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on the line in Rio ABC's Washington showplace

Broadcasting Nov 9

The News Magazine of the Fifth Estate Vol. 101 No. 19

Our 51st Year 1981



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The Week in Brief

TOP OF THE WEEK

INPUT INVITED □ FCC asks public comment on staff report that proposes dropping most cable crossownership prohibitions. Commission also initiates rulemaking on methodology for lottery among mutually exclusive applicants for first licenses. **PAGE 27.**

CABLE SPLIT ON COPYRIGHT □ NCTA board approves compromise by 15-11 vote with some conditions asked. Turner vows to fight agreement on Capitol Hill. **PAGE 28.**

CPB QUEST FOR MONEY □ Board names task force to explore funding possibilities; teleconferencing is high on list of services that could attract revenues. Roseman named to new CPB post of executive vice president. **PAGE 29.**

WIRTH TAKES DIFFERENT TACK □ House Telecommunications Subcommittee's report says broadcasting, with exception of major market radio, is not ready for deregulation. It also urges Congress to consider structural regulation rather than content regulation in rewriting Communications Act. **PAGE 29.**

VISITING ABC NEWS □ Here's four-page pictorial tour of network's just completed Washington news headquarters. **PAGE 31.**

TECHNOLOGY

ROUGH ROAD TO RIO □ Western hemispheric conference opens today with AM's future in U.S. beset by international spectrum claims, differences with Cuba and ghost of 9 khz. **PAGE 38.**

SPRUCING UP □ CBS breaks ground for \$24-million addition to New York production complex. **PAGE 48.**

LAW & REGULATION

COMPUTER II BLOCK □ Justice Department asks appeals court to reject FCC plan to let AT&T into data field through subsidiary. **PAGE 54.**

BARRIERS FACING MINORITIES □ Hill subcommittee told that financial community will not adequately finance black enterprises in cable. **PAGE 54.**

FREEING PUBLIC BROADCASTING □ Licensees support plan to drop logging rules and end FCC program oversight, but citizen groups want to keep status quo. **PAGE 56.**

PROGRAMMING

ABC WINS WEEK FOUR □ Last game of World Series helps TV network to edge CBS in ratings for period ending Nov. 1. **PAGE 59.**

INTV SCREENINGS □ Association will have formal TV programming marketplace at its January convention. **PAGE 60.**

PAY TV IN WASHINGTON □ Field-STA joint venture debuts on ch. 50 WCQR-TV there. **PAGE 60.**

MEDIA

NAEB NEAR COLLAPSE □ New Orleans convention delegates vote to dissolve financially ailing association. **PAGE 63.**

CABLE STATUS IN NEW YORK □ Franchise applicants respond to Arnold & Porter's evaluation study. **PAGE 65.**

JOURNALISM

SDX FUND-RAISER □ Washington convention will include auction of memorabilia to raise money for First Amendment fight. **PAGE 69.**

BUSINESS

SPOT RADIO BUSINESS □ Volume this year expected to top 1980's by 16%-17%, but present lag in nation's economy tempers optimism for 1982. **PAGE 70.**

CANADA TIES LOOSE END □ It belatedly approves portion of Gannett-Combined Communications merger involving outdoor advertising unit in dominion. **PAGE 70.**

PROFILE

THE SMART THING □ Harry Smart has sold TV since just about the inception of the commercial medium. In turn, it has sold the chairman of Blair Television on the belief that there's no business like TV business. **PAGE 95.**

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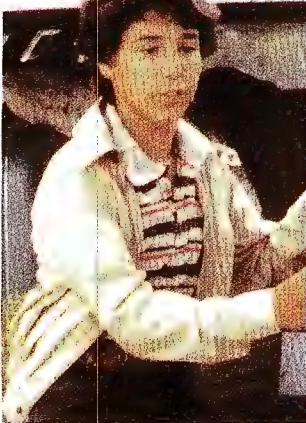
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Closed Circuit®

Insider report: behind the scene, before the fact

Blitz expected

Negotiations for new contract between television networks and National Football League are expected to go into high gear soon. They've been delayed by league's involvement with Oakland Raiders' suit against 27 other teams over Raiders' proposed move to Los Angeles in alleged violation of league's bylaws. Trial of suit ended in hung jury, but there's hope for out-of-court settlement soon.

Current contracts with ABC-TV, CBS-TV and NBC-TV totaling \$162 million for rights expire at end of year. Substantial rise in price demanded by NFL is expected. League spokesman said pay cable is not expected to be important factor in these negotiations. Network sources think pay will figure big when next network contract runs out.

On the scene

Two senior advisers to U.S. delegation at western hemisphere conference on AM allocations in Rio de Janeiro beginning today are also representing National Association of Broadcasters. They are Wallace C. Johnson, executive director, Association for Broadcast Engineering Standards and former FCC Broadcast Bureau chief, whose forte is engineering, and Vincent Pepper, Washington attorney. Each will receive \$10,000 for expenses but no remuneration (see page 38).

Mexican stand-off?

If there is major concern among members of U.S. delegation to Rio de Janeiro conference (see above), it's which way Mexico will go on question of 9 khz versus 10 khz separation. Mexico delegation hasn't yet shown tilt either way.

What if

North Carolina broadcasters last week were buzzing over remarks Ray Timothy, NBC-TV's new president, made at their annual convention, in Asheville, on Monday, during panel on prime-time access rule. Session wasn't recorded, and versions differ, but what struck broadcasters was Timothy's candor. In response to question about network's plans for "long-form" programing if PTAR were repealed, Timothy reportedly said, yes, network probably would go to hour or longer programing beginning at 7:30 p.m. as way to avoid danger of local pre-emption that half-hour programing would create. Timothy later said that he had told broadcasters network planned to schedule news in 7-8 p.m. period, that he had talked of long-form programing only

when asked "if" NBC would present entertainment programing in access time.

James Goodman, of WRAL-TV Raleigh, N.C. who asked key question, recalls hearing two-part response: NBC asked only for waiver of rule to permit one-hour news; if network were allowed to program entertainment in access time, it would present long form as means of assuring clearances.

Sawyer for Schanzer?

Thomas C. Sawyer, executive vice president, Ohio Association of Broadcasters, is said to be leading contender for top lobbying spot at National Association of Broadcasters, open as of last Friday when Kenneth Schanzer, senior vice president for government affairs, left to join NBC Sports. Sawyer, 35, has been with OAB since 1975 and before that was minority staff assistant to House Communications Subcommittee, then chaired by late Representative Torbert H. Macdonald (D-Mass.). He obtained PhD in communications at Ohio State University, where he currently teaches. With numerous other contenders waiting in wings, NAB hopes to hire by end of this month.

Slipped disks

Poor sales record of RCA SelectaVision videodisk system (BROADCASTING, Nov. 2) isn't worrying RCA alone. Four partners in competitive VHD disk system—inventor JVC, its parent Matsushita, General Electric, and Thorn-EMI—met in New York last Friday. It's understood they're assessing what if any impact RCA predicament should have on their announced plans to launch VHD system in U.S. "in late 1981." One possibility said to be under consideration: delay of launch by at least several months.

Another entry

Madison Square Garden Network is expanding into nonsports entertainment programing. It has just completed first package, *Hats off to Country*, celebration of country and western music featuring such notables as Charley Pride, Gatlin Brothers and Alabama band which MSGN will syndicate for both conventional and cable TV. Country acts were produced live at Garden.

MSGN's commitment to future nonsports programing is reinforced by recent engagement of George Snowden, former vice president of WOR-TV New York, and Peter Rudge former American road tour manager for English rock group, Rolling Stones, to concentrate on development of

entertainment programing. MSGN, which produces about 500 hours of programing per year, owns Hughes Network which has rights to two transponders on Westar III.

To the bar

Stung by what they consider to be excessive rates charged by Arbitron, segments of radio industry have engaged law firm of Weil, Gotschal & Manges, New York, to conduct study of options that would be legally available to deal with Arbitron. Law firm has been counsel to All-Industry Music Committee in negotiations with music licensing groups. Initial funding for Arbitron study has come from King Broadcasting and Westinghouse Broadcasting.

Recruiter

Delegates to Association of National Advertisers annual meeting in San Francisco will be told tomorrow that advertising business is threatened by so-called new world information order that many members of UNESCO advocate. Word will come from Leonard Marks, Washington lawyer and secretary-treasurer of World Press Freedom Committee.

Marks will point out that media in U.S. and other democracies have been fighting UNESCO trend toward journalistic repression but that advertisers need to join fray. Advertising, he will note, is explicitly targetted for "study" over next two years in UNESCO budget.

Signals off

House of Representatives has tabled plans to obtain its own broadcast frequency, according to staff at Advisory Committee on Broadcasting and Architect of Capitol's Office. Speaker Thomas P. O'Neill (D-Mass.) and Committee Chairman Charles Rose (D-N.C.) decided to drop effort after hearing of plans by George Mason University's ITVS station in Washington suburb of Arlington, Va., and WNVN-TV Goldvein, Va., to carry daily House proceedings (BROADCASTING, Oct. 26).

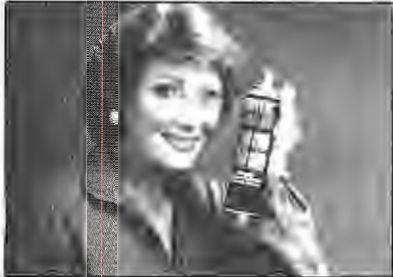
Uneven

Analysis by television syndication specialists of ratings for October in selected markets indicates that no new show can be labeled hit. *Entertainment Tonight* and new *You Asked For It* are doing well in some markets and poorly in others. New off-networks, such as *Laverne & Shirley*, *Little House on the Prairie*, *The Jeffersons* and *Charlie's Angeles* are generally doing well but also are lagging in some markets. Old-time favorites such as *Barney Miller* and *M*A*S*H* are holding up well.

Business Briefly

TV ONLY

Alberto Culver □ Static Guard. Begins this week for fourth quarter in 27 markets.



Agency: D'Arcy-MacManus & Masius, Chicago. Target: women, 25-49.

Norelco Men's razors. Begins this week for six weeks in over 10 markets. Fringe times. Agency: McCaffrey & McCall, New York. Target: men, 25-54; women, 25-54; men, 18-34.

International Minerals & Chemicals Corp. Rainbow fertilizer. Begins Jan. 16 for about six weeks in over 10 markets. News times. Agency: Clinton E. Frank

Advertising, Chicago. Target: women, 25-54.

Blessings Corp. Diaper service. Begins Jan. 11 for six weeks in Cincinnati, Pittsburgh, St. Louis, Houston, Dallas, San Diego, Denver and Hartford, Conn. Day and fringe times. Agency: Howard Marks Advertising, New York. Target: women, 18-34; women, 18-49.

Miller Brewing Co. Lowenbrau beer. Begins Nov. 23 for five weeks in eight markets. Prime, news and late fringe times. Agency: Backer & Spielvogel, New York. Target: men, 18-49.

Tampax □ Maxi-Thins. Begins early November for four to six weeks in over 10 markets. Day and prime times. Agency: MCA Advertising Inc., New York. Target: women, 18-34; women, 35-49.

Honda Motors Co. □ Snow thrower. Begins mid-November for four weeks in eight markets. News, sports and fringe times. Agency: Dailey & Associates, Los Angeles. Target: men, 25-54.



Going full force. Bahamas Ministry of Tourism will flood media starting this month in \$6-million campaign designed to "capture the spirit and flavor of the Bahamas." TV commercials consisting of 30- and 60-second spots will use theme song and are set to break in New York and Miami initially, with emphasis placed on "upscale" programing in fringe and prime time. Radio spots are scheduled to run in drive times and will debut in markets including New York, Miami, Boston, Philadelphia and Washington. Planned to run through 1982, part of campaign budget is allotted for magazines, newspapers and direct response.

Hanes □ Winteralls (stockings). Begins Nov. 16 for four weeks in over 10 markets. Agency: William B. Tanner Co., Memphis. Target: women, 18-34.

Corning Glass Works □ Pizza crisper. Begins this week for four weeks in St. Louis and Indianapolis. Daytime. Agency: Calet, Hirsch, Kurnit & Spector, New York. Target: women, 25-54.

M.B. Majic □ Various games. Begins Nov. 23 for varying flights in 11 to 55 markets. Day, fringe and prime times. Agency: A. Eicoff & Co., Chicago. Target: total adults.

Kentucky Fried Chicken Co-op campaign. Begins in November for varying flights in seven markets. Agency: Young & Rubicam, New York. Target: adults, 18-49.

RADIO ONLY

Benihana of Tokyo □ Begins in December for five weeks in New York. Agency: Hume, Smith & Mickelberry Advertising, Miami. Target: adults, 25-54.

Flav-O-Rich Full-line dairy products. Begins Nov. 30 for four weeks in about 200 markets. Morning drive, middays and afternoon drive times. Agency: D'Arcy-MacManus & Masius, Atlanta. Target:

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Miss Hayes talks to your listeners about retirement, finances, hobbies, second careers, interaction with young people, fitness and R.M.A.—the right mental attitude.

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Advantage

Team effort. McCann-Erickson unveils newest TV spot for client Nabisco this week to promote Team flakes. Theme "a Team of taste in every flake" draws attention to cereal's composition of wheat, corn, oats and rice. Network television in prime, early news and daytimes will be employed.

Evolutionary process. Four-year-old Jim Durfee/Martin Solow Creative Service, which handled special projects for clients including CBS, Mitsubishi and IBM, will now be called Durfee & Solow Advertising with office in New York. New agency, offering full services, starts out with \$7 million in billings and new clients including Captain Black pipe tobacco, Gold Star chewing tobacco, *Harper's* magazine and Cognac Perfection.

Driven to sponsorship. SFM Media Corp.'s *Car Care Central* series has attracted Champion spark plugs, Ford motor parts, Fram Autolite and Quaker State motor oil to renew for do-it-yourself auto maintenance program. Barter show runs for 39 weeks in projected 80 markets.



Team flakes

women, 25-54.

South Central & Bell Telephone

Retail sales. Begins Nov. 23 for four weeks in 16 markets. Morning drive, middays and afternoon drive times. Agency: Luckie & Forney, Birmingham, Ala. Target: adults, 25-54.

Monterey House Mexican restaurants.

Begins Dec. 7 for three weeks in 20 markets. Agency: Goodwin, Dannenbaum, Littman & Wingfield, Houston. Target: adults, 18-49.

Levi Strauss Corduroy jeans. Begins Nov. 30 for two weeks in over 20 markets. Agency: Foote, Cone & Belding, Chicago. Target: boys, 12-17; men, 18-24.

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Coit Drapery Cleaners ☐ Begins this week for two weeks in about 20 markets. Morning drive, middays and afternoon drive times. Agency: Wenger Associates, San Francisco. Target: women, 35 and over; women, 25-54.

Mrs. Culbertsons Foods Stuffing. Begins Nov. 17 for one week in nine markets. All dayparts. Agency: Lee & Associates, Los Angeles. Target: women, 18-49.

Venture stores. ☐ Veterans Day sale. Begins this week for one week in seven markets. Morning drive, middays and afternoon drive times. Agency: Grey-North, Chicago. Target: women, 18-49.

Business People Technical Job Fair. Begins in November for varying flights in Houston, Chicago, Boston and Irvine, Calif. Agency: Fishbein Advertising, Minneapolis. Target: men, 25 and over.

RepReport

WTSG-TV Albany, Ga.: To Spot Time Ltd. (no previous rep).

WQRF-TV Rockford, Ill.: To Spot Time Ltd. (no previous rep).

WLLZ(FM) Detroit, KDWB-AM-FM Minneapolis: To McGavren Guild Radio from Radio Advertising Representatives.

WDRC-AM-FM Hartford, Conn.; WEEU(AM) Reading, Pa.: To McGavren Guild Radio from Buckley Radio Sales.

WIBA-AM-FM Madison, Wis.: To Blair Radio from Buckley Radio Sales.

WLAN-AM-FM Lancaster, Pa.: To H-R/Stone from Jack Masla Co.

KTOK(AM)-KJYO(FM) Oklahoma City: To Major Market Radio from Eastman Radio.

KWEL(AM) Midland, Tex.: To Savalli & Schutz from Cabellero Spanish Radio.

WDOE(AM) Dunkirk, N.Y.: To Savalli & Schutz from Market 4.

WCRJ(AM) Jacksonville, Fla.: To Savalli & Schutz from Jack Masla.

☐ WKED(AM) Frankfort, Ky.: To Savalli & Schutz (no previous rep).

☐ KLNG(AM)-KQXQ-FM Council Bluffs, Iowa (Omaha market): To Eastman Radio from Roslin Radio Sales.

Moves twice. Pro Radio, New York, has moved its sales offices to new locations in St. Louis and in Atlanta. New offices are at 440 Mansion House Center, St. Louis, 63102, (314) 621-6040 and at 1903 Powers Ferry Road, Suite 120, Marietta, Ga., 30067, (404) 952-5223.

Who'll beat Bogner Antennas this year?

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If you are starting a new UHF TV station or upgrading one, call us. Find out at first hand why a Bogner antenna is a smart choice for you. Bogner Broadcast Equipment Corp., 401 Railroad Avenue, Westbury, NY 11590, (516) 997-7800.



UHF TV		NEW STATIONS								1980
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	KCWY	WHMM	KMXN	KREU	WOOD	WFTI	WVLT	WVGA		
ALL OTHER ANTENNAS	WUHF	WTVE	KAUT	WFUM	KZLN	WPDE				
	WCEY	WTKW	KNBN	WTLW	WXTV	WLRE				

New UHF stations using Bogner Antennas so far in 1981



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WBTI-Cincinnati, OH; KMXN-Albuquerque, NM; KADN-Lafayette, LA; WBTI-Takima, WA; WSFJ-Newark, NJ; WDDD-Marion, IL; WMDT-Salisbury, MD; WFTI-Poughkeepsie, NY; WXAO-Jacksonville, FL; WLYJ-Clarksburg, WV; WHMC-Conway, SC; KTBO-Oklahoma City, OK; WRTS-Spartanburg, SC; WGGN-Sandusky, OH; KCWY-Casper, WY; WVGA-Valdosta, GA; WHMM-Washington, DC; WUHF-Uniondale, NY; WCGV-Milwaukee, WI; WTVE-Reading, PA; WOOO-Eau Claire, WI; KAUT-Oklahoma City, OK; KNBN-Dallas, TX; WFUM-Flint, MI; WTJC-Springfield, IL; WXTV-Greenville, SC; WPDE-Florence, SC; WLRE-Green Bay, WI; KVED-Brownsville, TX; KNLC-St. Louis, MO; WTKW-Key West, FL; XHAF-Tijuana/San Diego, CA; WNUV-Baltimore, MD; WLFL-Raleigh-Durham, NC; WTKW-Key West, FL; WWAC-Atlantic City, NJ; WSWS-Opaleka, AL; WPMI-Mobile, AL; WIYE-Leesburg, FL; WTLW-Lima, OH; WVCY-Milwaukee, WI; WFTS-Tampa, FL; WKOJ-Richmond, IN; KTPS-Tacoma, WA; WRWR-San Juan, PR

Monday Memo®

A pay television commentary from Anthony Cassara, president, television division, Golden West Broadcasters, Los Angeles

The rapidly expanding medium of television

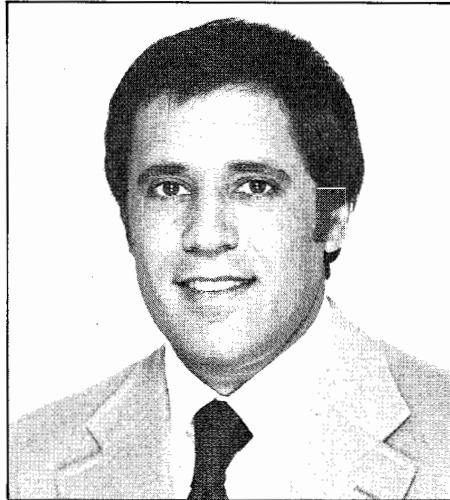
Until 1980, Gene Autry's Golden West Broadcasters was a conventional broadcasting company operating a group of radio stations and one television station, KTLA, on channel 5, in Los Angeles. Golden West Broadcasters is also the owner of the California Angels baseball team and operates the largest privately owned videotape facility in Hollywood.

We knew that the advent of pay television would bring sweeping changes, causing a restructuring of the entire entertainment industry. There was an opportunity for Golden West Broadcasters to expand and diversify with the changes. We went into subscription television programming in Oklahoma City and Dallas. Golden West Broadcasters also built and currently owns the television station in Oklahoma City, KAUT, on which our STV programming, marketed under the name VEU, is carried. Both Oklahoma City and Dallas will turn profitable for Golden West Broadcasters in 1982.

With the growth of cable, and the beginning of subscription television and MDS, the 70's brought a diversity of delivery of distribution systems. The thing to keep in mind, however, is that these different technologies are going to compete for the viewers' entertainment time, and the thing that they are going to compete with is programming. Before the advent of subscription television, cable could take its time and grow in a contiguous and logical fashion without much concern for competition. It has become quite obvious to most delivery system operators, whether cable, STV, conventional television, MDS, DBS, or whatever, that entertainment programming is the factor that will ultimately determine which systems survive and which fail.

In building our subscriber base in Oklahoma City and Dallas, we found local television to be by far, the most effective and cost efficient medium at our disposal. After all, STV is just one of the many forms of distribution available to television today. Television is less than 40 years young. Compared to most industries its size, it's still a baby. After a 30-odd year childhood, television seems to be experiencing a future shock of growth through its adolescence, spurred on by an explosion in video technology as well as a decided federal swing toward deregulation.

The question is not which medium will be dominant, for all of what we are talking about make up the medium of television.



As president of the television division of Golden West Broadcasters, Anthony Cassara is responsible for its television stations, Golden West Videotape Studios and Golden West Television which develops and produces programming for commercial and pay television. He began his career with Golden West Broadcasters in New York in 1973 as national sales manager for KTLA(TV) Los Angeles. The following year, he moved to Los Angeles to become the station's local sales manager. Within a year, he was promoted to general sales manager. In 1977, he was named vice president and general manager of KTLA and promoted to president of the television division in December 1979.

More appropriately, the question to ask is which form of the medium of television will be dominant. The STV operator is faced with the same limitations as the local broadcaster on the signal on which he televises his programming. He is limited to a geographic area and, at the moment, to a single channel operation. MDS is even more geographically limited than STV. Cable has a decided advantage in that it offers a multiplicity of channels carrying several forms of television.

Cable not only provides a distribution system for commercial television but also provides several forms of pay television including, in some cases, STV. Due to the physical nature of the cable distribution system, however, it is highly capital intensive as well as relatively slow growing. The escalation of the competition in the bidding wars over the last few years for local cable franchises is going to have a decided effect on slowing down the growth of cable.

It is questionable whether the enormous cost-per-subscriber to build these

systems will make the price of cable non-competitive to STV and DBS. It is not unusual to hear that it is going to cost \$100 million to build a recently won cable franchise that passes 300,000 to 400,000 homes, where an STV system in the same locale could pass twice as many homes and cost less than one fifth as much to build to maturity. This should give STV a decided price advantage in future competition with pay cable.

DBS, on the other hand, is a completely different story. There are relatively few companies that have the financial wherewithal to play the DBS game. Estimates for the table stakes to play DBS range anywhere from \$500 million to \$1 billion in investment just to get into the game. DBS will offer multichannel service and will be able to grow with the same speed as STV as opposed to that of cable.

As for which of these forms will ultimately dominate the medium of television, only time will tell. Each of them has its advantages and disadvantages. Just as television did not put movie theaters or radio out of business, it is not likely that one form of television will put the other forms out of business. It is likely, however, that there will be more market segmentation and more penetration overall. These changes are not necessarily good or bad in and of themselves. They are just another step in the evolution of a medium known as television.

This evolution will strengthen the medium by offering access to many specific market segments as well as the mass audience offered by television in the past. It is likely that there will be coalitions of the various forms to combine the advantages and eliminate some of the disadvantages of each. So who will be the winners?

Certainly the medium of television will be stronger in the years to come. The advertiser will have more ways to target his expenditures through the use of various forms of television. The program supplier is likely to see a sellers' market like none he has experienced. But what about the viewer? Initially what he will get is a much greater number of choices, and having more opportunities to see the same programs may be an advantage to some viewers.

Whether it is DBS or cable or cassettes that ultimately command the premiere position in the entertainment industry is yet to be determined. The greatest single factor in that determination, in my view, will be programming, and the programming will go where the money is!



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Datebook

■ indicates new or revised listing

This week

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

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

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

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

Nov. 10—*National Association of Broadcasters* legal answers workshop. Ramada Inn, Casper, Wyo.

Nov. 11—*Hollywood Radio and Television Society* luncheon. Speakers: Tony Thomopoulos, ABC Entertainment president; Brandon Tartikoff, NBC Entertainment president, and B. Donald Grant, CBS Entertainment president. Beverly Wilshire, Los Angeles.

Nov. 11—*Women in Communications* luncheon. Speaker: Herb Schmertz, vice president, public affairs, Mobil Oil Corp., Doral Inn, New York.

Nov. 11—*Radio Advertising Bureau* sales clinic. Marriott hotel, New Orleans.

Nov. 11-13—*International Film and TV Festival* of New York. Sheraton Center, New York.

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

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

Nov. 11-14—*Unda-USA* 10th general assembly, titled "Taking a Stand: Strategies for the Decade." Roosevelt hotel, New York. Information: Ann DeZell, Unda-USA General Assembly, Box 588, Winona, Minn., 55987, (507) 454-4643.

Nov. 12—*Academy of Television Arts and Sciences* forum luncheon. Speaker: John A. Schneider, president, Warner Amex Satellite Entertainment Corp., Century Plaza hotel, Los Angeles.

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

Nov. 12-13—*American Association of Advertising Agencies* 44th central regional annual meeting. Ritz-Carlton hotel, Chicago.

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

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

Nov. 13—*Radio Advertising Bureau* sales clinic. Amfac hotel, Dallas.

Nov. 13—Deadline for entries in *American Advertising Federation* National Public Service Advertising Competition, Good Samaritan awards. Information: 1225 Connecticut Avenue, N.W., Washington, D.C., 20036, (202) 659-1800.

Nov. 13—"Issues in International Information," workshop on new world information order with panelists from government, media and legal profession, sponsored by *The Media Institute*, with *American Bar Association's Section of International Law and Georgetown University's International Law Institute*. East Auditorium, Department of State, Washington. Information: TMI, 3017 M Street, N.W., Washington 20007; (202) 298-7512.

Also in November

■ **Nov. 16-19**—*National Association of Regulatory Utility Commissioners* annual convention. Speakers include FCC Chairman Mark Fowler and Dale Hatfield, NTIA. St. Francis hotel, San Francisco.

■ **Nov. 17**—*Howard University's* noncommercial WHMM-TV Washington one-year anniversary with live, one-hour special with comedian Bill Cosby. Crampton auditorium, HU, Washington.

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

■ **Nov. 19**—*Federal Communications Bar Association* luncheon. Speaker: Stephen Sharp, general counsel, FCC. Touchdown Club, Washington.

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

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

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

Nov. 19-20—*Federal Bar Association* seminar on international communications. Mayflower hotel, Washington.

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

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

Nov. 21—*Capital Press Club's* 37th annual awards

dinner. Speaker: Jack Valenti, Motion Picture Association of America. Capital Hilton, Washington.

Nov. 24—*International Radio and Television Society* newsmaker luncheon. John Chancellor, NBC News; Charles Kuralt, CBS News, and Frank Reynolds, ABC News will field questions. Waldorf-Astoria, New York.

■ **Nov. 28**—Reunion of *staff of American Forces Network* in Germany. Olympus Apartments, Watergate at Landmark, Alexandria, Va. Information and reservations: Al Edell, 6805 Market Square Drive, McLean, Va. 22101; (703) 893-9443.

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

■ **Nov. 30-Dec. 3**—*ABC-TV affiliates* board meeting. Maui, Hawaii.

Nov. 30-Dec. 1—*Communications Technology Management and Annenberg School of Communications'* second annual "Telecommunications for the 80's" conference. Speakers include Arthur Taylor, RCTV; Rep. Timothy Wirth (D-Colo.), and Ted Turner, CNN. University of Southern California, Los Angeles.

December

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

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

■ **Dec. 4-5**—*National Federation of Local Cable Programers* regional meeting. Everglades hotel, Miami.

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

■ **Dec. 8**—*American Advertising Federation* fifth annual law conference, "The Changing Regulatory Environment." Speakers: James E. Miller III, chairman, Federal Trade Commission; Mark S. Fowler, FCC chairman and Bernard Wunder, National Telecommunications and Information Administration. Four Seasons hotel, Washington.

■ **Dec. 8**—*International Association of Satellite Users* business seminar. Luncheon speaker: Kenneth Cox, vice president-general counsel, MCI Communications Corp. One World Trade Center, 43d floor, Oval Room, New York. Information: (703) 442-8781.

Dec. 9—*Academy of Television Arts and Sciences* luncheon. Speaker: John Price, president of Columbia Pictures. Century Plaza hotel, Los Angeles.

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

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

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

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

January 1982

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

Jan. 14-16—*Utah Broadcasters Association* annual convention. Hilton Inn, St. George, Utah.

Jan. 15—*Academy of Television Arts and Sciences* luncheon. Speaker: Mark Fowler, FCC chairman. Century Plaza hotel, Los Angeles.




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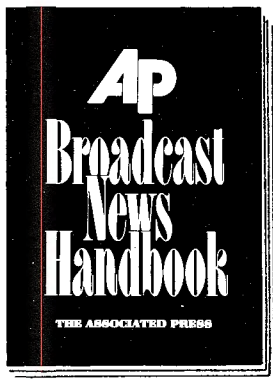
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Major Meetings

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

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

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

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

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

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

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

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

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

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

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

1986, Dallas, and May 15-18, 1988, Las Vegas.

May 4-8, 1982—*American Women in Radio and Television* 31st annual convention. Hyatt Embarcadero, San Francisco. Future meetings: May 3-7, 1983, Royal York, Toronto; 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.

May 23-26, 1982—*CBS-TV affiliates* annual meeting. Nob Hill Conference Complex, San Francisco.

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.

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

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

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

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

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

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

Jan. 17-20—*Pacific Telecommunications Conference*, focusing on telecommunication services in Pacific hemisphere, Americas, Asia and Oceania. Meeting will be opened by Bernard J. Wunder Jr., assistant secretary of commerce for communication and information for the United States. Ilikai hotel, Honolulu.

Jan. 20-22—*Colorado Broadcasters Association* winter convention. Stouffer's Denver Inn, Denver.

Jan. 22-23—*Radio-Television News Directors Association* board meeting. Hilton Palacio del Rio, San Antonio, Tex.

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

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

Jan. 29-31—*Florida Association of Broadcasters* midwinter conference. Royal Plaza hotel, Lake Buena Vista, Fla.

February 1982

Feb. 2—*Broadcast Pioneers'* Mike Award dinner. Pierre hotel, New York.

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

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

Feb. 7-10—*National Religious Broadcasters* annual convention. FCC Chairman Mark Fowler will be Feb. 9 luncheon speaker. Sheraton Washington, Washington.

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

Feb. 11—*Southern Baptist Radio and Television Commission's* 13th annual Abe Lincoln Awards. Americana hotel and convention center, Fort Worth.

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

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

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

Feb. 18—*Religion in Media's* fifth annual Angel Awards. Sheraton Universal hotel, Hollywood, Calif.

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

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

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

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

March 1982

March 1—*International Radio and Television Society*

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Gold Medal anniversary banquet. Waldorf-Astoria, New York.

March 2—*Academy of Television Arts and Sciences* luncheon. Speaker: Thomas Wyman, CBS president. Century Plaza hotel, Los Angeles.

March 2—*Florida Association of Broadcasters* Washington reception for Florida's congressional delegation. Florida House, Washington.

■ **March 3-5**—*National Association of Broadcasters* state presidents and executive directors conference. Speakers include FCC Chairman Mark Fowler. Washington Marriott hotel.

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

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

March 18-19—*Broadcast Financial Management/Broadcast Credit Association* board of directors meet-

ing. Four Seasons, San Antonio, Tex.

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

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

April 1982

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

April 12—*Academy of Television Arts and Sciences* luncheon. Speaker: Thornton Bradshaw, RCA chairman. Century Plaza hotel, Los Angeles.

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

April 19—*Florida Association of Broadcasters* "Broadcasting Day" University of Florida, Gainesville.

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

May 1982

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

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

May 5—George Foster Peabody Awards luncheon, sponsored by *Broadcast Pioneers*. Pierre hotel, New York.

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

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

May 23-26—*CBS-TV affiliates* annual meeting. Nob Hill Conference Complex, San Francisco.

June 1982

June 11-18—*Radio-Television News Directors Association of Canada* annual meeting. Mount Royal hotel, Montreal.

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

June 13-14—*Radio-Television News Directors Association* board meeting. Mount Royal hotel, Montreal.

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

June 20-23—*National Association of Broadcasters'* Children's Television Conference. Capital Hill Hyatt Regency, Washington.

June 23-26—*Florida Association of Broadcasters* annual convention. Innisbrook Resort, near Tarpon Springs, Fla.

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

July 1982

July 14-17—*Colorado Broadcasters Association* summer convention. Manor Vail, Vail, Colo.

Errata

Two omissions from Oct. 12 "Honor Roll" list of people profiled over the years by BROADCASTING: **Donald Menchel, 7/12/76**, and **Lynne Anne Morian Grasz, 6/13/77**.

Gold Key Media's 'America's Top 10 Christmas,' is one-hour television special, not radio special, as was listed in "Play Back," Nov. 2.

FM construction permit in Humble, Tex., for Mission to America Inc. was dismissed, not granted, as reported in Oct. 26 "For the Record." CP was granted to **Something Better Educational Foundation** ("For the Record," Oct. 19).

Correct call letters for approved transfer of control of Baton Rouge TV station are **WBZ(TV)**, not **WRBT(TV)**, as reported in Nov. 2 "Changing Hands," and "For the Record." Proposed sale of **WRBT(TV)** Baton Rouge was dismissed last June by mutual consent. Cyril E. Vetter, owner of **WRBT**, has no interest in **WBZ**.

Open Mike®

The 50th anniversary

EDITOR: I think that the afterglow to your dinner has been most interesting and a unique tribute to your ability to bring together such an outstanding group from the past and present of our industry. Many of the jaundiced Washington hands have commented on the special nature of the entire occasion. All in all, it was a perfect tribute for a deserving gentleman who has done so much for all of us in broadcasting.—*Tom E. Paro, president, Association of Maximum Service Telecasters, Washington.*

EDITOR: One S.T. wants to congratulate another S.T. for 50 years of contribution to broadcasting. May the good Lord give you many more years of good health, success and happiness.—*Sarkes Tarzian, Sarkes Tarzian Inc., Bloomington, Ind.*

EDITOR: I could not have been more pleased to be with you at your 50th anniversary dinner with the Broadcast Pioneers. I have *never* seen so many people gathered in one room. If a bomb had hit the Washington Hilton that night we would have lost practically all of the leadership in our industry.

It was a beautiful evening. No one in this industry will ever forget it. Every industry needs a father image and when one considers how many egos are involved in our business, it is nice to know someone who is so understated, so effective and so revered.—*John W. Kluge, chairman and president, Metromedia Inc., New York.*

EDITOR: The 50th anniversary dinner was truly a celebration of one man's remarkable contributions to the growth and continuity of the ninth wonder of the world: the American system of communication. Throughout the evening there was consistent feeling of good fellowship and constant comment on how the honor was so well deserved. There was, for once in our industry, no dissent.—*James L. Greenwald, president, The Katz Agency, New York.*

EDITOR: I thoroughly enjoyed your very special dinner. Surrounded by family and friends, you were sparkling. Your remarks were right on the mark and a reminder to all how fortunate we have been to live here and be a part of this wonderful system.—*Joseph P. Dougherty, president, broadcasting division, Capital Cities Communications, New York.*

EDITOR: The recognition was eminently well-deserved. We thank you for your tireless efforts and attention to the broadcast industry.—*Virginia Pate Wetter, Chesapeake Broadcasting Corp., Havre de Grace, Md.*

EDITOR: I started in radio in 1953, and have been reading BROADCASTING for 28 of your 50 years. It nurtured my respect and affection for the profession. My daughter graduated from college and got her first radio job this year. I think the best advice I gave her was to read your magazine every week.—*Bill Ballard, news consultant, Jefferson-Pilot Broadcasting, Norfolk, Va.*

EDITOR: I would like to add my congratulations to the thousands you have already received on the 50th anniversary of BROADCASTING. The banquet eloquently demonstrated the position you rightfully hold in the broadcasting industry. You have stood steadfast for constitutional freedoms and rights. You have argued constantly against unnecessary regulation. We all thank God that you are in excellent health.—*Vincent A. Pepper, Pepper & Corazzini, Washington.*

Stereo please

EDITOR: Lately we have been aware of how our audience perceives our stations: what they are thinking about, what they are doing while listening, what they think about our air talent, our music list, our features, news and service. But there is something even more basic—the audience perception of the quality of our sound.

Through the initial findings of our national benchmark study, "Listening to the Listeners... A Profile of the American Radio Audience," we have discovered a high degree of faulty perception against AM radio and the "quality" of its broadcast signal and reception. The National Association of Broadcasters' senior vice president and general counsel, Erwin G. Krasnow, has raised the issue to Chairman Mark Fowler of the FCC. Here are some quotes from his letter: "The radio marketplace will be enhanced when comparative parity is reached between FM stations (which may operate in quadrasonic sound) and AM stations which must defer stereophonic broadcasting until the FCC concludes this proceeding. A survey of listener attitudes to radio conducted for McGavren Guild Radio by Rob Balon of Rob Balon Associates shows that unless AM gets a stereo system, it will continue to lose share of audience, particularly in the 25-44-year-old age group. Balon noted that 59% of those surveyed prefer to listen to FM because AM lacks stereo. When asked what is the single biggest difference between AM and FM, 25% cited the lack of stereo on AM."

Let's face it: FM radio did a terrific job on selling stereo, even when it is heard on a standard AM/FM car radio. Perception is what it's all about—*Ellen Hulleberg, executive vice president, marketing and communications, McGavren Guild Radio, New York.*

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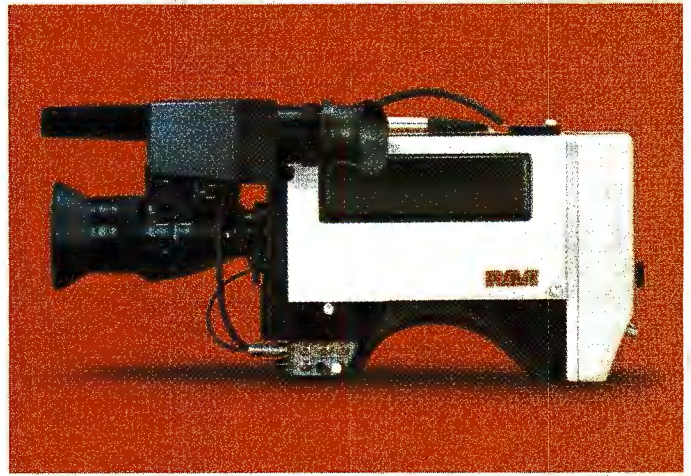
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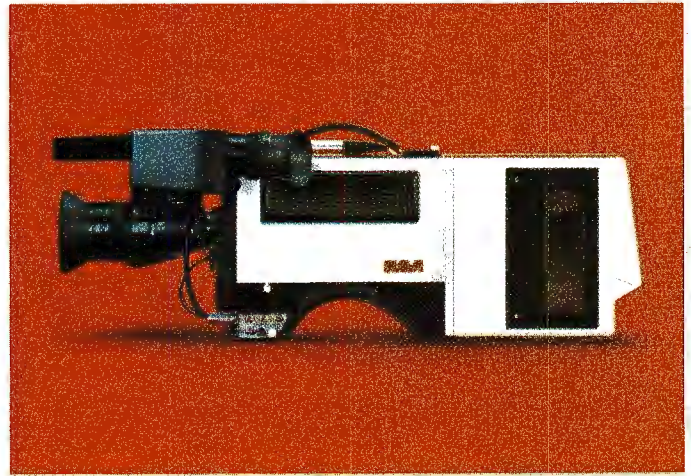
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Madam"**

**"An Affair
to
Remember"**



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THE BOY ON A DOLPHIN
CHEAPER BY THE DOZEN
DADDY LONG LEGS
DAVID AND BATHSHEBA
THE LONG HOT SUMMER
LOVE IS A MANY-SPLENORED THING

THE SUN ALSO RISES
DESIRE
THE DIARY OF ANNE FRANK
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THE DESERT FOX
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HOW TO MARRY A MILLIONAIRE
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TOP OF THE WEEK

FCC starts to liberalize crossownership rules for cable

'Hot potato' of staff report put out for public comment; commission wonders what to do about implementing lotteries; telco cable restrictions eased

The FCC took another step toward deregulating the communications industry at its open commission meeting last week, voting unanimously to solicit public comment on a staff report recommending that the FCC drop most of its cable crossownership prohibitions.

Although the commission stressed that it wasn't endorsing the report, FCC officials said that wasn't because a majority of the commission objected to the thrust of the recommendations. But some commissioners had reservations about the validity of the report itself, or objected to specific recommendations in the report, the officials said.

In other action, the commission launched a rulemaking to solicit comment on how it should set up a lottery mechanism to choose among mutually exclusive, initial license applicants. Along the way, the FCC also adopted a rule that should make it easier for telephone companies to offer cable services in rural areas.

The staff report, referred to by some staffers as a "hot potato," was put out by the FCC's Office of Plans and Policy. Among other things, it recommended that television licensees be allowed to own cable systems within their broadcast areas; that no limit be set on the number of cable systems a multiple system operator may own; that networks be allowed to own cable systems, and that no "separation policy" be adopted to prohibit cable operators from controlling the programming they offer. But it also recommended that the FCC retain its rule barring telephone companies from providing cable services (except in rural areas).

The staff said it had based its recommendations on whether each particular market was "workably competitive."

The staff said that with existing UHF and VHF services, 90% of all TV households are currently served by four or more stations—enough to insure the video market was "workably competitive."

Arguing that the "increasingly sophisticated franchise process" and antitrust laws were more efficient tools than blanket crossownership prohibitions for insuring the video markets remained competitive, the staff urged the FCC to drop its broadcast-cable crossownership prohibition.

On similar grounds, the staff recommended the FCC drop its rule barring the networks from owning cable systems.

Although some argue that allowing the networks into cable would ultimately limit the diversity of programming available—because the networks could favor their own—that wasn't likely to be the case, the staff said. The "profit motive" would insure that networks would provide their subscribers with a "wide variety" of programming, the staff said. And "the enor-

What the staff report would allow:

- Co-located broadcast-cable crossownership.
 - Network cable ownership.
 - Unlimited MSO size.
 - Continued cable control over programming.
 - But no major telco entry into cable.
-

mous growth of cable networks along with the increased capacity of cable systems suggests that traditional networks will not easily dominate this market," the staff said. "Vertical integration of this type is sought because it leads to increased productive efficiency, and should be welcomed," the staff said.

The staff said restrictions on MSO's and separation policies also were unwarranted on economic grounds. But it urged that the FCC retain its crossownership rule barring telephone companies from owning cable systems, at least for the time being. Allowing telcos in might dampen the competition cable companies could otherwise offer phone companies for some services, the staff said.

Although FCC Chairman Mark Fowler commended the staff for taking a "good strong step in the right direction," he only moved that the commission solicit public comment on the report itself.

Commissioner Abbott Washburn,

emphasizing that he thought it important that the report not carry the FCC's "imprimatur," said the report was "very heavy into economic analysis," but thought it important to address the legal, social and political ramifications of the staff's recommendations as well.

Commissioner Joseph Fogarty criticized the report for not recommending that the commission drop its rule barring telephone companies from offering cable services. "If the commission wants competition, it should let the telephone companies back into cable," he said.

In other action, the FCC launched a rulemaking to set up a procedure for using a lottery mechanism to choose among mutually exclusive applicants for initial licenses.

The FCC had asked Congress to let it use a lottery mechanism as an alternative to time-consuming comparative hearings. Congress, in the Omnibus Budget Reconciliation Act, apparently gave the FCC a bit more than it asked for: It authorized the FCC to use a lottery but only if it gave preference to "underrepresented groups."

According to the statute, when the FCC uses a lottery, it has to insure that "groups or organizations, or members of groups or organizations, which are underrepresented in the ownership of telecommunications facilities or properties will be granted significant preferences." The statute provided no further guidance on how the FCC should accomplish that.

At the meeting, the staff said a lottery would help the commission avoid costly comparative hearings, but admitted it had no "magic answer" for setting up a mechanism to meet the congressional mandate of insuring that "underrepresented groups" were given preference. Chairman Fowler said the requirement of giving preference to underrepresented groups was of "dubious constitutionality" and would "bog the commission down for years." He said the commission had better means at its disposal to insure that groups were equitably represented.

Commissioner Henry Rivera said he thought the commission should remember that the lottery device was just "another tool to use in appropriate cases." The FCC didn't have to resort to a lottery all the time, just to choose from pools of "genuinely qualified applicants," he said.

Commissioner Anne Jones said that although she thought the FCC "definitely" needed a lottery mechanism, it also needed "better legislation to do it."

Commissioner Fogarty said that using a lottery was "totally antithetical" to the FCC's role as a decision-making body, but

thought the FCC should take care in deciding where to use the lottery.

Nonetheless, in its proposed rulemaking, the commission proposed that:

- Blacks, hispanics, women, American Indians, Alaska natives, Asians and Pacific islanders be considered as "underrepresented" groups.

- Labor unions and community organizations would have to demonstrate underrepresentation to receive a preference.

- To be given preference, entities would have to be at least 50% owned by underrepresented groups; the preference to underrepresented groups would be extended to every service the FCC licenses.

In still other action, the FCC adopted a rule that would allow telephone companies to provide cable service in rural areas as defined by the Census Bureau.

Although telephone companies could previously offer rural cable service, they first had to request an FCC waiver. The FCC said the administrative delays in the filing and processing of the waiver petitions had postponed cable service to rural areas and wasted commission resources.

A split cable industry musters 15-11 vote for compromise

But Ted Turner vows to fight 'to the death' on Capitol Hill; Kastenmeier urges acceptance

The National Cable Television Association's board of directors last Tuesday (Nov. 3) gave qualified approval to an industry compromise on proposed amendments to cable copyright laws. The 15-11 vote, reached by secret ballot after four hours of closed deliberations, drew sharp disapproval from Ted Turner, president of Turner Broadcasting System, who continues to lead a campaign against the compromise.

NCTA Chairman Allen Gilliland, president of Gill Cable Inc., San Jose, Calif., said the board accepted the compromise on the condition that it include a transition period and reasonable method of implementing its syndicated exclusivity rules. "Unless we obtain this," he said, "we won't be able to approve the compromise."

Just prior to the board meeting, negotiators working on language of the agreement changed its exemption for small cable operators in an effort to gain enough votes for its passage. The agreement had originally proposed to exempt from syndicated exclusivity laws independent systems of 5,000 or fewer subscribers unless owned by MSO's with totals of 50,000 subscribers or more. The agreement now exempts all systems with 3,000 subscribers or fewer.

Must-carry rules, which would be

codified (although modified) under the agreement, would not apply to low-power or subscription television stations, according to Thomas E. Wheeler, NCTA president, who outlined terms in the compromise at a press conference following the board meeting. Neither is currently protected by the FCC's must-carry rules, but in its low-power TV proceeding, the FCC has asked for comments on whether the status quo should be continued.

Wheeler also said syndicated exclusivity rules in the agreement would not permit a TV station to protect rights to any movie twice in the same year. The agreement permits independent stations to protect for 90 days up to 300 movie titles and network affiliates to protect up to 100 titles for the same period.

As presently drafted, the compromise would exempt 67% of all cable systems from syndicated exclusivity, Wheeler said, but it would affect all but 16% of the total subscriber base.

In signing the compromise, parties will agree not to reopen cable copyright issues on Capitol Hill "in the foreseeable future," said Wheeler.

NCTA agreed to compromise on cable copyright after it found a majority of the House subcommittee charged with copyright issues favored abolishing the compulsory license, said Wheeler. There were four votes to lift it, two to keep it and one undecided, he said.

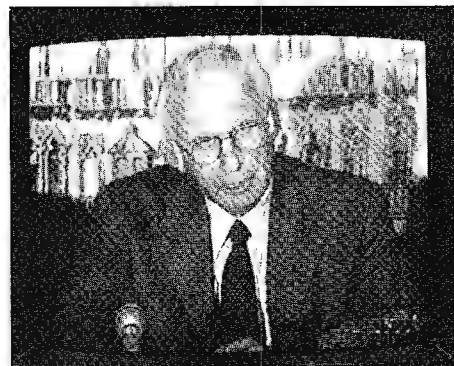
Subcommittee Chairman Robert W. Kastenmeier (D-Wis.) addressed Tuesday's board meeting, confirmed Wheeler's vote count and urged members to compromise, saying the agreement being negotiated "is the best deal cable operators can get." Kastenmeier is said to be anxious that parties deliver a compromise quickly to Capitol Hill so that a bill may be passed by the subcommittee before the end of this session.

Although the subcommittee appeared ready to abolish compulsory licensing, the National Association of Broadcasters and Motion Picture Association of America agreed to compromise "to avoid guerilla warfare in the full Judiciary Committee," said Wheeler. Kenneth Schanzer, NAB vice president, government relations, said that "parties would have more certainty" of the outcome on Capitol Hill by compromising instead of fighting on the issue.

