

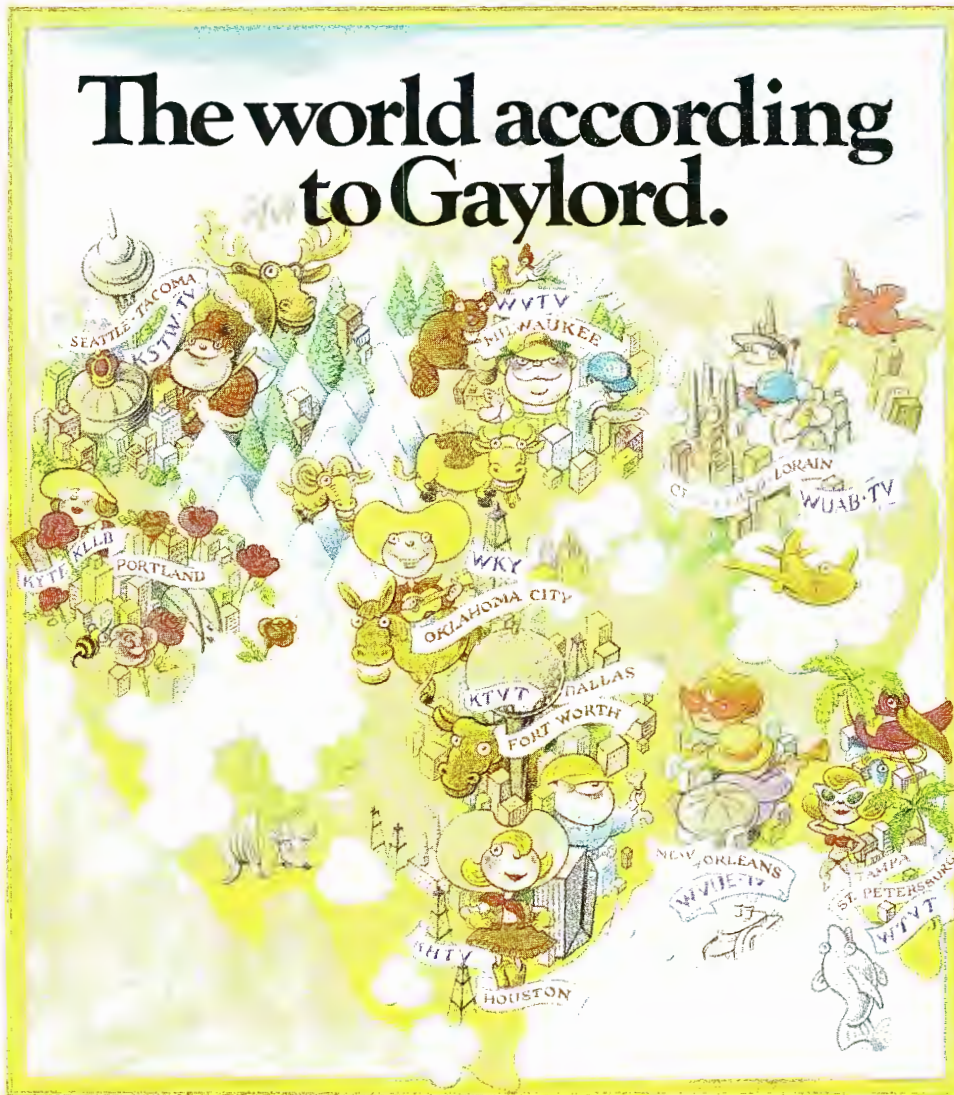
Belt-tightening at the FCC □ New forum  
for emerging MDS □ Broadcasting goes to a party

# Broadcasting Oct 19

The News Magazine of the Fifth Estate □ Vol. 101 No. 16

Our 51st Year □ 1981

## The world according to Gaylord.



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# KCST-TV SAVES

**“RCA TK-47 cameras cut set-up time and lighting costs, made troubleshooting easy, and increased our commercial production”**

KCST-TV went through some painstaking steps before they added four new TK-47 studio cameras. They even set up a side-by-side comparison study with six other cameras.

According to Tom Wimberly, Chief Engineer, it was no contest. A technical committee judged the TK-47 to be far and away the best studio camera available. Best in automatics, best in picture quality, best in cost effectiveness and best in all around performance.

That was “before”. What about on-air performance after a year of operation? Here's what Tom Wimberly has to say:

“The TK-47 cameras have resulted in substantial cost and manpower savings. We've cut camera set-up time from an hour to less than ten minutes. Our studio lighting costs have dropped \$400 per month.

Camera maintenance is cut a whopping 48 hours a week. We were concerned initially about the complexity of the TK-47, but we worried needlessly. The camera is extremely reliable. When we experience an occasional problem we find that the microprocessor control makes the TK-47 easier to troubleshoot than any other camera. But best of all, we're getting unmatched picture quality, and that's helping us build our audience and double our commercial production.”

Find out how the TK-47 can give you a new “look” in cost-saving, time-saving, and picture quality. TK-47 — it's automatic, versatile and now available in Triax. Call your RCA Representative and ask for a showing of a tape in which six top engineering professionals tell how they are using TK-47's in their broadcast and teleproduction operations. You'll see why the TK-47 is first choice for savings and performance. RCA Broadcast Systems, Building 2-2, Camden, NJ 08102.

... Tom Wimberly, Chief Engineer  
KCST-TV, San Diego, California





# The Week in Brief

TOP OF THE WEEK

**FCC TIGHTENING ITS BELT** □ Fowler outlines procedures being implemented to comply with OMB's plan for \$9-million cut in commission's 1982 budget. **PAGE 31.**

**CNN TALKS** □ Turner says there have been discussions with CBS and NBC about merger of his Cable News Network. **PAGE 32.**

**PUBLIC CONCERNS** □ Open FCC meeting hears pleas in behalf of minorities, independent TV's, fire and police communications needs, and Americans missing in Southeast Asia. **PAGE 33.**

**'BROADCASTING' AT 50** □ It was gala occasion for approximately 1,200 who turned out for Broadcast Pioneers dinner honoring Editor Sol Taishoff. **PAGE 34.**

**INEVITABLE** □ Heads of three commercial TV networks say economic realities dictate their expansions into new media. PBS's Grossman tells same Boston meeting that quality programing cannot survive in free marketplace. **PAGE 38.**

LAW & REGULATION

**CITIES' CABLE POWERS** □ Supreme Court hears Boulder, Colo., case that challenges antitrust exemption of home-rule cities that control competition. Boulder also involved in court fight that touches on extent of cable operator's First Amendment rights. **PAGE 40.**

**HANDLE LPTV WITH CARE** □ Broadcasters caution FCC to be wary of low-power service that would disrupt regular TV outlets. **PAGE 44.**

**PIRACY CURB** □ Waxman and Wirth legislation would set heavy fines for unauthorized interception of satellite, STV or MDS signals. **PAGE 48.**

**HARD LOOK AT MINORITIES' ROLE** □ NBMC conference explores opportunities in newer media. Fowler says investment capital, not federal funds, will cure marketplace ills. **PAGE 41.** Oversight hearings on minorities in cable continue in House. **PAGE 49.**

TECHNOLOGY

**CABLE RAISES ITS HAND** □ NCTA urges FCC to consider CATV's needs when hearings start on new microwave spectrum for ENG and remote TV originations. **PAGE 52.**

MEDIA

**MDS TIME IN ATLANTA** □ NAMSCO convention airs host of financial and technical concerns with special attention to theft-of-service issue. **PAGE 55.**

**PFISTER SEEKS UNITY** □ New CPB president urges togetherness by public broadcasters in coping with funding and other problems. **PAGE 59.**

PROGRAMMING

**CBS-TV BREAKS ON TOP** □ It wins handily in first week of new prime-time season. ABC is second, more than three rating points back, and NBC an even more distant third. **PAGE 61.**

**EVANGELISTS' AUDIENCES** □ TIO says figures claimed by TV ministries are exaggerated. **PAGE 62.**

**ABC-TV RETOOLS PRIME TIME** □ Suspense show slotted for Friday nights, premiere dates set for three other new series. **PAGE 63.**

**SOFTWARE EVERYWHERE** □ New York film seminar focuses on what emerging media will mean to creative community. **PAGE 63.**

JOURNALISM

**HANDCUFFED BY CLOCK** □ ABC energy correspondent Roger Peterson explains frustrations that stem from TV's time restrictions and need for balanced reporting. **PAGE 66.**

PROFILE

**TRAINING FOR THE FUTURE IN THE PAST** □ Last May, Jim Lynagh took 30 years of front-line experience in radio and TV to the presidency of Multimedia. With that background, he is coping with the new challenges of the diversified firm. **PAGE 87.**

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Every day fifty million women watch the soaps and take them very, very seriously.

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***When you need a little muscle, The Soap Spot is a little show of strength.***

## Host John Gabriel



is known to millions of fans as Dr. Seneca Beaulac, famed neurosurgeon on "Ryan's Hope." He previously starred on "General Hospital" and "Love of Life." He's hosted three talk-variety shows. His movies include "It's My Turn," with Jill Clayburgh... and he's a veteran of the Broadway stage.



**KING WORLD PRODUCTIONS, INC.**

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## Easy way

Least controversial of FCC's sweeping legislative proposals are expected to surface as Senate bill this week. "Track one" proposals would permit parties adversely affected by FCC decisions in licensing cases to appeal to court in home district rather than D.C. Circuit, would codify FCC's definition of "willful and serious" violations of Communications Act and would require sponsors of meetings to reimburse government for expenses of FCC commissioners and staffers who participate (BROADCASTING, Sept. 28). "Track two" proposals, to repeal fairness doctrine, equal-time law and reasonable access rules (BROADCASTING, Sept. 21) will not be part of bill.

## Distorted image?

There's some doubt that exclusion of television from proposal to repeal fairness, equal-time and political advertising laws, submitted in name of Reagan administration earlier this month ("In Brief," Oct. 5), reflects unanimous administration view. Very-high-ranking officials at White House are said to believe both television and radio deserve liberation. So-called administration proposals were submitted to House Telecommunications Subcommittee by Bernard J. Wunder, head of National Telecommunications and Information Administration.

## Status quo

House Telecommunications Subcommittee's long-awaited report on competition in telecommunications is said to criticize FCC for allowing networks to amass too much power, to endorse FCC's crossownership rules and to be generally unfavorable toward deregulation of broadcasting. Released in draft form to subcommittee members last Wednesday, 700-page report goes to printer this week.

## House on the air

Televised proceedings of U.S. House of Representatives, distributed nationally to cable systems by Cable Satellite Public Affairs Network (C-SPAN), will soon be available to Washington audience despite absence of cable system there. C-SPAN has entered agreement with George Mason University in nearby Virginia for carriage on new station in instructional fixed TV service granted to school by FCC last month. IFTS station will broadcast from top of 19-story apartment building in Arlington, Va., close enough to be

received in main parts of Washington.

University will install down-converters at subscriber premises at cost in \$1,000 range and charge fee tentatively estimated to run \$200 a year. Availability of C-SPAN service as private venture is expected to slow plans of Representative Charles Rose (D-N.C.) for low-power TV station owned by House to broadcast to District of Columbia ("Closed Circuit," Oct. 12; also see editorial, page 90, this issue).

## Love affair

National UHF Broadcasters Association, which was established in 1978 for purpose of improving financial and technical conditions of UHF but has thus far managed to escape general notice, is showing signs of life. Most important indication is its retention of former FCC Commissioner (and, briefly, chairman) Robert E. Lee as consultant. Lee, who for most of his 28 years on commission was UHF champion, calls new assignment "labor of love." But it's not free love; he'll be paid per assignment. NUBA will use him to testify before Congress and, after July 1982, when conflict-of-interest law permits, FCC. He will also represent NUBA in seeking improved network compensation for UHF stations that are network affiliates. NUBA feels networks are more generous with VHF's than U's.

As it becomes more visible, NUBA's pitch will be that, contrary to reports from FCC, UHF is not achieving financial parity with VHF, that UHF financial picture is actually darkening. NUBA's president is Cyril Vetter, of WRBT(TV) Baton Rouge, but day-to-day operations are being conducted by NUBA's vice president and general counsel, Rob Bernstein, of Bernstein & Longest, Rockville, Md. He's reluctant to give number of NUBA members, says "it's between 20 and 30" licensees, public as well as commercial.

## Preservationists

Steve Currie of KOIN-TV Portland, Ore., president of National Association of Television Program Executives, was in Washington last week, lobbying against NBC proposal to FCC to repeal prime-time access rule. Currie talked to home state senator, Bob Packwood, chairman of Senate Commerce Committee, and Communications Subcommittee aide, Chris Coursen, as well as FCC Chairman Mark S. Fowler. Accompanying him was NATPE lawyer on issue, Mickey Gardner, who since his role as head of FCC team in Reagan transition organization, has added some communications clients to what had

been largely energy practice.

Currie and Gardner feel good about chances of preserving PTAR, give NATPE credit for slowing momentum for repeal. Network affiliate groups have also been very active in antirepeal fight.

## Buffer

Edward Pfister, new president of Corporation for Public Broadcasting, is soliciting resumes of candidates for newly created staff position: executive vice president, CPB's second in command, responsible for administration in Pfister's absence. CPB's three vice presidents will report to executive vice president, instead of directly to president as in past. Position will pay \$55,000 to \$68,000.

## Time to cool

Legal dispute between National Collegiate Athletic Association and College Football Association over television property rights probably will not go to trial until late December or early January. U.S. District Court in Oklahoma City has given NCAA and plaintiffs in class action suit, University of Oklahoma and University of Georgia, until mid-December to submit pretrial information to one another, with trial date expected thereafter.

Judge Luther Eubanks said this will enable NCAA to consider both restructuring of organization and issue of property rights, with possibility that settlement of TV rights matter can be reached at its special meeting in early December. Issue arose after NCAA granted TV rights to ABC and CBS for four years for \$264 million, while CFA, whose members also belong to NCAA, has approved \$180-million deal with NBC ("In Brief," Aug. 24, et seq.) Suit would be discontinued if settlement is achieved at December meeting.

## Private benefit

Publicity stunt is what many in Washington are calling House Telecommunications Subcommittee hearing to be held this week on "social/behavioral effects of TV violence," to be chaired by Representative Ronald Mottl (D-Ohio). Mottl could use media coverage; he is considered prime candidate for defeat in 1982 when Cleveland loses one of its four congressional districts. He is said to be unpopular with state Democratic organization and to have alienated Ohio media in recent years.

Reports (denied) that Mottl is contemplating switch to Republican party have fanned speculation that support among constituents has also eroded.



# HEAVENLY RATINGS FROM CHARLIE'S ANGELS





**CHARLIE'S ANGELS ON KTLA, LOS ANGELES  
#1 IN ITS TIME PERIOD.**

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#1 INDEPENDENT IN ITS TIME PERIOD.**



# CHARLIE'S ANGELS

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# Business Briefly

TV ONLY

**Scandinavian World Cruises** □ Begins Nov. 1 for eight weeks in three Florida markets. Agency: Caravetta, Allen, Kimbrough/BBDO, Coral Gables, Fla. Target: adults, 18-49.

**Texas Chili** □ Begins Nov. 16 for four weeks in 68 markets. Prime times. Agency: Austin Kelley Advertising, Atlanta. Target: adults, 18-49.

**Kentucky Fried Chicken** □ Fast food chain. Begins this month for varying flights in Lubbock and Amarillo, Tex. Agency: Young & Rubicam, New York. Target: total adults.

**Fiscar's Manufacturing Corp.** □ Scissors. Begins in fourth quarter for varying flights in 20 markets. Day and news times. Agency: Kelly, Scott & Madison, Chicago. Target: adults, 25-54.

**J.C. Sloane** □ Jewelry store grand opening. Begins this week for one week in Milwaukee. Day, fringe, prime access, sports and weekend times. Agency: Kelly, Scott & Madison, Chicago. Target: adults, 18-54.

**Dow Chemical** □ Styrafoam Brand. (Trade show support). Begins Jan. 18 for one week in Las Vegas. Day, late fringe and weekends. Agency: Campbell-Mithun, Chicago. Target: total men.

RADIO ONLY

**Tiger's Eye** □ After-dinner drink. Test-campaign begins this week for about 11 weeks in Portland, Ore., and Phoenix. Agency: Media Buying Services, Los Angeles. Target: adults, 25-49.

**Granada TV Rentals** □ Begins this week for six weeks in Detroit and Seattle. All dayparts. Agency: Angus Baldwin & Partners Ltd., Toronto. Target: adults, 18-34.

**Duffy Mott** □ Apple juice. Begins this week for five weeks in 10 to 15 markets. Agency: Creamer Inc., New York. Target: women, 25-54.

**Golden Blossom** □ Honey. Begins this week for four weeks in New York, Philadelphia and New England markets. Agency: Diorio Wergeles, New York. Target: women, 25-54.

**Sedgfield Jeans** □ Begins Nov. 23 for

four weeks in over 18 markets. Agency: Mathieu, Gerfen & Bresner, New York. Target: men, 18-34.

**Guest Quarters** □ Hotels. Begins this week for three weeks in Atlanta. Agency:

## Rep Report

**Double teamed.** Trend toward representation of two radio stations in same market is accelerating, with Katz Radio obtaining WAIT(AM)-WLOO(FM) Chicago, KSHE(AM) St. Louis and WABX(AM) Detroit, where rep already has WMET(FM), KIOK(AM) and WOMC(FM), respectively. Newly added stations belong to Century Broadcasting. Their previous rep was McGavren Guild, which has picked up KWK(AM)-WWWK(FM) St. Louis (assigned to MG-associated company, Hillier, Newmark & Wechsler); WLLZ(FM) Detroit and KDWB-AM-FM Minneapolis (all owned by Doubleday).

□  
**Avery-Knodel restructures.** Avery-Knodel Television, has realigned its New York sales operation which formerly consisted of two teams—alpha and kappa—into three teams, each responsible for affiliates of three TV networks. CBS team is headed by Dave Donelson, manager of former alpha team. Annette Guerrieri, assistant sales manager for alpha team, named sales manager of ABC team. William J. Azan, who was manager of kappa team, named manager of NBC team. According to A-K, new structure is in line with expansion of its staff since last January, including doubling of its management staff and addition of personnel in New York, Atlanta, Los Angeles and Denver.

□  
KTPX(TV) Monahans, Tex.: To Blair Television from Peters, Griffin, Woodward.

□  
WSEN-AM-FM Syracuse, N.Y.: To Blair Radio from Buckley Radio.

□  
WPTF(AM) Raleigh, N.C.: To McGavren Guild from Christal.

□  
WHHY(AM) Montgomery, Ala.: To McGavren Guild from Jack Masla.

□  
KLIV(AM)-KARA(FM) San Jose, Calif.; KHYL(FM) Concord, Calif.; KODQ(AM) Eugene, Ore., and KTTI(FM) Yuma, Ariz.: To Bernard Howard & Co. from Buckley Radio.

□  
WNOV(AM) Milwaukee: To R.A. Lazar & Co. (no previous rep.)

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

## The Duchossois/Thrall Group

has purchased KDAL  
Duluth, Minnesota from

## WGN Continental Broadcasting Co.

for \$1,950,000

In consultation with the Ward L. Quaal Company, Chicago, the undersigned represented both parties in this transaction

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

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# THE ORIGINAL SLEEPER

“Bob & Carol & Ted & Alice,” one of the surprise box office hits of its decade, started a new trend in motion pictures. Join 50 other stations and get 29 originals in **VOLUME ONE FOR THE 80'S.**

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# The Verdict

## “THE PEOPLE’S COURT”

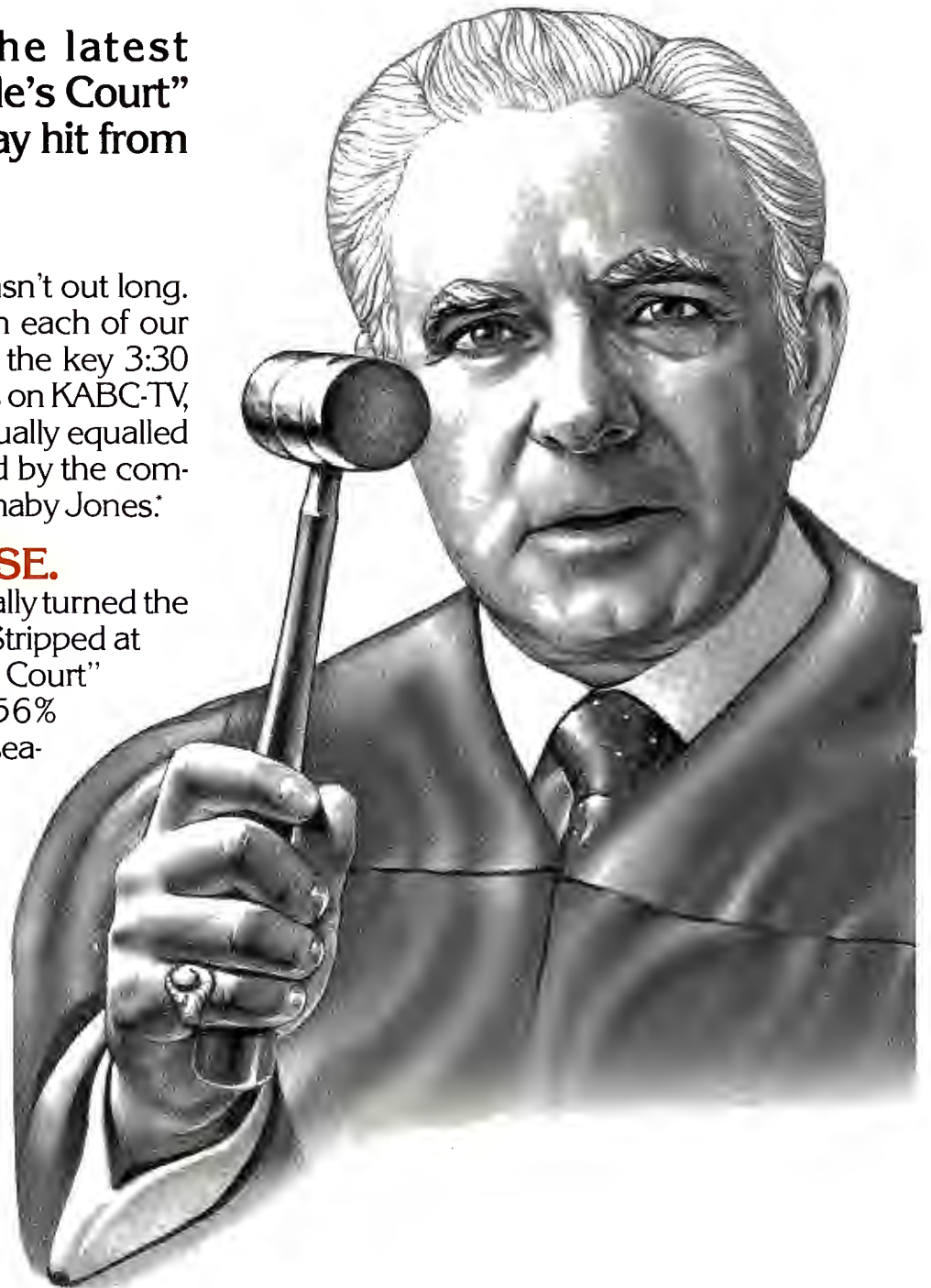
Judging from the latest evidence, “The People’s Court” is a smash, a runaway hit from coast-to-coast.\*

### EXHIBIT A.

In Los Angeles, the jury wasn’t out long. We were NUMBER ONE in each of our first five weeks. Slotted as the key 3:30 lead-in to Eyewitness News on KABC-TV, our 28 share in week 2 actually equalled the *combined* share pulled by the competition-Donahue and Barnaby Jones.†

### A STRONG DEFENSE.

In New York, our debut literally turned the time period upside down. Stripped at 10:30 A.M., “The People’s Court” has given WABC-TV a 56% share increase over last season’s To Tell The Truth.‡ Scheduled in access we even beat the Muppets\*\*\* and Family Feud.\*\*\*\*



\*Arbitron Sept./Oct. 1981  
\*\*Arbitron Sept. 1980  
\*\*\*Arbitron Sept. 30, 1981  
\*\*\*\*Arbitron Sept. 16, 1981



# Liekt is in.

## [S A SOLID WINNER.

### BEYOND A DOUBT.

The trend is clear. Obviously, this is one show that's making its own case. And ours. When we told you "The People's Court" was going to be a ratings sensation, we were telling the truth, the whole truth and nothing but the truth.

### EYEWITNESS TESTIMONY.

Even the critics like what they see. They keep saying nice things about us — under oath.

"... "People's Court" could technically run forever."

John J. O'Connor  
The New York Times

"... the last word in reality programming."  
Newsweek

"... terrific entertainment, they're also downright public-spirited."

Gary Deeb  
The Chicago Sun-Times

" "The People's Court" could be the most talked-about new series of the season."

Walter Saunders  
Rocky Mountain News

### IT'S UNANIMOUS.

Great ratings. Great reviews. And a growing list of stations all across America. "The People's Court," a Ralph Edwards production, in association with Stu Billett Productions.



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Giant Killer  
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# Telepictures

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291 S. La Cienega, Suite # 410, Beverly Hills, CA 90211, (213) 657-8450, TELEX 194956



## AdVantage

**Ad ban.** New York appeals court has upheld temporary injunction against advertising claims Bristol-Myers made for its shampoo, Body on Tap. Bristol-Myers commercial, distributed nationwide on television, shows model Cristina Ferrare holding bottle of shampoo, discussing "shampoo tests with over 900 women like me." Sassoon, in application for temporary injunction, said commercial misrepresented that Body on Tap was superior to Sassoon, Prell and Flex. Appellate judge said 900 adult women didn't participate in consumer tests; one-third were 18 years of age or younger, he said. Shampoo has become popular with teen-agers.

**Big Mac retract.** Needham, Harper & Steers, Chicago, may have lost faith in catchlines it created for McDonald's TV commercials: "You deserve a break today," and "Nobody makes your day like McDonald's can." Last Monday (Oct. 12) McDonald's switched its national advertising account from NH&S to Leo Burnett Co., Chicago, and Needham executives expressed themselves as "stunned," saying agency felt it had performed excellently for client. McDonald's said Needham's creative execution had been "superb" but felt Burnett could strengthen McDonald's marketing and industry leadership. Account bills about \$70 million, of which estimated \$60 million is in broadcast. Not included in change-over is estimated \$150 million in advertising spent by 150 franchise advertising associations and handled by 72 local agencies.

**Fueled increase.** National and regional spot television climbed by 12% to \$1,283,447,000 in first six months of 1981, according to figures released last week by Television Bureau of Advertising. Based on figures compiled by Broadcast Advertisers Reports, TVB said fast-growing categories in spot TV during first six months of year were gasoline, lubricants and other fuels, up 71% to almost \$35.7 million; insurance, up 42% to \$26.9 million; food and food products, up 18% to \$269.3 million; automotive, up 17% to \$142.4 million, and apparel, footwear and accessories, up 17% to \$43.7 million. Leading spot TV advertisers in first half were Procter & Gamble down 3% to \$52.1 million; General Foods Corp., up 39% to \$42 million; AT&T, up 14% to almost \$21.8 million; Pepsico, up 20% to almost \$21.6 million, and Coca-Cola Co., up 12% to \$21.5 million.

**JWT's new headquarters.** After 54 years in Graybar building at 420 Lexington Avenue, J. Walter Thompson Co. has moved its world headquarters few blocks north—to 466 Lexington Avenue, New York, N.Y., 10017. Phone is (212) 210-7000. JWT has leased second through seventh floors at new site and already in place are New York office, U.S. and New York media, advertising services, corporate finance, personnel, legal, Ford creative and U.S.A. administration. Other departments will make move as space becomes ready.

Vansant Dugdale & Co., Baltimore. Target: adults, 25-54.

**Amfac Hotels** □ Begins this week for three weeks in San Francisco and Los Angeles. Agency: American Media Consultants, Los Angeles. Target: adults, 18 and over.

**Rentacolor International** □ TV and VCR rental. Begins this week for three weeks in Tampa/St. Petersburg, Fla. Agency: Maier Advertising, Farmington,

Conn. Target: adults, 25-54.

**Ski Industries America** □ Begins Jan. 4 for two weeks in Boston, Detroit, Minneapolis and Denver. Agency: Robinson Associates, Boston. Target: teen-agers, 12-17; adults, 18-34.

**Columbia Air** □ Air travel. Begins fourth quarter for undetermined length in four East Coast markets. Agency: Henry J. Kaufman & Associates, New York. Target: men, 25-54.

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AND  
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Sol Taishoff, editor.  
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Patricia Waldron, Sandra Jenkins,  
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### PRODUCTION

Harry Stevens, production manager.  
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### ADMINISTRATION

Irving C. Miller, business manager.  
Philippe E. Boucher  
Doris E. Lord  
Dora Shapiro, secretary to the publisher.

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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 Herling, assistant editor.  
Stephen McClellan, Karen Parhas, staff writers.  
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-Telecasting*\* introduced in 1946. *Television*\* acquired in 1961. *Cablecasting*\* introduced in 1972 □ \*Reg. U.S. Patent Office. □ Copyright 1981 by Broadcasting Publications Inc.

# Drake-Chenault

ANNOUNCES

# THE #1 CLUB

NEXT WEEK.





# EASTMAN RADIO

proudly announces  
its appointment  
as national sales rep

## **KSD & KSD-FM**

St. Louis

Gannett Broadcasting Group





**DESIGNED TO BUILD YOUR  
YOUNG ADULT AUDIENCE  
AS ONLY ABC CAN.**

Now network rock radio comes of age. Here are the features, the news, the personalities to set your rock station apart from the rest... to give your station a lock on the young adult market.







ABC builds your audience with a special kind of news and sports tailored to the young adult audience. Young, sometimes irreverent but always relevant. And they're from **ABC News and Sports**—the biggest, the quickest, the best. □ Then there's the "**Steve Dahl Supper Klub**"...hours of weekly zaniness from radio's most charismatic comic personality... Steve will keep your audience coming back week after week. □ There'll also be features such as "**Rock & Roll Legends**," "**Rock Notes**" and a lifestyle feature, "**Lifelines**," plus music, movie and TV news features, and more. □ Most important of all, **Rock Radio Network** is your direct and exclusive line to AOR's biggest and best music program features. We've got the most listened-to program in rock history, "**The King Biscuit Flower Hour**," featuring its biggest star line-up ever. And we keep pouring it on with the hottest groups in concert on "**Supergroups**." Looking ahead, we'll also be bringing your station exciting simulcasts and **Satellite Concerts**, live from around-the-world. □ Every field has a leader. In radio it's **ABC Network Radio**. ABC has the know-how, the track record, and the commitment to special AOR programming to make your station the one that rocks radio best. Call **Virginia Westphal, Denise Oliver or Tom Plant. (212) 887-7777.**

**The new energy in young adult radio.**





# Monday Memo®

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

## Using new technologies and selective marketing to sell new products

The time has come for a redefinition of terms when we talk about selective marketing. The 1970's "life style" approach to new product development is no longer truly effective. We need to take the next step forward and develop a marketing point of view that not only embraces life style but goes far beyond into psychographic definitions of a person's behavior.

We now need to deal with the characteristics that are a basis for grouping people in terms of their attitudes, opinions and underlying motivations—the psychological benefits or motivations that each customer can internalize when she considers a product.

As we begin to set up this approach to very selective marketing, there are four check-points that can be helpful.

First, greed must be resisted. The key word in our process is selectivity. Too many advertisers pay lip service to selectivity and say they wish to define their "best potential customer," but in practice are not unwilling to give up anyone and so finally are faced with too broad a target to handle effectively.

Second, companies must be willing to commit resources to define a target. Also, it's necessary to observe trends and social changes. (The fashion industry is often a predictor of attitudinal shifts.) Conducting segmentation studies and utilizing basic research into who and what compose the market is likewise necessary—remembering that standard definitions such as women 18-34 simply aren't precise enough.

Qualitative research can also be used as a guide—keeping in mind that it is often difficult to evaluate imagery and mood perception and that nonverbal communication is of prime importance in emotional/image areas. (For instance, we have just been involved in a custom design concept test for L'erin cosmetics—in which we were able to get respondents to react visually, as well as verbally. We learned that often what consumers don't say is more meaningful.)

Third, the target must be carefully defined in a tightly written strategy statement. This not only helps the definition process; it also gets everyone agreeing to the same thing and provides direction for the execution of the plan to reach a target. This is not an easy task. And it's essential to be tough—to prevent pacifying, compromising thoughts from watering down a strategy.



Peter F. McSpadden joined Dancer Fitzgerald Sample in 1959 as account executive and was named VP in 1965. He advanced to senior VP in 1969 and was appointed executive VP in 1973. McSpadden was elevated to president and chief operating officer of agency in 1974. He serves on boards of American Association of Advertising Agencies and of American Advertising Federation.

Fourth, execution must be creative and media selected with style, imagination and impact. The advertising should talk to the best customer. It should be placed where that audience is most likely to see it and pay attention to it.

After taking these steps to selectively define the market, the second part of my thesis comes into play: that in the coming years we will have unparalleled opportunities to reach this narrow market effectively. Never before have we had the opportunity to really pick out the customers we have selected and reach directly into their homes with the impact of narrowly directed messages via the new electronic media.

The media revolution, including cable TV and the coordinating new electronic technologies is an exciting reality. It is an area in which we are all pioneers. And, as television changed the aspect of entertainment for America in the 50's, so will cable change television as we know it today.

Now, a quarter of the nation's 77.8

million TV homes are hooked up to one of 4,600 local cable companies. Cable penetration by 1985 is expected to increase to 34% and by 1990 to 50%.

Cable TV creates a new concept in TV message delivery—narrowcasting. Simply, cable can offer a more specialized audience . . . and an immense number of viewing options. There are already an incredible number of cable networks, 12 of which are currently accepting advertising. Though they offer relatively small audience size, they are selective in appeal. Think of cable the way you think of magazines. A buy can be tailored to very closely fit the audience you want to reach.

Cable can also lead to a new type of commercial message—an "informercial"—running anywhere from 30 seconds to 30 minutes to four hours. For example, a fragrance company could run 30 minutes on fragrance wardrobes, or layering, or the luxurious bath. Informational and soft sell. And lots of image.

With so many cable channels, there will be a constant need for news and more programming. Advertisers will be able to play an ever more active role in finding, funding or developing programming that will provide the right environment for their commercial message.

Cable can reach specialized inner directed markets: And sophistication increases daily. Through cable, it will be possible to make zip code buys—rather than traditional spot market buys. (For a prestige fragrance, think of being able to zero in on zip codes that are definitely upscale.)

These things are far from blue sky. They are beginning to be available now.

For instance, the *Home Shopping Show*, a weekly half-hour show, now reaches 3.8 million households in every state. This program consists of nonstop commercials and "informercials" in a talk show format.

Also a recent headline noted that, "Sears's Wishbook Enters New Video Era." Sears is testing a videodisk catalogue system in 1,000 consumer homes and nine Sears units. Orders are currently placed by telephone, but eventually the catalogue could be on cable, and customers could order merchandise through interactive push buttons on their own TV set.

Even closer to home—Revlon, according to a *Time* magazine article in May, was just about to tape its first "informercial."

There you have it. With psychographic selective targeting and the new technologies, we can evolve an approach to marketing for the 1980's that will be more sales result oriented than ever before.

This may sound easy and kind of simplistic. Doing it right isn't.



# How Amoco uses an evolving science to help search for new oil and natural gas.

The earth science known as geochemistry is helping Amoco scientists determine the thermal maturity of organic matter in the earth's crust. Oil and natural gas can be present and discovered only in those regions where source beds have been properly matured with the correct ratios of heat and time.

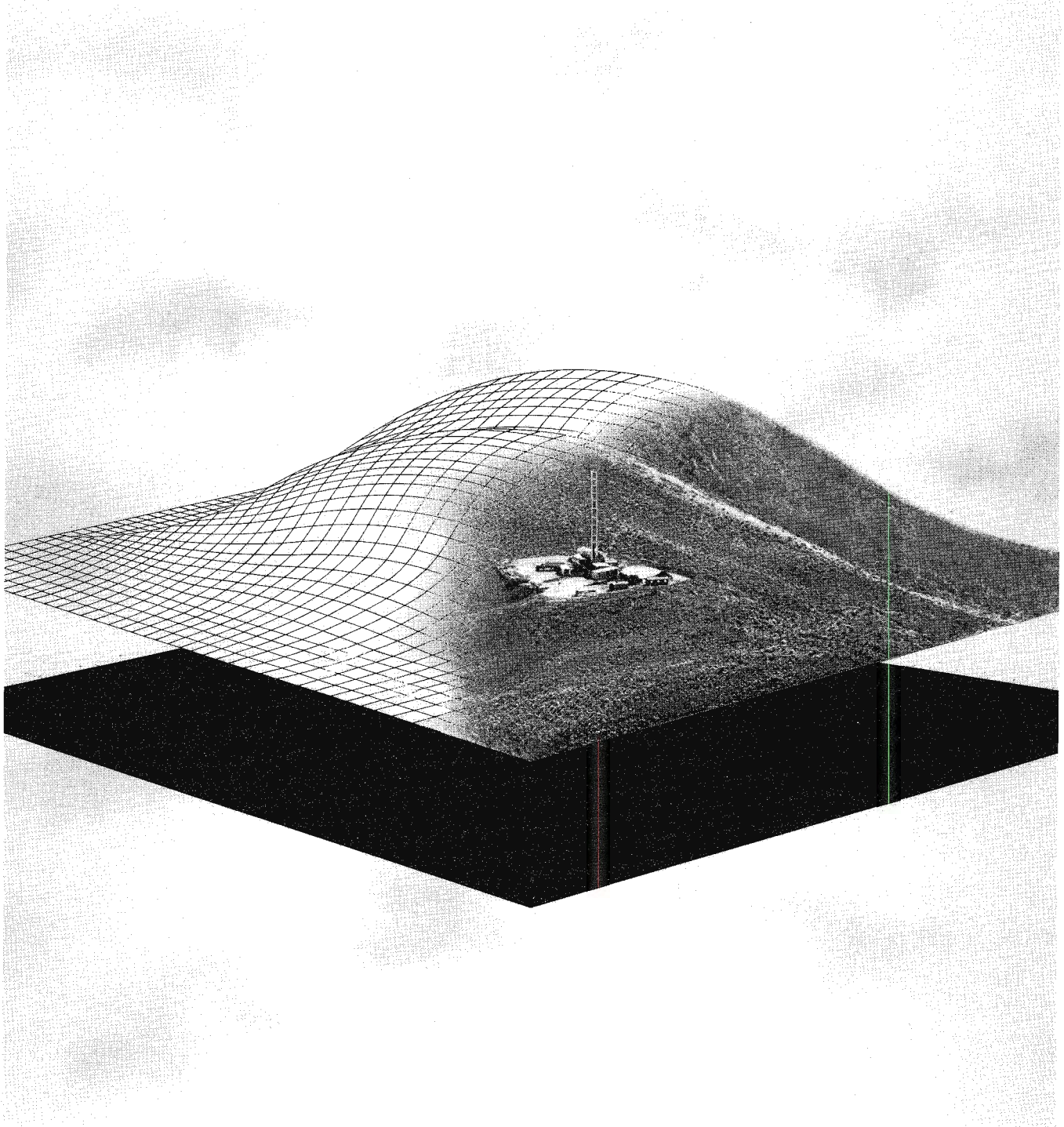
Geochemists use a variety of techniques on rock samples, including

pyrolysis and solvent extraction to determine where and when the source beds have expelled their oil.

These techniques and others have aided Amoco in understanding the potential of discoveries such as those in the Overthrust Belt in Utah and Wyoming. Amoco is working in this science and others to provide the energy to keep America growing in the year 2000 and beyond.



You expect more from a leader.





■ indicates new or revised listing

## This week

**Oct. 19**—*Federal Bar Association* "copyright" luncheon. Speaker: Jack Valenti, president, Motion Picture Association of America. National Lawyers Club, Washington.

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

**Oct. 19-21**—*Electronic Industries Association* 57th annual conference. Fairmont hotel, San Francisco.

**Oct. 20**—*Radio Advertising Bureau* sales clinic. Regency hotel, Denver.

**Oct. 21**—*New York chapter of American Women in Radio and Television* luncheon. Speaker: S. William Scott, president and chief operating officer, Satellite NewsChannels. Warwick hotel, New York.

**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. Speakers include Norman Lear, Hollywood producer; Richard Salant, NBC; Leonard Matthews, American Association of Advertising Agencies, and Thomas Cookerly, WJLA-TV Washington. Waldorf-Astoria, New York.

**Oct. 22**—*Radio Advertising Bureau* sales clinic. Holiday Inn O'Hare, Chicago.

**Oct. 22-23**—*Alabama Cable Television Association*, fall meeting. Gulf State Park Resort, Gulf Shores, Ala.

**Oct. 23**—*National Association of Broadcasters* "legal answers workshop." Panelists: Erwin Krasnow, NAB general counsel, and Michael Bader, attorney with Washington communications law firm of Haley, Bader & Potts. Sea-Tac Red Lion Inn, Seattle.

**Oct. 24**—*Women in Cable* women's cable career workshop. Ambassador West, Chicago.

## Also in October

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

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

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

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

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

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

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

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

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

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

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

## November

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

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

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

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

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

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

**Nov. 5-7**—*Broadcast Education Association* seminar on telecommunications policy and regulation. National

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

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

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

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

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

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

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

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

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

## Major Meetings

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

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

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

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

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

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

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

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

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

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

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

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

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

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



# RATINGS MAGIC IN A BLINK



## ANDA TWITCH.



*I Dream of Jeannie* and *Bewitched* —  
two of the most popular and  
enduring sitcoms in syndication,  
sold in over 100 markets. Let them  
cast their spell on your audience.

**I DREAM OF JEANNIE  
BEWITCHED**



**COLUMBIA PICTURES TELEVISION**



# We're growing as you're growing.

We're working hard to help you grow. We're proud of that.

But, at the same time, we're growing too. We have to in order to continue to offer the best service in a business that grows more complex every day. We match your growth with added personnel, added services, and greater all-around capability.

It's a partnership. The kind that can go on and on.

That's the way we want it. We believe in long relationships. We have it with our people because we reward them with an offer of ownership when they prove they can contribute that extra effort. And we have it with our clients too. Because we contribute extra effort in the way of specialized coverage of every sales situation and with marketing research and other services that help you increase your profits.

Your growth and our growth. It's what we're dedicated to. So dedicated that we've doubled our business revenues in the last three years. We look forward to doing even better in the next three years.



**We do things differently.**





1980

1978

1976

1974





**Introducing the only  $\frac{3}{4}$ " time code editing system that performs 20 automatic edits from multiple sources. The Panasonic 700 B-2 Series Time Code Editing System.**



Now Panasonic adds a new dimension to the speed and accuracy of time code editing with our new 700 B-2 Series Time Code Editing System. The AU-700 editing recorder, the AU-A70 programmable editing controller, and the AU-J10 multiple source adapter. Together they let you do what other time code editing systems don't: Perform up to 20 automatic, multiple-source insert and assembly edits. And the 700 B-2 Series is packed

with outstanding performance features.

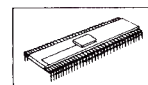
**The precision of direct drive.**



Check out the excellent stability and precision of the AU-700's direct-drive video head cylinder and capstan servo motor. The superb performance and durability of our crystal-oriented HPF™ heads. All combine to produce an outstanding picture with horizontal resolution of 260 lines color, 330 lines

monochrome and S/N ratio of 46 dB color, 50 dB monochrome. You'll also get an edit with less video noise because video head switching has been moved to the vertical interval so it never shows up in the picture. At the same time, we incorporated DUB IN and DUB OUT connectors with separate Y/C signals and a flying erase head. And to keep that good-looking picture looking good, all circuitry is mounted in a durable annealed aluminum die-cast chassis.

**The speed of microprocessors.**



Another touch of ingenuity is the AU-700's microprocessor controls. Designed to work perfectly with the AU-A70 editing controller, they give you the speed, accuracy and versatility of full-logic, mode-to-mode switching. The AU-700 will accept SMPTE time code on a separate track or on audio track one as well as standard CTL pulses. And its electronic

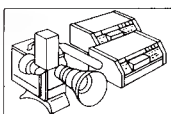




Shown from left AU-700 editing recorder, AU-A70 programmable editing controller.

digital tape counter displays LED readouts of CTL pulses in minutes and seconds—even in fast forward and rewind.

#### Multiple source versatility.

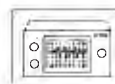


With our AU-A70 editing controller not only can you generate and read time code pulses, microprocessors let it perform up to 20 time code edits automatically. Add an AU-J10 multiple source adapter and it will accept inputs

from two source decks and one live line plus perform A/B rolls. Microprocessors also let you automatically go to specific tape locations. You can also search both ways at speeds of 1/20X, 1/5X, 1X, 2X, 5X plus pause with picture. Other features include program check, program exchange, insert programming and overflow indication. For editing convenience, separate address time and lap time indicators are included. The AU-A70's error codes pinpoint any procedural

errors to avoid incorrectly programmed edits. The AU-A70 can also be used with any Panasonic solenoid-operated 3/4" and 1/2" VHS™ decks. For worldwide versatility, there is a built-in voltage selector that is compatible with 100V / 120V / 220V / 240V AC, at either 60 Hz or 50 Hz.

