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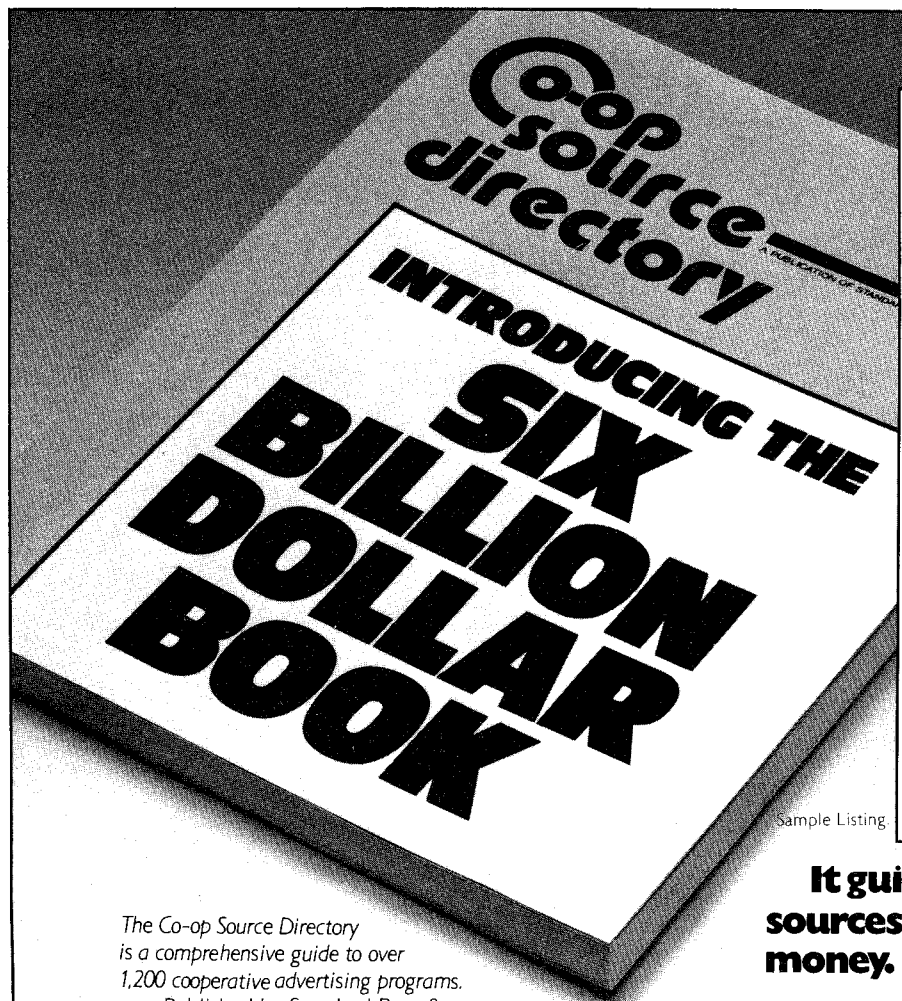
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Retailer Co-op Plan

Product
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Trademark
Smith Goggles

Eligible Media
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Timing: Seasonal

Timing
Program: August 1, 1980 thru March 31, 1981
Accrual: August 1, 1980 thru March 31, 1981
Advertising: August 1, 1980 thru March 31, 1981
Claim: Within 60 days of ad
Accrual: 3

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Ad Specifications
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Media Requirements
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Assassination attempt adds fuel to the fire of NCTV's campaign

Coalition plans further monitoring, encourages 'direct citizen action'

The National Coalition on Television Violence, citing the attempted assassination of President Reagan (BROADCASTING, April 6), has announced a stepped-up campaign to eliminate violence from television. A factor in the program is an effort to persuade viewers to boycott products of advertisers supporting programs considered the most violent.

NCTV's new campaign, approved at the board's quarterly meeting, in Washington on April 3, calls for increased monitoring by the NCTV staff to include all network prime-time and Saturday-morning programs, instead of only two networks each week, and initiation of a nationwide direct mail campaign to gather increased citizen support of the anti-TV violence effort.

The third prong of the campaign provides for continued encouragement of "direct citizen action" through a boycott of products of sponsors who support the most violent programs. NCTV publishes a quarterly list of the most violent and least violent television programs and sends it to more than 60,000 individuals and organizations.

Monitor

Missing person. ABC-TV's popular "Three's Company" will return to network next season without co-star Suzanne Somers, according to program's producers in Hollywood. Tuesday-night comedy series had been produced through much of past season without Somers, who reportedly was unhappy with terms of her contract. "Suzanne Somers has not picked up her option," said N.R.W. Productions. All other regular cast members are slated to return. There are 25 episodes of comedy on order for 1981-82 season, according to announcement, including two one-hour episodes. *Three's Company* is completing its fifth year on ABC-TV, which has yet to confirm pickup.

Iran drama set. CBS-TV has set May 17 as air date for *Escape from Iran*, network-produced drama about Americans who escaped from U.S. embassy in Teheran November 1979 and were hidden by Canadian embassy personnel. Two-hour TV movie stars Canadian actor, Gordon Pinsent.

It's You! USA Network has announced *YOU!*, calling it "first video fashion magazine." Half-hour series is geared for "modern working women, looking to improve their professional and personal lives." Premiering May 4, new episodes are to air at 7:30 p.m. ET on Mondays, with several repeats throughout week. Edith Locke, former editor-in-chief of *Mademoiselle*, will host Barry Levinson production for USA Network.

Cable for children. New basic-cable service, KidVid Network, aimed at 6-to-12 year-olds, is expected to be launched this year by Claude S. Hill, TV producer/distributor of children's programs. Service, primarily animation, would be satellite transmitted at 3-6 p.m. weekdays and 9 a.m.-noon weekends. Distribution specifics for advertiser-supported service weren't announced.

Upcoming at networks. Rights to Norman Mailer best-seller, "The Executioner's Song," have been acquired by NBC-TV, which plans mini-series on story of executed murderer Gary Gilmore... "Riverworld," adaptation of Philip Jose Farmer's science-fiction book, is being produced as 90-minute pilot for ABC-TV.

