

Breakthrough on broadcast deregulation
Special report on Football 1981

Broadcasting Aug 3

The News Magazine of the Fifth Estate □ Vol. 101 No. 5

50th Year □ 1981



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A Warner Communications Company

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The First

Years Of
Broadcasting

1972

PAGE 75

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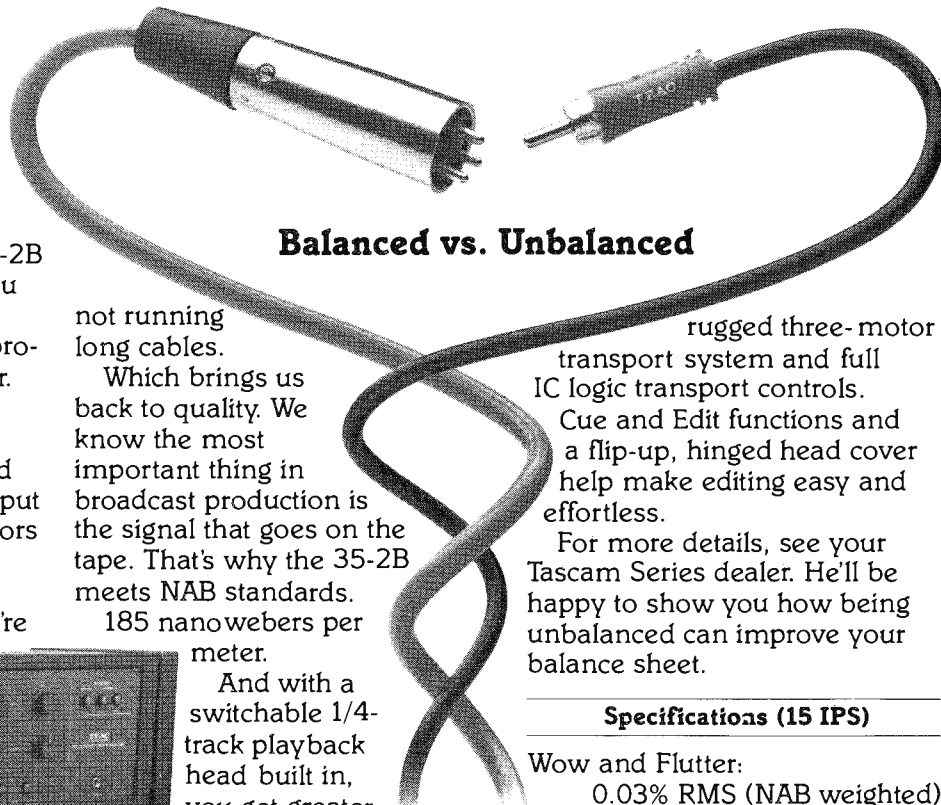
By using a -10 unbalanced system, instead of +4 balanced, we eliminated hundreds of dollars of line amplifiers, transformers and balanced audio cables.

And that's how the Tascam 35-2B recorder/reproducer can save you money.

Without compromising your professional quality one nanoweber.

Unless you're running cable hundreds of feet long, there's no real difference between balanced and unbalanced. Since input/output levels and impedance aren't factors in recording quality.

So it pays to use the Tascam 35-2B in production, where you're



Balanced vs. Unbalanced

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185 nanowebers per meter.

And with a switchable 1/4-track playback head built in, you get greater flexibility at no extra cost.

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Cue and Edit functions and a flip-up, hinged head cover help make editing easy and effortless.

For more details, see your Tascam Series dealer. He'll be happy to show you how being unbalanced can improve your balance sheet.

Specifications (15 IPS)

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40 Hz-22 kHz, ± 3dB at 0 VU

Signal to Noise Ratio:

Reference 1 kHz at 10 dB above
0 VU (650 nW/m) 65 dB A
weighted (NAB) 92 dB A
weighted with integral dbx*

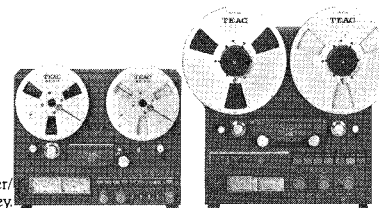
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CS-600 Console optional.

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The Research Group

Radio's Strategic Research Team

The Week in Brief

TOP OF THE WEEK

LONGER LICENSES □ Congress votes extensions to five years for radio, seven years for TV. Many elements of deregulation package dropped in compromise. **PAGE 27.**

IT'S MULHOLLAND □ Tinker chooses TV network chief to be president of NBC organization. Timothy will head NBC-TV. **PAGE 28.**

GIANT MERGER APPROVED □ FCC by 6-0 vote authorizes \$646-million union of Westinghouse and Teleprompter. **PAGE 29.**

MIXED BAG IN SECOND QUARTER □ Earnings for eight broadcasting companies are off very slightly, affected by softness in nonbroadcast areas. **PAGE 32.**

WARINESS ABOUT DBS □ FCC group, studying 14 bids for interim operation, asks applicants for more information. Commission takes cautious approach and says it wants to keep all options open. **PAGE 33.**

SPECIAL REPORT

PRICE TAG: \$210 MILLION □ Broadcasters will pay that for right to cover pro and college gridiron action in 1981. It's relatively small increase over 1980 total, due to stability from multiyear network contracts that carry through this season. **PAGE 40.**

JOURNALISM

WASHINGTON NEWS BUREAUS □ Helped by satellite technology, local stations across nation are blending national and local coverage. It's also creating reporter overpopulation problems at Capitol and White House. **PAGE 46.**

BUSINESS

NEWS SALES HORIZON □ CBS/Broadcast Group sets up international division under John Eger. **PAGE 58.**

WORDS BY MILLER, MUSIC BY REAGAN □ Designated FTC chairman thinks commission should retain antitrust authority for time being, let marketplace reign, and keep hands off all but fraudulent and deceptive ad claims. **PAGE 58.**

MEDIA

UNION OF UNIONS □ American Federation of Television and Radio Artists pushes for merger with Screen Actors Guild. AFTRA's Wolff also says there have been informal talks with American Guild of Musical Artists. **PAGE 60.**

PROGRAMMING

NAB READIES FOR CHICAGO □ Fourth annual programming conference Aug. 16-19 expected to be sellout. Agenda expanded to include engineering sessions and slant on politics from FCC's Fowler. **PAGE 64.**

LAW & REGULATION

CASE AGAINST COMPULSORY LICENSES □ MPAA's Valenti, NAB's Wasilewski and INTV's Land voice their opposition before Senate committee. **PAGE 67.**

TAB CALLED TOO STIFF □ Cable operators at U.S. Copyright Office hearing say systems are paying too much, contend payments should reflect actual availability of distant signals to subscribers. **PAGE 67.**

1972

THE 'BROADCASTING' YEARS □ In an election year, broadcasters fought off political broadcasting legislation. Running for re-election, Nixon turned his back on debates with McGovern. Citizen groups stepped up crusades for reforms in children's TV. The Justice Department filed antitrust suits against the networks to curb their so-called dominance in programming. **PAGE 75.**

PROFILE

THE WORLDS OF WORTH □ Networks and satellites have played key roles in Gary Worth's life since he was a teenager. On them, he has ridden to success as president of Wold Communications. **PAGE 101.**

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July 29, 1981

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Closed Circuit®

Insider report: behind the scene, before the fact

Next round

New cable TV legislation that would, among other things, prohibit municipal ownership, is expected from Senate Commerce Committee soon after August congressional recess. Staff will be working on this and another bill, addressing international communications matters, including reciprocity in certain policies, and structure and role of Comsat. Bill is expected to increase separation between publicly funded satellite carriers, Comsat, Intelsat and Marisat, and their commercial subsidiaries. It is not expected to address direct broadcast satellites, nor does committee have plans, at this point, to intervene in FCC proceeding on DBS.

Not flying down to Rio

If FCC votes tomorrow, as expected, to retain 10 khz separation in AM allocations (as opposed to 9 khz previously approved), there will be change also in chairmanship of U.S. delegation to Region 2 conference in Rio de Janeiro in fall ("Closed Circuit", July 20, 27).

Because of heat generated by allocations issue, it had been predicted that FCC's new chairman, Mark S. Fowler, would head U.S. group. Prospects now are that lower level FCC executive will be in charge. Kalmann Schaefer, assistant to Fowler for international communications, could be U.S. delegation chairman.

Politics

Real reason provision promising VHF allocation for New Jersey was dropped from last week's communications agreement on Capitol Hill (see page 27) is said to have been partisan. Conferee who backed provision, Representative James Florio (D-N.J.), could have added points to his gubernatorial campaign had measure survived. Although Democratic conferees fought for New Jersey measure, Senate Commerce Committee Chairman Bob Packwood (R-Ore.) is said to have killed it. Provision stayed on bargaining table until very end.

Sky's limit

Retired FCC Commission Robert E. Lee didn't wait long in making transition from government to private communications. Last week, less than month after winding up 28 years on FCC, he became director of U.S. Satellite Broadcasting Co., subsidiary of Hubbard Broadcasting, applicant for two-satellite, advertiser-supported direct-to-home satellite broadcasting system.

Lee becomes fourth board member of

USSB. Others are Stanley E. Hubbard, chairman; his son, Stanley S. Hubbard, president, and S. James Coppersmith, vice president and general manager of Hubbard's WTOG-AM-FM St. Petersburg, Fla. Before leaving FCC, Lee had said he wanted appointment to board of Comsat, which, through subsidiary, is also applicant for DBS service. But it's understood Comsat seat, formerly occupied by late George Meany, head of AFL-CIO, will go to labor representative. USSB directorship will pay Lee more than Comsat's, which pays \$16,000 a year.

Missionary

Stanley S. Hubbard, president, Hubbard Broadcasting, went to Washington last week to sell board members of Association of Independent Television Stations on Hubbard's direct broadcast satellite proposal (BROADCASTING, July 20). According to Hal Protter, vice president, general manager, KPLR-TV St. Louis, Hubbard "came off as very credible" and his proposal to distribute programing to independent stations and directly to homes via satellite "began to make sense for first time." Whether indies jump to join cooperative venture will depend on financial arrangement, not discussed.

Half and half

New concept wedding 30-second editorial matter with 30-second commercial, called "infomercial," tested for seven weeks last spring by WABC-TV New York, is being expanded to other four ABC-owned TV stations and modules are being broadened. Test involved *Fashion Report*, sponsored by Gimbels, which now has renewed sponsorship from late August until end of year at total cost of more than \$250,000, including test.

Also starting in late August is *Soap Opera Minutes* (with 30-second interviews with stars of ABC-TV daytime serials), to be sponsored by Abraham & Straus. In planning for early 1982 start are *The Best Years* (tips to viewers over 50), *Foodline* and *Sportsline*.

No takers

While "infomercials" seem to be getting foothold at ABC-owned TV stations (see above), "advertorials"—commercials discussing issues—on ABC-TV network have yet to find their first buyer. Acting in presumed response to advertisers wanting to discuss controversial issues on air, ABC-TV on July 1 launched test in which it would accept paid commentaries in late-night programing. Month later, first advertiser is yet to appear.

Spatial switching

Technicians at RCA Americom were busy last Friday afternoon once again juggling transponders. If all went well, transponder assignments of Times Mirror Satellite Programing and Warner Amex Satellite Entertainment Corp. were shifted from Comstar I/II (Cable Net Two) to Satcom I (Cable Net One). Room was made on Satcom I for programers by moving two channels of message traffic to other satellites. When dust settles, 22 of 24 transponders on Satcom I will be transmitting video programing, mostly to cable systems. Remaining two transponders on bird are out of order.

Little bit helps

Ever mindful of Reagan administration's campaign to reduce government spending, two of FCC Chairman Mark Fowler's assistants, Sandra Kimball and Jerald Fritz, volunteered to share watering and care of half-dozen plants in chairman's office, left over from previous occupancy of Charles D. Ferris. Government had been paying commercial nursery \$1,100 a year to tend chairman's greenery.

In running

Frank Mankiewicz, president, National Public Radio, and one-time press secretary to late Senator Robert F. Kennedy (D.-N.Y.), is among six candidates being considered for presidency of Corporation for Public Broadcasting which oversees funding of both Public Broadcasting Service and NPR. He was interviewed last week. Selection committee may announce its choice next month. Incumbent president is Robben W. Fleming.

Tit for tat?

Some U.S. officials monitoring Cuban AM interference problem are wondering whether talk of high-power stations—including two 500 kw outlets—is ploy aimed at getting rid of Voice of America's 50 kw station on Marathon Key, Fla. In talks with Americans, Cubans do not explicitly say they would back off on plans for 500 kw stations if VOA shut down Marathon Key operation. But increasingly they make point that Marathon Key is sending U.S. message to Cuba and that they want to send their message to countries in hemisphere, including U.S., where large number of Cubans reside. However, State Department has learned one 500 kw is already operating, so question is whether Cuban plans have gone too far to be reversed.

Radio



Television



To keep up with this



Cable Communications



Earth Receive Stations

Color Television



For more than fifty years, Storer has been in the forefront of broadcasting. Because we've always been on top of the latest broadcasting innovations.

We began in radio in 1927. Helped to pioneer television in the 40's. And became involved in cable television as far back as 1963.

changing world, we've made a few changes of our own.



Uplink Satellite Transmission

Along the way, we've been an active force in a great many other technological advances, in our ever-growing, ever-changing industry.

When we look back over our more than half-century of service, it's hard to believe how much the communications industry has changed.

And that's what makes the future so exciting. Because, at Storer, we believe that the only limit to the possibilities of communications is the limit of human imagination.

STORER
BROADCASTING COMPANY

Business Briefly

TV ONLY

Family Dollar Stores □ Vendor support. Begins this month for 20 weeks in 12 markets concentrating in Virginia, Georgia and Carolinas. Day, fringe, prime access and news times. Agency: Garner & Associates, Charlotte, N.C. Target: women, 18-49.

Hatfield meats □ Begins Sept. 14 for 15 weeks in seven markets concentrating on Pennsylvania and New York. All dayparts. Agency: McAdams & Ong, Philadelphia. Target: women, 25-54.

Starkist □ Meaty Meal. Begins Aug. 17 for 13 weeks in over 10 markets. Day, prime, news and late fringe times. Agency: Chuck Ruhr Advertising, Minneapolis. Target: adults, 18-49.

Riceland Foods □ Begins Sept. 7 for 12 weeks in over 10 markets. All dayparts. Agency: Cranford/Johnson/Hunt & Associates, Little Rock, Ark. Target: women, 25-54.

Lennox heating and air conditioning

□ Begins in third quarter for 11 weeks in Pittsburgh, Cleveland and Chicago. All dayparts. Agency: Deppe & Associates, St. Louis. Target: adults, 25-54.

Paul Masson winery □ Lite wine. Begins Sept. 14 for eight weeks in under 20 markets. Prime, news and late fringe times. Agency: Doyle, Dane, Bernbach/West, Los Angeles. Target: adults, 25-54.

Jewel T discount grocery stores □ Begins this week for six weeks in Philadelphia, Harrisburg-Lancaster-York, Pa.; Shreveport, La.; Dallas; and Waco, Abilene and Tyler, all Texas. Agency: Scott, Lancaster, Mills & Atha, Los Angeles. Target: women, 25-54.

Tyson Foods □ Chicken Quick. Begins Aug. 26 for six weeks in over 10 markets. Agency: Noble & Associates, Springfield, Mo. Target: women, 25-49.

Automatic Solar Cover □ Pool cover. Begins Aug. 17 for three weeks in six to eight markets in California. Agency:

Admarketing, Beverly Hills, Calif. Target: adults, 18-34.

Allstate Insurance □ Home owners policy. Begins in October for four weeks in five markets. Agency: A. Eicoff & Co., Chicago. Target: men, 25-54.

New York Telephone □ Begins this month for four weeks in New York. Agency: Young & Rubicam, New York. Target: total adults.

Krager Auto Supply □ Begins this week for two weeks in Sacramento, Calif., and Aug. 17 for two weeks in San Francisco, Salinas-Monterey and Fresno, Calif. Early fringe, late fringe, news, sports and specials. Agency: Kenneth C. Smith & Associates, La Jolla, Calif. Target: men, 18-49.

C.I.T. Financial Services □ Home equity loan by mail. Begins this month for varying flights in Davenport, Iowa-Rock Island-Moline, Ill., and Santa Barbara, Calif. Agency: Young & Rubicam, New York. Target: adults, 25-54.

Johnson & Johnson □ Test campaign. Begins this month for several weeks in Salt Lake City, and Boise, Idaho. Agency: Young & Rubicam, New York. Target: women, 25-54.

Shoney's Big Boy restaurants □ Chicken dinner promotion. Begins Aug. 31 for one week in about 10 markets. All dayparts. Agency: Simons, Michelson, Zieve, Troy, Mich. Target: adults, 25-54.

WESTWOOD ONE SALUTES

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

WKLS Atlanta

WESTWOOD ONE

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America's Number One Producer of Nationally Sponsored Radio Programs

New England look. Half the cable operators responding to a first-ever New England regional survey last winter sell advertising—nearly all of it's local and generated by an in-house sales force with two-thirds of it produced inhouse.

Thirty-five percent of the area's cable operators responded to the survey, conducted by William Bliss, president of Marketing Communications Inc., and Mary Ann Machanic, a cable marketing consultant.

On automatic channels, independent systems sell twice as many ads on bulletin board formats as anywhere else, while multiple systems operators sell twice as many on weather channels as anywhere else.

Thirty-second spot rates range from \$3 to \$50; 60-second spots from \$5 to \$80.

ESPN is the ad-carrying leader among the satellite channels (40% for independents and 46% for MSO's) with CNN accounting for 20% of the independents' advertising slots and 38% of the MSO's.

People are Talking. It's really special.

People Are Talking is a down-to-earth, audience-grabbing hour talk show. It's hosted by OPRAH WINFREY and RICHARD SHER, and it's really taking off. It's already cleared 17 markets, including Minneapolis, Sacramento, Milwaukee, and San Jose. And more on the way. Now here's what's so special about it.

People Are Talking delivers female audiences, like mad. Contemporary women 18-49 really respond to our hosts... because of what our hosts get from their guests.

They get honesty. Emotion. The person behind the famous name. The human story behind the issue. Every time.

Whatever they're talking about, Oprah and Richard ask the questions their viewers want to hear answered. And they do it in a bright, personable way that women really connect with.

Audiences love **People Are Talking**. And naturally, advertisers love the way audiences love it. Have a look; you'll like.



**People
are
Talking**

Distributed by Program Syndication Services, 405 Lexington Avenue, New York, N.Y. 10174. (212) 532-1560.
In San Francisco, (415) 982-8400. Represented nationally by Group W Television Sales.

AdVantage

Back-to-school. Garan Inc. starts new fall campaign for Garanimals children's apparel early this month in top-50 markets for spot TV, plus network TV schedule. Spots are comprised of 12 vignettes that try to capture "the essence of kids as they really live." Shaller Rubin Associates, New York developed four-week campaign that utilizes themes, "Garanimals are working" and "Garanimals are living."



AAAA report. American Association of Advertising Agencies reported last week that net profit after taxes for incorporated agencies averaged 3.95% of gross income in 1980, down from 4.59% in 1979, while as percentage of billings, net profit averaged 0.92%, down from 1.03% in 1979. Association noted that profit averages vary by agency size and tend, in most years, to run higher for larger agencies. It added that decrease of 0.64% in average rate of net profit in 1980 was due primarily to increases in payroll and rent.

Torbet's profile. For second quarter of 1981, analysis prepared by Torbet Radio, New York, shows that spot radio requests from agencies rose by 20% over comparable period of 1980. Most requested age group was 25-54, accounting for 33.4%; followed by 18-49, 16.0%; 25-49, 13.7%; 18-34, 13.0% and 18+, 5.3%. Most preferred length of campaigns was one week, amounting to 28% of requests, trailed by four weeks and two weeks, 16% each three weeks, 10%, and six weeks, 5%.

Friendly competition. CBS's WCBS(AM) New York hopes to reach advertising prospects by sponsoring program on competing station. Starting last week WCBS(AM) sponsored exclusively 55-minute weekly program on WQXR(AM)-FM New York, *The Best of the BBC*. All-news WCBS will use British program as vehicle to reach upscale, prospective advertisers tuning classical station WQXR. Sponsorship will run for 13 weeks, for show featuring concert performances taped by BBC.

British Caledonia Airways □ Begins late August/early September for 52 weeks in 14 Southeastern markets. Agency: Winius-Brandon Advertising, Bellaire, Tex. Target: adults, 25-54.

American Cyanamid □ \$700 agricultural product. Begins Aug. 17 for 10 weeks in over 10 markets. Agency: Richardson, Meyers & Donofrio, Baltimore. Target: total farmers.

Automatic Data Processing □ Computerized bookkeeping/record keeping service. Begins in October for eight weeks in over 40 markets. News times. Agency: Schaefer Advertising, Valley Forge, Pa. Target: men, 35 and over.

Eddie Bauer stores □ Begins Sept. 14 for 10 weeks in Boston, Chicago, Detroit, Washington, San Francisco and Seattle. Agency: Foote, Cone & Belding/Honig, San Francisco. Target: adults, 25-54.

Continental Nut Co. □ Begins in October for four weeks in Boston, Washington, Baltimore and Seattle. Agency: Vantage Advertising & Marketing Associates, San Leandro, Calif. Target: women, 18-49.

United California Bank □ Begins this week for four weeks in 11 California markets. Fringe, news and prime times. Agency: Foote, Cone & Belding, Los Angeles. Target: adults, 25-54.

A & W Restaurants □ Glass promotion. Begins Aug. 19 for four weeks in over 20 markets. Agency: American Media Consultants, Los Angeles. Target: women, 18-49.

K-Tel records □ Begins this week for three to four weeks in 155-160 markets. Agency: Commonwealth Advertising, Minnetonka, Minn. Target: teen-agers, 12-17; adults, 18-34.

Dubuque Packing Co. □ Begins this week for two weeks in Minneapolis. Agency: Campbell-Mithun, Chicago. Target: women, 25-54.

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COMMERCIAL INC.

RepReport

KTVL(TV) Medford, Ore.: To Katz Television Continental from Seltel.

WOKV(AM) and WAIV(FM) Jacksonville, Fla.: To Blair Radio from Buckley Radio Sales.

KMOD-AM-FM Tulsa, Okla.: To CBS National Sales from Eastman Rep.

WKTK-FM Baltimore: To CBS National Sales from Buckley Radio.

WDAY-TV Fargo, N.D. and KSFY-TV Sioux Falls, S.D.: To Katz Television Continental from Peters Griffin Woodward.

SUMMER IS HOT... BMI is Hotter!

Record World Singles

FOR WEEK ENDING JULY 18, 1981

Billboard HOT 100

THIS WEEK	TITLE—Artist (Producer—Writer, Label & Number (Distributing Label))	
1/2 BMI ☆	BETTE DAVIS EYES—Kim Carnes ● (Val Garay), D. White, J. Deshannon, EMI-America 8077	CLM
BMI 2	ALL THOSE YEARS AGO—George Harrison (George Harrison & Ray Cooper), G. Harrison, Dark Horse 49725 (Warner Bros.)	WBM
BMI ☆	THE ONE THAT YOU LOVE—Air Supply (Harry Maslin), G. Russell, Arista 0604	CPP
BMI ☆	JESSIE'S GIRL—Rick Springfield (Keith Olsen), R. Springfield, RCA 12201	CLM
BMI 5	YOU MAKE MY DREAMS—Daryl Hall & John Oates (Daryl Hall & John Oates), D. Hall, J. Oates, S. Allen, RCA 12217	CLM
BMI ☆	ELVIRA—The Oak Ridge Boys (Ron Chancey), D. Frazier, MCA 51084	
1/2 BMI ☆	THE THEME FROM THE "GREATEST AMERICAN HERO"—Joey Scarbury (Mike Post), M. Post, S. Geyer, Elektra 47147	ABP-BP
BMI ☆	I DON'T NEED YOU—Kenny Rogers ● (Lionel B. Richie Jr.), R. Christian, Liberty 1415	WBM
1/2 BMI ☆	SLOW HAND—Pointer Sisters (Richard Perry), M. Clark, J. Bettis, Planet 47929 (Elektra)	WBM
BMI ☆	BOY FROM NEW YORK CITY—Manhattan Transfer (Jay Graydon), I. Taylor, G. Davis, Atlantic 3816	PP

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WKS. ON CHART

JULY 18, 1981

1/2 BMI	THEME FROM THE GREATEST AMERICAN HERO JOEY SCARBURY Elektra 47147	10
BMI	THE ONE THAT YOU LOVE AIR SUPPLY / Arista 0604	10
BMI	ELVIRA OAK RIDGE BOYS / MCA 51084	10
1/2 BMI	BETTE DAVIS EYES KIM CARNES / EMI-America 8077	17
BMI	JESSIE'S GIRL RICK SPRINGFIELD / RCA 12201	16
1/2 BMI	I DON'T NEED YOU KENNY ROGERS / Liberty 1415	6
BMI	STARS ON 45 / STARS ON / Radio 3810 (AtI)	15
9/10 BMI	YOU MAKE MY DREAMS DARYL HALL & JOHN OATES / RCA 12217	12
BMI	ALL THOSE YEARS AGO GEORGE HARRISON / Dark Horse 49729 (WB)	9
BMI	BOY FROM NEW YORK CITY MANHATTAN TRANSFER / Atlantic 3816	9

CASH BOX TOP 100 SINGLES

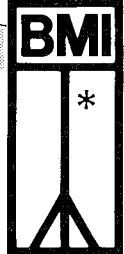
July 18, 1981

	Weeks On Chart
BMI 1 THE ONE THAT YOU LOVE AIR SUPPLY (Arista AS 0604)	2 10
1/2 BMI 2 BETTE DAVIS EYES KIM CARNES (EMI-America 8077)	1 17
BMI 3 ELVIRA THE OAK RIDGE BOYS (MCA-51084)	4 11
BMI 4 JESSIE'S GIRL RICK SPRINGFIELD (RCA JH12201)	5 17
1/2 BMI 5 THEME FROM "THE GREATEST AMERICAN HERO" JOEY SCARBURY (Elektra E-47147)	6 10
9/10 BMI 6 STARS ON 45 — MEDLEY (Radio Records/Atlantic RR 3810)	3 15
BMI 7 YOU MAKE MY DREAMS DARYL HALL & JOHN OATES (RCA PB-12217)	8 12
BMI 8 I DON'T NEED YOU KENNY ROGERS (Liberty 1415)	9 6
BMI 9 ALL THOSE YEARS AGO GEORGE HARRISON (Dark Horse/Warner Bros DRC 49725)	7 9
1/2 BMI 10 SLOW HAND POINTER SISTERS (Planet/Elektra P-47929)	12 8

NATIONAL TOP 40 AIRPLAY CHART

Wednesday, July 15, 1981

LAST WEEK	THIS WEEK	
	1	1. THE ONE THAT YOU LOVE Air Supply (ARISTA)
	1	2. THEME FROM "GREATEST AMERICAN HERO" Joey Scarbury (ELEKTRA)
	3	3. I DON'T NEED YOU Kenny Rogers (LIBERTY)
	2	4. ALL THOSE YEARS George Harrison (DARK HORSE)
	3	5. BETTE DAVIS EYES Kim Carnes (EMI-AMERICA)
	6	6. YOU MAKE MY DREAMS Daryl Hall & John Oates (RCA)
	8	7. HEARTS Marty Balin (EMI-AMERICA)
	10	8. SLOW HAND Pointer Sisters (PLANET)
	15	9. TIME Man Parsons Project (ARISTA)
	11	10. BOY FROM NEW YORK CITY Manhattan Transfer (ATLANTIC)



World's Largest
Performing Rights
Organization

■ indicates new or revised listing

This week

Aug. 3-4—*Michigan Cable TV* convention. Dearborn Hyatt Regency hotel, Dearborn, Mich.

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

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

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

Also in August

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

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

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

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

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

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

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

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

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

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

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

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

September

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

Sept. 1—Deadline for entries in 16th annual Gabriel Awards, presented by *Unda-USA* for radio and TV programs that creatively treat issues concerning human

values. Information: Charles Schisla, (317) 635-3586.

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

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

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

Sept. 9—Ohio Association of Broadcasters sales workshop. New Marriott, I-71, Columbus, Ohio.

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

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

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

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

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

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

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

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

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

Sept. 13-16—*National Radio Broadcasters Association* annual convention. Fontainebleau Hilton, Miami Beach, Fla.

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

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

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

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

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

Sept. 18-19—*South Dakota State University's* 15th annual South Dakota Broadcasters Day. University

Oct 12

A unique advertising opportunity—once in 50 years.

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

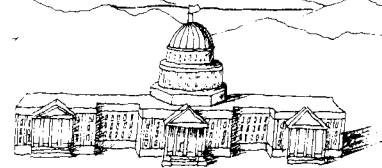
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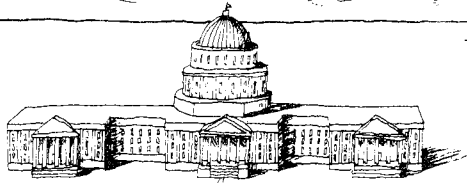
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Corinthian is bringing Washington to America.

CALIFORNIA



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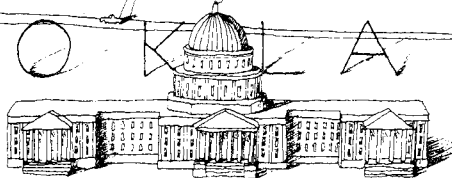


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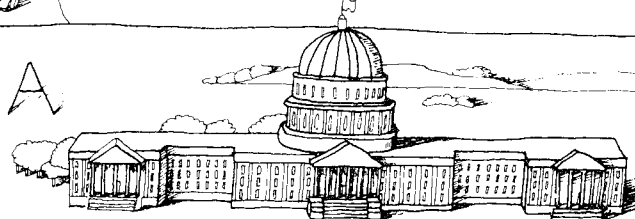
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WANE-TV FORT WAYNE

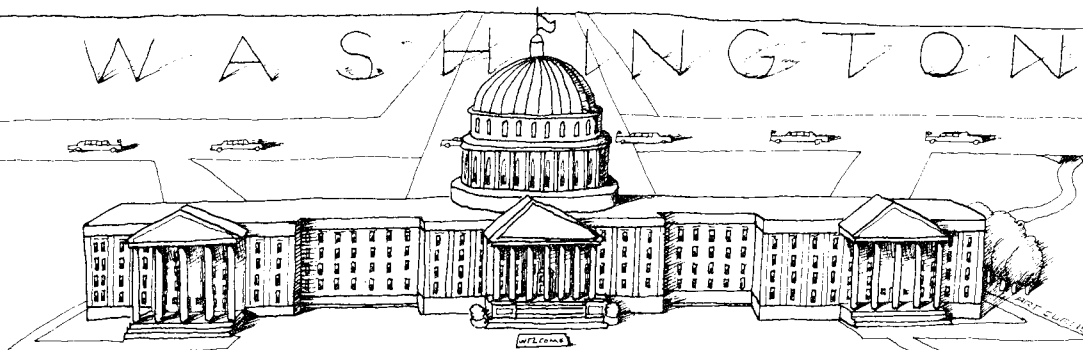
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VIRGINIA



WVEC-TV NORFOLK/HAMPTON

WASHINGTON



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We're Corinthian Broadcasting. With six television stations stretching from coast to coast, we're stretching our news commitment to all of them.

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CORINTHIAN



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You might say, we're bringing government of the people, to the people.

“Hi. Your favorite H is back with 24 new episodes.”

“I’m happy to be your guide again on an all-new tour of the movies’ greatest moments. Which, I must say, is family viewing at its best.

“This season we’re bringing you today’s hottest, most promotable stars and biggest box office hits from the major studios—Universal, Warner Bros., Paramount, 20th Century-Fox and Avco Embassy.

“We’re featuring special episodes on the Academy Awards, including The Stars Oscar Forgot, and shows on Best Actors, Best Actresses and Best Pictures. And, of course, we’ll continue to bring you the greats—Bette Davis, Gregory Peck, James Stewart, Loretta Young and almost a hundred more.

“We’ve expanded one of our most popular features—behind-the-scenes interviews with many of Hollywood’s biggest names.

“I invite your station to join the ABC O&O’s in bringing 24 magical new episodes of That’s Hollywood to your viewers.”



Tom Bosley



lywood tour guide



A 20th Century-Fox Television production
in association with David Lawrence/
Castle Combe Productions.

campus and Holiday Inn, Brookings, S.D. Information: (605) 688-4191.

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

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

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

Sept. 20-23—*Broadcast Financial Management Association* 21st annual conference. Sheraton-Washington hotel, Washington.

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

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

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

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

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

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

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

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

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

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

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

Sept. 29-30—*Arbitron Radio* workshop. Copley Plaza, Boston.

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

Sept. 30—Deadline for entries in Ohio State Awards honoring excellence in educational, informational and public affairs broadcasting, sponsored by *Institute for Education by Radio-Television*. Information: Ohio State Awards, c/o WOSU Stations, 2400 Olentangy River Road, Columbus, Ohio, 43210.

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

October

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

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

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

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

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

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

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

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

Oct. 5-7—International Electrical, Electronics Conference and Exposition, sponsored by *Canadian Region of Institute of Electrical and Electronics Engineers*. Exhibition Place, Toronto.

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

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

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Major Meetings

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

Sept. 10-12—*Radio-Television News Directors Association* international conference. Marriott, New Orleans. Future conventions: Sept. 30-Oct. 2, 1982, Caesars Palace, Las Vegas; Sept. 22-24, 1983, Las Vegas, and Dec. 3-5, 1984, San Antonio, Tex.

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

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

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

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

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

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

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

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

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

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

March 11-16, 1982—*National Association of*

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

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

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

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

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

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

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

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

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

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

Harris' new TC-85 upstages all other automatic cameras with...

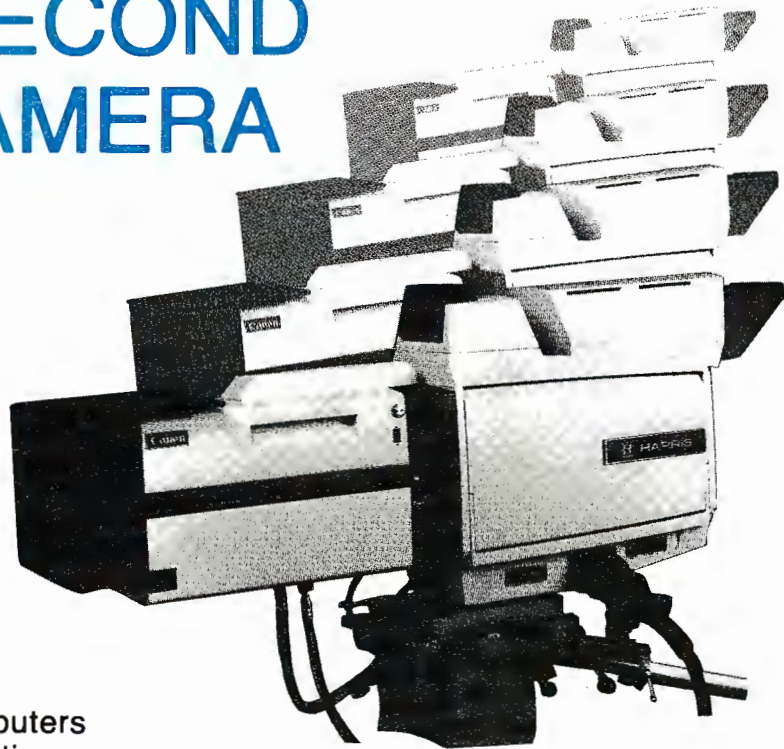
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In less time than a standard commercial break, Harris' new auto setup computers can simultaneously run a pre-production setup of all the TC-85 cameras in your studio.

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The independent microcomputer concept—a Harris exclusive—eliminates camera interdependence and enhances reliability.

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Compare the cost. The TC-85 camera with full computer setup is priced well below competitive models.

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By 1983 the light from this galaxy will have travelled another 11,758,000,000,000 miles. Two lightyears. That's how far away the future can be, but in the cable business it's really just around the corner. In two years Hughes Galaxy I™ will be operational. Hughes Galaxy I™ is the satellite the cable industry can count on. The companies buying Galaxy I™ transponders are making a substantial and long-term commit-

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ment to provide the best in cable programming. Not just in 1983, but throughout the decade. That means cable operators as well can know just what to expect. For the first time, they can have confidence in planning now for that second dish. And that means a new element of stability and security for the entire industry. Hughes Galaxy I™ is the future cable can count on. **HUGHES COMMUNICATIONS**



CHARLIE ROSE: BUILDING FROM A SOLID FOUNDATION

Charlie Rose, the newest TV talk show host on the block, is doing a big number with young women audiences. In just six short months he's built an enviable female following that now averages 51% women 18-49, skewing younger than other talk shows!

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WPLG, Miami..... Charlie Rose ranks #1 among Women 18-49 and Women 25-54, as well as #1 in Household shares competing against both John Davidson and Mike Douglas.

WITI, Milwaukee..... Charlie Rose now equals the delivery of Donahue in both rating and women.

WRC, Washington, D.C. Charlie Rose is the youngest skewing talk show in the market. And delivers more young women than John Davidson, Mike Douglas, Merv Griffin or Hour Magazine.

In market after market, the story's the same. Charlie Rose is daytime television's new trendsetter. Building audience with the most important building block of all: Women 18-49.

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Source: May '81 NIS. All audience data subject to qualifications available on request.

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

Open Mike

Birds of a feather

EDITOR: I was happy to see in Monday's BROADCASTING [July 27] that some of my former clients will be joining me in government: Dan McKinnon, who will be heading the Civil Aeronautics Board (page 110), and Wayne Dowdy, recently elected to the House of Representatives (page 139). I always expected them to follow my advice; now they are going after the footsteps too.—*Mark S. Fowler, chairman, Federal Communications Commission, Washington.*

In praise of creativity

EDITOR: I hope that thousands of radio station managers will read Burton J. Sherwood's excellent "Monday Memo" (BROADCASTING, July 20) and take his advice seriously.

There are opportunities galore awaiting broadcasters who are motivated to be innovative, logical and tasteful in the programming they offer to listeners and advertisers.

Unfortunately, our industry has reduced its programming lexicon to a few musical terms, plus "news" and "talk." And furthermore, the smallest department in virtually every radio station is the creative department. No wonder we have so much imitative competition in the radio marketplace.

The pressure to stay with the herd is terrific. But the operator who is brave and sensitive enough to consistently develop fresh approaches to basic services will be successful on a continuing basis.—*Elmo Ellis, vice president and general manager, WSB(AM) Atlanta.*

EDITOR: Kudos, high praise, etc. to Burton J. Sherwood on his "Monday Memo" in your issue of July 20.

Having spent some 15 years in exciting broadcasting, it is truly disturbing to hear radio as it exists today throughout most of the country. Imitation may, indeed, be the sincerest form of flattery but it is also the greatest source of boredom. Creativity is an element of radio broadcasting that seems to have just up and disappeared.

However, as radio's quintessential fan, I continue to hold hope for the medium. Whether as "theater of the mind" or "bedside companion," radio does seem to be seeking leadership.—*Jerry Fogel, vice president, corporate development, Martin Fromm & Associates, Kansas City, Mo.*

EDITOR: Way to go Mr. Sherwood!

It's reassuring to know I'm not the only person on earth who feels as you do. Fellow broadcasters, take note, please!—*George F. Hack, general manager, WDMV(AM) Pocomoke City, Md.*

EDITOR: You wouldn't believe the response from all over the nation to the

"Monday Memo." I have received calls from coast to coast and from the biggest and best known, and from all "walks" of the industry. It is a true testament to your readership.—*Burt Sherwood, Sherwood-Hennes & Associates, Chicago.*

Strike worry

EDITOR: This is an open letter to all in broadcast and cable facility management:

With the current major league baseball strike, the newspapers have been filled with the avocational adventures of the out-of-work players.

You will be tempted—be it by novelty, prestige or greed—to perhaps consider hiring some of these individuals for "the duration." However, I ask you as someone who is still paying his dues in the industry he has devoted himself to, not to give them any undue consideration. There are literally thousands of radio and television-trained men and women who are looking for that first break or a better opportunity.

Men and women of electronic media, if there were a general strike in our ranks, would our out-of-work members be able to acquire fleeting, fanciful employment as a baseball player? Of course not. So why should the reverse be true?

Athletes are already overly rewarded by most elements of society, including ours. Let us not compound past and current mistakes by letting them obtain employment in our industry during their voluntary strike. It's obvious most of them don't need the money. Can the same be said of our people?—*Timothy L. Marsh, creative director, KESQ-TV Palm Springs, Calif.*

What's in a license?

EDITOR: This is a response to the letter from Chester J. Stuart, consulting communications engineer of Susanville, Calif., concerning the elimination of the first-class radiotelephone license (BROADCASTING, July 6).

Nowhere on that license does it say the holder is an *engineer*. Not all holders of an FCC first claim to be engineers. The first has been used to meet a legal requirement, not an engineering requirement. The United States has been the only country in the world with such a requirement.

The FCC will issue a general radiotelephone operator license in place of the radiotelephone first- and second-class licenses.

The FCC has not changed any of the engineering requirements of licensees. Instead of downgrading the broadcasting industry, as alleged, this action upgrades the responsibilities of broadcasters and is in keeping with today's reality.

What station ever hired a person to be an engineer, simply because he had a first phone?—*Charles E. Wright, general manager, WBYS-AM-FM Canton, Ill.*

Monday Memo®

A radio advertising commentary from Edwin J. Howard, senior VP-manager, Blair Radio's wired state networks, New York

State radio networks: an overlooked resource

An idea that's 42 years old has become one of the newest, most exciting forms of radio marketing.

The concept, born in 1939, is the wired state radio network. And in the last two years it has become one of the fastest growing segments of the radio medium.

The wired state radio network is an affiliation of interconnected stations carrying live service-oriented programming. The network's affiliates are located within its state's boundaries and, generally, they collectively cover virtually 100% of the state's geography.

Most of the major state networks are members of the National Association of State Radio Networks (NASRN), formed in 1973 to get higher visibility among advertisers for their unique form of radio. At present there are 20 NASRN members. Blair Radio became the national sales representative for 15 of the NASRN members in early 1980.

Part of the increasing advertiser interest in wired state radio networks can be traced to the growing importance of C and D or nonmetro county areas. Traditionally, advertising dollars have been concentrated in the major metropolitan areas.

But, according to the Census Bureau, for the first time since 1820 small towns and the rural areas of the United States are growing faster than cities. During the 1970's, those areas saw a 15.5% population gain, which translates into 8.4 million persons. The growth trend is national, but the shift is highest in the booming Sun and Grain Belt states of the South and Midwest. The trend is demographically broad based and includes white- and blue-collar workers, young and old, and all educational levels. The phenomenon has been described by some demographers as indicative of a historic, nationwide rural renaissance.

The wired state radio networks originally were formed specifically to reach listeners in C and D counties, in addition to the counties served by their affiliates in major markets. The target audience primarily was the farm business community, and most of the wired state networks concentrated on delivering live agri-marketing news and information to that special interest group. Today, the agricultural state networks are more important than ever, reflecting the explosion of agri-marketing radio budgets by major advertisers who rely more than ever on radio to reach the farmer-businessman.

But within these same states, the agricultural networks have spun off a growing number of parallel general interest networks that are providing live statewide



Edwin J. Howard was named senior VP and manager of Blair wired state networks, in 1980. Howard joined Blair Radio as account executive in 1964. Earlier, Howard had been a district manager of local sales for Procter & Gamble; account executive for Reuben H. Donnelley Corp. and district manager for Conover-Mast Publications, New York.

newscasts, weather outlooks and sportscasts, including play-by-play broadcasts of college and pro team events of peak interest to listeners in areas covered by each particular network. In effect, there can be as many different wired radio networks within a state as there are special interest audiences to tune them in. The number of networks is growing constantly to meet the regional marketing needs of advertisers.

The accelerating use of state radio networks by major national consumer products advertisers in the last two years stems from their expanding awareness that heavy buyers of certain types of products, other than agricultural, are concentrated in C and D counties. There is more recognition that placement of schedules in metro areas only may limit them to half of the sales potential in those markets serviced by the state networks.

For example, some of the product categories showing especially heavy consumer usage in C and D counties are soft drinks, confections, fast-food restaurants, proprietary drugs and automotive supplies.

Among recent consumer product marketers on state radio networks are Block Drug for BC Headache Remedy, Kraft, Lever Brothers, R.J. Reynolds and

Owens Corning, which promoted the installation of Fiberglas insulation to make air conditioning more efficient in Southern homes. But the list of new advertisers using state radio networks extends far beyond those I've mentioned. Employing state radio networks as part of its basic advertising medium, the U.S. Marine Corps experienced recruiting success in C and D counties.

Separately, the agricultural advertisers on state radio networks are among the blue-chip corporations in that industry. They include Monsanto, DuPont, American Cyanamid, Chevron Chemical, International Harvester, Rohm & Haas and a long roster of other leading companies industrywide.

While no records are compiled, it's estimated that wired state radio networks in 1981 will see advertiser investments in their medium exceed \$10 million from national and regional sources of revenue. Based on the vigorous activity experienced in the first half of the year, national advertiser commitments alone could advance nearly 30% in 1981.

Another important contributor to the recent network gains is the availability of new research data and computer systems to provide greater insight into the audience delivery capabilities of state radio networks. Arbitron Radio has recently published statewide audience reports, and Blair Radio has used the data base to prepare special breakouts that delineate the state networks' performance by ADI's in addition to statewide areas. It's an important marketing statistic that heretofore had not been available to agency planners and media buyers.


Agencies are learning that by working through the national sales representatives of the state networks, it's now possible to select one, two or all of the represented networks and blanket C and D counties, as well as the states' metro markets, with just a couple of phone calls. Only one commercial tape dub is sent to each ordered state network central origination point, and after the schedule has run, the agency may choose to receive only one invoice from each of the representatives involved. Of course, only one payment check has to be issued to each rep firm to cover the order.

For advertisers and agencies, the wired state radio networks have provided an easy, efficient way to obtain complete saturation of a state for virtually the same expenditure required for limited coverage.

Now consumers in C and D counties, once the stepchildren of the national media plan, have become as accessible as their big-city cousins. And through wired state radio networks, advertisers can reach the other half of their sales potential in the newest boom towns of America.

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TOP OF THE WEEK

Broadcasters win big on license terms

Radio up to seven years, TV up to five under bill passed by Senate-House conferees; many elements of deregulation package abandoned in compromise

Broadcasters scored a major victory on Capitol Hill last week when Congress voted to extend radio license terms to seven years and TV licenses to five years (both are now just three). House and Senate Commerce Committee conferees agreed to the change after days of tense and sometimes acrimonious debate over a series of broadcast deregulation and license fee provisions included in a mammoth spending bill.

Along with extending terms, Congress agreed to allow the FCC to use a lottery when awarding initial licenses, to fund public broadcasting at \$130 million annually for fiscal years 1984, 1985 and 1986 and to make "payoffs" by broadcast license renewal applicants to competing applicants illegal. Stricken from the budget bill were provisions to establish license fees for providers of telecommunications services, to make radio license terms indefinite, to end comparative license renewal proceedings, and to eliminate requirements for news and public affairs programming, ascertainment of community needs, program logs, and commercial time limits. Also stricken was a provision to provide for eventual VHF service in New Jersey.

Of provisions dropped from the bill, the one eliminating comparative renewals is the biggest loss for television broadcasters. Radio requirements for program logs, commercial time limits, ascertainment and news and public affairs programs have already been eliminated by the FCC (BROADCASTING, Jan. 19), although putting them in a statute would have made them much less vulnerable to change.

The new, longer license terms go into effect with a broadcaster's next license renewal.

Commerce Committee conferees had been deadlocked for nearly a week over the communications measures (BROADCASTING, July 27) while House Telecommunications Subcommittee Chairman Timothy E. Wirth (D-Colo.) adamantly

refused to consider them as part of a budget package. They had been added to the package by the Senate Commerce Committee (BROADCASTING, June 15), whose members argued they would save up to \$4 million in government spending.

Pressured by House and Senate leadership to complete their portion of the giant budget bill, conferees met Saturday and Sunday, July 25-26, with Senate conferees refusing to accept measures covering transportation and the Consumer Product Safety Commission unless House conferees accepted communications provisions. Senator Bob Packwood (R-Ore.), chairman of the Commerce Committee, was the sole Senate conferee present at the weekend sessions, but he had the support of all four other Senate conferees. Although six House Republican conferees

ing for public broadcasting at \$140 million annually, "pay-off" restrictions for competing license renewal applicants and crossownership provisions passed last year by the House in a bill (H.R. 6228) introduced by Representative Al Swift (D-Wash.). House conferees tried to amend the Swift bill provisions to allow the FCC to deny renewal to stations if it found management at all of an applicant's co-owned stations to be deficient.

Senate conferees rejected this and made their final offer, dropping the Swift bill and license fees and reducing public broadcasting's funding level to \$130 million annually. Although Senate conferees had bargained through Saturday with transportation and consumer measures, they changed their strategy Sunday by tying broadcast deregulation legislation to fund-

At the end of the day, Packwood had won most of the broadcast deregulation marbles, but Wirth could still claim victory. Dingell was the key to the compromise.



Packwood



Dingell



Wirth

urged acceptance of the communications measures, Energy and Commerce Committee Chairman John Dingell (D-Mich.) controlled all eight Democratic votes and agreed with Wirth to stand firm through Friday night and Saturday morning.

Packwood broke the stalemate Saturday afternoon by offering to drop all communications provisions from the bill except 10-year license terms for radio and five-year terms for TV. Although Wirth stood firm, Dingell acknowledged Packwood's concession and opened a series of behind-the-scenes discussions with Packwood, Wirth and staff that continued through Monday morning.

Packwood opened discussion Monday by proposing the five- and seven-year terms for TV and radio, lotteries for initial licensing, license fees, provisions for a New Jersey VHF station, three-year fund-

ing for public broadcasting.

At noon Monday, conferees accepted Packwood's last offer. House conferees said they'd accepted lotteries for initial licensing on condition that they be weighted to promote greater diversity of ownership and to award licenses to minorities and women. They also agreed that lotteries are in the public interest, especially in light of the FCC's logjam of low-power TV applications.

Report language accompanying the final bill will reflect, said Packwood, that conferees are highly sympathetic to New Jersey's lack of VHF service, but were unable to agree to provisions for it in the budget bill.

Packwood eliminated license fee provisions from his final offer, saying they are tied to deregulation measures that were stricken from the bill and will not be

passed without them.

Wirth emerged from the conference claiming victory because deregulation legislation had been eliminated from the bill. "Extending licenses, using lotteries to solve the FCC's backlog and [payoff] provisions do not get into deregulating broadcasting," he said. He also claimed victory in conferees' acceptance of most of the House provisions for public broadcasting. Frank Mankiewicz, president of National Public Radio, said the agreement is a "great victory for public broadcasting" that "gives us time on turn-around for alternative sources of funding."

In addition to funding the Corporation for Public Broadcasting at \$390 million from 1984 through 1986, the final bill funds facilities planning and construction at \$20 million, \$15 million and \$12 million in fiscal years 1982, 1983 and 1984, respectively. Conferees eliminated a Senate proposal to restrict this funding to new facilities.

Accepted were House proposals to restrict CPB's control over disbursement of its funds, allocating 75% of funds available after CPB operating expenses to station community service grants and 25% to national programming. Stations and NPR representatives favored this provision while CPB board members fought it vigorously.

CPB's board will be reduced from 15 members to 11, with one TV station representative and one radio station representative included in that membership. New restrictions will be placed on board mem-

Can't win 'em all. Although public discussion of communications matters in the budget package totalled perhaps 10 hours during the seven days conferees wrestled with the bill, behind-the-scenes sessions, where most of the action took place, consumed far more time, stretching on some days past midnight. Senate Commerce Committee staff reportedly spent hours walking House staff and leading conferees through proposed deregulation provisions and their probable effect on FCC and broadcast operations.

At one session, Senate counsel Christopher Coursen, who has represented broadcast stations in the past, is said to have described the comparative renewal process in great detail. But he was frequently interrupted by the House subcommittee's chief counsel, David Aylward. Energy and Commerce Committee Chairman John Dingell (D-Mich.) silenced Aylward, saying he "wanted to hear" what Coursen had to say.

An incident that nearly scuttled negotiations Sunday night (July 25) also involved Aylward. Senate Commerce Committee Chairman Bob Packwood (R-Ore.) walked out of the meeting, reportedly because he was offended by the House counsel's objections. The two patched it up the next day.

bers' reimbursement and per diem expense accounts.

Funds for CPB's operating expenses and fixed costs total about \$13 million under the new legislation. Because funding levels are lower than present ones, conferees agreed that if fixed costs exceed 60% of the \$13 million annual total, stations will pick up the balance of such costs. Fixed costs for CPB include satellite debt, copyright fees and half of public broadcasting's interconnection system.

Although Wirth claimed victory in the conference, many others believe the bigger victory went to Packwood. "Broadcasters got a freebie," said Samuel Simon, executive director of the National Citizens Committee for Broadcasting, who had led a battery of citizen groups and labor unions in an effort to defeat the measures included in the budget bill.

"This is a major success for broadcasters that cannot be minimized," he said. "If there's any silver lining in it, it will be that Congress will put aside its efforts to deregulate further for at least five years, until it has had a chance to see how broadcasters perform under the new regulatory scheme."

Ward White, chief counsel to the Senate Commerce Committee, said deregulation measures stricken from the bill will be advanced again, either as separate measures or part of another larger bill.

Although committee staff members discussed attaching them to common carrier legislation (S. 898), already passed by the committee, Packwood and other committee leaders have not yet decided how to proceed on the bills. It was Packwood, according to one observer, who originally decided to attach the series of communications bills pending in the committee to the budget bill. And it was Packwood's "remarkable determination," said that observer, that won congressional passage of some of those measures last week.

Vincent Wasilewski, president of the National Association of Broadcasters, called the extension of TV and radio license terms, "an important step toward our overall goal of full, First Amendment freedom for broadcasting." Kenneth Schanzer, NAB senior vice president for government relations, said "broadcasters and the public are the victors in this easing of costly and burdensome regulatory process."

The change in license terms took an important bargaining chip away from congressional opponents of broadcast deregulation, according to one industry lobbyist. "We're bargaining on a different level now," he said. "This was an important step in the long-term fight for deregulation."

During the week of negotiations, CBS and ABC affiliates and NAB representatives met with conferees. One conferee reportedly told a group of broadcasters, "even if deregulation fails this time around" there's a heightened awareness of the need for regulatory relief on the part of Congress.

It's Mulholland

Tinker promotes TV network chief to be president of entire NBC organization; Ray Timothy to head NBC-TV; Segelstein role not yet public

NBC's new president and chief operating officer is Robert E. Mulholland.

Via closed-circuit feed to affiliates last Thursday (July 30), NBC Chairman and Chief Executive Officer Grant Tinker announced his choice for the current number-two slot. As promised, Tinker stayed in-house: Mulholland has been president of the NBC Television Network since August 1977. He had been considered the prime contender since the surprise announcement of Tinker's own appointment (BROADCASTING, July 6).

Stepping up to fill Mulholland's old job is Raymond J. Timothy, the network's executive vice president since September 1979.

While Tinker cleared up the mystery of the NBC presidency with Mulholland, he left unclear the occupational fate of another key NBC executive from the previous NBC administration of Fred Silverman. Of Irwin Segelstein, president of NBC Television, Tinker would be no more specific than to say, "I have in mind for Irwin a critical and most important assignment that will tap his considerable resources." Tinker added that "I have discussed that role with Irwin and you will be hearing about it in the near future."

Reached shortly after the taped presentation to affiliates, Tinker remained tight-lipped on Segelstein's upcoming responsibilities.

Whom Segelstein eventually will be reporting to also is a question without a definitive answer.

"At this point," Tinker explained, "Bob [Mulholland] has inherited him." However Tinker, in a candid style uncharacteristic of a chief executive still putting his team together, added that "I reserve the right to change my mind."

Until last Thursday's word on Mulholland's promotion, he had been reporting to Segelstein.

During the closed-circuit feed, Tinker made no mention of who was reporting to whom, throughout the company. He referred to coming "reassignments or rearrangements" but said that "I don't think wholesale comings and goings need be the order of the day. We've already got the best people. Let's make sure they're in the right jobs."

After the closed circuit, Tinker said that he expected the overall reporting order would be "nothing startling." Tinker said he didn't talk to affiliates about that because he didn't want "to obscure the simple importance" of the executive announcements.

Of his choice for the president's job, Tinker told affiliates:

"In the end, my decision has been made



Mulholland (l) and Tinker

on the basis of my own background and experience, which are largely in the programming area. It seemed to me that the man I needed should be particularly strong in other areas—heavier on broadcasting and business. That would permit a team—chairman and president—who would complement—not duplicate—each other.”

Before taking over the NBC presidency last month, Tinker had been president of MTM Enterprises, a prominent production company whose programs include *The Mary Tyler Moore Show* and *Hill Street Blues*.

As network president, Mulholland had been responsible for sports, sales, affiliate relations and operations and technical services.

