

SPECIAL REPORT

The changing practice of communications law

# Broadcasting Jun 16

The newswEEKly of broadcasting and allied arts

Our 49th Year 1980

**NO MATTER HOW REMOTE THE AREA, WE BRING THE NEWS BACK LIVE.**  
We've got the only antenna dish in town that can pick up live, on-the-scene reports anywhere in our ADI. That's over 10,000 square miles of news. Good news for our viewers. Bad news for our competitors. But then, after all, it's a jungle out there. **KPRC TV HOUSTON**



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

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US AIR FORCE  
SERIAL ACN SECTION  
MONTGOMERY AL 36112  
**PAPER**



## One of our on-board computers.

Tony Durpetti. Vice President, Central Division. Plugged into Marketron, Telmar and BCI. With one hand, he can rank stations, figure reach & frequency, compute CPM's, and put together just about any kind of radio mix known to man.

But that's not why we have him

with us. Tony Durpetti is with us because he's personally committed to the success of all the McGavren Guild client radio stations.

He talks to them. He visits with them. And, he listens.

With Tony's help, our strong stations get even stronger.

 M<sup>c</sup>GAVREN GUILD RADIO  
People who know the territory.

NEW FOR  
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TIME-LIFE TELEVISION  
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- SAN FRANCISCO KTVU
- MINNEAPOLIS/ST. PAUL WCCO-TV
- DENVER KWGN
- OKLAHOMA CITY KOKH-TV
- TUCSON KOLD-TV
- BELLINGHAM KVOS

...to be continued.

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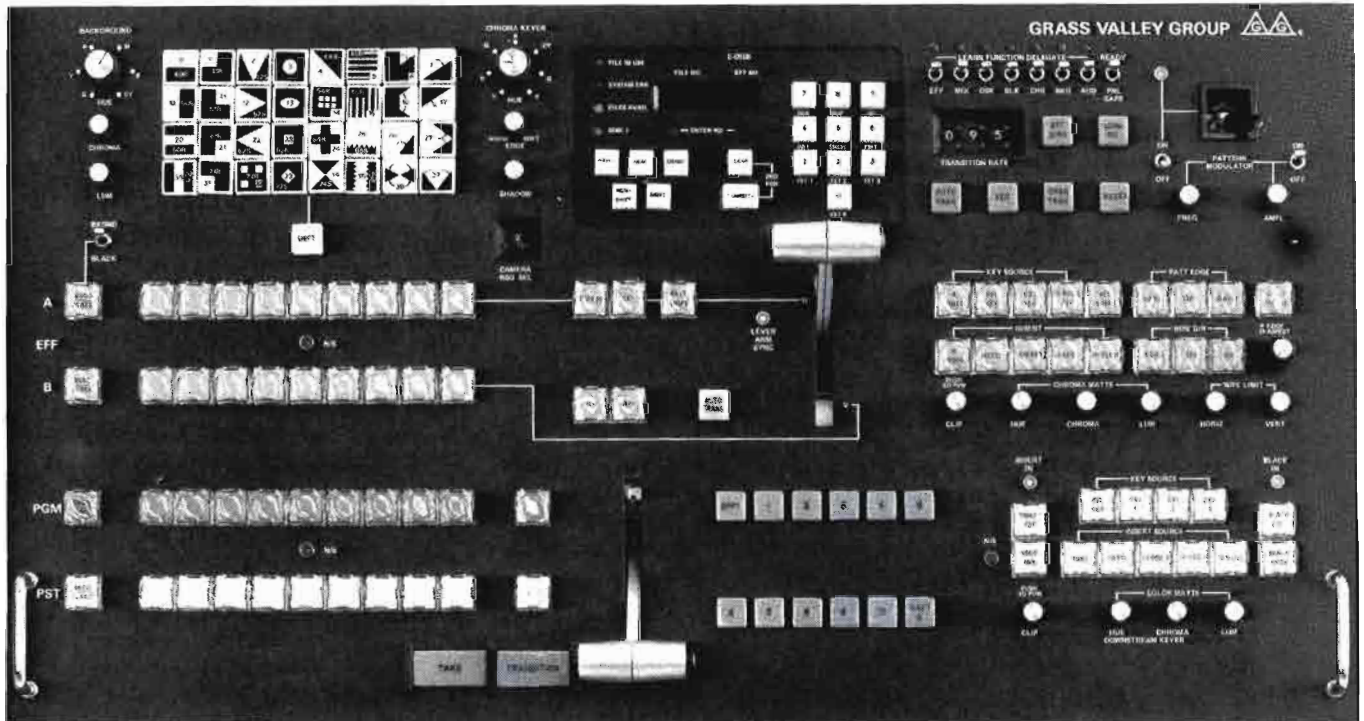
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# The Week in Brief

TOP OF THE WEEK

**A BILL AT LAST** □ Senate Communications Subcommittee members compromise on Communications Act Amendments, mainly common carrier, and agree to drop spectrum-fee provision. Broadcast licenses would go to five years, lottery could be used in comparative proceedings, FCC would be prohibited from regulating cable retransmission. **PAGE 27.**

**THIS IS IT** □ Goldenson tells Hollywood that ABC's no longer going to stand for constant demands for higher program fees. **PAGE 28.**

**AAF LOOKS TO FUTURE** □ One speaker sees in it the demise of one of the networks; another says they'll flourish. **PAGE 28.**

SPECIAL REPORT

**THE WASHINGTON LAWYERS** □ BROADCASTING examines the capital city's communications attorneys and how their role has changed over the years, growing in influence and prestige along with the industry they serve. **PAGE 32.** There's also a list of firms and their major communications clients. **PAGE 44.**

TECHNOLOGY

**THE CHANGING FACE OF WESTAR III** □ With the announcement that the Satellite Program Network will be distributed on it, the Western Union bird looks to become the next major cable satellite. **PAGE 66.**

LAW & REGULATION

**EASING UP ON EX PARTE** □ The FCC changes its rule a little so contacts will be prohibited only in rulemaking involving "competing claims to a valuable privilege." **PAGE 71.**

**CBS'S KIDS COMMENTS** □ The network tells the FCC that the study on which the commission staff based its decision was illegal, unconstitutional and factually in error. **PAGE 71.**

**GETTING PRIORITIES IN ORDER** □ FCC Commissioner Anne Jones, speaking before the Federal Communications Bar Association, questions whether the commission has concentrated on socially oriented

issues to the neglect of its principal missions. **PAGE 73.**

**ONE FOR ANOTHER** □ The FCC upholds a Broadcast Bureau grant of a commercial FM frequency to a noncommercial applicant in Vermont. **PAGE 74.**

**FAR RANGING** □ FCC Commissioner Quello, in a speech before a New England broadcasters group, predicts the RKO case will reach the Supreme Court, supports radio deregulation efforts and denies *Globe* column calling him an industry mouthpiece. **PAGE 75.**

PROGRAMING

**CHILDREN'S HOUR** □ NAB and NATPE sponsor a conference in Washington on childrens' TV programing. **PAGE 76.**

**THE EYE HAS IT, AGAIN** □ CBS wins the ratings for the week ended June 8 with eight of the top 10 shows. It's the network's fourth win in a row. **PAGE 76.**

JOURNALISM

**INN BUSINESS** □ The WPX-originated news service for independents starts with 27 stations and potential coverage of 36.5-million homes. **PAGE 79.**

**ENCOURAGEMENT FROM MUSKIE** □ The secretary of state indicates he will support free-press efforts at Belgrade UNESCO meeting in September. **PAGE 80.**

**CHANGE OF HEART** □ The government decides to allow satellite transmissions from Cuba after controversy caused by denying CBS feed. **PAGE 81.**

MEDIA

**MOUNTAIN HIDEAWAY** □ Some of the biggest names in television gather in a Colorado resort to put their medium and the world in perspective. **PAGE 82.**

PROFILE

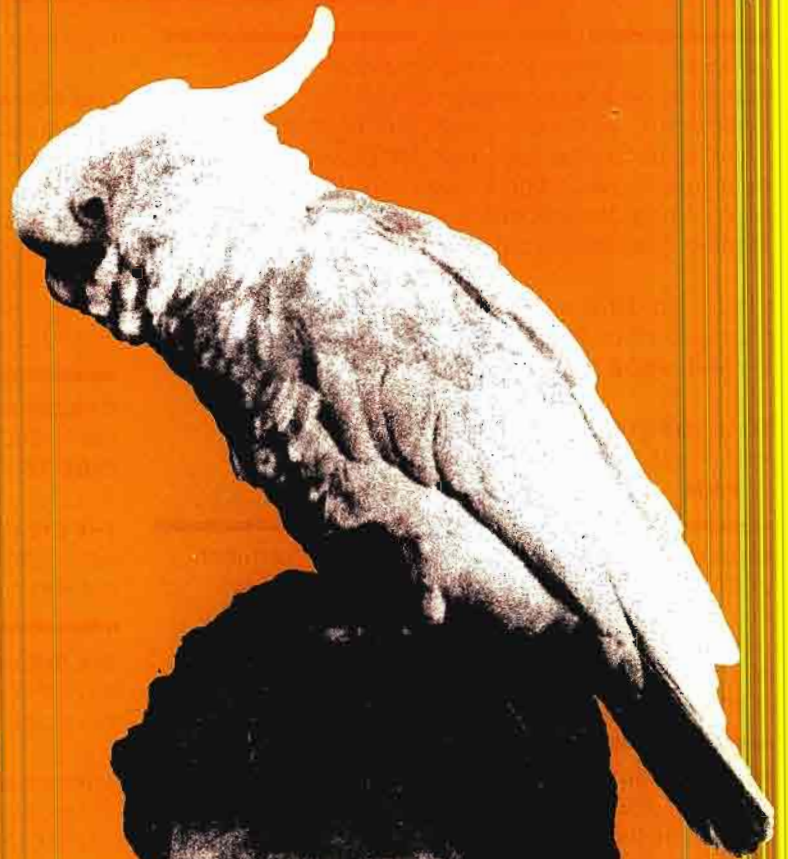
**A GIFT FOR GADGETRY** □ Robert Seidenglanz started with a good idea and 10 years later has a \$30-million company. His idea: putting a television studio in a van. His company: Compact Video Systems. He's not finished; there are more ideas where that one came from. **PAGE 113.**

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# BARETTA IS KID STUFF!



Everyone thinks of Baretta as a ladies' man, which is true—particularly when the ladies are 18 to 49:

But the fact is that when Baretta played at 9pm, he delivered 22% more teens and kids than his CBS and NBC competition—combined!\*\*

So, if you're looking for an early fringe or early prime time show with big appeal among kids and teens—as well as extraordinary appeal among women 18-49—you should be buying Baretta!

## BARETTA

STARRING

## ROBERT BLAKE

82 action hours with Rockford magic!  
Available Fall 1980.

## MCATV

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\*During his entire 3½-year prime time network run, Baretta averaged 56% more women 18-49 than his NBC competition and 22% more than his CBS competition. And during the 1976-1977 season he was the 6th highest rated show among women 18-49 in all of TV,

beating *All In The Family*, *Barney Miller*, *The Jeffersons*, *Mary Tyler Moore*, *Starsky & Hutch* and *Welcome Back, Kotter*.

\*\*Two seasons: 1975-76 and 1976-77.

## Judgment day

White House staff's recommendation to President Carter on filling seat now held by FCC Commissioner James H. Quello is expected in next two weeks. That word began circulating after it was learned that Peter Lopez, Los Angeles attorney, had been invited back to Washington last week for second interview with White House staff. His first interview was in February (BROADCASTING, Feb. 18). But recommendation is not locked up. What's more, White House will first have to make decision on whether to reappoint Quello. If decision is negative, recommendations may be made from among four candidates—Lopez; Jay Rodriguez, NBC's West Coast vice president for public affairs; Ernie Sanchez, general counsel, National Public Radio; Brian Moir, legal counsel to House Commerce Committee—though some others are not being ruled out.

Meanwhile, National Citizens Committee for Broadcasting is preparing "white paper" criticizing Quello's record at FCC and opposing his reappointment.

## Rooms at the top

Reports abounded last week that Maurice R. Valente, who moved into RCA presidency from ITT on Jan. 1, would leave soon. Some accounts said he had already stopped going to office. RCA spokesman said he'd heard reports of departure but denied them, and attributed Valente's absence to his having been visiting offices of RCA subsidiary, CIT Financial Corp. Valente has three-year contract (through Dec. 31, 1982) at \$400,000 annually, with another \$400,000 to be paid him if he leaves before Jan. 1, 1990.

There were also reports, unrelated, that Jane Cahill Pfeiffer, chairman of RCA's NBC subsidiary, may be leaving that post. It's not first time these reports have surfaced and been denied. Word last week was that they're not true "at this time."

## Togetherness

FCC may yield to prodding of several industry groups to form government-industry advisory committee to develop plan for new radio station assignments. National Association of Broadcasters and affiliates of ABC's four radio networks initially made proposal to FCC (BROADCASTING, May 19), and they were followed closely by National Radio Broadcasters Association (BROADCASTING, June 9). Industry feels comprehensive inquiry into all of commission's

maneuvers toward expansion of AM and FM services is necessary to develop sound plan for radio's growth.

FCC, according to several sources, may acquiesce to idea—especially in light of technical studies needed to adopt number of proposals, including those from Region 2 meeting, rulemaking proceeding looking toward new classes of FM stations and Canadian-United States relations.

## Defections

NBC-TV, which lost WSB-TV Atlanta to ABC-TV two weeks ago (BROADCASTING, June 9), could be in for more bad affiliation news. Reports persisted last week—and were confirmed by both sides—that Hubbard Broadcasting, which switched KSTP-TV Minneapolis from NBC to ABC 19 months ago, has made presentation seeking CBS affiliation for its KOB-TV Albuquerque, N.M., channel 4 station now with NBC. CBS sources expected decision to be made within several weeks.

CBS's current Albuquerque outlet is KGGM-TV, channel 13. In addition, there was speculation that New York Times Co.'s KFSM-TV Fort Smith, Ark., NBC affiliate on channel 5, may replace channel 24 KLMN(TV) Fort Smith in CBS line-up of affiliates.

## Big deal

It's now learned Cosmos Broadcasting won bidding contest when it bought Orion stations for \$110 million (BROADCASTING, June 9, also see page 84). Deal was arranged by Wall Street firm of Goldman-Sachs. Others that at least took look at offer of Orion: Charter Media, Hearst, LIN, Knight-Ridder, Nationwide and Schering-Plough. At least one thought \$80 million would be top figure.

## Slow track

If Federal Trade Commission's children's advertising inquiry resumes, chances are it won't be until fall, at earliest. According to reliable source, commission is likely to be circumspect with children's proceeding. If staff develops proposed rule, commission would probably put it out for ample comment. After long hiatus, staff is once again examining monumental record developed during first go-around. But since proceeding was arrested by FTC's clash with Congress, some members of children's staff have left commission, and time required to review record by remaining members is expected to run into months.

Further factor may be presidential elections: If Ronald Reagan is elected,

FTC Chairman Michael Pertschuk is all but certain to be replaced. Speculation in some quarters is that commission may hold off until election to see what may be in store.

## Survival plan

FCC action breaking down clear channels could result in expansion rather than withering of Clear Channel Broadcasting Service. CCBS members feel that commission action last month (BROADCASTING, June 2) to reduce 1A stations' nighttime protection to 750 miles—to make room for another 125 stations—may not be agency's last word on subject; there is fear commission may in future consider wiping out nighttime protection entirely. And in that case, 32 1B stations would be affected, along with 25 1A's.

As result, CCBS has set up committee, headed by Elmo Ellis, of WSB(AM) Atlanta, to consider inviting 1B's to join what would be Class I rather than Class 1A association. CCBS and Ellis's committee plan strategy meeting after commission's order in clear channel proceeding is released. That could come this week.

## Air rights

Legislation that would make it illegal to pirate television signals off satellites may be introduced soon. Representative Dale Kildee (D-Mich.) has been looking into possibility of such bill, and draft has been worked up.

## Bouncing back?

Don Burden, former broadcast owner who lost five-station Star Stations group four years ago in celebrated FCC denial of license renewals, is looking to get back into business. Betting that current commission would not deny his re-entry into field, Burden has been eyeing number of stations around country and is now said to have made choice.

It's reported that he has reached agreement with LDS Corp. to buy KPEN(FM) Los Altos, Calif., for \$650,000, almost double what owner Frank DeSmidt paid for station in October 1978. San Francisco area station operates at 97.7 mhz with 3 kw. Attorneys for both parties decline to confirm or deny report, but others say Burden has already been introduced to station staff. DeSmidt is Fremont, Calif., restaurant owner with no other broadcast interests. Deal would require waiver of FCC rule against sale of stations within three years of seller's acquisition.

# TOUGH COMPETITION



Barney Miller is tough. Tough enough to get winning numbers.

Tough enough to outperform a long and impressive list of big successes:

Mork & Mindy, Laverne & Shirley,

The Love Boat, Diff'rent Strokes, CHiPs, Vega\$, The Waltons, The Incredible Hulk, Quincy, and lots more.

Tough enough to become the highest rated Thursday night show on any network.



# N IN ANY LINE-UP.



Tough enough to survive six really tough seasons. And eager to start its seventh.

Barney Miller. Tough competition in any line-up.

Barney Miller. A Four D Production distributed by



Columbia Pictures Television

TV ONLY

**Shell Oil** □ Six-month campaign for Auto Care centers begins June 30 in 42 markets including Los Angeles. News, fringe and sports programming. Agency: Ogilvy & Mather, Houston. Target: men, 25-64; women, 18-54.

**Noxell** □ Twelve-week campaign for Lestoil cleaner begins June 30 in New York, Albany-Schenectady-Troy, N.Y., and various East Coast markets. Some spots run in day time. Agency: Foote, Cone & Belding, New York. Target: women, 18-49.

**Old El Paso** □ Nine-week campaign for Mexican food begins July 7 in about 10 markets. Day, early fringe and weekend programming. Agency: Tracy-Locke, Dallas. Target: women, 18-49.

**Helene Curtis** □ Six-week campaign for Suave shampoo begins June 23 in 15

markets including Washington and Cincinnati. Fringe times. Placed by: LSF Media Services, New York. Target: women, 25-54.

**Pearle Vision Center** □ Six-week campaign for optical centers begins June 30 in more than 20 markets including New York, Chicago, Los Angeles and New Orleans. Day, early fringe and late news. Agency: Bozell & Jacobs, New York. Target: women, 25-54.

**Carter Wallace** □ Six-week campaign for Nair depilatory product begins June 30 in about 12 markets including San Francisco and Minneapolis. Day and late fringe times. Placed by: Time Buying Services, New York. Target: girls, 12-17; women.

**Flushco** □ Five-week campaign for 2000 Flushes bathroom product begins July 21 in about eight markets including

## Rep Report

KCEE(AM) Tucson, Ariz.: To Christal Co. from Torbet Radio. □

KJLA(AM) Kansas City, Mo.: To Roslin Radio Sales (no previous rep). □

KJCT-TV Grand Junction, Colo.: To Avery-Knodel Television from Peters, Griffin, Woodward. □

KATC(TV) Lafayette, La.: To Katz Television Continental from Meeker Television. □

WKBR(AM) Manchester, N.H.: To Buckley Radio Sales from Torbet Radio. □

**Growing.** Spot Time Ltd., New York, has joined Station Representatives Association, becoming 34th member of SRA.

Baltimore, Washington and Atlanta. Day, fringe and prime access times. Placed by: Time Buying Services, New York. Target: women, 18-49.

**Louis Rich** □ Four one-week campaigns begin this week for turkey meat in Los Angeles, San Francisco, Seattle and Portland, Ore. Day, fringe and prime times. Agency: Gardner Advertising, St. Louis. Target: women, 25-49.

**Schenley** □ Four-week campaign for Orangeboom beer begins this week in Colorado markets. Late fringe, prime access and news times. Agency: Lois Pitts Gershon, New York. Target: men, 25-49.

**Colgate** □ Four-week campaign for Palmolive liquid begins July 21 in about 20 markets including New Orleans and Birmingham, Ala. Fringe time only. Agency: Ted Bates, New York. Target: women, 18-49.

**General Mills** □ Four-week campaign for Kix cereal begins June 23 in about 25 markets. Day and fringe times. Agency: Dancer Fitzgerald Sample, New York. Target: women, 25-49.

**Husky Industries** □ Two-week campaign for Royal Oak charcoal begins June 23 in Los Angeles, San Diego, San Francisco and Minneapolis. Day, fringe

## We stand out from the crowd.

Thanks to the unique design of the patented Beau pancake motor, our Type 10 Recorder/Reproducer gives you *space* economy (it's only 3 5/8" high and stackable) and *power* economy, too. Also cool-running and compact, there's the inexpensive Beaucart II Reproducer.

Simple design means greater efficiency. Our versatile Model SFE-1 Automatic Splice Finder and Bulk Eraser combines *two* machines in *one*.

A common-sense approach makes Beau-Master Stereo Console and its companion Beau-Pro easy to operate—with the performance you demand.

Simple functional design makes UMC stand out from the crowd.



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# GOOD TIMES

*This Year's Winner!*

**STRONG**  
IN NOVEMBER...

**STRONGER** IN FEBRUARY!

**HERE ARE THE FACTS...**

**HERE ARE THE SHOWS  
WE REPLACED:**

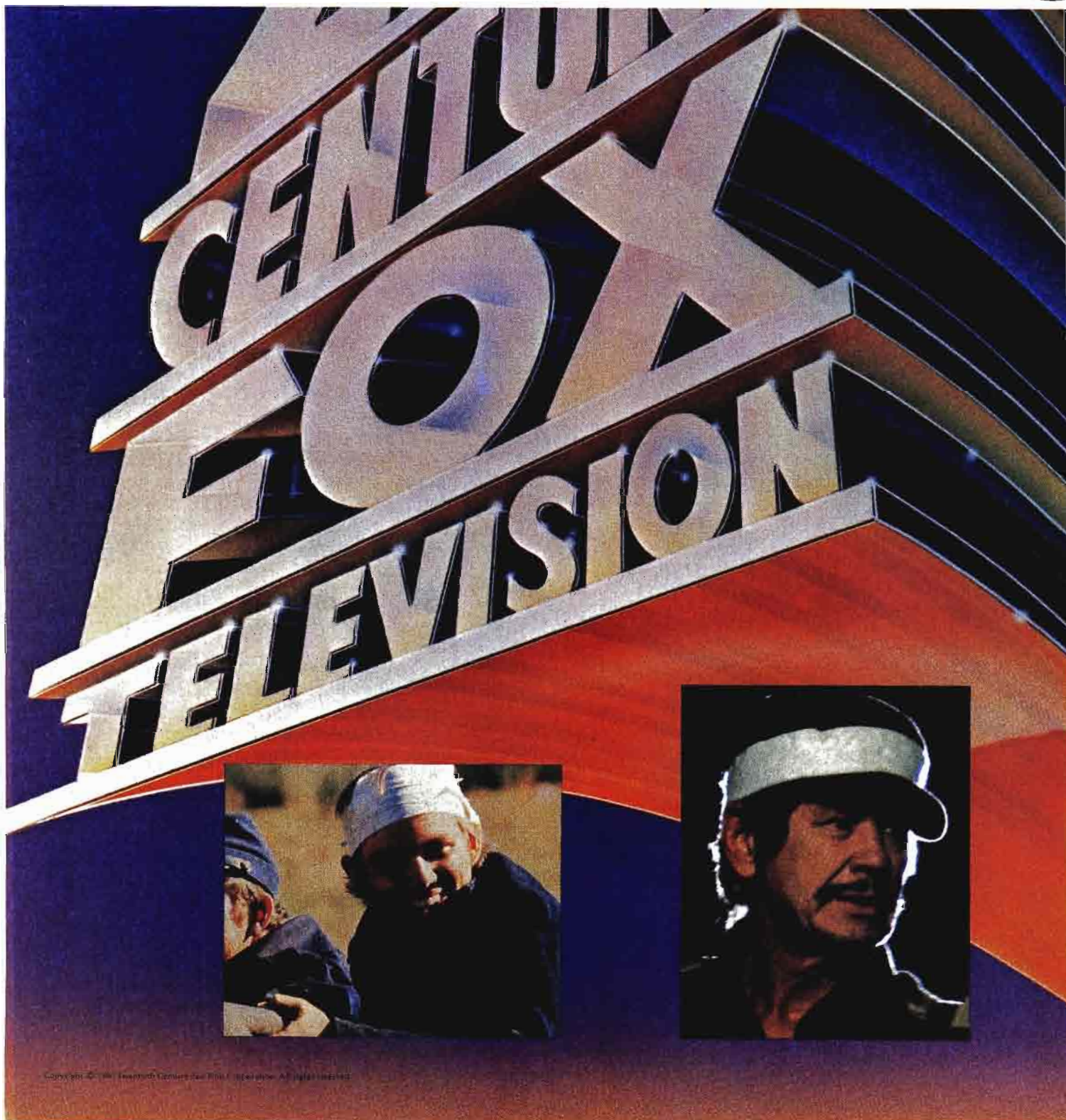
**HERE'S HOW THE  
AUDIENCE WENT UP:**

MARKET	FORMER PROGRAM IN TIME PERIOD	HOUSE HOLDS	WOMEN 18-49	WOMEN 18-34	MEN 18-49	TEENS	KIDS
New York	Emergency One	UP 75%	UP 162%	UP 135%	UP 70%	UP 101%	UP 72%
Los Angeles	Superman	UP 98%	UP 469%	UP 336%	UP 184%	UP 187%	UP 52%
Philadelphia	Hogan's Heroes	UP 87%	UP 196%	UP 181%	UP 54%	UP 163%	UP 118%
Boston	6 Million \$ Man	UP 122%	UP 186%	UP 126%	UP 152%	UP 119%	UP 111%
Detroit	Dinah	UP 30%	UP 86%	UP 136%	UP 112%	UP 174%	UP 578%
Houston	Andy Griffith	UP 127%	UP 100%	UP 105%	UP 60%	UP 258%	UP 150%
Atlanta	Every Day	UP 92%	UP 88%	UP 120%	UP 280%	UP 513%	UP 1950%
New Orleans	Andy Griffith	UP 89%	UP 141%	UP 129%	UP 37%	UP 211%	UP 175%
Jacksonville	Bewitched	UP 68%	UP 88%	UP 92%	UP 114%	UP 109%	UP 11%
Huntsville-Decatur	6 Million \$ Man	UP 188%	UP 233%	UP 250%	UP 700%	UP 100%	UP 180%
Augusta	Newlywed Game	UP 105%	UP 120%	UP 183%	UP 175%	UP 233%	UP 144%
Montgomery	My 3 Sons	UP 13%	UP 58%	UP 40%	UP 60%	UP 50%	UP 33%
Lafayette, La.	Partridge Family	UP 76%	UP 113%	UP 100%	UP 100%	UP 50%	UP 35%
Columbus, Ga.	Various*	UP 71%	UP 95%	UP 92%	UP 53%	UP 78%	UP 146%
Panama City	Bewitched	UP 57%	UP 193%	UP 164%	UP 48%	UP 71%	UP 30%

\*Match Game/Gong Show/Candid Camera/Family Feud/Muppets

Source: A.C. Nielsen, Feb. 1980/ Feb. 1979.

# The best action comes from The Big



# made for television Movie Company.

**PREMIERE 1**

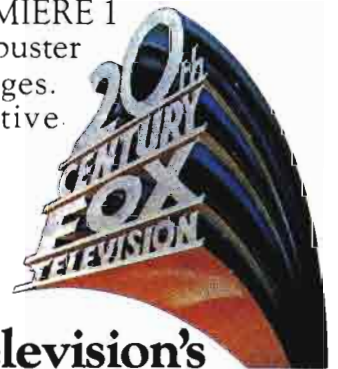
Take advantage of one of the highest rated action-adventure packages available.

PREMIERE 1 deals in themes that are always current in their audience appeal. High adventure and action mixed with romance, fantasy, history, heroism and humor—20 movies that cover virtually all the universal human emotions.

You'll draw big audiences with movies like "Raid on Entebbe"; "Wanted: The Sundance Woman"; "Sherlock Holmes in New York"; and "Swiss Family Robinson."

PREMIERE 1 includes superstar performances by Charles Bronson, Henry Fonda, Shirley MacLaine, Liza Minnelli, Robert Stack, Peter Finch, Jack Warden, Peter O'Toole and many, many more. And viewer potential has barely been tapped by the very limited network exposure.

There are over 1500 titles available from the huge 20th Century-Fox Television library. CENTURY 10 and PREMIERE 1 are just two of our blockbuster action-adventure packages. Call your Fox representative now for immediate availabilities.



**Television's  
Big Movie Company**

Los Angeles · New York · Chicago · Dallas · Atlanta



and prime times. Agency: Cargill, Wilson & Acree, Atlanta. Target: women, 25-54.

**Frito-Lay** □ Campaign for Cheetos snack food begins July 7 in Norfolk, Richmond and Harrisonburg, all Virginia; Dayton, Ohio; Charlotte and Greenville, both North Carolina; Columbia, Charleston and Florence, all South Carolina. Agency: Young & Rubicam, New York. Target: total teen-agers; women, 18-49.

RADIO ONLY

**Pep Boys of Calif.** □ Thirteen-week campaign for automotive supplies begins July 14 in 10 markets including Los Angeles, San Diego and Phoenix. All day parts. Agency: Michael/Sellers Advertising, Los Angeles. Target: men, 18-34.

**Middle Atlantic Milk Marketing Assn.** □ Twelve-week campaign for milk begins this week in Philadelphia, Baltimore, Washington and Harrisburg-York-Lancaster-Lebanon, Pa. Morning drive, day time and afternoon drive. Agency: J. Walter Thompson, Washington. Target: adults, 18 plus.

**Pacific Telephone & Telegraph** □ Eight-to-11-week campaign begins this week in nine markets including Los Angeles, Fresno and Sacramento,

all California. Agency: Foote, Cone & Belding, San Francisco. Target: adults, 18-54.

**Seneca Foods** □ Four-week campaign for State Line potato chips begins this week in Providence, R.I., Burlington, Vt., and Worcester, Mass. All day parts. Matheau Gerfen & Bresner, New York. Target: women, 25-49.

**Heublein** □ Three-to-four week campaign for Jacare wine begins in late June/early July in Minneapolis, Houston and Phoenix. Agency: Marshalk Co., New York. Target: adults, 18-34.

**Storck USA** □ Two-week campaign for Juicy II candy begins June 23 in 14 markets including New York and Philadelphia. Day and fringe times. Agency: Don Tennant Company, Chicago. Target: women, 18-49.

**Barq's** □ Four-week campaign for soft drink begins this week in Cincinnati, Phoenix and San Angelo, Tex. Morning drive, daytime and afternoon drive. Agency: Peter A. Mayer Advertising, New Orleans. Target: adults, 18-34.

**Valley Fresh Foods** □ Eight-week campaign for canned chicken begins July 7 in about 10 markets including Los Angeles. Daytime. Agency: Vantage Advertising, San Leandro, Calif. Target:

## IT TAKES FIVE TO COMPLETE AN IMPORTANT RADIO DEAL.

### Seller, buyer, broker, tax consultant AND A PHILOSOPHY

Our philosophy is to know *your* goals and objectives thoroughly and to provide the expertise necessary to fulfill them. In addition to over twenty years of experience in radio, you receive the services of the Leonard C. Greene Company, a respected CPA firm experienced in tax consulting *and* radio. When confidentiality, integrity and experience are important...

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*Six The High Road*  
*Bronxville, New York 10708*  
*914-779-7003*

Brokerage                      Consulting                      Executive Search  
Steve Goldstein joins as Vice President.

## AdVantage

**Smaller bull, taller message.** Brokerage firm, Merrill Lynch, Pierce, Fenner & Smith is expanding on both message and advertising expenditures in 1980. Spending an approximate \$20 million on national and local advertising this year (up \$5 million from 1979), Merrill Lynch will promote "Breed apart" theme. In this twofold campaign created



by Young & Rubicam, New York, phase one (launched in 1979) familiarized public with new slogan. Second phase of campaign takes theme step further: to present Merrill Lynch as "thoughtful and concerned solver of human financial problems." Network TV advertising will be used to extend corporate message, while print ads are planned to demonstrate Merrill Lynch's expertise through Q&A format.

**At your service.** American Association of Advertising Agencies held reception and presentation last week for directors of public relations and public affairs for member agencies in New York area. Tony Gruber, vice president/association division, and Marilyn Gottlieb, director of public relations, outlined various services AAAA provides to members, including management counsel, access to marketing information, and a flow of advertising-related data via bulletins, meetings and seminars. They stressed importance of AAAA's and member agencies' roles in improving image of advertising industry among public, decision-making groups and government.

women, 18-49.

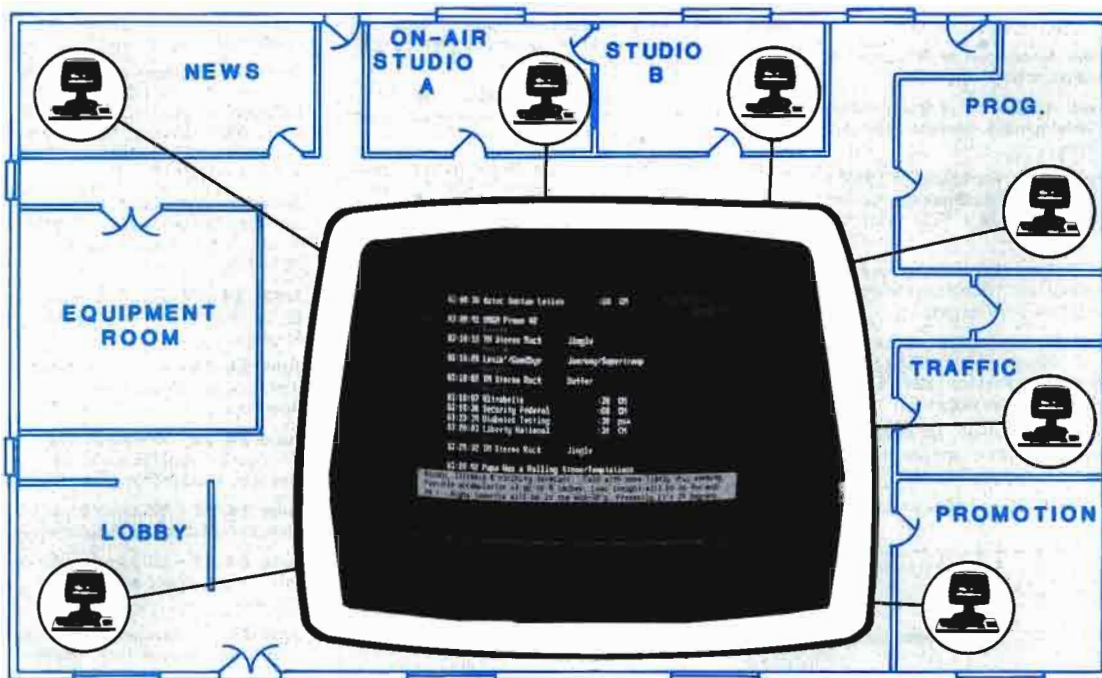
RADIO AND TV

**Sanderson Farms** □ Two-week campaign for Miss Goldy chicken begins July 16 in eight TV markets and 15 radio markets concentrating on Louisiana and Mississippi. Day, fringe and prime times. Agency: Sawyer Advertising, Gainesville, Ga. Target: women, 18-49.

**Converse Rubber** □ Six-week campaign for basketball shoes begins June 30 in New York markets. Morning drive, daytime and afternoon drive. Agency: Pro Media, Boston. Target: teen-agers.

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The Harris 9003 Program Automation system can be used by everyone in your station...you can even have independent keyboard terminals.

**For the news, program and traffic departments:** Independent files for each department are integrated automatically by the unique MULTI-FILE™ Program Memory.

**For the DJ:** Song titles and artists in ordinary English (or Spanish, French, etc.) are displayed on your terminal to make the program schedule understandable to any operator. Count-down time display and capability to display three lines of copy for news bulletins or special commercial tags are also unique features.

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For more information contact: Harris Corporation, Broadcast Products Division, P.O. Box 4290, Quincy, IL 62301, 217-222-8200.



# HARRIS

COMMUNICATION AND  
INFORMATION PROCESSING

■ indicates new or revised listing

## This week

**June 15-17**—*Montana Cable Television Association* annual convention. Outlaw Inn, Kalispell, Mont.

**June 15-18**—*Virginia Association of Broadcasters* summer meeting. Cavalier hotel, Virginia Beach

**June 15-27**—*National Association of Broadcasters* 12th Management Development Seminar. Harvard Business School, Boston.

**June 16**—New deadline for comments in FCC's children's television programming rulemaking (docket 19142). Reply comments due Aug. 1. FCC, Washington.

**June 16-22**—*National Sisters Communications Service* fifth annual seminar on "Communications in Religious Life." Loyola University, Chicago.

**June 17-19**—Eurocom 80, second international conference and exhibit for advanced communications. Bella Centre, Copenhagen. Information: Bella Centre, Centre Boulevard. DK-2300, Copenhagen S.

**June 18-20**—*Maryland, District of Columbia, Delaware Broadcasters Association* annual meeting. Sheraton-Fontainebleau Inn, Ocean City, Md.

**June 19-20**—*Broadcast Financial Management Association/Broadcast Credit Association* boards of directors meetings. Sheraton-Washington, Washington

**June 19-21**—*Montana Association of Broadcasters* annual meeting. Heritage Inn, Great Falls.

**June 19-21**—*Radio-Television News Directors Association of Canada* national convention. Harbour Castle Hilton, Toronto.

**June 20**—*UPI New York State* broadcast awards dinner and annual meeting. Gideon-Putnam hotel, Saratoga Springs, N.Y.

**June 20-21**—*North Dakota Broadcasters Association* spring meeting. Art Clare motel, Devils Lake.

**June 20-21**—*Radio-Television News Directors Association* board meeting. Harbour Castle Hilton, Toronto.

**June 20-21**—*United Press International Broadcasters Association of Texas* 25th annual convention. Summit hotel, Dallas.

**June 20-21**—*Wyoming Association of Broadcasters* meeting. Ramada Inn, Casper.

**June 20-22**—*Radio-Television News Directors Association* of the Carolinas annual meeting. Appalachian State University, Boone, N.C.

**June 21-25**—*Georgia Association of Broadcasters* 46th annual convention. Callaway Gardens.

## Also in June

**June 22-28**—*Radio-Television News Directors Association/National Association of Broadcasters* advanced management training program for news directors. University of Pennsylvania's Wharton School, Philadelphia.

**June 23**—*Television Critics Association* meeting. Speakers include FCC Commissioner Tyrone Brown; Kathleen Nolan, Corporation for Public Broadcasting board, Nicholas Johnson, president, National Citizens Committee for Broadcasting. Century Plaza hotel, Los Angeles.

**June 23**—*National Association of Broadcasters* "Dollars and Sense" legal contracts workshop. Century Plaza hotel, Los Angeles. Information: (202) 293-3560.

**June 24**—*National Association of Broadcasters* EEO compliance seminar. Century Plaza hotel, Los Angeles.

**June 24-25**—*American Association of Advertising Agencies* advanced media seminar. Biltmore hotel, New York.

**June 24-26**—*Armed Forces Communications and Electronics Association's* 34th annual convention. Sheraton Washington hotel, Washington.

**June 24-27**—*National Broadcast Editorial Association* annual meeting. Mayflower hotel, Washington.

**June 24-27**—*Corporation for Public Broadcasting* radio development workshops. Crown Center, Kansas City, Mo.

**June 25**—*Association of National Advertisers Radio Advertising Bureau* radio workshop. Waldorf-Astoria, New York.

**June 25-27**—*National Association of Broadcasters/National Association of Television Program Executives* children's programming conference. Key Bridge Marriott, Arlington, Va.

**June 25-27**—*Alabama Broadcasters Association* summer convention. Grand hotel, Point Clear.

**June 25-28**—*Florida Association of Broadcasters* annual convention. Disney World Contemporary hotel, Orlando.

**June 26**—*Electronics Industries Association* regional luncheon. Princeton Club, New York. Information: Herbert J. Rowe, (202) 457-4930.

**June 27-28**—Media workshop on California courts sponsored by *Radio-Television News Directors Association, California Judges Association and California Newspaper Publishers Association*. University of California, Berkeley. Information: California Judges Association, 1390 Market Street, Suite 416, San Francisco 94102. (415) 552-7660.

■ **June 27-28**—*Tennessee Associated Press Broadcasters Association* ninth annual convention. River Terrace motel, Gallinburg.

**June 27-29**—Third annual *National Federation of Local Cable Programers* convention. Michigan State University Kellogg Center, East Lansing, Mich.

## July

■ **July 8**—*National Association of Broadcasters* EEO compliance workshop. KMGH-TV, 123 Speer Boulevard, Denver.

**July 8-11**—*Arbitron Television Advisory Council* meeting. Castle Harbour hotel, Bermuda.

■ **July 10**—*National Association of Broadcasters* EEO compliance workshop. NBC, 30 Rockefeller Plaza, Room 1533, New York.

**July 11-13**—*Oklahoma Broadcasters Association* summer convention. Shangri-La, Afton.

**July 12-15**—24th annual *Television Programming Conference*. Monteleone hotel, New Orleans. Informa-

## Major Meetings

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

**Sept. 14-17**—*Broadcasting Financial Management Association* 20th annual conference. Town and Country hotel, San Diego. Future conferences: Sept. 20-23, 1981, Sheraton Washington; Sept. 19-22, Hyatt Regency, Kansas City, Mo.

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

**Sept. 28-Oct. 1**—*Association of National Advertisers* annual meeting. The Homestead, Hot Springs, Va.

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

**Nov. 9-14**—*Society of Motion Picture and Television Engineers* 122d technical conference and equipment exhibit. Hilton hotel, New York.

**Nov. 10-12**—*Television Bureau of Advertising* annual meeting. Hilton hotel, Las Vegas. Future meeting: Nov. 9-11, 1981, Fontainebleau Hilton, Miami.

**Nov. 19-22**—*Society of Professional Journalists, Sigma Delta Chi* national convention. Hyatt hotel, Columbus, Ohio.

**Dec. 3-5**—*Radio-Television News Directors Association* international conference. Diplomat hotel, Hollywood-by-the-Sea, Fla. Future conventions: Sept. 10-12, 1981, Marriott, New Orleans; Sept. 30-Oct. 2, 1982, Caesars Palace, Las Vegas.

**Dec. 10-13**—*Western Cable Show*. Disneyland hotel, Anaheim, Calif.

**Jan. 18-21, 1981**—*Association of Independent Television Stations (INTV)* convention. Century Plaza, Los Angeles. Future conventions: Feb. 7-10, 1982, Shoreham hotel, Washington; Feb. 6-9, 1983, Galleria Plaza hotel, Houston.

**Jan. 25-28, 1981**—Joint convention of *National Religious Broadcasters and National Association of Evangelicals*. Sheraton Washington hotel, Washington.

**March 13-18, 1981**—*National Association of Television Program Executives* conference. New York Hilton. Future conferences: March 12-17, 1982, Las Vegas Hilton; March 18-23, 1983, Las Vegas Hilton; Feb. 12-16, 1984, San Francisco Hilton and Moscone Center.

**April 12-15, 1981**—*National Association of Broadcasters* 59th annual convention. Las Vegas Convention Center. Future conventions: Dallas, April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 14-17, 1985; Las Vegas, 1986; Atlanta, April 5-8, 1987; Las Vegas, April 10-13, 1988.

**April 24-30, 1981**—17th annual *MIP-TV* international TV program market. Palais Des Festivals, Cannes, France.

**May 3-7, 1981**—*National Public Radio* annual conference. Phoenix. Future conference: Washington, April 18-22, 1982.

**May 6-10, 1981**—30th annual convention, *American Women in Radio and Television*. Sheraton Washington hotel, Washington.

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

**May 30-June 4, 1981**—12th *Montreux International Television Symposium and Technical Exhibition*. Montreux, Switzerland. Information: Press officer, Swiss PTT, Viktoriast. 21, CH-3030, Berne, Switzerland.

**June 10-14, 1981**—*Broadcasters Promotion Association* 26th annual seminar and *Broadcast Designers Association* third annual seminar. Waldorf-Astoria hotel, New York. Future seminars: June 6-10, 1982, St. Francis hotel, San Francisco; June 8-12, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesar's Palace, Las Vegas; 1985, Chicago.



# GOOD NEWS FOR SMALL STATIONS.

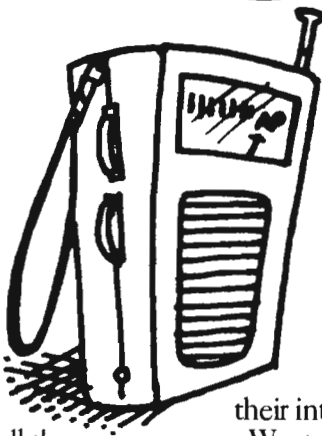
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Station \_\_\_\_\_

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Phone \_\_\_\_\_

**AP Broadcast Services**  
*INNOVATION for better news programming*

tion: Warren Jones Jr., AUTV, Building 1402, Maxwell AFB, Fla. 36112; (205) 293-2322.

**July 13-16**—*New England Cable Television Association* annual convention. Wentworth by the Sea, Portsmouth, N.H. Information: NECTA, 8½ North State Street, Concord, N.H. 03301; (603) 224-3373.

**July 14**—Beginning of *Republican national convention*. Cobo Hall, Detroit.

**July 14-15**—*Society of Cable Television Engineers* technical meeting and workshop on "Coaxial Cable or Fiber Optics." Wichita Hilton, Wichita, Kan.

■ **July 15**—*National Association of Broadcasters* EEO compliance workshop. Chamber of Commerce Building, 301 Camp Street, New Orleans.

**July 16**—*Radio-Television News Directors Association* region 9 workshop. Baton Rouge. Information: John Spain, (504) 387-2222.

**July 16-19**—Summer convention, *Colorado Association of Broadcasters*. Keystone Resort, near Dillon.

**July 18-20**—Eighth annual *National Gospel Radio Seminar*. Dunley Dallas hotel, Dallas.

**July 24-26**—*Louisiana Association of Broadcasters* summer convention. Regency hotel, Shreveport.

**July 26**—*United Press International Broadcasters of Louisiana* meeting. Hilton hotel, Baton Rouge.

**July 27-29**—*California Association of Broadcasters* meeting. Del Monte Hyatt House, Monterey.

■ **July 27-31**—*Community Antenna Television Association* CCOS-80. Snowmass, Colo.

**July 28-31**—*New York State Broadcasters Association* 19th executive conference. Otesaga hotel, Cooperstown.

**July 30-31**—*Wisconsin Broadcasters Association* annual summer meeting. Pioneer Inn, Oshkosh.

**July 30-Aug. 3**—*National Federation of Community Broadcasters* annual conference. Clark University, Worcester, Mass.

**July 31-Aug. 1**—*Arkansas Association of Broadcasters* meeting. The Arlington, Hot Springs.

## August

**Aug. 3-5**—*South Carolina Broadcasters Association* meeting. Hyatt on Hilton Head, Hilton Head.

**Aug. 3-7**—*Cable Television Administration and Marketing Society* annual meeting. St Francis hotel, San Francisco. Information: Lucille Larkin, (202) 296-4219.

**Aug. 10-13**—*New York State Cable Television Association* summer meeting. Otesaga hotel, Cooperstown. Information: (518) 463-6676.

**Aug. 13-16**—*Michigan Broadcasters Association* meeting. Hidden Valley Resort, Gaylord.

**Aug. 21-23**—*Idaho Association of Broadcasters* meeting. Sun Valley Lodge, Sun Valley.

**Aug. 21-24**—*West Virginia Broadcasters Association* 34th annual fall meeting. The Greenbrier, White Sulphur Springs.

**Aug. 22**—*Kansas Association of Broadcasting* annual sports seminar. Royals Stadium, Kansas City.

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

## September

**Sept. 1**—Deadline for entries for 15th Annual Gabriel Awards, presented by *Unda-USA* for radio and TV programs that creatively treat issues concerning human values. Information: Charles J. Schisla, (317) 635-3586.

**Sept. 1**—Deadline for entries for annual Women at Work broadcast awards sponsored by *National Commission on Working Women* for radio and TV reporting and programing about working women in categories of spot news, news series, editorials, public affairs/documentaries and entertainment. Entries must have aired between May 1, 1979, and July 31, 1980. Information: Deborah Ziska, NCWW, 1211 Connecticut Ave., N.W., Suite 310, Washington 20036; (202) 466-6770.

**Sept. 5-7**—*New Hampshire Association of Broadcasters* annual convention. Waterville Valley Resort, Waterville Valley.

**Sept. 7-11**—*International Institute of Communications* 11th annual conference. Ottawa. Information: Robert Tritt, IIC, Tavistock House East, Tavistock Square, London WC1H 9LG; (01) 388-0671.

**Sept. 8-9**—*Society of Cable Television Engineers* technical seminar on testing and test equipment, microwave preventive maintenance and construction techniques. Registration due Aug. 1. Princess Kaulani hotel, Honolulu.

**Sept. 12-14**—*Illinois Association of Broadcasters* meeting. Arlington Heights Hilton, Arlington Heights.

**Sept. 14-17**—*Broadcasting Financial Management Association's* 20th annual conference. Town and Country hotel, San Diego.

**Sept. 15**—Comments due in *FCC* proposal to revise broadcast financial reporting requirements. Docket 80-190. Replies are due Nov. 14 *FCC*, Washington.

**Sept. 15**—Deadline for entries for 12th National Abe Lincoln Awards program sponsored by the *Southern Baptist Radio and Television Commission*. Information: Bonita Sparrow, SBRTC, 6350 West Freeway, Fort Worth 76150.

**Sept. 17-18**—*Advertising Research Foundation's* third annual New England Advertising Day. Boston Park Plaza, Boston.

**Sept. 18-19**—30th annual Broadcast Symposium, *Institute of Electrical and Electronics Engineers Broadcast Cable and Consumer Electronics Society*, Hotel Washington, Washington.

**Sept. 20-24**—*International Broadcasting Convention '80*. Metropole Exhibition Center, Brighton. England.

**Sept. 21-24**—*Texas Association of Broadcasters* annual meeting. San Antonio Marriott hotel.

**Sept. 24**—*International Radio and Television Society* Newsmaker luncheon featuring *FCC* Chairman Charles Ferris. Waldorf-Astoria hotel, New York.

■ **Sept. 24**—*Cable Television Administration and Marketing Society* Southeast regional marketing seminar. Atlanta Hilton.

**Sept. 24-26**—*Tennessee Association of Broadcasters* annual meeting. Hyatt Regency, Knoxville.

■ **Sept. 24-26**—*Indiana Broadcasters Association* fall conference. Executive Inn, Vincennes.

**Sept. 25-27**—*Southern Cable Television Association* annual convention. Atlanta Hilton. Information: Otto Miller, Box 465, Tuscaloosa, Ala. 35402; (205) 758-2157.

**Sept. 28**—*Society of Broadcast Engineers* regional convention/equipment show. Syracuse (N.Y.) Hilton Inn. Information: Hugh Cleland, WCNY-FM-TV, (315) 457-0440.

**Sept. 28-Oct. 1**—*Association of National Advertisers* annual meeting. The Homestead, Hot Springs, Va.

**Sept. 29-30**—*National Association of Black Owned Broadcasters* fall conference. National Association of Broadcasters headquarters, 1771 N Street, N.W., Washington.

**Sept. 30-Oct. 1**—*National Association of Broadcasters* television conference. Fairmont hotel, Philadelphia.

**Sept. 30-Oct. 3**—*Public Radio in Mid-America* annual meeting. Lodge of the Four Seasons, Lake Ozark, Mo. Information: Tom Hunt, WCMU-FM, 155 Anspach Hall, Mount Pleasant, Mich. 48859; (517) 774-3105.

## October

**Oct. 1**—New deadline for comments in *FCC* rulemaking proposal to modify FM rules to increase availability of commercial FM assignments (Docket 80-90) and inquiry to streamline FM rules to expedite processing (Docket 80-130). Replies are due Dec. 1. *FCC*, Washington.

**Oct. 1-2**—*National Association of Broadcasters* directional antenna seminar. Cleveland Marriott Airport hotel, Cleveland.

**Oct. 2-5**—*Women in Communications Inc.* 48th annual meeting. San Diego.

**Oct. 4**—*Friends of Old-Time Radio* annual convention. Holiday Inn, Bridgeport, Conn. Information: Jay Hickerson, (203) 795-6261 or 795-3748.

**Oct. 5-8**—*National Radio Broadcasters Association* annual convention. Bonaventure hotel, Los Angeles.

**Oct. 8-9**—*National Association of Broadcasters* television conference. Hyatt on Union Square, San Francisco.

**Oct. 8-9**—"The World Administrative Radio Conference: An Analysis and Prognosis," sponsored by *Communications Media Center, New York Law School* in conjunction with *International Law Association*, at the law school, 57 Worth Street, New York, N.Y. 10013.

**Oct. 8-10**—*Public Service Satellite Consortium*, fifth annual conference. Washington Hilton.

**Oct. 8-10**—National symposium on videodisk programming sponsored by *Nebraska ETV Network, KUON-TV Lincoln, Neb., University of Nebraska-Lincoln and Office of Engineering Research, Corporation for Public Broadcasting*. University of Nebraska-Lincoln. Information: Chuck Havlicek, 205 Nebraska Center, University of Nebraska-Lincoln, Lincoln 68583; (402) 472-2844.

■ **Oct. 9-10**—*Pittsburgh chapter of Society of Broadcast Engineers* seventh regional convention and equipment exhibit. Howard Johnson's Motor Lodge, Monroeville, Pa.

**Oct. 9-12**—*Missouri Association of Broadcasters* meeting. Holiday Inn, Joplin.

**Oct. 9-12**—*National Black Media Coalition* annual meeting. Mayflower hotel, Washington.

**Oct. 11**—*Florida Association of Broadcasters* meeting. South Seas Plantation, Captiva Island, Fort Myers.

**Oct. 12-13**—*North Dakota Broadcasters Association* fall convention. Ramada Inn, Grand Forks.

**Oct. 14-15**—*Advertising Research Foundation's* second conference on business advertising research and research fair. Stouffer's Inn on the Square, Cleveland.