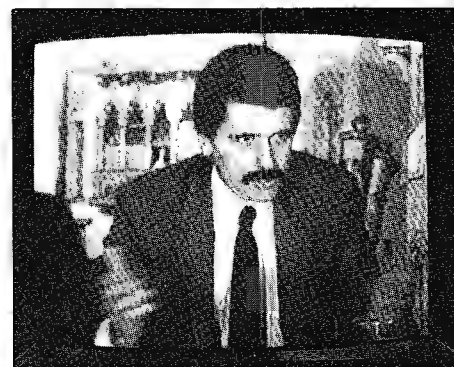
Schanzer said NCTA's conditions for approving the compromise should be accepted by negotiators with little problem, and that the NAB would accept a transition period of something "less than two years."

"Every time a problem has flared we've worked it out," Schanzer said, and quoted an unnamed colleague as saying, "This is a triumph of people who wanted to make an agreement, not of people who wanted to win."

Wheeler said NCTA's board had demanded a transition period in part "out of strong support for Ted Turner and his commitment to cable TV." Turner, who held his own press conference following



Gilliland



Wheeler



Turner

NCTA's, said he hadn't been shown terms of the transition period but that he could accept none that was "for less than 25 years."

"I'll fight this to the death and I think we'll win," he said. "The cable industry has never lost on this issue."

Turner said he would try to build a consensus with the Community Antenna Television Association and cable operators who oppose the agreement to fight it on Capitol Hill. Following last week's meeting, Washington attorney Robert Ross, who represents Turner on this issue, telephoned board members who opposed the agreement.

"We're looking for people who are concerned about this," Ross said, "and trying to identify how many there are. Classic cable operators are almost universally opposed to this and so are a substantial number of MSO's. How organized they'll be, I don't know."

Stephen Effros, executive director of CATA, said his organization, Turner's and others who oppose the agreement are urg-

ing cable operators to send telegrams to members of Kastenmeier's subcommittee, urging that hearings be held on the compromise. "There are more NCTA board members who say they're against than voted against" the compromise, said Effros, and the "12 or 13" he counts in the opposition do not include the four NCTA directors who did not attend last week's meeting. They were Jim Heyworth, HBO Inc.; Clive Runnells, Mid Coast Cable Television Inc.; Gene Schneider, United Cable TV Corp., and Robert Wright, Cox Cable Communications.

CPB on the prowl for new ways to fund the future

Task force named to pursue possibilities; teleconferencing, teletraining high on the list; Roseman named new executive VP

Alternative financing for public broadcasting was on the minds of Corporation for Public Broadcasting board members who last week established a task force on long-range financing and considered a report on teleconferencing, which could be a new source of revenue.

The CPB board elected Walda Roseman to the new post of executive vice president. She is the former vice president for national affairs and planning at National Public Radio and will receive \$68,000 annually in the new post (effective Nov. 20). CPB President Edward Pfister remarked that "she brings wide experience in telecommunications in Washington and enormous enthusiasm to this position."

Emphasizing the importance of the financial task force, CPB Board Chairman Sharon Rockefeller and Pfister moved immediately to announce the appointment of fellow board member Howard White as chairman. Rockefeller said the rest of the task force appointees would be named soon, with representatives from the industry and the public. "This new task force will explore every possible avenue and report back as expeditiously as possible," Rockefeller said. No deadline for the committee has been set.

One possible source of revenue being considered by the board is teleconferencing. A report on that subject was presented by Browne, Bortz & Coddington, a Denver consulting firm, whose Paul Bortz, recommended that CPB get into the teleconferencing business as a "modest and low-risk investment." He said that while the present market may not be substantial, by 1990 it could be, and that CPB would then be in a position to capitalize upon it.

"We believe this is a market PBS should get into," he said. "If you wait you'll have a harder time entering and establishing your position."

Bortz suggested the corporation con-

centrate on one-way video and two-way audio rather than other forms of teleconferencing. In addition, the report notes there is a second market for teletraining that would use video in remote areas for educational services. However, he said the corporation would need to establish a network access center for both additional services, to provide a place for coordinated service and price offerings, information on available facilities and a headquarters for promotion of the service. The two services projected revenue is estimated between \$3 million and \$6 million.

In other action, the CPB board passed a resolution modifying its Community Service Grant policies, which basically established more specific eligibility criteria for TV stations, similar to criteria required for public radio stations. And participation in the CSG program will be limited to non-commercial licensees meeting current CPB criteria. However, the board said CPB would continue to aid ineligible entities through other programs.

Fred P. Wacker, vice president, administration and treasurer, and Harvey Dickerson, vice president controller, were re-elected. CPB's general counsel, Paul Mutino, announced his resignation.

Wirth offers second opinion on competition

Except for radio, marketplace may not be ready to assume burden of assuring diversity, House telecommunications report suggests; chairman is critical of FCC moves toward unregulation, says that's up to the Congress; structural regulation a possibility

The broadcast industry, with the exception of major-market radio, is not ready for deregulation. In rewriting the Communications Act of 1934 to accommodate changing technology, Congress should consider the possibility that structural regulation—mandated access and ownership restrictions—rather than content regulations, might make the video media more responsive to the needs and interests of the public.

These are two of the primary conclusions of the House Telecommunications Subcommittee's report on competition and deregulation, released to the public last Tuesday (Nov. 3). The culmination of months of hearings and staff research, the report is meant to supply legislators attempting to revise communications laws with hard facts about the industries and market forces involved.

Three guideposts will direct the drafting of new communications laws, said Subcommittee Chairman Timothy Wirth (D-Colo.), after releasing the report. Congress should move "away from a provider-

to a user-perspective," the regulatory approach should assure competition where there is now monopoly, and the public has a right "guaranteed them by the First Amendment" to diversity of information sources. A fourth, recently added theme influencing the subcommittee's deliberations, said Wirth, is a "deep skepticism of the ability of the so-called expert agency [the FCC] to do its job." Congress must "find alternatives to what that agency might do."

Findings in the report are not to be attributed to the subcommittee, but to its majority staff, according to Wirth, who said staff conclusions in the report "are mine" also. Representative James Collins (R-Tex.) had written to Wirth several weeks earlier asking that the report be identified as the work of the majority staff alone, and subcommittee members on both the majority and minority side are said to have objected to conclusions in the report during its final drafting. "The conclusions are not important," said Wirth. "What's important is the data and how the conclusions are arrived at."

Wirth commended the National Association of Broadcasters, the FCC and CBS for their contributions to the subcommittee's research, saying they had been "especially forthcoming" in their submissions. The report disagreed with conclusions in both NAB's and CBS's statements, however.

NAB's argument that there is competition in television "does not address at all whether the average viewer can make his viewing selections from a competitive video environment," but instead addresses whether broadcasters exhibit market power," said the report. Instead of analyzing competition in the marketplace as it affects the consumer, NAB analyzes competitiveness "for a very different public—namely, those who advertise."

CBS's argument that the video marketplace has more abundant outlets than that of the radio market is based on future rather than present reality, the report argues. Many new video services such as cable, MDS and STV are available only to a very small segment of the U.S. population.

Wirth predicted the subcommittee would introduce a common carrier bill by the end of November, hold hearings in February 1982, mark up in March, and confer with the Senate in June. The subcommittee will also draft a bill addressing the FCC's regulatory role and responsibilities, he said. "We disagree very sharply that the purpose of the FCC is unregulation," he said. "They are a creature of Congress, not their own perceptions of how the world is."

The bill would attempt "to get the FCC to set priorities" and "to respond to Congress," he said.

Asked if a broadcast bill is being planned, Wirth said, "the subcommittee will take one thing at a time." There has been no decision about a cable bill, according to David Aylward, staff director of the

subcommittee. The subcommittee staff has been investigating cable franchising, he said, and has had "two people on the phone all day for the last month talking to cable companies and cities about what's going on." The only consensus so far, he said, "is that the common carrier bill will be just that."

Nearly half of the 650-page report on competition and deregulation addresses broadcasting, cable TV and other emerging video services. It maintains that although some argue that deregulation is warranted because diverse services—radio, newspapers, movies, videocassettes and a variety of TV services—compete with one another in an "information market," these services are not "cross-elastic" or "substitutable" enough to actually compete with one another.

Radio and TV are not as competitive as they might be primarily because the FCC's regulation has often subordinated pro-competitive policy to protection of existing industries, according to the report. The FCC's 1952 Report and Order allocating VHF and UHF spectrum in a way that militates against the formation of more than three networks, early cable regulation that sought to protect the market power of over-the-air TV and rules that limit development of subscription and multi-point distribution TV are indicative of the FCC's "checkered" performance in encouraging competition, according to the report. "The major exception to this trend has been the commission's consistent attempts to protect individual broadcast licensees against network market power."

Despite "past practices," the FCC has "recently moved to enhance competition through the proposed market entry of new video services" such as VHF drop-ins, low-power TV and direct-to-home broadcasting. Although it had also proposed to reduce channel spacing on the AM band from 10 khz to 9, the FCC recently reversed this decision and is questioning its ownership policies. "The consistency of recent pro-competitive policy has been lost," said the report, "to be replaced by a theory of 'unregulation.'"

Although ownership rules have also affected the television industry, market power is far greater in the three major networks, owned and operated stations and their affiliates than in independent stations. TV's impact on society is far greater than that of any other media, and the three major networks play a "controlling role in the supply of programming to most stations."

"The cable industry is becoming increasingly dominated by the large multiple system operators and the MSC's are increasingly controlled by companies with other large media interests, such as Westinghouse, Warner, Cox, Storer and Times Mirror," said the report.

Is radio competitive? "We are willing to recommend an intuitive judgment that the number of radio outlets in large markets is sufficiently high to protect the public interest in diverse programming sources

through competition," said the report. "As to mid-size markets—10 to 15 radio stations—there is a policy question as to whether that level of competition is sufficient or not. In smaller markets it is clear that scarcity in the number of operating stations still exists with a resulting lack of competition."

The FCC's radio deregulation proceeding equated "industry performance with the commission's arbitrary standards of desirable programming practices, which the FCC found in large part had been exceeded," said the report. "The results clearly would have been different if the FCC's standards for programming in the public interest had been higher."

The FCC's commercial time limits, according to many, permitted excessive commercialization, said the report, and the FCC's standards for minority and special interest programming may not have met listener demand.

"The argument or conclusion that radio stations are subject to marketplace forces misses the point. . . . The issue is whether there is a fully competitive marketplace in radio so that all significant voices in a community can be heard and all significant interests served."

Radio and TV stations and cable systems control both the content and distribution of their programming, a situation "by no means a technological necessity," and one that "bestows on broadcasters a far more powerful media presence than if they were limited to serving only one of those two roles."

Government licensing permits this unique market position, said the report, and if broadcasters' role as public trustees is to be eliminated through deregulation, the public should receive "some alternate means of consideration or compensation."

Cable TV and other new services may result in a video market of abundance, but those competitors have barely begun to make inroads in over-the-air TV's market power, according to the report.

The lack of technical parity between VHF and UHF stations, dominance of programming and advertising revenues by networks, their owned and operated stations and affiliates, and the pervasiveness of TV as a primary source of information and entertainment are reasons to continue regulating TV, according to the report. Another reason is cable's doubtful capacity to compete on an equal basis with over-the-air TV, now or ever.

Cable is a "conduit unavailable to a very large proportion of the U.S.," and 70% of all systems still have 12 channels or fewer and offer few if any pay channels. Much of the programming on cable TV is duplicative of broadcast TV, the report says.

The FCC's economic inquiry into the impact of cable TV on broadcast stations found that nationwide cable penetration is not likely to exceed 48% and that cable does not reduce broadcast viewership by significant amounts.

The high "scarcity rents" attached to broadcast TV stations, reflected in

astronomically high transfer prices even in markets where cable service is imminent or already present, indicates a continuing extraordinary market power for over-the-air TV and a low "cross elasticity" between it and cable TV.

A video market with alternatives sufficient to warrant across-the-board deregulation based on scarcity will be achieved when "cable pass-by approaches maturity in a market, when channel capacity is clearly high enough to overcome scarcity and provide specialized interests with regular doses of responsive programming, and programming decisions on a cable system no longer rest with a single authority," according to the report.

Altering the regulatory scheme to encourage greater competition and thereby pave the way for eventual deregulation, "must be a major priority," the report says. "In addition, a regulatory approach which seeks to encourage greater competition through structural regulation—such as ownership and access rules—while removing the behavioral and content regulation that have been the focus in the past, might well provide both clear guidelines for the industry and greater responsiveness to audience needs and interests."

"The subcommittee may also wish to consider establishing an ascertainable standard, based on the factors discussed in this report, as to when a market is sufficiently competitive to warrant deregulation. Legislation might be sought today codifying such a standard."

Policymakers face a significant question in "deciding who should be permitted to participate in the ownership of the new technologies," said the report.

Reaction to the report has been mixed. Representative Henry Waxman (D-Calif.), praised it as "a significant contribution to the debate on these critical issues," that "contains new information of immense value." Representative Al Swift (D-Wash.) called the report "a valuable first-cut at evaluating competition in the communications industries," and "as such we will not rely on it as some kind of bible, but, rather, as a tool to use with judgment and prudence."

Thomas Wheeler, president, National Cable Television Association, said that, "while we cannot agree with all the conclusions in the report, we feel strongly that the approach the committee has taken of gathering substantive information prior to the drafting of any legislation is not only appropriate but also essential."

Kenneth Schanzer, who until last Friday was NAB vice president, government relations, said: "The report has little to do with content or structural regulation. What is involved is influence regulation."

"This is an attempt to justify continuing regulation of TV for no reason other than its putative influence over the body politic. As such, it is as legitimate as would be a decision to regulate the *New York Times* because of its status as America's most influential newspaper."



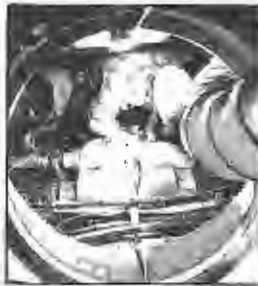
ABC'S NEW WASHINGTON SHOWPLACE

State of the art in journalism



SOME THREE YEARS and \$20 million after ABC News contracted to build its new Washington headquarters building, a workman from the C&P Telephone Co. climbed down into a manhole to cut the network's connection to the past and splice together its video-audio link to the future. That was past midnight on Friday, Oct. 30. Simultaneously, technicians and workmen began wheeling cameras and tapes onto trucks for the less-than-a-block trip to 1717 DeSales Street N.W., where ABC News was taking up residence for the rest of the century. By Saturday afternoon (Oct. 31) ABC was operational from the new facility, doing a half-time news feed during a football game. For bureau chief Bill Knowles and the hundreds of colleagues associated with him in pulling off that logistical feat, it was a sweet moment. By midweek Knowles and the others could really begin to enjoy it. "I've never seen such good-looking pictures," Knowles said glowingly of the signals from his new Ikegami 312 studio cameras. And, reported radio news manager Ken Scott, the building "sounds good." Smiles were in order all around.

The general jubilation will continue this week, when President Ronald Reagan is scheduled to confer the formal dedication in



ceremonies at noon on Thursday, Nov. 12. What the observant guest will see that day:

A 10-story building clad in aluminum and glass (three of the stories are below ground to meet overall height restrictions of the District of Columbia, as well as to help isolate key studio areas from sound and vibrations), with 157,000 gross square feet and housing some 450 news and operations personnel. One floor—the sixth—has been reserved for future expansion. The seventh houses executive and administrative offices and the company canteen, designed to serve the around-the-clock needs of a news operation that never shuts down. The fifth floor houses radio and the political unit, the fourth floor *20/20* and weekend news operations, and the third floor holds an auxiliary newsroom and studio along with *Good Morning America* Washington staff. Things grow more technical from the second floor down.

Julius Barnathan, president of ABC Broadcast Operations and Engineering, likens the learning process associated with the new building to going from a biplane to a 747. He's most proud of the building's internal communications system, which can remote all areas of the facility as well as key locations around Washington. A so-called "320 line" alerts key news people to breaking stories.

The building was designed by Kohn Pedersen Fox Associates of New York. Frederic Neuwirth, ABC's vice president for real estate and construction, was responsible for the structural plant, while Barnathan's team handled broadcast equipment and design.



THE PIVOT POINT for Washington news activity is Studio B, most of whose proportions (it's 68 feet long, 48 feet wide, 27 feet high) are captured in the photo at right. The modular furniture units were designed by the Sunar company in Canada, and carry all cabling for microphones, monitors, telephones and other equipment. Underfoot are so-called "computer floors" whose removable panels conceal the principal wiring trunks. Surrounding the room are illuminated maps showing all of ABC's domestic and overseas bureaus, with clocks displaying the appropriate time for each. Various positions around the room accommodate producers, assignment desks, transport managers, ENG coordinators and other news personnel. **Above:** Studio B as seen electronically from Control Room B as technical director Steve Malis operates a Grass Valley 300 production switcher.



Operations producer Steve Tello at work at the principal newsroom production station just behind the anchor desk.



One of 20 edit rooms, each with three Sony VCR's and a Convergence editor. A soundproofed announce booth is at left.



Central record/playback room, with eight record and eight playback units (three-quarter inch), capable of simultaneous operation.



This is media center, which is essentially a post-production studio with seven one-inch VTR's, two two-inch VTR's and two film chains.



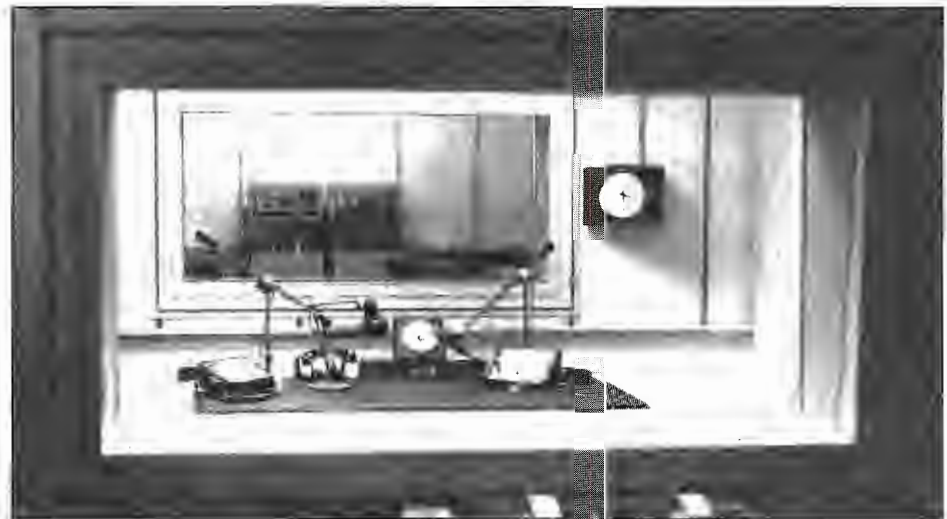
VERY FEW in the audience will ever know what goes on behind the scenes at ABC News in Washington; millions see and hear the news product that reaches them over the air from that facility. Principally, on television, it is the *World News Tonight* half hour that is the cornerstone of the network schedule, along with the *Good Morning America* news feeds that start the day and the *Nightline* broadcasts that end it. **At left:** *World News Tonight* anchorman Frank Reynolds as he began last Monday night's 6 o'clock feed—the first of three consecutive half-hour news stints. (The picture above him shows an anchorman's view of the Teleprompter with that night's script.) **Below left:** *GMA's* Steve Bell anchoring the first live news feeds from 1717. **Below right:** *Nightline's* Ted Koppel in conversation with news writer Ted Barry as they were preparing a Monday evening *Newsbrief*. Koppel's *Nightline* guests as well as *GMA* Washington guests appear from the 1,100-square-foot Studio A (pictured in the inset above), which also will house the new *This Week with David Brinkley*, premiering Nov. 15. Both Studio A and Studio B and their control rooms and support facilities are on level B2—that is, two floors below the surface of DeSales Street.



Studio A



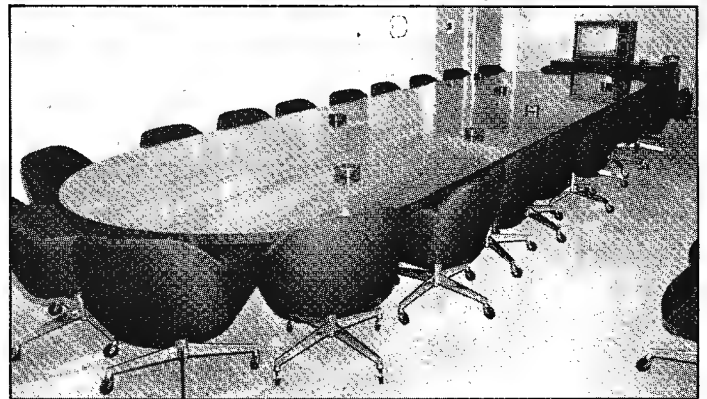
RADIO got the jump on television in beginning operations from 1717; it's been on the air from that location since Oct. 19. Headquartered on the building's fifth floor, radio operations comprise two studios and an adaptable conference room/studio, two edit rooms and three control rooms. The edit and control rooms are designed for continuous eye contact, and can be tied together for major production events (such as an inauguration). Soundproofing includes double doors with air pockets, with oak "saddles" under each door providing a seal against noise. **At right:** the view into Studio A from Conference Room C. **Lower left:** anchorman Joe Templeton during his *World News This Morning* radio broadcast. **Lower right:** radio engineering supervisor Horace Easterling in the central control room. Keeping accurate track of the time are two clock systems, one a Simplex with analog motors, the other a Leitch system controlled by a master impulse (the second hand snaps ahead in non-analog fashion). Radio's clocks were one of the building's few original design errors. They were originally installed next to the ceiling, and had to be dropped to seated eye-level in a mid-course modification. The bureau has an "AutoMote" system that provides instant audio feed capability without need of a technician from any of 10 locations in the Washington area. Radio news is under the direction of Ken Scott.



ADMINISTRATION AND SUPPORT activities, as well as overall news coverage, are the responsibility of bureau chief Bill Knowles (who is shown at right as he pointed out Studio B features to Elton Rule, president of ABC Inc., who visited the 1717 facility last Monday evening on his way to a state dinner at the White House). Among his charges: over 30 correspondents and anchors, 35 or so department heads and news editors/managers, perhaps 20 reporters and writers, almost 40 producers and associate producers and some 15 directors and associate directors—along with 11 ENG crews and almost 20 ENG editors. Knowles's verdict: "There's no question about it: the building works well and services well. And while everyone involved has one thing or another he or she would like to change, by and large it's designed well."



Receptionist Cheryl Somers (at left) and secretary Maria Wahl on duty in the seventh floor reception area, the building's highest.



This is the kitchen-equipped executive conference room, which is used—among other things—for staff meetings and press screenings.



Researcher Judy Penniman using the "Nexis" data base.



This smaller office next to that of bureau chief Knowles is used as a conference room and by visitors from New York headquarters.



Mary Jane Boyle in the 10,000-cassette capacity tape library.



PBX operator Towana Johnson at the B1 switchboard.



Paymaster's window, where staff picks up pay and expenses.



At the bottom of it all: a 450 kw emergency generator capable of keeping the ABC Washington news operation on the air for one week.

The news America is turning to, is turning two.



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Since its premiere, the morning audience of NPR member stations broadcasting "Morning Edition" has more than doubled in most markets.

And "Morning Edition" has won two of the most prestigious awards in journalism: the 1981 Dupont Columbia Award and the George Polk Award.

In just two years, "Morning Edition" has brought a unique approach to news on radio. With deeper stories, intriguing interviews, and perceptive analysis.

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TAXI's celebrating its third straight "Outstanding Comedy" Emmy – the only series ever to win *every season it's been on the air!* It's also won every other key Emmy for creative excellence, plus three straight Golden Globes!

Great Mileage

In other words, stations that go by TAXI go first-class, and there are tremendous bottom-line advantages for stations that do. Program prices being what they are, *longevity* is absolutely crucial these days. And nothing pays off in long runs like quality acting, writing and direction. That's one of the reasons for TAXI's phenomenal rerun record: TAXI repeats have averaged only one Share point less than first-runs!* It's the kind of character-based comedy classic audiences watch again and again in syndication.

*NFI 9, 12 '78-8, 6 '81

Quality Ride

High-quality shows like TAXI attract more of the viewers advertisers want most. Compared to other syndication candidates, TAXI's a clear #1 among upscale and multi-member homes.

	\$20,000 AND OVER	HEAD OF HOUSEHOLD 4 YRS COLLEGE	HOUSEHOLD SIZE 3-4
TAXI	25.6 (#1)	21.3 (#1)	26.3 (#1)
ALICE	20.9	16.8	20.9
DIFF'RENT STROKES	19.6	15.1	22.7
JEFFERSONS	19.0	13.1	21.3
ONE DAY AT A TIME	19.8	16.0	20.1
WKRP	19.7	19.3	20.7
CHARLIE'S ANGELS	22.0	19.0	24.7
CHIPS	18.2	14.0	24.2
DUKES OF HAZZARD	20.4	13.6	24.2
EIGHT IS ENOUGH	22.8	21.2	25.1
FANTASY ISLAND	23.0	20.0	24.2
INCREDIBLE HULK	16.3	11.4	21.4

Source: NFI/NAD (Nov., Feb., May) 1978-81



HAILS XI

OUTSTANDING

Lead Actor 1980-81

Supporting Actor 1980-81

Lead Actress 1978-79

Director 1980-81, 1979-80

Writing 1980-81

*Film Editing 1980-81,
1979-80, 1978-79*



Day Or Night Service

Add TAXI's strength with the premium audience to its well-established ability to attract and control Young Adults and Teens & Kids and you have an audience profile that's sure-fire for early evening syndication success. And its proven appeal for Men 18-34 and 18-49 means it's one of the few series that will also work in the important late night time period.

The Only Way To Travel

No doubt about it, TAXI is the smart station's best vehicle for 1983 — there's nothing comparable on the road. On the network, it's picked up both creative recognition and the audience groups that count. In syndication, it will deliver that audience to your station.



TAXI



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TAXI NOW.
OR YOU'LL CALL
YOURSELF SOMETHING
ELSE LATER!**



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AM future on the table in Rio

Western hemisphere conference opens with conflicting spectrum claims, Cuban-U.S. differences, lingering thoughts of 9 khz

As representatives of some 30 western hemisphere countries gather today in Rio de Janeiro for the start of the second session of a conference on AM broadcasting, the thought uppermost in the minds of American delegates seems to be not as much what the U.S. can gain as whether it can avoid apocalypse now. Asked last week to describe the American goal for the conference, Kalmann Schaefer, the FCC's adviser on international communications who heads the delegation, said, "The preservation of the American broadcasting system."

The conference, which over the next six weeks is to develop a plan for Region 2 countries' use of the AM band, does seem freighted more with peril than with promise. With the most advanced and efficient system of AM broadcasting in the hemisphere—and with demands for new assignments that never seem satisfied—the U.S. faces the prospect of losing service, perhaps on a large scale.

The good neighbor to the north is pressing for a five-year plan to bring new stations into the regional scheme, a plan the U.S. feels would waste spectrum space.

Canada also has AM needs that conflict with those of the U.S. So do Mexico and other countries in Latin America. (The U.S., of course, encompasses Puerto Rico and the American Virgin Islands.)

But it is Cuba that has emerged as the primary menace to U.S. AM service. Among the 180 operating and proposed stations in the Cuban inventory are many that could cause serious interference to AM outlets not only in the Southeastern U.S. but also throughout the country. Cuban stations, in violation of treaty, already interfere with U.S. stations. (In what seems an incipient power war, five stations in Florida have been given special permission by the FCC to increase power as a means of regaining service lost to Cuban interference.)

And if Cuba were not problem enough, the Reagan administration compounded it in September when it announced plans to establish an AM station in Florida to broadcast the American version of events in Cuba to that island country (BROADCASTING, Sept. 28). Whatever hopes Americans once had of persuading Cuba to take a more conciliatory position in Rio, some members of the U.S. delegation feel, were diminished by that announcement.

Nor is that the only handicap the U.S. has given itself. Another involves channel spacing. At the first session of the con-

ference, in Buenos Aires in March 1980, the U.S. worked hard for the adoption of its proposal to reduce channel spacing from 10 khz to 9 khz. The failure of the U.S. to win a consensus for the proposal was fortunate, in at least one respect. It made it easier for the new, Reagan FCC to disavow the proposal that the National Association of Broadcasters had vigorously opposed and that Mark S. Fowler had questioned even before assuming office as chairman of the FCC, in May. But the American delegation now faces the task of persuading countries that have warmed to the 9 khz idea that the U.S. had been wrong in advancing it. U.S. delegates will argue that new studies have demonstrated that the financial and technical costs outweigh the benefits.

The conference is expected to deal with the channel-spacing issue early, perhaps in the first week. Although the decision of the FCC to reverse gears and align the U.S. with Canada and Argentina, among others, in favoring retention of the 10 khz plan, appeared to have settled the matter for the conference for all practical purposes, Schaefer and others on the delegation insist they cannot be sure that is the case. The U.S. has no hard information on how most countries will vote on the issue, Schaefer said. "We caution everyone on premature optimism." Members of the



Ready for Rio. Members of the U.S. delegation to the Region 2 conference on AM broadcasting and of the home team that will provide support from Washington are shown in one of their last meetings before the start of the session, today, in Rio de Janeiro. Shown standing (l-r) are: Phillip Tremper, FCC (home team); William Ball, Carl T. Jones & Associates (home team); Harold Kassens, A.D. Ring & Associates (home team); Gary Stanford, FCC (home team); Michael Rau, National Association of Broadcasters (home team); Douglas Crombie, National Telecommunications and Information Administration; Larry Olson, FCC; Henry Straube, FCC; James Carroll, Department of Defense; John Battison, Ohio State University (home team); Steve Selwyn, FCC; Louis Stephens, FCC; Arthur Feller, FCC (home team); John Boursy, FCC, and Margaret Combs, FCC, secretary to the delegation. Seated are (l-r) William

Meintel, FCC; Vincent Pepper, Pepper & Corazzini, senior adviser; William Hassinger, FCC, senior adviser; Wilson LaFollette, FCC, vice chairman; Kalmann Schaefer, FCC, chairman; William Jahn, State Department, vice chairman; Wallace Johnson, Association of Broadcast Engineering Standards, senior adviser; Elizabeth Dahlberg, Lohnes & Culver, and Donald Everist, Cohen & Dippell. Delegation members not shown are: Anne Case, International Communication Agency; Rick Engelman, FCC; Larry Millspaugh, State Department, administrative officer, and Carole Medeiros, State Department, documents officer. Home team members not shown are Dennis Williams, Charles Breig, Robert Burkhardt, Carl Heise, Ronald Novak, John O. Robinson and John Wang, all FCC; Gordon Huffcutt, State Department; Leo Buss, NTIA, and Jules Cohen, Jules Cohen & Associates.

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icyholders in the form of dividends, cash values, annuities, and endowments.

Financial security during life, as well as after death, is an issue of major concern to the majority of people today. This accounts for the fact that the number of individual policies in force has almost doubled in twenty-five years.

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WXNE-TV	Boston
WTTG	Washington, D.C.
KTXA-TV	Dallas/Ft. Worth
KRIV-TV	Houston
KSDK	St. Louis
WTCN-TV	Minneapolis
WXIA-TV	Atlanta
WTOG-TV	Tampa/St. Pete
KBTU	Denver
KTXL	Sacramento
KLRK	Portland, Or.
KGTU	San Diego
WXIX-TV	Cincinnati
KBMA-TV	Kansas City
WNGE	Nashville
KTVK-TV	Phoenix
WTVN-TV	Columbus, Oh.
KTVY	Oklahoma City
WDBO-TV	Orlando
WHAS-TV	Louisville
KMOL-TV	San Antonio
WYAH-TV	Norfolk
WGAL-TV	Lancaster
KTVX	Salt Lake City
WSTM-TV	Syracuse
WWBT	Richmond
WGGT	Greensboro
WTLV	Jacksonville
WHEC-TV	Rochester, N.Y.
KOAT-TV	Albuquerque
WAND	Decatur, Il.
KGMB-TV	Honolulu
WCIV	Charleston, S.C.
KTNV-TV	Las Vegas
KTRV	Boise
KOLO-TV	Reno

Canadian delegation seem more bullish, however. "A number of countries have been persuaded by the same facts that persuaded Canada and the U.S.," one said.)

Assuming the 10 khz plan is retained, the conference will then be faced with the problem of resolving incompatibilities—cases of interference that will surface out of the thousands of operating and proposed stations in the countries' inventories—without the additional 12 channels the 9 khz plan would provide. The U.S. had originally cited the flexibility that planners would have in resolving incompatibilities as a principal argument for reducing channel spacing. Now, the U.S. and Canada, the only countries in the hemisphere using the tool, face the task of persuading South Americans of the virtue of the directional antenna to make more efficient use of the spectrum. That is a point on which the South Americans have demonstrated considerable skepticism. But it is on the success of that missionary work, in the view of the chairman of the Canadian delegation, Edward Ducharme, that the success of the conference depends.

The conference is the product of the expressed needs of countries in Latin America for a plan to permit orderly growth of AM service; stations are interfering with one another across national borders. The U.S., which has resolved its AM problems with its neighbors in a series of agreements, was reasonably comfortable with things as they were; at most, it felt

difficulties could be resolved in bilateral or multilateral meetings. But so strong was the urge for a general conference to draft a regional plan that the U.S. a few years ago was unable even to persuade the other countries in the hemisphere, including Canada, to delay the conference to allow for additional preparation.

The first session, of three weeks, in March 1980, laid the technical basis of the plan; the conferees tentatively approved technical standards and criteria—class of emission, frequency tolerance, protection ratios, and the like—and did some preliminary planning.

In Rio, the conference will complete work on the underlying agreement governing operation of the plan—how new assignments will be added to the plan, for instance—as well as on any unresolved technical issues, such as channel spacing. But for most of the six weeks, the delegations will be computer-deep in what Wilson LaFollette, chief of the FCC's technical and international branch and a vice chairman of the delegation, likes to call "horse trading."

Some 13,000 stations either on the air or expected to be operational by Dec. 31, 1982, are in the so-called basic inventories of the countries of the hemisphere. The five-year inventories submitted by the U.S., Canada and only a handful of other countries for use in the event a five-year plan is formally adopted, contain thousands more proposals. Sorting out and resolving the incompatibilities confront the delegations with the prospect of long

and tiring days. (DuCharme talks of squeezing eight weeks of work into six.)

Take one hypothetical: The U.S. and Canada face a conflict between two proposed stations, one in Washington state and the other in Vancouver. Would a change in power of one or the other be enough to resolve the conflict? Which one? Or would directionalized patterns do the trick. Or perhaps the Canadians would give up on their proposal in return for similar consideration by the Americans on another incompatibility. Then, too, the parties might later decide to rework whatever agreement was reached as part of a solution to another conflict. (Incompatibilities between existing and proposed stations would probably be easier to resolve; the existing one is expected to be accorded priority.)

The success of such negotiations is enhanced by friendly relations. In the case of the U.S. and Canada, Schaefer and DuCharme say that good feelings exist. But even the U.S. and Canada may have reason to be wary of each other. To the discomfort of the U.S., Canada has announced its intention to abrogate the North American Regional Broadcasting Agreement, which governs U.S.-Canadian use of the AM band and, among other things, requires the two countries to protect each other's clear channels to the border. (Canada will abrogate the treaty when the new regional agreement is completed, but a new subregional understanding between the two countries is likely.) Canada was demonstrably upset when the FCC, in May 1980, broke down the U.S.'s 25 clear channels and opened them to applications for new nighttime service by U.S. broadcasters. Canada had had its eye on those frequencies as a possible resource to meet some of its own needs. DuCharme last week described the FCC action as "arbitrary," and said the U.S. and Canada had "had a loose understanding" that they would discuss the future use of the clear channels before the U.S. took final action on them.

However, DuCharme seemed determined to put any hard feelings aside. "Each of us [Canada and the U.S.] has done his homework and we're optimistic about using each other's clears [Canada has seven, including one it shares with Mexico,] he said. "In only a few places will one of us have to gulp and swallow something we don't like."

Swallowing something unliked could mean that, in some cases, broadcasters in the U.S. will have to change their operations to comply with the new plan.

Wallace Johnson, executive director of the Association of Broadcast Engineering Standards and a senior adviser on the U.S. delegation, is sensitive to the potential problems. "We have a lot of stations operating for years with directional antennas; it will be difficult to tell them to change [operations]. All of our stations are giving required protection, so any change will require other changes. We have to keep that to an absolute minimum," then he added: "We have a going system to protect."

That, as Schaefer indicated, is the

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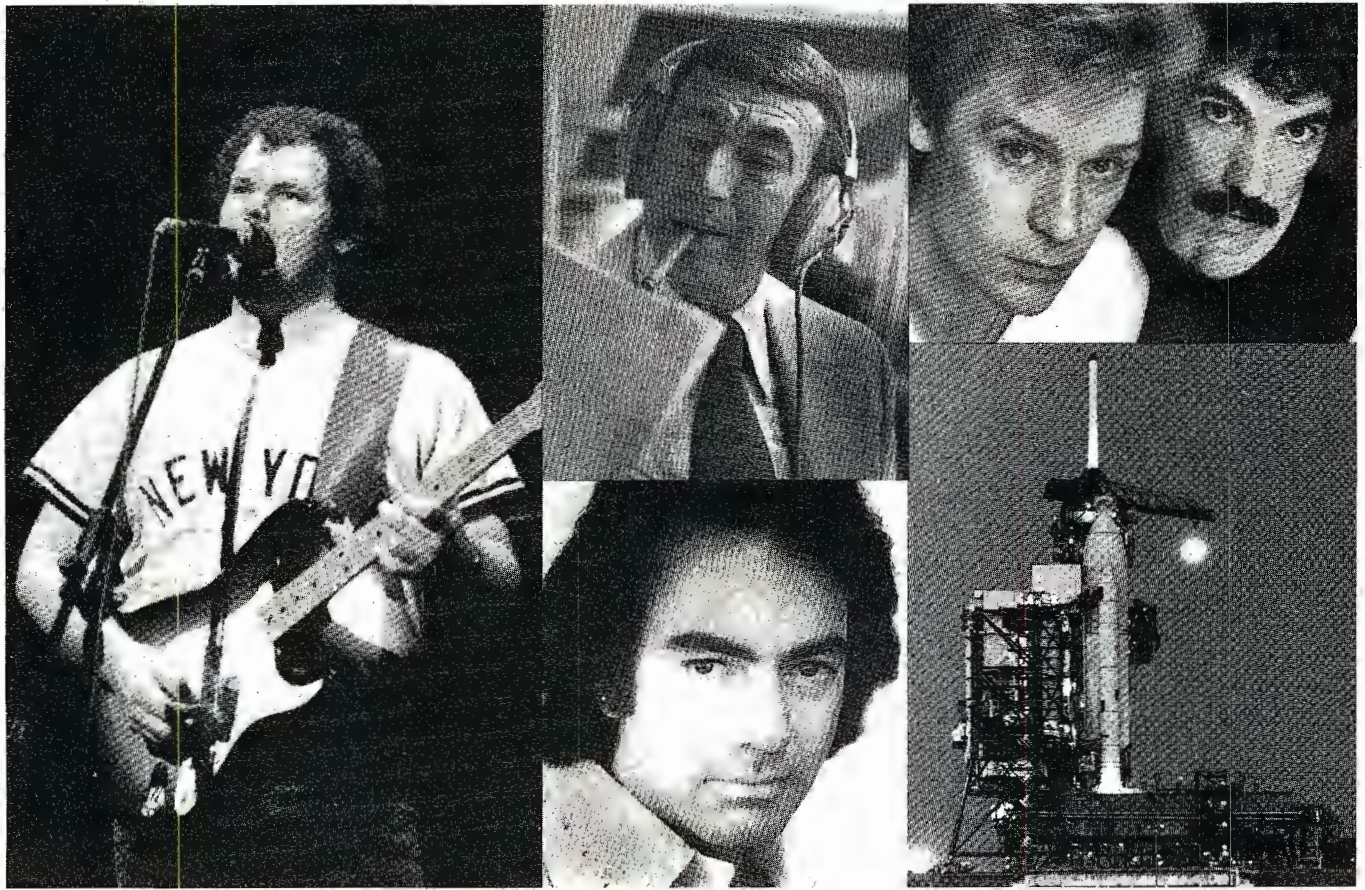
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delegation's principal mission. "Peel away all the other issues, and that's what's at stake," he said. He is concerned about the "substantial interference to a large number of U.S. stations and the consequent reduction of service that could result."

□

Canada is not the cause of concern in that connection, although Schaefer cited it along with Mexico and countries in Central and South America as among those whose stations—operating and proposed—include a number that are incompatible with some in the U.S. The main cause of concern is Cuba.

Cuba lists 180 stations in its inventory. Of those, some 60 are said to be proposed (although U.S. officials say it is difficult to be precise as to which are operating and which are planned). Two of the proposed stations would be 500 kw behemoths that, when activated (on 550 khz and 1010 khz) would be heard as far away as Alaska and Hawaii. And Cuba says it intends to increase the power of many existing facilities. All told, the inventory is viewed as a possible recipe for devastating interference to stations across the U.S. Some observers express doubt about the seriousness of the Cuban's proposals, and suggest they're a bargaining ploy. But FCC Broadcast Bureau Chief Richard Shibben, when he was urging broadcasters last spring to take a hard, objective look at the 9 khz proposal, said he doubted American interests could be protected under the 10 khz plan, and added: "I'm scared to death of the Cuban inventory. It can be disastrous" (BROADCASTING, April 13). Last week, LaFollette put the thought in more measured terms: "The proposed changes in existing stations alone show potentially there's going to be considerable interference if they're implemented."

The problem is already serious in Florida. Matthew L. Leibowitz, general counsel of the South Florida Radio Broadcasters Association, said he has talked to officials of some 20 stations in the state who complained of Cuban-caused interference. Some are considering requesting FCC permission to increase power, as five stations—WPOP Pinellas Park, WINZ, WIOD and WQBA, all Miami, and WKAT Miami Beach—have already done and as WGBS Miami is seeking to do. Others are stymied, either because a power increase would cause interference with a domestic station or because of the heavy financial burden involved.

The U.S. is not without leverage in the matter. Cuba regards some U.S. stations, including those given special permission by the FCC to increase power, to be interfering illegally with some of their operations. As a result, that concern will be part of the negotiation, according to William Jahn, of the State Department's office of international communications policy and a vice chairman of the U.S. delegation. "They consider the interference a mutual problem," he said. (Technically, the five Florida stations are in violation of NARBA, which was designed to govern U.S.-Cuban as well as U.S.-Canadian relations. But the Fidel Castro government has denounced and ignores the treaty signed by the regime it replaced in 1959.)

Compounding the problem is the decision by the first session of the conference to adopt a looser interference standard than the U.S. and Canada consider desirable. While these countries argued for a standard permitting nighttime interference only 10% of the time, the standard tentatively approved permits it 50% of the time. The U.S., Canada and Mexico have agreed to operate under the 10% standard, which now prevails among them, and they will seek to persuade other countries in Rio to adopt it for themselves. But, as things stand, Cuban stations abiding by the 50% standard could cause interference to U.S. outlets.

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For a time, after a meeting with Cuban technicians in Washington, in August, members of the U.S. team expressed optimism about negotiations with the Cubans. Schaefer said both sides were "receptive and forthcoming in identifying viable technical options for resolving or minimizing interference problems" (BROADCASTING, Aug. 31). He was referring to the use of directional antennas and possible reductions in power. Even the publication in the *New York Times*, during the Cubans' visit, of a leak that the Reagan administration planned to establish an AM station to broadcast to Cuba news concerning its internal developments did not appear to disturb the visitors.

But last week, the optimism of August appeared to have evaporated. A White House announcement in September of plans for the new outlet, to be called Radio Marti, after Jose Marti, a Cuban journalist, poet and lawyer who was a hero of the fight for independence from Spain, had dismayed some members of the U.S.

delegation, as well as others in the hemisphere worried that a confrontation between Cuba and the U.S. would stall the work of the conference. Washington has had no word on how Cuba would react at the conference—other than press reports of Fidel Castro's denunciation of the project. But Canadians following developments are known to feel that the announcement that the U.S. intends to launch what could be considered a propaganda campaign against Cuba over an AM facility in January will dampen if not kill any chance of compromise with Cuba; they say the Americans have left the Cubans no room for a graceful retreat.

Publicly, at least, the U.S. delegation seems determined to ride out any storm. Schaefer said he wasn't sure that Radio Marti would even be a problem. "We will treat the requirements of Radio Marti as any other requirement," he said coolly. When reminded that the problem is likely to be political rather than technical, he sniffed, "It's up to the Cubans how they want to approach this. We don't consider Radio Marti an issue on a political level."

Whatever else can be said of the announcement on Radio Marti, it was not made in ignorance of the fact a U.S. delegation was preparing to enter delicate and difficult negotiations with Cuba on use of the AM band. The risk to those negotiations was recognized, and accepted, according to William C. Salmon, special assistant to James Buckley, under secretary of state for security assistance, science and technology, the official responsible for coordinating U.S. policy and telecommunications matters.

"All of the factors were reasonably understood and given fair hearing within the confines of the executive branch," Salmon said. "There's a lot behind the decision to proceed [with Radio Marti]," he added. Couldn't the announcement have been delayed until, say, January, and thus avoid the danger of exacerbating relations between the countries during the Rio conference? The goal, Salmon said, was to establish Radio Marti in January, the month of Marti's birth. To do that, preparatory work, including the task of obtaining congressional approval of \$10 million in start-up and first-year operating costs, had to begin in September. (It's possible, however, the January start-up date will be missed; the administration has yet to approach Congress on the issue.)

Salmon and members of the delegation are clinging to the hope that the Radio Marti issue will not contribute to a politicization of the conference. But he also said the administration is prepared in the event the weather turns political. The delegation, he said, in effect, won't be abandoned. "We will keep close tabs on developments. I'll backstop, and Secretary Buckley is behind me." Salmon also said other senior officials of the department will be available for help, if needed. "So the horsepower's there."

(The attention that the administration is paying to the Cuban issue was indicated by Salmon's observation regarding the two proposed 500 kw stations that are frighten-

Cuban option. William F. Rust Jr. of the Rust Communications Group Inc. has a suggestion for President Reagan's "budget balancers" in connection with the administration's proposal to establish an AM facility—Radio Marti—to broadcast news of Cuba to that country. The U.S. Rust noted in a letter to BROADCASTING, has had a "Radio Marti" operating at Marathon on the Florida keys for almost 20 years—a Voice of America outlet whose directional antenna is aimed at Cuba. So millions of dollars could be saved, he said, either by using the Marathon installation for Radio Marti or by closing Marathon down.

Rust is not a disinterested observer. Radio Marathon operates on 1180 khz, the frequency on which Rust Communications; WHAM(AM) Rochester broadcasts. And Rust said Radio Marathon has been "costing taxpayers money and interfering with WHAM illegally for 19 years." Rust said his company tried for years to have the Marathon station closed down, but finally gave up.

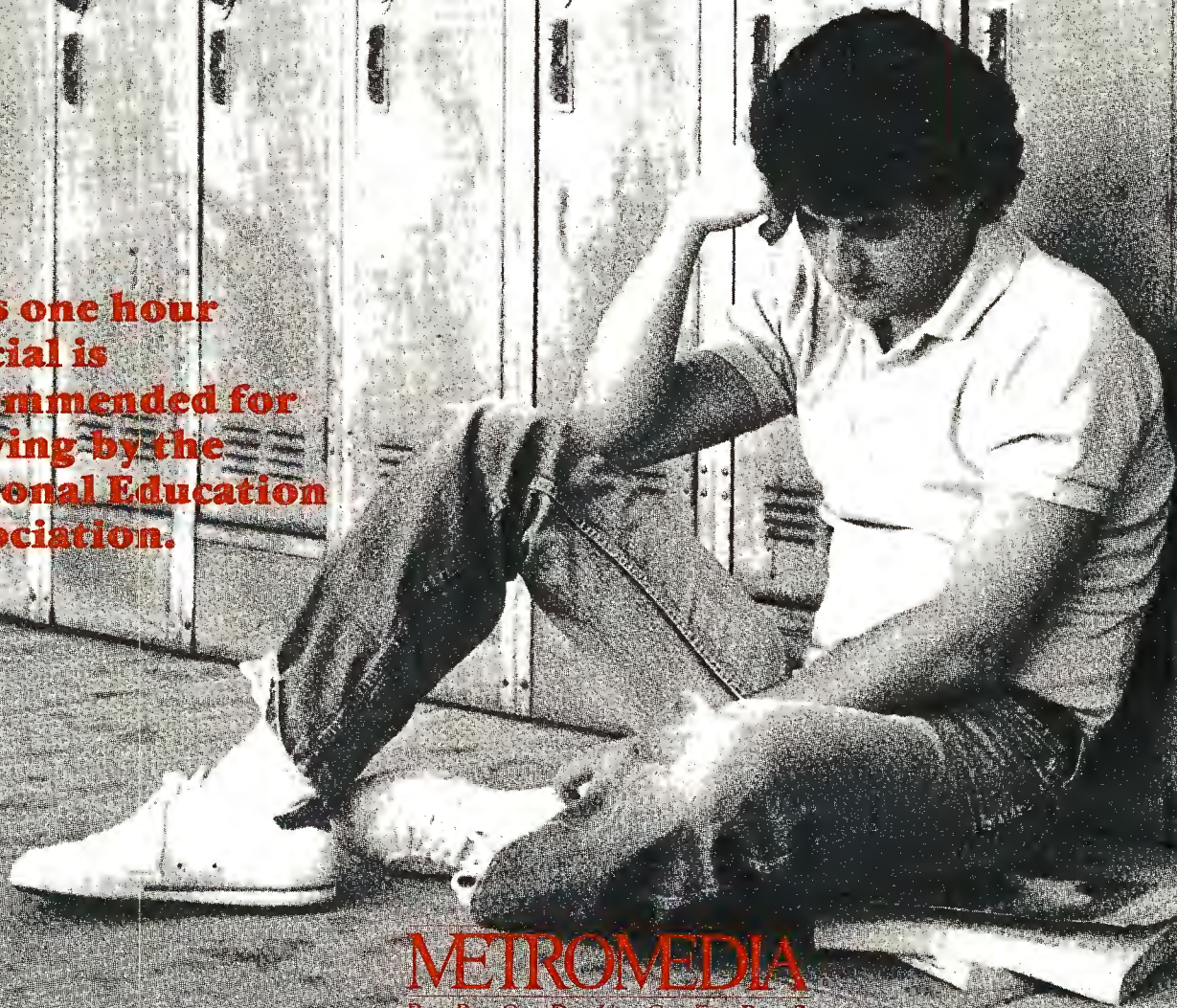
The station is the survivor of several stations the U.S. put on the air to broadcast to Cuba during the Cuban missile crisis of 1962.