#### Total service capability.



When it comes to servicing and maintaining the 700 B-2 Series, Panasonic backs you with a full net-

work of B-2 dealers, equipped with total service capability. Each has the parts and technical expertise that professionals require. For further information, call your nearest Panasonic office: Northeast—(201) 348-7620 Southeast—(404) 923-9700 Midwest—(312) 364-7936 Southwest—(214) 258-6400 West Coast—(213) 655-1111 The new 700 B-2 Series Time Code Editing System. Only from Panasonic.

**Panasonic**  
VIDEO SYSTEMS DIVISION



# SEPTEMBER 6TH, WBZ-TV CONVINCED OVER 200,000 PEOPLE TO TURN OFF THEIR SETS.

We turned them all on to KidsFair and a Boston Pops Esplanade concert instead. And our party was a smashing success.

It was also a great way to kick off "You Gotta Have Arts!", our year-long campaign to support the arts.

We're all concerned about cut-backs in government funds for the arts. So we're devoting a lot of prime time to help. And we're not just appealing for funds. We're putting New England artists right up in the limelight with 5 prime-time specials. Plus weekly broadcasts and announcements about local artists and cultural events. We'll even hold workshops to teach artists how to use TV to their best advantage.

"You Gotta Have Arts!" is going to be very big. Because we're committed to doing everything we can to support the arts in New England. On camera. And off.

**4**  
WBZ-TV GROUP  
BOSTON W





Association of Broadcasters headquarters, Washington.

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

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

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

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

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

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

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

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

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

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

**Nov. 11-14**—*Unda-USA* 10th general assembly,

titled "Taking a Stand: Strategies for the Decade." Roosevelt hotel, New York. Information: Ann DeZell, Unda-USA General Assembly, Box 588, Winona, Minn., 55987, (507) 454-4643.

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

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

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

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

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

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

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

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

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

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

**Nov. 29-Dec. 3**—National Telecommunications Conference, sponsored by *Institute of Electrical and Electronics Engineers and Communications Society Conference Board*. Marriott hotel, New Orleans.

**Nov. 30-Dec. 1**—*Communications Technology Management and Annenberg School of Communications'* second annual "Telecommunications for the 80's" conference. University of Southern California, Los Angeles.

## December

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

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

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

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

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

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

**Dec. 11**—*International Television Association* San Diego chapter video awards festival. Royal Quality Inn, San Diego. Information: Pamela Taylor Waldman, P.O. Box 575, Del Mar, Calif. 92014.

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

## January, 1982

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

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

**Jan. 17-20**—*Pacific Telecommunications Conference*, focusing on telecommunication services in Pacific hemisphere, Americas, Asia and Oceania.

There's still time to enter  
**The Journalism Awards Competition**  
for distinguished service  
in health reporting  
sponsored by the  
**American Chiropractic Association**. Cash prizes  
and medallions of merit  
will be awarded  
for category  
entries in  
newspaper,  
magazine, radio  
and television.



If you have been responsible for a program or story that is meritorious in bringing public attention to the health needs of our nation ... if your work has served to motivate your community to a better understanding of a health problem ... if your efforts promoted health and welfare, your story or program should be entered in this competition. Enter your own program or nominate colleagues' programs for awards.

**Closing date for 1981 competition is March 1, 1982.**

For Rules and Entry forms, write to:  
Journalism Awards  
American Chiropractic Association  
2200 Grand Avenue  
Des Moines, Iowa 50312

Plan also to do a suitable work for the calendar year 1982 and enter before March 1983.



Meeting will be opened by Bernard J. Wunder Jr., assistant secretary of commerce for communication and information for the United States. Ilikai hotel, Honolulu.

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

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

## February, 1982

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

York.

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

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

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

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

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

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

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

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

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

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

## March, 1982

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

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

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

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

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

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

## April, 1982

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

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

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

## May, 1982

**May 2-5**—*National Cable Television Association* annual convention. Convention Center, Las Vegas.

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

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

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

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

## June, 1982

**June 12-16**—*American Advertising Federation* annual conference. Omni International, Atlanta.

**June 17-18**—*Broadcast Financial Management/Broadcast Credit Association* board of directors meeting. Washington Plaza, Seattle.

**June 27-30**—*Virginia Association of Broadcasters* summer meeting. Wintergreen Resort, Wintergreen, Va.

## July, 1982

**July 18-22**—*World Future Society's* fourth general assembly. Theme: "Communications and the Future." Sheraton Washington. Send papers and proposals to: 1982 Assembly Committee, World Future Society, 4916 St. Elmo Avenue, Bethesda, Md., 20814.

# Open Mike®

## Wants cleaner cable

EDITOR: American broadcasters rightfully abhor censorship—almost unanimously. Yet congressional mandate decades ago gave the FCC responsibility to discourage on-the-air obscenity by licensed broadcasters. Also, the good taste and our voluntary code have kept the airwaves virtually free of gutter language.

Yet cable, especially pay cable, indulges in language and situations by wire that would be policed from the streets. Listeners and viewers approach many standard broadcasters with indignant inquiry, "Why don't you stop this smut—clean it up?"

We're not in TV or cable but we are now included in the prurient picture. Why aren't wired services stimulated to observe a good taste standard comparable to those licensed on the air?—*Bob Thomas, executive vice president, Beef Empire Stations, Norfolk, Neb.*

## More history

EDITOR: Having started my own career in broadcasting back in 1943, your 50-year retrospect is intriguing. However, as with most such histories, some of the true broadcast pioneers are ignored because they never worked the large and/or network stations. Such is the case with Curt Marsh of Tuscola, Ill., who first faced a microphone 61 years ago.

WDZ(AM), (now in Decatur, Ill.), went on the air in Tuscola, Ill., as a method of getting grain market reports to rural elevators. James L. Bush came up with what was then a radical idea of not depending on telephones for the dissemination of current market prices. That was in 1921, and the first announcer was a high-school boy from the grain office by the name of Curt Marsh. When I left WDZ in 1958, he was still doing a daily show from a remote

studio in the back of his abstract office. He finally ended his broadcast career in the early 60's.

Curt was one of our true broadcast pioneers. He was probably one of the first to handle such chores as dance band remotes (when WDZ had branch studios in neighboring communities), corn picking contests from the back of horses, and play-by-play football before today's anchormen were even erotic thoughts. He used to give his live market reports from the grain exchange office. No air conditioning, so the noon "local" train always interrupted his broadcast when the sound of the whistle blasted through the open window. Local residents always knew when the train was late.

In the last years I have made several futile attempts to interest local or state groups in Illinois to pay Curt Marsh the recognition he deserves. Perhaps it is the "nobody is a hero in his own hometown" syndrome, but my efforts have been met with a groundswell of indifference. And there is not a one of us making a living in this industry who does not owe a huge debt to that handful of pioneers like Curt who plowed those first furrows.—*Jimm Seaney, marketing and program development director, noncommercial KENW-FM-TV Portales, N.M.*

## Satisfied

EDITOR: My compliments on a very good article on the current status of radio news (BROADCASTING, Sept. 7).

As you know, journalists are a little skittish when it comes to being interviewed by other journalists. But as I nervously opened the pages of that issue, I was pleased to find I had been quoted fairly and accurately. And as I then read the article as a whole, I found you had painted an interesting and contemporary picture of our end of the business. Nice work!—*Jack Swanson, news director, KGO(AM) San Francisco.*



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# Broadcasting Oct 19

Vol. 101 No. 16

TOP OF THE WEEK

## FCC beset by budget cuts

**Under OMB plan, commission faces \$9 million cut, losing over 300 employees; Complaints and Compliance would be abolished, other divisions reduced**

Like most other federal agencies, the FCC under the Reagan administration's proposed 12% budget cut is feeling what it is like to be poor. The 1982 budget, originally set for \$77 million, would be cut more than \$9 million. Several hundred of the 2,000 employees would depart, most through reductions in force, some through attrition. Some functions the agency performs would disappear and others would be curtailed. And all employees would experience the pain of unpaid vacations.

Chairman Mark S. Fowler laid out the problems the agency is facing and how it is considering dealing with them, in meetings with Washington area employees who assembled in three shifts, on Thursday, in a theater adjoining the FCC headquarters building. His purpose was to assure the worried staffers they would be fully informed of developments and would be treated fairly.

But as he said, there remain many uncertainties.

For one thing, Congress may not approve the full cut the President is seeking; Senate Republican leaders last week were talking of halving the proposed cuts. For another, the reductions in agency personnel and functions the commission sent to the Senate Appropriations Committee and the Office of Management and Budget are so-called "first cut"; they are a consolidation of recommendations by bureau and office chiefs, who made them essentially on the basis of pro rata reductions of positions.

A task force under the direction of Commissioner Anne Jones is evaluating every program on the agency's books—including those that program managers left untouched—to rank them by priority and to determine which could be reduced or eliminated. The commission's final decisions on cuts in programs will be based on a review of the Jones task force's recommendations, due late next month.

What's more, as Fowler pointed out in his sessions with employees on Thursday, the elimination of a function would not necessarily mean the employees responsible for it would be fired; based on various factors, staffers could be moved to new

assignments, bumping other employees.

Uncertainties aside, the news on Thursday was grim. The commission is contemplating a reduction in force of 296 employees as of March 31, 1982. Another 79 would be lost through attrition. A hiring freeze would be in effect through the year. Those still on the payroll would be furloughed without pay for 10 days during the year. All nonpermanent employees—they now number 125—would be terminated. Cuts in expenditures would save another \$2,177,000. And a ban on promotions is under consideration.

Translated into terms of specific bureaus and offices and functions, the recommended cuts profile a shrunken agency getting by by doing less. The number of Broadcast Bureau employees, for instance, would drop from 301 to 230. And while bureau chief Richard Shibben regards the license-application processing function as inviolate—it will receive all the resources needed, he says—other functions do not fare as well. The Complaints and Compliance Division, for instance, created 20 years ago when scandal in the industry seemed to warrant an enforcement arm, would be abolished, with a saving of 35 employees. The functions would be folded into the Renewal and Transfer Division, but the cut would, the bureau said, require "a change in the way the fairness doctrine is administered" and a "delay" in responding to complaints from the public.

In other proposed cuts, the Office of Planning and Evaluation would be eliminated, for a saving of five employees, although its functions would be absorbed by other sections of the bureau. Renewal and Transfer would lose 12 of 51 employees; the hearing division, 11 of 22; policy and rulemaking, six of 49, and international, six of 15.

Throughout the package of reports compiled by the commission, the story of reduced service is the same. Among the 85 employees who would be cut from the Field Operations Bureau are five of the nine now engaged in monitoring TV, FM, cable television and microwave operations. The result of their loss, FOB says, would be the bureau's inability to respond to industry requests for assistance on most interference problems, a loss of service to the public and "certainly increased costs brought about by higher costs to the corporate entities to locate and resolve interference problems."

The cuts would also mean a rollback in recent efforts to serve the public and minorities. The equal employment opportunity staff within the Broadcast Bureau would be reduced from 10 to eight; the EEO unit in the Cable Television Bureau from four-and-a-half to two, if not to zero. The minority and small business division in the Office of Public Affairs would be eliminated, for a saving of two employees; the division's functions would be transferred to the office's deputy director for policy and minority enterprises. And the office's consumer assistance and information division would be consolidated under an assistant director for assistance and in-

### Fiscal year 1982 full-time permanent positions

Bureau/Office	FY 1981 ceiling	FY 1982 ceiling	Recommended reductions	New 1982 ceiling
Broadcast Bureau	309	301	-71	230
Common Carrier Bureau	299	289	-21	268
Private Radio Bureau	258	250	-52	198
Field Operations Bureau	455	441	-85	356
Science & Technology	131	126	-28	98
Cable Television Bureau	47	46	-15	31
Executive Director	303	295	-70	225
General Counsel	52	50	-11	39
Plans & Policy	25	21	-5	16
Public Affairs	25	24	-5	19
Administrative				
Law Judges	25	24	-5	19
Opinions & Review	18	17	-4	13
Review Board	11	11	-3	8
Commissioners	46	46	-	46
<b>Totals</b>	<b>2,004</b>	<b>1,941</b>	<b>-375</b>	<b>1,566</b>



formation. The savings: three of seven employes now in the division.

Of all the bureaus and offices, Common Carrier, increasingly the focus of commission action, would fare the best under the staff's recommendations. It would lose 21 of 289 employes. The functions it would lose would not affect its principal mission. For the most part, it would be obliged only to slow down service in a number of areas, several involving the public, and a "reduction in administrative and clerical support."

Tough as the proposed belt-tightening procedures are, they would not be enough to meet the added burden OMB imposed on the commission and all other agencies, when it directed them to begin spending at the proposed lower level as of Oct. 1, the start of the fiscal year, through Nov. 20, when Congress is expected to complete action on pending appropriations bills. The FCC, which along with the rest of the government is operating on a continuing resolution, is spending at the level originally proposed in the 1982 budget.

The order sparked a protest from Fowler. He wrote to OMB Director David Stockman on Thursday noting that the agency would suffer a shortfall of \$1.5 million during the Oct. 1-Nov. 20 period and, that since 78% of its budget is earmarked for personnel compensation, could make the required savings only by "extensive emergency furloughs." Accordingly, he asked that the agency be allowed to spend at the level allowed under the continuing resolution. However, because of the order, the agency has imposed a freeze on all discretionary spending, including travel and purchases.

The concern the proposed budget reductions is causing the commission is evident in a second letter Fowler sent to Stockman, accompanying the staff recommendations for cuts. Fowler said the commission believes it can make a contribution to the recovery of the nation's economy, "primarily through deregulation of existing telecommunications service and by reliance on marketplace forces rather than government action to allow for the rapid entry of new services." And he said the commission supports the administration's effort to balance the budget by 1984. But he also served notice the agency may decide it cannot live with the various budget cuts contained in the recommendations.

Whatever the results of Reagan's efforts to cut the budget, Fowler informed the employes that their burden would be shared. Speaking of the unpaid furloughs employes will be required to take, Fowler noted that, under the law, commissioners' pay cannot be cut. But, he said, "we can contribute to charity. We have to do what we ask the employes to do." Accordingly, he said he expected to contribute to charity his pay for the number of days employes will be furloughed. He said he would not speak for the other commissioners, but he indicated he expects them to do the same.

## CNN willing to dicker?

**Turner says he's had talks with CBS and NBC about buying his news network; they tell a different story**

Turner Broadcasting System, owner of superstation WTBS(TV) Atlanta and the Cable News Network, has had discussions with NBC and CBS in September about possible mergers or the sale of CNN alone to one of the networks.

In a speech before members of the Society of Professional Journalists, Sigma Delta Chi, the Radio Television News Directors Association and the Public Relations Society of America last Wednesday at the National Press Club in Washington, Turner, president of TBS, said he met twice in the past month with CBS officials about a CBS takeover of CNN. Turner later told a reporter from the *Atlanta Journal* that he had also spoken with NBC-TV President Robert Mulholland on the same topic, although the talks with CBS were "more serious."

CBS admits that the discussions did take place but its descriptions of how the meetings came about differ from Turner's. NBC also admitted that there was a meeting but called it "purely social."

TBS President Robert Wussler, who was in on all three meetings, did not discount the possibility that talks with the two networks could be resumed.

At the press club, Turner said CBS Chairman William Paley was "incensed" by ABC's entry into cable news, as a partner in NewsChannels with Westinghouse Broadcasting and sent Bill Leonard, president CBS News, and Gene Jankowski president of the CBS/Broadcast Group to Atlanta four weeks ago to discuss with Turner the possibility of CBS's acquiring CNN. Fearing detection, Turner said, the CBS officials insisted on meeting him at the Atlanta Airport Hilton Inn. "The next meeting will probably be held in a bathroom somewhere," he said.

A week or a week-and-a-half ago, Turner said, he went to New York to continue discussions with Jankowski and CBS President Thomas Wyman. Turner said he didn't let them make an offer. "I was too busy telling them how I intend to wreck them."

Asked why he agreed to go to New York if he had no intention of dealing with CBS, Turner replied: "I just wanted to make sure I had a place to go" in the face of the ABC/Westinghouse competition.

According to a CBS statement released in response to Turner's comments, Jankowski and Leonard "flew to Atlanta at Ted Turner's invitation. As good business people we look at and listen to opportunities presented to us. We would be remiss if we didn't."

Wussler said the talks between CBS and TBS grew out of his personal friendship with Leonard. They talk together frequently, he said, and some of that talk cen-

tered on "some marriage or relationship" between TBS and CBS.

These casual conversations, he said, led to the meeting in Atlanta of Sept. 4. The three-hour meeting started out "on specifics" which Wussler refused to discuss but evolved into a general, broader discussion "on how a company such as ours might get together with a network such as CBS."

The meeting ended with promises to stay in touch, Wussler said, and on Sept. 22 Turner and Wussler, while in New York, arranged to meet with Wyman and Jankowski. Although Wussler said the meeting was "warm and friendly" nothing was decided and everything was left up in the air.

The next evening, Wussler said, he and Turner met with Mulholland, Katherine Pellegrini, NBC vice president for corporate planning, and Irwin Segelstein, vice chairman of NBC-TV. Although there was general talk about a merger between TBS and NBC, Wussler said, no specifics were discussed.

An NBC statement called it a "purely social meeting" and said "the subject of a possible acquisition of CNN by NBC never came up." The spokesman would not comment on whether a merger of the two companies was discussed. None of the NBC officials at the meeting could be reached for comment.

The NBC statement explained that Turner is a former NBC affiliate (he once owned WPCQ-TV Charlotte, N.C.) and "he and Mulholland are old friends." It was, NBC said, "strictly a social meeting among executives in the same industry."

Turner's purpose for going to Washington last week was not to discuss his dealings with the networks, but to prepare strategy for his fight against changes in cable copyright laws being considered by Congress and to make his case for restrictions on the number of cable systems cable programmers may own before the Washington Metropolitan Cable Club.

"I intend to fight it," Turner said, "The broadcasters, led by the National Association of Broadcasters, are trying to put the superstation [Turner's WTBS(TV) Atlanta] out of business." Referring to the bill being advanced by Representative Robert Kastenmeier (D-Wis.), chairman of the House subcommittee charged with copyright, Turner said, "We have seen the preliminary deal. It's a catastrophe for us."

Turner said he intends to crush the competition CNN will receive from ABC and Westinghouse. "I think we are going to blow them away. Either that, or they are going to blow us away."

He called the networks inefficient, saying they would suffer the same fate as the dinosaurs. CBS occupies 35 floors of a building in New York, Turner said, has 12,000 employes and produces only 12 hours of programming a day. TBS, on the other hand, programs 48 hours a day on



CNN and WTBS with around 1,000 employees. If there were ever a merger between TBS and CBS, Turner said, "maybe William Paley will step down and let me take over."

He reiterated thoughts expressed earlier in a letter sent to the House Telecommunications Subcommittee in response to its investigation into diversity of information sources.

"I'm eminently opposed to common carrier status for cable," Turner told WMCC members. "The auctioning of channels would result in lowest-common-denominator programming to cover the high cost of channels, and cable operators would have no way to avoid programmers who wanted to air pornography and other undesirable programming."

"It concerned me that Westinghouse bought 19 and a half transponders," he said. "It would be a shame to have 60 new cable channels, all of them owned by three companies."

Turner proposed in his letter to the subcommittee that "stringent controls be placed on ownership within the cable industry 'to separate control of program production from control of program dissemination' and to insure that no single entity could control too great a percentage of the industry—for example, 'more than seven-and-a-half percent.'" Networks should not be permitted to "program more than one channel on a cable system in addition to the channel carrying the network itself," said Turner. No multiple system operator should be allowed to program more than two channels and no independent noncable operator should program more than three channels, he said.

"With the majority of outlets for programming . . . owned by those that produce the programming for those systems, there is little opportunity for independent producers of programming to obtain access to a sufficient number of outlets to survive as viable independent sources of programming."

Asked at the WMCC luncheon whether direct broadcast satellites pose a threat to cable TV, Turner said, "a four-channel system poses no threat to a 100-channel system. Direct-to-home broadcasting 'is already a factor' because of many backyard earth stations in use, he said, but 'even in the boonies' DBS won't hurt cable because people there will demand what cable has to offer."

Some cable operators are afraid cable advertising will "look like network advertising," and that subscribers will be driven away by it. To that, Turner replied that cable advertising had "better look like network advertising, or you won't have those channels." People who don't like commercials "can go to pay cable," he said.

The idea that cable programmers will soon be compensating cable systems for carrying their programming "is a joke," said Turner, because "no cable network has a big enough base" to pay for carriage of its programs.

## FCC listens to public concerns and complaints

**At en banc meeting, commission hears minorities' complaints, sees cable access samples and gets plea for 12 ghz use for public safety services**

In the first of a promised series of open en banc FCC meetings, the commission heard last week that minorities' interests still aren't being served by the mass communications industry, that "public access" channels are worthwhile and that the 12 ghz band should be reserved for "public safety" communications purposes.

The commission also heard a presentation from the Association of Independent Television Stations, whose theme appeared to be that "indies" shouldn't be treated as "second class citizens." And the commission heard a spokesman for the National League of Families of American Prisoners and Missing in Southeast Asia explain why she thought the media should pay more attention to her group's plight.

Pluria Marshall, chairman of the National Black Media Coalition, said that minorities were still "inexcusably" underrepresented in the mass media, and he set forth a list of 17 regulations the FCC could "relax or eliminate" to help improve the status of minorities in the media.

The commission should, for example, he said, eliminate consideration of a broadcast licensee applicant's "broadcast experience" as a factor for selection among competing applicants. "This factor discriminates against those who have lacked opportunities to acquire such experience, particularly minorities," he said.

Marshall also noted that while NBMC continues to oppose deregulation of radio ascertainment, logging and public affairs programming, it supports deregulation of radio advertising.

"Leaving advertising to the free marketplace will drive down its cost and make it more affordable to small businesses and would increase the profitability of small, particularly minority, radio stations," he said. "The same logic applies to television, where the cost of advertising is astronomical," he said. "Artificial limitation on the supply of advertising time naturally drives up the cost of advertising and hurts the public," he said.

Marshall also said the "heavy hand of government regulation and government hesitancy" should be lifted from low-power and DBS services to give minorities a better opportunity to participate in the media marketplace and to "make television program content regulation superfluous."

In the interests of diversity, however, Marshall said that NBMC supported limit-

ing the number of transponders per satellite any one company can own or lease and argued for retaining the "rule of seven."

That rule, which holds that any entity may own at most seven TV, seven FM and seven AM stations, "lets the big players stay big without letting them get so huge they can outbid any small or minority broadcaster," he said. "The rule has worked well; since it works, please don't fix it," he said.

Noting that cable systems' employment policies for hiring minorities were "10 times worse than broadcasters," Marshall asked what could be done about it.

Commissioner James Quello, noting that the FCC didn't license cable systems, suggested that minorities try to get EEO agreements written into cable systems' franchises.

In another presentation, Sam Simon, executive director of the National Citizens Committee for Broadcasting, and Sue Miller Buske, from the National Federation of Local Cable Programmers, showcased a series of vignettes taken from video tapes produced for public access channels, a presentation that Simon said was intended to clear up the "misconception" that public access channel programming lacks merit.

Simon, who said the NCCB was working for public access to both cable and broadcast media, said of public access programming, "the vast majority . . . is not an embarrassment to anyone."

Representing the Los Angeles County Sheriff's Department, Theodore Von Minden asked the commission to set aside a "sufficient bandwidth for public safety" communications use. The 12 ghz band that the FCC proposes to allocate to DBS services, Von Minden argued, should be reserved for "public safety" purposes, at least for the Los Angeles area.

Von Minden said police and fire departments needed that band to cover emergency situations over large distances. He pointed out that other frequencies wouldn't do; there's no room left on the six ghz band, and the 18 ghz band has poor propagation characteristics, he said.

The Association of Independent Television Stations, represented by INTV President Herman Land and five board members, told the commission that in the past they had been accorded "second-class" citizenship against the networks and pointed out some of their main differences with network affiliates.

Land said that although there were only 68 independents in 1972, there are now 144. He noted that while network affiliates could rely on the networks for most of their programming needs, independents have "no such spinal cord" to support them, and must either produce or purchase everything they show.

Sheldon Cooper, INTV chairman and president of WGN-TV Chicago, said much of the independents' growth could be attributed to their stress on "localism."





## The Fifth Estate honors its scribe

The white-haired man from Minsk sitting at the head table in the ballroom of the Washington Hilton hotel, in Washington, had had big nights before; honors are not new to him. But there had been nothing like this one. President Reagan spoke to him in a videotaped message shown on two large screens at each end of the room (see page 36). The room itself—glittering in the light of candles on every table—was filled with some 1,200 guests, a number of whom had traveled across the country to attend, some whose ties to the man at the head table go back almost 50 years. It was, for the 77-year-old guest of honor, a night to generate memories to savor.

The dinner, sponsored by the Broadcast Pioneers, was held as a tribute to Sol

Taishoff, editor and chairman of **BROADCASTING** magazine, on the 50th anniversary of the first issue of the publication he had co-founded with the late Martin Codel and nurtured into a major force in trade journalism. As the President said, the magazine "has chronicled the growth of an industry that changed the world more than any of us, except perhaps for Sol, could foresee."

It was a dinner whose master of ceremonies, appropriately enough, was John Daly. CBS News's Andy Rooney did about 10 minutes of his brand of sandpaper-dry wit after confessing to some uneasiness about his appearance before an audience heavily laced with broadcast-establishment types ("It's hard

to be here; it's not my crowd, back in the shop"). And former FCC Commissioner Robert E. Lee did a "roast," generally regarded as underdone but useful in recalling, as it did, the technique Taishoff had used in ferreting secrets out of the agency. He took commissioners to lunch, individually, at the old Colony restaurant, sat them in what came to be called the "confessional," Lee said, and learned a bit from one, a bit more from another and soon had pieced together the story.

As is customary on such occasions, the praise was lavish. It focused on things like journalistic integrity, fierce dedication to broadcasters' right to full First Amendment rights and freedom generally from government control, and unyielding belief in the



Chapman



Daly



Rooney





**Broadcast Pioneers salute to Sol Taishoff draws some 1,200 to Washington for gala celebrating BROADCASTING Magazine's 50th anniversary; 'My cup runneth over,' he responds to tribute**

free enterprise system.

As Jack Harris, president of KPRC-AM-TV Houston, saw it, those characteristics can be traced to a desire to protect and exercise the rights—including "the right to speak out"—that had been denied his ancestors in Russia. Taishoff was born in Minsk, and brought to the U.S. by his parents when he was 2 years old.

And BROADCASTING magazine, Harris said, adheres to an editorial policy rooted in a "trilogy of phrases and concepts—the First Amendment, the Fifth Estate [which Taishoff had dubbed broadcasting, early on] and the 'American plan' of broadcasting . . .

"When others have wavered, Sol Taishoff and BROADCASTING have been

steadfast. When others have been tempted to trim their sails, or temper their arguments, or be discreet in asserting the rights of the electronic media to first-class citizenship, they have been unyielding, and demanding, and loud. The result has been a fearless and unambiguous editorial voice that has been the industry's standard for half a century."

Vincent Wasilewski, president of the National Association of Broadcasters, who has known Taishoff since 1949, said of him: "We all are much the better for this man being a part of our profession, and being a leader in it."

The tributes were not only in the speeches. They were in the presence at the head table of such as Thornton Bradshaw,

chairman of RCA; Leonard Goldenson, chairman of ABC; Katharine Graham, chairman of the Washington Post Co.; Allen H. Neuharth, president and chairman of the Gannett Co.; Grant A. Tinker, chairman of NBC; Gene Jankowski, president of the CBS/Broadcast Group; Mark S. Fowler, chairman of the FCC, and Charles Z. Wick, director of the International Communication Agency. The broadening nature of the Fifth Estate was personified by the presence at the head table of Thomas E. Wheeler, president of the National Cable Television Association, and by Jack Valenti, president of the Motion Picture Association of America. The two—with the NAB's Wasilewski, who was one of the dinner's co-chairmen,



Lee



Wasilewski



Harris





### PRESIDENTIAL GREETING

## From one old pro to another

Good evening to you who have gathered for Sol Taishoff's 50th anniversary dinner, and a special good evening to you, Sol. And, Sol, put that pen down; you're not working this evening.

I've often thought that no sooner had Marconi sent the first radio message than his secretary must have rushed into the room and said, "Mr. Marconi, there's a Sol Taishoff of BROADCASTING magazine here to see you."

BROADCASTING magazine has always been there to cover the industry it is named after. It has chronicled the explosive growth of an industry that changed the world more than any of us, except perhaps for Sol, could foresee. The man we are honoring tonight has covered this revolution—nearly from the beginning. He reported on its successes and failures, comings and goings, its present and its future. And he told us what Washington was doing for us—or, more often, *to* us.

For those of us in the business, BROADCASTING was our professional book and Bible. I know there are those of you who at some time in your careers read BROADCASTING not only front to back, but also back to front—turning first to the very end and the classified pages that held the jobs.

BROADCASTING was one of the first national magazines to take notice of my own career—back in 1937, when its April 15 issue reported that a "Dutch" Reagan was leaving his sportscasting job at WHO in Des Moines to go to work for Warner Brothers in Hollywood. Photography had been invented by this time, and accompanying that announcement was a picture of a 26-year-old fellow trying to look terribly urbane holding a pipe in his hand.

But BROADCASTING has not only reported on the events of the industry, it has spoken out forcefully when the broadcast media's First Amendment rights were threatened. It has shaped industry opinion on the vital communications issues and, of course, does to this very day.

Sol, I'm sorry I can't be there in person this evening, but perhaps it's all the more appropriate that I'm coming to you through the miracle of broadcasting.

And this way, well, if I go on too long, you can always unplug me.

But before you do, I know I speak for everyone in broadcasting whether they are with you at the Hilton or keeping the industry on the air right now, in thanking you for what you have done over the last half century, and in wishing you the best in the years ahead. So let me sign off by just saying, "This is Dutch Reagan, WHO Des Moines. Good night and God bless you."

are the three chief parties at interest—and often antagonists—in the current controversy over copyright.

The second generation of BROADCASTING magazine was represented by its publisher, Lawrence B. Taishoff. Completing the head table was the dinner's other co-chairman, Reid G. Chapman of WANE-TV Fort Wayne, Ind., president of the Broadcast Pioneers—who, at the dinner's close, announced that the Pioneers had commissioned prominent artist Everett Raymond Kinstler to do an oil portrait of the honoree. Proceeds of the \$100-a-plate dinner went to benefit the Pioneers' Broadcasters Foundation Inc. and the Broadcast Pioneers Library.

The tributes were present also, perhaps even more eloquently, in the presence of figures from the near and distant past—Frank Stanton, the long-time CBS president and during his career the most prominent statesman of the industry; Mark Woods, the first president of ABC in the 1940's and later chairman and vice chairman; Carl Haverlin, now ailing, who was the first president of BMI; G. Richard Shafto, former president of WIS(AM) Columbia, S.C.; John Fetzer of the Fetzer station group; E.R. (Curly) Vadeboncoeur, still active as president of Newhouse Broadcasting Co.; former FCC Chairman Rosel H. Hyde; Ward Quaall, former president of WGN Continental Broadcasting Co., and former Senator John Pastore, the Rhode Island Democrat who for years ran the Senate Communications Subcommittee.

In a sense, too, the dinner afforded time for healing. The audience included a number of former as well as current FCC commissioners. And while some had won and held BROADCASTING's editorial support—former Chairman Richard E. Wiley and former Commissioner Margita White are examples—there were others among those paying tribute by their presence who almost weekly, it seemed, had been the target of a critical editorial. Former Commissioner Kenneth A. Cox, for instance.

Taishoff, in his turn, spoke of the "uncommon warmth and affection" he felt. "This camaraderie," he said, in a passage revealing much about Taishoff, "in spite of rigorous competition, perhaps explains why American broadcasting in its many facets . . . leads the parade the world over."

Taishoff revealed another, perhaps even deeper, feeling about himself at another point when he said: "Basically, I am just a reporter. To me, there are few more exalted roles . . . Perhaps I should say there is no more honorable estate than that of a reporter, whether ink-stained from out of the Fourth Estate, or those electronically activated who populate what we've labeled the Fifth Estate."

As for his personal feelings regarding the tributes paid him, Taishoff noted that the Jewish high holy days had just passed, and said he observes them and that he cherishes family and tradition. Then he added: "I know all of you will understand when I mention the psalms of David because, truly, 'My cup runneth over.'"





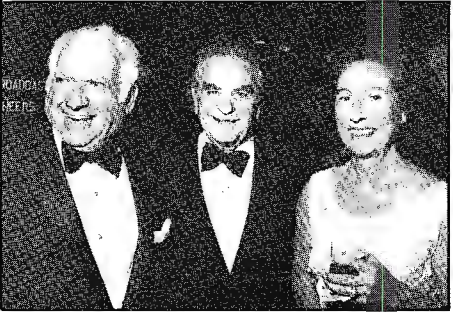
Taishoff with chairmen Leonard Goldenson of ABC and Thornton Bradshaw of RCA.



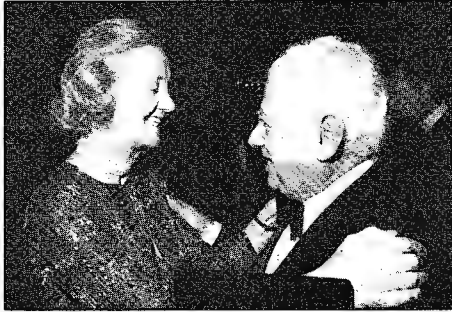
NBC Chairman Grant A. Tinker and NAB President Vincent T. Wasilewski.



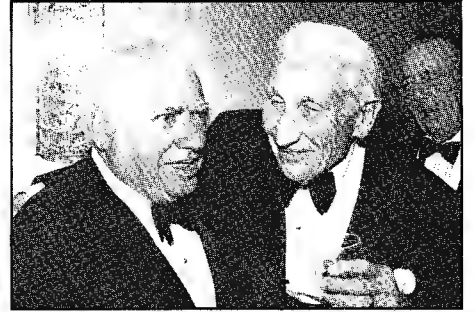
Taishoff, FCC Chairman Mark S. Fowler and ICA Director Charles Z. Wick.



At the reception with old friend John Sirica, "the Watergate judge," and wife, Lucy.



Taishoff and Washington Post Co. Chairman Katharine Graham, another dais guest.



In a jovial moment with Walter J. Brown of WSPA-AM-FM-TV Spartanburg, S.C.



Taishoff with former BMI chief Carl Haverlin, among those who flew in from the West Coast.



ST greets FCC Commissioner (and former broadcaster) Jim Quello and his wife, Mary.



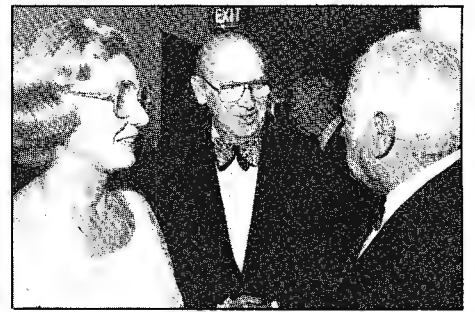
With Vel and Clair McCollough, retired WGAL stations head and veteran NAB leader.



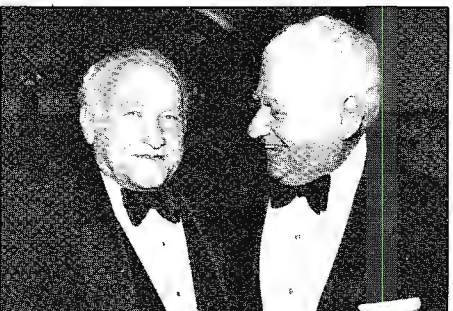
With Pat Wasilewski and Gene Jankowski, president of the CBS/Broadcast Group.



Senators Helms and Hollings with party guest (and soothsayer) Jeane Dixon.



With Mr. and Mrs. Donald McGannon (Westinghouse Broadcasting).



The generations: Jack Taishoff ("the family poet") with his younger brother, Sol.



Sol Taishoff, the chairman and editor, and son Larry, the president and publisher.



"The Chief" with Larry Taishoff's son, Randy, among the party's third generation members.



## Network heads see involvement in new media as inevitable

**At annual gathering in Boston, Rosenfield, Duffy and Timothy say networks must not stand still, feel affiliates won't be hurt; PBS's Grossman says quality programming can't survive free marketplace**

Commercial television network presidents agreed last week that economic reality dictated their participation in the new media, but said network structure and clout would continue despite technological advances on other fronts.

In their annual Boston meeting, sponsored by the Boston/New England chapter of the National Academy of Television Arts and Sciences, Public Broadcasting Service President Lawrence K. Grossman disputed the others' claims that a free market would assure quality programming, asserting that "excellence can't survive in a marketplace society."

CBS-TV's James H. Rosenfield defended his company's involvement in cable ownership on the grounds that "it's improper for any type of business to be restricted from cable involvement." He said direct broadcast satellite experiments, "though arathama to our affiliates," are necessary to assure use of the spectrum for high-definition television. And teletext and videotext experiments, Rosenfield continued, are necessary because "we don't want to be at a competitive disadvantage."

Rosenfield said the networks' share of viewing would decrease slightly as cable television penetration grows but projected a 10% or more annual growth rate in commercial television households over the next decade.

"There's no comparison between cable and television as an advertising medium," he said, predicting that the three commercial networks' annual \$5-billion advertising billings would grow to \$15 billion in 1990, when "cable may approach \$2 billion in billings."

Rosenfield and his commercial competitors agreed that the marketplace should determine which information-entertainment systems prevail: "The essence of our business has been competition," he said. "The public seems to believe that we live in a finite world, but the marketplace is exploding."

And, said ABC-TV's James E. Duffy, "If there's a marketplace demand for additional services, so be it. We've decided to take a stand. You stand pat at your peril. We have no choice; we must participate" in cable and other innovative services.

Saying that every television station must face the same question—whether to be a spectator or to participate in new informa-



Rosenfield, Duffy, Grossman, Timothy

tion technology—Duffy said ABC's corporate strategy is "to do everything we can to enhance free, advertiser-sponsored television." As did Rosenfield, Duffy said affiliates had nothing to fear from ABC's moves into new markets.

The ABC/Westinghouse satellite services—one providing in-depth, the other spot news—"fall on either side of network programming," Duffy said. "These new services will happen whether ABC provides them or not."

Saying cable won't hurt over-the-air revenues, Duffy stated that ABC's "up-front sales are up 20% over the previous year."

ABC-TV's Raymond J. Timothy, in his first public appearance since being named television network president July 30, called cable's further "intrusions" into sports programming inevitable. "It has the wherewithal and it certainly has the need to fill all those channels," he said.

But with half the nation still unwired in 1990, according to cable's rosier projections, Timothy said, cable won't take away traditional network sports programming like baseball and football. "Cable is not truly a national medium," Timothy said, "and the viewer will rise up in protest against paying for sports programming and seeing ads as well—since cable will be running advertising."

Timothy agreed with his ABC and CBS counterparts that the networks will continue to program to a mass, nationwide audience and will be doing more news. Rosenfield, looking 10 years ahead, said, "Where there's more competition, there's usually growth. There'll be more, slightly different networking. The current basis of three or four network channels will be basically unchanged." Duffy foresees some marketing changes but fundamentally the same network system.

The commercial network heads are all happy about the FCC's recent deregulatory tack, saying government pressure never leads to quality programming.

"We're relieved," said Rosenfield, "to see a return to the basic premise that programming is in our own purview. Pressure hasn't forced us in any direction, and relaxing regulation won't cause any relaxation in our standards."

Timothy said NBC is interested in how much FCC Chairman Mark Fowler will affect the deregulation cause. He said efforts under previous FCC chairmen to influence programming often worked at cross-purposes. As an example, he cited FCC interest in more children's programming while the Federal Trade Commission wanted to restrict children's advertising.

Duffy, saying the marketplace—not government regulation—dictates programming, took issue with Grossman's contention that excellence is confined to public broadcasting.

Grossman sees the FCC as just "going with the flow." Former FCC Chairman Charles Ferris and present Chairman Fowler have the same philosophy, he said: "Let everybody go."

"If you care about excellence," Grossman said, "you need to give it public priority. It can't survive in the marketplace. Commercial television should contribute to public TV; so should the government, the public and the corporate sector."

The PBS head said a "free, advertiser-supported television system is the best in the world—as long as public broadcasting continues to live. If we die, 295 public television channels will immediately go commercial."

Grossman said "it's not anybody's whim"—but the marketplace—that drives out good commercial programming. He disputed the assumption that more media diversity automatically equals better television: "Technology is only a highway. What gets on that highway can't only be subject to supply and demand."

Grossman, in answer to a question, called network shows scrutinizing television's own performance a very healthy development that will continue. He praised CBS's *60 Minutes* scrutiny of its own policies and said that although "we perhaps may be too sensitive to outside criticism, airing it is very helpful."

Duffy and Rosenfield also predicted more network efforts to allow criticism of television's performance, such as ABC's *Viewpoint*. Only Timothy dissented.

NBC, he said, "has no shortage of critics, and we don't feel the need for self-inflicted criticism."





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## Boulder caught in cable crossfire

**Supreme Court examines whether cities with home rule are protected against anticompetition lawsuits and extent of cable operator First Amendment rights**

While the eyes of most of those interested in the development of government regulation of cable television are trained on Washington, important law in the cable area is being forged in a continuing battle between Community Communications Co. Inc. and the city of Boulder, Colo. Does a home-rule charter protect a city against an antitrust suit resulting from the adoption of regulations that limit competition between cable systems in the city? Does a cable system have the same First Amendment rights as a newspaper? When litigation now under way is completed, the answers to those questions may be known.

Last week, the Supreme Court heard arguments on the question of a city's immunity from antitrust law. It involves Community's appeal from a ruling by the U.S. Court of Appeals for the 10th Circuit that Boulder, a home-rule city, does indeed enjoy such immunity. Earlier, the same appeals court reversed a lower court decision that Community was entitled to newspaper-like First Amendment rights. The appeals court said the record for such a determination had not yet been made, and that First Amendment protection varies according to the medium.

Both cases grew out of the effort by Community, which is owned by Tele-Communications Inc., the third largest owner of cable systems, to expand its operations in Boulder, where it has been providing service since 1966. Boulder, concerned that other systems would be denied access to the city and that it might be denied better cable service, in December 1979 imposed a 90-day ban on Community's further expansion; it said it intended to open the city to other cable systems.

However, Community sought an injunction; it said Boulder was violating the antitrust laws by restraining its trade. A federal district court agreed, but not the appeals court. The latter said that since authorization to use public streets is a matter of local government concern, the city's home-rule charter protected Boulder from the suit.

Thus, the outcome of the case could have a major impact on the ability of local government to regulate cable. It is also an issue on which states and municipalities

are divided.

Thomas P. McMahon, assistant attorney general of Colorado, spoke for his state and 22 others last week when he said that, if the appeals court decision is allowed to stand, thousands of home-rule cities with autonomous municipal governments would be free to act in defiance of federal and state antitrust laws. (Some 35 state constitutions contain home-rule provisions.) Home-rule cities have immunity only when states make an affirmative decision to provide it in specific areas, he said. And Boulder was not given that authority in connection with cable.

Counsel for Boulder, Jeffrey H. Howard, of the Denver-based firm of Davis, Graham & Stubbs, said that to require that a specific grant of immunity be sought for each home-rule act—to guard against the treble damages a city would otherwise face in an antitrust suit—would “tear asunder home rule.” When the voters of Colorado adopted its home-rule amendment in 1902, he said, “they didn't contemplate the need for further amendments with the introduction of each new technology.”

Does that mean that, regardless of the industry involved, a home-rule city could grant a monopoly? asked Judge John Paul Stevens. “No,” said Howard. “It's important to consider if the issue is within the scope of legitimate public concern. The city has a legitimate concern in its rights of way.” He also said a city has an interest in the kind and quality of service a cable system offers.

Community's counsel, Harold Farrow, of Farrow, Schildhouse & Wilson of Oakland, Calif., sought to add to the antitrust question a gloss of First Amendment issues. In answer to a question from Justice William Rhenquist, he said he was arguing the antitrust issue “in terms” of the First Amendment. “You have to look at the nature of the industry,” he said.

Later, when Chief Justice Warren E. Burger quoted the late Justice Louis Brandeis's remark that local communities offer a laboratory for “experimentation,” Farrow said, “This form of experimentation is in derogation of the First Amendment.” He said cities are saying, in effect: “I own the streets, so I will decide between you [applicants for cable franchises]. I'm going to shop among you to find who will pay me the most, which will promise not to sue me, who will promise to let me control the programming.” That form of “experimentation,” he said, “abuses national policy.”