**Oct. 15-16**—*Society of Cable Television Engineers* annual fall meeting on "Emerging Technologies." Playboy Club Resort and Conference Center, Great Gorge, N.J.

**Oct. 15-16**—*National Association of Broadcasters* television conference. Hyatt Regency, Phoenix.

**Oct. 15-17**—*Kentucky Broadcasters Association* fall convention. Hyatt Regency, Lexington.

**Oct. 15-19**—*American Association of Advertising Agencies* Western region meeting. Doubletree Inn, Monterey, Calif.

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

**Oct. 22-24**—1980 Japan Broadcast Equipment Exhibition co-sponsored by *Electronic Industries Association of Japan, National Association of Commercial Broadcasters in Japan and NHK (Japan Broadcasting Corp.)*. Science Museum, Kitanomaru Park, Chiyoda-ku, Tokyo. Information: Japan Electronics Show Association, No. 24 Mori Building, 23-5 Nishi-Shinbashi 3-chome, Minato-ku, Tokyo.

**Oct. 26-28**—*Kentucky CATV Association* annual fall convention. Hyatt Regency hotel, Lexington.

**Oct. 26-28**—"Cities and Cable TV: Local Regulation and Municipal Uses," seminar sponsored by *National Federation of Local Cable Programers and University of Wisconsin Extension*. Concourse hotel, Madison, Wis. Information: Dr. Barry Orton, U of W, 610 Langdon Street, Madison 53706; (608) 262-3566.

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

■ **Oct. 27-29**—*Mid-America CATV Association* 23d annual meeting and show. Williams Plaza hotel, Tulsa, Okla.

**Oct. 28-29**—*Ohio Association of Broadcasters* fall convention. Carrousel Inn, Columbus.

**Oct. 29-30**—*National Association of Broadcasters* television conference. Omni International, Atlanta.

## November

■ **Nov. 3-4**—*Cable Television Administration and Marketing Society* direct sales seminar. Hotel Colonnade, Boston.

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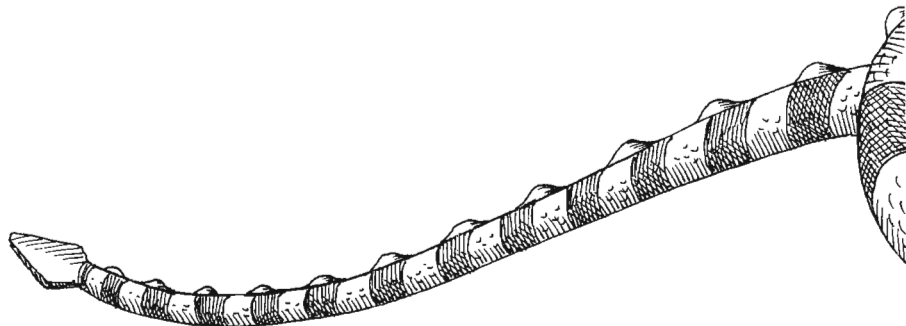


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# THE ARBITRON GUIDE TO THE BEASTS OF THE RATINGS JUNGLE

## THE UNLISTED LEAPING LIZARDS

ONE OF A SERIES



**DESCRIPTION:** Those households whose phone numbers can not be obtained using phone directories. Includes those households that choose to have their phone number unlisted and those that have recently moved or changed numbers since the directory was published.

In some markets these households can account for up to 50% of all working numbers.

**HABITS:** Generally younger, more mobile and includes both upper and lower income households. Can also include a number of minorities.

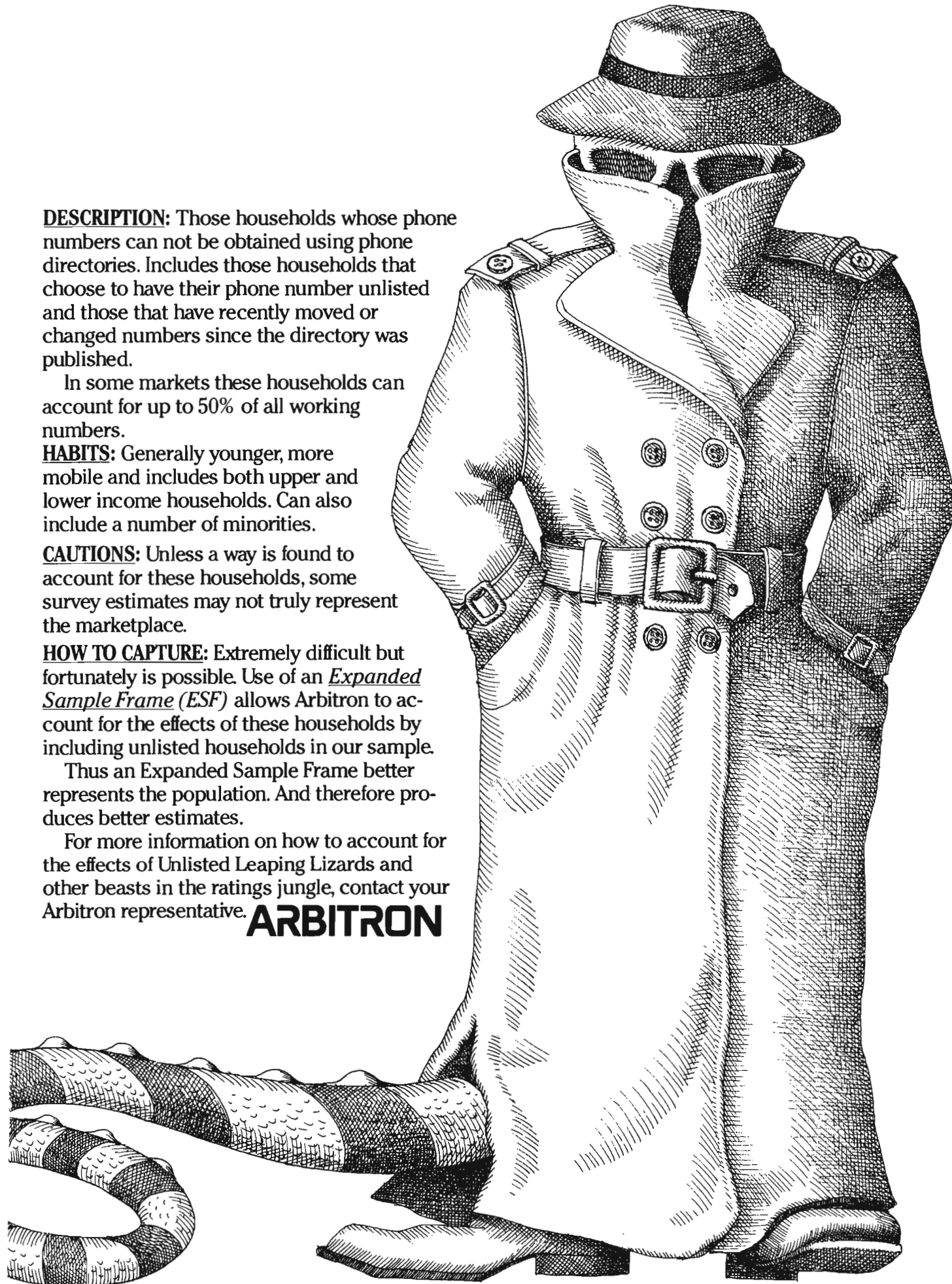
**CAUTIONS:** Unless a way is found to account for these households, some survey estimates may not truly represent the marketplace.

**HOW TO CAPTURE:** Extremely difficult but fortunately is possible. Use of an *Expanded Sample Frame (ESF)* allows Arbitron to account for the effects of these households by including unlisted households in our sample.

Thus an Expanded Sample Frame better represents the population. And therefore produces better estimates.

For more information on how to account for the effects of Unlisted Leaping Lizards and other beasts in the ratings jungle, contact your Arbitron representative.

**ARBITRON**



## Doesn't see it

EDITOR: Is it [Oscar Cuellar's] claim that adequate study of all ramifications, technical, social and economic, of such an impactful decision [to reduce AM spacing from 10 to 9 khz] has been completed and the results support immediate implementation? If so, why hasn't it been released to the industry and public we serve?

Or is it his position as a Hispanic-American that regardless of the findings of such a study, the opportunities ensuing to minorities should take precedence?

In either context, I fail to understand his call for NAB President Wasilewski's resignation [BROADCASTING, June 2]. Surely Oscar realizes that neither Vince nor the board chairman (past or present) makes NAB policy. They simply execute the dictates of our elected boards.

I have known Oscar for some seven or eight years as a very practiced engineer and a very personable human being. Unfortunately, to be human is to occasionally err.—*John J. Miller, vice president/general manager, KCOL-AM-FM Fort Collins, Colo.*

## What he did say

EDITOR: I have been misquoted in your May 26 report, "400 mhz: too much, too soon?"

I did not say that I am designing a 400 mhz cable system for Suburban Cablevision in New Jersey. I said that I designed 400 mhz systems for and have them under construction in Atlanta and suburban Detroit. I have designed a 400 mhz system that will start construction soon in the west San Fernando Valley—Los Angeles.

I did not say that I am staking \$80 million in the suburban New York community. I said that my clients have \$80 million worth of new 400 mhz cable system investments committed in various areas (other than suburban New York)—specifically Atlanta, suburban Atlanta, suburban Detroit, Los Angeles and suburban Los Angeles.—*I. Switzer, consulting engineer, Mississauga, Ont.*

## Mad at Mike Wallace

EDITOR: As a reformed liberal, alumnus of the University of Wisconsin (two degrees), former editor of a union publication, confidant of Democrats and Washington-based do-gooder groups, I'm absolutely disgusted by television "reporting" today. And I have to live with it; it's my job.

It's my job to give \$500,000 executives a straw hat and cane and push them out to be butchered and slandered by untalented,

myopic and prejudiced wimps in the TV industry who couldn't hold a daily-grind job if their family's lives depended on it. The old joke about knowing you face a bad day when Mike Wallace and his crew are on your porch first thing in the morning isn't true. I'd have a wonderful day. After punching him in the mouth.—*William C. Adams, public relations director, Phillips Petroleum Co., Bartlesville, Okla.*

## The independent sort

EDITOR: It seems the AM broadcasters have a real dilemma facing them in regard to the AM stereo decision by the FCC. What broadcaster would support a system that degrades his present capability? Not one, of course.

I was taught at a very young age that to evaluate a given subject, you simply count the pluses and the minuses. It really is quite easy. I don't know how the commissioners came up with the selection they made, because I could not find one "plus" going for their choice. Boiling it down to basics, out of the five competing stereo systems, only one offers more benefits than just stereo. It is the independent sideband system. It is a natural for the AM broadcasters. It does not degrade their present capability in any way with full 100% negative and 125% positive modulation and with no loss of coverage area.

There are other pluses for the independent sideband stereo system. For instance, once this stereo system is commonplace, the broadcasters could either reduce or eliminate the AM carrier. The results would be twofold. First, there would be a reduction of primary power by the 5,000 AM broadcasters. The use of a reduced or suppressed carrier would constitute a tremendous reduction of primary energy (up to 40% or more). Second, removing the carrier would eliminate the main source of interference throughout the broadcast band.

There has been a recent FCC push to further degrade AM broadcasting by reducing the frequency separation from 10 khz to 9. The argument for this action is to allow more spectrum space for more AM broadcasters. Here again, sideband type of AM transmission is a natural. For example, a present daytime-only station could use dual sideband stereo during daylight hours, and at sundown, change to mono with single sideband. Now with geographical separation plus sideband separation (and no carrier), one given frequency will allow more stations without reducing the bandwidth.

These are fundamental techniques presently available. Has the FCC got its head in the sand? This office was founded to protect the airways, not to stand in the way of progress.—*Henry S. Mitchell, Seattle.*

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

## CIRCULATION

Kwentin K. Keenan, circulation manager.  
Kevin M. Thomson, subscription manager.  
Kay Marshall, Christopher McGirr,  
Patricia Waldron.

## PRODUCTION

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

## ADMINISTRATION

Irving C. Miller, business manager.  
Philippe E. Boucher.  
Doris E. Lord.

## BUREAUS

New York: 630 Third Avenue, 10017.  
Phone: 212-599-2830.  
Rufus Crater, chief correspondent (bureau chief).  
Rocco Farnighetti, senior editor.  
Jay Rubin, assistant editor.  
Anthony C. Herring, staff writer.  
Karen Parhas, editorial assistant.  
Winfield R. Levi, general sales manager.  
David Berlyn, Eastern sales manager.  
Charles Mohr, account manager.  
Marie Leonard, advertising assistant.

Hollywood: 1680 North Vine Street, 90028.  
Phone: 213-463-3148.  
James David Crook, assistant editor.  
Tim Thometz, Western sales manager.  
Sandra Klausner, editorial-advertising assistant.

London: 50 Coniston Court, Kendal Street, W2.  
Phone: 01-402-0142.  
William J. Sposato, correspondent.



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

# Monday Memo®

A broadcast advertising commentary from Ray F. Allen, president-creative director, Caravetta Allen Kimbrough, Miami

## The oldest S&L eases change to new name

It's not unusual these days for a bank or a savings and loan institution to change its name. But sometimes there are factors present in that change of image that make the campaign and the story behind it worth recounting.

We recently helped our client, First Federal S&L Association of Miami, change its name to AmeriFirst Federal. Because the history of this particular S&L is special, and because the creative technique selected was also special, this name-change campaign made a little history of its own.

Some factors were not unusual. S&L's in Florida are allowed to compete across county lines, and with the expansion into outlying cities, "First Federal of Miami" became obsolete as a name. Another primary factor, and one that all financial institutions must cope with as the competition for depositors continues to increase, is that, in almost every market, there is a "First Federal." There are over 40 in Florida alone.

But with First Federal of Miami, the oldest S&L in the United States (and the largest on the Eastern seaboard), there's a crucial difference: First Federal of Miami is, in fact, the first "First Federal" of them all. The founder of the association, Dr. William H. Walker, secured the first federal S&L charter in 1933.

For six months, the agency worked with the client to plan a name-change campaign that would exploit all the opportunities we saw in this unique distinction. Then the six-week multimedia campaign saturated the south Florida market with First Federal's new name, AmeriFirst.

The dramatic new AmeriFirst logo, designed by Landor Associates, lends itself to a dramatic treatment on television. And, of course, the true story of Walker's timing and persistence is the best kind of drama.

We wanted to project the institution's solid reputation, and the fact that the history of federal S&L's in this country began with AmeriFirst—all within an updated modern environment.

It was decided that the public's first exposure to the new name would be a dramatic "flying" logo, with red, white and blue comet trails over distinctive original music, also created by the agency.

Several things made this particular logo treatment unique. When we began discussing the technique with Carl M. Kesser



Ray F. Allen, president and creative director of Caravetta Allen Kimbrough, Miami, began his career in the copy department of Burdine's Miami, and later served in creative capacities for three New York advertising agencies—Fred Gardner & Co., Ketchum, MacLeod & Grove and Cunningham & Walsh. In 1969 he returned to Miami to work for a local agency and in 1971, together with Fred Caravetta, founded present agency.

of Kesser Post-Productions, Miami, we described how our concept included the flying logo that would zoom out over a live scene at three different times during the TV commercial. Kesser told us this had never been done before.

"In addition to the innovative technique of having the tubular scan title travel over a live scene," explained Kesser, "things were complicated further by having a red, white and blue trail. So we had three things to put together: the traveling mat of the title, the traveling mat of the tubular tail, the traveling mats of each of the three colors. All the elements had to be com-

bined to be in perfect registration. It took 12 tests to get it to our satisfaction. There were a few other elements that made the AmeriFirst flying title distinctive. For example, the agency didn't want to have a straight zoom; the title had to curve, and recede in a translucent shadow—to give it an accordion effect, one that you can see through."

The flying title with comet trail, a computerized animation technique had been used in other advertising, but the title was always displayed against an "outer-space" black background, often with twinkling stars.

The campaign, launched in mid-September, used a combination of daily newspapers, magazines, radio and television. Selected editions of national magazines including *Time* (Miami edition), *Newsweek* (Miami Metro), and *U.S. News & World Report* (Miami/Fort Lauderdale) were the basis of that buy. On radio, we were also able to specialize, using a total of 25 stations in Miami, Fort Lauderdale and Orlando to reach our target market, including Spanish-speaking Miami residents. The radio commercials for the name-change campaign aired in these time periods: 6-10 a.m., 10 a.m. to 3 p.m., and 3-7 p.m. For the television portion of the buy, four stations in Miami and three in Orlando were selected; the spots aired during early and late news, prime time and prime access.

The dramatic treatment of the logo for television was the high point of a very successful campaign; at the mid-point of the six-week blitz, it was clear to both agency and client that "AmeriFirst" had replaced "First Federal of Miami"—and a good deal of impressive history had been communicated with it.

The history of AmeriFirst was a true advantage. The name-change campaign was an opportunity to publicize that story. From a marketing standpoint, "oldest" and "largest" are concepts that do have meaning for the consumers looking to invest their savings.

The best thing about the campaign is that it worked. The AmeriFirst name has been firmly implemented to further enrich the institution's standard of excellence. The image renewal has transformed it to a completely up-to-date financial institution that has retained its historic solidity and leadership. AmeriFirst Federal has 35 offices in central and south Florida and will expand into the first of several new markets, Tampa/St. Petersburg (Clearwater), this year.

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## WUAB-TV CLEVELAND

Home of the Indians.  
Young adult leader in the nation's 8th largest DMA.

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## WTVT TAMPA/ST. PETERSBURG

Home of the Buccaneers.  
Number 1 by a mile in America's 18th ranked DMA.

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## WVTV MILWAUKEE

Home of the Bucks.  
The station on the move in the country's number 27 DMA.

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# PROUDLY WELCOMES

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**These three outstanding  
GAYLORD BROADCASTING  
stations join Gaylord-owned  
KTVT Dallas/Ft. Worth, KHTV  
Houston, KSTW-TV Seattle and  
WVUE New Orleans on TeleRep's  
select list of client stations.  
TeleRep is honored to be  
selected as Gaylord's exclusive  
television representative.**

---

# Chicago's Most Watched News Team!



## CHANNEL 2 NEWS AT 5, 6 AND 10!

Weekdays at 5, 6 and 10 p.m., Chicagoans respond to Channel 2's straightforward news reports.\* With Bill Kurtis and Walter Jacobson, John Coughlin, Johnny Morris, Harry Porterfield, Harry Volkman and the rest of the Channel 2 News team.

During recent weeks, Chicagoans have seen Bill Kurtis report firsthand from Iran, John Quiñones in Mariel Harbor, Cuba, Susan Anderson's exposé on unjust Evictions, Mike Parker's series on Personal Use of Government

Cars by City and County Workers, and many other timely, special reports.

Such excellence in news and programming is not only reflected in ratings, but has helped WBBM-TV earn 54 awards during the past year alone!

Chicagoans' response strengthens our commitment to continue the outstanding television reporting they expect.

**Wherever  
the news breaks.  
Whatever it takes.**

\*Based on average NSI/Arbitron metered household ratings reported during May, 1980 (Arbitron: 4/30-5/27, NSI: 5/1-5/28). Subject to qualifications available on request.

# WBBM-TV CHICAGO CBS 2

CBS

# Broadcasting Jun 16

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TOP OF THE WEEK

## Rewrite bill emerges in the Senate

**Hollings subcommittee works out internal differences and legislation is introduced; spectrum fee is out, five-year licenses, lotteries are in; FCC would be restricted in regulating cable retransmission**

After months of discussion, the Senate Communications Subcommittee last week reached a compromise on legislation that would significantly amend the Communications Act.

The bill, S. 2827, was introduced late Thursday evening by subcommittee Chairman Ernest Hollings (D-S.C.). Signing on as co-sponsors of the legislation were Senators Howard Cannon (D-Nev.), Barry Goldwater (R-Ariz.), Bob Packwood (R-Ore.) and Harrison Schmitt (R-N.M.).

The "Communications Act Amendments of 1980" emerged after six months of meetings by Democrats and Republicans, who worked to find common ground on provisions in their bills introduced last year, S. 611 and S. 622. A mark-up of the legislation has been scheduled for June 24.

Although the bill focuses extensively on common carriers, it also contains a significant number of broadcast and cable sections. As of Friday, the bill had not been printed, but staff summaries outlined the major provisions.

Absent from the bill is a spectrum fee, which Hollings had favored in S. 611, and which was said to be a major sticking point holding up introduction of a revised bill. The new legislation, however, directs the FCC to study the idea of license fees and report its finding to Congress within nine months. The commission would be required to identify each type of licensee deriving commercial benefit from use of the spectrum, and further identify a method for placing a value on that benefit in excess of the costs of regulation.

One area of potential concern for broadcasters deals with cable carriage of broadcast signals. Under the bill's provisions, the FCC would be empowered to regulate the retransmission of distant signals when a broadcaster could demonstrate that the restrictions are necessary to protect the public interest. This would put the burden

on the broadcaster to prove harm to local programming efforts.

The bill also extends the license terms for radio and television from three to five years, and authorizes the FCC to use a random selection system, such as a lottery, to choose among qualified competing applicants for broadcast licenses. For comparative renewal cases, the commission would be directed to develop hearing procedures that are different from comparative initial licensing cases. This would eliminate the requirement to hold hearings in every comparative renewal case.

The commission would also be required to move toward deregulation of radio by eliminating rules concerning news and public affairs requirements, number and frequency of commercials, and maintenance of program logs. In addition, the commission would be barred from making decisions involving radio program formats, and its ascertainment policies requiring procedural formalities would be eliminated.

Further deregulation of radio and TV would be encouraged as competition develops, with a deregulation progress report to go to Congress in five years. The commission would also be required to encourage wider and more effective use of the electromagnetic spectrum, as it is in the existing Communications Act.

Section 315 of the Communications Act would be amended to exempt presidential and vice-presidential debates from the equal-time rule if the debates are not arranged by a broadcaster.

In cable, the FCC would be authorized to limit multiple system ownerships and crossownerships with other media. Co-



Hollings

located telephone company crossownership is prohibited except when it can be demonstrated that additional media diversity will occur. In addition, AT&T would be prohibited from providing cable TV service, except perhaps in sparsely populated areas.

No state or government agency could require or prohibit any programming on a cable system. Except in areas of poor over-the-air broadcast service, state or local basic subscriber rate regulation would be prohibited, and no regulation of pay cable subscriber rates is allowed. Where a state or local government regulates basic service rates, in areas of inferior over-the-air reception, a cable system could pass along the costs of a franchise fee to its subscribers.

The bill also deals with amateur and other radio services, as well as rural telecommunications.

The heart of the telecommunications provisions is similar to the House's version, and that may clear the way for action before the end of this Congress—a likelihood that no one expected was possible as late as one month ago.

Time, however, is a crucial factor. Congress will recess for two weeks in July and for two more weeks in August for the political conventions. Adjournment is targeted for Oct. 3, which means that any stumbling blocks thrown in the way of either the House or Senate bills could foreclose the possibility of legislation being enacted until next year.

In a statement on the Senate floor, Hollings called the legislation "a major step forward in our effort to reshape telecommunications policy . . . As is the case with any compromise, there are parts of this bill



Cannon



Goldwater



Packwood



Schmitt

**One more time.** Meanwhile, over on the other side of Capitol Hill, the House Communications Subcommittee, with an overflow crowd looking on, set out on Thursday once again to mark up H.R. 6121, an amendment to the Communications Act that would substantially alter the nation's telecommunications industry. The subcommittee approved a similar bill earlier this year (BROADCASTING, Feb. 4), but the measure was torpedoed before reaching full committee. This time around, subcommittee Chairman Lionel Van Deerlin (D-Calif.) thought he had reached a consensus among members, and expected to begin consideration of the bill and key amendments—two of which deal with the structure of AT&T and access charge provisions. But Representative Edward Markey (D-Mass.), the only dissenting vote in last January's mark-up, along with Representative Robert Matsui (D-Calif.), the subcommittee's newest member, complained that hearings on the bill had not been held, and a vote on language that had been worked out as late as that same morning was premature. Markey asked for a section-by-section analysis of the bill, but Van Deerlin, clearly upset, answered that the bill was identical to that approved last January, and an analysis was not necessary. The subcommittee finally agreed to spend the day reviewing provisions of the bill and the major amendments, and to reconvene tomorrow (June 17) to cast its votes.

that each (co-sponsor) likes more than others, but in the aggregate we have compromised neither ourselves nor the consumers we represent nor the affected industries," he added. "This bill is a thorough and fair treatment of an exceedingly complex field."

## Goldenson draws the line on increases in program costs

**In Hollywood speech, ABC chairman says network will be taking much tougher stance on renegotiation of contracts with producers, concedes that broadcasters helped push up prices in the battle for ratings**

A warning that the television production community may be pushing costs toward the edge of ruin was issued last Wednesday by Leonard H. Goldenson, chairman of ABC Inc.

Facing the lions in their own den, he told the Hollywood Radio and Television Society that "only those with short memories do not shudder at the recollection of the so-called 'Cleopatra era,' when oversized budgets brought the production community close to the brink of financial disaster.

"The circumstances are somewhat different today, but the basic situation is not: Runaway costs are a clear and present danger."

Goldenson cited as one symptom an "unprecedented number of people lined up at our doors requesting renegotiation of contracts," suggesting both "a growing lack of professionalism" and "the feeling that there's no limit to the gold at the end of the network rainbow."

The answer to calls for contract renegotiation, he said, "is obvious—a much more forceful insistence on our part that contracts must be honored." If commitments are unmet, he said, "the word contract ceases to have very much meaning, and the risks of doing business become that much greater for us all."

Budgets "for almost everything pro-

duced in Hollywood, and elsewhere in this country," Goldenson said, are soaring—"even in a time of high inflation"—at rates "twice the rate of inflation, or more."

The cost increases of the last few years have been bearable, he said, because they coincided with "a record-breaking growth in the demand for television advertising." But now the country is entering a recession of unknowable length and depth, and in any event broadcasting "cannot always grow at a much more rapid rate than the economy."

The net result, Goldenson said, is that "we cannot—and will not—accept for long, cost increases of the magnitude we have recently experienced."

More than that, he added, pay television's use of theatrical movies will eventually reduce their audience—and value—on network TV and may lead to greater use of made-for-TV movies and other program forms in their place.

Among other forms that have already proved their popularity, he noted, are magazine shows—both on the networks and as locally produced replacements for syndicated fare—and others exemplified by *That's Incredible!*, *Real People* and *Those Amazing Animals*.

"The costs of these programs are to a large degree controllable," he said. "That is the point: We will never select an inferior program because it's cheaper. But when we choose between programs of comparable audience appeal, our confidence in their future cost levels will be a determining factor."

Goldenson conceded broadcasters had a hand in the budget escalation, spending aggressively to get the best available programming and "sometimes penalizing earnings in the process." He said the stress now must be "on discipline—in the maintenance of existing agreements and in the selection of new programs," with the battle for audience based on creativity, not dollars.

He called upon the production community to "bring us the ideas that most excite them," rather than—as he said happens too often—"what they think we want to buy."

The new decade, he said, brings greater challenges to creativity: "The audience of the 80's will not be identical to the audience of the 70's. It will be older and

grouped in smaller families and living units. It will be more diverse in its lifestyles and its working habits. It will face new problems [and] need to learn new skills. In entertainment it will, as always, seek the laughter that comedy provides and the escape that adventure offers. But even those forms will require adaptation to changing tastes and needs; even those will require innovation if they are to arrest the viewers' attention."

The new technologies, Goldenson said, "offer opportunities for all participants in the communications and entertainment industry," although he also thought their promise "may take longer to realize than some optimists predict," and said "it is still not clear which technologies will prevail, or in what form."

To be in a position to take advantage of the opportunities, Goldenson said, ABC set up a division "to manage our entry into selective areas of this emerging field," but does not believe "that the essential role of broadcasting will be changed by



Goldenson

these new developments?"

Audiences, he said, will still rely on broadcasting as their basic source of information and entertainment, advertisers will still rely on it as their major medium of mass marketing, and producers will still find it their biggest customer. "Unless creativity diminishes or costs get out of hand," he added, "that demand should remain very high."

## Cassandra among the prophets at AAF convention

**JWT Entertainment's Secunda says one of TV networks will go under; Mulholland says they'll do fine; Bailey says FTC is alive and well**

If ABC Chairman Leonard Goldenson's words for the Hollywood community last week were tough (see this page), a top executive at one of the top advertising agencies had tougher words for the ad industry

and for television in particular. "In the not-too-distant future," said Eugene Secunda, senior vice president and director of J. Walter Thompson's Entertainment Division, "we will see the demise of one of the three major networks."

Secunda's sober warning was delivered before the annual convention of the American Advertising Federation, meeting in Dallas.

Secunda's rationale was that with the advent of "so much" satellite-delivered programming and the move of "so many" experienced broadcast programmers into new technologies, the viewers' time and advertisers' money "just can't be fragmented enough to allow everyone to survive."

He said he wouldn't venture a guess as to which network eventually will redirect its programming efforts entirely into cable and other satellite outlets, but pointed out that all three have started to become involved in new media forms.

The blossoming of satellite delivery, according to Secunda, will have applications for the delivery of syndicated programming and television commercials. Satellites, he said, will tend to accelerate the growth of independent stations and to strengthen the Public Broadcasting Service, which already has a satellite network.

But Secunda cautioned his audience that the key to winning the communications sweepstakes is programming. He said it will take programming "of a high order" to convert the new communications into popular media.

For advertisers to co-exist in the new environment, he continued, they will have to employ new and imaginative advertising forms. He said JWT has been experimenting with commercials that run up to 10 minutes and more and is exploring the possibilities of integrating advertising into pay TV programming, at the end of each film or show.

Secunda ventured that the new systems could be advertiser-supported to varying degrees but would require ingenuity to create advertising in new forms. He felt the biggest impediment is the lack of an adequate measurement service for cable systems, but pointed out that both Nielsen and Arbitron are working in this sector.

He said advertising for cable should not be considered another form of television advertising. Secunda believes that cable TV will compete directly against direct mail, newspapers, magazines and radio.

Secunda wasn't the only AAF speaker to address himself to the new technologies. Also speaking to the more than 500 delegates was Robert Mulholland, president of NBC-TV, who zeroed in on the future in a Tuesday luncheon speech. Unlike Secunda, however, he predicted the commercial TV networks would remain in



**Dallas discussions.** Robert Mulholland (c), president of NBC-TV, shares some thoughts with AAF chairman-elect, Alan Jacobs (r), and Lee Abbott, AAF Eastern region vice chairman.



Secunda

a strong, competitive position.

The growth of the new technologies, he said, will depend on the software they can offer, and the critical factor will be how much money they can invest in programming. NBC projections, he added, assume the investments will fall far short of the few billion dollars necessary to provide the programming, although pay TV could possibly siphon off from network TV "some blockbuster events" in the hope to speed up its acceptance.

"But the up-front cost would be severe," Mulholland said. "And this is the crucial question of whether that part of the public not on a special service would stand for seeing programs and championship sports events they once had for free go

only to those with the ability to pay. It is not self-evident that there is any social benefit in depriving the general public of something they are now getting for nothing."

Mulholland took a swipe at both the cable industry and the federal government—the former for freely retransmitting TV signals and the latter for allowing it to happen. "I find it extraordinary that cable operators can pick off other people's programs without consent and transmit them to cable's own paying customers—often doing real economic harm to the owner of the rights to those programs," he said.

Mulholland rejected the claim that retransmission consent would bring cable growth to a standstill. "The cable opera-

## InBrief

General Electric has **formally thrown in towel**, told FCC Chairman Charles Ferris in letter last week that merger with Cox Broadcasting "apparently will not be consummated." □ KTTV(TV) Los Angeles won bidding war there for ITC's *Muppet Show*, will pay **more than \$65,000 per episode** for 120 reruns. Earlier this month, wcbstv won rights at \$60,000 per. □ Securities and Exchange Commission has issued **subpoenas for information on ABC bookkeeping practices** in investigation of charges of profits fraud involving Spelling/Goldberg's *Charlie's Angels* (BROADCASTING, May 5). Network says it will cooperate. □ NBC's *Saturday Night Live* will be back next season, but **without creator-producer Lorne Michaels**, who's negotiating long-term contract for program projects with network, and without what remains of original cast. □ In what's seen as precedential move, CBS-TV is appointing **director of engineering and development in Europe**, to work in liaison with broadcasters and manufacturers there and with international standards organizations, and to keep tabs on leading-edge figures in technological development. Named to post (effective September): **Paulo Zaccarian**, chief engineer with Italy's RAI. □ Former FCC Commissioner **Margita White** has been nominated to board of Taft Broadcasting, election scheduled for stockholder meeting July 22. □ Dallas police, working with Warner Amex, last week arrested Texas accountant, Gary Annis, **accused of seeking \$250,000 from cable company** in exchange for purported influence he could bring to bear in city franchise contest. Warner cooperated with police in pay-off set-up. □ Two key figures in NBC Entertainment advertising and promotion reportedly resigned last week after new vice president was hired to be in charge of, among other things, advertising and promotion, but NBC spokesman said Friday they had reconsidered and were remaining. They were **W. Watts Biggers**, vice president, advertising and special services, and **Mike Mohamad**, vice president. New vice president: **Bob Sutton**, vice president and general manager of NBC-TV's Mobile, Ala., affiliate, WALA-TV, and sources said his responsibilities were to have included advertising and promotion, children's programming and East Coast programming. Spokesman who said they were remaining also said Sutton's assignments were being re-evaluated. □ Named to new **NAB Radio Allocations Task Force**: Arnold Lerner, WLLH(AM)-WSSH(FM) Lowell, Mass. (chairman); Ralph Green, CBS Radio; Eugene Jackson, National Black Network; Bruce Johnson, Shamrock Broadcasting; Michael Lareau, WOOD-AM-FM Grand Rapids, Mich.; Jerry Lee, WQVR-FM Philadelphia; Walter May, WPKC(AM) Pikeville, Ky.; Charles Wright, WBYS-AM-FM Canton, Ill. They'll oversee studies on efforts to create space for new radio stations.

tors champion free competitive enterprise when it suits them," he said. "But when it is not to their advantage, they reject it and demand subsidy at the expense of those who really finance, create and purchase program properties."

No matter what type of services the new technologies offer, he added, he doubted they would diminish free TV's basic appeal. He noted, for example, information services such as Cable News Network. "But none of these services can do the job we do," he said. "If anything, they will help expand public desire for a sharper focus on world and national news, and that is all to the advantage of the commercial networks."

"We welcome the new technologies and we'll be watching their performance," Mulholland concluded. "But viewers will continue to give most of their time to us. It's going to be a very good decade—for your industry and mine."

Patricia Bailey, the newest member of the Federal Trade Commission, addressed the convention Monday, and assured the AAF that the commission would not turn into a do-nothing agency because of its recent problems with Congress.

"It would be highly misleading," Bailey said, "for anyone to think that we shall now begin to operate warily, peering over our shoulders at the Congress, frightened of our own shadows. That is ludicrous; and it is insulting. What I dislike contemplating, frankly, is that we will nevertheless be accused of doing so. Those who take that view will do so out of ignorance of the way the commission has operated in the past."

Bailey said the commission is aware that the American people are outraged by unnecessary governmental intrusion into their lives, but it is also aware that when people need assistance they ask the government for help and criticize it for inaction.

"We are aware, because the Congress which created us in 1914 has made it very clear that some of our activities in form or substance need attention and revision and we are acting accordingly," Bailey said. "But I can assure you, lest there should be any doubt, that the Federal Trade Commission will continue its active and I hope effective enforcement of the laws the Congress has instructed us to enforce—all 27 of them."

Monday's keynote speaker, D. Wayne Calloway, president and chief executive officer of Frito-Lay Inc., took a dim view of excessive government regulation, although he did not single out any particular agency.

"I believe that you, as professional communicators, have the power and ability to stop the wanton and destructive growth of the federal government and the poisoned economic environment that it has engendered. . . .

"It's important to recognize that there is nothing fundamentally wrong with business in America or with the free enterprise system that can't be fixed," he said. "There is, however, something wrong with

the perception of business as viewed from Capitol Hill, or viewed from the perspective of the general public."

The business community's goal for the 1980's, Calloway said, must be the education of the public to the realities of the free enterprise system, and the advertising community could play a major role in providing that education.

□

Alan Jacobs, executive committee chairman, Bozell & Jacobs Inc., Newport Beach, Calif., was elected 1980-81 AAF national chairman, succeeding Chester Green of Kraft Inc.

Patricia Martin, director of creative services for Warner-Lambert Co., was elected senior vice chairman.

On Sunday, the AAF presented its annual Addy Awards for excellence in advertising. The winners in the broadcast categories were:

#### Radio

**WRAL(FM)** Raleigh, N.C. □ For Raleigh Office Supply  
**Cranfill Advertising Agency**, Indianapolis □ For

Rock Island Refinery, Indianapolis.

**George, Gibbs, Hammerman & Myers Advertising**, St. Louis □ For Chapman's Ice Cream, St. Louis

**Lewis Advertising**, Rocky Mount, N.C. □ For Boddie-Neell Enterprises, Rocky Mount.

**Marvin H. Frank & Co.**, Chicago □ For *Chicago Tribune*.

**Kelly, Zahndt & Kelly Inc.**, St. Louis □ For United Van Lines, Fenton, Mo.

#### Television

**Bozell & Jacobs**, Houston □ For El Paso Electric Co., Houston.

**VanSan Dugdale & Co.**, Baltimore □ For WIP(AM) Philadelphia.

**Mike Sloan, Inc.**, Miami □ For Florida Division of Tourism, Tallahassee.

**Grapevine Communications Inc.** Baton Rouge □ For Bank of New Roads, New Roads, La.

**Ruben Montgomery & Associates**, Indianapolis □ For AFNB, Indianapolis.

**Needham, Harper & Steers**, Chicago □ For McDonald's Corp., Oak Brook, Ill.

**Rives Smith, Baldwin & Carlberg**, Houston □ For Houston Natural Gas (Zeigler Coal), Houston.

**Wotring/Kowalski & Co.**, Chicago □ For WGN Broadcasting, Chicago.

**Ogilvy & Mather Inc.**, San Francisco □ For Blitz-Weinhard, Portland, Ore.

## BPA urged to work for all of broadcasting

### Duffy says promoters should look beyond their stations to the wider needs of the industry

Broadcast promotion executives were told: "You've come a long way, but you've still got a long way to go." The compliment-admonition was delivered last week in Montreal by James E. Duffy, president of ABC Television Network, keynote speaker at the Broadcaster Promotion Association-Broadcast Designer Association seminar.

He told nearly 900 delegates that the role of promotion people has changed drastically since he served ABC in that capacity "back in the dark ages" of the 1950's.

"We're entering an era of new dimensions in community relations and public service as well as new competitive challenges in broadcasting," Duffy declared.

He said that while TV has become tremendously popular, it paradoxically has become a "lightning rod" for criticism and social grievances. However, he said, the virtue of this is that it provides important feedback that helps broadcasters improve their performance. The most important need is for broadcasters to initiate positive steps to build awareness of the values inherent in their services, particularly with opinion groups that are organized nationally and with local chapters, Duffy said.

He also underscored the need to defend a free, advertising-supported system of broadcasting. He charged that government regulatory policy has tilted away from the free system toward promotion of pay cable and other alternatives. He said those alternatives could result in the bypassing of

local stations as they are known today.

To emphasize the bidding power of pay services, for example, Duffy said that when ABC successfully won rights to the 1984 summer Olympics in Los Angeles with a bid in excess of \$200 million, the closest competitor was a company that would have put the games in theaters and on pay-cable systems.

Duffy announced that ABC will make available for the BPA all the information it prepares about the advertiser-supported system of broadcasting.

He suggested that BPA adopt its own program in that area and serve as a clearinghouse for the adaptation and dissemination of nationally prepared materials on the subject for all the networks, the National Association of Broadcasters, Television Bureau of Advertising, Television Information Office and others.

Canada's objectives in broadcasting were outlined Thursday at the BPA-BDA luncheon by Robert Gourd, chairman of the Canadian Communications and Cultural Committee. Gourd appeared when an emergency meeting canceled the scheduled address of Francis Fox, Canada's minister of communications.

Gourd said Canada's telecommunications problems were compounded by its French-English cultural split and by Canada's proximity to the U.S. and the latter's influence on Canadian audiences.

Nevertheless, he said, Canada is seeking to develop a true "cultural industry" that embraces the public and private sectors. He said government should encourage the free play of the marketplace by supporting private sector initiatives and by responding to expressed needs rather than by substituting for them.



## **Torbet Radio**

**We told KSD/KCFM that  
we could outsell  
any Rep.**

**Now we're proving it!**

Torbet Radio is now the national voice of  
KSD/KCFM



serving the St. Louis Market.

*The practice of communications law has come a long way from the day when the best credential was an invitation to the annual outing on Horace Lohnes's farm. Not all agree that the changes have been for the better, but there's no doubt that the continuing media revolution is demanding new skill and sophistication on the part of those hired to push or impede the pace of progress.*

## The Washington lawyer: Power behind the powers that be

*"The first thing we do, let's kill  
all the lawyers."*

*Henry VI (Part 2), Act IV, Scene 2.*

In an increasingly litigious society, that sentiment is rarely far below the surface; it seems to offer a solution to many complexities of life, to say nothing of the expenses. But given the involvement of law and its practitioners in the American scheme of things, it seems an impractical idea—nowhere more so, perhaps, than in communications. There, Washington lawyers have truly become an industry's indispensable auxiliary.

Their services are across the board. They shepherd applications for renewal or transfer of broadcast licenses through the labyrinths of the FCC. In the name of clients, they file tons of paper supporting or opposing (usually opposing) commission proposals. They defend clients and their interests (in the name of the public interest) before the commission and the courts, and lobby members of Congress and the commission. They are accused, sometimes with reason, of tying anchors to the ship of progress. They are credited, again sometimes with reason, with helping to pioneer new fields of telecommunications service. They are business consultants. They are, occasionally, a client's psychiatric social worker. And, at times, they do public relations jobs. Probably no one lawyer provides all of those services, but some law firms do. And all in all, they are—given the sweeping changes that telecommunications is making in American life—part of a bar some think is begin-

ning to approach in influence and wealth some of the older, more established specialties—antitrust, for instance, or tax.

Nor is that all. Given the nature of their practice before the FCC, an agency that is part judicial and part legislative, communications lawyers have an opportunity, which some have eagerly seized, to affect government policy in telecommunications. □

It's not been very long that the communications bar has enjoyed its present prominence. W. Theodore Pierson Sr., of Pierson, Ball & Dowd, recalls how things were 40 years ago, when he began his practice. At a meeting of the Washington, D.C., bar that he attended with a view to joining, a lawyer asked his field. When Pierson said he was in communications, the inquiring lawyer sniffed: "That's not practicing law."

Over time, that attitude, which was directed at the practice of administrative law generally, has changed. Administrative proceedings became increasingly formal (hearing examiners are now administrative law judges, the only federal judges whose appointments are made strictly on merit) and structured (some would say rigidly). The emergence of television as a major force in American life beginning in the 1950's invested everyone associated with it with a degree of importance, even celebrity, and greatly expanded the practice. ("The kinds of resources at stake in television and the impact of the medium required a greater degree of lawyering and a different kind," says Ernest Jennes, of Covington & Burling.) And some communications lawyers have won reputations

as among the most skillful who practice before the federal courts.

As is true of any bar, the quality of the communications bar is mixed. Chief Judge J. Skelly Wright of the U.S. Court of Appeals in Washington, which hears most of the appeals from FCC decisions, says the performance of the communications lawyers whose work he has seen is "excellent." But then, the appeals court generally sees only the best of the bar. And Wright also takes some of the shine off his compliment when he says that lawyers who specialize *should* be good. "The specialized practice of law is the easiest," he said in an interview. "Law is most challenging when you are faced with a basically new problem in an area you haven't seen before."

Members of the bar themselves say it contains marginal types. And past and present commission lawyers shake their heads over some lawyers who, they say, do their clients positive harm, in filing pleadings so harsh in tone regarding the commission that they antagonize commissioners, or in filing court appeals that, if successful, could lead the commission into actions adverse to their clients' interests. One unsettling observation made by lawyers in and out of government is that, as in the case of doctors, those who rely on them can't distinguish between the good and the bad.

One FCC attorney, who has served with other government agencies, offered a sour comment when asked his feelings regarding the communications bar: "For the most part, it stinks." There are quality people in it, he says; the networks and



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The key is control; we believe that—for the good of the industry as a whole and for each of us individually—control of the individual receiving dish must remain in the hands of the individual station or newspaper.

UPI has developed a plan that keeps this control firmly in your hands:

You purchase the receiving dish from the maker at a discount price arranged by UPI. We'll then credit your UPI account up to \$1,200 a year (providing your rate meets national policy standards) for five years.

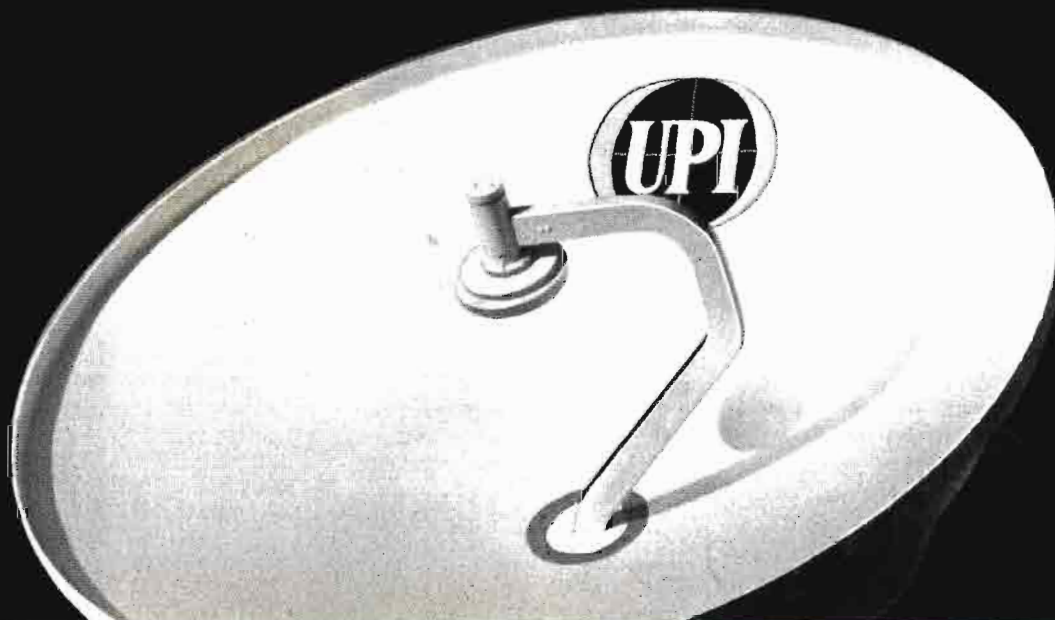
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It's your earth station ... so you get all the investment tax credit and tax benefits from day one. It's your earth station ... so you can use it for any other available satellite-delivered services, any time you wish.

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**W. Theodore Pierson Sr.** (left), of Pierson, Bail & Dowd, who is mentioned by virtually every communications lawyer who is asked to name the top 10 lawyers in the Federal Communications Bar Association, is one of those exemplars of the American dream. The senior partner in one of Washington's leading firms began his career, as did many of his colleagues, at the FCC. But he started in August 1934, shortly after the commission was established, and his first job was file clerk. After gaining a law degree from George Washington University and serving as a lawyer at the commission for six months, he resigned, in December 1938, and started his practice



**William P. Sims Jr.**, of Dow, Lohnes & Albertson, is a West Texas boy (Fluvanna, Tex., pop. 250) who has become a polished and successful communications lawyer, adviser as well as legal counsel to some of the major companies in the field. But he arrived in Washington after service in the Air Force in World War II to work on the staff of then-Representative George Mahon (D-Tex.), who later became and remained for many years chairman of the House Appropriations Committee. But Sims went to Georgetown Law School, and after graduating in 1948, went to work for Dow, Lohnes, then as now one of the leading firms in communications law

AT&T, for instance, are well served, and the quality of work in the D.C. Court of Appeals is high. But he is plainly disappointed with most of the private practitioners' work that crosses his desk. "And," he adds, "it says something about the bar."

The criticism is delivered not so much in sorrow as in anger. And there's a reason. Poor legal work at the commission level makes the commission lawyer's job in preparing for court more difficult, says that FCC attorney. "Many times, we find cases where a good counsel would anticipate the way we can get to where we decided we want to go. But instead, they do a lousy job; they don't work that hard." Then he added an odd confession: "They leave it to us, and we screw it up, and lose in court. The lawyers don't give us what we need."

The same lawyer also expressed a sense of bafflement. Sometimes, he says, the quality of work within a firm, even in connection with the same case, varies considerably. "When I compare the work that is filed with the commission and in court—the quality of argument and the persuasiveness—I say, 'What's going on?'" Does it, he wonders, reflect simply "contempt" for the commission or a lack of time in preparing the material submitted to the agency?

One communications lawyer who tends to agree with the criticism said the commission itself bears responsibility for the quality of the work it receives. "The commission will have to reject the junk in no uncertain terms before it can ever hope to

be respected like a court," he said. "The awful state of the communications bar is a reflection of the flabbiness of the agency."

Such indictments, however, seem to go against the tide. The prestige of the bar is rising, and so are the rewards for its members. Senior partners in major communications law firms are said to earn \$150,000—some who can offer clients skills in corporate, tax and other fields, as well as communications law, earn as much as \$250,000. Even starting salaries are eye-popping. For top graduates of the premiere law schools, Washington's major communications law firms are prepared to compete with Wall Street firms that are offering \$37,000, which includes such fringe benefits as bonuses and rental assistance. Not that the Washington firms match the figure; they will offer over \$30,000 and throw in as an added inducement the psychic value of practicing and living in Washington as against New York.

All of which helps explain the high fees charged by some firms—\$150 an hour for a senior partner's time is common; in some cases, special circumstances have led firms—Cohn & Marks and Pierson, to name two—to charge as much as \$225 or \$250 an hour. ("Let's say it's a renewal or revocation case, where \$5 million or \$10 million is involved," says Marcus Cohn, "You work on weekends and nights to prepare as you should, and you prevail, and save the entire fortune of this guy, and you bill on the basis of \$250 an hour. Isn't that fair?") Pierson's top figure seems aimed at persuading clients who come in saying

(figuratively), "Get me Pierson!" to accept the day-to-day representation of a less senior partner.

For all of that, the communications bar is not a major factor in the lawyer boom in Washington. While the number of lawyers in the city is said to have doubled to 40,000 (including those in government and public interest law) in the last 10 years, the number of communications lawyers there has grown only from 115 in 1941 to some 600 last year. The number of Federal Communications Bar Association members scattered in cities other than Washington has about doubled from some 160 to about 300 in the same period.

Indeed, it would appear that the bar is developing as a kind of closed society as far as blue-chip broadcasting clients are concerned. Perhaps no more than eight or 10 firms, including such major ones as Covington & Burling (200 lawyers) and Wilmer & Pickering (120 lawyers) that have extensive practice in a number of fields, are dominant. But there is an ebb and flow among those firms. For instance, Kirkland & Ellis has recently lost several major clients—WGN Inc., as the result of an intrafirm bloodletting; Rust Craft and its 17 stations, which were sold to Ziff-Davis, a McKenna, Wilkinson & Kittner client, and Rahall Communications, licensee of seven stations, which merged with Gulf United Corp., which is represented by Arnold & Porter.

But there's plenty of business to go around. Forty years ago, those 275-odd lawyers drew their practice largely from a pool of 900 radio stations. Today, there are 9,000 AM and FM outlets, as well as 1,000 television stations. And those are just for openers. For the practice is changing.

Technological changes and FCC policies over the past 10 years have been opening doors to a vast array of new services:

Cable television is regarded by lawyers as having had a significant impact on their practice. There was and remains the continuing war—with both sides represented by lawyers—over cable's proper role in the telecommunications scheme of things. There are also the related issues of copyright and program supply.

Covington & Burling's Jenness speaks of the emerging teletext technology. "We're looking at the legal and business implications for a client," he says. "What are the rules likely to be? ... What kind of business is it likely to be?"

Commission activities in common carrier and satellite communications matters, lawyers say, are matched by the work of members of the bar in those areas. "The two biggest things that came out of the commission last month," says J. Roger Wollenberg, Wilmer & Pickering's leading communications lawyer, "were the report to Congress on the structure and activities of Comsat [the report deals with the consequences of the increasing diversification of the Communications Satellite Corp.'s activities] and the final decision in Computer Inquiry Number 2 [which permits

# Man of the Hour

*Gary Collins, host of  
"Hour Magazine"  
premiering September 8*

*There are important reasons  
why so many stations are  
climbing aboard the "Hour  
Magazine" bandwagon for fall.  
It's innovative.*

*It's dedicated to the research-  
proven proposition that daytime  
audiences want more informa-  
tion entertainingly presented.*

*And panel after panel confirms:  
Host Gary Collins has what it  
takes — "warmth," "believability,"*

*"knowledgeability" and "versatility" —  
to deliver what "Hour Magazine" offers.*

*You can feel good about trusting one of  
your choice daily hours to him — and to his  
skilled traveling cobost, Pat Mitchell, a  
variety of specialists and guest stars, and  
a superb production staff.*



*"HOUR MAGAZINE" already  
bought by 60 stations*

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TONIGHT

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the  
Music

# The Sweet Sound of Success

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Denver  
Detroit

Eugene  
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Greensboro  
Harrisburg  
Hartford  
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Indianapolis  
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**FACE THE MUSIC** is the selling-est  
game strip in syndication—already  
sold ... and second season production  
committed ... for 33 of the Top 50  
markets and a total of 49!