A 20-year veteran of NBC, Mulholland began his career there as a news writer at NBC-owned WMAQ-TV Chicago and, after several news posts, was named executive vice president of NBC News in 1974. In March 1977 he moved from the news division to the network side as executive vice president, Olympics—a position he held only until September of that year when promoted to network president.

Mulholland, once his appointment was revealed, joined Tinker on the closed circuit, first to accept his boss's handshake of congratulations and then to name Ray Timothy as his successor.

Mulholland praised Timothy's "wisdom, judgment, common sense and honesty" and said that "he knows the station business inside-out."

Timothy's track record at NBC is even longer than Mulholland's—begun 25 years ago as a tour guide. After a variety of posts, Timothy served as vice president and general manager of KNBC(TV) Los Angeles from 1973 to 1976 and then held the same titles at WNBC-TV New York until joining the network in 1977 as executive

vice president of affiliate relations. He became executive vice president of the network two years later.

After the announcements of Bob Mulholland and Ray Timothy, Tinker injected a bit of humor saying, "I will not be the first to call them Bob and Ray"—referring to the comedy team of the same names.

The presentation was Tinker's first to affiliates and he didn't lay out any master plan. Since taking over the job of chairman and chief executive officer, Tinker said he has spent his time "trying to learn, absorb and assimilate. . . ."

"I've still got a great deal of looking and listening to do but already certain problems and situations can be readily identified as needing determined, specific and consistent attention. My purpose today is not to enumerate them. As our partners you are as aware as we are of those matters that urgently need addressing."

FCC OK's Westinghouse-Teleprompter

It turns down petitions to deny and approves transfer of microwave and earth station licenses, clearing way for \$646-million deal; it also starts rulemaking on LPTV technical standards, clarifies radio dereg

The Westinghouse-Teleprompter merger, valued at \$646 million (BROADCASTING, Oct. 20, 1980), was approved by a 6-to-0 vote by the FCC at an open agenda meeting last week at which a number of items were acted on. Although the commission

has no jurisdiction over the transfer of cable systems themselves, it licenses cable relay stations and microwave and earth station facilities connected with such systems, and licensees must obtain commission approval to transfer such facilities.

The National Citizens Committee for Broadcasting said it would challenge the Westinghouse approval in court.

The commission also granted a one-year temporary waiver of its crossownership rules in which time the two firms must divest of prohibited cable interests which total about 160,000 subscribers.

The commission, in granting approval, denied several petitions to deny the merger. One was filed by the National Black Media Coalition concerning Teleprompter's EEO record. The Cable Bureau staff suggested that the EEO record of Westinghouse—as the transferee—was more significant and that its EEO record was good. The staff also concluded that Teleprompter's record was one of the best in the cable industry, although it noted that the company's overall EEO statistics declined from 1979 to 1980. A reporting requirement was attached as a condition to the merger approval so that Teleprompter's EEO progress could be monitored.

The Society of Private and Commercial Earth Stations (SPACE) had asked the commission to deny the merger on grounds that Showtime, 50% owned by Teleprompter, and Westinghouse's Home Theater Network refused to sell so-called "backyard" users and condominium and apartment complexes their programming services directly and thus engaged in anti-competitive practices. The staff concluded that Showtime and HTN were under no obligation to sell their products directly to SPACE members and that in effect that group wanted them "to become retailers" of products that they sell wholesale.

The commission also concluded that a petition by Ted Turner, charging that Teleprompter was encouraging its systems not to sign up for Turner's Cable News Network because Westinghouse was considering plans for starting a similar news service, was without merit. Many Teleprompter systems are in fact adding that service, the staff said. Furthermore, it said that competition for CNN would be "healthy" for the industry.

Commissioner Abbott Washburn noted what he described as "glaring inconsistencies" between the multiple ownership limitations that the commission has placed on broadcasters (no entity may own more than seven AM's, seven FM's and seven TV's) and those placed on cable operators—none. Washburn has long been an advocate of "putting a cap on cable ownership," either by a limit on the total number of subscribers or systems that any one operator could own. He also believes that there should be a rule limiting foreign interests in domestic cable systems comparable to the one in place for broadcasting interests.

Fowler said the better course might be

to "build up groups—the Westinghouses, the Teleprompters of the world—to permit economic concentration" so that these groups can compete with such "monolithic economic giants" as AT&T. On the broadcast side Fowler said the commission may want to look at the possibility of permitting groups to own more than seven AM's, seven FM's and seven TV's (the current limitations) "in order to compete better with the three networks—which, essentially, now produce most of our programing."

Neither Turner nor SPACE has yet decided whether to appeal.

Sam Simon, executive director of the National Citizens Committee for Broadcasting, said the commission's decision would be "eminently attackable" in court. He said the commission did not adequately consider the "potential harm" the merger may cause to the industry in terms of stifling competition and the diversity of programing sources.

In the wake of the FCC approval, Westinghouse Broadcasting refrained from setting a closing date for the Teleprompter merger. The company said it's awaiting a review of the commission's report and order, which had not yet been released.

Even without the closing, Westinghouse already holds about 29% of Teleprompter's stock, which was picked up both in stock market purchases and deals struck with a number of principal Teleprompter shareholders.

Of course, Westinghouse will still have to go through the process of securing franchise transfers from each of the municipalities that have licensed Teleprompter to serve their communities via cable. And the company has pledged to dispose of 13 franchises that would fall afoul of current crossownership regulations. Most of those are in the San Francisco area. The company has had discussions regarding sales of those systems, but

says nothing is firm at this point.

The merger was not the only item of business the commission considered.

■ The commission also initiated a rulemaking which addresses the possibility of modifying the programing rules applicable to public broadcasting stations.

Currently, public TV stations have a formal ascertainment requirement similar to the one imposed on commercial broadcasters. Public radio stations are required to ascertain community programing needs by "any reasonable means," although in practice most stations have followed the formal procedures that their profit-making counterparts endured up to April 4, when commercial radio deregulation went into effect. All public broadcasters are required to keep program logs. They also have a generalized obligation to make a good faith response to all significantly expressed programing needs of the community of license. Options cited range from retention of the current rules to elimination of all programing oversight except for the rule that prohibits broadcasters from promoting goods or services over the air in return for consideration.

■ On the low-power television front, the commission initiated a rulemaking that proposes certain technical standards for the processing of translator and LPTV applications. Up to now such applications have been analyzed manually by commission engineers. But to contend with the 5,000-application backlog that has accumulated since last September, the commission has come up with a computer processing method based on the theory of prohibited contour overlap, and not mileage separations (BROADCASTING, July 27).

Commissioner Mimi Weyforth Dawson raised a question about the noninterfering status of translators and LPTV stations that the commission had heretofore declined to consider. Those types of

facilities, which are assigned secondary status, may not cause interference within the grade B contour of a full service station or an existing translator. Dawson's question addressed the potentially widespread interference that translators and LPTV stations may cause outside the grade B contours of existing stations and that could result in a loss of service to thousands of viewers. That concern will now be formally addressed in the commission's ongoing LPTV proceeding.

Late last week, an item was adopted, by circulation, granting 57 TV translator applications that meet all the requirements of the commission's April freeze order. Those 57 were tied to an item—which also included three LPTV applications—that was intended for consideration at the July 30 meeting also, but that Dawson had pulled at the last minute so that she would have more time to study the LPTV question. However, since she had no problem with the straight translator applications, those were separated for circulation.

The commission also:

■ Denied several petitions for reconsideration of its radio deregulation proceeding. It clarified several points, however. If a station decides to offer a specialized programing service, the FCC said the choice must be made on the basis of programing services available in the market and, if challenged, a broadcaster must be able to demonstrate that the choice was reasonable. Concerning the weight to be attached to the time when non-entertainment programing is broadcast, the commission said it will also rely on the reasonable judgment of the licensee.

■ Amended the rules to allow licensee-owned station representatives to serve rival stations in the same market.

■ Granted a waiver of the "compliment of fours" rule and approved the application of Satellite Television Service Inc., owned principally by John Boler, to construct a new VHF outlet on channel 12 with subscription TV authority at Pembina, N.D. The commission indicated that this proposed facility represents Pembina's first local broadcast service since 1975. Boler was recently granted a low-power TV construction permit for Bemidji, Minn.

■ Granted a waiver of the "one-to-a-market" rule and approved the sale of KBIM-AM-FM Roswell, N.M., for \$106,500. The sale will break up a grandfathered media combination—KBIM-AM-FM-TV now owned by Gene Reichman and family.

■ Renewed the licenses of KHQ-AM-FM-TV Spokane, Wash., and rejected a petition to deny by Terrence E. Flancher who alleged that the licensee, KHQ Inc., received favorable treatment from a co-owned Spokane newspaper (better positions in schedule listings and more picture highlights) during the 1974-77 renewal period and in 1980. The staff found an "isolated specific abuse" during one year in the 1974-77 term and no wrongdoing in 1980. The commission also noted that corrective procedures have been instituted.

Called shot fired. Six months ago, this item appeared in "Closed Circuit" (BROADCASTING, Feb. 2): "Mark Evans Austad, Metromedia vice president of public affairs and former ambassador to Finland, may be next ambassador to Norway."

Last Wednesday (July 29), in the midst of the Senate-House vote on the administration's three-year tax plan, President Reagan called Austad at the latter's summer home in New Hampshire to advise him of his nomination as ambassador to Norway, where his father's and his mother's parents were born. Austad speaks Norwegian (and other Scandinavian languages) fluently due to missionary work in those countries in his youth.

Austad (born Marcus Jacob Austad 64 years ago) adopted Mark Evans as his professional name in 1947 when he succeeded Arthur Godfrey on a Washington morning show on the then CBS-owned WTOP(AM). John W.

Kluge, Metromedia chairman and president, brought Austad into Metromedia in 1960 and named him "good will ambassador" with overall charge of public relations and public affairs. On leave for his three-year tenure as ambassador to Finland (1974-77), Austad afterward headed the ad hoc committee (under auspices of the National Association of Broadcasters) that mounted the successful drive against FCC's license renewal procedures and license fees. He has maintained his official residence at Scottsdale, Ariz., but travels frequently for consultation with Kluge and other Metromedia officials.





CBS NEWS

All eyes on the wedding

BBC estimates 650 million people watched the ceremonies

It was a royal event of royal viewing proportions.

While an estimate at best—and a number perhaps incalculable—the British Broadcasting Corp. projected that 650 million people watched last Wednesday's (July 29) marriage of Britain's Prince Charles and Lady Diana Spencer. Add in radio coverage and the BBC shoots the number up to a billion.

With its feed available to the world, the BBC was the prime purveyor of wedding coverage. But broadcast cameras and microphones from around the world were in London in droves (BROADCASTING, July 27).

Intelsat, the international satellite system that fed the signal globally, claims a record of 10 simultaneous transmissions that were picked up by 65 antennas in 62 countries. Intelsat's previous

simultaneous record was for World Cup soccer from Argentina in 1978, with nine.

Intelsat won't have counted all the day's wedding coverage transmissions until this week but a spokesman there said it might run in the neighborhood of 80—over and above the 50-70 the satellite handles on a routine news day. The record number of daily Intelsat transmissions has stood at 111—made earlier this year after the assassination attempt on President Reagan.

The estimated number of U.S. viewers wasn't available last week but early indications are that it was considerable—despite the early-morning hours in the U.S.

In New York, for example, on Wednesday morning at 5-6 o'clock, A.C. Nielsen Co. said that 16% of the 6.4 million television households had their sets on. At the same hour a day earlier the figure was 3%.

For the metered markets, where overnight ratings were available, NBC seemed to come out on top, winning in New York

(5-10 a.m.), Chicago (4-10 a.m.) and San Francisco (2-7 a.m.). ABC took Los Angeles (2-7 a.m.).

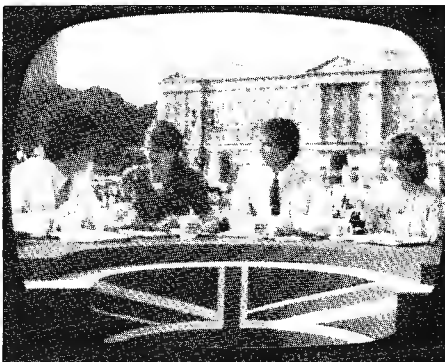
In addition to the live early-morning television coverage through ABC, CBS, NBC and the Cable News Network others could see it replayed via PBS and Independent Network News.

Network late-night specials also were offered. And the day of the wedding, a viewer could watch a different network hour throughout prime time. CBS went on at 8 p.m. (earning a first-place 16.5 rating and 30 share against entertainment competition, ABC was next at 9 p.m. (with a third-place 12.7/22) and NBC had its special at 10 p.m. (with a second-place 14.7/26).

The night before the wedding, an ABC special hour at 8 p.m. won with a 17.5/32 and an NBC hour at 10 p.m. was second with a 14.0/26. CBS had a half-hour that night at 11:30 p.m.—outside prime time, with ratings still to be calculated.



ABC's Peter Jennings and Barbara Walters at their London vantage point.



NBC featured (l-r): author Robert Lacey, Jane Pauley, Tom Brokaw and *Tatler's* Tina Brown.



CNN's coverage included this interview with Prince Charles and Lady Diana.

Mixed bag of second-quarter broadcast results

Other divisions within broadcast companies play role in both helping and hindering results

Was the second quarter good or bad for broadcasters? Tallying the revenues and earnings of eight of the top nine "broadcasting" companies on BROADCASTING's "Stock Index," performance was off in the period, with total earnings down 0.7% on an 8.4% revenue rise from the year-earlier quarter.

Among the companies—ABC, Capital Cities, CBS, Cox Broadcasting, LIN, Metromedia, Scripps-Howard Broadcasting and Taft Broadcasting—several were affected significantly in the quarter by nonbroadcast operations. Storer's results will be released this week.

In the case of CBS, for example, whose net income dropped 23% (BROADCASTING, July 20), broadcasting revenues were up 12% and broadcasting profits also rose in the quarter. "Softness in other major business areas and a sharply higher level of development spending for its new operations" were the culprits behind the earnings decline.

ABC, which reported its quarterly results last week, showed mixed results in its broadcast operations (which in turn represent a higher proportion of that company's total business than do the broadcast operations of CBS).

ABC was able to report a 3% increase in second-quarter net income, thanks to the change in amortization rates for original prime time programs that the company introduced last year. The company reported net income of \$55.6 million, \$1.96 per share, up from \$53.8 million, \$1.91 per share, with \$2.6 million, nine cents per share, attributable to the amortization change. Without that change, net income would have declined a fraction of a percent. Revenues in the quarter ended July 4 rose 6% to \$612.3 million.

"Significant sales growth in the news, daytime and early morning areas helped the ABC Television Network record a modest increase in revenues," ABC said. Network profits were said to have risen "moderately," even before the amortization change.

But while revenues rose at the ABC Owned Television Stations, their profits in the quarter were down, owing to "increased programming expenses." Radio revenues and profits were both up, "reflecting strong advertiser demand at both the network and station levels." Overall, the company said, "the advertising marketplace strengthened during the second quarter, benefitting our broadcasting operations."

In addition to the profit downturn at the owned television stations, ABC Publishing profits fell on increased revenues. The company also noted that "continued development of ABC Video Enterprises" negatively affected earnings.

For the first six months, ABC reported

revenues of \$1.15 billion, 2% ahead of the year earlier. Net income was down 12% for the half, after a 48% earnings drop in the first quarter; \$68.4 million, \$2.41 per share, in this year's first half, against \$78.1 million, \$2.77, the year earlier.

Taft Broadcasting's broadcast operations logged operating profit improvement of 6% in the quarter, to \$13.3 million, on an 8% revenue increase to \$32.2 million. The company's Entertainment Group reported a pre-tax loss of \$747,000. Yet both those developments were overwhelmed in the full Taft picture by the performance of the company's amusement park operations, which opened a new park in Toronto and included full ownership results of two other parks Taft only partially controlled last year. The park results were primarily responsible for giving Taft's earnings a 28% boost, up to \$8.1 million, 77 cents a share, on revenues that were up 61% to \$90.2 million.

Metromedia, whose earnings announcement was overshadowed by its \$220-million purchase of WCVB-TV Boston (BROADCASTING, July 27), showed even better gains in broadcast operations than did Taft. Revenues of Metromedia broadcast properties advanced 27%, \$72 million, with operating income jumped 42% to \$27 million. National spot advertising, according to the company, increased at a greater rate than local, both in television and radio.

Metromedia's Entertainment Group continued to post losses, due largely to the restructuring of Metromedia Producers Corp. Overall, Metromedia revenues rose 19% to \$114.9 million, with net income from continuing operations up 36%, but with total net income virtually static at \$17.2 million, because of losses from discontinued operations. Earnings per share rose from \$3.79 to \$4.03 as the number of shares outstanding decreased.

Cox Broadcasting reported healthy improvement in its operations: Revenues climbed 28% to \$101.7 million, earnings were up 22% to \$16.4 million, \$1.22 per share. Broadcasting revenues rose 18% to \$48.5 million, with operating earnings up 15% to \$20 million. "Local TV sales made the strongest gains," the company said, although its national rep firms and radio syndication units also logged "strong performance." And cable results skyrocketed for Cox: Revenues soared 46% to \$43.4 million; operating income climbed 51% to \$7.4 million. Those figures "substantially" surpassed "expected increases" and were attributed to "intensive marketing," more pay cable customers than anticipated and lower franchising expenses than the company thought it would have incurred.

As previously reported (BROADCASTING, July 20, 27) the remaining companies in the "broadcasting" category also posted improvement in the quarter: LIN's results were a 6% earnings increase on the same percentage increase in revenues, Scripps-

Howard had 14% net income advance on a 16% revenue improvement, while CapCities' net rose 18% on a 20% revenue climb, with its broadcasting operating income and revenues both showing increases of 16%.

NBC, on the other hand, didn't fare as well (BROADCASTING, July 20). That unit of RCA Corp. was said to have had higher second-quarter earnings, but only because in the 1980 second quarter the company took a write-off for Olympic coverage losses. Discounting the write-off, "earnings this year ran below a year ago as a slight increase in sales was not sufficient to cover higher programing and unscheduled news costs."

Taking a look at some other companies, with broadcasting interests that recently reported their results, John Blair showed a 10% earnings improvement, up to \$3.7 million, 98 cents per share, on revenues that advanced 18% to \$64.9 million. The New York Times Co. had a record second quarter, with a 28% gain in earnings to \$14.1 million, \$1.14 per share on a 12% revenue climb to \$210 million. And the Washington Post Co. logged a 3% gain in net income to \$13 million, 92 cents per share as revenues rose 14% to \$194.3 million.

Landmark earmarks new transponder for weather channel

ABC-TV's John Coleman will head new program venture, which company hopes will be cable's 'most popular'; elaborate operation to be Atlanta-based; transponder bought from Premiere

Live, continuous, 24-hour weather information is the use to which Landmark Communications will put the \$10.5 million Satcom I transponder it bought from the defunct Premiere pay cable service last month (BROADCASTING, July 20). And Landmark says it will spend another \$10 million to complete the capital investment that will back up The Weather Channel, a new basic cable service the company announced last Thursday (July 30).

According to Landmark Chairman and Chief Executive Frank Batten, the concept has been under development for the past three years by John Coleman, who has been ABC-TV's *Good Morning America* meteorologist. Batten said Coleman, who will serve as president of The Weather Channel, approached Landmark about three months ago with his concept, and that after studying the proposal, Landmark elected to back it. Batten predicted that the service "will be the most popular channel on cable TV."

A staff of 70, including 21 meteorologists, will work out of a "multi-

million-dollar" Atlanta headquarters to prepare national, regional and local forecasts. The cablecasts will incorporate color radar and satellite photos and graphics, with the on-air staff "drawn from the ranks of television station weathercasters and professional meteorologists with broadcasting talents." The local forecasts will appear as teletext crawls, displayed automatically every five minutes.

Part of the \$10 million in capital expense will be used for the provision to each cable system of a "Weather STAR," an addressable teletext receiver that will store for display the particular local forecast intended for the system, pulled from the continuous feed of local forecasts and other information being carried in the vertical blanking interval of The Weather Channel signal. The STARs will cost Landmark between \$4,000 and \$6,000 each, depending on the volume of production. Each STAR will also be a mini-weather station, with sensing equipment for local readings of temperature, wind speed, etc., that would then be incorporated into the local forecast.

In the grand design envisioned by Landmark, the text capability of the service also will be used to allow national advertisers to provide listings of local dealers within the text crawl.

The service would be free to cable operators, with Landmark also picking up the equipment costs. Systems would be able to sell two of the 12 commercial minutes planned for the video Weather Channel, plus 30 seconds worth of the five-minute crawl. Coleman also wasn't ruling out the possibility of direct compensation payments to systems at some future date.

FCC keeping its options open on interim DBS

Working group, studying 14 filings, asks applicants for supplemental information

The FCC is looking at 14 direct broadcast satellite applications with little idea about what to do with them all. An inter-bureau working group, meeting on two successive Wednesdays since the July 16 filing deadline, has yet to decide how the FCC should proceed.

"Anything that is not immoral, illegal or unethical is still an option at this point," said FCC Chief Scientist Stephen Lukasik.

Because of the long time needed to start up a DBS system, the FCC announced last April that it would consider granting DBS applications prior to the 1983 Regional Administrative Radio Conference, which will set technical parameters for DBS systems in North and South America, and prior to FCC adoption of final rules. Delay would mean that no DBS system would fly until the end of the decade, the FCC said. "If we begin the authorization process now, however, actual service could start within four years or less."

If the FCC's July 16 deadline for interim DBS applications had drawn the half dozen or so applications expected, everything would have been fine. But the deadline created a gold-rush mentality and a rash of filings asking for more channels than the limited DBS frequency band (12.2 ghz to 12.7 ghz) can accommodate.

Applications were filed by CBS, RCA,

Western Union, Graphic Scanning Corp., Focus Broadcast Satellite Co., Video Satellite Systems, Home Broadcasting Television Partners, Satellite Development Trust, National Christian Network, Advance Inc., Unitel Corp., United States Satellite Broadcasting Co. (Hubbard Broadcasting) and Direct Broadcast Satellite Corp. They join Comsat's Satellite Television Corp. whose application was accepted by the FCC last April (BROADCASTING, April 27).

Lukasik admits that the FCC might have created some problems for itself by throwing open the door to interim applicants, but adds that the FCC also created a wealth of information to draw upon as it develops permanent DBS policies and prepares the United States position for the 1983 conference. "We have a very rich mixture of proposals—common carriers, over-the-air, advertiser-supported, cable feeds and high-definition television. . . . We certainly got a very useful response."

Analogies have been made between DBS and the FCC's low-power television proceeding in which a flood of applications received before adoption of final rules resulted in the imposition of a partial freeze on the acceptance and processing of applications. Lukasik would not discount the possibility of some sort of DBS freeze, but he wasn't discounting anything else, either. In fact, he suggested that through a little creative processing or "tailoring" all the applicants could be authorized. "Recognizing that there could be some shaving, cutting and fitting, I think . . . that with 500 mhz and four orbital slots, we could accommodate all of the filings."

That might necessitate reducing the number of channels requested by some of the applicants and not going "hog wild over HDTV," Lukasik said.

There is precedent for such action, Lukasik said. Last December the FCC granted a host of fixed satellite applications and "what was granted was not the simple arithmetic sum of everything that was asked for."

While mass authorization is possible Lukasik said, it is not necessarily the way to go. "Whether that would be a desirable position for the U.S. to be in going into the 1983 conference is a totally different and major question."

Florence Setzer, of the FCC's Office of Plans and Policy, said the "most attractive option" the staff is now considering is granting a few of the more substantial applications, those that the staff determines "are ready and able to proceed." Although there may be legal challenges to such an arbitrary approach, Setzer said, "we think there are ways we could do it."

The FCC could have easily reduced the magnitude of its task by summarily dismissing several of the filings that more closely resembled outlines than applications. But instead, the DBS working group last week decided to send a letter to all the applicants inviting them to supplement their filings. Only after the 10-day deadline on supplements passes, Setzer said, will



Showing its stuff. Weather Channel President John Coleman (l) and Landmark Chairman Frank Batten demonstrate the capabilities of the new cable service and its Weather STAR units last Thursday in New York.

the working group sit down and decide which applications to accept and which to return.

The letters may involve the working group in its first controversy. Ronald Coleman, a Washington attorney and a principal of Direct Broadcast Satellite Corp. who thinks his company's application is complete as it stands, thinks it would be unfair for the FCC to consider applications which he termed "vague, late and unsigned applications." Moreover, he said, others shouldn't be allowed to amend their applications "with the knowledge of what everybody else has filed."

In addition to its bid for a DBS system, Focus Broadcast Satellite Co. also asked permission to lease a high-power transponder on Western Union's Advanced Westar satellite to deliver a combination of pay and advertiser-supported programming through spot beam antennas direct-to-the-home in four distinct areas of the country. FBS would use frequencies in the 12 ghz band allocated to the fixed services.

Lukasik said the proposal raises questions apart from the DBS proceeding and suggested that FBS and Western Union may have some trouble implementing their plan. He pointed out that in a notice of inquiry on implementing the 1979 World Administrative Radio Conference decisions, the FCC "chose not to include a footnote adopted at WARC that would provide for DBS services in the fixed satellite band." But, Lukasik was quick to add, a notice of inquiry "is a long way from policy."

Even though the FCC is giving all the applicants a chance to flesh out their applications, not all are likely to make the first FCC cut. The number of DBS applicants could be further reduced if some of the programmers among them drop their

plans to launch a DBS system and sign on with one of the applicants proposing to lease transponders.

Video Satellite Systems and United States Satellite Broadcasting Co., both system applicants proposing to distribute programming to networks of independent broadcasters for retransmission, have indicated a willingness to lease satellite capacity. "The possibility that another entity would finance the procurement and launch of the spacecraft, with USSB then leasing the satellite system . . . is being explored," USSB said in its filing. And last week VSS's Bob Johnson said he has already talked to DBSC about leasing transponders to deliver VSS's one channel of programming.

A side-by-side comparison of the technical parameters proposed by the 14 applicants turns up just as many differences as similarities. The systems' effective isolated radiated power (EIRP), the measure of satellite signal power on the ground, were in the same general range. All but one of the applicants chose time zones as their service areas. On the other hand, five different orbital slots were suggested for service to the eastern part of the country and five different channel bandwidths were proposed, ranging from 16 mhz to 27 mhz.

The technical incompatibilities should not retard the processing of the applications, according to Lukasik. "Our view of interim licensing is that [the applications] are experimental," Lukasik said, "and there could be experiments of any number of sizes and shapes."

In fact, it might be unwise to adopt a fixed set of parameters for interim authorization, he said. A fixed plan would get "a whole lot of people marching in a direction" that may turn out to be the wrong

direction after the 1983 western hemisphere conference.

The FCC's second notice of inquiry on DBS preparation for the 1983 conference came to the tentative conclusion that the United States should vie for the most spectrum and the fewest most orbital slots. That implies that the FCC will force all the applicants into common orbital slots and that some applications will have to reconfigure their systems.

The question of channel bandwidth is tied closely to the concept of high-definition television. Six of the applications talk about HDTV or make some accommodation for HDTV, but only CBS dedicated its entire system to the technology. And if CBS had its way, it would dedicate the entire DBS band to HDTV.

Joseph Flaherty, vice president of research and development for CBS-TV, said that if DBS is to become a medium for HDTV, more than one system will have to be dedicated to it. A few channels will not stimulate manufacturers to make and viewers to buy HDTV receivers, Flaherty said.

The least CBS expects from the FCC is to make the bandwidths wide enough—it feels 27 mhz is sufficient—so that conventional programmers can change over to HDTV when it finally does come. Flaherty is convinced of the inevitability of HDTV. "It will come with or without DBS and with or without broadcasters." Cable and videodisks are two of the alternative technologies he feels certain will advance to HDTV.

The entire DBS proceeding is full of question marks and it will remain that way for some time. Lukasik put his finger on the operational verity: "Anything is possible until the FCC decides what it wants to do."

Judge turns down administration bid to end AT&T suit

Antitrust chief who had vowed to go all the way on eight-year case says he's seen the light, but court isn't ready to quit

U.S. District Judge Harold Greene denied a request from the Reagan administration last Wednesday (July 29) to delay proceeding on the Justice Department's eight-year-old antitrust suit against AT&T until June 30, 1982. William Baxter, assistant attorney general for antitrust, told Greene congressional efforts to deregulate the common carrier industry would fail unless the "case is on ice."

Baxter, who said early this year he would "litigate to the eyeballs" the case against AT&T, told Greene he had changed his mind after the administration drafted amendments to the bill that would achieve the relief the Justice Department seeks in the case. If Congress passes legislation with those amendments, said Baxter, "it would be the administration's intention to discontinue the case."

One of the amendments would require Western Electric, an equipment-manufacturing subsidiary of AT&T, to pass a "competitive market test" before selling equipment to any of Bell's 23 operating telephone companies. The other would require Bell operating companies to do as much business with independent and long-distance carriers as they do with their parent company, AT&T.

Senate Judiciary Chairman Strom Thurmond (R-S.C.), who has asked for a chance to review in his committee common carrier legislation passed by the Senate Commerce Committee (BROADCASTING, July 13), plans to hold a hearing Thursday (Aug. 6) on the administration's amendments and request to delay the suit. Thurmond and at least 12 other senators have blocked Senate consideration of the Commerce Committee's bill (S. 898) until after the August congressional recess.

Commerce Committee Chairman Bob Packwood (R-Ore.) has told administration officials he has the votes for Senate

passage of S. 898, but that passage in the House is doubtful as long as the suit against AT&T continues.

House Telecommunications Subcommittee Chairman Timothy E. Wirth (D-Colo.) said Baxter's argument is "specious." When reports first surfaced that the administration was considering dropping its case against AT&T, Wirth wrote to President Reagan, urging that the case be continued (BROADCASTING, July 13). Although the House Judiciary Committee stymied efforts to pass common carrier legislation last year, Wirth said he has now resolved those difficulties with Judiciary Committee Chairman Peter Rodino (D-N.J.).

Greene denied Baxter's request last week because, he said, "it would be inappropriate for the court to suspend this lawsuit, which has been pending for seven years, in the middle of a trial which is now scheduled to end by December of this year, simply because such suspension may have a political impact in other forums."

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**Share of
Time Period**

**Audience Composition
against Total Adults**

MEN 18-49		MEN 18-34	
Dukes of Hazzard	37%	M*A*S*H	38%
M*A*S*H	35%	Barney Miller	36%
Barney Miller	34%	The Love Boat	35%
The Love Boat	33%	Dukes of Hazzard	34%
Diff'rent Strokes	29%	Diff'rent Strokes	28%
WKRP	26%	WKRP	27%
Alice	24%	Alice	22%

MEN 18-49		MEN 18-34	
Barney Miller	29%	Barney Miller	19%
Dukes of Hazzard	27%	WKRP	17%
WKRP	26%	M*A*S*H	17%
M*A*S*H	26%	The Love Boat	15%
The Love Boat	24%	Dukes of Hazzard	14%
Diff'rent Strokes	23%	Diff'rent Strokes	14%
Alice	21%	Alice	11%

*Source: NTI/NAD. Full network run through Feb. '81 (Nov., Feb., May)

Mork & Mindy is known for its magnetism among Women and Teens & Kids, but its remarkable



strength among Young Men shouldn't come as a surprise once you've studied the facts. Special attention should be paid not only to the Share of Time Period figures, but also the Audience Composition numbers because they're the real clue to Mork's innate appeal with Young Men. His unique combination of physical comedy and double-edged wit is especially appealing to this audience.

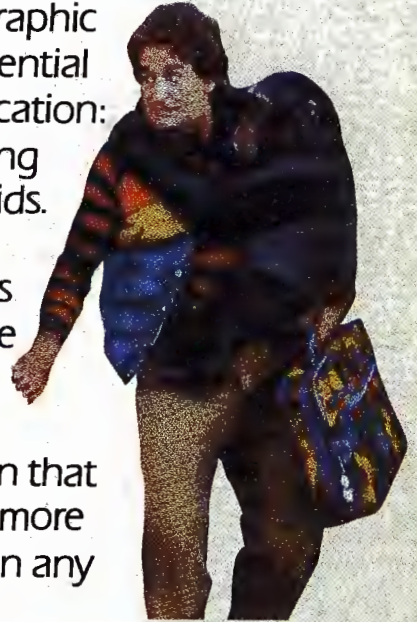
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A smart programmer can see that Mork & Mindy has the basic appeal as well as the competitive strength to control the all-important male audience. That adds dynamite late-night flexibility to Mork & Mindy's obvious early-evening clout.

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The fact is Mork & Mindy attracts an amazingly balanced audience—Mork's also No. 1 with Women! Specifically, Mork & Mindy's Share of Time Period advantage over the other seven series ranges from 10% to as much as 51% among Women 18-49, and as much as 64% among women 18-34.*

In other words, Mork & Mindy has been a tremendous network winner with all the demographic groups that are essential for success in syndication: Young Women, Young Men, and Teens & Kids. Since past network experience indicates that appeal to those groups carries over from network to syndication, it's plain that Mork & Mindy has more of what it takes than any series in sight!



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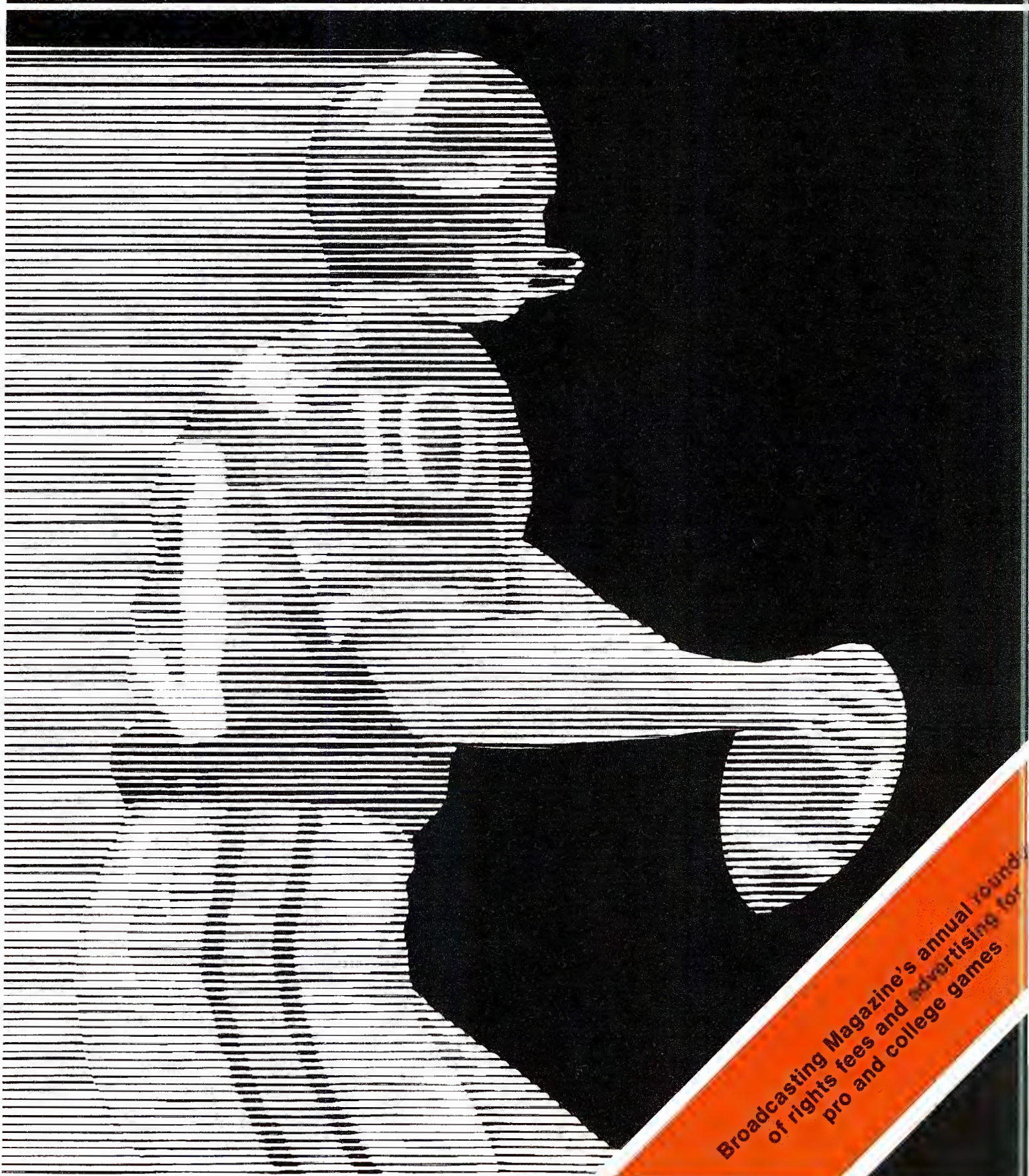


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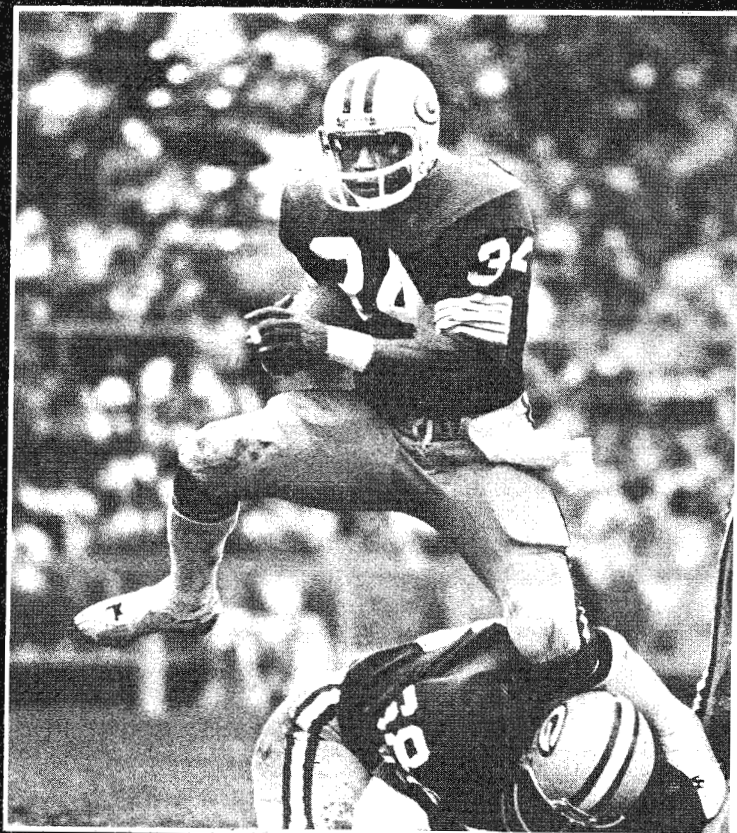
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Football prices take short bounce up

Near stable figure due to multi-year TV network contracts; but drastic change is due in '82

A long hot summer without baseball began to give way to a seven-month season of football at the Hall of Fame game in Canton, Ohio, Saturday (Aug. 1).

In the forefront of the welcoming committee: America's strike-frustrated broadcasters with a \$210,158,410 stake in football on the air.

That \$210 million-plus is the total rights payment that networks, local stations and other sports organizations will pay to cover the action in the nation's stadiums this season.

Compared to last year's \$207,241,350, the added \$2.9 million seems to be only a slight increase. This is attributable to the virtually stabilized contracts between sports and the TV networks. The networks are currently in the last year of four-year contracts with the National Football League and the National Collegiate Athletic Association.

This year's plateau for network rights is viewed as the quiet before an explosion upwards in payments under new contracts. An NCAA two-network contract was announced just last week (see "In Brief"); upcoming negotiations by the National Football League Players Association to get a fixed portion of NFL gross revenues should up 1982 pro radio-TV contracts substantially.

BROADCASTING's annual survey of the networks, colleges, and professional clubs breaks down the 1981 radio-TV rights package this way:

- \$199,255,000 from the television and radio networks for college and professional games. This figure remained constant with last year's.

- \$6,455,000 from local radio stations or rights holders to NFL preseason and regular season games. This represents a tremendous leap from last year's figure of \$4,507,500.

- \$1,248,000 for local TV rights for

NFL preseason games; another area that demonstrated almost across-the-board price hikes, compared to last year's \$829,000.

- \$3,230,417 for local radio and delayed TV rights to schools and colleges, a substantial gain over 1981's figure of \$2,679,850.

Taking a look at the networks' fees this season, ABC-TV will pay the NCAA an estimated \$31.5 million for college games; \$46 million to the NFL for preseason and *Monday Night Football*; \$12 million for its NFL prime time mini-series; \$1.5 million for the Pro Bowl and \$200,000 for last week's Hall of Fame game.

CBS-TV will pay \$51 million for its coverage of the NFL's National Football Conference games in preseason, regular season, playoffs and conference championship. This is in addition to the \$6 million for the Super Bowl coverage. (CBS-TV alternates coverage of the Super Bowl each year with NBC-TV.)

NBC will pay \$45 million to cover the NFL's American Football Conference during preseason, regular season, playoffs, and conference championships.

ABC, CBS, Mutual and NBC are spending more than \$6 million in payments for the radio networks' coverage of college and pro games. Most of that money is attributed to the four-year contract renewal signed by CBS early in 1980 with the NFL. The contract runs through 1983 for a total of \$12.1 million.

Here is how the radio and television networks expect to use the rights they bought for this season:

ABC-TV was scheduled to open its football season last Saturday (Aug. 1) with the AFC-NFC Hall of Fame game from Canton, Ohio, between the Cleveland Browns and the Atlanta Falcons, at 3:30 p.m. Two other preseason games are also on ABC's pro schedule: Los Angeles at San Diego on Friday, Aug. 21, at 9 p.m., and Washington at New England on Sunday, Aug. 30, at 12:30 p.m.

ABC's regular-season NFL schedule,

like last year's, encompasses 16 *Monday Night Football* telecasts plus one Sunday-night and three Thursday-night games. The regular-season opener will be San Diego at Cleveland on Sept. 7; like all other Monday-night games it will start at 9.

The Thursday prime time specials will be Pittsburgh at Miami on Sept. 10 and Philadelphia at Buffalo on Sept. 17, both at 8:30 p.m., and Cleveland at Houston on Dec. 3 at 9 p.m. The Sunday prime time special will be Los Angeles at Dallas on Oct. 18 at 9 p.m.

ABC's *NCAA Football* coverage of college games, normally on Saturday afternoons, will open in prime time on Sept. 5, with Alabama versus Louisiana State, starting at 9 p.m. Another college game to be nationally televised is Stanford-Purdue a week later, on Sept. 12, at 3 p.m.

In all, *NCAA Football* will again include 13 national and 45 regional Division I-A appearances, with each market receiving 23 games during the regular season.

Among postseason college games, ABC will carry the Gator Bowl on Dec. 28 and the Sugar Bowl on Jan. 1.

ABC officials reported last week that the NFL games are more than 80% sold and the college games about 65% sold. In the NFL games, 30-second spots are priced at an open rate of \$125,000 each, or at \$115,000 each if bought for both the 1981 and 1982 seasons. In the NCAA games the pricing is \$60,000 per 30-second announcement on the open rate or an average of \$54,000 each for two years.

Among advertisers signed for ABC's NFL games are Miller Brewing (through Backer & Spielvogel), Datsun (William Esty Co.), Chevrolet trucks (Campbell-Ewald), Buick (McCann-Erickson), Kere-Sun imported Japanese space heater (Young & Rubicam), Hewlett Packard (Wilton, Coombs & Colnett) and All State Insurance (Leo Burnett Co.). Advertisers in NCAA games on ABC include Chevrolet (Campbell-Ewald), Miller beer (Backer & Spielvogel), Anheuser-Busch (D'Arcy, MacManus & Masius), Schlitz beer (J. Walter Thompson Co.) and Texaco (Benton & Bowles).

CBS-TV's schedule opens with two NFL preseason games: Dallas at Los Angeles on Saturday, Aug. 15, at 9 p.m. NYT, and Houston versus Dallas on Saturday, Aug. 29, at 8:30 p.m. The regular-season lineup includes 101 games, opening with five regional broadcasts on Sunday, Sept. 6, at 1 p.m. NYT.

CBS will present eight doubleheaders, the first on Sept. 20, and three national telecasts during the regular season: Chicago at Dallas on Thanksgiving Day (Nov. 26) at 3 p.m.; Minnesota at Detroit on Saturday, Dec. 12, at 4 p.m., and Dallas at the New York Giants on Saturday, Dec. 19, at 12:30 p.m.

CBS's postseason lineup starts with a

What major schools get from local-regional radio and local TV

Conference	Teams	Radio stations	TV stations	Total rights
Atlantic Coast Conference	8	324	5	\$233,000
Big Eight	8	227	28	302,767
Big Ten	10	367	26	508,500
Pacific Ten	10	124	21	587,000
Southeastern	10	804	62	568,500
Southwest	9	200	8	250,000
Western Athletic	9	69	9	214,500
Others and independents	61	876	102	566,150
Totals	125	2,991	261	\$3,230,417

Local radio's pre- and regular-season NFL coverage

<i>Team</i>	<i>Originator</i>	<i>Regional network, games scheduled; rights holder</i>	<i>Team</i>	<i>Originator</i>	<i>Regional network, games scheduled; rights holder</i>
AFC East			NFC East		
Baltimore Colts	WCBM Baltimore	Regional net. of 21; four preseason games and 16 regular season games; station holds rights.	Dallas Cowboys	KRLD Dallas	Games will be fed to Mutual Southwest Network; four preseason games and 16 regular season games; station holds rights.
Buffalo Bills	WBEN Buffalo	Regional net. of approximately 11; four preseason games and 16 regular season games; station holds rights.	New York Giants	WNEW New York	Regional net. of 30; four preseason games and 16 regular season games; station holds rights with Metro Communications Sports handling network.
Miami Dolphins	WIOD Miami	Regional net. of 16; four preseason games and 16 regular season games; station holds rights.	Philadelphia Eagles	WIP Philadelphia	Regional net. of 24; four preseason games and 16 regular season games; station holds rights with Metro Communications Sports handling network.
New England Patriots	WEEI Boston	Regional net. of 40; four preseason games and 16 regular season games; station holds rights.	St. Louis Cardinals	KMOX St. Louis	Regional net. of approx. 50 stations; four preseason 16 regular season games; station holds rights.
New York Jets	WCBS New York	No regional net.; four preseason games and 16 regular season games; station holds rights.	Washington Redskins	WMAL Washington	Regional net. of approx. 100; four preseason games and 16 regular season games; station holds rights.
AFC Central			NFC Central		
Cincinnati Bengals	WLW Cincinnati	Regional net of 45; four preseason games and 16 regular season games; station holds rights.	Chicago Bears	WBBM Chicago	No regional net.; four preseason games and 16 regular season game; station holds rights.
Cleveland Browns	WHK Cleveland	Regional net of 42; five preseason games and 16 regular season games; station holds rights.	Detroit Lions	WJR Detroit	Regional net. of 45; four preseason games and 16 regular season games; station holds rights.
Houston Oilers	Texas State Network (KTRH Houston)	Regional net of 100; four preseason games and 16 regular season games; Texas State Network holds rights.	Green Bay Packers	WTMJ Milwaukee	Regional net. of 75; four preseason games and 16 regular season games; station holds rights.
Pittsburgh Steelers	WTAE Pittsburgh	Mutual net of approximately 100; four preseason games and 16 regular season games; Mutual Broadcasting System holds rights.	Minnesota Vikings	WCCO Minneapolis-St. Paul	Regional net. of approximately 25; four preseason games and 16 regular games; station holds rights.
AFC West			NFC West		
Denver Broncos	KOA Denver	Regional net. of 42; four preseason games and 16 regular season games; station holds rights.	Tampa Bay Buccaneers	WDAE Tampa, Fla.	Regional net. of 36; four preseason games and 16 regular season games; Taft Broadcasting Co. holds rights.
Kansas City Chiefs	KCMO Kansas City	Regional net. of 70; four preseason games and 16 regular season games; Mutual Broadcasting holds rights and is handling network.	Atlanta Falcons	WGST Atlanta	Regional net. of approximately 100; four preseason games and 16 regular season games; Mutual Broadcasting System holds rights.
Oakland Raiders	KGO San Francisco	Regional net. of about 25; four preseason and 16 regular season games; KGO holds local rights; KNX(AM) holds rights for Southern California, Arizona, New Mexico and Nevada. Lombard Associates holds rights outside Bay area; Bob Speck Productions holds rights for other states.	Los Angeles Rams	KMPC Los Angeles	Regional network of 20; four preseason games and 16 regular season games; station holds rights.
San Diego Chargers	KSDO San Diego	Regional net. of 13; four preseason games and 16 regular season games; stations hold rights.	New Orleans Saints	WGSO New Orleans	Regional network of 40; four preseason games and 16 regular season games; Insilco Sports Network holds rights.
Seattle Seahawks	KIRO Seattle	Regional net. of 47; four preseason games and 16 regular season games; station holds rights.	San Francisco 49ers	KCBS San Francisco	Regional net. of 18; four preseason games and 16 regular season games; station holds rights.

first-round NFC playoff game on Sunday, Dec. 27. Then come the NFC divisional playoffs on Saturday and Sunday, Jan. 2 and 3, 1982, the NFC championship on Sunday, Jan. 10, and the Super Bowl at the Silverdome in Pontiac, Mich., at 4 p.m. Sunday, Jan. 24.

CBS officials declined to say what price tag they had hung on the Super Bowl, but other sources said it was approximately \$345,000 per 30-second announcement, easily eclipsing the record set a year ago when NBC priced Super Bowl 30's at \$275,000. When CBS had the championship game in 1980, the price was \$234,000.

CBS-TV will also again present *NFL To-*

day, a pregame, half-time and postgame program, on each game day.

Among the postseason college games, CBS will present the Blue-Gray All Star game Dec. 25, the Sun Bowl Dec. 26, the Peach Bowl Dec. 31, the Cotton Bowl Jan. 1 and the East-West Shrine game Jan. 9.

CBS officials declined to discuss pricing, but other sources estimated that regular-season pro games were being offered at an average of about \$100,000 per 30-second announcement, up from about \$80,000 last year. Regular-season advertisers were said to include Anheuser-Busch (through D'Arcy, MacManus & Masius), Miller beer (Backer & Spielvogel), All State Insurance (Leo Burnett), Radio Shack

(Central Advertising), Volkswagen (Doyle Dane Bernbach) and Ford (J. Walter Thompson Co.).

The CBS Radio Network begins its fourth year—and the second year of a four-year contract—carrying the games on Sept. 7 with San Diego at Cleveland at 8:50 p.m. NYT. CBS will broadcast 36 NFL regular season and Monday-night games, and all of the 10 postseason playoff games this year.

Among advertisers signed for CBS Radio's NFL coverage are: Ace Hardware (D'Arcy-MacManus & Masius), Anheuser-Busch (D'Arcy-MacManus & Masius), CBS-TV Entertainment Division (Doyle, Dane Bernbach/West), True

Local TV preseason NFL coverage

<i>Team</i>	<i>Originator</i>	<i>Regional network, games scheduled; rights holder</i>	<i>Team</i>	<i>Originator</i>	<i>Regional network, games scheduled; rights holder</i>
AFC East			NFC East		
Baltimore Colts	WMAR-TV Baltimore	Regional net of six; three live games, one tape delay; station holds rights.	Dallas Cowboys	KXAS-TV Dallas-Ft. Worth	No regional net.; four tape delay games; Nevin Lyerly Productions, Austin, Tex. holds rights.
Buffalo Bills	WKBW-TV Buffalo	Regional net of two; two live games; station holds rights.	New York Giants	WPIX New York	No regional net; four preseason games, status TBA; station holds rights.
Miami Dolphins	WPLG-TV Miami	No regional net.; two live games, two tape delay; station holds rights.	Philadelphia Eagles	WCAU-TV Philadelphia	No regional net.; three live games; station holds rights.
New England Patriots	WBZ-TV Boston	No regional net.; two live games; station holds rights.	St. Louis Cardinals	KSDK-TV St. Louis	No regional net.; three live games; Anheuser-Busch holds rights.
New York Jets	WNEW-TV New York	No regional net; two live games, two tape delay; station holds rights.	Washington Redskins	WJLA-TV Washington	Regional net of 10; three games tape delay; station holds rights.
AFC Central			NFC Central		
Cincinnati Bengals	WLWT Cincinnati	Regional net of three; three live games, one tape delay; station holds rights.	Chicago Bears	WBBM-TV Chicago	No regional net.; two live games, two tape delay; station holds rights.
Cleveland Browns	WKYC-TV Cleveland	No regional net.; two live games; station holds rights.	Detroit Lions	WJBK-TV Detroit	No regional net.; two live games, two tape delay; station holds rights.
Houston Oilers	KPRC-TV Houston	Regional net of three; two live games, one tape delay; station owns rights.	Green Bay Packers	WBAY-TV Green Bay	Regional net of six; three live games, one tape delay station holds rights.
Pittsburgh Steelers	WPXI-TV Pittsburgh	No regional net.; two live games, one TBA; station holds rights.	Minnesota Vikings	WTCN-TV Minneapolis-St. Paul	Regional net of three, two live games; two tape delay; Twin City Federal Savings & Loan Association holds rights.
			Tampa Bay Buccaneers	WTOG-TV St. Petersburg-Tampa, Fla.	No regional net.; one live game, three tape delay; station holds rights.
AFC West			NFC West		
Denver Broncos	KOA-TV Denver	No regional net.; three live games; station holds rights.	Atlanta Falcons	WTBS-TV Atlanta	No regional net.; two live games, two tape delay; station holds rights.
Kansas City Chiefs	KCMO-TV Kansas City	No regional net.; two live games, two tape delay; station holds rights.	New Orleans Saints	WWL-TV New Orleans	Regional net of nine; one live game, two tape delay; station holds rights.
Oakland Raiders	KRON San Francisco	Feeds two other stations; one tape delay, two other TBA; Bob Speck Productions holds rights.	Los Angeles Rams	KTTV Los Angeles	No regional net.; two games tape delay (one will air on CBS-TV, other on ABC-TV), two games will be live if sold out, station holds rights.
San Diego Chargers	KGTV San Diego	No regional net.; four live games; station holds rights.	San Francisco 49ers	KPIX San Francisco	Feeding one other station one live game, two tape delay; station holds rights.
Seattle Seahawks	KING-TV Seattle	No regional net.; four live games; station holds rights.			

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Value hardware stores (Christenson, Barclay & Shaw), General Motors-Buick Motor Division (McCann-Erickson), Homelite Division of Textron (Henderson Advertising), International Harvester (Tatham Laird & Kudner), Levi Strauss (Foote, Cone & Belding/Honig), State Farm Insurance (Needham Harper & Steers), Stewart-Warner Corp. (Brand Advertising) and Union Carbide (Young & Rubicam).

CBS Radio will carry three of the college bowl games: the Sun Bowl on Dec. 26; the Cotton Bowl on Jan. 1; and the Senior Bowl on Jan. 16. Additionally, the network will air a Cotton Bowl preview on Dec. 31. On Aug. 31, CBS Radio will present a six-part series, *NFL Preview*, featuring Hank Stram and Jack Buck. The show runs through Sept. 5.

NBC-TV opens its schedule Saturday, Aug. 22, with the first of two preseason games, Dallas versus Pittsburgh at 9 p.m. NYT. The other preseason contest will be the following afternoon, Philadelphia against New Orleans at 1 p.m.

NBC-TV's regular-season schedule of 102 games kicks off Sunday, Sept. 6, with a doubleheader offering of regional games including Baltimore against New England at 1 p.m. and Houston against Los Angeles at 4 p.m. The schedule also includes seven other doubleheader Sundays and three national telecasts: Detroit versus Kansas City on Thanksgiving Day, starting at 12:30 p.m.; Cleveland versus New York Jets on Saturday, Dec. 12, also at 12:30, and Buffalo versus Miami on Saturday, Dec. 19, at 4 p.m.

NBC-TV's postseason coverage will start with the AFC wild-card playoff on Sunday, Dec. 27. AFC divisional playoffs are scheduled for Saturday and Sunday, Jan. 2 and 3, with the divisional winners meeting for the AFC championship on Sunday, Jan. 10.

NBC-TV again has three college bowl games, this time all scheduled on Jan. 1: the Fiesta at 1:30 p.m., the Rose at 4 p.m., and the Orange at 8 p.m.

Spots in NBC-TV's AFC games are priced at \$80,000 per 30 seconds, up from an average \$70,000 last year. For the playoffs, the price averages \$140,000 per 30, about the same as a year ago. For the AFC championship it goes to \$170,000 per 30, up from \$140,000 last year.

Among major advertisers in both the AFC games and the playoffs are Alcoa (through Creamer, Dickson, Basford), Anheuser-Busch (D'Arcy, MacManus & Masius), Chrysler (Kenyon & Eckhardt), Miller beer (Backer & Spielvogel), Pontiac (D'Arcy), Schlitz beer (J. Walter Thompson Co.), Lincoln-Mercury (Young & Rubicam), Mazda (Foote, Cone & Belding), Radio Shack (Central Advertising) and United Airlines (Leo Burnett).

Alcoa, Anheuser-Busch, Chrysler, Miller, Schlitz, Radio Shack and United Airlines are also among major advertisers in NBC-TV's coverage of the AFC championship game.