If states and cities are divided on the issue, so, it appears, are members of the court. The case is regarded as one the court may have taken to clarify its meaning in a decision in 1978 involving the City of Lafayette, La., and Louisiana Power & Light Co. The court, by a 5-to-4 majority,

held that city governments may be sued under the antitrust laws. However, the case generated five separate opinions, and only a plurality of the court—Justices William Brennan, Thurgood Marshall, Lewis F. Powell and Stevens—agreed on the conditions under which a city would be protected from suit: essentially, if its action had been specifically authorized by the “sovereign” state and if the action reflected a state policy to replace competition by regulation. The questions some of those four justices asked reflected the views expressed in that opinion.

The support Boulder might have drawn from the dissenters in the Lafayette case has been cut in half. Justice Potter Stewart has retired and Justice Byron White did not participate. (He gave no reason, but as a lawyer in Denver from 1947 until 1960, when he left to join the Justice department under President Kennedy, he was a member of the firm now representing Boulder.)

Burger is regarded as a possible vote for Boulder since, in concurring in the Lafayette case, he indicated he felt that if the city is not engaged in a “proprietary” [business] activity, it is immune. Thus, the court's newest member, Sandra Day O'Connor, is likely to be casting a critical vote in the case.

Important as the so-called Boulder I case is to shaping the role cities will have in regulating cable, there are some who feel Boulder II may be even more significant, at least in terms of its effect on cable as a means of mass communication. The case has its roots in an ordinance the city adopted to limit Community's area of expansion to one-third of Boulder's population. One or more companies are to be given permits to serve other districts. The aim is to provide multipurpose, state-of-the-art cable service, including diversity of programming and two-way communications.

Community sought an injunction barring implementation of the ordinance, contending it violates the First Amendment. Community said the ordinance constitutes an unlawful prior restraint of speech because it denies the company the right to reach two-thirds of its potential audience, is content-based (designed to make room for a company that will offer special services), and is not the least restrictive means of achieving whatever legitimate interests the city may have. Similar prohibitions on a newspaper's right to reach even a small portion of its audience, Community said, would be held unconstitutional. And the district court accepted that view.

The appeals court, in its decision, did not reject the trial court's conclusions out of hand. Rather, it said the record on which they are based is insufficient to support them; it involves only an appeal of



preliminary injunctive relief and is not complete. Thus, the appeals court said, "it was inappropriate for the district court to summarily apply to cable operators the First Amendment principles governing newspapers."

The court said the nature and degree of First Amendment protection afforded any medium depends on the medium's "characteristics." It noted, for instance, that the degree of protection given broadcasters "differs substantially" from that given newspapers. And "the attributes of cable broadcasting technology indicate that the nearly absolute strictures against direct governmental regulation of newspapers' dissemination of information cannot be applied in wholesale fashion to cable operators." The court noted, for instance, that a newspaper does not use public property in the same way a cable system does. What's more, it said, cable has "always been regulated in many respects. There is no tradition of nearly absolute freedom from government control."

Accordingly, the court ordered a freeze on the cable situation in Boulder pending a decision on the merits of the case. In that regard, it directed the trial court to determine, "upon final fact findings, whether cable's unique attributes warrant, in First Amendment terms, the nature and extent of regulation the city seeks to impose on cable companies in Boulder."

## NBMC conference takes hard look at minority role in old and new media

**EEO, cable ownership, financing among topics discussed; Fowler promotes investment capital and not federal funds to cure marketplace ills**

The government's role in broadcasting and equal employment opportunity enforcement is likely to change in the coming years, but broadcasting and the emerging media could provide a wealth of opportunity for minority employment and ownership. That seemed to be the message at the eighth annual convention of the National Black Media Coalition, held Thursday through Sunday, Oct. 8-11, in Washington.

The convention attracted over 500 participants, twice as many as NBMC Chairman Pluria Marshall said had attended previous NBMC conventions. Participants seemed most interested in the "bread and butter" media, newspapers and broadcasting, said Marshall, then opportunities in cable and after that, the potential in new technologies such as direct-to-home broadcasting.

Workshops dealt with all three subjects, and with opportunities for independent producers, equipment manufacturers and other subcontractors, news coverage of the black community and obtaining financing

in today's market.

FCC Chairman Mark Fowler, who addressed the convention at a banquet Saturday night, told participants that future FCC efforts to encourage minority participation will emphasize financing. "The answer is not another federal policy that doesn't create a single dollar," he said. "The answer is new availability of investment capital."

FCC commissioners have been actively working to create a new committee, announced earlier by Fowler (BROADCASTING, Sept. 28), that will seek to create new avenues for financing minority investments in telecommunications, he said. Members of the committee appointed so far are FCC Commissioner Anne Jones; NBMC's Marshall; communications attorney Mickey Gardner, who headed the Reagan transition team for the FCC; Joe Allbritton of the Riggs National Bank of Washington (and head of Allbritton Communications); Ragan Henry, president, Broadcast National Enterprises Inc.; Fernando Oaxca, Spanish Language Radio Broadcasters, and Leo Guzman, vice



president, Chase Manhattan Bank.

The committee, to be chaired by FCC Commissioner Henry Rivera, will explore "untapped financial sources of capital," rule changes that could facilitate minority ownership and improved management and training techniques for minority entrepreneurs, said Fowler. It is to report its findings to the FCC "within four months."

The FCC is participating in the President's Interagency Council for Minority Business Enterprise, a group of officials from 23 federal agencies that is charged with increasing minority participation in the American economy, said Fowler. And at the same time the FCC is working to reduce unnecessary regulatory burdens. "We will very strictly enforce sanctions against any licensee guilty of deliberate violations of equal employment opportunity laws," he said.

Asked about recent amendments to the Communications Act authorizing the FCC to use a lottery to choose among otherwise qualified competing license applicants, Fowler said he believes minorities "will have a better chance" with a lottery weighted in their favor than under the old system of sometimes endless, expensive comparative licensing proceedings.

The FCC will "look at" its EEO

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**Comparing notes.** Panelists discussing "Wiring Urban America" were (l to r): Keels, English, Bill Johnson, Greer, Harden, Lane and Charles Johnson.

guidelines this year, said Fowler, but he could not predict what it would eventually decide. "Some of the paperwork can be eliminated and we can still enforce the law," he said. The Reagan administration's latest round of budget cuts will affect all departments at the FCC, including the Minority Enterprise Division, said Fowler, and the first decisions on those cuts were scheduled for last week (see "Top of the Week").

Another perspective on the government's role in generating minority opportunities came from Clay Smith Jr., acting chairman of the Equal Employment Op-

portunity Commission, who addressed the convention's opening session on Thursday morning. The FCC cannot end its role in EEO enforcement, he said, because "the telecommunications industry takes its cue from the chairman and members of the FCC."

Smith took issue with statements by FCC Commissioner Anne Jones that EEO enforcement is not the responsibility of the FCC. "To refuse to enforce FCC policies in connection with EEO would reverse 15 years of gains made by minorities and women in telecommunications" he said, and "it has been the creative and aggressive policies of the FCC that have made the most significant difference in the whole broadcast industry concerning minority ownership."

Referring to his years as assistant general counsel to FCC Chairman Richard Wiley, Smith said he had learned one lesson: "Speeches are fine, task forces are encouraging, but policy is dictated solely by the individual votes by members of the collegial body—no more and no less."

While the government shows signs of pulling back on its traditional EEO and affirmative action programs, competition for a toe-hold in new technologies is encouraging telecommunications companies to look for minority partners, managers, employees, subcontractors and suppliers. Irving Goldstein, president, Satellite Television Corp., told a luncheon session of NBMC conventioners that direct-to-home broadcasting "holds the greatest opportunity for minority involvement" of any media.

Because direct broadcast satellite services will be able to pull together large special-interest audiences from across the country, it will want to fill its channels with alternative, targeted programming, and this, he said, will open new opportunities for minority and other independent producers. The DBS industry will create between 15,000 and 23,000 new jobs in different fields, he said.

Goldstein's company plans to create its own minority investment small-business enterprise corporation (MESBIC) with funds of \$1 million. It is also looking for a

partner, "an organization with skills and talents in a business complementary to our own and capable of a quarter of a million dollars in equity input," he said.

Where cable franchising is concerned, blacks want more than "the crumbs" being offered them in the form of 20% ownership in joint ventures and a small percentage of low-paying jobs. At a workshop on "Wiring Urban America," Ella Lane, a Los Angeles-based cable consultant, said the "buddy agreement among cable companies is to give blacks 20%, but that's not control." Blacks must "do their homework," get involved in the franchise process and start pooling their resources so they can go "not with their hats in their hands but with money in their hands" when franchising begins, she said.

Glenn Harden, director of new market development for Teleprompter Corp. in Compton, Calif., said small black communities like the one where he works would not get cable unless large system operators provide it. Such communities are regarded as not economically viable he said, and if they get cable at all, it's often from inexperienced operators who use small cities as "guinea pigs" to learn the business.

Teleprompter was the only MSO that bid for the Compton system, said Harden, "but we've given that city a system many larger cities don't have."

The Rev. Bernard Keels, chairman of the Baltimore Black Media Coalition, said blacks must impress upon MSO's the importance of going beyond the politicians in a community to citizen leaders and activists to learn the extent of their responsibility. "Cable can change the fabric of life for black Americans," he said.

Blacks are the majority in many big cities, said Keels. "Our attitude shouldn't be to look for minority ownership, but to demand majority ownership."

According to Bill Johnson, president of KBLE, a black-owned cable system on Columbus, Ohio, blacks have lost many of the franchises they owned in the 1960's "and we're having a hell of a time getting

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**Word from the top.** FCC Chairman Mark Fowler addressed Saturday night's banquet. Seated in NBMC chairman Pluria Marshall.



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them back.”

Black entrepreneurs shouldn't be afraid of making "guinea pigs" of their communities, said Johnson. "Everybody makes mistakes, but we do not provide the same degree of expectation for ourselves as we do for other companies."

"We have to do it ourselves," he said. "No one's going to do it for us."

Johnson urged his audience to look "not just at ownership of the wire, but of what goes through the wire." The time "is not far off when the person who owns the wire won't be able to control what goes through it," he said. Because of the proliferation of technology, "antitrust oversight in the industry will be necessary."

Summing up the workshop, moderator Karin English of the Multi-Cultural Council, Chicago, said blacks should change NBMC's motto for the franchising process from "respect us to except us" to "respect us and expect us."

## Broadcasters caution FCC to be wary of LPTV interference

**Comments from NAB, AMST, networks, stress that new service should not be allowed to disrupt Grade B signal of full-service outlets; CPB, others say that's too strict**

The FCC should take care that the technical standards it adopts to process the more than 5,000 low-power television applications it has received won't allow LPTV applicants to interfere "too much" with full-power broadcast station signals. Or that seemed to be the consensus among commercial broadcasters as the comment deadline on the FCC's proposal to establish standards for processing LPTV applications passed last week.

Exactly what "too much" interference would be, however, seems open to question.

In its comments, for example, ABC noted that although it supported the

FCC's proposal to create a low-power television service, the engineering guidelines the FCC uses to process the LPTV applications should recognize that TV translator and low-power stations "will operate as secondary services which shall not cause interference to full-service stations."

Although the FCC had proposed establishing a guideline that would protect full-power stations from interference to the extent of their Grade B contours, ABC, like many of the other broadcasters commenting, said that was not enough.

"The fact is that many stations serve well beyond their Grade B contour," ABC said. "This is recognized by the existing television translator processing standards, which are predicated upon a policy of preventing any interference to viewable full-service station services, and not just to protecting viewers in the Grade B service."

In developing new processing standards, the FCC "cannot ignore" its allocations responsibilities under the Communications Act, ABC said. "The public's ability to continue receiving full-service station broadcasts must be the paramount and controlling principle in authorizing new low-power television and TV translator facilities. New stations with such limited programming responsibilities should not be permitted to operate where their effect would be to degrade—rather than supplement—conventional television services."

The National Association of Broadcasters opposed the FCC's proposal to eliminate its mileage separation requirements in the proceeding. "Because elimination of the mileage requirements undoubtedly increases the potential for interference to full-service facilities, NAB cannot support their deletion," NAB said.

NAB, like ABC, pointed out that "meaningful and important service beyond the Grade B contour exists and deserves protection" and said it also opposed an FCC proposal to use "additional receive antenna directivity as an allocations tool" because there already is "consideration given to antenna directivity in the definitions originally promulgated."

Although CBS said it supported the FCC's "basic proposal" to use a "protected contour" mode to process LPTV applications, it noted that the FCC should

protect more than a full-power station's Grade B contour.

Existing VHF and UHF full-power stations provide "acceptable service" beyond their Grade B contours, CBS said. "In light of this reality, it is apparent that low-power stations, even though in compliance with the proposed overlap standards, will be a significant source of interference to already relied-upon program services provided by full-power stations to audiences beyond the Grade B contour. CBS believes that the public interest would be well served if such program services were protected under all circumstances."

CBS also noted that a number of existing UHF translators have already been authorized, even though they don't comply with the FCC's mileage separation requirements and might not be able to comply with the FCC's proposed overlap standards. And although there are no mileage separation standards for VHF translator stations, some VHF translators "will also undoubtedly fail to comply with the proposed overlap standards," CBS said.

Because the public interest would be served by allowing those stations to continue to operate, absent the threat of additional allocation constraints, CBS said the FCC should allow for the "grandfathering" of existing translator stations.

CBS also noted that although the FCC proposed to incorporate a "nonstandard visual carrier offset factor" into protection ratios to reduce co-channel interference, "unless low-power visual carrier frequency tolerance standards are improved so that visual carrier offset frequencies can be maintained within an effective range, it will not be appropriate for low-power and television translator stations to utilize a nonstandard visual carrier offset factor."

The Association of Maximum Service Telecasters also said that the FCC should protect more than a full-power station's Grade B contour, which AMST said was only a "statistical" concept. "If such stations were permitted to stay on the air despite causing interference, essential television broadcast services would be destroyed, especially in rural areas," AMST said. "Applicants, existing stations, the FCC and the public interest would all be better served by application processing guidelines that effectively implement the fundamental principle that low-power stations must operate on a secondary, noninterference basis."

The Corporation for Public Broadcasting, however, while supporting the adoption of the "overlap" mode, said the FCC proposal to protect full-power stations from interference within their Grade B contours was "both unfair and spectrally unsound."

CPB said the FCC didn't protect full-power stations to the Grade B contours would make sense if the full-power stations had "substantial service obligations to the communities lying beyond the Grade A contour, but within Grade B contours... full-power stations have no such obligation. Even if such service obligations did exist, there appears to be no rational basis for requiring such protection from

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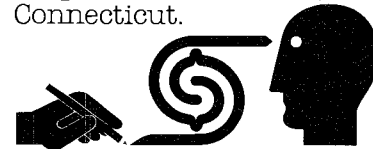
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# UPI ANN NATIONAL BROADCAST WINNERS

## OUTSTANDING EDITORIAL

**WIND**, Chicago, IL  
*Division I*

**WKYC-TV**, Cleveland, OH  
*Division I*

**KMHT**, Marshall, TX  
*Division II*

No Award  
*Division II*

## OUTSTANDING SPOT NEWS

**WMAQ**, Chicago, IL  
*Division I*

**KOIN-TV**, Portland, OR  
*Division I*

**WGBF**, Evansville, IN  
*Division II*

**WKBW-TV**, Buffalo, NY  
*Division II*

## OUTSTANDING SPORTS COVERAGE

**WSOC**, Charlotte, NC  
*Division I*

**KTVU-TV**, Oakland, CA

**KTVY-TV**, Oklahoma City, OK  
*(Tie) Division I*

**KRSW**, Pipestone, MN  
*Division II*

No Award  
*Division II*

## OUTSTANDING DOCUMENTARY

**WBT**, Charlotte, NC  
*Division I*

**WPLG-TV**, Miami, FL  
*Division I*

**WJDA**, Quincy, MA  
*Division II*

**WIS-TV**, Columbia, SC  
*Division II*

## OUTSTANDING PUBLIC SERVICE/INVESTIGATIVE REPORTING

**KNX**, Los Angeles, CA  
*Division I*

**WLS-TV**, Chicago, IL  
*Division I*

**WSPA**, Spartanburg, SC  
*Division II*

**WAST-TV**, Albany, NY  
**WZZM-TV**, Grand Rapids, MI  
*(Tie) Division II*

**Division I:** TV stations in markets 1-30 or radio stations with six or more full-time newsmen.

**Division II:** TV stations in markets 31 and up, or radio stations with five or fewer full-time newsmen.



# DUNCES BROADCAST AWARDS FOR 1981



United Press International congratulates the 20 broadcast stations named winners this week in the second annual National Broadcast Awards, sponsored by UPI.

To win, entries first had to be victorious in state contests held earlier this year and then to survive rigorous runoffs in one of five regional competitions. The winners were chosen from 87 finalists by a panel of six broadcasters.

The 1981 National Broadcast Awards winners were among hundreds of tape entries submitted from the contest period ending December 31, 1980, judged at each level by broadcasters from different parts of the country.

The contest is sponsored by UPI, together with UPI's National Broadcast Advisory Board and UPI state broadcast groups to encourage excellence in broadcast journalism.

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low-power station interference while not requiring such protection from full-power station interference," CPB said.

CPB also urged the FCC to establish protection standards for low-power television stations, which, "although perhaps requiring more determination of which mutually exclusive applications should be granted, would enable a low-power television station to serve an area sufficient in size to permit the station's survival."

Community Television Network Inc.—controlled by three former FCC attorneys, Booker Wade, James Winston and Sam Cooper—also said it thought the FCC's proposals "too restrictive."

Although it said the FCC should prevent technical interference to and from "users of the public airwaves," it said it was also important for the FCC to see that the spectrum was used efficiently to "allow as many voices and options as possible to enter the marketplace."

To insure a better balance between those interests, CTN said the FCC should set the protected signal contour for UHF translator and low-power stations at 70 dbu; that the FCC should allow applicants to use channels that the FCC believes

could receive some interference but wouldn't cause interference; and that the FCC should encourage "co-location of stations and use of similar facilities" to reduce the probability of sound or picture image interference as an alternative to declaring applications to be mutually exclusive.

In its comments, the National Cable Television Association said the FCC's use of proposed technical standards for processing low-power applications "totally fail to address the question of these stations' interference with existing cable system operations."

"NCTA submits that the commission's proposed rules must include standards under which both low-power and cable television may serve the public to the fullest of their respective potential," it said.

NCTA urged the FCC to require "strict technical coordination between new and existing services (including cable) to minimize potential interference," that the "new low-power station correct all interference it causes to previously existing cable systems" and that the FCC "restrict low-power stations to the UHF band."

## Waxman and Wirth introduce bill to curb piracy

**Legislation would set fines up to \$50,000 for intercepting satellite, STV or MDS signals**

Representative Henry Waxman (D-Calif.) and House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) have introduced legislation that would benefit pay television interests by adding some punch to Section 605 of the Communications Act, the provision that outlaws the interception of radio signals.

The legislation prescribes civil and criminal penalties of as much as \$50,000 and two years imprisonment for violation of the provision, which now specifies no penalties.

Although the provision covers all forms of "radio communications," the bill is intended to discourage unauthorized reception of pay television distributed by satellite or broadcast to homes by subscription television (STV) and multi-point distribution service (MDS).

Unlike the "antipiracy" legislation introduced unsuccessfully during the last session of Congress by former Representative Richardson Preyer (D-N.C.), the new bill does not change the essence of the law. The legislation "simply underscores the existing and adequate protections of current law by establishing civil and criminal penalties," Waxman said. "It is my belief," he said, "that the creation of such penalties will effectively deter program piracy—protecting program producers, their audiences and their legitimate markets."

The bill is the culmination of months of effort by various pay television interests, including the Motion Picture Association of America, National Association of MDS Service Companies, National Cable Television Association and several pay television programmers. Waxman, who represents a portion of Los Angeles that includes Hollywood and West Hollywood, was a natural sponsor for the bill. Wirth added his name to the bill out of concern for cable operators, according to a spokesman for the Telecommunications Subcommittee.

Section 605 states in part that "no person not being authorized by the sender shall intercept any radio communications and divulge ... the ... contents ... of such intercepted communications to any person." The section exempts any transmission intended "for use of the general public."

According to Waxman, recent court rulings have made it clear that pay television broadcast by MDS and STV is not intended for the "general public" and that unauthorized reception of it or merely the sale of equipment to intercept it is in violation of the law. Because of the rulings, the framers of the legislation decided there

## Washington Watch

**Modifying modulation.** FCC has proposed to eliminate requirements governing type-approval for modulation measuring devices used for AM, FM and TV transmitters. FCC said specifications are out of date due to advances in technology. Proposal recommends putting both maintenance of modulation level and method of measuring it in hands of broadcaster. Comments have also been sought on desirability of keeping rule to require continuous monitoring of modulation level by operator on duty.

□

**DBS hearings.** House Telecommunications Subcommittee has told National Association of Broadcasters it will hold hearings on direct broadcast satellites early in November. During hearings earlier this year, several subcommittee members expressed concern over future of localism in broadcasting.

□

**Cannon challenged.** Senator Howard Cannon (D-Nev.), ranking minority member of Senate Commerce Committee, is facing what promises to be tough re-election challenge from Representative James Santini (D-Nev.) next year. Santini, who has held House seat for four terms, said he would seek seat Cannon has held for 23 years, stressing need to rebuild economy and bolster defense. Santini spokesman said candidate has raised \$500,000 so far. Spokesmen said each would spend more than \$1 million on primary campaign. Early polls show Santini leading by slight margin.

□

**Second thoughts.** Communications attorney Clarence McKee says public broadcasting's record of service to minorities is so poor there is reason to question whether continued public support of noncommercial system is justified. McKee is former aide to then-FCC Commissioner Benjamin Hooks (now executive director of NAACP), and currently serves on board of noncommercial WETA-TV Washington. Speaking at conference of National Black Programming Consortium Inc., in Columbus, Ohio, McKee said Corporation for Public Broadcasting figures show that public television last year, in news/public affairs category, devoted 1.5% of programming to black viewers, 2.4% to Spanish and .5% to women. Yet, he said, Corporation for Public Broadcasting acknowledges its responsibility to provide programming that serves "all the people." Public Broadcasting Service spokesman Mark Harrad said audience figures show 10% of total is nonwhite, and that 43% of nation's nonwhites are in PBS audience.

□

**More salvos.** National Association of Broadcasters, in yet another blast at Satellite Television Corp.'s application for direct broadcast satellite authority, continued to press argument that FCC lacks authority to issue requested application. NAB, in responding to STC's opposition to petitions to deny filed earlier by opponents, said neither legislative history of Communications Act's Section 307(b) (which calls for equitable distribution of broadcast facilities among states and communities) nor commission's domestic satellite program authorizes licensing of nonlocal broadcast facilities. NAB also said alleged "need" for STC's service is outweighed by need to devote limited spectrum "to better uses."

was no need to tamper with the language of the law.

Whether individuals with backyard earth stations may legally intercept the transmissions of pay cable programmers to cable systems is still open to debate, but not for long. Pay cable interests, led by Home Box Office and Showtime, intend to take at least one "satellite pirate" to court to establish a precedent and remove any lingering ambiguities in Section 605. "We are confident," said HBO attorney Brian Conboy, that the court will rule that satellite piracy is "no different" from MDS or STV piracy.

Since earth stations "do not discriminate" between pay and nonpay programming, Waxman said, "It would be exceptionally unwise public policy . . . to limit the availability of earth stations because some of the intercepted signals may be protected under Section 605."

Under the civil penalties of the pro-

posed legislation, the plaintiff is entitled to recover actual damages and any profits the defendant garnered from the interception of the programming.

The plaintiff may opt for an award of statutory damages of between \$250 and \$10,000 "as the court considers just."

If the court finds that the violation was "committed willfully and for purposes of commercial advantage or private financial gain," it may increase the amount of the award, regardless of whether the plaintiff was seeking statutory or actual damages, to as much as \$50,000.

If the court concludes, on the other hand, that the person intercepting the signal was ignorant of the law, the penalty could be dropped to \$100.

The criminal penalties are more severe. A person caught in violation of the act can be fined up to \$1,000 or put in jail for six months. Violators for "commercial advantage or private financial gain" are liable for

a maximum of \$25,000 in fines, a year's imprisonment or both. A second offense doubles the maximum fine and length of imprisonment.

In presenting the bill to the House, Waxman asserted that it is critical to the future of the pay television industry. "Unless unauthorized interceptions can be effectively deterred, program producers may, in the near future, be forced to withhold their product from pay television because their audiences can no longer be protected, diminishing the present and future value of their creative efforts."

Without the penalties set forth in the legislation, Waxman said, "the day may soon arrive when everyone can intercept subscription telecommunications, but there will be no programs left to steal."

"Because of the recent court rulings," he concluded, "the meaning of Section 605 is clear. It deserves effective enforcement."

## Minorities in cable: Oversight hearings continue

### House Small Business Subcommittee hears pleas for regulation of franchising; Wheeler, Effros, Hart and Nettingham testify

There are growing opportunities for involvement by minorities in cable TV, but there are also growing obstacles. Will the federal government have to step in with franchise regulations and ownership restrictions to insure that the obstacles don't overcome the opportunities?

Witnesses offered a variety of answers at a hearing last Tuesday (Oct. 13) before the House Small Business Subcommittee on Minority Enterprise and Small Business Problems. The second of the subcommittee's hearings on cable TV (BROADCASTING, Sept. 21), last week's forum featured testimony from both the cable industry and those who'd like a bigger role in it.

Both Thomas Wheeler, president, National Cable Television Association, and Stephen Effros, executive director, Community Antenna Television Association, stressed that cable is still a predominantly rural, high-risk industry. Publicity surrounding the franchising of major cities has created an unreal image of cable and what it can reasonably produce, they said.

Opportunities for minority ownership are growing as cable changes from an industry located primarily in rural, white areas to one that includes major cities, said Wheeler. There are at least 16 predominantly black-owned and 11 predominantly Hispanic-owned franchises, he said, and nine of them are operational. In addition, there is a "definite trend" toward joint venture franchise proposals with minority groups in urban areas, where large capital investments would otherwise prevent minority ownership.

NCTA has identified 20 minority firms actively involved in providing hardware, software and information services to subcontractors and cable systems, said Wheeler, and the association will soon

publish a directory of minority cable contractors. Several multiple system operators have established programs to seek out minority firms for cable contracts, he said.

In addition to opportunities in ownership, subcontracting, and hardware and software supply, cable has done more than its share to provide jobs for minorities, said Wheeler. "In 1980, the cable industry as a whole employed 12.8% minorities in all cable units and 13.8% in headquarters units," he said. Because the national minority employment population is 18.6%, cable has exceeded the FCC's 50% standard for minority representation in the work force, he said, "and this in an industry where 58% of all systems have fewer than five employees."

Asked by the subcommittee's chairman, Parren Mitchell (D-Md.), why NCTA's board of 30 directors includes only one black and one woman, Wheeler said cable is "still in its early development stages," but is encouraging minority participation. "Two years ago, there were no women and no minorities on the board," he said.

Cable is "trying to break out of the TV mold of three guys in New York deciding what everyone will watch," said Wheeler. Recent statistics show that one-third of the people do two-thirds of all TV viewing, he said, "and our future is that other two-thirds." To achieve that, a cable system must reflect the entire community it serves, he said.

Wheeler would not say whether he favors multiple or single franchise agreements for cities, saying it is something "out of the industry's control" and completely up to cities. He predicted MSO's would soon be making agreements with minority partners that would give those partners control over a certain area of the franchise rather than simply general ownership.

Difficulty in securing investment capital and a shortage of technical expertise are

not problems exclusive to minorities, said Wheeler, nor are they problems peculiar to the cable industry.

According to Effros, there is "a serious situation" in cable today, because "technology has outstripped the economics" of what is realistically possible in most cable systems. "What we're talking about in the big cities is not cable, but broadband communications," he said, and "unlike cable, there are many new competitors in broadband communications. It is not, I suspect, a field for the small businessman or woman."

It is necessary, he said, "for someone inside the cable industry to openly acknowledge to those of you on the outside that we have not as yet figured out . . . how those big city systems are going to be paid for."

There is no need for a ban on crossownership as long as there is reasonable access to channels by the public, said Effros, and restrictions on the size of cable conglomerates could work against minority joint ownership ventures because of the huge amounts of capital needed to finance the urban systems where joint ventures are common.

If federal controls are necessary, they should be applied to the franchise process, said Effros. Many older cable systems are due for renewal of their franchise agreements soon, he said, but because expectations have grown so unrealistic in the industry, many established smaller operators are selling out to large MSO's before renewal time because they fear they won't be able to meet the demands of their communities.

Before the FCC established its cable franchise rules during the early 1970's "the franchise process had become a bidding war," said Effros, and since the FCC eliminated those rules in 1976, "we're back to severe bidding wars." The FCC's franchise fee ceiling is "totally ignored by cities and cable operators," he said, so



mere codification of that authority may not be enough.

Congress can alleviate problems in the franchise process by outlasting municipal ownership, creating tax shelters for joint ventures with minority firms and extending pole attachment laws to cooperatives and publicly owned utilities, he said.

Gracie Nettingham, founder of Minorities in Cable and an EEO consultant for the United Church of Christ's Office of Communication, said minorities need more help, especially in the form of education and training, in getting involved in the cable industry.

"Although the operators of cable systems are subject to the same FCC equal opportunity rules as radio and TV broadcasters, the FCC and the cable industry have virtually ignored the EEO requirements," she said. "Cable employment statistics released by the FCC in July 1981 revealed that of 30,630 cable employees, only 3,928 were minorities and that both minority male and female overall employment increased in 1980 by only three-tenths of one percent."

Congress should act to make funding more accessible for entry by small businesses, to require the development of education and training programs with full industry cooperation, to set guidelines so cable "will become more than an expanded version of commercial TV programming," and to actively discourage the removal of equal employment and affirmative action laws, said Nettingham.

Mitchell noted that the Small Business Administration "has been savaged by budget cuts" and that Congress might find it hard to fund investments in such a high-risk industry as cable TV.

According to Harry Hart, vice president, Nationwide Underground Cable Systems Inc., staying afloat in the cable business may be harder in the future for small entrepreneurs. Hart's company has laid over 100 miles of cable each year since it was created two and a half years ago, but now faces growing competition from subcontractors owned by large conglomerates that will subsidize costs on a cable contract in order to win it, he said.

"The trend in the telecommunications industry toward deregulation will not happen without some fallout for small and minority businesses," he said. Hart recommended that Congress require that "all qualified minority cable contractors be considered foremost for cable construction jobs where government funding is involved," that requests for proposals (RFP) include minority participation in the development of a system and that the EEO division of the FCC "set up a special task force to enlist the aid of minority cable contractors for the instruction of minorities in cable construction techniques."

In a written statement to the subcommittee, Alex Mercure, Mercure Telecommunications Inc., said "minority business development in the cable industry is possible and it is not yet too late, if certain actions are taken to create the best possible environment for minority involvement."

Not only are financial institutions reluctant to invest in minority entrepreneurs in general, he said, but minority cable entrepreneurs are regarded as newcomers to the until-now largely rural cable industry and financiers are skeptical about their expertise.

To encourage minority involvement in cable, Congress should enable the Small Business Administration to guarantee industrial development bonds or industrial revenue bonds for minority entrepreneurs in telecommunications, said Mercure. It should also require the FCC to expand its efforts in providing technical assistance to minority and small enterprise ventures in telecommunications and should offer tax credits to large companies investing in minority ventures in telecommunications.

An aide to Mitchell said the subcommittee has no cable legislation presently in the works, but that it may hold more hearings to continue gathering information. It initiated the hearings, he said, because many people have approached Mitchell in recent months and asked for congressional oversight of minority involvement efforts.

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## Swift admits evaluation bill repels everyone

**Bill would codify some FCC law, remove other regulations but institute point system to score public affairs programing**

Broadcasters are no more enamored of a proposal to quantify their public trust responsibility than they were earlier this year when Representative Al Swift (D-Wash.) first circulated his idea on paper to members of Congress, broadcasters and public interest groups. Then, broadcasters said the proposal runs counter to current trends and would impose new regulatory burdens at a time that the FCC and others in Washington would like to ease those burdens. Public interest groups rejected the draft bill as too deregulatory (BROADCASTING, March 2).

"Everyone disliked it," said Swift when he introduced his bill two weeks ago (BROADCASTING, Oct. 12), "but many responded with valuable ideas . . . and the process has improved the measure, although probably not enough to satisfy anyone who did not like it before."

Swift made no major substantive changes in the bill (H.R. 4726), but fine-tuned it and adjusted some provisions affected by passage of extended license terms and FCC authority to use a lottery to award licenses in a budget package last summer (BROADCASTING, Aug. 3).

Renamed the "Public Responsibility Bill," the measure would require the FCC to establish within two-and-a-half years a system for awarding points to broadcasters for programing in the public interest. Present program percentages would be eliminated, and broadcasters could earn extra points for locally produced or live pro-

graming, whether music, sports, news or informational. Programs aired in prime time would earn more points than those aired during off-hours.

A broadcaster would have to earn a certain number of points for license renewal, and the FCC would base its standard on present performances of the best broadcasters. The FCC could consider no competing applications for a license up for renewal unless it decided not to renew that license for failure to earn enough public-interest points or for serious violation of the Communications Act.

In return for new public interest rules, broadcasters would have their license terms extended to 10 years from the present five years for TV and seven years for radio, and comparative renewals would be eliminated. The FCC would be prohibited from requiring from radio or TV stations specific kinds of programing, a specific format or logkeeping, ascertainment of community needs, or a limit on commercial time.

News exemptions to equal-time laws would be extended to include interviews, discussions and debate programs. The bill would eliminate the requirement that a candidate's appearance in a documentary must be incidental to the subject of the documentary to be exempt from equal-time laws.

Swift "is seeking to open dialogue on regulation and his inquiry is valuable," said Kenneth Schanzer, senior vice president for government relations, National Association of Broadcasters.

Abel Voron, vice president, government relations for the National Radio Broadcasters Association, said: "The general feeling among broadcasters is that we'll get deregulation through legislation and that this is not the answer. There's no sympathy among radio broadcasters to this bill."

According to Sam Simon, executive director, National Citizens Committee for Broadcasting, this "is not a good time for Swift to have introduced his bill." The House Telecommunications Subcommittee hasn't completed its hearing on diversity of information, he said, and what's more, "broadcasters were already taken care of" in the budget reconciliation bill.

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## Age suit against WNAC thrown out

In a case watched closely as a possible precedent for determination of age discrimination suits, the Massachusetts Commission Against Discrimination has dismissed a Boston TV weatherman's complaint that his contract wasn't renewed in April 1979 because he was 49.

The commission ruled that RKO General and its WNAC-TV Boston didn't renew Dr. Fred Ward's contract two years ago because they concluded he wasn't effective on the air, not, as he maintained, because the station was trying to create a "young look" to boost ratings.

Ward had worked at the station from 1963 to 1969, and from 1972 to 1979.



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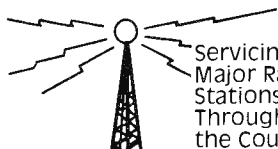
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# Technology

## Cable wants to be included in new ENG band

**NCTA asks FCC for the chance to compete with broadcasters in remote TV originations**

The National Cable Television Association has asked the FCC to remember cable when it opens new microwave spectrum for electronic news gathering (ENG) and remote production.

In two separate proceedings, the FCC is considering permitting television broadcasters to use two additional bands—38.6 ghz-40 ghz and 6425 mhz-6525 mhz—to beam ENG and other remote feeds from the field back to the station. The proceedings were prompted by complaints that the three existing bands allocated for the purpose are severely overcrowded.

NCTA, in its comments to the FCC, requested that cable operators have the same access to the 38.6 ghz-40 ghz band as would broadcasters. In both proceedings, NCTA said, the FCC has neither explored nor even mentioned "the possibility of providing additional spectrum to accommodate cable television."

Cable is a "viable competitor" of broadcasters in ENG and remote television, NCTA said. Warner Amex Cable Communications' system in Columbus, Ohio, NCTA noted, operates three mobile ENG vans which it uses to produce 12 hours a week of spot news and interviews. Warner Amex also operates mobile vans in Cincinnati and suburban Boston and has plans for their use in Pittsburgh, Houston and Dallas, NCTA added.

"As the cable industry continues to ex-

pand the scope of its services from its previous focus upon transmission of broadcast signals to today's state-of-the-art systems' multichannel capabilities," NCTA said, "there will arise a concomitant increase in both the need and use of cable ENG services."

NCTA also said the problem of overcrowding will be exacerbated by the demands of many cities that cable systems "provide for ENG operation of the local-origination channels."

Should the FCC's initial determinations in the two proceedings be upheld, NCTA said, broadcasters will come away with two more bands. Cable television operators, on the other hand, will remain restricted to one band, 12.7 ghz-13.25 ghz, for all of its growing microwave needs, which include cable auxiliary relay services (CARS) as well as cable ENG and remote production. "These 13 ghz . . . frequencies, which cable operators must share with broadcasters, suffer from severe . . . band congestion acknowledged by the commission in both its [proceedings]," NCTA said.

According to NCTA, there are more than four times as many cable systems as television broadcast stations (4,360 to 1,020) and the number of cable systems is expected to rise along with their need for microwave frequencies. "It is therefore essential that cable operators be able to use the same 38.6 ghz to 40 ghz band as is being proposed for broadcasters."

Broadcasters will continue to have an "unfair competitive advantage" over cable operators, NCTA said, should the FCC restrict cable to a single band.

NCTA said it is willing to use the band on the same secondary basis—that is, cable operators could not interfere with point-to-point microwave or private operational users of the band—that the FCC contemplates affording broadcasters.

## InSync

**A chicken in every pot and . . .** Microwave General's entry in increasingly competitive home earth station marketplace is Star Trac, which features four-meter dish and 120 degrees kelvin low-noise amplifier (LNA) and retails for \$6,000. Options include motorized mount for automatically aiming dish at various satellites and 100 degrees kelvin or 80 degrees kelvin LNA's for reception in weak-signal areas.

**Calling all papers.** Already developing program for annual convention May 2-5, 1982, in Las Vegas, National Cable Television Association has issued "call for technical papers." Persons interested in presenting papers at convention should submit 150-word abstract by Nov. 30 to Wendell Bailey, NCTA, 1724 Massachusetts Avenue, N.W., Washington, 20036.

**Telidon crosses Atlantic.** Canadian firms, Norpak Ltd. and Infomart of Toronto, have signed pact with Siemens, A.G. of Germany for sale of minimum of \$10 million of Canadian-developed Telidon viewdata technology, software and services. Siemens is one of world's leading electronics manufacturers. Agreement is result of marketing effort of Canadian government, Norpak and Infomart.

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\*Satellite to Studio Link



# HARRIS



# Stock Index

Exchange and Company	Closing Tue. Oct 13	Closing Tue. Oct 6	Net Change in Week	Percent Change in Week	P/E Ratio	Markets Capitalization (000,000)
<b>BROADCASTING</b>						
N ABC	33 1/8	32 1/8	+1	+ 3.11	7	927
N Capital Cities	75	69 1/8	+5 7/8	+ 8.49	14	987
N CBS	52 1/4	52	+ 1/4	+ .48	8	1,456
N Cox	68	65 1/8	+2 7/8	+ 4.41	19	919
A Gross Telecasting	26 3/4	25 3/4	+1	+ 3.88	8	21
O LIN	32	30 3/4	+1 1/4	+ 4.06	11	177
N Metromedia	139	127 1/2	+11 1/2	+ 9.01	12	622
O Mooney	6	6				2
O Scripps-Howard	77	75	+2	+ 2.66	12	198
N Storer	29 7/8	27 7/8	+2	+ 7.17	19	392
N Taft	30 1/4	29 1/2	+ 3/4	+ 2.54	11	296
O United Television	7 3/4	7	+ 3/4	+10.71		93

<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
A Adams-Russell	21 3/4	18 3/4	+3	+16.00	21	71
A Affiliated Pubs.	27 3/4	28	- 1/4	- .89	10	143
N American Family	7 3/8	7 1/2	- 1/8	- 1.66	6	91
N John Blair	20 5/8	20 3/4	- 1/8	- .60	7	76
N Charter Co.	8 1/2	8 5/8	- 1/8	- 1.44		232
N Chris-Craft	31 3/4	29 1/4	+2 1/2	+ 8.54	10	100
N Coca-Cola	35 3/4	34 7/8	+ 7/8	+ 2.50	10	4,419
N Cowles	28 3/8	28	+ 3/8	+ 1.33	18	112
N Dun & Bradstreet	59	56 1/8	+2 7/8	+ 5.12	16	1,645
N Fairchild Ind.	14 1/2	14 3/4	- 1/4	- 1.69	4	165
N Gannett Co.	38 7/8	35 3/4	+3 1/8	+ 8.74	14	2,102
N General Tire	24 7/8	24 5/8	+ 1/4	+ 1.01	8	599
O Gray Commun.****	42	42			9	20
N Harte-Hanks	34 3/8	33	+1 3/8	+ 4.16	14	327
O Heritage Commun.	11 7/8	11 5/8	+ 1/4	+ 2.15	34	64
N Insilco Corp.	17 1/4	17	+ 1/4	+ 1.47	8	185
N Jefferson-Pilot	25	24 1/8	+ 7/8	+ 3.62	6	547
O Marvin Josephson	13 1/2	13 1/2			6	31
N Knight-Ridder	32 1/4	31 3/8	+ 7/8	+ 2.78	11	1,043
N Lee Enterprises	25 3/4	26 1/4	- 1/2	- 1.90	11	183
N Liberty	13	13 1/8	- 1/8	- .95	6	165
N McGraw-Hill	48 3/4	47 1/8	+1 5/8	+ 3.44	14	1,211
A Media General	35 3/4	34 3/4	+1	+ 2.87	9	258
N Meredith	53	52	+1	+ 1.92	7	167
O Multimedia	33 3/4	33 1/4	+ 1/2	+ 1.50	15	339
A New York Times Co.	30 3/4	28 1/2	+2 1/4	+ 7.89	9	368
N Outlet Co.	33 3/4	31	+2 3/4	+ 8.87	15	85
A Post Corp.	25 1/2	25 1/2			18	46
N Rollins	16 5/8	16 5/8			11	453
N San Juan Racing	20 7/8	18 1/4	+2 5/8	+14.38	26	52
N Schering-Plough	29 1/8	27 7/8	+1 1/4	+ 4.48	7	1,546
O Stauffer Commun.*	45	45			11	45
A Tech Operations	15 1/4	13	+2 1/4	+17.30	7	16
N Times Mirror Co.	47 1/2	46 7/8	+ 5/8	+ 1.33	12	1,620
O Turner Bcstg.	14	14				280
A Washington Post	29 3/4	27 3/4	+2	+ 7.20	13	417
N Wometco	17 3/4	17 1/4	+ 1/2	+ 2.89	10	235

<b>CABLE</b>						
A Acton Corp.	11 1/8	11	+ 1/8	+ 1.13	9	33
N American Express	44 3/8	43 1/8	+1 1/4	+ 2.89	8	3,163
O Burnup & Sims	14 1/2	12 5/8	+1 7/8	+14.85	15	129
O Comcast	21 3/4	19 1/2	+2 1/4	+11.53	26	83
N General Instrument	39 1/2	34	+5 1/2	+16.17	5	1,004
O Rogers Cablesystems	7 3/8	6 1/2	+ 7/8	+13.46	14	140
O Tele-Communications	19 1/2	19	+ 1/2	+ 2.63	50	464
N Teleprompter	37 1/2	37 1/2			30	638
N Time Inc.***	37 1/4	34 1/8	+3 1/8	+ 9.15	8	2,096
O Tocom	11 1/2	11 1/2				37
O UA-Columbia Cable	87 1/2	87 3/8	+ 1/8	+ .14	32	293
N United Cable TV	22	21 1/2	+ 1/2	+ 2.32	26	215
N Viacom	28 1/2	24 1/2	+4	+16.32	5	254

Exchange and Company	Closing Tue. Oct 13	Closing Tue. Oct 6	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>PROGRAMING</b>						
O Chuck Barris Prods.	2 1/2	2 1/4	+ 1/4	+11.11	2	7
N Columbia Pictures	38 1/8	34 3/4	+3 3/8	+ 9.71	8	386
N Disney	51 1/4	47 3/4	+3 1/2	+ 7.32	13	1,667
O Enterprise Radio*	1/8	1/8				
N Filmways	5 3/4	5 3/8	+ 3/8	+ 6.97		36
O Four Star	1 1/2	1 3/8	+ 1/8	+ 9.09	15	
N Getty Oil Corp.	61 3/4	62 1/2	- 3/4	- 1.20	7	5,073
N Gulf + Western	17	15 7/8	+1 1/8	+ 7.08	4	1,269
N MCA	40	40 1/2	- 1/2	- 1.23	222	940
N Medcom	10 1/4	8 1/4	+2	+24.24	24	17
N MGM Film	7 1/8	7	+ 1/8	+ 1.78	14	231
O Reeves Commun.	25 1/2	24 1/4	+1 1/4	+ 5.15	15	138
O Telepictures	6 3/8	6 3/8				29
N Transamerica	22 1/4	22 1/8	+ 1/8	+ .56	6	1,454
O Video Corp. of Amer.	7 3/4	7 7/8	- 1/8	- 1.58	13	7
N Warner	50 1/2	47 3/8	+3 1/8	+ 6.59	20	2,967
A Wrather	22	21 3/4	+ 1/4	+ 1.14		50

<b>SERVICE</b>						
O BBDO Inc.	37	36 1/2	+ 1/2	+ 1.36	7	92
O Compact Video	9 1/2	10 1/8	- 5/8	- 6.17	8	28
N Comsat	51 3/4	45 1/8	+6 5/8	+14.68	11	414
O Doyle Dane Bernbach	15 1/2	14 3/4	+ 3/4	+ 5.08	9	19
N Foote Cone & Belding	30	30 1/2	- 1/2	- 1.63	8	82
O Grey Advertising	59	59			6	36
N Interpublic Group	30	31	-1	- 3.22	7	134
N JWT Group	28 1/4	29 1/2	-1 1/4	- 4.23	6	86
O MCI Communications	24 1/8	23 1/4	+ 7/8	+ 3.76	134	882
A Movielab	4	4			5	6
A MPO Videotronics	5 3/4	5 3/4			19	3
O A.C. Nielsen	42 3/4	39	+3 3/4	+ 9.61	18	479
O Ogilvy & Mather	28 1/2	27 3/4	+ 3/4	+ 2.70	8	118
O Telemation	2 1/4	2 1/4			13	2
O TPC Communications	3	2 7/8	+ 1/8	+ 4.34		2
N Western Union	27 3/4	26 1/2	+1 1/4	+ 4.71	15	421

<b>ELECTRONICS/MANUFACTURING</b>						
O AEL	13 3/4	12 1/2	+1 1/4	+10.00	14	26
N Arvin Industries	13 3/4	13 1/2	+ 1/4	+ 1.85	12	107
A Cetec	4 7/8	4 1/8	+ 3/4	+18.18	7	10
O Chyron	14	14 1/4	- 1/4	- 1.75	23	17
A Cohu	6 5/8	6 1/2	+ 1/8	+ 1.92	8	11
N Conrac	23 1/4	23 5/8	- 3/8	- 1.58	17	49
N Eastman Kodak	66 3/8	65 1/2	+ 7/8	+ 1.33	9	10,712
O Elec Missile & Comm.	12	10 3/4	+1 1/4	+11.62	57	33
N General Electric	56 5/8	55 7/8	+ 3/4	+ 1.34	8	12,834
N Harris Corp.	42 3/8	39 1/8	+3 1/4	+ 8.30	15	1,303
O Microdyne	14 1/2	16	-1 1/2	- 9.37	17	38
N M/A Com. Inc.	26 1/4	26 1/4			29	876
N 3M	51 1/2	48 7/8	+2 5/8	+ 5.37	9	5,998
N Motorola	69	65 1/8	+3 7/8	+ 5.95	12	1,969
O Nippon Electric	73 3/4	71 5/8	+2 1/8	+ 2.96	32	2,421
N N. American Philips	40	39 5/8	+ 3/8	+ .94	7	481
N Oak Industries	31 1/4	29 7/8	+1 3/8	+ 4.60	16	340
A Orrox Corp.	11 1/2	9 7/8	+1 5/8	+16.45	41	19
N RCA	18 1/4	18 3/4	- 1/2	- 2.66	6	1,368
N Rockwell Intl.	30	31 1/8	-1 1/8	- 3.61	8	2,250
A RSC Industries	4 5/8	4 3/8	+ 1/4	+ 5.71	33	10
N Scientific-Atlanta	30	29 3/4	+ 1/4	+ .84	37	635
N Sony Corp.	18 1/2	17	+1 1/2	+ 8.82	14	3,989
N Tektronix	49 1/2	48 1/4	+1 1/4	+ 2.59	11	904
A Texscan	16 1/4	14 3/4	+1 1/2	+10.16	28	48
N Varian Associates	28 1/2	27 3/4	+ 3/4	+ 2.70	13	219
N Westinghouse	26 7/8	25 1/8	+1 3/4	+ 6.96	5	2,283
N Zenith	12 3/4	13 5/8	- 7/8	- 6.42	9	240

Standard & Poor's 400 Industrial Average 134.64 129.73 + 4.91

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. \*\*\* Time Inc. stock split two for one. + Stock traded at less than 12.5 cents. \*\*\*\* Stock inactive due to limited bidding.



