed-circuit presentation urging ABC-TV affiliates to support campaign to inform public of values of free television was made last Wednesday by James E. Duffy (l), ABC-TV president, and John Behrke of Fisher Broadcasting, Seattle, chairman of ABC-TV affiliates. VIE (viewer information and education) committee. VIE was formed by affiliates last year, will provide announcements and other materials for use by affiliates.**

□

**DC has ignored Communications Act and public interest in proceeding toward interim authorization of direct broadcast satellite service, according to National Association of Broadcasters vice president, congressional liaison James Popham. Addressing American Bar Association's annual Science and Technology meeting in New Orleans last Friday (Aug. 7), Popham said Congress should address substantial legal questions of implementing direct-to-home broadcasting. Communications Act "grants no authority to establish a nationally licensed system," he said, and FCC should be required to consider present and potential alternative services for 12 ghz band.**

□

**IC Video Enterprises, under aegis of its ARTS cable service, putting together plans for "National Theater Company for Two" unit's chief, Herb Granath, told National Academy of Television Arts and Sciences luncheon guests last Thursday. Granath was updating academy on various ABC new media ventures. ARTS and upcoming BETA women's channel included. In any case, he dropped cautionary words for those spending avidly in cultural cable area—"it can be a nice small business," he said, but insisted "this is not a big business."**

**ripps-Howard Broadcasting board of directors last Wednesday (Aug. 5) recommended increase in company's common stock price from three million to 12 million and four-for-one stock**

**split.** Special meeting of shareholders will be held Oct. 2 in Cincinnati to act on proposals. If approved, stock split will take place shortly afterward. At meeting last week, board also declared regular quarterly dividend of 80 cents per share, payable Sept. 10 to shareholders of record at close of business Aug. 27. Stock closed Friday (Aug. 7) at \$72.50.

**Federal judge has lifted temporary restraining order which would have prevented closing of Westinghouse-Teleprompter merger.** Order was first imposed earlier last week at request of minority stockholders of one Teleprompter system—El Paso Cablevision—who wanted merger halted until resolution of court suit in which they are pressing for right to buy that system at price offered to Westinghouse. Although restraining order is lifted, judge said El Paso system may not be included in merger until court suit is resolved. El Paso system has been reported to be worth as much as \$50 million. Shares of minority stockholders are valued at between \$6 million and \$10 million.

□

**General Electric's WRGB(TV) Albany-Schenectady, N.Y., NBC-TV's first affiliate and with network for more than 33 years, will sign on with CBS-TV Sept. 28 in execution of CBS affiliation coup (BROADCASTING, March 30). Viacom's WAST(TV) there moves from CBS to NBC same morning.**

□

**Westinghouse Broadcasting Co., at press conference Wednesday (Aug. 12) is expected to announce plans for satellite-distributed all-news cable service based in Stamford, Conn. Speculation is that Group W will go "all-news radio with pictures" route.**

□

**FCC said last week that because of large number of mutually exclusive LPTV and translator applications pending before it, ex parte communications between applicants and FCC staff involved in processing them are prohibited.**

□

**With change in top management, NBC is expected to announce this week that M.S. (Bud) Rukeyser Jr. is returning to old post as head of company's public relations and communications activities.** Exact title not clear, but one he left—after 22 years with NBC—was executive vice president, public information, and new one is expected to approximate that if not duplicate it. Since leaving 15 months ago he's been vice president, communications, Newsweek Inc.

□

**Lorne Michaels, creator and former producer of NBC-TV's late-night *Saturday Night Live*, will produce prime-time hour variety series for network for 1982-83 season. After Michaels departed from *Saturday Night* last year, show slipped dramatically in ratings and critical appraisal.**

□

**Byron Price, director of U.S. Office of Censorship during World War II and one-time executive editor of *Associated Press*, died Aug. 7 at his retirement home in Hendersonville, N.C. He was 90.**

## Up Coming

**In Chicago:** NAB's fourth annual Radio Programming Conference opens at Hyatt Regency next Sunday (see page 66). **In Park City, Utah:** Rocky Mountain Broadcasters Association summer conference starts Wednesday at Prospector Square. **In Washington:** Public Broadcasting Service will sponsor workshop on new telecommunications technologies for higher education at PBS headquarters, 475 L'Enfant Plaza, Tuesday, 2:30 p.m. □ White House communications director David Gergen will address meeting of D.C. chapter of Radio-Television News Directors Association at 1535 Eye Street, N.W., Wednesday, noon.

## Start of something big

It came out officially last week when the FCC was approving a waiver of its crossownership rules to permit CBS to acquire a limited interest in cable systems: The agency will undertake a thorough review of all of its ownership restrictions. The review is, to say the least, overdue.

From the outset of FCC efforts to control the number and location of broadcasting and other media interests that can be commonly owned, the agency has acted with utter disregard of logic, economics or common sense. The present rule decreeing that seven AM stations are the most anyone can own, no matter what the stations' powers or frequencies and no matter how they are distributed in markets of whatever size, is a rule sucked out of the thumbs of the commissioners who passed it. The same may be said of the magical numbers of seven FM's and seven TV's, no more than five VHF's. If the simple-seven limit made any sense, the stock of an owner of high-power, low-frequency AM's in New York, Los Angeles, Chicago, Philadelphia, San Francisco, Boston and Detroit would trade at no higher price than that of the owner of seven stand-alone daytimers at seven desert trading posts.