In the postseason college games, NBC is pricing 30-second announcements at \$50,000 in the Fiesta Bowl, \$170,000 in

the Rose Bowl and \$150,000 in the Orange Bowl. These prices compare with last season's \$45,000, \$150,000 and \$130,000, respectively.

NBC officials say it's too early for firm commitments in the Rose and Orange Bowl coverage but that advertisers set for the Fiesta Bowl include All State Insurance (Leo Burnett), International Business Machines (Doyle Dane Bernbach), Miller beer (Backer & Spielvogel), RCA

(Burnett) and Toyota (Dancer-Fitzgerald-Sample).

NBC Radio will again carry two college bowl games—the Fiesta and Rose, both on Jan. 1. A spokesman said rates and advertisers were not yet available.

Mutual will begin its 14th year of Notre Dame football coverage this fall, covering 11 contests. In addition MBS will broadcast five other major college games for a total of 16. On a regional basis, Mutual also will carry a total of 63 college games of the Southwest Conference on a total of 250 stations.

The network's college bowl lineup in 1981 will be the Holiday Bowl in San Diego on Dec. 13; the Gator Bowl in Jacksonville, Fla., on Dec. 28; the Liberty Bowl in Memphis on Dec. 29 or 30; the Hall of Fame Classic in Birmingham, Ala., on Dec. 31 and the Orange Bowl in Miami on Jan. 1.

On the professional side, Mutual will provide national coverage of 16 NFL games on Sunday afternoon, with each preceded by a 15-minute pregame show starting at 3:45 p.m. NYT. Last year Mutual carried on a regional basis the games of the Dallas Cowboys. This year, in addition to the Cowboys, Mutual will provide regional hookups for the Pittsburgh Steelers, the Atlanta Falcons and the Kansas City Chiefs.

There will be a total of 20 games for each of the teams.

Also on the local scene: Advertisers, from car dealer associations to major beer companies, seemed to flock to both local TV and radio stations carrying the games with even greater intensity and speed than last year.

The majority of local rights holders surveyed by BROADCASTING reported that sales were ahead of those for 1980 and were close to being completed.

A spokesman for WTMJ(AM) Milwaukee pointed out that "selling the Green Bay Packers' games is never a problem" because of a tremendous fan loyalty. The Packers are folk heroes in Wisconsin, he added. WTMJ, now in its 50th year of originating the games, has made 90% of its sales to date with a variety of advertisers including Pabst beer, Ford dealers, True Value hardware stores, Jay's potato chips, Hillshire Farms (sausages) and John Deere (local dealers group).

Green Bay's WBAY-TV has been carrying the Packers games for seven years and General Manager Tom Kittinger said that sales are up 100%. He said: "There seems to be more regional money around this year." The Toyota Dealers Association and Pabst are among the major sponsors for the TV games.

In terms of volume and dollars, WKYC-TV Cleveland said it was "ahead of the pace" of last year for the Browns games. With over half of the advertising sold, the station's biggest sponsor for the games is the Genesee Brewing Co. WKYC-TV attributed the added excitement on the part of the advertisers to a good 1980 season in which the Browns won the AFC's Central division.

Joe Lewin, general sales manager of

Network Lineups

ABC-TV

Hall of Fame Game	Aug. 1
NFL preseason games	Aug. 21
NCAA college games	Sept. 5
NFL Monday Night Football	Sept. 7
NFL prime time miniseries	Sept. 10
Pro Bowl	Jan. 31
Gator Bowl	Dec. 28
Sugar Bowl	Jan. 1
Hula Bowl	Jan. 9

CBS-TV

NFC preseason games	Aug. 15
NFC regular season games	Sept. 6
NFC divisional playoffs	Jan. 2
NFC championship	Jan. 10
Blue-Grey game	Dec. 25
Sun Bowl	Dec. 26
Peach Bowl	Dec. 31
Cotton Bowl	Jan. 1
East-West Shrine	Jan. 9
Super Bowl	Jan. 24

NBC-TV

AFC preseason games	Aug. 22
AFC regular season	Sept. 6
AFC divisional playoffs	Jan. 2
AFC championship	Jan. 10
Fiesta Bowl	Jan. 1
Rose Bowl	Jan. 1
Orange Bowl	Jan. 1

CBS Radio

Package of 36 NFL games various times including Monday-night games, and all post-season games.	various times
Sun Bowl	Dec. 26
Cotton Bowl	Jan. 1
Senior Bowl	Jan. 16

Mutual Radio

NFL games	Sept. 6
Notre Dame games, NCAA wildcards	various times
Holiday Bowl	Dec. 13
Gator Bowl	Dec. 28
Liberty Bowl	Dec. 29 or 30
Hall of Fame Classic	Dec. 31
Orange Bowl	Jan. 1

NBC Radio

Fiesta Bowl	Jan. 1
Rose Bowl	Jan. 1

WLWT(TV) Cincinnati, said: "We've been very successful sellers." Among the local sponsors for the Bengals games are Anheuser-Busch and Toyota. Lewin said that so far, over 70% of the games have been sold.

Detroit Lions' station WJR(AM) reports about 75% of the games sold. Top advertisers are Anheuser-Busch, Ford Motor, Denny's restaurants, True Value hardware and SEMTA (Southeast Michigan Travel Association).

Jack Clemens, vice president, sports division at Mutual Broadcasting, described sales for Kansas City Chiefs' games as "fairly good, about 65% sold out," and cited these major sponsors: Budweiser, Motorcraft, Merement (mufflers) Allied Vans, Alliance Manufacturing, Homelite and Pro Hardware.

In Philadelphia, sales in both TV and radio for the Eagles games were reported as "excellent," with WCAU-TV sold out and radio close to that. At WIP(AM), the leading sponsors are TWA, Datsun, MAB Paint Co., Amtrak and Budweiser.

The Buffalo Bills games have just been sold out, according to spokesman at WBEN(AM) in Buffalo, N.Y.

WNEW(AM) in New York, announced that Budweiser, Manufacturers Hanover Trust, Toyota and TWA will sponsor New York Giants games. The last-named sponsor will offer a promotion for winning couples to fly to every away game.

WCBS(AM), again originating the New York Jets games, has sold approximately 70%, according to an official there. Some of the top sponsors are Eastern Airlines, Sony, Manufacturers Hanover Trust, Datsun and Budweiser.

Boston's WEEI(AM) listed Anheuser-Busch, Chevrolet and Nixdorf computers as principal advertisers for the New England Patriots games.

Advertiser interest in football continued to overlap into other program areas, namely in syndication. According to one television syndicator, Mike Vaughn, president of Pro Sports Entertainment, his programs, which include *Super Memories at the Super Bowl* and *NFL Review and Preview*, are sold out. Coors beer, Strohs beer, Michelin tires and Mazda Motors are among the sponsors.

Offering his views on the apparent selling success of most stations for football this season, David Halberstam, manager of the sports division at Katz Radio, noted that it's not just the traditional sports advertisers that are showing interest. He says "new categories of advertisers are looking at football, like computer companies." Halberstam, whose firm represents nine football teams, said this year two sponsors new to football are Cribari wine and Fuji film.

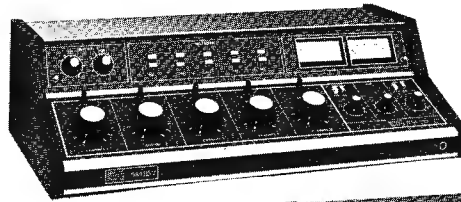
Mizlou Productions, New York, will handle six bowl telecasts this season (up from five in 1980): the Independence Bowl on Dec. 12 (8 p.m. NYT); the Garden State Bowl, Dec. 12 (12:30 p.m. NYT); the Holiday Bowl, Dec. 18 (9 p.m. NYT); Tangerine Bowl, Dec. 19 (8 p.m.); Hall of Fame Classic, Dec. 31 (2 p.m.), and Blue Bonnet Bowl, Dec. 31 (8 p.m. NYT).

The New Look in Audio Consoles

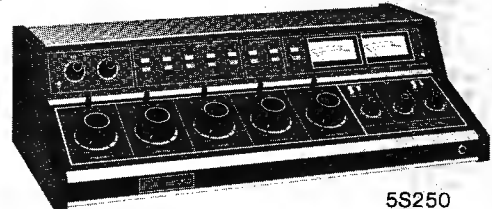
The new look in audio consoles is elegance! Freshly styled, with durable front panel graphics, fashioned control knobs, hardwood end panels, brushed stainless covers and superb audio from field proven modular electronics.

Audio performance? Exceptional! For both 150 and 250 series: Distortion .05% IM and THD from 30 Hz to 20 kHz at +18 dBm output with ± 0.5 dB frequency response. Each mixer in every model has a preamp selectable for either microphone or high level plus a full complement of line, monitor, cue and headphone amplifiers...all plug-in. Choose from 10 different models, mono or stereo.

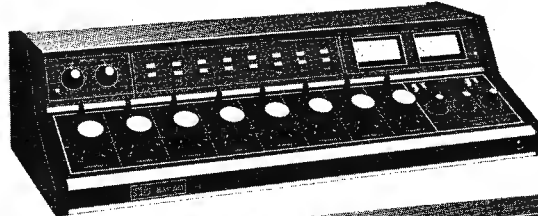
For more information, contact your local Broadcast Electronics distributor, or write for our new brochure.



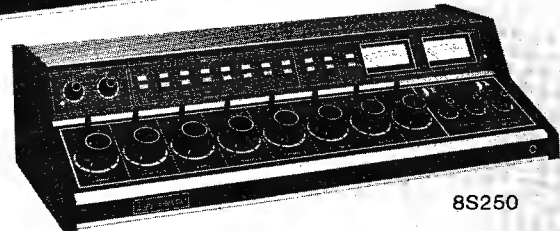
5M150



5S250

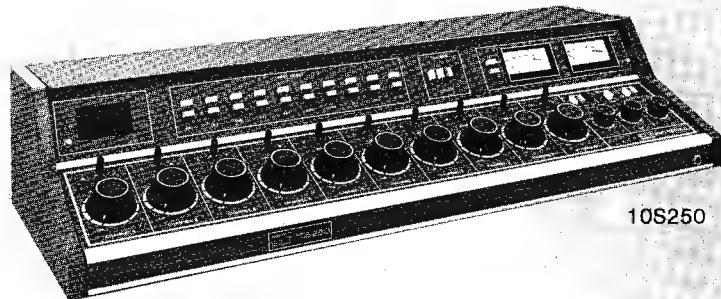


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Taping the Senator. Westinghouse Broadcasting Co.'s Washington bureau has been providing localized Washington stories for its stations since 1958. Here bureau members interview Senator Edward Kennedy (D-Mass.)

about federal tax proposals for Group W's Boston Radio and television stations. L-r: Charles Towne, cameraman; Steve Holt, correspondent; Jerry Udwin, bureau chief, and Patricia Sagon, correspondent.

The Washington connection: Big boom in broadcast journalism

With the help of satellite technology, stations from all over country are establishing Washington presence; plethora of reporters causes overcrowding in Capitol and White House

When two Nebraska mayors paid a call on President Reagan last week, viewers of WOWT-TV Omaha saw a story on the meeting that same day. When a Seattle-area MIA was buried in Arlington cemetery, KOMO-TV Seattle viewers saw a story on that. And when controversy was blooming over whether the federal government should quarantine medfly-infested California fruit, KRON-TV San Francisco viewers got same-day reports on the subject from the Department of Agriculture.

That same night, television viewers in other cities across the nation also saw Washington news stories on issues of particular interest to them—all on their local news programs.

Although the three major networks

once had television coverage of Washington more or less to themselves, that era of hegemony appears to be on the wane. Satellite technology has made Washington coverage more convenient and affordable. And more and more broadcast and cable news organizations have moved—or are moving—into town, some offering the networks competition by fueling news networks of their own, while others—broadcast news services, station groups and even individual stations—are moving in to provide Washington coverage tailored to fit the audiences they serve.

Although the influx of television bureaus into town has caused traffic jams at some of the more popular sites of news coverage in Washington, most observers say there's plenty of news in Washington to go around.

Among the recent entries into Washington coverage challenging the "big three" on the network turf are the Cable News Network, Independent Network News, Christian Broadcasting Network and

Spanish International Network.

The CNN bureau, with a staff of about 60 and access to seven full ENG crews, has been in place since June 1980. It fuels CNN's 24-hour, all-news channel, which feeds cable systems nationwide via satellite, reaching more than 6.3 million homes.

The INN bureau, also established in June 1980, has a staff of about 25, has access to two full-time crews, and uses freelance services to supply Washington coverage for the prime-time, nightly newscast originated at WPIX(TV) New York and bounced by satellite to more than 55 local stations across the country.

The Christian Broadcasting Network bureau, set up in May 1980, has a staff of four and generates news for CBN's *700 Club*, which is transmitted to 125 stations.

And the Spanish International Network bureau, established in May of this year, with a staff of 19, provides the backbone for the half-hour, nightly, Spanish-language newscast SIN transmits via

satellite to nine full-power and eight low-power stations and to 89 cable systems.

Other major movers in the Washington broadcast news arena are Independent Television Network Association, C-SPAN and noncommercial WETA-TV Washington.

The ITN bureau, here since November 1975, has 15 employees and sends out an average of three crews a day to provide national stories for a consortium of 18 major-market stations that put together their own national news programs.

C-SPAN, headquartered in Washington since it was established in March 1979, bills itself as a public affairs network, and, with the aid of a staff of 15, transmits eight hours a day of mostly gavel-to-gavel coverage of House floor proceedings and congressional hearings to cable systems in 1,100 communities, reaching an estimated 8.5 million homes.

Noncommercial WETA-TV, which produces Public Broadcasting Service's *The Lawmakers*, has stepped up its coverage of the federal government in the last two years, regularly taping congressional hearings for that show and supplying additional Washington coverage for other PBS stations that have their own news shows.

But also moving into town are television news organizations with a less national scope: station groups and even individual stations.

Pioneering the group presence in Washington were Westinghouse Broadcasting Co., WGN Continental Broadcasting Co., Bonneville International Corp., Storer Broadcasting Co., Cox Broadcasting Corp. and King Broadcasting Co.

Westinghouse established the first non-network Washington bureau in 1958. The big news for the Westinghouse bureau, which now serves 12 radio and six television stations, is its transition to satellite delivery, according to Jerry Udwin, Westinghouse Washington bureau chief.

Westinghouse acquired its own hour of daily satellite time in January; since then, the bureau has been using the first half hour to transmit stories to its stations, and the stations use the remaining half hour to exchange news stories.

Udwin also noted that the bureau is putting in its own microwave dish to make transmitting stories easier. That dish will enable the bureau to transmit stories directly to Westinghouse-owned WJZ-TV Baltimore, which has its own uplink. With that new capability, Westinghouse will be spared the nuisance of having to transmit stories from less convenient locations, Udwin said.

WGN Continental's WGN-AM-TV Chicago, which established its Washington bureau in 1964, currently has a one-man staff: Robert Foster, bureau chief. Foster said he provides about two video stories a week for WGN-TV Chicago's local news program, but provides radio stories for WGN(AM) there daily.

Foster, who hires a crew to tape his video reports, said he hopes to be able to transmit those stories via satellite by the end of the year. But for the time being, he is shipping tapes back to Chicago by plane,

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Media jam. On a big news day, the Senate radio-television gallery, home base for many Capitol Hill broadcast correspondents, can get packed. Max Barber, gallery superintendent, notes that about one new broadcast bureau is opening in town every month. That's fine and dandy, he says, "but we just don't have the space."

he said.

The big news for Bonneville, Storer, Cox and King is that they are all moving into new facilities at 400 North Capitol Street, four blocks away from the Capitol ("Closed Circuit," July 20).

Also planning to move into that building are C-SPAN, WCCO-TV Minneapolis, Jefferson-Pilot Broadcasting Inc., and Wold Communications Inc.

Bonneville, which has had a Washington bureau since 1968 to serve its 11 radio and two television stations, plans to move most of its news operation into the building. Charles Sherrill, Bonneville bureau chief, said the major reason for the move was that it would provide the bureau with "studio live capability on short notice."

Bonneville Satellite Corp., which will also move into the building, will have a microwave dish on the roof.

Cox, which has had a Washington presence since 1969 to serve its five television and 11 radio stations, is primarily moving over to the new facility to get access to an uplink. Tom Frawley, Cox Washington vice president, said: "Up until now, we had to send our TV stuff back to the stations by airplane," he said. Satellite access will push the bureau's deadline back considerably and give it the ability to go live, Frawley noted.

Storer Broadcasting also opened its Washington bureau in 1969 and currently serves seven television stations. According to Norm Wagy, Storer Washington bureau chief, Storer will have its own microwave dish at the new site and will be able to transmit to its new uplink in the Washington suburbs. That should make the bureau's Washington coverage easier and more flexible in the future, he said.

Paul Hanulya, Storer technical adviser, also noted that the new facility will give Storer access to two studio sets—it currently has none—which should make it easier to conduct live interviews with congressmen.

King Broadcasting has had a Washington bureau since 1976 to serve its four television stations. Don Roberts, King Washington correspondent, noted King's

primary motivation for the move was to give it easier access to a local link. Having that ready access will make it much easier for King to transmit live and provide for special feeds than it had been in the past, he said.

The first of the groups to arrive in the most recent wave was Chronicle Broadcasting Co., which opened its six-man Washington bureau in August 1979 to serve its three stations with localized reporting of federal government stories.

Francis Martin, president of Chronicle Broadcasting, said that although the bureau cost about \$200,000 to set up and costs another \$450,000 a year to operate, he's been pleased enough with its performance to be looking for another crew. And although the bureau is currently transmitting live reports twice a day, Martin says he's looking for more satellite booking for a third live feed. "Having a Washington bureau is one of the things you have to do if you're going to be a serious news organization," he said.

Fisher Broadcasting Inc. opened its Washington bureau in July 1980, and with its four staffers and one television crew, covers the local angle for its KATU(TV) Portland, Ore., and KOMO-AM-TV Seattle. The bureau, which has its own feed point, has been transmitting live for the past several weeks.

Tim Hillard, the group's Washington bureau chief, notes the reason for putting in the bureau was at least partially competitive: The other two network affiliates in Seattle are group owned, one by Bonneville and the other by King, and both of those already had Washington representation.

KOMO-TV Chief Engineer Bob Plummer said the bureau cost about \$150,000 to establish, and costs another \$300,000 a year to maintain. But the bureau and the federal coverage it provides "certainly pay dividends with our congressional delegation and our viewers," he said.

KUTV Salt Lake City moved its own bureau into town last January. Its news director, Jack Gallivan, said KUTV's motivation for opening the bureau was at

least twofold. First, he said, KUTV's owner, George Hatch, had wanted to open one for years. Second, he said, one of KUTV's competitors was already represented by Bonneville. "But I dragged my feet until it became feasible to have same-day stories," he said.

Gallivan also noted that although the station had tried using a Washington-based news service for a time, the station didn't think the material they got from the service, "remakes of network stories," was up to par. To get the localized stories it wanted, the station sent out its own reporters—familiar faces to KUTV viewers—and started up its own bureau.

Although Gallivan said it cost about \$200,000 to set up the bureau, and that it will cost another \$120,000 to run it for a year, he thinks the coverage they're getting as a result has been worth it. "Our coverage has caused our competition to rethink their entire operation," he said.

KARD-TV Wichita, Kan., also owned by George Hatch, set up its own Washington bureau in February and has one crew generating about two stories a day, exclusively for KARD-TV. The reaction back in Wichita has been "phenomenal," said Al Sandubrae, executive news director for the station.

Sandubrae said the Washington coverage is very important to KARD-TV's local news package, and thinks those stories have been important in giving KARD-TV a competitive edge. "I know in reaction to us, one of our competitors started using a correspondent for while, and our other competitor started relying more on stories generated by its group owner," he said.

Among the other groups and stations that either have bureaus now—or will have shortly—are Post-Newsweek Stations, which has had a bureau for its four television stations since October 1980; Corinthian Broadcasting Corp., which plans to open a bureau Aug. 3 to serve its six television stations; American Family Corp., which has had a bureau since May to serve its five television stations; Jefferson-Pilot Broadcasting Co., which owns 11 radio and two television stations and plans to open its bureau this October; WCCO-TV Minneapolis plans to move into its own bureau in October, and Gannett Broadcasting Group is hoping to open a television news bureau by the end of the year. Scripps-Howard Broadcasting Co. and Taft Broadcasting Co. are both looking into the possibility of opening bureaus of their own, although neither has set a target date.

Even though satellite technology has made same-day coverage of Washington less expensive than it was when long-distance telephone lines were used, setting up and running a Washington bureau is still prohibitively expensive for most smaller groups and stations. To keep costs down, however, a number of the television news organizations in Washington have arranged to share equipment and facilities. Two of those sharing arrangements are being worked out in facilities near the Capitol.

For example, at 236 Massachusetts,

Avenue, a converted apartment building within three blocks of the Capitol serves as the home base for Fisher, American Family Corp., Corinthian, KUTV and KARD-TV.

KOMO's Bob Plummer said Fisher, American Broadcasting Corp. and Corinthian plan to share equipment and facility expenses there, and all of the occupants share access to the microwave dish on the building's roof.

WCCO-TV, King Broadcasting and Jefferson-Pilot, all of which are planning to move into the building at 400 North Capitol, will share even more.

According to Skip Loescher, WCCO-TV's Washington news director, WCCO-TV is leasing space in the building, then subletting some of that space to King Broadcasting and Jefferson-Pilot. Under the arrangement, reporters for each will have separate offices and separate editing facilities, but the three will share a studio, a satellite feed point, some equipment and transponder time costs.

Loescher said under the arrangement, the capital investment for each of the partners would be about \$150,000, and operating costs would run another \$150,000 a year. He said the sharing arrangement was "ideal" because it made the bureau "a little more feasible for us financially."

Other local stations have increasingly sought out Washington coverage of their own, either by working out an agreement with one of the many Washington-based news services or stringers, or by sending in their own crews, often for a week at a



At the scene. When President Reagan was rushed to George Washington University Hospital after the assassination attempt, Cable News Network's senior correspondent Daniel Schorr provided the latest details for CNN's 24-hour news program.



Behind the scenes. C-SPAN uses two cameras to provide gavel-to-gavel coverage of congressional hearings. Here C-SPAN staffers Brian Lockman and Cathy Cahill monitor C-SPAN's coverage of a Senate Rules Committee hearing.



On the street. The Independent Television News Association has had a Washington bureau since 1975; it provides national stories for a consortium of 18 major-market stations. Here an ITNA crew tapes a report on the street outside the White House. L-r: Steve Smith, photographer; J. Dolan Barry, sound/tape operator, and Barry Cunningham, senior correspondent.

time, to cover matters of particular interest to their home communities.

Washington news services—for example, Capitol Broadcast News, Washington Independent Television and Potomac News Service, which among themselves serve about 80 stations on a regular basis, and another 75 on and off—all report that demand for their services has been on the increase.

Doug Terry, bureau chief for Capitol Broadcast News, said his organization provided service for at least 100 different stations during 1980, and he estimated that Washington news services had provided service for about two thirds of the TV stations in the country in the past year.

Stations from all over the country have also been sending in their own crews to cover the federal government with increasing regularity.

WFAA-TV Dallas, for example, sent out two crews to cover the hostages' return and President Reagan's inauguration, sent another when the governor of Texas met with Reagan and still another for an interview with Barbara Bush, wife of the Vice President, before she planned a visit back home to Texas.

In fact, WFAA-TV, which regularly uses a Washington news service for Washington coverage, supplements that coverage by sending out its own crew about once every three weeks, John Miller, the station's news director, said.

Making those visits a little easier for reporters from the provinces are Washington-based news services, many of which provide customers with editing facilities and arrange access for transponder time. Planning to push that concept a step further is Wold Communications Inc. In its office at 400 North Capitol Street, Wold plans to provide visiting clients with office space and editing and transmission

facilities. It is also planning to put a "bulkhead" on the side of the building, so visiting correspondents can transmit live interviews of home-state congressmen, using the Capitol dome as a backdrop, without having to use ENG trucks.

Although more correspondents can mean more and better coverage of the federal government, they can also mean more problems for television newsmen and the institutions they cover. Or that would seem to be the lesson being learned at the Capitol, where the number of broadcasters in search of stories has increased threefold over the past 10 years.

Max Barber, superintendent of the Senate radio-television gallery, which along with the House radio-television gallery serves as a home base for many Capitol Hill broadcasters, notes somewhat ruefully that gallery membership has increased from 469 in 1969 to 1,396 in June of 1981 and "if things keep going the way they are, I expect it to triple again in the next 10 years," he said, noting that a new bureau seems to move into town every month.

The chief problem, he said, is "we just don't have the space." Neither the congressional hearing rooms—chief haunts of Washington broadcast journalists in search of images for their stories—nor the galleries themselves were designed to accommodate the ever-increasing number of broadcast journalists coming into town, he said, noting that many hearings were drawing anywhere from seven to 23 cameras, far more than can be comfortably handled, a condition that has aroused the concern of congressmen and broadcasters alike.

Although certainly not every hearing suffers from overcrowding, more and more do. Mike Michaelson, superintendent of the House radio-television gallery, notes that while in the past the galleries could ex-

pect only the three major networks to show up for "big" hearings (those with national appeal), now the galleries, which also serve as middlemen between congressmen and the media, can expect at least seven. ABC, CBS, NBC, INN, ITNA and WETA TV Washington generally show up for all the big hearings, and C-SPAN is starting to show up fairly regularly too, Michaelson said.

On the Senate side, Barber notes that on three occasions this year, committee chairmen have told him that only one camera would be allowed to cover a hearing. And more committee staffers have said that they want to limit the number of cameras present in their hearings in the future.

The fear on both sides of Congress is that, unless broadcasters can figure out how to limit the number of cameras in hearings on their own, the committees, free to open or close their hearings to whatever sort of media coverage they want, will exclude the television media from hearing rooms altogether.

(One way Congress could do that—and still get television coverage—would be by providing its own technicians and cameras in each room, making that coverage available to the media through a distribution amplifier in a separate room. Many broadcasters fear that practice would allow Congress to control the flow of the news.)

The galleries have held meetings to discuss the overcrowding and, as a first step toward a solution, the House gallery has put together a committee to examine each of the House hearing rooms to determine how many cameras can reasonably be fit into each.

But what happens when it is decided how many cameras a room can hold, but more than that number of crews wants to cover a hearing? One solution is "pooling," which has become something of a dirty word among television newsmen in Washington, because many have conflicting interests that would make agreeing upon a pooling arrangement difficult.

While C-SPAN, for example, provides gavel-to-gavel coverage of the hearings it covers, most other participants are interested only in getting face shots for the best "45-second bite" they can get.

Then, while the major networks—and INN, ITNA, CNN and WETA-TV—tend to concentrate on the national angles of hearings, the groups and local stations are generally more interested in their local delegations.

The major networks have problems of their own. Bill Knowles, ABC News Washington bureau chief, for example, says although he realizes 13 cameras won't fit into any hearing room, ABC is "reluctant" to pool, and would pool only when pooling was "absolutely necessary." "It has to be done on a hearing-by-hearing basis, or we just won't stand for it," he said.

But when there isn't enough room at a hearing to accommodate all the camera crews that want in, Knowles said one of the networks should serve as the pool to assure that top-quality footage is obtained.

Knowles also noted ABC's agreement with the National Association of Broadcast Employees and Technicians, which represents ABC's technicians, prohibits it from accepting pool feeds from nonunion crews (and most of the other participants use nonunion crews, as would Congress if it provided pooling on its own).

Although Bill Headline, Washington bureau chief for CBS News, said CBS doesn't have as big a problem with its technical union as do NBC and ABC (ABC's and NBC's technicians are represented by NABET, CBS's by the International Brotherhood of Electrical Workers), CBS was still "against pooling every time, every way," noting that "the minute you pool, you lose editorial and technical control."

Nonetheless, Headline said, if the overcrowding of a hearing forces a pool situation, that pool should be supplied by one of the networks, "someone whose capabilities, procedures and practices can be accepted as compatible with our own," he said.

Headline also said he thought the size of the networks' audience should be taken into account in determining pool participants.

Arthur Sando, director of public relations for CNN, however, said CNN wouldn't buy letting the networks control the pool. Although CNN would prefer to be allowed unilateral coverage, if "space limitations prevailed," he said, the members of a pool should be determined by the luck of the draw.

Gale Picker, senior producer for C-SPAN, pointed out that since C-SPAN presents gavel-to-gavel coverage of hearings, it has special needs. Not only would it need pool coverage that was complete, but it would also need two cameras in the room. "You can't run six hours of hearings with one camera," she said.

Picker thought one solution would be to include one network, one independent and C-SPAN in each pool. Of course, that arrangement wouldn't please everybody, either, she said. "If I were from a small town, I'd want my camera in there, too," she said.

Meanwhile, representatives of the smaller groups have expressed their own doubts about the desirability of establishing formal pools. Many of the smaller operators have access to only one camera crew and say they couldn't spare that crew for a pool, nor would they be able to afford a distribution amplifier. Some of those representatives also are concerned that if pools were established, those who control the pool would charge rates for the use of pool material that they couldn't afford.

Nonetheless, said Barber, "At some point we have to face the thing; if we don't do it, someone else will, and I'd rather see [the gallery members] do it than Congress."

Congestion also has become a problem at the White House recently, where the relative newcomers have the feeling the major networks have been receiving preferential treatment. One sign of tension: CNN's pending lawsuit against the White House and the major networks for denying CNN full participation in the White House press

pool (BROADCASTING, May 18, July 13).

But concern has also been voiced over how the White House should conduct its "photo ops," its regularly offered opportunities for still photographers and television crews to get footage of the President receiving visitors and at work.

Although photo ops don't present problems every day, when one generates widespread interest, such as when a group of governors or mayors comes to call, "the regionals come out in droves," according to Sue Mathis, White House media liaison.

The White House has tried to relieve congestion by sending the newsmen into the photo ops in waves, with the print people and still photographers first, the network crews second, and then what is somewhat pejoratively being referred to as the "third world" of independents and locals—and that practice works well enough when only a few cameramen want in. It doesn't work so well when a large number of independents and locals show up, Mathis said.

"The President can't conduct his business with 20 camera crews running in and out," Mathis said.

Mathis also noted the fear in the White House press office is that as more and more television bureaus open up in town, the congestion could get worse, and "maybe we won't be able to have any more photo ops," she said.

To try to find both short-term and long-term solutions for the problems, the White House media liaison called in the Washington television bureau chiefs for a meeting May 26.

At that meeting, they discussed the problem, set up a task force to look into possible solutions, and requested that the bureau chiefs submit suggestions on how to deal with the problem.

Kaiser drops complaint and suit against ABC

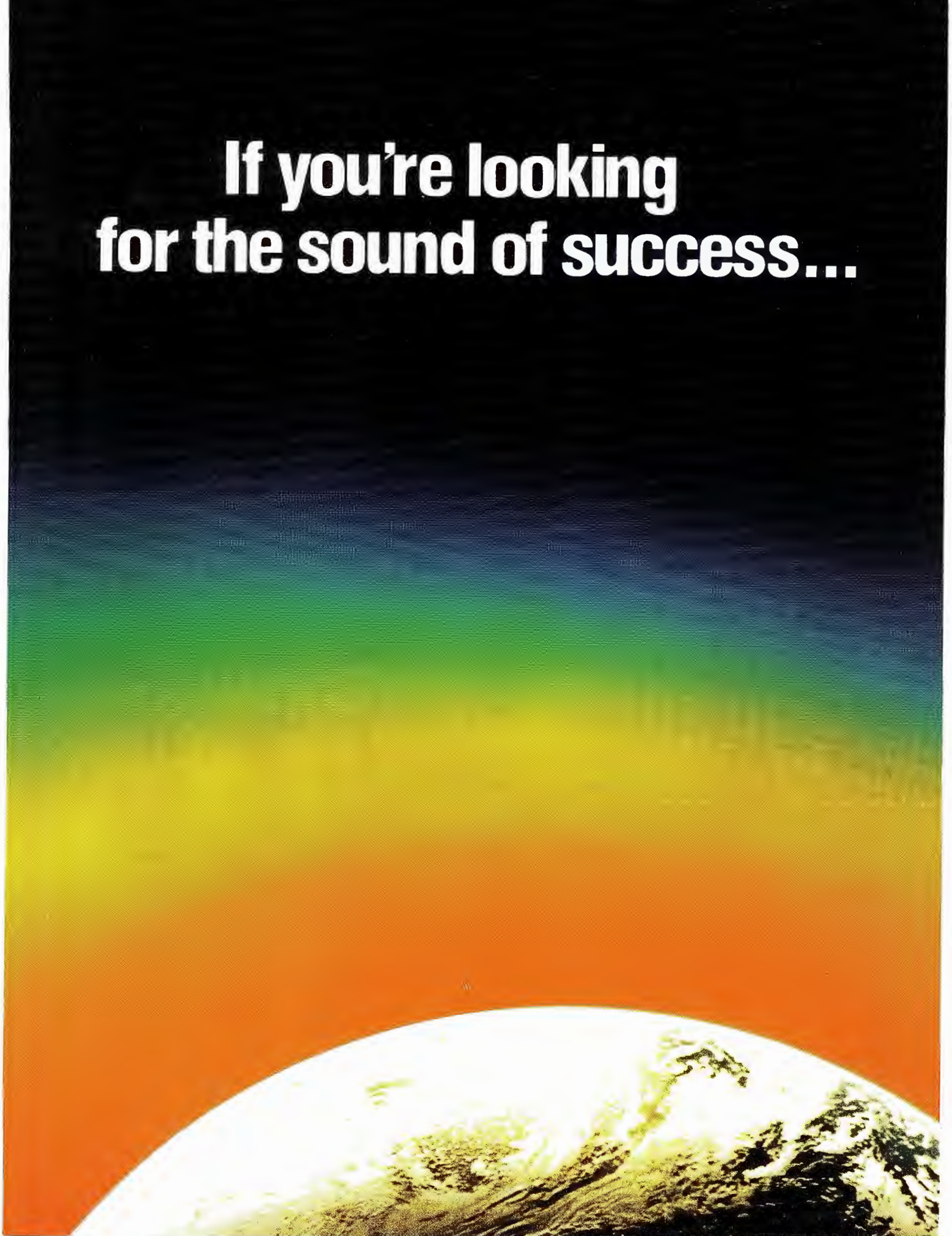
Kaiser Aluminum, which had a chance to air its grievances against ABC on the network's *Viewpoint* premiere (BROADCASTING, July 27), has dropped its FCC complaint and won't pursue its defamation suit.

Following a *20/20* newsmagazine segment last year, Kaiser claimed that ABC News had been inaccurate and unfair in its assessment of Kaiser aluminum wiring. It filed an FCC complaint against ABC asking that the network give Kaiser 10 minutes on the air. The Oakland, Calif.-based company also began a defamation suit in San Francisco Superior Court.

With the *Viewpoint* show—an occasional series similar to a letters-to-the-editor column—Kaiser said ABC "answered the problem."

A Kaiser spokesman described *Viewpoint* as a "very important step for a network to take" and "a gutsy move." He added that ABC was "good to their word" on how the segment would be presented.

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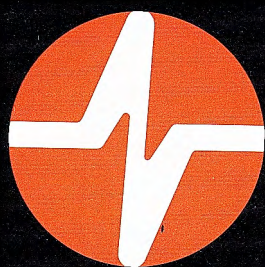
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RKO RADIO NETWORKS
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Stock Index

Exchange and Company	Closing Wed. Jul 29	Closing Wed. Jul 22	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	28 5/8	28 1/4	+ 3/8	+ 1.32	6	801
N Capital Cities	74 3/4	72 3/4	+2	+ 2.74	14	984
N CBS	55 1/2	57	-1 1/2	- 2.63	8	1,547
N Cox	64	63 1/4	+ 3/4	+ 1.18	18	864
A Gross Telecasting	27 1/4	27 3/8	- 1/8	- .45	8	21
O LIN	31 1/2	31 3/4	- 1/4	- .78	11	174
N Metromedia	139 1/4	145 3/4	-6 1/2	- 4.45	12	623
O Mooney	7 3/4	7 3/4				3
O Scripps-Howard	71 1/2	71	+ 1/2	+ .70	12	184
N Storer	33 3/4	34	- 1/4	- .73	21	443
N Taft	29 3/8	29 3/4	- 3/8	- 1.26	11	287
O United Television	7 1/4	8 1/4	-1	-12.12		87

Exchange and Company	Closing Wed. Jul 29	Closing Wed. Jul 22	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	25 1/8	22 7/8	+2 1/4	+ 9.83	24	83
A Affiliated Pubs.	30	30 5/8	- 5/8	- 2.04	11	154
N American Family	9 1/4	9 1/8	+ 1/8	+ 1.36	7	114
N John Blair	20 1/4	19 1/2	+ 3/4	+ 3.84	7	75
N Charter Co.	10 1/8	11	- 7/8	- 7.95		276
N Chris-Craft	32 3/4	32 1/8	+ 5/8	+ 1.94	11	103
N Coca-Cola New York	10	9 7/8	+ 1/8	+ 1.26	13	176
N Cowles	32	32 1/2	- 1/2	- 1.53	20	127
N Dun & Bradstreet	64 7/8	62 3/4	+2 1/8	+ 3.38	17	1,809
N Fairchild Ind.	22 1/2	24 3/8	-1 7/8	- 7.69	6	256
N Gannett Co.	39 1/4	38 7/8	+ 3/8	+ .96	14	2,122
N General Tire	25 3/4	26	- 1/4	- .96	8	620
O Gray Commun.	45 1/2	46	- 1/2	- 1.08	10	22
N Harte-Hanks	34 3/8	33 3/4	+ 5/8	+ 1.85	14	327
O Heritage Commun.	14 1/2	13 1/8	+1 3/8	+10.47	41	78
N Insilco Corp.	20 3/8	20	+ 3/8	+ 1.87	9	219
N Jefferson-Pilot	25	25 1/8	- 1/8	- .49	6	547
O Marvin Josephson	12	12				8
N Knight-Ridder	33 7/8	33 3/4	+ 1/8	+ .37	12	1,096
N Lee Enterprises	27 1/2	26 3/4	+ 3/4	+ 2.80	12	196
N Liberty	15 1/4	15 3/8	- 1/8	- .81	7	194
N McGraw-Hill	50 1/4	49 3/4	+ 1/2	+ 1.00	14	1,248
A Media General	37 1/4	37	+ 1/4	+ .67	10	269
N Meredith	57 3/8	58 5/8	-1 1/4	- 2.13	7	180
O Multimedia	34	34				15
A New York Times Co.	34 5/8	33	+1 5/8	+ 4.92	10	415
N Outlet Co.	34 1/2	35 1/8	- 5/8	- 1.77	15	87
A Post Corp.	21 1/8	21 1/2	- 3/8	- 1.74	15	38
N Rollins	18 3/8	17 5/8	+ 3/4	+ 4.25	12	501
N San Juan Racing	20 1/8	19 7/8	+ 1/4	+ 1.25	25	50
N Schering-Plough	32	32 1/2	- 1/2	- 1.53	7	1,699
O Stauffer Commun.	45	45				11
A Tech Operations	13 1/4	12 7/8	+ 3/8	+ 2.91	6	14
N Times Mirror Co.	52 3/8	49 3/4	+2 5/8	+ 5.27	13	1,786
O Turner Bcstg.	18 1/2	18 1/2				370
A Washington Post	27 5/8	24	+3 5/8	+15.10	12	387
N Wometco	19	19 3/8	- 3/8	- 1.93	11	252

Exchange and Company	Closing Wed. Jul 29	Closing Wed. Jul 22	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
CABLE						
A Acton Corp.	15 1/8	15	+ 1/8	+ .83	12	45
N American Express	44 3/8	43 3/8	+1	+ 2.30	8	3,163
O Burnup & Sims	14 3/8	14 5/8	- 1/4	- 1.70	15	128
O Comcast	25	23 3/4	+1 1/4	+ 5.26	30	96
N General Instrument	107 7/8	103 1/2	+4 3/8	+ 4.22	14	950
O Rogers Cablesystems	6 3/8	9 3/8	-1	-10.66	16	159
O Tele-Communications	26 1/2	26 3/8	+ 1/8	+ .47	68	631
N Teleprompter	36 5/8	36 1/4	+ 3/8	+ 1.03	30	623
N Time Inc.	70 1/8	68 1/2	+1 5/8	+ 2.37	14	1,973
O Tocom	13 1/4	13 1/2	- 1/4	- 1.85		43
O UA-Columbia Cable	80 3/8	80 5/8	- 1/4	- .31	30	269
O United Cable TV	28 5/8	25 1/4	+3 3/8	+13.36	34	280
N Viacom	27 3/4	26 1/2	+1 1/4	+ 4.71	5	247

Exchange and Company	Closing Wed. Jul 29	Closing Wed. Jul 22	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Chuck Barris Prods.	3 1/8	3 1/8				3
N Columbia Pictures	38	36 5/8	+1 3/8	+ 3.75	8	385
N Disney	52 1/4	55 1/8	-2 7/8	- 5.21	13	1,700
O Enterprise Radio	2 7/8	3 3/4	- 7/8	-23.33		7
O Filmways	7 5/8	8	- 3/8	- 4.68		48
O Four Star	1 1/2	1 3/4	- 1/4	-14.28		15
N Getty Oil Corp.	72 1/2	69 7/8	+2 5/8	+ 3.75	8	5,956
N Gulf + Western	18 1/2	18 1/8	+ 3/8	+ 2.06	5	1,381
N MCA	46	47 1/2	- 1/2	- 3.15	256	1,081
O Medcom	8 1/4	8 1/4				19
N MGM Film	9 7/8	9 7/8				19
O Reeves Commun.	28	26 1/2	+1 1/2	+ 5.66	16	152
O Telepictures	7	6 7/8	+ 1/8	+ 1.81	32	16
N Transamerica	22 7/8	21 1/8	+1 3/4	+ 8.28	6	1,494
O Video Corp. of Amer.	12	11 5/8	+ 3/8	+ 3.22	20	11
N Warner	48	48 5/8	- 5/8	- 1.28	19	2,821
A Wrather	23 3/8	24 1/2	- 1/8	- 4.59		54

Exchange and Company	Closing Wed. Jul 29	Closing Wed. Jul 22	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
SERVICE						
O BBDO Inc.	39	39				8
O Compact Video	22 1/8	22 3/8	- 1/4	- 1.11	18	65
N Comsat	52 3/8	53 1/2	-1 1/8	- 2.10	11	419
O Doyle Dane Bernbach	15	15				9
N Foote Cone & Belding	31 3/4	30 3/8	+1 3/8	+ 4.52	8	86
O Grey Advertising	62 1/2	63	- 1/2	- .79	6	38
N Interpublic Group	34 1/2	35	- 1/2	- 1.42	8	154
N JWT Group	32 1/8	33 7/8	-1 3/4	- 5.16	7	98
O MCI Communications	23	23 3/4	- 3/4	- 3.15	128	841
A Movielab	4 7/8	4 5/8	+ 1/4	+ 5.40	6	7
A MPO Videonics	5 3/4	5 7/8	- 1/8	- 2.12	19	3
O A.C. Nielsen	40 5/8	39 1/8	+1 1/2	+ 3.83	17	456
O Ogilvy & Mather	31 1/2	32	- 1/2	- 1.56	9	130
O Telemation	2 1/4	2 1/4				13
O TPC Communications	4 1/8	3 7/8	+ 1/4	+ 6.45		3
N Western Union	23	21 3/4	+1 1/4	+ 5.74	13	349

Exchange and Company	Closing Wed. Jul 29	Closing Wed. Jul 22	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
ELECTRONICS/MANUFACTURING						
N Arvin Industries	16 7/8	16 3/8	+ 1/2	+ 3.05	15	131
A Cetec	6	6				9
O Chyron	17 1/4	17	+ 1/4	+ 1.47	28	21
A Cohu	8 1/4	8 1/4				10
N Conrac	25 1/4	23 3/4	+1 1/2	+ 6.31	19	53
N Eastman Kodak	73 1/4	71 1/4	+2	+ 2.80	10	11,821
O Elec Missile & Comm.	12 3/4	14	-1 1/4	- 8.92	61	35
N General Electric	59 5/8	59 1/2	+ 1/8	+ .21	9	13,514
N Harris Corp.	44 1/4	44 3/4	- 1/2	- 1.11	15	1,361
O Microdyne	26 3/4	26 3/4				31
N M/A Com. Inc.	27 3/8	26 5/8	+ 3/4	+ 2.81	30	913
N 3M	53 1/2	51 1/4	+2 1/4	+ 4.39	10	6,231
N Motorola	64 3/8	67 3/8	-3	- 4.45	11	1,837
O Nippon Electric	91 3/4	91 3/4				40
N N. American Philips	46	46				8
N Oak Industries	29 5/8	29 3/4	- 1/8	- .42	16	322
A Orrox Corp.	14 1/4	10	+4 1/4	+42.50	51	23
N RCA	20 3/4	21 1/8	- 3/8	- 1.77	7	1,555
N Rockwell Intl.	35 1/4	33 5/8	+1 5/8	+ 4.83	10	2,643
A RSC Industries	5 1/2	5 3/8	+ 1/8	+ 2.32	39	13
N Scientific-Atlanta	29 7/8	29 3/8	+ 1/2	+ 1.70	37	632
N Sony Corp.	21 1/4	19	+2 1/4	+11.84	16	4,582
N Tektronix	52 5/8	50 3/4	+1 7/8	+ 3.69	12	961
A Texscan	15 5/8	15 1/2	+ 1/8	+ .80	27	46
N Varian Associates	29	29 1/8	- 1/8	- .42	14	223
N Westinghouse	28	28 7/8	- 7/8	- 3.03	6	2,378
N Zenith	15 3/4	16 1/2	- 3/4	- 4.54	12	296

Standard & Poor's 400 Industrial Average 145.77 144.41 + 1.36

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

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

CBS broadens its sales horizons

Broadcast Group forms new division to coordinate and expand international sales

The CBS/Broadcast Group is beefing up its sales activities abroad.

Announced last week was the formation of CBS Broadcast International, a new division that will consolidate international sales efforts already under way and accommodate new ones.

According to Gene Jankowski, CBS/Broadcast Group president, "This new unit will coordinate and extend the worldwide marketing effort for all CBS-produced video software, including entertainment as well as sports, news and special events."

ABC already has all such sales within its ABC Video Enterprises operation; NBC has NBC Enterprises.

Leading CBS Broadcast International will be John M. Eger, CBS/Broadcast Group vice president, strategic planning



Eger

and international development. Under Eger will be Arthur F. Kane, vice president and managing director for international television sales, and Joseph P. Bellon, vice president and managing director for marketing and development.

CBS currently claims its news product is distributed in 78 countries and sports product in 45. In addition to consolidating those sales activities, the new CBI will handle CBS-produced programs from CBS Video Enterprises, the CBS-owned television stations, and made-for-TV movies and specials from both CBS Entertainment and CBS Cable.

Jankowski said the new unit will handle "programming that has an afterlife" beyond its original U.S. play. He explained CBI will spend about the next six months "mostly in administration" and planning and thereafter expand its manpower. The

unit will be based in New York, but Jankowski expects an office later in Paris as well.

About a decade ago, the FCC forced the networks out of domestic syndication. Internationally, however, they are able to distribute programming produced in-house.

FTC nominee Miller strikes familiar chords at Senate confirmation hearing

Words from the designated chairman: Retain commission's antitrust authority, let marketplace reign and lay off all but fraudulent and deceptive advertising claims

The Federal Trade Commission should retain its antitrust authority for the time being. But the FTC should focus its antitrust—and other enforcement actions—on those areas that most severely affect the consumer. Or so said James C. Miller III, President Reagan's nominee to be FTC chairman (BROADCASTING, July 6), at a confirmation hearing before the Senate Consumer Subcommittee.

"The FTC's resources are limited," said Miller, now administrator of the office of information and regulatory affairs at the Office of Management and Budget and executive director of the President's Task Force on Regulatory Relief. Instead of throwing money at every activity tinged with "unlawful" or "anticompetitive" behavior, the agency should concentrate on "violations where consumers end up paying higher prices," he said.

To insure that the FTC concentrated its resources on matters of highest impact to consumers, Miller said he would initiate a cost test to determine which activities should be examined to "achieve the biggest bang for the buck."

At the hearing, Miller, an economist, repeated that, if confirmed, he would take "considerable respect for what the market can accomplish and a healthy skepticism about the effectiveness of governmental intervention" to the FTC.

"The most effectual protection that can be afforded consumers is the maintenance of a competitive marketplace—not that governmental intervention is never appropriate, but that one shouldn't lose sight of the primacy of market forces in protecting the consumer," he said.

Miller also thinks that the FTC should limit its policing of advertising claims to those that are deceptive or fraudulent. However, he said, he didn't think the agency should pursue ad cases just to pro-

tect "a few gullible people." That practice, he said, could cut off the flow of "valuable information."

Although Subcommittee Chairman Robert Kasten (R-Wis.) asked Miller what he thought about several pending FTC rulemakings, Miller said he didn't want to take a position until he'd had a chance to review them in detail.

Miller agreed with Kasten that the FTC had "adopted an unnecessarily adversarial attitude to business" in the past.

Senator John Danforth (R-Mo.) gave Miller the toughest grilling of the day, repeatedly asking him about his plans for the FTC's antitrust branch, which the administration had recommended abolishing earlier this year.

Danforth said he thought that retaining tough antitrust enforcement was critical to maintain competition, especially since the administration is attempting to reduce business regulation.

Miller said that the FTC and the Justice Department should continue to share antitrust responsibilities for the time being, but he also recommended that Congress and the administration conduct a "thoroughgoing review" of antitrust laws and enforcement to decide whether two enforcement agencies are needed.

Although Kasten lauded Miller, Mark Green, president of The Democracy Project, the only other witness to appear, said Miller's "repeatedly demonstrated deference to the interests of business groups makes him strikingly unsuitable for the chairmanship of the FTC."

The FTC, Green said, was designed to be a "consumer cop" on the "business beat." But Miller, he said, "has spent his entire career trying to pull the federal cops off the corporate crime, negligence and fraud beat. It is extremely unlikely that he will suddenly repudiate his life's work and advance of the legal mission of the FTC."

Turner gets credit line it had pursued

TBS's limit is \$50 million; interest rate is prevailing prime plus 3%

Turner Broadcasting System finally brought in the line of bank credit it has been trying to establish for some months. Citicorp Industrial Credit and Manufacturers Hanover Trust have agreed to extend TBS a secured, three-year revolving credit line of up to \$50 million. Original plans for new bank financing had been conditioned on TBS's making an offering of new equity; that offering was canceled back in April (BROADCASTING, April 20). This new line, payable on demand, is

secured by all TBS assets and is further guaranteed personally by Chairman Ted Turner.

Proceeds of the borrowings under the line will be used to repay some \$30 million of outstanding debt, and to meet the company's needs for working capital. The new borrowing bears interest at a rate of 3% over the prevailing prime rate. That's about what the interest amounts to on the existing debt—the new package allows for longer repayment, and one of the lenders of the existing debt, First National Bank of Chicago, wanted repayment at this time, according to a company spokesman. In addition to interest payments, the new lenders also will receive an annual "restructuring fee," a flat amount that will be tied to the price of the company's common stock.

CBS Cable signs Kraft as its first advertiser

Sponsorship of Kraft Music Hall will be company's largest cable expenditure to date; cultural channel to premiere in October

CBS Cable and Kraft Inc.'s Retail Food Group have signed a five-year agreement for sponsorship of a monthly *Kraft Music Hall* on the CBS culturally oriented basic cable service. The deal marks the first advertiser commitment for the cable channel, due to premiere Oct. 12. And although no dollar figures were released, J. Walter Thompson, the agency handling the Kraft account, says this will be the retailer's largest cable expenditure to date. (In the past, Kraft has advertised on superstation WTBS(TV) Atlanta movies, taken a recipe spot on Cable News Network and sponsored an episode of Modern Satellite Network's *Home Shopping Show*. Kraft will also be sponsoring a presentation of the British mini-series, *Kidnaped*, on WTBS starting in December.)

CBS Cable President Dick Cox called it "significant that CBS Cable's first advertiser is a consumer package goods company rather than an expected institutional sponsor usually identified with cultural programming." This is also the first advertiser to be lined up by any of the planned advertiser-supported cultural cable services.

The new version of the *Kraft Music Hall* will consist of four original one-hour programs a year, which the CBS Cable repeat schedule will flesh out into 12 cablecasts. CBS released a list of programs that Kraft is said to be "considering" for inclusion in the series: *The Jack Gilford Show*, *Eileen Farrell Sings* and *Lincoln Center Chamber Music Society* as well as programs on Duke Ellington. Full details of the program selection process "are to be determined."

Past incarnations of *Kraft Music Hall* have been carried on radio and television. The radio version ran from 1933 through 1949, the television between 1958 and 1971.

Bottom Line

Declaration. Acton Corp. declared both regular cash dividend and special warrant dividend, payable Sept. 1 to holders of record Aug. 10. Cash dividend of 10 cents per share will be augmented by warrants to purchase Acton common for about \$24 per share through June 1, 1986, at rate of five warrants per 100 shares held. Approximately 250,000 new warrants will be issued, with exercise price to be recalculated after Aug. 10 "to protect present warrant holders against dilution." Those present warrants, issued in June, trade over-the-counter; with issuance of warrant dividend, company will apply to list warrants on American Stock Exchange.

Lorimar goes public. Lorimar Productions has registered its first public offering with Securities and Exchange Commission, planning to sell 30,000 "units," each of which will be composed of \$1,000 face amount of 10-year sinking fund notes, 20 shares of common stock, and 20 10-year warrants to buy shares. Repayment of debt is intended use of proceeds from offering, to be made by underwriting group headed by Drexel Burnham Lambert.

Foxy partner. Previously undisclosed partner of Marvin Davis in purchase of 20th Century-Fox Film Corp. is commodities trading firm, Richco. Netherlands Antilles company is headed by Marc Rich, who made his mark as oil trader for Philipp Brothers and now controls Marc Rich & Co. Securities and Exchange Commission filings indicate Richco holds nonvoting stock in Fox equal to Davis's voting holding.

New shares. Telepictures Corp. announced \$1.5-million offering of new shares of common stock at \$6.875 per share. Lead underwriter is Furman Selz Mager Dietz & Birney.

STAR sale. Universal Subscription Television has sold its Boston STV service to Satellite Television & Associated Resources Inc. (STAR) (50%) and three of its directors, Byron Lasky (chairman), Donald Spiegelman and John Sullivan (50% jointly) for \$23 million—\$3 million cash and \$20 million in promissory notes due in March 1986. STAR is based in Santa Monica, Calif.

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convincer!

Your company logo in full color is the dial of a handsome wristwatch... doing your image promotion job, round the clock. A timely idea for incentive, premium, dealer loader, self-liquidator, business gift. Goldtone case, leather strap, jeweled swiss movement with 1 year limited warranty. Men's & women's sizes. Remarkably inexpensive even in **small quantities**. Catalog sheet & details on request.

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AFTRA sees timing good for mergers with SAG, AGMA

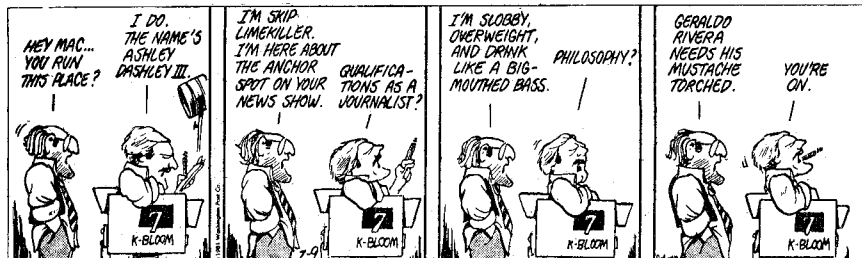
Convention approves Phase I plan for eventual linkage

The American Federation of Television and Radio Artists emphasized the need for a merger with both the Screen Actors Guild and the American Guild of Musical Artists during discussions at its 44th annual convention in Cleveland.

AFTRA executives stressed that mergers will be beneficial at this time because of the rise of the electronic media in which all their members will be represented. AFTRA executives stressed that as support for the arts by government and private sources decreases, the importance of the electronic media is intensified.

The convention approved Phase I of the consolidation proposal with SAG, paving the way for common action by both unions in establishing contract proposals, conducting negotiations and ratifying jointly negotiated pacts. Merger talks between the two unions will continue, with an actual merger plan the next priority.

Sanford Wolff, national executive secretary of AFTRA, told the convention that for almost a dozen years, the union has held informal and sporadic discussions with AGMA on the possibility of a merger. He said Gene Boucher, AGMA's national



Gee, the face is familiar. Cable operators and broadcasters who read one of the 70 dailies (or 20 Sunday supplements) that carry the comic strip "Bloom County" may have noticed a similarity between a certain real-life personage and the cigar-smoking, yacht-racing owner of television station K-Bloom who has been putting in an appearance in the last several weeks of the strip.