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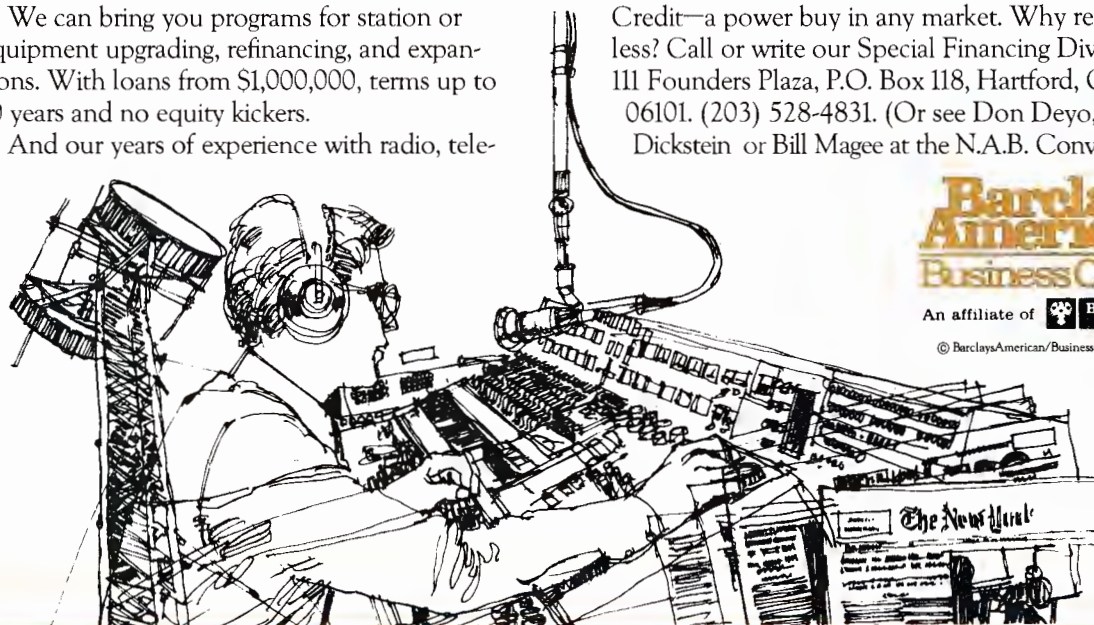
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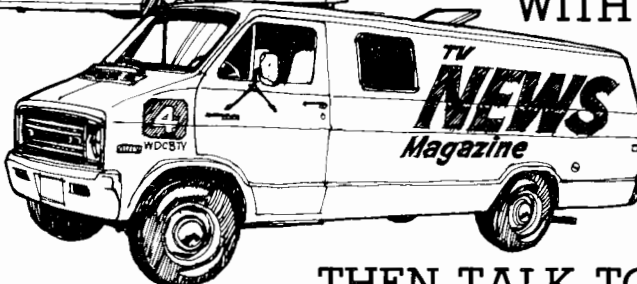
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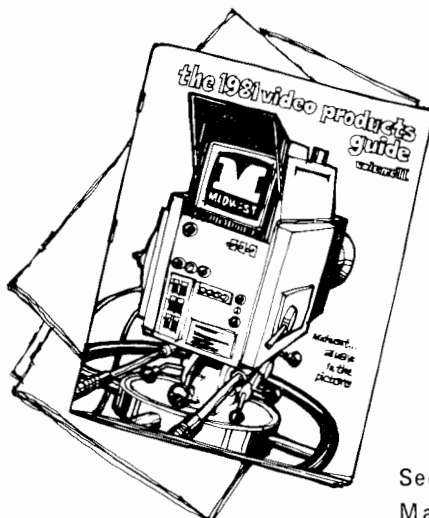
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Ratings Roundup

After six successive prime-time victories, CBS-TV was knocked out of the winner's circle for the week ended April 5. Packing the ratings punch of the *Academy Awards*, a *Barbara Walters Special* and the first two-hour episode of its *Masada* mini-series, ABC-TV turned in the week's best ratings average.

From March 30 through April 5, ABC scored a 19.1 rating and 30 share to CBS's 18.4/29 and NBC's 16.1/26.

The *Academy Awards* presentation, delayed 24 hours due to the assassination attempt on President Reagan, brought Oscar's lowest TV score ever (BROADCASTING, April 6), but its 31.0/58 was enough to give ABC the week's top-rated program. *Walters* placed fifth on the list of 63 programs, with a 27.4/42, and *Masada* part I was seventh with a 27.1/40.

During the week, however, CBS continued to collect the most winning nights: Monday, Thursday, Friday and Sunday. ABC took Tuesday and Saturday. NBC won Wednesday, the only night it had shows above a 30-share, aside from a *CHiPs* episode on Sunday.

On Monday, when the networks returned to entertainment schedules following news coverage of the Reagan assassination attempt, CBS was the clear victor with *M*A*S*H*, *House Calls* and *Lou Grant* (9-11 p.m. NYT) averaging a 24.7/37. NBC, with the NCAA basketball championship (8:15-10:30 p.m.) scored a 20.5/29. ABC, with *Show Business* and *John Denver* specials (8:30-10:30 p.m.), averaged a 17.0/24.

Elsewhere of ratings note, CBS's new series, *Nurse*, with former *Waltons* star Michael Learned, scored well, with an 18.3/31. But NBC continued to fare poorly with its "Project Peacock" ratings—the episode, *My Father the Circus King* garnering only a 14.5/23.

The First 20

1. <i>Academy Awards special</i>	ABC	31.0/58
2. <i>Dallas</i>	CBS	30.0/53
3. <i>60 Minutes</i>	CBS	28.1/46
4. <i>Dukes of Hazzard</i>	CBS	27.4/44
5. <i>Barbara Walters Special</i>	ABC	27.4/42
6. <i>M*A*S*H</i>	CBS	27.2/38
7. <i>Masada</i> (Part I)	ABC	27.1/40
8. <i>House Calls</i>	CBS	26.7/38
9. <i>Love Boat</i> (two-hour episode)	ABC	25.6/45
10. <i>Lou Grant</i>	CBS	22.4/36
11. <i>Archie Bunker's Place</i>	CBS	21.6/34
12. <i>Diff'rent Strokes</i>	NBC	21.6/33
13. <i>Greatest American Hero</i>	ABC	21.1/33
14. <i>Real People</i>	NBC	21.1/33
15. <i>NCAA Championship Series: "Indiana vs North Carolina"</i> (special)	NBC	20.7/29
16. <i>Mork & Mindy</i>	ABC	20.6/32
17. <i>One Day At A Time</i> (hour episode)	CBS	20.6/30
18. <i>Alice</i>	CBS	20.5/29
19. <i>Quincy, M.E.</i>	NBC	19.9/33
20. <i>Magnum, P.I.</i>	CBS	19.9/31

The Final Five

59. <i>More Wild Wild West</i> (movie)	CBS	10.9/17
60. <i>Vampire</i> (movie)	ABC	9.8/16
61. <i>That's My Line</i>	CBS	9.7/17
62. <i>NBC Magazine</i>	NBC	9.2/16
63. <i>Riker</i>	CBS	8.9/16

NBC shuffles its prime-time deck

It rearranges time slots for six faltering shows, kills one

NBC-TV last week announced new time periods for six of its series now in the ratings doldrums. Moving are *NBC Magazine with David Brinkley*, *Hill Street Blues*, *Nero Wolfe*, *BJ and the Bear*, *Walking Tall* and *The Gangster Chronicles*. Dropping off the schedule is *Buck Rogers*.

NBC Magazine, consistently the week's lowest-rated show in its Saturday 10-11 p.m. (NYT) slot where it competes against CBS-TV's top-rated *Dallas*, moves to Thursday 8-9 p.m., effective April 23. That's the same night ABC-TV schedules its newsmagazine *20/20* at 10-11 p.m.

Hill Street Blues, now Saturday 10-11 p.m., switches to Tuesday 9-10 p.m. April 28. A two-hour *Hill Street* will be offered

the Tuesday before, from 9 to 11 p.m.

Nero Wolfe shifts from Friday 9-10 p.m. to Tuesday 10-11 p.m. as of April 28.

BJ and the Bear, now Tuesday 9-10 p.m., will be tried on Saturday 9-10 p.m., beginning April 18.

Walking Tall moves from Tuesday 10-11 p.m. to Saturday 10-11 p.m.

Gangster Chronicles, now Saturday 9-10 p.m., will be seen Friday from 10 to 11 p.m. beginning May 8. On Fridays, April 24 and May 1, *Chronicles* will air from 9 to 11 p.m.

The schedule shifts leave no regular slot for *Buck Rogers*, which has been running in the time period now slated for *NBC Magazine*.