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**No surprise to those in the know! FACE THE MUSIC, the only musical game show strip in town has those wonderful built-in factors that equal success:**

- the fastest growing game strip in syndication
- a super game, that's all-family, and all-involving
- solid entertainment, with great play-along qualities for the audience
- the unmatched magnetism of Ron Ely, host ... star ... the new MC of the Miss America Pageant
- gee-whiz appeal to young adult females ... the No. 1 game strip with 50% women 18-49 according to both ARB and NSI

**There's still time to join the roster of station winners who have ordered FACE THE MUSIC for next season. Put FACE THE MUSIC on your schedule, and you, too, will hear the sweet sound of success!**

**Don't waste a quarter-note. Pick up the phone and call us today!**

**Remember, we're the folks who deliver!**

**Exclusive worldwide distribution by:**

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AT&T and General Telephone & Electric to engage in unregulated enhanced telecommunications services, although through separate subsidiaries.]”

James McKenna, of McKenna, Wilkinson & Kittner, predicts that in the next 10 years growth in common carrier and related fields will outstrip that in broadcasting—a prediction with which not many in the communications field would quarrel. The firm, which got its start as counsel to ABC at its birth, in 1952, seems to be positioning itself for the future McKenna foresees: It is counsel for the computer industry’s trade association—the Communications Business Equipment Manufacturers Association. And it is increasingly active in common carrier matters, representing groups and organizations that are customers of the carriers. It has, for instance, represented the three networks in AT&T rate proceedings. And it is said to have one of the ablest common carrier lawyers in Washington in Joseph Kittner.

One sign of the times is the training programs being offered communications lawyers. The FCBA’s continuing legal education seminar two months ago offered a two-session course in “nuts and bolts” of common carrier law. And last month, the National Association of Broadcasters presented a series of six two-and-a-half hour seminars for its legal staff and outside attorneys on law and economics as they apply to the communications industry and government regulation. Both were keyed to FCC Chairman Charles D. Ferris’s observation, in a speech in March, that it is becoming increasingly difficult for lawyers “to tell the difference between broadcast, common carrier or private radio issues.”

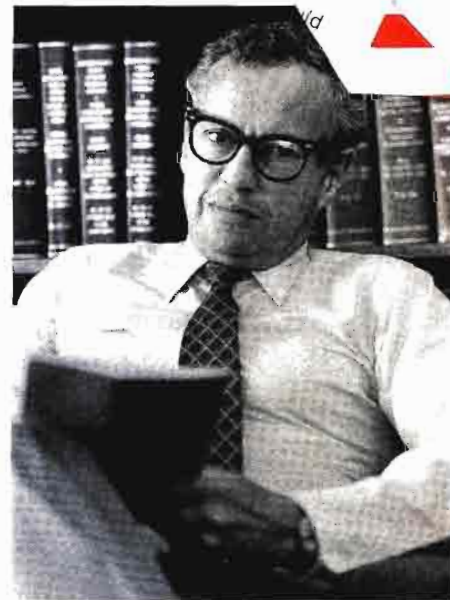
Erwin Krasnow, senior vice president and general counsel of the National Association of Broadcasters, sees “the blurring of technologies and the greater emphasis on economics” as bringing about the major change in the practice of communications lawyers. They require “much more sophistication” in doing their job now than they did before that “blurring of lines,” he says.

□

If the changes in technology and commission policies are reshaping the substance of the practice of communications law, there is also a change in the atmosphere in which the practice is conducted. It has been transformed by ex parte rules and the sunshine law, as well as by the increase in the size of the industry involved. The practice is much more formal; the leading members of the bar speak wistfully of the days when they could discuss matters privately with commissioners in a perfectly lawful and proper manner, to their mutual advantage. (Such contacts were curtailed in 1977, after the U.S. Court of Appeals in Washington directed the commission to apply its ex parte rules to rulemaking proceedings as well as to adjudicatory cases.)

Indeed, it seems to be a lawyer’s greatest fear—sometimes justified—that commissioners will not read even the staff

**Richard E. Wiley** (left) made a major impact on the communication industry in his years at the FCC—as general counsel, commissioner and chairman—before leaving the agency in 1977, with the change in administration. Now, he seems to be making an impact as a managing partner in the Washington office of Kirkland & Ellis, but in technology areas rather than broadcasting. One commissioner describes him as “eminent” in the field. But some who have watched him over the years would remain in private practice in the event of a Republican victory in November, as came to serve in a Reagan administration. The appeal of public service is still a Republican.



**J. Roger Wollenberg**, the senior communications lawyer at Wilmer & Pickering, is regarded by many colleagues as having given the communications bar a good name in his appearances before the U.S. Court of Appeals in Washington and the Supreme Court. He is also one of those attorneys who seem able to move with the times. Although he is still busy in broadcasting matters, he is spending much of his time in the developing common carrier area. He began his private practice in 1954, after service as a law clerk to the late Supreme Court Justice William O. Douglas and tours with the Justice Department, including time with the antitrust division, and the FCC, where he was assistant general counsel for litigation.

summary of hundreds of pages of pleadings in a case in which the lawyer is involved, let alone read the lawyer’s individual pleading. “How do you get your story told?” That, says Bernard Koteen, of Koteen & Burt, is a question constantly nagging communications lawyers. “Law firms break their necks preparing polished pleadings, making sure they’re top advocacy, and they don’t know who’s going to read them or what impact they’ll have.” Of course, lawyers can call on commissioners in rulemaking proceedings, provided summaries of the discussion are placed in the commission file in the proceeding. And Koteen and other lawyers have stalked the corridors of the FCC, carrying their message to commissioners and staff. (One technique some lawyers have used over the years is to “file” their pleadings, as one of them put it, with *BROADCASTING* magazine, in the hope they would find their way into a story.) Still, it’s not the same (even with the minor changes the commission made in the ex parte rules last week [see page 71]).

In the 1940’s and 1950’s—when broadcasting and the bar were both younger and more manageable in size—one of the year’s major social and, in a sense, business affairs was the annual FCBA outing

held on a Saturday in October at the Vienna, Va., farm of the late Horace Lohnes, of Dow, Lohnes & Albertson. It attracted members of the commission and its staff, principals of major broadcast companies and large contingents from the networks, and is fondly remembered as a day awash in good liquor and fellowship. William Sims is now a senior partner in the firm but in the early 1950’s was a young associate whose duties included making arrangements for the festivities and later taking care of those unable to care for themselves. “I won’t tell you some of the prominent people I had to haul out of there,” Sims said.

A lawyer who is now a senior member of the communications bar recalls an outing at the Lohnes farm as the first social event he attended after moving over to the commission staff from the staff of the Justice Department, in the early 1950’s. “All the commissioners were there and given paper Uncle Sam hats to wear so the bevy of guests could lobby them or socialize with them, without having to look all over. They zeroed in on commissioners as though they were beautiful damsels at a bachelor party. That was shocking to me; I hadn’t had that kind of experience.”

Although, in time, the sense of shock

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There's an aggressive new kind of consumer reporting on television these days, and it's working to produce change. Change in product safety requirements. Change in the laws that affect labeling and credit. Change in buying habits. And change in the pockets and pocketbooks of people all over America.

We're the Flagship Stations of NBC, five television stations working to satisfy this growing demand for information in our communities. Like other broadcasters, we've made a big commitment to consumer reporting.

The difference is, we did it seven year's ago in Los Angeles, with daily coverage of consumer

news.

Today, all of our Flagship Stations have regularly scheduled reports prepared by qualified experts, including the former Executive Director of the state's Consumer Protection Board in New York. And in three of our markets we produce full half-hour programs devoted exclusively to consumer affairs.

We think that kind of all-out effort says something about the times we live in. And something about us, too. We expect our Flagship Stations to provide just this kind of leadership. In fact, we demand it.

And that's one policy that isn't likely to change.

## THE FLAGSHIP STATIONS OF NBC

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WASHINGTON, D.C.

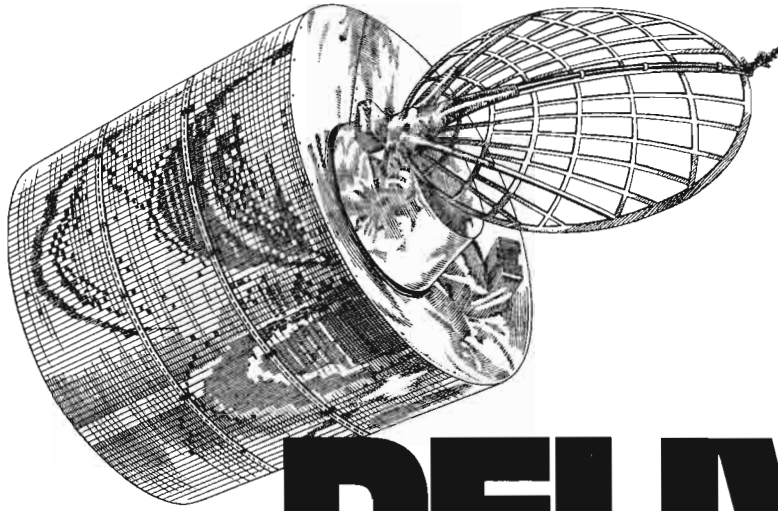
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# TV DELIVERY

**A revolutionary concept in  
broadcast traffic operations.  
Available from Blairsat  
starting October 1st.**

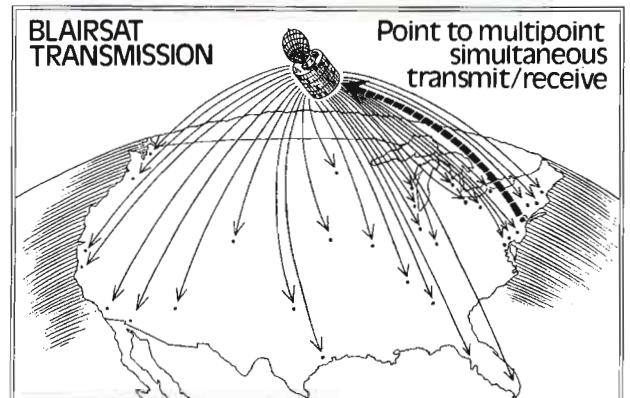
Blairsat's new satellite delivery service provides instant distribution of commercials and traffic instructions to the top 31 television markets. It's a dramatic new application of space technology—and a significant breakthrough in solving the problems of distribution.

**Only one tape dupe needed.**

Here's how you can use the Blairsat delivery system. Simply give us one tape dupe of each of your commercials, a list of markets and stations, related traffic instructions and your required delivery date. After quick confirmation of that date, you need only send the material to Blairsat Control no later than 5:00PM the night before your indicated delivery date. That's all. Next morning, your tape and traffic will be sent to your markets at a transmission speed of  $\frac{7}{10}$  of a second! All the stations you've ordered will have delivery that same day! Guaranteed!

**The complete, streamlined  
delivery system.**

All commercials are transmitted in a computer-determined sequence so each Blairsat Tapecenter receives and





# COMMERCIAL BY SATELLITE

records on a one-inch multi-reel only the commercials ordered for its market. Simultaneously, all related traffic instructions are transmitted in similar sequence and reproduced exactly by each Tapecenter's high-speed facsimile recorder. Tape multi-reels and traffic instructions are duplicated and the complete package is delivered to each designated station in the market.

## Guaranteed same day delivery.

Point to multi-point satellite transmission enables Blairsat to know exactly when and where commercials and traffic are received. Signed station receipts for each local delivery certifies Blairsat's guarantee of total delivery in each market. That day.

## Superior quality.

The use of one-inch helical scan videotapes for both uplink transmission and downlink reception renders an almost "transparent" recording, in terms of video noise or degradation.

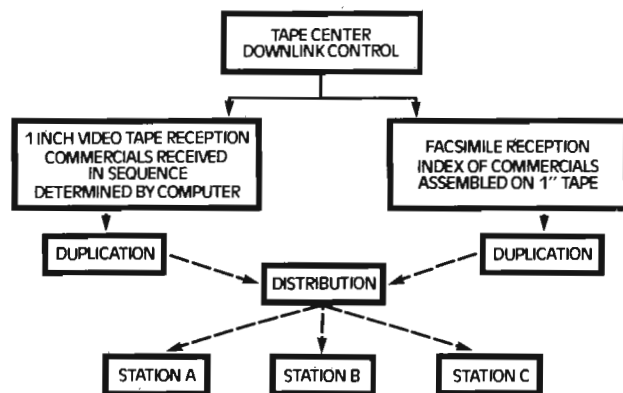
## Total traffic control.

Every transmission schedule with subsequent local delivery is stored in Blairsat's computer by parent company, brand, ISCI Code, length, markets, stations and date. We can access the information at any time to know the status of your commercial distribution. Your tape dupes are returned after delivery, while the multi-reels are stored at Blairsat Uplink in New York.

## Flexibility for last minute moves.

Blairsat's instant transmission capabilities allow you extraordinary leeway for last-minute deliveries or changes. Blairsat will be transmitting every Monday, Wednesday and Friday—virtually every weekday—at 6:00AM. That means you have until 5:00PM, every Tuesday, Thursday and Friday, to get us your material to have it in your selected Blairsat markets and at your designated stations on those confirmed days.

## BLAIRSAT TAPE CENTER OPERATION



## Surprisingly reasonable rates.

Is Blairsat's spectacular new distribution service priced sky high? No, it's not. Basic rates range from \$18 to \$15 per commercial per station. Compare these costs—for commercials and traffic instantly delivered—with your present costs for duplication and distribution.

And, if you need to send revised traffic instructions alone, Blairsat will deliver them for you for only a dollar per station. It's a vital additional plus when you have those crucial changes you need to make now.

Blairsat's satellite delivery system will be operational in the top 31 television markets starting October 1, 1980. It's the system that will change the face of broadcast distribution. For more information, contact Blairsat President, Jack Bray, at (212) 752-0400, or write him at Blairsat, 717 Fifth Avenue, New York, NY 10022.



**BLAIRSAT**  
A SUBSIDIARY OF JOHN BLAIR & COMPANY  
**SEND IT BY SATELLITE**

apparently wore off ("it was a different atmosphere than prevails today; I'm not sure the commission functions any better today than it did then") the lawyer seems not to regret the passing of those days. "The atmosphere that existed then helped to give rise, along with the comparative television proceeding for television franchises of incalculable value which could be awarded to any of the applicants . . . to corruption or semicorruption, which was awfully difficult for human beings to resist." Thus, he said, the scandals of the 1950's that involved television grants and the disgrace of FCC commissioners—even the tainting of some communications lawyers, who escaped punishment—"were the sort of thing that wouldn't happen today."

It's not that communications lawyers of high and low rank don't maintain friendly relations with commissioners and commission staff, at least to some degree. Edgar Holtz of Hogan & Hartson and Commissioner Robert E. Lee, for instance, have been close friends for years. But the relations usually are a function of day-to-day business activities, and are aimed at serving clients.

"There's a social relationship that develops between partners and associates and members of the commission and its staff," Pierson says. "We don't have a planned program, but it happens—golf, tennis, lunch, meetings in their office, and it's a plus for the practice."

Pierson says the information obtained is

no more of the insider variety than that to which anyone would be entitled under the freedom of information and sunshine laws—"the current workload in an area," for instance. But, there are insights to be gained, mindsets to be learned. "Different members of the staff have different concepts about regulation," Pierson says. "That's helpful to know."

Not all firms seem to agree. Some, like McKenna, Wilkinson & Kittner, do not pursue such relationships outside business hours. "I don't know if it's a productive use of time," McKenna said the other day.

From time to time, communications lawyers are seen escorting clients on visits to commissioners and staff members. The purpose of some visits might be described as educational. "If a new client is getting into business, particularly if he's going to be a major client, he feels he'd like to have the commissioners know him and see what kind of a person he is," says McKenna. "I think that's called for, as long as the client doesn't have anything pending before the commission. And I think it helps the client understand the people over there."

To most communications law firms in Washington, the commission staff is of supreme importance, and not simply because of clues staff members might provide to future policy or even because of the power they have to impose or recommend punishments for rule infractions. Some lawyers earn handsome livelihoods making sure applications move smoothly

through the commission's sometimes balky machinery.

A communications lawyer who boasts a Harvard law degree but who insists he does not really practice much law before the commission explained what this skill can mean. He had filed an application for a client selling a radio station and had stopped in at the commission transfer section office to check on the application's progress. "The staffer handling the matter told me, 'You didn't fill in all the stockholders of the company buying the firm,' so I prepared the list, got the necessary amendment from the client, and filed it. If [the staff member] had written a letter, it would have taken six weeks instead of two." A couple of weeks later, he learned in another visit the staff needed the names of the stockholders in the selling firm. "Now, the information is in the commission's files, but in the ownership section," the lawyer said. "That means another four to six weeks. So I go to my files, prepare another amendment, and submit it. A letter would have consumed another four to six weeks. A couple of days ago, I was told the application was granted but that the formal notice would not be issued for a week or two, so I called my client and told him, 'Close if you want to.'

"Now, none of that is law. But it's a lot of what goes on." (Sometimes, fortuitous visits and phone calls made according to a calendar telling a lawyer an application is moving more slowly than it should are not enough. At times, phone calls are not returned and an application appears hopelessly mired. That's when a lawyer will, as Koteen says, "push." He will move up the line to a branch or even a division chief. If the application remains stuck, he will call a commissioner's legal assistant and say, "I have a right to be heard.")

□

It isn't only the commission and the courts that command the attention of all communications lawyers. Some firms spend a considerable amount of time on Capitol Hill—Pierson, Ball & Dowd, for instance. Pierson regards Congress as one of three forums—along with the administrative agency involved and the courts—where a client can get relief. And Pierson, Ball & Dowd, which has diversified into noncommunications fields to such a degree that communications now accounts for no more than 30% of the firm's practice, maintains a legislative unit of five lawyers, including former FCC Chairman Dean Burch. It has been actively engaged in the work of the Senate and House Communications Subcommittees on the Communications Act legislation, actively supporting deregulation of the broadcasting and common carrier industries (provided there are, in the latter, "safeguards to guard against AT&T dominance," in Pierson's words.) Twenty years ago, the firm worked to remove legislative barriers to the introduction of subscription television, whose cause it was defending for the *Text continues on page 48; a lawyer-client roster follows.*

**Edgar W. Holtz**, (left), a partner in Hogan & Hartson since 1962, two years after he joined the firm, has a reputation for candor and practical jokes. The bluntness served him in good stead in the early 1970's when he represented clients in negotiations with citizen groups; it earned him their respect. And the jokes, well, as long as no one gets hurt, he says, he enjoys them. "We need more laughs in this business," he once told an interviewer (*BROADCASTING*, Oct. 3, 1977).



**Ernest Jennes**, leading communications lawyer in Washington's largest (200 lawyers) law firm, Covington & Burling, is regarded by his peers as able, intense, a fierce competitor. "Everybody knows how Jennes will react," a colleague said the other day, in discussing the characteristics of lawyers one learns in dealing with them over the years: "tough." Jennes (accent on the second syllable) has been practicing law for 36 years, all of it at Covington & Burling, which he joined after service with the Department of Justice and the Foreign Economic Administration.

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Radio-only journalists. They are strictly in the news business, not show business. They deliver meaningful news in a meaningful way, the way a radio audience wants it.

This summer Mutual will also be broadcasting the news being made at the two political conventions. No other radio network will bring the conventions back to the grass roots like Mutual. We'll be on the convention floors as the only commercial radio network providing gavel-to-gavel coverage every evening. Along with overview reports throughout the day.

Because radio is our only business, Mutual is the first and last word in radio news.



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**Radio is our only business.**

## The lawyer-client connections

There is no scorecard showing each client of every communications law firm. Indeed, such client lists are jealously guarded, even though a record can be assembled from the filings lawyers make on behalf of their clients. BROADCASTING has pieced together the following list from various sources. It is not a "census" of the field, but rather a list of major broadcast, cable and common carrier clients and the firms that handle them. The editors acknowledge the list to be incomplete, but believe it to be accurate.

### Arent, Fox, Kintner, Plotkin & Kahn

Affiliated Publications  
 Associated Communications (partial)  
 Black Hawk Broadcasting  
 Bluegrass Broadcasting  
 Broadcast Enterprises National Inc  
 Gross Telecasting  
 Hall Communications  
 Birney Imes Jr. Stations  
 Midwest Video  
 National Radio Broadcasters Association  
 Pacifica  
 Public Broadcasting Service  
 Sonderling  
 Times Mirror (cable)  
 Viacom

**Arnold & Porter**  
 Gulf Broadcast Group  
 Harle-Hanks

**Baker & Hostetler**  
 Malrite (partial)  
 Scripps-Howard (partial)  
 UPI

### Baraff, Koerner & Olender

Tele-Communications (partial)

### Barovick, Konecky, Braun, Schwartz & Kay

National Association of Television  
 Program Executives

### Brown & Bernstein

Bahakel Broadcasting  
 Maclean-Hunter Cable  
 National UHF Broadcasters Association

### Cohn & Marks

American Society of  
 Newspaper Editors  
 Booth American Co  
 Eagle Communications  
 ESPN  
 Harriscoppe Broadcasting  
 Manship Stations  
 Media General  
 Mutual Broadcasting System

New York Port Authority  
 Rust Communications Group  
 Straus Comm [WMCA(AM) New York]  
 Susquehanna Broadcasting  
 Wometco Enterprises

### Cole, Raywid & Braverman

Daniels & Associates  
 UA-Columbia Cablevision  
 United Cable TV Corp.

### Covington & Burling

Association of Maximum  
 Service Telecasters  
 John Blair  
 Corinthian Broadcasting  
 Midwest Television Inc  
 Orion  
 Post-Newsweek Stations

### Daley, Joyce & Borsari

Allegheny Mtn. Stations  
 Anderson Stations  
 Fritts Broadcasting Group

Kuiper Stations  
 Mathis Stations

### Dempsey & Koplovitz

Belo Broadcast Group  
 California-Oregon Broadcasting Inc  
 Communications Properties Inc  
 Hearst Stations  
 Scripps-Howard (partial)

### Dow, Lohnes & Albertson

Buford Television  
 Comcast  
 Cosmos Broadcasting  
 Cox Broadcasting and Cox Cable  
 Eugene Television Inc.  
 Federated Media  
 Fetzler Stations  
 First Media  
 Guy Gannett Broadcasting Services  
 Golden West Broadcasters  
 Harris Enterprises  
 Insilco  
 International Cable

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McClatchy Broadcasting  
 Metrovision Cable  
 Mid-America TV Co.  
 Midcontinent Broadcasting  
 Multimedia  
 Newhouse Broadcasting  
 Plough Broadcasting Co.  
 Providence Journal  
 Sammons Communications  
 Stauffer Communications  
 Stuart Broadcasting  
 Tele-Communications (partial)  
 20th Century-Fox (partial)  
 U.S. Cable Corp.

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 broadcasting licensees,  
 including KQED(TV)

San Francisco and the South  
 Carolina and Nebraska  
 commissions.

**Farrow, Schildhouse,**

**Renk & Wilson**

California Cable TV Association  
 Irvine Corp  
 Liberty Communications (partial)  
 Premier Communications (Canada)  
 Sonic Cable  
 Tele-Communications (partial)  
 Teleprompter (partial)

**Fisher, Wayland,  
 Southmayd & Cooper**

Communication Services Inc.  
 Continental Broadcasting Network Inc  
 Duhamel Broadcasting Enterprises  
 Fisher Broadcasting  
 Hughes Aircraft  
 Mid America Media  
 Midnight Sun Broadcasters  
 Mid-West Family Stations  
 Tandem/Oak STV (partial)

**Fleischman & Walsh**

Cablecom-General Inc.  
 Horizon Communications  
 Telemedia  
 Vision Cable  
 Warner Amex

**Fletcher, Heald & Hildreth**

Chronicle Broadcasting  
 Columbia Pictures Industries  
 Gill Industries  
 Hubbard Broadcasting  
 King Broadcasting  
 Western Communications (Chronicle)

**Fly, Shuebruk, Gaguine,**

**Boros, Schulkind & Braun**

Boston Broadcasters  
 Community Broadcasting Service  
 Lamb Communications

Liberty Communications (partial)  
 Nationwide Communications Inc  
 Summit Cable  
 WCCO-AM-FM-TV

**Haley, Bader & Potts**

Association for Broadcast  
 Engineering Standards  
 Donrey Media  
 Doubleday Broadcasting  
 Fairbanks Broadcasting  
 Sandy Frank  
 McGavren Guild  
 MCI  
 Meredith Broadcasting  
 Dale Moore Stations  
 Sterling Recreation Organization  
 Sudbrink Broadcasting

**Hamel, Park, McCabe & Saunders**

AT&T (partial)  
 Herreich Broadcasting  
 Sensormatic  
 State of Alaska

**Hedrick & Lane**

American Association  
 for Advancement of Science  
 Carter/Mondale  
 Presidential Committee

Motorola (partial)  
 Tenneco  
 Westinghouse

**Hogan & Hartson**

Baltimore Sunpapers Stations  
 Charter Co.  
 Chris Craft Industries Inc.  
 Continental Cablevision Inc.  
 Landmark Communications  
 Meyer Broadcasting Co.  
 Schurz Communications  
 Tele-Communications (partial)  
 Teleprompter (partial)

**Kirkland & Ellis**

American Express  
 American Newspaper  
 Publishers Association  
 AP

Bell & Howell  
 Clear Channel Broadcasting Service  
 Comsat (partial)  
 Gilmore Broadcasting  
 Gray Communications (partial)  
 Jefferson-Pilot Broadcasting  
 Holiday Inns  
 T.B. Lanford Stations  
 Marsh Media  
 Motorola (partial)  
 National Religious Broadcasters  
 Texas Instruments  
 3M Corp.  
 20th Century Fox (partial)  
 Xerox

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**Dr. David M. Anderson,  
Corporate Director,  
Environmental Affairs**

"The thousand people I'm talking about actively work at improving the environment.

About four hundred of them—scientists, engineers and technicians—develop, design and operate Bethlehem Steel's environmental control program.

And about six hundred of them—in our plants, mines and shipyards—monitor, maintain and repair the hundreds of pollution control facilities Bethlehem has installed.

**We're proud of our accomplishments in cleaning up the air and water.**

We've come a long way since 1946, when Bethlehem began its formal environmental control program. Today we're removing about 90 percent of the pollutants from our air emissions and water discharges.

**Innovative technology and a lot of money help.**

The equipment you see behind me is typical of the

innovative technology needed to satisfy today's environmental standards.

It's called a 'one-spot' coke pushing emission control car. And right now it's helping to solve a pollution-control problem that's plagued us for years: capturing and cleaning the emissions produced when coke is pushed from a coke oven.

Our Bethlehem, Pa., plant was the first steel mill to operate this system. We're installing similar units at our coke ovens in Lackawanna, N.Y., and Sparrows Point, Md. Each of these units costs us more than \$5 million."

**Bethlehem's commitment: to do what is necessary to protect public health.**

We've made substantial progress in controlling pollution, but we haven't finished the job. We've already spent \$700 million for pollution control equipment and we may have to spend several hundred million more in the years ahead.

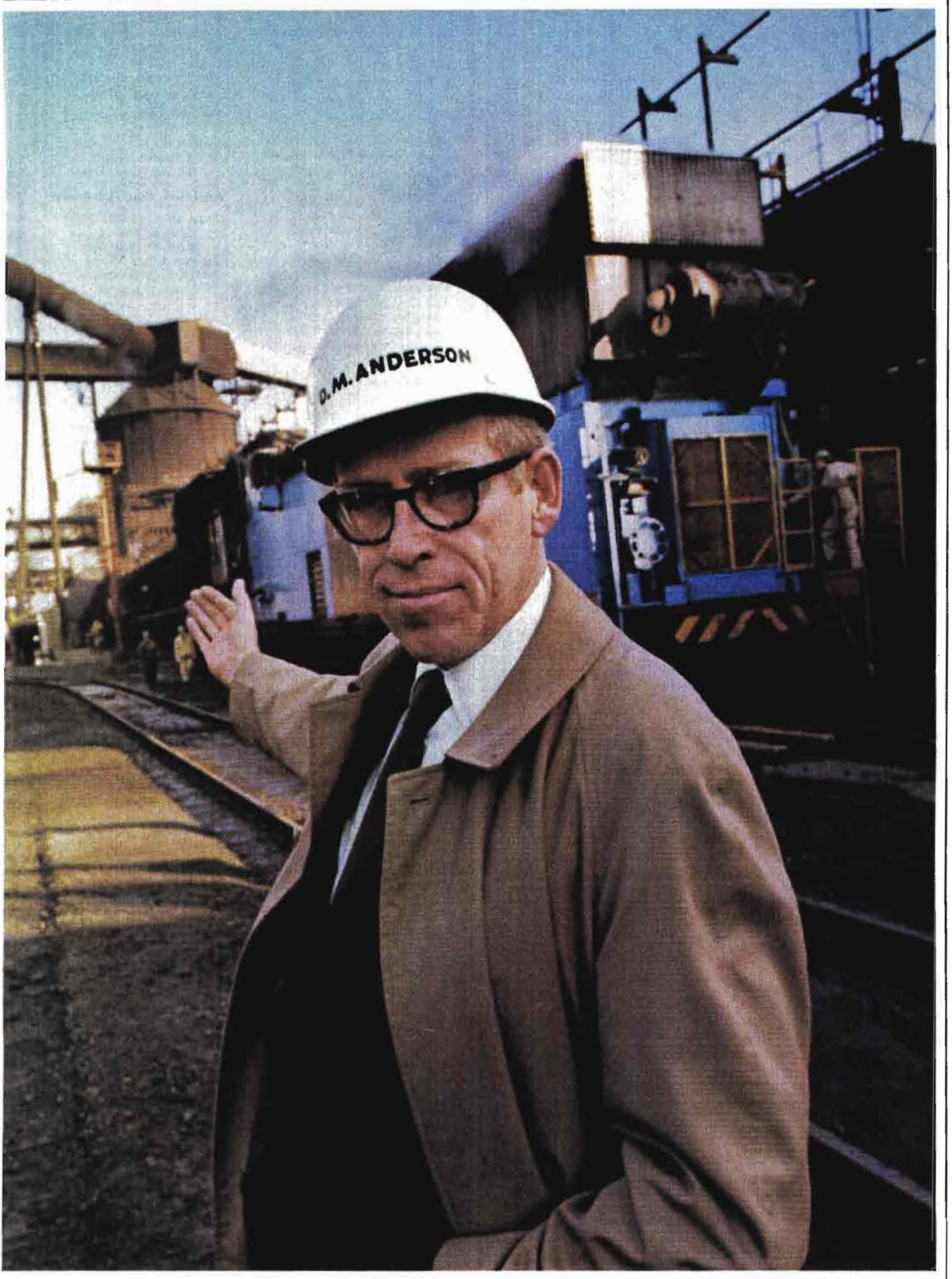
But we believe there's a limit. To require industry to "purify" the air and water beyond what is necessary to protect health does not make good economic or energy sense.

A balance must be struck between an absolutely pure environment and a healthy environment, so that the economy of this nation has the opportunity to thrive.

Our position is clearly explained in our *Statement on Environmental Control*. If you would like a copy, write: Public Affairs Dept., Rm. 476 MT, Bethlehem Steel Corporation, Bethlehem, PA 18016.

**Bethlehem** 

*Coke, used in blast furnaces to produce iron, is made from coal baked in airtight ovens at temperatures up to 2000 F. The "one-spot" coke pushing emission control system is a mobile unit made up of a 33-foot-long coke receiving car and an 83-foot-long air pollution control car. As the coke is pushed from an oven into the receiving car, a high-pressure hot-water ejector creates a vacuum and evacuates and cleans the gases during the push. Evacuation continues as the system transports the coke to the quenching tower. These captured gases are cleaned by the scrubbing system in the control car before they are released into the atmosphere.*



**Koteen & Burt**

Alascom Inc  
Amaturo  
Grayson Enterprises  
Kansas State Network  
LIN Broadcasting  
McGraw-Hill Broadcasting  
NBC (partial)  
New York Times  
RCA Globcom  
Swanson Broadcasting  
Taft Broadcasting

**Lovett, Ford & Hennessey**

Mid Atlantic Network  
Service Electric Cable TV

**Marmet Professional Corp.**

Cowles Communications  
Forum Publishing Co  
Minneapolis Star & Tribune Co  
Pulitzer Publishing Co.

**McKenna, Wilkinson & Kittner**

ABC  
Balaban Stations  
Computer Business Equipment  
Manufacturers Association  
Forward Communications  
General Electric  
Group One Broadcasting  
Park Broadcasting Inc  
Shamrock Broadcasting Co

Spanish International Communications  
Ziff-Davis Broadcasting

**Miller & Fields**

Crawford Broadcasting  
Malrite Broadcasting (partial)

**Pierson, Ball & Dowd**

Association of Independent  
Television Stations  
Charter Media  
Evening News Association  
Gannett (Combined Communications)  
Gaylord Broadcasting  
Lee Enterprises  
Radio-Television News  
Directors Association  
RKO General  
Satellite Business Systems  
Time Inc.

**Renouf & Polivy**

National Association of Independent  
Television Producers and Distributors  
United Church of Christ

**Schnader, Harrison, Segal & Lewis**

American Family Corp.  
Gray Communications (partial)  
NBC (partial)  
RCA (partial)  
Schindler Broadcasting  
Ten Eighty Corp.

WGN Continental Broadcasting  
WPXI Inc.

**Schwartz, Woods & Miller**

Eastern Broadcasting  
Greater Media

**Shrinsky & Eisen**

Alf Landon Broadcast Stations  
Arbitron Advisory Council  
Billboard Broadcasting Co.  
Burkhart/Abrams & Assoc.  
Heftel Broadcasting  
Marvin Josephson Assoc.  
(Renaissance Communications)  
Katz Agency  
Metroplex Communications  
Park City Communications  
RAM Broadcasting Corp.  
San Juan Racing Communications  
Sunbelt Communications

**Sidley & Austin**

Field Communications  
Heritage Communications  
Louisville Courier Journal

**Smith & Pepper**

Gillette Broadcasting  
Rollins Inc.  
Rounsaville Radio Enterprises  
Turner Communications

**Stein, Halpert & Miller**

Springfield TV Corp.

**Verner, Lilpfert, Bernhard & McPherson**

Allbritton Communications  
C-Span  
Corporation for Public Broadcasting  
Hughes Aircraft  
National Public Radio

**Wilkinson, Cragun & Barker**

Association of Data Processing  
Service Organizations  
Bonneville International  
Independent Data Communications  
Manufacturers Association  
Tymnet  
State of Hawaii

**Wilmer & Pickering**

Capital Cities Communications  
CBS  
Comsat (partial)  
IBM  
Knight-Ridder  
LIN Broadcasting (nonbroadcast)  
Times Mirror (broadcast)

**Wilner & Scheiner**

American TV and Communications  
Gateway Communications  
Fuqua Communications  
MCA Inc

Continued from page 42

sake of Zenith's pay system.

And last month, Pierson and Harold Cohen, the partner in the firm who has been most involved in the representation of RKO General Inc., met with Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, for what was described as a "general" discussion of the disaster RKO faces at the FCC in the possible loss of 16 radio and television licenses. "They gave the [chairman] a review of what had happened," said Edwina Dowell, a member of the subcommittee staff who was present. "They outlined RKO's participation in the industry, and they got into the background of the industry . . . It was general information for Van, not a hard sell for RKO." She said no legislative proposal was offered.

But one may be. "If we don't get what we want through litigation," Pierson says, "we will have to go to the Hill."

□

Like every other communications lawyer, Pierson says that integrity and ability constitute the main source of any magic on which practitioners can draw to help a client. They say the ranks of the communications lawyers contain no legendary types—no Clark Cliffords, say—who can make things happen through the force of personality and wealth of contacts. (If nothing else, the ex parte rules would cramp a Clifford's style.) But some believe that personal contacts count.

"They're all human beings," Pierson says of those in government with whom lawyers deal. "If they know somebody and have respect for him as a lawyer and as a person, sure it's an advantage. That's what reputation is all about. A person with a

Harry M. Plotkin (left), as the leading communications lawyer at Arent, Fox, Kintner, Plotkin & Kahn, spends much of his time representing clients in opposition to the governmental regulatory power that he did so much to enhance as a top staff member of the FCC in the 1940's. But Plotkin is comfortable in his role of private advocate, and a colleague in the bar last week called him "one of the greats." He is also probably the only FCC staff member who was the target of an act of Congress—legislation passed in 1952 to bar the FCC's General Counsel's Office from advising the commission in adjudicatory matters. That was the extent of the power that lawyers of the bar in those days thought Plotkin wielded. However, by time of the bill's enactment, Plotkin was himself a member of the FCBA



To some in the federal communications bar, **Marcus Cohn**, of Cohn & Marks, is its leading intellectual. For 13 years until 1978, he has taught courses in communications as a public policy matter at George Washington University Law Center, still travels extensively as a lecturer and as a participant in symposia on communications, and has written a number of articles for consumer periodicals as well as law journals. He was also responsible for the Federal Communications Bar Association's adoption of an annual seminar program, in which members hie off to a spot (usually comfortable) distant from Washington for discussions of issues of legal and social significance. Cohn & Marks, which he established with Leonard Marks in 1944, now includes 27 lawyers.





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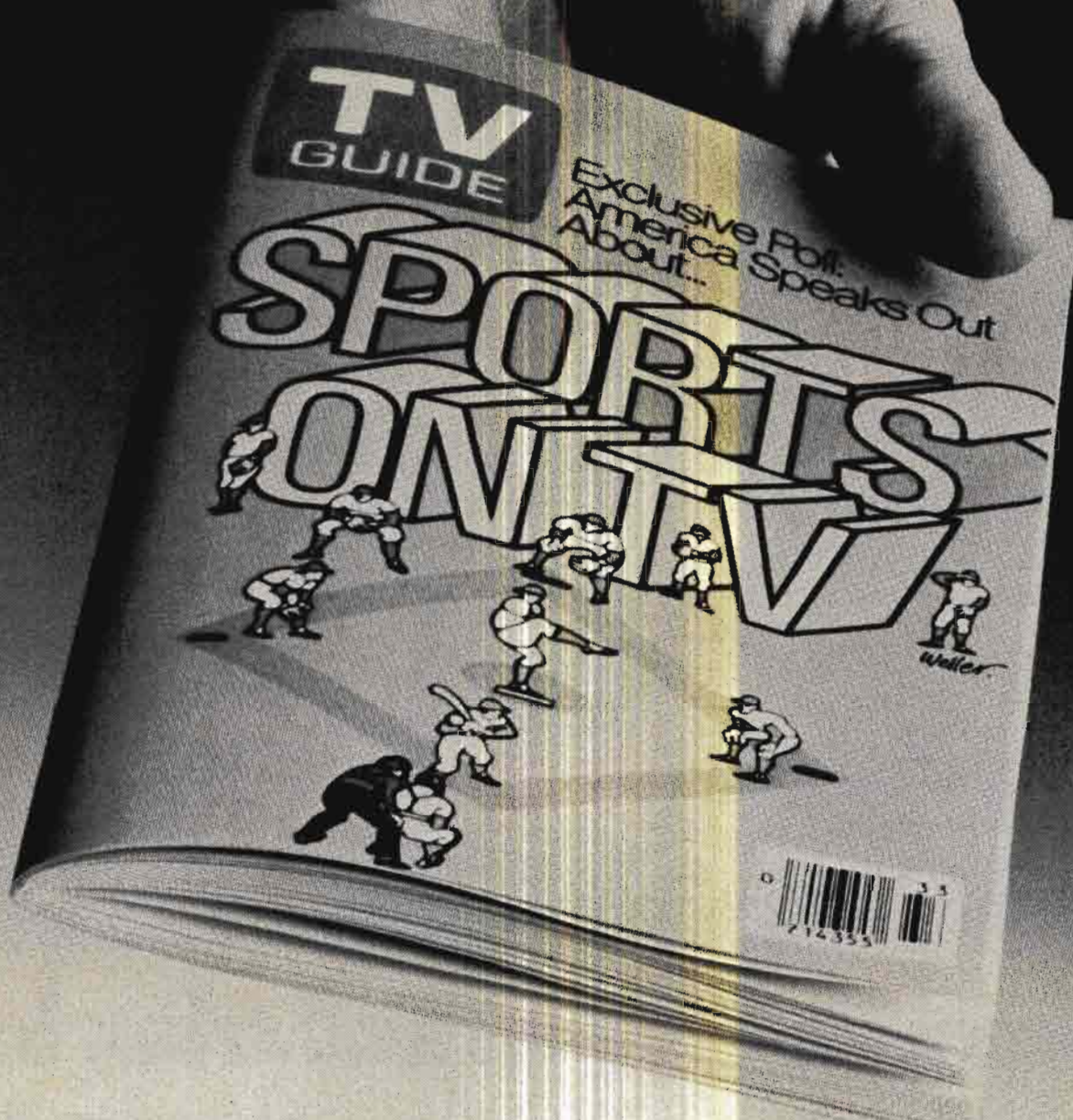
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good reputation is better off than a person without one."

Edgar Holtz, of Hogan & Hartson, who is blunter in his speech than most lawyers, speaks of the edge to which some aspire almost as a kind of high: "No one in his right mind is going to say, 'I have clout.' But down deep in their gut, they know they have it. They assume they have it, even if they don't like to articulate it." How do they show it? "Confidence. Confidence in dealing with the staff and the commissioners. And there is a reciprocal feeling that they sense, that the staff and the commissioners highly regard them."

But there are limits to what even the most highly regarded lawyer or client can ask. In a legislative matter, for instance, Pierson says, "you can't ask a legislator to commit political suicide. Even if he's your closest friend. What you have to try to do is make the case for your client on grounds that justify what he wants. That is a lawyer's function—and to keep him away if his case has no merit, on the ground he only hurts himself . . ."

"We can't be insensitive to the open sesame of success," Pierson says— "namely, that we made the case in terms of the public interest."

Of course, the definition of the public interest is—as lawyers and legislators and FCC commissioners have demonstrated over the years—conveniently elastic. Van Deerlin castigated Washington's communications lawyers along with their clients—in an address to the Federal Bar Association in March—for ignoring what he saw as the public interest in favor of pursuing the narrow private interests of their clients, to what he said was their clients' ultimate disadvantage (BROADCASTING, March 31). He was referring, among other things, to broadcasters' and others' opposition to the Communications Act rewrite—legislation, he said, that would result in "a bigger pie" for all to share. "I hold you, high-priced Washington counsel, at least partly responsible" for that failure of vision, said Van Deerlin.

Lawyers generally regard Van Deerlin's position as unrealistic. "Those lawyers who opposed the bill weren't lobbying in behalf of themselves, but in a representative capacity, after talking to their clients," Cohn says. Or, as Harry Plotkin, of Arent, Fox, Kintner, Plotkin & Kahn, said, a few years ago, in a different context (he was responding to an opposing counsel who was praising the virtues of his clients and denouncing the character of Plotkin's): "We're their lawyers, not their rabbis."

As lawyers, they feel their primary function, given the peculiarities of the broadcasting business, is to help their clients hold on to their licenses. Thus, many practice what Holtz calls "prophylactic law." They attempt to train their clients in the skills needed to stay out of trouble. Hogan & Hartson, for instance, audits its clients' stations, asking tough questions about the manner in which they are operated. Those

**First-hand knowledge.** James A. McKenna is not only a lawyer for broadcasters, he is a broadcaster himself. In fact, he is a group owner, with three AM's and three FM's in his portfolio—KORS-AM-FM Golden Valley, Minn., WCMB(AM) and WFSM(FM) Harrisburg, Pa., and WWOM(AM) Madison and WWOM(FM) Middleton, both Wisconsin. And McKenna isn't alone among communications lawyers with interests in stations. Vincent Pepper, of Smith & Pepper, owns 72% of WLOU(AM) Louisville, Ky., and Benito Gaguine owns 45% of KWBY(AM) Edna, Tex. Jason Shrinisky, of Shrinisky & Eisen, is assistant secretary and director of Manistee Radio Corp., licensee of WMTE(AM)-WRIK(FM) Manistee, Mich., but owns no stock in the company.

owners who "pass" can, presumably, greet a surprise visitor from the FCC without a tremor.

Most of the major firms, at least, also send clients a steady stream of correspondence advising them of actions at the FCC and elsewhere in Washington likely to affect their business, as well as of events indicating developing trends. The commission decision in February to decide whether it has jurisdiction over the networks in equal employment opportunity matters and to increase the EEO requirements now shouldered by stations

(BROADCASTING, Feb. 18) led McKenna, Wilkinson & Kittner to produce a 40-page memo for its clients. (One point to be remembered, however, is that McKenna, Wilkinson & Kittner and Hogan & Hartson are not typical communications law firms. Those that are cannot always provide the same degree of service, for, as one lawyer pointed out in a discussion of legal services, "Most lawyers are dealing with small businessmen. If I sent a client letter to all of my clients and charged a modest amount—\$50 for two or three letters—on FCC actions, 25% of the people would complain. I got a letter from a client asking for a breakdown of a \$25 bill.")

But the dynamism of the broadcasting business produces problems that do not allow lawyers the luxury of time for reflection. Investigative reporting, for instance, raises a mother lode of questions concerning the rights of privacy, libel, the personal attack rules, the fairness doctrine and the First Amendment. "You'll get a call at 4 p.m. from a client," Jennes says, and he'll say, "Look, we're doing a last run-through of something we want to put on at 7 o'clock. Are there any problems?" Lawyers with partners and associates can pick their brains for quick judgments. They can—if it's that kind of question—call the commission staff for help. But occasionally, as Holtz concedes, "you blow one."

Some communications lawyers, as they

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**James A. McKenna Jr.** (left), of McKenna, Wilkinson & Kiltner, can trace his entry into the communications law practice back to 1941, when he was a student at Georgetown Law School, and Andy Haley and Paul Porter, both now deceased, were searching for a bright student to do proposed findings of fact in a case—a piece of drudgery neither could abide. But it was 11 years later, after service in the navy and seven years with Haley's firm, that McKenna's career took off. He had started a firm with Vernon Wilkinson and was representing ABC in its merger with United Paramount Theaters. After the merger was completed, it was McKenna & Wilkinson, rather than Hogan & Hartson, counsel for the dominant party, that was chosen to represent ABC. And the firm's fortunes have waxed along with ABC's over the years. With 18 lawyers, it is one of the largest specializing in communications law in Washington.



**Bernard Koteen**, a veteran of World War II duty in the U.S. Navy where, as an officer (he was discharged as a lieutenant commander) he served as an aide to two admirals, and of the FCC, which he left in 1948 as chief of the review section, has been a partner in Koteen & Burt since it was established in 1951. The firm of 13 lawyers—10 specializing in communications, three in aviation law—has become one of the more important ones in communications law, even if not one of the largest. Koteen himself is regarded as aggressive. In his after-hours time, he is active in cultural pursuits—he is a director of the National Symphony Orchestra and a trustee of the Corcoran Gallery of Art.

gain experience, develop into business advisers to their clients. Indeed, in McKenna's view, being a good communications lawyer begins with being a good lawyer but doesn't end there. "You have to know the business," he says. "Really know the business... I must read 20 hours a week of trade publications... You're called on as a business adviser. They assume you have the legal knowledge. It's knowing and understanding the business, projecting where it's going [that's important]."

Sims, senior partner in a firm that, with almost 60 lawyers, is the largest in Washington specializing in communications (particularly broadcasting) and related corporate and tax matters, takes a similar view: "I would hope that after 30 years and having been a party to an awful lot of acquisitions, I have a substantial capacity to give a combination of legal-business input toward the ultimate decision as to a course of action, whether it be an acquisition or a borrowing or a diversification project, or whatever... I feel as much satisfaction in helping a company grow, expand and prosper as in the skillful handling of a legal project, if not more."

The irony, of course, is that McKenna, for General Electric, and Sims, for Cox Broadcasting Corp., are counsel for the parties to the historic merger that, because of the parties' inability to renegotiate a new price for the Cox stock, came apart. (However, although both McKenna and Sims have played a major role in setting the price for other broadcast transactions, each said that was not the case in the GE-Cox merger.) □

Despite that outcome, the GE-Cox proposal provides an example of the kind of expertise on which clients depend in advancing their private business interests. Essentially, it is expressed in development of strategy that is based at least as much on political awareness as on knowledge of the law.

McKenna recalls receiving a call from a GE official in late August of 1978, asking whether a merger with Cox was a reasonable prospect for FCC approval. "I answered, 'Yes.' Over Labor Day weekend, we gave them an extensive memo. We laid out what we felt had to be

done. Obviously, the divestitures were required." That raised the question of buyers for the 11 stations that would be spun off to meet FCC rules. The decision then was to find buyers "attractive to the commission," in McKenna's words. So the search was begun for minorities and for local groups whose members would participate in management of the stations. The strategy—which included an agreement with the National Black Media Coalition that assured a substantial public dividend in terms of a \$9 million foundation to aid minorities interested in entering broadcasting as a career—was well executed. NBMC's Pluria Marshall became a major booster. And although petitions to deny were filed by three citizen groups and a cable company with a complaint against Cox, the commission vote to approve was unanimous. "We never thought it would be a 7-0 vote," McKenna said. "We thought there would be some dissents but we thought that in the atmosphere that then existed, the commission would approve it."

"In retrospect," he added wryly, recalling the efforts to hold the merger together after Cox announced its decision to abort, "the 7-0 vote was the easiest part."

The strategy of the GE-Cox merger reflects a major change in the approach of broadcast companies to the realities of the citizen movement. A dozen years ago, some broadcasters, at least, resented efforts of citizen groups to play a role in the renewal and transfer process. And their lawyers seemed to reflect that attitude. One former FCC official says that if Lamar Life Broadcasting Co., then represented by the late Paul Porter, of Arnold & Porter, had been willing to negotiate with Dr. Everett Parker of the United Church of Christ, which had filed the precedent-setting petition to deny the renewal of WLBT(TV) Jackson, Miss., it might not have lost the license. (Porter, a former FCC chairman who cut a wide swath in political and social circles in Washington, was hired by Lamar in 1965, after the church appealed the FCC's decision to renew the license.)

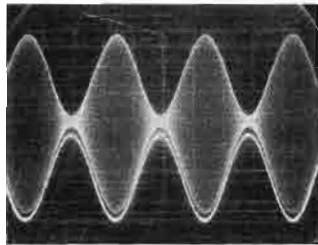
Today, lawyers have become sensitized to the need for flexibility. Ignoring or trying to brush aside citizen-group demands, Sims says, will only purchase trouble. "A lawyer has to be a pragmatist," he says. "As long as government policy is to encourage and invite and respond to petitions to deny, you have to provide input for a decision, and a client must decide to what degree he is prepared to respond. And most broadcasters are responsible; they recognize in some degree these are legitimate aspirations."

Dow, Lohnes & Albertson demonstrated that pragmatism in helping Gannett Co. to acquire Combined Communications Corp. That proposal, too, was complicated and seemed to offer a target for anyone concerned about bigness; the resulting company would own 80 newspapers and 19 radio and television stations.

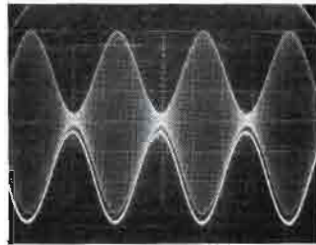
Thomas Wall, a partner in the firm, played a major role in planning the

# AM TRANSPARENCY

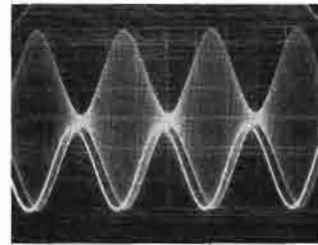
Typical phase and square wave performance: Continental's 317C-2



20 Hertz



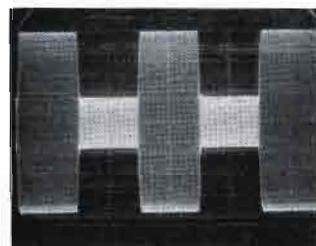
1000 Hertz



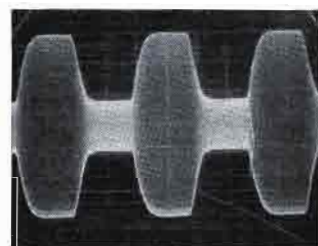
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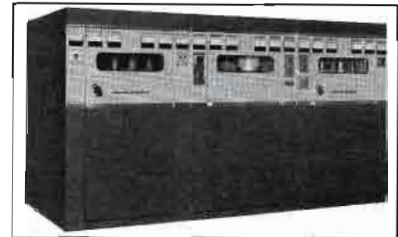
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<sup>2</sup> Health Systems Agencies were created as part of the National Health Planning and

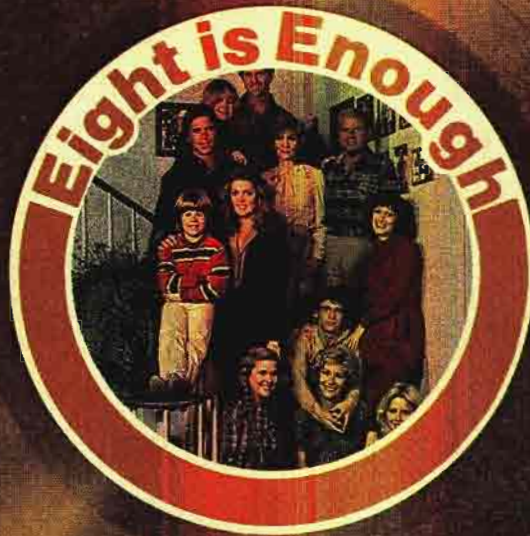
Resources Development Act of 1974. Their mandate is to improve the health of the American people: continuity and quality of health services; restrain increases in the cost of providing health services and prevent unnecessary duplication of health services.

<sup>3</sup> In a recent survey by the American Health Planning Association, health planning agencies

across the country reported that in one two-year period they were instrumental in preventing over \$3 billion in capital investment for health care facilities. It's also important to note that there have been no indications that the quality of medical care has been impaired by their efforts.

<sup>4</sup> It's estimated that 100,000 short term hospital beds stand

idle—an idle bed costing almost 60% as much to maintain as one in use. Blue Cross recently noted that health care providers in southern California are reported to have ordered or installed enough \$500,000 CAT scanners to serve the entire western United States.



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strategy that proved successful when the commission, last June, approved the merger on a 5-1 vote (BROADCASTING, June 11, 1979). And as he explains it, the key decision was in disposing of Gannett's WHEC-TV Rochester, N.Y.