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From land to air. Two rural radio stations have discovered a way to beat the high cost of conventional landlines for importing network feeds: satellite communications. KMER(AM) Kemmerer, Wyo., (shown above) and KIAH(FM) Ukiah, Calif., have each installed small earth stations to pick up ABC Radio feeds directly off Satcom II. (ABC, CBS and NBC use the satellite to send their West Coast feeds to Los Angeles. The feeds are then distributed to affiliates in the Pacific time zone by telephone lines.)

Robert Campbell, owner of KMER, the first to make the switch from telco to dish, said he decided to make the move last summer after his line charges jumped from \$250 to \$1,100 per month. He said the entire earth station, manufactured by Modulation Associates, cost only \$8,000. KIAH went to the bird just two weeks ago for the same reason, said owner Ted Storck, but the station has found an equally good reason to stick with the dish. "The quality is so good," Storck said, "that it sounds as if the guy is in the next room. The quality is sensational."

Although neither station has permission from ABC to tap into its point-to-point satellite transmission, both Campbell and Storck feel permission is implicit in their direct affiliation agreements that permit them to import the ABC feed from "the nearest distribution point." For Campbell and Storck, that point is the dish out back. Just in case ABC does object, however, Storck has not yet pulled the plug on his telco line.

Storck is so enamored of the low cost (his earth station cost around \$10,000 installed) and high quality of the satellite feeds that he has ordered a second receiver from Modulation Associates to pick the CBS feed off the bird for his co-located KUKI(AM). He's already told CBS of his plans, he said, and CBS "thinks it's a wonderful idea."

ing so many in the U.S. He said the Cubans may not have sufficient power resources to operate the stations and meet everyday needs for electricity as well.)

Regardless of the State Department's assurances of support, some on the delegation feel the U.S. position in opposing Cuban proposals to establish high-power stations has been weakened. Under International Telecommunication Union regulations, the medium frequencies (the AM band) are to be used only for domestic broadcasts. But Americans citing those regulations as an argument against Cuban stations that can clearly be heard in foreign countries are likely to be lectured by the Cubans on Radio Marti as well as Radio Marathon, the Voice of America station in the Florida keys that has been broadcasting into Cuba for 20 years. Radio Marathon operates on 1180 khz, while 1040 khz is said to be a likely frequency for Radio Marti (BROADCASTING, Nov. 2). "Cuba can say it is retaliating against us," said one member of the delegation.

Bur perhaps the grimmest assessment of the Cuban problem was given by Schaefer. "Radio Marti aside," he said, "considerable difficulties remain. There's nothing to suggest that the incompatibilities will be resolved. We had a nice exchange of views," he said of the meet-

ing with the Cubans in August. "But no attempt has been made to try to resolve the incompatibilities. Those remain significant difficulties which may not be resolved."

□

If the Cuban inventory is seen as holding a threat to the American system of broadcasting, Canada's proposal for a five-year plan—tentatively approved by the first session of the conference—is viewed by the U.S. as an obstacle to the efficient use of the AM spectrum. And while Schaefer insisted the U.S. is not opposed to a five-year plan "in principle," he said it "is not convinced that a five-year plan will accomplish what its proponents say it will—that is, assure everyone's needs will be satisfied."

The U.S. virtually always opposes a priori plans—under which spectrum is reserved for countries' subsequent use—on the ground that as long as frequencies are reserved they are denied those who need and are prepared to make use of them. It favors the demand system—which it follows in making AM assignments—as what LaFollette calls "a living plan," one shaped as needed. Critics, however, call it "first come, first served." And Canada has proposed its plan to make sure Americans will not move today into

assignments that Canada might need tomorrow.

Although Schaefer dismissed as "inaccurate" reports (based on talks with members of the delegation) that the U.S. will attempt to "kill" the Canadian proposal, it appears that the Americans have a couple of approaches in mind to undercut the Canadians. One would permit Brazil to take the lead with its alternative proposal for "guaranteed access." Under such a system, any proposed assignment meeting prescribed standards would be allowed into the regional arrangement. (DuCharme says it would be more accurate to describe that as "conditional" access.) Then there is a more direct approach, which Jahn said would demonstrate that a five-year plan would not work as advertised. Given the demand for AM facilities in the U.S. expressed by minorities, daytimers hoping to become full timers and others, Jahn said, the U.S. could "load up" the plan in a way that forecloses orderly growth. "We can either take them all [the assignments] now, or let the system evolve," Jahn said. (What could be called the "wish list" the U.S. submitted as its five-year inventory includes proposals for some 3,700 assignments. However, the delegation was planning to whittle the number down to a more manageable number of between 400 and 600.)

The Canadians fear a third possible approach—that the Americans will simply "drag their feet" during the conference and let the six weeks run out with the work on the plan unfinished. However, the Canadians last week were still bubbling with confidence over what they consider the wisdom of a proposal under which conflicts over future assignments could be resolved in advance. Nor would Canada be satisfied with one five-year plan. It intends to urge the conference to authorize a meeting of the hemisphere countries scheduled for 1986 to adopt a second plan, to deal with requirements in the 1987-1992 period.

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But if the problems and responsibilities are heavy, the Americans in Rio at least have the satisfaction of feeling well prepared, a condition that some delegates to the first session said was absent in Buenos Aires. Schaefer credits Chairman Fowler in large part for the delegation's state of readiness. "He gave it [the preparatory work] the highest priority," Schaefer said. "All of a sudden, we had the necessary resources, and we were able to do the necessary catch-up work. We had been behind. We are prepared to support our proposals at the conference."

The U.S. will be represented in Rio by a 21-member team composed of representatives of government and industry and will be backed up in Washington by a 17-member home team that will include five industry representatives. Schaefer singled out the nongovernment people for special praise: "They did a lot of work; their firms spent a lot of money [in supporting them], and the intensity of their effort was unique."

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Radio Broadcasting, composed principally of industry representatives, will continue meeting during the conference, both in Washington and in Rio. Vincent Wasilewski, president, National Association of Broadcasters, Ray Livesay of the Daytime Broadcasters Association and Leibowitz are among those expected to visit the delegation. The committee will meet in Rio on Thursday and in Washington on Friday.

But it is the computer support that has been provided for the delegation that may prove to be the star. The Americans, still shaken by what they considered the virtual breakdown of the computer support provided by the ITU's International Frequency Registration Board, in Geneva, during a preparatory meeting last spring, made what Jahn described as a "tremendous" effort to develop independent computer capability. Schaefer said the U.S. is prepared not only to deal with its own problems but also to help other countries resolve theirs. And Jahn said: "We can stand alone without the ITU support. We have developed more extensive computer capacity than the ITU itself."

Broadcasters should take what comfort they can from the top quality of the resources available to the delegation. For with the chairman of the delegation saying that nothing less than "the preservation of the American broadcasting system is at stake" in Rio and with the State Department apparently more concerned with waging a propaganda war against Cuba than with accommodating the needs of the Americans in Rio, the next six weeks are likely to be a time of severe testing.

Expansion of CBS facility under way

Network breaks ground on \$24-million addition to New York production complex; first part of major update of its Broadcast Center

CBS has begun a major expansion of its Broadcast Center in New York, with a new \$24-million building it claims "will provide the CBS Television Network with the most advanced production and distribution complex in the country."

The new nine-story building, expected to be ready for use by August 1983, will add 176,400 square feet to the current Broadcast Center on Manhattan's West 56th Street. Occupied by CBS since 1964, the current facility has about 500,000 square feet.

CBS says the \$24-million addition is only "one facet of a \$100-million update" of the entire center, to be finished by 1985.

Primarily to be the headquarters of CBS News, the new building will have a studio and control rooms and 22 videotape editing rooms, among other installations. It is planned as the future base of network's evening and morning news broadcasts.

The new site also will house "administrative operation" areas both for its WCB-



Plans for the "updated" Broadcast Center



Groundbreaking. Doing the honors are (l-r): New York Mayor Ed Koch; Gene F. Jankowski, president, CBS/Broadcast Group; Dan Rather, anchorman-managing editor, CBS Evening News; James H. Rosenfield, president, CBS Television Network.

TV and CBS Entertainment, in addition to providing office space for other CBS employees.

The building has been designed by the architectural firm of Iffland, Kavanaugh &

Waterbury; groundbreaking was Oct. 26.

For its current facility, CBS has major equipment-replacement plans. Overall it expects 300 new jobs to be created from the expansion and renovation.

Broadcasters repeat concern over possible LPTV interference

Reply comments on low-power plan again emphasize industry call for protection of Grade B contours of full-service stations

The FCC should insure that the technical standards it adopts to process low-power television applications won't allow low-power stations to interfere with full-power stations. That was the consensus among commercial broadcasters in reply comments filed with the FCC last week.

"The secondary and noninterference status of the proposed LPTV service must

become the principal and primary criteria by which the technical and allocations standards . . . are evaluated," the National Association of Broadcasters said.

Reply comments in the FCC's proceeding to establish technical standards to process low-power applications were due Nov. 2. In most ways, they mirrored comments received earlier in the proceeding (BROADCASTING, Oct. 26). Commercial broadcasters once again argued that full-service stations should be protected from interference beyond their Grade B contours. And most broadcasters again argued that

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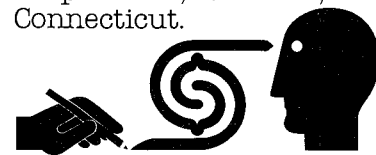
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THE NEW GENERATION OF ADULT LISTENERS.

Tenn. fire. Fire on Oct. 24 destroyed transmitter building and tower of WRAP-TV Chattanooga, knocking station off air. Early-morning blaze gutted transmitter building. Tower was atop Signal mountain outside Chattanooga. Independent station on channel 61 broadcasts with 457 kw visual, 91.2 kw aural and antenna height 908 feet above average terrain. No other towers or transmitters located there were damaged. Damage is estimated to be in \$1-million range, according to owner Jay Sadow. He hopes to be back on air soon and is currently negotiating for new transmitter.

CPB two-way in San Diego. Corporation for Public Broadcasting's office of science and technology has awarded \$35,000 grant to KPBS-TV San Diego and San Diego State University to develop pilot program for two-way interactive cable television. Program begins early in 1982 on Cox Cable in San Diego and will be first Cox system to incorporate program into its two-way interactive cable system, Indax. KPBS plans to develop and produce educational program on personal finance. Additionally station will design video computer techniques for program and Indax. System will allow users to interact with central computer by using cable converter and keypad.

Illinois text. *Champaign News-Gazette*, Champaign, Ill., has announced it will start offering text and background music services over two channels it has leased from C-U Cablevision, local cable operator, in January. Newspaper will offer classified advertising on one channel, news summaries, advertising graphics, time and weather information on the other. Both channels will carry background music from WQWS-FM Champaign, station owned by *News-Gazette*.

New service. Nebraska ETV Network, now offers (as of Oct. 22) new teletext information service through use of line 21 television broadcast signal. Line 21 is signal used by Public Broadcasting Service to provide closed captioning for hearing impaired. Nebraska ETV Network's Video Information Service, headquartered in Lincoln, will be available on all nine ETV channels. Network expects to provide Nebraska state agencies and organizations with service. It already offers Agnet, national agricultural computer service, that provides agricultural and consumer-oriented information. Agnet has been linked to users through telephone lines. In addition new direct line data service from United States Department of Agriculture in Washington will enable Agnet to feed USDA's international agricultural outlook information.

Meds on birds. American Hospital Video Network has leased transponders on Satellite Business System's satellite system. AHVN said it would use transponders to transmit medical news and instructional programs to hospitals starting in March 1982. Under terms of tariff, AHVN pays \$3.2 million for spot.

Place to dupe. Vidtronic Co., subsidiary of Technicolor, has opened new videocassette duplication facility in Los Angeles suburb of Newbury Park. Fifty-thousand-square-foot plant is capable of turning out 2.1 million tapes annually, with potential for reproducing seven million yearly, according to company spokesman. Vidtronic currently provides duplication services for Warner Home Video and Walt Disney Telecommunications.

Squeaky-clean TV. Harris Corp. has received \$1.25 million order to outfit WMMA-TV Grand Rapids, Mich., scheduled to go on air in mid-January. Order includes three color studio cameras, 55-kw UHF transmitter, facilities control system, six-meter earth station and UHF antenna. WMMA-TV's programming, broadcast on channel 17, will consist of 20% religious programming, 20% sports and 60% "family-oriented" programming, according to Harris.

Videotext capital of North America. Canadians are making that claim for Toronto, saying \$11-million project to provide interactive Telidon "visitor's guide" to that city will insure it that title. Ontario government will put up \$5 million to buy 2,000 video terminals for installation around city and special lines. There will be 50,000-page data base of tourist information. Infomart will contribute \$5 million for developing data base computer and *Toronto Star* will spend another \$1 million to put its *Star Guide* on system.

Scrambled commercial TV. Oak Industries and Canadian Satellite Communications (CSC) announced that CBC's Canadian network will become first in world to broadcast commercial television programming in scrambled mode via satellite to large audience. CSC has ordered \$8-million worth of Oak's Orion scrambling equipment to carry out test project. CSC network will serve remote areas of Canada through Anik satellite, from which programming will be relayed via cable systems, low-power TV stations, or MDS to individual homes. Orion system involves separate signal encoders and decoders at up-links and down-links, respectively.

the FCC shouldn't incorporate receiving antenna front-to-back ratios into interference ratios for standards.

Although some commenters had argued that LPTV stations should be allowed to use actual field strength measurements as a basis for upgrading their facilities, NAB urged the FCC to nip that proposition in the bud. "NAB believes that the secondary nature of LPTV precludes any 'guarantee,' technical or otherwise, that LPTV applicants will eventually be able to upgrade their facility if desired," NAB said.

In earlier comments (BROADCASTING, Oct. 19), the National Cable Television Association had urged the FCC to restrict low-power stations to the UHF band and to put it up to the low-power station to correct any interference it created to an existing cable system.

But NAB urged the FCC to drop NCTA's recommendations. "Cable systems, to a greater extent than broadcasters or the general public, are able to resolve interference to their systems by using engineering design methods," NAB said. "Interference to cable systems therefore should not be a major and substantive consideration in the commission's LPTV allocations scheme."

In the comments, the Association of Maximum Service Telecasters reaffirmed the need to protect full-service stations beyond their Grade B contours and urged the FCC to reject the Corporation for Public Broadcasting's suggestion to afford full-service stations less protection.

"CPB in essence requests that the commission at this 12th hour transform the proposal for low-power stations on a secondary, noninterference basis into one for wholesale short-spaced drop-ins on a misleadingly labeled 'equal protection' basis," AMST said. CPB's proposal would "permit low-power television stations to destroy the public's service from regular stations well inside their predicted Grade B contours," AMST said.

AMST agreed that NCTA's proposal to limit interference by restricting low-power stations to UHF was unfair. "Where a low-power station is operating properly, ultimate responsibility for remedying any interference that may occur should rest with the cable operator, who does not have to bargain for programming and only serves those who are able or willing to pay," AMST said.

Cox Broadcasting Corp. urged the FCC to adopt a proposal that would "afford full-service stations prompt relief if low-power operations in fact caused them interference." Cox also urged the FCC to drop CPB's proposal.

"CPB's proposal would undermine the structure of primary television service in favor of the proposed secondary, low-power television service," Cox said. "Low-power stations are designed to fit within the cracks of the present television allocation system to make more efficient, widespread use of certain parts of the television spectrum, not supercede existing service," Cox said.

To protect existing full-service stations,

provide an "assured level" of protection for existing translator stations and assure that low-power stations' service contours weren't "unduly encumbered" by other low-power television stations' signals, the FCC should protect low-power stations to their Grade B contours or the limit of interference from full-service stations, whichever is greater, Cox said.

King Broadcasting Co. said the FCC should also protect translator stations that receive signals for retransmission from beyond a station's Grade B contours.

The FCC "must insure that existing translator service, which for many rural communities has been for many years the sole source of television programming, is not weakened or destroyed in the process," it said.

Nonetheless, the American Christian Television System Inc. said that full-power stations should only be protected beyond their Grade B contours if they were "significantly viewed" beyond those contours.

And the International Broadcasting Network, a minority-controlled applicant for 14 low-power licenses, urged the FCC to remember that "low-power television stations will be able to survive only if they are permitted to have interference-free viewing areas sufficiently large to attract adequate financial support."

To make low-power television viable, the FCC should insure that translators and low-power television stations are protected to their Grade B contours and that full-service television stations were only protected

"at a value approximating the protection such stations currently receive from other full-power stations under the mileage separations requirements."

The National Association of Business and Educational Radio Inc. iterated that the FCC's proposals were "wholly inadequate" to protect land mobile radio users from low-power interference. NABER said that "protection could be made workable by increasing the mileage separation between the low-power television station and the center of a land mobile city."

BBC sets up deal for home tape, disk distribution

It names Franklin Video and ATI to market shows

BBC Enterprises is hoping that a newly announced deal will show Americans "the flippancy side" of the British network, as opposed to the more staid image conveyed by productions aired over the Public Broadcasting Service. BBC Enterprises last week named Franklin Media and ATI Video Enterprises "exclusive representatives in North America" for home cassette and disk uses of BBC product, saying that ATI Equities Chairman Jeffrey Franklin "will be responsible for negotiating and orchestrating the launch of the BBC Video

label in North America."

According to BBC Video chief John Ross-Barnard, the BBC already owns home video rights to a number of its programs, and is prepared to negotiate with artists to secure such rights to other material in its broadcast archives. Ross-Barnard placed heavy emphasis on the rock music programming the BBC has in its library when detailing the sort of BBC material unfamiliar to Americans. For example, one title BBC Video currently distributes in the UK is *Deep Purple-California Jam*, a rock concert cassette that is topping the UK video charts.

Of course, there are staid titles as well in the BBC library—*The Queen's Birthday Parade* and horseback instruction.

ATI's Franklin indicated September 1982, is the target date for launching the BBC home video product in the U.S. While Franklin Media and ATI are largely known for their work in music and related fields (Franklin Media produces USA Network's rock series, *Nightflight*), he stressed that the intention here is to exploit the full range of BBC product for the North American home market.

There is one category of BBC product that won't be represented by ATI under this deal—as part of the package under which RCTV secured exclusive U.S. broadcast and cable rights to BBC productions (BROADCASTING, Dec. 15, 1980) the cable programmer's partner, RCA, gets first crack at negotiating U.S. home video right to any BBC co-productions.

Dane Jubera On Harris Broadband Phasor Design



Dane Jubera, Lead Engineer, Antenna and Medium Wave Network Product Development

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HARRIS
COMMUNICATION AND
INFORMATION PROCESSING

Justice Dept. steps in to block Computer II

It asks appeals court to reject FCC plan admitting AT&T to data field through separate subsidiary

The Justice Department has emerged as a new barrier to AT&T in its hopes of entering the lucrative data processing field. Justice, which would normally defend the FCC against appeals of its Computer II decision, last week asked a federal appeals court to overturn the commission order allowing AT&T to offer unregulated services (BROADCASTING, Oct. 12).

Computer II, finally adopted after more than five years of effort by the FCC last December, would deregulate all "enhanced" telecommunications services (services that combine data processing with basic common carrier applications) and CPE (customer premises equipment). Under the decision, however, AT&T would be allowed to offer enhanced services and CPE only through a separate subsidiary.

But in a brief filed with the U.S. Court of Appeals in Washington last week, the Justice Department, calling the decision "capricious and arbitrary," joined forces with about 50 other organizations in asking that the decision be sent back to the FCC for "further reconsideration."

In its brief, the Justice Department charged that the FCC lacked the authority to implement the decision or the resources to insure that AT&T wouldn't subsidize its unregulated activities with its regulated ones.

Although the FCC had intended that the separate subsidiary would insure against AT&T cross-subsidizing its unregulated activities (the FCC had planned to police AT&T by examining its books), the FCC hasn't been able to develop accounting methods to monitor AT&T's cost allocations and procurement policies as it is, the Justice Department said.

"Incredibly, the commission, in resting its program to such a large degree on not-yet developed accounting techniques, failed to mention the lack of success it has had in the past monitoring AT&T's costs, and failed to explain why it expected to be able to do better in the future," the Justice Department said. "The commission's extensive reliance on unproved, indeed undeveloped regulatory tools, in light of its own findings of the danger to competition posed by an unregulated AT&T subsidiary,

further demonstrates that the commission has not engaged in reasoned decision making," the Justice Department said.

The Justice Department also said the FCC's separate subsidiary policy had been based on a "legally erroneous premise." If the subsidiary didn't stop AT&T from using its regulated monopoly profits to "damage competition in other markets," the FCC thought it could always step in later and regulate the prices of the subsidiary's non-common carrier activities, the Justice Department said.

"This extraordinary claim of authority, however, represents an unprecedented and unwarranted extension of the commission's powers," the Justice Department said. "Since the commission's willingness

to risk allowing AT&T to provide enhanced services and CPE through a separate subsidiary was premised on [a] legally erroneous belief... the case should be remanded for reconsideration under the correct legal standards," the Justice Department said.

In its brief, the Justice Department also said it intended to appeal a ruling by a New Jersey district court judge (BROADCASTING, Sept. 14) that held Computer II didn't violate the consent decree AT&T signed with the Justice Department in 1956.

The 1956 decree bars AT&T from offering unregulated services. The Justice Department had urged the court to rule that Computer II ran counter to the decree.

Examining the barriers to minorities in cable franchises

House hears testimony on how minorities and small businesses can improve financial position

Small and minority businesses are being kept out of the cable television industry by their inability to secure the tremendous amounts of financing needed to build or buy cable systems, according to witnesses before a House subcommittee last week.

The testimony was part of the third and final day of hearings called by Parren J. Mitchell (D-Md.), chairman of the House Minority Enterprise and General Small Business Subcommittee, to investigate how small and minority businesses might increase their involvement in cable (BROADCASTING, Sept. 28 and Oct. 19).

A. William Douglas, a black cable consultant, said minorities can supply the technical and managerial expertise to operate a cable system, but "we cannot close the loop—obtain adequate financing." The financial community is unwilling, he said, to supply blacks with sufficient operating capital. Its reluctance, he suggested, may stem from its belief that blacks cannot handle the technical aspects of cable or handle any major business operation.

Alex P. Mercure, president of Mercure Telecommunications Inc., a small MSO, said the financial community "has little faith that minority businessmen will succeed in the cable industry. Without his confidence, minority cable operators... lack the muscle to be competitive."

Many small and minority businesses, Mercure said, are trapped in a sort of limbo. Large banks are not interested in making small loans to them, and local banks, uninterested or uninformed about cable,

are also unwilling to lend.

Leopoldo E. Guzman, who works for one of those big banks, Chase Manhattan, disagreed with Douglas and Mercure. Minority "underparticipation in cable" can not be attributed solely to lack of capital, he said. Minorities also suffer from the "lack of managerial and technical resources and financial sophistication that is necessary" to exploit the opportunities presented by cable.

If any firm can obtain a desirable franchise, Guzman said, it can obtain the funds to build the system. "The money might come solely from a commercial bank, but more likely it will come from a combination of commercial banks, tax shelters, venture capital firms, insurance companies or even joint ventures with established MSO's."

Guzman was particularly enthralled by tax-shelter financing, which, he said, has funded construction for some of the nation's largest MSO's. Tax-shelter financing has also become an increasingly popular source of capital for purchasing cable systems, Guzman said.

Such financing, he said, should be attractive to minorities. "Because these deals are generally structured as limited partnerships with the entrepreneur as general partner, the entrepreneur has complete control over the business. In addition, because the entrepreneur is transferring the tax benefits to the limited partner, he is able to retain a larger portion of the ownership."

Guzman believes there is little opportunity left for small and minority firms to secure franchises and build new cable systems. Most franchises have already been granted, he said, and those that are

left are for large cities where entry "without a track record" is difficult. Small and minority firms should search out existing small- and medium-size systems, almost all of which are privately held by their original owners, he said.

One source of funds for small and minority firms is the Small Business Administration. Donald R. Templeman, deputy administrator, SBA, testified that since 1979 the SBA has approved 458 loans to small firms in radio, television and "communications." Since cable is incorporated in the "communications" category with telephoto, radar and other services, Templeman said he was unable to say precisely how much money was allocated to cable.

The SBA is severely limited in the help it can offer cable entrepreneurs, Templeman noted. The current guaranteed loan limit is just \$500,000 and that, Templeman reminded the subcommittee, doesn't go far when a single 30,000-subscriber system can cost \$12 million to build.

Small Business Investment Companies (SBIC's) and Minority Enterprise Small Business Investment Companies (MESBIC's), private companies that work under SBA regulation, are another source of money to incipient cable operators. In fiscal 1981, 19 SBIC's invested \$4.6 million in nine cable systems, Templeman said. In that same period, two MESBIC's invested \$277,000 in three other systems.

Zakee Ameer Rashid, executive vice president and director of franchising for Telecable Broadcasting of America, a com-

pany that financed its cable system in East Cleveland, Ohio, with money from a MESBIC, the SBA, and a local bank, suggested to the subcommittee that something be done to make the SBA's equity requirements more flexible. A small cable entrepreneur can use up all his capital in the fight to win a cable franchise, Rashid said. "This puts the entrepreneur . . . in the position of having to sell off large portions of his ownership to satisfy equity requirements."

Rashid added that he hoped the subcommittee would work to insure the continued availability of MESBIC loans. "I know of no other cable television business that is owned by minorities . . . that has not been financed with the assistance of MESBIC's."

Another means of encouraging minority ownership is the Internal Revenue Service, the witnesses said. According to Guzman, under the new tax law there are no longer different depreciation rates for new and used equipment. Investors in new equipment, however, can receive an investment tax credit equal to 10% of the total investment. Investors in used equipment can also take a 10% credit, but the law now imposes a ceiling of \$125,000 on the credit. Guzman suggested that the IRS amend its code to raise the ceiling to \$500,000 for equipment being purchased by minority firms.

"This program does not involve any government loans, grants, or guarantees to any group," Guzman said. "It is a direct tapping of private capital. The impact of

this change on the federal budget, even if wildly successful, would be minimal."

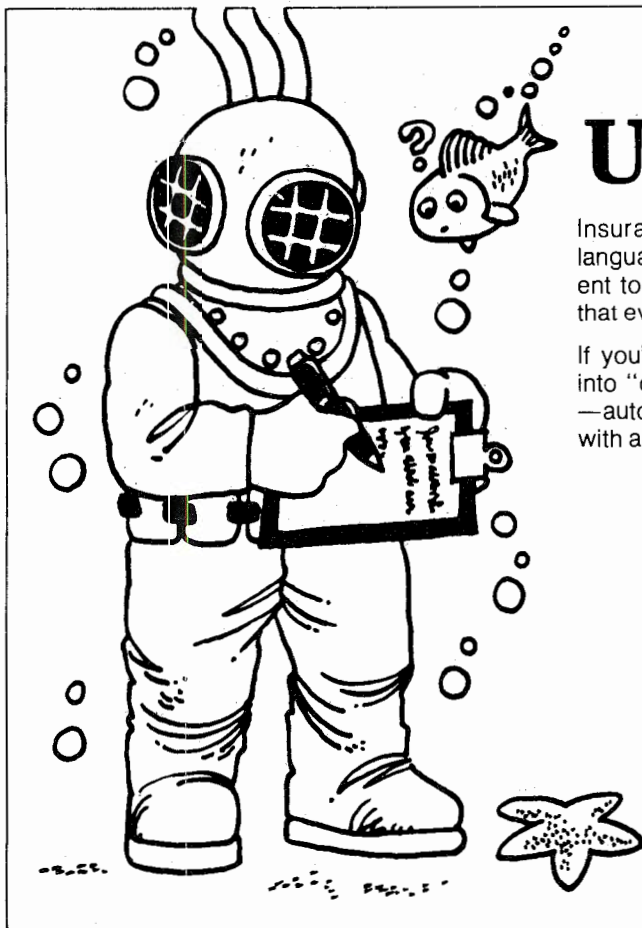
Mercure suggested that potential investors could be "provided with tax credits similar to research and development credits . . . to overcome the perceived high-risk investment in minority ventures in telecommunications."

Some of the witnesses also advocated breaking up large urban franchises into smaller franchises that small firms could afford to build. "A piece of a system is within the reach of a small-system operator where a large franchise would not be," Mercure said. "System integrity," he said, does not suffer from such fragmentation. A request for proposals can stipulate that the community's various systems be capable of interconnection, he said.

"The larger urban communities should be given incentives for awarding multifranchises with local group involvement," Douglas agreed. "Greater participation by local entrepreneurs means a larger amount of investment money remains in the community."

There are other steps municipalities could take to insure minority involvement in cable besides fragmenting the franchise, Douglas said. "Some variation on the 10% set-aside concept for federal contracts for minorities and local business should be made part of all cable TV franchises to insure that the community's minority and small businesses derive some benefit from the 'multiplier effect'."

Rashid added that the municipality should make sure that minorities obtain



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control and ownership of a significant portion of the cable system and avoid arrangements in which minorities become "rent-a-citizens."

Rashid and Mercure also felt that some guidelines were needed to regulate the expense of obtaining a franchise. Cities are requesting "ridiculous amounts of money," Rashid said, for filing and additional fees when the award is accepted. "Some policy should be adopted nationwide to outline the basic procedures that would allow the small-business man to calculate his costs in advance," Rashid said. As it now stands, he said, "there's no way for an entrepreneur to be able to calculate the very real cost of franchising."

The RFP for Montgomery county, Md., Mercure said, requires the applicant to pay \$50,000 to bid on part of the franchise and \$100,000 to bid on all of it. "Bearing these additional and unnecessary costs should be opposed by all operators, regardless of size. Reimbursement to the municipality by successful bidders of bidding costs is a more equitable process."

The subcommittee staff is digesting the three days of testimony and it is uncertain whether any legislation will emerge. Mitchell said after last week's hearing that the staff will consider prodding the Ways and Means Committee into amending the tax code to provide incentives for minority and small business involvement in cable.

In the meantime, Mitchell said, the FCC should set "general guidelines" on filing and acceptance fees which he feels are excessive. Mitchell said he favors the franchise fee ceiling now on the FCC books as well as additional guidelines to prevent cities from making demands that effectively raise the franchise fee above the FCC limit.

Debate over deregulation of public broadcasting

Licensees are all for plan to drop logging rules and end FCC program oversight; citizen groups want to keep status quo

Noncommercial and commercial broadcasters alike have urged the FCC to drop its ascertainment and logging rules and its programing oversight of public broadcasting. Citizen groups, however, opposed relaxation of FCC rules in comments filed last week.

The Educational Broadcasting Corp., licensee of noncommercial WNET-TV New York, for example, said such deregulation would "benefit licensees by stripping away encrusted layers of often superfluous, burdensome regulatory requirements" and "serve the public interest by permitting licensees to devote their resources to the business of broadcasting rather than to the unproductive exercise of completing overly complex government forms."

The Department of Education of the

Renewal schedule. Although the FCC staff wanted to phase in the longer license terms mandated by the Omnibus Budget Reconciliation Act, the FCC, at its Oct. 22 meeting (BROADCASTING, Oct. 26), voted unanimously to implement the full terms right away. As a result, according to amended FCC rules, all television licenses expiring after Oct. 1, 1981, will "normally" be renewed for five years, and all radio licenses expiring after that same date will "normally" be renewed for seven. Initial licenses will be issued in each state until the date specified in the section below. Initial licenses issued after that date will normally expire the same day the rest of the radio and television licenses in that state expire. Under the amended rules, both initial and renewal licenses will expire at 3 a.m. local time on the following dates:

10-1-81 Md., D.C., Va., W. Va.

12-1-81 N.C., S.C.

2-1-82 Fla., PR., V.I.

4-1-82 Ala., Ga.

6-1-82 Ark., La., Miss.

8-1-82 Tenn., Ky., Ind.

10-1-82 Ohio, Mich.

12-1-82 Ill., Wis.

2-1-83 Iowa, Mo.

4-1-83 Minn., N.D., S.D., Mont., Colo.

6-1-83 Kan., Okla., Neb.

8-1-83 Tex.

10-1-83 Wyo., Nev., Ariz., Utah, N.M., Idaho

12-1-83 Calif.

2-1-84 Alaska, American Samoa, Guam, Hawaii, Ore., Wash.

4-1-84 Conn., Me., Mass., N.H., R.I., Vt.

6-1-84 N.J., N.Y.

8-1-84 Del., Pa.

Commonwealth of Puerto Rico, licensee of two public stations, agreed. It added that "programing responsive to the licensee's community can be assured by less intrusive and costly means than those currently imposed by the FCC."

The National Religious Broadcasters said it supported the FCC's "determination to rely upon social and economic forces rather than direct regulatory oversight to insure that public stations operate in the public interest."

"Incentives inherent in the noncommercial character of public stations and their necessary reliance upon their listeners for financial support are far stronger influences than direct government regulation in assuring that public stations are responsive to the needs and interests of their communities," NRB said.

NAB urged the FCC to deregulate public broadcasting in much the same way it deregulated commercial radio. "Much of the rationale upon which the commission's commercial radio deregulation decision was based applies with equal vigor to noncommercial broadcasting—both radio and TV," NAB said. "The elimination of unnecessary paperwork and the lessening of programing oversight, a goal required by the First Amendment, should not depend upon sources of revenues or competitive considerations."

NAB said the FCC should drop its program logging rules for public broadcasting and give public broadcasters discretion to determine "community issues by any reasonable means."

NAB stressed, however, that the FCC should take pains to insure that public broadcasting remains noncommercial. The NAB said the FCC should reconsider its relaxation of its "consideration received" rule (BROADCASTING, April 27), which NAB said "allows the identification of a contributor's goods and services in a manner so detailed as to be the functional and economic equivalent of paid advertising."

The Public Media Center, a San Francisco-based group, urged the FCC to retain its current regulation.

"Because public broadcasting is federally funded, and because the concept of state action is so undeniably present in the service, a different, and higher standard for meeting the public interest" is required for public broadcasting than is required for commercial broadcasting, the group said.

The Committee to Save KQED, another San Francisco group, said it opposed any regulatory changes that would "reduce public access to programing information and data and undermine the licensee's obligation to seek out the views of the significant and diverse segments of the community and present programing responsive thereto."

Action for Children's Television also urged the FCC to retain all the regulations.

"The commitment to serve the public interest, and specifically to develop and present programs which will serve the unique needs of the child audience, must be carried out through such mechanisms as minimum programing requirements, documentation of past performance and ascertainment of community needs," ACT said.

The deadline for comments in the proceeding has been extended to Nov. 16.

Betamax backlash

Register of copyrights warns against too hasty reaction to videotaping decision; says there can be compromise worked out to protect programers and still allow public taping

Register of Copyrights David Ladd has cautioned against a rush to judgment in response to the U.S. Court of Appeals decision declaring the home video-recording of television programs, even for private use, a violation of the Copyright Act (BROADCASTING, Oct. 26). There is time for the necessary reflection—and for the consideration of the property owners',

Washington Watch

Short grant. In long-pending license-renewal cases, U.S. Court of Appeals in Washington has affirmed FCC decision in 1979 to grant one-year license renewals to Rust Communications Group Inc.'s WHAM(AM) and WHFM(FM) Rochester, N.Y.—whose previous licenses had expired on July 1, 1972. Commission imposed sanction principally because of poor equal employment opportunity record during stations' 1969-72 license period. Short-term renewals were appealed by two citizen groups whose petitions to deny stations' license renewals led to renewal hearing. In their appeals, groups contended that commission had erred in considering—and basing decision to renew for one year only—licensee's EEO performance in period following expiration of license term. However, court said that was in accord with previous policy which it had endorsed, provided there had been no evidence of intentional discrimination. Commission has since changed its policy; it no longer considers post-term EEO evidence.

Listerine survey. According to Federal Trade Commission, Warner Lambert's Listerine corrective ad required by agency contributed to 14.4% decline in consumer belief that cold and throat prevention is major advertising theme for mouthwash. Study consisted of seven-phase mail survey of 14,600 consumers selected from Market Facts Consumer Panel. Survey started before initiation of corrective ad, which aired in September 1978, and was conducted until last ad ran on Feb. 1, 1980. Responding to questionnaire were 10,199 consumers. Previous 1970-71 survey prior to corrective ad showed that 56% of consumers interviewed said cold and sore throat prevention was major advertising theme. New survey, however, also noted that 42% still believe cold and sore throat effectiveness is major advertising theme, and questioned whether corrective ad message shown within context of Listerine commercial was noticed or retained by majority of consumers.

Honored in Ohio. George Gray, director, special projects, National Association of Broadcasters government relations department, received 1981 Distinguished Service Award from Ohio Association of Broadcasters. Before joining NAB in 1976, Gray was executive at several Ohio stations, including WHKC(AM) Columbus (now WTVN(AM)), WLWT(TV) and WLW(AM) Cincinnati.

Getting the word. Telecommunications staff network, designed to provide government staffers with background information available through contacts among themselves and talks by authorities in field, is under way. Idea originated with Representative Timothy Wirth (D-Colo.), chairman of House Telecommunications Subcommittee, but it is being implemented by Annenberg School of Communications at University of Pennsylvania. Barry Cole, one-time consultant to FCC and now on Annenberg faculty, is arranging what he hopes will be series of sessions. Participants were drawn from staffs of Senate and House subcommittees on telecommunications, from personal staffs of members of those panels and of FCC commissioners, and from ranks of National Telecommunications and Information Administration. Participants are pledged to secrecy regarding remarks of guest speaker in effort to encourage frankness. But Annenberg School, which is picking up most of costs of sessions, is taping proceedings for use in communications courses.

Pirate caught. FCC has shut down unlicensed low-power television station in Southern Pines, N.C., and fined its operator \$2,000. According to FCC, John F. Cornell was rebroadcasting The Movie Channel and Entertainment Sports Programming Network programs, which he received with his own earth station, over channel 7.

Communication appointees. Two new members were appointed last week to council for Corporation for Public Broadcasting/The Annenberg School of Communications Project. Joining council are Gladys Chang Hardy, former deputy director, National Institute of Education, Washington, and Dr. John Brooks Slaughter, director of National Science Foundation, Washington.

CPB appointments. Senate confirmed last Tuesday (Nov. 3) two new Republican nominees to Corporation for Public Broadcasting. Sonia Landau, former teacher, media consultant, and unsuccessful candidate for U.S. House of Representatives from New York, and R. Kenneth Towery, former journalist and Austin, Tex., businessman, fill posts vacated by Lucius P. Gregg and Donald E. Santarelli. Both Towery's and Landau's terms expire in March 1986.

Paper cuts. In effort to cut costs, FCC plans to launch new policy Jan. 1, restricting free distribution of press releases and public notices. William Russell, director of FCC Office of Public Information, estimates office has been putting out 40,000 pieces of paper per week; he said new policy would save FCC \$80,000 per year in "paper alone." FCC currently makes releases and notices available to all comers. Under new plan, FCC would only make digest of notices available to everyone. Press would still receive free copies. Public would pay for copies of individual notices.

as well as the recorder owners', rights.

Ladd, who addressed the National Council of Patent Law Association in Washington, said the decision of the Ninth Circuit Court of Appeals can already be called a "landmark in American law—either for the precedent it establishes or the legislation it prompts."

Bills were promptly introduced in Congress that would, in effect, reverse the court's decision, which seems to concern Ladd. He said the case is a more complicated and subtle affair "than the popular press has reported."

But although the case "has exploded over the entertainment world," leading to confusion and "emotional responses," he said, there is time to frame legislation that would balance the need for public access to video programs with the need to compensate the creators of the programs. If the Supreme Court agrees to review the case, a final decision is more than a year off; if it does not, judgment and enforcements are still "some time away," Ladd said.

Ladd indicated he did not favor the bills introduced in Congress to reverse the so-called Betamax decision. He said they would run counter to the principles of the Copyright Act of 1976 in providing statutory exemption for home video-taping.

He suggested that laws adopted in the Federal Republic of Germany and Austria to deal with the home taping issue could provide a model for U.S. legislation. Both countries impose levies on videorecorder hardware or blank tapes and provide for distribution of the proceeds to copyright owners. In neither case is the levy large. That approach has been favored by joint subcommittees of the two world copyright organizations, Ladd said.

"The ultimate result, legislatively or otherwise, will predictably not be to forbid the sale of videorecorders," Ladd said. "Calmer heads know this. The central problem, however, is how to allow both the public to have access and to secure to program producers, authors and other creative talent, compensation according to use and enjoyment."

Supreme Court rules on three libel cases

Who has the burden of proving the truth or falsity of a story figuring in a libel case brought by a private individual? The Supreme Court last week agreed to resolve that question in a suit in which WMC-TV Memphis is the defendant.

At issue is a story the station broadcast on Jan. 28, 1975, asserting that cows owned by a farmer in Tunica county, Miss., about 70 miles south of Memphis, were starving. The farmer, Shelby Wilson, who claimed to have a "national and international reputation" as an Angus cattle breeder, sued the station for libel.

A federal trial jury awarded Wilson \$75,000 after the judge told the jury to

consider whether the station had proved the reports true. The court reduced the award to \$30,000.

However, the station appealed, and the U.S. Court of Appeals for the Sixth Circuit threw out the \$30,000 award and sent the case back to the district court for a new trial. The appeals court agreed Wilson was not a public figure, but said that in cases involving private citizens, the plaintiff must prove the falsity of the reports.

In another case, the high court cleared the way for Charles (Bebe) Rebozo, former President Richard Nixon's close friend, to pursue a \$10-million libel suit against the *Washington Post*. The court left standing an appeals court ruling setting the suit for trial. But it also left intact a finding that Rebozo is a public figure, which will require him to prove malice on the part of the newspaper.

Rebozo sued over a story, published on Oct. 25, 1973, alleging that he had sold stock he knew was stolen. Rebozo contends that the sworn testimony of an insurance investigator which figured in the story was false and that the Key Biscayne Bank and Trust Co. cashed the stock, not he. Rebozo was president of the bank at the time.

And in a third case involving a libel suit, the high court let stand a New Hampshire supreme court ruling that allows a jury trial in libel cases to determine whether the plaintiff is a public figure. The court rejected a petition filed by the *Valley News* of Lebanon, N.H., for review of a decision that a county deputy sheriff who sued the newspaper was entitled to a jury verdict on whether he is a public figure.

Cable right to cross private property goes to Supreme Court

The question of whether cable television companies may string cable across private property without paying the owner will be considered by the Supreme Court. The high court has agreed to consider the appeal of a Manhattan apartment house owner who is challenging the constitutionality of a New York state law under which Teleprompter Corp. installed equipment on the roof of her building without payment.

The landlord, Jean Loretto, five years ago filed a class-action suit against Teleprompter Manhattan TV Corp. and its parent, Teleprompter Corp., seeking damages for trespass, after the firms had laid two half-inch-thick cables across the roof of her building. The equipment enabled apartment-house tenants to hook into the pay-TV line. Loretto said she was entitled to a fee. But the New York court of appeals dismissed her complaint on the basis of a state law requiring landlords to allow installation of cable television equipment without charge. The court said the law was a reasonable exercise of the state's police power. The law describes cable television, like telephone, as a "vital"

communications service.

Loretto, in seeking Supreme Court review, said the law violates her Fifth Amendment right to be compensated for property taken for public use and her right not to be deprived of property without due process of law. The cable companies, however, argued that the New York legislature was reasonable in overriding landlords' insistence "that some negligible unoccupied space remain unoccupied" in favor of tenants' interest in having access to cable television.

Goldwater unveils Track I as S. 1791

'Housekeeping' section of deregulation package would ease rules against FCC employee ownership in regulated firms, allow reimbursement of some expenses to commissioners

The least controversial of the FCC's sweeping proposals for legislative change has been introduced by Senator Barry Goldwater (R-Ariz.), who chairs the Communications Subcommittee. The bill (S. 1791) proposes "technical or 'housekeeping' amendments designed to facilitate the elimination of unnecessary or burdensome regulations," said Goldwater, who requested that interested parties submit comments by Nov. 13.

Delivered to Congress two months ago (BROADCASTING, Sept. 21, 28), the legislative package proposed in its controversial section, "Track II," repeal of the fairness doctrine, and equal time and reasonable access rules. The Commerce Committee has no immediate plans for Track II, and indicated earlier this year that action too soon on political broadcasting laws might stymie its efforts to push through other broadcast and communications deregulation (BROADCASTING, April 20).

The package's less controversial section, "Track I," is contained in its entirety in S. 1791.

It would amend Section 4 of the Communications Act to permit FCC employees to own financial interests in companies involved to a limited extent in activities regulated by the FCC including manufacture or sale of telecommunications equipment. Employees are now prohibited from any financial interest in such companies, but S. 1791 would limit the prohibition "to financial interests in any company the primary enterprise of which is communications or manufacturing subject to commission regulation."

The FCC must determine whether the "primary" enterprise of a company is subject to its regulation and must include in its criteria, "the revenues, investment, profit, and managerial effort directed to the related communications or manufacturing aspects of the company compared to the other aspects of its business, the degree of the commission's regulation and oversight of such company, the degree to which the economic interest of the com-

pany might be affected by FCC action and the public image of the company."

The bill would permit the FCC to grant waivers to its employees from these provisions, but subject to federal conflict of interest laws in the United States Code.

It would define the District of Columbia to include an area of up to two miles beyond present District boundaries. This provision, included in previous appropriations legislation for the FCC, is meant to permit the General Services Administration to find new office space for the FCC outside Washington, where commissioners are bound by law to meet.

FCC commissioners who incur expenses while participating in conventions or other kinds of meetings may demand reimbursement of sponsoring organizations as long as participation in the event "is in furtherance of the commission's functions and is by the request of the sponsor" of the event. Commissioners are not presently permitted such reimbursement and their expenses must be paid for by the FCC.

The FCC would be permitted to use volunteers to prepare and administer tests for obtaining amateur radio operator's licenses, and to monitor violations by fellow amateur operators, under S. 1791. Volunteers recruited must be licensed operators themselves and those administering tests must hold licenses of equal or higher class than that being tested for.

Section 4 of the Communications Act would gain provisions directing the FCC to coordinate and foster cooperation among government agencies to plan communications systems for national security and emergency preparedness. The FCC would also have to consult with the President or his agent "in matters of policy, rules and regulations dealing with national security and emergency preparedness in order to make compatible the peacetime regulatory responsibilities of the FCC with the wartime planning responsibilities of the executive branch."

The chairman of the FCC would have to designate one commissioner as the "National Security-Emergency Preparedness Commissioner" who would be responsible for "all matters regarding national security and emergency preparedness." Senate-passed common carrier legislation (S. 898) contains numerous provisions for national security that would supercede this amendment, according to FCC General Counsel Steve Sharp. But until Congress passes this legislation, the FCC would like this kind of authority.

Citizen band radios would no longer have to be licensed if S. 1791 became law. But operators would have to comply, under penalty of law, with the Communications Act and FCC rules governing use of CB radios.

Aliens would be permitted to obtain operators licenses, as long as the FCC determines they are qualified. Presently, only U.S. citizens or nationals may be licensed operators. The FCC would be permitted to eliminate the requirement for some broadcast operators licenses.

Programming

ABC shades CBS in week four

Numbers from final World Series game give ABC second ratings win; CBS still leads in season to date; good news for NBC's 'Hill Street'

World Series action again tipped the ratings scales in ABC-TV's favor.

Buoyed by a 37.2 rating and 54 share for the sixth and final game of the Los Angeles Dodgers/New York Yankees contest, ABC pulled out the week ended Nov. 1.

ABC's victory didn't come easily. Even with the World Series boost, it beat CBS-TV by only seven-tenths of a ratings point. The seven-day, prime-time averages gave ABC a 20.4/32 to CBS's 19.7/31. NBC-TV suffered a 15.6/24.

It was ABC's second victory in a row, with three World Series night games the previous week locking in its first win. CBS won the first two weeks of the season.

Season-to-date averages show CBS and ABC separated by only three-tenths of a ratings point, at 20.4/32 and 20.1/32, respectively. NBC has managed only a 15.3/24.

From Oct. 26 through Nov. 1, CBS won four nights: Monday, Thursday, Friday and Sunday, and ABC took the rest.

Monday was the only night of heated competition among the three networks. While CBS won with a 21.4/32, both NBC and ABC tied with a 21.0/31. High scorer that night was an hour season premiere of CBS's *M*A*S*H* (26.4/38); that made up for losing performances of *Private Benjamin* (18.6/27) and *Two of Us* (18.0/26) earlier in the evening.