According to NBC Entertainment President Brandon Tartikoff, the "moves are part of a comprehensive plan designed to permit widest possible viewer sampling in different competitive situations before the announcement of our fall schedule on April 30." NBC also will be airing more pilots as well as specials during that period.

PlayBack

Over Atlantic. WOR(AM) New York has gone international, broadcasting its 7 a.m. to 12 noon schedule from London. Live broadcasts are being fed by satellite from Duke of York's theater in London to New York. John A. Grambling will serve as anchorman, supported by WOR personalities Arlene Francis, Sherrye Henry, Joan Hamburg and Don Criqui. Guests on *Live From London* special programming will include stage, screen and television personalities and British government leaders.

Laughter on the air. Hollywood-based From Studio B is syndicating collection of comedy bits created and performed by disk jockey Rick Dees on his morning radio shows over KHJ(AM) Los Angeles and WHBQ(AM) Memphis. Custom package includes 130 vignettes.

In the marketplace. MJ1 Broadcasting Inc., New York, is offering to radio stations on barter basis daily, 90-second program titled *Sportsline with Reggie Jackson*, on which New York Yankee baseball star will interview and profile outstanding athletes.

First fives. The top five songs in **contemporary radio airplay**, as reported by BROADCASTING'S *Playlist*: (1) *Morning Train* by Sheean Easton on EMI/America; (2) *Kiss On My List* by Hall & Oates on RCA; (3) *Just the Two of Us* by Grover Washington Jr. on Elektra; (4) *While You See a Chance* by Steve Winwood on Island/Warner Bros.; (5) *Keep On Loving You* by REO Speedwagon on Epic. The top five in **country radio airplay**: (1) *Falling Again* by Don Williams on MCA; (2) *A Headache Tomorrow* by Mickey Gilley on Epic; (3) *Old Flame* by Alabama on RCA; (4) *Hooked On Music* by Mac Davis on Casablanca/Polygram; (5) *I Am the Dreamer/Rest Your Love* by Conway Twitty on MCA.

THE WEEKLY

TOP THIRTY

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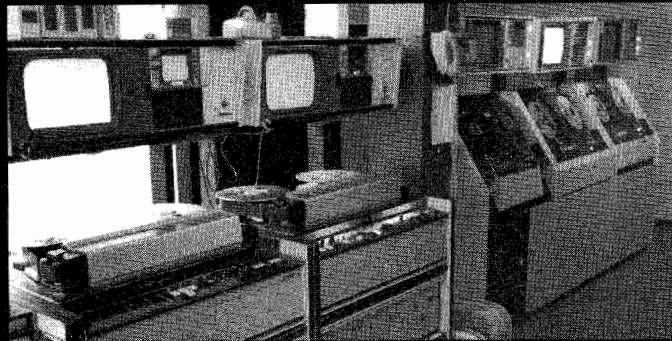
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DBS debate continues

FCC staff, preparing for Region 2 meeting, hears opinions from 70 people representing industry, citizen groups, manufacturers, broadcasters

The controversy, interest and uneasiness generated by proposals for development of a direct broadcast satellite system were evident last week at an organizational meeting of an advisory committee to aid the FCC staff in preparing for the Region 2 (western hemisphere) conference in June 1983 on developing a plan for the use of broadcast satellites in the 12 ghz band. Seventy persons turned out at the FCC offices.

And while some nontechnical types drifted off before the day-and-a-half sessions had concluded, at 1 p.m., on Wednesday, a substantial number remained. They represented satellite and broadcasting interests, terrestrial services, manufacturing and public interest groups, and others, indicating that the commission will receive contributions from diverse, not to say antagonistic, sources.

Indeed, bits of the controversy to be expected were aired last week. Private microwave operators expressed concern about the possible loss of frequencies in the 12 ghz band to direct broadcast satellite service. There was also discussion of what type of service broadcast satellites should provide. But Edward Jacobs, Office of Science and Technology staffer who presided, said the aim would be to preserve options for all services. The commission he said, does not expect to make a decision on that issue until after the planning conference.

Sharing of the band and identifying services that DBS may provide are among the areas in which the committee is to help the commission develop policy. Others include translating the demands for service into DBS system requirements for channels, orbit locations and service areas, and devising DBS technical parameters and their effect on delivery of services.

The committee is being broken down into three subgroups—on service requirements, technical parameters and inter-service sharing—and committee members were invited to recommend the manner in which the subgroups should be structured and should undertake their missions. In addition, Jacobs designated a nominating committee to propose chairmen of the subgroups and the full committee. The final selection will be made by Chief Scientist Stephen J. Lukasik.

The commission will develop its recommendation for the U.S. position at the DBS conference through a series of three

more notices of inquiry. The commission will issue one in May, another in September or October and the last, next March or April. The FCC is due to issue a report and order in July 1982, and the State Department is to file the U.S. position with the International Telecommunication Union in Geneva three months later.

Those who signed the advisory commitment to the International Telecommunication Union in Geneva three months later.

H.T. Blaker, John F. Breckerich, and William Fisk, all Rockwell International; J.R. Burke, Joint Council on Educational Telecommunications; H.L. Massie and L.M. Himmel, both American Association of Railroads; Irv Rosner, Rosner Television Systems; Robert J. Brinkman (Hedrick & Lane), Associated Public-Safety Communications Officers Inc.; Wesley C. Baylis, Microwave Council Inc.; E.J. Bias, Viacom; Wendell Bailey, National Cable Television Association; Jeryl Johnson and David Honig, both National Black Media Coalition; Jouke Ryakema, Zenith; Edward J. Horowitz, Time Inc.; Sidney Tishler, Maryland Center for Public Broadcasting; Joseph J. Ryan and Paul E. Mattern, General Instrument; Richard G. Gould, Telecommunications Systems; Robert E. Greenquist, Western Union Telegraph Co.; Perry G. Ackerman, Hughes Aircraft Co.; Ernest K. Martin, Satellite Television Corp.; Drest J. Hanas, Oak Communications Inc.; John D. Bowker, RCA Frequency Bureau; Kenneth G. Vaughn, New York Times Co.; Alan Walker, Farinon/Harris; James G. Ennis (Fletcher,

Heald & Hildreth), Hubbard Broadcasting Inc.; Gerald Rosenblatt, Scientific Atlanta; Larry Patrick and Lewis Wetzel, both National Association of Broadcasters; William Lilley III, Robert A. O'Connor, Jay Ramasastri, and James J. Parker, all CBS Inc.; Don Musson, Howard Monderer, Daniel Walters, Kathryn Pelgrift, Natalie Hunter and John F. Sturm, all NBC; John Serafin and Edward Taptich (McKenna, Wilkinson & Kittner), both ABC; Patrick McDougal, Satellite Systems Engineering Inc.; Joe Waz, National Citizens Committee for Broadcasting; Herbert Cohen, TRW; John F. Clark, RCA Corp.; Marvin Freeling, Carl J. Cangelosi and David Martin, all RCA American Communications; John F. Bottomley, GTE Satellite Corp.; David P. Anderson and Howard Hupe, both National Telecommunications and Information Administration; Shirley S. Fujimoto (Keller & Heckman), Utilities Telecommunications Council; Wayne V. Black (Keller & Heckman), American Petroleum Institute; Ronald F. Stone and Michael Mitchell, both SBS; Edward E. Reinhart, Communications Satellite Corp.; Thomas D. Mock, Electronic Industries Association; Peter Sawitz (Operations Research Inc.), National Aeronautics and Space Administration; Erhan Sunday, Sony Corp. of America; Charles Cervantes, Hispanic Bar Association; Thomas J. Lowenhaupt, HCI Inc.; O.C. Foster, AT&T; A. James Ebel (KOLN-TV Lincoln, Neb.), ABC, CBS, NBC network affiliates; Roy Easley, Association of Maximum Service Telecasters; George Billings, James Whitworth and Keith Fagan, all Satellite Television Corp.; Donald Martin, National Public Radio; Margaret Cleland, Organization of American States, and Richard Shrum, State Department. FCC staffers attending in addition to Jacobs were A.M. Rutkowski, Bruno Pattan and Thomas S. Tycz.