The spin-off of a VHF was essential, since the two companies owned a total of six VHF's, one more than permitted by commission rules. WHEC-TV was picked because Gannett owns a newspaper there. "So that's one [commission] policy taken care of—one aimed at breaking up broadcast-newspaper crossownerships," said Wall. "There's a second policy: Show blacks you're good guys, so we sold to blacks"—BENI Broadcasting of Rochester Inc., whose principal stockholder is Ragan Henry, the black entrepreneur who is becoming an important factor in the broadcasting industry. Wall cited one other decision he regarded as significant in easing the merger's path through the FCC: Gannett's adoption of a statement governing EEO activities at the newspapers. It was adopted in response to a request from the National Black Media Coalition's Marshall. Wall said the policy already had been in effect but that the statement "spelled it out."

The need to "read" the commission—to anticipate its attitudes and play to its policy preferences—is not limited to mergers and transfers. It is evident in the commission's approach to proposals growing out of the advances in telecommunications technology. Former FCC Chairman Richard E. Wiley, now the managing partner in the Washington office of Kirkland & Ellis, demonstrated that in persuading the commission to issue a notice of rulemaking in connection with Xerox's XTEN proposal.

The proposal, aimed at eliminating reliance on AT&T for business communications, involves a web of satellites, earth stations and microwave towers that would handle the voice, data, video, facsimile and teleconferencing of most business in a community. As fashioned by Xerox, with strategy worked out by Wiley, the XTEN proposal seeks a piece of the spectrum—10 ghz—that is sparsely populated by some experimental operations. What's more, the proposal would provide spectrum space not only for XTEN but for up to nine other companies, thus permitting competition in the nationwide electronic message service. It is not a coincidence that the FCC under Chairman Charles D. Ferris favors not only the introduction of new technology but also competition.

As Wiley puts it, "What lawyers bring to the party are a knowledge of the process and the players, and an appreciation of how best to structure arguments, based on past precedent and on what the commission is likely to do."

Although it is only three years since he left the commission, Wiley is making his mark in private practice. One commissioner, noting Wiley's representation of Xerox, both in the XTEN matter and in connec-

tion with a proposed merger with WUI, and his success in obtaining a waiver of commission rules permitting Texas Instruments to market a new home computer system, described Wiley as "the pre-eminent lawyer" in communications. "He has the most exciting practice, and he's good . . . He knows what things the commission will take into account."

And Wiley's representation of Xerox—and, for that matter, of the Communications Satellite Corp., in connection with the latter's as-yet not fully realized proposal to provide satellite-to-home pay television service—serves as a reminder that, as Plotkin said in an interview, "law-

yers are the leaders of the revolution" as well as "the leaders of the status quo."

Generally, they seem to be more closely identified with the latter role, as in the case of cable television. Fifteen years ago, the National Association of Broadcasters hired Koteen & Burt to help persuade the FCC to keep the new industry tightly shackled. Koteen in turn found his way to a 28-year-old econometrician, Frank Fisher, an associate professor of economics at Massachusetts Institute of Technology, who produced a report on the likely impact of cable on the television industry. It provided many of the arguments on which the commission relied in adopting its second re-

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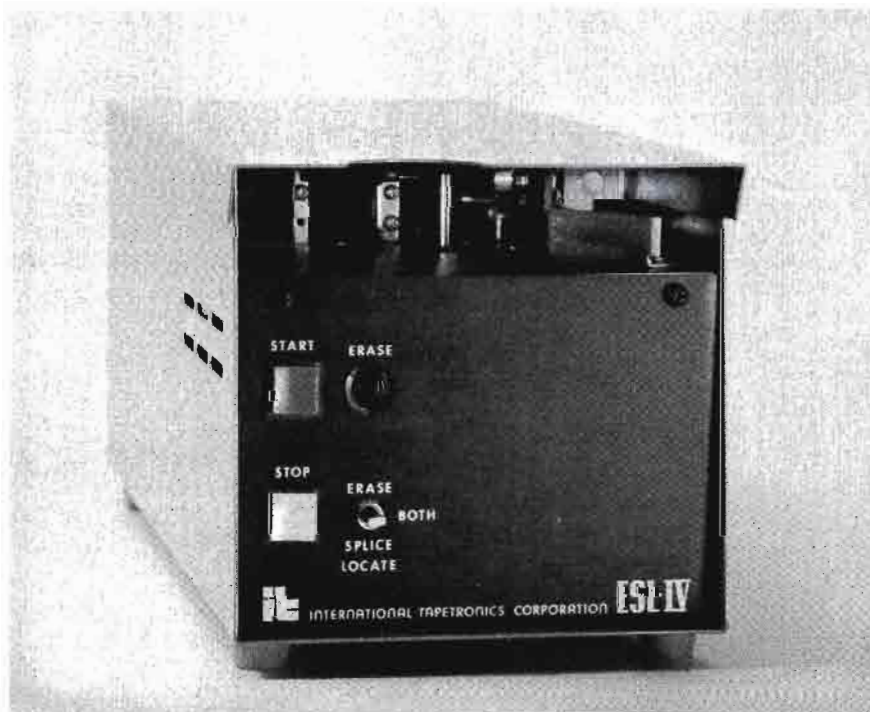
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port and order on cable television, in 1966, a document that served to keep cable in a freeze, at least in major markets, for six years, until the industry was given some relief in the next revision of the commission's cable rules.

Koteen (whose firm did not prosper from that representation, incidentally; he estimates that, in view of the work done by the firm and NAB's "tight" budget, Koteen & Burt made "about 37 cents an hour") and the NAB were not alone, of course, in attempting to block cable's growth. Over the years, communications lawyers in division strength have warned the commission of the threat to a free television system that cable television represents.

But, while such critics as Van Deerlin might not see it that way, the argument has been made that such defenders of the status quo serve a higher interest than that of their clients. Plotkin, who represents a number of cable systems, says that, "in the tension, the conflict that exists between the lawyers on both sides of an argument, you get a system that works—that works better than any other system where you have a dictator who says, 'It has to be this way.'"

Ministering to a client's legal and business needs evidently does not exhaust the services sometimes required of a communications lawyer. Marcus Cohn speaks of clients who drop by to talk, who use him as a kind of therapist through whom they try to work out problems.

He recalls the client whose home is 2,000 miles from Washington who had asked him to set aside a morning for a visit, without specifying the reason, other than to say he had a problem. "He sat there talking to me, I didn't say anything, except maybe to ask a small question," Cohn says. "I couldn't figure out what the hell he had traveled 2,000 miles for." Finally, he used a phrase that triggered a question from Cohn that, in turn, helped the client to understand what had been troubling him. It involved his business and his family, with some FCC matters mixed in. "Once he knew the problem, the answer was simple," Cohn said. Cohn, who did not say what the answer was, described the incident as "a dramatic illustration of my concept of what a lawyer ought to be."

Although the ranks of the communications bar are saturated with former FCC lawyers—McKenna says firms look at the FCC "the way the NFL looks at colleges"—there are some dedicated government careerists who apparently could not be tempted to accept a draft. One commission lawyer said the routine work—applying for a construction permit, for instance—"can deaden the mind." And he seems to regard the personal contacts some lawyers engage in at the FCC as, at best, inappropriate. "I believe anyone who has a point can make it on a piece of paper," he says.

Henry Geller, the former FCC general

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The fire marshal arrived on the scene immediately and noticed substantial gaps on the shelves where merchandise should have been. He found no evidence of forced entry. More significantly, he discovered the presence of flammable liquids in an area above the ceiling.

Was this fire just an accident? Or was it arson?

In "Fraud Fire Workshops" conducted by the American Insurance Association, insurance adjusters discuss cases just like this one. They study the facts and then decide what should have been done.

Naturally, those who attend these sessions are already familiar with fire investigation procedures. The workshops serve to remind them of investigative steps that may have been omitted and to alert them to new procedures that are now available.

As a major group of property-casualty insurance companies, we know that investigating arson is one of the toughest jobs around. Yet, in the past several years, with the encouragement of local and federal authorities, and with the initiative of community groups, gains have been made.



Training programs for adjusters is just one of them.

Many promising actions against arson have been taken by a joint industry group called the Insurance Committee for Arson Control. The Committee has supported the re-classification of arson as a serious crime in the FBI Uniform Crime Reports. This will produce more accurate statistics and greater awareness of the severity of the crime.

The Committee has helped draft a Model Arson Criminal Code. It has also helped develop 27 State Arson Task Forces to improve cooperation between police and firemen in arson detection.

The many FAIR Plans across the country (where companies pool their resources to insure high risk properties) are improving their arson fighting capabilities. For example, increasingly they are denying claims for fires of a suspicious nature. They are now initiating civil suits in cases where arson is suspected. They are requiring that property owners clean up unsafe conditions or lose their coverage. In short, FAIR Plans are making it harder and harder for arsonists to prosper.

Even more encouraging is the Property Insurance Loss Register, a new computer bank that gives insurance adjusters immediate access

to crucial investigative information. This computer system alerts adjusters when suspicious claims are filed, when duplicate claims are being applied to the same loss, when a person or place has a history of fire involvement. This increases the speed and efficiency with which arson is identified and probed.

Finding a solution to arson is not easy. However, through improved training, the strengthening of arson laws, coalitions like the Committee for Arson Control and the Property Insurance Loss Register, the insurance industry is working to bring this serious crime under control.

Regarding the grocery store fire: on the basis of the suspicious circumstances and its own investigation, the FAIR Plan had enough evidence to deny the owner's insurance claim on the grounds that the fire was set for the purpose of obtaining fire insurance proceeds. A unanimous jury verdict sustained this denial.

If you would like more information about what our industry is doing about arson, or want to meet with one of our specialists to discuss insurance issues, write to Ronald A. Krauss, V.P. Communications, American Insurance Association, 85 John Street, New York, N.Y. 10038.

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## Westar III: Is it changing into a cable bird?

### SSS move, including installation of earth stations, may mean conversion of WU satellite

With Satellite Syndicated Systems' announcement that it would use Westar III to distribute its Satellite Program Network to cable systems, the emergence of Western Union's 12-transponder satellite as the next cable satellite became a real possibility (BROADCASTING, June 2).

Prior to the SSS move, the Westars were considered the broadcasting satellites, and the Satcoms—the communications satellites of RCA Americom—were considered the satellites of cablecasters.

That may all change if SSS is successful and if other owners of full transponders on Westar III decide to use it for the distribution of cable programming.

According to James Ragan, vice president of broadcasting services for Western Union, the line-up on Western Union is currently being shuffled, but by the end of the month it should be set (see chart).

In addition to Spanish International Network, which has been sending Spanish-language programming to broadcasters and cablecasters alike, and SSS, which along with VCI Satellite will begin distribution of the Satellite Program Network on July 18, there is a strong likelihood that CBS will use Westar III for cable television distribution. And it has been suggested that others—ABC, Hughes and the Cable News Network—might also.

As for now, however, Westar III is essentially a broadcasting satellite. Transponders one and four have been dedicated and leased to various radio networks. The Hughes, ABC and CBS transponders are used to service their own individual production needs. And, Ragan said, room on the satellite is being sought for another broadcasting producer and carrier, the Robert Wold Co.

Transponder three was leased to Intelsat two weeks ago to satisfy SIN's need to pick up programming from Televisa, the major television network in Mexico City, and bring it into SIN's San Antonio, Tex., headquarters where it's mixed into the SIN program package.

The Intelsat transponder will also be used by Telecomex, Mexico's telecommunications agency, to transmit Televisa programming to remote parts of Mexico.

Although Ragan is not going to turn away any business from cable programmers, and even suggested the occasional transponders might be used for special cable programming as well as broadcasters, he isn't sure that Westar III will usurp the role of Comsat II, the satellite leased from

AT&T by RCA to accommodate the transponder needs of 10 cable programmers, as the next cable satellite.

He said that that would depend on which way the earth stations fell, facing toward Comstar II or Westar III, and that that would, in turn, depend on the

"strength of the programming" on the two birds.

To insure that there is an audience for its programming on Westar III, SSS announced at the National Cable Television Association convention last month that it had plans to install earth stations at 100

### In Sync

**Family dishes.** Another company is looking to create and serve market for low-cost satellite earth stations. American Value has rented booth at Consumer Electronic Show in Chicago this week to sell earth stations for use by apartment buildings, motels and hotels, hospitals and private dwellings at prices ranging from \$3,000 to \$50,000.

**Signed up for 400.** Despite controversy surrounding feasibility and availability of equipment, Falcon Communications of Los Angeles has ordered 54-channel (400 mhz) system from Scientific-Atlanta. Order totaling \$1.6 million includes 15,000 set-top terminals and 4.6-meter satellite earth station. In prepared statement, Falcon President Marc Nathanson said S-A system would be first 400 mhz system installed in California. It would serve Los Angeles suburbs of Montebello and Monterey Park.

**Also at S-A.** WTVT (TV) New Britain, Conn., has become latest television broadcaster to look skyward. Viacom-owned station bought seven-meter receive-only earth station from Scientific-Atlanta. WTVT hopes to use it to bring in news feeds from Republican national convention in Detroit this summer and commercials to be distributed by Blairsat, new satellite distribution service of John Blair & Co.

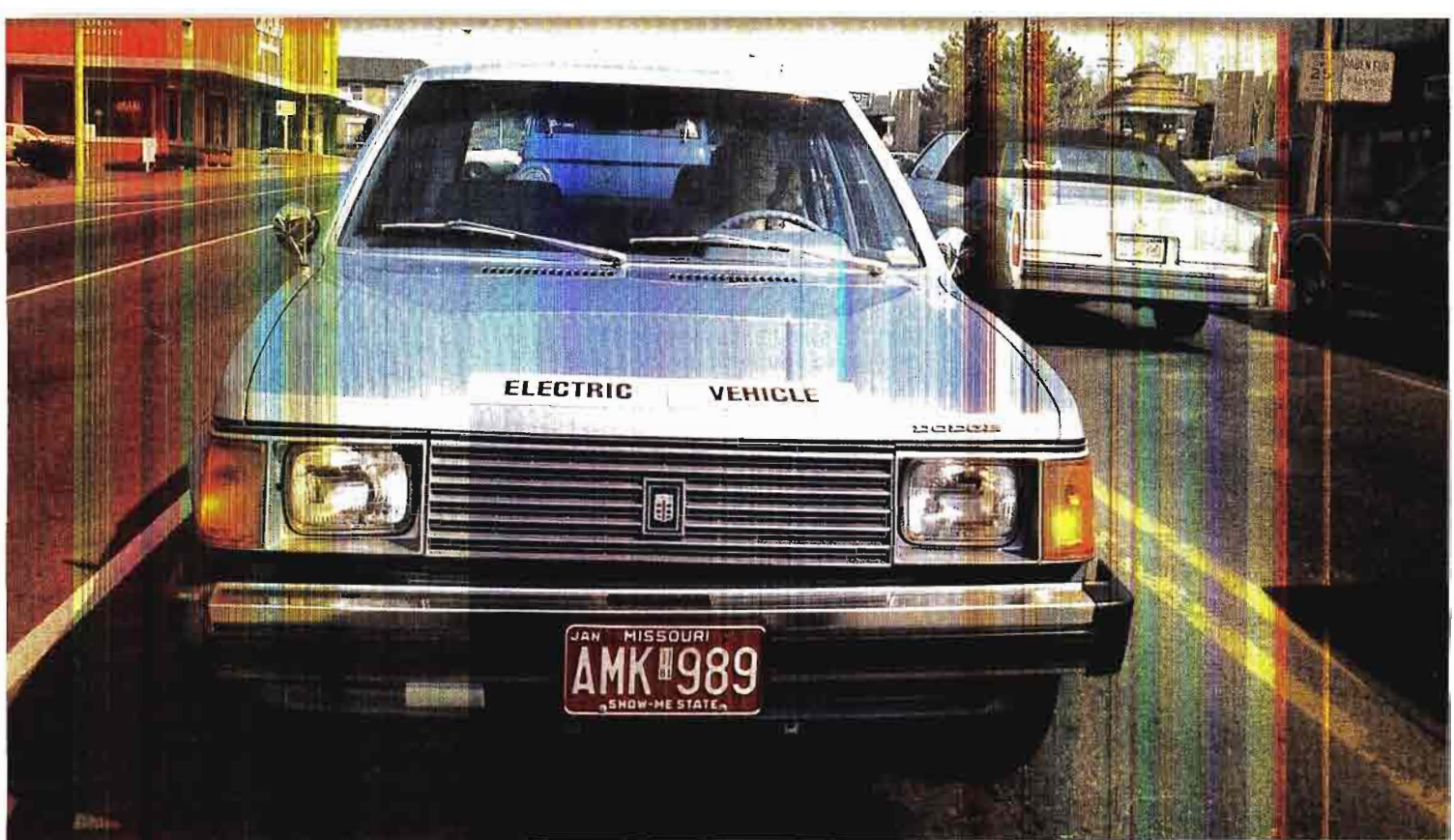
**Olympian TV for some.** Attendees of Satellite Private Terminal Seminar scheduled for July 4-6 in San Jose, Calif., will get briefing from Bob Cooper on how he and his firm, Satellite Television Technology, picked up video signals (in black and white) from Russian Molniya satellites using 11-foot dish in Oklahoma. Cooper said prospect of watching Olympics that are to be carried on Russian satellites has caused much excitement in U.S.

**PPV possible.** TeleMine, New York, is offering M.C., set-top pay television descrambler that is controlled by magnetic stripe on credit card. Monthly subscription card is purchased in advance and when inserted into box descrambles pay programming for month. Magnetic strip on card can also be encoded with date and times of up to four pay-per-view events. At time of special PPV programming, subscriber who has paid for programming has only to slide card in and out.

**Get better.** Field Communications Corp., largest UHF broadcaster in country, says it is essential that UHF broadcasters avail themselves of technological improvements that will reduce power costs and conserve energy. In comments filed in FCC's study of new technical opportunities for UHF television transmitters (BROADCASTING, March 10), Field supported proposal to permit reduction of minimum aural power to 5% because of potential cost savings. Moreover, Field said it sees no reason to continue permitting maximum aural power of 20% but recommended reduction of maximum to 10%. Field felt that improvements in efficiency of UHF transmitters that can be expected to develop in next decade cannot be viewed as "cure-all solution" to UHF handicap. Field comments essentially agreed with those filed by National Association of Broadcasters. NAB also felt that FCC should address reception problems rather than concentrate on transmitter (BROADCASTING, May 5).

**Europe moves on DBS.** Contract valued at close to \$300 million has been let by France and Germany for construction of direct-to-home broadcast satellites. Consortium of two German and two French companies was awarded pact for satellites to be launched starting in 1983.





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selected cable systems.

Details of those plans were released by SSS last week. According to Selman Kramer, vice president, SSS will begin delivery of the earth stations on June 30, and two or three will be installed every working day thereafter until they're all in place.

SSS will pay for the 10-foot Prodelin dishes and Amplica LNA's, but the cable

### The line-up on Westar III

Transponder	Leasee
1	Radio broadcasters
2	Hughes Television Network
3	Intelsat
4	Radio broadcasters
5	Occasional service
6	CBS
7	Western Union message traffic
8	Spanish International Network
9	VCI Satellite-Satellite Syndicated Systems
10	ABC
11	Cable News Network
12	Occasional service

system receiving the earth station will have to pay freight, insurance and installation costs. Kremer said the dish and LNA package would cost less than \$3,000.

Other cable programmers, Kremer said, who want to downlink their signal on the dishes will have to share in the cost. Cable systems will be able to buy the earth stations at any time from SSS for the unamortized costs.

### Latest videodisk entrant

General Electric, Matsushita Electric Industrial, Victor Company of Japan and Thorn EMI have been discussing possibility of forming three joint venture companies to insure a solid foundation for the introduction of the Video High Density (VHD) videodisk system in the United States ("In Brief," June 9).

The VHD system was developed by JVC, a member of the Matsushita group. The VHD player, featuring fast and slow motion, freeze frame and stereo audio, uses a 10-inch disk which plays one hour on each side.

The three proposed joint ventures would produce everything necessary to support the system. GE, EMI and JVC would form a hardware manufacturing company, and all four companies would form a software title and artistic production company and a software manufacturing company.

Details on the joint venture are still being negotiated. GE said that it expects the VHD system to be introduced in the United States by late 1981.

According to GE, all joint venture plans are subject to governmental agency approvals in the United States, Japan and England. (Matsushita and JVC are based in Japan and Thorn EMI is based in England.)

## NASA pushing for next generation of satellites

**Agency funds development of high-capacity, Ka-band birds; projected launch date is 1986**

While the satellite carriers are clamoring for orbital slots for C-band (4/6 ghz) and Ku-band (12/14 ghz) satellites, the National Aeronautics and Space Administration, in cooperation with a number of those same carriers, is moving ahead with plans to implement an advanced communications satellite system that would render existing and currently proposed satellites primitive by comparison.

Spurred by NASA-commissioned studies that concluded that the demand for satellite time would spiral upward during the next two decades, the agency has awarded contracts to TRW's Space and Defense Group Systems and Hughes Aircraft to design an advanced communications satellite system that would dramatically increase satellite capacity (BROADCASTING, June 9) and, according to one NASA official, satisfy commercial satellite needs "into the next century."

The contracts will develop in detail the satellite system conceived and outlined by Ford Aerospace and Hughes Aircraft, under NASA contract, last fall.

Satellites envisioned for the system would operate in the Ka-band (20 ghz downlink and 30 ghz uplink) and have a transmission capacity of approximately one gigabit per second.

According to Joe Sivo, chief of the communications and applications division of the Lewis Research Center, the NASA branch in charge of the project, the transmission capacity for the new satellites would be 10 to 12 times greater than that for the most sophisticated, proposed C-band satellite. He said the advanced satellite would have the digital equivalent of around 250 transponders, made possible by wider bandwidths of the Ka-band and the re-use of frequencies.

Sivo also said that satellites using the Ka-band would make better use of the orbital arc. He said that "theoretically" spacing in the Ka-band would be only one-third of the four degrees necessary for C-band satellites.

When the TRW and Hughes design for the system is ready, Sivo said NASA would procure contracts for the actual construction of two advanced satellites and ground stations. Sivo said NASA hopes to launch the satellites in 1986 and 1988. The launches would be followed by four-year experimental periods during which carriers would apply for access to the satellites, conduct their own tests and make their conclusion as to commercial feasibility, Sivo said.

Once the tests are completed, Sivo said, the technology developed through the project would be available to the industry. It is NASA's hope that the 10-year project, which Sivo said could cost well over \$200 million, will induce the industry to adopt the technology and incorporate it into future generations of communications satellites.

Sivo said it's not practical for the industry to undertake the "risk taking" of the technology because of the enormous cost. "We are in there to moderate the risks and ... push people to go to these advanced technologies," he said.

To insure that the system that evolves from the project is practical, nine common carriers are participating in the project, advising and educating the system planners on the needs of the marketplace. The carriers are AT&T, ITT, Western Union, Comsat, Satellite Business Systems, Hughes Communications, GTE Satellite, RCA Americom and American Satellite.

According to Steve Stevenson, an aerospace engineer at the Lewis center, representatives of the nine carriers have been meeting about every six weeks to discuss the project and make their recommendations.

Sivo compared the project with an earlier NASA initiative in the 1960's. He said that after NASA successfully launched and flew Syncom I, the first geostationary satellite, the industry followed. Like Syncom I, he said the Ka-band satellite opens up a "whole new era in communications implementation," and NASA is once again doing "the ground breaking."

One problem of using the high frequencies that will have to be overcome is rain attenuation—rain and mist weakening the signal on its way to and from the satellite. The problem is particularly acute with the uplinking signals, which use frequencies in the 30 ghz range.

The primary reason that advanced satellites should be so much more efficient than current satellites is that the spectrum available is five times wider. Downlinking frequencies, Sivo said, range from 17.7 ghz to 20.2 ghz for a total bandwidth of 2,500 mhz. That compares to the 500 mhz bandwidth available for downlinking in the C-band.

The satellites will also be able to re-use the same frequencies, perhaps several times on the same satellite, Sivo said. Instead of laying down one broad beam covering the entire United States as do most C-band satellites, the advanced satellites will radiate at least 10 spot beams, which, Sivo said, would cover the United States in a kind of mosaic.

Since the beams will be narrow, Sivo said that the same frequency could be used for two or more beams if their footprint—the areas their beams cover with a strong signal on the earth—are not adjacent.

Sivo said studies of future satellite usage were conducted by Western Union and a subsidiary of ITT. It was their conclusion that by the early 1990's the nation's existing domestic satellite capacity in the C-band and Ku-band will be saturated.

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## FCC eases up a little on ex parte

**It formalizes interim policy covering informal rulemakings; where contacts are allowed, rules of procedure have been simplified**

The FCC last week adopted procedures for ex parte communications in informal rulemakings that the commission feels not only will streamline its present procedures and encourage more public contact with the commission, but will also give the courts an indication that the commission does follow a structural approach in its decision-making procedures.

The new procedures are essentially the same as interim procedures adopted in June 1978. (Those procedures were adopted as part of a rulemaking proceeding looking into the FCC's ex parte policies.) Under the system, the commission will retain its prohibition of ex parte contacts after issuance of a notice of proposed rulemaking only in those cases that involve "competing claims to a valuable privilege"—for example, in FM and TV channel assignment cases.

However, in all other rulemakings, contact is permitted. The present rules require that the individual or group making the contact must present a written explanation of their presentation. The commissioner receiving the presentation must submit a memo for the file. Under the new system, the commissioner must only log the name of the visitor and the nature of the visit—if the subject matter discussed is material that has already been presented to the commission in the form of comments, other meetings, etc. If the subject matter is new, a memo must be submitted to the procedural file, both at the staff and at the commissioner level. The staff otherwise need not note a visit; the FCC reasons that the staff is already inundated by phone calls and presentations and that noting each one would only increase paperwork and use valuable staff time.

Commissioners Anne Jones and Abbott Washburn, who dissented from the item, engaged in spirited debate with the General Counsel's Office which recommended the new policy. Jones said she felt that access to the commission should not be restricted to anyone, and that "the more detail or rules, the more attackable or open to review" will the commission's decisions be.

General Counsel Bob Bruce said: "Not to do it would put us on a collision course with the D.C. circuit—is that worthwhile?

We need detail or it will impair the court's review."

Washburn suggested that the FCC, since it is "less timid" than most agencies in conducting these procedures, should rid itself of all ex parte rules in informal rulemakings. "They are offensive and so contrary to the public interest," he said, "that we should be able to take a risk on this."

Bruce countered, saying that he "would prefer litigating a case where the commission is shown to have engaged in reasoned decision-making—it will give the courts confidence in looking at our cases."

Jones answered that she "does not think 'reasonable' can be applied to anything that slows down the process and creates more red tape."

Chairman Charles Ferris said: "It's very important that the perception of how this agency does business has the appearance of regularity. What this recommendation does is to permit those who prefer oral presentations to do so, and it goes beyond that by putting a structure on our procedures. There's a notion abounding that regulatory agencies are doing a lot of

things they shouldn't be doing."

Washburn countered again, saying: "Let's do something in the public interest; you've tried to do something in response to a court that's in disarray—let's face it."

## CBS's salvo on kids' TV

**Network contends that study on which FCC staff based conclusion that there may be need for mandatory program requirements was flawed; such regulation, it also argues, is unconstitutional**

CBS told the FCC last week that some of the commission's children's television proposals were illegal, unconstitutional and based on studies that are just plain wrong. In its 145-page comments, CBS also accused the staff of trying to engage in "social engineering."

Targets of the CBS attack were the staff recommendations that the commission specify, either in rules or as license-

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renewal guidelines, that broadcasters carry at least five hours a week of educational or instructional programming for children aged 2 to 5, and two-and-a-half hours of such programming for children 6 to 12, all between 8 a.m. and 8 p.m. on weekdays.

By attempting to require specific amounts of specific types of programming, CBS maintains, the proposals violate both the intent of the Communications Act and the First Amendment itself.

More than that, the brief asserts, the two premises on which the staff based its proposals—that broadcasters have failed to comply with the guidelines of the FCC's 1974 report on children's TV and that there has been "a marketplace failure" to satisfy consumer demand for more educa-

tional programming for children—are both wrong.

What it all boils down to, CBS contends, is "an attempt to impose, by government fiat, the staff's own views as to what would be socially desirable in the area of children's television," in violation of the First Amendment.

"In an era of widespread disenchantment with the notion that government regulation is the answer to everything that is perceived to be a social problem—and at a time when this commission itself is increasingly espousing a philosophy of deregulation—it borders on the bizarre for the staff to propose a type of regulation which would, in the words of the U.S. Court of Appeals [in *National Black*

*Media Coalition vs. FCC*], 'do more to subvert the editorial independence of broadcasters and impose greater restrictions on broadcasting than any duties or guidelines presently imposed by the commission.'"

CBS, which had to invoke the Freedom of Information Act to get access to some of the studies that the staff relied on, contends the basic studies were "fundamentally flawed." In the so-called Fontes study, for example, the brief notes, programs were categorized as "entertainment," "instructional" or "don't know" by vote of a panel of five experts working from a list provided by the staff, with three votes out of five prevailing in each case.

"Not surprisingly," CBS says, "this procedure resulted in an extraordinary amount of disagreement among the experts. To begin with, 25% of all programs [were classified as] 'don't know' by the panel." An additional 14% were classified as either "entertainment" or "instructional" by a 3-2 vote, the brief continues, and in several instances programs commonly regarded by educators and others as educational were classified entertainment by the panel.

The Fontes study, the brief asserts, also excluded all locally produced children's programs from its count, on the grounds that the panel wasn't familiar with them. This exclusion alone "totally undercuts the conclusions of the Fontes study as to the number of hours of informational children's programming presented by the average licensee," according to CBS.

"Even if the findings of these studies are accepted at face value," CBS tells the commission, "they provide no support for the conclusion that broadcasters are not presenting a 'reasonable amount' of children's educational programming."

As for "unsatisfied consumer demand" for more children's educational programs, the comments note that ratings data indicate that "comparatively few youngsters" watch the amount that's available now.

"Moreover," the brief continues, "it is difficult to comprehend how the staff can, on the one hand, assume an unsatisfied consumer demand for educational and informational-type programs and, on the other, completely exclude from its analysis the many programs of this kind which are presented on public television [and also] focus exclusively on the total amount of children's programming broadcast by the 'average' commercial station rather than attempting to assess the actual choices which are available to children in particular television markets, taken as a whole, at any given time.

"The staff's commission in this regard can only lead to the conclusion that it is less concerned with the actual availability of educational and other children's programs to young viewers than with molding a record to justify the unprecedented programming requirement which it would have the commission impose."

CBS also challenges the staff's definition of children's programming as that which was "originally produced and broadcast primarily for [children] 12 years

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old and under." It prefers FCC Commissioner Abbott Washburn's definition: "programs contributing to the learning experience of young people 17 years old and below."

With the provision that pure entertainment is as legitimate a part of programming for children as for adults, CBS says, "Commissioner Washburn's approach would have the significant advantage of recognizing the responsibility of broadcasters to serve a significant audience group, but doing so in the manner most consistent with the First Amendment and previous commission policy."

## First things first—Jones

### FCC commissioner questions whether FCC's socially oriented policies result in neglect of agency's proper mission

FCC Commissioner Anne Jones cautioned last week that the FCC—in light of a tremendous workload and limited resources—should get its priorities in order.

Speaking before the Federal Communications Bar Association, Jones expressed her reservations about some of the FCC's activities and counseled that because of its limitations, "the FCC must always keep firmly in mind just what its responsibilities are."

Jones said that during her 14 months with the commission, she has been "impressed" with how well the FCC does much of its job; however, it "could be even better and more prompt if the commission focused its efforts and resources on its own statutory mandate."

She took issue first with the FCC's equal employment opportunity and minority ownership policies. "As to relevance, it seems to me that the notion that greater participation in broadcasting by women and minorities will lead to more programming responsive to their needs or wants is largely a hope, rather than a rational expectation," she said. "Nevertheless, despite scant evidence and questionable logic, the commission presses forward with its EEO and minority ownership programs." Jones questioned whether the FCC should devote a substantial portion of its resources to activities more "directly within the purview of other agencies," when those resources "could well be employed in those areas to reduce backlogs which are both embarrassing to the commission and contrary to the public interest."

Jones also questioned whether the commission, rather than instituting "guidelines" for EEO hiring, is really establishing "quotas" for broadcast licenses. "And if they are quotas," she added, "I believe that we should call them by their right name and think hard about whether they are useful and proper."

Jones then touched on the commis-

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sion's action taken that morning to streamline its ex parte rules (page 71), which she feels should be revoked entirely.

In speaking about the commission's decision to adopt a single system—Magnavox—for AM stereo broadcasting, Jones said she dissented on the ground that "I believe selection of a winning system in this proceeding is not a proper function of the commission."

"In my view," she stated, "consumers are at least as competent to judge sound quality as the commission or its staff, and it is neither necessary nor desirable for the commission to protect broadcasters or consumers from the inconvenience and risks of having to make a marketplace decision."

Jones said she discussed issues which she feels draw a fine line between "matters which are properly of concern to the FCC and others which are not." She believes that "it is very much in the public interest" for the FCC "to stay on the right line" of a case.

"If the commission's resources were greater, or its workload were less, it would perhaps not need to question the relevance to its mandate of otherwise desirable programs, or ask whether policies designed to enhance fairness impede wise rulemaking," she concluded. But because of its limitations, "we should not forget what we are supposed to be trying to do."

## FCC OK's educational use of commercial FM

**Commission upholds Broadcast Bureau grant of 107.9 mhz in Burlington, Vt., to Vermont Public Radio network**

For the first time, the FCC has granted an application to reserve a commercial FM channel for noncommercial educational use in a situation where no interference to television reception is involved.

The FCC upheld an April 1979 Broadcast Bureau decision to reassign 107.9 mhz from Newport to Burlington, both Vermont, and grant the application of Vermont Public Radio Inc. which plans to use that channel along with its WVPR-FM

Windsor, Vt., to form a statewide educational FM service.

Normally, the commission would consider noncommercial applications for commercial stations only when there was a threat of interference to television channel 6 reception. And, according to an FCC estimate, it has granted almost 40 of those requests, pending the outcome of a rulemaking proceeding on the matter.

However, the FCC, as part of its

spectrum policy, had reserved three commercial channels—92.1 mhz Muncie, Ind., 103.7 mhz Bloomington, Ind. and 107.1 mhz Waco, Tex.—for noncommercial use because television channel 6 interference would have precluded the use of noncommercial frequencies there.

In granting VPR's request for the frequency, the FCC said a first noncommercial educational FM service would be provided to 285,866 potential listeners in an area of 7,774 square miles, 81% of Vermont's total area. The FCC noted that while the use of a noncommercial channel is not precluded because of television interference in that area, "due primarily to the preclusion impact of Canadian assignments, no allocation possibilities other than the 107.9 mhz assignment existed to serve this large unserved area."

Newport Broadcasting Corp. had filed an application for the Newport allocation three months before Vermont Public Radio, in February 1977. When the Broadcast Bureau ruled in favor of VPR, Newport argued that the bureau's comparison between the need for a noncommercial educational service and commercial service in northern Vermont was improper and meaningless, since only the needs of Newport for a wide-coverage sta-

## Washington Watch

**Making the rounds.** CBS Inc. Chairman William S. Paley introduced his new president to Washington last week—albeit casually. Accompanied by CBS/Broadcast Group President Gene Jankowski, CBS Inc. Corporate Affairs Vice President Kidder Meade and Washington Vice President William Lilley III, Paley and new CBS Chief Executive Officer Thomas Wyman called upon FCC Chairman Charles Ferris and (in bipartisan spirit) senior commissioner Robert E. Lee. Group flew from New York to Washington in two company planes: Policy precludes Paley and Wyman from flying together. Chairman returned to New York alone while rest of group met for get-acquainted lunch with Washington staff.

**Format filings.** FCC and six broadcast industry parties filed briefs with Supreme Court asking it to overturn U.S. Court of Appeals decision in format change case. Briefs argue that appeals court exceeded its authority in requiring commission to scrutinize proposals to abandon "unique" entertainment format when radio broadcaster applies for renewal or assignment of license (BROADCASTING, July 9, 1979). They say Communications Act does not require commission to engage in such regulation and that Supreme Court has interpreted Communications Act as leaving choice of programming to broadcasters. They also argue that First Amendment considerations support commission's conclusion that marketplace competition is most reasonable means of assuring diversity of programming desired by listeners. Participating in industry brief were ABC, CBS, NBC, National Association of Broadcasters, National Radio Broadcasters Association, WBNS Inc. and RadioHio Inc.

**EEO request.** National Radio Broadcasters Association has asked FCC for broad inquiry to review all equal employment opportunity policies "as they have developed over the years and, more importantly, to adopt new EEO procedures and policies more reasonably related to the circumstances of American society generally and the broadcast industry in particular." NRBA's executive vice president, Abe Voron, said petition was prompted by "growing uneasiness among broadcasters and objective observers caused by accelerating trend of the commission's EEO policies which, to many sympathetic but troubled Americans, seem to be rigid, inequitable and counterproductive..."

**NCCB on dereg.** National Citizens Committee for Broadcasting has asked FCC to take number of steps to facilitate citizen participation in rulemaking aimed at deregulating radio. Pleading that NCCB had filed asked commission to prepare written summary of more than 25,000 comments that have been filed in proceeding and make it "widely available." Pleading also asked commission to extend present June 25 deadline for reply—either to 90 days after release of proposed summary or for period of time to compensate for unavailability for public inspection of comments that commission received by March 25 filing deadline.

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tion should have been evaluated and non-commercial educational use was a programming function that was not a proper consideration in an assignment proceeding.

Although Newport Broadcasting had proposed a first local FM service for Newport, which has a population of 4,664, the FCC pointed out that it "previously had noted that not every town the size of Newport could have its own FM station and that provision of a first local FM service did not automatically obscure other relevant factors." Newport has one full-time AM station—WIKI(AM).

## Ferris urges more state-federal cooperation in regulation

FCC Chairman Charles Ferris feels that open lines of communications between state and federal regulating authorities are the key to a successful transition into the new telecommunications era.

Speaking before the 33d annual symposium of the New England Conference of Public Utilities Commissioners in Boston last Monday, Ferris said "a first principle that guides us is that the technological changes driving the process are incorporated into networks falling under both state and federal jurisdictions. What we do and what you do are inextricably related."

Ferris said that the FCC is re-examining some of its policies to see how best to meet the changing nature of the communications market—but there must be a cooperative spirit with state agencies to insure orderly transition.

"We are all moving through uncharted waters," he said, "where we end up will depend in large measure on how well we communicate the changing tides to each other. We need to explain our different views about the issues that are before us."

Ferris noted that the "current view of the commission, of the federal sector as a whole, and I believe of most state regulatory bodies as well, is that where effective competition exists, such competition—and not governmentally imposed rules and constraints—should be relied upon to promote efficiency and to protect the public interest. Regulation may be a surrogate for competition but there is no substitute for the real thing. This is particularly true for interstate services."

He added that "changes in the structure of telecommunications markets . . . have created a good deal of stress on existing institutional arrangements that have served the industry for many years now." Particularly, Ferris noted that the separations procedures, which govern the division of the telephone industry's rate base and revenue for providing long distance service, were "obviously created for quieter times."

## Quello touches many bases in Boston

**In New England speech, he predicts RKO case will reach Supreme Court, supports radio deregulation and denies 'Globe' column calling him industry mouthpiece**

FCC Commissioner James H. Quello last week predicted that the decision he opposed denying renewal of three RKO General Inc. stations' licenses (BROADCASTING, June 9) would take several years to resolve and would eventually end up in the U.S. Supreme Court.

After a Boston talk to the New England Broadcasting Association in which he attacked a newspaper column implying that he was an industry "mouthpiece," Quello told BROADCASTING that he doubted any action would be taken on his reappointment to the commission until after the November presidential election. "Anything can happen," he said, although he estimated his reappointment odds at "50-50 or better."

Quello told broadcasters they're not effectively communicating their views to the public and need to "dispel exaggerated criticism of radio deregulation." Today, he added, the spectrum scarcity argument is "more specious than ever" and radio

should be as free as newspapers. He also predicted that the commission would go slowly on proposals relating to children's television programming because "mandating gets into First Amendment areas."

Four months ago, Pulitzer Prize-winning *Boston Globe* radio-TV critic William Henry III criticized Quello in a column stating that the broadcast industry "has always wanted a mouthpiece at the FCC, a sure vote against any inconvenient regulation in the public interest."

Calling that "guilt by association," Quello said he has voted to deny renewal to more than 20 licensees and has joined in imposing various sanctions in over 600 cases. "I have supported denial in egregious instances despite the fact that I believe our rules and precedents have become overly punitive," he said.

Quello, who served variously as WJR-FM Detroit program director, vice president and general manager before President Nixon picked him for the FCC post, said he has defended broadcasters against "frivolous and vindictive petitions" calculated to harass them. He said the monopoly label is often used to denigrate what he sees as the extremely competitive business of broadcasting.

He said the commission's 4-3 directive this month to prepare final orders in the RKO decision is misguided because, he said, the FCC's prime concern should not be with punishment but with service to the public, which he said was not affected by the stations' owners' conduct.

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**WVTV** Milwaukee  **WKY** Oklahoma City  **KYTE / KLLB** Portland

## Washington becomes children's town

**NAB-NATPE-sponsored conference on programing for youngsters will offer idea exchange**

During this week and next Washington will find broadcasters focusing on children's television programing—filing their comments due today (June 16) in the FCC's children's TV proceeding and at the fourth Children's Television Programing Conference beginning next Monday.

The National Association of Broadcasters has traditionally sponsored this biennial affair. This year, however, NAB is doing it in concert with the National Association of Television Program Executives.

The conference, which begins June 25 at the Key Bridge Marriott in Rosslyn, Va., and runs for three days, is a place where stations can share information and ideas on children's programing.

Jane Cohen, vice president of NAB's television department, pointed out that the conference is not to "sell wares, not for syndicators to make their pitch," but a place where local broadcasters can come to "see how to better children's programing in their market—a forum for ideas."

On the opening day of the conference, Wednesday, broadcasters will be able to tour four separate screening rooms that will be showing a new children's show every half hour. The shows will be tapes of local programing brought by conference attendees. And each broadcaster will make a presentation with the tape to describe production details, target audience and costs.

There will be a VIP reception Wednesday night.

On Thursday the conference opens at 8:30 a.m. with remarks by FCC Chairman Charles Ferris, Len Swanson, chairman of NAB's children's committee and vice president and general manager of WIC-TV Pittsburgh, and Ron Gold, a member of the board of directors of NATPE and program manager of WTAJ-TV Philadelphia.

The remarks will be followed by a general session. Some highlights include: "What Does Washington Really Think About Children's TV?" with Senator John Heinz (R-Pa.), Representative Timothy Wirth (D-Colo.) and FCC Commissioner Abbott Washburn as panelists; "The Buddy System: Broadcasters and Educators," with Ellen Rodman, director of children's projects for NBC; Nick Van Dyke, executive director of the National Council for Children and Television; Debbie Belowit, curriculum design director for critical television viewing projects for WNET-TV New York, and Michael McAndrew, director of educative service for Capital Cities Communications talking

about the growing partnership of broadcasters and educators eager to produce good children's programing. Broadcasters will also be able to get economic hints for successful programing at a session on "Successful Local Children's Programs" for different market sizes—1-25, 26-75 and 76+. Panelists will discuss the various technologies and techniques their stations employ to control costs in producing programing.

Thursday afternoon will feature a session on "What the Critics Want" with Dr. Bernard Solomon, of the Philadelphia public schools, Peggy Charren, president of Action for Children's Television and Richard Maynard, of *Scholastic Magazine*.

The final day of the conference will feature a session on regional production—another workshop intended to clue broadcasters in to sharing ideas with local groups and learn about workable alternatives to successful children's programing.

That session will be followed by a workshop on the advertisers' role—where panelists from Madison Avenue will tell broadcasters the best ways of selling ideas to them. Panelists include Wes Dubin of Needham, Harper & Steers, Ave Butensky of Ed Libov Associates Inc. and Bob Gileispie of General Foods.

The local broadcasters will then be shown what the networks are doing, with

Squire Rushnell of ABC, Faith Heckman of CBS, Mary Alice Dwyer of NBC and Bill Reed of PBS—all heads of their network's children's programing units—showing their wares.

The conference will wind up with a general session, "Kids Talk About Television," during which local children will discuss what they see as important issues. Michael Young, host of ABC's *Kids Are People Too*, will moderate the roundtable discussion.

Every conference attendee will receive a resource book—called "Kids Stuff"—which will include, among other things, NAB's code regulations, the legal aspects of children's programing, examples of programing and outreach projects.

## Once again it's CBS

**With eight of the top 10 shows, the network captures prime time for week ended June 8; ABC is pleased with performance of news**

With eight of the top-10 shows, led by *60 Minutes*, CBS-TV scored another prime-time victory for the week ended June 8. It

## Monitor

**In the marketplace.** Among stations picking up Australian *Don Lane Show*, strip hour distributed by Worldvision Enterprises, are WPXI-TV New York, WFLD-TV Chicago and KXII-TV Los Angeles, which all will give show prime time beginning in September. . . . *Second City Special*, starring Bill Murray of *Saturday Night Live* fame, has been taken by more than 80 stations, according to syndicator, Coast to Coast Network (Paul Klein). Among them are WNEW-TV New York, WGN-TV Chicago, KTTV-TV Los Angeles and Group W TV's. Late-night show is scheduled for July 6, with plans for others to follow. . . . *Denise*, hour documentary on woman convicted of child abuse and manslaughter in death of daughter, has been bought by NBC-owned TV's. Program was originally aired over WCVB-TV Boston and now is distributed by its commonly owned BBI Communications. Like WCVB-TV, NBC stations expect live local follow-up discussions will follow presentation. . . . Time-Life Television is releasing for September syndication BBC comedy show, *Morecambe & Wise*. Geared toward late night television, *Morecambe & Wise* contains 70 half hours.

**Wolf packs.** Sportscaster Warner Wolf was given green light last Monday (June 9) to join WCBS-TV New York, which will pay him \$400,000 annually, and leave WABC-TV New York, which has been paying him \$250,000 annually (BROADCASTING, May 19). In dismissing ABC's complaint for breach of contract, New York State Supreme Court Justice Burton S. Sherman said WABC-TV had "exhibited little enthusiasm for Wolf" until he turned in letter of termination Feb. 5. He added that WABC-TV had acted with "unclean hands in the internecine rating rivalry between WABC-TV and WCBS-TV. . . little consideration was given to Wolf's feeling as a human being. However, he [Wolf] now asks as he has on TV, 'Gimme a break' in these circumstances, the court shall." Spokesman said WABC-TV has appealed.

**Elvis at home.** RCA said it had reached agreement with Viacom Enterprises for worldwide license to 13 movies and package of Terrytoon cartoons for use with RCA's SelectaVision videodisk system. Among the films: "The African Queen," starring Humphrey Bogart and Katherine Hepburn, and seven Elvis Presley features including "Roustabout," "Blue Hawaii," "Fun in Acapulco" and "Girls, Girls, Girls."

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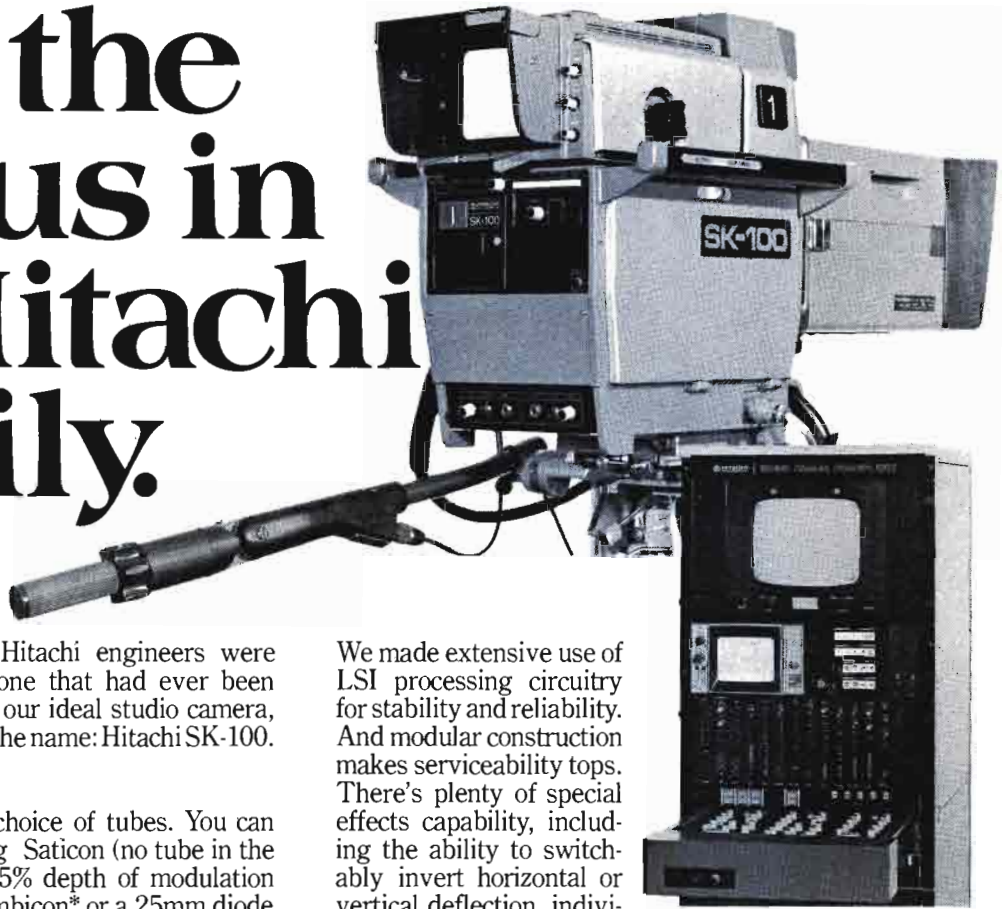
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was CBS's fourth consecutive win.

The averages gave CBS a 14.9 rating and 28.5 share to ABC-TV's 14.3/27.3 and NBC-TV's 12.9/24.7

During the week, ABC took Tuesday, Thursday and Saturday; CBS won Friday and Sunday, and for NBC, victory came on Monday and Wednesday.

News programming showed up at both the top and the bottom of the ratings. CBS's *60 Minutes* brought in the highest score with a 22.6/48 while an *NBC Reports: Is There a Better Way* fell deepest into the basement, earning a meager 4.8/10 for 67th place.

After *60 Minutes*, others in the top 10 were CBS's *M\*A\*S\*H* (21.9/38) and *Alice* (21.5/37); NBC's Monday movie: *Secrets of Three Hungry Housewives* (20.6/35); CBS's *Dukes of Hazzard* (20.5/41) and *Dallas* (19.8/39); ABC's *Three's Company* (19.5/34); and CBS's *House Calls* (19.0/32). *Tony Awards* special (18.2/32) and *Phyl and Mikhy* (18.0/33)

While ABC likely isn't thrilled with second place in prime time, it was bragging about second place in evening news, having overtaken the *NBC Nightly News* for the sixth consecutive week—beating NBC by 1.1 in ratings and coming within .6 of CBS. For the week, it was the *CBS Evening News with Walter Cronkite* at 11.6/27; ABC's *World News Tonight* at 11.0/25 and the *NBC Nightly News* at 9.9/23.

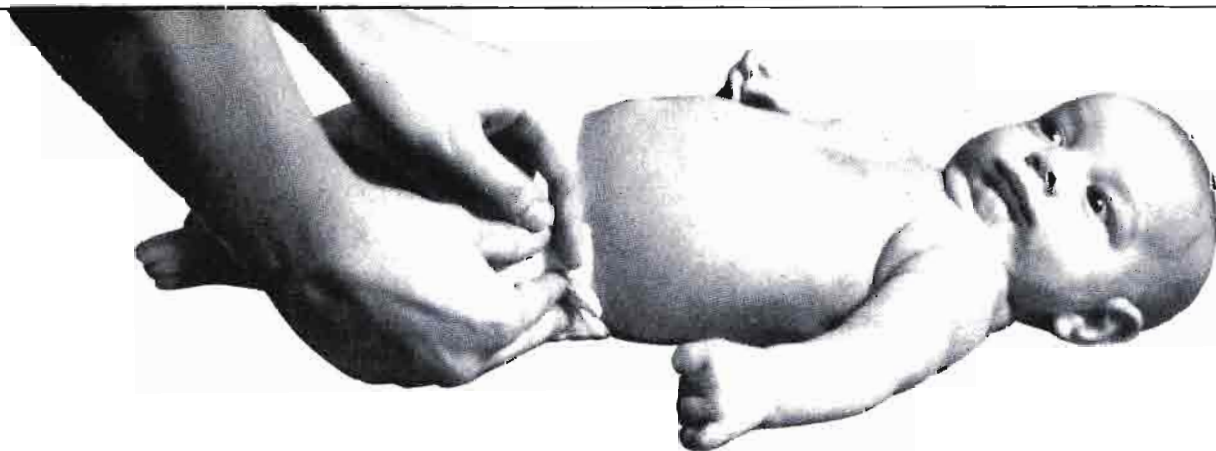
The six-week average, according to ABC, was CBS 13.0/29; ABC 11.3/25, and NBC 10.6/24.

## PlayBack

**Listeners' countdown.** Drake Chenault Inc. plans to unveil results of its listener's survey of all-time favorite records on weekend of July 4. Since April 19, syndicator has been asking listeners of its *Weekly Top 30* program to send in entry listing their three favorite records and radio stations on which they were heard. Top five records in that survey were: *Stairway to Heaven* by Led Zeppelin, *Mandy* by Barry Manilow, *Call Me* by Blondie, *Hey Jude* by the Beatles and *Another Brick in the Wall* by Pink Floyd. Also being released by Drake Chenault this summer is updated version of its *Golden Years of Country*. Hosted by Bob Kingsley, who produces and hosts company's "Great American Country" syndicated format, program runs 25 hours and will be available on disk or tape.