The First 20*

1.	World Series Game 6	ABC	37.2/54
2.	60 Minutes	CBS	30.5/45
3.	Every Which Way But Loose (movie)	CBS	29.2/42
4.	M*A*S*H	CBS	26.4/38
5.	Dallas	CBS	24.9/41
6.	Three's Company	ABC	24.4/37
7.	Too Close For Comfort	ABC	22.6/36
8.	NFL Monday Night Football: Houston vs. Pittsburgh	ABC	22.2/35
9.	Hart to Hart	ABC	21.9/40
10.	Laverne & Shirley	ABC	21.9/33
11.	Little House on the Prairie	NBC	21.9/32
12.	Love Boat	ABC	21.4/36
13.	Blazing Saddles (movie)	CBS	21.3/36
14.	Dukes of Hazzard	CBS	20.9/33
15.	Happy Days	ABC	20.8/32
16.	Splendor In The Grass (movie)	NBC	20.6/31
17.	Magnum, P.I.	CBS	20.2/33
18.	Facts of Life	NBC	19.9/28
19.	Charlie Brown and the Great Pumpkin (special)	CBS	19.8/30
20.	Magic David Copperfield (special)	CBS	19.4/31

*Excluding a World Series pre-game show, football runner and football post-game show, each less than 15 minutes.

The Final Five

60.	Maggie	ABC	11.2/19
61.	The Brady Girls Get Married (movie)	NBC	11.1/17
62.	Hide In Plain Sight (movie)	CBS	10.1/15
63.	Fitz and Bones	NBC	9.8/18
64.	Marriage! Alive And Well (special)	NBC	8.0/15

The following night, with the World Series rainout, ABC turned to its regular Tuesday lineup. That smashed the competition anyway, as *Happy Days*, *Laverne & Shirley*, *Three's Company*, *Too Close for Comfort* and *Hart to Hart* averaged a 22.3/36, more than six points ahead of CBS and more than a dozen ahead of NBC.

Wednesday's World Series game on

ABC obliterated CBS competition which averaged a 12.2/18. NBC had a 16.7/25 and was able to take satisfaction from the performance of its new *Love, Sidney*, which pulled a 19.0/27 against the game. *Sidney's* lead-in was the veteran *Facts of Life* which earned a 19.9/28.

Thursday, the *Hill Street Blues* news for NBC was good—the season premiere brought in the show's highest rating and share since it debuted last year: an 18.3/33. The rest of the night however, saw weak performances by veterans *Harper Valley* (13.8/22) and *Diff'rent Strokes* (15.6/25) and the premieres of *Lewis and Clark* (13.6/22) and *Gimme a Break* (14.7/24). ABC also had shares for the most part in the 20's including a 15.2/24 for the season premiere of *Barney Miller*. CBS's *Magnum P.I.* (20.2/33) and "Blazing Saddles" movie (21.3/36) were the main draws.

An *American Bandstand 30th Anniversary Special* took up all of ABC's Friday prime time (18.3/29) but wasn't enough to overcome the CBS lineup that included *Dallas* (24.9/41). ABC took Saturday, with *Love Boat* and *Fantasy Island* making up for dismal showings by the new *Maggie* (11.2/19) and *Making a Living* (12.7/22).

On Sunday, it was CBS that led its closest competitor by more than a dozen points as NFL football, *60 Minutes* and the movie, "Every Which Way But Loose," averaged a 28.4/42. NBC was a far second with a *Casper's Halloween* special, *Here's Boomer*, *CHiPs* and made-for-TV *Death of a Centerfold* averaging a 16.4/24. ABC was a far third with the premiere of *Code Red* (13.8/21), the first regular telecast of *Today's FBI* (13.7/19) and the theatrical "Goodbye Girl" (15.1/22) for an overall average of 14.4/21.1



War stories. Former Ohio State football coach Woody Hayes visited the United States Military Academy at West Point to film a segment for his new role as the special movie host for *WBNS(TV)* Columbus, Ohio. The station plans a classic America-at-war film series with Hayes providing



different on-location commentary and background for each film. Hayes is shown above giving a pep talk to West Point football players and gazing over the academy from Fort Putnam. He was there to film his segment for *WBNS's* broadcast of the movie, "Patton."

INTV to allow show screening at convention

Association to set aside opening days of gathering for exhibition of programing; 11 distributors signed up

The Association of Independent Television Stations will have its own formal television programing marketplace at the upcoming INTV annual convention Jan. 23-27 in Washington—about a month and a half before NATPE International's gets started.

While behind-the-scenes sales activity and negotiations have been an acknowledged—though unauthorized—part of INTV meetings for years, the 1982 convention will represent the first time INTV is promoting exhibition. Screening time has been scheduled for the first two days of the meeting before the regular agenda begins.

By last week, INTV said it had 11 companies committed to INTV screenings. Major distributors are on the list. The organization is limiting participation to its associate members which now number 42.

According to INTV President Herman Land, "pressure on the part of syndicators and members" for an open exhibition, convinced the board to "try it and see what happens."

Land maintained that INTV's plans should not pose a threat to NATPE International which has its 1982 convention and marketplace March 11-16 in Las Vegas.

He said that the screenings really are nothing new to INTV; exhibitors make station calls in advance of NATPE anyway, and that "only a handful" of syndicators

are INTV members able to exhibit there, compared to NATPE's large numbers.

Asked if other syndicators might join INTV and thereby build a marketplace competitive to NATPE, Land said it was "theoretically" possible but stressed that is not INTV's intention. "We haven't thought of it in those terms," he said.

NATPE President Steve Currie of KOIN-TV Portland, Ore., however, claimed that "no doubt it will be competitive." But "at this juncture," he added, "I don't see it as a serious threat." He said that NATPE sees an INTV exhibition as "not necessary" and increasing costs.

George Back, NATPE executive director, said it would be highly unlikely that INTV would be used to break a new program into the marketplace.

Should an INTV marketplace develop to challenge NATPE, however, Currie said the organization would take action such as changing future convention dates.

At INTV, screening will be held in suites at the Sheraton Washington hotel, but the organization says it is "discouraging hospitality suites, the practice at NATPE." Land explained that INTV had "thought about booths" but decided it was not "practical" the first time out. (NATPE this year began its transition to a full exhibition-hall marketplace.)

Land said that exhibition fees at INTV will amount to double a company's membership dues—an amount that varies according to company revenues. The top end of the scale, he said, will run somewhat higher than \$4,000, but he added that the price will vary considerably and be much lower for many.

The 11 exhibitors already on the INTV screening list are Colbert TV Sales, Gold Key Entertainment, Samuel Goldwyn Co., Group W Productions, MCA TV, Metromedia Producers Corp., MGM Television Telepictures, Trident TV Associates, 20th Century-Fox Television and World Northal.

Over-the-air pay TV starts in Washington; joins MDS system

Field-Subscription TV of America joint venture operates on new ch. 50; pay service is at night; 'free form' during day

Subscription television has come to Washington. A joint venture of Field Communications and Subscription Television of America, Super TV debuted Sunday, Nov. 1, along with WCQR-TV.

Super TV started with an audience drawn from the more than 10,000 subscribers who have signed up for the uncut movies, sports and concerts. Super TV is aired on WCQR-TV's channel 50 from 7 p.m. to 1:30 a.m. weekdays and 3 p.m. to 1:30 a.m. on weekends. A decoder is needed to receive the scrambled STV signal.

Super TV is not the only pay TV service offered to Washingtonians. Marquee, an MDS system, provides Home Box Office, and cable services are available in some Virginia suburbs. Marquee, however, is a formidable competitor for Super TV, but according to Nancy Craig, Super TV marketing director, the two services are "two different ball games." She emphasized that "this market is ripe for as many entertainment alternatives that can be offered."

In addition to uncut movies, Super TV through Home Entertainment Network, a sports network, will offer collegiate sports events. Craig noted that of the 50 filmspremiering in November, 25 have never been seen on TV before. Some of the proposed fare includes, "Ordinary People," "La Cage Aux Folles" and "Manhattan." College basketball games air in December.

Craig noted that response to the group's \$1.4 million advertising campaign, which included over 300 radio spots along with TV and newspaper ads, has been "terrific." She said that during the week of Oct. 26, when Super TV first launched its TV campaign, the group received about 30,000 telephone inquiries. And she added that the group had to increase its sales staff to meet the growing demands.

The goal is 50,000 subscribers by 1982 but Craig noted that "it looks like we will meet that before 1982."

Montgomery Ward has been contracted by Super TV to install the decoders and will also help in the marketing campaign.

Installation, Craig said, is \$49.95, plus a \$25 deposit for the decoder (which is refundable), and a monthly fee of \$19.95. Super TV is also offering late-night adult programing for a fee of \$4.95 a month.

Craig said that the adult entertainment is uncut R-rated fare shown between 11:30 p.m. and 1:30 a.m. Monday through Sunday.

Marquee, which transmits via MDS, offers 12 channels—all the Washington

PlayBack

In the marketplace. Los Angeles-based Weedeck Corp. is marketing 12-hour, year-end radio special, *New Years 1900 Yesterday*, featuring music and background information on popular music of seventies and eighties. Program, designed to air New Year's Day, is production of Kris Stevens Enterprises. Weedeck also is offering six-hour updated version of its *Country Christmas Special*, available on cash basis with seven, two-minute commercial insertion opportunities. Special includes music and seasonal greetings from country artists. *North Pole Reports*, 20-episode comedy series for Christmas season, is now available to radio stations from The From Studio B Co. of Hollywood.

Reaching out. Kusc(FM) Los Angeles, National Public Radio station for southern California, last Tuesday (Nov. 3) announced agreement to assume management of KCPB(FM) Thousand Oaks, Calif., subject to FCC approval. Principals say Ventura county station will retransmit much of fine arts programing of kusc, which has applied to FCC for translator service to Ventura, Santa Barbara and Riverside counties.

Format departure. United Stations has announced further syndication endeavors. Company plans to branch out from country music to rock, with new weekly series, *Rock, Roll and Remember*, starting end of January. Although no host has been selected yet for four-hour program, US partner Dick Clark will participate in production and selected segments. Show will be available on barter basis to stations in Arbitron-rated markets.

and Baltimore stations and HBO. Serving the Washington metropolitan area since 1973. Marquee now reaches roughly 100,000 apartment and condominium units, 30 hotels and about 5,000 single family residences. From that, it says, it has 30,000 subscribers.

Steven Wechsler, executive vice president of Marquee, said he thinks there is room for both entertainment services. And he said he expects some consumers to receive both.

Marquee has begun a new ad campaign to announce its 24-hour, seven-day a week service beginning January 1. It currently offers 24-hour service on weekends, with HBO on from 5 p.m. until 8 a.m. Monday through Friday.

Additionally, Wechsler said, consumers will be able to subscribe next spring through the Woodward & Lothrop department stores.

Ted Ledbetter, president and program manager of WCQR-TV, said that right now his station's basic income is derived from leasing its night-time to Super TV. This, he says, enables WCQR-TV to operate without commercials and offer what he calls "free form video." Right now, Ledbetter said the station airs one hour of programming on Sunday from 2 to 3 p.m. He said WCQR-TV plans to increase free program time at the rate of one hour per day each month for the next 12 months.

PBS Veterans Day show criticized

VFW and Legion say show on Vietnam vet does not give representative portrayal

Plans of the Public Broadcasting Service to air a one-hour segment of a two-hour documentary dealing with Vietnam veterans have aroused opposition from veterans organizations. Set to air Nov. 11, Veterans Day, the program, *Frank: A Vietnam Veteran*, has been criticized by both the American Legion and the Veterans of Foreign Wars, and called a "potentially damaging portrayal," of the Vietnam veteran.

In a mailgram sent Oct. 15 to PBS President Lawrence Grossman, the VFW commander and chief, Arthur J. Fellweck, charged that "the individual on the program is totally unlike the vast majority of Vietnam veterans." The program has been aired in Boston by its producer, noncommercial WGBH-TV.

Fellweck continued, "He (Frank) admits to being a dope addict, an alcoholic and unable to cope with his service experiences. While the VFW recognizes some Vietnam veterans had difficulties, most all returned to their communities as responsible citizens."

And the VFW commander expressed concern over PBS's choice of air date. He said: "It would be a travesty to those who served honorably during the Vietnam era to air this segment on Nov. 11—Veterans

Day—a day dedicated to saluting those who performed well and came home to adjust to civilian life."

In a letter responding to those charges, Grossman, explained that "because PBS is convinced that the two-hour package will be an important and responsible presentation of matters of particular interest to Vietnam veterans, we stand by our decision to air it on Nov. 11."

In addition, Grossman said, "in no way is it implied that Frank's experiences were universal ones. But it is worth noting that this segment elicited an extraordinarily positive viewer response when first broadcast in Boston."

Another opponent of the program is Jack Flynt, American Legion national commander, who has asked legion members not to participate in phone-in outreach activities planned by local public broadcasting stations after the documentary.

Flynt was also critical of the phone-in outreach segments, because many of the volunteers he said, may not be qualified to counsel veterans.

In a letter sent Oct. 22 to Grossman, he said, "Broadcasting *Frank* will likely reinforce certain prejudices which over the last decade have created employment and other obstacles for this youngest generation of veterans."

Also, Flynt pointed out that the program was an unbalanced presentation, and lacked "credibility," because of "contradictory remarks." And he added, "I regret even more that an opportunity will have been missed to treat the vast majority of Vietnam veterans with the respect they deserve."

Grossman responded to Flynt's letter with the same arguments defending the program as "a worthwhile treatment of issues often neglected."

More boxing shifts to pay TV

Dec. 11 matches with Ali and Hearn will be seen live only by STV, pay cable and closed circuit customers

Continuing what appears to be a growing trend in major boxing events, principals involved in the Dec. 11 return to the ring of Muhammed Ali and Thomas Hearn have announced that their bouts will be shown live on subscription TV, pay cable and closed circuit only. Coverage on a tape-delay basis may be made available to over-the-air commercial networks or syndicators.

SelecTV President Lionel Schaen, whose company is handling domestic sales and distribution of Ali's encounter in the Bahamas with Canadian heavyweight champion Trevor Berbick and Hearn's middleweight match with Marcos Gerald, predicted the event will gross between \$10 million and \$15 million. Last September's

Las Vegas welterweight title fight between Hearn and Sugar Ray Leonard grossed an estimated \$40 million. It will be Ali's first test in the ring since the three-time champion lost to current heavyweight titleholder Larry Holmes on Oct. 2, 1980.

SelecTV, a pay TV program service primarily involved in STV and satellite-delivered movie programming, also coordinated domestic coverage of the Hearn-Leonard fight and last year's Leonard-Duran bout. Others involved in the Dec. 11 deal are Nassau's Sports Internationale Ltd., which will concentrate on promotion of the card's live gate; Medallion TV Enterprises, a Los Angeles-based distributor handling international sales, and Satellite Sports Ltd., a newly formed Los Angeles firm which, in association with Hollywood's Video Tape Enterprises Inc., will handle production and telecast of the event.

According to Schaen, the bouts will be distributed in various ways. Television coverage will be free to subscribers on some cable and STV operations, including SelecTV's Los Angeles and Milwaukee subscribers. It will be a pay-per-view event in some markets, and telecast in isolated closed circuit locations in areas not heavily saturated with cable or STV operations.

The event is believed to be the first live TV origination from the Bahamas, requiring installation of a portable up-link by Wold Communications, which will send the feed to New York and Los Angeles via Westar III.

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Group W slates two more shows for the bird

'Hour Magazine' and 'John Davidson' will join its 'PM Magazine' in satellite distribution in January

The role of satellites in broadcasters' futures, and particularly in the future of Group W, has been underscored as Group W Productions announced it will commence satellite distribution in January of two more daily series while the co-owned Group W Satellite Communications prepared to break news of a joint satellite-delivered cable programming joint venture with Walt Disney Productions (see this page).

Hour Magazine and *The John Davidson Show* will join *PM Magazine* in the sky, the last having been available to stations

by satellite since August. (Conventional tape distribution of all three will continue as well.) Some 12 stations currently take *PM Magazine* by satellite, a number that Group W expects to edge up to 16 by year-end. Commitments are already in from 18 stations to take *Hour Magazine* off the satellite, and from eight stations to take *Davidson*. Those figures could grow by another 16 for *Hour* and double for *Davidson* in the first quarter of next year, Group W says.

The satellite distribution of Group W Productions material is handled by its duplication and distribution subsidiary, TVSC. That unit's vice president and general manager, George Sperry, notes that at present TVSC is arranging for occasional transponder time from various sources and on various satellites to feed Group W programs and other material it handles for outside clients (such as Golden West Broadcasters' *Richard Simons Show*). In the future, Sperry expects that TVSC would probably utilize unused transponder time that Group W has ar-

ranged for its Group W Satellite Communications operation (which has already announced plans for use of four Westar transponders in partnership with ABC for cable news services). Separately, Group W, acting for TVSC, has made an offer to RCA for two transponders that would be freed when cable traffic is switched off Satcom 1. And Sperry says TVSC will be present at RCA's auction today (Nov. 9) in New York for transponder allocations on Satcom IV.

Group W, Disney latest cable joint venturers

Plans call for 16-hour daily, family-programming package

Group W and Walt Disney Productions have entered a joint venture to produce and distribute family-oriented programming for a pay-cable channel.

The specifics will be discussed by Jim Gimmero, president of Walt Disney Telecommunications and Nontheatrical Co., and Jonathan Hayes, president of Group W Satellite Communications, tomorrow (Nov. 10) in New York at the Park Meridian hotel.

BROADCASTING has learned, however, that the new channel—which will program 16 hours a day—is expected to be launched in 1983 and will be distributed over two transponders on Westar V. That satellite is due to be launched in the fall of 1982. The two transponders will be used to cover the four time zones.

Some movies will be aired on the channel, but the accent is on "all original programming," according to one source familiar with the planned operations. Family-entertainment series are planned, the source said, noting Disney had been in contact with a number of independent producers concerning programming ideas.

CPB's annual honors

Winners of the 1981 Corporation for Public Broadcasting's Public Television Local Program Awards for excellence and creativity in local public television program production were presented at the Public Broadcasting Service Program Fair Oct. 28 in New Orleans.

The 1981 winners:

- KCTS-TV Seattle** □ *Pacific Northwest Ballet* (performance).
- WTTW(TV) Chicago** □ *The Rehearsal* (performance).
- WEDW(TV) Bridgeport, Conn.** □ *Windcrossing* (drama).
- Nebraska ETV Network, Lincoln, Neb.** □ *Sandhills Album* (cultural documentary).
- WTVS(TV) Detroit** □ *While You're Out of Work* (target audience).
- WCBB(TV) Augusta, Me.** □ *So You Think You Know Maine: 1981 Junior High Championship* (children's programming).
- Wisconsin ETV Network, Madison, Wis.** □ *Inside Story: The Smart Parts* (instructional).
- WITF-TV Hershey, Pa.** □ *Let's Make a Deal: Plea Bargaining* (documentary).
- WGBH-TV Boston** □ *Pat Ewing and an American Dream* (public affairs).
- WKAR-TV East Lansing, Mich.** □ *Reagan Cuts: The Michigan Impact* (informational programming).

Monitor

Naming names. NBC-TV has changed title of its new *Angie Dickinson* series, slated to premiere early in 1982, to *Cassie & Co.* Drama features Dickinson as private investigator in program produced by Carson Productions in association with Saracen Productions. John Ireland will co star as retired detective who sells Cassie (Dickinson) his private investigation agency. Series was originally set to begin Saturday, Jan. 9, at 10-11 p.m. (ET), but latest network announcement does not specify start date.

Standing by. Actor Rock Hudson, who is recovering from coronary by-pass, will debut in new NBC-TV detective series *The Devlin Connection* "early next year" instead of Nov. 27 as scheduled. So far no temporary replacement for show has been found.

MSG signings. Madison Square Garden Network will syndicate nationally for second year in row five-game package of college basketball games under *Prime Time Sports* banner. Games include Indiana-Notre Dame and East Coast Athletic Conference Holiday Festival championship contests on Dec. 1 and Dec. 29, respectively. In addition, three games of annual National Invitational Tournament will be covered in March. MSGN also announced signing of five-year contract with WOR-TV to broadcast road games of New York Knicks professional basketball team and New York Rangers professional hockey team. WOR-TV is carried on cable systems nationwide.

New market. NBC Enterprises and Warner Home Video, subsidiary of Warner Communications Inc., have announced joint agreement for distribution of NBC programs in home video market. Agreements cover 28 NBC-produced programs in U.S. and Canada in videocassette and laserdisk formats. It also makes Warner outlet for original NBC Enterprises productions produced specifically for home video market.

Gearing up. ABC-TV has ordered production of *Darkroom*, new one-hour horror/suspense anthology series from Universal Television. Network is making multi-episode commitment to program for 1981-82 season, although no premiere date has been set.

Drying ink. Actor Richard Chamberlain's production company, Cham Enterprises, has entered two-year production partnership with Warner Bros. Television to develop movies for television and other projects. Under terms of agreement, Chamberlain's acting services will be exclusive to studio in TV mini-series and movies for TV. Cham will also develop theatrical motion pictures for Warner Bros. studio.

Campbell return. Bristol Myers and Lexington Broadcast Services have announced availability of as yet unnamed new prime-time access music variety series, to become available in September 1982. Half-hour series, hosted by singer Glen Campbell, will feature "major personalities from the music/entertainment field" and be distributed on barter basis with Bristol-Myers as national sponsor.

NAEB on verge of collapse

Membership votes to dissolve financially troubled association at annual convention unless alternative funding can be found to retire \$360,000 debt

The 57-year-old National Association of Educational Broadcasters may have held its final annual convention—unless its board of directors can come up with a way to save the organization.

Faced with a \$360,000 deficit, the NAEB board asked its members at its annual convention in New Orleans last week to pass a resolution to dissolve the organization by the end of the year, unless an alternative can be found within 30 days.

By a 131-to-7 vote, association members passed the resolution, which also stipulates that the board continue to search for ways to pay off the deficit by the end of the year.

NAEB President Jim Fellows said last week that the deficit was an accumulation of debts during the past three years and that board members had been aware of the problem since March. He explained that the money was owed to various vendors and creditors, and people from whom services were bought.

Fellows said that the group will attempt to pay off its debts through fund raising efforts and by making requests from its present members.

NAEB board secretary, George Hall, said that NAEB may look to other public broadcasting organizations to help, so that they "don't leave her [NAEB] in a pauper's grave." And he added, "so that the mother can rest in peace rather than die in shame."

If the association cannot pay its debt, Fellows said, it would not be forced to file for bankruptcy. The NAEB, he explained, is incorporated in Illinois, and, according to the law there, it can file for voluntary dissolution.

Fellows also said the board will be looking "energetically" for other alternatives to save the organization. NAEB management had proposed the formation of Telecommunications Services Inc., an organization that would assume some NAEB functions. However, Fellows noted that plans for TSI have not materialized.

Fellows attributed the downfall of his organization to financial problems. He did, however, say that the reorganization of the group in 1973 from a station membership to an individual membership was another factor in the association's decline. "The necessary support from institutions was no longer feasible," he said.

At one time the NAEB was the only

organization representing public stations, but since the advent of the Public Broadcasting Service and the National Association of Public Television Stations, some of the NAEB services have been assumed by those groups.

Fellows, however, said "they didn't put NAEB out of business." In fact, he noted, the association's function was to "help form these other groups." He said, though, that the "presence of other organizations," attracts money that would go to the NAEB.

Public Broadcasting Service President Larry Grossman said what happened to NAEB had nothing to do with the current climate of public broadcasting. "It has been a problem for years with the NAEB. It just got out of hand," he said.

Frank Mankiewicz, National Public Radio president, said it was "regrettable what happened," but pointed out that some of the NAEB functions have been taken over by other active public broadcasting entities. And he said that things NAEB has done will continue to be done by other organizations. Corporation for Public Broadcasting President Edward Pfister said: "You can not draw an analogy between the problems of NAEB and public broadcasting. The NAEB is a professional organization of individuals working in the field of educational and noncommercial broadcasting and related areas."

While prospects appear gloomy, Fellows said the group's convention which had operated under a handicap this year, had an attendance of 450, as compared to last year's about 590. NAEB has a current membership of about 1,300.

Pfister urges public broadcaster unity

CPB president says ads won't be cure-all for financial woes

Before members of the National Association of Educational Broadcasters voted at its annual convention to dissolve the organization (see above), Corporation for Public Broadcasting President Edward J. Pfister was making a plea for unity among public broadcasters.

Pfister, who spoke before the NAEB in a keynote address Nov. 2 in New Orleans, emphasized the importance of common efforts "to address the financial needs and the future of public broadcasting." He said that one of his major goals is to seek effective public policy legislation that addresses long-range financing.

"The message that comes to policymakers in Washington must come from all of us," he said. And he stressed that public broadcasting can no longer "afford the luxury of a multitude of lobbyists."

The CPB president pledged to put an "end to the antagonism and bickering." "Together, the stations and the corporation can forge the institution we have been charged to put in place. Then, we can achieve that unity which we lacked for so long. Then, we can have an understandable public presence and identification."

In addition, Pfister told the educational broadcasters that he thought advertising "is not the answer for public broadcasting."

Pfister urged public broadcasters to work on a long-range financial proposal because, he said, "I will tell you now that our financial ills will not be resolved by the commercialization of public broadcasting, not unless you want a completely different institution."

Although Pfister voiced skepticism about the experimental advertising to be permitted on public broadcasting, he said the study should be given a "fair trial."

"Advertising," he continued, "simply does not support many of the kinds of programs that public broadcasting offers. Advertising brings its blessings. But advertising has many drawbacks. And as you know, from our earliest days, we were born and developed to be noncommercial."

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CBN scandal. Former employe of Christian Broadcasting Network and his son have been indicted by federal grand jury in Norfolk, Va., on charges of embezzling more than \$100,000 from religious organization. George Allen Morgan and his son, Billy Allen Morgan, were alleged in 10-count indictment to have siphoned money from CBN for their own use. Indictment alleges that between August 1977 and February 1979 Allens opened unauthorized bank accounts for diverted CBN funds, mishandled real and personal property donated to network and misused checks written to CBN by Newport News art gallery. Elder Morgan faces maximum 65 years in prison and up to \$46,000 in fines and his son, up to 25 years and \$14,000 in fines.

New kid on block. Tampa-St. Petersburg, Fla., area will have its fifth commercial TV outlet when ch. 28 WFTS-TV there goes on air Nov. 14. New independent was granted to Family TV Corp. with Ian (Sandy) Wheeler as president and general manager. Wheeler, one-time vice president and station manager of WZTV-TV Nashville, said WFTS-TV will "give bay area viewers a new alternative" with sports, movies, family shows and specials. Personnel includes George M. Newell, from NBC New York, vice president and station manager; William N. Rismiller, from Florida West Productions, St. Petersburg, sales manager, and Pat McNamara, formerly in program syndication with Dancer-Fitzgerald-Sample, national sales manager. National sales representative is Seltel, New York. WFTS-TV offices are at 5401 West Kennedy Boulevard, Tampa 33609, telephone (813) 877-6315. Station will operate with 2,340 kw with tower height of 1,045 feet.

Tape tax. Protesting lost revenues to recording industry because of home recordings on blank tapes, 57 British recording artists took out national newspaper advertisements and asked British government to tax (by as much as 100%) sale of such tapes. Revenues from levy could then be plowed back to recording industry, they said. Because public is spurning purchase of commercial records and tapes, record companies are in danger of going out of business, advertisements claimed. Protest was organized by several British recording artists organizations and included representatives from recording industry. Earlier government rejected like proposal. According to industry estimate, 12 million Britons are taping at home, resulting in industry loss of \$270 million.

New contract. Beginning Jan. 1, Broadcast Music Inc. offers "block program/per program license" arrangement for radio stations without much music. Contract is result of negotiation between BMI and Religious Broadcasters Music License Committee and removes certain stations from standard blanket-license deals. Under new agreement, block-programing stations basically pay monthly fee equal to highest half-hour program charge, plus 4% of income derived from musical programs station originates containing BMI music. To qualify as 'block' contract, programs must be prepared by nonprofit organizations and there cannot be more than six minutes of music in every 15-minute program, among other terms. Clinton Fowler, Religious Broadcasters Music License Committee chairman from KGER(AM) Long Beach, Calif., says savings will be substantial under new contract. He expects his yearly cost, for example, to drop from \$17,000 to \$1,800.

Another opening. Seattle has released request for proposal for 12,000-home section in central part of city for cable franchise. City revoked 1973 franchise grant to minority firm earlier this year. Firm was unable to gather necessary funding. City is divided into several parts; Viacom and Teleprompter operate systems there. Though both MSO's are in running, city wants to look at local-minority-owned proposals again, with 30 individuals or firms said to have shown interest, according to Seattle cable office. Bids are due Feb. 2.

Interconnecticut. Connecticut joins list of states where cable interconnection service has been formed. Seven cable systems forming network of 238,000 homes began operating jointly last Wednesday (Nov. 4), with ESPN and CNN first services carried. Interconnects are designed to expand subscriber bases to entice regional and national advertisers. State cable association, in announcing interconnect, expects other state cable operators to join system.

Pontiac ponders. First reading of cable enabling ordinance in Pontiac, Mich. (27,000 homes) found Maclean-Hunter's name on dotted line. Second reading, and company and council acceptance, precedes actual cable franchise award, expected shortly.

How was it? Corporation for Public Broadcasting has announced it will conduct nationwide test of new qualitative television ratings system Nov. 18-24. For test, 2,000 viewers in 20 markets will be supplied with television diary to record viewing habits and evaluate programs—rating programs to extent viewers find them "entertaining," "informative," "useful" and "different from other television programs." Test was developed in cooperation with Arbitron Co.

Quello sees identity crisis for public broadcasters

FCC commissioner tells NAEB that ad experiment is only test, sees technology helping to reduce costs

Public broadcasters must define their niche in the new world of telecommunications in order to survive, according to FCC Commissioner James Quello. Addressing the National Association of Educational Broadcasters at its annual convention last week in New Orleans, Quello said: "Although funding is a principal concern to each of you today, I want to emphasize a related matter which I believe is an even more significant long-term problem: that of defining the role of public broadcasting in the new telecommunications environment." He noted that the increased number of channels and program outlets available to consumers is a "major development" affecting broadcasters.

"Public television," he explained, "will be significantly affected by the new availability of programing through such means as cable, microwave, new broadcasting services, and even pre-recorded cassettes and disks." The commissioner said that even more "exotic technologies" are possible, and cited examples of fiber optic delivery systems, interactive cable services and direct satellite-to-home broadcasting.

And he warned that although public radio is used to a "large number of competitors," the new media outlets via cable could diminish its audience share.

Another possibility, Quello said, is that interactive cable systems could provide educational services. But he noted that "invariably with change and challenge, comes opportunity."

Citing the example of radio broadcasters' past concerns with the advent of television, Quello assured the group that "there is room for all of the new technology and broadcasting."

Explaining that technology may be a "partial solution," to some of public broadcasting's financial problems, Quello said that recent tests on new techniques that "drastically" reduce power usage of UHF stations could be of great benefit, since nearly two-thirds of public television stations are UHF. He quoted Public Broadcasting Service Engineering Vice President Dan Wells as saying that "by using these techniques, a station can reduce its power bill or it can use the same amount of power and put out a much stronger signal."

In addition, Quello touched upon the proposed advertising demonstration program authorized by Congress for public broadcasting. He said he understood the concerns public broadcasters have expressed about the program, but that the "experiment," is intended to gain evi-

dence on whether those fears are "well founded."

Quello is chairman of the Temporary Commission on Alternative Financing for Public Telecommunications, authorized by Congress to seek alternative financing for public broadcasting and supervise the advertising experiment.

He stressed that "none of us is advocating commercial advertising for public broadcasting at this time. We are merely conducting an experiment authorized by Congress to evaluate the feasibility of this one method of raising funds."

New York City cable applicants respond to ranking

Companies answer ratings given them by Arnold & Porter

Franchise applicants have had about a month now to study the cable franchise evaluation study, conducted on behalf of the city of New York by the Washington law firm of Arnold & Porter. Not surprisingly, some don't like what they see. The study, with a price tag of \$650,000, is supposed to provide the city's cable working group and Board of Estimates (which will make the final franchise awards) with an additional tool for choosing applicants to wire the boroughs of Queens, the Bronx, Brooklyn and Staten Island.

A&P has met with just about all of the franchise applicants in the past two weeks to hear responses to the evaluations. Norm Sinel, the A&P attorney in charge, indicated that summaries of those responses will be prepared and passed on to the cable working group by the beginning of this week. He also noted that A&P will consider the concerns raised by the applicants and if the law firm determines that it erred in making some evaluations, "to the extent that they mean re-evaluating, we will do that."

With the A&P study in hand, the city's cable working group is now in the process of determining which applicants it will recommend to the Board of Estimates for franchise negotiations with the city. The working group will also decide how many franchises should be allotted to each borough. A&P has recommended that the Bronx be undivided and that Brooklyn be divided three ways, Queens three or four ways and Staten Island two ways. The recommendations of the working group will be disclosed at a public hearing at City Hall on Nov. 18. Leonard Cohen, coordinator of the city's Office of Telecommunications, said that it "would appear" that the working group intends to match applicants with particular franchises.

Applicant responses for the most part were indications of how each company fared in the A&P report. For example, Teleprompter's Joyce Werner said the company has "no real concerns" with the

Plan for public pay. Noting that federal funds for public broadcasting are being cut back, eight licensees of noncommercial television stations have asked the FCC to let noncommercial broadcasters offer subscription television services. In their petition for a rulemaking, the licensees pointed out that STV would provide public broadcasters with an alternative for raising revenues without resorting to advertising. "STV programs offered several hours a night could support an entire day's broadcast of innovative public television fare," the petitioners said. Filing the petition were KQED-TV San Francisco; WMVS-TV Milwaukee; KRMA-TV Denver; WSKG-TV Binghamton, N.Y.; WOSU-TV Columbus, Ohio; KPTS-TV Wichita, Kan.; University Regional Broadcasting Inc., licensee of two noncommercial stations in Ohio, and State Education Radio/TV Facility, licensee of eight noncommercial stations in Iowa.

report "We came out with flying colors." Teleprompter received high marks from A&P for its applications in both Brooklyn and Queens. The other two Brooklyn applicants, Warner and Cablevision, also seemed satisfied with the A&P evaluations, although Cablevision's Winnie Freund said the firm thought it "outrageous" that its local commitment was deemed only "adequate." "We were the only applicant with signed contracts with local groups" for partnership and equity interests in the franchise, she said.

However, the parties involved with the New York franchising process see the real battleground in Queens, where there are nine applicants, and at most, room for only four franchisees, and Staten Island, where there are six applicants and possibly two franchisees. (Cablevision is uncontested for the Bronx.)

Gotham Communications President Leonard Cohen (no relation to the Office of Telecommunications' Cohen) was miffed that A&P gave his company "inadequate" marks for services/rates, technical/construction and local commitment categories and a "higher risk" for financial/economic category. He described the Arnold & Porter study as "slanted and biased" in favor of major multiple service operators applying for the entire borough—ATC, Cablevision, Teleprompter and Warner Amex.

Gotham attorney Morton Hamburg said that at a meeting he and other Gotham representatives had with Arnold & Porter people, he was told that certain portions of the Gotham application "might" be re-evaluated. Hamburg also said that Sinel downplayed the importance of the evaluations at the meeting, saying they were not "terribly important." Sinel told BROADCASTING, however, that he would "be surprised if I said that." He said the study amounted to a "risk-benefit analysis which is different from ranking companies one, two, three, four." He said the study represented "just a piece of what [the cable working group and the board of estimates] would look to in making the decision."

One particularly disturbing aspect of A&P's method of evaluation, said Hamburg, was the lack of thoroughness. He noted that in preparing its application, Gotham had worked out an arrangement with Daniels & Associates whereby Daniels would assist Gotham in obtaining significant financing for its proposed franchise. Yet, according to Hamburg, A&P "never contacted Daniels."

Orth-O-Vision President Al Simon said his company's "higher risk" financial rating was received because A&P has deter-

mined that the role of parent company Tele-Communications Inc., was unclear. Simon said he was able to clarify that role at a meeting he had with A&P and "showed them a commitment of \$185 million" from TCI.

As to A&P's overall performance, Simon said, "you've got to give them credit. There's going to be a lot of screaming and hollering no matter which way it comes out."

Inner Unity was another unsatisfied Queens franchise applicant. A company spokeswoman said the report was "very subjective" and that "what made the difference" was whether the applicant was a small concern or a major MSO.

As to any subjectivity in A&P's method of evaluation, Sinel responded: "We used the same analysis and the same criteria for every single applicant . . . The people who did a better job [preparing their franchise applications] came out better."

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KEGL(FM) (formerly KFJZ-FM Dallas-Fort Worth) □ Sold by Swanson Broadcasting to Sandusky Newspapers Inc. for \$8.5 million. Seller is Tulsa, Okla.-based group of five AM's and four FM's principally owned by Gerock H. Swanson, president. Buyer is Denver-based group of three AM's and four FM's owned by Dudley White, chairman, and family. It also publishes four daily newspapers in Ohio, Michigan and Tennessee and bought, subject to FCC approval, KERE(AM) Denver, Colo., for \$2.5 million (BROADCASTING, Sept. 21) and KWKI(FM) Kansas City, Mo., for \$3.1 million (BROADCASTING, Oct. 19). KEGL is on 97.1 mhz with 100 kw.

WQRK(FM) Norfolk, Va. □ Sold by Bay Cities Communications Corp. to joint venture of Paul Todd and Rust Capital Corp. for \$2.6 million. **Seller** is owned by Aubrey E. Loving Jr. and Martha Davis (50% each) who own WTJZ(AM) Newport News, Va. **Buyer:** Todd is general manager at WQRK and owns 50% of WKEX(AM) Blacksburg, Va., and 4.7% of WTVZ(TV) Norfolk, Va., and WJTM(TV) Winston-Salem, N.C. Rust Capital is Austin, Tex., small business investment firm which owns 16.67% class B nonvoting stock of KPAM(AM)-KCNR(FM) Portland, Ore., and

KLIR(FM) Denver. WQRK is on 104.5 mhz with 50 kw and antenna 490 feet above average terrain.

WVKO-AM-FM Columbus, Ohio □ Sold by Sky Way Broadcasting Corp. to Franklin Communications Inc. for \$2.5 million. **Seller** is owned by 47 stockholders, none with other broadcast interests. Bert Charles is president and 24.9% owner. **Buyer** is subsidiary of Marvin Josephson Associates Inc., publicly traded New York-based talent agency which, through subsidiaries, is licensee of WNIC-AM-FM Dearborn, Mich., and WNOB-AM-FM Norfolk, Va. Marvin Josephson is chairman, chief executive officer and 47.1% owner. WVKO is 1 kw daytimer on 1540 khz. WVKO-FM is on 94.7 mhz with 52 kw.

WDIX(AM)-WPJS(FM) Orangeburg, S.C. □ Sold by Smiles of S.C. Inc. to Keymarket Communications of Columbia Inc. for \$1,250,000. **Seller** is owned by Derwood H. Godwin, Norman J. Suttles (35.4% each), Donald W. Curtis (19.5%) and John E. Ingraham (9.7%). Godwin and Suttles each own 45% of WVBS(AM)-WPJC(FM) Burgaw, N.C.; 31.1% of WPIL(AM) Raleigh, N.C., and 21.8% of WFOG(AM) Suffolk, Va. Ingraham is minority shareholder in same stations. Curtis owns WEWO(AM)-WSTS(FM) Laurin-

burg, WTAB(AM)-WKSM(FM) Tabor City, and WTNC-AM-FM Thomasville, all North Carolina. **Buyer** is owned by Kerby Confer and Paul Rothfuss (50% each). They each own 35% of WKRT(AM)-WNOZ(FM) Cortland, N.Y.; 25% of KSSN(FM) Little Rock, Ark., and 10% of permittee, WKFT(TV) Fayetteville, N.C. They were granted FCC approval to buy 50% each of WJDX(AM)-WZZQ(FM) Jackson, Miss., for \$4,437,000 (see below) and 45% each of WGXL(FM) Laurens, S.C., for \$2.5 million (BROADCASTING, Aug. 10). This year they sold WLYC(AM)-WILQ(FM) Williamsport, Pa., for \$2.3 million (BROADCASTING, May 11) and WHUM(AM) Reading, Pa., in which each owned 39%, for \$1.9 million (BROADCASTING, Aug. 17). WDIX is on 1150 khz with 5 kw day and 500 w night. WPJS is on 106.7 mhz with 100 kw and antenna 580 feet above average terrain. *Broker: Blackburn & Co.*

KPER(FM) Hobbs, N.M. □ Sold by KSCR Inc. to Arroyo Broadcasting Corp. for \$775,000. **Seller** is owned by Ernest H. Huls (71.8%) and William A. Earman (28.2%), who own, in same percentages, WKIO(FM) Urbana, Ill. Huls owns 70% and Earman 30% of WEIC-AM-FM Charleston, Ill. **Buyer** is owned by David B. Talbot (50.2%), William S. Sanders and Fluid Capital Corp. (24.9% each). Talbot is Oklahoma City real estate investor. Sanders is Albuquerque, N.M., consulting engineer. Fluid Capital Corp. is Albuquerque, N.M.-based venture capital firm, George T. Slaughter is president. Sanders and Fluid Capital each owns 24.9% of KDHI(AM)-KQYN(FM) Twenty-Nine Palms, Calif., which they bought this year for \$775,000 (BROADCASTING, Aug. 3). Also, they each bought 24.9% of WPMP(AM)-WPMO(FM) Pascagoula-Moss Point, Miss., for \$1.5 million (BROADCASTING, May 25). KPER is on 95.7 mhz with 36 kw and antenna 115 feet above average terrain.

KMGN(FM) Shafter, Calif. □ Sold by Brandon-Dorsey Communications Inc. to Consolidated Communications Corp. of California for \$400,000. **Seller** is owned by Anthony S. Brandon (92.7%) and Terry Dorsey (7.3%). Brandon owns 35% of KERN(AM) Bakersfield, Calif.; 33.3% of WWWG(AM) Rochester, N.Y., and 16.67% of KKQV(FM) Wichita Falls, Tex. **Buyer** is owned by Alexander S. Klein and wife, Barbara (100% jointly). Alexander Klein is former salesman at WCAU(FM) Philadelphia. Barbara Klein is therapist at Philadelphia hospital. They have no other broadcast interests. KMGN is on 97.7 mhz with 3 kw and antenna 300 feet above average terrain.

WGFS(AM) Covington, Ga. □ Sold by Newton Broadcasting Inc. to Bohanan Broadcasting Inc. for \$400,000. **Seller** is owned by R. William Hoffman and wife, Betty Jean (50% each) who have no other broadcast interests. **Buyer** is owned by Olin D. Bohanan who is newscaster at WKRK-AM-FM-TV Mobile, Ala., and has no other broadcast interests. WGFS is 1 kw daytimer on 1430 khz.

WKLT(FM) Kalkaska, Mich. □ Sold by

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WRNL/WRXL-FM	Richmond, VA	\$ 4,000,000
KZUL-AM	Parker, AZ	\$ 225,000
WDIX/WPJS-FM	Orangeburg, SC	\$ 1,250,000
WDAT-AM	Daytona Beach, FL	\$ 525,000
WONW-AM	Defiance, OH	\$ 565,000
WEEB-AM	Southern Pines, NC	\$ 366,200

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11/9/81

Peninsula Broadcasting Inc. to Northern Radio of Michigan Inc. for \$320,000. **Seller** is owned by Roger Watson and Roy E. Henderson (50% each). Henderson owns 70% of KYST(AM) Texas City, Tex. **Buyer** is subsidiary of Northern Investment Co., Fargo, N.D., which is principally owned by Frank C. Gokey and family. They are Fargo soft drink manufacturers who have no other broadcast interests. WKLT is on 97.7 mhz with 3 kw and antenna 500 feet above average terrain.

WKLP-AM-FM Keyser, W.Va. □ Sold by Four Star Broadcasters Inc. to Starcast Systems Inc. for \$300,000. **Seller** is owned by Thomas B. Butscher, president, Kenneth E. Robertson, Gary L. Daniels (17.78% each), Butscher's wife, Brenda J., and Daniels's wife, Pearl K. (15.56% each) and Robertson's sons, Todd E. and Christopher K. (7.78% each). They own WCST-AM-FM Berkeley Springs, W. Va., and WMSG(AM)-WXIE(FM) Oakland, Md. **Buyer** is owned by Jack I. Mullen (55%), William P. Kelly Jr. (20%), Curtis E. Durst and Mullen's son, Jack I. Mullen II (12.5% each). Elder Mullen is Westernport, Md., attorney. Kelly is Westminster, Md., stockbroker. Durst is account executive at WMSG(AM)-WXIE(FM) Oakland, Md. Younger Mullen is student. They are applicants for new FM at Buckhannon, W. Va. WKLP is 1 kw daytimer on 1390 khz. WKLP-FM is 94.1 mhz with 6 kw and antenna 790 feet above average terrain.

□ Other proposed station sales include: WYCB(AM) Washington (BROADCASTING, Nov. 2); WVOB(AM) Bel Air, Md.; WEEB(AM) Southern Pines, N.C. (BROADCASTING, Nov. 2); KRPM(AM) Puyallup, Wash. (BROADCASTING, Nov. 2). (see "For the Record," page 74).

APPROVED

WEZN(FM) Bridgeport, Conn.; WFTQ(AM)-WAAF(FM) Worcester, Mass.; WZZK(FM) Birmingham, Ala. □ Sold by Park City Communications to Katz Broadcasting Co. for \$16 million. **Seller** is owned by Richard A. Ferguson, Steven A. Marx and group of Boston-based venture capital firms. **Buyer** is subsidiary of The Katz Agency Inc., New York-based station representative which is also buying KWEN(FM) Tulsa, Okla. (BROADCASTING, May 4). James Greenwald is chairman. Ferguson, president of Park City, will head broadcast division for Katz. **Buyer** is also new TV applicant for Omaha (BROADCASTING, Dec. 17, 1979). WEZN is on 99.9 mhz with 25 kw and antenna 660 feet above average terrain. WFTQ is on 1440 khz with 5 kw full time. WAAF is on 107.3 mhz with 18 kw and antenna 780 feet above average terrain. WZZK is on 104.7 mhz with 100 kw and antenna 640 feet above average terrain.

WJDX(AM)-WZZQ(FM) Jackson, Miss. □ Sold by WJDX Inc. to Keymarket Communications of Mississippi for \$4,437,000. **Seller** is closely held group of more than 50 stockholders, 44.12% owned by Clint W. Murchison family. He owns

60% of KLTE(FM) Oklahoma City and his liquidating partner is Murchison Brothers partnership, 83% owner of Dallas Cowboys. Marshall Magee is executive vice president and general manager. **Buyer** is owned by Paul H. Rothfuss and Kerby E. Confer (50% each), who have bought WDIX(AM)-WPJS(FM) Orangeburg, S.C. (see "Proposed" sales above). WJDX is on 620 khz with 5 kw day and 1 kw night. WZZQ is on 102.9 mhz with 100 kw and antenna 1,800 feet above average terrain.

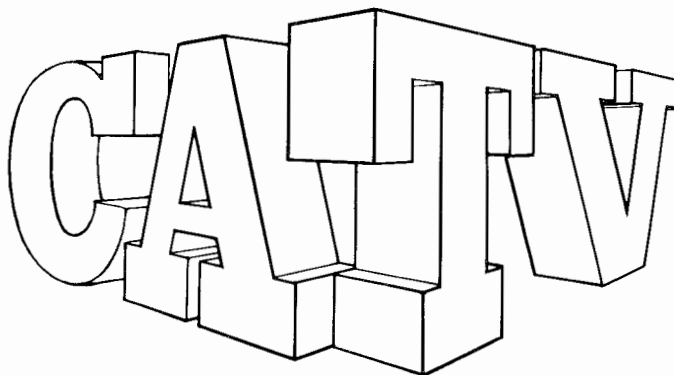
WDOQ(FM) Daytona Beach, Fla. □ Sold by Patten Communications Corp. to Abell Communications Corp. for \$3 million. **Seller** is Southfield, Mich.-based group of five AM's and three FM's owned by Myron P. Patten, chairman, and 20 others. They were granted FCC approval to sell control of WMPX(AM) Midland, Mich., for \$900,000 (BROADCASTING, Aug. 24). **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 complement 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.

WXOK(AM) Baton Rouge □ Sold by Security Broadcasting of Baton Rouge Inc. to Winnfield Life Broadcasting Inc. for \$2,850,000. **Seller** is owned by Ed Muniz, Michael O'Keefe and Ben Bridgeman. They own WAIL(FM) Slidell, La.;

WNNR(AM) New Orleans; KALO-AM-FM Beaumont, Tex., and KIEL(AM)-KEZQ(FM) Jacksonville, Ark. **Buyer** is owned by Ben B. Johnson, Shreveport, La., insurance executive who owns 12.5% of permittee of KLAX-TV Alexandria, La., and 50% of applicant for new AM at Shreveport, La. WXOK is on 1460 khz with 5 kw day and 1 kw night.

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 owns 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.