InSync

The new regime. Society of Broadcast Engineers has elected new officers and directors, who will assume office during National Association of Broadcasters convention this week: president, Ronald L. Arendall, manager of engineering, WTHR-TV Indianapolis; vice president, Doyle D. Thompson, director of engineering, WTAR-TV Norfolk, Va.; secretary, Brad Dick, director of engineering, KANU(AM)-KFKU(FM) Lawrence, Kan.; treasurer, Edwin T. Karl, engineer in charge, KMOX-TV St. Louis, and directors, Jerry Ayers, RCA; James H. Dickson, Meredith Broadcasting; Walter J. Dudash, WBZ-TV Boston; H. Edward Gordon, Times Mirror Satellite Programming; Richard L. Kennedy, Trinity Broadcasting Corp., and Jay Mathis, Tayburn Electronics.

□

Large and small of it. Not only has RCA introduced its new 50-inch projection television receiver (retailing at \$3,199.95) but also nine-inch color portable with optional weatherband radio and AC/DC capability (\$409.95).

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First Amendment showdown now in New Jersey court

Case involves '60 Minutes' report on Wild Bill's restaurant chain; confrontation pits fair trial versus free press arguments

A First Amendment battle that could have an important impact on investigative reporting throughout broadcasting is under way in a federal district court in Newark, N.J.

The case involves fraud charges against six persons accused of swindling investors in the now-defunct Wild Bill's Family Restaurant chain. CBS News's *60 Minutes* carried an investigative report on the chain in a December 1978 segment titled "From Burgers to Bankruptcy," and the current skirmishing is over how much, if any, interview material from the preparation of that report may be turned over to the defendants (BROADCASTING, March 30).

The First Amendment has already been



Chandler



Wallace

tested once in the case and, if it did not lose the test, it at best earned a draw with the defendants' Sixth Amendment rights to a fair trial.

The case has had its tensions, too. At one point Bob Chandler, CBS News vice president, administration, went into the courtroom with bags packed, ready to go to jail for contempt rather than accept the judge's order that material given to the judge for his own inspection be turned over to lawyers for the defendants. That prospect was avoided when CBS appealed.

At another point the judge instructed CBS lawyers if they weren't going to com-

ply, to bring in a copy of the CBS corporate balance sheet to guide him in setting the fine for contempt. The levying of that fine also was averted, at least temporarily, by the appeal.

The issues have attracted widespread interest, with CBS getting support from friend-of-the-court briefs on behalf of such organizations as NBC, ABC, PBS, the National Association of Broadcasters, the Radio-Television News Directors Association, the National Radio Broadcasters Association, the Reporters Committee for Freedom of the Press and the *New York Times*.

The battle has been a long one.

A year ago, just before the fraud trial was to start, defense lawyers subpoenaed what a CBS News official describes as "just about everything we had" from the "Burgers to Bankruptcy" report.

Trial Judge Herbert J. Stern ruled that CBS News must turn over to him, for his inspection, outtakes of interviews the *60 Minutes* staff had conducted with either government witnesses or with franchisees or potential franchisees of Wild Bill's.

CBS News appealed that order to the Third Circuit Court of Appeals, which ruled last summer that CBS had a "qualified" First Amendment right but that the defense had certain Sixth Amendment rights, too.

The appeals court said CBS should turn over to the judge the statements it had, including those in outtakes, by government witnesses in the case, so that the judge could strike an appropriate balance between CBS's rights under the First Amendment and the defendants' rights under the Sixth.

The defense appealed that ruling to the U.S. Supreme Court, which early this year refused to hear the appeal. So that ruling stands as law.

Judge Stern then set March 30 as the trial date and called upon CBS to produce the witnesses' outtakes so that he could decide what, if anything, should be turned over to the defense.

There were three interviews with two government witnesses, but in each instance the interviews include non-witnesses too. So CBS edited out all statements by the nonwitnesses and turned over the rest to Judge Stern.

Judge Stern said, however, that he couldn't understand the material without the parts that had been edited out. CBS protested, but under the threat of a heavy but unspecified fine it turned over the missing material—for use only by the judge.

Judge Stern also called for a hearing to learn whether CBS News personnel were aware, when they were preparing the 60

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All transportation has received government assistance at one time or another. The freight railroads, however, have reimbursed the government for most prior aid. Much of the current aid to some railroads is in the form of loans to be repaid with interest. On the other hand, trucks and barges have long received outright subsidies.

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For more information, write: Competition, Dept. 12, Association of American Railroads, American Railroads Building, Washington, D.C. 20036.

Surprise:

Rights-of-way costs are heavy for America's freight railroads; motorists and taxpayers carry most of the burden for highways and waterways.



Minutes segment, that the Wild Bill's operation was already under investigation by the government.

At that hearing, on March 23, Chandler and Mike Wallace, the CBS News correspondent on the segment, testified in effect that CBS News had heard from some of the franchisees that a government investigation was under way, and had tried to learn the status of the investigation. But they said that CBS News people had neither cooperated with nor received cooperation from the government, and that the *60 Minutes* report was wholly independent of the government investigation.

Judge Stern subsequently ruled that the interview material submitted to him for

inspection would help the defendants and would be turned over to them under the so-called Brady Standard, which calls for prosecutors to give defendants materials that could help clear them. Moreover, the judge said, it would be turned over before the witnesses testified.

Judge Stern's analysis said, in part:

"Much of the material which was aired was unfavorable to these defendants, while much of the exculpatory material was left on the cutting-room floor. Thus, on the one hand, CBS has aired material which implicated these defendants in criminal conduct; on the other hand, it did not air and now refuses to provide to these same defendants statements that would

materially aid their defense. In view of the foregoing, no reasonable balance can be struck which favors CBS's rights to secrecy over those of the defendants to defend at trial."

CBS contends, in its appeal, that "these editorial issues are not the business of any court and are immune from governmental review. It is up to the press in the exercise of its editorial judgment to select and tie together the interview segments it feels will convey a representative picture."

The CBS brief "strongly disagrees" that the *60 Minutes* segment was unfair, but says that under the First Amendment, fairness or unfairness is irrelevant. It quotes the Supreme Court in the *CBS vs. Democratic National Committee* case: "For better or worse, editing is what editors are for; and editing is selection and choice of material. That editors—newspaper or broadcast—can and do abuse this power is beyond doubt, but that is no reason to deny the discretion Congress provided..."

CBS also contends that the judge, contrary to the appeals court decision, had not "balanced" CBS's rights with those of the defendants and in addition was calling for material to be turned over to the defendants prematurely whether it would be admissible as evidence or not.