**Song of the Bard.** National Radio Theatre, Chicago, has begun producing 13-hour serialization of Homer's *Odyssey*. Yuri Rasovsky, originator of NRT's Chicago Radio Theater series, wrote radio adaptation and is producing and directing dramatization. Irene Worth, Sheppard Strudwick, Barry Morse and John Glover have lead roles while 11 Chicago-based performers are handling 70 other parts among them. NRT hopes to distribute series to public and commercial radio stations and is looking for national sponsor. *Odyssey* is to be first in new series of dramatization from NRT. Entitled *Imagine*, series will deal with fantasy, science fiction and ghost stories. It was originally funded by grants from Markle Foundation and National Endowment for Humanities.

**First fives.** The top five records in **contemporary radio airplay**, as reported by BROADCASTING's *Playlist*: (1) *Coming Up* by Wings on Columbia; (2) *Biggest Part Of Me* by Ambrosia on Warner Bros.; (3) *Against the Wind* by Bob Seger on Capitol; (4) *It's Still Rock 'n' Roll To Me* by Billy Joel on Columbia; (5) *The Rose* by Bette Midler on Atlantic. The top five in **country radio airplay**: (1) *You Win Again* by Charley Pride on RCA; (2) *Blue Side Of Me* by Crystal Gayle on Columbia; (3) *He Stopped Loving Her Today* by George Jones on Epic; (4) *Bar Room Buddies* by Merle Haggard and Clint Eastwood on Elektra; (5) *Friday Night Blues* by John Corlee on MCA.



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## INN is in business

**WPIX-originated news service for independents opens for business with 27 stations and potential for 36.5-million homes**

In New York, nothing much looked different. The WPIX(TV) news set was the same as it has been for the past couple of years. And at the anchor desk were the familiar faces of Pat Harper, Bill Jorgensen and Steve Bosh.

Behind the scenes, however, things were tenser than usual. Cosmetically, it may have seemed just another show, but in content and concept, it was considerably different.

The stories covered weren't local but rather national and international, and the viewing audience extended well beyond the New York metropolitan area. From its New York studios last Monday (June 9), WPIX launched *Independent Network News*, a half-hour barter newscast carried by 27 stations with a potential household reach of 36.5 million (BROADCASTING, May 5). Unlike veteran network competitors, this Monday-Friday half-hour is intended for prime time.

It was the second new news network to emerge this month, the first being Ted Turner's Cable News Network emanating from Atlanta. Given the differences in scope between launching 24 hours a day of CNN and 30 minutes of INN, it's no surprise that the latter hasn't come close to attracting the attention of the former, even though INN's household reach is some 18 times that of CNN.

Charter affiliates of INN, which last week began airing the Westar satellite-transmitted feed from WPIX, were KCOP Los Angeles; WGN-TV Chicago; WTAZ-TV Philadelphia; WSBK-TV Boston; WDCA-TV Washington; KXTX-TV Dallas; KDNL-TV St. Louis; WANX-TV Atlanta; KSTW Seattle-Tacoma; KWGN-TV Denver; KPTV Portland, Ore.; WVTW Milwaukee; KBMA-TV Kansas City, Mo.; WUTV Buffalo, N.Y.; WPTY-TV Memphis; KGMC Oklahoma City; WOFL Orlando, Fla.; WDRB-TV Louisville, Ky.; WYAH-TV Norfolk-Portsmouth, Va.; KSTU Salt Lake City; KMPH Fresno-Tulare, Calif.; KZAZ Tucson-Nogales, Ariz.; WFFT-TV Fort Wayne, Ind.; WQRF-TV Rockford, Ill.; KADN Lafayette, La., and KVVU-TV Las Vegas-Henderson.

At the close of INN's premiere newscast, each affiliated station was welcomed to the fold, with the three anchors reading off call letters on a map. WPIX was treated as just another affiliate, and if a casual viewer did not notice a WPIX copyright signature at the end of the broadcast, the WPIX/INN connection may



Harper, Bosh and Jorgensen on the INN set

not have been made.

The report itself was geared for a national audience, leading off with President Carter in Miami and followed by other stories on subjects ranging from Iran to Israel. A broad-appeal sports feature came from INN (and WPIX) sports editor Jerry Girard. When anchor Harper gave the weather, it was in terms of region, with a rundown of the forecast for selected cities.

A business report also was included.

The launch wasn't without its snafus—but nothing the viewers hadn't seen before. This time, it was instability in the tape of a report by INN senior Washington correspondent Ford Rowan, formerly of NBC. Rowan is part of a 10-15-person Washington bureau being set up by INN and led by Elvera Ruby.

In addition to the Washington staff and

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those at WPIX itself, INN is relying on international suppliers UPITN, Visnews, UPI and AP. Affiliated stations also are contributing.

INN's first-year budget has been planned at \$6 million—a figure WPIX expects to earn back if all six 30-second national advertising positions are sold. By last week's launch, the network newscast was sold out to Dean Witter and Block Drug (through BBDO), Lever Bros. (Young & Rubicam), General Foods (J. Walter Thompson), Mobil (in house) and Bristol-Myers (in house). WPIX asked advertisers for a one-year commitment costing \$1 million, or a little less than \$4,000 for a 30 each evening. Advertiser response, according to WPIX Inc. President Leavitt J. Pope, has been strong enough to think about going to seven nights a week before the end of the year.

John Corporan, WPIX vice president, news, and INN chief, acknowledged that \$6 million doesn't come close to the budget of ABC, CBS and NBC but maintained that a network service still can be provided. The competitive key factor, he added, is that INN is providing network news "when nobody else is"—in prime time.

The INN feed via Westar satellite is transmitted at 9:30 p.m. (NYT), with most stations delaying it a half-hour and many following with a half-hour of local news. Last week only KXTX-TV Dallas took the INN feed live.

In the coincidental ratings measured for premiere broadcast, WPIX received a 2.2; KCOP a 4.8 and WGN-TV an 8.2. In New York, WPIX faced a competitive problem from what normally had been one of the stations' best ratings friends: the New York Yankees. Although WPIX holds the Yankee rights, last Monday was one of those evenings when a network, this time ABC, carried the game nationally.

## Encouragement from Muskie

**He indicates he can support free-press efforts at UNESCO meeting in Belgrade; he also says he'll run 'open' shop**

A group of newspaper publishers and broadcast industry executives came away from a meeting with Secretary of State Edmund S. Muskie last week heartened over his response to a request that the U.S. support free-press issues at a UNESCO meeting in Belgrade, Yugoslavia, in September. But he was unable to give any assurance regarding the degree to which the United States will be prepared to meet commitments made in November 1978 to help Third World countries improve their communications systems.

The news executives did receive a pledge from the new secretary of state, however. He said he would run an "open" State Department, one sensitive to the feeling that a politician, like himself, can



**Huddle.** Newspaper and broadcast executives met with Secretary of State Edmund Muskie last week to express concerns about what they see as an anti-free-press tilt in UNESCO. Clockwise from right foreground, they are Arthur Sulzberger, *New York Times*; Katharine Graham, *Washington Post*, Post Newsweek stations and president of the American Newspaper Publishers Association; Muskie; Argentina Hills, *El Mundo*, San Juan, Puerto Rico; Allen H. Neuharth, Gannett Co.; George Beebe, *Miami Herald*; Jerry Friedheim, American Newspaper Publishers Association; Philip Power, Suburban Communications Corp.; Curtis Prendergast, consultant to Time Inc.; Roderick Beaton, UPI; William Leonard, CBS News; Harold Andersen, *Omaha World-Herald* and chairman of World Press Freedom Committee, Matthew Nimetz, under secretary of state for security assistance, science and technology; Leonard Marks, Cohn & Marks and secretary treasurer of World Press Freedom Committee; Arch Madsen, Bonneville International Corp., who represented the National Association of Broadcasters, and, partially hidden, Henry Grunwald, Time Inc. Not seen is Keith Fuller, AP

bring to the job—that political acts should be made in the public view.

The group, headed by Howard Andersen, publisher of the *Omaha World-Herald* and chairman of the World Press Freedom Committee, which arranged the meeting, stressed that, as Andersen said, American media organizations are prepared "to help the Third World and developing countries" develop their communications capabilities and train their journalists in ways that are "consistent with the principle of freedom of access [to sources] and the free flow of information."

But the group expressed concerns about the MacBride Commission report on the study of communications problems, which will be on the agenda at Belgrade. George Beebe, of the *Miami Herald*, said the report contains a number of conclusions American journalists support. But he also said it includes recommendations that U.S. media representatives feel run counter to U.S. traditions under the First Amendment.

A group in the State Department last week began studying the report with a view to developing the U.S. draft comments by early August. The report will also have the attention of an interagency group that has not yet been established.

Muskie's readiness to meet with the group was itself taken as an indication of support. He also said the agenda the news executives submitted "ought to be within our reach." And he was clear in his espousal of First Amendment principles.

All of which led Andersen to tell reporters later that Muskie's response "was

very positive."

However, the only item on the group's agenda that seemed to offer no problem for the State Department was the naming of a media representative to the five-member delegation that will represent the U.S. in Belgrade. Andersen had said the group supported Elie Abel, the former NBC News correspondent and dean of the Columbia School of Journalism now on the faculty of Stanford University, whose name was reported to be under consideration ("Closed Circuit," June 9). "Abel is no problem; that's the easiest," Muskie said.

He also said the State Department would "try" to be prompt in naming the delegation, which will be backed by seven alternates and a number of back-up personnel. The only other person State is believed ready to name is John Fobes, a State Department official who has been on loan to the UNESCO staff in Paris.

The commitments concerning aid to developing nations' communications systems that were discussed with Muskie had been made by John E. Reinhardt, director of the U.S. International Communications Agency, at a UNESCO general meeting in Paris (BROADCASTING, Nov. 6, 1978). He spoke of a program to help developing countries apply the benefits of satellite technology to economic and social needs in their rural areas—a six-year, \$24-million program—and of a plan to set up regional training centers for Third World journalists.

It would be "helpful" to have a report on "Reinhardt's commitments" for pre-

sentation at Belgrade, Andersen said.

However, Muskie and Matthew Nimetz, under secretary of state for security assistance, science and technology, who attended the meeting, said money was not available in the Agency for International Development's budget. Indeed, aides said later Congress is in a mood to reduce budgets for State and other agencies, not increase them.

Whether funds can be found in the next few months, Muskie said, "we don't know."

It was toward the end of the meeting that Muskie made a personal statement regarding the manner in which he will maintain relations with the press and public. He said that as he begins "to feel sure" of himself, he would try to be as "open" as possible. And the former senator from Maine said that would be in the tradition of the many "politicians" who have served in his post, particularly in the last century.

"Secretaries were considered as political people," he said. "We shouldn't be performing political acts out of public view... I'll make mistakes," he added. "I may reveal a secret I shouldn't, but I'll take my chances. That's my instinct."

Then he said, "I've been very comfortable in my 66 years living with a free press. If there's anything I can do to foster it around the world, I'll be happy to do it."

## U.S. throws out policy on Cuban earth station

**Ruckus raised after CBS was not allowed access prompts decision to permit transmissions**

The controversy that erupted over the U.S. government's refusal to permit CBS to transmit a news story from Cuba by satellite has resulted in abandonment of the policy that led to the refusal. The decision, announced by the White House, was one in which Secretary of State Edmund S. Muskie had a personal hand.

The White House statement said that because of "the growing media interest in television transmissions by satellite from Cuba to the U.S.," the government will revise regulations forbidding trade and financial transactions with that country. Satellite transmission of television news and programs will be permitted, the statement said.

The controversy was a consequence of the trade embargo imposed against Cuba in 1963. The embargo bars all trade with that country as well as any upgrading of existing links, including telecommunications facilities. But when Cuba established its own earth station to hook up with the international communications satellite network in September 1979, the government said it would permit the media through Comsat, to use that facility for transmitting stories to the U.S. on a case-by-case basis. The policy is aimed at deny-

ing Cuba the payments use of its earth station would earn.

Until CBS last month attempted to transmit a story on the Cuban economy, no news organization had been denied permission. The CBS piece, a State Department spokesman said, had not met the criteria of reporting on "a specific event of immediate international importance"—criteria CBS officials said later they had never heard before.

The spokesman said the policy would be reviewed (BROADCASTING, June 2). And two weeks ago, the matter came to the attention of Muskie, who gave the directive to abandon the case-by-case approach and give blanket permission to Comsat to

transmit news stories from Cuba by U.S. media organizations.

CBS News President William Leonard had an opportunity last week to thank Muskie personally. Leonard was part of a group of news executives who met with the secretary on the upcoming UNESCO general conference in Belgrade, Yugoslavia, in September (see page 80).

"We were happy about your decision reversing a stand that seemed to put the government in the position of blocking the free flow of news," Leonard said. "We appreciate the consideration and thoughtfulness with which you responded."

"That was easy for me," Muskie said. "I was glad to be involved in that."

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## TV executives view larger picture at Keystone

**On-the-quiet conference in mountains of Colorado gives high-level types chance to put their medium in perspective**

Add Keystone to the list that already includes The Greenbrier, Wye, Lake Geneva and the other rural, secluded resorts where corporate presidents like to gather to hear, as they did last week, the latest about Iran or the economy or the Soviet Union. If a bomb had been dropped on that little Colorado town last week, a large part of American television would have been wiped out.

Among the 60 or so top executives gathered at the Keystone Lodge last week were: Fred Silverman, president of NBC; Jim Rosenfield, president of the CBS Television Network; Dick Wald, senior vice president of ABC News; Bill Small, president of NBC News; Jonathan Axelrod, vice president for dramatic develop-

ment, ABC Entertainment; Grant Tinker, president of MTM Enterprises; Alan Shayne, president of Warner Bros. Television; Ragan Henry, president of Broadcast Enterprises Inc.; Dick Block, an independent consultant and former president of Kaiser Broadcasting; Edwin Newman, NBC News correspondent; Alan Horn, president of Tandem Productions/TAT Communications; Mary Milton, a program officer with the Markle Foundation; Ed Bleier, president of Warner Bros. Television Distribution; Sheila Mahony, former executive director of the Carnegie Commission on the Future of Public Broadcasting; Gary Nardino, president of Paramount Television; Austin Furst, president of Time-Life Television; Alan Courtney of Youngstreet Productions, and Herman Land, president of the Association of Independent Television Stations (INTV) who, with Gene Accas of Leo Burnett Co., was a principal organizer of

the very off-the-record conference.

Keystone is one of those posh ski resorts that dot the mountains of Colorado. It's an hour up the road from Vail and about three hours from Aspen. It's 70 miles west of Denver at the 9,100-foot level. Rooms go for \$100 a day during the season, and a six-bedroom condominium there recently sold for \$250,000.

For the last few years, it has been the site of an annual conference sponsored by the nonprofit Television Conference Foundation Inc., of which very little is known and about which the organizers will say less. This year's meeting, according to the logos on the white windbreakers worn by participants and the blue shoulder bags they sported, was called TCFI '80 Broadcast Conference. Materials for the four days of meetings were contained in blue loose-leaf folders, also bearing the logo.

The meeting is closed to the press, and a BROADCASTING reporter taking lunch at the lodge on Sunday (June 8), was greeted more than once with "I'm not supposed to talk to you."

Several participants did, however, and, although they chose to speak in only the most vague of generalities, it became apparent that the conference was not so much about television as about events in the world that television portrays. Among the 15 speakers were some foreign journalists, Ambassador Malcolm Toon, who represents the U.S. in Moscow, and others of the international community. It was said that later in the week there were to be more specific discussions about television.

International relations dominated last week's conference, however, in large part because they have dominated much of the news in the past year. Participants said that earlier meetings had other topics as the

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\*Based on DMA share of households, sign-on to sign-off (Monday-Sunday, 7:00 am to 1:00 am). Nielsen Station Indexes: May '79, July '79, Oct. '79, Nov. '79, Jan. '80 and Feb. '80 Special Report. Audience measurement data are estimates only and subject to the qualifications set forth in the reports.

central issues.

Most of the executives attending appeared to be doing so with their wives, and there were even some children on hand. One participant described the annual conferences, which began in the mid-sixties in Aspen, as a time for the leaders of the medium to get together without commercial or business pressures. It was acknowledged, however, that some business inevitably must go on—but contrary to the design or the desires of the foundation.

“It’s an opportunity for them to let their hair down and talk about things they wouldn’t get a chance to otherwise,” one person said.

Approximately 125 persons in all attended the conference. It was the largest gathering in the history of the invitation-only meetings.

### FM growth continues

FM is moving to clinch supremacy in all radio day parts, according to CBS Radio’s analysis of the just-released RADAR 21 (fall 1979/spring 1980) survey.

Eli W. Kaufman, vice president and general manager of CBS-FM National Sales, said FM’s lowest share by day part is Monday-Friday morning drive time, 46%, which itself is a gain over the 43.9% morn-

ing drive-time share FM showed in RADAR 20. And he stressed that “even this segment of FM listenership ... is nearing 50%.”

Overall, FM’s share of radio listening (Monday-Sunday, 24 hours, average-quarter-hour, persons 12+) is now 55%, up from 52.4%. The strongest day part for FM is the Saturday 7 p.m.-12 midnight slot, when it captures 63.7% of all listeners. A close second is the same time

period on Sunday nights, when FM scores a 63.5% share. In RADAR 20, FM’s share in those two periods were, respectively, 61.9% and 60.1%.

In Kaufman’s view: “The trend to FM is even more apparent when you take into consideration that the 7 p.m. to midnight figures top a 60% share level throughout the entire week. That includes Monday-Sunday and Monday-Friday, in addition to Saturday and Sunday.”

## Changing Hands

PROPOSED

■ WFIE-TV Evansville, Ind.; WMT-AM-FM-TV Cedar Rapids, Iowa; WAVE-AM-TV Louisville, Ky.; WFRV-TV Green Bay, Wis., and its satellite, WJMN-TV Escanaba, Mich.: Sold by Orion Broadcasting Inc. to Cosmos Broadcasting Corp. for \$110 million (BROADCASTING, June 9). Seller is owned principally by estate of George W. Norton and family. Norton’s nephew, T. Ballard Morton, is president and will continue in that role after completion of deal, expected some time in 1981. Buyer is subsidiary of The Liberty Corp., Greenville, S.C.-based publicly traded holding company with interests in insurance, broadcasting and banking. Largest block is owned by Francis N. Hipp, brother, Herman, and

son, W. Hayne, and families. Francis Hipp is chairman of Liberty. Charles A. Batson is chairman of Cosmos, which currently owns WSFA-TV Montgomery, Ala.; WSRZ(FM) Sarasota, Fla.; WDSU-TV New Orleans; WTOL-TV Toledo, Ohio, and WIS-AM-TV Columbia, S.C. To be spun off are: WAVE(AM), WMT-TV, WFRV-TV and WJMN-TV. WFIE-TV is NBC affiliate on channel 14 with 2,203 kw visual, 331 kw aural and antenna 1,022 feet above average terrain. WMT(AM) is on 600 khz with 5 kw full time. WMT-FM is 96.5 mhz with 50 kw and antenna 50 feet above average terrain. WMT-TV is CBS affiliate on channel 2 with 100 kw visual, 20 kw aural and antenna 1,450 feet above average terrain. WAVE(AM) is on 970 khz with 5 kw full time. WAVE-TV is NBC affiliate on channel 3 with 100 kw visual, 20 kw aural and antenna 910 feet above average terrain. WFRV-TV is NBC affiliate on channel 5 with 93.3 kw visual, 18.6 kw aural and antenna 1,120 feet above average terrain. WJMN-TV is NBC affiliate on channel 3 with 100 kw visual, 20 kw aural and antenna 1,192 feet above average terrain.

■ KDUV(FM) Brownsville, Tex.: Sold by Media Properties Inc. to John Horn Broadcasting Co. for \$850,000. Seller is owned by Paul Veale and G.E. Roney (37.5% each) and Ron Whitlock (25%). They also own KITE-FM Portland, Tex. Buyer is owned by John J. Horn, Macomb, Ill., investor with no other broadcast interests. KDUV is on 100.3 mhz with 100 kw and antenna 500 feet above average terrain.

■ KNJO(FM) Thousand Oaks, Calif.: Sold by Alan Fischler (72%) and John H. Poole (28%) to Thousand Oaks Radio Corp. for \$750,000. Fischler and Poole have no other broadcast interests. Buyer is owned by Palomar Broadcasters Corp., which is owned principally by Arthur B. Hogan and John D. Feldmann, partners in Encino, Calif., media brokerage firm. Palomar is licensee of KOWN-AM-FM Escondido, Calif., and owns 47.5% of KMYC(AM)-KRFD(FM) Marysville, Calif. Hogan and Feldmann also own 45% each of KRKC(AM) King City, Calif., and 31% each of KCMX(AM)-KKIC(FM) Ashland, Ore. Licensee of KRKC has application pending for new FM in King City. KNJO is on 92.7 mhz with 560 w with antenna 630 feet above average terrain.

■ WGL(AM) Fort Wayne, Ind: Sold by News-Sentinel Broadcasting Co. to Patten

The sale of  
**The Texas State Networks**  
from  
**Swanson Broadcasting**  
to  
**Metromedia, Inc.**  
has been closed.

We are pleased to have acted as brokers  
in this transaction.

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New Address

6/16/80

Communications Corp. for \$675,000. Seller, co-owned with *Fort Wayne News-Sentinel*, is owned by Helene R. Foellinger who has no other broadcast interests. Buyer is owned by its chairman, Myron P. Patten (54.38%), and 24 others. Patten, based in Southfield, Mich., owns WDOQ(FM) Daytona Beach, Fla.; WMPX(AM) Midland, Mich.; WKHM(AM)-WJOX(FM) Jackson, Mich.; KLNT(AM)-KLNQ(FM) Clinton, Iowa; WMAD(FM) Sun Prairie, Wis.; WNJY(FM) Riviera Beach, Fla., and KARO(AM) Vancouver, Wash., and outdoor advertising firm. WGL is on 1250 kw with 1 kw full time.

■ **KMCE(AM)** Merced, Calif.: Sold by KWIP Broadcasting Inc. to Cal Central Broadcasting Inc. for \$500,000. Seller is owned by Ron Smith and wife, Nancy, who also own **KXEM(AM)** McFarland and **KXES(AM)** Salinas, both California. Buyer is owned by Dennis L. Cresswell (46%), Robert L. Dochterman (18%), James C. Diaz (17%), Tom Briseno (16%), and Anthony A. Rossi (3%). Cresswell is Palto Alto, Calif., public relations representative. Dochterman is broadcasting instructor at Chebot College, Hayward, Calif. Diaz is Pacific Telephone Co. executive, San Francisco. Briseno is announcer for **KLIV(AM)** San Jose. Rossi is sales manager for Cudahy Foods, Hayward. **KMCE** is 1 kw daytimer on 1580 khz. Broker: W. John Grandy.

■ **WEBS(AM)** Calhoun, Ga.: Sold by Emma Jo Stocks and family to Tom Pledger and Sanford Orkin (41% each), Kenyon Payne (16%) and his brother, Morgan Payne (2%) for \$395,000. Stocks family holds cable franchise for Calhoun. They have no other broadcast interests. Pledger is former chairman of Burnup & Sims, Fort Lauderdale, Fla., diversified company that includes cable holdings. He is currently chairman of Palm Beach county, Fla., construction company. Orkin is Atlanta investor and member of Orkin Exterminating Co. family, whose firm has been sold to Rollins Inc., Atlanta. Kenyon Payne is former general manager of **WQTU(FM)** Rome, Ga. Morgan Payne is president of Cypress Corp., Atlanta investment company owned by group broadcaster J.B. Fuqua. They have no other broadcast interests. **WEBS** is on 1110 khz with 250 w day. Broker: The MacMillan Co.

■ **KDEW-AM-FM** Dewitt, Ark.: Sold by Dewitt Broadcasting Inc. to James Moore and John Green (35% each), Willie R. Harris and Lowell Jumper (15% each) for \$253,175. Seller is owned by Edward Moory (45%), his wife, Ruth (4%), Everett E. Coit (25%), Kay Buford and Ruthy Mushrush (13% each). They have no other broadcast interests. Moore is England Ark., dentist. Green is salesman for drug company in England. Harris is England physician. Jumper is weatherman for **KARK-TV** Little Rock, Ark., appearing as Ron Sherman. Harris and Jumper have purchased **KCLL(AM)** Paris, Ark. (see "For the Record" page 89). Harris owns 30% and Jumper 51% of **KELC(AM)** England,

Ark. **KDEW(AM)** is on 1470 khz with 500 w day. **KDEW-FM** is on 96.7 mhz with 3 kw and antenna 145 feet above average terrain. Broker: Milton Q. Ford & Associates.

■ Other proposed station sale is **KMFE(FM)** Emmett, Idaho (see "For the Record," page 88).

APPROVED

■ **WBFG(FM)** Detroit: Sold by Trinity Broadcasting to Doubleday Broadcasting Co. for \$8.25 million. Seller is owned by Joseph Ninowski (90%) and his brother, Daniel (10%). Ninowskis have application pending for new TV on channel 38 in Warren, Mich., in Detroit market. They have

no other broadcast interests. Buyer is wholly owned subsidiary of Doubleday Publishing Co., New York. John Sargent is chairman. Gary Stevens is president of Doubleday Broadcasting, which is group owner of three AM's and three FM's. **WBFG** is on 98.7 mhz with 50 kw and antenna 480 feet above average terrain.

■ **KEYN-AM-FM** Wichita, Kan.: Sold by Mr. D's Radio Inc. to Charley Pride and Jim Long for \$3.5 million. Seller is owned by Bob Freeman, Frank Carney, Lloyd Dennison and Gary Dick, who also own **KOFM(FM)** Oklahoma City. Pride is country-music singer. Long is former president of TM Productions, Dallas, producer of syndicated programing and creative ser-



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vides for radio and subsidiary of Shamrock Broadcasting, station group. KEYN(AM) is on 1410 khz with 5 kw day and 1 kw night. KEYN-FM is on 103.7 mhz with 95 kw and antenna 860 feet above average terrain.

■ WKBO(AM) Harrisburg-WRHY(FM) Starview, both Pennsylvania: Control sold by Michael M. Rea to J. Albert Dame for \$1,706,250. Rea is president, treasurer and 75% owner of stations. He has less than 1% interest in Springfield Television Corp., licensee of WWLP(TV) Springfield, Mass. Dame is general manager and 25% owner of WKBO(AM)-WRHY(FM) He has no other broadcast interests. WKBO is on 1230 khz with 1 kw day and 250 w night. WRHY is on 92.7 mhz with 3 kw and antenna 700 feet above average terrain.

■ KARM(AM) Fresno, Calif.: Sold by

KACY Inc. to Davis & Weaver Broadcasting for \$1.5 million. Seller is owned by Lincoln Dellar and wife, Sylvia. They also own KMEN(AM) San Bernardino and KGGI(FM) Riverside, both California. Lincoln Dellar is also 14.1% owner of KFIG(FM) Fresno, which has been sold, subject to FCC approval, to same buyer (BROADCASTING Nov. 5, 1979). Buyer is owned by Philip C. Davis and family and William Weaver. They also own KWIZ-AM-FM Santa Ana and KLOK(AM) San Jose, both California. KARM is on 1430 khz with 5 kw full time.

■ KFIG(FM) Fresno, Calif.: Sold by Kadota Wireless Co. to Davis & Weaver Broadcasting for \$1.5 million. Seller is owned by James M. Bennan (24.6%); Helmut Dalderis and his wife, Barbara (12.5%);

John J. Lannan (21.3%); last's cousin, J. Patrick Lannan (27.5%), and Lincoln Dellar (14.1%). Dellar is seller of KARM(AM) Fresno (see above). None of others has other broadcast interests. Buyer is also buying KARM (see above). KFIG is on 101.1 mhz with 50 kw and antenna 310 feet above average terrain.

■ KHFI-FM Austin, Tex.: Sold by Mid-Texas Broadcasting Inc. to Central Texas Broadcasting for \$1.5 million. Seller is owned by LIN Broadcasting Corp., New York-based publicly traded group owner of four AM's, four FM's and four TV's. Donald A. Pels is chairman and president of LIN. Buyer is owned by Robert L. Clarke and D. Kent Anderson (32.5% each), Richard E. Oppenheimer and Harvin C. Moore Jr. (10% each), Joe F. Lynch, Paul W. Pique and Investment Management Enterprises (5% each). Clarke is Houston attorney. Anderson is principal owner of Houston investment brokerage firm. Oppenheimer is president, director and one-third owner of KIXL(AM) Austin. Moore is 50% owner of Houston real estate and water supply companies. He is also one-third owner of Houston oil field supply company. Lynch is president and director of Houston mortgage company. Pique is president of Houston gas and oil production company and owns Beaumont, Tex., oil field equipment rental company. Clarke and Anderson each own 20% of KIVA-TV Farmington and 16.66% of KYKN(FM) Grants, both New Mexico; 33% of KIXL(AM) Austin and 25% of KBFM(FM) Edinburg, Tex. Investment Management Enterprises is Houston real estate development firm owned equally by Martin Perlman, Noel Graubert and Harris Weingarten, who have no other broadcast interests. KHFI-FM is on 98.3 mhz with 1.3 kw and antenna 420 feet above average terrain.

■ WKXL-AM-FM Concord, N.H.: Sold by Frank B. Estes to seven station employees for \$1.5 million. Estes also owns 80% of WKXR-AM-FM Exeter, N.H. Buyers are Richard Osborn and wife, Jessie (28% jointly), Donald Shapiro and wife, Sandra (28.2% jointly), Patrick Chaloux and wife, Jean Marie (28.2% jointly), James Rivers and wife, Deborah (6.7% jointly), Donald Duncklee Jr. and wife, Patricia (3.3% jointly), Gardner F. Hill (3.3%) and Daniel L. Colgan (2.1%). Osborn is general manager of WKXL-AM-FM; Shapiro and Chaloux, salesmen; Rivers, announcer and music director; Duncklee, announcer; Hill, traffic manager, and Colgan, production manager. Wives are all housewives. They have no other broadcast interests. WKXL(AM) is on 1450 khz with 1 kw day and 250 w night. WKXL(FM) is on 102.3 mhz with 3 kw and antenna 285 feet above average terrain.

■ WTMC(AM) Ocala, Fla.: Sold by Hunter-Arnette Broadcasting Corp. to WTMC Radio Broadcasting Co. for \$1.1 million. Seller is owned by William Hunter (40%), Vernon and Sara Arnette, husband and wife (40%), and five others. Hunter owns

# Cable America, Inc.

a wholly owned subsidiary of

## Cablecasting Limited

has acquired

# DeKalb Cablevision Corporation

a subsidiary of

## Davis Cablevision Corporation

*We initiated this transaction, served as financial adviser to DeKalb Cablevision Corporation and assisted in the negotiations.*

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June 1980

WDOT(AM) Burlington, Vt., and 42.66% of WDAT(AM) Daytona Beach, Fla. Rest of sellers have no other broadcast interests. Buyer is owned by Charles Jackson, Birmingham, Ala., CPA who has no other broadcast interests. WTMC is on 1290 khz with 5 kw day and 1 kw night.

■ WMBN-AM-FM Petoskey and WATT(AM) Cadillac, both Michigan: Sold by Les Biederman (52.5%), William Kiker and Gertrude Zerle (16.25% each) and Drew McClay (15%) to MacDonald Broadcasting Co. for \$900,000. Sellers also owns WTCM-AM-FM Traverse City, WATZ-AM-FM Alpena, and WATC(AM) Gaylord, all Michigan. Buyer is owned by Kenneth MacDonald, who also owns WSAM(AM)-WKCQ(FM) Saginaw, Mich. WMBN(AM) is 1 kw daytimer on 1340 khz. WMBM(FM) is on 96.7 mhz with 1 kw and antenna 320 feet above average terrain. WATT(AM) is 1 kw daytimer on 1240 khz.

■ WTRS-AM-FM Dunnellon, Fla.: Sold by Tri-County Broadcasters Inc. to Citrus Broadcasters for \$500,000. Seller is owned by David Arthurs and Gary Manning (50% each). They have no other broadcast interests. Buyer is owned by Edward McLaughlin and Robert Kusch (47.5% each) and George Moss (5%). McLaughlin is investor and Kusch and Moss are attorneys, all of Vero Beach, Fla. They also own WTTB(AM) Vero Beach. WTRS(AM) is 500 w daytimer on 920 khz. WTRS(FM) is on 102.3 mhz with 3 kw and antenna 300 feet above average terrain.

## Intermedia

**What the Hecht.** Norman S. Hecht, who resigned as vice president and general manager of Arbitron Television to open his own broadcast audience research consulting firm (BROADCASTING, March 24), has formed Information & Analysis Inc., Hicksville, N.Y., and has signed the Post-Newsweek stations to a three-year contract. He will provide research and analytical support services for the group, its four stations and its Top Market Television rep firm. Other I&A clients have included wxlt tv Sarasota, Fla.; WHBQ-TV Memphis, KTUV-TV Bend, Ore., and WNEV-TV Hanover, N.H. I&A's address: 80 North Broadway, Hicksville, N.Y. 11801. Telephone (516) 822-7878.

**Employment figures.** Women and minorities made slight gains in over-all broadcast industry employment figures for 1979. Women made up 53,667 of 169,248 total industry positions in 1979 (31.7%), up 1.6% from 1978 when out of 164,726 positions, they held 49,656. Minorities held 24,960 positions in 1979, 14% of total, up 0.4% from 1978 figure of 23,537. Percentage figures for both groups were lower for higher paying jobs in industry — officials and managers, professionals, technicians and salespersons — which accounted for 114,213 of total. Of high pay group, women held 23,944 positions or 21%, and minorities held 13,328, or 11.7% for 1979.

**Movement.** Satellite Syndicated Systems has announced that Satellite Program Network II would begin service on Westar III, transponder nine, on July 18. SPN II will repeat programming of SPN I, Satcom I programming service. Hole left in prime time of SPN I because of subleased two-hours to Home Theatre Network will be filled on SPN II by new programming service, The Women's Channel. SSS plans to install 100 10-foot earth stations at selected cable systems to insure audience for SPN II.

**Stay the same.** Attempt to turn part of West Germany's regional broadcasting network into country's first commercial radio system has failed because of court decision. Conservative politicians attempted to bring in commercial operators to change what they considered "one-sided programs ruled by monotonous Marxists." But German court ruling said three state governments in question must continue to support current radio and television system, which is part of country's third network.

# The American Chiropractic Association proudly announces the winners of The 1979 Journalism Awards Competition



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### Special Interest

*Gold Award (First Place)* Richard Locher  
Chicago Tribune

### Radio

*Gold Award (First Place)* Jack Franks  
WOR Radio  
New York, N.Y.  
*Bronze Award (Runner-Up)* Herb Denenberg  
WCAU Radio  
Radnow, Pennsylvania

### Television

*Gold Award (First Place)* Geraldo Rivera  
ABC 20/20  
New York, N.Y.  
*Gold Award (First Place)* Edna LeShan  
Lynn Ahrens  
ABC, New York, N.Y.

### Consumer Magazine

*Gold Award (First Place)* Gloria Hochman  
The Philadelphia Inquirer  
*Bronze Award (Runner-Up)* Robert McSherry  
The Philadelphia Inquirer  
*Bronze Award (Runner-Up)* Trish Hall  
Connecticut Magazine

### Newspaper

*Gold Award (First Place)* Herb Denenberg  
Philadelphia Daily News  
*Bronze Award (Runner-Up)* Marsha Kay Seff  
San Jose Mercury-News  
*Bronze Award (Runner-Up)* Margaret Eastman  
Times Magazine

As compiled by BROADCASTING June 2 through June 6 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. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. trans.—transmitter. TL—transmitter location. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

## New Stations

### AM application

■ **Atmore, Ala.**—Alabama Native American Broadcasting Co. seeks 1140 khz, 5 kw-D. Address: 501 N. Trammell St., Atmore, 36502. Estimated construction cost: \$6,800; first-quarter operating cost: \$5,400; revenue: \$27,500. Format: Gospel. Principals: Martin E. Genman and family. He owns Atmore furniture store business and has no other broadcast interests. Ann. May 23.

### FM applications

- **Rosamond, Calif.**—Laurens C. Hall seeks 105.5 mhz, 3 kw. HAAT: -5 ft. Address: 42955 Victorville Pl. Lancaster, Calif. 93534. Estimated construction cost: \$34,335; first quarter operating cost: \$12,245; revenue: \$100,000. Format: Contemporary. Principal: Hall owns KUTY(AM) Palmdale, Calif. Ann. May 29.
- **Deerfield, Mass.**—Trustees of Deerfield Academy seek 91.7 mhz, 12 kw. HAAT -364 ft. Address: Main St., Deerfield, 01342. Estimated construction cost: \$11,000; first year operating cost \$1,000; revenue: \$14,000. Format: Educational. Principal: Private, non-profit educational institution. Peter T. Esty is dean of faculty. Ann. May 29.
- **Wyoming, Mich.**—Wyoming Public Schools seeks 88.1 mhz, 1 kw. HAAT: 72 ft. Address: 2820 Clyde Park S.W., Wyoming, 49509. Estimated construction cost: \$34,852; first year operating cost: \$12,720; revenue: \$140,000. Format: Educational. Principal: Public educational institution. Donald Schuitema is

president of Wyoming school board. Ann. May 29.

- **Humble, Tex.**—Something Better Educational Foundation seeks 88.1 mhz, 100 kw. HAAT: 823 ft. Address: Box 187 Humble, 77338. Estimated construction cost: \$517,400; first quarter operating cost: \$45,336; revenue: \$490,000. Format: Educational. Principal: Nonprofit educational corporation. Robert Gonzalez is president. Ann. May 29.
- **Clifton Forge, Va.**—Allegheny Highlands Broadcasting Inc. seeks 103.9 mhz, 3 kw. HAAT: -361 ft. Address: 3623 Parklane Rd. Fairfax, Va. 22030. Estimated construction cost \$10,500; first year operating cost: \$30,500; revenue: \$45,000. Format: CW. Principals: Michael R. Kelley and Gary A. Henderson (50% each). Kelly is professor of English, George Mason Univ., Fairfax; member board of directors of The Corporation for Public Broadcasting, and part-time announcer WAMU-FM Washington. Henderson is field engineer, National Public Radio and announcer/producer WAMU-FM. They have purchased WXCF(AM) Clifton Forge (see below). Ann. May 29.

■ **Laramie, Wyo.**—Charles Co. Inc. seeks 95.1 mhz, 100 kw. HAAT. 1096 ft. Address: 310 Grand, Suite B Laramie 82070. Estimated construction cost: to be leased; first year operating cost: \$27,600. Format: Adult. Principal: Charles H. Constant Trust whose shares are voted by Mary W. Constant. Charles, son of Mary, is beneficiary of trust. His father, Frederick is president of applicant, and owns Wilmington, Del. music production co. He is applicant for new FM's in Keauhou, Hawaii, Florence, Ore., New Plymouth, Idaho and Burney, Calif. Ann. May 23

### AM action

■ **Goldsboro, N.C.**—Dismissed application of Parker Broadcasting Co. for 1300 khz, 1 kw-D. Address: 1012 S. Andrews Ave., Goldsboro, N.C. Estimated construction cost \$62,500; first year operating cost \$101,166; revenue \$130,000. Format top 40. Principals: G. Jerome Parker Jr. and Kenneth C. Rogers (50% each). Parker and Rogers are Goldsboro businessmen. Parker is also station manager at WYNG(AM) Goldsboro. They have no other broadcast interests. Action Apr. 23

### TV actions

- **Richmond, Ind.**—Tri-State Christian TV seeks ch. 43; ERP 1,349 kw vis., 270 kw aur., HAAT 993 ft.; ant. height above ground 1,002 ft. Address: P.O. Box 729, West Chester, Ohio 45069. Estimated construction cost: \$1,608,490; first-year operating cost: \$1,980,790; revenue: \$4,398,000. Legal counsel: Baraff, Koerner & Olander, Washington; consulting engineer Robert Jones. Applicant is nonstock, nonprofit corporation for religious broadcasting. It has no other broadcast interests. Action May 19.
- **Reno, Nev.**—Page Enterprises granted CP for ch 21; ERP 794 kw vis., 79 kw aur.; ant. height: 620 ft. Ad-

dress: 666 Lake Shore Dr., Chicago 60611. Estimated construction cost: \$1,163,647; first year operating cost: \$455,000. Legal counsel: James A. Gammon, Washington; consulting engineer: BCI, Fort Worth, Tex. Principals: Helene Investments Inc. (25%), Manny Gutterman (8.34%), Arnold and Diane Golden (12.5% each) and others. Helene Investments is associated with Doman Investments, household items manufacturer and distributor of which Manny Gutterman is president and 66% owner. Golden is real estate investor. Diane is housewife. Action April 23.

### Start

■ **Berlin, N.H.**—New FM on 103.7 mhz.

### FM Licenses

- **KNAB-FM Burlington, Colo.**
- **WAQA Grasonville, Md.**
- **WWYN Carthage, Miss.**
- **WEEZ Heidelberg, Miss.**
- **\*WKNJ Union, N.J.**

## Ownership Changes

### Applications

- **KMCE(AM) Merced, Calif. (AM: 1580 khz, 1 kw-D)**—Seeks assignment of license from KWIP Broadcasting Inc. to Cal Central Broadcasting Inc. for \$500,000. Seller: Ron Smith and wife Nancy who also own KXEM(AM) McFarland and KXES(AM) Salinas, both California. Buyer: Dennis L. Cresswell (46%), Robert L. Dochterman (18%), James C. Diaz (17%), Tom Briseno (16%) and Anthony A. Rossi (3%). Cresswell is Palo Alto, Calif., public relations executive. Dochterman is broadcasting instructor with Chebot College, Hayward, Calif. Diaz is Pacific Telephone Co. executive, San Francisco. Briseno is announcer for KLIV(AM) San Jose, Calif. Rossi is sales manager for Cudahy Foods, Hayward.
- **KNJO(FM) Thousand Oaks, Calif. (FM: 92.7 mhz, 560 w)**—Seeks transfer of control of KNJO, Inc. from John H. Poole and Alan Fischler (100% before; none after) to Thousand Oaks Radio Corp. (none before; 100% after). Consideration, \$750,000. Principals: Poole (28%) and Fischler (72%) have no other broadcast interests. Buyer: Palomar Broadcasters Corp. (100%), which is owned principally by Arthur B. Hogan and John D. Feldmann, Encino, Calif., media brokers. Palomar is licensee of KOWN-AM-FM Escondido, Calif., and owns 47.5% of KMYC(AM)-KRFD(FM) Marysville, Calif. They also own 45% each of KRKC(AM) King City, Calif., and 31% each of KCMX(AM)-KKIC(FM) Ashland, Ore. Licensee of KRKE has pending application for new FM in King City. Ann. June 2.
- **KMFE(FM) Emmett, Idaho (FM: 101.7 mhz, 790 w)**—Seeks assignment of license from Wegner-Vittert Broadcasting Inc. to Emmett Valley Broadcasters Inc. Consideration. Assignor will be relieved of obligations under contract from which it purchased station. Assignor will also pay assignee \$10,000. Seller: Glen E. Wegner, wife Evelyn, Mark B. Vittert and Ellicott H. Stein. They have no other broadcast interests. They purchased station last fall from assignees, Floyd and Evelyn Brown (married) who have no other broadcast interests. Ann. June 2.
- **WGL(AM) Fort Wayne, Ind. (AM: 1250 khz, 1 kw-U, DA-2)**—Seeks assignment of license from News-Sentinel Broadcasting Co. to Patien Communications Corp for \$675,000. Seller: Helene R. Foellinger who has no other broadcast interests. Buyer: Myron P. Patien (54.38%) and 24 others. He is chairman of assignee, Southfield, Mich., outdoor advertising agency which owns WDOQ(FM) Daytona Beach, Fla., WMPX(AM) Midland, Mich., WKHM(AM)-WJOX(FM) Jackson, Mich., KLNT(AM)-KLNQ(FM) Clinton, Iowa; WMAD(FM) Sun Prairie, Wis., WNJY(FM) Riviera Beach, Fla., and

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KARO(AM) Vancouver, Wash. Ann. June 2.

■ KDUV-FM Brownsville, Tex. (FM: 100.3 mhz, 100 kw)—Seeks assignment of license from Media Properties Inc. to John Horn Broadcasting Co. for \$850,000. Seller: Paul Veale and G.E. Roney (37.5% each) and Ron Whitlock (25%). They also own KITE-FM Portland, Tex. Buyer: John J. Horn who is Macomb, Ill., business investor, with no other broadcast interests. Ann. June 2.

#### Actions

■ KSTM(FM) Apache Junction, Ariz. (FM: 107.1 mhz, 3 kw)—Granted assignment of license from Harold Harkins to Beta Communications for \$285,000. Seller: Harkins has no other broadcast interests. Buyer: F. Patrick Nugent (58.9%), Edward Knight (23.5%), Walter A. Barker (9.8%), John Hansen and Charles Kane (3.9% each). Nugent is Paradise Valley, Ariz. broadcast consultant. Knight is president of Los Angeles vending company. Barker is general manager of Quincy, Ill. newspaper. Hansen is La Grange, Ill. technical writer. Kane is Mesa, Ariz. electronics technician. They have no other broadcast interests. Action May 29.

■ KCCL(AM) Paris, Ark. (AM: 1460 khz, 500 w-D)—Granted assignment of license from Logan County Broadcasting to Diamond State Broadcasting Co. for \$145,000. Seller: Gordon Hixson who has pending FM application for Paris. He has no other broadcast interests. Buyer: Lowell Jumper (51%); William Harris (30%); David Jones (19%). Jumper is president, director and 51% owner of KELC(AM) England, Ark. Harris is England, Ark., M.D. Jones is with engineering department of KARK(TV) Little Rock, Ark. Buyer is licensee of KELC(AM) England, Ark. Jumper and Harris have purchased shares in KDEW(AM) Dewitt, Ark. (see "Changing Hands," p. 80).

■ KARM(AM) Fresno, Calif. (AM: 1430 khz, 5 kw)—Granted assignment of license from KACY Inc. to Davis & Weaver Broadcasting for \$1.5 million. Seller is owned by Lincoln Dellar and his wife, Sylvia. They also own KMEN(AM) San Bernardino and KGGI(FM) (formerly KBBL) Riverside, both California. Lincoln Dellar is also 14.1% owner of KFIG(FM) Fresno, which is being sold to same buyer (see below). Buyer is owned by Philip C. Davis and family and William Weaver. They also own KWIZ-AM-FM Santa Ana and KLOK(AM) San Jose, both California. Action May 29.

■ KFIG(FM) Fresno, Calif. (FM: 101.1 mhz, 50 kw)—Seeks assignment of license from Kadota Wireless Co. to Davis & Weaver Broadcasting for \$1.5 million. Seller is owned by James M. Bennis (24.6%); Helmut Dalderis and his wife, Barbara (12.5%); John J. Lannan (21.3%); last's cousin, J. Patrick Lannan (27.5%), and Lincoln Dellar (14.1%). Dellar is seller of KARM(AM) Fresno (see above). None of others has other broadcast interests. Buyer is also buying KARM (see above). Ann. Oct. 17.

■ KDZA(AM)-KZLO(FM) Pueblo, Colo. (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 100.7 mhz, 100 kw)—Granted transfer of control of Galer Broadcasting Co. from Michael M. Galer (81% before; none after) to United Communications Inc. (19% before; 100% after). Consideration: \$778,500. Principals: Galer is 90% owner of M.G.M. Broadcasting, applicant for new FM in Durango, Colo. He has no other broadcast interests. Buyer is owned by Anthony J. Spicola who is sales manager and 19% owner of KDZA-KZLO. He has real estate interests in Pueblo and also has 5% interest in MGM. Action May 29.

■ WTRS-AM-FM Dunnellon, Fla. (AM: 920 khz, 500 w-D; FM: 102.3 mhz, 3 kw)—Granted assignment of license from Tri-County Broadcasters Inc. to Citrus Broadcasters for \$500,000. Seller: David Arthurs and Gary Manning (50% each). They have no other broadcast interests. Buyer: Edward McLaughlin and Robert Kusch (47.5% each) and George Moss (5%). McLaughlin is investor, Kusch and Moss are attorneys all of Vero Beach, Fla. They also own WTTB(AM) Vero Beach. Action May 27.

■ WTMC(AM) Ocala, Fla. (AM: 1290 khz, 5 kw-D, 1 kw-N)—Granted assignment of license from Hunter-Arnette Broadcasting to WTMC Radio Broadcasting Inc. for \$1.1 million. Seller: William Hunter (40%); Vernon Arnette and wife Sara (40% jointly) and five others. Hunter owns WDOT(AM) Burlington, Vt. and 42.66% of WDAT(AM) Daytona Beach, Fla. Rest have no other broadcast interests. Buyer: Charles Jackson, Birmingham, Ala., CPA who has no other broadcast interests. Action May 23.

■ WYND(AM) Sarasota, Fla. (AM: 1280 khz, 500 w-D)—Granted assignment of license from Robert W. Frudeger (receiver) to Sun Broadcasting Co. for \$375,000. Seller: Frudeger has no other broadcast interests. Buyer: Miles Berger and brother Ronald (27.5% each), Ann W. Sherwood (20%), David B. Meltzer (10%), Leonard Worssek, Joel F. Zemans and Herbert S. Laufman (5% each). Bergers are Chicago realtors. Sherwood is housewife, husband Bert is vice president and general manager of WMAG(AM) Chicago. Meltzer is associated with ladies' apparel retail firm, Chicago. Worssek is Chicago realtor. Zemans also of Chicago is banker. Laufman owns chemical manufacturing co. in Skokie, Ill. They have no other broadcast interests. Action May 29.

■ WGRI(AM) Griffin, Ga. (AM: 1410 khz, 1 kw-D)—Granted transfer of control of WGRI Radio Inc. from Federal Deposit Insurance Corp. as liquidator of The Hamilton Bank and Trust Co., Atlanta, Ga. (100% before; none after) to Clarion Broadcasting Inc. (none before; 100% after). Consideration: \$140,000. Principals: Clifford L. Hornsby 51%; Russell W. Spangler

(49%). Station was pledged to Hamilton Bank, securing certain indebtedness owed by licensee to bank. John L. Hatfield is president and principal owner of Clarion. He is Georgia banker with no other broadcast interests. Action May 19.

■ WXLN(FM) Savannah, Ga. (FM: 97.3 mhz)—Granted assignment of license from WXLN Inc. to Bay Communications for \$735,000. Seller: Leonard Morton (100%) who has no other broadcast interests. Buyer: WLOX Broadcasting Co. (100%), owned by James Love III, Mary Love McMillan and Jo Love Little (30% each) and John Hash (10%) WLOX Broadcasting is licensee of WLOX-AM-TV Biloxi, Miss. and 50.1% owner of WTYX-FM and 55% WKXI-AM both Jackson, Miss. Love, Little and McMillan own (one-third each) Jackson, Miss., cemetery. Love is consultant to Reinheimer and Nordberg, New York research and data analyst firm. Hash is president of WLOX Broadcasting. Action May 20.

■ KEYN-AM-FM Wichita, Kan. (AM: 1410 khz, FM: 103.7 mhz) Granted transfer of control of Mr. D's

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Radio Inc. from stockholders (100% before; none after) to Long-Pride Broadcasting (none before; 100% after). Consideration: \$3.5 million. Sellers are Robert D. Freeman, Lowell D. Denniston, Frank L. Carney and Gary L. Dick. They have also sold KOFM(FM) Oklahoma City. Buyer is joint venture of Jim Long, Charley Pride and Joseph J. Lastelick. Pride and Long are part owners of KFOG(FM) San Francisco. Long owns 25.1% of group that has purchased KLRA(AM) Little Rock, Ark., and is consultant. Lastelick is Nashville and Dallas music publisher and concert promoter. He has no other broadcast interests. Action May 27.

■ **WBFM(FM)** Detroit, Mich. (FM: 98.7 mhz, 5 kw)—Granted assignment of license from Trinity Broadcasting to Doubleday Broadcasting Co. for \$8.25 million. Seller is owned by Joseph Ninowski (90%) and his brother Daniel (10%). They are selling FM because they have application pending in same market for new TV ch. 38 Warren, Mich., and must comply with FCC one-to-a-market rule. They have no other broadcast interests. Buyer is wholly owned subsidiary of Doubleday Publishing Co., New York. John Sargent is chairman. Gary Stevens is president of Doubleday Broadcasting, which is group owner of three AM's and three FM's. Purchase is first step by Doubleday of assertive effort to double size of its broadcast holdings, aiming at top ten markets. Action May 29.

■ **WMBN-AM-FM** Petoskey, WATT(AM) Cadillac, both Michigan (AM: 1340 khz, 1 kw-D; FM: 96.7 mhz, 1 kw Cadillac AM: 1240 khz, 1 kw-D)—Granted assignment of license from WMBN Radio Inc. to MacDonald Broadcasting Co. for \$900,000. Sellers: Les Biederman (52.5%), William Kiker and Gertrude Zerle (16.25% each) and Drew McClay (15%). They also own WTCM-AM-FM Traverse City, WATZ-AM-FM Apena and WATC(AM) Gaylord, all Michigan. Buyer, Kenneth MacDonald, veteran broadcaster who also owns WSAM(AM)-WKQC(FM) Saginaw, Mich. Action May 21.

■ **WBMB(AM)-WBMI(FM)** West Branch, Mich. (AM: 1050 khz, 1 kw-D; FM: 105.5 mhz, 3 kw)—Granted transfer of control of Ogenaw Broadcasting Co. from Robert Marshall et al (100% before; none after) to Phoenix Media Group Inc. (none before; 100% after). Consideration: \$450,000. Sellers: Robert Marshall (50%); Jack E. Kaufman (37.5%), and Gene C. Flowers (12.5%). Kaufman owns 40% of WDBC(AM) Escanaba, Mich. and 51% of WKKI(FM) Celina, Ohio. Flowers owns 20% of WKKI. Buyers: David Schwitek (51%); his father, Elmer W. Schwitek (32.5%); Katherine A. Palm (12.5%), and Mary Ann Schwitek (4%). David Schwitek is engineer at WNEM-TV Saginaw, Mich. Elmer Schwitek owns Atlantis, Fla. firm that designs weather satellite equipment. Palm (daughter of transferor Robert Marshall) is station manager of WBMB(AM)-WBMI(FM). Mary Ann Schwitek (wife of David) is housewife. They have no other broadcast interests. Action May 27.