KWPC(AM)-KFMH(FM) Muscatine, Iowa □ Sold by Muscatine Broadcasting Inc. to Flambo Broadcasting Inc. for \$1.35 million. **Seller** is owned by George J. Volger, who has no other broadcast interests. **Buyer** is owned by John Flambo, president, and mother, Gertrude Flambo. John Flambo is station manager at KRVR(FM) Davenport, Iowa. Gertrude Flambo is former 41.67% owner of KOKX(AM)-KIMI(FM) Keokuk, Iowa, which was sold with FCC approval for \$900,000 (BROADCASTING, July 13). KWPC is 250 w



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WRKT-AM-FM Cocoa Beach, Fla. □ Sold by Robert B. Taylor to WRKT Radio for \$1.3 million. **Seller** has no other broadcast interests. **Buyer** is subsidiary of Guy Gannett Broadcasting Services, wholly owned by Guy Gannett Publishing Co., closely held Portland, Me.-based publishing company with 22 stockholders. Jean Gannett Hawley is president. It owns WGAN-AM-FM-TV Portland, Me.; WGGW-TV Springfield, Mass.; WINZ-AM-FM Miami; KSTT(AM) Davenport, Iowa; WXLN(FM) Moline, Ill., and KOFM(FM) Oklahoma City. It was granted FCC approval to buy WMT-TV (now KGAN-TV) Cedar Rapids, Iowa, for \$13 million (BROADCASTING, Aug. 31). WRKT is on 1300 khz with 5 kw day and 1 kw night. WRKT-FM is on 104.1 mhz with 30 kw and antenna 165 feet above average terrain.

KGLC(AM)-KORS(FM) Miami, Okla. □ Sold by Ottawa County Broadcasting to Duke Corp. for \$700,000. **Seller** is owned by Jeryl Smith and wife, DeAnn (44.1% each), Ken Lingen (6.8%), David Stern (2.8%) and Richard Hary (2.2%). They have no other broadcast interests. **Buyer** is owned by Larry Duke (51%) and Tim Eatman (49%). Duke owns KFIN(FM) Jonesboro, Ark. Eatman is former general manager of KARN(AM) Little Rock, Ark. KGLC is on 910 khz with 1 kw full time. KORS is on 100.9 mhz with 3 kw and antenna 265 feet above average terrain.

□ Other approved station sales include: KLYR-AM-FM Clarksville, Ark.; KBIB(AM) Monette, Ark.; WMGO(AM) Canton, Miss. (see "For the Record," page 74).

Power company entry into franchise bidding upsets cable firms

Nebraska town gives extension of filing deadline to allow local electric co-op time to apply; cable companies to oppose in state legislature

The decision of a small Nebraska town to push back the deadline for cable franchise applications and give the local electric cooperative time to prepare an application has upset the franchising process and mobilized the state's cable operators who fear competition from the cooperatives throughout the state.

Not entirely happy with the service being provided by American Television & Communications, the city council of Columbus, Neb., an industrial town of 6,000 people 90 miles west of Omaha, voted last summer to open bidding for a new cable franchise that would become effective in June 1983 when ATC's original 20-year franchise expires.

The deadline for bids was supposed to have been last Monday (Nov. 2), but a week earlier, Loup Public Power District asked for and won a four-month extension on the deadline. According to city administrator Lloyd Castner, the electric company argued cable television would "fit in nicely" with its current services since it owns utility poles needed for stringing cable and has established maintenance and billing departments.

Loup still has one obstacle it must overcome before it files an application. Castner said it must receive permission from the Nebraska state legislature to operate a cable system. Under current law, he said, the state's cooperative utilities do not have that authority.

Speaking not as ATC's regional manager, but as the newly elected president of the Nebraska Cable Communications Association, Gerald Yutkin said many of state's cable operators fear the award of a franchise to a public utility would set a precedent that could lead to "the end of private ownership of cable in Nebraska." Still in their financial infancy, Yutkin said, the operators feel they could be "driven out of business by the well-entrenched utilities."

In response to the operators, Yutkin said, the NCCA has called a special meeting to discuss the situation and prepare strategy.

Jim Doolittle, ATC's senior vice president, cable operations, said ATC was "surprised and disappointed" by the city council's decision to delay the franchise process and open the cable door to a public utility.

Doolittle suggested that ATC would fight the electric company in the state legislature, saying that his company has historically opposed the entry of public utilities into cable.

Also disappointed by the city council's action was Council President Jerry Micek, who voted against the extension. "Everybody had ample opportunity to prepare and submit a bid," Micek said. If the city had opened the bids last week as planned, he said, the city would have made its franchise award within 60 to 90 days.

The delay, he said, puts the city in a "precarious situation." The ATC franchise expires in June 1983 and if a new franchisee is not named promptly and given sufficient time to build the new system, the citizens could be without cable service for a period of time.

Micek also fears litigation tying up the cable franchise. If the cable companies don't stop Loup in the state legislature, he said, they will try to do it in court. "I know that's what I would do if I were them."

Micek also said he is philosophically opposed to allowing a cooperative venture compete for the franchise. "I feel that when private industry can do something, it should do it," he said. "I see no reason for a public company to get involved."

Ron Kruse, one of the five councilmen who voted for the extension, said he feels no urgency to push forward with the franchise process. As a matter of fact, he said, the "magnitude of the decision" dictates that the city take a close look at all the

alternatives. At the time of the vote to extend the franchise, Kruse noted, the city expected only four franchise applications.

Kruse likes the idea of a public company competing for the cable franchise. The Loup has consistently offered "fine service" at lower prices than comparable privately owned electric companies around the country, Kruse said, and the combina-

tion of low rates and good service could carry over into cable.

"I don't like monopolies in the hands of private industry," Kruse said, "if an alternative exists." "And this might be an alternative."

The question of whether Loup will win the legislature's authority, Kruse said, is "wide open." But right now, he said, it's

less than a 50/50 chance it can get the legislation passed. Kruse promised that there will be no more deadline extensions.

Despite the close council vote, Kruse said the citizens of Columbus are "overwhelmingly" in favor of the decision. "I think the three councilmen who voted against it have the only three dissenting opinions I have heard so far."

Journalism

First Amendment auction among highlights of SDX convention

Washington is site for annual journalists meeting; CBS's Rather to deliver keynote

Anyone want Edward R. Murrow's office door which still bears his name? Or the first toupee Willard Scott wore on the *Today* show? Or perhaps mention in Art Buchwald's column?

Those and other bits of journalism and political memorabilia will be auctioned off on Thursday (Nov. 12) at the national convention of the Society of Professional Journalists, Sigma Delta Chi, at the Hyatt Regency hotel in Washington, Nov. 11-14.

The items themselves are not the main, or only reason for bidding at the auction, which will be conducted by ABC's Sam Donaldson. The proceeds will benefit the

SDX Legal Defense Fund, which is used to pay the costs of defending First Amendment cases. The auction will be an open event, but with an entry fee of \$2.

The four-day convention, beginning on Wednesday, is expected to attract some 1,000 journalists and journalism students. They are scheduled to hear CBS's Dan Rather deliver the keynote address on Thursday morning and NBC's Tom Brokaw speak at the banquet on Friday. Carl Rowan, columnist and *Agronsky & Co.* regular, and John Naisbitt, social, economic and political forecaster and publisher of *Trend Report*, are the luncheon speakers on Thursday and Friday.

In one switch in the usual order of things, a panel of newpeople will be questioned on Thursday by those they normally grill, members of Congress. Al Hunt, of the *Wall Street Journal* and *Washington Week in Review*; Britt Hume, of ABC; Phil Jones, of CBS, and Carole Simpson, of NBC, will be questioned by Senators Robert Dole (R-Kan.) and Carl Levin (D-Mich.) and Representatives Millicent Fenwick (R-N.J.) and Barbara

Mikulski (D-Md.). Moderator of the "Meet the Op-Pressed" panel will be Senator Alan K. Simpson (R-Wyo.).

Other sessions on Thursday include, "The New Electronic Deadline: Challenge of Broadcast Journalism," with Max Cacas, of WAMU(FM) Washington, as moderator and Gerry Hartshorn, Arbitron TV; John Watkins, Washington bureau chief of the RKO Radio Network, and Frank Fitzmaurice, executive producer of National Public Radio's *Morning Edition*, and on Friday, an investigative reporting panel that will include Pam Zeckman of WBBM-TV Chicago and James Polk, of NBC.

Wayne Godsey, WTMJ-TV Milwaukee, president of the Radio-Television News Directors Association, will also participate in the convention. He will be on a "National Intern Workshop" on Thursday.

NewsBeat

Equal time. FCC Broadcast Bureau has held that WKLY-TV Louisville, Ky., won't have to provide "equal opportunities" for Socialist Workers campaign, even though party's candidates were excluded from local debates held at station studio. In complaint, Socialist Workers argued that because debate was held in station studio, station coverage wasn't on-the-spot coverage of bona fide news event. But bureau said debates were sponsored by League of Women Voters, which controlled "all aspects" of debates. Bureau said it had no evidence that broadcaster acted "in any manner other than in the pursuit of its good faith journalistic judgment" and held, therefore, that SWC wasn't entitled to equal opportunities. Nonetheless, bureau warned that decision applied to "specific facts" of case only. It said "in studio" debates could indicate control by licensee or that licensee was "creating," not covering, bona fide news events. It said it would "look carefully" at other cases involving in studio debates, "especially those in which access by other media is limited."

Newsroom aid. Associated Press has published reference book for broadcast journalists, called *AP Broadcast News Handbook*. It includes chapters on broadcast newswriting; libel; AP history and operation; usage, spelling and pronunciation of words and phrases, and other information. AP is sending one free to member stations; otherwise it costs \$8.95.

Aural news. AP Radio study shows that news listenership has risen 26% since 1978 and that 38% of radio audience tunes in specifically to hear news. Roy Steinfert, AP VP-director of broadcast services, said study, which was based on more than 1,000 interviews in three dozen markets of all sizes, confirms morning drive as most popular daypart for news. "But noon is the single most popular newscast time, and 6 p.m. is very, very important to FM listeners," he added. Regarding morning drive, research also found 75.7% of those surveyed stressed need for "quick weather updates," while 69.7% listen for updates on "what's happening" and 59.7% want top three or four stories repeated frequently.

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Business

Spot radio closing banner year; 1982 remains uncertain

New client development during slow periods on the minds of reps as recession talk emerges

National spot radio advertising in 1981 is expected to top 1980's volume by a comfortable 16%-to-17%, but industry optimism for 1982 is tempered by reports of a recession in the national economy and a



Burton



David



Froelich



Roslin



Moore



Swetz



Boden

potential curtailment of advertising.

The extent of advertiser retrenchment, if any, in 1982, cannot be gauged at this time, spot radio specialists said last week. They pointed out that radio usually fares relatively well in periods of economic downturns because of its comparatively low costs and efficiency. But they agreed that if the advertising cuts are sharp, radio is likely to suffer too.

There was almost unanimous agreement among national spot representatives that 1981 to date has been a period of inconsistent patterns. In the first five months through May, spot radio showed a 25% gain, dropped sharply in June and July, and totaled slightly less than 18% over last year for the first eight months through August. September bounced back with a 26% jump, bringing the gain for the first nine months to about 18.7%, but October and November appear sluggish, according to rep sources.

The increases in spot business were not uniformly spread throughout the regions of the country. Reps said that while some Sun Belt markets thrived, others lagged. And the divergence was similar in the industrial Northeast and Midwest, with some markets registering substantial gains and others chalking up modest increases.

"We've been going through the roof in Dallas-Fort Worth, Buffalo, Baltimore, Atlanta, Cincinnati and Columbus, Ohio," reported Bill Burton, president of Eastman Radio. "I don't like to pinpoint the markets that are less active, but for us, the Midwest and the Southwest aren't faring too well."

He said that for the fourth quarter to date, 50 markets are down, 36 are up and

six are about the same. Burton added that December "looks good" and may well bolster the final period.

He said that recurring talk of a recession and other negative economic news may well be having an effect on advertiser investments. He said Eastman is urging its staff to increase its new-business development while serving established clients.

Miles David, president of the Radio Advertising Bureau, estimated that 1981 volume will surpass 1980 by a margin "in the high teens" but could not be more precise. He acknowledged he was concerned about the first half of 1982 but said he was confident that radio could weather the eco-

nomie storm. David said that historically, radio usually does not suffer in a soft economy because its moderate cost is attractive to advertisers seeking frequency and efficiency.

Bill Froelich, executive vice president, sales, Christal Co., reported that the pace seems to have slowed from the first half and agreed there are wide variations in market activity. He noted that the fourth quarter of 1980 was up almost 25% over 1979, buoyed by brisk October and November business.

"But December business then was in the doldrums, less than 2% over 1979," Froelich remarked. "There's every expectation that December of this year will be an improvement over last year and that should help the quarter and the year. One developing factor is the growth of new-radio networks, which are eating into spot."

Marvin Roslin, president of Roslin Radio Sales, said that the generally slow sales pace in the fourth quarter seems to presage a less-than-robust first half for 1982. He observed that advertising usually lags six months behind the economy in slippage and needs an extra six months to recover. He expects advertising to pick up in the latter half of 1982.

"The most important job radio has to take on is sales development," Roslin said. "We have to work hard at developing new clients to replace those who may be reducing investments during the recessionary period."

The bleak outlook projected by some for the first quarter of 1982 is rejected by Peter Moore, president of Torbet Radio Sales. Moore does not believe a cutback in spot radio will develop next year.

"It's true that October and November of this year have been slow for a number of markets," he conceded. "This maybe a short-term effect of all this talk about the recession and interest rates. But I don't think it's going to have a long-term effect."

Ken Swetz, president of Katz Radio, said business at the represented stations for the first eight months of 1981 averaged about 20% over last year, outpacing the industry average. But he conceded that November has been troublesome: about "flat" with last year.

"We just can't pinpoint what is happening," Swetz said. "We had a 22% gain in

October and would have met our 17% projection for the fourth quarter. We're counting on a 12% gain in December and the quarter should come in about 11%-12% over last year. I just think business is in a temporary lull and 1982 will be a good year."

John Boden, president of Blair Radio, is optimistic about the fourth quarter although he acknowledged it started off "dreadfully" in early October but now seems to be building up steam. He noted that it's difficult to project over the short term because advertisers' starting dates almost coincide with their orders.

Gannett gets Canadian OK in Combined merger

U.S. company gains official control of merged property, Mediacom Group, after agreeing to Canadian concerns

The deal was closed two years ago, but as far as the Canadian government was concerned, part of it couldn't take place until last week. When Gannett Co. acquired Combined Communications in 1979 for \$370 million (BROADCASTING, June 11, 1979), among the properties that came along in the deal, in addition to Combined's broadcast holdings, was the Mediacom Group, a set of Canadian outdoor advertising companies. But it wasn't until last week that Canada's Foreign Investment Review Board, after rejecting

BottomLine

Enterprise update. Connecticut State Department of Labor requested arrest warrant for Scott Rasmussen, president of suspended Enterprise Radio Network (BROADCASTING, Nov. 2) after, department said, Rasmussen failed on two occasions to appear before department hearing into charges Enterprise had not paid employees for five weeks. Request for arrest warrant was made to prosecuting attorney for Superior Court of Connecticut. Former Enterprise employees allege they are owed about \$250,000 in back pay by company, which suspended operations last Sept. 24 after less than nine months of operations.

TCI stock. Outstanding shares of Tele-Communications Inc. stock have been shrunk—Class A from 18.4 million to 16.1 million shares, Class B from 9.6 million to 4.7 million, following purchase by company of 50% interest in subsidiary, Tele-Communications Investments, that had been held by Kaufman & Broad. TCI had held other 50%, and with completion of buy-back of Kaufman & Broad stake has returned stock holdings of investment subsidiary to TCI corporate treasury. TCI didn't give price of transaction; market value of 50% interest in total shares involved approached \$72 million.

Making cash. Rogers Cablesystems, as part of its program of liquidating noncable assets to finance purchase of its stake in UA-Columbia Cablevision, announced sale for \$17 million of its 12% holding in Williams Electronics, pinball and electronic games manufacturer. Shares of Williams common totaling 600,000 were sold on open market.

Post down. Despite increase in third-quarter operating income of \$1.3 million, The Washington Post Co. reported loss of \$440,000 (three cents per share) for 13 weeks that ended Sept. 27. Loss was said to have stemmed from sale of company's national TV sales representative unit, Top Market Television, to Petry Television in August and of *Trenton Times* to Allbritton Communications, latter deal charged to third quarter though not formally consummated until Oct. 31. Those two transactions together caused before-tax loss of about \$4.3 million and net loss, after giving effect to taxes, of \$3.1 million (22 cents per share). Company's revenues for third quarter were \$175.3 million, up from \$152.5 million for third quarter of 1980. Revenues for three quarters of 1981 were \$585.4 million, up from \$474.2 million in comparable 1980 period. Net income totaled \$14.2 million (\$1.02 per share) compared to \$18.9 million (\$1.35 per share) in first three quarters of 1980. Revenues for company's broadcast division during just concluded third quarter increased 19% over third quarter of 1980.

RAB filing. Radio Advertising Bureau will follow board sentiment to file comments with FCC, asking commission to continue gathering figures on radio advertising expenditures on simplified basis. Board also asked bureau, during meeting in Palm Springs, Calif., to seek cooperation of other industry organizations in encouraging retention of reports on advertising expenditures but eliminating figures on expenses and profits. (FCC has indicated it may stop collecting annual station financial reports.)

Third-quarter results. JWT Group Inc. earnings soared 50% to \$3 million, 57 cents per share as sales rose 10% to \$90.1 million. A.C. Nielsen Co. reported 24.6% gain in net earnings, to \$35.9 million, \$3.21 per share, on sales that were up 17.4% to \$578,676,000.

Merger progressing. Columbia Pictures Industries agreement to acquire The Outlet Co. will be submitted to shareholders of those companies before Dec. 31. Word came as Columbia announced termination of talks with Penn Central Corp. about possible acquisition of Six Flags amusement park unit of Penn Central. Outlet and Columbia had previously noted Outlet board had right to review proposed park acquisition (BROADCASTING, Sept. 21) as condition of approval given for its own merger.

Prehistoric wrangle. *The Flintstones* is center of up-to-date battle between Taft Broadcasting's Hanna-Barbera Productions subsidiary and Columbia Pictures Industries. H-B is suing Columbia for breach of contract, asking \$25-million compensatory and \$10-million punitive damages as result of Columbia's selling to Dancer-Fitzgerald-Sample (for General Mills) seven-year domestic syndication rights to 166 episodes of H-B-produced *Flintstones* cartoon series for \$20 million. H-B says distribution contract it had with Columbia obliged latter to distribute series through its own system, that by assignment of rights to DFS, Columbia didn't obtain "largest possible gross receipts" for series and that real value of series "far exceeds" \$20 million. Sale will translate into \$7.5-million gain in Taft's quarter ended Sept. 30.

Share worth. Stockholders of Tribune Co., Chicago, and beneficiaries of its Tribune-News employees trust have been notified that fair market value of Tribune Co. common stock held by Tribune Co. profit-sharing trust has been determined to be \$78,750 per share as of Sept. 30. Value was independently established by The First National Bank of Chicago and Morgan Guaranty Trust Co. of New York.

two previous applications by Gannett to assume official control of Mediacom, approved a third application that embodied half-a-dozen potentially significant commitments from the U.S.-based media giant.

Among the concessions, Gannett agreed to study the Canadian Telidon technology with an eye to "its applicability to Gannett's teletext operations." (None have been announced by Gannett so far, though its Gansat unit is said to be studying teletext.) Gannett also agreed not to purchase any other teletext technology until the study of Telidon is completed.

Further concessions include a three-year agreement to purchase from Canadian suppliers "the bulk" of newsprint for *U.S. Today*, should Gannett decide to go ahead with that national newspaper project; agreements to work with the Canadian government to "identify" Canadian companies that could competitively bid to supply Gannett with goods and services; to study the feasibility of investing in a Canadian newsprint mill; to maintain "extensive" relationships with financial institutions north of the border; and to sell to an Alberta company, General Systems Research, for \$14 million, its patents to laser technology in newspaper-printing operations.

The approval of the transfer by Canada will have no appreciable effect on the operations of Mediacom, according to a Gannett spokesman. That company has been functioning as a full-fledged part of Gannett for the past two years.

Watch out for Selcom in the South

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Stock Index

Exchange and Company	Closing Wed. Nov 4	Closing Wed. Oct 28	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	37	36 1/2	+ 1/2	+ 1.36	8	1,036
N Capital Cities	79	74 1/2	+4 1/2	+ 6.04	14	1,040
N CBS	55 3/8	53 3/4	+1 5/8	+ 3.02	8	1,543
N Cox	66 3/4	64 1/4	+2 1/2	+ 3.89	19	902
A Gross Telecasting	28	27 1/8	+ 7/8	+ 3.22	8	22
O LIN	34 3/4	32 1/2	+2 1/4	+ 6.92	12	192
N Metromedia	150	144	+6	+ 4.16	13	671
O Mooney	5 3/4	5 3/4				2
O Scripps-Howard	20 1/2	20	+ 1/2	+ 2.50	3	211
N Storer	29 3/8	29 1/4	+ 1/8	+ .42	18	386
N Taft	31 1/8	30 1/4	+ 7/8	+ 2.89	11	304
O United Television	7 3/4	7 3/4				93

Exchange and Company	Closing Wed. Nov 4	Closing Wed. Oct 28	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	21 5/8	20 1/2	+1 1/8	+ 5.48	20	71
A Affiliated Pubs.	28 5/8	28 3/4	- 1/8	- .43	11	147
N American Family	7 3/8	7 3/8			6	91
N John Blair	21 7/8	21 1/4	+ 5/8	+ 2.94	7	81
N Charter Co.	10	9 1/8	+ 7/8	+ 9.58		273
N Chris-Craft	31 7/8	31 3/8	+ 1/2	+ 1.59	10	100
N Coca-Cola	35 1/2	36	- 1/2	- 1.38	10	4,388
N Cowles	30 7/8	29	+1 7/8	+ 6.46	20	122
N Dun & Bradstreet	65 7/8	62 7/8	+3	+ 4.77	17	1,837
N Fairchild Ind.	14 5/8	12 3/4	+1 7/8	+14.70	4	166
N Gannett Co.	42	38 1/2	+3 1/2	+ 9.09	15	2,271
N General Tire	24 1/2	24 5/8	- 1/8	- .50	8	590
O Gray Commun.****	42	42			9	20
N Harte-Hanks	36 3/4	35 3/4	+1	+ 2.79	15	350
O Heritage Commun.	12 1/4	12 1/4			35	66
N Insilco Corp.	17 3/8	16 5/8	+ 3/4	+ 4.51	8	187
N Jefferson-Pilot	26	24 5/8	+1 3/8	+ 5.58	6	569
O Marvin Josephson	17	15 3/4	+1 1/4	+ 7.93	8	39
N Knight-Ridder	34 1/2	33 1/4	+1 1/4	+ 3.75	12	1,116
N Lee Enterprises	26 1/8	25 3/8	+ 3/4	+ 2.95	12	186
N Liberty	14 1/4	13	+1 1/4	+ 9.61	6	181
N McGraw-Hill	52 3/4	47 3/8	+5 3/8	+11.34	15	1,310
A Media General	36	33 3/4	+2 1/4	+ 6.66	9	260
N Meredith	61 1/2	58 1/8	+3 3/8	+ 5.80	8	193
O Multimedia	36 1/4	33 3/4	+2 1/2	+ 7.40	16	364
A New York Times Co.	34 1/8	31	+3 1/8	+10.08	10	409
N Outlet Co.	36 3/8	36 1/8	+ 1/4	+ .69	16	91
A Post Corp.	25 1/2	25 1/2			18	46
N Rollins	18	17 1/8	+ 7/8	+ 5.10	12	491
N San Juan Racing	21	19 5/8	+1 3/8	+ 7.00	26	52
N Schering-Plough	26 3/4	26 1/8	+ 5/8	+ 2.39	6	1,420
O Stauffer Commun.	43	45	-2	- 4.44	11	43
A Tech Operations	14 3/4	14 1/8	+ 5/8	+ 4.42	7	15
N Times Mirror Co.	47 1/2	48	- 1/2	- 1.04	12	1,620
O Turner Bcstg.	10 1/2	13	-2 1/2	-19.23		210
A Washington Post	31 1/8	30 1/8	+1	+ 3.31	14	436
N Wometco	20 1/8	18 3/4	+1 3/8	+ 7.33	12	267

Exchange and Company	Closing Wed. Nov 4	Closing Wed. Oct 28	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
CABLE						
A Acton Corp.	10 7/8	10 5/8	+ 1/4	+ 2.35	9	33
N American Express	46 5/8	43 1/2	+3 1/8	+ 7.18	9	3,323
O Burnup & Sims	14 1/2	14 1/8	+ 3/8	+ 2.65	15	129
O Comcast	21 3/4	21 1/2	+ 1/4	+ 1.16	26	83
N General Instrument	45	42 1/4	+2 3/4	+ 6.50	6	1,143
O Rogers Cablesystems	8	7 1/8	+ 7/8	+12.28	15	152
O Tele-Communications	20 3/8	20	+ 3/8	+ 1.87	52	485
N Teleprompter	37 1/2	37 1/2			30	638
N Time Inc.	38 1/8	35 3/4	+2 3/8	+ 6.64	8	2,146
O Tocom	8 1/8	10 1/4	-2 1/8	-20.73		26
O UA-Columbia Cable	88 7/8	88 1/4	+ 5/8	+ .70	33	298
N United Cable TV	23 1/2	23 1/2			28	230
N Viacom	28 1/8	27 1/2	+ 5/8	+ 2.27	5	250

Exchange and Company	Closing Wed. Nov 4	Closing Wed. Oct 28	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Barris Industries	2 1/4	2 1/8	+ 1/8	+ 5.88	2	7
N Columbia Pictures	41	39 3/8	+1 5/8	+ 4.12	8	415
N Disney	51 3/4	51 3/4			13	1,683
O Enterprise Radio*	1 8	1 8				
N Filmways	5 3/4	6	- 1/4	- 4.16		36
O Four Star	2	1 3/4	+ 1/4	+14.28	20	1
N Getty Oil Corp.	68 7/8	62 1/4	+6 5/8	+10.64	8	5,658
N Gulf + Western	16 1/2	16 1/2			4	1,231
N MCA	42	40 1/2	+1 1/2	+ 3.70	233	987
O Medcom	9	9 1/4	- 1/4	- 2.70	21	15
N MGM Film	6 5/8	6 3/4	- 1/8	- 1.85	13	215
O Reeves Commun.	28	25 3/4	+2 1/4	+ 8.73	16	152
O Telepictures	6 5/8	6 1/4	+ 3/8	+ 6.00	30	16
N Transamerica	24 7/8	23 7/8	+1	+ 4.18	7	1,625
O Video Corp. of Amer.	8	8 7/8	- 7/8	- 9.85	13	7
N Warner	56 1/4	54 3/4	+1 1/2	+ 2.73	22	3,305
A Wrather	22 1/2	20 7/8	+1 5/8	+ 7.78		52

Exchange and Company	Closing Wed. Nov 4	Closing Wed. Oct 28	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
SERVICE						
O BBDO Inc.	36 3/4	37	- 1/4	- .67	7	92
O Compact Video	8	9	-1	-11.11	6	23
N Comsat	57 1/2	55 5/8	+1 7/8	+ 3.37	13	460
O Doyle Dane Bernbach	16 3/4	15 3/4	+1	+ 6.34	10	20
N Foote Cone & Belding	27 1/4	27	+ 1/4	+ .92	7	74
O Grey Advertising	62 1/2	60	+2 1/2	+ 4.16	6	38
N Interpublic Group	29 3/4	29	+ 3/4	+ 2.58	7	133
N JWT Group	29 3/4	29 3/4			7	90
O MCI Communications	30 5/8	27 3/4	+2 7/8	+10.36	170	1,120
A Movielab	3 7/8	4	- 1/8	- 3.12	5	6
A MPO Videotronics	5 1/2	5 3/8	+ 1/8	+ 2.32	18	3
O A.C. Nielsen	43	41	+2	+ 4.87	18	482
O Ogilvy & Mather	30 3/4	28 1/2	+2 1/4	+ 7.89	9	127
O Telemation	2 1/2	2 1/2			15	2
O TPC Communications	3	2 7/8	+ 1/8	+ 4.34		2
N Western Union	31 1/2	32 7/8	-1 3/8	- 4.18	18	478

Exchange and Company	Closing Wed. Nov 4	Closing Wed. Oct 28	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
ELECTRONICS/MANUFACTURING						
O AEL	14	12 1/4	+1 3/4	+14.28	14	26
N Arvin Industries	15 1/8	13 1/4	+1 7/8	+14.15	13	117
O C-Cor Electronics	16 3/4	16 1/4	+ 1/2	+ 3.07		50
A Cetec	5	4 1/2	+ 1/2	+11.11	7	10
O Chyron	17	15 3/4	+1 1/4	+ 7.93	28	21
A Cohu	5 3/4	5 1/2	+ 1/4	+ 4.54	7	9
N Conrac	23	24	-1	- 4.16	17	48
N Eastman Kodak	67 1/4	64 3/8	+2 7/8	+ 4.46	9	10,853
O Elec Missile & Comm.	13 1/2	11 3/4	+1 3/4	+14.89	64	37
N General Electric	56 1/4	53 1/2	+2 3/4	+ 5.14	8	12,749
N Harris Corp.	39 5/8	39	+ 5/8	+ 1.60	14	1,219
O Microdyne	14 1/2	14 1/4	+ 1/4	+ 1.75	17	38
N M/A Com. Inc.	31 1/4	28 3/8	+2 7/8	+10.13	34	1,043
N 3M	50 3/4	49 1/8	+1 5/8	+ 3.30	9	5,911
N Motorola	73	68 1/4	+4 3/4	+ 6.95	12	2,083
O Nippon Electric	79 1/8	72 5/8	+6 1/2	+ 8.95	35	2,598
N N. American Philips	38 1/2	38 1/8	+ 3/8	+ .98	7	463
N Oak Industries	35 1/2	32 3/4	+2 3/4	+ 8.39	19	386
A Orrox Corp.	11	10 1/2	+ 1/2	+ 4.76	39	18
N RCA	17 5/8	17 1/8	+ 1/2	+ 2.91	6	1,321
N Rockwell Intl.	29 3/4	30 7/8	-1 1/8	- 3.64	8	2,231
A RSC Industries	4 1/2	4 5/8	- 1/8	- 2.70	32	10
N Scientific-Atlanta	31 3/4	30 3/4	+1	+ 3.25	39	672
N Sony Corp.	19 3/8	17 3/4	+1 5/8	+ 9.15	14	4,177
N Tektronix	53 1/2	49 1/2	+4	+ 8.08	12	977
O Telemet (Geotel Inc.)	1 5/8	1 5/8				4
A Texscan	18 7/8	19 3/4	+ 1/8	+ .66	33	55
N Varian Associates	30 1/4	27 3/4	+2 1/2	+ 9.00	14	232
N Westinghouse	25 5/8	24 5/8	+1	+ 4.06	5	2,176
N Zenith	13	11 5/8	+1 3/8	+11.82	10	244

Standard & Poor's 400 Industrial Average 139.19 134.24 + 4.95

Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson/American Express, 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. *** Scripps-Howard stock split four for one. + Stock traded at less than 12.5 cents. **** Stock inactive due to limited bidding.

As compiled by BROADCASTING Oct. 26 through Oct. 30 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

- Jonesboro, Ark.—Larry A. Wood seeks 100.1 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 1103, Jonesboro 72401. Estimated construction costs: \$60,000; first-year operating cost: \$27,000; first-year revenue: \$125,000. Principal: applicant is announcer at WSJP(AM) Murray, Ky., and has no other broadcast interests. Filed Oct. 27.
- Jonesboro, Ark.—MSB Communications Corp. seeks 100.1 mhz, 3 kw, HAAT: 300 ft. Address: 1912 Wood Springs Road, Jonesboro, 72401. Estimated construction costs: \$80,000; first-quarter operating cost: \$47,600; first-quarter revenue \$42,500. Principals: J. Muri Smith (66.77%) and O.L. Bayless (33.33%). Smith is Truman, Ark., attorney and real estate developer. Bayless is professor at Arkansas State University, Jonesboro. Neither have other broadcast interests. Filed Oct. 27.
- Stuttgart, Ark.—Riceland Communications Inc. seeks 105.5 mhz, 3 kw, HAAT: 300 ft. Address: 217 South Main Street, Stuttgart 72160. Estimated construction costs: \$100,600; first-quarter operating cost: \$24,000. Principal: Jeane Wallace (100%), who is Stuttgart real estate broker and has no other broadcast interests. Filed Oct. 26.
- West Memphis, Ark.—James J.B. Scanlon seeks 107.1 mhz, 3 kw, HAAT: 300 ft. Address: 5587 Glenwild Road, Memphis, Tenn. 38117. Estimated construction costs: \$83,000; first-quarter operating cost: \$30,000; first-quarter revenue: \$30,000. Principal: applicant is general manager and owner of KCAT(AM) Pine Bluff, Ark. Filed Oct. 27.
- Broken Bow, Calif.—Harold E. Cochran seeks 106.3 mhz, 3 kw, HAAT: 292 ft. Address: Route C, Box 11, Kingston, Okla. 73439. Estimated construction costs: \$50,000; first-year operating cost: \$100,000; first-year revenue: \$100,000. Principal: applicant is former general manager and owner of KKAJ(FM) Ardmore, Okla., and has no other broadcast interests. Filed Oct. 27.
- Eureka, Calif.—Redwood Broadcasting Co. seeks 101.5 mhz, 89 kw, HAAT: 2052 ft. Address: P.O. Box 5M, Medford, Ore. 97501. Estimated construction costs: \$205,000; first-quarter operating cost: \$52,300. Principal: subsidiary of California Oregon Broadcasting Inc., Medford, Ore.-based group owner of four AM's, and three TV's owned by William B. Smullin and family. Filed Oct. 26.
- Lakeport, Calif.—Visionary Radio Euphonics of Lake County Inc. seeks 98.3 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 1712, Santa Rosa, Calif. 95402. Estimated construction costs: \$7,000; first-quarter operating costs: \$25,000. Principals: subsidiary of Visionary Radio Euphonics Inc., which is owned by John Detz Jr. (53.3%), Eugene Durbin (15.1%), G. Paul Sullivan (11%), James McKeon Jr. (8.6%), Lucinda Paulos (7%) and Barbara LaPierre (5%). They own KQTE(AM)-KVRE(FM) Santa Rosa, Calif. Filed Oct. 22.
- Rifle, Colo.—Garfield County Broadcasters seeks 105.3 mhz, 100 kw, HAAT: 17 ft. Address: Box A, Rifle 81650. Estimated construction costs: \$168,000; first-quarter operating cost: \$45,000; first-year revenue: \$250,000. Principals: Stanley J. Pratt, Jo Ann Clark, Harriet Shideler (30% each), and Robert S. Gaines (10%). Pratt owns 98% of KSIR(AM) Estes Park, Colo., where Gaines is station manager. Shideler is employed by Estes Park insurance agency. Clark is Kansas City, Mo., housewife. Filed Oct. 27.
- Homestead, Fla.—Latin American Broadcasting Corp. seeks 95.7 mhz, 100 kw, HAAT: 472 ft. Address: 440 East 13th Street, Hialeah, Fla. 33010. Estimated construction costs: \$35,000; first-quarter operating cost: \$48,700. Principals: Antonio Lizano (80%), Berna Murrell and Elizabeth Ramos (10% each). Lizano owns Hialeah janitorial service. Murrell is secretary at Hialeah day care center. Ramos is secretary at Hialeah church. They have no other broadcast interests. Filed Oct. 26.
- Boise, Idaho—Jeff Casey seeks 105.9 mhz, 44 kw, HAAT: 2503 ft. Address: Box 5245, Boise 83705. Estimated construction costs: \$6,500; first-quarter operating cost: \$30,500; first-quarter revenue: \$45,000. Principal: applicant owns restaurants through Oregon and has no other broadcast interests. Filed Oct. 28.
- Falmouth, Mass.—Cape Communications Corp. seeks 100.9 mhz, 3 kw, HAAT: 300 ft. Address: 830 West Main Street, Hyannis, Mass. 02601. Estimated construction costs: \$107,000; first-quarter operating cost: \$37,000; first-year revenue: \$150,000. Principals: closely held group of eight stockholders. David L. Underhill is president and 12.5% owner. He is chief engineer at WCVB-TV Boston. Filed Oct. 21.
- Hallsville, Mo.—Chuck Crisler seeks 92.1 mhz, 2.6 kw, HAAT: 316 ft. Address: Route 3, Box A615, Greenwood, Ark. 72936. Estimated construction costs: \$34,500; first-quarter operating cost: \$10,000; first-year revenue: \$44,500. Format: Christian. Principal: applicant is former owner and operator of KACJ(AM) Greenwood, Ark. Filed Oct. 22.
- Las Vegas—Jadonn Communications Inc., seeks 106.5 mhz, 100 kw, HAAT: 1527 ft. Address: P.O. Box 480490, Los Angeles 90048. Estimated construction costs: \$123,000; first-quarter operating cost: \$53,000; first-year revenue: \$400,000. Principals: Pamela B. Brooks (51%) and husband, Donald L. (49%). Pamela is administrator for Los Angeles nonprofit organization. Donald Brooks is promotion director for Twentieth Century Fox Record Corp., Los Angeles. They have no other broadcast interests. Filed Oct. 23.
- Hanover, N.H.—Valley Radio Corp. seeks 92.1 mhz, 3 kw, HAAT: 300 ft. Address: RFD No. 5, Box 223, Laconia, N.H. 03246. Estimated construction costs: \$112,500; first-quarter operating cost: \$75,000; first-quarter revenue: \$50,000. Principals: Loretta D. McQueen (56.7%), Jacqueline Illston (22.7%), Linda Sawyer and Faye Lester (10.3% each). McQueen is general sales manager at WLNH-AM-FM Laconia, N.H. Illston is treasurer for Laconia office supply store. Sawyer is credit manager for Laconia jewelry store. Lester is automobile salesperson. None have other broadcast interests. Filed Oct. 27.
- Littleton, N.H.—Profile Broadcasting Inc. seeks 106.3 mhz, 375 w, HAAT: 730 ft. Address: 20 Main Street, Littleton 03561. Estimated construction costs: \$140,000; first-quarter operating cost: \$19,000; first-year revenue \$90,000. Principals: Peter C. Aydelott and wife, Judith F. (100% jointly). They own WLTN(AM) Littleton, N.H. Filed Oct. 27.
- Wolfeboro, N.H.—Radio Wolfeboro Inc. seeks 104.9 mhz, 130 w, HAAT: 1177 ft. Address: P.O. Box 900, Wolfeboro, N.H. 03894. Estimated construction costs: \$127,500; first-quarter operating cost: \$19,000. Principals: Alan W. Severy, president (50%) and eight others. Applicant is also licensee of WASR(AM) Wolfeboro. Filed Oct. 27.
- Carthage, N.Y.—Inter-County Broadcasting Corp. seeks 103.1 mhz, 1.9 kw, HAAT: 363 ft. Address: 199 Wealtha Avenue, Watertown, N.Y. 13601. Estimated construction costs: \$94,000; first-quarter operating cost: \$9,000; first-year revenue: \$60,000. Principals: Grover H. Hubbell (73%) and Mark Clarcq (27%), who own, in same percentages, WATN(AM) Watertown, N.Y. Filed Oct. 27.
- *Newell, N.C.—Newell Baptist Church seeks 91.9 mhz, 100 w, HAAT: 90 ft. Address: Box 176, Newell 28126. Estimated construction costs: \$16,000; first-year operating cost: \$10,000. Format: Educational. Principal: noncommercial, nonstock corporation. H.T. Eldridge is minister. No other broadcast interests. Ann. Oct. 29.
- *Winston-Salem, N.C.—Winston-Salem State University Board of Trustees seeks 89.1 mhz, 100 w, KAAT: 115 ft. Address: Stadium Drive, Winston-Salem 27102. Format: Educational. Principal: Applicant is nonstock, nonprofit corporation. Joseph Battle, Duke University professor, is chairman of Board of Governors. It has no other broadcast interests. Filed Oct. 28.
- Woodward, Okla.—Big Chief Broadcasting Company of Woodward, Oklahoma Inc. seeks 92.1 mhz, 3 kw, HAAT: 268 ft. Address: P.O. Box 1280, Bristow, Okla. 74010. Estimated construction costs: \$90,000; first-quarter operating cost: \$32,400; first-year

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revenue: \$130,000. Principals: L.M. Jack Beasley, president (30%), Clifford W. Smith, vice president (24%) and four others. Beasley owns 35% of KREK (FM) Bristow, Calif., and 50% of WMBH (AM) Joplin, Mo. Smith also owns 30% of KREK (FM) Bristow. Filed Oct. 27.

■ **Pawley's Island, S.C.**—J. Ardell and Remelle K. Sink seek 100.9 mhz, 3 kw. HAAT: 283 ft. Address: 717 East Main Street, Burnsville, N.C. 28714. Estimated construction costs: \$62,100; first-quarter operating cost: \$40,000; first-year revenue: \$60,000. Format: Beautiful music. Principals: J. Ardell Sink (75%) and wife, Remelle K. (25%). They own WPKZ (AM) Pickens, S.C.; WKYK (AM) Burnsville, N.C.; WKHJ (AM) Holly Mills, S.C. Filed Oct. 22.

■ **Rockport, Tex.**—R-F Broadcasting Co. seeks 102.3 mhz, 3 kw. HAAT: 294 ft. Address: 724 Rowan, Rockport, Tex. 78382. Estimated construction costs: \$136,000; first-quarter operating cost: \$35,000; first-year revenue: \$78,000. Format: Easy listening. Principal: Oliver J. Hensler (100%), who owns and operates cable system serving Rockport area and has no broadcast interests. Filed Oct. 21.

TV applications

■ **Pittsfield, Mass.**—Berkshire Television Inc. seeks ch. 51+; ERP: 502 kw vis, 50.2 kw aur., HAAT: 528.98 ft.; ant. height above ground: 141.3 ft. Address: 208 Mueller Road, Holyoke, Mass. 01040. Estimated construction cost: \$994,400; first-quarter operating cost: \$327,000. Legal counsel: Sanford, Adams, McCullough & Beard, Washington. Consulting engineer: John A. Fergie. Principals: Jeannie Kaddy, Martin E. Firestone (42.5%), Silvio Conte (10%) and Raymond Goudreau (5%). Kaddy is daughter of John A. Fergie, Springfield, Mass., consulting engineer. Firestone is Washington attorney. Conte is U.S. Congressman. Goudreau is assistant director of engineering, Springfield Television Corp., licensee of WWLP (TV) Springfield, Mass. and WKFE (TV) Dayton, Ohio. Firestone holds interests indirectly in permittee WSJN-TV San Juan, P.R.; and is also principal in applicant for new UHF's at Tallahassee, Fla., and Jackson, Miss. Filed Oct. 26.

■ **Portland, Ore.**—Cascade Video of Oregon Ltd. seeks ch. 40; ERP: 5000 kw vis, 500 kw aur., HAAT: 1,780 ft.; ant. height above ground: 905 ft. Address: 919 Southwest Taylor, Suite 900, Portland 97205. Estimated construction cost: \$3,000,000; first-quarter operating cost: \$226,500; first-year revenue: \$1,200,000. Legal counsel: Vermer, Liipfert, Bernhard & McPherson, Washington. Consulting engineer: McClanathan & Associates, Portland, Ore. Principals: Cascade Video Inc. (20% general, 45% limited) and limited partners R.W. deWeese, Ralph D. Schlesinger, H.A. Anderson (5% each) and Clifford B. Alterman, W.S. Aman (2.5% each). Cascade Video Inc. is subsidiary of General American Theatres Inc., closely held Portland, Ore.-based movie theatre firm owned by six stockholders. Thomas P. Moyer is president and 25.5% owner. deWeese is president of Portland technical product development and marketing firm. Schlesinger is Portland real estate investor. Alterman is Portland attorney. Anderson is Portland developer. Aman is vice president of General American Theatres. Balance of stock is reserved for future assignment to management. None have other broadcast interests. Filed Oct. 19.

AM actions

■ **Rainsville, Ala.**—Alfred Brausan application returned for 1160 khz, 1 kw-D, 250 w-N. Address: 1226 Capri Street, Coral Gables, Fla. 33134. Action Oct. 15.

■ **Redlands, Calif.**—GC&C Enterprises dismissed application for 1410 khz, 5 kw-D, 500 w-N. Address: 12850 Puesta Del Sol, Redlands 92373. Estimated construction costs: \$67,000. Format: Spanish. Action Nov. 9.

FM action

■ ***Cherry Hill, N.J.**—The Board of Education of the Township of Cherry Hill granted 89.5 mhz, 100 kw, HAAT: 113 ft. Address: Marlkrass Road, Cherry Hill 08003. Estimated construction cost: \$7,245. Format: Educational. Principal: The Board of Education of the Township of Cherry Hill. Leonard A. Wollack, president; Sylvia Misbin, vice president. Wallack is professor at Stockton State College, Pomona, N.J. Misbin is housewife in Cherry Hill. Action Oct. 19.

Ownership Changes

Applications

■ **WYCB (AM) Washington, D.C.** (1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Washington Community Broadcasting Inc. to Howard Sanders Communications Corp. for \$1,375,000 (BROADCASTING, Nov. 2). Seller: closely held group of some 30 stockholders none of whom have other broadcast interests. Marjorie M. Lawson is chairman, president and 7.64% owner. Buyer: closely held group of eight stockholders. Howard Sanders is president and Jacqueline Robinson is chairman (26% each). They are officers and minority principals in seller. Filed Oct. 21.

■ **WAZE (AM) Clearwater, Fla.** (860 khz, 500 w-D)—Seeks assignment of license from Radio Clearwater Inc. to Efrain Archilla-Roig for \$975,000 (BROADCASTING, Nov. 2). Seller: subsidiary of Three Rivers Communications, which is owned by Carl J. Marocci, who has no other broadcast interests. Buyer is president and owner of WALO (AM) Humacao, P.R. Filed Oct. 20.

■ **WVOB (AM) Bel Air, Md.** (1520 khz, 250 w-D)—Seeks transfer of control of Bel Air Broadcasting Inc. from Richard W. Worthington and family (100% before; none after) to James C. Swartz (none before; 100% after). Consideration: \$100,000. Principals: Transfers own 82% of stock. Transferee is Towson, Md., real estate investor and has no other broadcast interests. Balance of stock is owned by Samuel Miller. Filed Oct. 28.

■ **KPER (FM) Hobbs, N.M.** (95.7 mhz, 36 kw, ant. 115 ft.)—Seeks assignment of license from KSCR Inc. to Arroyo Broadcasting Corp. for \$775,000. Seller: Ernest H. Huls (71.8%) and William A. Earman (28.2%). They own, in same percentages, WKIO (FM) Urbana, Ill. Also, Huls owns 70% and Earman 30% of WEIC-AM-FM Charleston, Ill. Buyer: David B. Talbot (50.02%), William S. Sanders and Fluid Capital Corp. (24.9% each). Talbot is Oklahoma City real estate investor. Sanders is Albuquerque, N.M., consulting engineer. Fluid Capital Corp. is Albuquerque-based venture capital firm. George T. Slaughter is president. Sanders and Fluid Capital each own 24.9% of KDHI (AM)-KQYN (FM) Twenty Nine Palms, Calif. Filed Oct. 27.

■ **WEEB (AM) Southern Pines, N.C.** (990 khz, 5 kw-D)—Seeks assignment of license from Sandhill Community Broadcasters Inc. to Southern Sandy Corp. for \$366,200 (BROADCASTING, Nov. 2). Seller: Jack S. Younts (79%), and wife, Elizabeth (21%), who have no other broadcast interests. Buyer: Patricia Hamilton, John J. Stephens (31.3% each), Robert K. Hood (15.7%) and eight others. Hamilton is director of media relations, National Forest Products Association, Washington. Stephens is vice president of International Paper Co., New York, where Hood is marketing and general manager. None have other broadcast interests. Filed Oct. 21.

■ **WVKO-AM-FM Columbus, Ohio** (AM: 1580 khz, 1 kw-D; FM: 94.7 mhz, 52 kw, HAAT: 220 ft.)—Seeks assignment of license from Sky Way Broadcasting Corp. to Franklin Communications Inc. for \$2,500,000. Seller is owned by 47 stockholders none of whom have other broadcast interests. Bert Charles is president and 24.9% owner. Buyer: Subsidiary of Marvin Josephson Associates Inc., New York-based talent agency which through subsidiaries is licensee of WNIC-AM-FM Dearborn, Mich., and WNOR-AM-FM Norfolk, Va. Marvin Josephson is chairman, chief executive officer and 47.1% owner. Filed Oct. 26.

■ **KRPM (AM) Puyallup, Wash.** (1450 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Shortleeve Broadcasting Inc. to Monroe Enterprises Inc. for \$525,000 (BROADCASTING, Nov. 2). Seller: Ray Courtemanche and wife, Cheri (50% each) who also own co-located KRPM-FM. Buyer: Wesley L. Monroe (100%), who is former president and 34% owner of KGA (AM)-KDRK (FM) Spokane, Wash. Filed Oct. 21.

Actions

■ **KLYR-AM-FM Clarksville, Ark.** (AM: 1360 khz, 500 w-D; FM: 92.7 mhz, 3 kw, ant. minus 73 ft.)—Granted assignment of license from Pauline Forrester, administrator of estate of Roy Forrester to Randall P. Forrester and others for \$31,816. Assignor is wife of late Roy Forrester. Assignees are son, Randall P. Forrester and sister Linda Ashmore (49% each) and their

mother, Pauline Forrester (2%). Estate was settled and distributed. Randall Forrester and Linda Ashmore bought share of Michael Forrester for \$11,268 and share from Pauline Forrester, except 2%, for \$20,557. None have other broadcast interests. Action Oct. 23.

■ **KBIB (AM) Monette, Ark.** (1560 khz, 250 w-D)—Granted transfer of control of KBIB Radio Inc. from Nancy Buck, executrix of estate of Leon Buck (100% before; none after) to William M. Toombs (none before; 100% after) consideration: \$3,200. Principals: Seller is selling 51% interest in station. Buyer is Paragould farmer and currently 49% owner of station. No other broadcast interests. Action Oct. 20.