CBS authorities say that when the judge ordered the missing outtakes they were prepared to refuse and take a contempt penalty, but that they had a tactical problem: The judge's position that he needed the deleted outtakes to help him understand the edited material was not unreasonable, they concluded, and they felt they might lose an appeal on that point without getting an appellate hearing on the larger question of whether he had properly considered CBS's First Amendment rights and set standards for admissibility.

Judge Stern subsequently gave CBS an order that its attorneys could—and did—take to the appeals court, where the entire question is now pending. In the meantime, the judge is to make no disposition of the challenged outtakes.

ABC cleared in '20/20' RR segment

National News Council rules that though piece contained some errors, no 'willful effort' was made to misrepresent case at hand

The National News Council has ruled that ABC News had committed some errors and was guilty of other shortcomings in the "Working on the Railroad" segment of *20/20* broadcast last June 5, but that there had been no "willful effort" to misrepresent the facts.

The 16-page ruling was based on a complaint by the Association of American Railroads charging that the piece was "a blend of half-truths, distortions and outright misrepresentations" in which ABC News "misused factual information and

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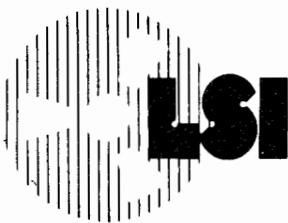
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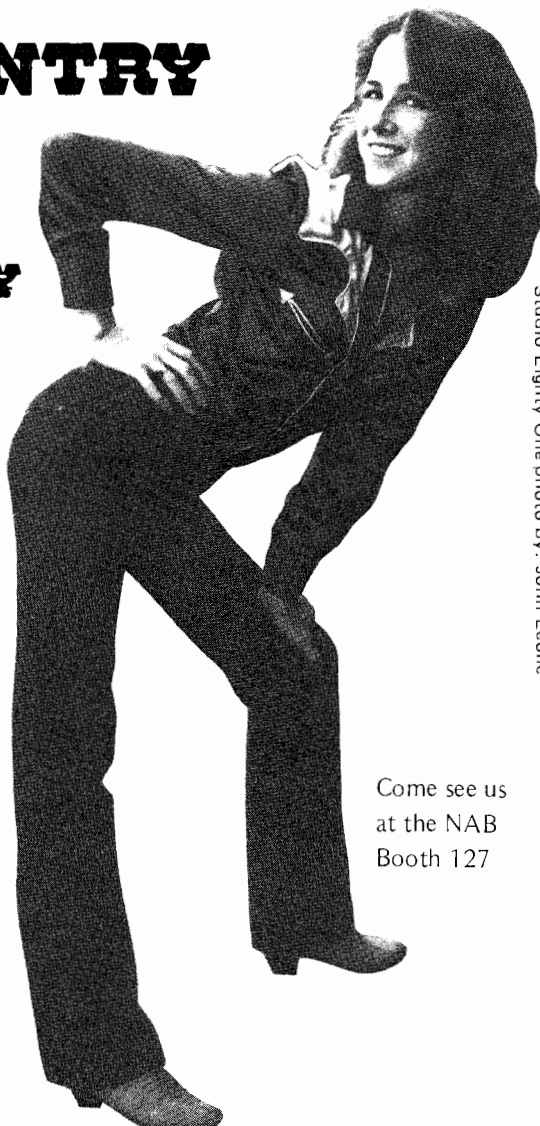
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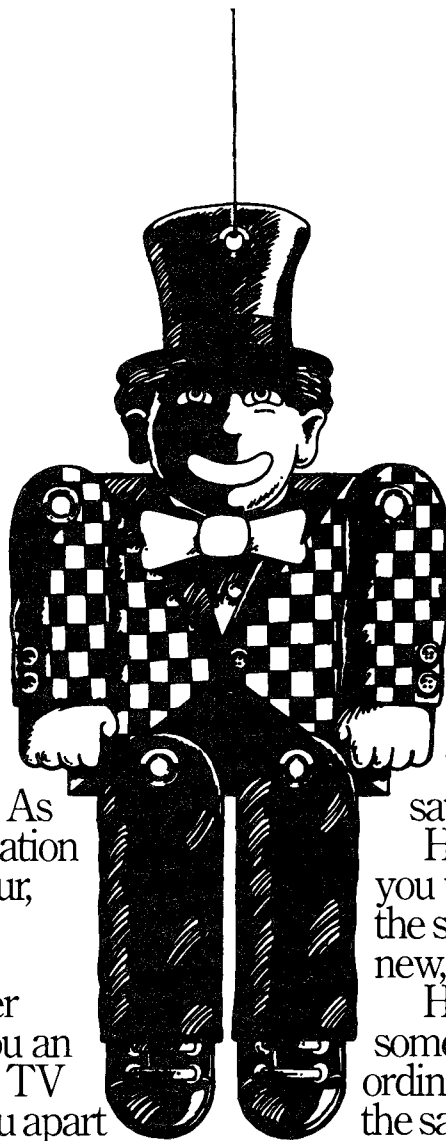
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film footage to buttress a predetermined scenario that could not have been supported by an objective airing of the factual materials."

In finding the main charges unwarranted, the council said:

"It is clear . . . that ABC News sought to educate the public about an issue of importance, that of the ever-present danger of major accidents in the shipment of hazardous material by rail.

"The indignation of railroad executives over factual errors can be understood. The errors reveal something less than careful checking and a weakness in editing . . . These and several other errors of fact noted by the [council] staff were regarded by the council as sufficiently minor that, while they may have tended to weaken the credibility of the 20/20 segment, they do not, in the council's view, demonstrate a willful effort to 'misrepresent the facts,' as the complaint asserted."

The council held that ABC News "was at fault in the 20/20 segment of overdramatizing some aspects of the problem in its search for strong visualization. But we do not find that the program 'demonstrated a cavalier disregard for generally accepted journalistic standards of accuracy, objectivity and fairness.'"

The council also said that the credibility of the complaint was diluted by "the refusal of the railroad companies to allow the ABC production team to enter their properties . . . Their refusal suggests defensiveness and a reluctance to be candid and open. The companies chose to forgo an opportunity to tell their side of the story and thereby educate both journalists and the public in the economic, logistical and technological complexities of track and roadbed maintenance."

Station objects to investigators posing as TV reporters

Two investigators for the city of New York posed as reporters for WCBS-TV there and touched off a swirl of controversy.

The two made videotapes of striking municipal hospital physicians two weeks ago while identifying themselves as reporters for Channel 2 (WCBS-TV). The deception came to light when Edmund Pearson of the New York City Health and Hospitals Corp. testified on March 20 in New York State Supreme Court in a hearing called in connection with the state's Taylor law, which bans strikes by public employees.

Edward M. Joyce, vice president and general manager of WCBS-TV, sent a letter of protest last Monday (March 23) to the city's mayor, Edward Koch, calling the action "dangerous and irresponsible" and suggested that the individuals involved be reprimanded. The New York Press Club wrote to the New York secretary of state, Basil Patterson, urging him to promulgate regulations prohibiting investigators from

posing as reporters and to lift the licenses of investigators passing themselves off as newsmen.

Stanley Brezenoff, president of the Health and Hospitals Corp. and the investigators' employer, sent a formal letter of apology to WCBS-TV, calling the deception "reprehensible and inexcusable." He acknowledged that investigators had never been specifically warned not to pose as reporters but said that henceforth such false "media cover" would be prohibited.