Wras Atlanta's own Ted Turner "obviously influenced" cartoonist Berke Breathed's depiction of Ashley Dashley III, Breathed said last week. At the same time, Breathed stressed, "I won't base the humor on having to know Ted Turner." "Bloom County" according to its Iowa City-based creator, "is an excuse to put together a diverse collection of characters ... a metaphor for middle-class America." One role for Dashley (who won't be a main character in the strip) will be to help Breathed "get away from Bloom County" at times maybe by taking some of the other characters with him when he takes off in his yacht.

One thing about the whole development that seems particularly apt, Breathed was "introduced to Turner via TV," having caught his appearance on a talk show. And Turner has a fine opportunity to be introduced to Dashley—"Bloom County" is being picked up by the Atlanta *Journal* (the strip is syndicated by the Washington Post Writers' Group).

president, recently wrote AFTRA a letter proposing a formal merger and made this observation:

"With basic cable, pay television and videodisks and cassettes assuming greater importance and increasing in dollar value every day, it would appear to be the appropriate time to engage in more formal discussions with a view to eventual merger of the two labor organizations we repre-

sent."

At the opening session of the AFTRA convention on July 23, Bill Hillman, president of AFTRA, announced that AFTRA will initiate merger discussions with AGMA at once.

Encouragement for AFTRA's merger discussions with both SAG and AGMA came from AFL-CIO President Lane Kirkland during a session of the convention on July 24. He said that by unifying their operations and pooling their resources, the unions involved will become stronger than the sum of their separate parts.

Kirkland attacked the economic policies of the Reagan administration, and in a reference to the broadcasting industry, said "the administration and its supporters are cutting the funding of public radio and television and chopping at the fairness doctrine." He added that the administration wants to "downgrade the very modest requirements that licensed broadcasters allot time for public service broadcasting and for the expression of community concerns and countervailing opinions."

Bill Hillman of San Francisco was re-elected president of AFTRA and will serve his third one-year term. Jackson Beck of New York was re-elected first vice president. Other officers elected: Rubin Weiss of Detroit, second vice president; Elizabeth Morgan of New York, treasurer, and Peter Cleaveland of San Francisco, recording secretary. Elected as vice presidents: Tom Pettit, Washington; Stan Farber, Los Angeles; Brad Phillips, New York; Mimi Honce, Atlanta; John Sandifer, Seattle, and William Burkett, Dallas.

Intermedia

Play ball. C-SPAN, which normally confines itself to halls of Capitol, was in Washington suburb of Alexandria, Va., last Wednesday night to videotape annual baseball game between Democrats and Republicans in Congress. Republicans won again, 6 to 4. C-SPAN President Brian Lamb said game will probably be aired some time this week.

Gathering support. Steering Committee for Cable Television Industry Research Standards announced its endorsement by National Cable Television Association, Cable Television Administration and Marketing Society and Cabletelevision Advertising Bureau. Committee chairman, Jordan Rost, vice president, research, Warner Amex Satellite Entertainment Co., New York, invited interested parties to contact him at WASEC.

Date setting. CBS-NBC television affiliation change in Baltimore was set last week for Sunday, Aug. 30. At sign-on that day, ch. 11 WBAL-TV, currently affiliated with NBC, will move to CBS, and ch. 2 WMAR-TV, now with CBS, will switch to NBC. Plans for the changes were announced last March (BROADCASTING, March 9).

Wire winner. Germantown, Tenn., awarded 15-year cable franchise to Germantown Cablevision Associates. GCA's 100-mile, 54-channel system will pass 7,000 homes. It is expected to be completed in late 1982. GCA is partnership of six local investors and Dowden Communications Inc., Atlanta.

Little apple. Adams-Russell Co., Waltham, Mass.-based cable MSO with 98,000 subscribers, announced that it received cable franchise for Port Chester, N.Y., suburb of New York.

Contested pigskin coverage in Miami lateraled to court

A federal court jury in West Palm Beach, Fla., will begin hearing evidence on Aug. 4 in a trial, in effect, of the National Football League's blackout policy. At issue is the complaint of WTVX(TV) Fort Pierce, Fla., that it is being unfairly denied the right to carry Miami Dolphins home games while cable television systems in the Miami area are offering the games—with signals provided by distant stations—to subscribers.

The case is moving to trial after Judge James C. Paine last week denied summary motions by the station and the league. The judge held the constitutional issues raised

by the station required a trial. The station asserts that the application of the blackout rule violates the due process and equal protection clauses of the Constitution.

WTVX, 96 miles from Miami, had regularly carried Dolphins home games until last year, when the station increased its power and began putting a signal into downtown Miami. The NFL said that violated its agreement with the networks, reached under a congressionally mandated exemption from the antitrust law, barring coverage of a team's home game within the team's home territory, defined as a 75-mile zone.

The station's contention that the zone was intended to be measured to the station's location rather than its signal penetration did not persuade Paine. His ruling affirmed the NFL's interpretation.

The constitutional issue the station has

raised rests on the fact that the only restriction on cable television systems' carriage of Dolphins' home games is the FCC rule barring systems within 35 miles of a home team's stadium from carrying the team's home games. WTVX said the alleged discrimination had become sharper with the FCC repeal of the rule limiting the number of distant signals a system could import, and the station's lawyers have presented evidence that a number of systems beyond the 35-mile range of the Orange Bowl (where the Dolphins play their home games), but less than 75 miles away, plan to offer Dolphins home games.

The decision will affect only WTVX's complaint. But stations around the country facing the same kind of problem may be watching the case to see whether the results provide a precedent on which they can challenge the blackout rule.

Changing Hands

PROPOSED

WBBG(AM)-WWWM(FM) Cleveland □ Sold by Embrescia Communications Corp. to Robinson Communications Inc. for \$6.2 million. **Seller** is owned by brothers, Thomas and James Embrescia, and Joseph Restifo, who have no other broadcast interests. **Buyer** is owned by Larry J.B. Robinson, executive with New York-based W. R. Grace & Co., who has no other broadcast interests. WBBG is on 1260 khz with 5 kw full time. WWWM is on 105.7 mhz with 27 kw and antenna 900 feet above average terrain.

KIVI(TV) Boise, Idaho □ Sold by Futura Communications Corp. to Sawtooth Communications for \$4.5 million. **Seller** is owned by Robert V. Hansberger (71.86%) and daughters, Carol Hansberger and Roberta Smyth (14.07% each), who own KPVI(TV) Pocatello, Idaho. **Buyer** is subsidiary of Evening Post Publishing Co., Charleston, S.C.-based newspaper and station group, owned by 32 stockholders. Peter Manigault is president and 13.65% owner, and father, Edward, is chairman and 2.41% owner. Evening Post owns KDBC-TV El Paso, Tex.; KOAA-TV Pueblo, Colo., and WSBY(AM)-WQHQ(FM) Salisbury, Md., and publishes five dailies and two weeklies. KIVI is ABC affiliate on ch. 6 with 60.3 kw visual, 12 kw aural and antenna 2,660 feet above average terrain.

WDOQ(FM) Daytona Beach, Fla. □ Sold by Patten Communications Corp. to Abell Communications Corp. for \$3 million. **Seller** is Southfield, Mich.-based group of five AM's and four FM's owned by Myron P. Patten, chairman, and 20 others. They sold, subject to FCC approval, control of WMPX(AM) Midland, Mich., for \$900,000 (BROADCASTING, July 6). **Buyer** is subsidiary of A. S. Abell Co., closely held publisher of *Baltimore Sun* and owner of WMAR-FM-TV Baltimore. Abell Communications President Stephen D. Seymour said it will seek full compliance

of radio and TV stations. WDOQ is on 101.9 mhz with 25 kw horizontal, 7.4 kw vertical and antenna 110 feet above average terrain. **Broker: Cecil L. Richards Inc.**

WGNI(AM)-WAAV(FM) Wilmington, N.C. □ Sold by New Hanover Broadcasting Inc. to Cape Fear Broadcasting Co. for \$1,425,000. **Seller** is owned by J. S. Brody (50%), Marilyn Lane, Marsha Shiff and Hynda Gerstenfeld (16.33% each) who have no other broadcast interests. **Buyer** is principally owned by Victor W. Dawson and son, Victor Jr. who also own WFNC(AM)-WQSM(FM) Fayetteville, N.C. WGNI is on 1340 khz with 1 kw day and 250 w night. WAAV is on 102.7 mhz with 100 kw and antenna 450 feet above average terrain.

KFAR(AM) Fairbanks, Alaska □ Sold by Midnight Sun Broadcasters to Borealis Broadcasting for \$675,000. **Seller** is licensee of KINY-AM-TV Juneau and KTKN(AM) Ketchikan, both Alaska. Alvin O. Bramstedt is president. FCC granted approval for it to sell KENI-TV Anchorage and KFAR-TV Fairbanks for \$4.6 million (BROADCASTING, March 30) and KENI(AM) Anchorage for \$712,000. (BROADCAST-

ING, July 13). **Buyer** is owned by Louis F. Delong, Edward Meredes and Bill Walley (one-third each). Delong is investor and Meredes is attorney, both Fairbanks. Walley is general manager of KFAR-AM-TV Fairbanks. They have no other broadcast interests. KFAR is on 660 khz with 10 kw full time.

KORC(AM)-KMWT(FM) Mineral Wells, Tex. □ Sold by First IV Media Inc. to Lon H. Williams for \$425,000. **Seller** is owned by Richard Klement, who owns KGAF-AM-FM Gainesville, Tex. **Buyer** is real estate developer and partner in Fort Worth oil-field equipment manufacturer and has no other broadcast interests. KORC is 250 w daytimer on 1140 khz. KMWT is on 95.9 mhz with 3 kw and antenna 295 feet above average terrain.

KSPO(AM) Spokane, Wash. □ Sold by Radio Spokane Inc. to World Pacific Radio for \$400,000. **Seller** is subsidiary of California Newspapers Inc., San Rafael, Calif.-based publisher of one daily and two weeklies owned by Wishard A. Brown, Justus J. Craemer, and five others. Brown owns KFTY(TV) Santa Rosa, Calif. Rest have no other broadcast interests.

We are pleased to announce the closing of our recent transaction:

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Buyer is owned by Jason Jennings and F. Van Dorn Morrler (50% each). Jennings is consulting engineer. Morrler owns KKCC-AM-FM Clinton, Okla. KSPQ is on 1230 khz with 1 kw day and 250 w night. *Broker: William A. Exline Inc.*

WTJT(AM) Franklin, Tenn. □ Control (51%) of London Broadcasting Inc. sold by Starling Crabtree for \$395,000 to Tom T. Hall (80%), John D. Lentz and Tandy D. Rice Jr. (10% each). **Seller** has no other broadcast interests. Hall currently owns 49% of WTJT. Lentz is attorney and Rice is booking agent, both Nashville. WTJT is 1 kw daytimer on 950 khz.

KPAG(AM) Pagosa Springs, Colo. □ Sold by KYOR Inc. to H. Robert Gourley and Donald Kirkpatrick for \$360,000. **Seller** is principally owned by Wayne E. Marcy and Robert Roddy, who own KQAY(FM) Tucumcari, N.M. Marcy also owns 49% of KKBK(AM) Aztec, N.M. **Buyer** Gourley is president and 35% owner of KSLV(AM) Monte Vista, Colo. Kirkpatrick is El Paso, Tex., advertising executive. KPAG is on 1400 khz with 1 kw day and 250 w night.

WEKR(AM) Fayetteville, Tenn. □ Sold by James P. Clark to Elk River Broadcasters Inc. for \$250,000 plus \$75,000 for seven-and-a-half-year noncompete agreement. **Seller** has no other broadcast interests. **Buyer** is owned by Flora E. Freeland (60%), brothers James R. and Randal L. Lane and Noel Randolph (10% each). Freeland owns 45% and James Lane owns 5% of WKAX(AM) Russellville, Ala. James

Lane also owns 10% of WFWL(AM) Camden, Tenn. Randal Lane is program director at KBEQ(FM) Kansas City, Mo. Randolph is commission agent for Winston-Salem, N.C., trucking company. WEKR is on 1240 khz with 1 kw day and 250 w night.

WCNA(FM) Scottsboro, Ala. □ Sold by Mellow Sound Broadcasting Inc. to KEA Radio Inc. for \$275,000. **Seller** is owned by Ralph M. Sheppard (80%) and wife, Mary A. (20%), who have no other broadcast interests. **Buyer** is owned by Ronald H. Livengood (40%), Ovie E. Sisk and wife, Ivous T. (15% each), and Livengood's wife, Julia D. (10%). Ronald Livengood is general manager of WKEA(AM) Scottsboro, Ala. Sisks own WFTO(AM)-WFTA(FM) Fulton, 90% of WEPA(AM) and 100% of WEXA(FM) Eupora, all, Mississippi; 100% of WKNG(AM) Tallapoosa, Ga.; 80% of WPKY(AM) Dora, Ala.; and 50% of WKEA(AM) Scottsboro. WCNA is on 98.3 mhz with 1.5 kw and antenna 400 feet above average terrain.

KPAL(AM) Pineville, La. □ Sold by Robert C. Wagner to Sunbelt Broadcast Corp. for \$270,000. **Seller** also owns 50% of KCKW(AM)-KJNA(FM) Jena, La. **Buyer** is owned by Martin L. Bordelon, Grant N. DeJean (49% each) and Roger W. Cavaness (2%). Bordelon and DeJean are Opelousas, La., businessmen. Cavaness owns 23.4% of WMOB(AM)-WLPR(FM) Mobile, Ala. KPAL is 500 w daytimer on 1110 khz.

WXLX(AM) Milledgeville, Ga. □ Sold by Oconee Broadcasting Corp. to Baldwin County Broadcasting Corp. for \$250,000. **Seller** is owned by Paul Wilkinson, Thomas E. Owen Jr. and Robert H. Herndon (one-third each), who have no other broadcast interests. **Buyers** are Donald O. McDougald, Paul S. Akins and T. E. Rushing (one-third each). McDougald is former Savannah banker. Akins is contractor and Rushing is farm supplier, both Statesboro, Ga. None have other broadcast interests. WXLX is 1 kw daytimer on 1060 khz.

WAVC(FM) Warner Robins, Ga. □ Sold by Warner Robins Broadcasting Co. to Wafa Broadcasting Inc. for \$250,000. **Seller** is principally owned by Edgar M. Nobles who has no other broadcast interests. **Buyer** is owned by Willie L. Talton (60%) and H. Cullen Talton (40%) (no kin). Cullen is sheriff and Willie is deputy sheriff and have no other broadcast interests. WAVC is 5 kw daytimer on 1350 khz.

WSBL(AM) Sanford, N.C. □ Sold by Crest Broadcasting Corp. to Simmons Broadcasting Corp. for \$225,000. **Seller** is owned by Stanley H. Fox (57.5%), brother Irvin L. (22.5%), and Robert A. Manning (15%) and Fox's sister, Ferona F. Evens (5%) who own WRMT(AM) Rocky Mount and WIZS(AM) Henderson, both North Carolina. **Buyer** is owned by T. Lamar Simmons (49.4%), Bennie D. Williams and James L. McNair (25.3% each). Simmons is president and 25% owner of WTYC(AM) Rock Hill, S.C. Williams owns Fayetteville, N.C., mobile home distributorship. McNair is vice president and 42.5% owner of Maxton, N.C., fuel supplier. WSBL is 1 kw daytimer on 1290 khz.

KCLW(AM) Hamilton, Tex. □ Sold by McClarin Broadcasting Co. to Hamilton Broadcasting Inc. for \$225,000. **Seller** is owned by George McClarin, who has no other broadcast interests. **Buyer** is owned by Robert D. Hanna, Dallas-based media broker who owns 49% of KELS(FM) Ardmore, Okla.; 33.33% of KROX(AM) Crookstown, Minn.; 13% of KERV(AM)-KPFM(FM) Kerrville, Tex., and 27% of applicant for new FM at Crookstown. KCLW is 250 w daytimer on 900 khz.

□ Other proposed station sales include: WAGC(AM) Centre, Ala.; KXEW(AM) South Tucson, Ariz. (BROADCASTING, June 22); WCOH-AM-FM Newnan, Ga. (BROADCASTING, July 27); KDSA(FM) Wichita, Kan.; WLMD(AM) Laurel, Md. (BROADCASTING, June 29); WDMV(AM) Pocomoke City, Md. (BROADCASTING, July 20); KMRN(AM) Cameron, Mo.; KCRL(AM) Reno (BROADCASTING, July 27); WPTN-AM-FM Cookeville, Tenn. (BROADCASTING, July 27); KRWT(AM)[CP] Winters, Tex. (see "For the Record," page 80).

APPROVED

WDTN(TV) Dayton, Ohio □ Sold by Grinnell Communications to Hearst Corp. for \$49,400,000. **Seller** is owned by Grinnell (Iowa) College. Ray W. Colie is executive vice president and general manager. **Buyer** is New York-based group owner of four

Who says July is a slow month for broadcasters.

WDMV AM	Pocomoke City, Md.	\$300,000
WULA/WKQK	Eufaula, Ala.	\$300,000
WICO AM/FM	Salisbury, Md.	\$1,060,000
WMIV FM	South Bristol Township, N.Y.	\$700,000
WAYZ AM/FM	Waynesboro, Pa.	\$550,000
WGGG AM	Gainsville, Fla.	\$1,103,400
Muzak System	Savannah, Ga.	\$317,611

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8/3/81

AM's, three FM's and three TV's. Franklin C. Snyder is vice president and general manager for broadcasting. WDTN is ABC affiliate on ch. 2 with 100 kw visual, 20 kw aural, and antenna 1,000 feet above average terrain.

KCKN-AM-FM Kansas City, Kan. □ Sold by Kaye-Smith Radio to Allbritton Communications for \$2.7 million. **Seller** is Bellevue, Wash.-based group owner that also sold, subject to FCC approval, KJRB(AM)-KEZE(FM) Spokane for \$2.25 million (BROADCASTING, Feb. 23) and KISW(FM) Seattle for \$2.25 million (BROADCASTING, March 16). It is owned by actor Danny Kaye and wife, Sylvia (40% each), and Lester Smith (20%). FCC granted approval for them to sell KJR(AM) Seattle for \$10 million (BROADCASTING, Aug. 25, 1980) and WUBE-AM-FM Cincinnati, Ohio, for \$3.9 million (BROADCASTING, Dec. 8, 1980). **Buyer** is owned by Joe Allbritton who owns WJLA-TV Washington; WSET-TV Lynchburg, Va., and WCIV-TV Charleston, S.C. as well as daily newspapers in Paterson and Union City, both New Jersey and in Westfield, Mass. KCKN is on 1340 khz with 1 kw day and 250 w night. KCKN(FM) is on 94.1 mhz with 100 kw and antenna 460 feet above average terrain.

WXTR-AM-FM [AM formerly WSMD] **La Plata, Md.** Sold by Crystal Broadcasting Inc. to the Dalton Group for \$2 million. **Seller** is owned by Frank Manthos and Leo Bernstein (49.5% each) and B. Jay Baraff (1%). They have no other broadcast interests. **Buyer** is owned principally by William Lee Dalton and wife, Susan. Dalton was general sales manager of The Broadcast Group at U.S. Chamber of Commerce. He is former vice president and general manager of WASH(AM) Washington where Susan Dalton was general sales manager until WXTR sale was approved. They have no other broadcast interests. WSMD is 1 kw daytimer on 1560 khz. WXTR is 104.1 mhz with 50 kw and antenna 500 feet above average terrain.

WIGO(AM) Atlanta □ Sold by WIGO Inc. to Brunson Communications Inc. for \$800,000. **Seller** is owned by Emil Mogul (70.3%) and wife, Helene (29.7%), who have no other broadcast interests. **Buyer** is owned by Dorothy Brunson, who also owns WEBB(AM) Baltimore. WIGO is on 1340 khz with 1 kw day and 250 w night.

WNAD(AM) Norman, Okla. □ Sold by Oklahoma Communications Inc. to Norman Broadcasting Inc. for \$800,000. **Seller** is owned by Don H. McLeland (86.92%) and children, Dan H., Peggy L., and Dorothy S. Reilly (4.36% each), who have no other broadcast interests. **Buyer** is owned by Wah-Leeta Steckline (51%) and husband, Lawrence E. Steckline (49%). Lawrence Steckline is president and owner of KJLS(FM) Hays, KWLS-AM-FM Pratt and KSLs(FM) Liberal, all Kansas. WNAD is 1 kw daytimer on 640 khz.

KDHI(AM)-KQYN(FM) Twentynine Palms, Calif. □ Sold by Hi-Desert Broadcasting Corp. to Pinon Broadcasting Corp. for \$775,000. **Seller** is owned by Arthur E.

Sipherd and wife, Adeline F., who have no other broadcast interests. **Buyer** is owned by B. G. Allen (50.02%), brother-in-law, William S. Sanders, and Fluid Capital Corp. (24.99% each). Allen is senior marketing representative for IBM, Chicago. Sanders is former vice president of Sunbelt Communications. Fluid Capital Corp. is Albuquerque, N.M.-based investment firm. Sanders and Fluid Capital Corp. each have bought, subject to FCC approval, 24.9% of WPMP(AM)-WPMO(FM) Pascagoula-Moss Point, Miss., for \$1.5 million (BROADCASTING, May 25). KDHI is 1 kw daytimer on 1250 khz. KQYN is on 95.7 mhz with 16 kw and antenna 79 feet below average terrain.

KJMO(FM) Jefferson City, Mo. □ Sold by

K.A.I.R. Inc. to Triple D Properties Inc. for \$608,775. **Seller** is owned by John W. English and five others who have no other broadcast interests. **Buyer** is owned by Frank R. Newell and Harley M. Lampman (45% each) and wives, Dianne and Mary (5% each). Newell is former president of KSRD(FM) Seward, Neb. Lampman is general manager of KFMQ(FM) Lincoln, Neb. They have no other broadcast interests. KJMO is on 100.1 mhz with 3 kw and antenna 300 feet above average terrain.

□ Other approved station sales include: WCCQ(FM) Crest Hill, Ill.; KVCM(FM) Montgomery City, Mo.; WSML(AM) Graham, N.C., and KXVQ(AM) Pawhuska, Okla.

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NAB readies for its biggest Radio Programing Conference

When the fourth annual meeting gets under way in Chicago on Aug. 16, there will be record numbers of participants, events and exhibitors; Fowler to speak

The National Association of Broadcasters is expecting a sell-out crowd at its fourth annual Radio Programing Conference, Aug. 16-19 at Chicago's Hyatt Regency hotel. The conference, which last year expanded its focus to include promotion and management as well as programing, will this year expand again to include engineering sessions and a slant on politics, with an address by FCC Chairman Mark S. Fowler.

Preregistrations are way ahead of last year's level at this time, totaling nearly 1,200 as of late last week. Last year's conference drew more than 1,600 broadcasters to New Orleans (BROADCASTING, Sept. 1, 1980).

Space in the 70,000-square-foot exhibit hall sold out last week, with 78 companies

securing booths. There were 53 exhibitors at last year's conference. Hospitality suites are also sold out, with more than 60 reserved.

New companies exhibiting this year include most of the recently announced satellite programing services: Satellite Music Service, a joint venture by Burkhart/Abrams/Michaels/Douglas and Associates and WCCO-AM-FM-TV Minneapolis; Continental Radio, Christian Broadcasting Network's proposed 24-hour service, and Sunbelt Communications, a new, Arizona-based firm headed by Dwight Case, a former president of RKO Radio. Other new exhibitors include Firstcom Broadcast Service Inc., Computer Concepts Corp., Logitek, The Robot Factory, Telex Communications Inc. and Syn Sat Communications. The exhibit hall will be open Sunday afternoon (Aug. 16) and all day Monday and Tuesday. It will be open Sunday morning, from 9 a.m. to noon, but only to engineers registered for a special, separate agenda that day.

"Engineering Day" is new to the conference this year. After continental breakfast and a preview of the exhibit hall, engineers can participate in two workshops—"Programing for Engineers" and "Why Audio Processing?" A paper presentation on telephone-studio interfacing will follow the workshops and after that, another 90 minutes free for roaming the exhibit hall.

Sunday's program and access to the exhibit hall throughout the conference are available for a \$25 registration fee. The engineering program is meant to give engineers within easy driving distance of Chicago a chance to enter the exhibit hall without having to pay the \$175 registration fee for the whole conference, according to Wayne Cornils, NAB radio vice president. "It's a bit of an experiment on our part," he said, "but I think you'll see a different exhibit hall as a result of it." In past years, said Cornils, equipment manufacturers have limited their wares at this conference to studio equipment. "This year, you'll probably see some new transmitters."

Broadcasters participating in the whole conference, which officially opens Monday morning, will find a Research Fair open from 3 p.m. to 5 p.m. on Sunday. Held for the first time last year, the fair features a room full of experts available to give free advice on music and audience research, ratings and positioning. Sunday will also feature a cocktail party in the exhibit hall from 6:30 p.m. to 8 p.m.

Early the next day, NAB and the Association of Independent Radioproducers will host a radio syndication new product show and continental breakfast. A similar event

at NAB's annual convention (BROADCASTING, April 20) drew over 200 broadcasters.

ABC Radio commentator Paul Harvey will be the keynote speaker at this year's conference with an address on Monday morning. On stage at Tuesday's luncheon, will be four of radio's leading announcers discussing, "How To Make Money With Your Mouth." Gary Owens, KMPC(AM) Los Angeles; Larry Lujack, WLS-AM-FM Chicago; Deano Day, WCXI(FM) Detroit, and Dick Purtan, CKLW(AM) Windsor, Ont. (Detroit), will participate in this panel, an event that was highly successful when presented for the first time (with different panelists) at last year's conference.

Singer Willie Nelson will entertain at a banquet Tuesday night.

Working sessions at this year's conference will include seven format rooms, each focusing on programing a different radio format from album-oriented rock to news/talk/sports. Also included in the agenda are three "forums," long sessions accommodating up to 100 people participating in a "mini-course" on one facet of the radio industry. An all-day forum on people management is planned for Monday and half-day forums on marketing-positioning and promotion are set for Tuesday. The forums were introduced at last year's conference and proved to be among its most popular sessions.

Among the workshops is "The Wonderful World of 24-Hour Satellite Programing." Rick Sklar, ABC Radio programing vice president, will moderate this panel, in which the chiefs of at least three new satellite services are expected to participate.

Other workshops include "How Does a PD Become a GM?," "Microprocessors in Your Future," "What Works on Talk Radio," "Successful Farm Programing," and "Deregulation for Programers."

Winding up the program on Wednesday, Aug. 19, will be a general session on "21st Century Technologies" and how they'll affect radio. Warner Amex Satellite Entertainment Co. will demonstrate its "Music Channel," a 24-hour stereo cable service with video performances by recording groups and announcers or "VJ's." Other topics to be covered in this session are digital recording and reproduction, cable radio, direct broadcast satellites, videodisks and cassettes, computers and microprocessors.

Providing the finale for this year's conference will be Fowler, the first FCC chairman to address NAB's annual programing conference. A one-time radio announcer, Fowler is expected to reflect on the industry in general and not make any major policy statements.



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Tomorrow's Moore (r) with Backe

Backe takes helm of production firm

Former CBS Inc. president joins Tomorrow Entertainment, New York, as president and chief executive

John D. Backe, former president and chief executive officer of CBS Inc., has joined Tomorrow Entertainment Inc., New York, as president and chief executive officer as part of an expansion effort that is expected to move Tomorrow into all phases of program production.

"We expect to be in series production, theatrical films, made-for-TV movies, cable television and videodisks," Backe said in an interview last week. "We're aiming to become a full-service production company."

Backe said since leaving CBS in May 1980, he had considered several corporate

offers but wanted a return to involvement with product and product development. He said he had chosen to move to Tomorrow because of its reputation for innovative programming.

Tomorrow Entertainment is an autonomously operated subsidiary of Dancer Fitzgerald Sample, New York. It was founded in 1971 by Thomas W. Moore, one-time president of ABC-TV. Moore will continue as chairman of Tomorrow for two years and thereafter will be a consultant to the firm.

Tomorrow has concentrated its efforts on the production of television specials and made-for-TV feature films. Its programming has included *The Autobiography of Miss Jane Pittman*, *I Know Why the Caged Bird Sings*, *Judge Horton and the Scottsboro Boys*, *A War of Children* and *In This House of Brede*. The company has won 19 Emmy awards.

Backe was president and chief executive

officer of CBS Inc. from 1977 until May 1980. Earlier he had been president of the CBS Publishing Group, starting in 1973.

He said Tomorrow has a permanent staff of 10 but the size will increase as it undertakes various production projects. He said he is looking forward to working with creative people.

Ratings Roundup

With four winning nights and the seven top-rated shows, CBS-TV demolished its prime-time network competition for the week ended July 26, leading ABC-TV by more than three rating points and NBC-TV by more than four.

CBS came out with an average 15.9 rating and 31 share to ABC's 12.7/24 and NBC's 11.5/22.

Of the week's 65 programs, only nine were originals. Topping the original list and the week's highest-rated show was CBS's *Miss Universe Pageant* on Monday, scoring a 25.4/44. The only other original in the top-20 was ABC's *20/20* which came in eighth place with a 18.6/36.

During the week, CBS won Monday, Friday, Saturday and Sunday; ABC took Tuesday and Thursday, and NBC had its usual sole win on Wednesday.

The two documentaries ABC News offered that week both came in third for their time slots. Friday's *Kitty: Return to Auschwitz* repeat earned an 8.5/17 and an original *Social Security: Myths & Realities* brought a 10.6/20. At CBS, *Walter Cronkite's Universe* summer series on Tuesday scored only a 9.4/19.

The top-rated movie of the week was ABC's *City in Fear* rerun on Sunday (16.8/32). CBS's *Death Car on the Freeway* rerun a night earlier had the best movie share (16.6/34).

The First 20

1.	<i>Miss Universe Pageant</i>	CBS	25.4/44
2.	<i>The Jeffersons</i>	CBS	21.2/36
3.	<i>60 Minutes</i>	CBS	20.6/43
4.	<i>Dukes of Hazzard</i>	CBS	20.8/42
5.	<i>Dallas</i>	CBS	20.1/42
6.	<i>Trapper John, M.D.</i>	CBS	19.9/36
7.	<i>Alice</i>	CBS	19.9/34
8.	<i>20/20</i>	ABC	18.6/36
9.	<i>M*A*S*H</i>	CBS	18.3/35
10.	<i>Hart to Hart</i>	ABC	17.9/33
11.	<i>Facts of Life</i>	NBC	17.7/32
12.	<i>Quincy, M.E.</i>	NBC	17.4/31
13.	<i>Diff'rent Strokes</i>	NBC	17.0/32
14.	<i>One Day At A Time</i>	CBS	17.0/32
15.	<i>Three's Company</i>	ABC	16.9/32
16.	<i>City in Fear</i> (movie)	ABC	16.8/32
17.	<i>Death Car on the Freeway</i> (movie)	CBS	16.6/34
18.	<i>House Calls</i>	CBS	16.5/31
19.	<i>Archie Bunker's Place</i>	CBS	15.9/31
20.	<i>Taxi</i>	ABC	15.4/30

The Final Five

61.	<i>The Waltons</i>	CBS	9.1/19
62.	<i>ABC News Closeup: Kitty: Return to Auschwitz</i>	ABC	8.5/17
63.	<i>BJ & the Bear</i>	NBC	7.5/16
64.	<i>Games People</i>	NBC	6.9/14
65.	<i>Those Amazing Animals</i>	ABC	5.0/10

PlayBack

Only good news. WMCA(AM) New York has launched *Naura's Good News*, one-hour program featuring upbeat news culled from newspapers and magazines throughout U.S. Scheduled on Saturday, 5-6 p.m., program spotlights actress-author Naura Hayden. Two weekly segments are "Good Old Days," which debunks belief life was better 10, 20 or 50 years ago, and "Naura's Good News Line," during which Hayden receives live telephone calls from radio stations across country to offer Hayden good news of their own.

Radio vs. TV. KAAY(FM)-KPLQ(FM) in Little Rock, Ark., which joined forces with Storer Broadcasting's Riverside Cable last May for trimulcasting effort of stations' *Good Morning Little Rock*, are now "in the business of competing with local TV dollars," according to Phillip Zeni, vice-president, Multimedia Broadcasting Co. and general manager of those stations. Currently in its eighth week, program includes concerts featuring major recording artists videotaped in Little Rock. Throughout show's 13-week run Zeni hopes to prove, that, "The localness of radio is the one thing that makes it so distinctively different... from television."

First fives. The top five songs in **contemporary radio airplay**, as reported by BROADCASTING's *Playlist*: (1) *The Greatest American Hero* by Joey Scarbury on Elektra; (2) *Slow Hand* by the Pointer Sisters on Planet; (3) *I Don't Need You* by Kenny Rogers on Liberty; (4) *Hearts* by Marty Balin on EMI; (5) *The One That You Love* by Air Supply on Arista. The top five in **country radio airplay**: (1) *I Don't Need You* by Kenny Rogers on Liberty; (2) *Prisoner Of Hope* by Johnny Lee on Full Moon/Asylum; (3) *Too Many Lovers* by Crystal Gayle on Columbia; (4) *Rainbow Stew* by Merle Haggard on MCA; (5) *I Still Believe In Waltzes* by Conway Twitty and Loretta Lynn on MCA.

Coalition is still watching

After calling off boycott threat, Wildmon group revives it in letter to TV advertisers

Advertisers have been warned by the Rev. Donald E. Wildmon, head of the Coalition for Better Television, that the possibility of a boycott against them still exists if they continue to sponsor television programming considered by the group to contain violence, sex and profanity.

In a letter dated July 2, sent to network television advertisers, Wildmon explained the reasoning behind calling off the advertiser boycott set for last June 29 (BROADCASTING, July 6). He cited a number of network programs scheduled for the fall that the coalition deems offensive and warned that the boycott would be implemented if the group's monitoring effort shows advertisers were still supporting programs on its target list.

He wrote that the coalition had suspended plans for the boycott last June 29 because "we want to bend over backward to be fair while at the same time expressing our concern." He added there were about 20 million direct mail pieces ready but said the coalition did not want a boycott and will seek to avoid one.

Wildmon wrote that many people are "upset and angry" about television pro-

gramming. He said a number of programs scheduled for the fall are contributing to the angry mood of the public. He mentioned *Princess Daisy*, *For Ladies Only* and *Love, Sidney*, all on NBC-TV, and a mini-series based on the book, "Valley of the Dolls," on CBS-TV.

"There is not a single continuing series on television which depicts a modern-day family where the husband and wife have only been married to each other, where they are faithful to each other, have their own children, have a normal family relationship and have any meaningful relationship to the church," Wildmon wrote. "When anyone is depicted as being a Christian on television, they are usually con people, rip-off artists, liars, hypocrites, etc."

Attached to the letter was a listing of television programs evaluated by the coalition:

- Programs that rate high in profanity—*Archie Bunker's Place*, *M*A*S*H*, ABC movies, *Hill Street Blues*, *One Day at a Time*, *Flamingo Road*, *Magnum P.I.*, CBS movies, *Dallas*, *Lou Grant*.

- Programs that rank low in profanity—*Harper Valley PTA*, *Disney*, *NBC Magazine*, *Dukes of Hazzard*, *Little House*, *Happy Days*, *CHiPs*, *That's Incredible*, *Too Close for Comfort*, *Barbara Mandrell*, *Diff'rent Strokes*, *Love Boat*, *60 Minutes*, *Facts of Life*, *Hart to Hart*, *Laverne & Shirley*, NBC specials, CBS specials, and NBC sports.

- Programs that rank high in sex—*Three's Company*, *Laverne & Shirley*, *Flamingo Road*, *Dynasty*, *Harper Valley PTA*, *Love Boat*, *Fantasy Island*, *WKRP*, *One Day at a Time*, *Too Close for Comfort*.

- Programs that rank low in sex—NBC Sports, *That's Incredible*, *Little House*, *Greatest American Hero*, *Disney*, NBC



Drug discussants. NBC will kick off its "Get High on Yourself... an Alternative to Drugs" campaign during the week of Sept. 20 when it will broadcast a one-hour special of the same name, public service announcements and discussions about drugs on several programs including *The Today Show* and *Tomorrow Coast to Coast*. Appearing on the special are (l-r): Brandon Tartikoff, president of NBC Entertainment; actress Cathy Lee Crosby, chairperson of the "Get High on Yourself" Foundation, and motion picture producer Robert Evans, who produced the special.

Magazine, *60 Minutes*, *Quincy*, *20/20*, *Diff'rent Strokes*, *M*A*S*H*.

- Programs that rank high in violence—*Hart to Hart*, *Magnum P.I.*, *Dukes of Hazzard*, *CHiPs*, NBC movies, CBS movies, *Flamingo Road*, *Hill Street Blues*, *Fantasy Island*, ABC movies.

- Programs that rank low in violence—*60 Minutes*, *Archie Bunker's Place*, *The Jeffersons*, *Barbara Mandrell*, *The Two of Us*, *Love Boat*, *Facts of Life*, *That's Incredible*, *One Day at a Time*, *Little House*, *Private Benjamin*, *NBC Magazine*, *Diff'rent Strokes*, *Benson*, *Harper Valley PTA*, *Trapper John MD*, *WKRP*, *Taxi*, *Dallas*, *Nurse*, CBS specials, *Mork & Mindy*, *Barney Miller*, *Laverne & Shirley*, NBC sports and NBC specials.

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Going national. *Nightly Business Report*, seen for two and half years on Miami's noncommercial WPBT(TV), will premiere nationally on 90 stations next October. Coverage will be based in New York and include interviews with bank officers, Wall Street analysts and other financial spokesmen. *NBR* will go on Westar I from WPBT's uplink in Miami. Regular features of *NBR* include financial news and commentary, and in-depth features on particular economic matter.

CBS go home. Atlanta Mayor Maynard Jackson publicly has criticized possible CBS drama special prompted by missing and murdered black youths there. Mayor called it bad taste and exploitation. CBS has made no official response to Jackson but said there is "misunderstanding" and that proposed project (through development deal with Gerald Rafshoon, former media advisor to President Carter) would deal not with murders per se but with how Atlanta's people—both black and white—have come together to deal with tragedy. Spokesman said it would not be exploitation and if produced, probably not air for year or year and half.

Anatomy of a firing. Actress Lynn Redgrave claims she was fired by Universal Television from *House Calls* (CBS-TV, Monday 9:30-10 p.m.) because she brought her baby to studio and breast-fed infant. Universal contends breast-feeding was minor issue and could have been resolved. Spokesman said her husband, John Clark, who serves as Redgrave's agent, wanted her weekly salary doubled and sought to have Universal help fund production company headed by Redgrave and Clark to develop TV projects. Universal official said company rejected request for development deal and offered Redgrave weekly increase of almost \$6,000 per episode, aggregating \$132,000 for 22 episodes of *House Calls*. He said Clark turned down proposal and asked for Redgrave's release, which Universal granted.

The case against compulsory license

Valenti, Wasilewski, Land voice their opposition before Senate Judiciary copyright hearings

"Only in the last several years has cable television emerged as a formidable competitor to broadcast television," said Senate Judiciary Committee Chairman Strom Thurmond (R-S.C.), opening his panel's second hearing on cable copyright laws. Earlier this year, the committee heard from government witnesses on copyright (BROADCASTING, May 4). Last Wednesday (July 29), foes of compulsory licensing argued their case.

Taking a slightly different tack from that he took before the House Judiciary subcommittee charged with copyright (BROADCASTING, May 18), Jack Valenti, president of the Motion Picture Association of America, told the committee that if the "giant, rapidly growing, profitable cable industry must be subsidized, then let the government, not the program suppliers, do it." If it's in the public interest, he said, "then why not let the general taxpayer fund take care of it."

The present method for distributing royalties through the Copyright Royalty Tribunal is costly and cumbersome, he said. "Claimants will spend \$5 million in legal fees to get their share of a \$15-million fund."

(During a break in the hearing, Vincent Wasilewski, president of the National Association of Broadcasters, said broadcast claimants probably pay 100% of their royalties in legal fees to get them.)

"You can't have the cable industry going to the FCC asking for deregulation and at the same time to Congress asking for regulation," Valenti said.

Asked if transaction costs for acquiring programs would be higher for cable companies without compulsory licensing, Valenti said acquisition would cost more for large cable systems, serving large audiences, but not for small systems.

Senator Alan K. Simpson (R-Wyo.) asked Valenti if he approves of exempting small rural systems from any copyright liability. "It's wrong for anyone to get free what others pay for," said Valenti, "but you can be absolutely assured, small systems would pay no more than they do now" if compulsory licensing were eliminated.

The program supply industry is working on specific proposals to protect small systems, he said. "Small systems are not the issue," he said. "The issue is the top 100 markets."

Simpson and Senator Charles E.

Grassley (R-Iowa) said they'd recently become interested in cable TV, especially as it concerns rural areas. Valenti warned them against trying to regulate the flow of programming to rural areas. "Whenever the government puts an artificial barrier in the marketplace, businessmen move around it," he said. "When cable penetration reaches 50%, people will wonder what happened to free TV."

Earlier, Valenti had said in "four or five years, programming for free TV will collapse" because programmers, unable because of compulsory licensing to obtain market exclusivity for their product, "won't sell to broadcasters any more."

Wasilewski told committee members that until last month, when the Supreme Court upheld elimination of the FCC's distant-signal rules, "Bakersfield, Calif., was an unusual situation in the broadcast industry." Bakersfield cable systems, exempted by grandfather clauses from distant-signal rules, have for years imported an unusual volume of signals from distant points, and the market has been cited as an example of what would result once signal carriage rules were eliminated. "In Bakersfield," said Wasilewski, "53% of afternoon TV viewing goes to Los

Angeles stations, rather than to local ones."

Cable, but not broadcasters, can contract for exclusive rights to shows, he said. "Compulsory licensing is nothing more than a massive subsidy of the cable industry."

Herman Land, president of the Association of Independent Television Stations (INTV), said independents, although they are often carried into distant markets by cable systems, have not benefited from that situation. "Most advertisers proved unwilling to pay for audience in distant markets," he said, and technological improvements in UHF transmitters and tuners have made cable carriage unnecessary to UHF stations trying to achieve market coverage equal with VHF.

Recently eliminated signal carriage rules "served the same purpose for independent stations as the network program non-duplication rules serve for network affiliates," he said.

Wasilewski and Land both stressed that if compulsory licensing is eliminated, cable systems should still be required to carry local broadcast signals and that those alone should be subject to special treatment under copyright laws.

Distant TV signals the issue at cable copyright hearings

Cable interests say systems are paying too much and should be allowed to use signal and not pay for full day; MPAА is opposed to 'cherry picking'

What leeway cable operators should have to import distant television signals was a major question as the U.S. Copyright Office wrapped up its hearing on compulsory licensing in Washington last week.

The hearing was called to seek comment on how the Copyright Office could improve its administration of the compulsory license for cable.

Robert Ross, senior vice president for the National Cable Television Association, urged the Copyright Office to guard against adopting rules that "disserve users of copyright works by overcompensating copyright holders."

Ross's chief contention was that by too rigidly interpreting the law, the Copyright Office had forced cable systems to pay more copyright fees than Congress intended.

Ross said that copyright payments should reflect the actual availability of distant signals to subscribers.

To insure that Congress's intent was realized, Ross said the Copyright Office should revise its rules to permit cable systems to carry a distant signal for part of

an accounting period without having to pay the full distant signal equivalent value (DSE) for the entire six months. That could be accomplished, he said, if the systems were allowed to operate the full DSE to reflect the fraction of the period the signal was actually carried.

Ross also urged the Copyright Office to revise its policies to account for "split-system carriage," whereby cable systems offer different program packages to subscribers in separate geographical areas or by "tiering" packages to different subscribers. System revenues generated from subscribers who don't take tiered services with distant signals and those who reside in areas in which certain distant signals aren't available shouldn't be subject to copyright payments for signals they don't receive, he said.

Ross also said the Copyright Office should revise its rules to allow cable systems to segregate revenues that are subject to royalty payments from those that are not. He said NCTA believes there are several alternative methods of calculating royalty fees to reflect more fairly the actual carriage of distant signals and recommended that the Copyright Office initiate a rulemaking proceeding to consider those.

Fritz Attaway, vice president of the Mo-

tion Picture Association of America, took exception to each of Ross's recommendations. He urged the Copyright Office to stick to the letter of the law and adopt technical and "clarifying" amendments that would keep cable companies from "erroneously misinterpreting" the Copyright Act to their own benefit. Without those amendments, he said, "the meager compensation afforded by the act will be further eroded and diminished."

Attaway noted that since the FCC dropped its distant-signal importation rules, cable systems are free to import whatever signals they want. But MPAA, he said, thought that cable companies shouldn't be allowed to "cherry pick" the best of the programming available without having to pay full copyright fees.

Attaway said the Copyright Office should make it clear that cable systems must pay the full DSE value of each distant signal carried during an accounting period, whether it was "carried 24 hours a day every day or only 15 minutes on only one day."

"Congress did not intend to provide a system under which cable systems could cherry pick the most popular programs from a large number of distant stations or add and delete stations at whim," he said. "Congress specifically sought to prevent such practices by requiring that cable systems pay the full DSE value for each and every station carried," he said.

MPAA also urged the Copyright Office to adopt a new rule specifying that the DSE value of two or more signals carried part-time on any one cable channel can't be less than the DSE value of the signal carried most frequently on that cable channel, had that signal been carried full time. It urged that the Copyright Office specify that all foreign commercial television stations are "independent," not "network," for accounting purposes. It recommended that the Copyright Office make clear that when a cable system carries a distant signal on a tiered basis, the cable system can't prorate the DSE value on the basis of the number of subscribers in each tier. It said the Copyright Office should make clear that cable systems can't prorate DSE's because of a lack of channel capacity unless all available channels are being fully used to carry broadcast signal retransmissions. And it said that the Copyright Office should make clear that all revenues from cable services, including service tiers, that include one or more retransmitted signals are to be used to calculate copyright fees.

Philip Hochberg, testifying on behalf of professional sports leagues, also said the "cherry picking" problem needed addressing.

Noting that it had become "increasingly prevalent among cable systems" to cherry pick "highly attractive sports programming from distant stations," Hochberg said the Copyright Office should make it clear that, unless otherwise exempted by provisions of the Copyright Act, "a cable system which cherry picks sports programming must pay the full DSE value for each distant signal carried on that basis."

To regulate or not to regulate

There's spirited debate before Wirth subcommittee over federal pre-emption of cable control

Should the federal government impose guidelines on local cable franchising? The House Telecommunications Subcommittee heard a range of answers to that question last Tuesday (July 28) at a hearing on the issue.

The question, according to Subcommittee Chairman Timothy E. Wirth (D-Colo.), is part of a larger one Congress faces: What should U.S. communications policy be now that the Communications Act of 1934 has become outdated?

Ralph Lee Smith, director of policy and planning, the Bertman Group, and author of "The Wired Nation," urged Wirth to "remember the users" of cable TV. Noting that users "are not represented here today," Smith said advanced cable systems "represent tremendous power" and that cable operators want to be "the only users."

Certain services such as educational and special-interest text services will not be profitable to cable companies but are "important to the goals of a national communications policy," said Smith. Congress must guarantee the right to get on a cable system, he said. "There is no alternative in a democratic process."

Harold Horn, president, Cable Television Information Center, Washington, said there is "immense distrust among knowledgeable persons" occasioned by the cable industry's attempts to circumvent the franchise process. This distrust, he said, has led to a push for municipal ownership.

Jeff Forbes, former Massachusetts cable TV commissioner, urged the subcommittee to defer action in federal controls until the late 1980's when the "dust will have settled" after the major franchises have been awarded. By then, he said, Congress will be able to see whether federal regulations are necessary.

"Cable services are not yet stable," he said. "You must give consumers a chance to see what they are." Forbes commended amendments to a bill recently passed by the Senate Commerce Committee (S. 898) that would prohibit federal, state or local cable rate regulation.

Of the first three witnesses, Horn was alone in recommending a federal ceiling on franchise fees. "Franchising is a very volatile process," he said. "There has been less than statesmanship between cities and cable companies" in negotiating contracts, he said. A federal ceiling might "relieve the pressure" on franchising.

The three agreed, however, that rate regulation, if done at all, should be left to the cities.

Forbes was alone in arguing against mandated access channels, saying they pose First Amendment problems. According to Smith: "The character of the media is entirely dependent on nonrevenue-producing channels. Otherwise, [cable systems] will just be broadcasters with a lot of channels."

A panel of city administrators also disagreed on the need for federal guidelines. All agreed that the franchising process is working and that monitoring of cable's delivery of services is best done at the local level, but New Orleans Mayor Ernest Morial said Congress "should provide a regulatory framework" for cities to follow before beginning the franchising process.

Bob Bolen, a member of the Fort Worth city council, said federal guidelines are needed for "future local regulators" who were not part of original franchise negotiations but will have to monitor cable services and participate in refranchising. "The franchise award is only step one," he said.

Thomas Taylor, mayor of Westland, Mich., a Detroit suburb with 30,000 residents, agreed with Forbes that Congress should wait to see what kind of cable industry results from franchising. Westland residents recently defeated a referendum for municipal ownership of their cable system, said Taylor, and the city is now exploring joint ownership or a nonprofit system.

"We don't see the need for serious disruption of the franchising process," he

League leaders. New Orleans Mayor Ernest Morial and Councilman Bob Bolen, of Fort Worth, were in Washington last week to lead the National League of Cities' assault against the cable provisions of S. 898, which they feared would strip cities of their power over cable. After testifying before the House Telecommunications Subcommittee last Tuesday morning (see above), the two officials met with reporters, harshly criticized the legislation and threatened to wage a campaign to defeat the bill on the Senate floor if the offending provisions were not deleted. Morial and Bolen also expressed their displeasure over the way the provisions were inserted in the bill without an opportunity for public comment. "By rushing ahead pell-mell with a bill that throws present cable policy out the window and leaves nothing but a hands-off policy in its place," Morial said in a prepared statement, "the Senate Commerce Committee has flaunted the legislative process, made a blatant giveaway to an industry that will have the status of a local monopoly and has reneged on previous promises to hold hearings and proceed separately with legislation relating to cable television." Almost overnight, he said, the bill was transformed "into a meat-axe for cutting local government out of any effective regulatory role." The two were particularly concerned with the provision that would deprive cities of their authority to regulate rates. "We see the authority to review basic rates as one of the few tools to assure the fulfillment of terms negotiated in a franchise," Bolen said.

said. "The cable industry has not demonstrated it is harmed by any current regulations."

Morris Tarshis, New York city director of franchises, said the task of cities "is not made easier by the overlay of regulations and pre-emptions from the state and federal governments." With jurisdiction "spread between federal, state and municipal governments, the cable operator is harmed . . . because each jurisdiction may have a tendency to want to get its 'share' without examining the entire package."

Asked by Representative Marc L. Marks (D-Pa.) if "personal relationships" had existed between city officials and cable operators negotiating for franchises, city representatives answered "no." There was "considerable speculation" and "cross-pollination of ideas" said Morial. "People knew one another, but there was no evidence" of wrong doing.

Ben Campbell, president of the Community Antenna Television Association, said, "there have been shenanigans," but "where my people are concerned is refranchising." Although concerned that small cable companies face increasing demands from communities that want the array of services big cities are being offered, Campbell does not favor federal intervention for fear it will evolve into much more than cable operators are looking for.

According to Thomas Wheeler, president of the National Cable Television Association, cities have extended their role as regulators beyond the proper scope. The cable industry's attempts to eliminate mandated access channels is "not an attempt to get rid of local programming," he said, but an effort to end attempts by cities to control program content.

Rate regulation is inappropriate for cable TV, said Wheeler. "Cable is an important but not essential service. Only 50% of people who could do so subscribe to cable and when rates go up, subscribers go down."

Franchise fees "should only cover the cost of regulation," said Wheeler, and should not be used "to tax select consumers." The solution to cable's problems is "local regulation with uniform national guidelines," he said.

Douglas Dittrick, president, Tribune Company Cable Inc. and past NCTA chairman, appeared less eager for federal intervention. "Many areas are being discussed prematurely," he said. "Regulation stifled our growth for many years."

"The franchise process has worked," said Dittrick. "Each city builds on the experience of others who've gone before." Asked by Representative Al Swift (D-Wash.) about a voluntary code of ethics for cable, Dittrick said, "Cable operators would like to have an orderly process, a set of ground rules."

Although NCTA plans to publish a primer for cities on how to set up and renew franchises, it has not developed a code of ethics because the Justice Department, which has an antitrust suit pending against the NAB for its TV code, has warned it not to.

The existence of public access channels

should be left to the marketplace, according to Dittrick. "I was advised not to mention this," he said, "but no one has ever approached me to ask for access. I would like to see what the marketplace would do there."

Stephen Effros, executive director of CATA, said: "We're guilty of sloppiness in use of the term 'access'. It's not a potential bottleneck, but government attempts to mandate channels concern us. We are seeing cities wanting 54-channel institutional loops."

Swift asked cable representatives why they are not afraid of overregulation by the federal government and why cable cannot continue to "fight it out at the local level."

Wheeler replied: "Franchising takes place in somebody else's yard by rules that change. Cable faces unreasonable demands, open-ended contracts and rate regulation, that hold back innovation."

Lester Green, president, Community Communications System Inc., a cable company serving a Baltimore condominium project, urged that Congress require cities in the top-100 markets to submit their cable TV request for proposals (RFP) to the FCC for review before making them public. The FCC could provide a reasonable comment period, then provide political sub-divisions with a "public interest ruling for the final RFP's."

Summing up the hearing, Wirth said, "I'm not sure we want to get into local oversight, but by developing national policy, we may get the cities to follow

along." He said the subcommittee would conduct an investigation of cable franchising in the coming months and might hold additional hearings in September.

Two citizen groups were disgruntled at not being permitted to testify last week. Samuel Simon, executive director of the National Citizens Committee for Broadcasting, and Pluria Marshall, chairman of the National Black Media Coalition, wrote Wirth, saying the hearing "failed to consider public perspectives on the national franchising debacle."

The subcommittee, Simon and Marshall said, "severely restricted the list of witnesses" at last week's hearing, and has "omitted field hearings from its review process." When Representative Ronald Mottl (D-Ohio) read excerpts from their letter at the hearing, Wirth replied, "It's hard to allow everyone to testify at the first hearing."

Effros, who chaired the FCC's Federal, State, Local Advisory Committee on cable TV in 1972-73, said everything aired at last week's hearing has been said before. "We're seeing a renewed vast interest in cable TV now that big cities are getting involved," he said. Although wary of too much federal regulation, Effros said cable operators want Congress "to decide some very basic communications issues," for example, where city revenues derived from cable companies should be directed.

"At the bottom of it all," he said, "we need to define the relevant market of cable TV."

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Broadcasters wary of Moody FM plan

Proposal is to modify translator rules to allow rebroadcast of satellite-delivered programming; NAB, NRBA, others warn of FCC getting into problems similar to those of LPTV rulemaking

Citing the FCC's low-power television experience and other concerns, broadcasters have either opposed or waived the caution flag on a petition by the Moody Bible Institute of Chicago which seeks modifications of the commission's FM translator rules.

While the Moody petition does not envision a rulemaking as expansive as the LPTV proceeding, it does propose changes in the existing FM translator rules that would significantly broaden that service's programming transmission capability. Moody, a religious group broadcaster with four AM and seven FM stations, produces and distributes religious programming over Satcom I.

FM translators, which are currently restricted to rebroadcasting the programming of FM stations or other FM translators, should also be allowed to broadcast services from "a variety of input sources including domestic satellites," and be able to originate programming, said Moody. It

also suggested that all FM translators be allowed to operate at a transmitter power output of 10 watts. (Currently, such facilities are limited to 1 watt east of the Mississippi river.)

Moody does not suggest changes in the existing FM translator ownership rules which prohibit an FM licensee from operating an FM translator beyond the predicted service contours of its own station or within the predicted service contours of another FM station. Thus, Moody contemplates the establishment of translators (by nonlicensees) within small communities which cannot financially support a full-powered FM facility.

Moody suggested that the same reason that compelled the commission to initiate the LPTV proceeding holds true for FM translators, unmet demand for a diversity of program service.

There is now a "plethora" of programming sources available on domestic satellites, Moody said, including aural services for which the technology is also available so that such services might be fed to FM translators. Not only would satellite feeds provide for additional program diversity, said Moody, but they would also solve reception problems that some FM translators experience due to harsh weather or their location in mountainous terrain. "Moreover," it said, "FM translators fed by satellite could be located virtually anywhere in the United States, whereas traditional FM translators must generally be located near the primary contour of an FM station to receive an acceptable signal for rebroadcast."

Based on its experience as a translator licensee (it operates six of them), Moody estimated that a 10 watt translator with satellite reception capability could be built and operated for one year for between \$15,000 and \$25,000.

Narrowcasting would be an ideal use of such facilities, Moody suggested, "to

meet unserved needs such as noncommercial, educational, ethnic, minority or classical music programming."

The National Association of Broadcasters said that the Moody petition underscored the "need for a nationwide master plan for radio allocations." Such a plan, it said, should be developed before the commission acts on the proposals offered by Moody. In the meantime however, NAB suggested that the commission might consider a "modest expansion of the traditional translator service—expansion which would provide additional program diversity while retaining a high degree of statutorily demanded localism."