■ **KIBC(FM)** Ogallala, Neb. (FM: 93.5 mhz, 3 kw)—Granted assignment of license from Industrial Business Corp. to Connell Inc. for \$10,000. Seller: Owned equally by Willard Soper, Ira Humphreys, Richard Viilm, Milford Krajewski, Frank Kersenbrock,

William A. Morrell, Russel M. Van Every, Claudine Davidson, Jimmie Jensen, Loren Kilste, Kenneth Hagge and Donald McGinley. They have no other broadcast interests. Buyers: W.A. Connell and son W. David Connell (two-thirds and one-third respectively). They own Connell Inc., Grand Island, Neb. holding co. for investments and real estate interests. W.A. Connell also owns distributorship for Pepsi-Cola Bottling Co. in Grand Island, W.A. has 23.2% interest in application for new FM in Grand Island and son David has 7.4% interest in same. Action May 19.

■ **WKXL-AM-FM** Concord, N.H. (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 102.3 mhz, 3 kw)—Granted transfer of control of Capitol Broadcasting from Frank B. Estes (100% before; none after) to Richard W. Osborne et al (none before; 100% after). Consideration: \$1.5 million. Principals: Estes also owns 80% of WKXR-AM-FM Exeter, N.H. Buyer Richard and Jessie Osborn, Donald and Sandra Shapiro, Patrick and Jean Marie Chaloux (28.2% per couple, all married, as joint tenants); James and wife Deborah Rivers (6.7% jointly); Donald and wife Patricia Duncklee, Jr. (3.3% jointly); Gardner F. Hill (3.3%), and Daniel L. Colgan (2.1%). All are employed with WKXL. Osborn is general manager; Shapiro and Chaloux, salesmen; Rivers, announcer, music director; Duncklee, announcer; Hill, traffic manager, and Colgan is production manager. They have no other broadcast interests. Action May 23.

■ **WWOM(FM)** Albany, N.Y. (FM: 100.9 mhz, 3 kw)—Granted assignment of license from Metroland Broadcasting Corp. to Liberty Communications Inc. for \$800,000. Seller is owned by Joseph J. Reilly (22.2%); Orville J. Sather (22.2%); Thomas P. Moore (22.2%); Matthew H. Mataraso (11.1%), Augustine M. Cawley (11.1%), and William A. Bernardo (11.1%). They have no other broadcast interests. Buyer is owned by William J. Selwood, Jr. (51%) and Pioneer Investment Corp (49%). Pioneer is New York investment capital firm owned by Neil McConnell (51%); James Niven (39%); R. Scott Asen (10%). Selwood is former director of commercial operations at KWTY-TV Philadelphia, Pa. He will manage new acquisition full time. McConnell is chairman; Niven, president, and Asen, vice president and secretary, all of Pioneer Investment Corp. Action May 21.

■ **WSFW-AM-FM** Seneca Falls, N.Y. (AM: 1110 khz, 1 kw-D; FM: 99.3 mhz, 3 kw)—Granted transfer of control of Waterfalls Broadcasting from Robert Burns (33.3% before; none after) to George Souhan (11.1% before; 44.4% after). Consideration: \$150,000. Principals: Burns has no other broadcast interests. Souhan is 50% owner of fruit juice processing plant, and real estate firm both Seneca Falls, and 80% owner of yarn manufacturing plant in Ludlow and 50% owner of drug store in Waitsfield, both Vermont. He has no other broadcast interests. Action May 20.

■ **WZKY(AM)** Albemarle, N.C. (AM: 1580 khz, 250 w-D)—Granted assignment of license from Radio Station WZKY Inc. to Norman Communications for \$200,000. Seller: Robert L. Hiker is president and principal owner. He has varying interests in WCGC(AM) Belmont, WEGO(AM)-WPEG(FM) Concord, and WSVM(AM) Valdese, all North Carolina; WHHV(AM) Hillsville, WJJJ(AM) Christianburg

and WVVV(FM) Blacksburg, all Virginia. Buyers: William D. Norman Sr., son of William Jr. and his wife Linda Norman (33.3% each) Norman Sr is account executive for Memphis, Tenn. manufacturing company. Norman Jr. is sales manager and program director of WNBM-FM North Myrtle Beach, S.C. Linda is branch manager of North Myrtle library. They have no other broadcast interests. Action May 29.

■ **KCYX(AM)** McMinnville, Ore. (AM: 1260 khz, 1 kw-U, DA-2)—Granted assignment of license from Norjund Broadcasting Inc. to 1260 Radio Inc. for \$475,000. Seller: Judith Alfred and father Theodore H. Johansen (50% each). They have no other broadcast interests. Buyers: M. Deane Johnson and wife Kathleen (66.66% jointly), Vera T. Frederick (23.33%) and Delwin Peterson and wife Marilyn (10.01% jointly). Johnson is vice president of St. Paul finance co. Kathleen Johnson owns custom drapery business, St. Joseph, Mo. Frederick is vice president and 16.66% owner of WIBX(AM)-WIBQ(FM) Utica, N.Y. Peterson is St. Paul corporate attorney. Marilyn Peterson is Minneapolis, Minn., nurse. They have no other broadcast interests. Action May 21.

■ **WKBO(AM)** Harrisburg-WRHY(FM) Starview, both Pennsylvania (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 92.7 mhz, 3 kw)—Granted transfer of control of Harrea Broadcasters from Michael M. Rea (75% before; none after) to J. Albert Dame (25% before; 100% after). Consideration: \$1,706,250. Principals: Rea has been president, treasurer and 75% owner of stations. He has less than 1% interest in Springfield Television Corp. licensee of WWLP(TV) Springfield, Mass. Dame is general manager of stations. He has no other broadcast interests. Action May 20.

■ **WACA(AM)** Camden, S.C. (AM: 1590 khz, 1 kw-D)—Granted assignment of license from Camden Broadcasting Corp. to Wateree Broadcasting Inc. for \$80,000. Seller is principally owned by H.S. Bowden Sr. who has no other broadcast interests. Buyer is owned by John R. Parker (75%) and Don Mack (25%). Mack is former sales manager at WPUB-AM-FM Camden. Parker is Camden businessman with interests in car dealership. Neither has other broadcast interests. Action May 21.

■ **WZYX(AM)** Cowan, Tenn. (AM: 1440 khz, 1 kw-D)—Granted assignment of license from Watson Broadcasting Co. to Tims Ford Broadcasting Co. for \$200,000. Sellers: Roy B. Watson and son Ben, who have no other broadcast interests. Buyer: R. Neil Bracken and Hughes H. Brewer (50% each). Bracken is general manager of WCDT(AM) Winchester, Tenn. Brewer, former owner of WZYX, is sales representative and advertising consultant for Winchester car dealership. Neither has other broadcast interests at present time. Action May 20.

■ **WZEZ(FM)** Nashville (FM: 92.9 mhz, 100 kw)—Granted transfer of control of Stereo Ninety-Three Inc. from William O. Barry (51% before; none after) to South Central Broadcasting Corp. (49% before; 100% after). Consideration: \$350,000. Barry is also 100% owner of WAMB(AM) Donelson, Tenn. Buyer, principally owned by John D. Englebrecht, who also owns WKY-AM-FM Evansville, Ind., and WEZK(FM)-WTVK(TV) Knoxville, Tenn. Action May 22.

■ **WSMT-AM-FM** Sparta, Tenn. (AM: 1050 khz, 1 kw-D; FM: 105.5 mhz, 3 kw)—Granted transfer of control of Upper Cumberland County Broadcasting Inc. from White County Broadcasting (100% before; none after) to Austin-Thompson Broadcasting (none before; 100% after). Consideration: \$200,000. Principals: Tollye W. Tuttsworth (90%) and wife Joyce (10%). They have no other broadcast interests. Buyer: Billy Lee Austin and Charles J. Thompson (40% each) and Wylie G. Austin (20%). B.L. Austin (son of Wylie) is employed by Austin Farms, Sparta dairy farm. Thompson is broadcaster last employed with WJLE-AM-FM Smithville, Tenn. Wylie Austin owns Sparta dairy farm and 1/3 of Sparta aviation co. They have no other broadcast interests. Action May 29.

■ **WNBG(AM)** Waynesboro, Tenn. (AM: 1400 khz, 1 kw-D)—Granted assignment of license from Waynesboro Broadcasting Co. Inc. to CESR Radio Inc. for \$142,000. Seller: Carl Swafford (100%) who also owns 50% WLIC(AM) Adamsville, Tenn. Buyers: Ernie Ashworth and O.H. Freeland (45% each) and Ann Freeland and Betty Ashworth (5% each). Freeland is part owner of plumbing and electrical supply company in Adamsville, Tenn. Ashworth is Nashville country singer. Ashworths and Freelands are married. They have no other broadcast interests. Action May 21.

■ **KJTV(TV)** Amarillo, Tex. (ch. 14; 126 kw vis. 20.4

## Summary of broadcasting

### FCC tabulations as of March 31, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	
					Total authorized**	
Commercial AM	4,546	3	9	4,558	104	4,662
Commercial FM	3,165	2	1	3,168	181	3,349
Educational FM	1,030	0	5	1,035	96	1,131
<b>Total Radio</b>	<b>8,741</b>	<b>5</b>	<b>15</b>	<b>8,761</b>	<b>381</b>	<b>9,142</b>
Commercial TV						
VHF	514	1	2	517	9	526
UHF	224	0	5	229	68	297
Educational TV						
VHF	99	1	5	105	6	111
UHF	155	2	5	162	8	170
<b>Total TV</b>	<b>992</b>	<b>4</b>	<b>17</b>	<b>1,013</b>	<b>91</b>	<b>1,104</b>
FM Translators	293	0	0	293	152	445
TV Translators						
UHF	1,262	0	0	1,262	412	1,674
VHF	2,510	0	0	2,510	187	2,697

\*Special temporary authorization

\*\*Includes off-air licenses



kw aur.)—Granted assignment of CP from Gary L. Acker to Richard A. Ingraham for \$624,000. Seller: Acker was granted CP Mar. 9, 1979 on condition that he divest himself of KWAS(FM) Amarillo before KJVT could go on air. Acker has been unsuccessful in attempts to sell KWAS and has asked for waiver of three-year rule to sell KJTV. He also owns 80% of KJAK(FM) Slaton, Tex. and 25% of KLFJ(AM) Springfield, Mo. He has purchased, subject to FCC approval, 50% of KEPT(FM) Shreveport, La. (BROADCASTING, May 7, 1979) and 100% of WQIK(AM) Jacksonville, Fla. (BROADCASTING, May 5). He is also applicant for new FM in Laredo, Tex. Buyer: Ingraham owns 75% of KIOY(FM) Lebanon, Ore. He also owns Fresno Broadcast consulting firm and has various real estate interests there. Action May 20.

■ KHFI-FM Austin, Tex. (FM: 98.3 mhz, 1.3 kw)—Granted assignment of license from Mid-Texas Broadcasting Inc. to Central Texas Broadcasting for \$1.5 million. Seller: LIN Broadcasting Corp. (100%) which is New York-based publicly traded group owner of four AM's, four FM's and four TV's. Transfer of control was granted of KHFI-FM and KTVV(TV) Austin, Tex., last May (BROADCASTING, May 7, 1979) on condition that it divest itself of one or other within one year. Donald A. Pels is chairman and president. Buyer Robert L. Clarke and D. Kent Anderson (32.5% each), Richard E. Oppenheimer and Harvin C. Moore, Jr. (10% each), Joe F. Lynch, Paul W. Pique and Investment Management Enterprises (5% each). Clarke is Houston, Tex., attorney. Anderson is principle owner of Houston investment brokerage firm. Oppenheimer is president, director and one-third owner of KIXL(AM) Austin. Moore is 50% owner of Houston real estate and water supply companies. He is also one-third owner of Houston oil field supplies company. Lynch is president and director of Houston mortgage co. Pique is president of Houston gas and oil production company and owns Beaumont, Tex., oil field equipment rental co. Clarke and Anderson each own 20% of KIVA-TV Farmington, N.M., 33.3% of KIXL(AM) Austin, Tex., 25% of KBFM(FM) Edinburg, Tex., and 16.66% KYKN(FM) Grants, N.M. Investment Management Enterprises is Houston real estate development firm owned equally by Martin Perlman, Noel Graubert and Harris Weingarten, who have no other broadcast interests. Action May 29.

■ WTTX-AM-FM Appomattox, Va. (AM: 1280 khz, 1 kw-D; FM: 107.1 mhz, 3 kw)—Granted assignment of license from WTTX Radio Inc. to H.T.B., Inc. for \$250,000. Seller is owned by Ted J. Gray, Jr., who also owns WKDE-AM-FM Atlatavista, Va., and WRHI(AM) Rock Hill, S.C. He recently sold WRNB(AM)-WRBK(FM) New Bern, N.C. (See BROADCASTING, Oct. 22, 1979). Buyer is owned by Phyllis B. Giles (50%); husband Roy (47%), Bluebell L. Reece (2%); Terry Giles (1%). Phyllis Giles is in wholesale distribution business. Roy Giles is sales executive. Reece is investor and Terry Giles is student. (All West Palm Beach). They have no other broadcast interests. Action May 21.

■ WSWV-AM-FM Pennington Gap, Va. (AM: 1570 khz, 1 kw-D; FM: 105.5 mhz, 3 kw)—Granted assignment of license from Lee County Broadcasting to Big Stone Broadcasting Corp. for \$225,000. Seller: Susan Gabriel (50%), Caswell Walker and wife, Virginia (25) each). They have no other broadcast interests. Buyer: J.D. Nicewonder (75%) and Gary Rakes (25%), who have sold subject to FCC approval. WLSA-AM-FM Big Stone Gap, Va. Action May 27.

■ WXCF(AM) Clifton Forge, Va. (AM: 1230 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Allegheny Highlands Radio Inc. to Allegheny Highlands Broadcasting Inc. for \$175,000. Seller: T. David Luther (20%), Calvin P. Wright, William T. Wilson and Herbert W. Sater (17% each), Estate of G. Newman Haynes (15%) and John C. Singleton (14%). Luther owns 1.65% of WBTM(AM)-WAKG-FM Danville, Va. Remaining sellers have no other broadcast interests. Buyer: Michael R. Kelly and Gary A. Henderson (50% each). They are applicants for new FM in Clifton Forge (see above). Action May 23.

■ KAPA(AM) Raymond, Wash. (AM: 1340 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Robert F. Claunch and John W. Reavley (50% each) to Benjamin J. Corp. for \$320,000. Sellers have no other broadcast interests. Buyer: Ben Tracy who owns Bend, Ore., radio production co. He has no other broadcast interests. Action May 22.

■ WSGB(AM) Sutton, W. Va. (AM: 14900 khz, 1 kw-D, 250 w-N, DA-1)—Granted assignment of license from Centerstate Broadcasting Corp. to Milliken Investment Corp. for \$210,000. Seller: William P. Becker,

who also owns 57% of WVOW-AM-FM Logan, W. Va. Buyer: Jack C. Milliken, sons James and John and nephew Ronald (25% each). Jack Milliken is vice president sales of Wellston, Ohio firm that designs and builds industrial plants which process raw materials. James Milliken is station manager of WSGB. John Milliken is vice president marketing and distribution for Columbus, Ohio publishing co. Ronald Milliken is sales engineer for Danville, Pa. firm which manufactures equipment for processing raw materials. They have no other broadcast interests. Action May 22

HAAT: 880 ft.; change TL to top of Shaw Butte, Phoenix, Ariz. and make changes in ant. sys. Major environmental action. (800512AA). Ann. June 2.

■ KPRI(FM) San Diego, Calif.—Seeks CP to change TL to 56th & Hwy 94, San Diego, HAAT to 444 ft.; make changes in ant. sys. (800221AH) Ann. June 2.

■ WROI(FM) Rochester, Ind.—Seeks CP to increase HAAT to 201 ft. (BPH—791029AW). Ann. June 2.

■ WRGO(FM) Newark, N.J.—Seeks CP to change TL. Montclair State College, Montclair, N.J. Increase ERP: 2.35; HAAT: 400 ft.; install new trans. Collins 831g-2; ant: Jampro JSCP-3DA, 3 sections; make change in ant. sys.; increase height. (781229AD). Ann. June 2.

■ WSEC(FM) Williamston, N.C.—Seeks CP to increase HAAT to 330 ft.; change coordinates; major environmental action. (800331AG). Ann. June 2.

■ KMRE(FM) Dumas, Tex.—Seeks CP to increase

## Facilities Changes

### FM applications

■ KXTC(FM) Glendale, Ariz.—Seeks CP to increase

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ERP: 3.0 kw H and change type trans. (800128AM) Ann. June 2.

### TV application

■ WABG-TV Greenwood, Miss.—Seeks CP to change TL to 2.3 mi. N.E. of Inverness, Miss., and change HAAT to 1962 ft. Major environmental action. (800303KG). Ann. June 2.

### AM actions

■ KGFL(AM) Clinton, Ark.—Granted CP to increase power to 1 kw (BP-790618AJ). Action Apr. 29.

■ KDLA(AM) De Ridder, La.—Granted CP make changes in ant. sys. (increase height); conditions (BP-791029AI). Action May 20.

■ KWKH(AM) Shreveport, La.—Granted CP to make changes in DA pattern; conditions (BP-20.980) Action May 5.

■ WTTS(AM) Boston—Granted authorization to increase TL and increase N power from 5 kw to 50 kw subject to interference conditions. (FCC 80—308). Action May 29.

■ WVMI(AM) Biloxi, Miss.—Granted mod. of CP to redescribe TL as McClellan Rd., .25 miles W. of Tucker Rd.; change type trans. and change D radiation pattern; conditions (BMP-14.514). Action May 16.

■ WKBO(AM) Harrisburg, Pa.—Granted CP to increase N input power to 250 W; condition (BP-791029AY). Action Apr. 14.

■ WAMB(AM) Donelson, Tenn.—Granted mod. of CP to increase power to 25 kw, DA-D; change type trans. (BMP-14.624). Action Apr. 18.

■ KWBY(AM) Edna, Tex.—Granted CP to reduce power to 2.5 kw and change trans., conditions (BP-19.137). Action Apr. 17.

### FM actions

■ KHVN(FM) Anchorage—Granted mod. of CP to change TL and SL to 2500 Denali, Denali Tower N., Anchorage; increase ant. height to 175 ft.; condition (BMPH-791214AD). Action May 6.

■ KETH(AM) Ketchikan, Alaska—Granted mod. of CP to make changes in ant. sys. and change TL to corner of East and Stedman Sts., Ketchikan; conditions (BMP-791011AF). Action Apr. 10.

■ KKL(FM) Conway, Ark.—Granted CP to change TL to 0.4 miles W. of I-65, 3.4 miles N. of Mayflower, Ark.; increase ERP 97 kw, ant. height to 530 ft.; make changes in ant. sys. (BPH-790803AA). Action May 19.

■ KXFM(FM) Santa Maria, Calif.—Granted CP to increase ERP to 2.5 kw; antenna height to 1900 ft. change type trans.; install new aux. trans.; change SL and remote control location to 211 East Fesler, Santa Maria (BPH-800206AE). Action May 8.

■ KRKY(FM) Castle Rock, Colo.—Granted CP to decrease ERP to 0.72 kw; ant. height to 620 ft.; change TL to 998 E. Pawnee Trail, Happy Canyon, Castle Rock; change type trans. and make changes in ant. sys. (BPH-800220AB). Action May 21.

■ WTIC-FM Hartford, Conn.—Granted increase in ERP to 20 kw (BPH-791206AO). Action May 21.

■ WZGC(FM) Atlanta —Granted mod. of CP to change ant. height to 910 ft. and make changes in ant. sys. (BMPH-800212AG). Action May 29.

■ WEFM(FM) Chicago—Granted CP to increase ERP to 8.7 kw; ant. height to 1170 ft (BPH-791221AK). Action May 22.

■ WDAI(FM) Chicago—Granted CP to increase ERP to 8.5 kw; conditions (BPH-800107AM). Action May 22.

■ WMET(FM) Chicago—Granted CP to increase ERP to 8.9 kw; ant. height to 1170 ft (BPH-791212AI). Action May 21.

■ WFYR(FM) Chicago—Granted mod. of CP to make changes in ant. sys.; increase ERP to 4.3 kw; increase TPO to 10.5 kw; change type ant.; conditions (BMPH-791218AL). Action May 22.

■ WFMB(FM) Springfield, Ill.—Granted CP to change ERP to 16 kw; change TL and LS to 3000 S. 4th St., Springfield; ant. height to 430 ft., TPO 10 W; condition (BPH-791218AN). Action May 2.

■ WXTZ(FM) Indianapolis—Granted CP to increase ERP to 18 kw and change TPO (BPH-791030AI). Action May 22.

■ KKRL(FM) Carroll, Iowa—Granted CP to increase ant. height to 300 ft., ERP 52 kw; change ant. sys (BPH-800125AH). Action Apr. 24.

■ \*KUCB-FM Des Moines, Iowa—Granted mod. of CP to make changes in ant.; change TL to Financial Center, 666 Walnut St., Des Moines; change SL and remote control location to 1325 16th St., Des Moines; decrease ERP to 14.5 W; increase ant. height 260 ft. (BMPED-790815AO). Action Apr. 16.

■ KBCM(FM) Sioux City, Iowa—Granted CP to install aux. trans. and ant. at 104 Bluff St., Sioux City, for auxiliary purposes only (BPH-800114AO). Action Apr. 16.

■ \*KBBG(FM) Waterloo, Iowa.—Granted CP to increase ERP to 9.7 kw; ant. height 35 ft. install new ant. (BPED-790815AB). Action May 19.

■ KEAZ(FM) De Ridder, La.—Granted CP to make changes in ant. sys.; change type trans.; type ant., and change TPO; condition (BPH-791029AE). Action Apr. 10.

■ WEZB(FM) New Orleans—Granted CP to install new aux. ant.; ERP 20.5 kw (H), 13.5 kw (V); ant. height to 310 ft., for auxiliary purposes only (BPH-800201AD). Action May 6.

■ WLAV-FM Grand Rapids, Mich.—Granted CP to make changes in ant. sys.; change type ant.; decrease ERP to 22 kw; increase ant. height to 700 ft., change TPO (BPH-790423AP). Action Apr. 17.

■ WVXX(FM) Highland, Mich.—Granted CP to change TL to 210 Skokie Valley Rd., Highland Park, Ill.; install new ant., make changes in ant. sys. (increase height); ant. height 245 ft. (BPH-790718AE).

■ WESE(FM) Baldwin, Miss.—Granted mod. of CP to change TL to 7 miles S.S.W. of Baldwin; SL and remote control location to 160 Highway 45 N., Baldwin; change type trans.; change type ant. and change TPO (BMPH-800215AK). Action May 16.

■ KQRR(FM) Ronan, Mont.—Granted mod. of CP to change ant. sys.; increase ant. height to 950 ft. (BMPH-800104AM). Action Apr. 10.

■ \*KIOS-FM Omaha, Neb.—Granted CP to increase ERP to 50 kw; ant. height to 600 ft. make changes in ant. sys.; conditions (BPED-800107AP). Action Apr. 16.

■ WROW(FM) Albany, N.Y.—Granted CP to change TL to City Rd. 303, Helderberg Min., New Scotland, N.Y.; change ERP to 8.3 kw; ant. height to 1020 ft (BPH-791226DF). Action May 13.

■ WLIR(FM) Garden City, N.Y.—Granted CP to increase ant. height to 380 ft.; reduce ERP to 2 kw (BPH-800204AJ). May 6.

■ WTFM(FM) Lake Success, N.Y.—Granted CP to install new aux. trans., TL to Chrysler Building, Lexington Ave., and 52nd St., New York (BPH-800219AL). Action May 16.

■ WTFM(FM) Lake Success, N.Y.—Granted CP to increase ERP to 5.8 kw (H), 4.7 kw (V); change ant. height to 1,390 ft.; make changes in DA pattern; TPO 6.7 kw; conditions (BPH-791217AM). Action May 21.

■ WXLO(FM) New York—Granted CP to change type trans., increase ERP to 7.8 kw (H), 5.5 kw (V), and change TPO (BPH-791203AQ). Action May 21.

■ \*WPLS-FM Greenville, S.C.—Granted mod. of CP to make changes in ant. sys. (BMPED-800215AF). Action May 13.

■ WTNQ(FM) Dickson, Tenn.—Granted CP to increase ant. height 300 ft.; and make changes in ant. sys., conditions (BPH-800205AB). Action May 13.

■ KKDA(FM) Dallas—Granted CP to install new aux. ant., ERP to 20 kw, ant. height to 660 ft., for auxiliary purposes only (BPH-800219AD). Action May 14.

■ \*Park City, Utah—Community Wireless of Park City, Inc., granted mod. of CP to change TL of new FM to 427 Main Memorial Building, Park City, and make changes in ant. sys. (BMPED-800409AE). Action Apr. 16.

■ KZZK-FM Richland, Wash.—Granted CP to increase ant. height to 1130 ft., change TL to Johnson Butte Site, Richland, and make changes in ant. sys. (BPH-800207AB). Action May 7.

### TV actions

■ WQOW(TV) Eau Claire, Wis.—Granted authority to make changes in ant. sys. (FCC 80—309). Action May 29.

■ KPNX-TV Mesa, Ariz.—Granted request of authority to operate trans. by remote control from 1101 N. Central Ave., Phoenix. (BRCT-800102KG). Action Apr. 22.

■ WTVP(TV) Peoria, Ill.—Granted CP to change ERP to 1070 kw, maxerp 1410 kw, ant. height 710 ft.; change TL to Cole Hollow Rd., at I-474, East Peoria (BPCT-790105LD). Action May 19.

■ WNJU-TV Linden, N.J.—Granted authority to operate trans. by remote control from 1020 Broad Street, Newark, N.J. (BRCT-791018KF). Action Apr. 21.

■ WTOL-TV Toledo, Ohio—Granted authority to operate trans. by remote control from 604 Jackson Street; Toledo (BRCT-791126LE). Action Apr. 21.

## In Contest

### Renewals

■ KIKX(AM) Tucson, Ariz.—Citing news staging, hoax broadcasts, and licensee failure to exercise adequate control over station operations, FCC denied application of Walton Broadcasting, Inc. for renewal of its license for KIKX. (FCC 80-321). Action May 29.

■ WMAA-TV Jackson, et. al., Miss.—FCC has denied Community Coalition for Better Broadcasting (CCBB) reconsideration of FCC's May 18, 1979, order granting license renewals to Mississippi Authority for Educational Television (MAET) for eight noncommercial Mississippi stations, for 1976-1979 license term, and granting MAET license to operate UHF translator at Columbia, Miss. Stations are WMAA-TV Jackson; WMAE-TV Mississippi State; WMAE-TV Booneville; WMAH-TV Biloxi; WMAO-TV Greenwood; WMAU-TV Bude; WMAV-TV Oxford, and WMAW-TV Meridian (FCC 80-305). Action May 29.

■ WSAY(AM) Rochester and WNIA(AM) Cheektowaga, both New York—FCC has granted petition by Rochester Black Media Coalition (RBMC) to withdraw its petition for reconsideration of FCC's Jan. 29 renewal of licenses of WSAY and WNIA and granted petition by RBMC and one of its counsel Citizens

## REQUEST FOR PROPOSAL

The Social Security Administration is soliciting proposals for the concept and production of four (4) weekly radio series. Each series shall consist of 52 programs. Three of the series shall consist of 5-minute programs. The programs in the fourth series should be 15 minutes in length. In addition, the request for proposal will include six (6) English and three (3) Spanish language spot announcement platters. Written requests for RFP No. SSA-RFP-80-0281 should be sent to the Social Security Administration, Division of Contracts and Grants Management, Attention: Mr. J. Edward Roberts, P.O. Box 7696—Gwynn Oak Station, Baltimore, Maryland 21207. Telephone No. 301/594-3043.

## Allocations

### Actions

■ FCC granted motions by The Association for Broadcast Engineering Standards Inc., and National Association of Broadcasters and extended to Oct. 1 and Dec. 1 time for filing comments and replies, respectively, in matters of mod. of FM broadcast station rules to increase availability of commercial FM broadcast assignments; and policies and procedures for amending FM table of assignments (BC Doc. 80-90, 80-130). Action May 22.

■ Grover City, Calif.—In response to petition by Four Dimensional Radio Co., proposed assigning either 105.7 mhz or 94.3 mhz to Grover City as its first FM assignment; comments due July 21, replies Aug. 11 (BC Doc. 80-240; RM-3432). Action May 21.

■ Orchard, Neb.—In response to petition by Jerry L. Miller, proposed assigning 105.3 mhz to Orchard as its first FM assignment, comments due July 21, replies Aug. 11 (BC Doc. 80-239; RM-3473). Action May 21.

■ Granbury and Burkburnett, both Texas—In response to petitions by First Heritage Broadcasting Co. and Ted Hill, assigned 106.7 mhz to Granbury and 104.7 mhz to Burkburnett, effective July 11 (BC Doc. 79-178; RM-3160, 3357). Action May 23.

## Translators

### VHF application

■ Ruby, Alaska—City of Ruby seeks CP for new UHF translator on ch. 9 (TPO: 10w, HAAT: 15 ft.) to rebroadcast indirectly KUAC-TV Fairbanks, KYUK-TV Bethel, KTOO-TV Juneau, all Alaska, and KAKM(TV), KIMO(TV), KTVA(TV), KENI-TV all Anchorage, Alaska. Ann. June 5.

### UHF applications

■ Ocala, Fla.—Channel 9 of Orlando seeks CP for new UHF translator on ch. 63 (TPO: 100w, HAAT: 425 ft.) to rebroadcast directly WFTV(TV) Orlando. Ann. June 5.

■ Brevard, et al. N.C.—Univ. of North Carolina seeks CP for new UHF translator on ch. 59 (TPO: 100w, HAAT: 53 ft.) to rebroadcast directly WUNF-TV Asheville, N.C. Ann. June 5.

■ Byson City, N.C.—Univ. of North Carolina seeks CP for new UHF translator on ch. 67 (TPO: 100w, HAAT: 68 ft.) to rebroadcast indirectly WUNE-TV Linville, N.C. Ann. June 5.

■ Hayesville, N.C.—Univ. of North Carolina seeks CP for new UHF translator on ch. 62 (TPO: 100w, HAAT: 40 ft.) to rebroadcast indirectly WUNE-TV Linville, N.C. Ann. June 5.

■ Highlands, N.C.—Univ. of North Carolina seeks CP for new UHF translator on ch. 62 (TPO: 100w, HAAT: 20 ft.) to rebroadcast indirectly WUNE-TV Linville, N.C. Ann. June 5.

■ Brian Head, Utah—Brian Head Town seeks CP for new UHF translator on ch. 32 (TPO: 20w, HAAT: 30 ft.) to rebroadcast indirectly KUED(TV) Salt Lake City. Ann. June 5.

■ Brian Head, Utah—Brian Head Town seeks CP for new UHF translator on ch. 34 (TPO: 20w, HAAT: 60 ft.) to rebroadcast indirectly KSL(TV) Salt Lake City. Ann. June 5.

■ Brian Head, Utah—Brian Head Town seeks CP for new UHF translator on ch. 36 (TPO: 20w, HAAT: 30 ft.) to rebroadcast indirectly KTVX(TV) Salt Lake City. Ann. June 5.

■ Brian Head, Utah—Brian Head Town seeks CP for new UHF translator on ch. 38 (TPO: 20w, HAAT: 30 ft.) to rebroadcast indirectly KUTV(TV) Salt Lake City. Ann. June 5.

■ Riverside, Wash.—TV Reception Dist. No. 1 of Okanogan County seeks CP for new UHF translator on ch. 57 (TPO: 100w, HAAT: 35 ft.) to rebroadcast indirectly KSPS(TV) Spokane Wash. Ann. June 5.

## Satellites

■ There are approximately 3,330 licensed earth stations. Approximately 330 are transmit-receive earth stations with remaining 3,000 being receive only earth stations. Receive-only earth stations are not required to be licensed with FCC (BROADCASTING, Oct. 22, 1979). FCC estimates that ratio of unlicensed to licensed receive-only earth stations is approximately 3 to 1.

### Earth station applications

■ Talladega, Ala.—Cheaha Cablevision Inc. (4.6m; S-A; E2311).

■ Lake Elsinore, Calif.—King Video Co. (5m; S-A; E2189).

■ Orange, Calif.—American Television and Communications Corp. (7m; AFC; E2187).

■ Fallon, Nev.—American Television and Communications Corp. (5m; AFC; E2188).

■ Gastonia, N.C.—Cable Systems Inc. (5m; S-A; E2310).

■ Kent, Ohio—Northeastern Educational Television of Ohio Inc. (10m; Collins Radio Group; WD92).

■ Memphis, Tenn.—CYLIZ Communications Network Inc. (10m; E2312; this application is for central earth station for planned network of more than one hundred 4.6m ant. earth stations and contains inter-satellite interference analysis for such antennas.)

### Earth station grants

■ Sheldon, Iowa—Northwest Iowa Cable TV Inc. (KZ93).

■ Sibley, Iowa—Northwest Iowa Cable TV Inc. (KZ94).

■ Lancaster, N.H.—Warner Amex Cable Communications (E2051).

■ Carlstadt, N.J.—American Satellite Corp. (E2066).

■ Beaver, Okla.—Beaver Cable TV Systems (E2039).

■ Hondo, Tex.—Southwest Cablevision Inc. (E2052).

■ Sweeny, Tex.—Mid-Coast Cable Television Inc. (E2046).

## Cable

■ The following cable service registrations have been filed:

■ Harold E. Christian for McCarr, Taylorsville and Hatfield Bottom, all West Virginia (WV0227, 443, 4) new system.

■ Parkland Cablevision Inc. for Parkland, Fla. (FL0456) new system.

■ Rock Valley Cablevision Ltd. et al for Oregon, Ill. (IL0234) add signal.

■ Warner Amex Cable Communications Inc. for Farmers Branch, Tex. (TX0624) new system.

■ Morehead State University for same (KY0339) new system.

■ Tele-Communications for Lavista, Ralston, Papillion and Douglas, all Nebraska (NE0065-68) new system.

■ American Television and Communications Corp. for Milan, Tenn. (TN0002) add signal.

■ Eastbank Cable TV Inc. for Kenner and Harahan, both Louisiana (LA0076, 79) add signal.

■ Harbour Cable Inc. for Anne Arundel, Md. (MD0135) new system.

■ Dierks TV Cable Co. for Dierks, Ark. (AR0190) new system.

■ Caribbean Communications Corp. for St. Thomas, V.I. (VI0001). add signal.

■ Summit Communications Inc. for St. George, Utah (UT0032) add signal.

■ General Television Inc. for Camden, Dover, Smyrna, Wyoming, Kent and Dover AFB, all Delaware (DE0001, 2, 3, 21, 34, 37) add signal.

■ Whitmore Cable TV Inc. for Albany, Ohio (OH0752) new system.

■ Shore TV Co. for Princess Anne, Pocomoke City, and Snow Hill, all Maryland (MD0030, 113, 0031, 0111, 2, 32) add signal.

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■ General Television of Maryland Inc. for Delmar, Fruitland, Hebron and Salisbury, all Maryland (MD0009-14) add signal.

■ Richard L. Whitmore for Athens, Ohio (OH0679) add signal

■ Houston Cable TV Inc. for Houston and Jersey, both Texas (TX0621-23) new system.

■ Warner Amex Cable Communications Inc. for Sandy, Ore. (OR0230) new system.

■ Communications Assets Corp. et al for Wahpeton, N.D., and Breckenridge, Minn. (ND0007, MN0056) add signal.

■ Waterloo Cablevision Inc. for Waterloo, Iowa (IA0073) add signal.

■ Cablecom General Inc. for Concordia and Beloit, both Kansas (KS0013, 0011) add signal.

■ Wometco Cable of Georgia Inc. for Grayson and Norcross both Georgia (GA0260, 61) new system.

■ Clayton County Cable Communications Inc. for Lake City and Jonesboro, both Georgia (GA0258, 9) new system.

■ Teleprompter of Virginia Inc. for Richlands, Tazewell, Seaboard, Cedar Bluff, Raven and Doran, all Virginia (VA0057, 8, 83, 84, 98, 99, 100) add signal.

■ Salina Cable TV System Inc. for Salina, Kan. (KS0052) add signal.

■ Manhattan Cable TV Services Inc. for Manhattan, Kan. (KS0042) add signal.

■ Cowley Cablevision Inc. for Winfield, Kan. (KS0075) add signal.

■ Ark City Cable TV Inc. for Arkansas City, Kan. (KS0007) add signal

■ Mound Bayou Cable Television Inc. for Mound Bayou, Miss. (MS0151)

■ Coweta Cable Corp. for Newnan, Ga. (GA0105) add signal.

■ H & M Cable Service Inc. for Bretz, W. Va. (WV0323) new system.

■ Tower Cable Inc. for Granville, Ohio (OH0702) new system.

■ Sandhill Community Antenna Corp. for Southern Pines, N.C. (NC0044) add signal

■ Augusta Cable TV Inc. for Augusta, Wis. (WI0219) new system

■ Bonney Lake Cable TV for Bonney Lake, Wash. (WA0308) new system.

■ Culbertson Cable TV for Litcher, Gramercy and St James, all Louisiana (LA0184-6) new system.

■ Cameron Electronics Co. for Cameron and Hackberry, both Louisiana (LA0187-8) new system.

■ Orange County Cablevision Inc. for Goshen, N.Y. (NY0845-6) new system.

■ Community Cablevision Co. et al for Skiatook, Okla. (OK0196) new system.

■ Dorchester Cablevision Inc. for Summerville, S.C. (SC0150) new system.

■ Television Cable Co. for Giddings, Tex. (TX0625) new system.

■ Continental Cablevision of Ohio Inc. for Bethel and Donnelsville, both Ohio (OH754, 5) new system.

■ Warner Amex Cable Communications Inc. for Lynn, Mass. (MA0113) new system

■ Jerico Cable TV Inc. for Edgerton, Kan. (KS0220) new system.

■ Conway Corp. for Conway, Ark. (AR0192) new system.

■ Delta Cablevision Inc. for Desha, Ark. (AR0127) add signal.

■ American Cablevision of Carolina for Exeter, Laureldale, Lower Alsace, Mount Penn, Muhlenberg, Reading, Alsace, Temple, Wyomissing, Cumru, Kenhorst, Mohnnton, Shillington, Spring, West Lawn, West Reading, Wyomissing Hills and Sinking Spring, all Pennsylvania (PA0001-6, 766, 67, 1241, 0007-15, 765) add signal.

■ Lima, Ohio—FCC has granted petitions for special relief filed by Warner Cable Corp. and waived signal carriage rules to allow Warner to add signal of independent WFFT(TV) Fort Wayne, Ind., to four cable systems in Lima, Ohio smaller television market (188th nationally). Currently, each system carries independent WXIX-TV Newport, Ky. In support of its request, Warner submitted cumulative market-wide

analyses indicating that even if every cable system in Lima market were to carry WFFT impact on WLIO(TV) Lima, would be 4.0 percent. (FCC staff estimated potential impact as 3.4 percent.) FCC concluded that it was unlikely that carriage of WFFT would impair WLIO's ability to serve its audience. It said burden now shifts to opponents of waiver, if any, to demonstrate that waiver would be "substantially likely to impact adversely on public." (FCC 80-298). Action May 29.

■ West Palm Beach, Fla.—FCC has granted request by Leadership Cablevision Associates Ltd. to add independent WTBS(TV), Atlanta, to its cable systems serving Delray Beach, Gulfstream and unincorporated areas of Palm Beach County, all located within West Palm Beach, smaller TV market. Leadership presently carries Miami independent WCIX-TV. Leadership estimated that even if FCC were to authorize carriage of WTBS signal by every cable TV system operating within 35 miles of two stations licensed to West Palm Beach market—WPTV(TV) and WPEC(TV)—impact would be minimal (FCC 80-300) Action May 29

■ Monmouth County, N.Y.—FCC has authorized Monmouth Cablevision Associates to carry signals of three Philadelphia network TV stations on its cable systems serving nine New Jersey communities in New York.-Linden-Paterson-Newark, N.J., major television market. Monmouth requested waiver of signal carriage rules to enable it to carry KYW-TV, WCAU-TV and WPVI-TV in communities of Avon-by-the-Sea, Belmar, Bradley Beach, Neptune City, Neptune Township, Spring Lake, South Belmar, Spring Lake Heights and Wall Township, all New Jersey. In support of request, Monmouth submitted impact formula predicting that if every cable system in New York area were authorized to add requested signals total cumulative impact on local commercial broadcast stations would be minimal. It also pointed out that communities involved lie only within Linden, N.J., 35-mile zone of New York market. (FCC 80-299). Action May 29.

■ Hellam Township, Pa.—FCC has denied waiver of its rules to permit H.C. Ostertag Cable Television Inc., an operator of cable TV system serving Hellam Township, Pa., to continue carriage of WCAU-TV at Philadelphia and WKBS-TV at Burlington, N.J. Having less than 50 subscribers, Hellam Township is part of Ostertag's technically integrated system also serving Wrightsville and other York County communities, all of which are within Harrisburg-Lancaster-York major TV market. In anticipation of serving 150 subscribers, Ostertag seeks to continue carriage of WCAU-TV and WKBS-TV since subscribers within Wrightsville are authorized to receive these signals. The FCC's Cable Television Bureau previously had denied similar request by Ostertag because it concluded that another cable system could provide consistent signal carriage complement to unserved portions of Hellam Township. (FCC 80-303). Action May 29.

## Grants

Call	Assigned to
	<b>New AM</b>
WMRL	Better Communications Inc., Portland, Tenn
	<b>New FM</b>
KRGIT	Tafaya Broadcasting Co., Taylor, Tex.
	<b>New TV's</b>
WBLN	Grace Communications Corp., Bloomington, Ill
KTBO-TV	Trinity Broadcasting of Oklaathoma City Inc
KTWS-TV	Liberty Television Inc., Dallas
	<b>Existing AM's</b>
WKZE	WVLC Orleans, Mass
KKBK	KHAP Aztec, N.M
WXW	WBUD Trenton, N.J
	<b>Existing FM's</b>
WCRM	WVFW Dundee, Ill
WKZE-FM	WLOM Orleans, Mass
WXW-FM	WTRT Trenton, N.J
WNIR	WKNT-FM Kent, Ohio
WLID	WZVS-FM Vieques, PR
	<b>Existing TV</b>
KTNW	KWRB-TV Riverton, Wyo

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## Call Letters

### Applications

Call	Sought by
	<b>New FM's</b>
WTUX	Phillips Radio Inc., Chickasaw, Ala
KBGX	KCNO Inc., Alturas, Calif
KQKZ	KFLI Radio Inc., Mountain Home, Idaho
WAXT	Triplet Broadcasting Co. of Indiana Inc., Alexandria, Ind.
	<b>New TV's</b>
WKOI	Tri-State Christian TV Inc., Richmond, Ind
KJNP-TV	Evangelistic Missionary Fellowship, North Pole, Alaska
	<b>Existing AM's</b>
WKRZ	WKZE Orleans, Mass.
WRUA	WPSL Monroeville, Pa.
KDBQ	KABR Aberdeen, S.D.
KFBA	KFLP Floydada, Tex
	<b>Existing FM's</b>
WAEV	WXLM Savannah, Ga
WHUZ	WHLI-FM Huntington, Ind.
WCUZ-FM	WFFX Grand Rapids, Mich.
KSD-FM	KCFM St. Louis, Mo.
KLOP	KAUM Houston

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## RADIO

### HELP WANTED MANAGEMENT

**Major broadcast group** seeks experienced Gen. Mgr. for dominant S.E. AM/FM operation. All applications should include extensive resume, salary history and compensation requirements. A rare opportunity with an outstanding organization. Equal opportunity employer. Please reply to Box F-95.

**Radio Station Manager or Manager/Engineer:** New Alaskan Public AM radio stations seeks a manager or Manager/Engineer combination. Successful applicant will implement NTIA grant, oversee all phases of construction and pre-operational planning, and be in charge of operational station. Requirements: At least three years experience in broadcast management, including supervision of personnel. Familiarity with FCC and NTIA rules. Good track record of administrative ability. Personal flexibility allowing to adapt to rural Alaskan life-style. Ability to provide leadership to board of directors of owner corporation. Sand Point Broadcasting, Inc., and willingness to carry out its policies. Engineering applicant should have First Phone license and good engineering background. Location: Sand Point, Alaska, Shumagin Island area. Send resume, discussing the manner in which you can meet each requirement, to: Alaska Public Broadcasting Commission, 400 Gambell St., Suite 302, Anchorage, AK 99501, Attn: Michael F. Porcaro, Executive Director. Include at least three work references. Sand Point Broadcasting is an equal opportunity employer. Applications must be received by June 27, 1980.

**Sales Manager,** experienced/qualified, to recruit, train and implement sales programs. Major market. Good salary and benefits. Box F-97

**Growing broadcast group** located in the Sunbelt seeking experienced station managers and sales managers. Excellent benefits. E.O.E. Contact: Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352, 919-276-2911.

**Stout-hearted street warrior**—Answer this call to lead our sales staff in battle. Join ranks of a first class operation cleverly plotting from palatial studios at the summit of an enchanted western kingdom. Here, the finest AOR spun in the land bears the standard of excellence, and thus, a golden opportunity to win a king's ransom. Only true and seasoned veterans need apply. Box F-106.

**Sales Manager:** Coastal area AM-FM seeks top professional ready for sales manager. Must have ability to handle top list plus supervise local sales staff. Contact Michael Burns, WJWL/WSEA 302-856-2567 for personal interview.

**Successful California AM plus FM** with untapped potential losing Manager after fourteen years. Beautiful area and working conditions. Profit participation. Possible equity. EOE. Box F-116.

**Station Manager position** open to sharp experienced sales manager. 1000 w daytimer competitive market. Call Tommy Gibson, WDDT, Greenville, MS 601-332-0526.

### HELP WANTED SALES

**Midwest**—established AM/FM looking for bright, articulate self-starter to handle AM & FM sales. Some experience or education desired. If interested, send resume to R. Vickrey, Sales Manager, WLPD/WAJK, PO Box 215, La Salle, IL 61301. An Equal Opportunity Employer, M/F.

**Real opportunity** with one of New Jersey's major AM-FM facilities. Right person will earn 25K first year. EOE/RAB/BMC. Experience preferred. Send resume to Box F-65.

**Account Executives,** experience preferred, for major market sales team. Good incentives and benefits. Must be willing to work hard. Box F-101.

**WEVE AM/FM,** the No. 1 adult contemporary station on Minnesota's Iron Range, has immediate opening for sales manager with opportunity to advance to station manager. We are looking for experienced salesperson who wants to make a permanent home in northern Minnesota. Must carry his own account list as well as train and supervise sales department. Station is co-owned with WAKX AM/FM, Duluth, MN. Midwest applicants only. Resume with references to: Lew Latto, WAKX, Duluth, MN 55802.

**We're looking** for an aggressive, experienced sales manager to work for new owners in the Ulrica-Rome-Herkimer market, and we're willing to pay to get you. WYUT FM and WRMV AM have just been taken over by the management of Long Island's No. 1 young adult station. Send resumes to or call Elton Spitzer or Zim Barstein, WLIIR, 175 Fulton Avenue, Hempstead, NY 11550. 516-485-9200.

**California**—Beautiful, growth market. Full time MOR. Excellent opportunity for aggressive self-starter with successful track record. \$1,000 per month vs 20% on collections. EOE/MF Greentree Broadcasting, Box 68, Moraga, CA 94556.

**Ambitious salesperson** needed for separately programmed AM/FM in the beautiful Finger Lakes area of New York state. Advancement opportunities within group. Resumes to George Kimble, WCGR/WFLC, PO Box 155, Canandaigua, NY 14424.

### HELP WANTED ANNOUNCERS

**KLMR AM-FM** requires immediate experienced first phone announcer. Resume and tape to Russ Baldwin, KLMR, PO Box 890, Lamar, CO 80152.

**Morning Personality** for suburban Washington, D.C. station. Experienced person ready to grow. Tape and resume to J. Long, WPRW, Box 1460, Manassas, VA. 22110. EOE.

**Immediate opening** for all-night air personality. Leading Adult Contemporary. Top 40, heavy emphasis on oldies. Experienced preferred. Minorities are encouraged to apply. Send tape, resume, and salary requirements to Bill Craig, WITY, Box 142, Danville, IL 61832. EOE M/F.

**Unique individual** to complement unique station in America's finest resort community. We seek a mature, well rounded, fully experienced person to fill a demanding position. Quality and versatility a must. Complete resume, tape and references to WHHR, Box 5683, Hilton Head Island, SC 29928.

**Looking for young, bright** replacement for "Queen of the Night" at 5KW, No. 1 rated Country station. Good production. Send tape and resume: Station Manager, WGEE, 115 South Jefferson Street, Green Bay, WI 54301. EOE.

**AM Late-night Announcer** with minimum two years experience and knowledge of country music a must. Tapes and resume to Personnel Director Broadcasting, Box 100, Nashville, TN 37202. Equal Opportunity Employer.

**Morning announcer** for central Virginia daytime country music station. Salary commensurate ability. Send resume, air tape, requirements to Box 8, Crozet, VA 22932.

**Are you a witty, mature** and creative morning announcer? Do you have the ability to be one? If so, KEWI Radio has the perfect opening for you. Send a recent aircheck tape to J.R. Greeley, KEWI Radio, PO Box 4407, Topeka, KS 66604. Even if you're happy in your present position, call 913-272-2122. KEWI is an equal opportunity employer.

**Top ten market** Beautiful Music station looking for a great voice. If you have the experience, give us a call at 1-713-477-3611 or send tape to KYND, 1001 East Southmore, Pasadena, TX 77502. Equal Opportunity Employer.

**Modern Country WJJK, Eau Claire, WI** is searching for a country lovin' female, or male, for 8 PM-Midnight shift and overnight production. 5 day work week. Will consider low experience-high potential applicants. Dave Shannon, PD, 715-835-5111.

**WTRC is still looking** for a good one on one communicator who can talk to a listener. We are MOR/AC with emphasis on personality. So talk to us on your tape. Send your warm, friendly, one on one conversation to Allen Strike, PO Box 699, Elkhart, IN 46515. EOE.

**Growing broadcast group** located in the Sunbelt seeking experienced announcers. Excellent benefits. E.O.E. Contact: Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352, 919-276-2911

**You may qualify** to join the staff of ARB No. 1 station in Watertown, N.Y. We're looking for an experienced A/C personality with broad production skills. Top pay and benefits. Must be available immediately. Tape and resume to Donald Alexander, Manager: 790 Communications, 120 Arcade St., Watertown, NY EOE.

**Our afternoon lady** has left us, and we need to replace her. Successful applicant has experience, talent, knows MOR and loves hard work. Pay and benefits above average. Summer in the Upper Midwest is beautiful! EOE. Box F-86.

**Northeast medium market** would like to hear from the best up-and-coming medium and small market radio talent. Ability to communicate with adults and gifted production required. Those are the basics, now tell us why you surpass them, and why you should be a part of our organization. Send tape and resume, to: Steven Apel, WCAM, Sixth & Market, Camden, NJ 08101.

### HELP WANTED TECHNICAL

**Chief Engineer,** FM88/WBFO Public Radio, Buffalo. Good stable position. Send resume and salary requirements to General Manager, WBFO, 3435 Main, Buffalo, NY 14214. EOE.

**Chief Engineer,** 2 tower directional AM, Class C FM, group stations in midwest. Prefer combo with first ticket for minimum announcing time on our religious variety stations. Equal opportunity employer. Send resume, references and air check, if applicable, to Gary Herr, KFNW, Fargo, ND 58108.

**Assistant Chief Engineer** for modern 5KW AM DA and 50 KW FM-Stereo facility. Must have first class FCC license, be comfortable with solid-state and digital circuitry and have maintenance experience. Contact Lew Owens WLAP AM-FM, PO. Box 11670, Lexington, KY 40577. EOE. 606-293-0563.

**Chief Engineer**—for the leading AM/FM facility in one of the most attractive medium markets of the Pacific Northwest. Directional 10KW AM. Class C automated FM with transmitter on ski resort. Need permanent, hard working individual with good track record and good ears. This is a super opportunity with an excellent group organization. Send resume and salary requirements to Jeff Hatch, Communications Investment Corp., 312 East South Temple, Salt Lake City, UT 84111.

**Chief Engineer** for AM/FM in large Midwest City. DA hands-on experience and state-of-the-art expertise necessary. Must be able to take charge of engineering department and staff. Excellent opportunity and employee benefits. Resume to Box F-19.

**Production Engineer**—San Francisco—must be creative, talented. To work in state-of-the-art 4 and 8 track studios. Relevant experience helpful. Voice talent not required. Good growth potential. Resumes and samples to Kevin P. Mostyn, KYA Director of Engineering, 300 Broadway, San Francisco, CA 94133. EOE/MF.

**WONE/WTUE** needs engineer for studio and transmitter maintenance. Minimum two years experience. Send resume to: Don Kidwell, Vice President & General Manager, WONE/WTUE, 11 S. Wilkinson St., Dayton, OH 45402. An Equal Opportunity Employer.

## HELP WANTED TECHNICAL CONTINUED

**Broadcast Technician needed**—AM/FM Hi Power. 1st phone required. Experience desired but willingness to learn most important. Resume to C.E. KIOA/KMGK 215 Keo, Suite 312, Des Moines, IA 50309 EOE.

## HELP WANTED NEWS

**Newspeople, anchors, reporters, writers**, for expanding staff at Northeast news/talk station. Heavily equipped, solid commitment, top 50 market. Box F-14.

**Beyond rip-and-read** and rewriting newspaper stories, then our Northeast medium market would like to hear from you. Ability to write, deliver, gather, and produce at the same time required. Those are the basics, now tell us how you surpass them, and why you should be a part of our organization. Send tape, resume and writing sample to: Steven Apel, WCAM, Sixth & Market, Camden, NJ 08101.