NAMSCO President Phil Merrill opens the exhibits while convention coordinator Diane Hinte holds ribbon.

## Stating the art at MDS '81

### First NAMSCO convention turns its attention to theft of service, programing and future uses for the medium

The theft of service issue stole the show from a host of other financial and technical concerns at the first annual convention of the National Association of MDS Service Companies (NAMSCO) convened in Atlanta Oct. 11-13.

House Telecommunications Subcommittee member Henry Waxman (D-Calif.) received a standing ovation at the Monday night awards banquet with the announcement that he had introduced a bill, H.R. 4727, that would provide criminal penalties for the unauthorized interception of pay TV signals (see page 48). Referring to those who make, sell and use unauthorized pay TV gear, Waxman said, "They are a new breed of pirates, roaming the seas of the spectrum, intercepting cargoes of signals, and refusing to pay just tribute."

The more than 300 NAMSCO conventioners who applauded those sentiments were at the Atlanta Hilton for a day and a half of panel discussions on MDS and related topics, and to inspect hardware and program service exhibits. MDS '81 marked the first time the programers of these common carrier microwave channels had held their own convention.

MDS (multipoint distribution service) now delivers pay TV signals to over half a million subscribers in more than 70 cities throughout the United States. Scores of other systems are ready to come on-line in the near future, according to industry statistics.

Judging from the tone of the convention speakers, the members of this \$100,000-a-year industry are generally optimistic. The darkest cloud on their horizon is the proliferation of individuals and small companies selling equipment to intercept MDS transmissions and view them without paying the programer. Responding to everything from newspaper ads to publicity stunts, residents in many MDS service areas are purchasing illegal gear and using it to watch HBO, Showtime, or whatever pay TV service is being carried on the local MDS channel. While a satellite earth station can cost the consumer upwards of \$2,500, the pirate MDS receiving systems typically sell for between \$200 and \$300.

What triggered the elation of the MDS conventioners was that the Waxman bill, co-authored by subcommittee Chairman Timothy Wirth (D-Colo.), would add teeth to the enforcement of Section 605 of the Communications Act which the FCC and court decisions have defined as outlawing the activities of pirates.

Speaking at the first session of the con-

vention, entitled "Theft of Services," Assistant U.S. Attorney Dan Kamin went to rhetorical extremes in urging the industry to "break the necks" of those who make and distribute unauthorized MDS equipment. Kamin, who successfully prosecuted movie pirates and is actively pursuing pay TV bandits, indicated the FCC hasn't always been an ally in attempts to stem the reach of the signal thieves.

"Your own worst enemy in this problem is the FCC," Kamin told the convention. "How do you think I feel when a pirate tells me he has tapes of the FCC saying they think [piracy] is legal?"

Kevin Kelley of the FCC's Common Carrier Bureau admitted there had been some confusion in the commission's field offices, but he pointed to an FCC public notice issued in 1979 concerning signal piracy. "The FCC's position has always been that this is illegal," said Kelley.

Kamin urged the MDS operators in the audience to publicize their suits against signal thieves. He said that CBS's *60 Minutes* coverage of his movie pirates case had helped him gain a conviction. Kamin said local news could be helpful, too. He played tapes of Houston TV news coverage of pirates he will prosecute next month. The on-camera protestations by the signal stealers that their thefts were justified because "the airwaves are free" elicited groans of dismay from the





**To catch a thief.** Piracy panel (l-r): Terry Bienstock, American Television & Communications; Kevin Kelley, Federal Communications Commission; Linda Synnott, Houston MDS attorney; Dan Kamin, U.S. attorney.

NAMSCO audience.

Linda Synnott, attorney for Houston MDS operator Texas Entertainment Network, told the convention that the MDS industry was going to have to educate the public that the interception of MDS signals was illegal.

Attorney Terry Bienstock of American Television & Communications' Miami MDS system (the same ATC that is also the nation's second largest cable MSO) outlined the ways MDS operators could detect the presence of signal thieves. He also listed the elements ATC feels are a necessary part of any out of court settlement of a piracy issue. They included a cash payment for damages and the help of former pirates in trapping new ones.

HBO lawyer Thomas Woodbury, speaking on the same panel, described the steps his company is taking to combat theft of services. Said Woodbury, "HBO's strategy in this area has been to bring only those suits we know we can win."

Woodbury also said HBO was willing to help its affiliates with their theft of service litigation. His assertion of available assistance was challenged, however, by two MDS operators in the audience who described their difficulties in obtaining meaningful aid from the premium program distributor. "HBO sat on their hands," said a Sacramento MDS operator referring to a case he had taken to court. Said another, "I have too much dignity to ask HBO for help again."

NAMSCO President Phil Merrill was successful in prosecuting unauthorized MDS equipment distributors in Phoenix where their gear was being used by 5,000 nonpaying viewers (representing a possible \$1.2 million in lost revenues to Merrill). He stressed the need for cooperative action. "There is strength in unity," said Merrill, "and the MDS industry needs that very much right now."

The issue of signal theft spilled over into the session on regulations—"MDS Regulatory Climate Forecast: Cloudy or Blue Sky?" Rinaldo Brutoco, chairman of

the STV Association and president of U.S. TV, offered NAMSCO free computer services for one year to track all legal actions around the country against the signal thieves.

On the regulatory front, Chuck Walsh, NAMSCO counsel, outlined the issues facing the industry. Among the major concerns of MDS people is the outcome of rulemakings that propose an expanded number of channels for the service. Currently, only two channels of MDS can be assigned to any one area. However, the FCC is working on a request for eight channels of MDS in Salt Lake City; and rulemakings are in progress that would designate as many or more MDS frequencies all over the country, although the precise number of channels has yet to be determined.

Walsh also raised the question of whether the FCC might use a lottery to decide among mutually exclusive MDS applications.

Howard Klotz of Contemporary Communications Corp. described his company's pending two-way MDS experiment in Atlantic City, N.J. Arguing that his system would be an important step toward convincing the FCC of the need for additional channels, Klotz said that MDS "must grow or wither away." Noting the present reliance of MDS on the delivery of premium movie services, Klotz said: "We are essentially a one-product industry. We have to become a multichannel medium if we are to survive."

Klotz said he anticipated his two-way system would be used for shopping at home, video games and especially for data transmission, one of the uses originally envisioned for the service when it was authorized in the early 1970's.

The FCC's Kelley agreed with Klotz's assessment of the need for more channels if new uses for MDS are to become economically practical. Emphasizing that he was speaking strictly for himself, Kelley told the NAMSCO conventioners, "In my opinion, nobody wants one-way data transmission. MDS will only work for data

with multiple channels."

Kelley also reminded the MDS operators that they were facing a spectrum allocation fight in their search for more MDS channels. The proposed new MDS frequencies would be carved out of those now reserved for the educational microwave service, ITFS. Kelley chided the MDS industry for not making its voice heard. "There were six volumes of comments (against MDS expansion) by the ITFS people," said Kelley, "and almost none from MDS."

Asked if the budget cuts facing the commission would hinder the progress of MDS rulemakings, Kelley shrugged and chuckled. "I'm the only one working on them," he said. Even so, Kelley could not tell the audience when the rulemakings or the authorization of the eight-channel Salt Lake City system would be complete. He said he hoped to see some action by the end of 1981.

In an afternoon session on MDS and related media, Robert Gould, president of the Visions Ltd., an MDS system in Anchorage, presented some overall economic comparisons between MDS and other pay TV media, primarily STV. According to Gould, the average monthly charge for MDS is \$16 as opposed to an average of \$19.30 for a subscriber to a full-service STV station. MDS has about a 3.5% penetration of its potential market while STV, newer on the scene by five years, has already achieved a 5% penetration. STV has about twice the total number of subscribers—a little more than a million, by the industry's latest count.

Oak Industries President John Gwin, whose company is a major supplier of pay TV equipment, added cable to the pay television comparative equation. He concluded that because it appears that nearly half of U.S. households will not subscribe to cable even when it becomes available, MDS and STV "can exist alongside a cable system." Throwing DBS and LPTV into the equation for good measure, Gwin stated, "All these media will co-exist, and most will prosper."

Underscoring Gwin's point was John Merritt, national operations director for Teleprompter's MDS operations. Said Merritt, "There are enough people in a cabled area who are willing to subscribe to a one-channel [MDS] service simply for the movies."

The last session on Monday's schedule was heralded as "High Power Earnings From Low Power Television?" The panel was chaired by Richard Vega whose Pasadena, Md., engineering firm has prepared hundreds of LPTV applications. According to Vega, LPTV represents potential competition and a new opportunity for MDS operators. Many of the more than 5,000 LPTV applications already on file at the FCC propose some form of STV. But MDS operators, because they are involved in common carrier transmissions, would not be precluded from owning an LPTV facility in the same community with their MDS service as the proposed LPTV rules now stand.

Vega was cautious about the financial future for LPTV in the purely pay TV realm, most significantly in larger markets. Detailing a list of MDS, STV and soon-to-be cable competitors, Vega said, "LPTV will not survive in a market like Dallas as a strictly pay TV service. MDS, STV and cable will remain the prime media for pay services."

Another member of the LPTV panel was veteran TV broadcaster John Boler. He will shortly be the first commercial LPTV licensee to go on the air. Boler's construction permit is for a 1,000 watt UHF station in the northern Minnesota community of Bemidji. As Boler explained it to the NAMSCO attendees, his plans call for an evening STV service combined with a daytime schedule of free TV, relying heavily on locally produced shows.

In response to questions from the floor, consultant Parry D. Teasdale of The Television Center in Washington, said that a basic low-power TV station could be constructed for less than \$50,000 in some cases. "That doesn't include the cost of STV equipment, but I think potential LPTV operators are in for a shock if they are pinning all their hopes on pay TV. The really successful stations will be the ones that rely heavily on low-cost local production, employing a small staff and depending on the extensive use of character generators for alphanumeric display."

Teasdale also opined, "LPTV and MDS have a great advantage over the potentially overwhelming competition from direct satellite-to-home broadcasting—the ability to offer local programming and services. MDS operators, too, are going to have to learn to exploit the local aspect of the medium if they are going to stay afloat."

Seconding Teasdale's local approach was George Fritzinger, president of KFAC-AM-FM Los Angeles and himself a party in LPTV applications in more than 60 of the top TV markets. He expressed the belief that LPTV would go through growing pains similar to those experienced by radio where the success of a station has often been determined by its ability to define its own small niche in its market.

In a Tuesday morning session on determining the value of MDS systems, Alan Cole-Ford of Paul Kagan Associates said that there are basically two ways to determine the worth of a system when a sale is being considered: cash flow, and the value per subscriber. His firm, which publishes several newsletters and the MDS Databook, computes the value of an average MDS subscriber at about \$350 as compared to more than \$550 per subscriber in a full-service STV system.

Cole-Ford told the early morning gathering, "MDS is becoming a proportionately smaller part of the pay TV market," in the face of growing STV and cable competition. He also pointed out that the buyer pool for MDS systems was relatively small. But Cole-Ford denied his firm is pessimistic about the future of MDS. His research reveals "more people are willing to take a chance on [buying] MDS systems than ever before. There's no doubt that MDS, in the general sense,



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has shown the ability to grow."

That growth has caught the eye of investors outside the predicted contours of the cable and pay TV worlds. CBS, for instance, was represented at the convention

by former FCC Common Carrier Bureau attorney Charles Oliver. He is now attached to the network's Washington office. Oliver said that CBS, having filed comments with the FCC asking that 17 channels be allocated to MDS, is closely studying the possibility of entering the medium.

"We have no interest in being a carrier," said Oliver. "We would be a channel leasee or a program supplier." Making it clear that "there's been no business decision whether to go into MDS," Oliver said: "If CBS went into MDS, we would definitely lease more than one channel."

On the other side of the Hilton lobby from the MDS panels, were the NAMSCO exhibitors. Thirty-three companies bought booth space, including the manufacturers of antennas, scramblers and MDS LPTV transmitters. Representatives of several premium program suppliers were in evidence as were numerous engineering firms that serve the MDS industry.

## Intermedia

**Inflation at Arbitron.** In response to station protests against Arbitron's continued use of consumer price index (CPI) as inflation factor in long-term contracts, audience-measurement service is offering stations—both TV and radio—choice in new contracts. They can use either CPI or government's Gross National Product Price Deflator (GNPPD), which usually runs about three percentage points lower than CPI but in 1979 and 1980 lagged by good bit more than that. In case of hyper-inflation over 10% per year, Arbitron says that in long-term contract it will absorb one-fourth of increase (in either CPI or GNPPD) for each point it exceeds 10%, up to 13%; one-half per point if it's between 13% and 16% and three-fourths per point over 16%. Some stations, at least, think chance to use price deflator is good deal, but they're not sure it's good enough to quiet protests against general rises incorporated in new Arbitron contracts ("Closed Circuit," Oct. 5). In radio, where critics seem to be most vocal, some stations say surcharges slated for AM-FM combinations are far more critical.

**Shop at home.** One million cable subscribers in New York City and San Francisco Bay areas will shortly receive 48-page "Video Shopper" catalogue of some 200 products that will then be demonstrated on "informercials" run on local cable systems. Along with product "informercials," systems will carry ads promoting total concept—total of spots on four participating cable systems is put at 4,500 minutes.

**NAB on the move.** National Association of Broadcasters has created committee to plan Children's Television Conference, to be held June 20-23, 1982, in Washington. Don Curran, president, Field Communications, San Francisco, chairs committee. Members are William Dilday, WLBT-TV Jackson, Miss.; Charles Larsen, WABC-TV New York; Lucie Salhany, Taft Broadcasting, Boston; Irwin Starr, KREM-TV Spokane, Wash., and Ben West, KOKH-TV Oklahoma City.

**Taking over at home.** ABC Video Sales division of ABC Video Enterprises, which has handled foreign licensing of ABC owned and acquired product to cable and cassette/disk markets, is to assume additional responsibility for licensing ABC product to equivalent domestic markets. In that expansion, ABC Video Sales, headed by vice president, Archie C. Purvis, also will take over supervision of ABC Merchandising.

**Both sides now.** Walt Pyper, mayor of Council Bluffs, Iowa, has taken second job: general manager of American Heritage Cablevision, cable system serving town. Pyper joined American Heritage Sept. 21 although his second one-year term as mayor does not expire until Dec. 31. Pyper said he sees no conflict of interest between his two roles. There are only four more council meetings scheduled this year, he said, and there are no cable matters on agenda. If anything involving cable franchise comes up, he said, he'll abstain from voting. Councilman Ronald Cleveland, who sits on cable advisory board, also sees nothing wrong with dual occupation as long as Pyper "doesn't vote on any cable matter." Pyper was councilman when American Heritage, partnership of Heritage Communications and American Television & Communications, was awarded cable franchise in August 1978. Pyper said he was instrumental in bringing together Heritage and ATC after their separate applications were rejected by citizens of Council Bluffs in separate referenda. Pyper should have time to run 12,000-subscriber system; post of mayor is part-time job paying \$300 per month.



# Changing Hands

PROPOSED

**KWKI(FM) Kansas City, Mo.** □ Sold by Jimmy Swaggart Evangelistic Association to Sandusky Newspapers for \$3.1 million. **Seller** is Baton Rouge-based group of four AM's and four FM's. **Buyer** is Mesa, Ariz.-based group owner of three AM's and five FM's owned by Dudley White, chairman, and family. It also publishes four daily newspapers in Ohio, Michigan and Tennessee and bought, subject to FCC approval, KERE(AM) Denver for \$2.5 million (BROADCASTING, Sept. 21). KWKI is on 93.3 mhz with 100 kw and antenna 290 feet above average terrain. **Broker: Chapman & Associates.**

**KAMA-AM-FM El Paso** □ Sold by KAMA Radio Inc. to El Paso County Broadcasting Inc. for \$2,790,000. **Seller** is owned by Jack R. McVeigh and wife, Billie M., who have no other broadcast interests. **Buyer** is subsidiary of Thrash Broadcasting Co., principally owned by James Thrash. Thrash Broadcasting owns 86% of KALL-AM-FM Lubbock, Tex. James Thrash owns 25% of WGGT(TV) Greensboro, N.C. KAMA is 10 kw daytimer on 1060 khz. KAMA-FM is on 93.1 mhz with 30 kw and antenna 1,190 feet above average terrain. **Broker: Blackburn & Co.**

**WRNG(AM) North Atlanta, Ga.** □ Control

(95%) sold by Charles Smithgall and others to Charles Smithgall III for \$1.8 million. **Seller**, elder Smithgall, owns WAAX(AM)-WQEN(FM) Gadsden, Ala., plus cable system serving Rome, Ga., and, with son, cable system serving Chattanooga. **Buyer**, younger Smithgall, is general manager of WRNG and currently 5% owner. WRNG is on 680 khz with 25 kw day and 10 kw night.

**KAVO(FM) Fallbrook, Calif.** □ Sold by Burdick Broadcasting Corp. to North County Communications for \$500,000 plus \$145,000 noncompete agreement. **Seller** is owned by Max L. Burdick Jr. (80%), and parents Max L. and Dona L. Burdick (10% each). Younger Burdick is applicant for new FM at West Jordan, Utah. **Buyer** is owned by Meads Group (49%), Wallace K. Reid, Giles W. Meads Jr. and brother, Richard W. Meads (17% each). Meads Group is Morgan Hill, Calif., real estate and investment company owned by Giles Meads, president. Richard Meads is San Diego advertising executive. Reid is former general manager of KITT(FM) San Diego. They have no other broadcast interests. KAVO is on 107.1 mhz with 3 kw and antenna 300 feet above average terrain.

**WMVQ(FM) Amsterdam, N.Y.** □ Sold by

Joseph M. Isabel to Mark S. Manafa for \$250,000. **Seller** owns cable systems in Amsterdam area. **Buyer** is Knoxville, Tenn., broadcast consultant and applicant for new FM's at Hilton Head, S.C.; Grifton, N.C., and Bath, N.Y. WMVQ is on 97.7 mhz with 3 kw and antenna 135 feet above average terrain. **Broker: Walker Media & Management Inc.**

□ Other proposed station sales include: WRFD(AM) Columbus/Worthington, Ohio (BROADCASTING, Oct. 12); WJCW(AM)-WQUT(FM) Johnson City, Tenn. (BROADCASTING, Oct. 12); and KUTA(AM) Blanding, Utah (BROADCASTING, Oct. 5) (see "For the Record," page 70).

APPROVED

**WBZ-FM Boston** □ Sold by Westinghouse Broadcasting Co. to Greater Media Inc. for \$5 million. **Seller**, New York-based subsidiary of publicly owned Westinghouse Electric Corp., owns seven AM's, six FM's, six TV's and Teleprompter Corp., major MSO. Daniel Ritchie is president. **Buyer** is East Brunswick, N.J.-based group of six AM's, and seven FM's. It has sold, subject to FCC approval, WTCR(AM) Kenova and WHEZ(FM) Huntington, both West Virginia, for \$2.5 million (BROADCASTING June 29). Joseph L. Rosenmiller is chairman. Peter A. Bordes is president. They own 80% of weekly *East Brunswick* (N.J.) *Sentinel-Spokesman*. WBZ-FM is on 106.7 mhz with 18 kw and antenna 760 feet above average terrain.

**WOHS(AM)-WXIK(FM) Shelby, N.C.** □ Control (90.2%) sold by estate of Holt and Elsie G. McPherson to Shelby Radio Corp. for \$865,000. **Seller** has no other broadcast interests. **Buyer** is principally owned by Paul B. Porter, Harold R. Watson and George Blanton Jr. Porter is Shelby businessman. Watson is general manager of 1.62% owner of WOHS-WXIK. Blanton is former president of First National Bank. WOHS is 1 kw daytimer on 730 khz. WXIK is on 96.1 mhz with 100 kw and antenna 286 feet above average terrain.

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

□ Other approved station sales include: WCNA(FM) Scottsboro, Ala.; KAGC(AM) Bryan, Tex., and KSPO(AM) Spokane, Wash. (see "For the Record," page 70).

CABLE

**Cable system serving Macon, Miss.** □ Sold by Bob Crespino to Heritage Com-

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munications for about \$900,000. **Seller** has no other broadcast or cable interests. **Buyer** is Des Moines, Iowa-based MSO that serves more than 200,000 subscribers in 12 states. Jim Hoak is president. Macon system serves 1,300 basic subscribers and passes 1,500 homes. *Broker: Daniels & Associates Inc.*

## Pfister urges togetherness for public broadcasters

**CPB president, in first speech, calls for unity to cope with funding, other problems**

To hold their ground in the tough financial times ahead, public broadcasters will have to pull together. Or so said Edward Pfister, in his first address as Corporation for Public Broadcasting president last week.

"We must begin to speak with one voice," Pfister said at a luncheon hosted by noncommercial WXXI-FM-TV Rochester, N.Y. "We must convince everyone that we are together in what we do, that we know where we are going and that we are doing what we do for the good of the American people," he said.

"Without such unity, I do think we are in trouble. With such unity, all of our goals are possible, and no single threat or challenge will stay us from providing those services millions of our countrymen now expect," he said.

Pfister, noting the impending cuts in federal funding to public broadcasting, said public broadcasters could "no longer afford the luxury of airing our internal differences in public, before the Congress . . . and in the press. This year, and next year . . . are too critical, too vital, too crucial for all of us," he said.

Pfister noted that while CPB was currently operating under its largest budget ever—\$177 million—its federal appropriation would drop dramatically over the next several years. For 1983, he pointed out, CPB is slated to receive \$137 million, while new legislation would authorize CPB to receive at most \$130 for each of fiscal years 1984 through 1986.

But to retain even those lesser amounts, Pfister said, public broadcasters would "have to fight."

"It is incumbent on all of us to assure all Americans that their investment in public broadcasting was and is a wise one—that the dividends from that investment of billions of dollars in the 1960's and 1970's will continue to grow, even in the face of the economic realities of the 1980's," he said.

Also to cope with the cuts, public broadcasters will have to "stand together," become "more inventive" in seeking alternative sources of revenue, become more aggressive in building and holding audiences, "and learn to do it with less," he said.

## Ad experiment OK'd for public broadcasting

**Special commission approves use of 20 noncommercial outlets to test effect of spots**

Advertisers yearning to reach public broadcasting's relatively upscale audience may have had a dream come true. At its first meeting, the Temporary Commission on Alternative Financing for Public Telecommunications approved an 18-month experiment authorizing public broadcasters to carry advertising (BROADCASTING, Oct. 5).

The commission was established by the 1981 Public Broadcasting Amendments Act. Its primary role is to conduct a study, which is to be completed by July 1, 1982, investigating new ways for public stations to raise money.

Under the legislation, the commission was authorized, but not mandated, to set up an experiment testing the feasibility of permitting public stations to run advertising.

Under provisions of the law, the commission will select up to 10 public radio and 10 public television licenses to participate in the 18-month experiment, and the test would have to begin before Jan. 1, 1982 and end before June 30, 1983.

The stations selected will be authorized to run both institutional and product ads, but can't interrupt regular programming or run more than two minutes of advertising between programs. The legislation also specifically prohibits public broadcasters from running editorial, religious and political ads.

The commission is being chaired by FCC Commissioner James Quello. Other members are Dale Hatfield, deputy assistant secretary for communications and information for the National Telecommunications and Information Administration; Edward Pfister, Corporation for Public Broadcasting president; Frank Mankiewicz, National Public Radio president; David Carley, National Association for Public Television Stations president; Representative Al Swift (D-Wash.), House Telecommunications Subcommittee member; Representative Tom Tauke (R-Iowa), author of the amendment authorizing the ad experiment and member of the House Telecommunications Subcommittee; Tom Cohen, minority counsel for the Senate Commerce Committee, and Riley Temple, counsel to the Senate Communications Subcommittee.

At its meeting, the commission also appointed two more members: William Kling, president of Minnesota Public Radio, and Hartford Gunn, senior vice president for noncommercial KCET(TV) Los Angeles.

Although Temple and Cohen did not attend the meeting, the other commission

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members unanimously gave their approval to launching the ad test. Nonetheless, none of the commission members seemed particularly optimistic about the prospect of advertising becoming a permanent solution to federal funding cutbacks.

Tauke, for example, stressed that the intent of the experiment was to test what effects advertising has on noncommercial programming and its audience; it's not intended to be a "panacea," he said.

Swift echoed Tauke, noting that he thought permitting public broadcasters to run ads would "be the beginning of the end of noncommercial broadcasting."

According to Mankiewicz, public radio station managers haven't expressed a lot

of interest in the experiment because they are concerned about the effect running ads will have on subscriber revenues and doubt they will be able to raise enough revenue selling ads to make running them worthwhile.

And Carley, while stressing that he wanted to "keep noncommercial television noncommercial," said he thought that in view of the impending cuts in federal funds, "we need to seek other sources of revenues."

At the meeting, the commission named a task force charged with putting together a plan specifying how the experiment will be set up. Carley was named chairman of the task force. Also appointed were Hat-

field, Pfister, Mankiewicz, and Richard Shiben, chief of the FCC's Broadcast Bureau, who will represent Quello.

The task force hopes to have a completed plan by Oct. 23, when the commission meets for the second time.

The commission also hopes to issue a public notice soliciting public comments on alternative forms.

## Restructuring costs RCA in third quarter

**Bradshaw's review of operations, along with other expenses account for \$109.3 million loss**

RCA closed its third quarter with a loss of \$109.3 million on sales of \$1.99 billion (BROADCASTING, Oct. 12). A variety of factors contributed to the loss, with the most dramatic evidently stemming from housecleaning by RCA's new chairman, Thornton Bradshaw, who took office July 1.

"A comprehensive review of the company's operations" had been conducted during the quarter, Bradshaw said in making the earnings announcement. As a result of that review, RCA posted a \$230-million "provision for restructure of operations and revaluation of assets." The after-tax impact of establishing the reserves to cover anticipated losses for that restructuring and revaluation amounted to \$150 million.

Partially offsetting that change was the \$18-million post-tax gain in the sale of the CIT building in New York. (CIT is the financial services subsidiary RCA acquired in 1980.)

Involved in the restructuring will be the write-down of NBC programs "that will not be broadcast a second time" to their "net realizable value"; revaluation of certain picture tube operations assets, and a restructuring of Hertz truck rental and leasing operations.

Discounting the nonrecurring items, RCA's earnings for the quarter took a tumble as well—down to \$22.6 million, seven cents a common share, from the year earlier's \$80.4 million, 84 cents per share. Sales were virtually flat compared to the year earlier, while RCA interest expenses (exclusive of CIT) jumped from \$59.1 million to \$104.1 million, and operating income slid from \$189.1 million to \$157.1 million.

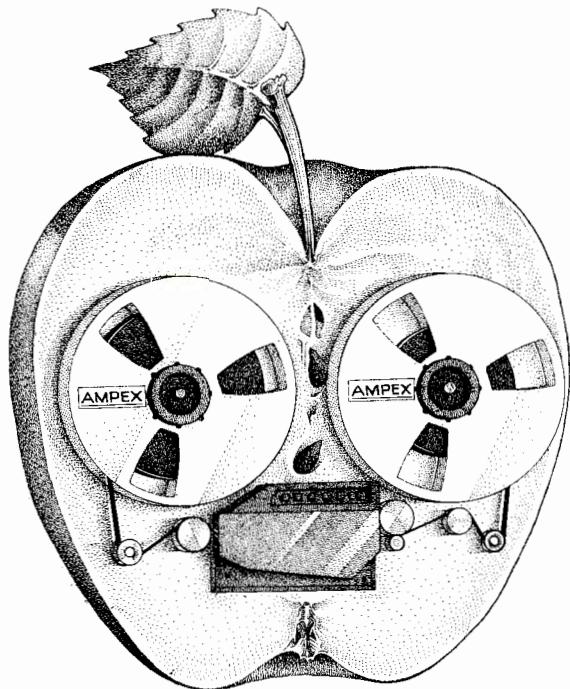
NBC logged "substantially lower earnings" as higher program costs offset sales increases, and high short-term interest rates hit both Hertz and CIT earnings. Additionally, the airline industry's troubles cut into Hertz rentals.

Communications operations, including satellite networking, posted earnings gains, while Consumer Electronics was the strongest third-quarter performer in the company stable. (RCA said industry sales of color sets were 7% above last year, with videotape recorder sales ahead 83%.)

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# Programming

## CBS wins week one

**First week of new season, while beset with baseball and other irregularities, is CBS, ABC, NBC**

CBS-TV demolished its competition during the first week of the 1981-82 prime-time season.

For the week ended Oct. 11 (unanimously called the season opener by the three networks), CBS steamrolled to victory, beating ABC-TV by more than three ratings points and NBC-TV by more than seven. CBS said it was the network's "biggest premiere-week victory since the 1973-74 season."

"Premiere week" or not, the prime-time competition was far from typical of what's in store for this season's programming.

Low-scoring baseball quarter-final playoffs were telecast either by ABC or NBC on six of the seven nights. Furthermore, only one new entry debuted during the week: CBS's *Mr. Merlin* which won its Wednesday, 8-8:30 p.m., time period against baseball and the first half-hour of NBC's *Real People*. A number of returning shows had their season premieres but many others are being staggered in during weeks to come.

Nevertheless the first numbers of the season gave CBS a healthy lead and put NBC again in the underdog position.

Initial ratings for the week brought CBS a 22.1 rating and 35 share to ABC's 18.9/30 and NBC's dismal 14.6/23. Although not expected to alter the standings, ABC's average likely will change once some delayed ratings become available. Due to a snafu between the networks and the ratings service regarding scheduling information, the numbers for ABC's Friday night baseball playoff (all of prime time) and CBS's 22 minute Sunday football runover are not included in the overall scores. ABC estimated that it would drop to an 18.4/29 once its Friday night numbers come through.

During the week, CBS won four nights, Wednesday, Thursday, Sunday and Friday, the last with a 26.0/4.3, numbers that couldn't be matched by ABC baseball even if that night's playoff proved a surprising draw. ABC took Monday, Tuesday and Sunday, leaving NBC without a win.

Night by night:

Monday turned up the closest three-network competition as ABC's *That's Incredible* and *NFL Monday Night Football*: Atlanta vs. Philadelphia (21.9/33) beat NBC's season premiere of *Little House on the Prairie* (20.4/31) and movie/series pilot, *Sidney Shorr* (18.5/28), with an

average of 19.1/29. CBS was a close third with its *Stuntmen: Raiders of the Lost Ark* special and movie, *Miracle of Kathy Miller* (averaging an 18.7/28).

Tuesday also was ABC's but by a wide margin with hour season openers of *Happy Days* (25.7/40), *Three's Company* (25.8/38) and *Hart to Hart* (23.2/37) bringing an overall 24.9/38. A *Return of the Beverly Hillbillies* movie earned CBS a 17.6/27 with the remaining hour of prime time an unrated sustaining news special. Houston vs. Los Angeles baseball gave NBC a meager 13.5/21.

Wednesday was a powerhouse night for CBS with the debut of *Mr. Merlin* (21.3/34), the season premiere of *WKRP in Cincinnati* (21.7/33) and a highly successful Kenny Rogers movie, *Coward of the County* (31.2/48). That amounted to a 28.0/43 average. NBC went with *Real People* (which had returned to the schedule with original shows the previous week), reruns of *Diff'rent Strokes* and *Facts of Life* and a *Nichols & Dymes* special for a nightly score of 15.1/23. As baseball rotated between NBC and ABC, Wednesday's New York Yankees vs. Milwaukee brought ABC the third-place 13.7/22.

Thursday was CBS's with the season opener of *Magnum P.I.* (20.0/34) coupled with a high scoring *Cagney and Lacey* (26.1/42) for an average of 24.1/40, ABC earned a 15.6/25 with original episodes of *Mork & Mindy* (premiering with an 18.0/31), *Best of the West*, *Bosom Buddies* and the season starts of *Taxi* (15.8/24) and *20/20* (13.7/22). Philadelphia vs. Montreal baseball meant a 13.5/22 for NBC.

Friday brought another 43 share for CBS, the same dominant share as on Wednesday. The network averaged a 26 rating for an original episode of the *Incredible Hulk* and the premieres of *Dukes of Hazzard* (26.3/43) and *Dallas* (31.9/52)—*Dallas* being the highest rated show of the week. An original *NBC Maga-*

*zine* and the movie, *Killer Fish*, brought NBC an 11.3/19, with ABC's baseball score unavailable for the New York vs. Milwaukee game.

Saturday's *Love Boat* and *Fantasy Island* premieres on ABC—*Love Boat*, a two-hour special—brought a 25.3/42 and a 19.8/36 respectively for a strong 23.5/40 average. An original *Walt Disney Presents* and the movie, *Hero at Large*, earned CBS a 15.6/27 with Houston vs. Los Angeles baseball and a *Stockers* special scoring a 11.7/20 for NBC.

Sunday, it was back to CBS for the win, with the network's regular prime-time series delayed by a 22-minute football runover. Together, first-run episodes of *60 Minutes*, *Archie Bunker's Place*, *One Day at a Time* (premiering with a 22.3/33), *Alice*, *Jeffersons* and *Trapper John, M.D.* earned a 23.3/37. NBC had its own half hour sports runover with baseball and a football post-game show, followed by a *Here's Boomer* episode, an original *CHiPs* and the opener of a two-part Bette Davis made-for-TV movie, *Family Reunion* (18.8/29), for a 17.4/28 nightly score. The final game of the Milwaukee vs. New York quarter-final contest gave ABC the highest baseball rating of the week (16.8/27) but that was pulled down by an *ABC News Closeup: Hooray for Hollywood* (8.8/14) for an overall 15.1/24.

In the program rankings, CBS had seven of the top-10 shows and ABC three. In the top-20, CBS had 13, ABC six and NBC one. The 20 highest rated programs of the week were CBS's *Dallas*, *Coward of the County*, *Dukes of Hazzard* and *Cagney and Lacey*; ABC's *Three's Company*, *Happy Days* and *Love Boat*; CBS's *Trapper John M.D.*, *Jeffersons* and *60 Minutes*; ABC's *NFL Monday Night Football* and *Hart to Hart*; CBS's *Alice*, *One Day at a Time*; *WKRP in Cincinnati* and *Mr. Merlin*; NBC's *Little House on the Prairie*; CBS's *Magnum P.I.* and *Archie Bunker's Place*, and ABC's *Fantasy Island*.

## PlayBack

**Guessing game.** MJI Broadcasting Inc. offers new barter radio show, *Rock Quiz*, starting in October. Sixty-second show is designed to run twice daily, five days per week, and involves testing listeners on "rock savvy" and awarding prizes for correct responses.

□

**UPI to Transtar.** Satellite-delivered Transtar Network will use United Press International as exclusive supplier of audio services when it is launched in November. Transtar President Dwight Case called UPI audio and broadcast wire services "wholly compatible" with his network, geared toward listeners in 25-34 age group.

□

**Extending themselves.** Intending to further radio industry research, Arbitron will fund test of "feasibility of obtaining listener information from respondents for a period longer than a single week." Pretest for multiweek came was requested by Radio Advisory Council and begins next year.



## Armstrong, NRBA give out radio programing awards

The Armstrong Foundation and the National Radio Broadcasters Association presented the 17th annual Armstrong Awards for "excellence and originality in radio programing" last Friday at Columbia University in New York.

The awards, in honor of the late Edwin Howard Armstrong, "the inventor of frequency modulation," were originally designed to pay tribute to FM broadcasters. In the past few years, though, AM

stations have been included in the program.

Hosting the 1980 awards ceremony was pioneer broadcaster John Cameron Swayze. Apart from the six categories: music, education, news documentary, creative use of the medium, news and community service, a special Armstrong Award was presented posthumously to Lowell Thomas and accepted by CBS Radio anchor Douglas Edwards.

Also, representing a first for the Armstrong Awards, was a live, 90-minute broadcast of the evening's event over National Public Radio and produced by WNYC-FM New York. The show was fed to about 230 primarily FM stations throughout the country.

Below is the list of the 1980 Armstrong Awards recipients.

### Music

**WLIR-FM** Garden City, N.Y. □ *Roadhouse Blues: A Tribute to Jim Morrison*, first place.  
**South Carolina Educational Radio Network** Columbia, S.C. □ *Marian McPartland's Piano Jazz II, Featuring Eubie Blake*, second place.  
**CHFI-FM** Toronto, Ont. □ *The South from the Tapestry* series, honorable mention.

### Education

**CBC-AM** Toronto, Ont. □ *Africa Week* series, first place.  
**National Public Radio** Washington □ *Options in Education: Race Against Time*, second place.  
**WNYC (AM)** New York □ *Danzig*, honorable mention.  
**WGBH-FM** Boston □ *Harlem Stories*, from the series, *First Person America: Voices from the 30's*, honorable mention.

### News Documentary

**NBC News** New York □ *Kent State* from *The Source Report*, first place.  
**National Public Radio** Washington □ *Not So Placid: The 1980 Winter Olympics*, second place.  
**WOR (AM)** New York □ *The Blue Minority*, honorable mention.  
**WAHT (AM)** Lebanon, Pa. □ *Sexual Shakedown, The Sexual Harassment of Women*, honorable mention.

### Creative Use of the Medium

**WITF-FM** Hershey, Pa. □ *Virginia Woolf and Company*, first place.  
**KUSC-FM** University of Southern California, Los Angeles □ *The Barber of Nuremberg Strikes Back*, second place.  
**WGBH-FM** Boston □ *Roll of Thunder, Hear My Cry*, honorable mention.  
**Radio Arts Inc.** New York □ *The Thirteen Clocks*, honorable mention.

### News

**KNX (AM)** Los Angeles □ *Busing Ruling* reports, first place.  
**ABC Radio News** New York □ *The Hostage Americans*, second place.  
**WBZ (AM)** Boston □ *1980 Election Year*, honorable mention.  
**WMAQ (AM)** Chicago □ *Chicago Firefighters Strike*, honorable mention.

### Community Service

**KTMC (AM)** McAlester Okla. □ *Is There a Justice?*, first place.  
**KMOX (AM)** St. Louis □ *Who Killed Marvalette Russell?*, second place.  
**WDBO-AM** Orlando, Fla. □ *Fair Share or Fair Game*, honorable mention.  
**WBZ (AM)** Boston □ *Auto Theft/Theft Patrol* series, honorable mention.

## TIO disputes evangelists audience claims

### Report says several TV ministries claim exaggerated viewer figures

In a new report by the Television Information Office, "The New Television Pressure Groups: A Perspective on the Drive Against Diversity," evidence is cited that several well known television ministries have greatly exaggerated the size of their viewing audiences ("Closed Circuit," Aug. 24).

The TIO study cites sociologist William Martin who examined audience claims of the electronic evangelists for an article that appeared in *Atlantic Monthly*. Martin noted, according to TIO, that Rex Humbard's publicity materials "once claimed over 100 million [viewers]" but now "admits to the more modest 1.4 million viewers weekly."

Electronic church minister James Robison, said TIO, "concentrates his publicity on potential figures of 50 million to 60 million, while in actuality there are about a million viewers."

Martin reported that Bert Clendennen claimed his program reaches "one out of every two people on the face of the earth"

when in fact his program was not listed in the top five TV ministries (in terms of audience numbers) released by A.C. Nielsen Co. for February and November 1980. The ministry with the highest following, according to Nielsen, is Oral Roberts with a total audience of 2,351,000, followed by Robert Schuller (2,130,000), Rex Humbard (2,079,000), Jimmy Swaggart (1,789,000) and Jerry Falwell (1,440,000) (see chart below).

Martin also reported that while Falwell's audience totals more than 1.5 million per week, it has been listed from anywhere from six million to 30 million per week.

Martin also contended that Jim Bakker's claims to an audience of 20 million were described as a "total fabrication" by his own associates in an article in the *Charlotte (N.C.) Observer*.

Martin indicated that demographically, the audience of the electronic church is centered on rural areas in the South and Midwest and are predominantly middle-aged females of working-class or lower-class backgrounds and "true believers, mostly members of conservative Protestant churches."

### Audience data on 10 syndicated television ministries

Ministry	Stations	Rating (% of viewer households in coverage area)	Total Audience	Total Households	% Change in Total Households since Febru- ary, 1980
<b>Oral Roberts Robert Schuller</b>	177	2.1	2,351,000	1,553,000	-21.6
<b>Rex Humbard</b>	161	2.0	2,130,000	1,427,000	- 3.6
<b>Jimmy Swaggart</b>	209	1.8	2,079,000	1,308,000	-21.0
<b>Jerry Falwell</b>	207	1.5	1,789,000	1,148,000	-10.0
<b>Jerry Falwell</b>	244	1.35	1,440,000	986,000	- 2.3
<b>Day of Discovery</b>	180	1.3	1,267,000	879,000	-14.1
<b>PTL Club</b>	193	1.3	1,050,000	776,000	-11.9
<b>700 Club</b>	123	.9	705,000	569,000	- 4.7
<b>James Robison</b>	69	1.2	575,000	383,000	+ 7.3
<b>Ken Copeland</b>	69	.7	381,000	277,000	-14.4
<b>Total</b>			13,767,000	9,306,000	

## MCA's new Florida park equipped for video production

When MCA opens its University City Florida theme park in Orlando in 1984, the stage, or stages, won't only be set for fun and games. Of four sound stages being constructed at the site, whose total cost is estimated by MCA at some \$170 million, two will be devoted to a theme park tour that will be modeled on the original at MCA's Universal City in California. The other two can be used for production purposes, with one intended to have videotape capability.