Massachusetts extends experiment with cameras in courts

A one-year experiment admitting cameras and microphones to Massachusetts courtrooms is being continued indefinitely, with indications that it will eventually be made permanent.

Last April 1, the state's Supreme Judicial Court started phasing in the use of one stationary camera and portable tape recorders in its own court, appeals court and trial courts (BROADCASTING, March 17, 1980). Since then, says SJC court officer Barbara Nelson, there has been extensive coverage of only one (murder) case, and the judges have no complaints about how that was handled.

"Things have gone relatively smoothly," Nelson said, adding that other states that allowed cameras on an experimental basis have usually ended up letting them in for good.

The experiment's guidelines are aimed at giving the electronic media the same access as the print media. They say a judge "may limit or temporarily suspend media coverage if it appears that a substantial likelihood of harm to any person or other serious harmful consequence will result from such coverage."

The guidelines allow "unobtrusive" changing of videocassettes or prethreaded film magazines and leave pool arrangements to the media. They don't permit extra lighting, sound recording of bench conferences, or identifying marks, call letters or logos on courtroom equipment.

BBC, RFE/RL try to counter shortwave jamming by Soviets

In an attempt to overcome jamming of broadcasts by the Soviet Union, the BBC is increasing its Russian-language broadcasts, creating a five-hour block of programs each day.

The BBC Russian service has been jammed since last August, along with other Western services. The English-language world service is left alone, however. The BBC also announced that a new service would begin for Afghanistan in the Pushto language.

Jamming by the Soviet Union and other Eastern bloc countries continues to pose problems for the American services, Radio Free Europe and Radio Liberty as well.

In its annual report to Congress, RFE/RL said that while the BBC and the Voice of America were free from jamming from 1973 to 1980, Radio Liberty (which broadcasts to the Soviet Union) has been jammed continuously since 1953, while Radio Free Europe is jammed continuously in Czechoslovakia and Bulgaria, and less effectively in Poland.

The financial statement showed that the two services received more than \$90 million through annual congressional grant in 1980, and incurred a loss of just over \$5 million. It projected that by fiscal year 1982, the annual budget will exceed \$100 million.

Honoring the best in news photography

Bob Tews of KBTU-TV Denver has won the Ernie Crisp photographer of the year award given by the National Press Photographers Association. Nearly 500 television news photographers entered this year's competition.

The awards, sponsored by the NPPA, Eastman Kodak, Cinema Products and the department of journalism and telecommunications at Arizona State University, were judged by six cameramen

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nationwide. KING-TV Seattle took the station of the year award, and KOMO-TV Seattle's David Crockett was issued a special citation "for his courage and professionalism in the face of personal danger" in covering the eruption of Mount St. Helens.

The winners will be honored on July 2 in St. Louis at the awards banquet during NPPA's annual meeting.

Ernie Crisp photographer of the year

Bob Tews, KBTB-TV Denver

Station of the year

KING-TV Seattle

Randy Fairbairn, NBC-TV News □ *Haitians on Cayo Lobos* (first place, spot news).

Jeffrey Weinstock, NBC-TV News □ *Sinking Boat* (second place, spot news).

Chuck P. Pharris, ABC-TV News □ *Panama Riots—part I* (third place, spot news).

Kenneth Fall, KUTV-TV Salt Lake City □ *Hobos: The Road to Nowhere* (first place, mini-documentary).

Bob Tews, KBTB-TV Denver □ *Wildcatter* (second place, mini-documentary).

William F. Geddie, WKYC-TV Cleveland □ *Our Forgotten Children* (third place, mini-documentary).

Paul Henschel, WCCO-TV Minneapolis □ *500 Mile Snow Race* (first place tie, sports).

James Gordon Douglas, WHIO-TV Dayton, Ohio □ *A Shattered Dream* (first place tie, sports).

Alan Devine, WSM-TV Nashville □ *Fire Strike—First Night* (first place, general news).

Gary Watson, WFAA-TV Fort Worth □ *Heat Wave* (second place, general news).

Ed Matney, WCCO-TV Minneapolis □ *Quiet Crisis* (first place, documentary).

John W. Baynard, WBZ-TV Boston □ *The Tall Ship Lindo* (second place, documentary).

Greg Cooke, CBS-TV News □ *The Wagon Train Trail* (third place, documentary).

William F. Geddie, WKYC-TV Cleveland □ *Taxi* (second place, feature, no first place awarded).

Jay Krajewski, WWL-TV New Orleans □ *Summer's End* (third place tie, feature).

Milton Ritter, KGW-TV Portland, Ore. □ *Hood River Bridge* (third place tie, feature).

Editing excellence award

Alan Moorman, KTCA-TV St. Paul □ *Money*.

Special citation

David C. Crockett, KOMO-TV Seattle □ *Mount St. Helens*.

Polk winners announced

Four winners in radio and television have been designated for George Polk Awards in Journalism, presented annually by Long Island University. The awards honor the memory of CBS News correspondent George Polk who died in 1948 while covering the Greek civil war.

Broadcast winners

KMOX(AM), St. Louis □ For local radio reporting.

National Public Radio □ For national radio reporting.

Stephen Talbot and Jonathan Dann, KQED(TV) San Francisco □ For local television reporting.

Charles Kuralt, CBS News □ For national television reporting.

NewsBeat

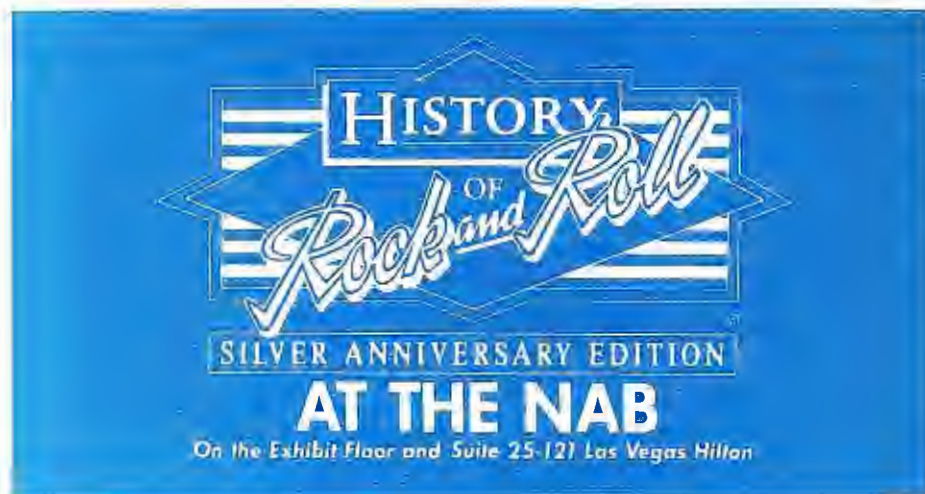
Shield law test. California Superior Court judge has postponed decision in first case testing state's recently enacted reporters' shield law. Decision, which is expected later this month, is considered significant because it represents first time broadcast journalist has challenged contempt order based on constitutional provision. Case was appealed to Superior Court earlier this year, by Carissa Howland of KRCR-TV Redding, Calif. Judge Richard Abbe postponed decision pending his review of briefs and oral arguments in case. California Broadcasters Association has filed friend of court brief, arguing that reporter in question was within her rights as journalist to withhold unpublished materials.