**News Director** for growing public radio station. Will do newscasts, supervise students, and produce public affairs programs. Solid experience essential. Salary negotiable. Resume to David Anderson, KWGS, 600 S. College, Tulsa, OK 74104. E.O.E.

**Watertown, N.Y.** No. 1 radio news department needs experienced anchor/reporter. Good salary and benefits. Resume and tape to News Director, 790 Communications, 120 Arcade St., Watertown, NY. E.O.E.

**Growing broadcast group** located in the Sunbelt seeking experienced news directors. Excellent benefits. E.O.E. Contact: Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352. 919-276-2911

**Energetic, self-starter** needed for news position immediately in beautiful upstate New York market. Daytime Contemporary AM and Full-time beautiful music FM. Minimum 1 year experience. Resume and tape to WKAJ/WASM, Box 557, Saratoga Springs, NY 12866. No phone calls. WKAJ and WASM are Equal Opportunity/Affirmative Action employers.

**WHAS Radio** needs a person for a key anchor/reporter position. If you're good, and can prove it, and want to work for a clear channel station with a long-standing commitment to news, let us know. Send resume, references, salary information, writing samples and air check cassette to: Brian Rublein, News Director, WHAS Radio, PO Box 1084, Louisville, KY 40201. EOE.

**Broadcast Journalist** needed for dominant mid-west station. 3 years experience, strong on air voice and interviewing experience required. Send tape and resume to News Director, KFHK/BRA, 104 N. Emporia, Wichita, KS 67202. Equal Opportunity Employer.

**Medium Market.** Strong news emphasis. Long hours. Hard work. Must have experience and a good voice. E.O.E. Box F-88.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Operations Manager.** News/talk station. Major market opportunity. Talk experience helpful. Equal opportunity employer. Box F-17

**Copywriter** for Eastern small market radio stations within 45 miles two major cities; person desired should be able to paper mill copy as well as some creative design copy; good typing required; salary open, EOE; Send resume to Box F-68.

**Successful AM-FM station** in the west needs experienced production director of superior creative ability. Reply Box F-67.

**Program Director** for award-winning AM/FM combination. Must pull sign-on on FM. Send resume and tape to: Bob Thorburn, PO Box 569, Carrollton, GA 30117. An Equal Opportunity Employer

**Medium Market Super Power** automated rocker near the Twin Cities is searching for an Operations Manager familiar with the Schaeffer 900 series. Must have good pipes for production. Up to \$10K. Resume to Box F-117

## SITUATIONS WANTED MANAGEMENT

**General Manager:** Highly experienced, responsible, successful general manager, with excellent track record. Over twenty two years radio station management experience, desires change to another general manager position. Box E-45.

**General Manager,** sales pro with excellent credentials, desires small, middle market Virginia, East Tenn. 919-633-4736.

**Successful Salesmanager** currently breaking sales records looking for GM position with buy in, have heavy programming experience and 1st phone. Prefer Texas or South. Reply Box F-60.

**Hard working individual** with nine years of broadcast experience in small and medium market radio. Seeking management opportunity as General Manager/Station Manager in small market. Martin Garbus 213-842-3364.

**Station/operations manager** looking for a challenge. Solid experience, strong administrator; team player who knows importance of bottom line and shares. Box F-91.

**Promotion Director**—Formerly of Bernie Mann's WKIX-WYYD(FM), Raleigh, NC available immediately. Strong references. Please call Dan Smigrod at WKIX at 919-851-2711 or at home at 919-847-1769 or write 6423 The Lakes Drive, Raleigh, NC 27609.

**Sales Manager** wants challenge General Manager. Save money! Will do two positions well. Middle age, sober, First-phone. Box F-115.

## SITUATIONS WANTED SALES

**Midwest Sales Mgr.** is my next job. I offer infectious enthusiasm plus excellent growth (32% in 1979) & outstanding resume. I want growth and responsibility. Desire 30K. Reply Box F-92.

## SITUATIONS WANTED ANNOUNCERS

**Professional** stable, creative communicator with good track record and four years experience looking for morning drive/production in medium market MOR or adult contemporary. Box F-64.

**Broadcast graduate** with first phone seeks news/announcer position in Northern California. Call Bob 415-626-8906 evenings.

**Immediate availability.** Eager and capable announcer, news, production sports, writing. Broadcasting grad with live experience during 8-week station internship. John O' Rourke 507-437-6681.

**Top notch announcer** with production, traffic skills. Versatile, dependable, energetic. Peter Bernard 213-385-0101.

**Young, dependable, energetic announcer,** 9 months experience, seeking position in Southeastern Wisconsin. 414-782-1182, ask for Matt.

**Expert pbp sportscaster,** with commercial background available now. Skilled music production, sales, will relocate Mitch 212-376-4664.

**Available now!** Experienced jock/MD looking for medium market position. Will relocate. 513-631-4657 nights.

**Hungarian Combo Man,** 12 years experience, single. Minimum salary. Available at once. Address: Erwin Szugyi, Dura Dakovica 102, 24430 Ada, Yugoslavia.

**Interested in Small Market**—Young, talented getter ready to pay his dues. News sells. DJ show moves listeners. Steve Moss 305-979-0239 evenings.

**Competitive, aggressive** grad with 7 months pro experience seeks position in up tempo, contemporary, competitive small market. Creative copy, 100% attendance, strong voice. Best offer. Gary Brown 1-712-792-4321 6-11 pm CDST.

**Reliable** broadcaster. Good news and production. Top 40, AOR. Will travel. Call Mike 303-346-7772.

**Experienced DJ,** 3rd ticket, tight board, seeking Top 40 position in Midwest. Any shift. Box F-107.

**Cookin Top 40 personality.** Creative, dependable, hard working, afternoon or nights. Prefers Midwest or Sunbelt but will relocate anywhere immediately. Call now 312-381-2916. Jon Conlon, 264 Sharon Dr., Barrington, IL 60010.

**Nice guy** with vibrant personality is ready Am creative, hard working; reliable; 3rd seeking any format, also good sports; news; willing to relocate. Tape-resume available. Call Pete 312-746-1350; 2204 Joppa Ave., Zion, IL 60099.

**Popular small town** Morning Announcer seeks larger city. Four years experience. Box F-113.

**Four years board experience,** one year PBP know "modern country," some rock; southern Rockies or West Coast preferred. TW McGowan 307-672-7965 weeknights 7-11 (MDT).

**Air Talent** top 40, AOR, MOR. Hard working and dependable. Will relocate immediately. Midwest preferred. All inquiries welcomed. 3rd. Tape and resume. Call Kevin, anytime 414-437-0566.

## SITUATIONS WANTED TECHNICAL

**370 per mo** gets you retiree experienced EE CE DJ PI AM FM DR STL W KW West coast preferred others considered. Box F-93.

## SITUATIONS WANTED NEWS

**Experienced Chicagoland Sportscaster** seeks college play by play position in medium to major market. Box F-35.

**News and Sports reporter** seeking position in large or medium market. Am young, dedicated. 6 years commercial experience. Box F-56.

**Sports Producer/Reporter**—Reporting or production position desired in major or medium market. Excellent interviewer and writer. Produced MLB and NBA audio services. College grad with remote engineering experience. Contact Stu Miller; PO Box 1149; Union, NJ 07083. 201-372-2852.

**Anchor, Reporter,** sports, network experience. Fast, accurate. B.A. Call 914-793-2534 Eves. or Box F-59.

**Major College** or pro football-basketball play-by-play. Available now. Currently own sports production company originating college football and basketball. M.S. Communications, 7 years experience. 316-231-9200.

**Goodbye Japan, Hello America.** Returning American after 19 years in Japan. Presently new editor, announcer for NHK. Journalism BA. Proven creative commercial writer. Available for interview anytime in July. Minimum \$20,000. Prefer West Coast. For tape and resume, please phone or write: John Leinfelder, 746 Pinta Lane, Foster City, CA 94404. Tel. 415-574-2861.

**News Director,** 16 years experience, top business and personal references; Mike McKay 608-755-0500.

**Female major market Pro.** Editor/producer/reporter with No. 1 rated N.E. newstalk station. Seeks DC market employment. Box F-96.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Program Director.** Station sale makes available PD/O.M. Solid experience includes motivation, budgeting, promotions, community service, sales, Arbitron No. 1, engineering, A.A., dedication. Box E-19.

**Need a darn good** country program director? 13 years in Country radio, five years with Metromedia, KLAC, Los Angeles, and KNEW, San Francisco. A hard worker with many promotional ideas. Box F-99.

# TELEVISION

## HELP WANTED MANAGEMENT

**General Manager.** Midwest UHF independent with STV franchise needs dynamic, productive leader to build and operate new station facility. Unlimited opportunity for aggressive self starter, leading to equity position. Box F-83.

## HELP WANTED MANAGEMENT CONTINUED

**Major market television station** seeks top level promotion manager. Person must be experienced in management and administration in all phases of program and sales promotion, publicity, art, station image, etc. Person must be creative and conceptual, well-organized and detail-minded, with ability to train and motivate others. Salary commensurate with experience. An Equal Opportunity Employer. If you're ready for a new challenge write Box F-10.

**Executive Director**, Friends of Channel 21, Inc. Community support group for WHA-TV, Madison, Wisconsin seeks full-time Executive Director. Primary responsibilities are administration of Friends' office and staff, coordination and support for Board and committee activities, membership drives and an auction; development of individual and corporate memberships, public information functions, liaison functions with WHA-TV staff and general public, and coordination and development of an effective local underwriting program. Bachelors degree in communications, business administration or related field, and three years full-time demonstrated experience in community relations, volunteer leadership and program coordination required, five years preferred. Demonstrated knowledge and experience in fiscal, program and personnel planning, and administration essential. Flexible work schedule required. Salary range \$21,000 to \$25,000 depending on qualifications and experience. Deadline for completed applications July 7, 1980. For complete position description and formal application, write to Richard Hiner, Station Manager, WHA-TV, 821 University Avenue, Madison, WI 53706. An Affirmative Action/Equal Employment Opportunity Employer.

**Chief Engineer**. A south Florida, major group television station is seeking an experienced, aggressive and sharp chief, committed to engineering excellence and personnel development. EEO Employer. Send complete resume to Box F-90.

## HELP WANTED SALES

**Need pro** with at least 2 years experience in local sales for growing S.E. market. Send resume to Sales Manager, PO Box 4328, Macon, GA 31208. E.O.E.

## HELP WANTED TECHNICAL

**CMX Editor**—Progressive public television station seeking right person to be trained as CMX Editor. Minimum 2 years experience in video tape operations plus some knowledge in tape editing. First Class FCC license required. Good benefit package and long term growth in a beautiful south Florida environment. Salary range up to \$19,760 depending on experience and expertise. Send resume in confidence, Administrative Services, WPBT/TV2, PO Box 610001, Miami, FL 33161. An equal opportunity employer, M/F.

**Pacific Northwest** new VHF commercial TV station has exceptional opportunities in the 16th largest market for: Engineering Crew Chief, Transmitter Maintenance Engineer, Studio Maintenance Technicians. Experienced applicants only. Send resume today to: Al Bednarczyk, KCPQ-TV Channel 13, PO. Box 98828, Tacoma, WA 98499. Equal Opportunity Employer.

**Unusual opportunity**—Washington, D.C. consulting firm seeks versatile broadcast engineer for station appraisal and inventory work. FCC first phone, 3-5 years experience, and ability to do detailed work required. Some travel, pleasant professional environment. Call Jim Bond at 202-966-3196.

**Television Engineers needed**. Chief Engineer, Asst. Chief, TV Technicians. Locations including Rochester, NY, New Bern, NC, Jacksonville, FL, W. Palm Beach, FL. Compensation negotiable according to ability. Excellent fringes. Send your resume to Jim Somich, C.E., Malrite Broadcasting Co., Cleveland Plaza, Cleveland, OH 44115. EOE-MF.

**ENG Technician** for major market television station in Florida; minimum 2 years experience in ENG or other electronic equipment maintenance. Equal Opportunity Employer. Send resume to Box F-40.

**Maint. Engr. ENG**. Expr with Sony 2850A-200A 50 Machines: HL-77 & HL-79 cameras, microwave, 1st FCC, TV studio & transmitter expr desirable. KFMB AM/FM TV, PO Box 80888, San Diego, CA 92138. Attention: J.D. Weigand, An Equal Opportunity employer M/F.

**Looking for good Assistant Chief Engineer**, familiar with RCA transmitter—TR 600, TK 630, Sony, Phillips Engineer. Contact: Jim Robinson/WECA-TV 904-893-3127

**Maintenance technicians** needed immediately for the Space Shuttle program. Experience desired in CCTV systems, monochrome and color cameras, microwave, audio, digital electronics. Broadcast background preferable. Salary to \$23,000 per annum. Call 713-488-1625 for appointment.

**Maintenance Engineer**, Lansing/Jackson, MI. Experience in broadcast maintenance required. RCA cassette, 2-inch VTR's, Sony ENG equipment, etc. Equal Opportunity Employer. Write . Personnel, WILX-TV, PO Box 30380, Lansing, MI 48909.

**Maintenance Engineer** needed for modern well equipped VHF ABC affiliate located in southern New England. Experience and first class license required. Contact T. Arthur Bone, WPRI TV, East Providence, RI 02914. Phone 401-438-7200, an EOE.

**Technical Ops. Coordinator**: Four-station State TV network has an opening for an engineer with extensive TV studio supervisory design and maintenance experience. Position involves complete supervision of all studio/field technical operations and will report to Director of Engineering. Please send resume, including salary requirements to the Personnel Office, NJ Public Television, 1573 Parkside Ave., Trenton, NJ 08638. (EEO).

**Competitive UHF CBN station** in Atlanta, Ga. has openings for engineers. Write Jim Boslough, C.E., c/o WANX-TV, PO Box 98097, Atlanta, GA 30029. EOE.

**TV Maintenance Supervisor** for network VHF station. Experience with RCA and Ampex equipment required. New studio facilities and constructing new transmitter and antenna. Send resume to WLSL-TV, PO Box 2161, Roanoke, VA 24009, or call Bob Teter collect at 703-981-9141.

## HELP WANTED NEWS

**Photographer/ENG Editor**: All ENG group owned station. Heavy commitment to news with large staff and live microwave. The right person has excellent opportunity for advancement. Box F-119.

**Executive Producer**: Responsible for producing two nightly news casts. We're looking for an energetic person strong in writing and ENG production who can step in and take charge of putting out a fast-moving, contemporary newscast. No beginners. Send resume to News Director, WOC-TV, 805 Brady, Davenport, IA 52808. No phone calls, please. An EOE, affirmative action employer.

**Meteorologist/Weathercaster**: group owned medium market station with strong commitment to news and weather. Color radar, live microwave, and large staff. Excellent pay, benefits and future for the right person. No beginners, please. Box F-66.

**Experienced, innovative**, creative producer to help lead a news department with a strong staff and equipment ranging from color radar to live ENG. EOE, Box F-120.

**Ambitious News Director** needed for Northeast Radio-TV Stations. Must be experienced, aggressive and a true leader. Excellent opportunity with expanding group. EOE. Box F-38.

**News Director/Anchor**: For small market television station. Send resume and tape to General Manager, WAEO-TV, Rhinelander, WI 54501. Equal opportunity employer.

**Reporter/Anchor**: For general assignment and feature work—possibly weekend anchor—must be experienced. Send resume and tape to News Director, KPLR-TV, 4935 Lindell Blvd., St. Louis, MO 63108.

**Producer** ... Top thirty market leader looking for aggressive, innovative, people oriented leader to produce a fast paced newscast. Send tape and resume to Steve Ridge, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202. EOE.

**Assistant Weatherperson/Booth Announcer** with two years' experience in each category. Tape and resume to Personnel Director, WSM-TV, Box 100, Nashville, TN 37202. An Equal Opportunity

**TV Anchor/Reporter** for small to medium market. Experience preferred. Tape or resume to: News Director, KMID-TV, PO Drawer B, Midland TX 79701 or call 915-563-2222. EOE.

**Top 50 market news leader** seeks dedicated Regional Reporter. Send VCR & resume to Bob Brunner, WSAZ-TV, Box 2115, Huntington, WV 25721. Equal Opportunity Employer.

**TV Sports Anchor/Reporter** for small to medium market. Experience preferred in on-air and E.N.G. Tape or resume to: News Director, KMID-TV, PO Drawer B, Midland, TX 79701 or call 915-563-2222. EOE.

**Do you see the world** through different eyes than the rest of us? Can you find a story in nooks and crannies where most of us pass by and see nothing? If you've got a glint in your eye, and a sparkle in your feature stories, rush a tape and resume to Jim Will, News Director, WGR-TV, 259 Delaware Avenue, Buffalo, NY 14202. We also need a Photographer skilled in ENG and film shooting and editing. An Equal Opportunity Employer. No phone calls.

**Sports Director**: Seeking qualified, aggressive individual with experience in sports reporting, writing, producing, editing, on air presentation, and coordinating sports department activities for progressive television station; must be willing to relocate; salary \$18-20,000; submit resume and tape to Linda Imboden, KLAS-TV, PO Box 15047, Las Vegas, NV 89114. Equal opportunity employer/male/female.

**Chief Photographer**. Don't apply unless you're long on experience with both ENG and film, and you are a good organizer and motivator. Sunbelt coastal market. Box F-111.

**Sports Anchor Reporter**. Excellent position opening for talented, personable sports anchor/reporter. Must have anchor experience with bright, energetic delivery. Must have ability to dig out interesting local sports material. Must be experienced with ENG reporting procedures. Sports conscious community wide open for right person. Send resume, video tape and salary requirements to Don Edwards, Program Director, WSTM-TV, 1030 James Street, Syracuse, NY 13203. WSTM-TV is an equal opportunity employer.

**Group owned company** with 7 midwestern TV and radio outlets in the market for top-notch air people... applications accepted for anchors, reporters, TV and radio sports... equal opportunity employer, excellent fringe benefits and salary structure plus chance to advance. M/F Box F-122.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**PM Magazine Co-hosts**: Bright and energetic people (2) to co-host PM Magazine. On-air experience or entertainment background helpful. Ability to communicate to viewer a must! If you want to work for the best TV station in the South, send tape and resume to Personnel, WRAL-TV, PO Box 12000, Raleigh, NC 27605. EOE.

**Producer/Director**—Beautiful Gulf coast of Florida, and fastest growing area in the nation. Must have 5 years directing experience and/or education, and be highly knowledgeable in news and public affairs production. Must have good technical knowledge of all the equipment necessary to perform duties of this position. Strong leadership and supervisory skills are an absolute must. Good company benefits. No phone calls. Send resume and salary requirements to Clarence Mosley, WINK-TV, PO Box 1060, Fort Myers, FL 33902. Only qualified applicants need apply. Equal Opportunity Employer.

**Women's Director** position at Great Lakes area VHF. Applicants must be skilled at interviewing children and adults for two daily shows. Must be interested in community affairs and have a strong sense of public relations. Resume, references. EOE. Box F-43.

**Program Manager**: For medium market CBS Affiliate. Must be experienced in television programming and able to administer Production and Promotion Departments. Send resume to James N. Armistead, Vice President & General Manager, WRDW-TV, Drawer 1212, Augusta, GA 30903. A Ziff-Davis Station. EOE.

**Assistant Director** ready to move up to Director. Send resume and tape to Herb Gold, WJKS-TV, Box 17000, Jacksonville, FL 32216. EOE.



## HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

**Art Director/Public Television.** Television graphics, set design, program guide, and other print materials. Minimum 5 years experience. Salary to \$17,000 plus benefits. Resume by June 25, 1980, to: Personnel, WMFE-TV/FM, 11510 East Colonial Drive, Orlando, FL 32817. Position available July 7, 1980. Equal Opportunity Employer.

**Senior Producer/Director.** The Mississippi Authority for Educational Television is seeking an individual to assume the producer/director responsibilities for an ITV series to be distributed nationally. Applicants must have prior experience in ITV development and production. The ability to operate as a creative member of a production team is imperative. Minimum requirements are a degree in RTF or related field, and prior experience in ITV production. An equal opportunity/Affirmative action employer. Women and minorities welcomed. Send all resumes to Kenneth H. Barlow, Personnel Manager, PO Drawer 1101, Jackson, MS 39205. 601-982-6227.

**Producer/Director, Television.** Description: Under the direct supervision of the KVIE Executive Producer, is responsible for the production of all on-air fundraising drives, the annual on-air auction, and other special event programs. Produces/directs all on-air program promotions. Requirements: Demonstrated ability to write, budget, direct and produce television programs; 2 years television producing experience; 1 year on-air fundraising experience. Send sample scripts and demo tape to: KVIE, PO. Box 6, Sacramento, CA 95801. Attn: Peggy Hughes. Salary range: \$15,000-\$20,000. Available: July 15, 1980. Application period: Through June 30, 1980. EOE/AA.

**Senior Producer/Anchor**—Organizes and supervises field and studio production for at least two weekly, local public affairs broadcasts. As managing editor, has primary content responsibility. As studio anchor, is principal on-air journalist in public affairs unit. Bachelor's degree and three years demonstrated successful full-time experience in broadcasting, journalism, or related field or equivalent combination of education and experience required. Demonstrated ability to design and produce effective public affairs programs with high quality production, technical and journalistic values. Demonstrated success as on-air interviewer, reporter and moderator. Demonstrated success as writer and editor of broadcast copy. Thorough understanding of state-of-the-art production techniques required. First-hand experience with 3/4-inch and 1-inch videotape equipment and editing facilities highly desirable. Salary range: \$18,002-\$22,528. EOE. Persons interested in consideration for this position should send the following items to be received no later than Monday, June 30, 1980: (1) a letter of application; (2) a qualifications summary which indicates clearly the relationship of the candidate's education and work experience to the job requirements cited above, and (3) the name, address and phone number of at least three professional references with a thorough working knowledge of the candidate's work experience and achievements. Applications should be sent to: Dan Everett, Director of Programming, KRMA-TV, 1261 Glenarm Place, Denver, CO 80204. This is contract employment subject to yearly renewal.

**TV Director:** Rapidly expanding television station seeking individual who will be responsible for video tape/live TV studio or remote production and the techniques involved using equipment, talent, station personnel and related sources. Mass Communications degree or equivalent. Five years experience in TV production to include lighting, art, audio, camera, live studio and remote knowledge as well as CMX. Send resume in confidence to Administrative Services, WPBT/TV 2, PO Box 610001, Miami, FL 33161. An equal opportunity employer M/F.

**CM Producer/Director:** Cincinnati station seeking professional who works efficiently under pressure with clients and peers in producing and directing commercials and some local programming. Min. 3 yrs experience in similar capacity required for consideration. Must operate video switchers, audio boards, all studio equipment in non-union environment. Send resume to Susan, WXIX-TV, Taconic Terrace, Cincinnati, OH 45215. Females and minorities encouraged to apply. An EOE M/F.

**Public Information Specialist II,** Television. Need writer, editor, copywriter capable of writing for radio and television promotion; will handle budgets and detail work; be good at public relations. Qualifications: 2 years advertising or public relations experience; 1 year public television experience preferred. Salary range: \$15,000-\$20,000. Send resume and portfolios to: Carolyn Konrad, KVIE, PO Box 6, Sacramento, CA 95810. EOE.

**Director of Programing** for New Jersey Network in process of increasing locally produced programs. Must have production and supervisory experience and exudes creativity. Salary range: \$32,000-\$43,500. Send resume and salary requirements to Gordon MacInnes, NJPTV, 1573 Parkside Ave., Trenton, NJ 08638 (EEO).

### SITUATION WANTED MANAGEMENT

**Aggressive 10 years** radio & television station & sales management. Experience in local/regional and national sales. Excellent references. Box E-196.

**The advent of a comparative** hearing has me looking. I am currently Project Manager for a television station C.P. applicant. I have 12 yrs. of TV experience, 3 yrs. in mid-management, with an extensive background in News and Production. I have an M.A. in Broadcast Administration too. Box F-81.

### SITUATIONS WANTED SALES

**I like selling radio** but, I'd like selling it better if it had pictures. Conscientious, aggressive woman with successful track record in radio sales seeks first television sales opportunity. Box F-102.

### SITUATIONS WANTED TECHNICAL

**TV-FM-AM-Field Engineering Service.** Established 1976. Installation-maintenance-system design-survey and critique-interim maintenance or chief engineer. Available by the day, week or duration of project. Phone Bruce Singleton 813-868-2989.

**Chief Engineer:** 15 years as supervisor and assistant chief engineer. Both studio and transmitter experience. Ready for chief engineers position. Box F-108.

**Video Engineer**—BA, First Phone, Broadcast School. First job behind me in TV as operations technician. Willing to learn, maintenance. Affirmative action employer. Willing to travel & relocate. Box F-80.

**First Phone**—(with Radar) looking for entry level engineering and/or production position. Willing to relocate. Box F-118.

**Assistant Chief looking** for chief engineers position. 20 years experience. Call Charlie 816-833-3582.

### SITUATIONS WANTED NEWS

**Woman, ENG editing** and other non-tech skills seeks entry level position in northeast market. Box F-39.

**Dynamic young anchorman** with current major market experience seeks same position, in respectable market, with more visibility and growth potential. 213-395-2687. Leave message.

**Recent graduate**—seeks general assignment or sports reporting position. Reporting internships in 64th & 17th markets. Proven experience in ENG shooting and packaging. Mike 813-988-6710.

**Degreed journalist** with a fervor for features desires reporter spot. Reared in radio news. Currently CATV reporter. Box E-192.

**Weather Anchor,** AMS Seal, 5 years in medium market. Box F-94.

**Are you looking** for an anchor-reporter who does more than just reading? For more information call 609-561-0619.

**Will work hard** for first break in news. Television production and radio stringer experience. BA in Broadcast Journalism. Will relocate. For video tape and resume Contact: Charles Freiman, 1404 Hillwood Court, Charlotte, NC 28210 704-552-2473.

**Major League Team Sportscaster,** looking for pro or major college PBP position(s). Football, basketball, hockey, baseball or combination. Also interested if sports anchor is available. Knowledgeable with top credentials. Contact Box F-89.

**Willing to leave New York.** Young woman now anchoring evening newscast in City MA Journalism, good writing, ENG reporting. Strong on-air delivery. Box F-114.

**Sportscaster** with savvy know-how, enthusiasm & 2 yrs. experience ready to make your numbers count in committed medium market. 607-797-3355 or 609-845-8717.

**Young aggressive** broadcast journalist with three years experience seeks full time employment as reporter and/or anchor. Also have producing experience. Recent graduate of Emerson College, Boston. Gerry Wardwell, 57 Seymour Street, Bristol, CT 06010. 203-582-5378.

**MS Meteorologist** looking for entry position in small-medium market station with serious commitment to weather. AMS member, solar/ocean energy enthusiast. Will do environmental/science features in addition to weathercasting. Jim Duncan, 377 Morris St., Albany, NY 12208. 518-465-8163.

**Educated, experienced** sport journalist looking for work. 4 years in the business, will listen to all offers 318-433-2971.

**News Reporter/Producer** seeks demanding position, 4 years TV experience, articulate, efficient, creative B.A. Communication/Journalism. Mary Ann Herman, 1855 Independence Rd., No. 211, Columbus, OH 43212 614-422-9678/486-2882.

**Experienced Reporter/Producer.** Currently employed, medium market, net affiliate. Duties include producer/anchor, midday report; general assignment reporter; ENG photographer/editor. Previous major market internships. BA, Broadcast Journalism/Political Science. Seeks move to medium-large market station with high commitment to news. Tape, resume, solid references available. Bill Chandler 912-742-0165.

### SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Graduate to new grades** of class production. Innovative, well schooled Producer, Director, Editor, Technical Director, Cameraman seeking interesting growth position. Box F-53.

**BS, MLS with experience** in film and tape at top network seeks research related position in northeast market. Box F-46.

**Producer/Director**—Heavy commercial (problem clients and agencies a specialty), fast-paced news, 2 inch and 3/4 inch editing, lighting, etc. Looking for a permanent home. Presently employed, a good teacher, happily married. Box F-100.

**Swedish television producer** and director wants to work for a local station or cable-TV. Good experience. American education, technical background. Reply to Goran Strom, 307 East 44 St., NY 10017. Phone 212-661-4835.

## For Fast Action Use BROADCASTING'S Classified Advertising

## CABLE

### HELP WANTED MANAGEMENT

**Director of Public Relations/Asst. Dir. of PR.**—Positions for organized individuals with merchandising/advertising experience with a television or cable background. Competitive salary. Reply Box F-103.

**Program Director/Asst. Program Dir.**—Immediate positions for individuals with commercial television and cable background. Sports, movie rights and pay tier experience needed. Competitive salary. Reply Box F-101.

# ALLIED FIELDS

## HELP WANTED TECHNICAL

**Unusual Opportunity**—Washington, D.C. consulting firm seeks versatile broadcast engineer for station appraisal and inventory work. FCC first phone, 3-5 years experience, and ability to do detailed work required. Some travel, pleasant professional environment. Call Jim Bond at 202-966-3196.

**U.S. Video Corporation:** The West's fastest growing video service facility, with offices in Hollywood and Burbank, needs an experienced VTR Maintenance Person. Minimum three (3) years experience with VR 1200, VR 2000 VTR's. Additional knowledge of IVC 9000, VPR 2 and/or Rank Telecine would also be helpful. Respond with salary history and resume to U.S. Video Corporation, 1136 North Highland Avenue, Los Angeles, CA 90038. Attention: Marva Ely. An equal opportunity employer.

**Design engineer.** Degree optional. AM broadcast transmitters to 1 KW 100% solid state. California. New firm. Tired of the "gang" from Illinois, NJ, Santa Barbara, PA, Dallas? First phone ticked. CE experience a must! Please send resume Box F-121

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Are you the best?** Needed: Field Producers. Videographers. Editors for a new daily nat'l synd reality strip. Experience in location production a must. Don't wait a min. If you are the best, send resume at once! Box F-36.

**Associate Director, Research:** PBS presently has an opportunity in our research department for an associate director. Bachelor's degree or equivalent with graduate work in communication research or related field preferred. A minimum of 5 years experience in television/broadcast research environment with prior exposure in public television a plus. Successful candidate must possess excellent writing and statistical skills with extensive knowledge of audience measurement techniques. Some management background required. Responsibilities will include directing the collection, dissemination and interpretation of audience estimates, market statistics, program evaluation surveys and the design of special studies. We offer competitive starting salaries with excellent non-contributory benefits package. Deadline for submission of resumes is July 7, 1980. For consideration please submit letter of interest with salary requirements and resume to: Public Broadcasting Service, Attn: Carole Dickert-Scherr, 475 L'Enfant Plaza, SW, Washington, DC 20024. 202-488-5088. EEO/AA Employer.

## HELP WANTED INSTRUCTION

**Telecommunications Instructor** to teach television production utilizing broadcast facilities. Requirements: Master Degree, full time experience in commercial or public television, eligibility for California Community College Instructor Credential. Salary Range \$16,026 to \$24,116 for 10 months. Applications must be postmarked no later than June 21. Contact Winston Carl, Personnel Officer, San Bernardino Community College District, 631 South Mt. Vernon Ave., San Bernardino, CA 92410. 714-885-0231 Ext. 105. An equal opportunity, affirmative action employer.

**Mass Communication:** Director of Program; Associate Professor. Ph.D. desired. Nine month tenure track position beginning August 16, 1980. Experience in teaching, commercial or public broadcasting and research desirable. Teach undergraduate and graduate classes, preferably in advertising and broadcasting. Salary negotiable. Send application letter, transcripts, Vita, and three letters of recommendation to Dean Lockwood, Ph.D., Department of Communication, The University of South Dakota, Vermillion, SD, 57069. Application deadline: July 1, 1980. An AA-EOE employer.

**Visiting Assistant Professor.** Teach 9 credits/semester in radio/television production, media history, other courses in mass/organizational communication. Nine month appointment. Ph.D. preferred; will consider ABD. \$13,500-\$15,500, dependent on qualifications. Send letters of application and vitae by June 20 to Chairperson, Humanities Division, University of Wisconsin-Parkside, Kenosha, WI 53141. Late applications will be considered until the position is filled. Affirmative Action/Equal Opportunity Employer.

**Instructor or Assistant Professor** to teach telecommunications operations, writing, research methodology. Masters degree and industry experience in one or more of these areas or bachelors degree and significant experience (6-8 years) in such areas. Preference given to person with terminal degree, outstanding teaching or industry experience. August 15-December, 1980; possibility for spring semester. Contact Bruce Linton, 217 Flint Hall, University of Kansas, Lawrence, KS 66045, by June 20, 1980. An equal opportunity/affirmative action employer. Applications are sought from all qualified people regardless of race, religion, color, sex, disability, veteran status, national origin, age or ancestry.

**Broadcasting:** Tenure-track position for Fall, 1980. Requirements: MA/MS in broadcasting or related area, commitment to teaching in a professionally-oriented program, and minimum of 5 years professional experience with demonstrated teaching ability. Ability to teach advanced television production, studio and field. Prefer additional competency in cinematography and writing for television and radio. Deadline for application July 8, 1980. Send application, resume, transcripts and 3 letters of recommendation to: N. Doyle, Satterthwaite, Broadcast Faculty Search Committee, Department of Communication and Theater, Western Kentucky University, Bowling Green, KY 42101. Affirmative action/equal opportunity employer.

## WANTED TO BUY EQUIPMENT

**Amplex 1021 Intersync** plus VR-1100 Control Panel. Dave Castellano 209-957-1761.

**Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Instant Cash For TV Equipment:** Urgently need transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404-324-1271.)

**Automation System,** Schafer 800 preferred, complete with sources and racks. Send equipment list, space requirements and lowest acceptable cash price to Mr. Smith, PO Box 969, Klamath Falls, OR 97601, or call 503-882-8833.

## FOR SALE EQUIPMENT

**Two Ikegami HL-35 Cameras.** Most options available including Paint Boxes, Battery Pack, Charger \$10,500 ea. Dave Castellano 209-957-1761.

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**5" Air Heliaz** Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

**1 KW AM Continental 314-D,** all new tubes, s.s. rectifiers, excellent condition. M. Cooper 215-379-6585.

**For sale:** Harris system 90 automation equipment with two NTI "go carts", logging and full encoder, less than one year old. Call George Langan 217-789-0880.

**3 KW FM CSI FM 3000E,** 3 yrs. old w/exciter and stereo. Excellent condition. M. Cooper 215-379-6585.

**FM Equipment,** used-Collins 310Z1 exciter, with factory warranty, Spectrosonic 610 comp limiter, Microtack 6401 stereo preamp, Wilkinson SR-20-12 rectifiers, Revox A77. M. Cooper 215-379-6585.

**Amplex ATR 100 audio recorders:** Mono Recorders: 6 fully loaded mono recorders at \$3,400 each. Contact Robin Stow at 213-577-5575.

**Collins 10 kw FM transmitter** with solid-state exciter, 830-F-1 in perfect condition. Transmitter used for only 9 years. Spare final tubes. Delivery from our inventory. Besco Internacional, 5946 Club Oaks Drive, Dallas, TX 75248, 214-630-3600. Other AM and FM units in stock ready for delivery. Thank you for doing business with Besco.

**RCA TK-76 Mini/Cam package** w/12:1 Fujinon lens, 3/4" VTR, \$30,000 415-676-7260.

**RCA TT-10AL VHF Transmitter**—Working good, Channel 6, many spares, \$5,000.

**RCA TT-35CH VHF Transmitter**—All spares, good condition, Channel 10, \$20,000.

**RCA TT-50AH VHF Transmitter**—Excellent, many spares, Channel 11, \$12,000.

**Complete film island**—PE 240, Eastman 285's, TP7, Eastman multiplexer, \$30,000.

**CVS 504B Time Base Corrector**—Recently reconditioned, \$4,000.

**GE PE-400 Color Cameras**—Pedestals, racks, super low price! ea. \$7,000.

**GE PE-350 Color Cameras**—All accessories, good condition, ea. \$4,000.

**GEPE-240 Film Camera**—Automatic gain & blanking, \$8,000.

**ADC 558-3 Switcher**—\$40,000 if new, loaded, perfect, \$20,000.

**CDL VSF 741 Switcher**—12 input, chroma key, \$4,000.

**RCA TK-27A Film Camera**—Good condition, TP 15 available, \$12,000.

**RCA 1600 Film Projectors**—New, factory cartons, TV shutter, ea. \$900.

**Eastman 250 Projectors**—Recently removed from service, ea. \$2,000.

**Eastman CT-500 Projector**—Optical and mag sound, ea. \$7,000.

**RCA TP-6 Projectors**—Reverse, good condition, ea. \$1,000.

**Amplex 1200 A VTR'S**—Amtec, Colortec, one with editor, ea. \$22,000.

**IVC 960C VTR'S**—Portable model, working good, ea. \$3,000.

**Norelco PC-70 Color Camera**—16x1 200M Lens, 2 available, new low price, ea. \$14,000.

**Norelco PCP-70 Color Camera**—Portable or studio use, \$4,000.

**VHF Antenna**—RCA Batwing, Available now, \$8,000.

**UHF Antennas**—Various Models and Prices.

**30 Brands of New Equipment**—Special Prices We will buy your used TV equipment. To buy or sell, call Toll Free 800-241-7878. Bill Kitchen, Quality Media Corporation In GA call 404-324-1271.

**Used Broadcast Television Equipment.** Hundreds of pieces wanted and for sale. Please call System Associates to receive our free flyer of equipment listings 213-641-2042.

**2 Ampex CC500-01** (Hitachi 1000) Color cameras. New vidicons. 16-160 lenses. \$9000/pair. United Seminary Communications, Dayton, OH 513-278-5817

**2 RCA TR 600 Quad machines.** 3 1/2 years old. DOC, spin physics heads, ABC, remote gear, spare parts. Call Jim Robinson or Jim Matthews at 904-893-3127

**Ampex AG-350 deck & Ampex 350 series deck.** Both have solid state electronics & new heads meets all factory specs. Both with consoles, \$1500 each. Full track 7 1/2 ips. Professionally maintained, would make great production studio or great for dubbing. Call D&P Productions, Inc. 305-625-4435.

**Ampex-AVR-2 Videotape Recorder:** Nearly new VTR, equipped with editor, dropout comp., Autochroma/Velocity comp., auto tracking, and full color monitoring, interfaced to CMX-300 system, spare head available. Only one left. Call Rod Hall 213-577-5400.

**Mint condition Micro control** DLC-9 remote control system \$995. Also RCA 8 mix 2 channel BC-3C console \$300. Call Mack Johnson 615-484-5168.

## COMEDY

**Free sample** of radio's most popular humor service! O'LINERS, 1448-C West San Bruno, Fresno, CA 93711

**Guaranteed Funnier!** Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twining, Dallas, TX 75227

**Comedy/Personality Jocks:** Write for our amazing audio sample kit. See "Miscellaneous" ad for L.A. Air Force.

**"Comic Relief."** Just for laughs. Bi-weekly. Free sample. White Creative Services, 20016 Elkhart, Detroit, MI 48225.

## MISCELLANEOUS

**Beatles:** A very special cooperative Radio Promotion available. Call for details. R.M. Rund & Co., 212-988-6810.

**Commercials . . . Promos . . .** by major market talent . . . Impersonations, female voices: more! As low as \$4.50. Low cost consultations. B.B.C., 16508 Cannons Mill Road, E.L.O. 43920. 216-385-1397

**Custom,** client jingles in one week. PMW, Inc., Box 947, Bryn Mawr, PA 19010 215-525-9873.

**Artist Bio Information,** daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801 213-438-0508.

**Records wanted**—Have format changes left you with unneeded records? Top dollar paid for all types LP's. We'll travel for quantity Nuggets—Boston 617-536-0679.

**Five volume production library** jammed with hundreds of dynamite cuts! Exciting music beds, synthesizers, drums, jingles, SFX, gag cuts—the industry's finest package priced right! Audio sample kit \$1.00 (refundable). L.A. Air Force, Box 944-B, Long Beach, CA 90801.

**Writers/Readers Guide.** Time is money . . . save it! Topics in 500 magazines reported monthly for quick reference. Media Research, Box 773, Arlington Heights, IL 60004.

**SuperSpots** help you sell more radio time! New commercial production package. For demo: Toby Arnold & Associates, 4255 LBJ, Dallas, TX 75234 214-661-8201

**Prizes! Prizes! Prizes!** National brands for promotions, contests, programming. No barter or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

## RADIO PROGRAMING

**Radio and TV Bingo.** Serving over 1,000 stations, oldest promotion in the industry. World Wide Bingo—PO, Box 2311, Littleton, CO 80160. 303-795-3288.

**Big band breaks.** Stereo library of newly recorded arrangements for adult radio. Sales/Programming feature. Demo: Toby Arnold & Associates, 4255 LBJ, Dallas, TX 75234 214-661-8201.

**Rock 'n Politics** Soviets Invade! Middle East Crisis! Draft! 'Nuclear Treaty' 1980? ? ? No! Campaign Issues of 1956! Rock 'n Politics, 6 part documentary entertainment, 2 hours each. The music, issues and voices from the Presidential Campaigns 1956-1976. Fun Fast Educational. Send for free demo. San Francisco Sound Archive, 175-21st Avenue, 205, SF, CA 94121

## INSTRUCTION

**Free booklets** on job assistance. 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

**FCC "Tests-Answers"** for First Class License Plus—"Self-Study Ability Test" Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

**REI teaches electronics** for the FCC first class license. Over 90% of our students pass their exams. Classes begin June 17 and September 2. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922.

**Announcers:** Get a better job. My publication tells how. Send \$7. 2355 Ala Wai, Suite 206, Honolulu, HI.

**Cassette recorded First phone** preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson, Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461

**Get your license** in exciting Music City, USA. Shortest, most economical. Classes July 7, Aug. 4. Call Neil Terrell, Tennessee Institute of Broadcasting, 615-297-5396. 2106-A 8th Ave. S., Nashville, TN 37204

**KIIS Broadcasting Workshop** in Hollywood. Announcing, Disc Jockey, News, Plus top rated account Executive program—all taught by top L.A. radio-TV teaching broadcasters. Evenings or day sessions. Kiis Broadcasting Workshop, 1220 N. Highland, Hollywood 90038. 213-462-5600. "Where tomorrow's broadcasters are today."

## Help Wanted Programing, Production, Others Continued

### OPERATIONS DIRECTOR

High Quality Contemporary Class C in top 100 Sunbelt market  
Expert in Automation & Production (also must be loose)  
\$18,000 ph. 214-386-5302

## Help Wanted Management

### GENERAL MANAGERS— PROGRAM DIRECTORS— SALES MANAGERS

We are seeking aggressive, bright management personnel to join our expanding company. Our stations are located in medium sized Sunbelt and Midwestern cities and we will continue to expand in these two areas. You will be expected to work hard, be eager to learn, to be effective and committed to winning fairly and honestly. We in turn will give you the tools you need to work with, all the growth opportunities you can handle and major market remuneration and benefits. Box F-16.

## Help Wanted Announcers

### MAJOR GROUP TALENT SEARCH

Susquehanna Broadcasting continues growth with strong communicators.

Music personalities, talk personalities and news people, send your tapes and resume to: Bob Shipley  
Susquehanna Broadcasting Co.  
Radio Division  
140 East Market Street  
York, PA 17401  
Equal Opportunity Employer

### MORNING RADIO ANCHOR

One of the great radio stations seeks a highly creative morning news anchor. Personality, authoritative delivery and talent are all musts. Send detailed resume, references and air check to: Bob Barry, News Director, WBAP, 3900 Barnett, Ft. Worth, TX. 76103. Equal opportunity employer.

## RADIO

### Help Wanted Programing, Production, Others

## ATTENTION SPANISH BROADCASTERS

Major market radio station owned by national group needs, take charge Program Director, D.J.'s, News, Sales. Rush letter, resume to:

Box F-105

## Situations Wanted News

### 14 YRS. NFL AWARD WINNING PLAY BY PLAY

Loss of station team bdcst rights makes me available this fall for NFL or major college football play by play. Free lance. Box F-82.

### Don't Settle For Second Best!

Heavyweight award-winning talk-show host/newscaster seeks radio and/or TV slot in top-5 market!

Offers 10 years solid news/talk experience, plus background as creator of syndicated cable TV program, writer-editor-lecturer, and contributor to 2 best-selling books!

If you seek excellence and a proven ratings record, call:

**Gene Steinberg, (212) 631-9290**

### Situations Wanted Programing, Production, Others

#### Free-lance in N.Y. Area

Experienced young pro, employed by major syndicator, seeks additional challenges in radio production. Excellent editing, mixing, and writing skills, combined with "great ears" and ability to "follow through"- Box F-73.

#### A RADIO STATION IS A TERRIBLE THING TO WASTE!

Not getting a fair return from your investment? PD more interested in lunch than in your sound? Pride gone from your call letters? Former PD with top 40, A/C, solid gold, personality background in Phila. market available to assume your PD/OM position. Currently teaching broadcasting but ready to talk!

Box 475, Philadelphia, PA 19105

#### SPOTS THAT COOK!

Award-winning Production/Copy/Announcer. Six-year pro wants to move up. Rock format and East Coast preferred. You'll be glad you looked into Box F-98.

## TELEVISION

### Help Wanted Management

#### PROMOTION MANAGER

Group owned VHF network television and clear channel 50 KW radio in smaller market is seeking a person to specialize in creating station promotional vehicles for broadcast and print. Some experience required in copy writing, advertising and graphic values. Send resume to Jack Rosenthal, Harriscop Broadcasting Corporation, Box 2920, Casper, Wyoming 82602 E.O.E.

## Help Wanted Management Continued

# PURCHASING ADMINISTRATOR



A New York based position responsible for the purchasing of broadcasting electronic equipment. This position requires knowledge of the technical requirements of broadcasting as gained through specific, professional engineering experience or prior purchasing experience in an electronics industry, preferably broadcasting.

**Send resume and salary history to: Tom Huban, Personnel Manager, American Broadcasting Companies, Inc., 40 West 66 Street, Main Floor, New York, New York 10023**

**Men and women of all races are encouraged to apply**

**American Broadcasting Companies, Inc.**



### Help Wanted Programing, Production, Others Continued

#### Georgia Educational Television Network Director of Public Programming

The Georgia Educational Television Network, an equal opportunity employer, is seeking applications for the position of Director of Public Programming.

Duties include: Setting goals and directions for public television in Georgia, selecting program material for broadcast, administering budget and preparing grant applications. This position supervises a staff of thirty professional people. A minimum of two years of supervising or consultative experience in educational or commercial television production, promotion or programming is required.

Salary range \$20,000 to \$28,000. Liberal fringe benefits. Application deadline is June 30, 1980 and must be submitted on Merit System Form MS27-1. To obtain the Merit System Form and more information please contact: Frank Bugg, Director of Operations, Georgia ETV Network, 1540 Stewart Ave., SW, Atlanta, Georgia 30310. Phone: (404) 656-5943.



No. 1 rated PM Magazine is seeking a minicam operator with experience & producing skills in 3/4" field production techniques. Send resume, tape and salary requirement to Gary Brasher, WCMH-TV, PO. Box 4, Columbus, Ohio, 43216. EEO.

### Help Wanted Programing, Production, Others

#### PUBLIC AFFAIRS ASSISTANT

Experience preferred. Must be capable of writing and delivering speeches, producing public affairs announcements and programming; office work includes filing, FCC record keeping and preparing letters. Knowledge of Tulsa market beneficial. Send applications and/or resumes to KTUL-TV, Attn: Gary Ricketts, Operations Manager, PO Box 8, Tulsa, OK 74101. No phone calls, please. EOE/MF.

### Help Wanted News

#### SPORTS ANCHOR/ REPORTER.

Excellent position opening for talented, personable sports anchor/reporter. Must have anchor experience with bright, energetic delivery. Must have ability to dig out interesting local sports material. Must be experienced with ENG reporting procedures. Sports conscious community wide open for right person. Send resume, video tape and salary requirements to Don Edwards, Program Director, WSTM-TV, 1030 James Street, Syracuse, N.Y. 13203. WSTM-TV is an Equal Opportunity Employer.

### Help Wanted News Continued

#### NEWS DIRECTOR

Top 25 California market seeking experienced TV news professional with proven administrative ability. Responsible for 2 hours of news daily in all ENG operation. Please send resume to Box F-74. An Equal Opportunity Affirmative Action Employer, M/F.

#### SPORTSCASTER

To join growing staff in pro sports top 20 market. Must have the ability to do exciting highlights and action-packed sportscast. Looking for winning personality with unique production skills. Send reply and resume to Box F-75.

Equal Opportunity Employer

#### TELEVISION NEWS PRODUCER

California sunbelt market, top 25, seeking experienced TV news producer. Experience in news production should include writing, editing and ENG production, both tape and live. Ability to work well with people a must. Send resume to Box F-76. An Equal Opportunity Affirmative Action Employer.

#### TROUBLE SHOOTER REPORTER

Must have the desire and ability to solve other people's problems. Be fair but firm with rip-off artists and present a story which is interesting and well produced. East Coast net affiliate. If you have proven skills as a problem solver, send resume to Box E-78.

Equal Opportunity Employer

### Situations Wanted Programing, Production, Others

#### TV TALK SHOW HOST

Top TV talk show host now looking. Totally committed to community involvement. Vibrant one on one interviewer. Studio and field production experience with film and ENG pieces. Successful track record with 8 years major market experience.

Tape and resume available.

Reply on confidence to: Box F-112.

### Situations Wanted Programing, Production, Others Continued

#### Are you looking

for host of daytime interview and feature show? I'm your man with experience in all phases of on air work plus news management. Box F-84.

### Situations Wanted Management

#### MARKET DEVELOPMENT MANAGER

I would like to establish and manage a Market Development Department in your sales organization.

I currently operate an advertising agency with a broad list of clients, all of which I have developed into heavy users of television.

I am familiar with television station operation, having held Production and Promotion management positions with several television stations before starting my agency.

If your market is like most, there is likely a great deal of opportunity for additional station billings from clients in many areas, by use of comprehensive research, conceptional selling, direct client upper management contact and knowledge of clients needs and aspirations.

If you are a G.M. or G.S.M. of medium to large market television station prepared to commit and stick with a market development approach, let's talk.

Box F-109

#### TOP TV GM READY RIGHT NOW!

Profit, sales, people and community oriented! Great track, super references. Don't miss this one! Send for details. Box F-87.

### Situations Wanted News

#### QUIZ

Which of the following is true of this major market sportscaster?

- A) He's a polished pro in his early thirties.
  - B) He's currently on a No. 1 rated show.
  - C) His award-winning packages are creative and witty.
  - D) His phone number is 313-354-3234.
  - E) All of the above.
- ANSWER: E**

### Employment Service

#### B A L BROADCASTER'S ACTION LINE

The Broadcasting Job you want anywhere in the U.S.A.  
1 Year Placement Service \$40.00  
Call 812-889-2907  
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#### ENGINEERING POSITIONS

We specialize in the placement of TV and Radio Engineers with Broadcast Stations, Manufacturers, Industrial TV, Production Facilities and Dealers; all levels, positions and locations nationwide. Professional, confidential - no fee. Best Industrial Reputation - over 1000 client contacts. To discuss your employment possibilities phone Alan Kornish at (717) 287-9635 or send your resume now.

## KEY systems

NEW BRIDGE CENTER, KINGSTON, PA. 18704

#### MANAGEMENT

In search of Broadcast Promotion Talent? Promotion Pro ready for a change? Send job specifications and/or resume to the Broadcasters Promotion Association Employment Bureau, c/o Box Q-45.

#### ALLIED FIELDS Help Wanted Technical

#### New York's finest Video Tape Production Company

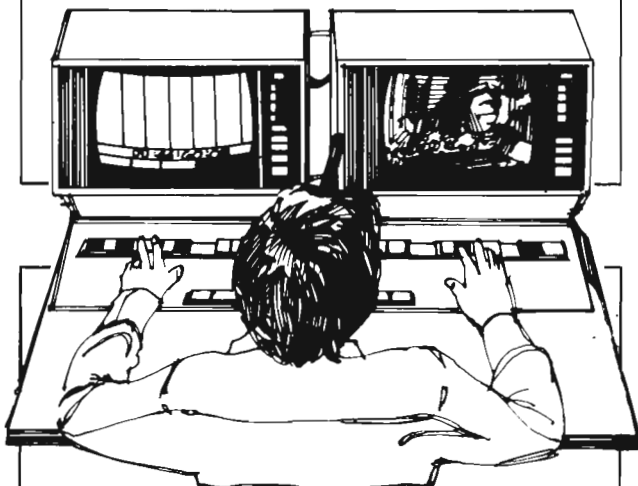
has immediate openings for video tape editors experienced with:

1. CMX 340 expanded keyboard interfaced with VPR-2's & a CDL-CD 480 switcher, & Squeezoom
2. Ampex 2000's with edittec editing

Salary commensurate with experience. Call or write Susan Litman, TULCHIN/CENTREX Productions, 240 East 45th Street, NY, NY, 10017, 212-986-8270.

Engineers

# BROADCAST SYSTEMS ENGINEERS



## WALSH

Broadcast Placement Service  
The Commons West  
Dept. B  
638 Newtown Yardly Road  
Newtown, PA 18940  
An Equal Opportunity Employer

We represent a major electronic corporation. Our client is looking for additional outstanding talent to continue a tradition of excellence. You'll be joining a well established world-wide equipment manufacturer. Immediate openings in the following areas:

### SENIOR TRAINING SPECIALIST

Interpret new engineering developments for manufacturing and marketing as well as the customer; develop training manuals & audiovisual training tools. You should have a BSEE & the ability to communicate effectively verbally and in writing.

### PRODUCT ASSURANCE ADMINISTRATOR

You'll be liaison between engineering and manufacturing staffs and customers in all areas affecting quality. Assure technical compliance with customers' quality requirements; handle customers problems, review quality control specifications/assurance procedures. Product assurance experience in broadcast systems.

### FIELD PROJECT ENGINEER WORLD WIDE ASSIGNMENTS

Direct technical projects in a field that extends around the world! You should be willing to travel WORLD WIDE 50% of the time. To qualify you must have understanding of the latest generation of T.V. Broadcast equipment.

If you have these qualifications and are interested we are waiting to hear from you. Call COLLECT, 215-968-0707 or send resume.