■ **WEZN (FM) Bridgeport, Conn.; WFTQ (AM)-WAAF (FM) Worcester, Mass.; WZZK (FM) Birmingham, Ala.** (WEZN: 99.9 mhz, 25 kw, ant. 660 ft.; WFTQ: 1440 khz, 5 kw-U; WAAF: 107.3 mhz, 18 kw, ant. 780 ft.; WZZK: 104.7 mhz, 100 kw, ant. 640 ft.)—Sold by Park City Communications to Katz Broadcasting Co. for \$16 million. Seller is owned by Richard A. Ferguson, Steven A. Marx and group of Boston-based venture capital firms. Buyer is subsidiary of The Katz Agency Inc., New York-based station representative which is also buying KWEN (FM) Tulsa, Okla. (BROADCASTING, May 4). James Greenwald is chairman. Ferguson, president of Park City, will head broadcast division for Katz. Buyer is also new TV applicant for Omaha (BROADCASTING, Dec. 17, 1979). Action Oct. 20.

■ **WRKT-AM-FM Cocoa Beach, Fla.** (AM: 1300 khz, 5 kw-D, 1 kw-N; FM: 104.1 mhz, 30 kw, ant. 165 ft.)—Granted assignment of license from Robert B. Taylor to WRKT Radio for \$1,300,000. Seller: Robert B. Taylor, who has no other broadcast interests. Buyer: Subsidiary of Guy Gannett Broadcasting Services which is wholly owned by Guy Gannett Publishing Co., closely held Portland, Me., publishing company with 22 stockholders. Jean Gannett Hawley is president. It owns WGAN-AM-FM-TV Portland, Me.; WGGB-TV Springfield, Mass.; WINZ-AM-FM Miami; KSTT (AM) Davenport, Iowa; WXL (FM) Moline, Ill.; KOFM (FM) Oklahoma City; and was granted FCC approval to buy WMT-TV Cedar Rapids, Iowa for \$13 million (BROADCASTING, Aug. 31). Action Oct. 2.

■ **WDOQ (FM) Daytona Beach, Fla.** (101.9 mhz, 25 kw, ant. 110 ft.)—Granted assignment of license from Patten Broadcasting—WDOQ Inc. to Abell Communications Corp. for \$2,836,000. Seller is Southfield, Mich.-based group of five AM's and three FM's owned by Myron P. Patten, chairman, and 20 others. Buyer is subsidiary of A.S. Abell Co., closely held publisher of *Baltimore Sun* and owner of WMAR-FM-TV Baltimore. Action Oct. 27.

■ **KWPC (AM)-KFMH (FM) Muscatine, Iowa** (AM: 860 khz, 250 w-D; FM: 99 mhz, 5 kw, ant. 240 ft.)—Seeks assignment of license from Muscatine Broadcasting Inc. to Flambo Broadcasting Inc. for \$1,200,000. Seller is owned by George J. Folger, who has no other broadcast interests. Buyer is owned by John Flambo, president, and mother, Gertrude Flambo. John Flambo is station manager at KRVR (FM) Davenport, Iowa. Gertrude Flambo is 41.67% owner of KOKX (AM)-KIMI (FM) Keokuk, Iowa, which was sold with FCC approval for \$900,000 (BROADCASTING, July 13). Action Oct. 23.

■ **WXOK (AM) Baton Rouge, La.** (1460 khz, 5 kw-D, 1 kw-N)—Granted assignment of license from Security Broadcasting of Baton Rouge Inc. to Winnfield Life Broadcasting Inc. for \$2,850,000. Seller is owned by Ed Muntz, Michael O'Keefe and Ben Bridgeman. They own WAIL (FM) Slidell, La.; WNNR (AM) New Orleans, KAIO-AM-FM Beaumont, Tex. and KIEL (AM)-KEZQ (FM) Jacksonville, Ark. Buyer is owned by Ben B. Johnson, Shreveport, La., insurance executive who owns 12.5% of permittee of KLAX-TV Alexandria, La., and 50% of applicant for new AM at Shreveport, La. Action Oct. 20.

■ **WMGO (AM) Canton, Miss.** (1370 khz, 1 kw-D)—Granted assignment of license from Canton Broadcasting Inc. to The WMGO Radio Corp. for \$125,000. Seller: Glynn E. Holland (41.7%) and wife, Bernadine (33.3%) and uncle, Earl Holland (25%). Glynn Holland owns 20% of WBSH (AM) Ellisville, Miss. Buyer: Bee Cee Broadcasting Inc. (80%) and Scott McAda (20%). Bee Cee is owned by Robert A. Clark (75%), Richard Pearson (15%) and R. LaVan Clark and wife, Helen Z. (10% jointly). They own WABF (AM) Fairhope, Ala. McAda is salesman at WMGO. Action Oct. 20.

■ **WGNI (AM)-WAAV (FM) Wilmington, N.C.** (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 102.7 mhz, 100 kw,

ant. 450 ft.)—Granted assignment of license from New Hanover Broadcasting Inc. to Cape Fear Broadcasting Co. for \$1,425,000. Seller: J.S. Brody (50%), and Marilyn Lane, Marsha Shiff and Hynda Gerstenfeld (16.33% each), who have no other broadcast interests. Buyer: Principally owned by Victor W. Dawson Sr. and son, Victor Jr. Cape Fear Broadcasting also owns WFNC(AM)-WQSM(FM) Fayetteville, N.C. Action Oct. 21.

■ KGLC(AM)-KORS(FM) Miami, Okla. (AM: 910 khz, 1 kw-U; FM: 100.9 mhz, 3 kw, ant. 265 ft.)—Granted assignment of license from Ottawa County Broadcasting Inc. to Duke Broadcasting Inc. for \$700,000. Seller is owned by Jeryl Smith and wife, DeAnn (44.1% each), Ken Lingen (6.9%), David Stern (2.8%) and Richard Hary (2.2%). They have no other broadcast interests. Earlier deal to sell stations to Ottawa County Broadcasting for \$700,000 fell through. Buyer is owned by Larry Duke (51%) and Tim Eatman (49%). Duke owns KFIN(FM) Jonesboro, Ark. Eatman is former general manager of KARN(AM) Little Rock, Ark. Action Oct. 27.

Facilities Changes

AM applications

- KTCT(AM) Tucson, Ariz.—Seeks CP to make ant. changes. Ann. Oct. 29.
- KIIX(AM) Fort Collins, Colo.—Seeks CP to change ant. sys. Ann. Oct. 29.
- WINZ(AM) Miami, Fla.—Seeks CP to increase N power to 25 kw; and make changes in ant. sys. Ann. Oct. 29.
- WTIS(AM) Tampa, Fla.—Seeks CP to make changes in ant. sys. Ann. Oct. 30.
- WGOM(AM) Marion, Ind.—Seeks CP to increase power to 1 kw. Ann. Oct. 29.
- WBGN(AM) Bowling Green, Ky.—Seeks CP to change ant. sys. Ann. Oct. 30.
- KXKW(AM) Lafayette, La.—Seeks CP to specify standard pattern for N service and critical hours directional ant. sys. Ann. Oct. 29.
- WWIW(AM) New Orleans—Seeks CP to change TL. Ann. Oct. 30.
- WKKE(AM) Pearl, Miss.—Seeks CP to make changes in TL. Ann. Oct. 30.
- WRCN(AM) Riverhead, N.Y.—Seeks CP to change TL. Ann. Oct. 30.
- WTYN(AM) Tryon, N.C.—Seeks CP to change hours of operation to U by adding 1 kw-N; increase D power to 10 kw-LS; install DA-N; change frequency to 1160 khz; change TL; and make changes in ant. sys. Ann. Oct. 30.
- KUIK(AM) Hillsboro, Ore.—Seeks CP to change hours of operation to U by adding 5 kw-N, DA-N; and make changes in ant. sys.; and change TL. Ann. Oct. 29.
- WCAY(AM) Cayce, S.C.—Seeks CP to increase power to 1 kw. Ann. Oct. 28.
- WSV(AM) Dunlap, Tenn.—Seeks CP to increase power to 1 kw. Ann. Oct. 29.

■ WVEE(AM) Memphis, Tenn.—Seeks CP to change City of license to Germantown, Tenn.; change hours of operation to U by adding 2.5 kw-N; DA-N; increase D power to 2.5 kw; change TL, SL and RC. Ann. Oct. 29.

■ WVNR(AM) Poultney, Vt.—Seeks CP to change power (increase D power to 1 kw.) Ann. Oct. 30.

■ WHAA(AM) Madison, Wis.—Seeks CP to change hours of operation to U by adding 1 kw-N; DA-N; and change TL. Ann. Oct. 30.

FM applications

■ KGGI(FM) Riverside, Calif.—Seeks CP to make changes in ant. sys.; change TL; change SL and RC; change type trans.; change type ant. (H&V); decrease ERP to 2 kw (H&V); increase HAAT to 1534 ft. (H&V) and change TPO. Ann. Oct. 29.

■ WICO-FM Salisbury, Md.—Seeks CP to make changes in ant. sys.; change type trans.; change type ant. (H&V); change ERP to 3 kw (H&V); change HAAT to 170 ft. (H&V); utilize former trans. as aux. and change TPO. Ann. Oct. 29.

■ WQRC(FM) Barnstable, Mass.—Seeks CP to make changes in ant. sys.; change type trans.; change type ant. (H&V); increase HAAT to 378 ft. (H&V) and change TPO. Ann. Oct. 29.

■ KXRT(FM) Taos, NM—Seeks CP to change HAAT to 525 ft. (H&V); change SL; and change TOP. Ann. Oct. 29.

■ WALK-FM Patchogue, N.Y.—Seeks CP to make changes in ant. sys.; change type trans.; change type ant. (H&V); increase ERP to 44.7 kw (H&W); increase HAAT to 540 ft. (H&V) and change TPO. Ann. Oct. 29.

■ KBOY-FM Medford, Ore.—Seeks CP to change TL; increase ERP to 850 w (H&V); change HAAT to 516 ft. (H&V) and make changes in ant. sys. Ann. Oct. 28.

AM actions

■ KTMS(AM) Santa Barbara, Calif.—Granted CP to make changes in ant. sys.; increase D power to 2.5 kw and change type trans. Action Oct. 22.

■ WMEL(AM) Melbourne, Fla.—Granted petition for reconsideration filed to increase D power to 5 kw, DA. Action Oct. 16.

■ WMST(AM) Mt. Sterling, Ky.—Returned application for CP to change frequency to 1160 khz; increase D power to 1 kw; change hours of operation to U by adding 1 kw-N, DA-2; and change TL. Action Oct. 15.

■ WBRB(AM) Mount Clemens, Mich.—Returned application for CP to change frequency to 1160 khz; increase D power 10 kw; N power to 1 kw. Action Oct. 15.

■ KCMO(AM) Kansas City, Mo.—Granted modification of CP (BP-20989, as mod.) to modify nighttime standard pattern. Action Oct. 22.

■ WBRW(AM) Somerville, N.J.—Returned application for CP to change frequency from 1170 to 1160 khz; change city of license to Bridge Water Township, N.J.; change hours of operation to U by adding 1 kw-N; DA-2; increase D power to 25 kw; and make changes in ant. sys. Action Oct. 15.

■ WTOE(AM) Spruce Pine, N.C.—Granted construction permit to increase power to 5 kw. Action Oct. 16.

■ WRID(AM) Homer City, Pa.—Application returned for CP to change frequency to 1160 khz; increase D power to 1 kw; change hours of operation to U by adding 1 kw-N, DA-2. Action Oct. 15.

■ WMSO(AM) Collierville, Tenn.—Returned application for modification of CP (BP-800819AG) to change frequency from 630 to 640 khz; and increase power from 500 w to 1 kw. Action June 30.

■ WZAM(AM) Norfolk, Va.—Returned application for CP to change frequency to 1160 khz; change hours of operation to U by adding 50 kw-N, DA-1. Action Oct. 15.

In Contest

Designated for Hearing

■ Hollywood, Fla. **new TV** (ch. 69)—Whitco Broadcasters Inc., Family Television 69 Inc., Golden East Broadcasters Inc., and Christian Media of Florida Inc.: to determine if Whitco and Golden are financially qualified; which of proposals, comparatively, would best serve public interest and which of applications to grant (BC Doc. 81-733-736). Action Oct. 13.

■ Melbourne, Fla. **new TV** (ch. 56)—Broadcast Production and Management Corp. and Ellen Ann Thiessen: to determine whether there is possibility that tower height and location proposed by Broadcast would constitute hazard to air navigation; to determine if Thiessen is financially qualified; which of proposals, comparatively, would better serve public interest and which of applications should be granted (BC Doc. 81-729-730). Action Oct. 13.

■ Columbus, Ga. **new TV** (ch. 54)—Beacon Broadcasting Inc. and Columbus Family Television Inc.: to determine which of proposals, comparatively, would better serve public interest and which of applications, to grant (BC Doc. 81-731-732). Action Oct. 13.

■ Kalamazoo, Mich. **new TV** (ch. 64)—West Michigan Family Communications Inc. and Channel 64 Inc.: to determine which of proposals, comparatively, would better serve public interest and which of applications to grant (BC Doc. 81-727-728). Action Oct. 13.

Summary of broadcasting

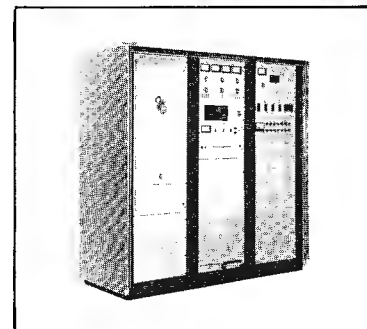
FCC tabulations as of September 30, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,624	3	1	4,628	124	4,752
Commercial FM	3,340	2	1	3,343	179	3,522
Educational FM	1,115	0	1	1,116	61	1,777
Total Radio	9,079	5	3	9,087	364	9,451
Commercial TV						
VHF	521	1	0	522	6	528
UHF	244	0	0	244	112	356
Educational TV						
VHF	103	1	3	107	6	113
UHF	156	2	4	162	7	179
Total TV	1,024	4	7	1,035	141	1,766
FM Translators	401	0	0	401	214	615
TV Translators						
UHF	2,655	0	0	2,655	182	2,837
VHF	1,470	0	0	1,470	428	1,898

*Special temporary authorization

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FCC decisions

■ Operator of unlicensed low power TV at Southern Pines, N.C., John F. Cornell, was issued Notice of Apparent Liability and fined \$2,000 Oct 27 for broadcasting without license. Cornell was broadcasting on ch. 7, retransmitting "adult" and other programming from satellite receiving station. Engineer in charge of FCC Norfolk, Va., district office, issued notice after closing the illegal station Oct. 23. Cornell may either pay fine or request hearing to argue that he should not be liable for forfeiture or that amount should be reduced. \$2,000 forfeiture is first issued for unauthorized operation of low power TV. Action Oct. 27.

■ Broadcast Bureau denied complaint by Socialist Workers Campaign asserting that its candidates for county judge and mayor are entitled to equal opportunities on WLKY-TV Louisville, Ky. SWC claimed broadcasts were not exempt under Section 315 in that they were not on-the-spot coverage of bona fide news events. WLKY-TV contended that debates were "sponsored, arranged and fully controlled by the League of Women Voters of Louisville and Jefferson County" and were bona fide news events covered on-the-spot and entitled to exemption for equal opportunities requirements. Bureau said League was in control of this debate, even though it was held in WLKY-TV's studio, and there was no evidence that station acted in any manner other than in pursuit of its good faith journalistic judgment. Bureau cautioned, however, that this ruling was limited to specific facts of case. It said "in studio" debates may indicate control by licensee or that that licensee is "creating news," rather than covering bona fide news event. Action Oct. 29.

■ ALJ Joseph Stirmer granted application of Blue Ridge Radio Co. for new AM on 1520 khz at Dahlonega, Ga. Proceeding originally involved mutually exclusive applications of Blue Ridge and Lumpkin County Broadcasting Co. Lumpkin's application was dismissed with prejudice by Judge Stirmer, and evidence was received on only two issues: whether Blue Ridge had sufficient funds available to construct and operate proposed station for three months; and whether Blue Ridge submitted knowingly false or improperly attested affidavit. With respect to financial

issue, Judge Stirmer noted that Blue Ridge has shown availability of funds in excess of \$65,000 to meet its estimated construction and first three month operating costs of \$55,605. Thus, he found Blue Ridge financially qualified. Remaining issue was raised because of allegations made by Lumpkin about authenticity and accuracy of Oct. 28, 1980 affidavit, by Lee Duval, chairman of joint Lumpkin-Dahlonega Planning Commission, in which certain facts contained in Lumpkin's environmental showing were disputed. Based on a later affidavit from Duval and affidavit from notary public on Oct. 28 affidavit, it appeared first affidavit was not authentic. However, Judge Stirmer said evidence demonstrated that Blue Ridge did not submit knowingly false or improperly attested affidavit to FCC, adding that Oct. 28 affidavit was properly attested before notary public and information therein was substantially correct in all material respects. Ann. Oct. 30.

Allocations

Petitions

■ Belleville, Kan.; Hastings and Holdrege, Neb.—In response to counterproposal by Apollo Broadcasting Corp.: proposed assigning 92.1 mhz to Belleville as its first FM, deleting 93.5 mhz and assigning 97.5 mhz and 101.5 mhz to Hastings, and substituting 102.3 mhz for 97.7 mhz at Holdrege, comments due Dec. 21, reply comments Jan. 11 (BC Doc. 80-565). Action Oct. 19.

■ Celina, Clinton, Knoxville, LaFollette, and Sweetwater, all Tenn. Louisville, Oneida, Radcliff, Somerset, and Stanford, all Kentucky; Madison and New Albany, both Indiana—in response to petitions for rulemaking by J. Bazzell Mull and Millard V. Oakley, Joel M. Bell, David E. Goff, and John M. Pirkle proposed assigning 92.1 mhz to Madison as its second FM, 96.7 mhz to Oneida as its first FM, 92.1 mhz to Radcliff as its first FM, substituting 95.9 mhz for 96.7 mhz at Somerset; substituting 92.1 mhz for 95.9 mhz at Stanford; assigning 97.1 mhz at Celina as its first FM, substituting 104.9 mhz for 95.3 mhz at Clinton; assigning 104.3

mhz at Knoxville as its fourth FM, substituting 96.7 for 104.9 mhz at LaFollette; substituting 95.3 mhz for 98.3 mhz at Sweetwater; comments due Dec. 15; reply comments January 4 (BC Doc. 81-726). Action Oct. 9.

■ Montevideo, Olivia, and Ortonville, all Minnesota—In response to petition by CGN Corp. proposed following three alternative assignments: (1) substituting 101.5 mhz for 106.3 mhz at Ortonville; (2) substituting 92.1 mhz for 101.7 mhz at Olivia and substituting 101.5 mhz for 106.3 mhz at Ortonville; (3) substituting 92.7 mhz for 105.5 mhz at Montevideo and substituting 105.3 mhz for 106.3 mhz at Ortonville; comments due Dec. 21; reply comments Jan. 11 (BC Doc. 81-737). Action Oct. 19.

■ Atlantic City, N.J.—In response to petition for rulemaking by Doctor R. Crants Jr: proposed assigning 95.9 mhz to Atlantic City as its fourth FM; comments due Dec. 15, reply comments Jan. 4 (BC Doc. 81-725). Action Oct. 19.

Assignments

■ Missoula, Mont.—Assigned 102.5 mhz to Missoula as its fourth FM; effective Dec. 21 (BC Doc. 80-180). Action Oct. 19.

■ Martin and Salyersville, both Kentucky—Denied petition by Licking Valley Radio Corp. seeking to reassign 100.1 mhz from Martin to Salyersville (BC Doc. 81-411). Action Oct. 9.

Call Letters

Applications

Call	Sought by
	New AM
WJED	Fayette County Broadcasting Co., Somerville, Tenn.
	New FM's
KUFW	Farmworkers Communications Inc., Woodlake, Cal.
WHFL	Storm Broadcasting Corp., Havana, Fla.
KPAH	Roughrider Broadcasting Inc., Tonopah, Nev.
KUAL	Enid Quality Broadcasting Corp., Enid, Okla.
WSBW	Davison Communications Corp., Sturgeon Bay, Wis.
	New TV
KMTR-TV	KMTR-TV Inc., Eugene, Ore.
	Existing AM's
KDVE	KEAM Nederland, Tex.
WPRZ	WEER Warrenton, Va.
	Existing FM's
WORJ	WAYD-FM Ozark, Ala.
WFWQ	WPTH Fort Wayne, Ind.
KCLV-FM	KKQQ Clovis, N.M.
WUWU	WBIV Wethersfield, N.Y.
WSPI	WISL-FM Shamokin, Pa.

Grants

Call	Assigned to
	New FM's
KKON-FM	Kona Koast Broadcasting Co., Kealahou, Hawaii
KSYZ-FM	Manchik Broadcasting Inc., Grand Island, Neb.
KMLW	Wuenschel Broadcasting Inc., Belen, N.M.
WENU	Premier Broadcasting Corp., Hudson Falls, N.Y.
	New TV
KGPC	Great Plains Country Television Broadcasting Corp., Lawton, Okla.
	Existing AM's
KKIC	KBRJ Boise, Idaho
WMLI	WGUY Bangor, Me.
WKGG	WIAJ Saltville, Va.
	Existing FM's
KOKQ	KWLF Oaxdale, Calif.
KMBY	KMBY-FM Seaside, Calif.
WTHQ	WWJY Boise, Idaho
WKTK	WBRK-FM Pittsfield, Mass.
WKZB	WDRU Drew, Miss.
KAJA	WOAI-FM San Antonio, Tex.
	Existing TV
KGAN-TV	WMT-TV Cedar Rapids, Iowa

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Monterey Bay - California: 10,000 Watt daytime station with heavy emphasis in news and information, seeking dynamic local salesman. Attractive salary/commission package. Sales history to: Grant Norlin, KMFO, Box 836, Capitola, CA. 95010.

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HELP WANTED ANNOUNCERS

Experienced DJ with good production good salary. Send tape to KSOX 345 South Seventh Street, Raymondville, Texas 78580. E.O.E.

Northeast Adult Contemporary FM looking for on-air music director. Send resume to Box M-32.

Successful and growing Long Island FM station is looking for a dynamic but natural sounding morning man with a minimum of two years experience. Send tape and resume to WWHB, 252 Montauk Highway, Hampton Bays, N.Y. 11946.

Experienced announcers needed for an all female format!! Must be aware of women's issues and able to field call-ins. Other capabilities (experience as PD, music director of copy writer) also of interest to us. Send air check and resume to P.O. Box 3368, Flint, Michigan 48502. E.O.E.

Mid-Day Announcer for Eastern North Carolina Progressive Country Music Station. First Phone preferred... Strong on Production! Work with professionals and live within 75 miles of North Carolina's beautiful coast. Tape, resume to: John Moore, WNCT Radio, P.O. Box 7167, Greenville, North Carolina, 27834. An Equal Opportunity Employer.

Come to Florida-live the good life, WOVV-FM needs talented, creative air personality for our 100,000 watt contemporary station. Possibly for drive time slot. No time and temp types please. Great climate, good pay. Tape, resume and income needs to Michael Keating, PD, WOVV-FM, P.O. Box 3192 Ft. Pierce FL 33454. Equal Opportunity Employer.

Experienced daytime personality with mature sound on the air. Creative production sense mandatory. Send tape/resume to Gregg Albert, WDUZ AM/FM, P.O. Box 36, Green Bay, WI 54305.

Announcer, broadcast and public speaking experience necessary, pleasant personality, FCC license. No phone calls. Resume and tape to G. Vietti, WOWO, 203 W. Wayne St., Fort Wayne, IN 46802. EOE.

New FM Facility in Beautiful Southern Gulf Coast Area is looking for adult announcers. Must be mature, with good attitude and willing to follow format. EEO Employer. Send resume to Box M-78.

WVTS, Terre Haute, Indiana, now accepting tapes and resumes for the Morning Man. Pop/Contemporary format. Immediate opening. Contact Tony Brown, Operations Manager, WVTS, P.O. Box 260, West Terre Haute, Indiana 47885. No calls please.

KNEV-FM, Beautiful Music for Reno, Nevada seeks a morning announcer/assistant operations person. I am looking for someone to build a morning audience, and assist in station operations. Automation experience preferred. No beginners please. If you have the experience and qualifications, let's talk. Send tape and resume to: Steve Grelley, PO Box 2271, Reno, Nevada 89505. 702-356-8000.

AM/FM combo seeks morning drive announcer. Good production - friendly voice - some experience. Opportunity to advance. 315-797-7693 or Program Director, WRMW/WYUT-FM, P.O. Box 511, Herkimer, New York 13350.

Immediate. Staff Announcer needed for top-rated FM-Stereo Beautiful Music station. Must have production & copy skills. Tape & resume to WSRB, West Side Station, Worcester, Mass. 01602. Equal Opportunity Employer.

Experienced Morning Personality for Adult Contemporary AM in Northern Rhode Island. Strong production skills important. Send tape, resume and references to: Norm Deragon, WNRI Radio, 786 Diamond Hill Road, Woonsocket, R.I. 02895. 401-769-6325.

Number One Beautiful Music station in beautiful Rocky Mountains seeks exceptional announcing talent. Must be experienced in beautiful music and love format. Excellent pay and benefits. State of the art facility. Send tape, resume and salary requirements to 1202 Windsor Street, Salt Lake City, Utah 84105.

HELP WANTED TECHNICAL

Engineer Wanted—Major market—East Coast—Write Box K-165.

Want A Change? Upstate N.Y. Independent TV looking for engineer for maintenance department. If interested, contact: Chief Engineer, WUHF-TV, 360 East Ave, Rochester, N.Y. 14604. EOE.

AM/FM combination in S.E. Wisconsin needs Chief Engineer. AM is 500w, non directional daytime only FM is 50 KW Top 40, with new studios. Salary commensurate with experience. For additional details contact Jack Fischler at 513 874-5000, or send resume to 8686 Michael Lane, Fairfield, Ohio 45014, attention Mr. Fischler. E.O.E.

Top Notch Engineer sought to maintain new transmitting plant and to build new studios. Must take a disciplined approach to maintenance, record keeping, and new construction. The engineer we'll hire takes pride in keeping transmitter building and studio equipment in immaculate condition. \$18,200 to \$20,800 depending on qualifications. Box M-44.

Kentucky AM/FM looking for young engineer. Some announcing. Will help train the right person. Call Jim Ballard, 606—248-5842.

Engineering Manager: Minimum 5 to 7 years experience, previous management experience desired, hands-on operation, direct staff, FCC license. No phone calls. Resume to G. Vietti, WOWO, 203 W. Wayne St., Fort Wayne, IN 46802. EOE.

The Sunbelt is waiting for a first class Chief Engineer with top notch experience. Please call Michael S. Raymond, General Manager, KRLY-94 FM at 713—780-1646 or send a resume to 2630 Fountainview, Suite 210, Houston, Texas 77057. EOE.

Chief Engineer Wanted for northwest Indiana AM/FM, AM daytimer directional, FM Class C automated. Constantly growing and building. Need someone to keep stations in good condition. Need person who will be proud of a job well done and someone who wants to grow with a very fast growing operation. Salary plus. Send resume or call L. Ellis, WLJE Radio, Post Office Box 149, Valparaiso, Indiana 46383. 219—462-8125.

Chief Operator for dominant Midwest medium market 5 kw AM and class A FM. Must be experienced in DAs, FM, audio, automation, remote control, maintenance, design, construction, proofs, and FCC rules and regulations. Aggressive ownership committed to quality engineering. EOE. Send resume with references and letter of application with salary requirements to General Manager Radio Stations KWEB and KRCH(FM), Broadcast Plaza, Rochester, MN 55901.

Hands-on Engineer, knowledgeable in studios, AM-DAs and FM. Excellent compensation. Ideal opportunity for small market Chief Engineer to move up. Resume to Chief Engineer, WIBA, PO. Box 99, Madison, WI 53701. Equal Opportunity Employer.

Chief Engineer for growing radio station. Seeking an aggressive individual who knows good engineering practices. We are satellite equipped, new studios, and new equipment. Exciting opportunity to be a part of a dynamic management team. Salary: \$18,500. Deadline: November 16. Resume to: David Anderson, KWGS, 600 S. College, Tulsa, OK 74104. Equal Opportunity Employer/Affirmative Action.

HELP WANTED NEWS

Progressive 100,000 Watt AOR looking for an anchor-reporter who values journalistic freedom, has experience, savvy, etc. Females encouraged. Great Lakes, Great Station. Letter, resume to Box K-184.

Meteorologist and sales—AM/FM in beautiful part of Minnesota with radar is looking for a Meteorologist who can perform on air and wants to sell. Great opportunity for someone wanting to get into broadcasting. EOE. Box K-225.

Award-winning WUPE/WUHN has lost afternoon anchor/reporter to 50,000 watt Boston leader. If you're a good writer, with strong delivery and ability to dig. Send tape and resume to Phil Weiner, WUPE/WUHN, PO. Box 1265, Pittsfield Massachusetts 01202. EOE M/F.

Need an anchor/street reporter with at least 2 years experience. Must have good voice and warm on-air personality. Tape and Resume to Ray Hasha, KLOK, PO. Box 21248, San Jose, CA 95151. EOE.

AOR Newperson—Send tape & resume to: Gary Waldron, KCPX 99FM, 1760 Fremont Drive, Salt Lake City, Utah, 84104. EOE.

Newperson—Morning Drive. Send tape & resume to: Gary Waldron, KCPX-AM, 1760 Fremont Drive, Salt Lake City, Utah, 84104. EOE.

Creative Writer, strong anchor talent and strong street reporting talent. If you are all three write to KMBZ-KMBR in Kansas City. Minimum three years on-air experience required. Send resume, writing samples and tape to Linda McFadden, Personnel Director, KMBZ-KMBR, PO. Box 98, Kansas City, Missouri 64141. Bonneville International Corporation Stations. An Equal Opportunity Employer.

5 kw Modern Country station expanding news department. Anchors, reporters needed. Send tapes and resumes to Brad Schulz, ND, WRJZ, Knoxville, TN 37917.

News Reporter - Immediate opening. Some basic experience necessary, but you can start here. To anchor and report in three person department at WDLP-AM/WGNE-FM on beautiful Florida coast. Initiative can count as much as experience. E.O.E. M/F. Call Steve at 904—234-6622.

Upper Midwest powerhouse needs news professional. Family-oriented community. News-oriented station expanding again. T & R to Jay Joiner, KFGO, Box 2966, Fargo, ND 58108.

Newperson - who can do it all! Must be strong in local news gathering and must have excellent delivery. In return excellent money, five-day week and great place to work. E.O.E. Tapes & resume to Jack Bell, 1645 Central Avenue, Billings, Montana 59102.

WICC has opening for investigative reporter. Will put together investigative pieces, series and special reports. Tapes and resumes to Bob Pantano, WICC Radio-60, 177 State St., Bridgeport, CT 06604.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Program Director—Morning DJ for Texas Country station. Salary \$15,000.00 EOE. Reply to Box K-229.

Program Director for established Florida MOR who will also do afternoon drive. We need a talented PD/Production/Jock type to take charge. Previous PD or MD experience required. Send tape, resume and income requirements to Randolph H. Millar, General Manager, WIRA, PO Box 3032, Ft. Pierce, FL 33454. Equal Opportunity Employer.

Freelance writers wanted. 3 minute radio features. Rock history, Television/film trivia. Contact: Scott Burzon 212—261-1202 M-F; 9-5 only.

Top Rated Beautiful Music FM in medium SE market needs air/copy/production person. Strong production skills and voice a must. Five day week, good pay and benefits. Send resume to Box M-53.

Promotion/Community Affairs Director. Experienced in production, writing, layout and radio promotions. Salary open. Reports to GM. Convince me first letter, include resume. No calls. Vince Cremona, WICC, 177 State St., Bridgeport, CT. 06604.

SITUATIONS WANTED MANAGEMENT

General Manager who delivers exactly what's expected of him looking for better opportunity! Non Floater with 18 years industry experience. Outstanding track record! As proficient in programming as in sales! Box J-88.

Attn—Small Market owners. I'm a young, aggressive, capable sales-oriented manager ready to make move to G.M. Get a Bargain. Reply Box K-178.

General Manager. Expertise turnaround, sales, programming. Black formats. Currently employed. Bottom line oriented, excellent references, let's talk. Box K-215.

Billboard, Gavin award winner, currently employed PD. Seeking PD slot at AC or Country station. Type Y management approach. Bottom line oriented. I program for ARB, but to the audience. Box M-46.

General Manager. Available 1/1/82. 28 years experience; all phases broadcasting, including GM of radio and TV station 11 years. Seeks East Coast location, Carolinas to Maine. Station or cable system. Box K-227.

Gen Mgr. with the right credentials, looking for the right deal with the right company. Offers the right background. 18 years, all in management (AM & FM) with the right aggressive sales and promotion record to bring you the right financial results you deserve. With all these rights you can't go wrong. Box M-36.

Successful, sales, profit-oriented GM seeks better opportunity. 31, presently employed. Sales manager position considered. Let's make money together. Box M-9.

Radio Broadcast Division manager in charge of multimillion dollar sales organization seeks a new home with ownership investment options. Impressive track record in sales, sales development and station promotions. Excellent references. 15 years in management, over 6 with present company. Experienced in all phases of broadcasting. Box M-1.

Gen. Mgr./GSM, young, 35, aggressive, exper. (15 years) in formats/markets. Desires Sunbelt challenge but will consider all. Call Bob 513—323-2820 or write 1561 Benin Dr., Springfield, Ohio 45504.

SITUATIONS WANTED SALES

Experienced sales rep with 11 years in small market but big market thinker. Seek growing market and station offering good earnings. Box M-38.

Energetic Sales Manager at one of New York State's most successful operations, looking to relocate in Florida market, Naples, Fort Myers area. Experience in all phases of broadcasting. Box M-73.

Attention Oklahoma Area, I am looking for a job in Lawton. Have a B.A. in Radio-Television. Have been trained in Radio Advertising, Sales, Public Relations, and production. Have experience in management skills. Hossein Moini, PUB, Box 773, Cheney, Washington 99004, 509—359-2424.

SITUATIONS WANTED ANNOUNCERS

Experienced Female needs a job. Call Randi at 212—379-7746 anytime and let's talk!

AOR-Rocker, musically creative. Knows that music sells best. Trained All-Around, and ready to roll. Contact Paul Joyce (312) 849-7475. Tape and resume.

Sports Director: Experienced Play by play, basketball, baseball, football, available immediately. Box M-13.

I'm the right guy, love small or medium market, friendly DJ/news, good production. Experienced, hard worker with hard working attitude. Call Tony at 914—968-4840 or Box M 5.

I'm talented, personable, and seeking work in announcing, sales and production at a small market MOR or country station in the Great Lakes region. Call R.C. O'Connor at 412—264-1327.

Motivated to produce listeners and sponsors. Aggressive DJ, news, sales, excellent appearance. Broadcast trained. Jeff 212—767-5068.

Experienced minority broadcaster with eleven years, 7th market background in Beautiful Music, Country and Adult Contemporary. Nine years automation. BS and technical schools. Stable family man. Telephone 617—524-0885 today.

Tired of Hearing "I want"? What do you want? FCC First? DJ? News? Production? Then call this team player with small market experience. Prefer Northeast, will consider all. Available now. Call Michael 201—748-4021.

My Voice is Your Voice. Announcing, news production, copywriting, parttime sales, radio, TV, others. Single, 3rd phone, degree, communications grad, 2 yrs combined commercial and college radio experience. Janet Lynch, 3743 Deep Dale, Louisville, Kentucky 40207. 502—895-5208.

Announcer with 4 years experience. Also interested in part time sales. Box M-74.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Seven years' experienced pro. Looking for position with future opportunity in programming or sports. Oldies expert, TV, Trivia buff, with family ready to settle. Looking for opportunity and liveable wage - not market size. Tom Goodsite 217-433-4188.

Former 50 kw AM DJ/announcer is returning to radio. (Left radio to manage family business, now sold.) Will send resume to any size station anywhere. Call or write Arne 219-589-2849 or Box M-65.

Experienced, versatile personality with first, looking for nice medium market. Box M-51.

DJ-News Announcer. All formats. I'm bright, eager and very dependable. Call Dale Whitworth 312-335-4542. Try me.

Seasoned Performer with freelance experience wants full-time staff position. DJ, News, Sports PBP. Jordan 212-371-2356.

Gary Hopkins - College grad; first phone; assistant producer, top NY talk show; production director on-air 2 stations; aggressive, young, talented. For sparkling audition tape call 212-891-5725.

"Give Me A Home Where the Buffalo Roam." Trained Broadcaster, ready for small market and big work load. Call Darryl after 7 p.m. 212-731-4384.

Professional sound, attitude. Opportunity more important than remuneration. Keith Lindquist, 108 Fox St., Mukwonago, WI 53149, 414-363-7268. (Leave Message.)

8 years' experience. Dependable. Excellent references. Call 904-255-6950 or write Mike Hon, 373 Williams, Daytona, FLA. 32018.

Hard worker, plenty experience, good voice, prefer southeast, available soon. Not a button pusher, can converse with audience. Randy 904-771-7386.

SITUATIONS WANTED TECHNICAL

Very Competent Engineer seeking position with AM, FM, or AM/FM combo, full time and long term, as chief engineer or assistant chief. 13 years in broadcasting. Management experience. Can also do air shift. Married. Will relocate. Hard working, and dependable. Heavy audio, RPU, Automation experience. Large or small market. Box M-24.

SITUATIONS WANTED NEWS

Experienced, dedicated newswoman. BS, Broadcast Journalism, Boston University. Currently reporter/anchor Metropolitan New York. Strong writing skills. Willing to relocate. Box 144, Little Falls Post Office, Little Falls, New Jersey 07424.

Female, Radio/TV Grad. News, sales exp. D.C. area. 301-248-1031.

Eighteen Years in broadcasting. Good track record in sports, small market radio ownership and television sports. I want a good sports or news anchor job with a solid company. Family man. Iowa Native. Box M-75.

I've got a lot to offer, how about you? News, sports, PBP. 3½ years experience plus college degree. Prefer east coast, consider all. 301-949-0722.

Network News Assistant/Producer seeks reporting-producing position. Also freelancing for a local radio station and a cable television company. Call 703-521-3840.

Talented sports reporter, 6 years experience, wants solid sports position. Could combine with news, aggressive local reporting, sports talk, major college PBP. Ready immediately, any market. Jim 614-436-6133.

Talented News Reporter seeks dependable news operation, aggressive local reporting, excellent delivery, writing, 6 years' experience, ready immediately, any market. Jim 614-436-6133.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

NYC. Attention Personnel. 9 years experience all aspects. BFA, Queens resident. 212-746-4025.

If you need a morning show that's local, humorous, highly saleable and priced right, call Program Director Bob West at KQAM, Wichita, Kansas 316-838-7744. Ask him about the Charlie & Harrigan Program.

PD, Sports, Talk Specialist available. Experienced Major College Sports. Major market talk. Presently 50 kw. Taylor 303-245-8747 nights. 303-242-5000 days.

TELEVISION

HELP WANTED MANAGEMENT

TV Station Manager—Small market owner in South is looking for a good manager to play important role in running station. Mail particulars to Box K-224. We are an Equal Opportunity Employer, M/F.

Assistant Business Manager: Move South before winter hits. Join top 50 market affiliate with hard-working Business Office staff. Minimum one year experience in television business functions required. Will supervise 11 employees. College degree preferred. Excellent growth opportunity. Send resume with salary requirements to Box M-10. An Equal Opportunity Employer.

Supervisor Instructional Television and Cable Technology Fairfax County Public Schools. Designs, implements and manages technical aspects of ITV program; supervises production and training. Master's degree in educational TV, instructional technology, mass communication or related field required. Send resume by November 20 to: Administrative Appointments, 6815 Edsall Road, Springfield, VA 22151.

Vice President of Engineering. Growing major market PTV station has open the senior management position responsible for thirty person engineering department including broadcast, production, equipment acquisition/maintenance. Minimum of five years management experience. Relevant degrees a plus. Sharp on state-of-the-art equipment and strong management ability. Excellent fringes. Competitive salary. Submit resume to Jim Carufel, Twin Cities Public Television, 1640 Como Avenue, St. Paul, Minnesota 55108, or call 612-646-4611. An Equal Opportunity Employer.

Marketing Director. Financial News Network seeks experienced Marketing Director for broadcast and national cable operations. Will be responsible for supervising national advertising, promotion and public relations campaigns, act as liaison for affiliate stations and cable companies. Based in Los Angeles, salary negotiable. Send resume immediately to: FNN, 2525 Ocean Park Boulevard, Santa Monica, CA 90405.

HELP WANTED SALES

Local Sales—broadcast experience required for CBS affiliate in market with 2.7% unemployment rate. Send resume to Bill Mendell, KCWY-TV, P.O. Box 170, Casper, Wyo. 82601 or phone 307-234-1111.

Local Sales Account Executive KCRA-TV/Sacramento seeks Account Executive with broadcast sales experience. Emphasis on retail sales; client contact and development. Resume/salary requirement to: David Ulrickson, Local Sales Manager, KCRA-TV, 310 Tenth St., Sacramento, CA 95814. EOE.

HELP WANTED TECHNICAL

Expanding Christian Broadcaster requires 4 experienced maintenance Engineers. Digital experience a definite plus. Work with State Of The Art equipment and participate in construction of a modern television facility. Also have a need for two experienced videotape editors. Send resume or contact: Dan Faso, Director of Engineering, Jimmy Swaggart Ministries, P.O. Box 2550, Baton Rouge LA. 70821 504-926-6239. We are an Equal Opportunity Employer.

Chief Engineer. New, network affiliate TV, Eugene, Oregon. Participate in design, construction, equipment acquisition, installation and eventual on-air operation of new facility. Send resume to: R.W. Davis, KMTR, Inc., P.O. Box 7365, Eugene, OR 97401. EOE.

Assistant Chief Engineer: Immediate opening at Upstate New York Independent UHF. Must be a self starter with strong maintenance background. Advancement opportunities within growing broadcast group; company paid benefits. Send resume to: Chief Engineer, 360 East Ave., Rochester, N.Y. 14604. EOE.

Maintenance Engineer: Experience in state-of-the-art television and microwave E.N.G. systems. First class license, S.B.E. certified broadcast engineer with drivers license. Not entry level position. Equal Opportunity/Affirmative Action Employer. Send resume to Box M-39.

Major Market UHF independent needs a chief engineer. Must have UHF experience and good leadership ability. Send salary requirement and resume. Box M-11. EOE.

Excellent career growth opportunities exist for an experienced UHF television transmitter engineer. Background should include maintenance and operation of a UHF TV transmitter, microwave system, and studio equipment including cameras and 3/4" VTRs. FCC 1st Class License required. Please send resumes or direct inquiries to: Mr. Ansel Wayne Smith, Director of Engineering, Focus Broadcasting Company, Suite 1922, 875 N. Michigan, Chicago, IL 60611, 312-751-0785. EEO Employer.

Engineer-Maintenance Long Island Public TV Station; experience in maintaining camera, videotape machines and terminal equipment. Salary \$17,000-\$20,000 plus benefits. Resumes to: Director of Broadcasting, WLIW-TV, Channel 21 Drive, Plainview NY 11803.

Chief Engineer—Newly established cable TV programming service needs experienced chief. Applicant should be fully versed in all phases of television technology. Apply to Prism New England, 600 Tower Office Park, Woburn, MA 01801.

Chief Engineer Sioux Falls-Mitchell, South Dakota KXON-TV. Call Gene Monday (605) 996-7501. EEO.

Maintenance Engineer. Live on beach in Southern California resort city. Good pay, excellent benefits, chance to advance. Resume to: Creative Broadcast Services, 6290 Sunset Blvd., Hollywood, CA 90028. Call: 213-467-8151.

Chief Engineer for coastal California VHF network affiliate. Must be a leader with hands-on experience and excellent administrative skills. Resume and salary history in confidence to Box M-76.

Wanted: Person with EE degree or physics degree with 2 to 5 years of klystron design experience. Should have detailed technical understanding of the European and American television broadcast industries. Should have engineering management capability to assume responsibility for directing new klystron related product development. Should be capable of extensive world travel to implement new product lines. Salary up to \$28,000 per year plus many fringe benefits. Send resume to Steven Thomas, 334 St. Paul Place, Baltimore, MD 21202.

Southern California: Cable origination center coordinator to coordinate and/or operate activities of cable origination center, Coastline Community College, Fountain Valley, California. Train/supervise personnel for programming and cable transmission on 18-hour daily schedule. Work from 10:00 AM to 7:00 PM. Knowledge of professional color broadcasting. Skill to operate/adjust cameras, switching systems, sound recorders, photographic equipment, lighting and staging equipment. \$1,767-\$2,153/mo. request application from Coast Community Colleges, 1370 Adams Avenue, Costa Mesa, California 92626. 714-556-5947 and submit by 5:00 November 20, E.O.E. M/F/H.

Southern California: Maintenance supervisor for major market PBS system. Hands on experience with quad, 1-inch and 3/4 inch VTR, studio and remote production equipment, microwave, UHF transmitters and satellite equipment essential. Must be self-starter with follow through. FCC license required. \$29,300 with advanced experience. Fully paid medical/dental insurance. For information: Bob Moffett, 714-895-5623. To apply: Coast Community Colleges, 1370 Adams Avenue, Costa Mesa, California 92626, 714-556-5947 on or before 5:00 PM November 20, 1981. E.O.E. M/F/H.

Master Control Operating Engineer—Midwest Christian television station is accepting applications for the position of Master Control Operating Engineer. Experience with RCA TR600, TK46 and TK28 is preferred. Must have 2nd class FCC license. Send salary requirements and resume to Douglas W. Garlinger, Director of Engineering, WHMB-TV, P.O. Box 50250, Indianapolis, Indiana 46250. An Equal Opportunity Employer.

HELP WANTED TECHNICAL CONTINUED

Operating Engineer needed. Savannah's CBS affiliate offers great opportunity to work in Historic Downtown and enjoy a mild winter along the beautiful beach. Very competitive salary, excellent benefits, advantages of major group broadcaster with a sound future. Requires videotape, camera, remote transmitter operation and operator maintenance experience. 1st phone required. For details contact LaVaughn Thompson, WTOG-TV, PO. Box 8086 Savannah, Ga. 31412 or call 912-232-0127. EEO M/F.

Montana's Newest Television Station is seeking a new chief engineer for 1-year-old 100,000 watt VHF channel 4. Candidate must be capable of servicing RCA TT25CL transmitter, microwave, and studio equipment. Ability to reach others and manage personnel and budgets is necessary. Compensation is negotiable, based on experience. EOE. If interested, please call Thom Curtis collect at 406-665-3320. KPUS-TV, Hardin Montana 59034.

Chief Engineer Top 50 CBS/TV affiliate in largest UHF market in United States will relocate station to new site early 1982, needs experienced take charge chief engineer on site location, design, equipping and construction of new facility. Scranton has active culture activities including own symphony, public theatre, museum, zoo. Hub of interstate highways, PA Turnpike, within two hours of New York, Philadelphia. Send resume to: General Manager, WDAU-TV, 1000 Wyoming Avenue, Scranton, PA 18509.

ENG Maintenance Technician/Engineer—maintain & repair Ikegami HL Series cameras, Sony BVU 50 & 110 recorders and Sony editing systems. Experience with portable microwave gear use and maintenance. Serve as technical advisor to news department videography staff. Resumes to Kort Frydenborg, WTNH TV, PO Box 1859, New Haven, CT 06508. Equal Opportunity Employer.

Chief Engineer. Financial News Network seeks experienced Chief Engineer to supervise all technical aspects of a national satellite programming service. Opportunity to participate and expand in a dynamic organization in Los Angeles. Salary negotiable. Send resume immediately to: FNN, 2525 Ocean Park Boulevard, Santa Monica, CA 90405 or call Keith at 213-450-2412.

HELP WANTED NEWS

Producer/Director. Weekends plus 3 days a week. If you understand visual and can produce and switch a quality news cast, then rush resume and salary requirements to Box K-191. E.O.E. Deg./Exp. req.

Photo Journalist. That's what we're looking for, not shooters. Our talented staff has the ability to produce quality visual stories. We want someone who can fit right in. If you're committed to news, send resume and salary requirements to Box K-191. E.O.E. exp. req.

ENG Photographer—Aggressive, creative individual to fit into expanding news operation. We want someone who cares about video and shows it in their tape. Salary negotiable. Tapes and resume to Pam Baird, KAMC-TV, PO. Box 2805, Lubbock, Texas, 79408. EOE.

Feature reporter and photographer—Top-rated news department searching for feature reporter and photographer. Rush resumes and tapes to Jim Hefner, News Director, WFMY-TV, Box TV-2, Greensboro, NC 27420. E.O.E.

Anchor needed for medium-market station with news operation that is growing in numbers and ratings. Looking for someone who can communicate well with our viewers. EOE. Send resume and tape immediately to: News Director, WOWK-TV, 625 4th Avenue, Huntington, WV 25701.

KBTV-Denver is looking for producer for major weeknight newscast. Also, seeking a producer for noon show/weekend position. Two years' news producing experience required. Send tapes and resumes only to Tom Kirby, PO. Box 5667, Denver, CO 80217. KBTV is an equal opportunity employer.

News Director/Co-Anchor 6 PM Southeast 150-plus market. News Director experience necessary. Must know how to lead and teach; have administrative skills; full knowledge ENG. Well above average salary. Box M-80. E.O.E.