What news deliverers believe. New study on American beliefs and values, commissioned by major insurance company, has found that leaders in news media "hold attitudes consistent with and often more conservative" than those of leaders in other occupations (business, education, government, law and justice, military, religion, science and voluntary associations). "Connecticut Mutual Life Report of American Values in the '80s: The Impact of Belief" asserts, however, that leaders in news media are "less religious and more morally tolerant than the average American." Among other findings: Most journalists consider themselves religious. Fewer than one in four believe people's vote is main factor in way country is run. Study, conducted for Connecticut Mutual Life by New York-based Research & Forecasts Inc., primarily studied religious commitment.

Chancellor idea. NBC News anchor John Chancellor has proposed "the abolition of the [presidential] primaries and a return to the real convention system." Addressing Citizens Research Foundation conference at Georgetown University's law center, Chancellor claimed current system "costs too much, takes too long, diminishes the role of the parties and may not produce the kinds of candidates the country wants." Chancellor advocated "a system of state conventions" to choose representatives and unbound delegates who would go to national convention. Among advantages Chancellor claimed would be elimination of need for "enormously expensive" TV time purchases in primary states. Chancellor believes change would make system more democratic with "decisions based not on small numbers of votes taken in almost forgotten primaries."

Can't stop Wolf. Appeals court in New York has upheld lower-court decision that sportscaster Warner Wolf breached "good-faith negotiation obligation" when he jumped from WABC-TV New York to WCBS-TV New York, but court rejected ABC attempt to have him barred from WCBS-TV for two years. Court left ABC option to seek monetary damages. ABC said it is studying situation.

Rand 'prediction.' Los Angeles psychic Tamara Rand has changed her story about origins of controversial videotape, showing her making predictions about possible attempt on life of President Reagan, but maintains she did make such forecast last Jan. 6 in interview with Las Vegas television personality Dick Maurice. Maurice, who had show on Cable News Network and KTNV(TV) Las Vegas has since been fired from both of those operations for his part in matter. Videotape was widely shown on TV news programs shortly after March 30 Reagan assassination attempt. It shows Rand claiming Reagan would be shot in chest by lone gunman around end of March. Neither Rand nor Maurice have presented copy of Jan. 6 tape, although Rand continues to claim that she made same prediction on that date and has 27 witnesses willing to sign affidavits to that effect. Two also say Jan. 6 tape was erased, reportedly because Rand "slurred her words" when making prediction. Members of production crew at KTNV, where show is taped, insist Jan. 6 interview never took place.



MBS's Rubenstein trumpets network radio ad values

MBS president cites reach, frequency and demographics as its strengths; sees satellites enhancing audio quality and program diversity

Although network radio has been the "most overdiscussed and underutilized" advertising medium, advertiser interest in network radio will increase. Or so predicted Martin Rubenstein, president of Mutual Broadcasting System, Friday (April 3).

Speaking to the Ad Club of Grand Rapids, Mich., Rubenstein noted that network radio accounted for 0.3% of total advertising volume in 1980—the smallest share for any advertising vehicle except farm publications. However, Rubenstein said "short-sightedness and the influence of a continuing outdated conventional wisdom" were to blame. And Rubenstein predicted that as costs increase and the market grows increasingly fragmented, advertisers will be attracted to network radio's ability to reach individuals through vertical targeting with high frequency and at a "reasonable" cost.

Although Rubenstein said network radio in the past has been "traditionally seen as a complement to a national TV buy," he said he thought "network radio deserves consideration as the primary vehicle" for three basic reasons.

First, he said, network radio can repeat messages regularly. "Frequency on network radio is six times greater than on television," he said. Second, he said, network radio delivers 75% of the population each week—about the same audience that television and newspapers do—"but without the major fluctuations in viewing and readership during the summer or holidays." Last, he said, network radio can "deliver the demographics you need ... at a price you can afford."

Rubenstein also said he thought satellite transmission will have "profound implications" for radio. It will improve audio quality and program diversity.

Rubenstein said MBS's own plan to link its 900 affiliates by satellite will have been realized by the end of the year, noting that MBS would be the first commercial radio network to change over to satellite distribution.

Rubenstein said that with satellite distribution, MBS affiliates will be able to receive multichannel 15 khz stereophonic programming. Under the system, the affiliates will be able to receive three channels

at once and use whichever they want.

According to an MBS spokesman, the radio network now has 225 of its affiliates linked and plans to have 650 linked by the end of the year. Although not every MBS affiliate will receive a satellite dish, those that don't receive dishes will be fed by nearby affiliates, the spokesman said.

MBS is currently leasing satellite time from Westinghouse on Westar I and is leasing National Public Radio's uplink. MBS's own uplink, which will be located in Bren Mar, Va., will be operational in June, the spokesman said. The budget for linking the MBS affiliates is \$10 million, the spokesman said.

The issue was issue advertising

CBS's Mater and Kaiser's Rhody debate question of allowing companies to address controversial issues with paid TV commercials

The question of issue advertising on network television has been debated by Gene P. Mater, the CBS/Broadcast Group's senior vice president for policy, and Ronald E. Rhody, corporate vice president of Kaiser Aluminum & Chemical Corp., one of the most activist advocates of access for issues on the networks. This debate differed from most in that it also had a print media executive—Robert P. Smith, manager of advertising acceptability for the *New York Times*—on hand to argue for acceptance of issue advertising by all media.

The occasion was a luncheon of the New York chapter of the Public Relations Society of America, and the audience of publicists was clearly on the side of access. In the question-and-answer session one member said the CBS reasons for rejecting issue advertising were so "weak" that he wondered if there weren't some other reasons that Mater had not mentioned.

Mater replied that the reasons he had given were "all we have" and that they had been good enough to convince the U.S. Supreme Court, in its 1973 decision in the case involving CBS and the Democratic National Committee, that issue advertising has no First Amendment right of access to the broadcast media.

Abe Raskin, retired *New York Times* writer and editor, now associate director of the National News Council, also went to Mater's defense, saying that if commercial considerations were involved, CBS would be inclined to accept, rather than reject, such advertising.

Asked whether CBS-TV might follow suit if ABC-TV's experiment with issue advertising in late-night entertainment programming (BROADCASTING, March 16) is successful, Mater said CBS would watch the experiment "with interest" but that "we have no plans to follow suit."

Mater said CBS's policy against acceptance of issue advertising is not, despite "misconceptions" to the contrary, a violation of anybody's First Amendment rights, is not aimed at big business and is not based on fear of the fairness doctrine. "If the fairness doctrine were abolished tomorrow," he said, "CBS policy would be the same."

But broadcast time, unlike newspaper space, he stated, is limited, and acceptance of issue advertising "would allow a few voices—the voices of the affluent—to exert a wholly disproportionate influence." The place in broadcasting for public issues, he said, is "in a journalistic format," where trained journalists can "present the facts and varying viewpoints in a fair and accurate manner."

Asked whether he thought news people were "pro-business, antibusiness or perfectly objective," Mater replied that "I don't think they bring a preconceived notion to anything they cover."