## CUSTOMER SERVICE ENGINEER RADIO AUTOMATION

If you enjoy working with program automation equipment and have a technical background with a good command of digital electronics, you could be the person for this challenging position.

Broadcast Electronics is located in a pleasant, small midwestern town. We have a good team and are enthusiastic about our future. The overwhelming success of our "Control 16" Program Control System has resulted in an opening for a Customer Service Engineer. Get in on the ground floor with a growing company. We offer excellent working conditions and benefits.

If you're experienced in the technical operation of program automation equipment and interested in a challenging career position, please send resume, including salary history in confidence to:



Dow Jones  
Manager, Automation Service  
Broadcast Electronics, Inc.  
4100 North 24th Street  
P.O. Box 3606  
Quincy, IL 62301

### Radio Programing



**LUM and ABNER**  
5 - 15 MINUTE  
PROGRAMS WEEKLY  
Program Distributors  
410 South Main  
Jonesboro, Arkansas 72401  
Phone: 501-972-5884

### Business Opportunity

#### Open Letter to Small Market Radio Station Owners and Managers:

I'm a radio sales specialist with a successful background which will interest you. Fact is, you'll be very impressed. I can apply my success formula to your station... and you will enjoy a dramatic and permanent increase in sales. After a visit with you, I will supply a 12 month blueprint for sales, entirely customized for your station. Costs are very low and results are guaranteed.

Write c/o Partridge Radio Sales Consultants  
Box 90  
Orange, MA 01364

### Public Notice

#### PUBLIC NOTICE

The Board of Directors of National Public Radio will meet in regular session on Tuesday, July 1, 1980, at 9 a.m. in the Carlyle Room of the Holiday Inn of Old Town, Alexandria, Virginia. Subject to amendment, the agenda includes: Chairman's Report, President's Report, reports from board committees on Development, Finance/Audit/Compensation, Long-Range Planning/Legislation, Membership, Public Information, Programming and Technology/Distribution. The board committees will meet on Monday, June 30, 1980, at the Holiday Inn.

For further information concerning these meetings, please contact Ernest T. Sanchez, NPR General Counsel at (202) 785-5369.

### Miscellaneous

#### 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

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Specializing in Individual & Corporate  
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**Wanted To Buy Stations**

**WANT TO BUY FM OR AM/FM**

Any size market in Iowa, Missouri, Arkansas, Nebraska, Kansas, Oklahoma, or Texas. Brokers protected. Reply held in strict confidence. Box F-110.

**For Sale Stations**

**Dan Hayslett**  
 & associates, inc.  
  
**Media Brokers**  
 RADIO, TV, and CATV  
 (214) 691-2076  
 11311 N. Central Expressway • Dallas, Texas

**RALPH E. MEADOR**

Media Broker  
 AM - FM - TV - Appraisals  
 P.O. Box 36  
 Lexington, Mo. 64067  
 Phone 816-259-2544

**BILL-DAVID ASSOCIATES**  
**BROKERS-CONSULTANTS**  
 (303) 636-1584  
 2508 Fair Mount St.  
 Colorado Springs, CO 80909

**FOR SALE:**

AM-FM combination. \$400,000. Terms. Also, single market full-time AM. \$200,000. Call Boyd Kelley (817) 692-7722.

**OWN A RADIO STATION IN PARADISE**

Top Honolulu, Hawaii Radio Facility available. 10,000 Watt Non-Directional fulltime, low frequency AM Powerhouse. Excellent ratings and billings. Station available for approximately 2X gross—portion of price can be consultancy if buyer financially qualified. For Details call: Dave Wagenvoord/Media Broker (808) 949-6648.

**For Sale Stations Continued**

- Fulltimer. Major market ID. \$680,000 terms.
- AM/FM in Alaska. \$1,425,000.
- Daytimer. NC. About 50 miles from coast. \$240,000. Terms.
- Chattanooga area daytimer. Good real estate with living accommodations at studio. \$350,000. No down payment, \$5,225.80/month for 10 years.
- Two AM's. CA. fulltimer and daytimer.
- Class C plus powerful daytimer. S.E \$4 million cash.
- S.E 50,000 watt AM. 3.8 million.
- Fulltimer. City in Iowa. \$680,000. Terms.
- AM/FM in No. Mich. \$190,000.
- Atlanta area daytimer. \$680,000.
- Louisville area daytimer. \$450,000.
- Fulltimer W. Va. city. \$420,000.
- Eastern Kentucky AM/FM. Bargain. \$990,000. Terms.
- VA. Coastal. Attractive. \$800,000.
- Powerful daytimer in Atlanta area. \$980,000. Terms.
- AM/FM both powerful. N.C. \$800,000. Unusual situation. Lots of leverage.
- Powerful daytimer in Northern Michigan. \$430,000 Terms.
- Fulltimer. Wyoming. \$260,000. Terms.
- Class C in Colorado. \$590,000. Terms.
- N.C. daytimer. Big town \$400,000.
- AM/FM near North Florida resort city. \$340,000. \$35,000 D.P.
- Super "Powerhouse" FM with AM in Eastern Texas. \$750,000.
- Dynamic Fulltimer covering half of Alaska population. \$1,600,000.
- Powerful Daytimer in Eastern central New Jersey. \$650,000.
- Fulltimer. Coastal city in Southeast. \$500,000.
- Daytimer. Northeast Texas. \$660,000.
- Ethnic station in large Northern city. \$1,900,000.
- South Alaska. Includes Real Estate. \$200,000. Terms.
- Indiana. Large metro. \$200,000 down. Good coverage.
- Daytimer. Boston area. \$680,000.
- Fulltimer. Dominant. Metro. TX. \$1,200,000.
- 1 kw AM in Southern Ga. Real Estate. \$250,000. Good terms.
- Southern Arizona. Fulltimer. Good county population. \$390,000. Terms.

Let us list your station. Confidential!  
**BUSINESS BROKER ASSOCIATES**  
 615-756-7635 24 HOURS

**H.B. La Rue, Media Broker**

RADIO • TV • CATV • APPRAISALS

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 East Coast:  
 500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

**901/767-7980**

**MILTON Q. FORD & ASSOCIATES**  
**MEDIA BROKERS—APPRAISERS**  
 "Specializing in Sunbelt Broadcast Properties"  
 5050 Poplar • Suite 816 • Memphis, Tn. 38157

**AM Daytimer**

Northeastern PA area (real estate lease to suit your needs).  
 Box E-81

**THE KEITH W. HORTON COMPANY, INC.**

P. O. Box 948  
 Elmira, NY 14902  
 (607) 733-7138

*Brokers and Consultants to the Communications Industry*



**FLORIDA**

Dandy little fulltimer in single station market. Tri-County coverage with over 60,000 population. History of profitability under absentee ownership. Real estate included. FM possibility. Priced at 1.8 x billings ... \$275,000. Good terms.

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 3737 Noble Avenue  
 Dallas, Texas 75204  
 (214) 528-1020

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**Brokers, Consultants & Appraisers**

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 Suite 214  
 11681 San Vicente Blvd.  
 Los Angeles, CA. 90049

202/223-1553  
 Suite 417  
 1730 Rhode Island Ave. N.W.  
 Washington, D.C. 20036

**For Sale**

Southwest Florida full time AM station Immokalee, Florida one station market priced for immediate sale \$125,000. Terms negotiable, 29% down. Contact: Jan Kantor 813-334-8135.

	<b>CHAPMAN ASSOCIATES®</b>
nationwide service	

**STATIONS**

MW	AM	Small	\$160K	Terms	Bill Whitley	(214) 387-2303
E	AM	Small	\$180K	29%	Art Simmers	(617) 848-4893
NW	AM	Small	\$215K	\$62K	Larry St. John	(206) 881-1917
S	AM	Small	\$375K	Terms	Dan Rouse	(214) 387-2303
MW	AM/FM	Small	\$625K	\$89K	Jim Mackin	(312) 323-1545
SE	Fulltime	Medium	\$560K	\$162K	Bill Chapman	(404) 458-9226

**CONTACT**

To receive offerings of stations within the areas of your interest, write Chapman Co., 1835 Savoy Dr., N.E., Atlanta, GA 30341

**2 FMs FOR SALE-SE**

Grant Class C, latest extensive equipment, tallest tower in area. Fabulous growth market. Steal at \$3.6 million. N.E. Major Metro high rated money maker, under-priced for market \$9.0 million. Call 617-742-0676.

**For Fast Action Use BROADCASTING'S Classified Advertising**

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**Payable in advance.** Check or money order only (Billing charge to stations and firms \$2.00) When placing an ad indicate the EXACT category desired: Television, Radio, Cable or Allied Fields, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included. Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted)

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St. N.W., Washington DC 20036

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING. *Blind Box* numbers: Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

**Rates:** Classified listings (non-display): Help Wanted 70c per word \$10.00 weekly minimum. Situations Wanted (personal ads) 40c per word \$5.00 weekly minimum. All other classifications: 80c per word \$10.00 weekly minimum. *Blind Box* numbers: \$2.00 per issue.

**Rates:** Classified display: Situations Wanted (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964 as amended.

Word count: include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

**SELECT MEDIA BROKERS**

MI	Daytime AM	370K	Small
NC	Daytime AM	165K	Small
MO	Daytime AM	225K	Small
WY	Fulltime AM	235K	Small
MS	Daytime AM	295K	Medium
KS	Non-Commercial FM	350K	Metro
GA	Daytime AM	400K	Medium
MA	Daytime AM	650K	Major
SC	Daytime AM	150K	Small
FL	Fulltime AM	340K	Medium
SC	Daytime AM	375K	Medium
VA	Daytime AM	180K	Small
GA	Daytime AM	385K	Small
NC	Fulltime AM	750K	Medium
IN	Daytime AM	1.25 M	Major
CO	Daytime AM	300K	Small
CO	Fulltime FM	500K	Metro

**912-883-4917**  
**PO Box 5, Albany, GA 31708**

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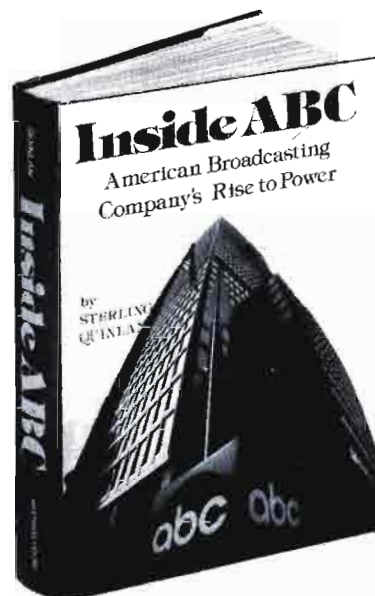
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**312/467-0040**



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by Sterling "Red" Quinlan

Here's the complete story of the American Broadcasting Company's spectacular climb to leadership after more than 25 years of continual third place network position. Sterling "Red" Quinlan, former Vice President and General Manager of ABC's Chicago station, candidly tells of the people and events that have shaped the highly individualistic style of the network and made it the innovative force it is today. Based on extensive research including interviews with numerous past and present ABC employees, previously unpublished information from company files and the author's own experiences, *INSIDE ABC* offers a unique look into the executive suites of the broadcast industry. **320 pages, 39 photographs, bibliography, index. \$12.95**

**Broadcasting Book Division**  
1735 DeSales Street, N.W.  
Washington, D.C. 20036

Please send \_\_\_\_\_ copy(ies) of *INSIDE ABC* @ \$12.95 each.  
**Payment must accompany your order.**

Name \_\_\_\_\_

Address \_\_\_\_\_

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



# Fates & Fortunes<sup>®</sup>

## Media

**Robert T. Howard**, VP-general manager of NBC-owned WNBC-TV New York, named VP-television projects for NBC Television Stations Division. **Al Jerome**, station manager at NBC's WMAQ-TV Chicago, succeeds Howard.

**Kenneth Hatch**, executive VP of KIRO Inc., and general manager of its KIRO-TV Seattle, named chief executive officer of KIRO Inc.



Elkins

**Ken Elkins**, general manager of Pulitzer Broadcast Stations' KETV-TV Omaha, named general manager of co-owned KSDK-TV St. Louis, succeeding **Michael Duffy**, who resigned.

**Gary Bolton**, general manager of Park Broadcasting's WUTR-TV Utica, N.Y., named general manager of co-

owned WDEF-TV Chattanooga.

**Larry Campbell**, station manager of King Broadcasting's KGW-AM Portland, Ore., named general manager of King's KING-AM Seattle, succeeding Keith Lollis (see page 108). **Jim Woodyard**, general sales manager of KGW and co-owned KINK-FM there, named general manager of KGW.

**Stephen Wrath**, VP-sales, KMEO-AM-FM Phoenix, named general manager.

**Irwin Polinsky**, general manager of Cablevision Systems Development Company's Long Island, N.Y., division, named president of division, based in Woodbury, N.Y.

**O.P. Bob Bobbitt**, president of Angelo Broadcasting Corp., licensee of KTEO-AM-KWLW-FM San Angelo, Tex., assumes additional duties as general manager of WEEL-AM Fairfax, Va., and president of licensee of station, Northern Virginia Radio Corp. Bobbitt was formerly with LBJ Corp., Austin, Tex., parent company of Northern Virginia Radio Corp.

**Richard Holcomb**, general manager, KQEO-AM Albuquerque, N.M., assumes additional duties as general manager of co-owned KZZX-FM there.

**Joe Abernathy**, former general manager of KFIX-AM-FM and KMBR-FM, all Kansas City, Mo., and WIOD-AM Miami, joins KJET-AM-KWIC-FM Beaumont, Tex., as VP-general manager.

**Glenn Buxton**, sales manager, program director and music director of Etowah Broadcasters' WAAX-AM Gadsden, Ala., named VP of Etowah and president-general manager of WAAX.

**Paul Lindsay**, formerly with WACK-AM Newark, N.Y., WLAP-AM-FM Lexington, Ky., and with Group W in Fort Wayne, Ind., and Chicago, named VP-general manager, WOHN-AM Herndon, Va.

**Richard Feindel**, general manager of WWGP-AM-WFJA-FM Sanford, N.C., named VP, secretary and general manager.

**Pedro Santos**, formerly with KFTV-TV Hanford, Calif., joins KGST-AM Fresno, Calif., as assistant general manager.

**Jane Coward**, network traffic supervisor, Christian Broadcasting Network, Virginia Beach, Va., joins WTVZ-TV Norfolk, Va., as director of operations.

**Phil Kouwe**, program director, WBRI-AM Indianapolis, joins KUXL-AM Minneapolis-St. Paul as operations manager.

**John Murray**, formerly with KFIX-AM-FM Kansas City, Mo., joins KCNW-AM Fairway, Kan., as operations manager.

**Gerald Swearingen**, VP-general manager of KOGO-AM San Diego, joins Mutual Broadcasting System as regional manager, station relations, for Western region, based in Los Angeles.

**Robert Stare**, assistant controller, Group W Productions, Los Angeles, named human resources manager. **Leo Jacob**, accounting supervisor, named assistant controller.

**Patti Hoth**, promotion manager for Pikes Peak Broadcasting's KRDO-AM-FM-TV Colorado Springs, named assistant manager-station relations manager for co-owned KJCT-TV Grand Junction, Colo.

**Marcia Donnan Wood**, president of Creative Communications, Washington, elected chairman of community advisory council of non-commercial WETA-TV Washington.

**Ronald Mazuk**, assistant tax director, Dayco Corp., Dayton, Ohio, joins Taft Broadcasting Co., Cincinnati, as manager of federal and international taxes.

**Lila Gilmore**, from KSAT-TV San Antonio, Tex., joins KQVR-TV Sacramento, Calif., as assistant business manager.

**W. W. Warren**, chairman of board and chief executive officer of Fisher Broadcasting, owner of KOMO-AM-TV Seattle and KATU-TV Portland, Ore., and **Mrs. A. Scott Bullitt**, founder of King Broadcasting, group owner based in Seattle, received Society of Professional Journalists, Sigma Delta Chi Distinguished Service to Journalism award, May 24 in Seattle.

**S. James Coppersmith**, VP-general manager of WNEW-TV New York, received Honorary doctor of laws degree from Iowa's William Penn College May 11.

## Advertising

**Eugene P. Beard**, VP and chief financial officer, Arlen Realty and Development Corp., New York, appointed executive VP-finance and chief financial officer of Interpublic Group of Companies Inc., succeeding **Charles C. Townsend**, who continues as member of board of directors of company and as consultant on special projects.

Elected senior VP's-creative managers of Doyle Dane Bernbach, New York. **Mike Lawlor** and **Jack Mariucci**, VP's and art supervisors, and **Diane Rothschild**, VP-copy supervisor.

**Kenneth M. DeCesare** and **Cynthia J. Perry**, account supervisors in corporate communications division, J. Walter Thompson Co., New York, named VP's.

Elected VP's at Young & Rubicam, New York: **George H. Watts**, senior copywriter; **Joan Perrella**, manager of daytime network television; **James Cunningham Jr.**, manager of nighttime network TV, and **Edward Dittus**, associate director of communications information services.

**Jack Jadick**, assistant media director, and **Barbara Fagan**, creative supervisor, Grey Advertising, New York, named VP's.

**Frederick Dixon**, VP-account supervisor, Creamer Inc., New York, named senior VP. **Dave Falcon**, formerly with Falcon/Shapiro, Hicks & Greist and Altman Stoller Weiss, all New York, joins Creamer as VP-creative group head.

**Diane Dym**, executive VP and partner, Weitzman, Dym & Associates, Washington, named president.

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\* The Wall Street Journal, 1977

Named VP's, Lisc Advertising, Kansas City, Kan.: **Rosalie Ferguson**, VP-media director; **Paula Kastilahn**, VP-finance, and **Tom Pohl**, VP-account supervision.

**Michael James Papagiorgio**, from Harrington, Richter & Parsons, New York, joins Blair Television's ABC sales team in Chicago. **Martin John Toole**, Southeast regional manager, Arbitron, Atlanta, joins Blair Radio as account executive on New York sales staff.

**Stuart Sharpe**, account executive and acting sales manager, WKSW(FM) Cleveland, joins Regional Reps Corp. as regional manager in Cleveland office.

**Mike Dorsey**, national sales manager of Post-Newsweek's WDIV(TV) Detroit, named general sales manager of co-owned WFSB-TV Hartford, Conn. **Nancy Brown**, local sales manager, WJAR(AM) Providence, R.I., joins WFSB-TV as account executive.

**Stanley (Curt) Newton Jr.**, marketing consultant, WEEL(AM) Fairfax, Va., named general sales manager.

**Claire Russell Shaffner**, general manager, WAYS(AM)-WROQ(FM) Charlotte, N.C., joins WTMA(AM)-WPXI(FM) Charleston, S.C., as general sales manager.

**Jack Nantais**, director of promotions for Houselop Records, joins WARO(AM) Canonsburg, Pa., as general sales manager.

**Joseph Hildebrand**, Detroit sales manager for RKO Radio, and formerly with Mutual Broadcasting System, rejoins Mutual as VP in charge of sports sales, based in Detroit.

**Jeffrey Cash**, regional sales manager, WDBO-TV Orlando, Fla., joins KSAT-TV San Antonio, Tex., as national sales manager.

**Morris McWilliams**, account executive, WMAL(AM) Washington, and **Diarmuid White**, VP-account supervisor, Air Time, join ABC Radio as account executives for ABC Information and Entertainment Networks, New York

## Programing



McMahon

**John McMahon**, president of Rastar Television, Los Angeles, and former senior VP-programs and talent, West Coast, NBC-TV, named president of Carson Productions, Johnny Carson's new television production company in Los Angeles, effective June 23.

**Peter Grad**, VP-development, Columbia Pictures Television, Los Angeles, named to same position for 20th Century-Fox Television. **Tony Spinner**, writer-producer, named VP-creative affairs. **Chuck Simon**, director of programming and development, Paramount Television, Los Angeles, has signed with 20th Century-Fox Television as producer and packager to develop prime-time and syndicated programming.

**Michael Jay Solomon**, president and chief executive officer of Telepictures Corp., New York, named chairman of board in addition to CEO. **Michael Garin**, executive VP and chief operating officer, named president while retaining chief operating officer post. **Herbert Pearlman**, director, named chairman of executive committee.

**Jon Gumpert**, business affairs and film marketing executive with International Creative Management, New York, named executive VP of motion picture division of Time-Life Films, New York. **Maggie Wilde**, production executive, Paramount Pictures Corp., joins Time-Life Films as VP of motion picture division, responsible for acquisition and development of feature films, based in Los Angeles. **Nick Durrie**, VP, finance and administration, Time-Life Films, New York, named VP, production planning. Succeeding him as VP, finance and administration, is **Jay Walkinshaw**, who has been VP and

general manager of video division, Time-Life Films.

**Peter Hughes**, general manager of MCA TV Canada in Toronto and Montreal, named VP of MCA TV International and VP of MCA Canada. **Jules Stein**, founder of MCA Inc. and holder of MD degree, received honorary doctor of humane letters from Johns Hopkins University, Baltimore.

**Steve Goldstein**, regional manager, affiliate relations, NBC Radio, joins Robert O. Mahlman, New York, as VP responsible for international marketing of radio specials produced by RKO Radio and other companies.

**Donald Adams**, VP-operations, Association Films, New York, named VP-planning for Macmillan Electronic Media, distributor of 16 mm films. He will be responsible for Macmillan's three units: Association Films, Audio-Brandon Films and Macmillan Films.

**Ken Livesay**, associate producer of KABC-TV's *AM Los Angeles*, appointed program development associate of Post-Newsweek Productions, Los Angeles.

**Daniel McCarthy**, general sales manager, KHOU-TV Houston, joins Peters Productions, San Diego, as regional manager-television.

**Russ Barnett**, former program director of KMPC(AM) Los Angeles and operations director of Don Martin Communications, joins O'Connor Creative Services, Los Angeles, as executive producer of syndicated programming.

**Eric Jones**, creative services director for Group W's *PM Magazine*, joins Hillier Productions, Sausalito, Calif., as managing producer of syndicated show, *The World of People*.

Appointments, TM Companies, Dallas, which includes TM Productions, TM Programming, TM Special Projects and TM International: **Mike Baer**, with TM Productions, named general sales manager; **Bill Shaughnessy**, creative director, O'Connell Advertising, Cincinnati, named TM commercial library manager, and **Jim Van Sickle**, former general sales manager, KFJZ-AM-FM Dallas, joins TM Programming as management sales consultant for Midwest region.

**Michael David**, manager of affiliate relations, Entertainment and Sports Programming Network, Bristol, Conn., joins Modern Satellite Network, New York, as manager of programming and special projects.

**Wolf Schneider**, production coordinator, Westwood One, radio syndicator, Culver City, Calif., joins Watermark as associate producer of new weekly radio series, *Soundtrack of the 60's*.

**James Wilson**, corporate controller, Technicolor, Los Angeles, named VP-finance, cinema systems division of Technicolor.

**Jeff Snetiker**, director of production finance, corporate, Paramount Pictures Corp., Los Angeles, named director of television production finance, Paramount Television.

**Keith Lollis**, station manager of King Broadcasting's KING(AM) Seattle, named program director of co-owned KING-TV there. He succeeds **Bob Guy** who is retiring, but will continue with company as program consultant.

**Ron Jablonski** and **Bob Kelly**, air personalities, KERE(AM) Denver, named program



**First Amendment defenders.** The Washington chapter of the Society of Professional Journalists, Sigma Delta Chi, recognized three of its members with national awards June 10. Allen Neuharth (r), chairman and president of Gannett Co., and Richard Schmidt (l), attorney for the American Society of Newspaper Editors and partner in Washington law firm of Cohn & Marks, received First Amendment awards. Walter Mears (second from r), AP Washington bureau chief, received a gold key to signify his election as a fellow of the society. Jean Otto (second from l) is national president of Sigma Delta Chi. Neuharth was given the First Amendment award for his activities while president and chairman of the American Newspaper Publishers Association, from 1978 to 1980. He is currently chairman of ANPA's executive committee.

director and music director, respectively.

**Bob Christy**, program director, WHDH(AM) Boston, joins KCBQ(AM) San Diego in same capacity.

**David Payne**, producer-director, WSOC-TV Charlotte, N.C., assumes additional duties as assistant production manager.

**Stel Pontikes**, with WCBW(FM) Columbia, Ill., named production director.

**Paul Alexander**, sports director, KOLD-TV Tucson, Ariz., joins KMOX-TV St. Louis as sports reporter.

**Bob Robertson**, from KVI-AM-FM Seattle, joins KAYO(AM) there as sports director.

**Toni Baffle**, anchor, WPTT-TV Pittsburgh, joins WPNT-FM there as announcer.

## News and Public Affairs

**Jim Hickey**, reporter-anchorman for KYW-TV Philadelphia, named ABC News correspondent in Chicago. **Jacques Grenier**, ABC News producer in Paris, named correspondent there.

**Jay Newman**, news director, WNEP-TV Scranton, Pa., joins KOVR(TV) Stockton, Calif., in same capacity.

**Doug Kiel**, news director, WEMP(AM)-WNUW(FM) Milwaukee, joins WOKY(AM) there in same capacity.

**LaVonne Eliopoulos**, news director, KVEG(AM)-KFMS(FM) Las Vegas, joins KBZT(FM) San Diego as news director.

**Deborah Caldwell Sistrunk**, producer and announcer, noncommercial KWMU(FM) St. Louis, joins KSDK(TV) there as assignment editor.

**Jim Nash**, anchor and reporter, KVBC(TV) Las Vegas, joins KWGN-TV Denver as assignment editor. **Dan Eitemiller**, photographer and assistant producer, KBTU(TV) Denver, joins KWGN-TV as nightly news producer. **Warren Chandler**, formerly with KOA-TV Denver, joins KWGN-TV as weather forecaster. **John Barry**, film editor and photographer, WPTV(TV) Palm Beach, Fla., joins KWGN-TV in same capacity. **Barry Conrad**, photographer, WKRC-TV Cincinnati, joins KWGN-TV in same capacity.

**Mike Gilliam**, unit manager, KDKA-TV Pittsburgh, joins WJLA-TV Washington as night assignment editor.

**Ivan Smith**, anchor and producer of noon news on King Broadcasting's KGW-TV Portland, Ore., retired June 5. He had been with King 24 years.

**Meredith Paul**, from KDBC-TV El Paso, Tex., joins WTVN-TV Columbus, Ohio, as 5:30 and 11 p.m. co-anchor. **John D'Amico**, assignment editor, WJRT-TV Flint, Mich., joins WTVN-TV as producer of 5:30 p.m. news.

**Gwen Castaldi**, reporter, producer and anchor, KLAS-TV Las Vegas, joins WBBM-TV Chicago as general assignment reporter.

**Bill Proctor**, weekend anchor, KDKA-TV Pittsburgh, joins WXYZ-TV Detroit as general assignment reporter.

**Ben Frazier**, noon anchor at Post-Newsweek's WJXT(TV) Jacksonville, Fla., joins co-owned WDIV(TV) Detroit as general assignment reporter.

**Brad Holbrook**, weekend anchor and reporter,

KTEW(TV) Tulsa, Okla., joins WNAC-TV Boston as reporter and relief anchor.

**Ernie Schultz**, former public affairs and information manager for KTVY(TV) Oklahoma City, who resigned last month (BROADCASTING, May 26), joins KWTU(TV) Oklahoma City as chief reporter.

**Bill Madison**, reporter, WRET-TV Charlotte, N.C., joins KOVR(TV) Stockton, Calif., in same capacity.

**Eileen Houston**, from KFIX(AM) Liberty, Mo., and **Virginia Broady**, from KNIM(AM) Maryville, Mo., join KQTV(TV) St. Joseph, Mo., as general assignment reporters.

**Gordon Barnes**, who owns, and operates weather consulting business, and is chief meteorologist for WDVM-TV Washington, assumes additional duties as meteorologist for WMAL(AM) Washington.

**Marc Michaels**, announcer, WRDR(FM) Egg Harbor, N.J., joins WCAM(AM) Camden, N.J., as afternoon anchor.

**Kathy Kaplan**, reporter, WHCU-AM-FM Ithaca, N.Y., and **Dennis Garrigan**, news and public affairs director for West Virginia Public Radio, join Maine Information Radio Network, Augusta, as reporters-anchors.

**Elmira Walton**, reporter, producer and anchor, WTLN(FM) Indianapolis, joins noncommercial WIAN(FM) there as reporter and announcer.

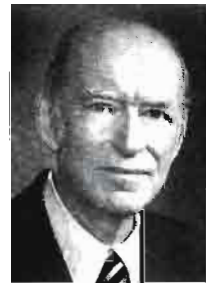
**Gene Burke**, KTRK-TV Houston, elected chairman of board of Texas AP Broadcasters

**Marshall Lee Tanner**, former news director, WVOJ(AM) Jacksonville, Fla., joins AP as broadcast executive for Idaho, Montana and Utah, based in Salt Lake City.

**Walter Cronkite**, CBS News correspondent and anchorman, awarded honorary doctor of laws degree from Harvard University.

**Carlos Aguilar**, reporter, KENS-TV San Antonio, Tex., and **Rose Economou**, producer, WBBM-TV Chicago, awarded Nieman Fellowships to study at Harvard University.

## Promotion and PR



Hoffman

**Robert M. Hoffman**, long-time head of creative services for Group W and its TV and radio stations, is leaving company July 1 to open Hoffman Unlimited, with Group W and Viacom Enterprises as first clients. New firm will specialize in marketing and communications, including advertising, promotion, public relations and research. Hoffman joined Group W in 1968 after nine years with its Television Advertising Representatives (TVAR) and, earlier, 11 years in key research, promotion and planning posts at WOR-AM-TV New York. Hoffman Unlimited will be at 26 Greentree Circle, Westbury, N.Y. 11590. Telephone (516) 333-0127.

**Wilma Hill**, publicist for Public Broadcasting Service, Washington, and **Betsy Vorce**, public relations consultant in New York, working on "TV for Learning Project," funded by Corpora-

tion for Public Broadcasting, named national publicists for PBS, based in New York.

**Steven Hacker**, production manager, WDIV(TV) Detroit, named audience promotion manager.

**Patti Porter**, intern, KOVR(TV) Stockton, Calif., joins promotion department there as media coordinator.

**Jack MacDonald**, who has done promotion for KVI-AM-FM and KING-AM-FM, all Seattle, and **Don Due**, who has worked in food business, and done promotion work for Sun Mountain Lodge in Washington, join KAYO(AM) Seattle as promotion and publicity consultants.

**Linda Fox**, program director, KKFM(FM) Colorado Springs, joins KBZT(FM) San Diego as promotion director.

**Ted Mintzer**, sales manager, WEEL(AM) Fairfax, Va., named promotion director.

**Justin Meacham**, promotion manager, WSBT-AM-TV and co-owned WWJY(FM), all South Bend, Ind., named director of creative services. **Robert B. Williams**, assistant promotion manager, succeeds Meacham.

**Dean Friendman**, account supervisor, W.B. Doner & Co., Detroit, assumes additional duties in charge of public relations.

**Connie Schein**, public relations and advertising director, LM Ericsson TeleComm Inc., named senior account executive for Creamer Dickson Basford/New England, Providence, R.I.

**Kenneth Galey**, owner of public relations firm in Arvada, Colo., Ken Galey Associates, joins

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Denver advertising agency. Broyles, Allebaugh & Davis, as public relations account manager.

**Trudy Allyson**, former producer and host of public affairs and entertainment program, KRON-TV San Francisco, joins Coakley Heagerty Companies, Santa Clara, Calif., as senior account executive-public relations.

## Technology

**Richard Bodman**, president and chief operating officer of Comsat General Corp., elected president of manufacturing subsidiary, Comsat General TeleSystems, which manufactures echo canceller equipment and is developing other high technology products. **A. William Perigard**, VP-manufacturing operations, Comsat General TeleSystems, elected executive VP-general manager.

**Ron Suttle**, district manager for Southwest, based in Savannah, Ga., US JVC Corp., named national video product manager, based in company's New York headquarters.

**Richard Sanford**, Eastern sales manager, Conrac division of Conrac Corp., joins Thomson-CSF Broadcast, Stamford, Conn., as national sales manager.

**Fred Bones**, with Marconi Electronics, Northvale, N.J., named general manager of communications and broadcast division.

**Thomas Mintner**, from Rupert Neve, joins Studer Revox America, Nashville, as manager of broadcast products. He will be based in New York.

**James Lang**, formerly with RCA and Motorola, joins GTE Lenkurt, San Carlos, Calif., as manager of systems and transmission engineering. **William Chaney**, in product planning for GTE in San Carlos, named manager of manufacturing engineering for company's Albuquerque, N.M., facility.

**Larry Richards**, formerly with Avalon



**Livesay's day.** The governor of Illinois, James Thompson, proclaimed May 23 "Ray Livesay Day" in Illinois to honor the broadcaster for producing and broadcasting editorials on WLBH(AM) Mattoon, Ill., for 30 years. State representatives, friends and business associates gathered in Mattoon that day for ceremonies and speeches. Livesay, president of the Daytime Broadcasters Association for the past 25 years, operates the J.R. Livesay Group of stations: WLBH-AM-FM Mattoon, WHOW-AM-FM Clinton, Ill., WERT-AM-FM Van Wert, Ohio, and WBAR(AM) Bartow, Fla.

Cablevision Ltd. in Newfoundland. Jerrold Electronics-Canada and Ottawa Cablevision, named director of technical services for Magnavox CATV Systems, Manlius, N.Y.

**Don Bowdish**, Western sales manager, The Grass Valley Group, and former senior sales engineer for Ampex in California and Houston, joins Omega Video, Lawndale, Calif., as senior sales engineer for broadcast sales group.

**John Lorentz**, assistant chief engineer and acting chief engineer, WLAC(AM)-WKQB(FM) Nashville, named chief engineer.

**Louie Tysver**, chief engineer, KDIX-TV Dickinson, N.D., joins KCWY-TV Casper, Wyo., in same capacity. Station is scheduled to go on air in August.

## International

**Edmund Dell**, former secretary of state for trade in British government, appointed chairman of committee running country's new fourth television channel. **Richard Attenborough**, actor, named deputy chairman. Committee will be responsible for organizing commercial network under auspices of Independent Broadcasting Authority.

**John Shelley**, head of monitoring and in charge of design department, BBC, London, retires from engineering department after 34 years. He was active in satellite transmission and is chairman of Satellite Working Party of European Broadcasting Union.

**T. Ran Ide**, former chairman and chief executive officer of Ontario Educational Communications Authority, appointed chairman of Communications Research Advisory Board of Department of Communications, Government of Canada, Ottawa. **Rosalie Gower**, part-time commissioner of Canadian Radio-Television and Telecommunications Commission, named full-time commissioner.

**Peter Kind**, formerly with Philips Electrical, joins Crow of Reading in Great Britain as senior member of applications engineering department.

## Allied Fields

**Ave Butensky**, Ed Libov Associates, New York, elected president of International Radio and Television Society, succeeding **Giraud Chester**, Goodson-Todman Productions, New York (BROADCASTING, June 9). Other new officers: **James Rosenfield**, president of CBS-TV, first VP; **Charles DeBare**, president of ABC Owned AM Radio Stations, **Walter Schwartz**, president of Blair Television, and **Arthur Watson**, president of NBC Sports, VP's. Re-elected secretary and treasurer, respectively, were **Jerome Boros**, partner in law firm of Fly, Shuebruk, Blume, Gaguine, Boros & Schulkind, New York, and **Alan Griffith**, VP, Bank of New York.

**Joel Chaseman**, president, Post-Newsweek Stations, Washington, named chairman of National Academy of Television Arts and Sciences for two-year period, succeeding **Robert Wussler** of Cable News Network, Atlanta.

New officers, Southern Educational Communications Association: **Edward Pfister**, noncommercial KERA-FM-TV Dallas, chairman;

**O. Leonard Press**, Kentucky Educational

Television Network, Lexington, vice chairman; **John Morrison**, noncommercial WHRO-FM-TV Norfolk, Va., secretary, and **A. Fred Frey**, Louisiana Public Broadcasting, Baton Rouge, treasurer. **William Hay**, South Carolina Educational Radio Network, elected chairman of radio division of SECA. **Raymond Shirley**, noncommercial WUOT(FM) Knoxville, Tenn., elected vice chairman. **Richard Carvell**, noncommercial KASU(FM) Jonesboro, Ark., secretary, and **Bob Ray Sanders**, noncommercial KERA-FM Dallas, treasurer.

**Richard Haynes**, manager of television research, Frank N. Magid Associates, Marion, Iowa, named VP-research division. **Naida Helm**, with Frank Magid, named VP-controller.

**Janice Spector**, director of publications, American Frozen Food Institute, Washington, joins National Cable Television Association there as assistant director of public affairs. **Lloyd Komesar**, partner, Industrial Art Associates, Rochester, N.Y., firm involved in industrial architecture restoration, joins NCTA as assistant director of research. **Gail Dosik**, public information assistant, NCTA, named programing services coordinator.

**Robert Kneisley**, formerly with Civil Aeronautics Board, and **John Vetne**, formerly with Department of Agriculture, join Wilner & Scheiner, Washington law firm, for practice limited to federal agencies.

**Timothy H. Brooks**, director, television network research, NBC, named winner of American Book Award for co-authoring "The Complete Directory to Prime-Time Network TV Shows," published by Ballantine.

## Deaths



Stone

**Milburn Stone**, 75, who played role of country doctor as Doc Adams in long running television series, *Guns, Smokey*, died of heart failure June 12 at Scripps Memorial hospital in La Jolla, Calif. He acted in series from its beginning in 1955. It ran 20 years and became one of the most popular programs in the

United States. Stone retired to his home in Rancho Santa Fe near San Diego when series ended in 1975. Survivors include his wife, Jane, and daughter.

**A. Bruce Matthews**, 56, chairman and chief executive officer of Coaxial Communications Inc., cable multiple system operator, died of heart attack June 6 in Columbus, Ohio. Matthews was with Comsat from 1965 to 1970 as chief financial officer, and was involved in its early development and in development of Intelsat, international satellite system. Survivors include his wife, five sons and two daughters.

**Fred Distelzweig**, 65, engineer with WCMH-TV Columbus, Ohio, died after stroke May 31 in Columbus. He had been with station since it went on air in 1949. Survivors include his wife, Hazel, one son and two daughters.

**Roy J. Battersby**, 67, retired VP at Hill & Knowlton, New York public relations firm, and one-time staffer with NBC's press information department, died June 9 of cancer in Beth Israel hospital in New York.





Norman Vincent Peale speaking on "The Power of Positive Thinking"

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With the publication of his book "The Power of Positive Thinking," which has sold over 5,000,000 copies, Dr. Peale's name has become a household word. Now over 700,000 people subscribe to his monthly mailings and millions view his weekly television programs. His newspaper columns appear coast to coast and "Guideposts" magazine, of which he is publisher, reports 3.5 million subscribers per month.

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If ever there was a time for positive thinking, it is now! Don't miss this opportunity to provide valuable programming to your audience. "The Power of Positive Thinking" is available on a market exclusive basis, including paid sponsorship for qualifying radio stations in the United States, Canada and the Caribbean.

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WSM	Nashville, TN	650 AM	Sundays	7:00pm	KRAK	Sacramento, CA	1140 AM	Sundays	9:30pm
WNAX	Yankton, SD	570 AM	Sundays	7:00pm	KERE	Denver, CO	710 AM	Sundays	9:30pm
WFAA	Dallas, TX	570 AM	Sundays	7:30pm	WIOD	Miami, FL	610 AM	Sundays	10:00pm
KWJJ	Portland, OR	1030 AM	Sundays	8:00pm	KXTR	Kansas City, MO	93.5 FM	Sundays	10:00pm
WOAI	San Antonio, TX	1200 AM	Sundays	8:00pm	WQIK	Jacksonville, FL	99.1 FM	Sundays	10:00pm
XTRA	San Diego, CA	690 AM	Sundays	8:30pm	WMAQ	Chicago, IL	670 AM	Sundays	Midnight
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## Seidenglanz: a gift for broadcast gadgetry

Robert Seidenglanz is a revolutionary, a quiet revolutionary who started his company 10 years ago with the idea that a complete television studio could be contained in a relatively small area, such as a van. At 24, he was working on his first rolling studio in his garage. Today, at 34, he heads a publicly owned company that is expected to gross over \$30 million in fiscal 1980 and is projected by at least one stock analyst to nudge past the \$75-million mark by 1984.

He's not unlike a kid in a toy store when he takes a visitor around the Compact Video Systems Inc. plant in Burbank, Calif. He seems to know every bit of equipment, from the portable generators to the collapsible earth station dishes. Personally, he's gadget-conscious—from his sleek racing boat to the specially installed wiring in his office that allows him to sit at his desk and close his door with the push of a button. He is naturally reserved and not easily given to talking about himself. But ask him about his company or his plans for the future or what he thinks about video technology, and his eyes brighten. He becomes animated. And he'll talk for hours.

It all started in February 1971 when the Los Angeles area was rocked by the worst earthquake in decades. Although Seidenglanz's street was not heavily damaged, his neighborhood was among the most severely hurt. Neighbors got together in the aftermath, and Seidenglanz met one of them, Gregory L. Biller, a financial officer with a petroleum company.

He told Biller about a van he was constructing in his garage. Not long after that meeting, Compact Video took off, Biller became chairman, Seidenglanz became president, and \$700,000 later the first CVS mobile studio was on the road.

Today, the company's various divisions build or provide production services to producers of television programs and commercials. Clients include Paramount Television, Entertainment and Sports Programming Network (ESPN), Osmond Productions, the commercial networks and local stations across the country. CVS include four subsidiary companies—Compact Video Services, a post-production facility; Image Transform, a tape-film transfer service; Compact Video Sales, the principal manufacturing arm, and RTS, a maker of communications equipment designed primarily for broadcast stations.

"I used to be able to keep my eye on everything all the time," says Seidenglanz. "But we've got four subsidiary presidents now. If I had continued on with that entrepreneurial concept of management,



Robert Emil Seidenglanz—president and chief executive officer, Compact Video Systems Inc., Burbank, Calif.; b. Sept. 23, 1944, Glendale, Calif., graduated, Los Angeles Polytechnical High School, 1963, attended Valley College, North Hollywood, 1963-65; attended Columbia College, Los Angeles, 1967-68; various positions with film studios, 1963-65, with transportation department and later engineering department, ABC Sports, *Wide World of Sports*, 1965-67, part-time position with Leythan Electrical, Los Angeles, 1967, engineer, Hollywood Video Center, 1968-70; founded CVS and assumed current position, 1970; m. Cheryl Miller, June 23, 1979; children (by previous marriage)—Ron, 11, and Robbie, 9.

we wouldn't have grown to where we are today."

Seidenglanz pictures himself as a design engineer, a concept man. Indeed, he reports that his favorite medium for investigating possible new products is the back of a napkin in a restaurant. On his office wall, he has mounted one of those after-dinner drawings—a plan for what he unabashedly calls "the world's finest editing system." His plans even included a preliminary cost estimate—\$2.5 million. The expensive system has yet to be built.

The central element of Seidenglanz's idea of what equipment should do is simple—what the person who is operating it wants it to do. His biggest complaint with his own engineers as well as those of his competitors is that too often there is little attention paid to the person who has to use equipment. "We build things for the operations people," he says bluntly.

And Seidenglanz has some experience on the other side of the fence. His first jobs out of high school were at various levels and studios in the film industry in Los Angeles. Jobs included assignments as a teamster, as a sound technician and in the special effects field.

In 1966 he joined the West Coast

engineering operations of ABC Sports and worked, again in various capacities, on *Wide World of Sports*. It was during his two years with the network, he recalls, that he discovered and fell in love with video. From ABC he went to the short-lived Hollywood Video Center, an early video production company and a place where many of the higher-ranking CVS executives first started.

He founded CVS in 1970, but it did not really take off as a company until after Biller joined in and helped get financial backing for the fledgling operation.

Seidenglanz is a competitive man, and he is in a hurry. He has worked, he says, all of his life, starting at his father's appliance firm as a boy and later, while a teen-ager, building boats in his own business.

Boating, in fact, is his hobby and his passion. He has owned racers most of his life, and a picture of his current boat shares equal prominence on his wall with pictures of his two sons by a former marriage. A photo of his wife of less than a year (a former television actress and commercial spokeswoman) is on a side table. They are expecting their first child this summer.

Currently Seidenglanz and CVS are moving into a relatively new field—manufacturing. Although the company has long built equipment for itself, in only the past year and a half it has been offering products for others. And the product range will be diverse. The company has established itself as the pre-eminent maker of mobile production systems, and in doing so it has learned to make many products that do not immediately come to mind when laymen think of television equipment—like generators or air conditioning systems. Generally, however, the company will be concentrating on its mobile units.

"I'm very ambitious," Seidenglanz admits. "Look at all I've got us into."

Underlying Seidenglanz's devotion to his company is a passion for technical quality. He hopes to help improve television pictures. His training in the film business, he says, gave him an appreciation for the visual excellence of a medium that must be displayed on 40-foot screens. There is less room for mistakes in film, he says, than in television. The realization that television could be visually better came to him, he recalls, while at ABC. It led him off to the realm of what he calls "electronic cinematography"—basically, the desire to make an electronic picture equal or superior to film.

How far does he want to take it? Not even he knows for sure—certainly in a figurative sense as far as that first truck of his has, 277,000 miles and still going strong.

"Well, somebody in this business is going to be in the billion-dollar class," he says. "Why shouldn't it be us?"

## Fair start

At its meetings in Washington two weeks ago, the radio board of the National Association of Broadcasters got the discouraging word that 4,000 or more new radio stations could emerge from the several proceedings now under way at the FCC to open more places in both the AM and FM radio bands. There are at least some members of the radio board who would say that the AM and FM services already contain maybe 4,000 more stations than are needed.

It is to the credit of the broadcasters on the board that they resisted what must have been a powerful urge to put out contracts on the architects of the planned population explosion. Instead they commissioned "the preparation of in-depth studies dealing with the technical and marketplace realities of additional radio stations and their impact on service to the public." Beyond that, they authorized the creation of a task force (appointed last week) to supervise the studies and seek the FCC's cooperation in the project. Just to emphasize its interest, the board besought the Congress to pass the word that the FCC ought to consult with the industry in developing a master plan for radio allocations.

Wisely, the board refrained from digging in its heels to protect the status quo. The stated objectives are "to avoid disruptions to existing services, to allow daytime facilities to operate full time, and provide a sufficient number of new assignments to satisfy whatever needs may be determined to exist for more full-time local outlets, greater minority participation in the media and other important public purposes."

The objectives are fair enough, and the proposal for cooperation between government and industry is reasonable. The NAB must be careful, however, to avoid developing an economic plan that the government can use to assign stations according to its concept of the market's ability to support them. Down that road waits common carrier regulation.

## Gutsy lady

FCC Commissioner Anne Jones dared last week to question out loud the fervor of the agency's efforts to favor women and minorities in broadcasting employment and ownership. In the wings could be heard disembodied voices crying: "Hear, hear." Whether they will materialize at Commissioner Jones's side remains to be seen in future commission proceedings.

Displaying candor and independence, the commissioner called things by their right names. What the FCC officially describes as "processing guidelines" are really employment quotas, Jones said. It is only "a hope, rather than a rational expectation" that more employment of women or ethnic minorities will lead to an increase in specialized programming directed toward those groups. "What viewers or listeners want, or at least are willing to accept, is what primarily determines programming," said Jones, who, unlike some colleagues, knows what is going on in the real world.

She even questioned the need for nine staff members at the FCC, an annual payroll of \$235,000, to be assigned to equal employment opportunity monitoring when the government has set up a large Equal Employment Opportunity Commission to do that work on an infinitely larger scale.

As a lawyer, Jones has also begun to wonder whether the FCC is straying into constitutionally forbidden ground in giving minorities an advantage in the acquisition of station ownerships. She noted a recent California appellate court decision holding that minorities could not be favored for government contracts above

others offering higher bids unless it could be proved that the state had previously discriminated against minorities in granting contracts. She wondered whether the FCC could go on giving minorities a clear advantage in station grants and sales "in the absence of evidence that the commission historically discriminated against minority applicants for broadcast licenses."

She didn't say it directly, but she must have had in mind the repeatedly announced determination of the FCC chairman and fellow thinkers to favor minorities over everyone else in the issuance of all those permits for new AM and FM stations the commission is hell bent to create. At the least, that weighting raises questions of reverse discrimination that may be susceptible to challenge in the courts.

The rulemaking initiated by the FCC two weeks ago to introduce elaborate EEO reporting requirements for stations with five employees or more (BROADCASTING, June 9) provides a forum where those disembodied voices can come to life. Let the chorus say what Jones was saying last week: Progress for women and minorities must proceed, but the FCC ought not to be unrealistic in the demands it makes on others.

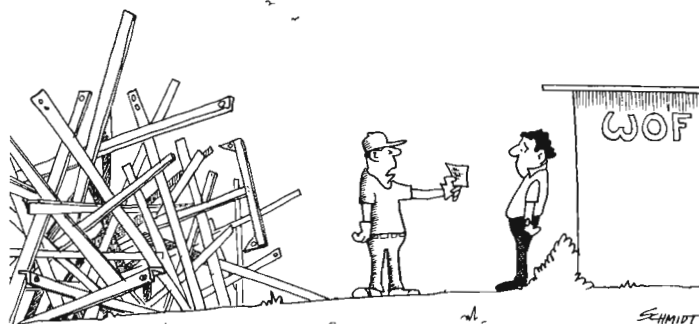
## Same boat

When Bill Paley makes a speech—which isn't often—he usually attends to one detail that more habitual speech-makers sometimes overlook: He tries to have something to say.

What the CBS chairman had to say to the Associated Press Broadcasters' convention 10 days ago (BROADCASTING, June 9) was eminently worth saying, and listening to. The developing systems for electronic delivery of information into the home, Paley suggested, will blur and eventually eliminate the historic distinctions between broadcast and print, perhaps nowhere more surely than in government regulation.

"It is imperative, in my view," he said, "that print and broadcasting people understand they have a common cause, and that cause is the removal of governmental intrusion in the editorial process."

Broadcasters have been fighting that for years. For immediately obvious reasons, cable operators ought to join them. The interest of print media may seem to be more long-term, but in this business, these days, long-term often means just around the corner. If the print people stay out of this one, they may soon find themselves—as their involvement in electronic delivery grows—most devoutly wishing they hadn't.



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# KFI 64

Los Angeles

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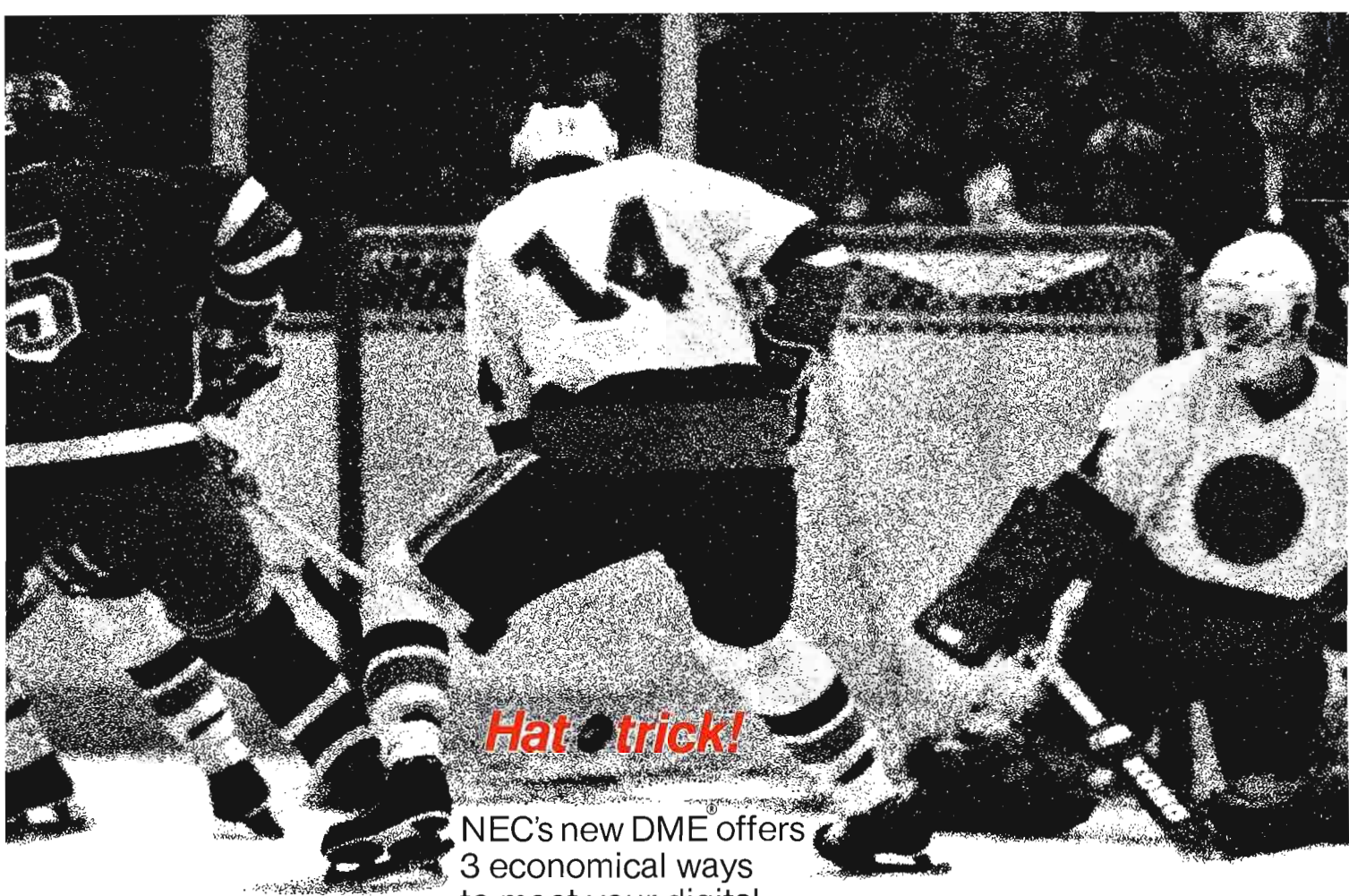
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