Anchor/Reporter. Solid background in a medium or large television market mandatory for this position. Pre-requisites include excellent communication skills, strong writing and organizational skills, thorough knowledge of reporting techniques. Broadcast communications degree preferred, including from journalism background. Please send resume to Barbara Davis, Personnel Assistant, WDTN TV-2, PO. Box 741, Dayton, Ohio 45401. EOE.

Aggressive Nightbeat reporter with two years ENG and live experience needed for top 50's market. If you're interested in working in a very competitive area near New York and Philadelphia for a salary in the mid to upper teens send tape, resume and salary history to: Patrick Dennis, News Director, WBRE-TV, 62 S. Franklin St., Wilkes-Barre PA 18773. EOE. Weather Communicator also needed who can take AccuWeather information and relate it to viewer. Opening in December. Tape and resume to Pat Dennis at above address. EOE.

We are looking for an Anchor/Reporter with excellent writing skills and a good understanding of production techniques. Please send resume to Sally Samuel, Personnel Manager, WFSB, 3 Constitution Plaza, Hartford, DT 06115. An Equal Opportunity Employer M-F

News Director Opportunity in Sunbelt Medium Market awaiting top 75 market Assistant News Director, Assignment Editor or Senior Producer. Live remote experience mandatory to direct this all ENG multi-Bureau News Department. Send complete resume to Box M-86. EEO/M/F

Reporter. We have experts in economics, consumerism, health and the law ... why not religion? We are a major market sunbelt station, and we want the best. Two years street experience only. Knowledge of the bible and various religions highly desirable. We want objectivity, so if you are not committed to spreading the word of god, forget it. Box M-79. EOE.

Weatherperson who knows that meteorology is more than rain, snow and sun. Must be able to relate to market mix of farm and urban viewers. An Equal Opportunity Employer. Box M-69.

News Producer wanted for growing television station in South Florida. Position offers advancement possibility to Executive Producer. Candidates should have at least two years experience. Send resume to Box M-55. EOE/M/F

Group owned stations in Five Midwestern Markets looking for self-motivated TV people ... possible openings for anchors, reporters, sports people. Excellent benefits, good pay, growing company with room to move up. Send resume to Box K-135. We are an Equal Opportunity Employer, M/F

Anchor/Producer. Midwestern ABC affiliate seeks a writer as well as a communicator. We need an experienced and creative journalist with a strong grasp of production; and authoritative reporter with sharpened street sense; someone who wouldn't call a newscast a "show." Immediate opening. Call Dan French, News Director, WSJV-TV, South Bend-Eikhart, Indiana. 219-679-4545.

Reporters for Midwestern ABC affiliate where good reporting is appreciated and rewarded. Need sharpened street sense, excellent writing skills, good production understanding and an absolute commitment to journalism excellence. Immediate openings. Call Dan French, News Director, WSJV-TV, South Bend-Eikhart, Indiana. 219-679-4545.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

We need a multi-skilled producer who can research, write, and visualize complex stories in program length formats. Some on-camera experience required. Directing and hands-on EFP are plusses. At a minimum salary of \$29,452 a year, we aren't looking for beginners. If you've been around enough to know what you are doing, but are still ready to catch the excitement of life on the last frontier, write: KUAC-TV, University of Alaska, 208 Theatre Bldg., 312 Tanana Drive, Fairbanks, Alaska 99701, before November 20th. The University of Alaska is an EO/AA Employer and Educational Institution. Your application for employment with the University of Alaska may be subject to public disclosure if you are selected as a finalist.

Aggressive Gulf Coast station seeking experienced Promotion Manager. Heavy background in news, program and station image necessary. Send resume and salary requirements to Box M-45.

Promotion producer—Top 10 market, network affiliate needs experienced on-air promo producer for movies and news. Creative, self-starter and with extensive background in production and writing. Send resume and salary requirements to Box M-35. We are an equal opportunity employer.

News Graphic Artist. Design and prepare newscast graphics, reporting to art director at desirable station in 10th market. Requirements: Degree in commercial art or equivalent, 3-5 years experience, minimum 1 year broadcast design. Send resume to: Box M-33.

Producer/Director. Supervises program development, is responsible for total concept, planning and execution of assigned programs and/or series, including budgets, set design and construction, lighting, graphic design support, rehearsal and studio/location live and/or videotape production, and editing. Requirements: Bachelor's degree in Speech, Radio/Television/Film or related, plus two (2) years experience in work related to the above described duties. Above the High School diploma related experience and/or education can be substituted on an equal basis. Contact Mississippi Authority for Educational Television, Personnel, PO. Drawer 1101, Jackson, MS 39205 601-982-6227. An Equal Opportunity/Affirmative Action Employer, M-F. Applications accepted through November 27, 1981.

P.M. Magazine Co-Host—No. 1 Station, top 50 market. E.O.E. If your experience with features stands out and you care about quality, send resume and videotape to Program Manager, WSAZ-TV, Box 2115, Huntington, WV 25701.

Assistant to TV production manager. We are a non-profit TV station looking for an innovative, well organized individual to assist the TV production mgr. Minimum of 1 year work experience. Supervisory skills essential. Salary negotiable. Send resume and cover letter to: WNYC Foundation, 1 Centre Street New York, N.Y. 10007.

Established cable TV service requires experienced film programmer and negotiator. Knowledge and interest in foreign and art films necessary. TV station or network background most helpful. Forward salary requirements and resume to Box M-56.

Producer/Writer WLBT-TV, Mississippi's number one television station is seeking a top flight Producer/Writer for our award winning program, Probe. Must be experienced in investigative reporting with thorough knowledge of ENG. Must be self starting, take charge person. Send tape and resume to Walter Saddler, News Director, WLBT-TV, Box 1712, Jackson, Mississippi 39205. No phone calls. An EOE employer.

Traffic Manager. Excellent opportunity in top 20 sunbelt market with network affiliated station; Experience with bias system preferred. Send resume to Box M-58.

Our PM Magazine Male Co-Host is moving. If you're interested in working with one of the top-rated PM Magazine shows in the nation, now's your chance. Our midwest atmosphere is the best available. Previous experience with PM Magazine is an asset. Will be required to do daily wraps as well as produce own stories. Reply with salary requirements, and resume to Box M-66. EOE.

National Cable Satellite pay TV service seeks experienced individual knowledgeable in TV film scheduling, inventory control, film operations, and operational details. Reply with salary requirements to Box M-84.

Producer to supervise all production aspects of California Week In Review PTV series. Requires 2 years experience producing public affairs or news programming with demonstrated writing & producing ability; directing, & knowledge of California issues preferred. Salary \$24,000-\$29,000/year. Send letter of application, resume, demo tape and two references to: California Week In Review, Attn: Phil Samuels, KVIE, PO Box 6, Sacramento, CA 98501 by 5 PM PST November 20, 1981. An Affirmative Action/Equal Opportunity Employer.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS CONTINUED**

We are looking for a top-notch news producer in this top 20 market. We don't want "action news", but we do want a well-paced newscast. All of our equipment is state of the art. All of our newscasts are rated number one. If you can work well with people, keep a handle on all the elements of your newscast, and have at least 3 years experience, write To Sally Samuel, Personnel Manager, WFSB, 3 Constitution Plaza, Hartford, CT 06115. An Equal Opportunity Employer M-F.

Director Of Programming. Performs audience size and preference research. Ascertains program needs, controls program budgets. Acquires programs and arranges for rights, clearance and payment schedules. Assembles Program Schedule from local regional and national program availabilities. Responds to audience queries. Develops and markets PTV production products. Requirements: Bachelor's degree in Radio/Television/Film or related, plus (8) eight years experience in work related to the above described duties. Above the high school diploma related experience and/or education can be substituted on an equal basis. Contact Mississippi Authority for Educational Television Personnel, PO. Drawer 1101, Jackson, Ms. 39205 601 982-6227. An Equal Opportunity/Affirmative Action Employer, M-F. Applications accepted through November 30, 1981.

Commercial Producer with strong conceptual, production and editing skills, to work with sales staff and clients. Persons without hands-on experience need not apply. Send resume and current salary info to: Jim Waterbury, KTVI, PO. Box 87, Sioux City, Iowa 51102. An EOE employer.

Production Assistant II Performs specialized production assignments, inventories, bidding, restocking, cleaning and maintaining or submission of equipment failure reports for all assigned equipment responsibilities. Responsible for work as assigned in all television production areas; supervises Production Assistant I's. Acts as producer and/or director for special projects. Collete degree desired in Radio/Television Production or related field; one year of full-time professional experience in television/film/ENG production. Salary: \$10,692. Contact: Dan Smith, Production Manager, WSWP-TV, PO. Box AH, Beckley, WV 25801. E.O.E.

Promotion Manager (Information Specialist II) for KWSU-TV. Requires: B.A. in communications, English, journalism or related field and two years writing/editing experience. Additional full-time writing/editing experience may be substituted, year-for-year, for educational requirements. Experience with print media and TV production, planning and implementing special promotional campaigns and events is highly desirable. Salary \$16,800 annually. Apply by November 13, 1981, to Staff Personnel, 134 French Administration Building, Washington State University, Pullman, Washington 99164. 509-335-4521. An Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

General Manager with over 25 years experience in television. Leadership in all phases of operation with emphasis on sales programming and news; a problem solver. Excellent background outstanding industry references, proven track record. Box M-48.

PD./Station Manager. 12 years Management. Excellent record. Outstanding, knowledgeable pro. 714-423-4144.

SITUATIONS WANTED SALES

Attention Oklahoma Area. I am looking for a job in Lawton. Have a B.A. in Radio-Television. Have been trained in Television sales, advertising, public relations, photography, and production. Have experience in management skills. Hossein Moini, PUB, Box 773, Cheney, Washington 99-04. 509-359-2424.

SITUATIONS WANTED TECHNICAL

Film Editor with three years experience in News Editing. Single system format, used to working under heavy pressure. Willing to train in tape editing. Seeking work in the Southwest area. Resume and tape available upon request. Box M-50.

Washington D.C. Area TV tech, 8 years' local experience, 1st phone, seeking metro D.C. position. Call Bill 703-521-7572.

SITUATIONS WANTED NEWS

Sports Director - 3 years experience. Looking for market with major college sports. Talented and creative! Call 414-465-1876 mornings.

Sports Director whose professional approach can produce the winning edge. Solid anchoring/reporting skills, play-by-play, coaches' shows, timely commentary, impressive "involvement" packages. Tape shows versatility. Available now. 402-330-4373.

T.V. Meteorologist eager to work full time at medium size market. 2 years on-air experience in college. Available upon graduation, N.J.U. 12/19/81. Call or write Mark Stern for Tape/Resume, 807 Taylor St., Apt. 512, DeKalb, IL 60115 815/758-6325.

Female Meteorologist, just out of college, desires employment. Good forecaster, cordial personality with radio and television experience. Available immediately. Call Susan 201-349-8655.

Reporter-Anchor. Solid sports background, also available as news reporter. Strong ENG photography and editing. Two years TV, five years radio. Degree. Phone 309-691-2927.

Bright, attractive, minority woman, 25, seeks break-in broadcast job. Articulate reporter for top Los Angeles newspaper with brief radio-TV experience. Can-do personality, solid writer, strong news sense. Eager to be groomed for the broadcast field. Tape available. Box M-21.

Reporter with extensive newspaper experience, one yr. TV seeks news department that cares about journalism. Box M-15.

Television News Director anchor with 11 years experience seeks new challenge. Age 35. Experience as a versatile television and radio journalist with broad knowledge of newsroom operation. Well-grounded in staff advisory, policy building and administrative responsibilities. Looking for anchor, news director or combination position. Resume and tape available. Box M-4.

T.V. Weathercaster strong personality, imaginative, very credible, 10 yrs. Broadcast experience, degree, will relocate, you'll truly love tape. 901-683-3924 mornings.

Reporter with degrees and some newspaper, radio and television experience, wants to join television news or documentary staff. Larry Kerr, 5116 Schmitt Road, Farmington, New Mexico 87401, 505-325-9142.

Seeking reporter/anchor position. Excellent writing skills. Presently employed in radio. BS, Broadcast Journalism, Boston University. Will relocate. Box 144, Little Falls Post Office, Little Falls, New Jersey 07424.

Meteorologist-Energetic and very dedicated to weather. Over 1/2 year experience part-time, 60's market. Looking for No. 1 or No. 2 man spot. Available January, 1982. Contact Mike Modrick, 821 Washington, Story City, Iowa 50248. 515-733-4840.

Sports anchor-reporter ... available now! Seven years experience, both radio and TV, including p-b-p. Call John 317-448-1359.

Black TV Reporter seeks new market. 6 years experience in top 14. General Assignment. Solid and dependable. Box M-72.

Bureau Chief-Looking to move to news operation with room for a hard worker!!! Bureau work means digging. Let me put this to work for you. 813-988-6710.

Hands-On News Director/anchor seeks anchor or same position. Currently in medium market. Box M-49.

Newspaper reporter who knows the meaning of thorough wants on-air position. Writes snappy, conversational copy, is hungry, and willing to work long hours for small pay. Call Jeff at 213-459-3644.

Words Tell 'Em ... pictures show 'em. Experienced ENG videographer/editor seeks new challenge in your medium to major market news organization. Current and future opening inquiries welcome. Box M-62.

Experienced, hard-working, small market reporter looking for the right step up. Prefer Northwest or upper Midwest. Box M-61.

Energetic female searching for entry level position in sports reporting. Experienced in writing and production. Interested? Write/Call: Joan Petersen, 1939 Quincy Ave., Racine, Wisconsin 53403, 414-637-2721.

Sharp Looking TV Meteorologist college graduate seeking full time position in medium market. Communicates weather on interesting, personal level. Available early January. For resume, tape contact: Don Chilo 815-753-0631 Daily, 815-756-9101. Evenings, weekends.

Memorable, Meaningful, Human stories are what you'll get from this veteran reporter/anchor. Tony 203-777-4353 or 469-3439.

**SITUATION WANTED PROGRAMING,
PRODUCTION, OTHERS**

Experienced Producer-Director available for prime time newscasts. Dedicated professional with management potential. Call Anthony R. Robinson. 713-271-0560.

Program Director of WABC-TV and WCAU-TV (Emmy Winner) and Exec for Teleprompter network, consultant for Public TV incl. daily magazine and arts magazine and theatre-to-television, consultant for CBS, Princeton University, Childrens' Television Workshop, seeks Program Executive staff position. 609-924-5034 messages or 30 Mulberry Row, Princeton, NJ 08540.

Left Hawaii to get info TV, BA in comm. Willing to go where the job is. Info. Box M-70.

Rake in a harvest of quality Commercials, Sports, and News by leaving them to a thirteen year Editor, Producer-Director, Technical Director, and Camera-man. Fall for outstanding television and call 904-744-1137.

Attention Oklahoma Area, I am looking for a job in Lawton. Have a B.A. in Radio-Television. Have been trained in Television production, sales advertising, news, film editing, photography, scheduling, billing, and public relations. Have experience in management skills. Hossein Moini, PUB, Box 773, Cheney, Washington 99004, (509) 359-2424.

ALLIED FIELDS

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.

HELP WANTED TECHNICAL

Unique Opportunities for executives/managers. Rapidly expanding national communications company specializing in new technology has openings for qualified persons experienced in Microwave Services, MDS, S.T.V., Cable TV, Teletext, Program Development, Engineering and Marketing. Send resume, in strict confidence, including salary requirements to: Personnel Director Affiliated Communications Corporation, 3200 Expressway Drive South, Central Islip, New York 11722.

Chief Technician for Central California CATV operations. Must be well versed in all aspects cable construction, maintenance, television broadcasting theory. Other radio/TV positions available also. Submit resume, salary history, references to: E. Doren, Director of Engineering, Dorey Media Group, P.O. Box 550, Las Vegas, NV. 89101. Telephone 702-452-2061. An Equal Opportunity Employer.

HELP WANTED NEWS

We are a well-known trade association needing a bright, articulate broadcast journalist who likes challenge and controversy. You'll be based in Washington, D.C. and travel extensively representing us on radio, television and press interviews and in front of civic and business groups. You must have at least three years of experience and be interested in the media and advocacy work. You must also show an ability to think quickly, ad-lob and write. For the right person, we offer excellent benefits and a salary in line with your track record. Reply to Box K-198.

HELP WANTED INSTRUCTION

Department of Communication seeks Associate/Full Professor for teaching, curriculum development, professional contacts and research. Option for administrative responsibilities possible. Ph.D., professional broadcast experience and demonstrated teaching ability required. Growing Department considering school status with 700 majors. Grad program starting this academic year. Application and curriculum vita to: Chairman, Broadcast Journalism Search Committee, University of Miami, Post Office Box 248127, Coral Gables, FL 33124. by December 1, 1981.

Head, Journalism Department New Mexico State University seeks a Head for its Department of Journalism and Mass Communication. This is an opportunity to give direction to a program with approximately 200 majors, covering the fields of broadcasting, print and electronic journalism, and advertising. Some teaching is expected. General oversight of full service public radio and television stations. Qualifications must include: college teaching; PhD preferred; administrative experience in either an academic or professional setting; and significant professional accomplishment in print and/or electronic media. Salary is competitive, depending on qualifications and experience. Submit letter of application, resume, and three letters of reference to: Karen Holp, Search Committee Chairman, Department of Journalism and Mass Communication; Box 3J, New Mexico State University, Las Cruces, New Mexico 88003. Deadline for receipt of applications January 5, 1982. Appointment effective July 1, 1982. NMSU is an Equal Opportunity/Affirmative Action Employer.

Journalism and Mass Communication: At least five positions—Assistant to Full Professorships—at the University of Oklahoma to begin Fall, 1982, in News Communication, Professional Writing, Radio-Television-Film, and Photojournalism. Teaching experience in each position is desirable. News Communication (2 positions): Earned doctorate and professional print media experience required for one position. Preference will be given to candidate with public affairs reporting experience. The second position requires either an earned doctorate with professional print media experience or significant editorial management experience. Professional Writing: BA degree and extensive paid publications record at the national market level. Radio-Television-Film (2 positions): Earned doctorate and professional broadcast experience required. Experience in motion picture production preferred in one position and broadcast production experience preferred in both. Photojournalism: BA degree and five years' photojournalism experience required. Applications also are invited for Assistant Director for Administration, a 12-month function which will be held by a current or new faculty member who also is involved half-time in teaching and/or research. Requirement for consideration is eligibility for a tenure-track position on the School's faculty. Salary and rank for each appointment will be based on qualifications. Salaries are competitive. Send resume and have three letters of reference sent to Elden Rawlings, director, H.H. Herbert School of Journalism and Mass Communication, University of Oklahoma, Norman, OK 73019. Specify position in which candidate is interested. Deadline January 15, 1982. Affirmative Action/Equal Opportunity Employer.

Faculty member to teach broadcast journalism beginning Fall, 1982. Candidates should have an M.A. (Ph.D. preferred), professional experience, and potential for scholarly research. Rank and salary dependent on qualifications. Send CV and have three letters of reference sent to Dr. A. L. Lorenz, Chairman, Department of Communications, Loyola University, New Orleans, La. 70118. Deadline: December 31, 1981. Loyola University is an 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.

Instant Cash For Broadcast Equipment: Urgently need UHF Transmitters, microwaves, Towers, Weather Radar, Color Studio Equipment, AM & FM Transmitters. Call Bill Kitchen, Quality Media. 800-241-7878. In GA call 404-324-1271.

Reward for UHF Transmitters. Quality Media will pay a \$500 reward for information which leads to our purchase of any UHF television transmitter. One reward per transmitter. Call Bill Kitchen 800-241-7878. In GA call 404-324-1271.

Want to buy a used TV transmitter, channel 5, one, five or ten kw. Contact G. Bonet WORA-TV Box 43, Mayaguez, PR 00709 809-832-1150.

Want to Buy CBS loudness meter. Contact Chris Hood at 412-921-4357 or 921-2911.

Moseley 505/C STL transmitter and receiver, any frequency. Mark Howard 912-232-0097.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

Broadcast Systems Inc. supplies over 100 lines of quality television broadcasting equipment to meet your television systems needs. Call Les Hunt, 703-494-4998; Carroll Ogle, 919-544-1484; Byron Fincher, 205-525-5467; Marvin Bussey, 214-867-8775; Bill Martin, 417-876-6254; Al Crocker, 805-929-4476; and Jim Spears, Chuck Balding, Cary Fitch, or Don Forbes at 800-531-5232. We specialize in quality television equipment.

10KW AM RCA BTA 10U-1 (1965), many spares, proof, on air. M. Cooper 215-379-6585.

Used Equipment Bargains: RCA TT-10AL 11 KW VHF Transmitter \$5,000; Complete GE Film Island \$18,000; RCA TR-70 VTR, Cavac & D.O.C., \$17,000; Ampex 1200B VTR, D.O.C., Velcomp, Editor, \$16,000; Norelco PC-70 Color Cameras \$8,000; GE PE-400 Color Cameras \$3,000; CBS 504B TBC, \$5,000; Vital Vix-100-4 Switcher, Studio & Master Control, \$12,000; Envirozone Air Filters, \$500; Hundreds of other items. 30 Brands new equipment. Call Bill Kitchen or Jim Herring, Quality Media Corporation, 800-241-7878. In GA call 404-324-1271.

25 KW FM McMartin w/exciter, stereo, SCA. 2 yrs. old On-air. M. Cooper 215-379-6585.

5 KW AM Gates BC5P w/10KW mod. transformer. Good condition. M. Cooper 215-379-6585.

Remote Production Cruiser: Beautiful condition, full air-conditioning, camera platform on top, new diesel engine and drive train. Equipment includes: (5) GE PE-350 cameras (can upgrade), minicam, motorized cable reels, full monitoring, full audio and video switching. Quad VTR and 3/4" editing system. \$130,000 takes it all. Call Bill Kitchen, or Jim Herring, Quality Media Corporation, 800-241-7878. In GA call 404-324-1271.

Used ENG Equipment: Sony DXC 1600 Cameras, 4 avail. \$800 ea.; Sony RM-400 Editor \$400; Convergence ESC-1 Joystick Editor \$1,500; Sony VO3800 3/4" VTR \$1,500. Call Bill Kitchen or Jim Herring, Quality Media Corporation, 800-241-7878. In GA call 404-324-1271.

ENG—Production Van: Like new with (2) Hitachi SK-70 Cameras, JVC 3/4" Editing Package, Portable VCR, CBS504B TBC with Noise Reduction, 3M1114 Switcher, Character Generator, Elaborate Audio, Patching, and Monitoring, Custom Ford Truck with Camera Platform and Generator. Cost over \$200,000 new plus labor. Everything you need to go to work today. \$100,000 or make offer! Call Bill Kitchen or Jim Herring, Quality Media Corporation, 800-241-7878. In GA call 404-324-1271.

Harris 2.5KW transmitter FM. Used four months. Possible financing available. Also includes, exciter and stereo generator. 309-673-0902.

5 KW FM RCA BTF-5D (1965) w/solid state BTE 15A exciter and stereo. M. Cooper 215-379-6585.

Inventory Clearance—Reduced for Quick Sale 4 Wheel Drive Custom ENG vehicle for highway and off road use. New 1981 AMC Eagle with ENG roof rack and taigate assembly complete with 26' mast, heavy duty suspension, 24V DC electrical subsystem and much much more. Price 28K. As an added bonus we will supply with this news vehicle a Microwave Associates Communications 12 watt Mini Mac transmitter and antenna system of your choice at a special discount!!! Call 617-272-3100, ext. 1872 for details.

Revox PR-99 New 2 track reel to reel tape deck list \$2095 sale price \$1750 Transcom 215-379-6585.

Quad VTR's: RCA TR-60, excellent condition, low hours, \$9,000; RCA TR-22, Hi-Band, \$7,000; AMPEX 1200B, D.O.C. PROC AMP \$14,000. Call Bill Kitchen or Jim Herring, Quality Media, 800-241-7878. In GA call 404-324-1271.

Color Cameras: NORELCO PC-70, Pedastals and Heads, \$8,000 ea; GE PE-400, complete, \$4,000 ea; GE PE-350, complete, \$2,500 ea; TOSHIBA CTC-7X Minicam, Plum-icons, \$10,000. Call Bill Kitchen or Jim Herring, Quality Media, 800-241-7878. In GA call 404-324-1271.

Channel 10 Transmitter Package; includes RCA space 25 kw transmitter, transmission line, antenna. \$35,000. Call Bill Kitchen or Jim Herring, Quality Media Corp., 800-241-7878; in GA call 404-324-1271.

RCA TK-76 camera, one owner and user, meticulously maintained, all batteries, cables, A.C. and angenieux power zoom lens ... 25K 714-283-9355.

Telecine Specials! Phillips 35mm, all modifications, refurbished ... \$16,995. RCA TP 66, low hours, from \$12,750. Eastman CT 500, mint, optical/magnetic ... \$10,995. All under six month warranty. We take old equipment in trade. Write, wire, or phone International Cinema Equipment Company, 6750 N.E. 4th Ct., Miami, FL 33138. Phone: 305-756-0699. Telex 522071—Int Cinema Mia.

Six RCA RT-27 Cartridge machines, two record amps, cart winder with timer, all virtually as new. 313-285-9700.

Microwave Equipment. 2 Channels CARS Microwave. (2) MA12G TX, Rack MT W/PS. (3) MA12XC RX (2) 6' PARA, ANT, 400' ELL W/G, (2) PRESS kit (2) Dehydrator. New \$27,000. Best Offer, MCC, Inc., P.O. Box 232, Monticello, IL 61856. 217-762-9402.

For Sale: Tektronix 1480R Monitor, Opt 1, 520A Vectorscope 1405 TV Sideband Adapter. Less than 100 hours "on" time, 25% off catalog price. Call Tom Leung or Bob Gornick, CTS Corporation, 219-293-7511.

Bias Computer Equipment—Centronics Model 503 Line Printer, Centronics Model 500 Line Printer, 2 Hazeltine CRT's, 4 years old, printers in excellent condition. Will sacrifice all for \$3,000. You pay shipping. Contact Kathleen Gorman, WTVQ-TV, 606/299-6262.

Coax R.C.A. Universal Marman Clamp 20' 50 ohm 420' good condition. Stored inside. Call 419-684-9496.

Chyron 111B Titling System: 16K Memory, 4 Fonts, Colorizer/Keyer Disc Drive With Insteel Rack Mounted Cases and a set of foam lined shipping cases. Very good condition. \$18,500. TV Graphics 201-444-2911.

3 EMT turntables with Microtrack arms, \$300. First City Radio consultant, 212-444-3573.

Spotmaster 10 spot stereo cartridge playback, mint condition. Larry, 412-545-9952; 548-4300.

Stereo Mixing Console, spotmaster 4 S 50, like new, \$1000. 313-285-9700.

Helicopter—Eye in the sky at 1/2 the cost. 1981 Hughes 300 C ENG Helicopter with live microwave capability, plus extras. Available immediately. Sale or lease. Ni-Cad Inc., South Bend, IN 219-287-5905.

COMEDY

Hundreds Renewed again! Free sample Contemporary Comedy, 5804-B Twineing, Dallas, Tex. 75227.

Free Sample of radio's most popular humor service. (Request on station letterhead). O'Liners, 1448 C West San Bruno, Fresno, CA 93711.

Comic Relief. Just for laughs. Bi-weekly. Free sample. Whilde Creative Services, 20016 Elkhart, Detroit, MI 48225.

Outrageously Funny parody of "Night Before Xmas". Spoofs Radio, News, and everything else. Perfect Xmas audience pleaser! Specify complete show 8:23 or Drop-in format of 3 segments—Send \$10.00 to: Broadcast City, 1126 S. Big Bend, St. Louis, Mo. 63117.

MISCELLANEOUS

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213—595-9588.

Bingo Newsprint Cards personalized with your client's ad message for radio, TV, cable or city phone system promotion. Send for free samples. Bingo Cards Omaha, Box 4069, Omaha, NE 68104. 402—453-2689.

Turn Key Transmitter Installations. High power UHF-VHF, low power TV and translators. Planning assistance available. ARG Associates, 3102 Medina, Garland, TX 75041. 214—278-8498.

Radio Promotion—Dial-A-Door Vaults with changeable 7 digit push button locks for sale, \$99.95 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—823-3733. Drawer 84, St. Petersburg, FL 33731.

Embroidered Emblems: Promote your station with low cost quality emblems. Will outlast any bumper-sticker or T-shirt. Free artwork. Fireball Management PO. Box 588, Freeport, N.Y. 11520. 516—223-1244.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade better! for fantastic deal, write or phone: Television & Radio Features Inc., Newberry Plaza, 1030 N. State, Suite 40-E, Chicago, IL 60610. 312—944-3700.

RADIO PROGRAMMING

Photo Tips radio feature. Five new 1 1/2 minute shows per week. Listeners love it. Remember, 75% of adults take pictures. Sell to local photo shops and film processors. Buy inexpensively or barter. Sales package available. Call 800-547-5995 ext. 181. Domain Communications, Box 337, Wheaton, IL 60187.

New York City Pros train you as announcer, D.J., newscaster-sportscaster. Free booklets-placement assistance-FCC 1st Class License Prep. A.T.S. 152 West 42nd St., New York City, 10036. 212—221-3700.

Radio and TV Bingo. Oldest promotion in the industry. World Wide Bingo, Copyright 1962. PO. Box 2311. Littleton, CO 80160. 303—795-3288.

Santa Claus News—ten 1:30 progress reports on Santa's round-the-world Christmas Eve flight. Use hourly or as you wish. Suitable for daytimers, too. Customized for your region. Script, production guidelines, \$35. Santa Claus News, R.D. No. 2, Box 2449, Mt. Holly, NJ 08060.

CONSULTANTS

MJO News Associates. The broadcast news specialists. Box 11043, St. Louis, MO 63135. 314—522-6325.

**For Fast Action Use
BROADCASTING's
Classified Advertising**

RADIO Help Wanted Technical

CBS Radio

Systems Engineer

It's radio responsibility as you like it—AM, FM, FCC, microwave, 2-way communication, satellite distribution—virtually the whole spectrum of responsibility.

Your responsibilities would include: RF design and installation supervision of AM, FM, microwave and 2-way communication systems. Also project budget preparation and planning—including FCC applications. You'd be New York-based... with possible occasional travel to Washington and company station locations.

We require a BSEE, a minimum of 4 years experience and strong interpersonal skills. Plus the ability to integrate technical specifications into cogent written reports—some of which will be for FCC proceedings. Thus, we'd like some knowledge of FCC procedures. Familiarity with satellite distribution systems would be helpful.

We ask a lot, but also offer a lot—including excellent salary and comprehensive benefits. Please forward your resume/salary history in strict confidence to: Manager of Technical Recruitment, CBS Inc, 51 West 52 Street, New York, NY 10019.

CBS RAD

A Division of CBS Inc.

Men and Women of All Races Desired

CHIEF ENGINEERS DREAM JOB

Immediate opening for experienced Chief Engineer at newly equipped AM/FM on Long Island, New York with a great company. Minimum of three (3) years experience as a Chief required. Send resume to Dennis R. Ciapura, Group Vice President, Telecommunications and Engineering, P.O. Box 859, East Brunswick, New Jersey, 08816.



GREATER MEDIA, INC.

EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

WZZK-FM BIRMINGHAM

has an immediate opening for the position of chief engineer. The facility is all new state of the art & considered one of the finest in the country. A new parallel redundant transmitter plant is scheduled for construction in early 1982. Therefore, you should be thoroughly familiar with maintaining and troubleshooting high power FM stereo systems. Prior experience as a chief engineer is necessary. Our employee stock option plan is the best in the industry. This is an excellent long term position with good benefits, salary and stock. Send a detailed resume to John Marino, Director of Engineering, in care of Katz Broadcasting Company, 10 Middle Street, Bridgeport, CT 06604. An equal opportunity employer.

Help Wanted Announcers

WANTED DYNAMIC TALK PERSONALITY

50,000 watt KSTP Minneapolis/St. Paul is conducting a nationwide talent search for an experienced talk personality with proven track record.

Send tape and resume to:

Robert Oakes, Operations Manager
KSTP-AM
3415 University Avenue
St. Paul, Minnesota 55114
Equal Opportunity Employer

KSTP 1500

News Plus Radio

Situations Wanted Management

RADIO/TV GENERAL MANAGER

Top Executive (Female)
with outstanding track
record seeks new challenge.

Box M-64.

Situations Wanted News

Award Winning Sportscaster

Best Play-by-Play in California -- Football, Basketball, Baseball, Soccer ...
Sports Director & Talk-host. Box M-83.

BROADCAST JOURNALIST

Skilled at all facets of newsgathering and dissemination—both on and off-air. Masters degree in communications. Aggressive. All opportunities considered. Box M-71.

Situations Wanted Programing, Production, Others

INTERVIEWER/TALK HOST

A seasoned but youthful professional with dynamic personality; asks the hard questions but is sensitive to varied subjects and guests. Network calibre. 801-266-3164 or 801-972-2915.

PROGRAM DIRECTOR/OPERATIONS MANAGER

For A.O.R., A/C or CHR formats. Experienced in all phases of the industry. Hard working, dedicated, community oriented, and is not a prima donna. Experienced with automated and non/automated stations. 1st class license holder. Will consider all serious offers from stations that offer stability and growth. Contact: Richard A. Pantaleo, 2211 Raymond Avenue, Latrobe, PA 15650. Phone: 412/539-0649 or 412/375-3662.

TELEVISION

Help Wanted Programing,
Production, Others



PROGRAM MANAGER

KBHK-TV is a major independent station in one of America's favorite cities. Our Program Manager was recently promoted to a new programming position in our corporate office.

Many exciting responsibilities await the right candidate including our recent acquisition of the Oakland A's and Golden State Warriors. We're now the Bay Area's number one major league sports station.

If you wish to be considered, please send us your resume. KBHK-TV is a Field Communications station.



Bill White
KBHK-TV, 420 Taylor Street
San Francisco, CA 94102

An equal opportunity employer M/F

Research Presentation Writer

Home Box Office, a subsidiary of Time Inc., programs and distributes the foremost pay TV services in the country, HBO and Cinemax.

This Manager level position carries responsibility for the coordination of data from all areas of research including programming, marketing and sales performance. With information you have gathered from these sources, you will outline, draft and manage the production of structured research presentations.

You will interact on a daily basis with upper level management in the research, sales and creative areas to gather relevant data.

You must be capable of interpreting and analyzing data and communicating information and conclusions in a clear and concise writing style. An ability to organize the 'follow through', to structure, design and lay out the reports and bring in a polished result is important.

To accomplish the specific demands of this position, a background in presentation writing and television is necessary.

Please send resume, including salary details, to: Joan Kilcarr,
Personnel, Time Inc., Time & Life Bldg., Rockefeller Center,
New York, NY 10020

An equal opportunity employer

**Help Wanted Programing,
Production, Others
Continued**

**POST-
PRODUCTION
SUPERVISOR**

Programming supplier seeks post-Production supervisor. Responsibilities include personnel management & training; scheduling, quality control, client interface & participation in editing. Requirements are extensive knowledge in creative & technical aspects of the editing process & experience with CMS 340X editing, digital video effects & stereo/audio. Call or send resume to:

Joann Purcell
516-364-8450, ext 257
Cablevision
Program Services Co.
3 Media Crossways,
Woodbury, N.Y. 11797

GRAPHIC DESIGN DIRECTOR

Progressive top 20 market seeking individual familiar with all phases of TV station's graphics needs: Advertising, news, sales, and commercial production with emphasis on advertising and promotion. Five years experience preferred. Will make equipment recommendations for immediate purchase and will supervise graphic designer and press operator. Conceptual ability a must. Salary, \$20's. Ideal position for assistant now working in large market. Send resume to

RICHARD W. ROBERTS
Corporate Personnel Director
WFLA INC.
905 East Jackson Street
Tampa, FL 33602
Equal opportunity employer M/F

SCRIPT WRITERS

Script writers are needed for Christian soap opera. We are now seeking script writers who can visualize ideas and write concisely. Applicants must have prior television experience writing for soap operas. If you can qualify and feel led to serve, please send resume and sample treatment to:

CBS Personnel
CBN Center
Virginia Beach, VA 23463
CBN is an Equal Opportunity Employer.

PHOTO-JOURNALIST

Medium midwestern market seeking aggressive photo-journalist for both spot and feature shooting. Two years of television photo experience desired. We are an EEO employer. Box M-20.

**Help Wanted Programing,
Production, Others
Continued**

NEW AFTERNOON SHOW

KSTP-TV in Minneapolis/St. Paul is creating a new daily late-afternoon program with an exciting new format that premieres in January. We are looking for experienced pros who seek a new challenge.

PRODUCER

This person will be in charge of a 16-person staff and field crews. Candidate should have executive experience with large-staff shows involving both studio segments and field pieces. Energy, creativity and organization ability are crucial.

FEATURE REPORTER

We need a reporter with style, believability, depth and impressive range who can create memorable pieces in the field.

FIELD PRODUCER

We're looking for someone with a strong desire and unique ability to work with our feature reporters and showcase them in a sophisticated manner.

ENG PHOTOGRAPHERS

Feature experience, speed and creativity are important here. Please send tape and resume to Steve Edelman, Executive Producer, KSTP-TV, 3415 University Ave., St. Paul, MN 55114. EOE.

Help Wanted News

TALENT-TALENT-TALENT

KPIX-TV, now the top-rated news in San Francisco, is recruiting top talent: Reporters, Secondary Anchors, Staff Writers. We're looking for special people—men and women with distinctive skills who want to be a part of a winning organization. Strong experience and a successful track record are required for consideration. Write, don't call, with a resume and tape to: Bill Applegate, News Director, KPIX-TV, San Francisco, CA 94111 E.O.E.

**PRODUCER
PRODUCER/DIRECTOR**

Northeast market leader seeks an experienced producer and producer director. Leadership ability a must. Send resumes only, with salary requirements to:
Box M-85

AN EQUAL OPPORTUNITY EMPLOYER

Top rated PM Magazine

In major southern market looking for top notch photographer editor. Video production and editing experience required. Write, call, or send tape to: Executive Producer, PM Magazine, PO. Box 367, Columbia, SC, 29202. 803-799-1010. An Equal Opportunity Employer.

Help Wanted Management

**KOIN-TV Portland, Oregon
Needs a
BUSINESS MANAGER**

Excellent compensation and environment. Well-organized business department: IBM System 34, Columbine. New broadcast headquarters under construction. Call or write: Howard Kennedy, Station Manager KOIN-TV 140 S.W. Columbia St. Portland, Oregon 97201. (503) 243-6666. EEO M/F/H

**NATIONAL ASSOCIATION OF PUBLIC
TELEVISION STATIONS
PRESIDENT**

Nominations and applications for the position of President of the the National Association of Public Television Stations are invited. The mission of the Association is to ensure representation to governmental and non-governmental entities regarding the interests and concerns of the nation's public television licensees, and to stimulate and support planning and research on behalf of those licensees.

The President of the Association is the chief executive officer and will report to the Board of Trustees, and is responsible for such activities as analyzing proposed legislation, regulations and policies, developing policy positions for review by the licensees, helping to identify spokespersons and strategies to represent those positions on behalf of the licensees, soliciting the support and cooperation of other organizations, and mobilizing efforts of the individual licensees to represent their views.

Candidates will be considered on the basis of a knowledge of and experience in public broadcasting and/or the United States communications industry; proven ability to provide effective representation before Congress, the Executive, federal agencies, and the public at large; a demonstrated ability to attract funds from corporations, foundations and government agencies; administrative and leadership abilities in multi-organizational settings; and demonstrated sensitivity to the diverse interests represented in a membership organization. Salary negotiable.

Send applications or nominations in strict confidence accompanied by a resume. They must be received no later than November 15, 1981 addressed to:

Dr. Homer Babbidge
Chairman, Search Committee
The Hartford Graduate Center
275 Windsor Street
Hartford, CT 06120

An Equal Opportunity Employer

Help Wanted Sales

SALES POSITION AVAILABLE

Top-rated Central California Coast Network affiliate is accepting applications for Account Executives with Sales Management potential. Strong Local/Retail TV Spot Sales experience preferred. Station offers good potential and benefits and a pleasant area in which to live. Send letter and resume to Sales Department, Box 1368, San Luis Obispo, California, 93406. EEO/AA.

Help Wanted Technical

**TELEVISION OPERATION
ENGINEER**

Experienced operating RCA TC 100, TR 600 and TK 45. Send resume to: D. Barnette, WBRE TV, 62 South Franklin Street, Wilkes-Barre, PA 18773.

**Help Wanted Technical
Continued**

BROADCAST ENGINEER

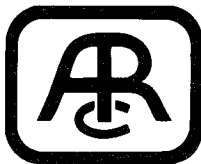
Atlantic Research Corporation's Telecommunications Department has an immediate opening in our services group.

Responsibilities will include:

- Reliability Studies to Turnkey Installations
- Proof of Performance Allocations for Station (AM/FM/TV) Coverage
- Cable and Closed Circuit Facilities

Desire three to five years experience and prefer a BSEE degree. We offer an excellent benefits program, complimented by an excellent potential for growth.

Please send resume or call COLLECT:
Mr. Thomas Justis,
703-642-4111
Atlantic Research Corporation
5390 Cherokee Avenue
Alexandria, Virginia 22314.



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10,000 radio jobs a year for men and women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week!! Disk Jockeys, Newspeople and Program Directors. Small, medium and major markets, all formats. Many jobs require little or no experience! One week computer list \$6.00. Special Bonus: Five Consecutive weeks only \$12.95—you save \$18.00!!

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Las Vegas, Nevada 89108

"JOB HUNTING?"

National Broadcast Talent Coordinators can help. We specialize in radio personnel placement. Programming, sales, management. Our client stations need qualified broadcast people. For complete, confidential details, write National Broadcast Talent Coordinators, Dept. B, P.O. Box 20551, Birmingham, Alabama 35216. 205-822-9144.

Miscellaneous

FOR SALE

Full day, individual seminar for broadcast investors, given to you and your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements, takeover, among the topics. Find out how to buy your next or first station through my personal experience. Robin B. Martin, President, Deer River Broadcasting Group, Suite 1001, 141 East 44th Street, N.Y., N.Y. 10017. 212-599-3303.

WGBH Boston—is seeking a skilled **Lighting Director** with demonstrated supervisory ability as well as the ability to train others in TV production skills. The incumbent is required to have five years experience as a Lighting Director and familiarity as a Switcher. Salary to mid-twenties. Send resume to:

WGBH
Personnel Dept. (A-109)
125 Western Avenue
Boston, MA 02134
Deadline: Friday,
November 27, 1981



WGBH is an Equal Opportunity Employer.

Situations Wanted Management

GSM—TELEVISION

Total experience, ability all phases. Result/profit oriented. A-1 business/personal character. Present position not utilizing full capabilities. Box M-52.

**ALLIED FIELDS
Help Wanted Technical**

TV MAINTENANCE ENGINEERS

Group W Satellite Communications is currently recruiting high caliber maintenance engineers for a new facility in Stamford, Connecticut.

This is a ground floor opportunity to join a veteran group with a proven track record in telecommunications.

Applicants should have a minimum of five years experience in the installation and maintenance of broadcast equipment and additional experience in digital electronics is desirable.

If you would like to become part of an engineering team that is leading the way in the 80's, send a complete resume to:

Group W Satellite Communications
P.O. Box 10210
Stamford, CT 06904-2210
Attention: Bill Johnston
Manager Technical Operations

No telephone inquiries.
Group W Satellite Communications is an equal opportunity employer.

*The Communications Consulting Firm
That Does Complete Application Preparation!*

Full Service Television Station



Any qualified citizen, company, or group may apply to the Federal Communications Commission for authority to construct a television station. All applicants must satisfy the FCC that they are legally, technically, and financially qualified to operate such a station. They must further satisfy the FCC that operation of the proposed Full Service television station would be in the public interest.

There are currently over 200 Full Service television channels assigned to various cities across the country in which application can be made. Also, through the process of a computerized frequency search and petition for rulemaking, a new television channel may be assigned to a city of individual interest.

List of unapplied for FCC Channel assignments

- | | | | |
|--------------|-----------------|------------------|------------------|
| Alabama—4 | Iowa—11 | Mississippi—4 | South Carolina—1 |
| Alaska—8 | Kansas—6 | Missouri—4 | South Dakota—9 |
| Arizona—3 | Kentucky—5 | Montana—16 | Tennessee—2 |
| Arkansas—4 | Louisiana—3 | Nebraska—3 | Texas—15 |
| California—6 | Maine—1 | Nevada—6 | Utah—7 |
| Colorado—1 | Maryland—2 | New Hampshire—2 | Vermont—4 |
| Florida—5 | Massachusetts—3 | New Mexico—10 | Virginia—3 |
| Georgia—4 | Michigan—7 | New York—4 | Washington—4 |
| Guam—1 | Minnesota—8 | North Carolina—6 | West Virginia—3 |
| Hawaii—10 | | North Dakota—8 | Wisconsin—9 |
| Idaho—3 | | Oklahoma—3 | Wyoming—2 |
| Illinois—9 | | Oregon—3 | |
| Indiana—4 | | Pennsylvania—7 | |



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Washington, D.C. [202] 775-1802

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OUTLAY ON YOUR PART**

We have a two fold sales approach where we sell safety campaigns by telephone, and then follow up selling these accounts in person for long periods.

We will furnish you with complete references, and then arrange to meet you in person at your office or ours, at our expense before we start our sales effort. All sales will be done by principals of our company only.

**IF YOU WOULD LIKE TO
INCREASE YOUR SALES, AT
NO COST, CALL US COLLECT.**

Stewart P. Lurie, President
Community Service Broadcasting

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(312) 564-3904

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Classified Advertising**

FM FREQUENCY SEARCH \$200
Analysis of all possibilities within 25 miles.
LOW POWER COMMERCIAL FM
Systems from \$2,500 open new markets. Write for free informational packet.

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JP ASSOCIATES INC.

The industry leader in LPTV and medium power television turnkeys.

VHF UHF ITFS OFS MDS

JP ASSOCIATES INC., 3115 Kashiwa Street, Torrance, CA 90505. (213) 539-8533.

Business Opportunity

EQUITY INVESTOR WANTED

Experienced, established small market broadcaster with CP for a new FM in good Illinois market looking for equity investors. Contact William J. Clark, 622 Hudson Ave., Jonesboro, La. 71251 (318) 259-4600.

**AMENDED NOTICE OF REQUEST FOR PROPOSALS
(REVISED DATES ADVERTISED ORIGINALLY)**

Notice Is Hereby Given To Who It May Concern that on Tuesday, December 1, 1981, at 10:00 A.M. at the Plantation Key Governmental Center, Monroe County, Florida, the Board of County Commissioners of Monroe County, Florida, will consider sealed proposals for the following:

Use by lease of the five (5) sites located in Monroe County, Florida, for the purpose of establishing thereon translator towers and related equipment, that in addition to the building of the towers and related equipment, the proposal should contain as offer to construct the same at offeror's cost; the rights to commercial use of said towers, exclusive of the use of County services; to provide for maintenance; and the lease is to be for a time certain not to exceed thirty (30) years.

Proposals will be received until 5:00 PM. on November 30, 1981.

Plans, specifications and all other proposal information are on file with the Monroe County Translator Committee, 310 Fleming Street, Key West, Florida 33040.

All proposals must be accompanied by a proposal guarantee in the amount of five thousand dollars (\$5,000), and shall be submitted in sealed envelopes marked on the outside "Proposals For Five Translator Tower Sites". Each proposal shall remain firm and binding for at least 60 days to allow time for the Owner's evaluation of proposals.

All proposals must be delivered to the Clerk of the Board of County Commissioners of Monroe County, Florida, at the Monroe County Courthouse, 500 White head Street, Key West, Florida 33040, no later than 5:00 PM. on November 30, 1981.

The organization submitted the successful proposal shall be required to post a performance bond guaranteeing completion of the work under the proposal accepted.

The Commission reserves the right to reject any and all proposals, to waive irregularities and informalities in any and all proposals, or to readvertise for proposals. An award, if made, will be to the most responsive and qualified Bidder as the Commission deems to be in the best interest of the County.

Dated:
Key West, Florida,
this 23rd day of October 1981
Ralph W. White, Clerk of the
Board of County Commissioners of
Monroe County, Florida

PUBLIC NOTICE

The Town of Evans, in Erie 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 January 20, 1982 at 5:00 PM. and all applications received will be available for public inspection during normal business hours at the Evans Town Hall, 42 North Main Street, Angola, New York 14006. Carol A. Franey, Town Clerk, Town of Evans, New York, 42 North Main Street, Angola, New York 14006, (716) 549-5750.

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BONUS: we give you ALL raw data FREE!

Call Toll Free (800) 528-6082

radio index **Todd Wallace**
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S Small FM \$150K Cash	Ernie Pearce (615) 373-8315
W Small Fulltime \$310K 30%	Bill Whitley (214) 387-2303
NW Small AM/FM \$525K \$100K	Greg Merrill (801) 753-8090
MW Small AM/FM \$595K \$150K	Corky Cartwright (303) 741-1020
SE Medium Fulltime \$450K 29%	Bill Chapman (404) 458-9226
MW Medium Fulltime \$790K \$200K	Peter Stromquist (612) 831-3672
MW Medium AM/FM \$1250K Terms	Bill Lochman (816) 254-6899
SW Metro AM/FM \$1600K \$300K	Bill Whitley (214) 387-2303
S Metro AM/FM \$2500K Terms	Bill Cate (904) 893-6471
E Suburban AM/FM \$500K Cash	Bob Thorburn (404) 458-9226

To receive offerings within your areas of interest, or to sell, contact John Emery, Mktg. Mgr., Chapman Co., 1835 Savoy Dr., Atlanta, GA 30341

For Sale Stations Continued

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Jack McCarthy
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P.O. Box 66035
St. Petersburg Beach, FL 33706
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CALIF SEASIDE DAYTIMER

Competitive market but world's best place to live. Asking \$400,000, 1/3 down. Also other Calif. and Ariz. listings. Cliff Gill, Broker. P.O. Box 9956, Marina del Rey, CA. 90291 213 559-2110.