The company insists that the production studios are just a "small element" in the overall scheme of the park, which will have 18 "sets" in its movie-theme tour, including 22 different animations.

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## Slice of American life seen in new series

**Produced by Kelly Broadcasting, Multimedia and Frank Magid, pilot draws enthusiastic response, says syndicator and will bridge gap between network news and prime time**

Undaunted by the FCC's deregulatory mood, backers of a proposed new strip magazine series are optimistic about the chances of success for a program they say "brings out the positive features of America and the American way of life."

The pilot for *American Pie*, as the proposed half-hour weekday show is being called, is now being shown to prospective buyers with a Sept. 13, 1982, start date in mind. Sacramento-based Kelly Brothers Television says it produced the pilot for more than \$1 million and has established an annual budget of \$10 million for the 200-episode first year.

Kelly owns 70% of the project. The unit is the production and programing arm of Kelly Broadcasting, owner of KCRA-TV Sacramento and KCPQ-TV Tacoma, Wash. Multimedia Program Productions owns 20% of the series. MPP is owned by Multimedia Inc., owner of six TV, six AM, six FM stations, 38 newspapers, and 67 cable TV systems and franchises. Frank N. Magid Associates, a broadcast industry research firm, owns the remaining 10%.

"We don't see the possible loss of the prime-time access rule as an ominous thing," said Donald L. Dahlman, executive vice president, sales, for Multimedia Programs. "First, we think the rule will still be there. But even if it is repealed, our research shows this is the kind of program people want to watch, and we believe there is a strong demand for it."

Dahlman describes Kelly's KCRA-TV as "the grandfather" of successful magazine shows, having produced eight consecutive years of *Weeknight*, a half-hour prime-time access series offered unsuccessfully for national syndication this fall. According to Dahlman, *American Pie* was promoted as a spin-off of *Weeknight* by Frank Magid after his research confirmed significant public interest in such a program.

The series is seen as a natural bridge between "the reality of network news and the entertainment aspects of network prime time" during the early evening, Dahlman told BROADCASTING last week.

"Our research shows that people are eager to hear what's right about America," Dahlman continued, "and will respond favorably to an emphasis on good news." He said the series would also include elements of humor, sympathy and practical knowledge.

The series pilot, co-hosted by Squire Fridell and JoAnn Pflug, includes segments on the world's tallest roller coaster, *Today* show weatherman Willard Scott, a group of successful business executives who took over a hotel in Tahiti, an 8-year-old who has his own ice cream business,

and a billionaire who refuses to give up work. According to Jon Kelly, a one-third owner of Kelly Broadcasting, "*American Pie* will portray slices of American life in an upbeat, positive and affirmative manner."

Kelly estimated his company plans to shoot some 1,400 individual stories, using a staff of 65-80 persons. The pilot was produced at the Osmond Entertainment Center studios in Orem, Utah. Kelly noted negotiations are under way with the Osmond Entertainment Co. as to whether its studios will be used for future *American Pie* productions. "The distance (from Sacramento)," he said, "is a factor of concern ... Their studios are superb; their cooperation excellent."

Kelly believes that KCRA-TV is the second largest producer of original programing among local stations, behind WCVB-TV Boston. He said his station produces at least 25 hours of local programing each week.

Initial response to the *American Pie* pilot has been enthusiastic, according to Dahlman, whose Cincinnati-based firm is syndicating the program. He said the first big push for the series will begin in mid-November, after October ratings for current early-evening and fringe programing are available.

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## Silverman strikes deal with UA-MGM

**He will head new production arm with George Reeves**

Now it's Fred Silverman, independent producer.

The former NBC president will be running a new independent production company for United Artists and its parent MGM—a venture said to "embrace all facets of the entertainment industry."

Silverman, ousted from NBC this summer in favor of Grant Tinker, called his new association with UA and MGM, "the fulfillment of my 22 years in the business." His partner in the company is George Reeves, a former senior vice president at ABC whom Silverman had worked with during his years at that network.

In an announcement last week from UA, Silverman said he will be "involved in all of the broadening areas of entertainment." He added that he is "particularly gratified in working with [UA Chairman and Chief Executive Officer] David Begelman in the development and production of feature films."

Begelman said that "the prospect of Fred being part of our theatrical filmmaking, TV activities and new ventures in entertainment brings satisfaction and delight to all of us at the studio." He said Silverman "brings a guaranteed quotient of creative dynamism."

According to UA, Silverman will be announcing his staff and projects "shortly." He will maintain offices on both the West and East Coasts. Other details were not provided.

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## ABC retools prime time

ABC-TV announced several changes in its prime-time schedule last Monday (Oct. 12), including introduction of a new terror/suspense program on Friday nights.

ABC Entertainment President Anthony D. Thomopoulos said, "The addition of *Darkroom* [a series from Universal Television to air between 9 and 10 p.m. NYT beginning Nov. 27], along with the accompanying scheduling moves ABC has made, will serve to strengthen our fall schedule. *Darkroom* will bring to television a genre for which there is obviously a growing appetite." The anthology series will be introduced by a host to be announced shortly.

As a result of the series addition, ABC is moving *Maggie*, the half-hour situation comedy created by Erma Bombeck, from 9 p.m. Friday to 8 p.m. Saturday, beginning Oct. 24. The 9:30 p.m. show on Friday, *Making a Living*, a situation comedy about waitresses working in a posh restaurant, has been switched to 8:30 p.m. Saturday, beginning Oct. 24. The two programs replace *King's Crossing* during the Saturday time period. ABC has delayed the premiere of the drama about a New England family and plans to reschedule it for a midseason debut.

The network also announced premiere dates for three other new series. *Open All Night* will debut Friday, Nov. 27, at 8:30-9 p.m. NYT. The one-hour drama, *Strike Force*, will premiere with a 90-minute episode Friday, Nov. 13 (9:30-11 p.m.), then switch to its regular time period (10-11 p.m.) beginning Nov. 20. *Code Red*, a one-hour series about firefighters, joins the schedule Sunday, Nov. 1 at 7-8 p.m. ET.

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## Gearing up for a software explosion

**New York film seminar takes look at what emerging media will mean to creative community**

"Channeling the Future: Cable and the New TV" provided the focus of a seminar that drew the attention of the independent production community in New York. Set as part of the 19th New York Film Festival, the session featured an opening address by 20th Century-Fox Chairman Alan J. Hirschfield and a discussion on cable by a panel composed of John Goberman, director of media development for New York's Lincoln Center; William Baker, president of Group W's Television Group; Sheila Mahoney, vice president, director of franchising, Cablevision Systems; former FCC Chairman Charles Ferris, and Gloria Steinem, editor of *Ms. Magazine*. The day-long program was organized by The Film Society of Lincoln Center and the telecommunications consulting firm, New Medium.

"We are now entering an era of un-



## Monitor

**Going national.** *Nightly Business Report*, local half-hour strip on noncommercial WPBT(TV) Miami, has been reformatted and is to begin nationally on 126 public television stations beginning today (Oct. 19). Co-anchors remain Linda O'Bryon and Del Frank, with Paul Kangas's continuing stock market reports. Guest commentators have been added, with economists already committed including Alfred Kahn, Arthur Laffer, Charles Schultze, Alan Greenspan, Adam Smith and Dan Lundberg. Other PTV stations also will be contributing reports. Series is underwritten with \$150,000 grants from both W.R. Grace & Co. and Cities Service Co. and supplemental funding from PTV stations. *Nightly Business Report* is distributed by Interregional Program Service.

**HTN plus.** Westinghouse Broadcasting's Home Theater Network plans Jan. 1 launch of new HTN Plus pay service with four feature films daily and travel segments. New service, running 12 hours daily (4 p.m.-4 a.m. NYT), seven days per week, will cost cable operators \$2.95 of suggested \$6.95 subscriber rate. HTN says pricing structure allows cable operators to sell service at cheaper price than competitors charge but still retain more dollars. Veteran HTN service offers one movie and travel segment nightly and claims 140,000 subscribers. Cost to cable operator is \$2 for suggested \$3.95 retail. HTN and upcoming HTN Plus offer only P- or PG-rated films.

**ARTS artists.** Two performers who have established reputations in other media will be going on cable via host spots on ARTS, ABC's cultural program package distributed by Warner Amex Satellite Entertainment. *The Waltons'* Richard Thomas will host *The Performers World*, week of overviews of performing arts, Nov. 9 through 15; film star Estelle Parson hosts *Of Plays and Playwrights*, Nov. 30 through Dec. 6.

**After midnight.** "Surging advertisers and viewer interest" is leading USA Network to expand its Friday-Saturday late-night rock music program *Night Flight*. To be added as regular features on cable show are "Spotlight" segment, presenting music acts "from clubs throughout the world"; "Live from the Lone Star" (New York country music saloon), and "Woodstock Jazz Festival." USA says in first few months of series it has accepted \$1 million in advertiser bookings, and figure may double soon.

**Tapping daytime.** King World Productions will distribute new short-form series, *The Soap Spot*, featuring on-location visits with stars of daytime TV's most popular soap operas. Series, produced by Creative Media Associates Inc., is designed for telecast on local daytime news and talk shows and is targeted for estimated 50 million daytime drama viewers.

**Sportin' life.** Madison Square Garden Cable Network announced tally of 125 live events it will feed to its 41 New York area affiliates this season: 40 regular-season New York Ranger home games, 40 of 41 regular-season N.Y. Knicks home games, six college basketball cablecasts, National Horse Show, Westminster Dog Show, 20 boxing cards and assorted other events. With exception of Knicks games, package is distributed nationally for cable by USA Network. MSG also reported former New York Ranger Phil Esposito has joined network as color commentator.

**Coming and going.** *Battlestars*, new half-hour daytime game show hosted by Alex Trebek and featuring six celebrity guests, will premiere on NBC-TV Monday, Oct. 26 at 11:30 a.m. New program will take slot held by *Password Plus*, which moves to noon slot held by *Card Sharks*, which will have its last telecast Oct. 23.

paralleled demand, equivalent to the growth of both the film business in its early years and the growth of television combined," Hirschfield told his audience. What that software demand will mean for the creative community, according to the Fox chairman, is "an extraordinary opportunity in a marketplace that will be receptive to new ideas, new formats, innovation and youth." And he added that "none of these attributes, I am sorry to say, particularly distinguishes either the motion picture or television businesses today."

To help meet the new media's product demand, Hirschfield told the assembled producers that "our own company will soon embark on a production program encompassing movies for cable. We envision a product that will cost between \$2.5 and \$4.5 million per picture . . . sequentially marketed first on cable, second on network, third in foreign theatrical and finally syndicated in worldwide television. . . . We will innovate in method of production, give unknowns an opportunity to write, direct and act while we explore new horizons in product content." Hirschfield looks on the project as not only "the foundation for a major creative thrust by our company," but to produce "the Fondas and Newmans, as well as the Spielbergs and Lucases of the future."

Projections Hirschfield used to delineate sources of future software demand included 42 million pay cable homes by 1986 and 75 million pay units by 1990. For 1986, Fox expects 20 million home cassette and disk units in the U.S. marketplace, with an equal number abroad. By 1990, Hirschfield envisions 100 million home units worldwide. Around 1985-86, he believes the cassette industry will move to quarter-inch tape which "alone could signal a revolution in the home movie business, further increasing VCR demand."

By 1986, Hirschfield thinks cable revenues will exceed \$6 billion annually, with \$2 billion paid for software. At that time, he thinks individual cassettes "could sell from 500,000 to a million units, or, as is more likely, be rented several million times per program."

Cable will "provide an opportunity for discrete programming never seen before," as "we will no longer be captive to the tastes of only the core TV audience nor subservient to the censorship imposed upon us by major sponsors in traditional response to the dictates of the latest McCarthyites now called the Coalition For Better Television. Nor will we have to make films that appeal primarily to the 14-to-29-year-old audience so critical today to a motion picture's success." At the same time, Hirschfield indicated, he thinks movies "will continue to be the dominant force in pay television."

The future isn't totally rosy. Hirschfield decried "dominance by a few companies" in cable that "has prevented us from achieving fair prices for our product and is currently stifling new programming opportunities." He called for "a more enlightened attitude . . . on the part of cable distributors and system owners result-

# Drake Chenault

ANNOUNCES

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ing in prices more reflective of the extraordinary growth of the market." Major studios won't be the only ones to suffer unless current pricing practices change, said Hirschfield, including in his list "our creative partners—actors, writers, directors and labor." Similarly, Hirschfield said, "fair price" is adversely affected by the compulsory license provision of the copyright law and piracy, and he called both for Congress to eliminate compulsory licensing and to control piracy.

The panel discussion that followed Hirschfield's address sought to provide different perspectives on cable production, with Baker explaining the logic behind Group W's decision to offer a satellite news service; Mahoney detailing Cablevision's \$2 basic bid in Boston—its dependence on pay revenues and consequent demand for pay product, and Steinem offering the view of one who has been involved in production for various media. The views of the audience were transmitted in a question and answer session, perhaps best exemplified by one person who had returned from the cable programming symposium in New Orleans and wanted to know how cable would differ from broadcast television if cable's program purchasers want producers "to borrow 'stars' from older media" and if their "mindset" reflects a broadcasting or agency background. And Mahoney's suggestion that producers "start small" and think about local programs drew the rejoinder: "We can't live on access or leased access."



**Grand opening.** CBS Inc. celebrated the first flight of its newest fledgling, CBS Cable, with a gala launch party last Monday at the New York Public Library. Among the guests on hand to wine, dine and view the opening hours of the new basic cable service were some of the brightest stars of CBS officialdom. (L-r): Thomas F. Leahy, senior broadcast vice president, CBS/Broadcast Group; Gene F. Jankowski, president, CBS/Broadcast Group; Thomas H. Wyman, president, CBS Inc.; William S. Paley, chairman, CBS Inc., and Dick Cox, president, CBS Cable.

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## Compressed stories, balanced reporting called problems for TV journalism

**ABC energy correspondent questions wisdom of 50-50 treatment of some issues**

TV's journalistic efficiency is hobbled by too little time to present the news and too much obsession with balanced reporting, according to Roger Peterson, ABC's energy correspondent.

Speaking last Tuesday (Oct. 13) at a luncheon meeting of the Media Institute in Washington, he decried the need, for example, to condense four or five hours of a Capitol Hill hearing into 60 or 90 seconds of air time. Compounding the compression problem, Peterson added, is the requirement for a fair and balanced presentation while keeping the news interesting. On his own beat, he said, it was much easier to capture attention to energy happenings when the consumer was in gas lines and first felt the dramatic increase in energy costs.

As for balance, Peterson questioned the "so-hyper" obsession for 50-50 treatment when perhaps 80-20 treatment would be more in order.

The ABC newsmen expressed disappointment that the movement for hour-long network news shows had been put on hold (BROADCASTING, Oct. 12). He said a 60-minute newscast would be ideal, but unlikely, given the reluctance of affiliates to relinquish lucrative local times. Accordingly, expanded TV news coverage might well take the form of additional shows like ABC's *Nightline*, which, Peterson observed, affords reporters a chance to prepare a four-to-nine-minute segment and "really get into the story instead of high-lighting just one aspect of it."

Peterson said that big business has become more responsive to reporters' questions, a contrast to times past when a query would evoke a response that the company would "get back with an answer a week from Tuesday."

Peterson had good and bad news about the public's acceptance of TV news. He said that an ABC poll, to be released last Wednesday (Oct. 14) on the network's *Viewpoint*, showed that viewers, by a three-to-one margin, approved of television's handling of the news (see box above). However, he added, two-thirds of those polled believe the government should censor the news when national security is involved. Peterson worried about such restrictions in times other than war, terming it "erosion of freedom of the

**People's viewpoint.** By 3-to-1 margin, Americans approve of way network TV covers news, according to ABC News telephone survey conducted Oct. 1-5. About two-thirds (65%) said they felt network news should give full coverage of disturbing events such as attempted assassination of President Reagan even though it might lead to similar violence; 32% disagreed. (Poll was conducted before assassination of Egyptian President Anwar el-Sadat.) Over half (55%) felt TV coverage of Reagan shooting was sensationalized; 42% did not. Almost three-fourths (72%) said overall TV coverage of Reagan administration was balanced; 17% thought it was too favorable, 9% too unfavorable. By 58% to 40%, respondents said TV does good job of covering all sides of controversial issues, but more than two-thirds (69% vs. 28%) thought federal government should be allowed to censor news stories in advance of broadcast if it feels national security might be endangered. Poll was taken in preparation for next edition of ABC-TV's *Viewpoints*, quarterly series of analysis and criticism of TV news, which will be broadcast live from Southern Methodist University in Dallas on Oct. 14 (11:30 p.m. to 12:30 a.m. NYT). ABC News said poll's margin of error was plus or minus 4%.

press."

Leonard J. Theberge, president of the Media Institute, reminded the audience that such restrictions have become a particular problem in Third World countries where the feeling is that the media must be controlled. "This is too serious a problem," he added, "to be left to individual institutions [to combat]."

The Media Institute, with the co-sponsorship of the American Bar Association's Section of International Law and Georgetown University's International Law Institute, has scheduled a workshop on issues in international information. It will be held Nov. 13 in Washington at the Department of State and the Watergate hotel.

Workshop panelists will include Assistant Secretary of State Elliott Abrams; Narinder Aggarawala, UN development

program; Ronald W. Brown, counsel, ITT Under Secretary of State James Buckley; Corydon Dunham, executive vice president and general counsel, NBC; John Eger, vice president, strategic and international development, CBS; Roland Homet, International Communications Agency; Leonard Marks, Cohn & Marks; J. Donald McNamara, president, Interpublic Group of Companies; Philip Power, president, Suburban Communications Corp.; Ford Rowan, counsel, Sanford, Adams, McCullough & Beard; Frank Shakespeare, president, RKO General; Curtis White, Hayes & White, and Bernard Wunder, director of the National Telecommunications and Information Agency.

Further information and registration are available from the Media Institute, 3017 M Street, N.W., Washington 20007, (202) 298-7512.

## Broadcasting and business learn to coexist

**Animosity not as great as believed, study says, with business leaders finding themselves generally treated fairly in interviews**

The results of a study conducted for Brouillard Communications, New York, indicate that the publicized antagonism between broadcast news organizations and business "may be more myth than reality."

The study shows that corporations are turning increasingly to radio and television news interviews to enunciate corporate policy and that corporation spokespersons say they are treated "fairly" in almost all interviews.

Brouillard, a J. Walter Thompson Co. division that offers advertising, public relations and other communications services, engaged Richard Manville Research Inc., New York, to appraise the experience major corporations have had with the electronic news media and their attitudes toward those experiences. Completed

responses to a five-page questionnaire were received from 395 executives for a 35% response rate.

The results revealed that 245, or 62% of the respondents, said that one or more senior executives in their company had participated in a broadcast interview in the past 18 months and in almost all cases, respondents said their representatives had been treated "fairly" during those interviews.

In instances in which respondents said their executives had not been treated fairly in every interview, they gave four reasons: the interviewer was unprepared (32%), misinformed (25%), biased (23%), or the interview was poorly edited (23%).

Of the 150 respondents who said their company had not participated in a broadcast news interview during the past 18 months, the reasons cited most often were "no opportunity" (55%), "executives only appear when issue/news events make an appearance advisable" (30%) and "time constraints" (14%).

Other major findings of the survey were:



## Cameras in courtroom: new study by RTNDA

The Radio-Television News Directors Association has prepared a two-part report on cameras in the courtroom designed as resource material for those working to open state and federal courts to broadcast coverage. The report, "News Media Coverage of Judicial Proceedings with Cameras and Microphones: a Survey of the States," is the culmination of many years of RTNDA involvement in the issue.

The report is based in part on reports by a number of news directors who were asked to update the situation in areas they cover. Their accounts were consolidated by a Vydec data processor in the office of Pierson, Ball & Dowd, Washington, RTNDA's counsel.

Part I describes the situation in each of the 50 states and the District of Columbia as to whether and to what degree coverage rights have been accorded to broadcasters and press photographers.

Part II shows by categories the types of restrictions imposed on broadcast and photographic coverage. For instance, of the 34 states permitting coverage of appellate and/or trial courts, 20 are operating under permanent rules and 17, experimental. (There is some overlap between the categories.)

It also shows that all 34 states of those permitting coverage require the court's consent as an absolute precondition for coverage, while six require the party's consent as an absolute precondition and five, as a "limited" condition. But 28 states do not require any consent of the party.

RTNDA says a major aim of the project is to provide support for those who advocate sound-and-picture coverage of the judicial system.

## Rosenfield sets challenge for broadcasters: full First Amendment freedom

CBS-TV President James H. Rosenfield has urged broadcasters to seize the day of deregulatory opportunity, declaring that "never has there been a better time and climate for us broadcasters to claim our First Amendment birthright."

Addressing the Massachusetts Broadcasters Association in Danvers, Rosenfield applauded FCC Chairman Mark S. Fowler's marketplace approach to regulation (BROADCASTING, Sept. 28) and exhorted broadcasters to act on the chairman's lead.

Rosenfield asked if "now, when for the first time in history, the FCC is ready to join broadcasters in their fight for freedom, are you ready to fight hard enough to do all you can to make the repeal of the fairness doctrine and Section 315 a reality?"

"Are you ready to enlist colleagues from other news media in what most certainly will be their fight, too, for First Amendment freedom in the new electronic age?"



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# For the Record

As compiled by BROADCASTING Oct. 5 through Oct. 9 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

■ Glencoe, Minn.—McLeod County Broadcasting Co. seeks 880 khz, 500 w-D. Address: 1205 Royal Oaks Road, St. Cloud, Minn. 56301. Estimated construction costs: \$52,500; first-quarter operating cost: \$31,200;

first-year revenue: \$180,000. Principals: Mary H. Montgomery and brothers Terrence P. and John V. Montgomery (10% each). Mary is St. Cloud, Minn., teacher. Montgomery brothers each own 50% of WYRQ(FM) Little Falls, Minn. Also, Terrence owns WQPM-AM-FM Princeton, Minn. Filed Sept. 28.

■ Stables, Minn.—Stables Broadcasting Inc. seeks 1430 khz, 1 kw-D. Address: 1012 Cloquet Avenue, Cloquet, Minn. 55720. Estimated construction costs: \$74,000; first-year operating cost: \$29,000; first-year revenue: \$150,000. Principals: Sherryl E. Stramer, Neil J. Nemmers and Perry W. Kugler (one-third each). Stramer is broadcast accountant. Nemmers is Cloquet, Minn., real estate agent. Kugler is station manager at KDJS(AM) Willmar, Minn. They own 80% of KDJS. Filed Oct. 2.

■ Pahrump, Nev.—Pahrump Broadcasting Corp. seeks 670 khz, 5 kw-D, 1 w-N. Address: P.O. Box 357, Pahrump, Nev., 89041. Estimated construction costs: \$119,000; first-year operating cost: \$68,500; first-year revenue: \$172,400. Principals: James B. Hinckle and William E. Griffin (50% each). Hinkle is Mercury, Nev., engineer. Griffin owns Pahrump, Nev., heavy duty repair business. They have no other broadcast interests. Filed Oct. 1.

■ Del Rio, Tex.—Grande Broadcasting Inc. seeks 830 khz, 1 kw-D. Address: 129 Joe Rice Drive, Del Rio 78840. Estimated construction costs: \$77,000; first-quarter operating cost: \$15,500; first-year revenue: \$200,000. Format: Contemporary/popular. Principals: Melchor Rodriguez, Frank Mendoza, Xavier A. Martinez, Alfredo Gutierrez Jr., Jerry M. Rodriguez and Manuel A. Martinez Jr. (16.67% each). Gutierrez and Manuel Martinez are physicians. Mendoza owns two

McDonalds restaurants. Xavier owns advertising agency. Melchor Rodriguez is former sales representative and Jerry Rodriguez is former announcer/news director at KDLK(AM) Del Rio, Tex. None have other broadcast interests. Filed Sept. 28.

■ Afton, Wyo.—Star Valley Broadcasting Co. seeks 1210 khz, 5 kw-D, 250 w-N. Address: 466 West 2nd North, Logan, Utah 84321. Estimated construction costs: \$78,000; first-year operating cost: \$36,000; first-year revenue: \$60,000. Format: CW/MOR/Adult Contemporary. Principals: Glacus G. Merrill (50.6%), wife, Marie B. (32%), daughter, Darla Merrill Clark (16%) and two others at less than 1% each. Glacus Merrill owns Logan, Utah, cattle ranch and with family holds CP for new AM at Tremonton, Utah. Filed Oct. 1.

### FM applications

■ Marshall, Ark.—Zero Broadcasting Inc. seeks 104.3 mhz, 100 kw, HAAT: 817 ft. Address: Route 3, Box 51, Marshall 72650. Estimated construction costs: \$107,500; first-quarter operating cost: \$24,000; first-year revenue: \$125,000. Format: CW 60%. Principals: Coy L. Horton and wife, Carolyn S. (50% each). Coy is woodworking consultant. Wife is office manager at Marshall lumber company. Neither have other broadcast interests. Filed Sept. 29.

■ Los Osos-Baywood, Calif.—MTF Enterprises seeks 101.3 mhz, 3.6 kw, HAAT: 1450 ft. Address: 1965 8th Street, No. 4, Los Osos 93402. Estimated construction costs: \$102,300; first-quarter operating cost: \$37,000; first-quarter revenue: \$20,000. Principals: Margrethe T. Friedman (70%) and husband, Thomas B. (30%). Margrethe is Los Osos nurse. Thomas Friedman is satellite systems engineer. They have no other broadcast interests. Filed Sept. 29.

■ Idaho Falls, Idaho—Eagle Rock Broadcasting Inc. seeks 103.3 mhz, 100 kw, HAAT: 1487 ft. Address: P. O. Box 1815, Idaho Falls 83401. Estimated construction costs: \$10,700; first-quarter operating cost: \$60,000; first-year revenue: \$290,000. Principals: John W. Bauchman (50%), M. Jay Sorensen, Steven J. Winston and Richard Wickham (16.77% each). Bauchman owns Idaho Falls equipment leasing firm. Sorensen is music director at KID(AM)-KQPI(FM) Idaho Falls. Winston is research engineer at Idaho Falls energy consulting company. Wickham owns car stereo business. None have other broadcast interests. Filed Oct. 6.

■ Bicknell, Ind.—Jon Walsh & Associates seeks 92.1 mhz, 1 kw, HAAT: 480 ft. Address: P.O. Box 100, Corydon, Ind. 47112. Estimated construction costs: \$63,000; first-quarter operating cost: \$29,400; first-year revenue: \$125,000. Format: Pop/Country. Principals: John D. Walsh, Dennis R. Hill and John W. Smith Sr. (one-third each). Walsh and Hill each own 50% of WJDW(AM) Corydon, Ind. Smith is Jeffersonville, Ind., consulting engineer. Filed Oct. 1.

■ Rothschild, Wis.—Richard L. Van Zandt Jr. seeks 107.9 mhz, 100 kw, HAAT: 616.7 ft. Address: 809 Arthur Street, Menasha, Wis. 54952. Estimated construction costs: \$128,500; first-quarter operating cost: \$152,500; first-year revenue: \$100,000. Format: Christian 80%. Principal is chief engineer and morning announcer at WEMI(AM) Menasha, Wis., and has no other broadcast interests. Filed Oct. 5.

### AM action

■ Lafayette, La.—Jackson & Chaisson Broadcasting System Inc. granted 770 khz, 1 kw-U. Address: 123 Michael Allen Blvd., Lafayette 70501. Estimated construction costs: \$148,482; first-year operating cost: \$204,400; revenue: \$315,000. Format: Black. Principals: Joshua Jackson (51%) and J. Russell Chaisson (49%). Jackson is Lafayette booking agent. Chaisson is associated with Northwestern Mutual Life Insurance, Lafayette. They have no other broadcast interests. Action Oct. 1.

### FM action

■ Humble, Tex.—Something Better Educational Foundation granted 88.1 mhz, 100 kw, HAAT: 823 ft. Address: Box 187 Humble, 77338. Estimated construction cost: \$517,400; first quarter operating cost: \$45,-

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336; revenue: \$490,000. Format: Educational. Principal: Nonprofit educational corporation. Robert Gonzalez is president. Action Sept. 25.

## Ownership Changes

### Applications

■ WRFD(AM) Columbus-Worthington, Ohio (880 khz, 5 kw-D)—Seeks assignment of license from Buckeye Media Inc. to Salem Media of Ohio Inc. for \$1.8 million (BROADCASTING, Oct. 12). Seller is subsidiary of Ohio Farm Bureau Federation, nonprofit group of more than 90,000 Ohio farmers. Michael D. Mahaffey is general manager. It has no other broadcast interests. Buyer: Stuart W. Eperon (100%), who owns WKBA(AM) Vinton, Va., KAKC(AM) Tulsa, Okla.; 50% of KCFD(AM) Tulsa; 50% of WNYM(AM) New York (formerly WEVD) and 47% of WEZE(AM) Boston. Filed Oct. 1.

■ WJCW(AM)-WQUT(FM) Johnson City, Tenn. (AM: 910 khz, 5 kw-D, 1 kw-N; FM: 101.5 mhz, 100 kw, ant. 1,500 ft.)—Seeks transfer of control of Tri-Cities Broadcasting Inc. from James C. Wilson (100% before; none after) to Bloomington Broadcasting Corp. (none before; 100% after). Consideration: \$3.4 million (BROADCASTING, Oct. 12). Seller is owned by James C. Wilson who has no other broadcast interests. Buyer is group of 30 stockholders who own WGOW(AM)-WSKZ(FM) Chattanooga, Tenn., and WJBC(AM)-WBNQ(FM) Bloomington, Ind. Timothy R. Ives is president and 12.19% owner. Filed Sept. 29.

■ KUTA(AM) Blanding, Utah (790 khz, 1 kw-D)—Seeks assignment of license from Blue Mountain Broadcasting to Smith Media Corp. for \$192,500 (BROADCASTING, Oct. 5). Seller: George Walton (51%), Earl Stevens and Edward Boyle (24% each) who have no other broadcast interests. Buyer: Shelby and Harrison Smith, brothers, and family. They are Shreveport, La., businessmen and have no other broadcast interests. Filed Oct. 5.

### Actions

■ WCNA(FM) Scottsboro, Ala. (98.3 mhz, 1.5 kw, ant. 400 ft.)—Granted assignment of license from Mello-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%), Olive E. Sisk and wife, Ivous T. (25% each) and Julia Diane Livengood (10%), Ronald Livengood is general manager and 40% owner of WKEA(AM) Scottsboro, Ala., and bought, subject to FCC approval, one-third of WYPR(AM) Danville, Va. (BROADCASTING, Aug. 17). 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 WPYK(AM) Dora, Ala., and 50% of WKEA(AM) Scottsboro. Action Sept. 28.

■ WDON(AM) Wheaton, Md. (1540 khz, 1 kw-D)—Granted assignment of license from WDON Inc. to Maryland Lotus Corp. for \$700,000. Seller is subsidiary of Horizon Communications Inc., which is owned by Gary G. Marshall (48%), William Hildebrandt (20%), Edard S. Magnus and First Capital Corp. (16% each), who have no other broadcast interests. Buyer is subsidiary of Lotus Communications Corp., which is licensee of KWKW(AM) Pasadena, Calif., and KFSD(FM) San Diego, Calif.; and through subsidiaries, KENO-AM-FM Las Vegas; KTKT(AM)-KLPX(FM) Tucson, Ariz.; KONE(AM)-KOZZ(FM) Reno, Nev.; KOXR(AM) Oxnard, Calif.; KVAR(FM) San Antonio, Tex.; Howard A. Kalmenson is president of parent, Lotus Communications Corp. Action Sept. 24.

■ WBZ-FM Boston (106.7 mhz, 18 kw, ant. 760 ft.)—Granted assignment of license from Westinghouse Broadcasting Inc. to Greater Boston Radio Inc. for \$5,000,000. Seller: New York-based subsidiary of publicly owned Westinghouse Electric Corp., owns seven AM's, six FM's and six TV's. FCC 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 (BROADCASTING, Aug. 10). Joseph L. Rosenmiller is chairman. Peter A. Bordes is president. They own 80% of weekly East Brunswick (N.J.) *Sentinel-Spokesman*. Granted Sept. 25.

■ WOHS(AM)-WXIK(FM) Shelby, N.C. (AM: 730 khz, 1 kw-D; FM: 96.1 mhz, 100 kw, ant. 286 ft.)—Granted transfer of control of Western Carolina Radio Corp. from Estate of Holt and Elsie G. McPherson (100% before; none after) to Shelby Radio Corp (none before; 100% after) consideration: \$865,000. Principals: Seller holds 90.2% of stock and has no other broadcast interests. Buyer is principally owned by Paul B. Porter, Harold R. Watson and George Blanton Jr. Porter is Shelby businessman. Watson is general manager and 1.62% owner of WOHS. Blanton is former president of First National Bank, Shelby. Porter and Blanton have no other broadcast interests. Action Oct. 5.

■ KAGC(AM) Bryan, Tex. (1510 khz, 500 w-D)—Granted assignment of license from Brazos Media Inc. to The First One Broadcast Group Inc. for \$374,000. Seller: Tom E. Spellman and wife, E. Jean, and A. Boyd Kelley and wife, Joan (25% each). Tom Spellman owns 51% of CP for new AM at Winters, Tex.; 33.5% of applicant for new AM at Plano. Boyd Kelley owns 51% of KDWT(AM) Stamford, Tex., and 30% of KKDA-AM-FM Grand Prairie, Tex. They are also principals in new applicant for new FM at Bryan, Tex., and permittee for new AM at Conroe, Tex. Buyer: John C. Culpepper Jr. (51%), Barry Turner and Michael A. Conner (24.5% each). Culpepper is Bryan, Tex. real estate developer. Turner is general manager and Conner is sales manager both at KAGC. Turner is also principal in application for new FM at Bryan with sellers. Action Sept. 29.

■ KSPO(AM) Spokane, Wash. (1230 khz, 1 kw-D, 250 w-N)—Granted transfer of control of Radio Spokane Inc. from Wishard A. Brown and Justus J. Craemer and others (100% before; none after) to World Pacific Radio Inc. (none before; 100% after); consideration: \$400,000. Principals: Seller is owned by Justus J. Craemer and Wishard A. Brown. Brown owns KFTY(TV) Santa Rosa, Calif. Rest have no other broadcast interests. Buyers are Jason Jennings and F. Van Dorn Moller (50% each). Jennings is Belvedere-Tiburon, Calif., broadcast consultant. Van Dorn Moller is president of KKCC-AM-FM Clinton, Okla. Action Sept. 30.

## Facilities Changes

### AM applications

■ WPiP(AM) Pompano Beach, Fla.—Seeks CP to change from DA-2 to DA-D. Ann. Oct. 9.

■ WEAT(AM) West Palm Beach, Fla.—Seeks CP to increase power to 50 kw-D, 5 kw-N; and change TL. Ann. Oct. 6.

■ KSRA(AM) Salmon, Idaho—Seeks CP to change TL and change SL and add RC at same location as SL. Ann. Oct. 9.

■ WTSF(TV) Ashland, Ky.—Seeks MP (BPCT-790118LC) to increase transmitter output power; change type trans.; change ant.; and increase tower height to 509 ft. AGL. Ann. Oct. 9.

■ WCSP(AM) Port Gibson, Miss.—Seeks CP to increase power to 1 kw. Ann. Oct. 6.

■ WBCI(AM) Williamsburg, Va.—Seeks CP to change frequency to 640 khz; increase D power to 500 w; and add 500 w-N. Ann. Oct. 6.

### FM applications

■ WKXN(FM) Greenville, Ala.—Seeks CP to increase HAAT to 296 ft. (H&V) and change TPO. Ann. Oct. 6.

■ KKCS-FM Colorado Springs, Colo.—Seeks CP to change TL; change type trans.; change type ant. (H&V); increase ERP to 100 kw (H&V); change HAAT to 391 ft. (H&V) and change TPO. Ann. Oct. 6.

■ WAKH(FM) McComb, Miss.—Seeks modification of CP (BPH-810512AC, as mod.) to change TL; change ERP to 100 kw (H&V); change HAAT 490 ft. (H&V); change type trans. and make changes in ant. sys. Ann. Oct. 6.

■ \*WGUC(FM) Cincinnati, Ohio—Seeks modification of CP (BPED-791227BD, as mod.) to change type ant.; increase ERP to 15 kw (H&V); increase HAAT to 883 ft. (H&V) and change TPO. Ann. Oct. 6.

■ WDBN(FM) Medina, Ohio—Seeks modification of CP (BPH-790725AG) to make changes in ant. sys.; change TL; change type ant.; decrease ERP to 37.2 kw (H&V); increase HAAT to 811.4 ft. (H&V) and change TPO. Ann. Oct. 6.

■ KXBQ(FM) Ontario, Ore.—Seeks CP to change TL; decrease HAAT to 253 ft. (H&V) and change TPO. Ann. Oct. 6.

■ KYOC(FM) Yoakim, Tex.—Seeks modification of CP (BPH-790209AC) to change TL and change TPO. Ann. Oct. 6.

■ KCGL(FM) Centerville, Utah—Seeks CP to correct TL; change ERP to 200 w (H&V); increase HAAT to 961 ft. (H&V); change type trans. and change TPO. Ann. Oct. 6.

### TV applications

■ KECC-TV El Centro, Calif.—Seeks authority to operate trans. by RC from SL at KECC-TV El Centro, Calif. Ann. Oct. 6.

■ KECC-TV El Centro, Calif.—Seeks CP to change ERP to 316 kw vis., 31.6 kw aur.; change trans.; and make changes to ant. sys. Ann. Oct. 6.

■ WFLD-TV Chicago—Seeks MP (BPCT-4711) to change ERP to 5000 kw vis., 500 kw aur.; and change trans. Ann. Oct. 6.

■ \*WCNV(TV) Covington, Ky.—Seeks authority to change trans. location and operate by RC. Ann. Oct. 6.

■ WBBF(TV) Baltimore—Seeks CP to change ERP to 5000 kw vis., 500 kw aur.; change trans.; and make changes to ant. sys. Ann. Oct. 6.

■ KCEN-TV Temple, Tex.—Seeks authority to operate trans. by RC from SL at one mile south of Eddy, Tex., on I-35. Ann. Oct. 6.

■ WBNB-TV Charlotte Amalie, V.I.—Seeks MP (BPCT-810102KE) to change ERP to 113.76 kw vis., 11.1 kw aur.; and change trans. Ann. Oct. 6.

### AM actions

■ KHEE(AM) Hayden, Colo.—Granted modification of CP to change SL and RC; and change TL. Action Sept. 29.

■ KIOA(AM) Des Moines, Iowa—Granted CP to increase D power to 50 kw -LS; redescribe TL; and make changes in ant. sys. Action June 25.

■ WMTR(AM) Morristown, N.J.—Granted CP to change hours of operation to U by adding 1 kw-N; install DA-2, and make changes in ant. sys. Action Sept. 24.

■ WALL(AM) Middletown, N.Y.—Granted CP to change ant. sys.; increase ant. height. Action Sept. 29.

■ WIAB(AM) Mt. Juliet, Tenn.—Granted modification of CP (BP-790827A1) to change TL. Action Sept. 29.

### FM actions

■ \*WESU(FM) Middletown, Conn.—Granted CP to make changes in ant. sys.; change type ant. (H&V); decrease ERP to 151.1 kw; increase HAAT to 38 ft. and change TPO. Action Oct. 1.

■ KLZR(FM) Lawrence, Kan.—Granted CP to make changes in ant. sys. (for aux. purposes only). Action Sept. 28.

■ \*WBOR(FM) Brunswick, Me.—Granted CP to increase ERP to 300 w; change HAAT to 166 ft.; change TL; and make changes in ant. sys. Action Oct. 1.

■ WIQB(FM) Ann Arbor, Mich.—Granted CP to change TL; respecify SL and RC; increase HAAT to 500 ft. and make changes in ant. sys. Action Sept. 24.

■ \*WEHB(FM) Grand Rapids, Mich.—Granted CP to change TL; increase ERP to 900 w; decrease HAAT to 129.3 ft. (H&V); and make changes in ant. sys. Action Sept. 15.

■ KWTO-FM Springfield, Mo.—Granted CP to change TL; change type trans.; change type ant. (H&V); increase HAAT to 510 ft. (H&V) and change TPO. Action Oct. 1.

■ KIVE(FM) Glendive, Mont.—Granted CP to change TL/LS/RC; change ERP to 90 kw (H); change HAAT to 493 ft. (H); and make changes in ant. sys. Action Sept. 22.

■ \*WGFR(FM) Glens Falls, N.Y.—Granted CP to change frequency to 92.1 mhz; increase ERP to 150 w; change HAAT to minus 140 ft. Action Sept. 15.

■ WDLC-FM Port Jervis, N.Y.—Granted CP to install temporary aux. ant. on main tower to be operated with ERP of 0.655 kw (H&V); change HAAT to 300 ft. (H) & change TPO (for aux. purposes only). Action Sept. 25.

■ **\*WFDD-FM** Winston-Salem, N.C.—Granted CP for chgs. in ant. sys.; change type trans.; change type ant. (H&V); increase ERP to 100 kw (H&V); increase HAAT to 425 ft. (H&V) and change TPO. Action Sept. 15.

■ **WSWR(FM)** Shelby, Ohio—Dismissed application for modification of CP (BPH-790117AH, as mod.) to locate SL and RC at 47 East Main Street, Shelby, Ohio. Action Feb. 10.

■ **WAIM-FM** Anderson, S.C.—Granted CP to install aux. ant. on main tower, to be operated with ERP of 60 kw (H&V); change HAAT to 473 ft. (H&V) and change TPO for aux. purposes only. Action Sept. 28.

■ **WKTM(FM)** North Charleston, S.C.—Granted modification of CP (BPH-800501AE) to make changes in ant. sys.; change TL; increase ERP to 100 kw (H&V); decrease HAAT to 547 ft. (H&V) and change TPO. Action Sept. 25.

■ **KRCS(FM)** Sturgis, S.D.—Granted CP to make changes in ant. sys.; change type trans.; change type ant.; increase HAAT to 492 ft. (H&V) and change TPO. Action Sept. 22.

■ **\*WMBW(FM)** Chattanooga, Tenn.—Granted CP to make changes in ant. sys.; change type trans.; change type ant.; increase HAAT to 1423 ft. (H&V), and change TPO. Action Sept. 18.

■ **KGNC-FM** Amarillo, Tex.—Granted CP to increase ERP to 100 kw (H&V); decrease HAAT to 1282 ft.; change type trans. and change TPO. Action Sept. 24.

■ **KASE(FM)** Austin, Tex.—Granted CP to change TL; increase ERP to 100 kw (H&V); change HAAT to 1190 ft. (H&V); change type transmitter and make changes in ant. sys. Action Sept. 15.

■ **KTXQ-FM** Fort Worth, Tex.—Granted CP to install aux. ant. at different location; change SL and NO. 1 RC; change ERP to 7.96 kw (H&V); change HAAT to 472 ft. (H&V) and change TPO. Action Sept. 16.

■ **KONA-FM** Kennewick, Wash.—Granted CP to install aux. ant. on main tower; to be operated with ERP of 10 kw (H&V); change HAAT to 1031 ft. (H&V) and change TPO. Action Sept. 16.

■ **WKEE-FM** Huntington, W. Va.—Granted CP to install aux. ant. on main tower; to be operated with ERP of 27 kw (H); change HAAT to 347 ft. (H) and change TPO (for aux. purposes only). Action Sept. 16.

■ **\*WORT(FM)** Madison, Wis.—Granted CP to change frequency to 89.9 mhz; and increase ERP to 1.982 kw (H&V). Action Sept. 15.

■ **WMIL-FM** Waukesha, Wis.—Granted CP to change TL and SL; make changes in ant. sys.; change type trans.; change type ant.; increase ERP to 20 kw (H&V); increase HAAT to 500 ft. (H&V) and change TPO. Action Sept. 22.

son Inc. to determine if Focus, Sunwest, and National are financially qualified; which of proposals would, comparatively, best serve public interest; which of applications should be granted (BC Doc. Nos. 81-658-662. Action Sept. 14.

■ **Glenwood Springs, Calif. new TV** (ch. 3)—Western Slope Communications Ltd., and High Country Television Inc. to determine if Western Slope is financially qualified; whether High Country's application is consistent with Sections 73.636(a)(1) and 73.636(a)(2) of rules with respect to regional concentration of control; which of proposals would, comparatively, better serve public interest; and which applications to grant (BC Doc. 81-665-666). Action Sept. 18.

■ **Madison, Fla. new FM** (104.9 mhz)—Madison Communications Corp. and Billy G. Walker: to determine which of proposals would, comparatively, best serve public interest and which of applications to grant. (BC Doc. 81-673-674). Action Sept. 22.