Nor was there any real-world reason for the FCC's adoption of other ownership restrictions. Its "one-to-a-customer" rules that are intended to break up co-located newspaper-broadcast and radio-television combinations through the attrition of buying and selling were voted after extensive hearings that discovered no evidence whatever of crossownership abuse. The FCC simply decided it would be good politics to show a little muscle.

Under the new chairmanship of Mark S. Fowler, the FCC is exhibiting an atypical interest in relating its actions to realities. Fowler makes no effort to conceal his contempt for arbitrary ownership limitations designed in the abstract to cure nonexistent problems. In an interview at the start of his tenure (BROADCASTING, June 22), Fowler theorized that benefits might flow from a liberalization of ownership rules. If undesirable combinations developed, he suggested, they could be handled as antitrust matters by the Department of Justice or as clear cases of undue concentration by the FCC. There is evidence his views are shared by other FCC members.

The circumstances are right for the review that the FCC is beginning. The electronic media are proliferating at a rate unimagined when the present rules were written. If scarcity of units in the competitive scheme were ever a reason to impose limitations on equities, it has long since disappeared. The exhibit CBS has been circulating to appropriate members of Congress (see page 57) documents the point.

It cannot be said that New York is in danger of media monopoly when CBS counts 39 radio stations, 14 on-the-air television signals, three MDS services, a growing penetration of videocassettes and 29 channels of cable service reaching nearly a third of the homes. At the other end of the top 50 markets is Dayton, Ohio, with 12 radio stations, four television stations, videocassettes, MDS and 30 channels of cable available to 51% of its homes.

Nationally, the figures are monstrous: 9,042 stations on the air, 1,022 television stations, 4,500 cable systems in operation, 5,000-plus low-power TV applications awaiting action, more MDS on the way, direct-to-home satellite service in prospect, videocassettes deeply penetrating the marketplace. There would seem to be enough to go around.

If the FCC moves into a rulemaking to liberalize its ownership limits, it will be interesting to observe the Justice Department's

response. The feeling here is that Fowler has suggested precisely the right roles for Justice and the FCC in future monitoring of ownerships. It would simplify matters if Justice agreed.

Past administrations of that department, however, have been in considerable measure responsible for the capricious rules emerging from the FCC. Antitrust prosecutors would rather have their work done by the FCC under fixed quotas of ownership than try to do it themselves case by case, at probable risk of frequent failure, in the courts. Justice officials have consistently goaded the FCC to tighten standards far beyond restraints that could be successfully prosecuted under antitrust law.

Perhaps the Justice Department under present management will take a more enlightened view. But whatever its response, the FCC has the full authority to proceed to undo rules that it had the full authority to adopt. Conditions have changed; attitudes have changed. On with it.

## Futures

Football, as a special report in this magazine last week made clear once again, has become a big broadcast business. For television and radio rights to professional and college games, broadcasters are paying more than \$210 million this season. And the cost is going up.

A clue to just how much it's going up was provided in a news story that, through coincidence, broke in time for inclusion in the same issue. ABC Sports and CBS Sports acquired TV rights to National Collegiate Athletic Association football games for four years at a price reported to average—now get this—\$33 million a year from each network. That's more than twice the \$31 million a year that ABC has been paying for exclusive NCAA rights, and it comes to a total of \$264 million over the four-year term.

Nor is it likely to stop there. The networks are currently in the fourth year of four-year contracts with the National Football League, too, and NFL Commissioner Pete Rozelle is not known for sloppy negotiations. There is, in addition, a new factor this time: The players want a fixed piece of the action.

If there is a conclusion to be drawn from all of this, it is that ABC and CBS, at least, must think commercial networking is good for another four years in the face of developing competition. So must the NCAA.



Drawn for BROADCASTING by Jack Schmitt

*"Remember: We want our commercials to look noncommercial."*

# KHJ is Los Angeles.

Los Angeles is a city of dreams. A city where a huge sign stands on a hillside and spells out Hollywood, the wish of thousands of people who arrive daily. A city where visitors place their feet in concrete impressions of celluloid idols and a magic kingdom springs from the imagination of a man who made his fortune with a talking mouse. There are other dreams in Los Angeles, dreams of the disadvantaged and the handicapped, and KHJ radio is working hard to make them come true.

The station is going to the people, broadcasting concerts by country artists from locations all over the southland. The songs of great stars like Mel Tillis, Merle Haggard and Lacy J. Dalton have been brought into Los Angeles homes through the courtesy of the station and

the performers. And KHJ is helping the people through its involvement with P.A.T.H., The Performing Arts Theatre for the Handicapped. The station has held a celebrity miniature golf tournament to raise funds to continue their work, and is now producing a radio drama featuring members of P.A.T.H. and starring Anson Williams. To have a dream is everyone's right, to make these dreams come true is KHJ's responsibility, that's why in Southern California KHJ is Los Angeles.



**RKO RADIO**

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



# BACK ON TOP WITH A BIG NUMBER



## KWK/WWWK IS THE NUMBER ONE MUSIC STATION IN ST. LOUIS AGAIN!

Since we started in 1978, KWK/WWWK has regularly been St. Louis' number one music station, and in 1981 that's still the situation. Consistent dedication to quality and professionalism pays off.

Our 9.0 share for the KWK combo in the Spring Arbitron confirms that.

Maybe it's just that we try hard. So what else is new!

FM **KWK** AM  
106 **STEREO WK** 13.8

Source:  
Spring 1981 Arbitron.  
Total persons 12+ AQH,  
6am-Midnight Total Week

**db** DOUBLEDAY BROADCASTING

**RR** RADIO ADVERTISING REPRESENTATIVES, INC.

WWWK Granite City / St. Louis