Easy Terms For Fast Action

Solid Georgia middle market needs sales management. Phone Miller 904-456-9749/455-9643.

EASTERN COLORADO

5KW Daytime AM plus class A FM CP application \$295,000 with \$90,000 down. Ten year terms. Write Box M-82.

OPPORTUNITY KNOCKING

Large Middle Atlantic Coastal AM/FM station for sale. Profitable growing market, fine facilities, excellent real estate, new building, terms. Write to: Box M-81.

MID ATLANTIC AM/FM

Metro Area Over 150,000
Under 10 times cash flow
\$1,500,000
Box M-67.

FOR SALE BY OWNER

Eastern Pa Class-B-FM-Powerhouse. Only FM-in market, near major market. Highly profitable.

Box M-77

SUN BELT

Small Market Fulltime AM in Texas Profitable. Excellent terms to a manager with small mkt experience.

Box M-60

OWN A PIECE OF THE ROCK

20% interest in 1 kw fulltime AM in southern market of 50,000 plus population. Average \$220,000 annual billing. \$35,000 and assume my liability. Station is capable of taking care of your liability. Great for working partner or investment. All serious offers considered. I have other interest and need the cash. Box M-59.

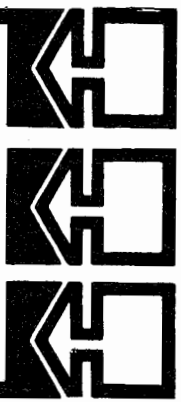
THE KEITH W. HORTON COMPANY, INC.

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24 hr Phone: (607)733-7138

Bob Kimel's office:
P.O. Box 270,
St. Albans, VT 05478
24 hr Phone: (802)524-5963

Brokers and Consultants



ARKANSAS FM

Southeast Arkansas Class A FM. Medium market. \$300K terms, \$250K cash.

Box M-19

AM-FM STATION

in Mid-West with 1M cash flow. Only financially qualified need respond to: Suite 1030, 1019 19th St., N.W., Washington, D.C. 20036.

BEST BUY—VIRGINIA LESS THAN 2 TIMES GROSS.

West Central Virginia, college community. 1 KW daytimer PS.A. with 5000 KW full time grant. Growing market. \$300,000.00 terms or \$275,000.00 cash.

Reggie Martin 305/361-2181
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For Sale Stations Continued

- AM-FM S.E. coastal United States Class C and fulltimer. \$3.7 million. Good value. Terms.
- Daytimer. Powerful. Roanoke— Lynchburg area. Bargain. \$360,000. Terms.
- Daytimer in resort area. South of San Francisco. \$650,000.
- Daytimer. Suburban Atlanta. \$590,000.
- Daytimer. Powerful big city in Alabama. \$590,000.
- AM/FM. N.E. MO. \$590,000.
- AM/FM. S.C. MO. \$360,000.
- Powerful Daytimer in Cent. GA. \$560,000.
- AM/FM in W. Ohio. \$1.1 million. Good buy.
- Daytimer. Big city area. MN. \$360,000.
- Daytimer. City in Colorado. \$280,000.
- Daytimer. New Mexico. \$200,000.
- FM. S.W. Ark. \$350,000.
- Daytimer. E. Ark. \$150,000. Terms.
- AM/FM, E. Ky. Good billing. \$820,000. Terms.
- FM with strong signal in city in South. Extra good terms. \$800,000.
- Daytimer North Central NC. Good buy. \$160,000. Terms.
- Foreign speaking AM in Cleveland metro area. \$490,000.
- Tenn.—AM—day. Near Nashville. \$290,000.
- FM Ark.—Miss. \$380,000.
- Good facility covering Charlotte, N.C. \$600,000. No down payment.
- FM in central Illinois city. \$1,000,000. Terms.
- AM/FM. S.E. Tenn. Only AM/FM in county. \$640,000. Terms.
- AM/FM within 70 miles of St. Louis. Good cash flow. \$2.3 million. Terms.
- AM/FM in good single station market in W. Tenn. \$800,000. Terms.
- Powerful daytimer covering large Central Fla. city. \$1.2 million.
- AM/FM S.W. Tenn. FM covers big town, \$540,000.
- FM in Big Town in W. Okla. \$460,000.
- Fulltime N.W. Ala. City. \$520,000.
- Daytimer in eastern Ark. Good cash flow. \$360,000. Terms.
- Coastal. S.E. Fla. powerhouse. AM fulltimer \$1.8 million including \$700,000 in real estate.
- FM. N.W. Missouri billing about \$100,000. Good real estate. \$195,000.
- South Carolina. SE daytimer. \$220,000. C.P. for fulltime.
- Daytimer. S.E. Ky. \$300,000.
- Fulltimer. West Virginia. \$275,000.
- Daytimer. Fort Worth powerhouse.
- Daytimer. N.C. Missouri. \$380,000.
- Daytimer. Good dial position. Central Florida. \$280,000.
- Atlanta area. 5,000 watts. \$470,000.
- 500 watt daytimer. Single market station. CA resort area. \$430,000.
- Fulltimer. Dominant. Metro. TX. \$1,200,000.

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Excellent fulltime AM and Class C FM in top 40 market. Very profitable, high ratings, superior management. Ideal for absentee ownership. \$10 million cash, \$12 million terms. Box M-54.

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Central California's Hottest FM Stereo Country Radio Station fully automated state-of-the-art equipment. Mass demographic appeal country music format. Heavily promoted, sensational reputation. Excellent dedicated staff. Large coverage area booming in population including California's next "Silicon Valley". Beautiful "Sunbelt" climate. Close drive to ocean, mountains, San Francisco. Truly a one-of-a-kind opportunity. Silent or active participation invited. C.E.G. Inc.; 282 Monterey Dunes Way; Castroville, CA. 95012.

CAPTURE SUCCESS HERE & NOW

10,000 watt fulltime powerhouse (good dial position) on Oahu, Hawaii. \$600,000. The "right operator" can get his back in one year! Ride a sure-fire winner to the top—in paradise. Box K-219.

CLASS A FM

Midwest, 200,000+ market, newly equipped and on air, \$300,000. Box M-28.



**Wilkins
and Associates**
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MI	FM	850K	Small
MO	AM & FM	650K	Small
NY	FM	635K	Small
ID	Fulltime AM	835K	Medium
IL	Fulltime AM	725K	Small
GA	Daytime AM	425K	Small
OK	FM	380K	Small
KS	FM	480K	Medium
KY	AM/FM	550K	Small
	Midwest AM/FM-CP	410K	Small
ND	AM/FM Downpayment	25K	
NC	AM Downpayment	25K	
MO	FM Downpayment	35K	
NM	FM Downpayment	35K	
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Effective with the Nov. 16, 1981 issue of BROADCASTING

Classified Advertising rates will be increased to the following:

Rates: Classified listings (non-display) Help Wanted: 85c per word. \$15.00 weekly minimum. Situations Wanted: (personal ads) 50c per word. \$7.50 weekly minimum. All other classifications: 95c per word. \$15.00 weekly minimum. Blind box Numbers: \$3.00 per issue.

Rates: Classified Display: Situations Wanted: (personal ads) \$40.00 per inch. All other classifications: \$70.00 per inch. For Sale Stations, Wanted To Buy Stations, and Public Notice Advertising require display space. Agency commission only on display space.

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Media



Elkins

Ken Elkins, general manager, KSDK(TV) St. Louis, elected VP-chief executive officer of licensee, Pulitzer station group. Elkins replaces **Raymond Karpowicz**, who resigned to become consultant to Pulitzer on cable and satellite technology.

Scott Mosely, operations manager, KGNU(FM) Fresno, Calif., named general manager. Mosely is also VP of parent East-West FM Group there.

Fred Wamhoff, general manager, KAVI-AM-FM Rocky Ford, Colo., joins co-owned KFTM(AM)-KBRU(FM) Fort Morgan, Colo., in same capacity. **David King**, account executive, KAVI-AM-FM, succeeds Wamhoff.

Bernard W. Thompson, general manager, KWJJ(AM)-KJIB(FM) Portland, Ore., joins KJYO(FM) Oklahoma City, in same capacity.

Ron Strother, sales manager, KPFL(AM)-KTDY(FM) Lafayette, La., joins WTGH(FM) Hammond, La., as president, general manager.

Jay Walker, program director KSMB(FM) Lafayette, La., joins KEUN(AM) Eunice La., as station manager.

Richard Whitman, VP-general manager, National Subscription Television of Phoenix, named VP-general manager, National Subscription Television of Los Angeles (ON TV).

James Brown, systems manager, Lubbock Television Cable, Lubbock, Tex., joins MetroVision, Atlanta-based MSO, as VP-regional manager of Nebraska and Wyoming cable systems.

Milton Carney, director of conference planning, ABC Television Network, New York, named VP, conference planning, American Broadcasting Companies. **Marvin Waldman**, manager of special projects, ABC Television, named associate director, financial controls, East Coast.

Joel Salkowitz, associate director, feature programs, The Source, NBC Radio Network, New York, to ABC Radio there as production director for Superadio, new satellite-delivered contemporary format. **Robert Morrison**, coordinator, contests and special projects, WABC(AM) New York, to manager of contests and special projects for ABC Radio Enterprises.

George Kermidas, VP-audience and program research, ABC Research Services, New York, named VP-television research there.

Steven Epstein, regional director, affiliate relations, West Coast, NBC, Los Angeles, joins Radioradio, new CBS radio network, as

Western manager, affiliate relations.

Donna Bridges, program services coordinator, noncommercial KPTS(TV) Hutchinson, Kan., named to newly created position of director of telecommunications services.

Linda Liebold, account executive, Earl Palmer Brown, Washington, joins noncommercial WETA-TV there as associate director, national program underwriting.

Frank Tinghitella, director, program finance, CBS Entertainment, New York, appointed controller. Tinghitella replaces **Robert J. Sheehan**, named director, administration, CBS Theatrical Films Group, New York.

Michelle Helin, VP, special services, ABC Inc., New York, takes on additional responsibilities for operations and financial management of newly created special services department of company.

Tom Severino, station manager, WXTZ(FM) Indianapolis, named director of operations-beautiful music stations for parent Mid America Media. Severino will remain in Indianapolis.

Marvin Aron, controller, chief financial officer, Peterson Co., Los Angeles, joins noncommercial KCET(TV) there as controller.

Norman Matlock, attorney, Kellum & Matlock, Pittsburgh, joins Sheridan Broadcasting there as director of special projects.

Advertising

Elected VP's, BBDO, New York: **Paul Green**, **Robert Riesenber**, both network programming supervisors; **Fred Fuller**, account supervisor; **John Stalzer**, **John Taliercio**, both assistant comptrollers.

Jack Strichman, associate research director, Benton & Bowles, New York, elected VP.

Frank DeFillippo and **Ron Salzberg**, both creative supervisors, N W Ayer, New York, elected senior VP's.

Catherine O'Rourke, account supervisor, Ogilvy & Mather Direct Response, New York, joins Foote, Cone & Belding there as account supervisor. Helen Barnes, senior account executive, Bozell & Jacobs, New York, joins FC&B as account executive.

John McInerney, account executive, Peters, Griffin, Woodward, New York, joins MMT sales there as account executive, team B-1.

Ann Ware Holt, copywriter, David's Inc., Wichita, Kan., joins Associated Advertising Agency there in same capacity. **Pat Pino**, production coordinator, WYEA-TV Columbus, Ga., joins Associated as account administrator.

Kay Johnson, manager of estimating, credit and collections, TeleRep Inc., New York, elected VP.

Frank Leoce, executive VP-director of sales, Metromedia, New York, joins ABC Radio there as sales manager, adult networks.

Rod Sterling, VP-sales manager, West Coast office (Los Angeles), Petry Television Inc., appointed West Coast representative, Gold Key Entertainment, New York.

Thom Carroll, account executive, Blair Television, New York, named sales manager, ABC green team, there.

Cynthia Collins, network sales assistant, McGavren Guild, New York, named business development specialist.

Kim Moriarty, account executive, *The Argus*, Seattle business journal, joins Cable Advertising Network there as regional account executive. **Bruce Kirkpatrick**, account executive, KIRO(AM) Seattle, joins CAN as local account executive.

Allan Kass, sales manager, CBS Records, New York, joins Metro TV Sales there as account executive, sales development.

Paul Fey, creative contact-broadcast director, Hughes Advertising, St. Louis, joins KMOX-TV there as manager of advertising.

Allan Keir, manager, Starfleet Blair, Los Angeles office, named account executive, Blair Radio there.



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J. Larre Barrett, sports account executive, WABC-TV, New York, named director, sports sales.

Robert Warner, general sales manager, KNXT(TV) Los Angeles, named manager, Los Angeles sales office, Evans Broadcasting, licensee of KDNL-TV St. Louis.

Charles Cahill, sales manager, Buckley Radio Sales, Chicago, joins WPTH(FM) Fort Wayne, Ind., as general sales manager.

Linda Muskin, writer-producer, WBBM(AM) Chicago, named co-op sales manager.

Appointments, sales staff, KFX(AM) Portland, Ore.: **Don Breede**, from local sales manager, to director of marketing; **Skip Townsend**, from national sales manager, to general sales manager; **Mick Dowers**, account executive, succeeds Townsend.

Charles Kail, local sales manager, WEZF-TV Burlington, Vt., named general sales manager.

Carey Davis, director of development, WMCA(AM) New York, named director of sales and development. Sandra Crystal, assistant sales manager, WMCA, named local sales manager.

Richard P. Hogue, retail sales manager, KNXT(TV) Los Angeles, retired last Wednesday (Nov. 4) after 32-year career in broadcasting, primarily with CBS-owned KNXT in various capacities. He began his CBS career in 1955 as spot salesman in New York, later formed retail sales department at CBS-owned WCBS-TV New York.

Chuck Albrecht, account executive, KCAU-TV

Sioux City, Iowa, joins KYNT(AM) Yankton, S.D., as sales manager.

Gary Drake, account executive, KWAT(AM) Watertown, S.D., named sales manager.

Appointments, sales staff, WPLJ(FM) New York: **Steve Candullo**, from WVBF(FM) Boston; **Mike Feldman**, from WYNY(FM) New York; **Maureen Lesourd**, from Grey Advertising, New York, to account executives.

Marianne Zaren, recent graduate, MBA, De Paul University, Chicago, joins WCAU(AM) Philadelphia as account executive.

Alan Gardner, general sales manager, WRNG(AM) Atlanta, joins WANX-TV there as account executive.

Laurie Kahn, account executive, WDAF(AM) Kansas City, Mo., joins WLUP(FM) Chicago in same capacity.

John Donohue, sales manager, WMKE(AM) Milwaukee, joins WIND(AM) Chicago as account executive.

Deanne Doak, account executive, KCBQ-AM-FM San Diego, joins KBZT(FM) there in same capacity.

Debra Miller, recent graduate, University of California, San Diego, joins KFMB(AM) San Diego as account executive.

Sue Elder, account executive, WZTV(TV) Nashville, joins WREG-TV Memphis in same capacity.

Named account executives, WNE-TV Hanover, N.H.: **Paul Hatin**, general sales manager, WRUT(FM) Rutland, Vt.; **Scott Gilreath**, assis-

tant sales manager, WCFR(AM) Springfield, Vt.; **Amy Turek**, recent graduate of Ohio University, Athens.

Dick Meeder, senior account manager, WKQQ(FM) Lexington, Ky., joins WKLS-AM-FM there as account executive.

Paula Kravitz, assistant to program director, WDRC(AM) Hartford, Conn., joins WEEL-FM Boston as sales assistant.

Susan Goldfarb and **Lynn O'Connell**, account executives, WGTR(AM) Natick, Mass., join WRKO(AM) Boston in same capacity.

Peter Magnusson, account executive, KDON(AM) Salinas, Calif., joins KSBW-TV there in same capacity.

Maggie Harrison, owner-operator, Santa Barbara, Calif., sandwich company, joins KCOY-TV Santa Maria, Calif., as account executive.

Terrence Higham, copywriter, WBCB(AM) Levittown, Pa., joins WHWH(AM) Princeton, N.J., and co-owned WPST(FM) Trenton, N.J., in same capacity.

Programing

Marion Goldin, producer, CBS News, joins ABC News on Jan. 1, as senior producer, program development and senior producer and assistant to executive producer of *20/20*.

Richard Katz, director of business affairs, CBS Entertainment, Los Angeles, named VP business affairs, motion pictures for television and mini-series, there.

Jerry Hartman, VP-account supervisor of Cavalieri Kleier Pearlman, New York, joins MCA nontheatrical divisions, New York, as VP-director of marketing.

Appointments, MetroTape, Hollywood, Calif.:

Jim Gaston, from assistant unit manager to unit manager; **Keith Swann**, from assistant production and post-production supervisor, Video Systems Network, Los Angeles, to technical operations supervisor; **Norman Peterson**, from stagehand to newly created position of assistant production manager.

Jim Van Sickle, management consultant, Midwest, TM Programing (based in Dallas), appointed general sales manager. **Scott Kummer**, air personality, KENR(AM) Houston, joins TM Programing, Dallas, as consultant.

Barry Mines, programing manager, Viacom Cablevision of Long Island, Islip, N.Y., named director of programing.

Bob Cawley, president, Multi-Media International, Las Vegas, named director of broadcast operations for newly formed Financial News Network, Santa Monica, Calif.

John J. Pollock, director of marketing, Information Services, Wellesley, Mass., joins Adams-Russell, Waltham, Mass., as project director for The Cablesop, an interactive cable system that permits subscribers to request viewing of informational advertising messages.

Mario Paoloski, with Gulf Coast Cable Television, Houston, named director of programing.

Mellen O'Keefe, clearance coordinator, *PM Magazine*, San Francisco, named associate producer.

Larry Roe, assistant production manager, WJRT-TV Flint, Mich., joins WPRI-TV East Providence, R.I., as production manager.

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ADVERTISING

Richard Boock, producer-director, KMTV(TV) Omaha, named production manager.

Matt Lauer, co-host, *PM Magazine*, WXEX-TV Richmond, Va., joins WJAR-TV Providence, R.I., in same capacity.

Dave Denver, program manager, WISN(AM) Milwaukee, Wis., joins WLS-AM-FM Chicago as program director.

Ben Thum-Taylor, air personality, KMPX(FM) San Francisco, named program director.

Kaki M. Tuohy, assistant operations manager, KSTP-TV Minneapolis-St. Paul, named program director.

John Ivan Tomcho, producer-director, WICU-TV Erie, Pa., named program director-production manager.

Susan English, operations manager KCOY-TV Santa Maria, Calif., named program director.

Doug Sims, switcher-director, WREG-TV Memphis, named producer-director.

James R. Golden, music researcher, WABC(AM) New York, named to new post of music and music research director.

Ron Asbury, air personality, WJOI(FM) Pittsburgh, joins WPNT(FM) there in same capacity.

Ken McCartney, air personality, KLUC(FM) Las Vegas, joins KLAV(AM) there in same capacity.

News and Public Affairs

Tom Capra, independent film producer, joins The Satellite NewsChannels, joint cable venture of Group W and ABC Video Enterprises, as VP-managing editor.



Capra



Sesno

Frank Sesno, European coordinator, Associated Press Radio Network, London, named White House correspondent.

Kathy Lavinder, news director, WBZ(AM) Boston, joins ABC Radio as manager, Entertainment Radio Network News.

Appointed general assignment reporters, ABC News, Washington: **Stephen Aug**, from editor, daily business, weekend real estate sections, *Washington Star*; **Kenneth Walker**, from national correspondent, *Washington Star*; **Paul Howes**, from Califano, Ross & Heineman, Washington; **Rick Inderfurth**, deputy staff director, political and security affairs for the Senate Committee on Foreign Relations, Washington.

Sandy Gilmour, correspondent, NBC News, Houston, named Beijing (Peking) correspondent.

Wayne Lynch, reporter-anchor, WMAR-TV

Baltimore, named executive news producer.

Bruce King, sportscaster, WABC-TV New York, rejoins KOMO-TV Seattle as sports director. **Albert Jaffe**, news director, KNTV(TV) San Jose, Calif., joins KQVR(TV) Sacramento, Calif., in same capacity.

Appointments, news department, KSBW-TV Salinas, Calif.: **Bill Weeks**, sports producer, KNBR(AM) San Francisco, to news producer; **Mark Olinger**, producer, KMGH-TV Denver, to news bureau chief, **Debbie Gong-Guy**, news intern, KPIX(TV) San Francisco, to reporter.

Janis Folkestad, news director, KTVZ(TV) Bend, Ore., joins KOIN-TV Portland, Ore., as producer, 7 a.m. news.

Steven Pierce, KXRX(AM) San Jose, Calif., morning anchor-program director, joins KCBS(AM) San Francisco, as anchor-reporter.

Appointments, news department, KPNX-TV Phoenix: **Bill Gray**, from managing editor to assistant news director; **Peter Neumann**, producer, 10 p.m. news, to executive producer; **Dennis Hart**, weekend producer, succeeds Neumann.; **Kathy Kerchner**, co-anchor, to newly created post of bureau chief, east valley bureau, Mesa, Ariz., **Nancy McKenzie**, executive news producer, WEAR-TV Pensacola, Fla., to producer.

Pete Schulberg, anchor-reporter, KGW-TV Portland, Ore., named Washington bureau chief and correspondent for station's licensee, King Broadcasting.

Val Hymes, correspondent for Washington bureau, Westinghouse TV stations, joins Independent Television News Association there in same capacity.

Carolyn Brookter, news reporter, WMC-TV Memphis, joins KSTP-TV Minneapolis as general assignment reporter.

Chuck Coppola, reporter, KXTV(TV) Sacramento, Calif., joins KTXL(TV) there in same capacity.

M. Bigid Shea, senior reporter-producer, non-commercial KCCM-FM Moorehead, Minn., joins noncommercial WUHY(FM) Philadelphia as reporter-anchor.

Carol Harm, community relations director-news anchor, noncommercial WIAN(FM) Indianapolis, joins WIBC(AM) here as reporter.

Derek Hayward, reporter, WJIM-TV Lansing, Mich., joins WTLV(TV) Jacksonville, Fla., in same capacity. **Bill Zetterower**, part-time photographer, WTLV, named to full time position.

Bill Weber, weekend sports anchor-reporter, WEHT(TV) Evansville, Ind., named sports director. Mike Murphy, weekend anchor-reporter, KHQA-TV Quincy, Ill., joins WEHT as morning anchor-reporter.

Ed Eubanks, news director, KNOK(AM) Fort Worth, joins WVUE(TV) New Orleans as reporter.

Scott Macdonald, news director, KTMS(AM) Santa Barbara, Calif., joins KCOY-TV Santa Maria, Calif., as reporter.

Sharon Linstedt, anchor-reporter, WTSO(AM) Madison, Wis., joins WEBR(AM) Buffalo, N.Y., in same capacity.

Pete Morrison, news reporter and anchor for WKBR(AM)-WZID(FM) Manchester, N.H., joins WMUR-TV Manchester as late-news co-anchor.

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Technology

J. Philip Stack, VP-video communications division, Sony Video Products Co., New York, named senior VP. **John McPherson**, manager, market development and key accounts, Sony Video communications division, named manager, national market development.



McDevitt

Fred McDevitt, director, fiber optics laboratory, electro-optical fibers division, ITT, New York, joins Warner Amex Cable as VP-technical operations.

Bhaskar Pant, product specialist, Grass Valley Group, Amsterdam, the Netherlands, named senior sales engineer, New York.

John Pavlic, product engineer, C-Cor Electronics, State College, Pa., named manager, distribution products group.

Roger Bailey, managing director, Paltex Editing and Production Systems, London, joins Datatron, Tustin, Calif., as director of video systems.

Appointments, Jefferson Data Systems, Charlotte, N.C.: **Michelle Jones**, computer operations manager, WWGS(AM)-WCUP(FM), Tifton, Ga., to installation specialist; **Ford Markle**, continuity director, WRVQ(FM) Richmond, Va., to customer support specialist;

Jess Pitchford, project leader, corporate systems development, Celanese Corp., Charlotte, to senior systems analyst; **David Hines**, computer designer intermediate, J.P. Stevens, Charlotte, to programmer-analyst,

John Shackelford, general manager, Albuquerque Home Theater, Albuquerque, N.M., joins Microband, New York, MDS, as manager of sales and marketing.

S. Richard Ravich, marketing manager, AKG Acoustics, Stamford, Conn., named VP-marketing.

Matt Meany, operations manager, KIQO(FM) Atascadero, Calif., joins KIKQ(FM) Livermore, Calif., as chief engineer-air personality.

Promotion and PR

George Kunin, senior copywriter, NBC, New York, named director, editorial services, print, NBC Television advertising and promotion.

Howard Burkat, director of advertising, promotion and affiliate communications, Home Box Office, New York, joins The Entertainment Channel there as VP-advertising and promotion.

William Spencer, freelance writer, based in San Diego, joins Peters Productions there as director of marketing/public relations.

Nancy Craig, corporate advertising director, Schwartz Brothers/Harmony Hut, Washington, joins Super TV there as director of marketing. Super TV is new subscription TV service and joint venture of Subscription Television of America and Field Communications.

Lee Minard, director of creative services, WFAA-TV Dallas, joins KOA-TV Denver as manager-promotion.

Teresa Anderson, news director, KCPS(AM) Burlington, Iowa, joins Western Michigan University, Kalamazoo, as broadcast services coordinator.

Allied Fields

Dr. Robert M. Batscha, president of Population Resource Center, New York, joins Museum of Broadcasting, there as president, succeeding Robert Saudek, who has resigned to return to television production.



Batscha



Oxendine

John E. Oxendine, assistant chief, financial assistance division, Federal Home Loan Bank Board, Washington, elected president of Broadcast Capital Fund (BROADCASTAP) the nonprofit venture capital company established by National Association of Broadcasters to aid minorities in entering ownership. ("Closed Circuit," Oct. 26). Oxendine assumes the post Nov. 16.

Ed Asner, star of CBS-TV's *Lou Grant*, and active in last year's four-month actors' strike, elected president, Screen Actors Guild, Los Angeles ("Closed Circuit," Nov. 2).

Leslie Taylor, telecommunications policy specialist (international), National Telecommunications and Information Administration, Washington, joins FCC as attorney-adviser to Commissioner Mimi Weyforth Dawson.

Officers re-elected, Radio Advertising Bureau board of directors: **George Duncan**, president of Metromedai Radio, board chairman; **George Armstrong**, executive VP, Storz Broadcasting, chairman of executive committee, **Richard Chapin**, president of Stuart Broadcasting Co., chairman of finance committee.

New officers, New York State Associated Press Broadcasters Association: **Rob Sunde**, WCBS(AM) New York, president; **Bill Snee**, WHEN(AM) Syracuse, first VP; **Steve Cohen**, WCBS-TV New York, second VP, **Charles Green**, Associated Press, Albany, secretary.

Barbara Fenhagen, independent producer-consultant, Philadelphia, joins National Public Radio, Washington, as director of satellite program development fund.

Clark Madigan, VP-group head, senior credit officer, American Security Bank, Washington, joins Communications Technology Management, McLean, Va.-based strategic planning company specializing in developing interactive systems and services, as VP-finance.

Gerald Hawyer, Eastern divisional manager, A.C. Nielsen, Westport, Conn., named VP-Eastern divisional field manager, Marketing Research Group USA there. David McCubbin, regional marketing manager, Nielsen Station Index, Menlo Park, Calif., named VP, Media Research Group there.

Elections, newly reorganized investment banking division (formerly financial services division), Daniels & Associates, Denver, Colo.; **Hugh McColloh**, **Bob Homan**, **Jay Busch**, **Tim David**, all VP's, to senior VP's.

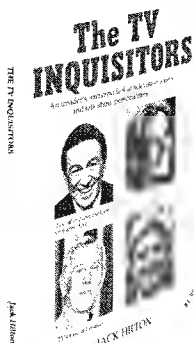
Nick Chatzipetrou, product marketing engineer, Tektronix, Beaverton, Ore., joins Conrac, Covina, Calif., as product specialist.

Deaths

Ed Libov, 51, founder and president of Ed Libov Associates, New York, died of heart attack at his home in New York on Monday (Nov. 2). He founded company primarily as a media buying service in 1964, with billings of \$90,000. Spokesman said Libov now bills about \$150 million annually, much of that in television. Company is active in developing cooperative advertising. He is survived by his wife, Rhona; daughter, Gail Grant and two sons, Steven and Howard.

Robert Holbrook, 82, retired chairman, Compton Advertising Inc., New York, died Oct. 21 in Lawrence Memorial hospital in New London, Conn. Holbrook was chairman of Compton from 1955 until 1960 and served as chairman of American Association of ADvertising Agencies from 1950 to 1957. He was with Compton from 1933 until his retirement in 1961 and earlier had been with General Foods. He is survived by his wife, Maxine; daughter, Sandra H. Thurston, and two grandchildren.

TV INQUISITORS



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The Smart thing to do: Put your faith in TV

If pondering the advertising potential of today's new media causes doubts about the strength of broadcast television as a sales tool, the doubts will be dispelled in a talk with Harry Smart.

It was somewhat over 30 years ago that Smart, under the John Blair & Co. aegis, became by his reckoning the first exclusive spot television sales representative in Chicago. And it didn't take long for Smart to realize that even in its infancy television was not just a potent, but as he calls it, a "lethal sales force."

A favorite anecdote concerns the 26-week test Smart sold TV Time Popcorn over KTTV Los Angeles in the early fifties. One week into the test a frantic call came from the advertiser, demanding that the test be stopped. The problem? Sales had jumped so fast that TV Time ran out of popcorn, cans and just about everything else. While such results quickly became commonplace, Smart remembers that not long before that advertisers had been telling him to "come back when you have 3,000 sets in a market." Today, people believe it when Smart says that "if properly used, TV can produce five to 10 times the sales results of any other medium."

In the three decades that he has been selling television time with Blair, Harry Smart has witnessed a number of changes in the industry and in the rep business. Among them, Smart says, computerization has affected the way television salesmen work, and decentralization has altered the configuration of rep houses.

In the early days, Smart recalls, a salesman "had to develop a sharp pencil" and would have to "work until midnight at the kitchen table" over tables of ratings information. Today, those necessary computations are "carried out in a moment by a computer," leaving the salesman with "more time for creative selling."

On the other side of the sales equation, computers are also helping those selling spot TV—letting advertisers pinpoint markets and "put their money where the greatest sales potential is.—Why buy the whole U.S. if you just need 16 or 17 markets?"

Separately, the last 10 years have seen the proliferation of rep firm offices around the country, as buying activity has grown in regional centers. In the fifties and sixties, Smart says, 85% of spot business was generated in New York and Chicago, 65% in New York alone, while New York's re-



Harry Baird Smart—chairman and chief executive officer, Blair Television: b. May 4, 1924, Evanston, Ill.; BS, economics, 1947, University of Rochester (college career interrupted by U.S. Army service, in 84th Infantry and Signal Corps during World War II), account executive, Dancer Fitzgerald Sample, Chicago, 1947-49; account executive, Blair Television, 1949-58; vice president and Midwest sales manager, Blair Television, 1958-74; president, Blair Television market division, 1974-79; present position since Feb. 6, 1979; member of John Blair & Co. board of directors and corporate vice president since 1965; m. Mary Jane Murphy, 1980; children from previous marriage—John, 34; Baird, 28; Mary Elizabeth, 26.

lative percentage now has dropped to perhaps 45%. "Reps who opened offices survived. Fellows who didn't fell by the wayside," Smart maintains, adding: "You can't cover a market from outside today." Concomitant with that shift, according to Smart, is that reps now have to be big to survive; only the large houses can maintain the necessary staffs and offices.

But if some things have changed, others remain the same. Just as important today as they were in 1949, says Smart, are what he calls "the three qualities of a good salesman—honesty and integrity, service and hard work and knowledgeability."

To hear people in the industry tell it, those three qualities are embodied in Harry Smart. In the words of Mickey Hooten, vice president and general manager of WISN-TV Milwaukee, Smart is "one of the most liked and most knowledgeable people in the industry." Mentioning Smart's name to others draws the reply, "a true gentleman."

And to WEWS(TV) Cleveland President Don Perris, Smart is not only "one of three most important people in the business," but "the best people guy in the business." "The magical thing about him," says Perris, "is that guys he's fired are still his friends . . . Whenever I'm doing something important involving a person, I always check with Harry."

Perhaps the key to what makes Harry Smart a "people guy" is simply the respect he evinces for the people with whom he works. "If I had to do the last 30 years over, I'd do the same thing," he says, because "broadcasting people are friendly, they're people with high principles" (and Smart also asserts they have great senses of humor). He numbers his friends in the industry in the hundreds, with at least five or six in any market he visits.

"I'm a people oriented guy," Smart says, and that's part of his explanation for remaining with John Blair & Co. for 30 years—"it's a people oriented company."

There is, however, one aspect of the rep business Smart doesn't like—"the time away from home. I'm a home-body" he says—and home for the last 28 years has been Winnetka, Ill. He loves athletics: handball, racketball and tennis; but one of his favorite pastimes is to play his saxophone at home, either accompanied on the piano by his wife, Mary Jane, or playing along with a recording. (Smart's first wife, also named Mary Jane, died several years ago.) Gardening is another of the couple's hobbies—Smart's particularly proud of the 350 impatiens they planted this year.

Turning back to business, from where Smart sits things look good—the spot market will end the year up 13% to 14%, he figures, and he expects to see spot log another good year in '82, with 9% to 10% gains. Those percentages, of course, would vary by market—Sun Belt stations doing more, those in the Great Lakes region less. Overall, the future of the spot business is rosy, Smart says.

That's not to say Smart is ignoring new media such as cable. In fact, he supports the theory that network buyers should place 5% to 10% of their budgets on superstations. But for the next 10 years, "commercial broadcasting will pretty much rule the roost," he believes.

Something else in which Smart strongly believes is the potential broadcasting possesses to help with the problems he sees facing the country. "It's an information medium as well as an entertainment medium," he says, adding that broadcasting could well serve by "teaching people a little something about economics."

Sony Corp. of America filed petition for rehearing last week with Ninth Circuit Court, San Francisco, concerning that court's Oct. 19 decision holding Sony and consumers liable for copyright infringement in connection with manufacture and use of **videocassette recorders**. Company has asked full 24-judge court to rehear case in which three-judge panel ruled against Sony, Sony's advertising agency, Doyle Dane Bernbach, and four retail outlets for Sony Betamax videorecorders (BROADCASTING, Oct. 26). In its petition, Sony argued that "determinative points of fact and law have been overlooked and misapprehended." It also contended that recording at home "followed by nonpublic performance does not constitute copyright infringement." Company said rehearing was appropriate because "questions of exceptional importance are involved" and that Oct. 19 ruling "has impugned the legality of the daily conduct of millions of American consumers who own and use videotape recorders for private purposes in their homes and further has threatened the livelihood of thousands of Americans who are engaged in providing videotape and videotape recorders for the public."

□
Walt Disney Productions Inc., winner thus far along with MCA Inc. in court fight over videorecording of copyrighted material, says it **will support legislation eliminating liability for individuals** if videotaping is done at home for personal use. But Disney, in statement issued last week, added caveat: "as long as safeguards are also provided to prohibit misuse of creative product." Statement had earmarks of public relations gesture aimed at defusing possible resentment on part of millions of videorecorder owners in wake of victory in U.S. Court of Appeals for Ninth Circuit (BROADCASTING, Oct. 26). Disney noted it had initiated case in 1976, at time "when there were relatively few tape recorders in homes." Since then, it added, "we have come to realize that the interests of all concerned can be better accommodated by passage of new laws." However, Disney said it will continue to pursue litigation against principal defendants, Sony Corp., its distributors, retailers and advertisers, "until an acceptable solution can be reached."

□
Warner Amex Satellite Entertainment filed complaint with FCC on Thursday **seeking to block RCA's auction of one particular**

transponder out of seven on Satcom IV set to go on block today (Nov. 9) in New York. WASEC claims RCA had promised it one of six high-powered transponders on bird—specifically number 11. RCA included four of these 8.5 watt transponders in auction list. WASEC is one of eight customers for Cable Net Two scheduled to get assignments switched from current service on Comstar D-2 to Satcom IV when it takes over Cable Net Two duties next April. RCA had no comment as of Friday. FCC has advised RCA that bidders should be made aware of WASEC complaint and that transponder's fate is subject to resolution of complaint.

□
Reagan administration has withdrawn plans to sell communications satellite equipment to Arab consortium that includes Libya and the Palestine Liberation Organization. But Secretary of State Alexander Haig Jr. said in testimony before Senate Foreign Relations Committee last Wednesday that proposal is being withdrawn only "until we can study the issue further and consult." Department said in statement that withdrawal was in deference to "congressional concerns." Under agreement with consortium, Ford Aerospace and Communications Corp., subsidiary of Ford Motor Co., would design, test and deliver satellite components to corporation owned by French government for use in Arabsat communications system.

□
National Cable Television Association has joined court **fight for permanent injunction** barring Utah's attorney general from enforcing that state's new law **prohibiting cable systems from distributing "indecent material"** (BROADCASTING, June 8). NCTA, in friend-of-court brief filed with U.S. District Court for Southern District of Utah, said law would deny cable right to distribute material distributed by printed press and television, exhibited in movies and in "legitimate" theaters, and offered through home videocassettes and disks. In fact, NCTA said, law is so broad that it would be declared unconstitutional if applied to other media, including television. And "no one has suggested that cable operators should have less rights than broadcasters," NCTA added. It also said nature of cable television—persons must subscribe to it, pay tiers are offered, program guides and parental lock boxes are available—allows subscribers as much control over who watches which cable programs as they have over printed materials, if not more. NCTA brief supports



Coming out party. To give its new top management team opportunity to meet and socialize with government VIP's, NBC was host of reception and buffet dinner last Tuesday (Nov. 3) at Washington's Four Seasons hotel. More than 300 people attended—star government attractions being Vice President George Bush; Edwin Meese, counselor to President Reagan; Caspar Weinberger, secretary of defense, and Senator Ted Kennedy (D-Mass.). They were joined by others including all FCC commissioners; new Federal Trade Commission Chairman James Miller; House Telecom-

munications Subcommittee Chairman Tim Wirth (D-Colo.); subcommittee member Jim Collins (R-Tex.); Senator Ernest Hollings (D-S.C.); Supreme Court Justice Byron White, and Soviet Ambassador Anatoliy Dobrynin. Also there was NBC's own contingent of on-air talent and behind-the-scenes management. At left (l-r) is Bush with NBC's top executives: Grant Tinker, chairman and chief executive officer; Robert Mulholland, president and chief operating officer, and Irwin Segelstein, vice chairman. At right is Kennedy with Tinker.

motion for permanent injunction filed by Home Box Office Inc. and four Utah cable companies. Earlier, those parties won temporary restraining order preventing law from going into effect on May 11, as scheduled.

□ **Senate Appropriations Committee** voted 15 to 10 last Thursday (Nov. 5) to **allocate \$130 million to Corporation for Public Broadcasting in fiscal year 1984**. Committee approved same amount passed earlier by Subcommittee on Labor, Health, Human Services and Education, but attached two provisions that conflict with public broadcasting authorization provisions in Budget Reconciliation Act of 1981, passed in July (BROADCASTING, Aug. 3). Appropriations provisions would require that National Telecommunications and Information Administration double number of employees in public broadcasting facilities program and that it concentrate its funding on upgrading existing facilities. Budget bill required that NTIA concentrate on funding new facilities in unserved areas and Reagan administration has asked that facilities plan be eliminated altogether. Senate Commerce Committee members responsible for budget bill plan to offer amendments when appropriations bill reaches Senate floor.

□ **Viacom has struck deal with Metromedia** for production of half-hour, late-night adult comedy series for first-run syndication. Built around action in Las Vegas night court, and titled *Night Court in Vegas*, Metromedia is eyeing strip as possible replacement for late-night runs of *M*A*S*H*. *Night Court* will be Viacom production, with Metromedia splitting cost of pilot 50/50. If that's successful, Viacom looks to produce 130 episodes/year of five-night-per-week program syndication market. Series would be sold on cash basis, with Viacom holding back one minute for national advertising in each episode. Deal gives Metromedia profit participation that will act to hold down its licensing fee.

□ **Moody's Investors Service has lowered its rating on RCA Corp.'s preferred stock** and convertible debentures (from BAA to BA) and on senior unsecured debt and industrial development bonds (from A to BAA). Moody's said decision was based on "continuing deterioration in interest and cash flow coverage during a period of declining earnings in major operations." RCA claimed that Moody's "action does not fully recognize the potential of our ongoing investments in research and the growth prospects of our major business segments." Moody's rating on senior obligations of RCA's CIT Financial Corp. remains same, at AA.

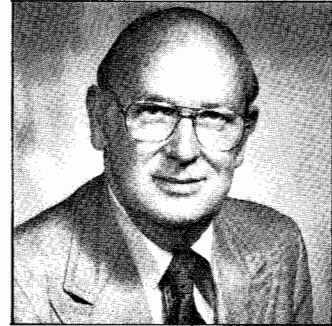
□ Rumor had it last week that *Tomorrow* talk show host **Tom Snyder threatened to quit** if NBC carries through on its reported proposal to shift program to 1:30-2:30 a.m. slot behind new show, to be hosted by David Letterman, that would follow Johnny Carson's *Tonight* at 12:30 a.m. Although Snyder could not be reached for comment, he reportedly denied making threat. NBC is expected to make official announcement of late-night lineup in week.

□ **A.H. Belo Corp.**, owner of *The Dallas Morning News* and in broadcasting since 1922, has filed registration with Securities and Exchange Commission to make **initial public offering** of 2 million shares of common stock. Statement for family-owned corporation said per-share price would be between \$21 and \$23, with half of 2 million shares offered by company and remaining half by 27 shareholders. Subsidiary Belo Broadcasting Corp. operates WFAA-AM-TV and KZEW(FM) Dallas; KFDM-TV Beaumont-Port Arthur, Tex., WTVC(TV) Chattanooga and recently acquired Queen City Telecommunications (cable) in Clarksville.

□ **Wanda Washburn**, wife of FCC Commissioner Abbott Washburn, decisively won her first campaign for elective office last week, becoming member of Washington school board.

Washburn, who said she won because of her "experience and commitment to education," will serve four-year term. Position pays \$18,000 per year.

□ **Donald H. McGannon**, 61, will retire as chairman of Westinghouse Broadcasting Co. Dec. 1, remaining as director and consultant there. Announcement cited desire "to more fully pursue his many civic and social interests;" McGannon said health problem is "limited contributing factor." McGannon joined Group W in 1950's, was chairman and president before relinquishing presidency to Daniel L. Ritchie in 1978; Ritchie became chief executive officer in 1979. "I am delighted," McGannon said, "that the management succession plan we put in motion more than two years ago now enables me to leave the people and company I so cherish, superbly positioned for the challenges of the 1980's and beyond." Ritchie now is expected to succeed him as chairman as well. Outside broadcasting, McGannon is chairman of Connecticut Board of Higher Education; trustee, chairman emeritus and executive committee member of National Urban League, and member of steering committee of National Urban Coalition, among other affiliations.



Upcoming

□ **At FCC:** Open meeting Thursday will consider Chronicle Broadcasting proposal to amend prime-time access rule to allow unlimited use of off-network programming during prime time; consider petition for shared use of broadcast auxiliary facilities; consider proposal to establish new licensing policies for television auxiliary broadcast stations, and consider whether to launch inquiry into World Press Freedom Committee allegations that rates charged by international record carriers curtail free flow of news. **On Capitol Hill:** House Energy and Commerce Committee will mark up Record Carrier Competition Bill (H.R. 2927) in room 2123, Rayburn House Office building, at 10 a.m. Thursday. □ Senate Judiciary Subcommittee on Constitution will hold hearing on amendments to Freedom of Information Act (S. 1730) in room 2228, Dirksen Senate Office building, at 1:30 p.m. Thursday. **Also in Washington:** Society of Professional Journalists, Sigma Delta Chi, national convention starts Wednesday at Hyatt Regency hotel. □ ABC News will dedicate its new Washington headquarters Thursday noon (see page 31). **In Rio de Janeiro:** Second session of Region 2 meeting on AM in western hemisphere opens today (see page 38). Advisory committee to U.S. delegation will meet in Washington in room 856, 1919 M Street, N.W. at 9 a.m. Friday. **In Miami:** Television Bureau of Advertising's 27th annual conference opens today at Fontainebleau hotel. **In Los Angeles:** ABC's Tony Thomopoulos, CBS's B. Donald Grant and NBC's Brandon Tartikoff will speak Wednesday at Hollywood Radio and Television Society luncheon at Beverly Wilshire. □ Warner Amex Satellite Entertainment President John A. Schneider will address Academy of Television Arts and Sciences luncheon Thursday at Century Plaza hotel. **In New York:** Sotheby Parke Bernet, York Ave. and 72d St., auctions off seven transponders on Satcom IV (Cable Net II) for RCA Americom today at 11 a.m. **In Monterey, Calif.:** CBS-TV President James Rosenfield will be keynote speaker Friday at Western region conference of American Advertising Federation that opens Thursday at Hyatt Del Monte. **In Chicago:** American Association of Advertising Agencies' central region meeting starts Thursday at Ritz-Carlton hotel.

Unwanted legacy

The western hemisphere conference on AM allocations that begins in Rio de Janeiro today is unlikely to produce results that will benefit the AM system in this country. It could produce dislocations on a substantial scale. Prospects, however, could be worse and would be if the U.S. were represented by a delegation like the one that went to Buenos Aires early last year for the first conference in this series.

Indeed the job of the delegation now in Rio has been made more difficult by the work of its predecessor. The first delegation went to Buenos Aires in March 1980 to sell the hemisphere the Henry Geller-Charles Ferris plan to shower AM facilities on clamoring minorities by compressing AM channel spacing from 10 khz to 9. The sale was unsuccessful, but it left a deep enough impression on some countries to keep the issue alive. The current delegation starts out with the unenviable assignment of unselling what was sold.

The facts, of course, are on the Rio delegation's side. The Geller-Ferris pitch was made with no real knowledge of its consequences. Later studies by more open minds proved that the costs of moving the U.S. system to 9 khz would far outweigh the benefits. That is the message that is being distributed in Rio this week.

Varying opinions on the outcome of the 9 khz discussions are quoted in the extensive preview of the Rio conference that begins on page 38. The inclination is toward optimism that 10 khz will be retained. Once that matter is settled, however, the agenda gets tough. The Cubans could present severe problems, although the U.S. is not without negotiating power. Other interests are in conflict with American. For the U.S. delegation it will be no piece of cake.

But, as noted, it could be worse. Much worse.

An original

No one ever had a surer knowledge of the nuances of broadcasting than Donald H. McGannon, who retired last week as chairman of the Westinghouse Broadcasting Co. When he wanted to, he circulated easily in the broadcasting establishment. Often it suited his purposes to step outside. In or out, he consistently ran a radio and television group that was as commercial as any in the business, but it conveyed an aura of public service that made it the darling of regulators who hated everything about commercial broadcasting.

Television network management will be relieved to see McGannon go. It was he, as newly installed president of WBC (at the age of 35), who masterminded the retrieval of KYW-AM-TV Philadelphia from NBC, which was found by the FCC to have coerced Westinghouse into a swap of those properties for NBC's less valuable facilities in Cleveland. No one outside the company knows how many millions flowed into Westinghouse's bottom line from the return to Philadelphia.

It was McGannon who pushed hardest for the FCC's adoption of the prime-time access rule, reducing network time and opening opportunities for such syndicated product as Westinghouse's *PM Magazine*. When networks began talking of lengthening their evening news, McGannon was in the forefront of opposition. ABC-TV proposed to add network commercials to the popular *Batman*. McGannon was there to lead the affiliates in resistance.

It helped to have all but one of Westinghouse's powerhouse

television stations in markets containing only three VHF's. In San Francisco, however, there was always the fourth for an outraged network to turn to. It is a reflection of Westinghouse's mastery of network-affiliate relations that its KPIX(TV) is still with CBS.

When McGannon tired of taking on the networks, he found other targets. The National Association of Broadcasters modified its television code to accept the hemorrhoid remedy, Preparation H. Westinghouse withdrew its subscriptions to the code and remains out to this day, on the grounds that its standards are too high to be sullied by unfavorable associations. Still, Westinghouse remains an active member of the NAB itself, and its executives are intensely active in all kinds of industry affairs. Part of the mystique.

It was fitting that the parent company was in electricity. Its broadcasting boss for a lot of years was a human dynamo.

Dud

If judged by bulk alone, the report emanating last week from the Democratic staff of the House Telecommunications Subcommittee gives the taxpayers their money's worth. Unhappily, however, its 650 pages contain a mixture of familiar data grotesquely misinterpreted and conclusions reflecting a political philosophy that refuses to be shaken by facts.

The broadcasting and cable sections of the report suggest that somehow a formula can be developed to measure the point at which a medium contains enough operating parts to be deregulated. It is as if the framers of the First Amendment had decided to count the pamphleteers in Philadelphia before sitting down to write. The staff's exercise is an affront to the Fourth and Fifth Estates and to the Constitution.

The report itself would give reason for concern about the direction that the subcommittee is taking. The concern is magnified by Chairman Timothy Wirth's unqualified endorsement of his minions' work. With a chairman like Wirth in charge, it comes as good news that the subcommittee plans no legislative action affecting broadcasting or cable this year.



Drawn for BROADCASTING by Jack Schmidt

"When you guys said you were looking for a faster way to get the tape back to the studio, I thought. . ."



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