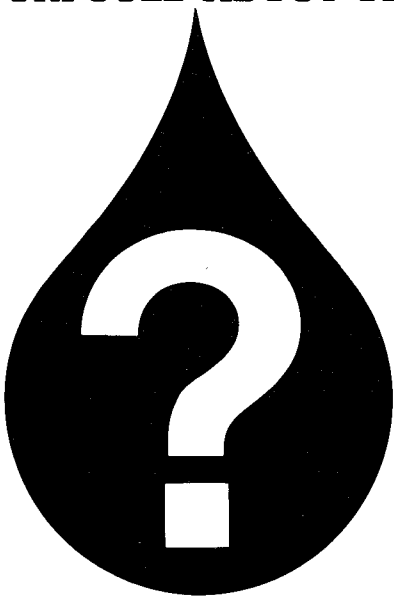
NAB said that Moody is proposing "the creation of a new class of radio station." That being the case, NAB said, the proposal should be studied by the joint government/industry advisory committee on radio broadcasting in the context of other allocations matters. That committee, it said, could then prepare a report on the Moody petition "prior to the initiation of any FCC inquiry" into it.

Whatever action the FCC takes on the Moody proposal, NAB said, the commission should not pursue a course like the one it chose to follow in the LPTV proceeding, which has been characterized by many as chaotic.

NAB expressed concern over the extent to which existing full-service FM radio stations would be protected from the proposed translator service, even though translators, by definition, are a secondary service. "Such protection to full-service FM radio stations," it said, "only would extend to the [predicted] service contour of the particular station. However, reliable radio service extends significantly beyond this contour and could be subject to destructive interference from 10 watt FM translators."

NAB also challenged the viability of 10 watt translators, which it said would

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Washington Watch

Daylight dead. Senate Commerce Committee canceled markup of legislation to extend daylight savings time by up to two months each year when chief sponsors of bill, Senators Harrison Schmitt (R-N.M.) and Slade Gorton (R-Ala.) lacked votes for committee passage of bill last Wednesday, July 29. According to staff, momentum for change has lessened recently. In House, effort has never gotten off ground. Although Representative Richard L. Ottinger (D-N.Y.) has introduced legislation, Subcommittee on Commerce, Transportation and Tourism has not taken it up and, according to staff member, is not inclined to do so. National Association of Broadcasters has taken no position on issue, according to spokesman, because daytime station operators, who would be most affected, are divided.

Remote no more. In comments submitted to FCC, both NAB and ABC have come out in favor of proposal to delete existing requirements concerning monitoring of remote control television transmissions. Said ABC: "[The proposal] recognizes technological advances and the efficacy of the marketplace in insuring high quality television transmissions."

New for NBC. NBC has relocated its Washington government regulations and law departments to larger offices at 1825 K Street, N.W., Suite 807 (20006), Parent RCA Corp. Washington headquarters will remain at 1800 K Street, N.W.

FCC blocked. FCC has been turned down by U.S. Court of Appeals in request for rehearing in case in which three-judge panel held that noncommercial television stations must demonstrate efforts to meet needs of hearing-impaired (BROADCASTING, April 20). FCC lawyers are considering appeal.

"rarely place a principal community signal over an average or even small sized community." Ten watt translators with an antenna height above average terrain (HAAT) of 100 feet would have a coverage area of about two miles, it said, and a city-grade-equivalent contour of about 1.2 miles. With a HAAT of 500 feet, the coverage area would be about 4.5 miles, with a city-grade-equivalent contour of 2.4 miles. With a HAAT of 1,000 feet the area covered would be 6.3 miles with a city-grade-equivalent contour of 3.1 miles.

ABC, which argued for denial of the Moody petition, agreed with NAB that "more permissive translator rules" might be the better route to take than to create a new class of lower power FM stations.

Specifically, ABC suggested the elimination of the current ownership restrictions and financial support restrictions applicable to FM translators. (Under the existing rules an FM licensee may not financially support translators outside its service

area.)

The National Radio Broadcasters Association said that the effects that the Moody proposal could have on radio broadcasting might be "devastating, particularly in view of the potentially destructive over-competition which might undercut licensees' abilities to serve the public." The radio industry "is not necessarily capable of surviving infinite competition," it said.

NRBA said the commission should consider the Moody proposal in light of its ongoing proceeding that contemplates changes in the technical standards applicable to FM channel allocation (Doc. 80-90).

One equipment manufacturer, M/A-Com Inc., supported the Moody petition. It said that satellite program delivery to FM translators and program origination by FM translators would "promote efficient use of scarce domestic satellite orbit-spectrum resources and would increase the diversity of programing available in smaller markets."

Radio stations cautioned against too much deregulation

Webster says industry will suffer if FCC stops compiling market-by-market figures

Advocates of radio deregulation were cautioned last week that they may get more than they bargained for—or need.

Maurie Webster, president of the Radio Information Center, warned that if the FCC stops collecting radio financial data—as has been suggested—"radio would be an industry with almost no financial information" and "that would present at least three serious problems." He identified them as:

"1. It's almost impossible to manage or oversee effectively without accurate market information to measure a station's performance.

"2. Your properties might well lose value in a future sale without facts on radio's position in the market. Determining station values would depend almost totally on current sales and audience levels.

"3. Advertisers would have no 'hard data' on radio's performance locally and nationally. Station reps would have far less of a benchmark for knowing what happens from market to market. McCann-Erickson's figures would be the only ones available for radio. I know that Bob Coen [of McCann-Erickson] depends on FCC data for annual adjustments in his estimates."

Webster made his argument in a letter sent to the presidents of radio networks and leading station representation firms, station groups and media brokers.

He acknowledged that he had a personal interest in the question, since his firm does computer analyses of the FCC figures for its clients. "I've become quite aware how valuable this data can be," he said,

"and my concern now is the overall impact its absence would have on our industry."

Webster scoffed at the notion that, in the absence of FCC figures, stations would voluntarily submit financial data for compilation by a CPA firm, the National Association of Broadcasters or some other group. "I estimate that well under 50% [of stations] would participate," he said. He noted that some markets support monthly revenue surveys that are collected by the Radio Advertising Bureau. But he said these involve only 17 markets and do not include nine of the top 20 markets. In addition, he said, "the local group in Boston recently ceased to report because of a local argument."

In contrast, he said, the latest FCC report "had data on three or more stations in 373 markets, a total of 7,207 U.S. stations," or "94% of all commercial stations."

Webster said radio's national market share has been declining since 1970. While "adequate statistics" may not halt the decline, he said, "they will at least tell us where we are."

"Local radio revenues in markets vary widely when compared to retail sales," he continued. "Judging markets is impossible without this information. It may not have been used as effectively as possible in the past, but without it we are ignorant."

As for fears that individual station data might be made public, Webster said that "I don't believe this would have happened even in a Democratic administration, and in the current climate the chances are about one in 10 million!"

He called upon radio leaders to "review the matter and make your voice heard in insisting that the government continue its present role and in fact work to improve the data and its usefulness."

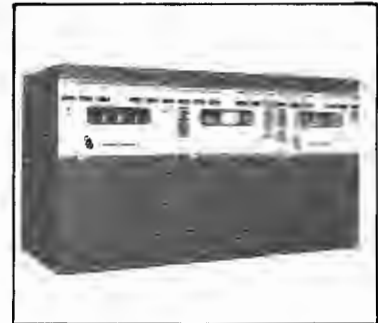
AT&T defends tariff increase, now under FCC scrutiny

Telephone company files alternative rate revisions for both full-time and part-time television users

In response to an FCC suspension and investigation into its proposed tariff revisions for TV transmission rates filed last February, AT&T has told the commission it believes the proposed revisions are "within the zone of reasonableness." At the same time, however, AT&T submitted alternative tariff revisions that it said it would substitute for the February proposals, if the commission agrees. Costs to full-time and part-time users would work out roughly the same under each plan, AT&T said.

In May the commission suspended AT&T's TV tariff filing—which proposed a 25-step "user sensitive" rate structure—partly in the fear that it would unreasonably discriminate in favor of full-time users—the networks—and against occasional users. The February filing, if allowed to go into effect, would result in an overall 38% increase in TV transmission rates (from \$57 million to \$79 million). However, at the time they were filed, the proposed increases were based on an authorized rate of return of 10.5%. After

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the filing, the commission authorized a 12.75% rate of return for AT&T overall, and the company could be expected to adjust those proposed rates to reflect that authorization.

In defense of its February TV tariff filing, AT&T said that "irrespective of any AT&T rate structure for terrestrial television services, distinct and different requirements for those services stem from the very nature of television broadcasting and programing." The three major television networks require continuous distribution of programing to affiliates around the country, while the several hundred occasional users require the distribution of specialized programing such as entertainment, news, sporting events, religious broadcasts and civic events, it said.

"Nearly 60% of these occasional users employ television transmission services on an average of only three times annually," said AT&T. The commission must take into account "this market reality," it added, suggesting that "there is no single structure which can satisfy all objectives."

The February tariff filing would increase full-time user charges by 41% while part-time rates would increase by only 4%, which AT&T said "mitigated to a large extent the disparities in existing rates" between those two groups. Under that plan, full-time users would pay a monthly interexchange rate of about nine cents per mile per hour. Part-time users would pay 89 cents per mile per hour for the first

hour of usage although each additional hour, up to 24 hours, would be less expensive. Station connection charges for full-time users would total \$2,035 per month, or about \$2.78 per hour. Part-time users would pay \$99 for the first hour with each additional hour up to 24 becoming progressively less expensive. Local channel rates would start at \$589 for one day but would be only \$2,358 per month, so that full-time users would pay only \$78.60 per day.

Under AT&T's alternative proposal, flat rates would be charged for interexchange and station connection services—14 cents per mile per hour and \$1.94 per hour respectively—for all users. However, a \$461 service charge would be levied for each use—meaning that a full-time user would pay that fee once and a part-time user would pay it each time it required a transmission service.

Local channel rates under the alternative proposal have been separated into three categories. Full-time, fixed, in-place channels would cost \$1,292 per month; part-time, fixed in-place, \$1,288 per day, and mobile (for remote microwave transmissions) \$2,673 per day.

The commission's suspension order was handed down on May 23 and is effective for the full five-month statutory period. The results of the investigation into the tariff are not expected to be considered by the commission much earlier than the Oct. 23 deadline.

CBS, NAB caution FCC against rules on auxiliary operations

Commission proposal responds to situation where microwave and ENG equipment interfered with radio communications of space shuttle

CBS and the National Association of Broadcasters have stated their opposition to an FCC proposal to give the chief of the Field Operations Bureau delegated authority to shut down auxiliary broadcast operations that present a threat to "safety of life or protection of property." ABC, NBC and Doubleday Broadcasting also expressed concerns with the proposal which the commission initiated after network microwave-ENG equipment interfered with the radio communications of the space shuttle Columbia prior to its landing at California's Edwards Air Force Base last spring. The equipment was in compliance with the commission's technical rules and the situation was remedied quickly when the networks voluntarily shut down the offending microwave equipment.

CBS said that the rulemaking "was inspired by a freakish incident, quickly corrected by broadcast personnel." It said that in light of the "extreme infrequency" of such events there was no need for the commission to adopt a rule which "may unnecessarily jeopardize important due process and First Amendment guarantees."

In cases where First Amendment interests are at stake, CBS said, the courts have held that notice and opportunity for a hearing are the rule and that "departures from this standard are legal only in the most extreme and unusual situations. . . ."

It suggested that the proposed amendment would have the potential for inhibiting the networks' ability to cover news events such as riots, police arrests and governmental and military operations, where both the journalists and the "participants" may be using radio equipment. These situations, said CBS, "dealing as they frequently do with the conduct of government in emotion-laden confrontations, are the very situations where a reporter and cameraman's independence from governmental interference is most precious."

The other commenters, including NAB, also pointed to the complete cooperation received by the commission and NASA when the source of the interference was located.

NAB also expressed its concern that the proposed rule would have the potential for allowing governmental personnel "acting on incomplete and sometimes erroneous information, to shut down ENG coverage of news events." It said the potential abuse to broadcasters' First Amendment and due process rights, if the proposal were adopted, "[is] not justified where absolutely no showing has been made that broadcasters have ever refused" to shut down operations in similar instances.

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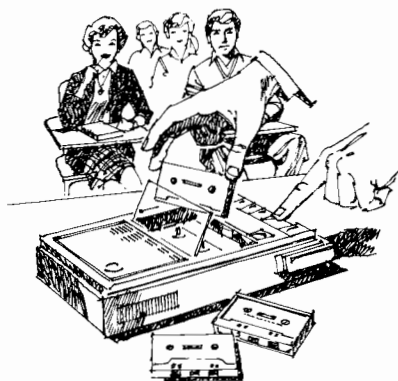
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On The Scene in the classroom

Twice each day, Sunday through Friday, WJFM Radio in Grand Rapids broadcasts "On The Scene," an interview program dealing with topics of importance to the community. Requests for transcripts of these shows come in frequently. But the station felt that one it recently received from a college professor was a special testament to the program's quality. He wanted to supplement his classes with a series of interviews the news manager had conducted with a research scientist. WJFM responded immediately with cassettes of the show. Like most public affairs programs on WJFM, "On The Scene" is broadcast in prime time. Making quality public affairs programming accessible to the public is all part of the Fetzer tradition of total community involvement.

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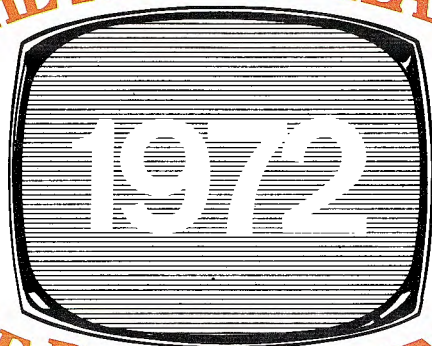
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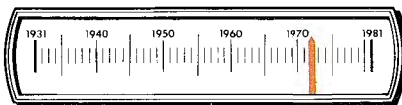
OF BROADCASTING

Precedent-setting visits to Red China and Russia and his re-election in the fall let Richard M. Nixon play center stage on radio-TV in 1972. But the media also focused on another happening in June of that year, a story that by yearend was to take on less-favorable Nixon coloring: the arrest of five men caught breaking into Democratic headquarters in Washington's Watergate complex.

To cover Nixon's historic visit to Peking in February, more than 100 broadcast newsmen and technicians journeyed to China. Network out-of-pocket expenses were about \$3 million. Coverage ranged from live pickups to filmed accounts of official ceremonies. Because of the 13-hour time difference between Peking and New York, live coverage of afternoon ceremonies was unfeasible. Satellite coverage, via Comsat, cost \$8,300 an hour for audio and video pools.

Newsmen especially praised the cooperation between the Chinese officials and American reporters. "Considering the history of this closed society," noted Westinghouse Broadcasting's White House correspondent, Jim McManus, "we're being given remarkable access." Even the preprogrammed visits to schools, hospitals and communes provided valuable insight into Red China for the West. Nixon underscored the role of broadcasting at a state banquet there when he remarked: "At this very moment, through the wonder of telecommunications, more people are seeing and hearing what we say than on any other occasion in the history of the world." BROADCASTING offered a footnote: "The President might have added that this wonder of telecommunications could not have been brought off by an enfeebled radio and television system. If the U.S. expects its broadcasters to go where history is being made and deliver it back home in high-fidelity sound and living-color pictures, it must not prevent its broadcasters from making the money that makes such enterprise possible."

Nixon's May trip to the Soviet Union cost the networks about \$700,000-\$800,000 each. Less time was allotted for radio-TV coverage than was given the China trip because the Soviet trip included fewer public events and the American audience had had more exposure to life in Russia. "China has an aura of mystery that doesn't exist in Russia," one newsman



Congress adopted a constitutional amendment guaranteeing equal rights to women and sent the measure to the states for ratification. On March 24, Britain imposed direct rule over Northern Ireland in a move to secure peace. J. Edgar Hoover, 77, director of the FBI for its entire 48 years, died May 2. Alabama Governor George Wallace, campaigning May 15 in Laurel, Md., for the presidential nomination, was paralyzed for life by a bullet from would-be assassin Arthur Bremer. In June, Hurricane Agnes, one of the most destructive storms in American history, left 118 dead and \$3 billion in property damage. The Supreme Court on June 29 ruled the death penalty was unconstitutional. After 36 years as the leading weekly pictorial magazine, Life ceased publication on Dec. 29.

And in BROADCASTING ...

commented.

In the 1972 election year, broadcasters were, as usual, concerned with the political broadcasting law. The Senate in March passed a bill to repeal the equal-time provision of Section 315 of the Communications Act in its application to presidential and vice presidential candidates. A suspension of Section 315 had paved the way to the debates between loser Richard Nixon and winner John Kennedy in 1960. This time Nixon was of no mind to give his Democratic opponent, George McGovern, the exposure of prime-time debates. The modification of Section 315 stalled in the house after the White House said Nixon would not debate and indi-

cated such legislation would be vetoed.

McGovern had pushed for debates saying, "The voters of this country are entitled to full and candid discussion of the issues in this election, and that can best be brought about by the Democratic and Republican nominees meeting face to face, on nationwide television, so that everyone can see and judge the two men on their own."

For both the Democratic and Republican conventions in Miami, CBS and NBC stayed with traditional gavel-to-gavel coverage, while ABC again provided 90-minute highlights. All of this required about 3,000 people in personnel at each convention. For both conventions, ABC estimated its cost at \$5 million, CBS at \$7 million, and NBC at \$6 million.

The cost to the TV networks of covering election-night returns ran to about \$10 million. The cost to the candidates of buying broadcast coverage for their campaigns was approximately \$2 million each for McGovern and Nixon. The Republicans spent about \$36 million after the campaign spending law went into effect in April, with \$4.5 million going to the communications media. The Democrats spent \$18.5 million, with about \$6 million for the communications media.

The politicians and electorate were becoming sophisticated on fairness and other political rules. The 1972 campaign brought the FCC over 3,000 complaints and inquiries about access during October alone, more than 10 times the number received in the month preceding the 1968 elections. The FCC in April began hearings to reassess the fairness doctrine, the first such reappraisal since the doctrine's inception in 1949.



At a Senate Constitutional Rights Subcommittee hearing in February, Chet Casselman (left photo), president of the Radio-Television News Directors Association, called for an end to government intrusion into broadcasters' press freedom. In right photo, television writers con-

demned network censorship practices and contended they should be allowed to deal with real-life situations in TV scripts. The three, members of Writers Guild of America, West (l-r): Liam O'Brien, David W. Rintels and Norman Lear. *Broadcasting, Feb. 14*

While opinions varied on how the fairness doctrine could operate to reconcile broadcasters' public-interest obligations with their First Amendment freedoms, participants at the conference agreed that the fairness doctrine had failed to achieve its purpose of "robust, wide-open debate."

Public interest groups suggested that standards be adopted to determine whether a broadcaster had provided information on controversial issues. David C. Adams, NBC board chairman, felt that such a suggestion, while "noble," would ultimately be futile. "Justice cannot be defined. It's better to tolerate small departures from perfection than to develop a great apparatus for deciding fairness," Adams said. In a June policy statement, the FCC indicated an unwillingness to add specifics to the fairness doctrine. "We believe that increasingly detailed commission regulation militates against robust, wide-open debate," the FCC stated. "The genius of the fairness doctrine has been precisely the leeway and discretion it affords the licensee to discharge his obligation to contribute to an informed electorate."

Broadcasters hoped a judicial change of opinion on enforcement of the fairness doctrine was forthcoming when Chief Judge David Bazelon of the U.S. Court of Appeals in Washington dissented in November to the appellate court's affirmation of the FCC decision that denied renewal of WXUR-AM-FM Media, Pa., on the grounds of fairness doctrine violations and misrepresentations of program proposals.

In his dissent, Judge Bazelon said: "In the context of broadcasting today, our democratic reliance on a truly informed American public is threatened if the overall effect of the fairness doctrine is the very censorship of controversy which it was promulgated to overcome. . . . It is proper that this court urge the commission to draw back and consider whether time and technology has so eroded the necessity for governmental imposition of fairness obligation that the doctrine has come to defeat its purpose in a variety of

circumstances; that we ask whether an alternative does not suggest itself—whether, as with the printed press, more freedom for the individual broadcaster would enhance rather than retard the public's right to a marketplace of ideas."

While this dissent did not change the status of the WXUR case, broadcasters hoped that the opinion, coming as it did during the FCC's reappraisal of the fairness doctrine, indicated a new direction in evaluating that ruling. As BROADCASTING summarized the situation: "Whatever its ultimate utility the Bazelon dissent now belongs with the important documents in broadcast law and regulation. Beyond that it provides inspiration to stiffen resistance to each new venture toward government control."

The fairness doctrine confounded broadcasters in still another important area: advertising. Using the doctrine to back their crusades, citizen groups demanded air time for "counterads," messages taking issue with paid advertisements of certain companies, notably car and gasoline manufacturers, and in the case of Vietnam, proponents of the war.

Although the Federal Trade Commission supported the concept of counterads, Clay T. Whitehead, director of Office of Telecommunications Policy, made it clear that the Nixon administration did not. "This administration does not believe that advertising is inherently evil," Whitehead stated. "We do not believe that advertiser support of the commercial broadcasting system is polluting the minds of America." The FTC proposed that broadcasters make time available for responses to four kinds of commercials: those that explicitly raised controversial issues, those

Sales sunshine. The 1972 year also brought economic recovery for TV with an impressive 15.6% gain in net time sales to \$3,675,000,000—15.6% more than in 1971, when TV revenues sagged 2% under 1970. Radio in 1972 continued its steady rise—11.5% over the preceding year—to \$1,547,700,000 in net time sales.

that raised them implicitly, those that rested on scientific premises that were in dispute in the scientific community, and those that were silent on the negative aspects of their products.

Broadcasters unanimously fought the FTC proposal when it came before the FCC. According to the Television Bureau of Advertising, "The revenue loss to the TV broadcasting industry would be substantial, not only because, given the expansive nature of the [FTC] proposal, a large portion of broadcasting time, previously revenue producing, would be commanded by free counteradvertisements, but also because advertisers, acting as rational economic decision makers faced with a less attractive advertising medium would purchase less time and would be willing to pay less for the time they did purchase."

The Stern Community Law Firm of Washington was responsible for the production of a few counterads that used actor Burt Lancaster to warn consumers against exaggerated claims for aspirin and another spot to remind drivers of a Chevrolet car recall. However, few stations used the spots. Broadcasters noted that Chevrolet had clearly announced the recall and that the federal government closely monitored pain relievers. To many broadcasters, the counterads seemed redundant, dangerous and a clear threat to the survival of commercial broadcasting. CBS's Frank Stanton warned: "Advertisers of products and services subjected to countercommercials would flee the broadcast media and make their expenditures in media which would not expose them to the same hazards. . . . It would be only a matter of time before there would be a substantial exodus of advertisers from broadcasting to print—just as in the case of cigarettes—only this transfer would be voluntary." To broadcasters, counterads threatened the very existence of a free broadcasting system. "At stake here is a critical principle," Stanton continued. "If this country is to enjoy a full broadcast service that is not dependent upon government subsidies or subscription payments by each viewer or

listener, the support of responsible advertisers marketing acceptable goods and services is the only practical means of funding that free service."

Children and television were in the news. The Association of National Advertisers responding to pressures of such groups as Action for Children's Television, issued guidelines for advertisements directed at children. The ANA said that advertisers should be aware of the child's level of sophistication, should avoid arousing unrealistic expectations of product performance, should present information in a truthful and tasteful manner, and should sponsor children's programs that provided education as well as entertainment.

Besides monitoring ads for improprieties, children's television reformers monitored programs for excessive violence. The year saw the publication of the results of a two-year, \$1-million study initiated by Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.) and conducted under the aegis of Surgeon General Jesse L. Steinfeld.

Controversy surrounded both the study and the reporting of its results. A summary of the study indicated that there was no causal relationship between television programs that depict violence, and aggressive behavior by the majority of children. But the report suggested that violent TV programs could trigger violence in some children already predisposed to violence. The summary made it clear that "the accumulated evidence . . . does not warrant the conclusion that televised violence has a uniformly adverse affect . . . on the majority of children. It cannot even be said that the majority of the children in the various studies we have reviewed showed an increase in aggressive behavior in response to the violent fare to which they were exposed."

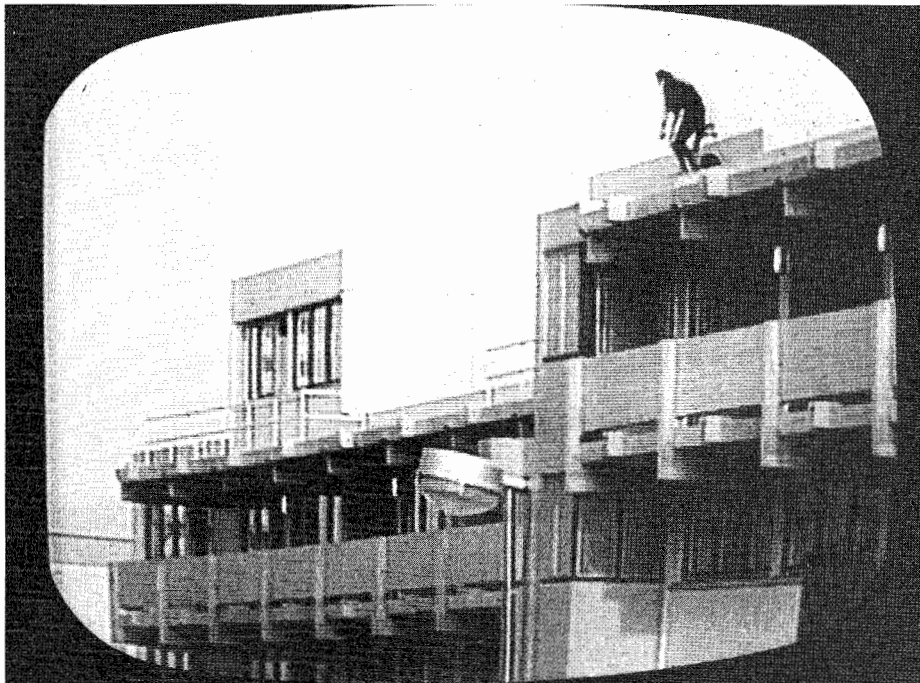
Broadcasters praised the Pastore report; in the words of BROADCASTING, the report "substitutes responsible research and realistic analysis for the insubstantial and largely emotional discussions that have been had about the subject up until now. . . . It does not absolve television programmers of responsibility for the social consequences that may attend their work. Neither does it absolve all the other persons and conditions that exert larger influences. No matter how viciously it may be attacked by those who wanted television set up as the fat target, the report stands as precisely the kind of dispassionate and thorough work that Senator Pastore solicited. It is entitled to be read as objectively as it was prepared."

Senator Pastore held hearings in March to analyze the report and to determine what course of action, if any, should be taken. Surgeon General Steinfeld told the subcommittee: "My professional response . . . is that the broadcasters should be put on notice. The overwhelming consensus [of the] Scientific Advisory Committee's report indicates that televised violence indeed does have an adverse effect on certain members of our society." Steinfeld

recommended establishment of a foundation to monitor violence and publish violence ratings, a study of the long-range social implications of violence, FCC scrutiny of stations' programming for children, and encouragement of parental action to educate children about the consequences of violent acts.

FCC Chairman Dean Burch felt that the Pastore study replaced the question of whether something should be done about TV violence with a directive on what should be done. Burch said he wanted broadcasting to reduce "all gratuitous and needless violence" in children's programming and to create "substantial amounts of

show, utilized a gallery of puppets to act out episodes from a young child's life. *Uncle Uri's Treasure*, a WRTV(TV) Indianapolis show aimed at the 7-12 age group, utilized a plot revolving around a hostess, Mimi Cazana, who received information from Uncle Uri, the world traveler. *Checkers and Pogo*, a KNBG-TV Honolulu program used such continuing features as "On The Go," a narrated film of a trip to an educational location in town, and "News Watch," a live broadcast of a top news story directed to children. *Sundown's Tree House*, a KPRC-TV Houston program, utilized children talking to children about field trips. And *Hodge*



The real-life story of terrorism and the fantasies of sports became a single challenge to broadcast journalists at the 1972 Olympics. That was when Arab guerrillas seized Israeli athletes as hostages at Olympic Village in Munich. The TV camera recorded this moment as authorities crossed rooftops above the terrorists and their prisoners during the 23 hours of violence and death. *Broadcasting*, Sept. 11 (CBS photo)

new diversified programming, not just the usual diet of cartoons, to open the eyes and expand the minds of young viewers." At an FCC three-day panel discussion on children's TV in October, broadcasters maintained children's television had been improved and had become more diverse. Citizen groups disagreed and in the words of Joan Ganz Cooney, head of the Children's Television Workshop, producer of *Sesame Street* and *Electric Company*, denounced children's programming as "a national disgrace." As predicted, broadcasters and citizen groups could not agree on either the problems or the solutions.

BROADCASTING, based on a questionnaire it sent to local TV stations, discovered diversity in local children's programming. Some stations aired no children's programming of their own; others aired special shows and used special formats to reach children in various age groupings. Among the findings:

Arthur and Company, a Post-Newsweek

Podge Lodge, a daily half hour, aimed at the 7-10 age group, produced by the Maryland Center for Public Broadcasting (WMPB(TV) Baltimore and WCPB(TV) Salisbury, Md.), presented information on nature.

ABC, CBS and NBC included in their new schedules what some programming executives called "brownie-point shows," or "appeasement gestures, and expensive ones at that." The shows included *Kid Power* (ABC), which showed the world view of 11 neighborhood children, each of different origin; *Curiosity Shop* (ABC), built around a broad theme such as laughter, fright, rules, play and the senses; *ABC After School Special*, using drama and entertainment to "complement grade school activities and classroom work by exploring such areas as literature, science, history, current events, the arts and physical fitness"; *CBS Children's Film Festival*, 11 child-oriented feature films from France, Hungary, Russia, Japan,



Surgeon General Jesse Steinfeld at the Washington news conference as he announced the results of his two-and-a-half-year, \$1-million study that established for the first time a link between violence on TV and aggressive behavior in some children. *Broadcasting, Jan. 24*

Czechoslovakia, Sweden, Ireland and England; *In the News* (CBS), two-and-a-half-minute featurettes about current headlines, televised eight times each Saturday; *Talking with the Giant* (NBC), a show NBC called a "value-judgment series for viewers 10-14 years of age," in which a leading personality talked to youngsters on a given topic; *Watch Your Child* (NBC), a half-hour, weekday program designed to involve parents with their preschool children in "learning through play."

BROADCASTING analyzed the situation in children's television this way: "There is more programing being presented for the young than critics have admitted; it is probably of higher quality and certainly of purer motivation than has generally been attributed to this program type and to the managerial interests behind it. . . . The television children watch extends to all the hours they are awake and allowed to watch. It may range from cartoons to moon shots to situation comedies. . . . It is also a world containing noncommercial as well as commercial television—a point that has not been emphasized. . . . This is not to suggest that commercial broadcasters have no responsibilities in children's programing. At the very least they must avoid the exploitation of the immature. At best they ought to invest time and money in programs that provide helpful guidance while engaging the attention of the young. And that, precisely, is what is being done, all over the country."

Network offerings for the new TV season included: *Sanford and Son* (NBC), a Tandem Productions comedy about a black junk dealer, starring Redd Foxx;

Maude (CBS), a Tandem comedy about an outspoken, liberal, middle-aged woman and her family, with Beatrice Arthur and Bill Macy; *Julie Andrews Hour* (ABC), a variety show with regulars Rich Little and Alice Ghostley; *The Paul Lynde Show* (ABC), a comedy about an attorney and his family; *The Waltons* (CBS), a drama about a Virginia country family in the 1930's, with Ralph Waite and Michael Learned; *The Streets of San Francisco* (ABC), a crime drama about homicide detectives, with Karl Malden and Michael Douglas; *M*A*S*H* (CBS), a comedy about a mobile army surgical hospital in Korea, with Alan Alda, Wayne Rogers, McLean Stevenson and Loretta Swit; *The Bob Newhart Show* (CBS), a comedy



Dramatic footage of the May 15 attempt on the life of Alabama Governor George C. Wallace was taken by CBS cameraman Laurens Pierce. It included this picture of smiling assailant Arthur Bremer, in sun glasses, just before the shooting in the crowd at Laurel, Md.

Broadcasting, May 22

about a psychologist and his wife, with Newhart and Suzanne Pleshette.

The 1971 OTP-orchestrated compromise between cable operators and commercial telecasters became a reality in 1972 when the FCC issued definitive cable rules, effective March 31. Among other items, the new rules allowed cable systems, with certain restrictions, to expand in the top-100 TV markets, required systems to offer channels to educational institutions, and required cable systems to have at least 20 channels. "The freeze is over" John Gwin, chairman of the National Cable Television Association, declared. "The FCC's adoption of new rules for cable makes this a most significant day in the history of communications. This is the watershed from which all progress of cable television will be measured."

Another important development in cable was the Supreme Court's 5-4 affirmation in June of the FCC's authority to require program origination on CATV systems.

In July Cox Cable Communications (245,000 subscribers) and American Television & Communications (280,000 subscribers) agreed to merge in a stock exchange valued at \$140 million. It would have created the second biggest cable multiple system owner in the country (Teleprompter was the biggest), but the merger never came off. In the face of anti-trust litigation threatened by the Department of Justice, the companies scrapped the agreement in April 1973.

The causes of minorities were furthered in 1972, when Nixon appointed Benjamin L. Hooks as the first black commissioner on the FCC. Hooks, a lawyer, clergyman and trusted liaison between the black and white establishments in Memphis, was sponsored by Senator Howard Baker (R-Tenn.). The new appointee immediately set goals to make commercial broadcasters more responsive to minority needs and to open more doors in radio and TV for minorities. Among other reforms, Hooks urged the commission to adopt a "preference" for black ownership in deciding among competing applicants for a new facility.

To counter so-called network dominance and to encourage independent production, the Justice Department filed anti-trust suits against ABC, NBC, CBS and Viacom International, the company that operated CBS's program-syndication and CATV operations. The department charged the networks with monopolizing prime time programing. There were charges that the suits were politically motivated by an administration wary of what it termed "Eastern liberal" domination of communications media.

BROADCASTING editorialized: "The anti-trust suits filed by the Department of Justice against the television networks and Viacom are monuments to government ineptitude. They are based on practices that were discontinued years ago. They would seriously weaken the current system of

television-program supply without providing a realistic alternative. As legal exercises they would flunk a first-year student in a correspondence school of law. . . . The remedy the courts are asked to apply is to prohibit networks from obtaining any interest (except for the first-run right of the exhibition), in any entertainment programs, including movies, and from producing any network programming for themselves. This, applied literally, would not only remove the networks from financial participation in all entertainment programming, it would also remove them from editorial control. . . . If the government persists in prosecution . . . it will still take years for final adjudication. Meanwhile, the networks may go their way doing their best to find programming that will command the popular support that television is accustomed to. . . . The Justice Department has succeeded in uniting just about all other elements in government on the networks' side in this case. That can hardly have been part of the plan."

To bolster its revenues and to offset TV's dominance, radio continued to develop new specialties in programming. By 1972 "black radio" no longer meant simply soul music and personalities; the genre had been enlarged to include gospel, jazz, African music and talk that encompassed a wide range of subjects. Phil Watson of WHUR(FM) Washington defined his station's goal as "nation-building. We want to present the black truth, not only for blacks, but for anyone who wants to know what it is. Our target is the black community, but we'll be reaching out for the white suburbs."

Other changes in radio involved the "coming out of underground radio," the use of progressive rock formats traditionally associated only with FM, but now heard on AM stations. Art Astor of KDAY(AM) Santa Monica, Calif., summarized the situation: "We're FM on AM. We're into a lot of things that are identified with FM only because of the FM progressive-rock thing that has been happening for the last couple of years. It was only underground because nobody allowed it on AM—overground. And now, instead of a pirate thing, it is a legitimate presentation of progressive music. And AM radio has given us that license and legitimacy." Among the underground radio attributes appropriated by the AM stations were an expanded playlist, eight commercial minutes an hour instead of 10, longer intervals of record playing, and creative, special programming on a regular basis.

The expansion and legitimization of country music marked another sign of radio in the early 1970's. According to the Country Music Association, 81 full-time country music stations existed in the U.S. in 1961, but by 1970 the number had grown to more than 650. As country music enjoyed tremendous growth, country stations enjoyed a tremendous increase in revenues. CMA board member Dan McKinnon of KSON-AM-FM San Diego assessed the situation: "The advertisers



Filling out his hand at the FCC, Nixon reappointed Richard Wile to fill the unexpired term of Robert Wells and selected Judge Benjamin Hooks to be the first black commissioner on the agency. Top photo: Wile was sworn in June 5 by FCC Chief Examiner Arthur Gladstone. Bottom photo: Hooks was sworn in July 5 by U.S. District Court Judge William C. Bryant. FCC Chairman Dean Burch is in the background. *Broadcasting, June 12 and July 10*

finally woke up to the fact that people who listen to country music eat, and they drink, and they smoke and they reproduce. They do everything that every other human being does. We've now had just about every prestige advertiser on the station and as a result they've realized we

can really drag in the 25-to-49 age bracket."

In a special report, BROADCASTING pointed out that in 1922 radio had begun to reach around the nation with fewer than 600 stations; 50 years later nearly 7,400 radio stations were on the air.

Stay Tuned: 1973

Who said the following and under what circumstances?

1. "If electronic voyeurism is what the authors of the Communications Act had in mind, I'll eat my copy."
2. "... Editing is the selection of choice and material. That editors—newspaper and broadcast—can and do abuse this power is beyond doubt, but that is no reason to deny the discretion Congress has provided."
3. "We have had our differences in the past, and I hope you give me hell every time you think I'm wrong. I hope I'm worthy of your trust."
4. "Don't get the impression that you arouse my anger. . . . You see, one can only be angry with those he respects."
5. Who accused the FCC of acting "in a consistently unprincipled manner," maintaining an agenda that "is the product of industry pressures, staff idiosyncrasies and political judgments," and of overlooking rule violations "so long as the public is the only victim"?

The answers next week in "1973."

As compiled by BROADCASTING July 20 through July 24 and based on filings, authorizations and other FCC actions.

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

New Stations

FM applications

- Conway, Ark.—KCON Broadcasting Inc. seeks 92.7 mhz, 3 kw, HAAT: 99 ft. Address: 829-831 Parkway, Conway 72032. Estimated construction costs: \$59,000; first-year operating cost: \$26,000; first-year revenue: \$61,000. Format: Beautiful music. Principals: Madge W. Clayton (35%), Billy F. Johnson (25%) and wife, Rosanne H. (20%), Adair S. Howell and Paul W. Logan (10% each). They own and operate KCON(AM) Conway. Filed July 13.
- Murfreesboro, Ark.—Diamond Lakes Communications Inc. seeks 95.3 mhz, 3 kw, HAAT: 300 ft. Address: 386 South Beech, Ashdown, Ark. 71822. Estimated construction costs: \$67,000; first-year operating cost: \$39,500; revenue: \$104,000. Format: Contemporary. Principals: Steve Pearce, Jerry G. Westmoreland, Jim McCollum and James N. Mason (25% each). Filed July 14.
- Homestead, Fla.—Placido A. Rodriguez seeks 95.7 mhz, 100 kw, HAAT: 250 ft. Address: 1035 West 77th Street, Hialeah, Fla. 33014. Estimated construction costs: \$78,500; first-quarter operating cost: \$30,000; first-quarter revenue: \$30,000. Format: Spanish music/language. Principal: Placido A. Rodriguez (100%), assistant building manager at WPLG-TV Miami, Fla., has no other broadcast interests. Filed July 13.
- Vincennes, Ind.—The Original Co. Inc. seeks 92.1 mhz, 2 kw, HAAT: 377 ft. Address: 15 West Locust Street, Vincennes 47591. Estimated construction costs: \$106,000; first-year operating cost: \$104,000; revenue: \$100,000. Format: Standard music. Principals: Mark R. Lange and wife, Sandra K. (50% each). Mark Lange is media consultant and past chairman of Vincennes University Broadcasting, educational FM and TV in Vincennes. Sandra is teacher. They have no other broadcast interests. Filed July 17.
- Edenton, N.C.—Edenton Broadcasting Corp. seeks 102.3 mhz, 3 kw, HAAT: 184.4 ft. Address: P.O. Box 180, Edenton 27932. Estimated construction costs: \$46,500; first-quarter operating cost: \$4,500; first-quarter revenue: \$27,000. Format: Popular. Principals: Robert E. Lee (51%), John W. Baggett Jr. and Issac R. Self III (24.5% each). They are Gatesville, N.C. bankers who also own WCDJ(AM) Edenton. Filed July 15.
- Warren, Pa.—Mark Anthony Communications Co. seeks 103.1 mhz, 3 kw, HAAT: 300 ft. Address: R.D. 2, Cambridge Springs, Pa. 16403. Estimated construction costs: \$47,600; first-year operating cost: \$50,000; first-year revenue: \$66,500. Format: Contemporary. Principal: Terry Lee Manafo (100%), is Erie, Pa., press operator and has no other broadcast interests. Filed July 13.
- Belle Fourche, S.D.—Power Broadcasting seeks 95.9 mhz, 3 kw, HAAT: 300 ft. Address: 201 Main Street, Suite A, Rapid City, S.D. 57701. Estimated construction costs: \$44,700; first-year operating cost: \$41,600; revenue: \$120,000. Format: Contemporary. Principal: Timothy G. Taylor (100%), who owns Rapid City, S.D., advertising agency and has no other broadcast interests. Filed July 14.

■ Randolph, Vt.—Stokes Communications Corp. seeks 102.3 mhz, 3 kw, HAAT: 300 ft. Address: Route 66, Randolph 05060. Estimated construction costs: \$64,000; first-quarter operating cost: \$2,200; first-quarter revenue: \$25,000. Principal: Edward H. Stokes (100%), who is joint owner with wife of WCVR(AM) Randolph. Filed July 10.

■ Stevens Point, Wis.—Skipko Broadcasting Inc. seeks 96.7 mhz, 3 kw, HAAT: 300 ft. Address: 801 Highway 10 West, Stevens Point 54481. Estimated construction costs: \$65,400; first-year operating cost: \$93,000; first-year revenue: \$104,000. Format: Pops/Jazz/CW. Principals: Chester S. Skippy and Ronald R. Kotas (50% each). Skippy is Stevens Point contractor. Kotas is field engineer for Rubicon, Wis., common carrier microwave company. They have no other broadcast interests. Filed July 13.

■ Riverside, Calif.—Bethel Broadcasting Inc. seeks ch. 62; ERP: 834 kw vis, 167 kw aur., HAAT: 2610 ft.; ant. height above ground: 116 ft. Address: 2425 Van Buren Boulevard, Riverside, Calif. 92503. Estimated construction cost: \$1,199,000; first-quarter operating cost: \$73,500. Consulting engineer: Christopher Rager. Principal: nonstock corp.; Carl E. Vaughn is president. He is Riverside real estate broker and has no other broadcast interests. Filed July 20.

TV applications

- Riverside, Calif.—Ettlinger Broadcasting Corp. seeks ch. 62; ERP: 864 kw vis, 86.4 kw aur., HAAT: 1632 ft.; ant. height above ground: 141.5 ft. Address: 8831 Sunset Boulevard, West Hollywood, Calif. 90069. Estimated construction cost: \$735,000; first-quarter operating cost: \$120,000. Legal counsel: Cohn & Marks; Washington. Consulting engineer: Milan Leggett, Apple Valley, Calif. Principals: John A. Ettlinger (60%), Kathleen C. Keep (20%), Charles Theodore (15%) and John's wife, Greta (5%). Ettlinger is Hollywood producer. Keep is associated with EMA/Liberty Records, Los Angeles. Theodore is with Rohr Industries, Chula Vista, Calif. John Ettlinger owns 6.37% each of KDON-AM-FM Salinas; KBBQ-AM-FM Ventura, all California, and 23.18% of KUDO-FM Las Vegas. Filed July 20.
- Riverside, Calif.—KIST Corp. seeks ch. 62; ERP: 3630 kw vis, 363 kw aur., HAAT: 2395 ft.; ant. height above ground: 282 ft. Address: P.O. Box 1587, Riverside 92507. Estimated construction cost: \$1,300,000; first-quarter operating cost: \$402,000; first-year revenue: \$1,400,000. Legal counsel: James E. Greeley, Washington. Consulting engineer: D.L. Markley & Associates, Peoria, Ill. Principal: closely held group of 12 stockholders. W. Cavlos O. Fox is president and Hugh B. MacCauley is chairman. Fox is Homosassa, Fla., management and engineering consultant. MacCauley is San Bernardino, Calif. stockbroker. None have other broadcast interests. Filed July 17.
- Riverside, Calif.—Riverside Family Television Inc. seeks ch. 62; ERP: 2344 kw vis, 234.4 kw aur., HAAT: 2400 ft.; ant. height above ground: 298 ft. Address: 8856 Guthrie Avenue, Los Angeles 90034. Estimated construction cost: \$245,240; first-quarter operating cost: \$217,000. Legal counsel: McCampbell & Young, Knoxville, Tenn. Consulting engineer: Sterling Communications, Chattanooga, Tenn. Principals: Cheryl A. Kearney (80%) and Jack Dalton (20%). Kearney is set decorator. Dalton is Nashville, Tenn., contractor and principal in applications for new TV's at Daytona Beach, Fla., and Richardson, Tex. Filed July 20.
- Riverside, Calif.—Riverside Telecasters Inc. seeks ch. 62; ERP: 3890 kw vis, 389 kw aur., HAAT: 2321 ft.; ant. height above ground: 146.5 ft. Address: 161 Highland Avenue, Needham, Mass. 02194. Estimated construction cost: \$1,557,000; first-quarter operating cost: \$203,000. Legal counsel: Hamel, Park, McCabe & Saunders; Washington. Consulting engineer: Moffet, Rich & Larson. Principal: principally a subsidiary of E.H.D. Inc., which is principally owned by Avi Nelson, talent for WCVB-TV Boston, who has no other broadcast interests. Filed July 20.

cast interests. Filed July 20.

■ Riverside, Calif.—Sunland Communications Co. seeks ch. 62; ERP: 2366 kw vis, 237 kw aur., HAAT: 2258 ft.; ant. height above ground: 150 ft. Address: 501 South Washington Avenue, Scranton, Pa. 18505. Estimated construction cost: \$1,800,000; first-quarter operating cost: \$2,200,000; first-year revenue: \$500,000. Legal counsel: Dow, Lohnest & Albertson; Washington. Consulting engineer: John H. Battison, Columbus, Ohio. Principals: Jack M. Hodin and George H. Strimel (50% each). Hodin is Scranton businessman and applicant for new low power TV at San Diego, Calif. Strimel is Edgartown, Mass. real estate agent and former general manager of WVIA-FM-TV Scranton. Filed July 20.

■ Riverside, Calif.—United American Telecasters Inc. seeks ch. 62; ERP: 4000 kw vis, 400 kw aur., HAAT: 2388 ft.; ant. height above ground: 200 ft. Address: P.O. Box 715, Manhattan Beach, Calif. 90266. Estimated construction cost: \$1,940,000; first-quarter operating cost: \$242,550. Legal counsel: Arent, Fox, Kintner, Plotkin & Kahn. Consulting engineer: Benjamin F. Dawson, Seattle, Wash. Principals: Andrew Kimm (25%) and wife, Rachel (15%), Nicholas C. Chun, Howard Y. H. Kim (25% each), Hakto Pak and Bong Koo Kim (5% each). A. Kimm is Manhattan Beach, Calif., businessman. Rachel is counselor. Nicholas Chun is Los Angeles realtor. Howard Kim is Los Angeles businessman. Hakto Pak is court interpreter. Bong Koo Kim is general manager of World Wide Broadcasting Network, Los Angeles. They have no other broadcast interests. Filed July 20.

■ Melbourne, Fla.—Ellen A. Thiessen seeks ch. 56; ERP: 717.8 kw vis, 71.8 kw aur., HAAT: 241 ft.; ant. height above ground: 275 ft. Address: 7469 Twinbrook Drive, Chattanooga, Tenn. 37421. Estimated construction cost: \$36,600; first-quarter operating cost: \$67,000. Legal counsel: McCampbell & Young. Consulting engineer: Sterling Communications, Chattanooga, Tenn. Principal: Ellen A. Thiessen (100%), a director of Triad Family Television, High Point, N.C., who has no other broadcast interests. Filed July 20.

■ Columbus, Ga.—Columbus Family Television Inc. seeks ch. 54; ERP: 1614 kw vis, 161.4 kw aur., HAAT: 1236 ft.; ant. height above ground: 1319 ft. Address: 232 Bristol Lane, Marietta, Ga. 30066. Estimated construction cost: \$242,700; first-quarter operating cost: \$230,000. Legal counsel: McCampbell & Young, Knoxville, Tenn. Consulting engineer: Scott Baxter; Brentwood, Tenn. Principals: Stephen Kent and son, Jonathan F. Kent (50% each). Stephen Kent is vice president of First National Bank of Cobb County. Jonathan Kent is student. Stephen Kent is applicant for four new low power stations in Georgia. Filed July 20.

■ New Orleans—Educational Broadcasting Foundation Inc. seeks ch. 32; ERP: 2455 kw vis, 246 kw aur., HAAT: 1020 ft.; ant. height above ground: 1045 ft. Address: 7877 Walmsley Avenue, New Orleans 70125. Estimated construction cost: \$2,837,000; first-quarter operating cost: \$150,000. Legal counsel: Robert A. Marmet, Washington. Consulting engineer: Jules Cohen & Associates, Washington. Principal: noncommercial corp.; Norman C. Francis, president of Xavier University, is president. He has no other broadcast interests. Filed July 10.

■ Parkersburg, W.Va.—Parkersburg Family Television Inc. seeks ch. 39; ERP: 691.8 kw vis, 69.2 kw aur., HAAT: 684 ft.; ant. height above ground: 445 ft. Address: 1848 Russell, Lincoln Park, Mich. 48146. Estimated construction cost: \$35,000; first-quarter operating cost: \$61,000. Legal counsel: McCampbell & Young. Consulting engineer: Scot Baxter. Principal: Cora N. Price (100%), salesperson for Lincoln Park Sears, who has no other broadcast interests. Filed July 20.

Ownership Changes

Applications

- WAGC(AM) Centre, Ala. (AM: 1560 khz, 1 kw-

D)—Seeks transfer of control of Radio Centre Inc. from F. H. Boney (100% before; none after) to John C. Kelsey (none before; 100% after) consideration: \$150,000. Principals: Seller is F. H. Boney, who has no other broadcast interests. Buyer is announcer at WPLO(AM) Atlanta, Ga., and has no other broadcast interests. Filed July 20.

■ KFAR(AM) Fairbanks, Alaska (AM: 660 khz, 10 kw)—Seeks assignment of license from Midnight Sun Broadcasters to Borealis Broadcasting for \$675,000. Seller is licensee of KINY-AM-TV Juneau and KTKN(AM) Ketchikan, both Alaska. Alvin O. Bramstedt is president. FCC granted approval for it to sell KENI-TV Anchorage-KFAR-TV Fairbanks for \$4.6 million (BROADCASTING, March 30) and KENI(AM) Anchorage for \$712,000 (BROADCASTING, July 13). Buyer: Louis F. Delong, Edward Meredes and Bill Walley (one-third each). Delong is investor and Meredes is attorney, both Fairbanks. Walley is general manager of KFAR-AM-TV Fairbanks. They have no other broadcast interests. Filed July 14.

■ KXEW(AM) South Tucson, Ariz. (AM: 1600 khz, 1 kw-U)—Seeks assignment of license from RFC Partners to Cactus Broadcasting for \$1,325,000 (BROADCASTING, June 22). Seller is owned by Ernesto V. and Julieta Portillo (23% jointly), Jerry Blackwell (23%), Marvin and Stella Johnson (10% jointly), John and Dolores Mora (10% jointly), Robert and Nellie Elias (10% jointly), Lowell and Anne Rothschild (7.5% jointly), John and Marilyn Mesch (7.5% jointly), Alfredo C. Marquez (7.5%) and Douglas Clark Jr. (1.5%). They have no other broadcast interests. Buyer is principally owned by Jerrold Lyons and Frank I. Lazarus. Lyons is Tucson accountant. Lazarus is Cincinnati businessman. They have no other broadcast interests. Filed July 17.

■ KPAG(AM) Pagosa Springs, Colo. (AM: 1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from KYOR Inc. to H. Robert Gourley & Donald Kirkpatrick for \$360,000. Seller is principally owned by Wayne E. Marcy and Robert Roddy. They own KQAY(FM) Tucumcari, N.M. Also, Marcy owns 49% of KKBK(AM) Aztec, N.M. Buyer: Donald L. Kirkpatrick and H. Robert Gourley III (50% each). Kirkpatrick is El Paso, Tex., advertising executive. Gourley is president and 35% owner of KSLV(AM) Monte Vista, Colo.

■ WXLX(AM) Milledgeville, Ga. (AM: 1060 khz, 1 kw-D)—Seeks assignment of license from Oconee Broadcasting Corp. to Baldwin County Broadcasting Corp. for \$250,000. Seller: Paul Wilkinson, Thomas E. Owen Jr. and Robert H. Herndon (one-third each), who have no other broadcast interests. Buyer: Donald O. McDougald, Paul S. Akins and T.E. Rushing Jr. (one-third each). McDougald is former Savannah banker. Akins is Statesboro, Ga. builder. Rushing is Statesboro farm supplier. They have no other broadcast interests. Filed July 10.

■ WCOH-AM-FM Newnan, Ga. (AM: 1400 khz, 1 kw-D; FM: 96.7 mhz, 1.7 kw, ant. 380 ft.)—Seeks assignment of license from Newnan Broadcasting Inc. to Coweta Communications Co. for \$562,000 (BROADCASTING, July 27). Seller: James O. Hardin Jr. (100%), who has no other broadcast interests. Buyer: Dallas M. Tarkenton (50.01%) and Ronald R. Baker (49.99%). Tarkenton is president and 75% owner of WZAL(AM) Jackson and 100% owner of WJJC(AM) Commerce, both Georgia. Baker owns broadcast equipment company and is president and 39% owner of WNFR(AM) Alpharetta, Ga. Filed July 13.

■ KIVI(TV) Boise, Idaho (ABC, ch. 6, 60.3 kw vis., 12.0 kw aural, antenna 2,660 ft.)—Seeks assignment of license from Futura Communications Corp. to Saw Tooth Communications for \$4.5 million. Seller: Robert V. Hansberger (71.86%) and daughters, Carol Hansberger and Roberta Smyth (14.07% each), who also own KPVI(TV) Pocatello, Idaho. Buyer is subsidiary of Evening Post Publishing Co., Charleston, S.C.-based closely held group of 32 stockholders. Peter Manigault is president and 13.65% owner, and father Edward is chairman and 2.41% owner. It owns through subsidiaries KDDB-TV El Paso, Tex.; KOAA-TV Pueblo, Colo.; and WSBY(AM)-WQHQ(FM) Salisbury, Md. Filed July 13.

■ KDSA(AM) Wichita, Kan. (FM: 91.1 mhz, 14.5 kw, ant. 185 ft.)—Seeks assignment of license from Defenders School of the Air Inc. to Friends University for \$100,000. Seller: nonprofit, nonstock corp.; Hart Armstrong, Kansas City, Mo., minister, is president. No other broadcast interests. Buyer: nonprofit institution; Richard E. Felix is president. It has no other broadcast interests. Filed July 13.

■ KPAL(AM) Pineville, La. (AM: 1110 khz, 500 w-D)—Seeks assignment of license from Robert C. Wagner to Sunbelt Broadcast Corp. for \$270,000. Seller also owns 50% of KCKW(AM)-KJNA(FM) Jena, La. Buyer: Martin L. Bordelon, Grant N. DeJean (49% each) and Roger W. Cavaness (2%). Bordelon and DeJean are Opelousas, La., businessmen. Cavaness owns 23.4% of WMOB(AM)-WLPR(FM) Mobile, Ala. Filed July 16.

■ WLMD(AM) Laurel, Md. (AM: 900 khz, 1 kw-D)—Seeks assignment of license from Interurban Broadcasting Corp. to Mid-Maryland Communications Corp. for \$1,150,000 (BROADCASTING, June 29). Seller: William A. Lemer, who has no other broadcast interests. Buyer is group of 15 stockholders. R. Robert Linowes is chairman and Kenneth R. Sparks is president. Linowes is Silver Spring, Md., attorney and real estate investor. Sparks is executive vice president of Federal City Council, Washington-based civic association. None have other broadcast interests. Filed July 17.

■ WDMV(AM) Pocomoke City, Md. (AM: 540 khz, 500 kw-D)—Seeks assignment of license from MCI Inc. to Robert L. Purcell for \$300,000 (BROADCASTING, July 20). Seller is subsidiary of publicly held Mesta Machine Co., Pittsburgh-based heavy machinery manufacturer. David R. Andrews is president. It has no other broadcast interests. Buyer is Washington consulting engineer who has no other broadcast interests. Filed July 18.

■ KMRN(AM) Cameron, Mo. (AM: 1360 khz, 500 w-D)—Seeks assignment of license from Cameron Radio Inc. to Titan Corp. for \$75,084. Sellers are group of some twenty stockholders who are relinquishing interest. Buyer: Shelby L. Hendee (51%) and wife, Laura L. (49%). Shelby is general manager of KMRN, where Laura is office manager. 49% of KMRN has previously been bought by Hendees. Filed July 17.