■ **Nevada, Mo. new FM** (97.7 mhz)—Kessler Broadcasting Co. and Nevada Broadcasting Corp.: to determine whether there is a reasonable possibility that tower height and locations proposed by Kessler would constitute hazard to air navigation; which of proposals would, comparatively, best serve public interest and which of applications to grant (BD Doc. 81-671-672). Action Sept. 22.

### FCC decisions

■ **FCC** proposed \$6,000 fine against Desert Empire Television Corp., licensee of station KMIR-TV Palm Springs, Ca., for ex parte contacts with Commissioners during restricted adjudicative proceeding involving station. Contacts, made by letter, were by John Conte, president of Desert Empire, and his wife, Mrs. Sirpuhe Philibousian Conte, an officer, director and stockholder of corporation. Letters were sent to former Chairman Charles D. Ferris and former Commissioner Robert E. Lee while they were in office and to Speaker Thomas P. O'Neill, Jr., of House of Representatives, requesting him to discuss proceeding with Ferris. Proceeding involved Desert Empire's request for waiver of rules which would have given it special protection by forbidding cable systems in its service area to carry NBC programming broadcast by KNBC, Los Angeles. Action Sept. 22.

■ **FCC** denied applications by Hubbard Broadcasting Inc. for review of Broadcast Bureau's denial of its request seeking Class I-A operation for KOB(AM) Albuquerque, N.M. On March 1, 1981, Hubbard asked FCC to amend rules to reflect Class I-A assignment on 770 khz in Albuquerque and co-channel Class II-A assignment in New York City. It simultaneously filed application for KOB to operate as Class I-A station on 770 khz. The Commission said it agreed with Bureau dismissal of rulemaking and that Bureau Chief acted within his authority in doing so. Action Sept. 30.

■ **FCC** reduced fine against Smith Broadcasting Inc. from \$500 to \$200 for airing lottery information by its stations WIXK-AM-FM New Richmond, Wis. In seeking review, Smith did not deny that its announcements on July 18 and 19, 1980, promoted lottery, but contended that Broadcast Bureau failed to consider nature of contest involved, which Smith claimed was charity promotion for local Chamber of Commerce. FCC pointed out that only exemptions from prohibition on broadcasting lottery information are announcements of state-sponsored lottery and non-profit fishing

contests. Since River Falls Chamber of Commerce received part of proceeds from promotion, all elements of lottery, including consideration, were present. Commission said that in view of circumstances in this case reduction of fine to \$200 is warranted. Action Sept. 30.

■ **FCC** eliminated requirement for TV stations to file form 301A for authorization to operate by remote control. With advanced remote control technology now available, FCC added, present application and authorization requirements for TV remote control operation served no useful regulatory purpose, but imposed unnecessary work on both licensees and FCC staff. Amendments become effective Oct. 22, 1981. Action Oct. 1.

■ **FCC** exempted Christian Broadcasting Network from restrictions imposed on networks with respect to syndication, financial interest and prime time access rules. FCC said network restrictions could so limit CBN's activities as to prevent its development as alternative program source. Therefore, it waived network definition to allow CBN to provide up to 30 hours of programming to affiliates without being considered network. This limit is well below current level provided by three major networks. By waiving rules, FCC said, it would maintain originally desired growth of additional sources of programming pending full review of current network regulatory practices. Action Oct. 1.

■ **FCC** advised stations KMPH(TV) Visalia, Calif., and KXKS(AM)-KKJY(FM) Albuquerque, N.M., to reevaluate their sources and techniques for recruiting Hispanic employees and has imposed periodic EEO progress reports on them. FCC said both licensees should reevaluate their recruitment sources and techniques to ensure that they produce enough qualified Hispanic applicants as jobs become available. Largest minority in both service areas is Hispanic. It directed KMPH to submit detailed employment and recruitment reports by Sept. 1, 1982, and with its next license renewal application. KXKS-KKJY was directed to submit similar reports by Aug. 1, 1982, and with its next renewal application. Action Oct. 1.

■ **FCC** denied Nuance Corp. review of previous decision granting application of Midcom Corp. for new FM at Columbia, S.C. Competing applications of Nuance and Midcom were designated for hearing in Sept., 1978. In initial decision released in May, 1980, presiding ALJ determined Midcom was more qualified. Judge found Midcom deserved overwhelming preference under media diversification criterion, which outweighed demerit against Midcom based on conduct of one of its former principals and slight preference to Nuance based on its management integration proposal. Upon appeal of decision by Nuance, Review Board affirmed judge's conclusions. Action Oct. 1.

## In Contest

### Designated for hearing

■ **Tucson, Ariz. new TV** (ch. 40)—Valle Verde Broadcasting Corp., J. P. Communications Inc., Focus Broadcasting of Tucson Inc., Sunwest Broadcasting Inc., and National Group Telecommunications of Tuc-

## Summary of Broadcasting

### FCC tabulations as of Aug. 31, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,617	3	0	4,620	130	4,750
Commercial FM	3,328	2	0	3,330	185	3,515
Educational FM	1,110	0	0	1,110	65	1,175
Total Radio	9,055	5	0	9,060	380	9,440
Commercial TV						
VHF	521	1	0	522	6	528
UHF	244	0	0	244	112	356
Educational TV						
VHF	103	1	3	108	6	113
UHF	156	2	4	162	17	179
Total TV	1,024	4	7	1,036	141	1,176
FM Translators	401	0	0	401	210	611
TV Translators						
UHF	2,655	0	0	2,655	182	2,837
VHF	1,470	0	0	1,470	428	1,898

\*Special temporary authorization

\*\*Includes off-air licenses

## Allocations

### Petitions

■ **Bozeman, Mont.**—In response to petition by Garyowen Corp.: proposed assigning UHF ch. 22 to Bozeman, Mont., as its second commercial TV; comments due Dec. 4, reply comments Dec. 24 (BC Doc. 81-701). Action Sept. 28.

■ **Wishek, N.D.**—In response to petition by Wishek Broadcasting Inc.: proposed assigning 100.3 mhz to Wishek as its first FM; comments due Dec. 4, reply comments Dec. 24 (BC Doc. 81-702). Action Sept. 28.

■ **Lufkin, Tex.**—In response to petition by Jalene Manske: proposed assigning 107.3 mhz to Lufkin as its third FM; comments due Dec. 4, reply comments Dec. 24 (BC Doc. 81-700). Action Sept. 28.

### Assignments

■ **Coeur D'Alene, Idaho**—Assigned 102.3 mhz to Coeur D'Alene as its second FM; effective Nov. 24 (BC Doc. 80-50). Action Sept. 18.

■ **Brownsville, Edinburg, Harlingen, Raymondville, and Rio Grande City, all Texas**—Denied petition by Rio Grande Valley Catholic Communications Inc., proposing assignment of 88.1 mhz to Harlingen (BC Doc. 81-252). Action Sept. 28.

■ **Christiansted and Frederiksted, both Vermont**—Assigned 95.1 mhz and 100.3 mhz to Christiansted; effective Dec. 4 (BC Doc. 81-284). Action Sept. 28.

■ **Deer Park, Wash.**—Assigned 107.1 mhz to Deer Park as its first FM; effective Dec. 4 (BC Doc. 81-281). Action Sept. 28.



## Translators

### VHF Applications

- Dove Creek, Colo.—Montezuma-Dolores Rec. Dist. seeks CP for new VHF translator on ch. 10 to rebroadcast signal of KJCT-TV Grand Junction, Colo. (240 ft., 10 w). Ann. Oct. 6.
- Sernorth Fork, Idaho—North Fork TV Associates seeks CP for new VHF translator on ch. 4 to rebroadcast signal of KPAX(TV) Butte, Mont. (20 ft., 10 w). Ann. Oct. 6.
- Princeton and Virginia Valley region, both Oregon—Princeton Comm. TV seeks CP for new VHF translator on ch. 13 to rebroadcast signal of KTVT(TV) Nampa, Idaho (20 ft., 1 w). Ann. Oct. 6.

### UHF Applications

- Northome, Minn.—County of Koochiching seeks CP for new UHF translator on ch. 59 to rebroadcast signal of KBJR(TV) Duluth, Minn. (1822 ft., 100 w). Ann. Oct. 6.
- Birchdale, Loman, Black River, and rural areas, all Minnesota—County of Koochiching seeks CP for new UHF translator on ch. 60 to rebroadcast signal of KBJR(TV) Duluth, Minn. (1428 ft., 100 w). Ann. Oct. 6.
- Fergus Falls, Minn.—Hubbard Broadcasting Inc. seeks CP for new UHF translator on ch. 67 to rebroadcast signal of KTSP(TV) St. Paul, Minn. (299 ft., 100 w). Ann. Oct. 6.
- Vero Beach, Fla.—Scripps-Howard Broadcasting Co. seeks CP for new UHF translator on ch. 64 to rebroadcast signal of WPTV(TV) Palm Beach, Fla. (156 ft., 100 w). Ann. Oct. 6.

### VHF Actions

- Manhattan, Nev.—County of Nye granted CP for new VHF translator on ch. 10 to rebroadcast signal of KTVN(TV) Reno (40 ft., 10 w). Action Aug. 3.

■ Manhattan, Nev.—County of Nye granted CP for new VHF translator on ch. 6 to rebroadcast signal of KOLO(TV) Reno (40 ft., 10 w). Action Aug. 3.

■ Hazen, N.D.—City of Hazen granted CP for new VHF translator on ch. 11 to rebroadcast signal of KFME(TV) Bismarck, N.D. (25 ft., 1 w). Action Aug. 19.

### UHF Actions

■ Dennis, Mass.—Bogner Broadcast Equipment Corp. granted CP for new UHF translator on ch. 67 to rebroadcast signal of WQTV(TV) Boston (250 ft., 100 w). Action Aug. 3.

■ Camp Verde, Tex.—Via Cable Inc. granted CP for new UHF translator on ch. 55 to rebroadcast signal of KMOL(TV) San Antonio, Tex. (180 ft., 20 w). Action Aug. 3.

■ Camp Verde, Tex.—Via Cable Inc. granted CP for new UHF translator on ch. 57 to rebroadcast signal of KENS(TV) San Antonio, Tex. (180 ft., 20 w). Action Aug. 3.

■ El Paso Gas Co., Tex.—El Paso Natural Gas Co. granted CP for new UHF translator on ch. 64 to rebroadcast signal of KOAT(TV) Albuquerque, N.M. (40 ft. 1 w). Action Aug. 3.

■ El Paso Gas Co., Tex.—El Paso Natural Gas Co. granted CP for new UHF translator to rebroadcast signal of KGGM(TV) Albuquerque, N.M. (40 ft., 1 w). Action Aug. 3.

■ Phoenix, Ariz.—Community Television Network Inc. granted CP for new UHF translator on ch. 61 to rebroadcast signal of KSTS(TV) San Jose, Calif. (361 ft., 100 w). Action Aug. 7.

■ Porterville, Calif.—International Panorama TV Inc. granted CP for new UHF translator on ch. 57 to rebroadcast signal of KTBN(TV) Fontana, Calif. (40 ft., 100 w). Action Aug. 10.

■ Bozeman, Mont.—Harriscope Broadcasting Corp. granted CP for new VHF translator on ch. 9 to rebroadcast signal KULR-TV Billings, Mont. (25 ft., 100 w).

■ Roswell, N.M.—Ray Moran granted CP for new VHF translator on ch. 13 to rebroadcast signal of KOAT-TV Albuquerque, N.M. (249 ft., 10 w). Action Aug. 10.

■ Hornell, N.Y.—WENY Inc. granted CP for new VHF translator on ch. 6 to rebroadcast WENY(TV) Elmira, N.Y. (100 ft., 1 w). Action Aug. 10.

■ Cooper Landing, Ark.—Cooper Landing Lions Club granted CP for new VHF translator to rebroadcast signal of KUAC-TV Fairbanks; KYUK-TV Bethel; KTOO-TV Juneau; KAKM-TV, KIMO-TV, KTVA-TV and KENI-TV, all Anchorage, Alaska (46 ft., 10 w). Action Aug. 3.

■ Burley, Repert area, Idaho—Futura Communications Inc. granted CP for new UHF translator on ch. 63 to rebroadcast signal of KPVI(TV) Pocatello, Idaho (35 ft., 100 w). Action Aug. 3.

■ Iron Mountain, Mich.—U.P. TV Systems Inc. granted CP for new UHF translator on ch. 47 to rebroadcast signal of KTBN-TV Los Angeles (210 ft., 100 w). Action Aug. 3.

■ Bemidji, Minn.—Headwaters TV Translator Corp. granted CP for new UHF translator on ch. 72 to rebroadcast signal of KDLH(TV) Duluth, Minn. (285 ft.) Action Aug. 3.

■ Hollis, Okla.—Southwest TV Translator System granted CP for new UHF translator on ch. 53 to rebroadcast signal of KWET(TV) Cheyenne, Okla. (280 ft., 20 w). Action Aug. 3.

■ Terrebonne, Ore.—Ochoco Telecasters Inc. granted CP for new UHF translator on ch. 57 to rebroadcast signal of KPVI(TV) Portland, Ore. (20 ft., 20 w). Action Aug. 3.

■ Knoxville, Tenn.—Titilola Payne granted CP for new UHF translator on ch. 43 to rebroadcast signal of WRBV(TV) Vineland, N.J. (274 ft., 100 w). Action Aug. 3.

■ Goodlett, Tex.—Copper Breaks TV Translator System granted CP for new UHF translator on ch. 61 to rebroadcast signal of KWET(TV) Cheyenne, Okla. (258 ft., 20 w). Action Aug. 3.

■ Blanding and Monticello, Utah—San Juan county granted CP for new UHF translator on ch. 38 to rebroadcast signal of KBYU(TV) Provo, Utah (70 ft., 100 w). Action Aug. 3.

■ Orangeville, Utah—Emery county granted CP for new UHF translator on ch. 57 to rebroadcast signal of KSTU(TV) Salt Lake City (30 ft., 100 w). Action Aug. 3.

■ Richland, Wash.—Full Gospel Mens Fellowship rebroadcast signal of WJAN(TV) Canton, Ohio via Satcom F1 (K530), transponder 2. (150 ft., 100 w). Action Aug. 10.

## Earth Stations

### Actions

■ Tele-Media Co. for Jasper, Fla. (E3339) and Madison, Fla. (E3341).

■ Twin Cities Cable Television for Batesburg, S.C. (E3363).

■ Marco Communications Inc. for Houston (E3372, E3373).

■ Continental Cablevision for New Hampshire Inc. for Portsmouth, N.H. (E3385).

■ Louisville Communications Co. for Louisville, Ga. (E3503).

■ Hess Broadcasting Corp. for Loxley, Ala. (E3504).

■ R. V. Cable-Vision Inc. for Harrodsburg, Ky. (E3505) and Lawrenceburg, Ky. (E3506).

■ Southeastern Cable TV Inc. for Darien, Ga. (E3507).

■ Base Cablevision Inc. for Blytheville, Ark. (E3511).

■ Reed's Cable TV for Wellsboro, Pa. (E3512).

■ Keystone Communicable Inc. for Gettysburg, Pa. (E3512).

## Call Letters

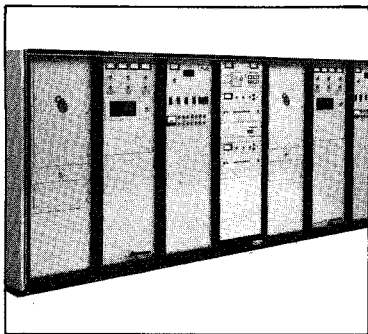
### Applications

Call	Sought by
<b>New FM's</b>	
KBNR	Educom International Inc., Brownsville, Tex.
KSBJ	Something Better Educational Foundation Inc., Humble, Tex.
<b>Existing AM's</b>	
KDNC	KCRE Crescent City, Calif.
KMGX	KXRX San Jose, Calif.
WJYI	WCOB Marietta, Ga.
WWLS	WNAD Norman, Okla.
KTXC	KPAC Port Arthur, Tex.
<b>Existing FM's</b>	
KPRN	KANG Angwin, Calif.
KAPV	KAVR-FM Apple Valley, Calif.
KGBS	KFKZ Greeley, Colo.
WLCY	WQLS Cleveland, Tenn.

### Applications

Call	Sought by
<b>New AM</b>	
WAJN	Cheatham Broadcasting Corp., Ashland, Tenn.
<b>New FM's</b>	
KQST	American Aircasting Corp., Sedona, Ariz.
KZMO-FM	Town and Country Communications Inc., California, Mo.
KCTM	Hispanic Media Enterprises Inc., Rio Grande City, Tex.
<b>Existing AM's</b>	
KAUL	KDXE North Little Rick, Ariz.
WEAW	WPRZ Evanston, Ill.
WMLX	WUBE Cincinnati, Ohio
WLFF	WCAY Cayce, S.C.
<b>Existing FM's</b>	
WKEA-FM	WCNA-FM Scottsboro, Ala.
WOFF	WEBI Camilla, Ga.
WCJC	WORX-FM Madison, Ind.
KWNG	KCUE-FM Red Wing, Minn.
WYFL	WXNC Henderson, N.C.
WUBE	WUBE-FM Cincinnati, Ohio
WWNW	WKPS New Wilmington, Pa.

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## RADIO

### HELP WANTED MANAGEMENT

**Station Manager** with proven sales and administrative ability for growing South Texas station. E.O.E. Box K-52.

**General Manager Needed** by Northern California group. Take charge individual needed to add spark to successful small-medium market AM-FM. Person must be results oriented, organized, professional, articulate, "small town" oriented and willing and able to work 75 hour weeks when necessary. Compensation tied to operating profit. Box K-136. EOE/MF

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

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

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

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

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

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

### HELP WANTED SALES

**Dynamic Salespeople Wanted!** Syracuse's fastest growing station needs experienced, big producers to join WOLF! If you can really sell and want a golden opportunity to join one of the fastest growing groups in the country, reply immediately with resume and salary requirements to: Manager Box 1490, Syracuse, N.Y. 13201 E.O.E.

**Are you interested in** an outstanding career opportunity? Recently acquired New England powerhouse FM with 1 KW AM looking to build strong sales team. Southern New Hampshire and Northeast Massachusetts provide tremendous growth potential. Your sales experience could put you on the ground floor. Send resume and income requirements to Scott Norton, "The Wave" and WHAV AM, Box 590, Haverhill, Massachusetts 01830 E.O.E.

**No. 1 Growth area** in the country, No. 1 AM station, No. 1 FM station—If you're a No. 1 Account Executive who wants the best opportunity in S.W. Florida, send your resume with references to: Mr. Rory Mack, WINK Radio, P.O. Box 331, Fort Myers, Florida 33902.

**Sales Manager Needed** for top 40 market—aggressive, experienced, team oriented. Rush resume. EOE Box K-132.

**We're looking for two more!** The last time we ran an ad we hired the two people we were looking for—but business is great and we must have two more professional, aggressive sales people. We are one of the top billing small market stations in the country, but we know we can get even bigger. You've got to be good. CRMC's preferred. Full info to: Don Oberbillig, Local Sales Manager WSDR Radio P.O. Box 399 Sterling, IL 61081 M/F EOE.

**We are expanding.** 5 kw AM and 50 kw FM Ohio station is in need of a quality salesperson to add to our current sales staff. If you're experienced in radio sales and interested in a growth opportunity, act now. Send letter outlining earnings expectations and resume, with references to Box K-163 E.O.E. M/F.

**Need strong, experienced** drive announcer with enough maturity to handle some accounts. New small group owner. Southern Oregon coast. Resume to Box K-157.

**Sales—Experienced radio** sales person, sales manager, oriented for small market—heavily populated area. Need consistent worker or one who has direction, positive, enthusiastic, motivation, consistent planner, call 703--221-1124.

**Attention** Account Execs stay where you are and earn 50% commission! Help market America's fastest growing radio/TV voice-over recording studio. Great Productions, San Francisco. Call John Mack Glanagan collect 415--992-9070.

### HELP WANTED ANNOUNCERS

**Announcer** with pleasant, authoritative delivery for middle-music Texas Gulf Coast network station. E.O.E. Box K-53.

**Experienced Announcer** for adult contemporary and/or easy listening station in south Florida. E.O.E. Reply Box K-100.

**General Electric's WGFM** is looking for an all night show host for this uptempo adult contemporary station. We are located in the capital district of New York State. All applicants must have a minimum of three years on-air experience. An Equal Opportunity Employer. Send tapes and resume to: Paul Cassidy, WGFM Radio, 1400 Balltown Road, Schenectady, New York 12309.

**Experienced Sports Director**—Announcer needed for successful AM-FM operation. You must live and breathe sports. Tapes and resumes to KLMR Post Office Box 890 Lamar, CO 81052.

**Experienced morning personality** wanted for top-rated station in southeast market. E.O.E./M/F. Send resume to Box K-169.

**Heart of the Sunbelt.** Beautiful music station needs good voice with ability to sell a commercial. Producing quality commercials ranks first in importance. Send tape and resume to Manager, WJLN, Box 12247, Jackson, Miss. 39211.

**Sports announcer and board shift person** desired. Person must have previous play by play background. Send tapes, resume and references to KTNM/KQAY, Tucumcari, New Mexico 88401.

**If You're Fond of Sand Dunes...** why not come to Cape Cod, Mass. for your next position. An afternoon drive slot is now open at the Cape's No. 1 Adult Contemporary station. Vacation and medical standard equipment. If you have experience, and like talking to people, send resume and tape to: Keith G. Corey, WCIB-FM, Spring Bars Road, Falmouth, Mass. 02540.

### HELP WANTED TECHNICAL

**Engineer Wanted**—Major market—East Coast—Write Box K-165.

**Chief Engineer** for Class 4 AM and Class C automated FM. Digital background and automation experience preferred. Top company offering fringe benefits. Write Bob Ordonez, Manager, KCBN/KRNO, P.O. Box 10630, Reno, Nevada 89510 or call 702--826-1355. E.O.E.

**State Of The Art** Ability required to maintain newly built FM. Seeking engineer who demands the best signal in town from his equipment and gets it. This young growing AOR broadcasting group has plenty of opportunity for the engineer who can follow through quickly on all projects. Reply to: Box K-146.

**Chief Engineer** wanted for top rated FM, suburban N.Y.C. station. Only a pro (5 yrs exp.) need apply. No head cases, must be able to communicate with top flite staff and be a "can-do" person. Excellent new equipment and opportunity for the right 1st class operator. Send resume, references and salary requirements to Box K-143, E.O.E.

**Hands-on engineer** with automation experience needed for group of radio stations in Georgia. Board experience preferred. Good pay and fringe benefits. Send resume to Box K-107. E.O.E.

**Broadcast Engineer**—Production and Maintenance FCC 1st or 2nd, experience and good references required. Send resume to: Mr. Fred Rathert, C.E., WCAO/WXYV Radio, 8001 Park Heights Avenue, Baltimore, Maryland 21208, EOE.

**Chief engineer** Class IV AM in Rio Grande valley of Texas. Send resume to Chris Clinton, KSOX, 345 South 7th Street, Raymondville, TX 78580. EOE.

**Chief Engineer/Announcer** for medium market coastal carolina. AM/FM combo. Excellent opportunity to grow with new group. Box K-150.

**Maintenance engineer,** First/General License. 2 Years troubleshooting/construction experience. Help build studios. Permanent position will full benefits. J. Baker WBBF/WMJQ 850 Midtown Tower, Rochester, N.Y. 14604 716--232-7550.

### HELP WANTED NEWS

**Award-winning WDIF** needs reporter who can excavate news. If you can uncover stories, write, and deliver to our exacting standards, rush tape and resume to Bob Bender, PO Box 10,000, Marion, OH 43302. EOE M/F.

**Experienced and resourceful** news reporter, preferably from the western states, but others will be considered. You will join an honest-to-goodness Award Winning news department. Send tape and resume to News Director, KGAK/KQNM, 401 E. Coal Avenue, Gallup, N.M. 87301. An EOE employer.

**Sports Reporter,** independent all-news. Requires experience, strong writing and delivery, knowledge football, baseball, basketball, hockey. Sports talk show experience helpful. References, resume, non-returnable tape to Sam Anson, Sports Director, WEBR, 23 North Street, Buffalo, New York 14202. An equal opportunity employer.

**Future Opening** for a professional, dedicated radio news person in a medium market. Must be strong in on-air talent and writing skills. Minimum of 2 years experience. Full benefits. Salary negotiable. Send resume to Box K-155.

**Virginia Station** with top local news reputation seeks news director candidate with top credentials. This is a real radio journalism position, not rip and read. Talent and drive count as much as experience. Box K-152.

**News Director.** Must be strong in local news gathering, production, and delivery. Good opportunity for hard working professional. Experienced only. Station Manager, WCVA, Culpeper, VA 703--825-3900. No collect calls. EOE



## HELP WANTED NEWS CONTINUED

**Need Good Newswoman** to establish news department. Small board shift. New small group owners. Southern Oregon Coast. Resume to Box K-157.

**Birmingham's Top Rated** Radio station seeks experienced news anchor with good writing skills. Minimum of two (2) years full-time news experience required. Forward tape and resume to Ley Garnett, WZZK, 530 Beacon Parkway West, Birmingham, Alabama 35209. No phone calls please. E.O.E.

**Morning Newsmen** ... Good writer, good voice. Want a mature, experienced newsmen to present news in style. Send tape and resume to: Dean Sherwood, WLVE-FM, Box 3336, Madison, Wisconsin 53704.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Production Manager:** If you have good pipes, strong production skills, a minimum of 3 years in radio and one year in some phase of broadcast department management, we need you. MOR AM, Country FM. Contact: Jana Pentz-McBride, Assistant General Manager, KWBE/KMAZ, Box 1450, Beatrice, Nebraska 68310. 402-228-5923.

**Creative Director needed** for midwest medium market AM/FM. Seeking highly creative person with proven writing, production and people-management skills. We have top facilities, staff, pay and benefits. Send resume and writing samples to Box K-137. EOE M/F.

**Billboard Station** of the year for both '79 and '80 needs P.D. Present P.D. leaving due to family illness. A/C P.S. experience and winning management style prerequisites to meet our high standards. Salary commensurate with our reputation. Join us in our new \$1.1 million studios. Apply in confidence. Send resume and station's best tape to G. Scantland, Pres., WDIF, Box 1000, Marion, OH 43302-1330. EOE.

**Need Strong Morning** man/program director. Duties to include promotion, operations, and more. New small group owners. Resume to Box K-157. Southern Oregon Coast.

**Program Director wanted** for northern Ohio 5 kw Adult Contemporary AM Station. Must have programming experience with music and production ability. Send resume, tape and letter outlining earning expectations to Christopher M. Johnson, Station Manager, WFUN, 3226 Jefferson Road, Ashtabula, Ohio 44004. E.O.E. M/F.

**We offer stable,** challenging, rewarding employment in a highly professional environment to outstanding performers. We're the Radio Group of Capitol Broadcasting Company operating WRAL, North Carolina News Network, Tobacco Radio Network and TN Spot Sales in Raleigh; WHTN-WKEE in Huntington; AM63-KISS in San Antonio and soon WRNL-WRXL in Richmond (FCC approval pending). Our formats include Top 40, AC, Country, Oldies and Album Rock. Our rapid growth provides opportunities in Sales, Talent-Production, and News-Public Affairs, to you if you're committed to professionalism and goal achievement. Tell me about your needs, interests and qualifications and I'll tell you more about us in a confidential reply. Wally Voigt, Group Vice President, Capitol Broadcasting Company, Box 17,000, Raleigh, North Carolina 27619. We're an Equal Opportunity Employer.

**Production Director** for top-rated adult station in the market. Highly creative individual to be responsible for radio production including commercials, station promotion and PSA's. Strong copywriting skills required. Will also maintain copy and tape files. Three to five years commercial production experience required. On-air experience helpful. Send tape and resume to Personnel, WRAL-FM, P.O. Box 12000, Raleigh, N.C. 27605-2000. EOE/MF.

## SITUATIONS WANTED MANAGEMENT

**General Manager** who delivers exactly what's expected of him looking for better opportunity! Non Floater with 18 years industry experience. Outstanding track record! As proficient in programming as in sales! Box J-88.

**General Manager:** If you are looking for a dynamic, organized, disciplined professional broadcaster that's results and profit oriented check it out. 19 years managing AM/FM all markets. Strong motivator with heavy sales and promotion skills. Excellent credentials. Box K-128.

**Presently Employed, Sales,** profit-oriented GM, former partner. 10 years experience, two applications and 8 renewals. Incredible track record, available to relocate. Northern climate preferred. Box K-122.

**General Manager:** Twenty years. Good operator, personnel developer, organization builder. Ready now. Box K-149.

## SITUATIONS WANTED SALES

**Have B.A. in Communications,** Broadcasting School training, professional sales experience, and announcing ability. Can we work toward success? Don Williams, 1125 Rivara Circle, Sacramento, California 95825. 916-488-0729.

## SITUATIONS WANTED ANNOUNCERS

**Experienced Female** needs a job. Call Randi at 212-379-7746 anytime and let's talk!

**I Know A Disc Jockey** who likes to have fun on the radio. He's been doing it for quite a few years now. He has a great track record and super references, and he's easy to work with (also, creative, hilarious, and humble). Currently, he's making good bucks in a medium market. For the right offering, I'm sure he could be available in January. Why don't you write him a letter and tell him your story? Then he can tell you his, and send you a tape. Don't tell him I told you - maybe I shouldn't have. Oh well, what's a mother for? PS - When you write to him, tell him the man with no nose says he has six months to pay up. Box K-50.

**Female-trained,** talented, MOR, AOR, news. Willing to relocate. Cindi Mortensen, 2175 DeCoto Rd. No. 160, Union City, Ca. 94587. 415-487-5249.

**Fire the staff** prima donna and hire an unspoiled, trained broadcast school graduate who is dedicated to the art. Great for DJ, news, sports and production. Prefer Top 40 A/C, A.O.R., R&B. Have 3rd, will travel. Call or write Mike (212) 798-9390 or Box K-145.

**8 yr pro** with play by play, sports DR, Talk, news, PD, and announcing background with solid promotion. Currently working. Looking for good market, good station to make quality contribution. Box K-110.

**Versatile personality** with major market experience looking to move on. Good production skills. Box K-95.

**For Immediate Hire** articulate black DJ/newscaster seeking first radio job. Karl Gayle 212-325-8360.

**You've seen the face**—now hire the voice. (Sports, news, DJ) the interesting style of JHF. 212-371-2356.

**Ever notice that** most situations wanted advertisers tell you what they would prefer? I'll give you what you prefer—good voice; compelling delivery and positive attitude. Black male without Black dialect. Wilbur Coleman 215-922-2530.

**Wanted: Small Market** Program Director who's fed up with staff "prima Donna." Your time has come. Black female announcer ready to make your life easier. Joy Williams, 609-358-2515.

**Experienced announcer,** college grad, seeks announcer and/or production position. Available now. Prefer East Coast location. Cory Nightengale, 3713 Alabama Ave. S.E., Wash. D.C. 20020. 202-584-8029.

**Experienced communicator,** 3 yr., looking for medium-to-large market position. CHR, A/C, or modern country jock/production, with poss. entry level music or programming. Anywhere with good pay and conditions, esp. Texas or So. Cal. Box K-147.

**Experienced Sportscaster** looking for position, in the areas of PBP in all sports & sportscasting w/expert commentaries included. Have experience in interview work, & I am willing to relocate immediately. If interested, please call Joe at 312-442-6600 between 9:00 a.m. 2:30 p.m., or at 312-652-2452 after 3:00 PM.

**Polished Trained Broadcaster,** slight hint Caribbean accent, good voice, excellent speech. Emmerson Sealy, 2223 Cortelyou Road, No. 2C, Brooklyn, New York 11226.

**Ready for Someone** with experience? with resonably good voice. Available soon. Randy-904-771-7386 or 919-649-7325.

**Are you looking** for a great find ... unique personality? I'm warm ... community oriented ... degreed ... intelligent ... humorous ... multi-talented ... professional sound. I want my first radio job! Helen Oates, 30 Elizabeth St., Northampton, Ma. 01060. 413-586-3721.

**You read this** column every week searching for real talent, stop reading—start calling. Four year pro, available now! 518-725-9384.

**Back in New York** After 1 1/2 years in Colorado Radio. If you're in the market for a first phone performer with a resonate crowd pleasing quality that's easy to live with and good production skills contact Martin Korlofsky 8602-208th Street, Hollis, New York 11427. 212-464-2178 northeast preferred. Will consider all. Try me, you'll like me.

**Indiana announcer** looking for home further east. Good pipes, tight board. Chris Robbins 317-849-7276 or 317-862-4075 for T and R.

**Give Me a Home** Where the Buffalo Roam. Trained Black Broadcaster ready for small market and big work load. Call Darryl after 7 p.m. 212-731-4384.

## SITUATIONS WANTED TECHNICAL

**Staff Engineer, FCC** first class w/radar. At NYC station, looking for new challenging opportunity in tri-state metro area, call or write for resume to, George Saybe, 50 Park Terrace East, New York, NY 10034. 212-942-1976.

## SITUATIONS WANTED NEWS

**Four Years in News.** Anchor-reporter in Providence and Woonsocket, RI. Clear, mature voice. Writing, editing and sound skills. Looking for AOR opening, all offers considered. 401-769-7473. Box K-44.

**Entertaining Sportscaster,** good writing skills, excellent PBP. Runs pleasant air-shift with news: Five years experience high school and college. Write Box K-61.

**Family man** with eight years of experience, four years of college seeks solid, community oriented small to medium market. Wide range of experience, heavy on news/sports. Dave Shicla, 138 Altgeld, South Bend, Ind. 56614, 219-233-6609. All offers will be considered.

**Attention Midwest Radio,** five years experienced news-sportscaster, with PBP talent, and jocking ability wants to move up. Call Mark 216-336-3925.

**Talented Sports Reporter,** 6 years experience, wants solid sports position, could combine with news, aggressive local reporting, sports talk, major college PBP. Ready immediately, any market, call Jim 614-436-6733.

**Young, experienced** newsmen seeks position in Midwest Medium Market. Box K-171.

**Mature, experienced newsmen** seeks change. Strong Public Affairs, Talk, Management experience. Now in N.Y. market. Box K-148.

**Talented News Reporter** seeks dependable news operation. Aggressive local reporting, excellent delivery, writing, 6 years experience, ready immediately, any market call Jim 614-436-6733.

## SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

**Inspector Clouseau is alive,** well, and living in Lower Delaware. I know, he's my PD! Help! 2 year pro looking for solid small market opportunity. Reply to Box K-168.

# TELEVISION

## HELP WANTED MANAGEMENT

**President and General Manager** The Trustees of the Northeast New York Educational Television Association invite applications for the position of President and General Manager of WCFE-TV, Channel 57, Plattsburgh, N.Y. WCFE-TV is a community licensee, headquartered at Plattsburgh State University College. Operating since March 1977, the station serves the Plattsburgh, NY-Burlington, VT market and adjacent parts of Quebec and Ontario. This is a small station requiring a leader who will be managerially involved in operations. Applicants must have a minimum of a Bachelor's degree and 7 years broadcasting experience including 3 years in a senior supervisory capacity. Candidates should submit a complete resume of experience and appropriate personal data; salary history and expectations; and a list of three references (to be contacted only after consultation with the applicant). Applications will be received until November 2, 1981. An appointment beginning January 1, 1982 is anticipated. Letter of application and required data should be addressed to: Chairman, General Manager Search Committee, WCFE-TV, Box 617, Plattsburgh, New York 12901. Equal Opportunity-Affirmative Action Employer.

**General Manager** sought for unconventional VHF public TV station near Denver. Salary: \$25,000 annually, plus incentive based on station income. Resumes to: Search Committee; Box 6060; Boulder, CO 80306. Equal Opportunity Employer.

**Television General Manager** - Group owned network affiliate in southeast market seeking experienced broadcaster of general manager's position. Sales, budgeting and people skills essential as well as a proven record of performance. Prefer professional broadcaster with stable background interested in long-term commitment. Sent resume to Box K-162.

**Promotion Manager**—74th ADI, Midwest CBS affiliate seeking a professional individual with strong on-air print, radio, billboard, news and over-all station image promotion experience. Applicants should send confidential resume and salary requirements to Program Manager, KFVS-TV, PO. Box 100, Cape Girardeau, Missouri 63701 EOE.

## HELP WANTED SALES

**I am looking** for a seasoned small market TV Sales Manager experienced enough to become a General Manager of a UHF Market Station now on the air. Tell me why you're qualified and when you would be available. Send me your background, current earnings, address and phone number and any ideas or questions you have. All replies kept confidential. I'll phone you. Box K-170.

**WRCB-TV Chattanooga**, Tennessee, seeks Local Regional Sales Manager. Experience required in all phases of television sales, particularly retail and co-op. Ability to train and motivate a must. If you want a warm place in the sun, Chattanooga is the place to be. Call or send resume to Dennis Siewert, General Sales Manager, WRCB-TV, 900 Whitehall Rd., Chattanooga, TN 37405. Phone 615-267-5412. A Ziff-Davis Station. An EEO Employer.

## HELP WANTED TECHNICAL

**Maintenance Engineer:** First Class FCC License and experience required. Not entry level position. Top Union Salary. Major market Network UHF in the Northeast. E.E.O. Reply Box J-36.

**Studio Engineer** with solid production know-how for South Texas station. Box K-55.

**Chief Engineer** and transmitter engineer wanted. Chief must be experienced in budgeting and able to direct staff. Both must be versed in transmitter and microwave equipment. Send resume and salary requirements to Box K-63. E.O.E.

**Operating Engineer Position** open. Require minimum 1 to 2 years. Video tape/camera control experience. ACR-25 experience preferred. We are a major market group-owned BHF network affiliate with state-of-the-art facility. Come join us and enjoy year round vacation living on the beautiful Florida sun coast, WTSP-TV, PO. Box 10,000, Saint Petersburg, Florida 33733. 813-577-1010. Equal Opportunity Employer.

**Technical Supervisor Production.** Will be responsible for all technical aspects of studio production from pre to post. Must be knowledgeable and capable in all areas, including camera, 1" and 2" VTS, SMPTE editing and audio. Consult on lighting. Must be capable of delivering consistent high-quality product. Limited field work, maintenance. Supervisory experience required. Salary is commensurate. Requirements include a BSE or equivalent, 5 years experience, two of which were supervisory. Apply to: Director of Finance, WYES-TV, Box 24026, 916 Navarre Ave., New Orleans, LA 70184. WYES-TV is an Equal Opportunity Employer.

**Television Maintenance Engineer.** Must know electronic troubleshooting. Will assist in maintaining all television equipment at station. Brand new RCA transmitter installation. Brand new production facilities. Contact: Bill Brister, Chief Engineer, WGNO-TV, No. 2 Canal Street, New Orleans, LA 70130. 504-581-2600. E.O.E.

**Expanding Christian Broadcaster** requires 4 experienced maintenance Engineers. Digital experience a definite plus. Work with State Of The Art equipment and participate in construction of a modern television facility. Also have a need for two experienced videotape editors. Send resume or contact: Dan Faso, Director of Engineering, Jimmy Swaggart Ministries, PO. Box 2550, Baton Rouge LA. 70821 504-926-6239. We are an Equal Opportunity Employer.

**Video Tape Maintenance Technician;** Must have a minimum of 3 years experience in video tape maintenance, and an FCC Broadcast Operator's License. Some technical school training would be desirable. Send resume to Clarence Mosley, Vice President of Operations, WINK-TV, PO. Box 1060, Ft. Myers, Fla. 33902. EEO.

**Assistant Chief Engineer** — We are looking for an individual with 3-5 years studio/transmitter maintenance experience, with a desire to move up to a management level position. We are a growing independent UHF in a major eastern market, group owned, offering a competitive starting salary and benefits package. E.O.E. M/F Please forward resume and salary history to Box K-151.

**Chief Engineer for medium market station.** "Hands on" experience necessary. Excellent opportunity with expanding Eastern group. Salary: \$23,000. Reply Box K-158.

**Southern California:** Maintenance Supervisor: For major market PBS station. Hands on experience with quad 1-inch and 3/4 inch VTR studio and remote production equipment, microwave, UHF transmitter and satellite equipment essential. Must be self-starter with follow through. FCC license required. \$29,300 for person with advance experience. Excellent benefits. For information: Bob Moffett, 714-895-5623. Request application: Coast Community Colleges, 1370 Adams Avenue, Costa Mesa, California 92626. Telephone 714-556-5947.

**Broadcast Maintenance Engineer** wanted for growing ABC affiliates in South Florida. Must be capable of maintaining engineering equipment, studio cameras, quad and video cart machine. Two years' maintenance experience required. Send resume and salary requirements to personnel, WPEC-TV Fairfield Drive, West Palm Beach, Florida 33407.

**Television maintenance engineer** with aspirations to become assistant chief, self-starter with heavy experience in studio and transmitter, UHF preferred. Resume to: Don Ingram, C.E., KLKK-TV, 1510 Coors Blvd. NW, Albuquerque, NM 87105; or call 505-836-1992.

**Television Transmitter Engineer** Salary Range: \$20,342-\$25,500. Supervision of engineers at two transmitter sites. Ability to train others, participate in and supervise all phases of technical broadcast engineering functions. Assure compliance with FCC, FAA and state regulations. Maintain equipment to assure maximum performance of system. Merit requirements: Licensure plus a minimum of four (4) years employment in operating, maintaining and/or repairing complex electronic equipment. (Preferably at a UHF TV transmitter facility) Contact: Personnel Office, Iowa Public Broadcasting Network, PO. Box 1758, Des Moines, Iowa 50306. 515-281-4498. EEO-M/F.

**Chief Engineer.** New, network affiliate TV, Eugene, Oregon. Participate in design, construction, equipment acquisition, installation and eventual on-air operation of new facility. Send resume to: R.W. Davis, KMTR Inc., PO. Box 7365, Eugene, OR 97401. EOE.

**Director of Engineering, Vermont ETV.** Responsible for development and administration of capital and operating budgets. Supervision of purchase, installation, maintenance and operation of 4 UHF transmitters, 3 translators and single studio system. B.S. in electronics or equivalent experience, and first class FCC license required. Experience in labor negotiations desirable. Salary commensurate with experience. Send resume to Wallace K. Edwards, Assistant Station Manager, Vermont ETV, Ethan Allen Avenue, Winooski, Vermont 05404. Deadline for applications is November 13, 1981. An equal opportunity employer.

**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.

## HELP WANTED NEWS

**Number One Meteorologist**—Top 40 market. Must have degree, two years minimum broadcasting experience. Send resume and salary requirements to Box I-28. EOE/M/F.

**Creative Commercial Copywriter** with excellent writing skills, and knowledge for Gulf Coast market. E.O.E. Box K-54.

**Director-switcher** with proven hands-on ability in news and production. South Texas VHF. E.O.E. Box K-56.

**Weathercaster WBOC TV** (CBS) Salisbury, Md. looking for someone with good on air presence. Meteorologist preferred; but other applicants will be considered. Send tape and resume to Bill Jones, News Director; WBOC TV; PO. Box 2057 Salisbury, Md. 21801. An Equal Opportunity Employer.

**Need anchor** for hour long early-morning newscast. Expanding number 1 medium market station needs organizer, producer, self-starter who can "run the show." Box K-142.

**Anchor.** Rapidly expanding market and a station commitment to news make this 50-plus ADI the place to be. Your present market size not a factor. Box K-141.

**Director: Minimum one year** experience to edit news tape, switch and direct four half hour weekend newscasts and two one hour weekday newscasts. Send resume to Personnel Director, PO. Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

**News Director** for radio and television station. Must have five years experience with two at news director level or equivalent. Salary D.O.E. Send resume, tape to: Anne Spink c/o KTVF, PO. Box 950, Fairbanks, Alaska 99707. Equal Opportunity Employer.

**Reporter, Minimum 1 year** commercial TV news reporting experience. Strong writer able to do live ENG and studio reports. Anchor ability helpful. No beginners. Resume and audition tape to Robert Allen, News Director KOTV, PO. Box 6, Tulsa, Oklahoma 74101. Equal Opportunity Employer M/F.

**Street reporter** with anchoring potential wanted immediately for station in 37th market. Excellent benefits. Person should have solid journalistic background, good communications abilities, creative background, college degree, two years broadcasting experience. Salary negotiable. Send resume, VTR cassette, salary requirements to: News Director, WOTV, Box B, Grand Rapids, MI 49501. EOE M/F.

**Midwestern group-owned TV** station looking for anchor-reporter. We pay well above average for well above average people. ENG. ratings leader, chance to grow with a successful organization. One year experience prerequisite. Contact Box K-156. Equal Opportunity Employer, M/F.

**Photographer for all ENG.** Familiarity with equipment required. 1½ years experience preferred. Looking for someone who wants to help win the NPPA. Write, don't call: Tom Becherer, News Director, WLKY-TV, 1918 Mellwood, Louisville, Ky. 40206.



## HELP WANTED NEWS CONTINUED

**Our PM Magazine** male co-host is moving. If you're interested in working with one of the top-rated PM Magazine shows in the nation, now's your chance. Our Midwest atmosphere is the best available. Previous experience with PM Magazine is an asset. Will be required to do daily wraps as well as produce own stories. Reply with salary requirements, and resume to Box K-160, EOE.

**News Director-ABC Affiliate.** Equal Opportunity Employer. Minimum three years experience in TV News Management and Bachelors Degree in Journalism. Send resume to Jack Parris, KGUN-TV, P.O. Box 5707 Tucson, AZ, 85703, 602-792-9933.

## HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**Promotion Manager**—Need experienced person to handle promotion for TV station. Knowledge of production and writing skills essential. Send resume to Marlive Lee, KRIS-TV, P.O. Box 840, Corpus Christi, TX, 78403, EOE.

**Public Affairs and** promotion production, with an innovative and comprehensive knowledge of studio/location production and lighting. Must establish and maintain a good rapport with clients and have had hands on experience with mini-cam, 3/4"- 2" editing, be able to switch a triple effects video switcher. Quality minded applicants send resume to Box K076. We are an EOE employer.

**Production Photographer/Editor** wanted for expanding workload. Creative, self starter who can work easily with clients to produce quality commercials, promotion, public service announcements and minority magazine show. Experienced only need apply. An equal opportunity employer. Send resume to Box K-84.

**Established cable TV** service requires experienced film programmer and negotiator. Knowledge and interest in foreign and art films necessary. TV station or network background most helpful. Forward salary requirements and resume to Box K-144.

**PM Magazine** in Lafayette, Louisiana is looking for a co-host to work with our female host. In addition to on-air ability, feature producing skills are desirable. Send tape to Mike Harrelson, Producer, KLFY-TV, 2410 Eraste Landry Road, Lafayette, LA, 70506. An Equal Opportunity Employer.

**Producer/Director:** Experience required for commercial and promotion production. South Louisiana. Contact Larry Dietz 504-766-3233.

**No. 1 Group Owned Station** in 50th market seeks experienced and creative promotion manager with proven credentials in print and on air. Candidates must be detail-oriented in this take-charge position that requires imaginative production expertise. Excellent salary and benefits with the nation's pioneer television station in the countryside of upstate New York. Call Terry Walden, Program Manager 518-385-1289. WRGB-CBS-Albany/Schenectady/Troy, NY. General Electric Broadcasting. An EEO Employer.

**Basketball Play-By-Play** and Analyst—Missouri Valley Basketball Television Network is looking for experienced announcers for nine Saturday night telecasts in January and February, 1982. Rush tape and resume to Ronald Loewen, P.O. Box 10, Wichita, Kansas 67201. No phone calls please. E.O.E.

**Assistant Program Director** - KOMU-TV. A Midwest Network affiliated commercial TV station, owned and operated by the University of Missouri, is seeking applications for a position to report to the station Program Director in an understudy capacity. Anticipated retirement of the Program Director is in summer 1982, at which time successful incumbent of understudy position will be promoted to the Director position. Responsibilities will include: program research planning, promotion, and budgeting; compliance with FCC and NAB standards; licensure ascertainment; and public relations activities. Minimum qualifications: Bachelor's degree in Journalism or related field and two to three years experience in Television programming. Send resume and salary requirements to: Mr. Tom Gray, General Manager - KOMU, 309 Hitt Street, Columbia, Missouri 65211. An Affirmative Action/Equal Opportunity Employer.

## SITUATIONS WANTED MANAGEMENT

**Director of Broadcast Operations/Engineering.** Extensive background in Program, Production and Engineering Management. Television and Radio station design and construction experience from FCC filing to completion and operation. Excellent track record in People and Financial management. Box K-83.

**Available Immediately:** John Radeck - former president and G.M. WJBF-TV, Augusta, Ga. KESQ-TV, Palm Springs, CA. Outstanding record in profitability, leadership, community involvement. Phone 714-323-5814.

**Looking for a dedicated** manager with over 18 years management experience? Strong all phases of operation. Administrative, News, Programing, Sales, Public Affairs and Technical. Excellent record. Tops in news and sales. Let's talk. Box K-154.

## SITUATIONS WANTED NEWS

**Sportscaster** whose professional approach and high level of enthusiasm can produce the winning edge. Solid anchoring/reporting skills, timely commentary, impressive "involvement" packages. Tape shows versatility. Box K6.

**Experienced sports anchor,** reporter, p-b-p man ready to work in your medium market now. Call John, 317-448-1359.

**Dedicated Newsmen Ready** to join your operation. Smooth delivery-professional attitude. Video tape sent, 213-851-8040, mornings-evenings. Will relocate now.

**Sports Director** - 3 years experience. Looking for market with major college sports. Talented and creative! Call 414-465-1876 mornings.

**Solid Newswriter** with experience in all news and public radio seeks entry level position. Will relocate. Boston University Cum Laude graduate with Broadcast Journalism degree. Liz Reiss - 212-658-0751.

**Meteorologist/Weathercaster:** Desire full time broadcasting position. Would prefer own forecasting but not essential. Experience on Cable T.V., radio, and teaching at University level. Contact D. Lawyer, Days 815-753-0631 or Nights 815-756-6759.

**We're number one** in competitive market! Anchor seeks new home. Excellent track record. Willing to make long-term, involved commitment to quality station. Strong writing-mid 30s. A tape awaits you. Box K-153.

## SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

**Creative, hard-working** production person seeking employment with commercial production facility. Experienced in field productions. Contact: Steve Higginbotham, General Delivery, Sayre, Alabama 35139. 205-674-2000.

**Once in a Lifetime** buy. Top pro experienced throughout showbiz on air, or production. Video in top comedy room (not the Whitehouse) TV sketches, radio tapes available. Hurry! I'm going fast. RT 240 Lehigh Av. Pgh. PA 15232.

**Program Director of WABC-TV** and WCAU-TV (Emmy winner) & Exec. for Teleprompter network, consultant for Public TV incl daily magazine & Arts Magazine and theatre-to-television consultant for CBS, Princeton University, Childrens' Television Workshop, seeks Program Executive Staff position. 609-924-5034 messages or 30 Mulberry Row, Princeton, N.J. 08540.

## ALLIED FIELDS

### HELP WANTED SALES

**Business oriented** successful salesperson with good credit and character. This is a straight commission opportunity, involving substantial dollar amounts. We'll train in business brokerage. John Emery, Chapman Co. Inc., 1835 Savoy Dr., Atlanta, GA 30341.

## HELP WANTED TECHNICAL

**Radio/TV Engineering** Technologist, University of Florida. Requires a Bachelor's degree in electrical engineering technology, or high school and four years in radio/TV electronics. Experience in operating and maintaining video camera and recording equipment required. Responsible for technical quality of all University of Florida Health Center television and audio productions. Salary \$14,532-\$16,944, commensurate with experience-excellent fringe benefits. Send complete resume to Central Employment Center, 3rd Floor Stadium, University of Florida, Gainesville, FL, 32611 by 10/30/81. Requests must refer to position I.D. No. 10311 in order to guarantee consideration. Equal Employment Opportunity/Affirmative Action Employer.

**Chief Technician** for Central California CATV operations. Must be well versed in all aspects cable construction, maintenance, television broadcasting theory. Other radio/TV positions available also. Submit resume, salary history, references to E. Doran, Director of Engineering, Donrey Media Group, P.O. Box 550, Las Vegas, NV, 89101. Telephone 702-452-2061. An Equal Opportunity Employer.

## HELP WANTED INSTRUCTION

**Chairperson/Professor:** Trinity University seeks chair/professor for Journalism, Radio and Television Department to begin June 1982. Applicants need: proven administrative qualities, Ph.D. and/or distinguished background in media (knowledge of electronic media essential); commitment to high academic and professional standards in a quality undergraduate liberal arts setting; ability to motivate students in the classroom, to work with professional media and elicit support for JR&T programs inside and outside the university. JR&T Department has over 300 majors in three sequences and a faculty and staff of 12. Facilities match those of all but a few major universities and include color TV studios, ENG, remote production van, 16-track audio studio, film and photography labs, VDT terminals and FM radio station. Salary dependent upon qualifications; 9-month base plus chair supplement. TIAA/CREF and excellent fringe benefits. Application deadline November 20, 1981, to be assured of consideration. Send resumes and supporting material to Dr. Richard Gentry, Chair, JR&T Search Committee, Trinity University, 715 Stadium Drive, San Antonio, Texas 78284. An Equal Opportunity/Affirmative Action Employer.

**Assistant Professor:** Trinity University seeks Assistant Professor (TENURE TRACK) for Journalism, Radio and Television Department to begin Fall Semester 1982. Although approval of this position is highly probably, final budget authorization will come later this fall. Applicants need: Ph.D. from recognized telecommunications program or closely related field, to share in teaching of Television Production and Directing courses, Small Format Video (industrial/corporate, educational, urban applications), Media Theory and Criticism, History of Mass Media, Law, Mass Media and Society and strength of individual applicant; proficiency in audio and film production helpful. JR&T Department has over 300 majors in three sequences and a faculty and staff of 12. Facilities match those of all but a few major universities and include color TV studios, ENG, remote production van, 16-track audio studio, film and photography labs, VDT terminals and FM radio station. Salary \$20,000 minimum based on qualifications. 9 month contract. TIAA/CREF and excellent fringe benefits. Application deadline December 1, 1981, to be assured of consideration. Send resumes and supporting material to Dr. Manfred Wolfram, JR&T Search Committee, Trinity University, 715 Stadium Drive, San Antonio, TX 78284. An Equal Opportunity/Affirmative Action Employer.

**Assistant Professor.** The School of Journalism and Mass Communication at the University of Georgia is seeking a person to teach undergraduate and graduate courses in radio-television-film production, writing, and analysis of broadcast programing. Position begins September 1982. Ph.D. required; those near completion of the Ph.D. will be considered. Teaching, research experience, and professional experience desired. Salary commensurate with education and experience. Send resume to Dr. William Lee, Chairman-Radio-TV-Film Search Committee, School of Journalism and Mass Communication, The University of Georgia, Athens, GA 30602. Application deadline is January 4, 1982. The University of Georgia is an Equal Opportunity Employer and welcomes applications from minority and women candidates.



## HELP WANTED INSTRUCTION CONTINUED

**Department of Communication** seeks Associate/Full Professor for teaching, curriculum development, professional contacts and research. Option for administrative responsibilities possible. Ph.D., professional broadcast experience and demonstrated teaching ability required. Growing Department considering school status with 700 majors. Grad program starting this academic year. Application and curriculum vita to: Chairman, Broadcast Journalism Search Committee, University of Miami, Post Office Box 248127, Coral Gables, FL 33124, by December 1, 1981.

**Assistant Professor of Broadcasting.** Teach 12 hours including TV Production, Radio Production, Station Management. Work in \$5 million state-of-the-art facility. Ph.D. required, professional experience desired. Salary competitive. Send letter, resume, and three letters of recommendation to: Dr. Larry Bradshaw, Station 19, Eastern New Mexico University, Portales, NM 88130, Position begins January, 1982 (or August, 1982). EEOC/AA employer. Deadline November 15.

## WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Instant Cash For Broadcast Equipment:** Urgently need UHF Transmitters, microwaves, Towers, Weather Radar, Color Studio Equipment, AM & FM Transmitters. Call Bill Kitchen, Quality Media. 800-241-7878. In GA call 404-324-1271.

**Reward for UHF Transmitters.** Quality Media will pay a \$500 reward for information which leads to our purchase of any UHF television transmitter. One reward per transmitter. Call Bill Kitchen 800-241-7878. In GA call 404-324-1271.

**Gates solid state** stereo mixing console wanted. 8 or 10 channel. Will consider all others. 313-285-9710, Emil.

**Tax-exempt organization** seeks donated equipment. AECC, 4602 Euclid Avenue, Fort Wayne, Indiana 46806.

**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.

**Christian healing ministry** seeks cameras, editing decks, lights, monitors, switchers, sync generator, van, etc. ... Help spread God's word. All donations tax deductible! Grace N' Vessels of Christ, 77 Grays Bridge Rd., Brookfield CT. 06804.

**Want to Buy** a used TV transmitter, channel 5, one, five or ten kw. Contact G. Bonet WORA-TV Box 43, Mayaguez, PR 00709 809-832-1150.

## FOR SALE EQUIPMENT

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**Broadcast Systems Inc.** supplies over 100 lines of quality television broadcasting equipment to meet your television systems needs. Call Les Hunt, 703-494-4998; Carroll Ogle, 919-544-1484; Byron Fincher, 205-525-5467; Marvin Bussey, 214-867-8775; Bill Martin, 417-876-6254; Al Crocker, 805-929-4476; and, Jim Spears, Chuck Balding, Cary Fitch, or Don Forbes at 800-531-5232. We specialize in quality television equipment.

**10KW AM RCA** BTA 10U-1 (1965), many spares, proof, on air. M. Cooper 215-379-6585.

**RCA TP 66**—16mm film chain projectors. Excellent condition! Call now 305-756-0699 at International Cinema Eq. Co., 6750 NE 4th Ct., Miami, FL 33138.

**25 KW FM McMartin** w/exciter, stereo, SCA. 2 yrs. old On-air. M. Cooper 215-379-6585.

**5 KW AM Gates** BC5P w/10KW mod. transformer. Good condition. M. Cooper 215-379-6585.

**Used Equipment Bargains:** RCA TT-10AL 11 KW VHF Transmitter \$5,000; Complete GE Film Island \$18,000; RCA TR-70 VTR, Cavec & D.O.C., \$17,000; Ampex 1200B VTR, D.O.C., Velcomp, Editor, \$16,000; Norelco PC-70 Color Cameras \$8,000; GE PE-400 Color Cameras \$3,000; CBS 504B TBC, \$5,000; Vital Vix-100-4 Switcher, Studio & Master Control, \$12,000; Envirozone Air Filters, \$500; Hundreds of other items. 30 Brands new equipment. Call Bill Kitchen or Jim Herring, Quality Media Corporation, 800-241-7878. In GA call 404-324-1271.

**Remote Production Cruiser:** Beautiful condition, full air-conditioning, camera platform on top, new diesel engine and drive train. Equipment includes: (5) GE PE-350 cameras (can upgrade), minicam, motorized cable reels, full monitoring, full audio and video switching. Quad VTR and 3/4" editing system. \$130,000 takes it all. Call Bill Kitchen, or Jim Herring, Quality Media Corporation, 800-241-7878. In GA call 404-324-1271.

**Used ENG Equipment:** Sony DXC 1600 Cameras, 4 avail. \$800 ea.; Sony RM-400 Editor \$400; Convergence ESC-1 Joystick Editor \$1,500; Sony VO3800 3/4" VTR \$1,500. Call Bill Kitchen or Jim Herring, Quality Media Corporation, 800-241-7878. In GA call 404-324-1271.

**ENG—Production Van:** Like new with (2) Hitachi SK-70 Cameras, JVC 3/4" Editing Package, Portable VCR, CBS504B TBC 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.

**GE PJ 500** Color TV large screen projector, new light valve and updates. \$37,000. Write or phone International Cinema Equipment Co., 6750 N.E. 4th Ct., Miami, FL 33138 305-756-0699.

**Inventory Clearance**—Reduced for Quick Sale 4 Wheel Drive Custom ENG vehicle for highway and off road use. New 1981 AMC Eagle with ENG roof rack and tailgate assembly complete with 26' mast, heavy duty suspension, 24V DC electrical subsystem and much much more. Price 28K. As an added bonus we will supply with this news vehicle a Microwave Associates Communications 12 watt Mini Mac transmitter and antenna system of your choice at a special discount!!! Call 617-272-3100, ext. 1872 for details.

**5 KW FM RCA BTF-5D** (1965) w/solid state BTE 15A exciter and stereo. M. Cooper 215-379-6585.

**Revox PR-99 New** 2 track reel to reel tape deck list \$2095 sale price \$1750 Transcom 215-379-6585.

**Harris 2.5KW transmitter FM.** Used four months. Possible financing available. Also includes, exciter and stereo generator. 309-673-0902.

**Used Broadcast television equipment.** Hundreds of pieces wanted and for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

**Quad VTR's:** RCA TR-60, excellent condition, low hours, \$9,000; RCA TR-22, Hi-Band, \$7,000; AMPEX 1200B, D.O.C. PROC AMP \$14,000. Call Bill Kitchen or Jim Herring, Quality Media, 800-241-7878. In GA call 404-324-1271.

**Color Cameras:** NORELCO PC-70, Pedastals and Heads, \$8,000 ea; GE PE-400, complete, \$4,000 ea; GE PE-350, complete, \$2,500 ea; TOSHIBA CTC-7X Minicam, Plum-icons, \$10,000. Call Bill Kitchen or Jim Herring, quality Media, 800-241-7878. In GA call 404-324-1271.

**Three PC70 Studio Cameras.** Schneider 10:1s, FET Preamps; Houston Fearless Friction Heads and Pedastals; Tripods, Dollies. All in good working order. Contact: Dave Hoppe, HBO Studios, 120A East 23rd Street, New York, N.Y. 212-477-9341.

**Channel 10 Transmitter Package;** includes RCA space 25 kw transmitter, transmission line, antenna. \$35,000. Call Bill Kitchen or Jim Herring, Quality Media Corp., 800-241-7878; in GA call 404-324-1271.

**Hitachi FP1212** 3 tube camera with 10-1 zoom lens, 50 foot cable and CCU, Bell & Howell B&W studio camera with 10-1 zoom lens and external sync cable. 2 O'Connor "100" Pan/tilt heads. 10 Sony VO 2850 VTR's, CMX modified; 2 Sony VO 2850 A VTR's, CMX modified; 4 CVS 504B TBC's. ISI model 612 production switcher, EEG model EN210 closed caption encoder/decoder with twin disk drive. 35MM interlock projector. 1 8 plate and 1 7 plate KEM flatbed editing tables, 16 & 35MM elements. 2 Sony RM 400's. Please call George or Jim for details. Phone No: 312-321-0880.

**Gates five bay** Class "A" end fed antenna with heaters. 103.9 FM. Top condition. Make offer. Contact Richard Abraham 906-774-1700.

## COMEDY

**Hundreds Renewed again!** Free sample Contemporary Comedy, 5804-B Twineing, Dallas, Tex. 75227.

**Free Sample** of radio's most popular humor service. (Request on station letterhead). O'Liners, 1448 C West San Bruno, Fresno, CA 93711.

**They'll Tune In Everyday** just to hear The Daily Feed. 90 second radio satire. Demo: 1145 National Press Building, Washington, D.C. 20045.

## MISCELLANEOUS

**Artist Bio Information,** daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-595-9588.

**Radio Promotion**—Dial-A-Door Vaults with changeable 7 digit push button locks for sale, \$200 each, complete with storage carton and promotion instructions. Ran as a leased promotion in 485 markets in the 70's. Vaults never before sold. Call Eli Jenkins collect at 813-526-6706. Drawer 84, St. Petersburg, FL 33731.

**Bingo Newspaper Cards** personalized with your client's ad message for radio, TV, cable or city phone system promotion. Send for free samples. Bingo Cards Omaha, Box 4069, Omaha, NE 68104. 402-453-2689.

**Turn Key Transmitter** installations. High power UHF-VHF, low power TV and translators. Planning assistance available. ARG Associates, 3102 Medina, Garland, TX 75041. 214-278-8498.

## RADIO PROGRAMMING

**Photo Tips** radio feature. Five new 1 1/2 minute shows per week. Listeners love it. Remember, 75% of adults take pictures. Sell to local photo shops and film processors. Buy inexpensively or barter. Sales package available. Call 800-547-5995 ext. 181, Domain Communications, Box 337, Wheaton, IL 60187.

**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.

**TV/Movie Reviews.** Syndicated critic. Lively and informative reviews. Free demo cassette. Brian Rose Productions, 99 State Street, Brooklyn, N.Y. 11201.

## CONSULTANTS

**MJO News Associates.** The broadcast news specialists. Box 11043, St. Louis, MO 63135. 314-522-6325.

**Job Seekers:** Our new approach can get you that important job. Send \$2.00 postage and handling for catalog from Broadcast Careers, Inc., PO Box 88864, Atlanta, Ga. 30338. Free Bonus w/orders.

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BROADCASTING's  
Classified Advertising**



## RADIO Help Wanted Sales

### SALESPEOPLE AMATURO GROUP, INC.

#### KMJQ MAJIC 102 FM HOUSTON

High performing salespeople (Minimum 2 year's local experience) have an immediate opportunity to join one of America's leading growth broadcast companies.

Must be proven high achievers with both creative and administrative skills.

If you are aggressive, knowledgeable and career oriented with management potential, this company offers both income and a future.

Send letter and resume only to Lillian M. Lang, Group Sales Director or Jeff Silver, Sales Manager at:

KMJQ  
P.O. Box 22900  
Houston, Texas 77027  
EQUAL OPPORTUNITY EMPLOYER

### WQXR Wants the Best Classical Music Announcer in the Country

Staff position available immediately for experienced professional with excellent voice, attractive personality, facility for foreign pronunciations and thorough knowledge of classical music. High salary, benefits. Send resume and voice tape to: Duncan Pirnie, WQXR, 229 West 43rd Street, New York, New York 10936.

An Equal Opportunity Employer

### Situations Wanted Management

#### NEWS DIRECTOR-OPERATIONS MANAGER

Seeking a major market station with management that is as concerned about it's people, as it is with making money. I offer more than 20 years of solid broadcasting experience... a first phone... Better than average voice and writing skills... and the ability to get the most from my staff. If you're building... I'll put it together right. If it's built, I'll keep it together and make it better. Let's talk. Box K-166.

### Situations Wanted Progaming, Production, Others

#### CONSIDERING COUNTRY?

Program director with heavy country music experience and top 10 market on-air success, seeks new challenge. Can lead, manage and motivate talent. Believe in full-service, personality sound and adult image. Approach radio as a business. Strong references. Offers sought from top 25 markets. Contact: Ron Tyler 214-460-3461, P.O. Box 1547, Arlington, Tx. 76010.

## TELEVISION

### Help Wanted Announcers

#### New full power

mid west VHF-TV station seeks entire staff. Ground floor opportunity at family owned facility in beautiful country atmosphere at Mt. Vernon, Illinois which umbrellas major market. Intuitive owner seeks innovative people with fresh ideas. General Manager, Sales Manager, Program Director, News Director, Chief Engineer. Send tapes and resumes to Pyramid Broadcasting Corp, Route 5 Box 286, Murphysboro, Illinois 62966, Att: Wm. Varecha.

## Help Wanted News Continued

### REPORTER

Major, aggressive Midwest television news department with the latest state-of-the-art equipment, including live helicopter, needs general assignment reporter. Candidates should have journalism degree plus at least 3 years television news experience. We are searching for someone to complement our AP and UPI newscast of the year. Please send resume to Box K-114. E.O.E., M/F

### NEWS ANCHOR

Medium market California affiliate with major market style and class needs an aggressive anchor. We're a sharp news organization in a competitive city. Call Greg Lefevre at 209-237-2424. EOE.

### Help Wanted Progaming, Production, Others

#### JOIN CHANNEL 21 PRODUCTION IN DALLAS

We need experienced television production professionals who want the challenge of building the new, exciting Channel 21 serving the Dallas/Ft. Worth community. We promise you a unique opportunity for professional growth, and a rich and rewarding experience as our company expands its operations on Channel 21 in Dallas and Channel 20 in Houston.

If you want to be a part of the original team in this innovative Dallas/Ft. Worth television production venture, please write to: Milton Grant,—KTXA Channel 21, Inc., 1712 E. Randol Mill Road, Arlington, Texas 76011.

Opportunities are available for:

- 1) Director/Editor
- 2) CMX Editor
- 3) Production Video Tape Operator
- 4) Audio/Sound Operator
- 5) Cameraman/Studio-Remote
- 6) Chief Engineer
- 7) Transmitter Supervisor

We are an equal opportunity employer. All contacts will be strictly confidential.

### Help Wanted News

#### EXPERIENCED ANCHORS PRODUCERS WRITERS

We want you.

Send resumes to:

Director of Personnel  
CNN2

1050 Techwood Drive  
Atlanta, Georgia, 30318

An Equal Opportunity Employer

#### METEOROLOGIST/ ENVIRONMENTAL REPORTER

Top 30 market station searching for Meteorologist/Environmental Reporter who can communicate. An AMS seal is preferred. Our commitment includes Color Radar, NAFAX, UNIFAX II, ACCU-WEATHER, several microwave mobile units and live helicopter. Please send resume to Box J-9. E.O.E. M/F.



We need a PM MAGAZINE producer and female co-host to replace two people who have moved to Top 20 markets. We're a top-rated affiliate in a growing, news-conscious community.

#### CO-HOST

Must be energetic with upbeat personality and dedicated to team effort. Ability to write and produce features necessary. Experience in PM MAGAZINE hosting and production preferred.

#### PRODUCER

Must have managerial and administrative skill as well as imagination and creative and writing talent. Will have responsibility for hiring technical staff. Ideal candidate will be a motivator and team leader. Applicants send resumes, tapes and salary requirements to Ann Bryant, WBRC-TV, Box 6, Birmingham, Alabama, 35201. E.O.E.

## Help Wanted Management

# ADMINISTRATIVE DIRECTOR HARLINGEN, TX

The Administrative Director will assist the General Manager in supervising the administrative functions of Heritage Cablevision in the Texas operations including customer service, cost control procedures, vehicle maintenance and usage reports, accounting procedures, personnel records, management information systems, internal auditing procedures. Other duties involve coordinating finance, personnel procedures and company policy matters with other Directors.

Qualifications are knowledge of accounting principals and methods, degree, preferably in business, 5 years management experience, skills in communications, human relations, problem solving and organization.

If interested in joining a fast growing company with an excellent benefit and salary package, please submit your resume to our home office.

 **Heritage**  
COMMUNICATIONS  
2195 Ingersoll Ave.  
Des Moines, IA 50312  
Equal Opportunity Employer M/F

## Help Wanted Technical

# CATV ENGINEERING DIRECTOR HARLINGEN, TX

This position reports to the General Manager of our Texas systems. Duties include forecasting for new builds and new market areas; annual budget preparation; evaluation of manpower, material and equipment resources, establishment of technical training seminars, inventory procedures, and cost control procedures for company assets. The ideal candidate will possess an Engineering degree, an FCC license, 3 years in cable, experience in bugetary procedures, skills in problem solving, communications, writing, and human relations. 5 years management experience in a related engineering field may be substituted for a degree in engineering.

If interested in joining a fast growing company with an excellent benefit and salary package please submit your resume to our home office.

 **Heritage**  
COMMUNICATIONS  
2195 Ingersoll Ave.  
Des Moines, IA 50312  
Equal Opportunity Employer M/F

## Radio Programing

### HAUNTED HOUSES

Nationally known "Ghost Hunter" has 65 episodes, 2 1/2 minutes each, of interviews with people who live in haunted houses! Also research information on why haunted, what is a ghost, exorcism, etc. One a day, Monday thru Friday, for 13 weeks. Only \$25.00 per week. Write or call:

The Ghost Hunter  
Norm Gauthier  
982 Union Street  
Manchester, N.H. 03104  
1 (603) 669-3237

### THE SALES EVENT OF 1981!

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30-minute programs from the golden age of radio  
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION  
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## Help Wanted Sales

# Tektronix Television

## Sales Engineer

You know the Tek TV Sales Engineers. They are the people respected throughout the industry for their sales professionalism and technical expertise. They are the highly motivated self-starters who work in a true consultive selling environment solving technical problems and communicating with both engineering and management. They have BSEE's or equivalent and are "committed to excellence."

A recent expansion in our sales force has created openings in Syracuse, Philadelphia, New Orleans, Denver, and Los Angeles. If you have the professional as well as technical qualifications and are interested in a career growth opportunity with an industry leader, we would like to talk to you.

Please call or write:  
Mark C. Gray, Western Regional  
Sales Manager, Tektronix, Inc.,  
3003 Bunker Hill Lane, Santa Clara,  
CA 95050, (408) 496-0800.

Interviews will also be held during the SMPTE meeting in Los Angeles, October 25-30. Please call for an appointment.

We are an equal opportunity employer m/f/h.

**Tektronix**  
COMMITTED TO EXCELLENCE

## NATIONAL ACCOUNTS REPRESENTATIVE—TVB

The Television Bureau of Advertising (TvB) needs an experienced salesperson in Chicago to expand television budgets of national advertisers. The requirements are a demonstrated sales ability with a knowledge of national advertisers and the media they use. Send resume to: Richard Severance, Television Bureau of Advertising, 485 Lexington Avenue, New York, New York 10017.

## Situations Wanted Management

### GM/GSM

22 Years experience. Dir. sales, GSM, NSM, market manager, LSM, Reg. rep. Oper. manager, Lcl sales—Budgeting, MBO. Must make change. Box K-167.

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**BROADCASTING's**  
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## ALLIED FIELDS Help Wanted Technical

### BROADCASTING ENGINEER

Excellent career growth opportunities currently exist at a PBS affiliated educational television facility serving Los Angeles, KLCS-channel 58. Requirements: three years experience within the past seven years in a TV broadcasting facility, including responsibility for the operation and maintenance of all technical equipment used in color video production, recording and transmission, and the maintenance of FCC required logs and reports and a First class Radio Telephone operators license or a general Class radio telephone operators license by FCC. Salary range is \$2,093-\$2,607 per month. Call for an application: (213) 742-7761. Applications will be accepted until November 20, 1981.

LOS ANGELES  
UNIFIED SCHOOL DISTRICT  
P.O. Box 2298  
Los Angeles, CA 90051  
An Equal Opportunity Employer

### TELEVISION ENGINEER

Excellent career growth opportunities currently exist at a PBS affiliated educational television facility serving Los Angeles, KLCS-channel 58. Requirements: two years of experience operating color video and audio equipment or a certificate of completion of a specialized curriculum in telecommunications from an industry-recognized video production company, the armed forces or a television broadcasting company. Graduation from an accredited college or university with a major in telecommunications may be substituted for the required experience. Salary range is \$2,093-\$2,335 per month. Call for application: (213) 742-7761. Applications will be accepted until November 20, 1981.

LOS ANGELES  
UNIFIED SCHOOL DISTRICT  
P.O. Box 2298  
Los Angeles, CA 90051  
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## Help Wanted Management

### NAB REGIONAL MANAGER

The National Association of Broadcasters is now accepting applicants for the position of Regional Manager for the states of Delaware, D.C., Maryland, Virginia, North Carolina and South Carolina. The applicant must have a general broadcasting background in both radio and television, with a general working knowledge of accounting, billing procedures and sales. The applicant must be a self-motivator who can communicate freely with both radio and television broadcasters. The position is one of extensive travel. Knowledge of FCC rules and regulations is helpful. Mail your complete resume to Larry E. Tierney, Vice President of Membership, National Association of Broadcasters, 1771 N Street, N.W., Washington, D.C. 20036. E.O.E.

## Employment Service

### 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—ADR—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.**

## Wanted To Buy Equipment

### TYPEWRITERS

5/8" or 3/4" video typewriters compatible with 10" prompting equipment.

Call Douglas Harriman  
212-787-3100

HARRIMAN ENTERPRISES INC.  
2667 Broadway New York, N.Y. 10023

## Miscellaneous

### \$\$\$ PROFITS!!!

It's what all of us in business are trying to obtain with a minimal amount of problems. Radio stations have a unique problem—we have a unique solution! Let's get together! We've earned thousands of extra \$\$\$ in advertising sales revenue for Radio Stations all across the nation and we did it our way—with integrity and honesty. What are we talking about? An extremely sophisticated and well-manage telephone sales operation for merchandising your unsold R.O.S. time. No, the concept is not new, but our approach truly is. We are not like all the others. We are different and you must be different to be better. For information contact Radio-Active Marketing Inc. at 715 East Golf Road, Schaumburg, Illinois, 60195 or better yet call our new toll-free number 800-323-6875 or stations in Illinois 312-885-9573 collect. No obligations—no commitments—and best of all, NO COST TO YOU! We really believe in Radio-Active Marketing—so will you!

### FOR SALE

Full day, individual seminar for broadcast investors, given to you and your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements, takeover, among the topics. Find out how to buy your next or first station through my personal experience. Robin B. Martin, President, Deer River Broadcasting Group, Suite 1001, 141 East 44th Street, N.Y., N.Y. 10017. 212-599-3303.

### SKILL SEARCH

Building a resource file for client station opportunities in the areas of announcing/news, operations/programming and engineering. Specific interest is for individuals with maturity, leadership and creative response to increasingly competitive radio marketplace. Format background is not a limitation.

Mail appropriate information to my attention; your confidentially will be respected. No phone calls at this time.

Loring Fisher, President  
Lomar Associates  
Dept. B  
P.O. Box 124  
Montvale, New Jersey 07645

## Consultants

### Communications Consultants

A full-service communications consulting firm that specializes in preparing all aspects of Federal Communications Commission application filings.

### CONSULTING SERVICES:

Applications: For new broadcast facilities  

- Low Power Television
- FM Radio
- AM Radio
- Full Service Television

Computerized frequency searches:

- Low Power Television
- FM Radio
- AM Radio
- Full-Service Television

Feasibility Studies  

- AM/FM Power Increases
- Nighttime Service
- Pre-sunrise Authority

Petitions for Rulemaking:  

- FM Channel Assignments
- Full-Service Television Assignments

Turn Key Construction  

- New or Remodeled AM/FM Stations
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LaGrange, Ga 30241

### JP ASSOCIATES INC.

The industry leader in LPTV and medium power television turnkeys.

### VHF UHF ITFS OFS MDS

JP ASSOCIATES INC., 3115 Kashiwa Street, Torrance, CA 90505. (213) 539-8533.

## Public Notice

### PUBLIC NOTICE APPLICATIONS FOR CABLE TELEVISION LICENSE HOLLISTON, MA 01746

The town of Holliston will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Sealed, clearly marked applications may be filed at the address below until 5:00 p.m. on Monday, January 11, 1982. Applications will be opened at the regular Board of Selectmen's meeting, at 7:00 p.m., Monday, January 11, 1982 at Town Hall. Applications must be filed on the Massachusetts C.A.T.V. Commission Form 100 and must be accompanied by a \$100 non-refundable filing fee, payable to the town of Holliston. A copy of the application shall also be filed with the Massachusetts C.A.T.V. Commission.

All applications received will be available for public inspection in the Town Clerk's office during regular business hours and for reproduction at a reasonable fee.

This is the only period during which applications may be filed.

Board of Selectmen  
P.O. Box 207  
Town Hall  
Holliston, MA 01746

### PUBLIC NOTICE

The Board of Directors of National Public Radio will meet in regular session on Wednesday, October 28, 1981, for its annual organizational meeting from 9:00 to 9:30 a.m. in the Board Room of National Public Radio, 2025 M Street, N.W., Washington, D.C. and again from 1:30 to 3 p.m. in the Board Room. Subject to amendment, the agenda includes: election of Chairman, Board officers, corporate officers and appointment of board committees for FY 82. The Board committees will meet on October 28 between 9:30 a.m. and 1:30 p.m. For further information concerning these meetings, please contact Michael Glass, NPR General Counsel at 202-822-2043.

### PUBLIC NOTICE

The Executive Committee of Public Broadcasting Service will meet October 30, 1981 at 10:00 a.m. in the PBS offices, 475 L'Enfant Plaza, S.W., Washington, D.C. Discuss progress of PBS/Cable project, and contract for interconnection financing (executive session); process for development of PBS's four-year plan; underwriting guidelines; agenda/meeting calendar for Board/Committees; closed captioning of PTV programs.

## For Sale Stations



## Wilkins and Associates Media Brokers

MO	AM/FM	525K	Small
MO	AM/FM	300K	Small
MO	AM & FM	650K	Small
NY	FM	635K	Small
MS	AM & FM	475K	Small
AL	FM	475K	Small
ID	Fulltime AM	835K	Medium
IL	Fulltime AM	725K	Small
GA	Daytime AM	425K	Small
OK	FM	380K	Small
NM	FM	500K	Small
KS	FM	480K	Medium
TX	AM & FM	950K	Small
	Midwest Class C FM		
KY	AM/FM	550K	Small
	Midwest AM/FM-CP	410K	Small
ND	AM/FM Downpayment	25K	
NC	AM Downpayment	25K	
MO	FM Downpayment	35K	
NM	FM Downpayment	35K	
MO	FM Downpayment	35K	
NM	FM Downpayment	35K	
SC	AM Downpayment	20K	

109 North Main, 2nd Floor  
Sioux Falls, South Dakota 57102 605/338-1180

## For Sale Stations Continued

### FOR SALE

1000 watt AM daytimer in medium size Ohio market. Profitable operation. 15 acres of real estate included. \$425,000. Terms available. Box K-164.

- Daytimer in resort area. South of San Francisco. \$650,000.
- Daytimer. Suburban Atlanta. \$590,000.
- Daytimer. Powerful big city in Alabama. \$590,000.
- AM/FM. N.E. MO. \$590,000.
- AM/FM. S.C. MO. \$360,000.
- Powerful Daytimer in Cent. GA. \$560,000.
- AM/FM in W. Ohio. \$1.1 million. Good buy.
- Daytimer. Big city area. MN. \$360,000.
- Daytimer. City in Colorado. \$280,000.
- Daytimer. New Mexico. \$200,000.
- FM. S.W. Ark. \$350,000.
- Daytimer. E. Ark. \$150,000. Terms.
- AM/FM, E. Ky. Good billing. \$600,000. Terms.
- FM with strong signal in city in South. Extra good terms. \$800,000.
- Daytimer North Central NC. Good buy. \$160,000. Terms.
- Foreign speaking AM in Cleveland metro area. \$490,000.
- Tenn.—AM—day. Near Nashville. \$290,000.
- FM Ark.—Miss. \$380,000.
- Good facility covering Charlotte, N.C. \$600,000. No down payment.
- FM in central Illinois city. \$1,000,000. Terms.
- AM/FM. S.E. Tenn. Only AM/FM in county. \$640,000. Terms.
- AM/FM within 70 miles of St. Louis. Good cash flow. \$2.3 million. Terms.
- AM/FM in good single station market in W. Tenn. \$800,000. Terms.
- Powerful daytimer covering large Central Fla. city. \$1.2 million.
- AM/FM S.W. Tenn. FM covers big town, \$540,000.
- FM in Big Town in W. Okla. \$460,000.
- Fulltime N.W. Ala. City. \$520,000.
- Daytimer in eastern Ark. Good cash flow. \$360,000. Terms.
- Coastal. S.E. Fla. powerhouse. AM fulltimer \$1.8 million including \$700,000 in real estate.
- FM. N.W. Missouri billing about \$100,000. Good real estate. \$195,000.
- South Carolina. SE daytimer. \$220,000. C.P. for fulltime.
- Daytimer. S.E. Ky. \$300,000.
- Fulltimer. West Virginia. \$275,000.
- Daytimer. Fort Worth powerhouse.
- Daytimer. N.C. Missouri. \$380,000.
- Daytimer. Good dial position. Central Florida. \$280,000.
- Atlanta area. 5,000 watts. \$470,000.
- 500 watt daytimer. Single market station. CA resort area. \$430,000.
- Fulltimer. Dominant. Metro. TX. \$1,200,000.

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### ARKANSAS FM

Southeast Arkansas Class A FM medium mkt. \$300 K Terms, \$250K Cash.

Box K-98

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William L. Walker  
President  
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Washington, D.C. 20036  
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100 K FM. Great market, good format. No billing. Brand new equipment, includes Harris 9002 automation. Selling at loss under three year rule. Quick sale essential. \$1.5 mil. Cash terms available. Box K-126.

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Bob Kimmel's office:  
P.O. Box 270,  
St. Albans, VT 05478  
24 hr Phone: (802)524-5963

Brokers and Consultants



**For Sale Stations Continued**

**North American** MEDIA BROKERS

2 Missouri AM-FM small market combos 525K and 320K, terms.

Fla. coastal AM daytimer 350K, terms.

Fla. fulltimer AM 285K, terms.

Midwest AM-FM 750K.

Illinois fulltime AM, profitable, 675K.

Idaho fulltime AM, 835K.

Tenn. daytime AM, 500 cash.

North Carolina medium market fulltime AM, 350K, terms.

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**CHAPMAN ASSOCIATES®**  
**media brokerage service**

STATION	CONTACT
S Small Fulltime \$125K Terms	Bill Cate (904) 893-6471
E Small FM \$150K \$50K	Jim Mackin (207) 623-1874
W Small FM \$200K 29%	Greg Merrill (801) 753-8090
MW Small FM \$215K Terms	Jim Mackin (207) 623-1874
S Small AM \$231K \$75K	Ernie Pearce (615) 373-8315
S Sm-Med Fulltime \$390K \$123K	Bill Chapman (404) 458-9226
MW Medium FM \$395K \$60K	Peter Stromquist (612) 831-3672
MW Metro Fulltime \$718K Cash	Bill Whitley (214) 387-2303
S Metro FM \$1,300K \$780K	Bill Cate (904) 893-6471
E Major Fulltime \$1,250K Terms	Jim Mackin (207) 623-1874

Appraisals, Feasibility Studies, Financing, or to Sell, Contact John Emery, Mktg. Mgr., Chapman Co., 1835 Savoy dr., Atlanta, GA 30341

**We have stations in RI, ME, MA, FL, PA, NC**

CHANEY/MCCARTHY ASSOC.  
 P.O. Box 101 - Bedford, MA 01730  
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 813/360-3162

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.

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 East Coast:  
 500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

**BROADCASTING'S CLASSIFIED RATES**

**Payable in advance.** Check or money order only. (Billing charge to stations and firms: \$2.00.)

When placing an ad, indicate the EXACT category desired: Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Copy must be submitted in writing. (No telephone copy accepted.)

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

**Rates:** Classified listings (non-display) Help Wanted: 70c per word, \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word, \$5.00 weekly minimum. All other classifications: 80c per word, \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue.

**Rates:** Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

**Effective with the Nov. 16, 1981 issue of BROADCASTING**

Classified Advertising rates will be increased to the following:

**Rates:** Classified listings (non-display) Help Wanted: 85c per word, \$15.00 weekly minimum. Situations Wanted: (personal ads) 50c per word, \$7.50 weekly minimum. All other classifications: 95c per word, \$15.00 weekly minimum. Blind box Numbers: \$3.00 per issue.

**Rates:** Classified Display: Situations Wanted: (personal ads) \$40.00 per inch. All other classifications: \$70.00 per inch. For Sale Stations, Wanted To Buy Stations, and Public Notice Advertising require display space. Agency commission only on display space.

Situations Wanted, For Sale Stations, Wanted to Buy Stations, Employment Services, Business Opportunities, Radio Programming, Miscellaneous, Consultants, For Sale Equipment and Wanted to Buy Equipment advertising requires payment in advance.

# Fates & Fortunes

## Media

**Roger Ogden**, VP, news, KBTW(TV) Denver, joins KOA-TV there as VP-general manager, succeeding **Brian Cobb** who resigns at end of year to form his own business.



Ogden



Harris

**Wendell Harris**, news director for Times Mirror's WVTM-TV Birmingham, Ala., named VP-general manager of co-owned KTBC-TV Austin, Tex., succeeding **Rush Evans**, KTBC-TV's president-general manager, named area VP for station.

**John Hackman**, VP-general manager, WDLB(AM)-WLJY(FM) Marshfield, Wis., named senior VP and chief operating officer for parent, Goetz Broadcasting, licensee of three AM's and three FM's.

**Robert Sutton**, with WFLA-AM-FM-TV Tampa, Fla., named president and chief operating officer, succeeding **William Faber**, who remains board chairman and chief executive officer.

**Larry Vance Swikard**, VP-programing, KNUZ(AM) Houston, named VP-general manager of co-owned KAYC(AM)-KAYD(FM) Beaumont, Tex.

**Robert Regalbute**, general manager, Scripps-Howard's WPTV(TV) West Palm Beach, Fla., named to same post at co-owned WCPO-TV Cincinnati. **William Brooks**, assistant station manager, WPTV, succeeds Regalbute.

**Norman Fein** news manager for ABC's Circle 7 Productions, New York, joins WMUR-TV Manchester, N.H., as general manager.

**Dick Bertel**, general manager, WKSS(FM) Hartford, Conn., named VP.

**Robert Simpkins**, general manager, WIBG(AM)-WSLT(FM) Ocean City, N.J., joins WXRY(FM) Columbia, S.C., in same capacity.

**Larry White**, senior VP and manager, noncommercial KLRN(FM)-KLRU-TV San Antonio, Tex., joins noncommercial KTOO-FM-TV Juneau, Alaska, as general manager.

**Charles White**, general sales manager, WXRY(FM) Columbia, S.C., joins WLFF(AM) Cayce, S.C., as station manager.

**Gray Douglas**, program director, WDUX-AM-FM Waupaca, Wis., named operations director.

**Donna Miller**, senior marketing analyst, ABC Television Spot Sales, New York, joins Association of Independent Television Stations there

as research manager.