■ KCRL(AM) Reno, Nev. (AM: 780 khz, 50 kw-U)—Seeks assignment of license from Virginia K. Cord to Sierra-Pacific Broadcasting Inc. for \$2,000,000 (BROADCASTING, July 27). Seller: Virginia Kirk T. Cord (100%), who has no other broadcast interests. Buyer: John Price and family. They own KKR(D)FM Wichita, Kan. Also, John Price owns 85% of applicant for new TV at Salt Lake City. Filed July 17.

■ WSBL(AM) Sanford, N.C. (AM: 1290 khz, 1 kw-D)—Seeks assignment of license from Crest Broadcasting Corp. to Simmons Broadcasting Corp. for \$225,000. Seller: Stanley H. Fox (57.5%), brother Irvin L. (22.5%) and Robert A. Manning (15%) and Fox's sister, Feronia E. Evens (5%), who own WRMT(AM) Rocky Mount and WJZS(AM) Henderson, both North Carolina. Buyer: T. Lamar Simons (49.4% each). Simons is president and 25% owner of WTYC(AM) Rock Hill, S.C. Williams owns Fayetteville, N.C., mobile home sale and rental firm. McNair is vice president and 42.5% owner of Maxton, N.C. fuel supplier. Filed July 15.

■ WPTN-AM-FM Cookeville, Tenn. (AM: 1550 khz, 250 w-D; FM: 94.3 mhz, 3 kw, ant. 210 ft.)—Seeks assignment of license from WPTN Inc. to Drue Huffines and Robert W. Gallaher for \$650,000 (BROADCASTING, July 27). Seller: principally owned by Louise Keltner, Naomi S. Turner and J.B. Crawley. Crawley owns 100% of WMSK(AM) Morganfield; 50% of WCND(AM) Shelbyville; and 32% of WLCK(AM-FM) Scottsville, all Kentucky. Buyer: Huffines and Gallaher (50% each). Gallaher owns 20% of WKXN(AM) Greenville, Ala.; 25.5% of WKYR(AM) Burkesville, Ky.; 75% of WBCE(AM) Wickliffe, Ky. Huffines is former vice president and one-third owner of WLIV-AM-FM Livingston, Tenn. Filed July 17.

■ WTJT(AM) Franklin, Tenn. (AM: 950 khz, 1 kw-D)—Seeks transfer of control of London Broadcasting Inc. from Starling Crabtree (100% before; none after) to Tom T. Hall and others (none before; 100% after) consideration: \$395,000. Principals: Seller owns 51% of licensee and has no other broadcast interests. Buyers are Tom T. Hall (80%), John D. Lentz and Tandy D. Rice Jr. (10% each). Hall is Nashville-based entertainer and 49% owner of WAGG(AM) Franklin. Lentz is Nashville attorney. Rice is booking agent. Filed July 13.

■ KRWT(AM)[CP] Winters, Tex. (AM: 1060 khz, 1 kw-D)—Seeks assignment of license from Winters Radio Inc. to Soho Broadcasting for \$28,000. Seller: Tom E. Spellman (51%), P.D. Johnson and Larry L. Henderson (19.5) and Balva Dee Prescott (10%). Spellman owns 25% of KAGC(AM) Bryan, Tex., and 13 of applicant for new FM at Bryan; 25% of KSKS(AM) Conroe, Tex., and one-third of new AM

for Plano, Tex. Henderson owns 100% of KTXO(AM) Sherman, Tex. Buyer: Benita S. Soho (51%) and husband, Stanley (49%), who have bought, subject to FCC approval, KBWA(AM) Williams, Ariz. (BROADCASTING, March 2) and KDAN(AM) South St. Paul, Minn. (BROADCASTING, July 20). Filed July 17.

Actions

■ KDHI(AM)-KQYN(FM) Twentynine Palms, Calif. (AM: 1250 khz, 1 kw-D; FM: 95.7 mhz, 16 kw, -79 ft.)—Granted assignment of license from Hi-Desert Broadcasting Corp. to Pinon Broadcasting Corp. for \$775,000. Seller: Arthur E. Sipherd Jr. (90%) and wife, Adeline F. (10%), who have no other broadcast interests. Buyer: Bernard G. Allen Jr. (50.02%), William S. Sanders (9%) and Fluid Capital Corp. (24.99% each). Allen is Chicago-based marketing representative for IBM and real estate investor. Sanders is former vice president for Sunbelt Communications Ltd., Albuquerque, N.M.-based group owner. Fluid Capital Corp is Albuquerque, N.M.-based investment firm. Action July 10.

■ WXTR-AM-FM [AM formerly WMSD] La Plata, Md. (AM: 1560 khz, 1 kw-D; FM: 104.1 mhz, 50 kw., ant. 500 ft.)—Sold by Crystal Broadcasting Inc. to The Dalton Group for \$2 million. Seller is owned by Frank Manthos and Leo Bernstein (49.5% each) and B. Jay Baraff (1%). They have no other broadcast interests. Buyer is owned principally by William Lee Dalton and wife, Susan. Dalton was general sales manager of The Broadcast Group at U.S. Chamber of Commerce. He is former vice president and general manager of WASH(AM) Washington where Susan Dalton was general sales manager. They have no other broadcast interests. Action May 7.

■ WIGO(AM) Atlanta, Ga. (AM: 1340 khz, 1 kw-D, 250 w-N)—Granted assignment of license from WIGO Inc. to Brunson Communications Inc. for \$800,000. Seller: Emil Mogul (70.3%) and wife, Helene (29.7%), who have no other broadcast interests. Buyer: Dorothy Brunson (100%), who owns WEBB(AM) Baltimore, Md. She is also new FM applicant for St. Augustine, Fla. (BROADCASTING, Feb. 5, 1979). Action July 22.

■ WCCQ(FM) Crest Hill, Ill. (FM: 98.3 mhz, 3 kw, ant. 300 ft.)—Granted transfer of control of Nelson

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Broadcasting

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Broadcasting Inc. from Woodrow D. Nelson (100% before; none after) to Lawrence W. Nelson (none before; 100% after) consideration: \$60,000. Principals: Seller is father of buyer. Buyer: Lawrence Nelson is owner and operator of WSPY(FM) Plano, Ill.; and former 52% owner of WPOK-AM-FM Pontiac, Ill., which was granted transfer control (BROADCASTING, June 22) and 25% owner of new FM for Paxton, Ill. Action July 14.

■ KCKN-AM-FM Kansas City, Kan. (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 94.1 mhz, 100 kw, ant. 460 ft.)—Sold by Kaye-Smith Radio to Allbritton Communications for \$2.7 million. Seller is Bellevue, Wash.-based group owner that also sold, subject to FCC approval, KJRB(AM)-KEZE(FM) Spokane for \$2.25 million (BROADCASTING, Feb. 23) and KISW(FM) Seattle for \$2.25 million (BROADCASTING, March 16). It is owned by actor Danny Kaye and wife, Sylvia (40% each) and Lester Smith (20%) FCC granted approval for them to sell KJR(AM) Seattle for \$10 million (BROADCASTING, Aug. 25, 1980); WUBE-AM-FM Cincinnati, Ohio, for \$3.9 million (BROADCASTING, Dec. 8, 1980). Buyer is owned by Joe Allbritton who owns WJLA-TV Washington; WSET-TV Lynchburg, Va., and WCIV-TV Charleston, S.C. as well as daily newspapers in Patterson and Union City, both New Jersey and in Westfield, Mass.

■ KJMO(FM) Jefferson City, Mo. (100.1 mhz, 3 kw, ant. 300 ft.)—Granted assignment of license from K.A.I.R. Inc. to Triple D. Properties Inc. for \$609,375. Seller: principally owned by John W. English and Ronald E. Strong, who have no other broadcast interests. Buyer: Frank R. Newell (45%) and wife, Dianne E. (5%) and Harley M. Lampman (45%) and wife, Mary A. (5%). Frank Newell is former president of KSRD(FM) Seward, Neb. Lampman is general manager of KFMQ(FM) Lincoln, Neb. They have no other broadcast interests. Action July 10.

■ KVCM(FM) Montgomery City, Mo. (FM: 103.9 mhz, 3 kw, ant. 300 ft.)—Granted assignment of license from Montgomery County Broadcasting Co. to Montgomery Media Inc. for \$160,000. Seller: Vincent C. Myles, Robert A. Bowling, Theodore R. Hoffman and Richard L. Arens (25% each). They have no other broadcast interests. Buyer: Dalton C. Wright, James N. Myers and Robert E. Newton (33.33% each). Wright is owner and publisher of *Lebanon* [Mo.] *Tribune*, and partner with Myers in Myers Wright Investments, which holds 15% of the stock of KLDN(FM) Eldon, Mo. They also own 27.5% each of KLPN(AM). Newton is general manager of KLDN(FM). He has no other broadcast interests. Action July 10.

■ WSML(AM) Graham, N.C. (AM: 1190 khz, 1 kw-D)—Granted assignment of license from Acme Communications Inc. to Graycasting Inc. for \$455,000 (BROADCASTING, May 11). Seller: Aubrey W. Aycock (75%) and Norman Young (25%), who have no other broadcast interests. Buyer: Theodore J. Gray, Jr. (100%), who has bought, subject to FCC approval WFLB(AM) Fayetteville, N.C. (BROADCASTING, May 11). He also owns WKHD-AM-FM Altavista, Va., and WRHI(AM) Rock Hill, S.C. Action July 14.

■ WNAD(AM) Norman, Okla. (AM: 640 khz, 1 kw-D)—Granted transfer of control of Oklahoma Communications Inc. from Don H. McLeland and others (100% before; none after) to Norman Broadcasting Inc. (none before; 100% after) consideration: \$800,000. Principals: Don H. McLeland (86.92%) and children, Dan H., Peggy L. and Dorothy S. Reilly (4.36% each), who have no other broadcast interests. Buyer is owned by Wah-leeta Steckline (51%) and husband, Lawrence E. Steckline (49%). Lawrence Steckline is president and owner of KJLS(FM) Hays and KWLS-AM-FM Pratt, both Kansas. He also owns KSLS(FM) Liberal, Kan.; and 25% of KFRW(AM) Salina, Kan. Action July 10.

■ KXVQ(AM) Pawhuska, Okla. (AM: 1500 khz, 5 kw-U)—Granted assignment of license from Thomas Neill Jackson to Edward R. Toles for \$87,500. Seller: Thomas Neill Jackson (100%), who has no other broadcast interests. Buyer: Edward R. Toles (100%), who is general manager of KSGI(AM) Wichita, Kan., and has no other broadcast interests. Action July 10.

Facilities Changes

AM applications

- KUET(AM) Black Canyon, Ariz.—Seeks modification of CP to change hours of operation to U; add 1 kw-N; DA-2. Ann. July 21.
- KCBQ(AM) Lakeside, Calif.—Seeks CP to change

TL to S.W. corner of Willow Road and Ashwood Street, Lakeside; increase height of ant. Ann. July 21.

■ WGNB(AM) Seminole, Fla.—Seeks CP to change city of license to Seminole; change hours of operation to U by adding 1 kw-N; DA-2; increase D power 10 kw; make changes in ant. sys. Ann. July 21.

■ WAIT(AM) Chicago—Seeks CP to change hours of operation to U by adding 1 kw-N; DA-N; and make changes in ant. sys. Ann. July 21.

■ WMIN(AM) Maplewood, Minn.—Seeks CP to change frequency to 1030 khz; change hours of operation to U; add 500 w-N; DA; increase D power to 50 kw; increase height of ant. Ann. July 21.

■ WRNJ(AM) Hackettstown, N.J.—Seeks CP to increase D power to 2.5 kw; make changes in ant. sys. Ann. July 21.

■ *WHA(AM) Verona, Wis.—Seeks CP to change hours of operation to U by adding 1 kw-N; DA-N; change TL to .4 miles S.E. of intersection of highway 141 and Lincoln Street, Verona. Ann. July 21.

■ KUUY(AM) Orchard Valley, Wyo.—Seeks CP to change frequency to 870 khz; increase D and N powers to 10 kw and 2.5 kw; DA-2; change city of license to Orchard Valley. Ann. July 21.

FM applications

■ KJYE(FM) Kailua, Hawaii—Seeks modification of CP (BPH-800225AD) to make changes in ant. sys.; change type trans.; change type ant.; increase ERP: 10.0 kw (H&V) and change TPO (for aux. purposes only). Ann. July 21.

■ WSCH(FM) Aurora, Ind.—Seeks CP to change frequency to 93.7 mhz; increase ERP: 0.0085 kw (H&V); HAAT: minus 19 ft. (H&V). Ann. July 21.

■ WTHI-FM Terre Haute, Ind.—Seeks CP to change ERP: 50.0 kw (H&V); HAAT: 494 ft. (H&V); change type transmitter and make changes in ant. sys. Ann. July 21.

■ WFAU-FM Augusta, Me.—Seeks CP to increase ERP: 50 kw (H&V); change type transmitter and make changes in ant. sys. Ann. July 21.

■ KRCS(FM) Sturgis, S.D.—Seeks CP to make changes in ant. sys.; change type trans.; change type ant.; increase HAAT: 492 ft. (H&V) and change TPO. Ann. July 21.

■ KPTX(FM) Pecos, Tex.—Seeks modification of CP (BPH-10,825, as mod.) to change TL to 1.1 miles from center of city on Old Carlsbad Road, Pecos; change type trans.; change type ant. HAAT: 117 ft. (H&V) and change TPO. Ann. July 21.

■ KGHO-FM Hoquiam, Wash.—Seeks CP to change TL to Morrison Road, 2 miles south of Cosmopolis, Hoquiam; and increase HAAT: 445.75 ft. (H&V). Ann. July 21.

TV applications

■ KETV(TV) Omaha, Neb.—Seeks CP to change ERP to 316 kw vis., 31.6 kw aur., and change trans. Ann. July 21.

■ KAME-TV Reno, Nev.—Seeks MP (BPCT-790110LC) to change ERP to 692 kw vis., 69.2 kw aur. and change trans. Ann. July 21.

TV actions

■ KMPH(TV) Visalia, Calif.—Granted CP to change TL to 0.3 miles N.E. of Generals Highway, 4 miles S.E. of Wilsonia, Calif.; change ERP to 5000 kw (M), aur. to 500 kw (M); change trans.; and make changes to ant. sys.; HAAT: 2000 ft. Action July 9.

■ WVEU(TV) Atlanta, Ga.—Granted authority to operate trans. by RC from SL at building A, 2700 N.E. Expressway, Atlanta, Ga. Action July 9.

■ WHBF-TV Rock Island, Ill.—Granted MP (BPCT-800515KF) to change ERP to 100 kw vis., 10 kw aur., change TL to 5 miles east of Davenport and make changes to ant. sys. (Applicant contemplates shared use of proposed structure with WOC-TV). Action July 10.

■ *WKAR-TV East Lansing, Mich.—Granted authority to operate trans. by RC from SL at 84 Wilson Road, Michigan State University, East Lansing, Mich. Action July 9.

■ KTMA-TV Minneapolis, Minn.—Granted MP (BPCT-3772, as mod.) to change ERP to 1510 kw vis., 151 kw aur.; change trans.; change ant. HAAT: 1190 ft. Action July 9.

■ KCMO-TV Kansas City, Mo.—Granted authority to operate trans. by RC from SL at 4500 Johnson Drive, Fairway, Kan. Action July 9.

■ KECI-TV Missoula, Mont.—Granted authority to operate trans. by RC from SL at 340 West Main Street, Missoula, Mont. Action July 9.

In Contest

Procedural rulings

■ St. Augustine, Fla. **FM proceeding** (Dorothy Brunson, et al.)—ALJ Edward Lutton granted joint request by Brunson, Radio San Augustine Inc., and The Feagin Corp., for approval of settlement agreement; ordered reimbursement of \$10,000 to Brunson and \$10,000 to Feagin by Radio San Augustine; dismissed with prejudice applications of Dorothy Brunson and The Feagin Corp.; granted application of Radio San Augustine and terminated proceeding (BC Doc. 81-147-149). Action July 7.

■ Tacoma Wash. **TV proceeding** (Tacoma School District No. 10, et al.)—ALJ Byron E. Harrison by two separate actions, approved joint agreement by applicants, ordered that reimbursement by Family Broadcasting Co. of Tacoma Community Television Inc., shall not exceed \$37,714.59; reimbursement of Tacoma School District No. 10 by Family Broadcasting Co. shall not exceed \$38,528.03; dismissed applications of Tacoma School and Tacoma Community, granted application of Family Broadcasting and terminated proceeding; dismissed as moot all actions pending at time of settlement agreement (BC Doc. 8-462-464). Action July 9.

Designated for hearing

■ Rosamond, Calif. **FM proceeding** (Dorothy Sinosky d/b/a Rosamond Broadcasters, Carole R. Prenter, and Laurens C. Hall)—Designated for hearing mutually exclusive applications for new FM to operate on 105.5 mhz, at Rosamond, Calif., to determine whether Rosamond and Hall are financially qualified; to determine which proposal would, on comparative basis, better serve public interest; and which applications, if any, should be granted (BC Doc. 81-453-455). Action July 14.

■ Tallulah, La. **FM proceeding** (Sco-Kim Inc., and Mia Broadcasting Corp.)—Designated for hearing mutually exclusive applications for new FM to operate on 104.9 mhz at Tallulah, La.; to determine whether Sco-Kim and MIA are financially qualified; to determine which proposal would, on comparative basis, better serve public interest; and which applications, if either, should be granted (BC Doc. 81-449-450). Action July 14.

■ Everett, Wash. **TV proceeding** (Oak Television of Everett Inc., Unity Broadcasting Company of Washington State, Inc., Greater Everett Telecasters, and Channel 16, Inc.)—Designated for hearing mutually exclusive applications for new TV to operate on ch. 16, at Everett, Wash.; to determine whether Oak Television, is financially qualified to construct and operate as proposed; to determine whether Unity is financially qualified to construct and operate as proposed; to determine whether Greater Everett is financially qualified and if there is reasonable possibility that proposed tower height and location would constitute hazard to air navigation; to determine whether Channel 16 is financially qualified; to determine on comparative basis, which of applications would best serve public interest; and which of applications should be granted (BC Doc. 81-456-459). Action July 8.

FCC decisions

■ FCC granted Greater Media Radio principal Daniel Lerner stay of July 16 effective date by which he was required to divest his ownership interests in WLLH Inc., licensee of two radio stations in Lowell, Mass. Divestiture was required by grant of Greater Media's application for new FM on 100.3 mhz at Media, Pa. Since Greater Media contemplates settlement agreement under which other mutually exclusive applicants will withdraw, it is seeking deletion of divestiture requirement. FCC said it was not prepared at this time to determine whether post-decisional settlement agreement could be basis for deletion of conditions of grant in comparative proceeding.

Allocations

- Madisonville, Owensboro and Princeton, all Ken-

tucky—Reassigned UHF TV ch. 19 from Owensboro to Madisonville as that community's first commercial television assignment, substituted UHF TV ch. 48 at Owensboro, effective September 23 (BC Doc. 80-607). Action July 9.

■ Muncie, Ind.—Substituted UHF TV ch. 17 for UHF TV ch. 61 at Muncie as channel assignment reserved for noncommercial use, effective September 21 (BC Doc. 80-859). Action July 9.

■ Delhi, La.—In response to petition by Baker Broadcast Enterprises proposed assigning 93.5 mhz instead of 92.1 to avoid short spacing to Delhi as that community's first FM assignment, comments due September 21, replies October 13 (BC Doc. 81-437). Action July 9.

■ Tioga and Boyce, both Louisiana—Assigned 98.3 mhz to Tioga as its first FM assignment and substituted 102.3 mhz for 98.3 mhz at Boyce, effective September 23 (BC Doc. 81-100). Action July 9.

■ Middleton, Mass.—Assigned UHF TV ch. 62 to Middleton as its first TV ch. assignment, effective September 23 (BC Doc. 80-754). Action July 9.

■ Las Vegas and North Las Vegas, Nev.—Assigned 106.5 mhz to Las Vegas as its seventh FM assignment and 104.1 mhz to North Las Vegas as its first FM assignment, effective September 22 (BC Doc. 80-700). Action July 9.

■ Mt. Vernon, Ohio—Denied petition by Mt. Vernon Broadcasting Co. for reconsideration of Report and Order adopted July 30, allocating 98.3 mhz to Mt. Vernon, Ohio as its second FM assignment, and terminated proceeding (BC Doc. 80-22). Action July 20.

■ Redmond, Ore.—In response to petition by the Oregon Broadcasting Co. proposed assigning 102.9 mhz and 107.5 mhz to Redmond and proposed modifying license of KSBC(FM) Redmond, to operate on 102.9 mhz, channel originally sought by petitioner; or proposed assigning 98.3 mhz to Redmond which would eliminate need for station KSBC to change its operating frequency; ordered KSBC to show cause why its license should not be modified to operate on 102.9 mhz. Action July 9.

■ Blairsville, Pa.—Assigned 106.3 mhz to Blairsville as its first FM assignment, effective September 22 (BC Doc. 80-854). Action July 9.

■ Andrews and Pawley's Island, S.C.—Assigned 100.9 mhz to Andrews as its first FM assignment, with site restriction of three miles to prevent short-spacing with WWOM-FM, Sumter, S.C., effective September 14 (BC Doc. 80-701). Action July 13.

■ Tremonton, Utah—In response to request by Bear River Broadcasting Inc., proposed assigning either 100.7 mhz or 104.9 mhz to Tremonton as its first FM assignment, comments due September 14, replies October 5 (BC Doc. 80-512). Action July 13.

■ Montpelier, Stowe, Vergennes and Waterbury, all Vermont, and Moriah and Port Henry, N.Y.—Deleted 106.3 mhz from Moriah and assigned it to Vergennes; assigned 92.7 mhz to Montpelier; substituted 103.1 mhz for 101.7 mhz at Waterbury and assigned 101.7 mhz to Stowe; and assigned 92.1 mhz to Port Henry, N.Y., effective September 14. (BC Doc. 81-235). Action July 10.

Cable

Applications

■ Marco Communications Inc. for Houston, Tex. (4.6m; Prodelin; E3372).

■ H & R Management for Houston, Tex. (4.6m; Prodelin; E3374).

■ Wade-Bird & Associates Inc. for Houston, Tex. (4.6m; Prodelin; E3375).

■ Big Valley Cable vision Inc. for Manteca, Calif. (4.5m; Prodelin; E3376).

■ Clover Leaf Farms for Brookville, Fla. (7m; Microdyne; E3377).

■ Marco Communications Inc. for Houston, Tex. (4.6m; Microdyne; E3378).

■ Springs Valley Cablevision Corp. for French Lick, Ind. (5m; AFC; E3379).

■ Pinebelt Cablevision of Satsuma Inc. for Satsuma, Ala. (5m; S-A; E3382).

■ Fort Smith Cable TV Co. for Sallisaw, Okla. (5m; S-A; E3383).

■ Arizona State, Division of Emergency Services for St. Johns, Ariz. (5m; Unknown; E3384).

■ Continental Cablevision of New Hampshire Inc. for Portsmouth, N.H. (5m; Microdyne; E3385).

■ Mount Cities Cable TV Inc. for Mount Vernon, Tex. (5m; S-A; E3386).

■ Brigham City Associates for Brigham City, Utah (4.5m; Andrew; KG65).

■ Magic Valley Cable Vision Inc. for Twin Falls, Idaho (6m; RE Systems; KG71).

■ Uvalde Television Cable Corp. for Uvalde, Tex. (6m; Harris; KG91).

■ Cable TV of Durango for Durango, Colo. (5m; S-A; KH27).

■ LaFourche Communications Inc. for Thibodaux, La. (6.1m; Harris; KH66).

■ General Electric Cablevision Corp. for Biloxi, Miss. (5m; S-A; WF94).

■ Northwest Illinois Television Cable Co. for Galesburg, Ill. (4.5m; Andrew; WG91).

■ American Cablevision of Carolina Inc. for Spring Lake, N.C. (5m; S-A; WH48).

Grants

■ Blue Ridge Cable Television Inc. for Damascus township, Pa. (E3171).

■ Idyllwild Cablevision Inc. for Idyllwild, Calif. (E3200).

■ Carlsbad Cablevision for Carlsbad, Calif. (E3201).

■ Service Electric Cable TV Inc. for Allentown, Pa. (E3202).

■ United Cable Television Corp. of Michigan for Woodhaven, Mich. (E3204).

■ Satellite Cable TV Corp. for Scott AFB, Ill. (E3207).

■ Saline County Cable Television Inc. for Benton, Ark. (E3209).

■ Community Tele-Communications Inc. for Glenwood Springs, Colo. (E3210).

■ Community Tele-Communications Inc. for Monroe City, Mo. (E3211).

■ Nation Wide Cablevision Inc. for Poughkeepsie, Wash. (E3212).

■ Hi-Net Communications Inc. for New Iberia, La. (E3215).

■ Hi-Net Communications Inc. for Orlando, Fla. (E3216).

■ Century Cable of Northern California for San Pablo, Calif. (E3223).

■ Nor-Com Video Inc. for Adams, Wis. (E3232).

■ General Electric Cablevision Corp. for Watertown, N.Y. (E3233).

■ Nor Cal Cablevision Inc. for Paradise, Calif. (E3235).

■ Desert Hot Springs Cablevision Inc. for Desert Hot Springs, Calif. (E3238).

■ Telecable Inc. for Lake Odessa, Mich. (E3239).

■ American Cable Television Inc. for Lake Havasu City, Ariz. (KB87).

■ Communications Services Inc. for Lake Charles, La. (KD40).

■ RCA Alaska Communications Inc. for Eagle River, Alaska (KD50).

Call Letters

Applications

Call	Sought by
New FM's	
KMGQ	Goleta Communications Corp., Goleta, Calif.
WTHD	Flanagan, Flanagan and Cross Inc., Columbia, N.C.
KLIM	Ioies Inc., Forks, Wash.
KSIT	Imperial Broadcasting Inc., Rock Springs, Wyo.
Existing AM's	
WVMY	WJBY Gadsden, Ala.
KZKZ	KEOS Flagstaff, Ariz.
KRMX	KAPI Pueblo, Colo.
WCBF	WINQ Tampa, Fla.
WBUD	WKXW Trenton, N.J.
WHKE	WEND Edensburg, Pa.
WSPP	WZUU Milwaukee
Existing FM's	
KRMX-FM	KAPI-FM Pueblo, Colo.
KKUZ	KPCG Joplin, Mo.
KBZQ	KKOZ Billings, Mont.
WXXG	WLIV-FM Livingston, Tenn.

Grants

Call	Assigned to
New AM's	
WWES	Erwin S. Solomon, Hot Springs, Ark.
WEKC	Williamsburg Broadcasting Inc., Williamsburg, Ky.
New FM's	
WXRS-FM	WSJ Radio Inc., Swainsboro, Ga.
KMDL	Mid-Acadiana Broadcasting Corp., Kaplan, Mo.
WWCJ	Ethnic Public Broadcasting Foundation, Jackson, Miss.
KBVD	Ruidoso Broadcasting Co., Ruidoso, N.M.
WDNH-FM	WAEN Broadcasting Corp., Honesdale, Pa.
KEMM	Commerce Broadcasting Inc., Commerce, Tex.
Existing AM's	
WSUX	WSFD Seaford, Del.
WSLL	WSSL Centerville, Miss.
WRPO	WBOO Baraboo, Wis.
Existing FM's	
KGFT	KARP Carpinteria, Calif.
WBey	WACA Grasonville, Md.
KEVR	KEVR-FM Espanola, N.M.
Existing TV	
KESQ-TV	KESQ Palm Springs, Calif.

Summary of broadcasting

FCC tabulations as of June 30, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,615	3	1	4,619	121	4,740
Commercial FM	3,322	2	0	3,324	170	3,494
Educational FM	1,105	0	1	1,106	66	1,172
Total Radio	9,042	5	2	9,049	357	9,406
Commercial TV						
VHF	521	1	0	522	6	528
UHF	242	0	0	242	109	351
Educational TV						
VHF	103	1	3	107	6	113
UHF	156	2	4	162	17	179
Total TV	1,022	4	7	1,033	138	1,171
FM Translators	8	0	0	8	16	24
TV Translators						
UHF	2,616	0	0	2,616	220	2,836
VHF	1,410	0	0	1,410	480	1,890

*Special temporary authorization

**Includes off-air licenses

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Aggressive Sales Manager wanted for new 100K-FM contemporary in medium market. Excellent salary, over-ride and stock option potential. 701-772-5626.

Wanted Sales Manager or Trainee. Male or Female. Guarantee 250.00 weekly, car, expenses. Also two announcer sales people. 5.00 hour announcing, 20% sales. George Morey 817-937-2563. Childress, Texas.

Aggressive sales manager with management potential. Wes Haugen, KBOM Box 1377, Bismarck, ND, 58502. 701-663-6411.

Losing Sales Manager due to relocation in 90 days, need experienced replacement for immediate hire. Beautiful music format, top ratings. Minimum 5 years sales experience, RAB trained, proven track record. Send resume Cleve Brien WREZ-FM, PO Box 5000 Montgomery Ala. 36192.

Christian Radio of Magic Valley, in South Central Idaho needs development director. Salary/commission negotiable. Call 208-734-5777.

General Manager—Sports Division—See classified display ad under Help Wanted Management.

Division Vice President. Southeast Communications Company seeking aggressive individual to direct the operations of eight radio stations in medium and major markets. Individual selected will have an exceptional performance record in major and medium markets, AM and FM, various formats; strong administrative and sales management skills required. Box G-174.

News and Public Affairs Director for hundred thousand watt NPR affiliate. Duties: programs and supervises all news program preparation. Supervises news and public affairs producer. Trains and supervises student staff. Supervises preparation and broadcast of two daily news magazines. Provides program concepts and production for local, regional, and national broadcast. Participates in asertainment and quarterly station review processes. Qualifications: BA/BS in Communications or related field; five years broadcast experience with preference of at least 2-1/2 years in Public Radio broadcasting; Knowledge of FCC regulations; extensive creative production knowledge needed with regional and national production credits helpful. Salary: negotiable; minimum \$14,800. Deadline: August 10 1981. Contact: send resume and three letters of recommendation (required) to: Chairman Search Committee; WUFT FM 2108 Journalism Building, Salinessville, FL 32611. (Nonreturnable production tape encouraged).

Station Manager for a public FM radio station at Friends University. Master's degree preferred, Bachelor's degree essential. Experience in public broadcasting important. Needs to relate well to students. Should be familiar with FCC regulations. Should also be comfortable in an evangelical Christian setting. Station just purchased, must be set in operation. Salary competitive. Write: Harper Cole, Academic Dean, Friends University, 2100 University, Wichita, Kansas 67213. Equal Opportunity/Affirmative Action Employer.

Wanted: Station Manager—5000 Watt AM non-directional with construction permit for 100,000 Watt FM. Opportunity to buy in plus percentage of profit. Golden opportunity for the right person. St. Ignace, Michigan. Call nights 517-321-1763.

General Manager Our FM 77 KW (modern country) and AM 1 KW (adult contemporary) have never been better staffed and are doing quite nicely. We seek a person with the character and skills to build in their strengths. Join our locally owned operation in this outstanding community of 55,000. Ownership participation is possible. Send resume with references and compensation requirements to Ken Parks, Owensboro Broadcasting Company, P.O. Box 1330, Owensboro, KY 42302.

100,000 watt public radio KOSU-FM seeks music director. Duties involve planning, organization and execution of station music programming with emphasis on music selection, presentation and training of music personnel. Responsible for maintenance of record library. Weekly announcing responsibilities. Quarter-time academic commitment as adjunct lecturer in the Journalism and Broadcasting Department. Qualifications: Demonstrated knowledge of classical music; experience in broadcasting; Master's degree in radio/television or music or significant experience in radio/television or music preferred. Salary range \$14,000 to \$14,860 dependent upon qualifications. For a more detailed job description, forward audition tape, resume, and three references postmarked no later than August 31, 1981, to: Craig Beeby, General Manager, KOSU-FM, Oklahoma State University, Stillwater, Oklahoma 74078. KOSU is an Affirmative Action, Equal Opportunities Employer.

Experienced Sales Executive. Immediate management, chance for ownership once you prove yourself. Must lead in sales and direct others in beautiful western PA. community. Reply Box H-22.

HELP WANTED SALES

Experienced Radio Sales Account Executive with proven track record. Exciting, challenging position available in growing Las Vegas. Phone Sales Manager, Marion E. MacKinnon at 702-732-2555. Tuesdays & Wednesdays 9 am-12 Noon PDT.

Gospel Station 24 Hours major midwest market needs someone to sell religious programs. Up to 50% commission!!! Box G-110.

Sales Manager for 100kw stereo rocker in mid-west. Group insurance, expenses and a bright future in prosperous medium sized community. Huge coverage area, solid sound. Experienced professionals only. Send track record for past twelve months, resume and references to Box G-132 strictly confidential.

Excellent opportunity for aggressive radio salesperson to join a fast growing group at WOKO, Albany, NY's pure country music station. Direct sales and agency experience necessary. Contact Al Miller, 12 Colvin Avenue, Albany, New York. 518-449-1460, E.O.E.

General Manager—Sports Division—See classified display ad under Help Wanted Management.

Sales Opening in Beautiful Northern Michigan. Great opportunity for the right person. Possible advancement. Group owner. Write in care of Box 286, Petoskey, Michigan, 49770.

Do You Love To Sell? Would you like an opportunity to grow with a young progressive company? Could you call Bill Pope today? WJAZ 912-432-9181.

Northern California Coastal AM-FM in beautiful Redwood Country where year around daytime temperature ranges 50-80 (never snows) needs two professional, conscientious, ambitious salespeople. AM is A/C days and CHR nights. FM is CHR days and AOR nights. Stations rank 1 and 3 overall with good demos but we don't sell numbers. Better than normal commissions and opportunity to grow with four station (soon to be six) progressive group. Future management opportunities. EOE/MF Resume: Katz, c/o KFMI, P.O. Box 3718, Eureka, CA 95501.

WCHN AM/FM, Norwich, N.Y., is changing hands for the first time in 30 years, and the new owner is seeking an experienced, selling sales manager. Come enjoy small town life and good \$\$! Sen resume to Matt Cooney, Jr., 40 Randall Avenue, RD 2, Norwich, N.Y. 13815 EOE.

HELP WANTED ANNOUNCERS

Can you relate to great MOR songs of the past thirty years? Do you have good pipes, plus a warm persona-beat on-air delivery? Can you relate to adults? If you answer yes to all three. Contact Don Bell, WSOC, Charlotte, N.C. 704-372-0930. EOE M/F.

Experienced AOR announcer sought to replace our afternoon drive announcer who desires to go into sales. Must have excellent production skills! Top facility and equipment! Excellent staff! \$13,000 to \$15,600 depending on talent! Tape and resume to General Manager, KQDS, P.O. Box 6167, Duluth, MN 55806.

Beautiful Southeast established AM looking for professional experienced communicator to live in one of America's most beautiful cities and work for professional group-owned adult contemporary station. \$20,000 Plus benefits. Box G-198.

Wanted: The Best in the West! CHR & Modern AOR Jocks. No hype. Awesome! Tapes & resumes to Mark Driscoll, Group PD, PO Box 220 Arroyo Grande, CA 93420.

Country FM Powerhouse expanding "live assist" operation. Disciplined, multi-talented announcers, with experience, needed to maintain top ratings. Offering Texas sunshine plus beautiful beaches with everything you're looking for in recreational activities. Call Steve or Al 512-643-6504. E.O.E.

New England A/C 5KW looking for full and part time air personalities. Live assist operation. Good production skills. Full time starts \$700 to \$800 monthly. Tape and resume to Joe Corcoran, WCAP, 243 Central St., Lowell, MA 01851. EOE.

Wanted: Experienced announcer/assistant engineer-Salary open. Let's talk 916-233-2713.

Hartford Connecticut WCCC AM-FM looking for talented morning personality. AOR format. Salary open. Send resume and tape to: General Manager, 243 South Whitney St., Hartford, Equal Opportunity Employer.

Talk Show Host—Highly motivated, well-informed, not afraid of controversy, top 50 Northeast market, State Capital. Salary negotiable. Send resume now to WQBK, Box 1300, Albany, NY 12201.

5000 Watt Small Market AM needs a creative experienced morning person—Male or female. Send tape and resume to Gary James, WARE 90 South St., Ware, Massachusetts 01082.

Wanted: Medium market adult-contemporary AM station needs 7-Midnight personality. Prior experience and good voice with production skill a must. Good pay, progressive management, talented staff in a great community with a Big Ten University. We've fed 6 people into major market media positions in the last 18 months. Send telescoped air-check and resume to Charlotte Webb, Administrative Assistant, WTTS Radio, 535 South Walnut, Bloomington, IN 47401. An Equal Opportunity Employer.

Mature morning announcer familiar with big band, mainstream jazz and concert music. Small AM in northern New England. Send resume to Box H-10.

HELP WANTED TECHNICAL

Chief Engineer FM/AM combination in S.E. Wisconsin. FM is 50 kw top 40, with new studios. AM is 500 w, partially automated with Harris 90 system. Contact John Fischler, Corporate Engineer, 8686 Michael Lane, Fairfield, Ohio, 45014. Call 513-874-5000. E.O.E.

Vermont Directional AM Station seeks experienced engineer. WRite C. S. Parker, WDEV Radio, Box 296, Waterbury Vermont. 05676. EOE.

Southeast. Chief engineer for AM and hi-power FM. Automation. Lots of equipment. Send resume & salary expectations to Box G-204. EOE.

Chief Engineer Wanted for popular AM/FM California Coastal City operation. This is not a beginner position. Experienced, hands-on, self-starter with administrative skills. Strong audio background and maintenance know-how. Send resume, references and salary history to: Box G-185. An EOE/M-F Employer.

HELP WANTED TECHNICAL CONTINUED

Chief Engineer—Established company with modern plant, good pay and benefits. 24 Hour AM and FM stations. Resume and salary requirements to: Jim Livengood, KBUR/KGRS, Box 70, Burlington, Iowa 52601. EOE.

Immediate opening for staff engineer familiar with maintenance of stereo equipment—Cleveland's technical leader 1220/WGAR. Contact Robert Reymont, 9446 Broadview Road, 44147. State salary requirements. An EEO employer.

Within 50 miles of Boston, there is an opening at one of our group stations for a radio technician/engineer. If you have experience and creativity, send your qualifications to Ed Juare, Engineering Director, Knight Quality Group Stations, P.O. Box 927, Fall River, Massachusetts, 02722. EOE.

Experienced Engineer for Directional 5 KW San Diego station. Call 714-298-7200 or Write KMJC P.O. Box 81554, San Diego, California 92138.

Chief Engineer for Top 40 FM/AM In Medium Market. We will pay top dollar for audio and RF man willing to roll up his sleeves and produce fine audio and solid maintenance. FM is ranked No. 2 in market and growing. Rare opportunity that demands investigation. Our employees know of this ad. Equal Opportunity Employer. Reply to Box H-16.

HELP WANTED NEWS

News Director—Growing Southwest chain needs aggressive news pro to direct department, deliver morning drive news. Conversational and highly credible one-on-one approach a must. Send cover letter and

Combo P-B-P, sports director with announcing shift for Western A/C station. Write Box G-193.

News Anchor needed for medium market New Jersey radio station. We need a good voice, excellent gathering skills, and dedication to local news. We offer a good salary and benefits, and a chance to grow in broadcasting. You need at least one year's commercial radio experience. Send a resume only to: Box G-197. EOE.

Radio Broadcast Operations/News Producer. \$6.16 per hour and excellent fringe benefits; 37½ hours per week; 14 paid holidays and 12 days paid vacation per year. Previous experience required; appropriate communications degree or license highly desirable. Inquire Personnel Office, Arizona Western College, P.O. Box 929, Yuma, AZ 85364. Equal Opportunity Employer.

Wanted: A mature-voiced veteran, a professional who can anchor mid-days, host a public affairs program, and work special assignments. Tapes and resumes only ... no calls. Scott White, News Director, WBT Radio, Charlotte, North Carolina 28208. An Equal Opportunity Employer.

General Manager—Sports Division—See classified display ad under Help Wanted Management.

All-news WINZ needs a great anchorperson. Minority applicants invited. EOE. Tape, resume to Dave Ryder, Program Manager, 4330 N.W. 207 Dr., Miami, FL 33055. No calls please.

Morning Anchor/Reporter: Must be able to report, write and anchor newscasts. Should have basic knowledge of news gathering equipment. 3-5 years experience preferred. Send resume and tape to WOWO Radio, 203 West Wayne, Fort Wayne, IN 46802, Attn: Bob Darling. No phone calls. WOWO is an Equal Opportunity Employer.

Morning News Person needed for 4-person news department. Must be working journalist with good air sound. Send tape and resume to Annette Jenkins c/o KLIX, P.O. Box 1259, Twin Falls, ID 83301 or 208-733-1473.

News Director. Immediate opening at WNLK/Q96 Norwalk, Connecticut. Dynamic suburban market just 40 miles from NYC. We're looking for an experienced broadcast journalist with broad interests, strong organizational and leadership abilities, and an excellent on-air sound. Send tape, resume and salary requirements to Mike Hanson, General Manager, WNLK/96, P.O. Box 1350, Norwalk, Conn. 06852. EOE.

Small Market Modern Country music radio station looking for news person with experience writing and delivering newscasts. Prefer knowledge of Central Florida news sources. Send tape, resume and salary requirements to News Director, WGTO, P.O. Box 123, Cypress Gardens, FL 33880. An EOE M/F.

UPI Audio hired our news director, creating an opening for hard working, professional anchor/reporter. Great opportunity. Aggressive, growing organization. Tapes/resumes to Rick Wimberly, News Director, South Carolina Network 1825 St. Julian Place, Columbia, S.C. 29204.

Morning drive anchor, with reporting duties, needed at midwest AM committed to local news. Top 50 market. Good writing skills, quick with tape, strong delivery essential. No beginners. Resume/references/writing samples to: Box H-38.

Southeast group station, small but influential market, seeks experienced general assignment reporter. Degree preferred, but not essential. Minimum 1 year experience. Good growth position with a growing company. Send resume to Box H-37. EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Major Eastern news/talk looking for dynamic talk host. We want the best and are willing to pay for it. EOE. Box G-179.

Central California Coast modern AOR seeks PD. Research, music, promotion & leadership a must. Send philosophy, etc. to: Mark Driscoll, Group PD Box 220 Arroyo Grande, CA 93420.

We want a hard working creative production director for a growing and aggressive contemporary adult station in S.E. TX. Duties will include copy writing building and training production dept. Air shift. Call Dave Graichen or Gary Teaney at 713-769-2475. \$12,000 year.

Immediate Opening religious PD-Philadelphia. WTMR would like to hear from experienced programer who can also handle an Air Shift. Contact Mrs. Louise Bessler, Station Manager, at 609-962-8000. Starting salary \$10,000/yr. to start. Includes pension and health Ins. 5 days a week Monday thru Friday, afternoon shift.

Farm Service Director: Must be able to write and report features and market reports for a minimum of 20 hours per week of "On the Air" work. Heavy community involvement is required. 3-5 years experience necessary. Send resume and tape to WOWO Radio, 203 West Wayne, Fort Wayne, IN 46802. Attn: Bob Darling. No phone calls. WOWO is an Equal Opportunity Employer.

Program Director 10KW full time KKAJ Aberdeen, South Dakota modern country morning airshift 12-15k to start for experienced creative pro. excellent benefits including use of vehicle. Send resume and cassette aircheck to Dave Laustsen 6400 W. Shore Drive, Aberdeen, South Dakota 57401 E.O.E. M/F. No telephone calls please.

WMZQ in Washington, D.C. is looking for a Promotion Director. Salary is negotiable. Person should have experience in radio promotion, preferably Country. Contact Gil Rozzo, General Manager (202) 362-8330. WMZQ is an equal opportunity employer.

WANS-FM (Greenville, S.C. Contemporary FM) looking for copywriter/production director plus parttime air talents. Send tape and resume to Bill McCown, Box 211, Anderson, S.C. 29622. Phone 803-224-3424.

Award Winning Modern Country music station looking for experienced program director. Must have managerial skills and be good in creative production. Send tape and resume to General Manager, WGTO, P.O. Box 123, Cypress Gardens, FL 33880. An EOE M/F.

WNMU-FM seeks radio producer/director in news and public affairs. Responsible for production of local public affairs programs, a 3-hour daily board shift (6 am), and hosting a weekly 30-minute radio-television program. Requires B.A. or equivalent experience. FCC license/permit and news and public affairs background. Salary minimum \$13,850. Send resume and audition tape to Office of Personnel and Staff Benefits, Northern Michigan University, Marquette, MI 49855. Postmarked by Aug. 21, 1981. An affirmative action/equal opportunity employer.

Growing group operates (5 stations) looking for on air P.D. at home office station, leading to group P.D. job. Leadership and organizational ability a must. Person needs good writing and production skills plus ability to become part of winning team. Top rated station for years. Looking for person who loves radio as we do. Good money for right person. No calls. Send resume and cassette to, Rusty Reynolds, KYKX, Box 2727, Longview, TX 75606. E.O.E.

Growing group operates (5 stations) looking for on air P.D. at home office station, leading to group P.D. job. Leadership and organizational ability a must. Person needs good writing and production skills plus ability to become part of winning team. Top rated station for years. Looking for person who loves radio as we do. Good money for right person. No calls. Send resume, cassette to, Rusty Reynolds, KYKX, Box 2727, Longview, TX, 75606. E.O.E.

KCRS/KWMJ, Midland-Odessa, Texas accepting applications for drive announcer-production manager. Experience & good voice required. Excellent compensation package in this 8-station group. Tape & resume to: Jerry Green, Program Director, Box 4607, Midland, TX. 70704. Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

Attention Group Owners: Even with good individual station managers, if you are unable to devote full time to the operation of your group ... or if you are not satisfied with its profit and growth ... you need a good group manager. My 15 years of very successful station and group management experience encompasses all market sizes, most formats, AM & FM, total rebuilding, purchases, sales and major improvements. Strong qualifications include administration, sales development, programming and promotions ... plus a dedication to, and love for radio. I am a resourceful, imaginative and practical developer of people and properties ... a hard working, shirt-sleeve manager, not an ivory tower executive. Finest of references will prove my worth to your organization. Will consider only a long term opportunity with a good, growth oriented group. Box F-117.

General Manager. Lengthy experience with exceptional performance record in major and medium markets. AM & FM, various formats. Excellent administrator, strong sales management, plus all the other qualifications for successful station management ... with references to prove it. Carefully looking for long term association with quality organization. Box F-118.

Experienced GM seeks position, expertise turnaround situations, sales, programming, excellent references, prefer urban contemporary or Black oriented formats, bottom line oriented. If your ratings and sales are low, make your move before fall book begins. Box G-122.

General Manager—12 years combined broadcast management experience metro San Francisco and Los Angeles. Strong sales management. Excellent references. Box G-175.

Meet your new G.M. 25, a successful salesman, sensitive & productive sales manager, and now ready for G.M. Aggressive, enthusiastic, determined, with the energy, commitment and experience you want. If you're looking, you've found him. Reply Box G-189.

General/Operations Manager: Lengthy experience in all phases of Small/Medium AM/FM. Excellent Administrator. Looking for longterm commitment. Prefer Michigan. Box G-208.

\$100,000 Plus local sales in 5 months! Employed. GM/GSM position only. Detailed eleven year portfolio with references. Box 1185, Toms River, New Jersey 08753.

Sales and Sales Force—Profit That's the name of the game. Director/Retail Sales Development in top 3 market. Heavy in Retail Sales and training and getting top sales force. Want Sales Management. To avoid misunderstanding, 24 years in Radio—age 50. Box H-24.

Corporate Director of retail sales development. Heavy experience in Co-op, Sales, Sales Training and Management. Proven, verifiable high-dollar track record. Have been Co-op and Local Sales training consultant for major groups. Looking for group commitment and permanency with headquarters staff in Mid-Atlantic or Southeast, Box G-33.

SITUATIONS WANTED MANAGEMENT CONTINUED

If all these ads look and sound alike, lets try a different approach. Respond to this ad, sell me on your company and I'll sell you an experienced, competent manager who wants employment with a respectable company. Box H-13.

General Manager in search of an opportunity with a solid progressive organization. Can offer 19 years experience managing AM & FM all markets. Strong organizer specializing in heavy sales, promotions, profits. A dedicated professional that's done it all. Success breeds success. Excellent credentials. Box H-31.

Country Music Specialist in Medium Southern Market. 14 years in management. Built station into profitable winner. 26 years same market. After 5 EST. Call 615-875-3201.

Aggressive Sales pro seeking management position. O&M 10 years experience in Major Market Radio. Successful background in management, leadership, promotion and merchandising. Bottom line oriented. Looking for parttime ownership potential. Box G-161.

Successful Young Manager wants move South-east. Medium or small market. Degree. 20 years all departments. 13 years one station. References. Presently employed as Manager. Want career opportunity. Family. South only. Prefer Florida. Box H-29.

SITUATIONS WANTED SALES

Mature Experienced Sales, P.D., morning man. California preferred. Seeks position in stable station. Box G-193.

Radio Pro seeking new opportunity. Currently Program Director, former Production Director, Top Rate Announcer. Looking for opportunity in Los Angeles area. Sales and Promotion offers welcomed. Box H-26.

SITUATIONS WANTED ANNOUNCERS

Country DJ, PD, 50kw WFUV-FM, NYC, seeks Country shift. Excellent interviewer. Thorough knowledge of traditional and contemporary country. For tape and resume, write Dennis da Costa, 20 College Place, Yonkers, NY 10704.

Washington State Apple seeking new western orchard for ripening. Fresh, unspoiled flavor. I'll supply tasty resume and tape. Box G-116.

Country and very proud of it. Female needs a spot in a medium-large market. Experienced, bright and ambitious. Will relocate. Call Randi Robbins 212-379-7746.

D.J. Announcer with 4 years experience in copywriting and production. Also interested in part time sales. Box G-175.

Dependable Disc Jockey outstanding voice with good delivery style seeks position within tri-state area. Interested in promoting contemporary sound and positive thinking. Third Class FCC Box G-111. 212-856-2977.

Seasoned performer—interesting style. Experienced freelance voice-overs, sports play by play, former night club M.C. Recently trained for News and D.J. staff position. Small Markets and modest budgets O.K. Call Jordan 212-371-2356.

PD—Currently GM's right hand, ready for advancement. Single, 23. Six years experience. Southeast H-23.

Announcer/Sportscaster. five years board, two years PBP; know Rock, GW formats. Southern Rockies or west coast preference. Anytime 303-346-8918.

Versatile Three Year Pro looking for college town contemporary. Call Mike at 319-372-7337.

I'm a dedicated, hard working individual with very good creative talents pleasant voice. Have previous experience but seeking a real opportunity in radio. Can do any format, news, sports. I'm willing to work long hard hours. Given the right opportunity will relocate immediately. For resume and tape contact Charles (Chuck) Robinson 312-787-8220 or 975-6157.

Experienced sportscaster. Can also do quality air shift. College grad. Let's talk. Box H-11.

Suburban NYC! Announcer-sales. Reliable, 7 years all formats. BFA Degree 212-746-4025.

Female, 20, Single A Rocking lady. If your station rocks I'm ready to roll! 3rd, tape & resume available. Michelle Foxx, Box 186, Wooddale, IL 60191. 312-595-6039.

Experienced announcer disc jockey with 1st class license, BA in Journalism, strong production/writing skills and good delivery needs work. Steven Karr 919-784-9685, 464 Robbins Rd., Winston-Salem, N.C. 27107.

Hartford-Springfield graveyard shift or temporary work wanted. Over 2 years experience. 413-562-0376.

3rd ENG 5 yrs. exp. seeking permanent position; all formats, heavy on production, must be within 25 miles of NYC area. Call 201-330-6319, between 9 a.m.-5p.m. for resume and tape; ask for Terry.

Too Good to be true Uncomplicate your life with a trained block broadcaster whose audition tape, polished skills and constructive attitude are hard to find these days. phone mornings/afternoons Karl Gayle 212-325-8360.

SITUATIONS WANTED TECHNICAL

Assistant CE position sought at AM facility in Northern California area. Experienced in most to concentrate strictly on engineering. TV inquiries welcome. Send to G-152.

Available Short Term Employment: 20 years Pro. New installations, rebuilds, evaluations, troubleshooting, processing. Shoupe 717-249-6584.

SITUATIONS WANTED NEWS

New Jersey! Syracuse '80 grad loves Garden State news/sports, community affairs. Tape/resume available. Stefan Bucek, 424 Haziitt Ave., Leonia NJ 07605. Evenings 201-592-6176.

Aggressive young news reporter/announcer and first phone holder. Loves small markets. Tape and resume Monica Braddy 212-634-8562.

Radio sportscaster—eleven years experience covering high school, Jr. and major college programs—exciting style—P.E. grad.—Call Rob Williams—512-233-3117.

Serious-minded newscaster eager to demonstrate communicative skills. For tape and resume, please contact Roger Dean at 312-477-5427. Any Evening After 5 P.M.

Weathercaster/forecaster. 6 years broadcast experience. Married. Will relocate for right package. Contact Marc Mailwort 76 Westbrook Gardens, Westbrook, Maine 04092 Tel. 207-856-6097.

Top rated female news/talk. Host seeks Eastern Medium or Major Market job. Box H-27.

News Reporter/Anchor. Experienced, stable, motivated. College graduate. Looking for station with strong news commitment. Midwest Only. Please Call George Hiotis 513-890-4048.

If you throw it Shoot it, kick it or dunk it, I know it. Have a sports opening? I want it. Joel Stern 516-869-8076.

Need a Sportscaster with professional sound? Sports director with experience in news, excellent writing skills, exciting Play-By-Play, initiative, creativity, and bachelor's degree in journalism, looking to relocate. If you wish to enhance your station's news and sports coverage, call Lee Thomas at 402-397-8137.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Soul Programer major market know how wants smaller market to win in. 35K. 919-822-5218.

Experienced & Knowledgeable talk show host available immediately. 216-732-8383.

Experienced 7 yr. radio pro seeking responsible station that will give me a fair shake. Former program director, news director, music director, with additional experience in copywriting, announcing and production. College grad. Automated experience. Prefer announcer or programming position in Michigan. Will relocate if situation is right. Box G-211.

Program Director M.D. Disc-Jockey. 20 yr. professional, top-40, rock, AM/FM greater Cincinnati Area. Available now! 1-513-528-5793.

Need Challenge. Program Director or announcer position with opportunity. Country/MOR. Mature family man. Experienced. 405-348-4457 after 4 P.M. CDT.

PD with proven AOR format, wanting FM opportunity. Will relocate. Call Eric, mornings, evenings, 219-663-7205.

Have the Facilities? I have the production. Miracles with blade and grease pencil. 2 years exp. Morning drive, music director, small Midwest mkt. College degree. Prefer AOR. Can go anywhere. 317-659-1513.

For Fast Action Use BROADCASTING'S Classified Advertising

TELEVISION

HELP WANTED MANAGEMENT

Television Account Executive—Top 10 Market. Group-owned independent needs experienced television salesperson. EOE. Resume and salary record to Box G-199.

Film Director/Programmer Established cable programming network seeks person with television station or network experience as film director or assistant program director. Send resume to Box G-217.

Programmer/Film Director. Established cable programming network seeks person with television station or network experience as program director. Send resume and salary requirements to Box G-217.

Program/Operations Manager needed for top Midwest CBS affiliate with experience in program purchasing and scheduling, network liaison, day to day overseeing of all departments, excluding sales. New facility; salary commensurate with experience; good benefit package. Send resume to Stephen Herling, WISC-TV, PO Box 4432, Madison, Wisconsin 53711. EEO employer.

Director of Engineering—Public VHF station on Southwest seeks candidate for senior management level position. Individual should have proven background in state-of-the-art television engineering and operation. Must have ability to manage personnel in the technical aspect of production, transmission, and telecommunications planning. Responsibilities include budget management, transmission including translator and state microwaves, personnel, design and planning. Station is aggressive producer of public affairs and cultural programming using studio, mobile unit and EFP facilities. Individual must be oriented to growth and expansion. Experience 5-7 years in administration and technical areas of broadcast television. First class license and current knowledge of federal laws required. College degree useful. Equivalent experience and education accepted in lieu of degree requirement on a one year for one year basis. Minimum salary \$24,232. Send materials to: Personnel Department, University of New Mexico, 1717 Roma NE, Albuquerque, NM 87131. Mention this ad on your application and reference requisition No. 617-A. AA/EOE.

Program Director. For three-station network CBS affiliates. Must have background in programming, promotion, production, public affairs. An Equal Opportunity Employer. No calls. Send resume to Dale Hazen, KIMA-TV, PO. Box 702, Yakima, Washington 98907.

TV Program Distribution Manager: Immediate outstanding opportunity with major television syndication center located in Pennsylvania. Candidate must have three to five years experience in this area. Send resume (no phone calls) to: Robert J. Russo, TVSC, 310 Parkway View Drive, Pittsburgh, PA 15205. Group W Productions, Westinghouse Broadcasting Co. An equal opportunity employer.

HELP WANTED SALES

Florida network affiliate has an opening for a local sales Account Executive. Marketing or business degree preferred, along with on the street sales experience. Must know today's television marketing concepts. E.O.E. Reply to Box G-186.

Aggressive, self-motivated individual wanted to join our Time Inc., NBC affiliated VHF station in the 38th market. Live in the heart of Michigan's year-round vacationland with great hunting, fishing and skiing. Enjoy our rapidly growing cultural activities. We employ the finest of computer technology, live remote facilities and a marketing department to help you succeed. If you have a minimum of two years television sales experience and a college degree or its equivalent in business or marketing or are a graduate of a communications school, send a complete resume to: Richard A. Groat, General Sales Manager, WOTV, Box B, Grand Rapids, Michigan 49501. No calls, please. Applications must be received by August 21, 1981. We are an Affirmative Action/Equal Opportunity Employer.

Florida NBC Affiliate seeks an aggressive, highly motivated local account executive with emphasis on retail, new business and co-op development. Bob Craig, General Sales Manager, WJKS-TV, PO. Box 17000, Jacksonville, Florida 32216. E.O.E.

HELP WANTED TECHNICAL

Television engineer. Experience with VHF transmitters and microwave. Needed for Mid West small market station. Contact Don Larsen at KOTA-TV. Telephone No. 605-342-2000.

Television Engineers—Immediate opening for experienced Maintenance Engineers in fully equipped Northern California VHF Network Affiliate Station. Candidates should have a background in broadcast related maintenance and electronics school or equivalent training, including digital technology; FCC License preferred. For prompt consideration contact: Personnel Department, KNTV, Inc., 645 Park Ave., San Jose, CA 95110. EOE, M/F.

TV & Video Engineers Needed. Chief Engineer, Assistant Chief Engineer, Studio Supervisor, Maintenance Engineer. Top Salaries—Excellent Location. Phone Alan Kornish at 717-287-9635 and/or send your resume to Key Systems, New Bridge Center, Kingston, Penna. 18704.

Maintenance/Transmitter Engineer: Assist in installation and operation of State-of-the-Art equipment including all videotape formats. Some maintenance duties related to transmission and microwave systems under the supervision of Transmitter Supervisor. First Class FCC license required. Two to five years maintenance experience, preferably with broadcast equipment. Also requires experience with UHF TV and radio transmitters and with broadcast systems and rules. Salary negotiable. Resumes to Personnel, WITF-TV/FM, Box Z, Hershey, PA 17033.

Maintenance/Videotape Engineer: Assist in operation and maintenance of latest State-of-the-Art videotape editing and production equipment. Also assist in maintenance of other production and broadcast equipment as assigned. Requires First Class FCC license and previous experience with videotape operation and basic maintenance. Salary negotiable. Resumes to Personnel, WITF-TV/FM, Box Z, Hershey, PA 17033.

Texas-Oklahoma market seeks qualified studio engineer who has experience with and knowledge of: PC-70's, Ampex 1200's, TCR-100, TK-27. Send resume to: Manager, KXII-TV, Box 1175, Sherman, Texas 75090. 214-892-8123. E.O.E.

Video tape editors, operators, maintenance people for 1", 2" quad, CMX. Live in mountains, relax by ocean, tan in sunshine. Excellent future, good money. Creative Broadcast Services—6290 Sunset—Hollywood, CA 90028 213-467-8151.

Television Chief Engineer—East Coast UHF broadcaster in major market needs competent chief. Have good facilities and excellent staff. Need someone strong on operations and administration. Send resume to Hammett & Edison, Inc., PO. Box 68, International Airport, San Francisco, California 94128.

Wanted. ... Maintenance Engineer for large major market television station/production company. Must have strong maintenance background. Salary mid 20's. EOE, M/F. Send resumes to Box H-20.

Live in the beautiful Ozarks. KOZK-TV is looking for a maintenance engineer. Experience with TTU-60Cs, TR-70CS, TK-45s preferred. First phone and formal technical training required. No phone calls. EOE M/F. Send resume to KOZK-TV, MPO Box 21, Springfield, MO 65801.

Engineer, Maintenance for public broadcasting stations KUAT-TV-AM/FM. This position will provide maintenance of audio equipment and support for audio quality control of television programs, plus general maintenance assignments of television equipment. First class FCC license desirable plus three years experience. Salary, approximately \$18,000. Send resume by August 14 to Employment Office, Babcock Building, University of Arizona, Tucson, AZ 85721. An equal opportunity/affirmative action employer.

Permanent Position. Serve as the University's cinematographer, capable of studio and field production, using 16 MM motion picture cameras and related equipment. Specifically, Cinema Productions Reflex Sound Camera (CP-16) with power zoom, automatic iris and internal-external sound amps, Bolex (H-16 SIL) and AB&H Filmo (DL). The motion picture assignments, which require extensive background and expertise in lighting and post-production, range from documentaries to TV commercials and public service spots. Post-production experience must include film editing (16MM camera original and workprint, single and double system sound) and conforming. Also, film-to-tape transfer and VTR mix coordination. The cinematographer's role extends from original concept to finished film. The position also involves still photography, using 35 MM camera; operation and maintenance of a large darkroom facility; production of negatives and prints and supervision and guidance for a group of student photographers who are assigned to location and darkroom jobs. BA or higher, or equivalent professional background. Minimum four years as commercial/technical photographer; at least two years as photo-journalist. Submit resume to: Chuck Hooker, Director, Dept. of Photography, Radio & TV, 32 Davis Hall, University of Rhode Island, Kingston, RI 02881. An affirmative action/equal opportunity employer. Applications period: 7/20-8/7-81.

Chief Engineer-KMTF (PTV/ITV) Duties: Responsible for maintenance, evaluation, direction and training of personnel for Engineering Department. Direct maintenance of transmitter and studio equipment, satellite earth station, microwave and ITFs closed circuit system, FCC license logs, procedures and requirements. Qualifications: minimum 5 yrs. maintenance experience, transmitter, microwave, solid state; 1st Class FCC license. Salary: \$1945-2364. Send resume to Fresno County Dept. of Education, Rm. 330, 2314 Mariposa, Fresno, Ca. 93721, Phone 209-488-3018. Application deadline Aug. 31, 1981.

Engineer/Maintenance—KMTF (PTV/ITV) Duties: Install, evaluate, maintain, operate modify, and otherwise use studio, transmitter, satellite, ENG and other equipment and facilities connected with station's needs. Requires: 1st Class license, minimum 3 yrs. technical experience in TV broadcast maint. Salary: \$1,178-1,432. Send resume to Fresno County Dept. of Education, Rm. 330, 2314 Mariposa, Fresno, CA 93721 Phone 209-488-3018. Application deadline: August 31, 1981.

State Network Chief Engineer. Chief Engineer to supervise technical staff, operation and facilities of Oregon public telecommunications system of four VHF TV transmitters, centralized TV production center, AM radio station, FM Stereo/SCA station, TV mobile unit, extensive intercity microwave relay facilities, TV translator relay systems and 25 TV translators. Position requires strong leadership abilities and thorough knowledge of budgeting, staff training and supervision, work planning, installation and maintenance schedules, performance appraisal and ability to develop technical data for FCC applications, grant applications, bid specs and purchasing. Travel required. Engineering degree or comparable experience required; FCC 1st Class License; at least five years in responsible engineering position with a Radio-TV station or network. Salary information on request. Contact: Robert Hinz, 503-754-4311. Deadline: August 25, 1981. Affirmative Action & Equal Opportunity Employer.

Camera Operator for growing station in the Sun Belt with a new 43' mobile unit. Able to operate studio, remote and ENG cameras. Assist in set up and lighting. Production plans include sports, music and drama in addition to local studio programming. High energy level a must! Broad experience an advantage. One to three years camera operator experience. Apply to Director of Finance, WYES-TV, Box 24026, New Orleans, LA 70184. All applications must be received on or before Monday, August 10, 1981. No Calls! WYES-TV is An Equal Opportunity Employer.

Challenging position available for individual with 5-10 years broadcast equipment maintenance background. Send resumes to Box H-21.

HELP WANTED NEWS

Weathercaster—We are looking for a communicator who knows weather. Weather is one of the most important things we do in this petroleum, agriculture and recreation area of the Gulf Coast. Send tape, resume and salary requirements to News Director, KATC-TV ... PO Box 3347 ... Lafayette, La. 70502.

3 Positions: Weekend anchor/producer and two general assignment reporters. Top notch news operation with large staff and latest equipment. Previous television experience a must. Contact: Michael Bille, News Director, WQAD-TV, Moline, Ill. 309-764-9694. Equal Opportunity Employer.

Weekend Anchor/Reporter. Minimum two years commercial TV experience as a reporter or anchor. Resume and audition tape to Robert Allen, News Director, KOTV, PO Box 6, Tulsa, OK. Equal Opportunity Employer.

Co-Anchor: Top rated news operation in sunbelt is looking for a co-anchor for our late news. We want a bright person who has a degree along with one to two years reporting, producing, and anchor experience. Some reporting also a part of this job. We are a dominant station, with expanding commitment to news. Send tape and resume to News Director, KFDM-TV, Belo Broadcasting, P.O. Box 7128, Beaumont, Texas, 77706.

Anchor for major newscasts. Must be mature, aggressive and solid reporter. No Beginners. Competitive midwest market net affiliate battling for number one. Tape, resume and salary requirements to Ken Keller, ND, WHBF-TV, Telco Bldg., Rock Island, IL. 61201.

Sportscaster. If you're a high-energy, enthusiastic sports nut who understands the value of local sports, medium market network affiliate wants to talk to you. Replies to all applicants, women and minorities urged to apply. Box H-18.

Meteorologist. Meteorologist with personality to join a team on it's way up. If you believe weather doesn't just happen on maps, get in touch. Contact: News Director, WPCQ-TV, Charlotte, NC.

News Co-Anchor. News Co-Anchor: Top 30 market, Northeast seeks experienced news anchor. Candidate must have writing and reporting skills, as well as a first class on-air presentation. Experience with live reporting desirable. Station is an Equal Opportunity Employer. Send resumes to Box H-19.

TV News Reporter—major east coast market ABC affiliate looking for solid street reporter. No phone calls. Tapes & resumes to WTNH-TV, PO Box 1859, New Haven, CT 06508. Include stamped return envelope for tapes. Equal Opportunity Employer.

Dominant Station in top 50 Northeastern market looking for top flight 6 & 11 PM anchor. Contact Nick Lawler, News Director, WNEP-TV, Wilkes Barre/Scranton Airport, Avoca, PA.

Meteorologist—Major market network affiliate has potential opening for weekend weathercaster in the next six months. Successful applicants must qualify in training or experience for the AMS seal. Must be able to work with state-of-the-art forecasting technology. An Equal Opportunity Employer. All replies will be kept confidential. Send resume and brief statement of forecasting philosophy to Box H-8.

Reporter If you have commercial TV experience and can report, edit and use ENG, we may have a job for you. Tape and resume to Bob Palmer, WSAV-TV, PO. Box 2429, Savannah, GA 31402. EOE.

HELP WANTED NEWS CONTINUED

We're Still Looking for a talented sports/news combo. We've seen lots of tapes, but haven't found the right person—yet! If you want to be well-paid, and work for a number-one news operation in a highly competitive market, send your tape and resume to John Howell, KFSN-TV, 1777 G Street, Fresno, Ca. 93706. Don't Call! The successful candidate will produce and anchor sports on weekends, and do news during the week. This is no small market operation. Only those with outstanding skills need apply. We are an Equal Opportunity Employer.

Top 50 market news leader seeks reporter with anchor potential. Send VCR and resume to Bob Brunner, WSAZ-TV, P.O. Box 2115, Huntington, WV 25721. EOE. No calls, please.

TV News Assignment Editor: WOI-TV seeking person for position of TV news assignment editor, with 4 years current TV news reporting and production experience, skills in ENG and film news gathering and editing and a bachelor's in Journalism and Mass Communications. Will be responsible for scheduling, coordination and supervision of reporting, cinematography staff, equipment and cars. Salary \$18,000 minimum, depending upon education and experience. Send complete and current resume and VTR to News Director, WOI TV, Ames, IA 50011, by August 18, 1981. E.O.E./A.A.E.

News Director—100-115th size Sunbelt market. EOE net affiliate wants smart, aggressive, experienced news leader. No. 2 ranked but committed with staff size, equipment including live ENG and local service concepts to be No. 1 with right person. Send resume and money needs to Box H-15.

Leading Hong Kong station with over 2 million viewers nightly, looking for an experienced news producer willing to spend three months in exciting Orient to train our young talented staff. We are all ENG and heavy on live remotes. Package includes competitive salary, accommodations and return airfare. Interviews during and after RTNDA conference in mid-September in New Orleans, NYC, LA, SF and Honolulu. Airmail resumes and airchecks before August 15 to Raymond R. Wong, Controller, TVB News, 77 Broadcast Drive, Kowloon, Hong Kong.

Weathercaster for top Midwest group owned ABC affiliate with latest state-of-the-art weather equipment including color radar and color graphics. Send tape and resume to John Adams, News Director, NTV Network, P.O. Box 220, Kearney, NE 68847. Equal Opportunity Employer.

Anchor—WFRV-TV, Green Bay, needs two full-time anchors: one to anchor weekends and report three weekdays; the other to host our noon Modday program. EEO. Tapes & resumes to Ray Wilck, News Director, WFRV-TV, P.O. Box 1128, Green Bay, Wisconsin, 54305.

Executive News Producer for a top fifty market station. Must be a gung-ho newsman who has a keen appreciation for packaging news in a crisp, exciting and original manner. Needs to be a stylish writer in order to be a good editor. The ability and will to lead is essential. Box G-145.

**HELP WANTED PROGRAMING,
PRODUCTION & OTHERS**

Television and Broadcast Information Specialist. University of Florida. Two positions available. Requires a bachelor's degree and five years journalism experience. Must include at least one year with electronic news gathering equipment, on-camera performances, broadcast writing, reporting, and producing. Preference given candidates with demonstrated leadership qualities and a desire to develop marketing skills required in public relations. Salary \$18,000 to \$20,000 plus excellent fringe benefits. Send complete resume by August 21, 1981 to: Mr. George P. Bradley, Employment Manager, 337 Stadium, Personnel Division, University of Florida, Gainesville, FL 32611. Equal Employment Opportunity/Affirmative Action Employer.

TV Director for leading national children's public TV series and other projects. At least 5 years experience with studio and field production, and editing. Salary negotiable. Start Sept. Send resume and tape. Family Communications, 4802 Fifth Avenue, Pittsburgh, PA 15213.

Executive Producer: For Long Island PTV. Coordinate all local programming. Serve as producer/director on wide variety of programming. Coordinate personnel, budget and interdepartmental interface. Minimum 5 year's experience. Bachelor's degree. Resume to: R. Civiello, Director of Broadcasting, WLIW-TV, 1425 Old Country Road, Plainview, New York 11803. Equal Opportunity Employer.

Pacific Northwest/Production Manager for established independent production house. Excellent immediate opportunity for creative self-starter with 3/4" EFP production background. Position requires management skill plus hands-on camera, editing and writing experience for corporate video and TV commercials. Send resume, demo tape and salary history to: Mr. McCann, 561 Industry Drive, Seattle, WA 98188.

Television Editor If you are a seasoned CMX-340X Editor looking for a major position with an expanding production facility in an excellent market, look to Telemation Productions/Seattle. We are studio, remote, and CMX post-production, with an accent on network quality. Commercial experience essential. Send resume and demo reel (no calls yet) to: Al Abady, Telemation Productions, 1200 Stewart St., Seattle, WA 98101.

Executive Producer to establish California Public Television Center/Sacramento to produce statewide programming. Qualifications: 3 years Producer experience in public affairs programming; 2 years experience in budgeting, staff supervision and program design; knowledge of California issues preferred. Contract period: August 1, 1981 through August 31, 1982. Salary: \$538-\$615/week. Applications must be received by 5 PM PT, August 14, 1981. Submit letter of application, resume, demo tape and at least two references to: Peggy Hughes, KVIE-TV, PO Box 6, Sacramento, CA 95801. An Affirmative Action—Equal Opportunity Employer.

Producer: Opportunity to join a sizable production staff committed to issue-oriented programming for local, state and national distribution. Requires the ability to conceive and design new programming concepts: On-air ability is a plus. Requires four years producing experience in similar or related fields. Bachelor's degree in appropriate field, demonstrated writing ability. Salary negotiable based on experience and credits. Resumes to Personnel, WITF-TV/FM, Box Z, Hershey, PA 17033.

Two Good Opportunities with a new station: Seeking Production Manager and Promotion Manager for new CBS affiliate in Greenville, Miss. Ground floor opportunities in responsible management positions. Send resume and salary requirements to Joe George, WXVT, P.O. Box 5815, Greenville, Miss. 38701.

ENG Photographer/Researcher opening. Looking for a person with a minimum of three years experience shooting documentaries. Knowledge of ENG cameras, field recorders and video tape editing required. Background in working on news and public affairs helpful. Send resumes only to: Ruth Massey Rogers, WKPC-TV, P.O. Box 1515, Louisville, Kentucky 40201. No phone calls please. Immediate response requested.

Great Lakes Area VHF seeks ambitious Director with switching experience. Must be capable in directing fast paced major newscasts; and commercial, promotional and public affairs assignments. Off camera announcing ability preferred. Equal Opportunity Employer. Send resume, and salary requirements to Box G-195.

Producer wanted for competitive Midwest Network Affiliate. If you know good writing, are a whiz with live ground and helicopter units and can handle large professional staff we want to hear from you. Should have at least two years experience producing news. Send resume and statement of your news philosophy to Keith Nichols, KMTV, 10714 Mockingbird Drive, Omaha, NE 68127.

PM Magazine Immediate opening for Co-Host to replace our male host. We are an NBC affiliate in the Central California Valley. Applicant must be energetic and dedicated to a team effort. Must be able to write and produce feature material as required. Please send resume and tape to Olivia Lage, Personnel Manager, KSEE TV, P.O. Box 12907, Fresno, CA 93779. An Equal Opportunity Employer.

Entry level positions in Washington, DC based video production facility. Part time. Box H-9.

Traffic Manager—Major Southeastern market affiliated station looking for experienced Traffic Manager with a proven track record. We're looking for management maturity, people orientation technical (computer) knowledge and high levels of organization and motivation. Send resume with complete details regarding background and references. An Equal Opportunity Employer M/F Box H-12.

PM Magazine Co-Host—Our male co-host finds himself without a partner. We're seeking a highly motivated, energetic and creative Co-Host/Story Producer to join him in our No. 1 rated show. Send resume and salary requirements to Box H-33. EOE.

Wanted TV Producer/Director 3-5 years television experience, heavy background in writing, 3/4 inch videotape editing, program development, staff hiring and supervision, studio production and direction. Must be experienced mini-cam operator and able to direct a live multi-camera remote. Work involves pressure and there are strict deadlines to meet. Programming is religious in nature. Successful candidate should be fluently bi-lingual in both English and Spanish. Degree preferred but heaviest consideration will be placed on actual production experience. News background helpful. Equal opportunity employer. Send resume and salary requirements to: Personnel Director, P.O. Box 12429, San Antonio, TX 78212.

Fund Raising producer for public broadcasting stations KUAT-TV-AM/FM. Reports to Development Manager and is responsible for the coordination and production of on-air campaigns, including scheduling, supervision of graphics, membership spot production, special programs. Bachelor's degree plus three year's proven experience. Salary range \$16,500 to \$18,100. Send resume and expression of interest in position by August 14, 1981 to Employment Office, Babcock Building, University of Arizona, Tucson, Az 85721. An equal opportunity/affirmative action employer.

Producer/Director: WXXI, topnotch PBS affiliate in upstate New York seeks experienced, imaginative professional to create and direct major local and national productions. Must have demonstrated skills in all aspects of production work. Send detailed resume and salary requirements to WXXI-TV Personnel Department, P.O. Box 21, Rochester, NY 14601. E.O.E.

Production Manager, Midwest affiliate. 5 years experience as Director/Switcher, EFP and studio lighting. Must be a take charge leader. Send resume and salary requirements to Box H-34. Equal Opportunity Employer.

T.V. Production Technician II Under the supervision of Studio Manager, to perform a variety of duties involved in the production of television programs for 2 PTV stations. Person must have an Associate degree in television production or related field and at least one year of experience on a T.V. production crew. Special consideration will be given to candidates exhibiting skills in the area of remote television production and lighting, and who have had significant work experience in this area. Starting salary is \$13,200 with raises up to \$17,658, plus an excellent fully paid benefit package. Send for application form and job description: Milwaukee Area Technical College, Office of Employee Services, 1015 North 6 Street, Milwaukee, WI 53203.

SITUATIONS WANTED MANAGEMENT

Production Manager. Young producer/director, seven years experience, wants to move up to Production Manager. Box G-170.

Management-Troubleshooter! Turn-Around Specialist! Consultant! Outside-Director! Outstanding credentials and record of achievements! Box H-23.

Sales Management—Senior account executive with seven years sales experience in major market wishes to advance into sales management. Track record includes surpassing annual sales projections, work with regional accounts and national agencies. Fourteen years broadcast experience. Box H-28.

SITUATIONS WANTED TECHNICAL

Television Eng. or Tech; Navy and College electronics, 1st. Phone License, ENG, 3/4 in. VCR, Minicam, or Studio. Hard Worker, Fast Learner, Looking for career opportunity anywhere along east coast, Florida, and N.Y. Invest in me by calling Ed at 617—632-8592. Resume on request.

SITUATIONS WANTED NEWS

Talented TV Sportscaster with 3 years experience. Seeks larger market sports anchor position. Call Mornings 702-826-1714.

Experienced Weathercaster currently primetime TV and radio. Searching for number one or 2 position. Fulltime weather. Confidential. Box G-121.

Need good features to add sparkle to your newscast? Award winning reporter ready to move. Three years general assignment experience in 50's market. Woman, 26. Box G-107.

Experienced ENG photographer. Looking for a progressive organization in a top thirty market, that desires only capable, creative, and dedicated people. Call Gilbert Hammer 914-277-3771.

Sports. ... how about a creative, intelligent approach for a change. If you're a medium market ... let's talk. Box G-188.

One and bonus. Small market sports director wants reporter-anchor position in medium market—that's the one. The bonus—great from the field, ENG, strong production, degree, radio & TV PSP. Box F-205.

Reporter/Producer. Mature, aggressive anchor/reporter. 1 yr radio exp. with MA degree Journalism. Thorough knowledge of ENG operations. Always beat out competition with instinct for hard news, and flair for feature reports. Good delivery and serious commitment to you. Box G-213. For resume and tape.

Candid, direct, refreshing. The Mike Wallace of the South. And this monumental mouth produces runaway ratings. Reporter or anchor. Box H-1.

Weathercaster available immediately. Nine years in television weather, also science reporting. Tired of moving around, want stability. Interested? Let's talk. Call Tim Chuey 509-456-8228.

I'll Bet My First Year's Salary I can improve your stations ratings. Male Sportscaster, 26, seeks small or medium market on-air position. Anchor, reporting, and past sports director. Top university degree, PBP, with strong writing and EFP techniques. CBS Sports Spectacular and ESPN experience. I'll even be your No. 2 man if the situation's right. Box H-3 or 615-333-1710.

We're Not Just Looking for a job. Peabody, Iris, and Emmy Award Winning Team eager to create and produce documentaries, news magazine, specials and other programming. We're searching for an opportunity to use our talent and energy at a station that supports excellence—a station that seeks the profit and prestige, quality locally produced programs bring. So remember, we're not just looking for a job. We're looking for two jobs. Contact Box G-154.

Recent graduate seeks entry level news position. Experience in consumer reporting at major market network affiliate. Will relocate. Robert Morris, 5 Woodside Avenue, Narberth, Pennsylvania 19072 215-664-8493.

Baltimore radio weathercaster/Cable-TV reporter wants full-time weather position. Current AMS. Contact: Jay Mitchell, 6601 Amleigh Road, Baltimore, Maryland 21209 or call 301-484-8615.

If you are interested in experience, top ratings, youthful maturity as news director with range of anchor to zoom? Write Box H-30.

Dynamic Experienced newsman and sports director at award-winning radio station seeks television reporting position. Excellent delivery, writing and PBP. Previous TV experience. Journalism degree. As sharp as they come. 6 year pro. Box H-14.

SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

Production Manager. Seeking return to Sunbelt/Southeast, large to medium market; 12 years experience in all phases of program and commercial production. Quality and profit oriented. Award winning creativity. Best reference is present employer. Demo tape and resume available on request. Write to Box G-112, or call Tom at 308-236-6902.

Program Director with expertise in management, producing/directing and motivation. We need each other. 704-542-6946.

We're Not Just Looking for a job. Peabody, Iris, and Emmy Award Winning Team eager to create and produce documentaries, news magazines, specials and other programming. We're searching for an opportunity to use our talent and energy at a station that supports excellence—a station that seeks the profit and prestige, quality locally produced programs bring. So remember, we're not just looking for a job. We're looking for two jobs. Contact Box G-154.

Production Manager. Producer-Director, I seek Production Manager challenges at your station or challenges as a Producer/Director under your Production Manager. Producing and directing experience includes commercials, local and childrens programs, telethons, news directing. Quad-cassette editing, ENG, responsibility of working staff. ENG, responsibility of working staff. Leave message at 914-941-2937, I'll return your call. I can produce.

B.A. in communications Minor experience in EFP and studio, fast learner, hard worker, reliable. For more information Box H-25.

Station-Program Manager seeking new responsibility in larger affiliate or inde in Midwest. Experienced in startup and reorganization. Box H-32.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Technical Instructor/Engineer: One-year replacement appointment as Instructor/Assistant Professor on beautiful northern Vermont campus, in Department of Communications. Modern campus serves 1,150. Public-access television studio, broadcast/technical major program enrolls 125 students. Assignment includes teaching Technical Video Theory, Lighting and Audio Theory, Production, FCC 2nd-class preparation. Applicants must have FCC 1st-class, experience in 1/2" and 3/4", repair and maintenance of color equipment and microwave. Bachelor's degree required, master's degree and college training experience preferred. Deadline: August 7, 1981. Send resume, references to Dr. Perry Viles, Dean, Lyndon State College, Lyndonville, Vermont, 05851. An Equal Opportunity Employer. 802-626-9371.

Faculty Position in Electronic Media—teach courses in Electronic Media, mass communication, and radio and television production. Advanced degree required. Assistant Professor—tenure track appointment. Salary negotiable. Deadline: August 15, 1981. Position begins September 1981. Send letter of application and credentials to: Dr. Donald Larmouth, Chairperson, Search and Screen Committee, University of Wisconsin-Green Bay, CC331, Green Bay, Wisconsin 54302. 414-465-2348.

HELP WANTED MANAGEMENT

Assistant Controller: Position available as Assistant Controller Broadcasting of a large newspaper group. Headquarters: Finger Lakes region of upstate N.Y. Accounting degree with minimum of 3-5 years experience (preferably in a corporate environment) required. Responsibilities: financial statement consolidation & analysis, budget, cash management, system development and special projects. Excellent opportunity to be part of management team. Send resume and salary history to: Vice President-Controller, Park Broadcasting, Inc., PO. Box 550, Ithaca, NY 14850.

Media Coordinator—Mississippi State University's Public Relations Division seeks professional to assist in coordinating efforts in news bureau and radio/television. Applicant should have well-rounded journalistic background, with emphasis in television production. Bachelor's degree required. Well-documented experience essential. Send resume and salary requirements by August 15 to: W.G. Gilmer, PO. Box 5328, Mississippi State, MS 39762. An Equal Opportunity, Affirmative Action Employer.

HELP WANTED SALES

Midwest Business oriented successful salesperson with good credit and character. This is a straight commission opportunity, involving substantial dollar amounts. We'll train in business brokerage. John Emery, Chapman, Co. Inc., 1835 Savoy Dr., Atlanta, GA 30341.

We're a music production and programming company, operating out of a major Southwestern market. We're not one of the giants, and don't intend to become one; we do plan to stay compact and market only the finest. We need a sales representative who knows the radio business thoroughly, and can cover the Midwest, so he or she must be willing to travel. A knowledge of the production and format fields is essential, as is the ability to sell and to project our image: we welcome aggressive sales ability, but are vitally concerned about our image and our customers. Send a resume to Box G-102.

HELP WANTED TECHNICAL

Television Broadcast Technicians—Washington, D.C.—Federal Agency is accepting applications from individuals with a minimum of six (6) years operations and maintenance experience in video, audio, camera, lighting, quad and one-inch videotape for positions in color television studio and mini-cam production facilities. Beginning salary depending upon qualifications. Normal working hours from 8:45 a.m. to 5:30 p.m., Mon.-Fri., with periodic overtime. Moving expenses to Washington, D.C. must be provided by applicant. Interested applicants are requested to send a standard Federal application form SF-171, obtainable at most Federal offices, to Employment Branch (293-81), International Communication Agency, 1776 Pennsylvania Avenue, N.W., Washington, D.C. 20547. Questions, contact Dottie Flaak 202-724-9468. An Equal Opportunity Employer.

Maintenance/Video Engineer We are a progressive production facility looking for a motivated engineer with maintenance experience on VPR-2's, CMX, Squeezeoom. The position requires a strong digital background and encompasses both maintenance and video operation. Contact Jerry Ebberts, Telemation Productions, Inc., 303-751-6000.

Consulting Engineering Firm—Southeast Engineering position. Immediate. Send resume and salary requirements to Kessler and Gehman Associates, 1511 N.W. 6 Street, Gainesville, FL 32601.

HELP WANTED PROGRAMING, PRODUCTION AND OTHERS

Producer/Reporter—Research, investigate and produce programs examining issues and topics of statewide interest. BA in Journalism, Broadcasting or Mass Communications plus three years experience. Experience as broadcast journalist preferred. Strong research and writing skills. Additional experience may substitute for degree on year for year basis. Salary: 19,923 Minimum/annual. Apply by August 24th to Paul E. Few, Assistant Manager-Administration, University Television, Box 83111, Lincoln, NE 68501. Equal Opportunity/Affirmative Action Employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Wanted four to sixteen Bay Circularly Polarized high power FM antenna ... Call 916-233-2713.

Reward for UHF Transmitters. Quality Media will pay a \$500 reward for information which leads to our purchase of any UHF television transmitters. One reward per transmitter. Call Bill Kitchen 404-324-1271.

Instant Cash for Broadcast Equipment: Urgently need UHF Transmitters, Microwaves, Towers, Weather Radio, Color Studio Equipment, AM & FM Transmitters. Call Bill Kitchen, Quality Media. 404-324-1271.

Wanted A. Camera Cables TV-81, B. Universal Color Tech, C. Studio Lights, Call: 312-641-6030. Days.

Need Insta-Cart for Automation System. Mono in good condition desired. Please, don't want your maintenance problems. Contact Dave Downing, C.E., WIPS Radio, Ticonderoga, NY, 12883. Phone 518-585-2840.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**FOR SALE EQUIPMENT
CONTINUED**

2.5KW FM Harris 2.5K, 2 years old, mint Call M. Cooper 215-379-6585.

3.5KW FM McMartin 3.5K w/B9-10 exciter, 2.5 years old with spares on air. Call M. Cooper, 215-379-6585.

1KW FM Gates FM-1C w/exciter, excellent cond. Spares. Call M. Cooper 215-379-6585.

Broadcast Systems Inc. supplies over 100 lines of quality television broadcasting equipment to meet your television systems needs. Call Les Hunt, 703-494-4998; Carroll Ogle, 919-544-1484; Byron Fincher, 205-525-5467; Marvin Bussey, 214-867-8775; Bill Martin, 417-876-6354; Al Crocker, 805-929-4476; and Jim Spears, Chuck Balding, Cary Fitch, or Don Forbes at 800-531-5232. We specialize in quality television equipment.

For Sale: Harris System 90 Automation Station, 2NTI "Go Carts", Logging, In-Coding, 4-ITC750 Stereo Reel-to-Reel, Rewind, Time Announce. Used 10 months original cost \$46,700. \$32,000 or make offer. Will trade for airplane single or multi or ??? Call George P. Langan 217-789-0880.

3 Month old Harris FM 2.5K transmitter with MS-15 exciter and stereo generator, 1 Sona-Mag DP1 automation system with 4 reels, two carousels, video encoder, many extras, three Sonamag cart Machines. 309-673-0902.

10KW AM RCA BTA 10U-1 (1965), many spares, proof, on air. M. Cooper 215-379-6585.

10KW FM Harris 10H3 (1976) w/TE-3, stereo, sca and many spares, excellent condition. M. Cooper 215-379-6585.

RCA TP 66-16mm film chain projectors. Excellent condition! Call now 305-756-0699 at International Cinema Eq. Co., 6750 NE 4th St., Miami, FL 33138.

Used Equipment Bargains: RCA TT-10AL 11KW VHF Transmitter \$5,000; Complete GE Film Island \$18,000; RCA TR-70 VTR, Cavac & D.O.C., \$22,000; Ampex 1200B VTR, AFA Rebuild, Editor, \$16,000; Norelco PC-70 Color Camera \$8,000; IVC 500 Color Camera \$2,500; CBS 504B T.B.C., \$5,000; Microtime 2020 T.B.C. \$9,500; Environzone Air Filters, \$500; Hundreds of other items. 30 Brands new equipment. Call Bill Kitchen or Jim Herring, Quality Media Corporation, 404-324-1271.

Remote Production Cruiser: Beautiful condition, full air-conditioning, camera platform on top, new diesel engine and drive train. Equipment includes: (5) GE PE-350 cameras (can upgrade), minicam, motorized cable reels, full monitoring, full audio and video switching, Quad VTR and 3/4" editing system. \$130,000 takes it all. Call Bill Kitchen, or Jim Herring, Quality Media Corporation, 404-324-1271.

New 5 KW Hi-Band VHF Transmitters: Never used, in-factory creates. Standard electronics model No.'s AH653, TH652, TH613. Tuned to channel 10, can be tuned to any bi-band channel. \$30,000. Bill Kitchen or Jim Herring, Quality Media Corporation, 404-324-1271.

Used ENG Equipment: Sony DXC 1600 Cameras, 4 avail. \$1,200 ea.; Sony RM-400 Editor \$800; Convergence ESC-1 Joystick Editor \$2,500; Sony VP3800 3/4" VTR \$1,500; Sparta A15 Audio Console \$400. Call Bill Kitchen or Jim Herring, Quality Media Corporation, 404-324-1271.

ENG-Production Van: Like new with (2) Hitachi SK-70 Cameras, JVC 3/4" Editing Package, Portable VCR, CBS504B T.B.C. with Noise Reduction, 3M1114 Switcher, Character Generator, Elaborate Audio, Patching, and Monitoring, Custom Ford Truck with Camera Platform and Generator. Cost over \$200,000 new plus labor. Everything you need to go to work today. Make offer! Call Bill Kitchen or Jim Herring, Quality Media Corporation, 404-324-1271.

For Sale-CVS, 520 TBC. Best offer. Call: 312-641-6030. Days.

1KW AM Collins 20V-3 (1969), many spares, proof, on air. M. Cooper 215-379-6585.

25 KW FM McMartin w/exciter, stereo, SCA. 2 yrs. old On-air. M. Cooper 215-379-6585.

10KW FM RCA 10D-1 w/Moseley S.S. exciter, stereo, spares, excellent condition. M. Cooper 215-379-6585.

Collins 20KW FM Transmitter and 6-Bay G5 Antenna. SCA Generator and SCA Monitor. Harris Stereo Console and Cart Machine, Ampex 440, Moseley STL and Remote Control, IGM InstaCart, Orban Optimod. 404-487-9559.

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.

RCA 77B Unidirectional Microphone. Bronze finish. Perfect condition. \$200. Box 721, Rockledge, Fla., 32955.

Towers for Sale: 250 foot self-support (heavy duty), 310 foot FM Tower with Guys, 300 foot FM/AM Towers with Guys, 1000 feet of 18" Tower AM or FM, 1000 foot Tower-G-7 with Guys. Call-901-274-7510.

COMEDY

Free Sample of radio's most popular humor service! (Request on station letterhead) O'Liners, 1448-C West San Bruno, Fresno, CA 93711.

Hundreds Renewed again this year! Free sample. Write on station letterhead to: Contemporary Comedy, 5804-B Twineing, Dallas, Texas 75227.

Comedy Writing Team. Free samples. Robert Makinson, 417 State, Brooklyn, N.Y. 11217.

MISCELLANEOUS

BINGO newspaper cards personalized with your clients ad message for Radio, TV, Cable or City Phone System Promotion. Send for Free Samples. Bingo Cards Omaha, Box 4069, Omaha, NE 68104, 402-453-2689.

Transmit Sites Available Broadcast sites available for FM, TV, LPTV, in Memphis, TN, Lou8sville, KY, Jackson, MS. Call 901-274-7510.

Solve Your Radio Sales Problems forever. Free Details. 20th Century Marketing Services 1713 Westheimer Suite 1510, Houston, Texas 77098.

Deejays! Need audition tapes? Expert production, reasonable cost. Large music library, jingles, commercial and news copy. Resume writing and tape duplication available. Call Glen Gordon Audio Production specialists: 213-761-4536.

Pretty lady, 29, in journalism, desires to meet radio, TV personality or person. Divorced from TV news anchorman, no kids. This lady knows the broadcast-journalism business! Send replies to Box H-5.

Call Letters! Alphabetical listing of all four letter combinations (over 35,000). Choose your call letters for maximum identification. Words, abbreviations and acronyms highlight what you want identified: location, format, ownership, etc. \$40.00 Ear-O-Dynamics, Box 1405, Parker, AZ 85344.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade... better! For fantastic deal write or phone: Television & Radio Features, Inc., Newberry Plaza, 1030 N. State, Suite 40-E, Chicago, ILL 60610. 312-944-3700.

Low Power Television. Manual \$25.00. Printout of channels filed for thru freeze \$15.00. LPTV Crash Course. Albuquerque, Nov. 7-9 Lo-Power, Community Television Magazine. \$50 yearly, 7432 E. Diamond, Scottsdale, AZ 85257. Information 602-945-6746.

Radio Promotion-Dial-A-Door Vaults with changeable 7 digit push button locks for sale, \$200 each, complete with storage carton and promotion instructions. Ran as a leased promotion in 485 markets in the 70's. Vaults never before sold. Call Eli Jenkins collect at 813-522-7896. Drawer 84, St. Petersburg, FL 33731.

INSTRUCTION

New York City Pros train you as announcer, D.J., newscaster-sportscaster. Free booklets-placement assistance-FCC 1st Class License Prep. A.T.S. 152 West 42nd St., New York City, 10036. 212-221-3700.

RADIO PROGRAMING

Radio and TV Bingo Oldest promotion in the industry. World Wide Bingo. Copyright 1962. P.O. Box 2311, Littleton, CO 80160, 303-795-3288.

Fifties Jazz. Private collection of former DJ. All important releases from 1950-58: Brubeck, Davis, Kenton, MJQ, Parker, etc. 824 hi-fi recordings in mint condition. Sold as collection only. Best offer over \$5,000. Send \$2. for complete list. Box H-2.

EMPLOYMENT SERVICES

Job Seekers: Our new approach can get you that important job. Send \$200 postage and handling for catalog from Broadcast Careers, Inc., PO Box 88864, Atlanta, Ga. 30338. Free Bonus w/orders.

Radio Jobs!!! Placement!!! "Anywhere in the USA" Guarantee; Write: NYMO Consultants, Box 852, Saco, Maine 04072.

CONSULTANTS

MJO News Associates. The broadcast news specialists. Box 11043, St. Louis, MO 63135. 314-522-6325.

RADIO

Help Wanted Management

**GENERAL MANAGER
SPORTS DIVISION**

Central Florida station seeking a truly unique professional. Responsibilities include PBP, sports sales, sportstalk and administration of entire division. Income range \$20,000-\$30,000 plus benefit package. Your PBP, sales ability, references and appearance must be impeccable. In strict confidence forward resume to Box G-180.

**SALES MANAGER
Amaturo Group Inc.**

Growth Broadcast group wants hard-hitting, talented, ambitious, Sales Manager with General Manager potential. Creative ability plus administrative skills basic. Diverse experience preferred. Amaturo Group Inc. consists of Houston, St. Louis, South Florida, and NTV. This position is for Majic 102 FM, Houston.

Send letter and resume only to: Monte Lang, Executive Vice President, c/o KMJQ PO. 22900, Houston, Texas 77027.

AN E.O.E.

Help Wanted Announcers

MAJOR BROADCAST GROUP

In top ten markets with great, stable work environments is looking for experienced air personalities that are clever, entertaining or funny. Females and minorities are encouraged to apply. Send a telescoped cassette aircheck and resume to: PO. Box 7350, San Francisco, CA 94120.

Help Wanted Sales

GENERAL SALES MANAGER

Southern coastal major market album rock. Need dynamic, organized and disciplined professional to motivate agency and retail sales staff. Successful applicant should be tenacious and have the ability to move rates upward. We are high profile and well respected and these are qualities you should also possess. Please reply in confidence and no background calls till we clear it with you. Group owned and E.O.E. Box H-36.

TOP 10 SUNBELT MARKET SALESPERSON WANTED

Major group operator looking for professional radio salesperson. First year income potential \$35,000 + , second year potential \$50,000 - \$60,000.

Candidate must have 2-5 years successful radio sales experience in a medium to large market.

Company has excellent training program and benefits package.

Reply in confidence including resume and two years billing history to Box H-6 . Equal Opportunity Employer, M/F

SALES MANAGER Beautiful Music in Beautiful Memphis

Experienced sales manager wanted for Harte-Hanks radio property in Memphis, TN. WEZI-FM has been No. 1, 2, or 3 in 12+ last 8 books. Superb facility with excellent staff and benefits. Reply with letter and your background to:

Dave Thomas
General Manager
WEZI-FM
5900 Poplar Ave.
Memphis, TN 38119

We are an equal opportunity employer.

Help Wanted Technical

Engineer

National public radio station WBST has an opening for an Engineer. You are totally responsible for the proper installation, operation and maintenance of all broadcast equipment including a 3 kilowatt transmitter. BS degree in Electrical Engineering or related field plus 2-3 years experience and appropriate FCC license required. Application deadline 8/19/81. Send resume to: Personnel Services Office, Ball State University, Muncie, IN 47306.

An Equal Opportunity/Affirmative Action Employer.

If you are an energetic, self-motivated, communicative Chief Engineer who has a minimum of five years broadcast experience, we have a challenging opportunity for you in Boston. Please send a complete resume to:

Mr. Dennis R. Ciapura
Greater Media Inc.
Turnpike Plaza
197 Highway 18
East Brunswick, NJ 08816

Also, Assistant Chief Engineer opportunity in Detroit. Must have strong audio background. Send complete resume to:

Mr. Chuck Borchard
General Manager
WMJC/WHND Radio
1 Radio Plaza
Detroit, MI 48220



GREATER MEDIA, INC.

EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

Help Wanted News

Wanted: News Producer/Anchor

for listener sponsored Pacifica station KPFA in Berkeley, Ca. Starting salary \$1100 monthly. Extensive exp. required. Send resume to: KPFA Station Manager, David Salniker, 2207 Shattuck Ave., Berkeley, Ca. 94704. Closing date: Aug. 14.

Situations Wanted News

NEWS DIRECTOR-OPERATIONS MANAGER

Seeking a major market station with management that is as concerned about it's people, as it is with making money. I offer more than 20 years of solid broadcasting experience ... a first phone. ... Better than average voice and writing skills ... and the ability to get the most from my staff. If you're building ... I'll put it together right. If it's built, I'll keep it together and make it better. Let's talk. Box H-35.

TELEVISION

Help Wanted Programing, Production, Others



IMMEDIATE OPENING FOR CO-HOST

SEND RESUME TAPE TO
MARC ROSEN, PRODUCER
P.M. MAGAZINE

WCIA
509 S. NEIL ST.
CHAMPAIGN, IL 61820

An Equal Opportunity
Employer M/F

TV HOST/HOSTESS

Daily public affairs/talk-variety program. Extensive interviewing and/or reporting experience necessary! Candidate must have thorough knowledge of national and international news and have flexibility of handling interviews of all kinds. News experience helpful. Send salary history and resume to Box H-7. Equal Opportunity Employer.



Are you a talented person ready to co-host established major market PM magazine? Our female co-hostess is moving to another market. If you can demonstrate solid on-air experience, writing and story production background, send your tapes and resumes to: Dick Dietrich, Executive Producer, WJBK-TV2/ Detroit, Box 2000, Southfield, Michigan 48037. An Equal Opportunity Employer.

WDVM TV 9 WASHINGTON, DC

is looking for the best **HOST**
for a 90 minute live magazine show.

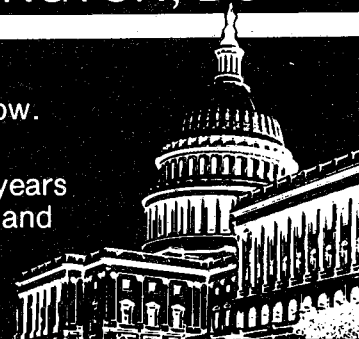
Candidates must have at least 3 years
on-air experience—good writing and
producing skills. Some anchor
experience preferred.

Saturday
MAGAZINE

Send your
tape and
resume to:

Sandra Butler, Executive Producer
WDVM-TV 9
4001 Brandywine Street, NW
Washington, DC 20016

An equal opportunity employer



**Help Wanted Programing,
Production, Others
Continued**

NEWS ANCHOR

Sunny, Southern Coastal living for proven applicant with news sense equal to delivery. Reporting and packaging skills a must. Send tape, resume (no phone calls) to News Director, WCIV-TV, P.O. Box 10866, Charleston, SC, 29411. EOE.



Photographer/field producer to shoot and edit 3/4 inch tape. Willing to train, but must be able to demonstrate basic technical skills, and take direction willingly. Send resume and salary needs to Box H-17. EOE M/F.



One of the nation's most successful PM Magazine's looking for talented co-host to join established male co-host. Candidates must have good writing skills, a sparkling on-air presence, and be able to produce outstanding stories. Send 3/4-inch tape and resume (no phone calls): Robert W. Shaw, Executive Producer, WCMH-TV, P.O. Box 4, Columbus, Ohio 43216. An Equal Opportunity Employer.

We've got a problem ...

We're a middle-market station with a major-market news department. Our problem: while we're not top-10, we want people qualified to work there. We offer a good community in which to raise a family, plus something that's not often found in news departments of any size: professional satisfaction. Our news programming is substantive and journalistically sound. We concentrate on content, not cosmetics. Management is committed to providing our audience with the news it needs to know, regardless of whose feathers get ruffled. We need:

- An anchor/producer for Good Morning America cut-ins and for the midday news.
- A Weekend producer/weekday reporter.
- A business/economics reporter.
- A 10pm producer.

If you've got a solid record of experience and accomplishments in any of these areas, we'd like to see a tape, a resume, and a list of enthusiastic references immediately. Please don't call us until we have your materials in hand. Send them to:

Robert Cohen
Executive News Director
KAKE-TV
P.O. Box 10
1500 N. West Street
Wichita, KS 67201

EOE

Help Wanted Technical

VIDEO TECHNICIANS

Opportunities in Texas, Michigan, California, Washington, New York, Missouri. We're Teleprompter, a leader in the cable TV industry, and we currently have exciting openings coast-to-coast for bright, versatile Video Techs.

To qualify, you must possess 3-5 years' maintenance experience in ALL of the following areas:

- VIDEO TAPE RECORDERS
- COLOR CAMERAS
- AUDIO SYSTEMS
- MICROWAVE
- DIGITAL CIRCUITRY

Working in conjunction with the PROGRAMMING Manager, you'll have an opportunity to take on as much responsibility as you can handle, including administrative functions.

As a progressive, growing company, Teleprompter can offer you advancement opportunities, as well as an excellent salary thoroughly commensurate with your experience and a generous benefits package.

To apply, please forward your resume, complete with salary history and requirement, in confidence to: Harlan Egan

Western Repair Center, 4630 Pacific Highway East Fife, Washington 98424

an equal opportunity employer m/f

TELEPROMPTER CORPORATION

Engineering-Television Technician

A minimum of 2-5 years' experience preferred in studio broadcasting and an FCC 1st Class license is required. The ideal candidate should have a background in electronics as well as strength in maintenance. RKO offers a liberal compensation package. For prompt consideration, forward your resume, including salary requirements, to Personnel Department, WNAC-TV Boston, a CBS Affiliate, RKO General Building, Government Center, Boston, MA 02114. An Equal Opportunity Employer M/F/H/Vets.

**MAINTENANCE
TECHNICIAN
ENGINEERS**

A major Southern California television/production facility has excellent opportunities available for Maintenance Technician Engineers.

Individuals will maintain and repair: studio equipment, live and film cameras, switchers, sync generators, videotape machines and terminal equipment, and microwave STL's. Will also be responsible for new systems and all functions, operations, and services needed for troubleshooting.

Positions require at least 3 years experience in a similar environment and a First Class Radio License. An AA in Electronics is preferred.

We offer an outstanding salary and benefits package. Please send resume to:

Personnel Department
P.O. Box 38906
Los Angeles, CA 90038

Equal Opportunity Employer M/F

**TRAFFIC
CLERK**

Television traffic experience preferred. BIAS experience necessary. Ability to work under pressure and keep deadlines, good figure aptitude and detail oriented. Please send resume to:

KHJ-TV
5515 Melrose Ave.
Hollywood, CA 90038

Equal Opportunity Employer M/F/H/VET

DEVELOPMENT MANAGER:

WXXI TV-FM, a prominent public broadcasting facility in upstate New York seeks an experienced development professional to lead and direct all development activities. Duties will include supervision and coordination of membership programs, annual auction, corporate underwriting, planned giving, public information and direct mail. Must have record of, at least, five years of solid achievement in sales/marketing/development. Experience in PTV highly desirable. Advanced degree preferred. Salary commensurate with experience. Range is \$22,500-\$37,500. Send resume to: Personnel Department, WXXI TV-FM, P.O. Box 21, Rochester, NY 14601 E.O.E.

Help Wanted Management Continued

MARKETING DIRECTOR WUAB-TV CLEVELAND, OHIO

One of America's great independents seeks Marketing Director to manage and create research services, sales promotion pieces, and sales presentations for national and local sales. Top references required. Send resume in strictest confidence, stating qualifications and salary requirements to: WUAB-TV, Bruno Sardi, P.O. Box 29130, Cleveland, Ohio 44129. A Gaylord Broadcasting Station. An Equal Opportunity Employer.

Help Wanted News

WEATHER FORECASTER

Top 50-s market station seeks personable, knowledgeable professional to do weather segments in area's only hour long early newscast, as well as 11 p.m. newscast. Immediate opening. E.O.E. Resumes to: Box G-214.

Solid all-around reporter, at home with both hard news and fun features. Strong self discipline and able to function with little direction to get the job done, for slot on successful all-local evening newsmagazine. Send resumes and tapes to Box H-4.

NOON NEWS PRODUCER

Major east coast market looking for experienced producer for new, innovative newscast. Program will include fast paced news segment with reporter phone-ins, live remotes, and newsroom updates on breaking stories. Producer must also work with talent on scheduling daily newsmaker interviews, and be able to rework entire format as day's events dictate. Send tape and resume to: John Zarrella, WBAL-TV, 3800 Hooper Ave., Baltimore, Maryland 21211. An EEO Employer.

Television News Anchor

One of the finest broadcast stations in America is looking for an anchor who will continue a tradition of dominance. If you can demonstrate superior communications skills, a track record of professional success and a willingness to work, we will reward you with a compensation package to match your skills.

All inquiries will be held in the strictest of confidence. Please send your resume, and a recent unedited air check to:

Bob Jordan
News Director
KSTP-TV
3415 University Avenue
St. Paul, MN 55114



ALLIED FIELDS Help Wanted Management

DIRECTOR OF MARKETING

Busy position with company producing and syndicating television campaigns promoting radio stations. Considerable experience and familiarity with cross-country markets a must. Travel a necessity. Starts immediately. Call Janine de Peyer or Robert Benderson at (213) 392-8771.

PRESIDENT/CEO

Board of Directors of non-profit broadcast investment company, specializing in minority applicant investments, is seeking a financially/broadcast experienced individual with leadership capabilities to manage the parent organization and its MESBIC subsidiary. Minorities and women encouraged to apply. Compensation commensurate with experience. Send resume and salary history to Box G-165.

Help Wanted Technical

DESIGN ENGINEERS BROADCAST ELECTRONICS, INC.

Excellent career opportunities are immediately available with Broadcast Electronics, a fast growing radio equipment manufacturer. You will find state of the art design tasks exceptionally challenging and the working environment in a 50,000 square foot headquarters complex pleasant and stimulating. Excellent company benefits, including Profit Sharing Plan.

AUDIO ENGINEER

This key position requires at least 2 years of experience designing audio circuitry, tape recorder electronics or audio consoles. A BSEE or equivalent experience will be considered. Individual will be responsible for challenging original design and product development projects.

MECHANICAL ENGINEERS

Candidates should possess broad mechanical design experience or, specialized skills in electro-mechanical linkage systems, cartridge machines, reel to reel tape recorders, heat-flow systems and innovative packaging for new products. These positions provide design challenges for new product development projects. Candidates with BSME preferred.

MICROPROCESSOR ENGINEER

Here is a challenging opportunity to help accelerate utilization of microprocessor technology to a variety of new broadcast products. A BSEE combined with strong interest in microprocessors is required.

Candidates are invited to send resume, in strict confidence, to Personnel Department, Broadcast Electronics, Inc., P.O. Box 3606, Quincy, Illinois 62305. An Equal Opportunity Employer.



4100 NORTH 24TH STREET, P.O. BOX 3606
QUINCY, IL 62305. PHONE (217) 224-9600

Help Wanted Sales

FACTORY SALES ENGINEER

Promotions and a newly created position have made expansion of our marketing team mandatory. We are the worldwide leader in transmitter remote control and point-to-point data distribution systems for the broadcast industry. Individual selected will have an applications engineering background in broadcast systems as well as an aptitude for field sales rep management and factory direct selling. Very competitive starting, benefit and compensation package. Results oriented candidates send resumes to:

Personnel Director
Moseley Associates, Inc.
A Flow General Company
111 Castilian Drive
Goleta CA 93117

Public Notice

PUBLIC NOTICE

The Village of Mount Morris, in Livingston County, New York, invites applications for a cable television franchise. Applications should be prepared and submitted in accordance with a "Request For Proposals" available from the undersigned. Applications will be accepted until 5:00 PM, October 9th, 1981 at the Village Building 103 Main Street, Mount Morris, New York, and all applications received will be available for public inspection during normal business hours at the Mt. Morris Village Hall, Donald Scalia, Village Clerk-Treasurer, 103 Main St., Mt. Morris, NY 14510. 716-658-4160.

LEGAL NOTICE PUBLIC NOTICE

The Town of Kent, Putnam County, New York, invites APPLICATIONS FOR A CABLE TELEVISION FRANCHISE. Applications shall be prepared and submitted in accordance with a "REQUEST FOR PROPOSALS" available from the undersigned. Applications will be accepted until October 25, 1981 and all applications received will be available for public inspection during normal business hours at the Kent Town Clerk's Office, 280 Smadbeck Avenue, Lake Carmel, New York. Edith M. Schornil, Town Clerk, Town of Kent, 280 Smadbeck Ave., Carmel, NY 10512, 914-225-2067.

Consultants

Ratings Down? Profits Down? Is Your Music Right?

It takes a lot of work, planning and showmanship to make or keep your station a winner.

We have experience in ownership, management and programming in at least 12 major and medium markets.

We can help rebuild your radio station, at affordable prices.

Call Collect Today!
L.J. Lancer, (803) 556-4363

Jones, Lancer and Associates
P.O. Drawer 30369 Chas., S.C. 29407

Radio Surveys

100 Calls \$295.00 A-La-Carte. You get Raw Data & Daily Shares including phones called, stations heard and when, comments, sex & age Terms

S-A-M-S

Box 2585, Augusta, GA. 30903 404-733-0642

Employment Services

RADIO OPENINGS

Need your first radio job? Need a new radio job? 100 to 200 Nationwide jobs. Open every week—Disk Jockeys—News—Programming—Top 40—Country—AOR—All Formats—All Market Sizes—This National computer list is available weekly for six dollars.

Special Discount—receive nationwide mailed to you for 4 consecutive weeks only \$12.50. You save \$11.50. If you don't need a job now, cut and save this ad. **American Radio Job Market, 6215 Don Gaspar, Las Vegas, Nevada 89108.**

For Sale Stations

NEED TO SELL

Small mit. 1 kw daytime with PSA, in mid Ky. with good potential. \$175 K, cash. Box G-206.

Radio Programing



LUM and ABNER
5 - 15 MINUTE
PROGRAMS WEEKLY
Program Distributors
410 South Main
Jonesboro, Arkansas 72401
Phone: 501-972-5884

CREATIVE BROADCAST SERVICES AGENCY

RADIO - TELEVISION - CABLE
TALENT AGENCY
Representing

• Management • Technical • Talent • Sales

Creative represents professionals from coast-to-coast to fill all On & Off Air positions in your company at no charge.

Call: (213) 467-8151

6290 Sunset & Vine, 9th Floor, Hollywood, CA 90028



For Sale By Owner

Southeast AM/FM combo. Single station market. Profitable. Terms to qualified buyer. \$100,000 down.