Appointments, Canadian Satellite Communications, Toronto-based satellite program distributor: **R. C. Short**, from president, Tocom, Toronto, and VP of co-owned Selkirk Communications, Toronto, to president of Canadian Satellite; **H. John Underhill**, from Telesat Canada, Ottawa, to VP of operations based in Ottawa; **J. W. Barnes**, from director of marketing and sales, General Instrument of Canada, Toronto, to VP of marketing, based in Toronto; **J. Lina**, from product manager, TV Hebdo, Montreal, to director general-Eastern sales, Montreal; **M. V. Anthony**, from managing director, Bently Nevada Canada, Edmonton, Alberta-based manufacturer of vibration and temperature monitoring equipment, to Western region sales manager, based in Edmonton, and **M.H. Pyatt**, from senior consultant, Woods, Gordon & Co., Toronto management firm, to controller.

**Norman Smith**, general manager, Coachella Valley Television, Palm Springs, Calif., cable system, named divisional VP of parent, Palmer Communications.

## Advertising



Anderson

**Richard Anderson**, executive VP and director of media resources, Needham, Harper & Steers, Chicago, named to new post of executive VP and corporate director of media and programing, based in New York. **David Drake**, senior VP and manager of department of media resources, succeeds Anderson at

NH&S in Chicago. **Susan Gillette**, executive creative director, NH&S, Chicago, named senior VP. **Walter Menzel**, account supervisor, NH&S, Chicago, named VP.

**Charles Claggett Jr.**, VP-creative director, D'Arcy-MacManus & Masius, St. Louis, named senior VP. **Gail Smith**, former advertising manager, General Motors, Detroit, joins DM&M, Bloomfield Hills, Mich., as consultant and corporate director of public affairs.

**Steven Jay Godsick**, VP-account supervisor, Creamer Inc., New York, named senior VP.

**Gerald Mazza** and **Al Radicchi**, creative supervisors, Grey Advertising, New York, named VP's.

**Lawrence Perl**, director of finance, ABC-TV Spot Sales, New York, joins Doyle Dane Bernbach there as VP-finance.

**Sheryl White**, copy supervisor, Brouillard Communications, New York, division of J. Walter Thompson Co., named associate creative director. **Peter Griffith**, copy supervisor and **Lee Schertz**, art director-producer, Brouillard, named VP's.

**Thomas DeFrancesco**, associate media director of Ammirati & Puris, New York advertising firm, and **Shelley Kriss Tobin**, director of broadcast services, Ammirati & Puris, named VP's.

**Tom Murphy**, senior VP, Sive Associates, Cincinnati advertising firm, joins Fahlgren & Ferriss, advertising firm there, in same capacity.

**Eddie Leeds**, account executive in New York regional office of MaGavren Guild Radio, named VP-sales. **Pamela Little**, account executive with Philadelphia office of MaGavren Guild, named regional manager of that office. **Donna Berrigan**, production assistant, WPIX(TV) New York, joins MG as publicity manager.

Appointments, Petry Television: **Russ Naiman**, from Southern sales manager, Top Market Television, Atlanta, to group sales manager for new New York sales team; **William Carney**, from account executive, Top Market Television, Chicago, to head of new Petry sales team there; **Richard Hasbrook**, from Petry account executive, Los Angeles, and **Jack Devine**, from Petry, Los Angeles, to group sales managers for two new sales teams there, and **Tom Slocum**, from sales manager, Top Market Television, Cleveland, to sales manager

The information specialists at Phillips Petroleum will help you. Call us.

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Dan Harrison (918) 661-5204  
Jere Smith (918) 661-4982  
Susan Stoffle (918) 661-4974  
Dave Dryden (918) 661-4987  
Bill Flesher (918) 661-6760

Research & Development  
Jerry Regan (918) 661-8727



BARTLESVILLE, OKLAHOMA 74004



for Petry's new regional office there.

**Mel Trauner**, senior VP and director of research, Buckley Radio Sales, New York, joins Jack Masla & Co. there as VP-director of research and marketing.

**Eric Lowenthal**, account executive, Avery-Knodel Television, New York, and **Marilyn Nalkov**, account executive, Top Market Television, Los Angeles, join Independent TV sales in New York, and Los Angeles, respectively, in same capacities.

**Candi Brienza**, manager of CBS research team, Seltel Inc., New York, named assistant director of research and sales support services.

**Sally Spaulding**, account executive, Peters, Griffin, Woodward, San Francisco, joins Blair Television there in same capacity. **Jose Oti**, account executive, WBBM-TV Chicago, joins Blair Television there in same capacity for Blair's NBC sales team.

**Sheryl Ann Goldenstein**, IRTS intern with Ogilvy & Mather, New York, joins Katz Television's research department as research analyst for red sales team there.

**Claudia Schmidt**, office manager, ABC-TV Spot Sales, San Francisco, joins Avery-Knodel Television there as account executive.

**Dennis Seely**, local sales manager, KBOX(AM) Dallas, joins HR/Stone there as account executive.

**Alan Caplan**, account executive, WHDH(AM) Boston, joins CBS Radio Spot Sales as Atlanta sales manager. **Stephen Carver**, account executive, WCBS-FM New York, joins CBS Radio Spot Sales there in same capacity. **Rosemarie Paragham**, research planner, Top Market Television, New York, joins CBS Radio Spot Sales there as research analyst.

**Ira Slakter**, account executive, WTAE-TV Pittsburgh, joins WDTN(TV) Dayton, Ohio, as general sales manager.

**Donald Yeiser**, VP-sales, WHP-AM-FM-TV Harrisburg, Pa., joins WHTM-TV there as general sales manager.

**Vince Frye**, national sales manager, WIBW-TV Topeka, Kan., assumes additional duties as general sales manager.

**Bob Walton**, account executive, WLTV(TV) (formerly WYEA-TV) Columbus, Ga., named sales manager.

**Joseph Marshall**, general sales manager, KFRC(AM) San Francisco, named VP-general sales manager.

**Jim Williams**, local sales manager, KRNO(FM) Des Moines, named general sales manager for KRNO and co-owned KRNT(AM) there.

**Susan Trinrud**, sales manager, WDUX-AM-FM Waupaca, Wis., named general sales manager.

**Richard Styles**, sales manager, Alfredo Marketing & Management Corp., Dubuque, Iowa, joins WKIX(AM) Raleigh, N.C., in same capacity.

**Mike Valentino**, account executive, Buckley Radio Sales, New York, joins WHN(AM) there as director of local sales.

**Donald Berman**, sales representative, Peters, Griffin, Woodward, Chicago, joins KLAS-TV Las Vegas, as local sales manager.

**James Taylor**, regional sales manager,

WAVE(AM) Louisville, Ky., joins KWG(AM)-KWGF(FM) Stockton, Calif., as local sales manager.

**Audrey Wolotsky**, marketing specialist, CBS Television Stations Division, New York, named manager, market research for CBS's WCBS(AM) New York. **Mark Mascarenhas**, account executive, WICC(AM) Bridgeport, Conn., joins WCBS in same capacity.

**Ted Batson**, account executive, WTVF(TV) Nashville, named retail services manager.

**Edward Krampf**, account executive, KYUU(FM) San Francisco, joins KIOI(FM) there as regional sales manager.

**Joyce Smith**, producer-promotion assistant, WKAR-AM-FM East Lansing, Mich., joins non-commercial KUSC-FM Los Angeles as continuity-traffic manager.

**Derek Dalton**, Xerox Corp., New York, joins WLVI(TV) Boston as account executive.

**Jacquelyn LaRue**, from KCMO-TV Kansas City, Mo., joins KMBC-TV there as account executive.

**Robert Lazar**, partner and co-founder, AV Unlimited, Philadelphia-based audio visual sales and rental firm, joins WCAU-FM there as account executive.

**Michael Klezarus Jr.**, director of research and planning, Roger Ailes & Associates, New York, joins WILM(AM) Wilmington, Del., as account executive.

**Tom Bennett**, from Arbitron Television, Chicago, joins WFRV-TV Green Bay, Wis., as account executive.

**Katharine Harris**, assistant sales manager, WCHL(AM) Chapel Hill, N.C., joins WRAL(FM) Raleigh, N.C., as account executive.

## Programming

**J. William Grimes**, VP, CBS Broadcast Group, named executive VP and chief operating officer of Entertainment and Sports Programming Network, Avon, Conn. New management structure at ESPN will have Grimes, along with executive VP, production, Allan B. Connal reporting to president and chief executive officer, Chester Simmons. They form ESPN executive committee. Prior to Broadcast Group post at CBS, Grimes served as senior VP, AM and FM Stations.



Grimes



Gillespie

**Dennis Gillespie**, executive VP, Peters, Griffin, Woodward, New York, joins Viacom Enterprises there as senior VP, domestic, responsible for all domestic sales activities and support services.

**Ken Weinstock**, president of Los Angeles-based production-packaging company, KMW Productions, joins Home Box Office, New York as VP of special programming.

**Michael Johnson**, marketing director, Laser Media Inc., Los Angeles, and **Melody Ruffman**, promotion manager, KFVB(AM) Los Angeles, join Warner Amex Satellite Entertainment Co. there as affiliate relations managers. **Julian Goldberg**, field producer-director, *Hour Magazine*, New York, joins WASEC's Music Television there as creative director.

**Scott Stone**, creative services director, Telepictures, Los Angeles, named manager of production services.

**John Ryan**, attorney and assistant corporate secretary, Oak Industries, Rancho Bernardo, Calif., named VP-business development, for new Oak subsidiary, Oak Media Development, responsible for establishing new operations for Oak in production and programming for television and satellite broadcasting for entertainment and business.

**Bobbi Fisher**, sales executive, SFM Media Corp., New York, joins MCA TV, New York, as director, station clearances.

**Cindy Dimatta**, sales promotion manager, Satellite Program Network, Tulsa, Okla., named international program director.

**Carol Rubin**, director of dramatic development, ABC Entertainment, Los Angeles, joins King-Hitzig Productions, as VP of development for newly opened West Coast division, based in MGM lot in Burbank, Calif.

**Keith Jones**, general sales manager, KFBC(AM)-KFBQ(FM) Cheyenne, Wyo., joins NKR Productions, Los Angeles, as regional sales manager.

**Mona Schrader Pastor**, director of research, An Lac Productions at Warner Bros., Los Angeles, joins VHD Programs there as marketing coordinator. VHD is responsible for producing, marketing and distributing VHD videodisk software.

**David Anderson**, supervisor, studio and remote productions, noncommercial KOCE-TV Huntington Beach, Calif., joins American Educational Television Network, Irvine, Calif., as director of network operations. **Irene Billiris**, program services coordinator, Dickinson-Pacific Cablesystems, Huntington Beach, joins AETN as manager of network operations.

**Thomas McGoldrick**, sales representative and supervisor of customer relations, Bell Telephone, Union, N.J., joins Wometco Home Theater, Fairfield, N.J., as director of customer relations.

**Linda McMann**, head of own public relations firm, Abrams-McMann Public Relations, Fort Worth, joins Group W Productions, Los Angeles, as account executive.

**Rick Kurkjian**, account executive, KABL-AM-FM San Francisco, forms California Music Channel, Piedmont, Calif., syndicated music television program.

**Daniel Rose**, VP-corporate development, Children's Television International, Falls Church, Va., joins Brooklyn College Television Center, New York, as director for center which produces programming for noncommercial WNYC(TV) and noncommercial WNYE(TV) New York.

**Thom O'hair**, program director, KQFM(FM) Portland, Ore., joins Audio Independents, San Francisco, as director of professional development and training. Audio Independents is radio programming consultant.



Spitz

**Thomas Spitz**, program manager, Field Communication's KBHK-TV San Francisco, named director of program operations for Field's five TV stations. They are: WFLD(TV) Chicago; WKBD(TV) Detroit, WKBS-TV Philadelphia, and WLVI(TV) Boston. He will be based in San Francisco.

**Thomas Estrada Jr.**, production-operation manager, NTV Network, Kearney, Neb.-based station group, joins WFBC-TV Greenville, S.C., as production manager.

**Dan Ciernia**, commercial producer, WFRV-TV Green Bay, Wis., named senior commercial producer-director for WFRV-TV and co-owned WJMN-TV Escanaba, Mich.

**Robert Allan Curtis**, freelance director, writer, producer, based in Los Angeles, joins noncommercial KCET(TV) Los Angeles, as director of new PBS series, *Why In the World*.

**Richard Dubroff**, associate producer-writer of *Wall Street Week* for Maryland Center for Public Broadcasting, Owings Mills, Md., named producer.

**Ed Muscare**, host, *41 Treehouse Lane*, KSHB-TV (formerly KBMA-TV) Kansas City, Mo., named host for station's new *All Night Live*.

**Jann Tracey**, from WJBK-TV Detroit, joins KTVI(TV) St. Louis as *PM Magazine* co-host.

**Lee Jordan**, promotion and marketing director, WNCI(FM) Columbus, Ohio, joins WCMH-TV there as *PM Magazine* co-host.

## News and Public Affairs

**Peter Herford**, director, department of affiliate services, CBS News, New York, named VP, affiliate services, CBS News.

**George Wolf**, news producer for 11 p.m. newscasts, WKYC-TV Cleveland, named news manager.

**Dan French**, from Iowa Energy Policy Council, Des Moines, joins WSJV(TV) Elkhart, Ind., as news director.

**Edward Belkin**, news director, KYW(AM) Philadelphia, named executive editor.

**Tom Twinam**, managing editor, KDBC(TV) El Paso, Tex., joins KHOU-TV Houston, as night assignment editor.

**Jane Singleton**, general assignment reporter, ABC-owned WMAL(AM) Washington, named news assignment manager, succeeding Robin Vierbuchen, named assistant manager for ABC Radio News's Washington bureau ("Fates & Fortunes," Sept. 12).

**John Day**, with WMBD(AM) Peoria, Ill., named executive producer-assistant news director.

**Sherry Lorenz**, reporter-weekend anchor and producer, WRDW-TV Augusta, Ga., named assignment editor.

**Murray Schweitzer**, associate program producer, WDVM-TV Washington, joins WJLA-TV there as producer for consumer affairs unit.

Appointments, news department, WDSU-TV New

Orleans: **John Ray**, from KGGM-TV Albuquerque, N.M., **Phil Grossman**, from WWL-TV New Orleans, and **Marcy Planer**, from WLS-TV Chicago, to news producers; **Ro Brown**, from KPLC-TV Lake Charles, La., to sports reporter, and **Bob Krieger**, from Loyola University, New Orleans, and **Willard Shepard**, from WHP-TV Harrisburg, Pa., to reporters.

**John Lewis**, assistant bureau chief, *Far Eastern Review*, Tokyo, joins Cable News Network, as CNN Tokyo bureau chief and correspondent.

**Pete Schulberg**, reporter-anchor, King Broadcasting's KGW-TV Portland, Ore., named head of King Broadcasting's Washington bureau.

**Steve Cortez**, reporter, WCBS(AM) New York, joins WHN(AM) there as anchor-reporter.

**Dennis May**, noon anchor and Utah county bureau chief, KUTV(TV) Salt Lake City, assumes additional duties as 6 a.m. anchor. **Karl Idsvoog**, producer, *Extra*, newsmagazine program, KUTV, named director of new investigative unit I-Team. **Susan Lavery**, with KUTV, named producer for I-Team.

**Brenda Williams**, reporter, KMBC-TV Kansas City, Mo., named news co-anchor for 6 and 10 p.m. newscasts.

**Rick Stoss**, sports director, WCYB-TV Bristol, Va., joins WPTF-TV Raleigh, N.C., as assistant sports director.

**George Eichorn**, sports anchor-reporter, WCAR(AM) Detroit, joins WBRB(AM) Mount Clemens, Mich., in same capacity.

**Guy Gordon**, reporter-anchor, WWTV(TV) Cadillac, Mich., joins WZZM-TV Grand Rapids,

Mich., as reporter.

**Charlotte Scot**, consumer reporter, WTLV(TV) Jacksonville, Fla., joins WKBW-TV Buffalo, N.Y., in same capacity.

**Kathleen Walsh**, graduate, Boston University, joins Cable News Network 2, Atlanta, as video journalist.

## Technology

Appointments, Continental Electronics, Dallas-based manufacturer of high-power radio frequency transmitters and related equipment: **B. T. Watson Jr.**, from VP, contract costing, to executive VP of administration; **W. D. Mitchell**, from VP of engineering to executive VP of operations; **R.F. Burgert**, from VP-treasurer to senior VP of finance and treasurer; **R. C. Forwes**, from VP of material services to senior VP of materials and services; **A. V. Collins**, from manager, domestic broadcast marketing, to VP-domestic marketing; **E. L. King Jr.**, from manager of international marketing to VP-international marketing, and **R. M. McDonald** from administrative assistant to VP of engineering to VP-manufacturing. **Mark Bullock**, VP-marketing, Continental, retires after 30 years of service.

Appointments, Wold Communications, Los Angeles: **Raymond Rask**, from president, United Pacific Corp., Salt Lake City engineering consulting firm, to senior VP of operations and engineering; **Michael Sterba**, manager of video services, RCA Americom, New York, to VP of Eastern sales, based in New York; **Susan Weissberg**, graduate, MBA program, UCLA, Los Angeles, to director of business affairs;

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**Robert Marnett**, staff engineer, KDNL-TV St. Louis, to project engineer, and **Anthony Nardelli**, from engineer, Enterprise Radio, Avon, Conn., to field service manager.

**Eugene Torvend**, plant manager, Times Fiber Communications, Wallingford, Conn., named corporate manufacturing coordinator for TFC's Wallingford, Phoenix, and Chatham, Va., plants. He will remain based in Wallingford.

**Thomas Gimbel**, VP-general manager of Comcast Cablevision Corp., Bala Cynwyd, Pa. joins Warner Amex Cable Communications, New York, as director of technical services for Eastern division.

**Gary Stanford**, on staff of former FCC Commissioner Robert E. Lee, Washington, named engineering assistant to FCC Commissioner Mimi Weyforth Dawson.

**David Purple**, VP-sales, Harrison Systems, Nashville, joins Rupert Neve there as regional sales manager. Rupert Neve manufactures sound mixing consoles and processing equipment for broadcasting industry.

**Leroy Wright**, VP, Central Video Systems, Jackson, Miss., joins Sony Video Communications, Atlanta, as Southeast regional manager.

**G. Terry Godwin**, district manager, Jerrold Electronics, Englewood, Colo., joins C-Cor Electronics there as mountain regional sales manager. C-Cor manufactures broadband amplifiers and other electronic equipment.

**Steve Sims**, product manager, Audiotronics, Spring Lake Park, Minn., manufacturer of video displays, monitors and audio-visual products, named manager of marketing adminis-

tration for video display division.

**Edward Fitzgerald**, with Clear-Com Intercom Systems, San Francisco, named national sales director.

**Anita Gunderson**, sales administrator, distributor operations, Scientific-Atlanta, Atlanta, named manager of distributor operations for communications products group.

**Roger Greaf**, from Corning Glass Works, Corning, N.Y., joins Siecor Optical Cable, Hickory, N.C., as process management system coordinator.

**Peter Glassberg**, manager of product support engineering, Thomson-CSF Broadcast, Stamford, Conn., joins System Concepts there as sales manager for Northeast region, based in Danbury, Conn.

**Edward Knapp**, manager of technical operations, WNBC-TV New York, named manager of station operations, responsible for all technical operations.

## Promotion and PR

**Daniel Ruth**, reporter, *Tampa (Fla.) Tribune*, joins Group W Satellite Communications, Stamford, Conn., as director of information services.

**Nate Boyer**, executive director, National Association of Black-Owned Broadcasters, Washington, joins Comsat subsidiary, Satellite Television Corp. there as public affairs services manager.

**James Moloshok**, director of creative services and station relations, Group W Productions, New York, joins Telepictures, Los Angeles, as VP-creative services.

**Leonard Salidor**, director of public relations, Prism, Philadelphia pay-TV network, named VP of advertising and public relations.

**Macie Huwiler**, manager, sales control, CBS Television Network, New York, named assistant director, administration, advertising and promotion for CBS Entertainment there.

**Susan Storms**, account executive, Richard Gersh Associates, New York public relations firm, joins United Stations, new country music satellite network there as director of client services.

**Lisa Resnick**, creative director, Century Advertising Services, Denver, joins Rainbow Programming Services, Woodbury, N.Y., as creative services manager.

## Allied Fields

**Renee Licht**, attorney in FCC's Office of General Counsel, Washington, named legal assistant to FCC Commissioner Henry M. Rivera. **Sheldon Guttmann**, chief, Mobile Services Division, FCC's Common Carrier Bureau, named associate general counsel for administrative law.

**Frederick Ford**, one-time FCC chairman and member of Lovett, Ford & Hennessey, Washington law firm, joins Pepper & Corazzini there as partner.

**Robert Ross**, senior vice president, law and government affairs, National Cable Television Association, Washington, joins communications law firm there of Pepper, Hamilton & Scheetz as partner.

**Kim Degnan**, presidential intern and communications policy specialist, National Telecommunications and Information Administration, Washington, joins Browne, Bortz & Codrington, Denver-based economic research and consulting firm, as specialist in economic and market research.

**David Crane**, from ERA Research, San Francisco, media consulting firm, forms own consulting firm, David Crane Agency, specializing in placement of broadcast news personnel.

## Deaths



Neuwirth

**H.D. (Bud) Neuwirth**, 57, president-general manager, WBSR(AM) Pensacola, Fla., died Sept. 7 of heart failure there, it was learned last week. Neuwirth, past president of former Metro Radio Sales, Metromedia's station representative, had purchased WBSR in 1979. He was instrumental in formation of

Metromedia's radio and TV rep firms in 1960's. Neuwirth was also president and general manager for six years of WFEA(AM) Manchester, N.H., following his departure from Metromedia. Survivors include his wife, Joan, daughter and son.

**Theodore Kirby**, 66, presentation writer for ABC Television Network Sales Development died of heart failure Oct. 6 at Stamford (Conn.) hospital. He is survived by his daughter and son.

**John S. Hayes**, 71, retired president of Post-Newsweek Stations and executive vice president and director of its parent, The Washington Post Co., died Oct. 14 of congestive heart failure at a Jacksonville, Fla., hospital. He resided at Ponte Vedra Beach, Fla.

Hayes served in World War II as European theater commander of the American Forces Network. He left the Army with the rank of lieutenant colonel.

After World War II, Hayes was station manager of WOXR(AM) New York before joining the Post company as executive vice president of WINX(AM) Washington its first broadcast venture.

Retiring from the Post in 1966, he served as ambassador to Switzerland until 1969. In 1965, he served on the Carnegie Commission on Educational TV. Since 1976 he has been chairman of the board of Radio Free Europe/Radio Liberty.

Survivors include his wife, Donna, and four children: Jonathan S., president of Westinghouse Broadcasting's Group W Satellite Communications; Rhea Ann Brooks; Laurie Amilcare, and Peter.



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# Broadcasting

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## Multimedia's Lynagh: three decades of doing what he loves

Jim Lynagh has achieved a status reached by few in this day and age without a college degree. Last May he was named president of Multimedia Broadcasting in Cincinnati, a division of Multimedia Inc., which also has major interests in cable and newspaper ownership and programing syndication. His credentials: energy, talent and a long list of successful broadcasting accomplishments.

Lynagh started accumulating his experience at age 16, when, upon graduation from high school, he took an announcing job with WJBY-AM-FM Gadsden, Ala. Shortly thereafter, he enrolled at the University of Alabama but was "not encouraged" to complete four years there because, as a freshman, he was offered an announcing job with WTBC(AM) Tuscaloosa.

"I couldn't work at the campus station," said Lynagh, "because I didn't have three hours of radio survey and I wasn't a senior." On the other hand, he noted, graduating seniors were unable to find employment in broadcasting off campus because "they didn't have the experience." He left college as a freshman and "proceeded with my career."

Lynagh could be described as a pioneer in television, in the sense that for the first 10 years he was involved with the medium, beginning in 1953, "I didn't work for a station that I didn't help put on the air." It was during 1953, when he was working as an announcer at WSIX(AM) Nashville, that the owners of the station were awarded a construction permit for a television station. Lynagh was one of four radio announcers sent to television production school. He then went to work for the newly established WSIX-TV and soon discovered where his true talents lie—production. He was 19 at the time, and initially assumed announcing and direction duties. "I looked like I was 12 at the time," he said, and, concluding that he would fail as a television announcer before aging enough to appear as an adult on the tube, concentrated on production, which "I loved."

He stayed with WSIX-TV (now WNGE(TV)) until 1958 when he became production manager. Then he jumped to WTOL-TV Toledo as production manager when that station went on the air. Two and a half years later he went to KTAL-TV Shreveport, La., as program manager.

One of his most valuable broadcasting experiences, relates Lynagh, was going to work for Kaiser Broadcasting when it was beginning to build a portfolio of indepen-



James Thomas Lynagh—president, Multimedia Broadcasting Co., Cincinnati; b. June 25, 1934, Birmingham, Ala.; attended University of Alabama, 1951-1952; announcer, WJBY(AM) Gadsden, Ala., 1951-1952; announcer, WTBC(AM) Tuscaloosa, Ala., 1952; announcer WJHL(AM) Johnson City, Tenn., 1952-1953; announcer, WSIX(AM) Nashville, 1953; announcer/director, production manager WSIX-TV Nashville, 1953-1958; production manager, WTOL-TV Toledo, Ohio, 1958-61; program manager, KTAL-TV Shreveport, La.-Texarkana, Tex., 1961-64; program manager, WKBD-TV Detroit, 1964-65; station manager, WKBD, 1965-66; general manager, WKBS-TV Philadelphia, 1966; general manager, WKBG-TV Boston, 1966-68, vice president and general manager, WJXT(TV) Jacksonville, Fla., 1968-71; vice president and general manager, WPLG(TV) Miami, 1971-74; vice president and general manager, WTOP-TV Washington, 1974-78; vice president and general manager, WDIV(TV) Detroit, 1978-81; present position since May 1981. m. Joanne Dyer, 1954; children—Linda, 25; Martha, 23; James Jr., 20, and Jennifer, 11.

dent UHF stations. Over a four-year span beginning in 1964, he managed three of the Kaiser stations—WKBD-TV Detroit, WKBS-TV Philadelphia and WLVJ-TV (formerly WKBG-TV) Boston before Kaiser merged with Field Communications in 1973.

When Larry Israel assumed the chairmanship of Post-Newsweek stations in 1968, Lynagh was hired as general manager of WJXT(TV) Jacksonville, Fla. He remained with Post-Newsweek for 13½ years, managing, in addition to Jacksonville, in Miami (WPLG), Washington (WTOP-TV) and Detroit (WDIV).

It was while Lynagh was with Post-

Newsweek that he asserts, "television journalism really grew up."

Although he has no background in journalism per se, that aspect of the business concerns him most. Lynagh's "single highest priority" at Multimedia is to solidify all of that company's news operations. "I want us to be pre-eminent in news and informational programing in all of our markets," he said.

Why the emphasis on journalism? "I feel very strongly that that is our real future," said Lynagh. "Localism and localism that deals with substantive issues are the salvation for local television stations."

Lynagh applauds FCC Chairman Mark Fowler's initiative to liberate broadcasters from the shackles of Sections 312 (reasonable access for federal candidates) and 315 (equal opportunity for all candidates and the fairness doctrine) of the Communications Act. "The concept of a free press working is that free reporting will ultimately bring out the truth," said Lynagh. "[Section] 315 and the fairness doctrine, because they present the possibility [to broadcasters]... of literally having even their licenses called into question... about whether they're fair or balanced about any one story... have in fact been an inhibiting to full reporting and the full realization of broadcasting's potential as a journalistic medium."

Lynagh, in his role as a vice chairman of the NBC Television Affiliates Association board, predicts a better relationship between the network and its affiliates and parent company RCA in the future. Communications between them have "dramatically improved" since the ascendancy of Thornton Bradshaw to the chairmanship of RCA, said Lynagh. He noted that before Bradshaw became chairman, NBC was not represented on the RCA board. Now, he noted, NBC is there with its new chairman, Grant Tinker.

Lynagh thinks Tinker is "terrific." Bradshaw, he said, was "brilliant in choosing Tinker." Although he feels the "change was necessary," Lynagh credits Fred Silverman with handing over to Tinker "a much strengthened organization." Silverman made many "program mistakes," said Lynagh, but also had some "terrible luck," such as the summer Olympics fiasco and the actors strike.

Two people who have worked with Lynagh over the years—Dick Block, former president of Kaiser Broadcasting and currently a broadcast consultant, and Fred Paxton of WPSD-TV Paducah, Ky., current chairman of NBC Television Affiliates Association—used a similar phrase to describe Lynagh's ability in the television business: "He knows it all."



**MCA Inc. has bought into USA Network**, which had been owned (as of Oct. 1) by Time Inc. and Paramount Pictures. MCA is parent of Universal Pictures and Universal Television. **Time, Paramount and MCA become equal partners in deal**, with \$15 million Time paid for its half interest, putting value of \$30 million on whole of network (BROADCASTING, Oct. 5). Three new partners also said they've agreed "to consider" launching a national pay-per-view programing service through their joint venture.

**RCA Americom last week modified terms of its proposed auction of transponders on Satcom IV**, scheduled for launch next January. According to John Nolan, FCC official, RCA deleted requirement that every bid be accompanied by \$100,000 deposit. Instead, Nolan said, highest bidder for transponders will be given three business days "to demonstrate" it can make good on bid. Nolan also said deadline for bids has been pushed back to Oct. 27. Meanwhile, **Rainbow Communications and possibly others have filed comments in opposition to auction plan**, which has to pass FCC muster before it can be implemented. RCA has also filed plan to award transponders on first-come, first-served basis in case auction is rejected, but that too has come under fire. Eastern Microwave asked that first-come, first-served plan be rejected or suspended, claiming it is in violation of FCC's common carrier rules. UPI and Satellite Weather Service said they support plan if RCA makes clear that transponder customers would be drawn from existing waiting list, which reportedly contains more than 80 names.

"The thing we term progress is illusive, delusive, fickle and fake, when applied to black people," said **Dwight Ellis**, vice president, minority and special services, **National Association of Broadcasters**, last Wednesday. Addressing first Scholarship Awards Dinner of Black Journalists Association of Southern California, Ellis said blacks and Hispanics represent only 9% and 4% of over 146,000 workers in broadcasting, most of them "on-air personnel, camera operators, clericals and blue collar workers—not decisionmakers." There are eight blacks and two Hispanics among approximately 600 VP's at ABC, CBS and NBC combined, he said, and only 6% of some 4,500 decision-makers in cable TV industry are minorities. In spite of such statistics, Ellis said he is "encouraged and optimistic [at] the groundswell of activities and actions for and by minorities in telecommunications" and noted FCC Chairman Mark Fowler's special committee on financing minority ownership (see story, page 41), efforts by NAB to adjust FCC's tax certificate policy so nonminority shareholders can obtain tax break by transferring shares to minority shareholders and appointment of former FCC Commissioner Tyrone Brown to board of BROADCAST, nonprofit, minority enterprise small-business investment corporation founded by NAB.

**Prior to regular ABC-TV affiliates board meeting with network Nov. 30-Dec. 3 in Maui, Hawaii, board will have special "preparatory session" Oct. 29 in Dallas** to weigh key issues and unify position. Normally advance session is held day before meeting with network executives, but this year, according to affiliate chief Ward Huey, issues warrant more planning. Huey, president and chief executive officer of Dallas-based Belo Broadcasting, who has called meeting, said main areas include prime-access/expanded news, ABC's news and sports cable ventures, overruns, compensation and Viewer Information and Education Committee organized to promote over-the-air commercial networks and to counter cable. Board now is polling affiliates by mail to see what they want discussed in Maui. Poll taken earlier, according to Huey, showed 91% of affiliate body against expanded news if it involves time now local.

As had been expected, **CBS last week reported earnings for third quarter** that were **down 3%** to \$54.3 million, \$1.95 per

share, on revenues that were up 5% to \$995.1 million. Culprit was identified as foreign currency exchange losses which cost 25 cents per share in quarter. CBS/Broadcast Group profits were said to be up, on revenues that rose 10%. CBS also noted that development spending for cable programing, home video and theatrical films was "sharply higher" than in year-earlier quarter.

**Time Inc. income tumbled in third quarter, down 41%**, to \$19.6 million, as losses from discontinuing *Washington Star* and *Time-Life Films* (with paper's closing said to have been chief factor) totaled \$19.2 million. Income from continuing operations grew fractionally, to \$38.8 million, while earnings per share dropped slightly from 69 cents to 63 as average shares outstanding grew. Sales in quarter were \$808.5 million, up 19%. "Time's video group grew at an accelerated pace in the period," according to Time President J. Richard Munro, despite added pay television development expenses.

**FCC budget problems do not end with personnel and program cuts. Commission does not have money for long-anticipated move to consolidate its Washington offices**, now scattered among four buildings, Edward Minkel, assistant to Chairman Mark S. Fowler for management, told Congress last week. Minkel, in testimony before House Subcommittee on Public Buildings and Grounds, said, "We do not have funds in our FY 1983 budget to cover the costs of relocation or the substantially increased rental costs expected in FY 1983 and beyond—whether we move to a new building or remain in our present location." He said the cost for FY 1983 would be \$4.3 million. Three leases expire next year; fourth in 1985.

**Direct Broadcast Satellite Corp. has outlined changes in its equity ownership** in amendment to its DBS application. Filed at FCC on Oct. 9, amendment gives revised list of 10 largest stockholders and details agreement entered Oct. 8 with Kansas City Southern Industries. KCSI will purchase 38% of common stock of DBSC for \$1,000,000. DBSC says it has also received "strong expressions of interest and other commitments for funds necessary to construct and operate" its DBS system, from, among others, General Electric Corp. and Bank of Montreal.

Final prime-time **ratings for week ended Oct. 11**—first of 1981-82 season—gave CBS-TV 22.1 rating and 35 share to ABC-TV's 18.1/29 and NBC-TV's 14.6/23. ABC average wasn't known until late last week due to ratings delay on Oct. 9 baseball (see page 61); telecast eventually turned up with 13.1/22. Twenty-two-minute Sunday football-runover rating on CBS, also delayed, brought 17.2/33.

Reagan administration outlined proposals for **amending Freedom of Information Act** at hearing before Senate Judiciary Subcommittee on Constitution last Thursday (Oct. 15). Amendments would charge attorney general with defining categories of investigations to be exempted from FOIA requests, permit government to withhold information that would "tend" to disclose identity of confidential sources, prohibit release of records that might endanger law enforcement personnel, witnesses or potential witnesses, preclude persons involved in administrative or judicial proceedings from using act as tool of discovery, permit government to charge for documents that provide information with commercial market value and require agencies to notify individuals or businesses that had supplied commercially sensitive information and permit them to contest release of data. Hearing was fourth in series on proposed amendments to FOIA, among them three bills pending in subcommittee, S. 587, S. 1235 and S. 1247 (BROADCASTING, July 20).



**Edward Minkel**, assistant to FCC Chairman Mark S. Fowler for management, becomes managing director of FCC today (Oct. 19) ("Closed Circuit," Oct. 5). He succeeds R. Donald Lichtwardt, executive director, in what is new post with expanded authority and responsibility over management functions of bureaus and offices.



Minkel



Manship

Broadcaster-publisher **Douglas L. Manship** elected Thursday (Oct. 15) to be chairman of board of Radio Free Europe/Radio Liberty. He has served on board since 1975 and succeeds John S. Hayes who died previous day (see page 86). Hayes last spring indicated he would retire because of ill health. Manship is president of WJBO(AM)-WFMF(FM)-WBRZ(TV) Baton Rouge and, through different licensee, KGRV-AM-TV Weslaco, Tex. Daniel B. Burke, Capital Cities, was re-elected vice chairman of RFE/RL board, and Margita White, Washington consultant, former FCC commissioner, and before that deputy director of United States Information Agency, was elected to newly created vice chairmanship.

**Harte-Hanks Communications** announced purchase, for undisclosed sum, of option to acquire Houston area cable operator, **Southwestern Satellite Inc.** Option is exercisable in 1984. Harte-Hanks currently manages Katy Cable Television in adjacent territory, will retain Campbell Management Corp. to manage both systems. Southwestern currently serves 3,500 subscribers out of 6,700 homes passed.

**Ward L. Quaal**, president, Ward L. Quaal Co., Chicago consulting firm, elected president of **Broadcast Pioneers Library**, Washington, succeeding Wallace B. Dunlap, Westinghouse Broadcasting Co. vice president, Washington. Dunlap remains on library board.

**Harold Brownstein**, president of U.S. Pencil and Stationery Co., division of Cadence, based in West Caldwell, N.J., joins **Wometco Home Theater**, Fairfield, N.J., STV service, in same capacity.

**Third-quarter** net income of **Viacom** soared 30% over year-earlier results, to \$5,481,000, 46 cents per share, as revenues advanced 34% to \$54,107,000. Per share results compare with 41 cents year-earlier, as weighted number of average shares outstanding increased 26%.

**Michael Lambert**, VP, domestic syndication, **Viacom Enterprises**, New York, named to newly created post of **VP marketing, new programs, new media**, responsible for company's first-run domestic syndication and cable/pay cable television sales.

Warner Communications Inc. announced last week that Los Angeles-based attorney **Deane F. Johnson** will join Warner's of-

office of president effective Jan. 1, when he will also become member of WCI board. Johnson will become fourth member of that office, joining Emanuel Gerard, David Horowitz and Bert Wasserman. Steven J. Ross is WCI chairman and chief executive officer. Johnson, 63, who will be moving to Manhattan upon assumption of new role, is currently managing partner of Los Angeles law firm of O'Melveny & Myers and has specialized in entertainment law. Although Warner did not disclose what Johnson's salary would be, proxy statement issued by WCI indicated that other members of office of president last year earned \$150,000 each in base salary plus bonuses of \$319,000 each for total compensation of \$469,000.

**House Judiciary Subcommittee** on Courts, Civil Liberties and Administration of Justice passed two copyright bills last Thursday (Oct. 15) but put off acting on cable copyright and performer royalty bills until Thursday (Oct. 22). Activity on House floor caused subcommittee members to cut short mark-up session after quickly disposing of H.R. 4441, minor, technical bill that permits Copyright Office to keep application fees (usually about \$10 each) after parties decide to discontinue application for copyright. Office now must return fees. Other bill passed was H.R. 3530, introduced by Representative Barney Frank (D-Mass.), that would stiffen criminal penalties for piracy of audio and audio-visual recordings.

**President of Columbia Pictures Television Distribution, Henry A. Gillespie**, resigned last week and is not being replaced. CPT President Herman Rush said company's domestic sales will be directed by Joseph D. Indelli, VP, domestic sales. Indelli will report directly to Rush.

## Up4Coming

**On Capitol Hill:** House Telecommunications Subcommittee will hold hearing on social-behavioral effects of TV violence in room 2322, Rayburn House Office building, at 9 a.m. Wednesday. □ House Subcommittee on Government Information and Individual Rights will hold hearing on international shortwave broadcasting and potential for use of direct broadcast satellites on Wednesday in room 2203, Rayburn, at 9:30 a.m. Wednesday.

House Judiciary Subcommittee on Courts, Civil Liberties and Administration of Justice will hold mark-up of cable copyright and performer royalty legislation on Thursday in room 2226, Rayburn, at 10 a.m. □ **At FCC:** Open meeting Thursday will consider accepting 13 DBS applications; consider adoption of regulations to use random selection or lotteries to choose among mutually exclusive applications for initial radio licenses; consider amending rules to implement new seven- and five-year radio and television broadcast license terms provided for in Omnibus Budget Reconciliation Act; consider adopting notice of inquiry to improve FCC's administration of comparative renewal process; consider staff recommendation to initiate combined notice of inquiry and rulemaking on teletext that would leave FCC option of adopting single teletext standard or permitting "marketplace" to determine what standard or standards should be employed. □ **Also in Washington:** Jack Valenti, president, Motion Picture Association of America, will speak on copyright at Federal Bar Association luncheon at Lawyers Club today (Monday). □ John Warrick, director of marketing for Times Mirror Videotex Services, will speak at Advertising Club of Washington luncheon seminar at Mayflower hotel noon Tuesday. □ **In Los Angeles:** Society of Motion Picture and Television Engineers technical conference and exhibit at Century Plaza starts Sunday. □ **In Ditchley, England:** Three-day International Conference on Media Coverage of the Energy Crisis, sponsored by The Media Institute and featuring media, business and government leaders from U.S., Western Europe and Japan, begins Friday.



## Needed: a united front

The movement toward deregulation of broadcasting, or "unregulation," as FCC Chairman Mark Fowler calls it, was already gaining speed before the President of the United States made his videotaped appearance at the Broadcast Pioneers dinner in Washington last week. It is sure to be accelerated by Ronald Reagan's pointed reference to "the broadcast media's First Amendment rights." When a President mentions radio, television and the First Amendment in the same breath, broadcasters must take it as a call to action.

There is accumulating evidence that broadcasters have heard the call.

"We have a fine opportunity now to make progress with the regulatory problems that confront us," said Thomas H. Wyman, president of CBS Inc., in a speech to the International Radio and Television Society (BROADCASTING, Oct. 12). He urged broadcasters to support repeal of Section 312(a)(7) of the Communications Act, which mandates access time to federal office candidates, and Section 315, which contains the fairness doctrine and equal-time provision for all candidates. "Not only must the protections of the First Amendment be maintained," said Wyman, "they must be enlarged to the point where broadcast news has parity with other news media."

Jim Rosenfield, president of CBS-TV, is taking his boss's call into the field, exhorting broadcasters to enlist counterparts in other media "in what certainly will be their fight too for First Amendment freedom in the new electronic age" (see page 67).

Rosenfield's reference to intermedia cooperation is especially pertinent. As has been observed in this space before, on this issue the interests of broadcasters and cable operators precisely coincide, since both are covered by name in the law requiring equal time and containing the fairness doctrine. The print media may be immune to content regulation now, but they face a possibility of it as they move into electronic delivery systems. It is to the benefit of all members of the Fourth and Fifth Estates to support the freedom of all under the First Amendment.

The media must expect resistance in the citizen movement that exists because of regulation and in the Congress, where members have personal reasons to retain federal controls. The resistance will be overcome only by concerted action of trade associations and professional societies representing all the media. Who's to take the lead in calling them together?

## Out of bounds

The FCC has been put in an awkward position by the request of Representative Charles Rose (D-N.C.) for a low-power television station to broadcast proceedings of the House ("Closed Circuit," Oct. 12). It cannot summarily turn a congressman down without imperiling future legislative plans. It cannot put the U.S. Congress in the domestic broadcasting business without flouting traditions that are basic to a free and independent press. No wonder the commission has elected to give the matter extended study.

As chairman of the House Advisory Committee on Broadcasting, Rose was influential in the installation of the television system that, with discreet avoidance of peripheral events, such as members sleeping at their desks, provides live coverage of the House floor. The coverage has been carried by the Cable Satellite Public Affairs Network (C-SPAN) to cable systems around the country, less the District of Columbia which is without cable service. Rose is echoing the desires of a good many Washington peo-

ple who do business with the Congress for a way to tune in the House's goings-on without leaving home or office.

There is, of course, nothing journalistically objectionable about the House's wiring up its premises to televise its own affairs to its own installations in the Capitol (although electronic journalists wish they could attain equal access for less parochial originations from the chamber). The questions arise when the House proposes to operate its own system of distribution to the general public—a function that the journalism media, including those of modern times, are supposed to perform.

If there is enough interest in Washington in the transmission of House-broken television beyond the Capitol to justify governmental investment in a low-power station, there must be enough interest to support a private venture in LPTV or some other means of distribution. Whether private initiative shows up or not, Congress ought to stay out of that business.

## Turning down the heat

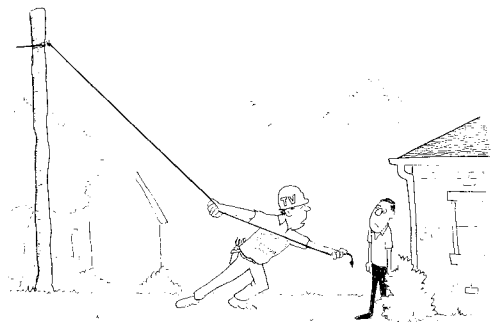
The commonest subject of discussion at cable television meetings these days is the sexually explicit program. It is a subject that will only heat up as new program services featuring sex in various degrees of combustion enter what is perceived as a market of expanding opportunity.

The first Cable Software Symposium, extensively reported in last week's issue of this magazine, was no exception. The obligatory panel was assembled. An urban cable operator defended his First Amendment right to show R-rated movies. A city councilman warned of municipal and state regulation if public protests against the accessibility of objectionable material continue to increase. A representative of Morality in Media said members of the public had no constitutional right to receive indecent or obscene material.

As has been noted on this page before, a constitutional confrontation is in the making, and will do no one any good if it comes. The market for eroticism on cable television has been identified and is growing. Cable must find a way to serve that market without offending everybody else.

On that same Cable Software Symposium panel, Al Gilliland, who runs an 85,000-subscriber system in San Jose, Calif., and is chairman of the National Cable Television Association, reported how he isolates his market for sex from subscribers who reject it. Those who buy his R-rated service get an addressable decoder and a lock box that turns that channel off.

The Gilliland principle could save cable from a showdown.



Drawn for BROADCASTING by Jack Schmidt

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