Box G-210

Big Band Music Is Now

A Top Seller
Call

GLACIER COMMUNICATIONS INC.
406/873-5411

BROADCAST CONSULTANTS

IMMEDIATE OPENINGS EXIST IN THE FOLLOWING CATEGORIES:

Filmmakers	Financial Analysts
Engineers	Internal Auditors
News Anchors	CMX Editors
Commercial Producers	Magazine Hosts
Photographers	Others!!!

ALL FEES ASSUMED BY THE EMPLOYER
CONTACT: Bruce Williams, BROADCAST CONSULTANTS, PO Box 60, West Hartford, CT 06107. Tel: (203) 233-6291.

EMPLOYER INQUIRIES ALWAYS INVITED

Business Opportunity

Investor Wanted

Working partner with good background in sales needed to help run a new FM station in Southern New Mexico. Minimum investment \$25,000.

(505) 434-1165

PAUL FREES

"His voice can help you to be No. 1"

Charles H. Stern Agency, Inc.

9220 Sunset Boulevard, Los Angeles, California 90069. Telephone: 273-6890



We've got the top country station in Lubbock, and we're well on our way in McAllen-Brownsville. Now we're ready to take on the rest of Texas and the Country. For all the facts and a complete presentation on the country format that never fails, call Mike Scott, former national program director and 20 year radio veteran, at 317-848-7511 or write:

SCOTT CONSULTANTS

11208 MOSS DRIVE
CARMEL, INDIANA 46032

For Sale Equipment

FOR SALE

3 RCA PX-23 B/W MONITORS. Two GBC B/W cameras, best offer. Contact: Lee Memorial Hospital, P.O. Drawer 2218, Ft. Myers, FL 33902 (813) 334-5306.

Wanted To Buy Stations

Wanted to buy

Class C FM with or without AM. Small or medium market in sunbelt. Profit history not important. Box G-27.

- Foreign speaking AM in Cleveland metro area. \$490,000.
- Tenn.—AM—day. Near Nashville. \$290,000.
- FM Ark.—Miss. \$380,000.
- Good facility covering Charlotte, N.C. \$540,000. Terms.
- FM in central Illinois city. \$1,000,000. Terms.
- AM/FM. S.E. Tenn. Only AM/FM in county. \$640,000. Terms.
- AM/FM within 70 miles of St. Louis. Good cash flow. \$2.3 million. Terms.
- AM/FM in good single station market in W. Tenn. \$800,000. Terms.
- Powerful daytime covering large Central Fla. city. \$1.2 million.
- AM/FM S.W. Tenn. FM covers big town, \$540,000.
- FM in Big Town in W. Okla. \$460,000.
- Daytimer. S.W. Mich City. Real estate. \$460,000.
- Fulltime N.W. Ala. City. \$520,000.
- Class C covering large Oklahoma city plus AM daytime. \$1.75 million.
- Daytimer in eastern Ark. Good cash flow. \$360,000. Terms.
- Coastal. S.E. Fla. powerhouse. AM fulltimer \$1.8 million including \$700,000 in real estate.
- FM. N.W. Missouri billing about \$100,000. Good real estate. \$195,000.
- E. Ky. 1000 watt daytime. \$280,000. \$30,000 down.
- South Carolina. SE daytime. \$220,000. C.P. for fulltime.
- Daytimer. SE KY. \$300,000.
- Fulltimer. West Virginia. \$275,000.
- Daytimer. Fort Worth powerhouse.
- Daytimer, N.C. Missouri. \$380,000.
- Daytimer. Good dial position. Central Florida. \$280,000.
- NW Florida. C.P. \$80,000—at cost.
- Atlanta area. 5,000 watts. \$470,000.
- 500 watt daytime. Single market station. CA resort area. \$430,000.
- Fulltimer. Dominant. Metro. TX. \$1,200,000.

Let us list your station. Confidential!

Drop by our Hospitality Suite, Radio Programming Conference, Chicago Hyatt Regency, August 16-19.

BUSINESS BROKER ASSOCIATES
615-756-7635 24 HOURS

Miscellaneous



SOUND EFFECTS
40 ALBUMS \$7.98 EACH

WRITE FOR FREE CATALOGUE
P.O. BOX 1441,
BELLINGHAM, WASH. 98225

For Sale Stations Continued

Fast growing
Midwest 5 kw AM day and Class A FM combo—
\$750,000. New studios & equip. Plus extensive real
estate. Reply Box G-203.

Michigan Daytimer
University Town Diversified Industry.
400,000 — Terms
Box G-183

APPRAISALS
Over twenty years of service to Broadcasting
Appraisals • Brokerage • Analysis
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215-865-3775
THE HOLT CORPORATION

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Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
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T418 HANDBOOK OF RADIO PUBLICITY & PROMOTION by Jack Macdonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words, over 1500 on-air promo themes adaptable to any format; and over 350 contests, stunts, station and personality promos! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages, 8-1/2 x 11" bound in long-life 3-ring binder. **\$29.95**

T464 HOW TO MAKE NEWS AND INFLUENCE PEOPLE by Morgan Harris and Patti Karp. The secrets of gaining publicity for any business from small local organizations to large national groups. Starting with the basics of writing a news story, the authors proceed to unveil the process of planning a full-scale publicity campaign. Relations with editors, photographers, correspondents, and other news people are highlighted. Sample radio announcements and correct formats for submission are a large part of the section on radio. There is a similar section on television. News releases, newsletters, and handbills can pack a meeting or event, and the authors have detailed pointers on their preparation and distribution. This volume is slanted towards fattening a group's treasury, increasing its membership, and getting those all-important messages over the airwaves or in print so they can reach the desired audience. 140 pages. **\$7.95**

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Media



Faherty

Michael Faherty, VP, Group W Radio, Chicago, joins Cox Broadcasting, as general manager of its WSB-AM-FM Atlanta, succeeding **Elmo Ellis**, VP-general manager, who remains VP until his retirement in December (BROADCASTING, Feb. 16).

Richard Simmons, vice chairman, Dun & Bradstreet, New York, joins Washington Post Co., Washington, as president and chief operating officer. Washington Post Co., is parent of Post-Newsweek Productions and Post-Newsweek station group which includes: WPLG(TV) Miami; WJXT(TV) Jacksonville, Fla.; WDIV(TV) Detroit, and WFSB-TV Hartford, Conn.

John McLaughlin, account executive KIIS(FM) Los Angeles, joins co-owned KPRZ(AM) there as VP-general manager, succeeding **Richard McIntosh**, who resigns to pursue other interests.

Larry Shushan, station manager, KEZL(FM) San Diego, named president-general manager.

Michael Vince, sales manager, WLIF(FM) Baltimore, joins WMAR-FM there as general manager.

Bernhard Kvale, acting general manager, WLW(AM) Cincinnati, named general manager.

Rusty Gould, sales manager, American Image Productions, Nashville, joins KARN(AM) Little Rock, Ark., as general manager.

Robert Clarke, sales manager, Gannett Broadcasting Service's WGAN-FM Portland, Me., named general manager of Gannett's newly acquired WRKT-AM-FM Cocoa Beach, Fla., (BROADCASTING, June 15).

Bill Hippen, director of sales, WRC(AM) Washington, named to new post of station manager.

Barry Howard, program consultant, Century 21 Programming, Dallas, joins WKAJ(AM)-WASM(FM) Saratoga Springs, N.Y., as station manager.

Thomas Cannon, general manager, noncommercial KSWK-TV Garden City, Kan., joins KXTV-TV Dallas as operations manager.

Carol Dietrich, creative services director, WYYD(FM) Raleigh, N.C., named operations manager.

Emanuel Gerard and **David Horowitz**, with office of president, Warner Communications Inc., New York, named co-chief operating officers of WCI. Their appointments are in line with appointment of Bert Wasserman as president of WCI (BROADCASTING, July 27).

William Rogers, attorney, Youngman, Hung-

ate & Leopold, Los Angeles law firm, and **Nancy Rosenfeld**, Golenbock & Barell, New York law firm, join Viacom International, as attorney's in Los Angeles and New York, respectively.

Frank Cody, division program manager, Sandusky Newspapers, Mesa, Ariz.-based station group, joins NBC Radio's *The Source*, as affiliate consultant, based in New York. **Neil Shenker**, television literary agent, International Creative Management (ICM) Los Angeles, joins NBC Television there as director of business affairs.

Alfred Russo, senior accountant, RKO General, New York, named controller for RKO's WOR-AM-TV and WXLO-FM New York.

William Battison, management consultant, Booz, Allen & Hamilton, New York, joins ABC Radio Networks there as VP-planning of finance and administration. **Della Britton**, associate with Washington communications law firm of Covington & Burling, joins ABC legal department, New York, as assistant general attorney in ABC Owned Stations and Radio Network divisions.

Paul Kramer, VP, CBS television stations research, New York, named to new post of VP, broadcast research, CBS/Broadcast Group. **Pamela Ann Hunter**, research manager for CBS's WCBS(AM) New York, named manager of coverage and marketing research for CBS Radio there. **Jim Flood**, records assistant, CBS, Inc., New York, joins CBS/Broadcast Group there as writer of audience services.



Liptak



Williams

Gregory Liptak, senior VP of operations, Times Mirror Cable Television, Irvine, Calif., named executive VP. **Donald Williams**, senior VP, Oak Industries, responsible for Oak's STV, cable and broadcast operations, based in Rancho Bernardo, Calif., joins Times Mirror Cable as Liptak's successor.

Joseph Haight, VP of Southeast division of Omni Cable TV Corp., Norwalk, Conn., named senior VP in charge of operations.

Mike Silacci, general manager of Falcon Cable TV's northern California systems, based in Gilroy, named VP.

Robert Brzezinski, accounting manager, mid-Atlantic region, Warner Amex Cable Communications, named director of finance, Eastern division, New York.

Frank Reinemeyer, assistant general manager

of American Television & Communications Corp.'s Toledo, Ohio, cable system, named general manager of its Indianapolis system, American Cablevision of Indianapolis. **Joe Marzano**, marketing manager, ATC's cable system in Delaware county, Pa., named to same post in Indianapolis.

Gary Morley, national sales manager, Gardiner Communications, Houston-based manufacturer of earth receiving stations, joins Visual Communications America, Houston-based MSO, as VP-franchising.

Advertising

Joan Rothberg, with Ted Bates & Co., New York, named executive VP.

Joe Chierchio, **Robert Skollar**, and **Mark Kamen**, creative supervisors, Grey Advertising, New York, named VP's.

John Dooner Jr., VP-management supervisor, Marschalk Co., New York, named senior VP-management service director. **Bob Shea**, account supervisor, Marschalk, New York, named VP. **Peg Jump**, account executive, Marschalk, New York, named account supervisor.

Gene Taylor, senior VP, Wells, Rich, Greene,



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Detroit, joins Campbell-Ewald, Warren, Mich., as executive VP-director of creative services.

Named VP's, Leo Burnett U.S.A., Chicago: **Angelo Antonucci**, senior producer, creative services; **Carol Foley**, group research director; **Allen Klein**, associate creative director, and **Gary Kroll**, account supervisor.

Alan Jacobs, senior VP-associate creative director, McCann-Erickson, New York, joins Doyle Dane Bernbach, New York, as senior VP-copy supervisor.

Named VP's, Ogilvy & Mather, New York: **Joel Barad**, account supervisor; **Doug Franc**, director of computer applications; **Irene Fray**, account supervisor; **Steve Jeffery**, copy supervisor; **Parker Ransom**, account supervisor; **Paul Rubinstein**, art director-producer; **Laurie Solomon**, copy supervisor, and **Michael Zambrelli**, copy supervisor.

Named VP's, SSC&B, New York: **Robert Goldman**, associate creative director; **Don Keller**, producer; **Ann Hughes** and **Gunnar Wilmont**, account supervisors.

J. Davies Maddox, VP-management supervisor, Doyle Dane Bernbach, New York, joins Needham, Harper & Steers there as account group director.

Ellen Robinson, graduate, University of Michigan, Ann Arbor, and **Melanie Villines**, media planner, Albert J. Rosenthal, Chicago advertising firm, join Tatham-Laird & Kudner, Chicago, as assistant media planner and media planner, respectively. **Dale Watts**, senior project manager, Ketchum, MacLeod & Grove, Pittsburgh, joins TL&K, Chicago, as associate research director.

Irene Hansen, VP in charge of finance and administration, and **William Sharfman**, VP-planning director, Brouillard Communications, New York subsidiary of J. Walter Thompson, named senior VP's.

Edward Kessler, director of corporate communications, Turner Broadcasting Systems, Atlanta, joins Selelevision Inc., as president. Selelevision is direct response marketing group, responsible for developing marketing services and product-oriented programs for cable programmers and operators. He will be based in New York.

Michael Harvey, with Cable Newspaper Corp., proposed Epping, N.H.-based cable programming network (BROADCASTING, June 22), named VP-national ad sales.

Gary Ahrens, St. Louis regional manager, and **Jeff Dashev**, Los Angeles regional manager, McGavren Guild Radio, named VP's-regional managers.

Norm Grudman, account executive, Blair Television's NBC/red sales team, New York, named manager of Blair's Miami sales operations. **John E. Baker**, VP-controller, Home Insurance Co., New York, subsidiary of City Investing Co., New York, joins John Blair there as controller. Named account executives, Blair Television: **Patricia Ann Brown**, from WDCA-TV Washington, to CBS/red sales team, New York; **Joseph Cusenza**, from TeleRep, New York, to independent sales team; **Janet Dowiatt**, from D'Arcy-MacManus & Masius, Chicago, to NBC sales team there, and **James Corson**, from Peters, Griffin, Woodward, St. Louis, to sales team there.

Barbara Lowe, director of special services, Eastman CableRep, New York, named VP-

marketing services.

Vincent Turco, account executive, RKO Radio Sales, New York, named manager, succeeding **Michael Disney** (see Programming).

Linda Daileader, client service representative, Arbitron, New York, and **Rose Weitz**, associate broadcast manager, Gardner Advertising, St. Louis, join Katz Radio Network, New York, and Katz Television Continental, St. Louis, respectively, as account executives.

Gail Trell Barker, VP, CBS Owned AM stations, New York, named to new post of VP sales and marketing, CBS Radio, responsible for CBS Radio Network, recently-announced youth-oriented radio network, CBS Owned AM and FM Stations, CBS Radio Spot Sales and CBS-FM National Sales, and for developing new businesses for CBS Radio. **W. Thomas Dawson**, VP, division services, CBS Radio, named to new post of VP, market development, CBS Radio Networks.

Diane Seaman, manager of children's program sales, NBC, New York, named director of NBC daytime sales. **Frank Neumeister**, manager of sales service, West Coast, NBC-TV, Los Angeles, named director of sales service.

Arthur (Bud) Calabrese, advertising representative, *Self* magazine, and **Sherry Black Kozloff**, director of national market development, ABC Radio Division, New York, join ABC Radio Networks there as account executives. **Deborah Shay**, account executive, WTAE-TV Pittsburgh, joins ABC Television Spot Sales, Chicago, in same capacity.

Gordon Hughes, general sales manager, CBS's KNXT(TV) Los Angeles, named director of sales, succeeding Kenneth Hall, named VP-sales for CBS Television Stations Division (BROADCASTING, July 27).



Hughes



Watkins

John Watkins, sales manager, Los Angeles office of ABC-TV Spot Sales, named general sales manager of ABC's WABC-TV New York, succeeding Joseph Ahern, named VP-station manager WLS-TV Chicago (BROADCASTING, July 27).

Ted Norman, local sales manager for Continental Broadcasting Network's KXTV-TV Dallas, named VP-sales for CBS, responsible for KXTV-TV, WXNE-TV Boston, WANX-TV Atlanta and WYAH-TV Portsmouth, Va. He will be based in Dallas. **Terry Noble**, account executive KXTV-TV, succeeds Norman there.

John Cravens, account executive, WLS-AM-FM Chicago, named sales manager.

Susan Pelletier and **Jack Hathaway**, account executives, WFGL(AM)-WFMP(FM) Fitchburg, Mass., named sales managers of WFMP and WFGL, respectively.

Albert Lucero, general sales manager, WFRV-TV Green Bay, Wis., joins WJZ-TV Baltimore as local sales manager.

Scott Loughrey, account executive, WGRQ(FM) Buffalo, N.Y., joins WHLD(AM)-WZIR(FM) there in same capacity.

Myra Campbell, elementary school teacher, Crossroads Middle School, South Brunswick, N.J., joins WHWH(AM) Princeton, N.J., and co-owned WPST(FM) Trenton, N.J., as advertising consultant.

Programming



Reiss

W. Randolph Reiss, senior VP, Paramount Television Domestic Distribution, New York, named president, based in Los Angeles, where domestic distribution office has been relocated.

R.B. Smith, executive VP, Satellite Syndicated Systems, Tulsa, Okla., named to same post for

its Satellite Program Network there. **Mike Stangeby**, general manager of SPN, assumes additional duties as assistant VP. **Sarina Klaver**, with SPN, named new projects coordinator.

Dina DuBois, VP-manager of program development, Compton Advertising, New York, joins NBC Enterprises there as VP-programming.

Andrea Sporer, from New York law firm of Paul, Weiss, Rifkind, Wharton & Garrison, joins United Artists there as VP-administration for television, video and special markets divisions.

Don Gadsden, assistant general attorney, ABC News division, New York, joins ABC Sports as director of legal and business affairs for 1984 Olympics.

Harrington Silva, assistant to VP of technical services, Worldvision Enterprises, New York, named international sales administrator.

Susan Clark, in charge of programming and operations, Gold Key Entertainment, Los Angeles, named VP-administration.

Erma Lockhart, manager of sales reporting and analysis, Showtime, New York, named director of sales administration. **Leona Tenebruso**, regional sales manager, Western region, Showtime, based in San Ramon, Calif., named director of sales strategy and planning. **Maurice Bendrihem**, from Peat, Marwick, Mitchell & Co., New York accounting firm, joins Showtime, New York, as manager of financial planning.

Roger Kirman, associate general counsel, West Coast, Viacom Entertainment Group, Los Angeles, named director, business affairs.

Kent Threlfall, with Cable Newspaper Corp., Epping, N.H.-based proposed cable programming network (BROADCASTING, June 22), named VP-operations, responsible for programming, marketing and distribution.

Bob Creamer, VP-sales, U.S. Video, Hollywood, Calif., joins Vidtronics, video production house there, as studio sales director, responsible for development of videotape sales within motion picture and television studios.

Judith Bartolazzi, director of literary development, Cypress Point Productions, Los Angeles, joins Cinaco Television, Hollywood-based program distributor, as manager of pay-TV and cable sales.

Lana Freistat, program executive, comedy program development, CBS Entertainment, Los Angeles, named manager of comedy program development. **Rick Berger**, with CBS management trainee program, CBS Entertainment, Los Angeles, named associate program executive of comedy program development.

Dave Basinski, editor for *Hour Magazine*, Group W Productions, Los Angeles, named production supervisor for co-produced *We're Movin'*. **Erica Gerard**, researcher KNXT(TV) Los Angeles, joins Group W there as associate producer of *We're Movin'*.

Stuart Graber, associate director of International Television Group, Children's Television Workshop, New York, joins Telepictures there as international sales and marketing executive.

Michael Disney, manager, RKO Radio Sales, New York office, joins Raycom Sports, Charlotte, N.C., sports programming network, as director of sales.

Paul Hilt, market manager-media industries, New York Telephone, joins PlayCable there as national sales director. **Linda Mullin**, marketing communications manager, Time-Life Video International, New York, joins PlayCable there as manager of marketing services. PlayCable is game channel pay-TV service and joint venture of General Instrument and Mattel.

Mark Chataway, assistant program director and talk-show host, WRNG(AM) Atlanta, named program director.

Michael McGee, program director, KCMO(AM) Kansas City, Mo., joins WCAU(AM) Philadelphia as program director.

Glenn Giere, producer-director and production manager, ABC Sports, New York, named executive program producer for ABC's WABC-TV New York.

Kenneth Gordon, broadcast operations supervisor, WOR-TV New York, named production manager.

John Pascuzzi, operations manager, KCCI-TV Des Moines, Iowa, named director of development responsible for locally produced programs and coordinating news, sports, promotion, production and engineering departments.

News and Public Affairs

Appointments within news department, KABC-TV Los Angeles: **Ken Nelson**, from director of news operations to assistant news director, succeeding Terry Crofoot, now news director (BROADCASTING, July 27); **Pat Higgins**, executive producer of late news, succeeds Nelson; **Roger Bell**, executive producer, 4 p.m. news, succeeds Higgins; **Jim Hattendorf**, from assignment editor to executive producer, early news; **John Babcock**, from executive producer, 5 and 6 p.m. newscasts, to director of special projects, and **John Mies**, executive producer of sports, assumes additional duties as supervisor of minicam units.

James Hood, general broadcast editor, Associated Press, New York, named to new post of deputy director of broadcast services, responsible for all editorial services provided to broadcasters by AP.

Thomas Wolzien, producer of "Special Segment" inserts in *NBC Nightly News*, New York, named executive producer of *NBC Magazine*.

Mike Donegan, assistant news director, WSM-AM-FM Nashville, named news director.

Thomas Purdy, supervising producer, Cable News Network, Atlanta, and **Cathlynn Cannon**, news producer, WSFA-TV Montgomery, Ala., join WDIV(TV) Detroit as news producers.

Mike Longman, news anchor, WGSO(AM) New Orleans, named assistant news director.

Greg Lefevre, senior reporter, KDFW-TV Dallas, joins KSEE(TV) Fresno, Calif. (formerly KMJ-TV), as news director. **Bill Murphy**, news director, KSEE, named assignment editor.

Tim Sherwood, county reporter, KTSB(TV) Topeka, Kan., named assignment editor and statehouse reporter. **Craig Bolerjack**, graduate, Kansas State University, Manhattan, joins KTSB as weekend sports anchor. **Gail Penneybacker**, graduate, Kansas State University, Manhattan, joins KTSB as general assignment reporter and anchor.

Brian Eckert, anchor-producer, *New Jersey Morning News*, New Jersey Public Television, Trenton, joins WRBV(TV) Vineland, N.J., as assignment editor.

Pam Zekman, assistant city editor in charge of special projects, *Chicago Sun-Times*, joins WBBM-TV there as head of investigative unit.

Gordon Williams, assistant managing editor, *Business Week*, New York, joins ABC Informa-

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tion Network there as business correspondent and anchor of new daily business reports. *Gordon Williams Business Reports*, seven reports daily and six weekend features, will debut Sept. 14.

Susan Banks Brady, weekend anchor-reporter, WKBW-TV Buffalo, N.Y., joins WNBC-TV Boston as co-anchor of 6 and 11 p.m. newscasts.

Don Torrance, south Jersey correspondent, *New Jersey Nightly News*, based in Trenton, joint project of noncommercial WNET(TV) New York, and New Jersey Public Television, named anchor.

Michelle Gailiun, anchor, WCHM-TV Columbus, Ohio, joins WTVN-TV there in same capacity. **Jo Anne Nader**, general assignment reporter, WKBN-TV Youngstown, Ohio, joins WTVN-TV in same capacity.

George McManus, reporter, KCBS(AM) San Francisco, joins KICU-TV San Jose, Calif., in same capacity.

Barbara Ann Boylan, reporter-producer, WKTQ(FM) Pittsburgh, joins KDKA(AM) there as reporter-anchor.

Kenneth Bringenberg, news director, WCFR-AM-FM Springfield, Vt., joins WSB-AM-FM Atlanta as news reporter-anchor.

Martin Gould, news producer, WFLA-TV Tampa, Fla., joins WEWS(TV) Cleveland, as general assignment reporter and weekend producer.

Bill Deiz, reporter, KPIX(TV) San Francisco, joins KCBS(AM) there in same capacity.

Kim Hood and **Tom Cochrun**, *PM Magazine* co-hosts, WISH-TV Indianapolis, join WTHR(TV) there as feature reporter and investigative reporter, respectively.

Gigi Lyons, recent graduate, Northern Illinois University, De Kalb, joins WIFR-TV Rockford, Ill., as reporter.

Nanci Riley, from WTVG(TV) Toledo, Ohio, joins WKRC-TV Cincinnati, as weather reporter.

Technology

Stanley Basara, division VP-general manager, RCA Broadcast Systems, Camden, N.J., joins Vital Industries as senior VP-general manager of its Gainesville, Fla., facility. Vital manufactures TV production and master control switchers, automation systems, video manipulation units and distribution amplifiers.

Arthur Parsons, assistant VP of marketing and program development, Communications Satellite Corp. General, Washington, joins American Satellite Co., Rockville, Md.-based private-line satellite carrier, as VP-marketing. **Charles Nangle**, VP-treasurer, American Satellite, named senior VP of finance and treasurer.

Carlos Roberts, chief of FCC's Private Radio Bureau, Washington, joins M/A-Com Corp., manufacturer of diversified communications products, as director of land mobile development, based in Germantown, Md.

Ernest DeVita, VP-sales and marketing, Omni Spectra, Waltham, Mass., manufacturer of microwave components and connectors, CATV cable lines and connectors, named VP-sales, based in Merrimack, N.H., Omni Spectra's sales headquarters. **John Callahan**, marketing manager, Omni Spectra, Merrimack, named

director of marketing. **Burt Widener**, operations manager for connector division, based in Waltham, named division manager.

Named broadcast district sales managers, McMartin Industries: **Jim Wagner**, engineering supervisor, WLW(AM)-WSKS(FM) Cincinnati, to represent Ohio, Indiana, Eastern Kentucky and lower Michigan, based in Cincinnati; **Richard Moen**, sales representative, KFAB(AM)-KGOR(FM) Omaha, to represent Delaware, Maryland, New Jersey, Pennsylvania, northern Virginia, eastern West Virginia, New York City and Long Island, based in Broad Run, Va., and **Bill Harland**, sales representative, Harris Corp., to represent Arizona, New Mexico, southern California, southeastern section of Nevada and Hawaii, based in Irvine, Calif.

Anthony Langley, marketing manager, Rupert Neve Inc., Bethel, Conn., named VP-sales. Rupert Neve manufactures sound mixing consoles and processing equipment for broadcasting industry.

Ron Webb, from broadcast sales division, Sound Genesis, San Francisco audio equipment distributor, joins ADM Technology as VP-sales for West Coast, based in San Francisco. ADM Technology is manufacturer of audio consoles and components.

John Romanko, national sales manager, Arvin/Echo, Mountain View, Calif.-based manufacturer of videodisk recorders, joins Eigen Video, Grass Valley, Calif., manufacturer of videodisk recorders, as sales manager.

Walter Nichol, engineering manager, Group W's KPIX(TV) San Francisco, named to same post for co-owned Group W Satellite Communications (BROADCASTING, May 18), based in Stamford, Conn. GWSC plans to produce and sell program services to cable systems and distribute programming on five transponders leased on Westar IV.

David Glick, from noncommercial WAMU-FM Washington, joins Independent Network News there as videotape editor and audio technician.

Promotion and PR

Linda Oken, awards administrator, NBC, New York, named manager of NBC special presentations, responsible for design and editing of videotape and film presentations used in film festivals, various awards competitions and special corporate presentations.

Kathleen Bracken, story analyst and assistant to producer-director James Komack, Warner Bros., Los Angeles, joins Columbia Pictures Television Distribution there as advertising copywriter.

Barbara Hayes, associate editor, New American Library Publishing House, New York, joins U.S. JVC Corp., Elmwood Park, N.J., as national public relations supervisor.

Allied Fields

J. Neil Smith, VP-general manager, Station Business Systems, Greenwich, Conn., supplier of in-house computer systems for broadcast and cable industries, named president.

James McKinne, field operations bureau chief, FCC, Washington, named chief of Private Radio Bureau there, succeeding Carlos Roberts (see Technology). **Richard Smith**, deputy

chief, FOB, succeeds McKinne.

Malcom R. (Sandy) Pfunder, assistant director for evaluation, Federal Trade Commission's Bureau of Competition, joins Washington law firm, Hamel, Park, McCabe & Saunders.

Tom Pace, associate with Arent, Fox, Kintner, Plotkin & Kahn, Washington communications law firm, joins Dow Jones & Co., South Brunswick, N.J., as communications counsel.

Walt McCall, manager of Teleprompter, Great Falls, and **Tom Glendenning**, manager of Micro TV, Miles City, named president and VP, respectively, of Montana Cable Television Association.

Terrie Williams, program administrator, Black Filmmaker Foundation, New York, joins Black Owned Communications Alliance (BOCA) there as executive director. BOCA is trade association organized in 1979 by owners of black communications companies.

Sir Huw Wheldon, former chief executive officer of BBC Television Division and now chairman of London School of Economics, has received Arthur D. Morse Fellowship Award in Communications and Society from Aspen (Colo.) Institute for Humanistic Studies. Award is given in memory of late Arthur D. Morse, who was producer of documentary programs for Edward R. Murrow at CBS and executive director of International Broadcasting Institute.

Elected officers, National Communications Club, Washington: **Brian Johnson**, Pierson, Ball & Dowd, communications law firm, president, succeeding, **Clarence McKee**, Pepper & Corazzini, communications law firm; **Ogden Prestholdt**, A.D. Ring & Associates, engineering and consulting firm, VP-treasurer, and **Dwight Ellis**, with National Association of Broadcasters, second VP-secretary. **Friedel Adams**, club manager, retires in September, to be succeeded by club hostess, **Barbara Sellers**.

Deaths

Leo Morrison, 64, founder and former part owner of four radio stations on Long Island, N.Y., died of cancer July 16 at Mount Sinai hospital in New York, N.Y. Morrison with two brothers founded WPAC(AM) Patchogue, N.Y. (now WLIM), in 1951 and WPAC(FM) there (now WBLI) in 1957. They also founded WAPC(FM) Riverhead, N.Y. (now WRCN) in 1962 and WAPC(AM) there (now WRCN) in 1963. They sold stations in 1967. Morrison began his broadcasting career in 1942 at WSYB(AM) Rutland, Vt. He is survived by his wife, Harriet, two daughters, son, and two brothers.

Sidney Lidz, 65, senior project engineer, Blonder-Tongue Laboratories, Old Bridge, N.J., died of leukemia July 25 at his home in Middletown, N.J. Blonder-Tongue manufactures MATV and CATV signal distribution equipment and STV decoders and encoders. He is survived by his wife, Shirley, son and daughter.

Walter McCreery, 80, president, McCreery/Pacific Advertisers, Newport Beach, Calif., died of heart attack July 9 in Newport Beach. McCreery was also former sales executive with KGFJ(AM) Los Angeles, and during World War II had been Western regional radio director for Office of War Information. He later formed Smith, Bull & McCreery, Los Angeles advertising firm. He is survived by his wife, Virginia, and daughter.

Wold's Gary Worth: riding the satellite to success

Policeman Gary Worth was on routine patrol for the town of Englewood, N.J., in 1972 when he received a message that would change the direction of his career and put it back on a course set a decade earlier.

It was an invitation to go to work for the Mutual Broadcasting System and help rescue the floundering radio network.

The network's raid of the Englewood police force was not as peculiar as it would seem. Worth had worked three years for Mutual between 1966 and 1969 and it needed a proved performer to sell its nascent black network in the face of stiff competition from another incipient service being offered by the National Black Network.

And it wasn't peculiar that Worth, who had run his own regional radio network in Florida at age 18, was found wearing a badge and uniform. "I don't believe in life you should restrict yourself to any particular activity," Worth says reflecting on a career that has taken a couple hard turns. "You do what you enjoy. You do what you're good at and if you're good at a lot of things you do a lot of things."

Although torn between careers in law enforcement and broadcasting, but attracted by the money of the latter, Worth agreed to rejoin Mutual. Despite the competition, the Mutual Black Network was launched with 32 affiliates on May 1, 1972, and rapidly grew to around 80 affiliates by that September. Worth was back in the communications business to stay.

Worth rose as high as he could at Mutual and in 1979 left to become president of two branches of the Robert Wold Co., known together as Wold Communications. The company, based in Los Angeles, provides transmission services—satellite and terrestrial—for television and radio stations and program distribution for syndicators and cable and subscription television programmers.

Sounding like hundreds of others now working in broadcasting or broadcasting-related businesses, Worth says it all started at a small-town, class IV station. As a high school student in Stuart, Fla., he worked at WSTU(AM) as announcer, disk jockey and salesman. In his first year at Palm Beach Junior College, Worth formed the Sunshine Radio Network, a regional network affiliated nationally with Radio Press International and locally with "a couple dozen" radio stations.

The young network and its young president "traveled a very rocky financial road" and after six months Sunshine beamed no



Gary James Worth—president and chief operating officer, Wold Communications, a division of the Robert Wold Company Inc. (RWC), and president and chief executive officer, Wold Communications Inc., a subsidiary of RWC, Los Angeles; b. Berkeley township, N.J., Dec. 13, 1940; Palm Beach (Fla.) Junior College, 1960; announcer/salesman, WSTU(AM) Stuart, Fla., 1956-58; president, Sunshine Radio Network, 1958-59; salesman, WEAT(AM) West Palm Beach, Fla., 1959-60; flight navigator and information officer, U.S. Air Force, 1960-66; manager, western division, station relations, Mutual Broadcasting System, 1966-67; director of station relations, Mutual, 1967-69; Capital Cities Communications (Fairchild Communications), director of sales, 1969; president, Heritage Ltd. (dry cleaning), 1969-71; police officer, Englewood, N.J. 1971-72; director, station relations, Mutual, 1972; vice president, Mutual, 1972-74; executive vice president, 1974-78, Mutual; executive vice president and co-chief operating officer, Mutual, 1978-79; present positions since December 1979: single.

more. Worth went back to local radio.

Worth deviated from his broadcasting career for the first time in 1960 when he joined the Air Force to serve for six years as a navigator and information officer.

In his first incarnation as a Mutual employe, Worth was hired as manager, western division, station relations, and was later promoted to director of station relations. He left Mutual in 1969 to sell three-minute audio vignettes to radio stations for Capital Cities Communications but something was lacking in either his salesmanship or product. "The CapCities stations themselves wouldn't even carry them," Worth says.

Worth left CapCities after just six months. It was at this juncture that his career again swerved from its course. He began managing an investment in a chain of dry cleaning shops and when that proved unsatisfying, he gave into a life-long desire and became a cop.

Meanwhile, Mutual was in the midst of transition. Ed Little had been hired to manage the struggling network, which, Worth says, then had "about \$600 in the bank and about \$1 million in accounts payable," and immediately announced plans to start two new networks, one aimed at blacks, the other at Hispanics. When his director of affiliate relations defected to National Black Network, Little needed immediate help and found it in Worth.

Over the next several years, Little and Worth turned around the fortunes of Mutual; the network that was purchased for \$3.1 million in 1966 was sold to Amway in 1977 for \$18.5 million. Worth's primary responsibility was station relations—building and maintaining network affiliation. He also conceived and began planning for the satellite distribution of Mutual feeds and directed Mutual's purchase of two radio stations: WCFL(AM) Chicago and WHN(AM) New York.

Despite their success, Amway began in 1978 what Worth now sees as "an intelligent plan" to ease them out without disrupting the operation of the network. It established a four-man executive committee that included Worth and Little, but diluted Little's power and caused him to quit. When the committee was dissolved a year later and newcomer Martin Rubenstein was promoted to the top job, Worth also took his leave.

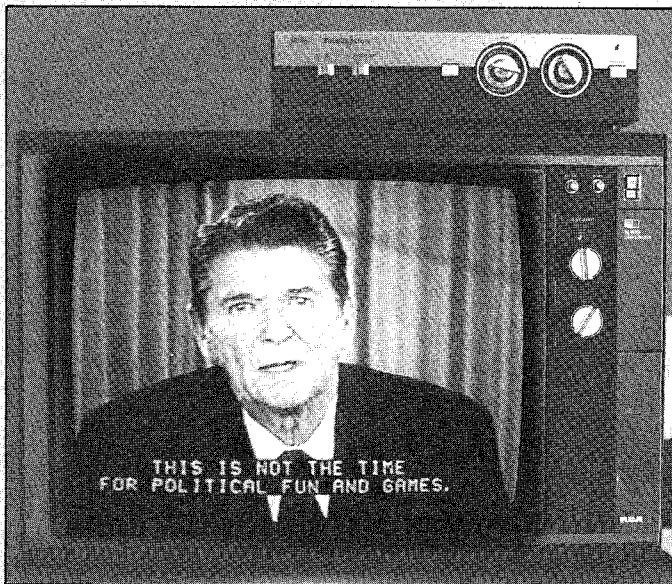
Since Mutual was one of his customers, Robert Wold, the chairman of the company of the same name, had known Worth and his capabilities seven years when he asked Worth to manage and expand Wold Communications in December 1979. "There weren't many with Gary's kind of background," Wold says. He was the "architect" of the Mutual satellite network and he had experience in broadcasting and networking.

Wold Communications has expanded considerably since Worth made his appearance. Using satellite and terrestrial links, production facilities in Los Angeles, New York and Washington and a growing network of earth stations, Wold is able to offer an array of transmission services—point-to-point for broadcasters and point-to-multi-point for program distribution.

Worth thinks he and his company are in just the right place to capitalize on the ongoing revolution in satellite ENG, and satellite program distribution, but it will take some doing to hold its position. As the technology changes, so must Wold, Worth says. "We've got to stay on top of the technology. We need to be the first to determine how to apply the technology, and we need to be able to go out and show our customers how this technology can be utilized."

Senate was expected to confirm appointment of **Henry M. Rivera** and reappointment of **James H. Quello** to FCC late Friday night. Rivera, Albuquerque, N.M., lawyer sponsored by Senator Harrison Schmitt (R-N.M.) will be sworn in by FCC Chairman Mark S. Fowler on Aug. 10 at University of New Mexico Law School in Albuquerque. Quello, who has been commissioner since 1974, will be sworn in by Judge Damon Keith of U.S. Court of Appeals, Sixth Circuit on Aug. 6.

Television may have played major part in President Reagan's getting his tax-cut package passed by House of Representatives last Wednesday (July 29). Reagan's Monday-night appeal to public was carried live by ABC, CBS, NBC and Public Broadcasting Service. ABC and CBS report full coverage by affiliates; NBC reports carriage by all affiliates but four. NBC spokesman estimated three commercial networks reached about 60 million viewers. In broadcast, Reagan urged voters to contact their congressmen. Congressional switchboard was jammed with about 39,000 incoming phone calls Tuesday, double normal traffic. Western Union reports handling 50,000 telegrams same day, four times normal flow, with most of those headed for congressional offices. White House reports receiving 3,121 telephone calls and telegrams in support of tax-cut plan, with 709 against.



Reagan's address also reached thousands of hearing-impaired persons, thanks to National Captioning Institute. NCI, which captions number of programs for ABC, NBC and PBS, received advanced copy of speech and portions of rebuttal by House Speaker Thomas P. O'Neill (D-Mass.) and House Ways and Means Chairman Daniel Rostenkowski (D-Ill.), wrote captions and stored them in computer. As Reagan and, later, his congressional adversaries spoke, captions were fed by telephone to ABC and PBS and incorporated into live broadcasts.

BBDO International Inc., New York, with worldwide billings of more than \$1.3 billion, **has signed agreement in principle to acquire Tracy-Locke Advertising,** Dallas, with billings of \$122 million. BBDO reported U.S. broadcast billings of more than \$400 million in 1980 and Tracy-Locke's total was more than \$60 million. T-L shareholders will receive BBDO stock worth about \$10 million.

Television rights to football games of National Collegiate Athletic Association for four years, starting in 1982, were **granted jointly to ABC Sports and CBS Sports for combined total of \$264 million.** Record contract calls for CBS and ABC each to pay average of \$33 million annually. Increase is more than double amount now paid by ABC (average of \$31 million

per year), which winds up its two-year contract at end of 1981 season. Each network will have 14 broadcasts each year, divided into eight national and six regional for CBS and either same ratio or seven and seven for ABC. They will rotate on early and late starts of telecasts. Some observers felt record contract would eliminate threats by College Football Association, consisting of 62 major football members, to negotiate separately for own contract. NBC Sports said it has had discussions with CFA but no agreement has been reached. NBC also said it had participated in negotiations for NCAA rights; believes it made "most advantageous" financial offer, suggested schedule and offered prime-time exposure on Saturday night. NBC Sports said NCAA replied it considered Saturday afternoon appropriate time for college games, and NBC said it dropped out of bidding.

White House press office doesn't have right to exclude television crews from pool coverage of President just because television news media can't agree among themselves who will represent them in pool, according to preliminary injunction issued by Atlanta U.S. District Judge Orinda Evans last Tuesday (July 28). Injunction was issued in response to motions filed by ABC, CBS and NBC, which came in wake of Cable News Network's pending lawsuit against the networks and White House. In suit, CNN charges it has been unconstitutionally denied full participation in White House pool coverage. Before suit, White House designated which of the three networks would participate in pool. But after suit, White House announced it would be up to television media to decide who would participate in pool. When they were unable to agree, White House press office announced that television would be excluded from pool coverage altogether. On July 9, judge issued temporary restraining order that had similar effect (BROADCASTING, July 13). Judge said preliminary injunction will remain in effect until full trial can be held.

Baseball strike was settled last Friday (July 31) after 50 days. Regular schedule will resume on Aug. 10 after All-Star game on Aug. 9 in Cleveland.

Senate Commerce Committee, after meeting in executive session last Friday (July 31), **voted to approve James C. Miller III's** nomination to be **chairman of Federal Trade Commission,** but made clear that it would keep sharp eye on how FTC conducts antitrust enforcement in future. Several senators raised questions about how well Miller would police antitrust beat. Although Senator John Danforth (R-Mo.) approved Miller's nomination, he said he expected Miller to enforce antitrust laws rigorously. Senator Slade Gorton (R-Wash.), noting that he was "disturbed" by several of Miller's responses on antitrust issues during his confirmation hearing, wrote Senate Majority Leader Howard Baker (R-Tenn.) requesting that Miller's confirmation be withheld from full Senate approval until Gorton had chance to study Miller's and administration's plans for antitrust enforcement.

Representative Dante Fascell (D-Fla.) was out of danger and **recovering last Friday from surgery** he underwent Thursday night for blood clot in his head. Fascell, who chairs subcommittee on International Operations, has held hearings this year on Cuban "frequency grab" and UNESCO movement to license overseas journalists. Spokesman for Fascell said surgery was relatively simple.

President Reagan received letters from members of House Ways and Means Committee and Senate Finance Committee urging him to **endorse "mirror legislation"** that they believe will **resolve "border broadcast controversy."** Trade dispute stems from Canadian law that denies tax deductions for advertising placed with U.S. broadcasting stations. Congressmen said they are ready to introduce similar legislation for U.S. adver-

tisers in hope Canadians would reconsider their law, but would prefer to wait for presidential recommendation. "Obviously they would consider the implications of our mirror legislation more seriously if they knew that both the President and Congress are prepared to enact it," the House letter said.

Satellite Syndicated Systems is first to announce acquisition of transponders on Southern Pacific Communications' Spacenet system. SPC plans to launch two satellites—Spacenet I in February 1984 and Spacenet II in October 1984. Each is "hybrid," possessing 12 36 mhz, C-band transponders, six 72 mhz, C-band transponders and 12 72 mhz, Ku-band transponders. Because 72 mhz C-band transponders can carry two normal television signals, each satellite has equivalent of 36 transponders. SSS said last week that it had signed for three 36 mhz, C-band transponders on Spacenet I. SPC's Rex Hollis said Spacenet I has been filled with video programmers, but refused to reveal who they are. BROADCASTING was able to identify four others: The Pop Network, New York; Wold Communications, Los Angeles; Landmark Communications, Norfolk, Va., and Southern Baptist Convention. Wold and Pop Network have also acquired transponders on Spacenet II, whose transponders are split between video and data users.

Provision in budget bill that would give FCC discretionary authority to institute lottery mechanism in awarding broadcast licenses is being received favorably at commission. Majority of commissioners perceive that action as positive step that will give commission helpful—if not essential tool—in implementing low-power television service, should it decide to do so. Several commissioners said it would be impossible to institute LPTV without lotteries, given the 5,000-plus applications that have been received since September. One said that without it, litigation costs per station would be greater than costs of building and operating station itself.

Time Inc. wasn't saying last week whom it might be talking with about possible purchase of its troubled "Washington Star" (BROADCASTING, July 27), but spokesman said company hasn't received "any substantive offer." Reports linked Chris Craft Industries, chief stockholder of United Television (spin-off from 20th Century-Fox), with lobbying effort for special rider to proposed federal tax package that would yield substantial benefits for any Star purchaser. Chris-Craft officials were unavailable for comment. Star is scheduled to publish its last issue on Aug. 7.

Corinthian Broadcasting is opening Washington news bureau today (Aug. 3) to provide live and tape broadcasts by satellite from its studios at 236 Massachusetts Avenue, N.E., to its six TV stations. Roger Lindberg, executive producer for news at Corinthian's KXTV(TV) Sacramento, Calif., named bureau chief. George (Dewey) Davis Jr., chief cameraman for PM Magazine at Corinthian's KHOU-TV Houston, named photographer.

More quarterly figures: Scientific-Atlanta reported hefty revenue and earnings growth in fiscal year ended June 30. Net earnings were up 49% to \$19 million, 90 cents per share, on revenues of \$277.3 million, up 44%. Oak Industries reported 40% sales increase in first six months, for total of \$251,601,000. Net income in half, rose 37% to \$12,940,000, \$1.03 per share.

National Entertainment Television Inc., new San Francisco firm, is fifth company to sign up for AT&T's satellite distribution service. NET plans to transmit combination of pay and advertiser-supported programming to full-service and low-power television stations as well as cable, MDS and MATV systems beginning in spring of 1982. Principals are all San Franciscans: Terrence Easton, chairman of department of telecommunications management at Golden Gate University; Jerry Neal, former VP,

Union Bank of California; George Pappas, former merchant banker, and Quentin Breen, communications attorney. NBC, CBS, ABC and Robert Wold Co. will also use AT&T service.

Warner Amex Cable Communications will charge Columbus, Ohio, area Qube subscribers \$12 each for pay-per-view look at Sept. 16 battle for welterweight championship between Sugar Ray Leonard and Thomas Hearns. WACC says Qube viewers will have chance to score fight for themselves and see tabulations of fellow viewers' decisions at end of each round.

Construction permit for KLRK(TV) Portland, Ore.-Vancouver, Wash., has been sold for about \$750,000 to BMA Properties and Jack Martranga, owners of KTXL(TV) Sacramento, Calif. Sellers are group of local businessmen who have no other broadcast interests. Station is expected to go on air April 1982 on ch. 49.

Federal judge has ordered nine Virginia companies to stop selling equipment that Satellite Television and Associated Resources Inc. (STAR) claims is used to intercept programming it provides to its subscription TV customers. U.S. District Judge John McKenzie had issued temporary restraining order against companies July 16. Until then companies had been selling antennas and converters for about \$250. STAR charges \$87.85 initial installation fee and \$18.95 monthly fee.

Independent Television News Association plans January relocation of its headquarters from New York to Washington. Move is intended to strengthen ITNA's national news coverage, with additional staff added in Washington office. Hal Levinson, ITNA's Washington bureau chief, takes over as executive editor. Charles Novitz, ITNA managing director, will remain with service until contract settlement is resolved.

Joseph L. Dionne, executive VP for operations, McGraw-Hill Inc., named president and chief operating officer, succeeding Harold W. McGraw Jr., 63, who remains chairman and chief executive officer.

Toby Harder, former Republican staff counsel for House Communications Subcommittee, and now attorney with Arlington, Va.-based public affairs consulting firm, Alcalde, Henderson, O'Bannon, Bracy & Williams, joins Chronicle Broadcasting, San Francisco, as vice president of planning and corporate development.

Jerry Lee, station manager, KLOL(FM) Houston, joins Group W's KIQY(FM) San Diego as vice president-general manager.

Upcoming

On Capitol Hill: Senate Judiciary Committee will hold hearing on Justice Department's proposal to delay antitrust suit against AT&T in room 2228 Dirksen Senate Office building at 10 a.m. Thursday. House and Senate plan to recess sometime this week until second week in September. **At FCC:** Open meeting Thursday will discuss among other things, proposed notice of inquiry clarifying commission's policy on role of requisite character qualifications to be broadcast licensee. At closed meeting Thursday, FCC will reconsider its position on AM channel spacing—either 9 khz or 10 khz. **In New York:** Herbert Granath, ABC Video Enterprises head will address National Academy of Television Arts and Sciences at luncheon Copa Cabana Thursday. **In West Palm Beach, Fla.:** Federal court will begin trial in case of WTVX(TV) Fort Pierce, Fla., against National Football League blackout policy Tuesday (see page 61).

Net gain

The accommodation reached by Senate and House conferees on the broadcasting deregulation contained in the massive budget reconciliation bill falls far short of the broadcasters' hopes. It is probably more, however, than the realists among the broadcasters counted on getting.

Against the list of deregulatory provisions in the package that the Senate originally inserted in the budget bill, the two that survived—five-year licenses for television, seven-year licenses for radio—look like short change. Going in, there was a chance for radio's emancipation from most government control of broadcasting content and for a restoration of stability in television license renewals, as well as a longer license term for television and termless licenses for radio. The list, if adopted, would have freed radio broadcasters for true response to the stimulus of the marketplace. It would have relieved television broadcasters of debilitating distractions at license renewal time.

Still, longer licenses are infinitely better than no gains at all, and there are other virtues of the compromise. The fee schedule originally contained in the Senate bill has been eliminated. There is a new restraint on the filing of strike applications against radio or television licensees. The latter cannot be fully evaluated until the language of the bill becomes available, as it was not at the writing of these observations, but according to the staff summary, the antistrike provision, drafted in the last moments of a heated conference, offers some consolation to incumbent operators.

That remnants of the Senate package survived may be attributed in part to the exhortations of broadcasters. The networks, the National Association of Broadcasters and the National Radio Broadcasters Association were active in recruiting broadcasters to contact their representatives and explain the public values to be derived from deregulation.

It is generally conceded, however, that no matter how persuasive the broadcasters' overtures, no deregulation would have emerged without the presence of Senator Bob Packwood (R-Ore.), principal Senate tactician in the battle that ended last week. Packwood was reflecting a genuine belief in the liberation of the media. A man of lesser conviction would have caved in when the professional agitators and their captives in the House put on the pressure.

Broadcasters have gained a little ground. Their audiences will benefit.

Back to earth

Unless advance signs turn out to be false, the FCC tomorrow (Aug. 4) will vote to recommend retention of 10 kHz channel spacing for AM radio throughout the western hemisphere. If the vote goes as expected, the FCC of August 1981 will prove to be an infinitely more responsible body than the FCC of December 1979, which voted to compress AM channels to 9 kHz.

The FCC of 1979 acted without regard for engineering standards and with no study whatever of the probable costs in money and loss of service to both broadcasters and the public. It was perpetrating an illusion of stations showering from the skies into the waiting hands of politically potent minorities and daytime broadcasters who had made friends in Congress.

The FCC of 1981 knows better. There is still no way to count precisely the new stations that could be accommodated in a 9 kHz plan, but the number is undeniably too small to be worth the dis-

ruption of the AM service. The promises of 1979 are proving to be less an illusion than a hoax. The government would do minority applicants no favor by giving them a few new stations in an AM service with increased signal interference in already overcrowded markets.

It was noted on this page four weeks ago that the U.S. could hardly be said to be suffering a scarcity of radio service with 4,612 commercial AM's on the air, 3,315 commercial FM's and 1,101 noncommercial FM's, for a total of 9,028. The point may be made again, with added emphasis. In those few weeks 14 new stations have gone on the air to make the total 9,042. Big as it is, the system is still growing.

This FCC is smart enough to leave well enough alone.

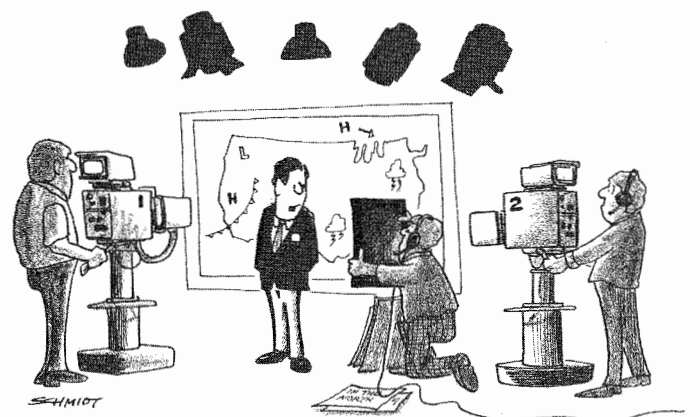
Failing 'Star'

Unless a rescuer suddenly appears, the *Washington Star* on Aug. 7 will suffer the fate of many evening newspapers and cease publication. It is widely assumed that the decline in evening publication is associated with the rise in popularity of evening news programs on television. There are other reasons, including the increasing difficulty of distributing a newspaper during heavy traffic periods in metropolitan areas that are expanding geographically. Television, however, must be reckoned as a factor in the evening newspaper trend.

There are still more than three times as many evening papers as morning papers, but the ratio is shrinking. The *Editor & Publisher International Yearbook* counted a total of 1,745 dailies at the end of 1980, 1,388 of them evening papers or all-day papers with evening editions. During that year, 17 evening newspapers disappeared.

If the trend continues, and there is little reason to believe it won't, television is inheriting a journalistic responsibility that is only beginning to be recognized. Both local and national television news services must expand their range of coverage to fill the evening voids left by dying newspapers.

Television journalism as it is known now is incapable of presenting the mass of detailed information that a metropolitan newspaper contains. It must, however, seek ways to present more information than is presented now—not only with the techniques now in use but also with such graphic innovations as teletext and videotext.



Drawn for BROADCASTING by Jack Schmidt

"And now here's a late bulletin: 'Call your wife.'"

Bonneville Broadcast Consultants and Satellite Music Network are making beautiful music.

Together.

The handshakes are over. The ink is dry. And on September 1, with a flip of a switch, Bonneville Broadcast Consultants will become the first established syndication package to be delivered live via satellite. Live via Satellite Music Network.

Satellite Music Network is pleased to announce the addition of Bonneville's Beautiful Music format to our list of exciting programming.

Now there are three formats to choose from. Satellite Music Network's StarStation adult pop. Country Coast-to-Coast. And Bonneville's Beautiful Music.

Whatever the format, you get all the advantages of satellite delivery. Plus the latest music. And the freshest talent. Live.

The cost? Just \$1,000 a month* for Satellite Music Network formats. For

24 hours, 7 days a week of live full fidelity stereo. Think what you can save in studio staff and overhead.

Give us a call and we'll tell you how you can save up to \$300,000 a year. Hire the hottest radio staff in the country. And reverse a sliding profit picture. Fast.

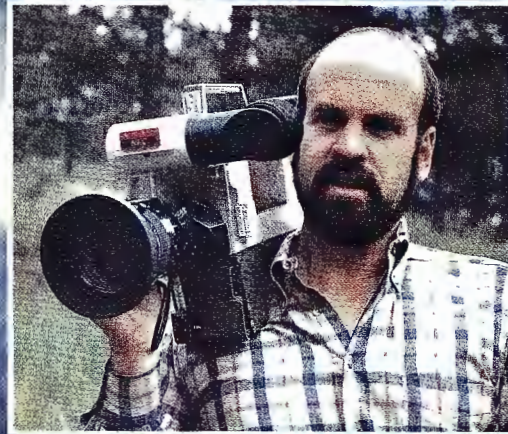
For Beautiful Music, call Bonneville Broadcast Consultants: 1-800-631-1600.

For Country Coast-to-Coast and/or StarStation adult pop call Satellite Music Network: 1-800-331-4806.

In Oklahoma call collect: 1-918-749-8811.



*For Beautiful Music rate information, contact Bonneville Broadcast Consultants.



AN NEC CAMERA COVERED IT FIRST

The first TV footage of Mt. St. Helens's crater floor after the May 18, 1980 eruption was shot by Arthur Levy of Apogee Communications. On four successive days he circled the crater by helicopter, waiting for the steam and ash clouds to clear. The fifth day, he struck pay dirt.

"I had to get the shot on the first try," says Arthur, "so I packed an NEC camera. As it turns out, if my camera didn't perform when I needed it, I would have had to wait another 2 weeks for another chance.

"I've never lost a day of shooting because of my NEC camera being down," Levy boasts. He relates an incident where a grain barge from which he was shooting on the Snake River was about to flip over. "We were shipping water fast and I decided it was time to get off or go down. I jumped down about 8 feet onto the deck. It was icy and the camera took a good hit, knocking out the power supply module. I made it off OK and 8 hours later had a replacement camera body, despite a blizzard."

Arthur likes the way the new MNC-81A holds color registration, the way it handles, and its advanced features. "I like the quality video I get, it's second to none. In my line of work I'll go for service and reliability every time, because in this business you're only as good as your last job. And people have short memories."

Contact NEC for the name of your closest representative. He'll give you a hands-on demonstration and complete camera specs.

Inset: Arthur Levy, Group President, Apogee Communications, Boulder, Colorado, using MNC-81A Camera.



NEC America, Inc.
Broadcast Equipment Division
130 Martin Lane
Elk Grove Village, IL 60007

Call Toll Free 800-323-6656
In Illinois, call 312-640-3792