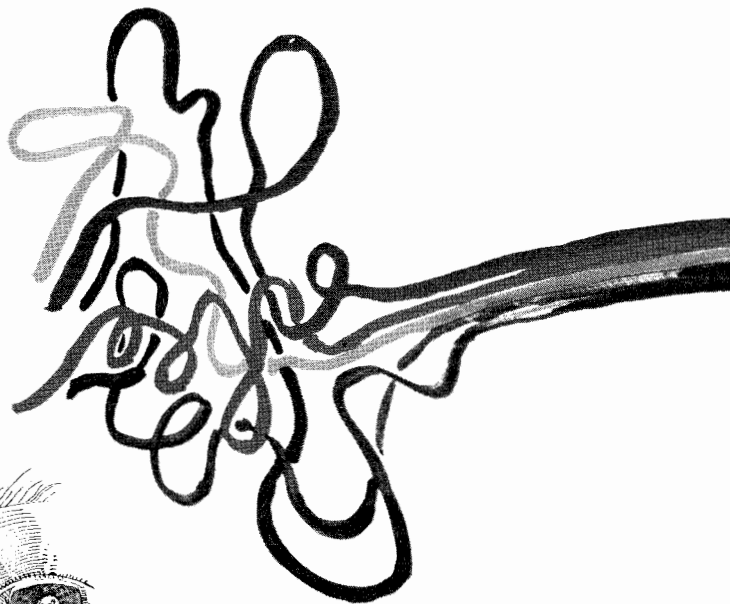
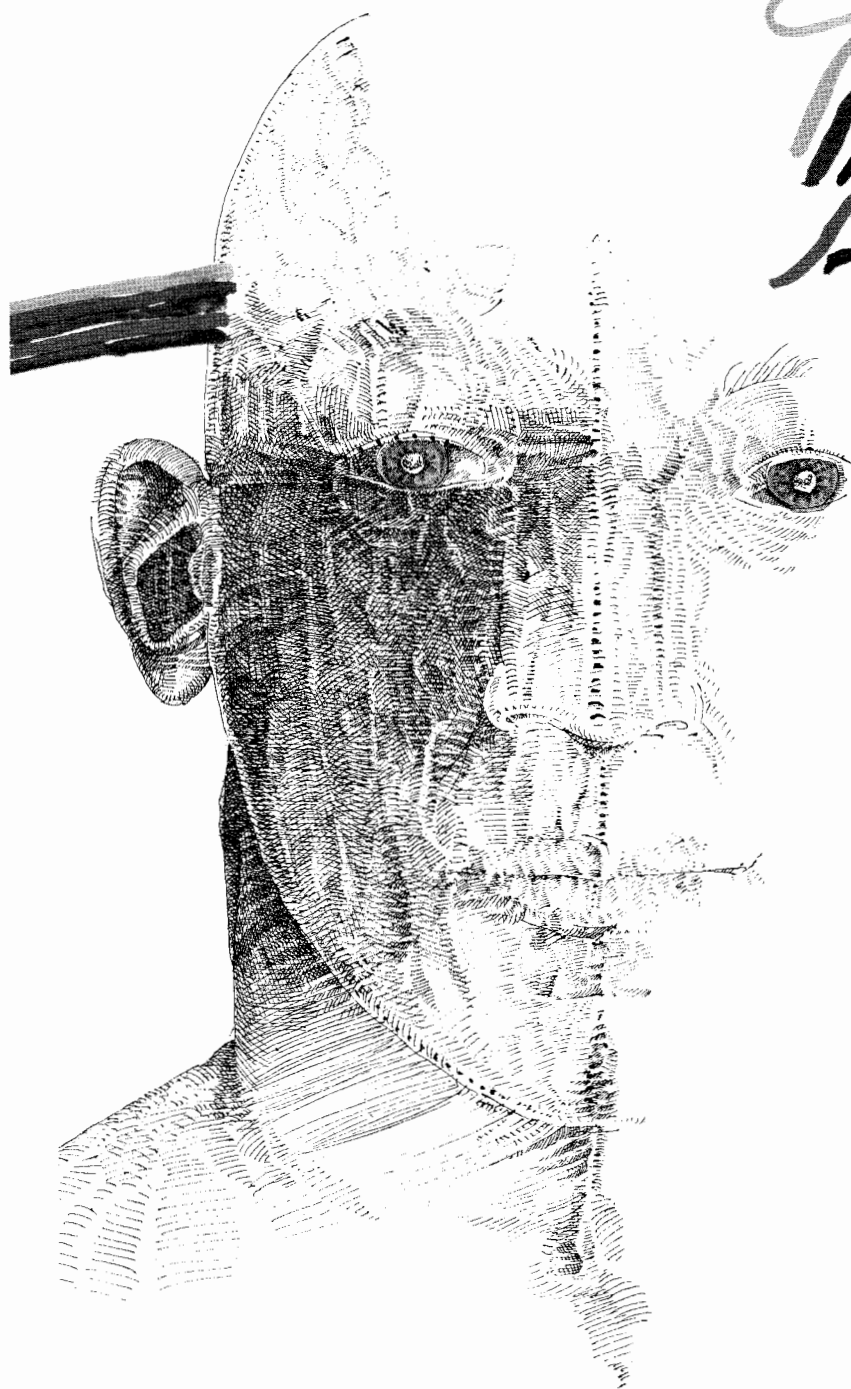
Ron Rhody of Kaiser Aluminum—which has been a leading advocate of issue advertising and which has taken ABC to the FCC for a 20/20 segment it claims was inaccurate and damaging—contended "the American public is being short-changed" by the networks' policy.

"The networks, of course, will allow us to offer our products for sale," he said, "but they will not allow us to offer our ideas for examination. Why not? What's wrong with a fair exchange of ideas in a free society?"

"Increasingly," Rhody continued, "I think we've all been awakening to the fact that there is a tremendous amount of misinformation about key issues being taken as fact by large segments of the public simply because they're not being offered the other side of the story. Which brings us directly to television."

"Television is, quite simply, the most effective means of mass communications the world has ever known... Frighteningly, the perception of what is right or wrong in this country—or the world, for that matter—for most Americans, is taken from what they see on their television screens."

He agreed the Supreme Court gave broadcasters the "right" to reject advertising but noted that it did not compel them to do so. As for the argument that public issues are better covered in news and documentaries, Rhody was skeptical. "If balanced and objective reportage were



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being done consistently and widely," he said, "it is very difficult to understand, for example, how the majority of the public could still believe that our energy problems in this country aren't problems of supply, but of price."

He also discounted the contention that the wealthy would dominate issue advertising. In commercial advertising they do, he said, and the networks don't complain. "But the salient fact here," he said, "is that those who speak the loudest on ideas and opinions in this country are those who have the biggest soap boxes, not those with the biggest pocketbooks. Actors, athletes, politicians, activists and even bureaucrats... have access to television, which major corporations do not, and for all practical purposes they dominate coverage. We don't want to dominate the national debate. All we want to do is be able to participate in it."

The *Times's* Robert Smith advocated acceptance of issue advertising by all media. It has been acceptable in the *Times* since the paper was founded in 1851, he said, and he could recall no instance in his 25 years there of any issue ad's being rejected "because of the thrust of its message."

Smith said the paper has "few" requirements for issue advertising: "Advertisers must remain within the bounds of decency and good taste. We expect them to avoid inaccurate statements of fact. Adequate identification of sponsorship is a must.

Where the sponsors are not a known group—as in the case of ad hoc committees—a mailing address and the name of a representative must appear. And to avoid misleading our readers, we sometimes require a sponsor to disclose the source of funds used to pay for an advertisement."

Selling ads on religious stations goal of new GRN

A group of 38 radio stations has formed the Gospel Radio Network to promote the sale of time for members and to sell the story of gospel radio to business, advertisers, agencies and the public.

GRN time sales will be handled by Radio Spot Sales, an independent firm led by Anthony R. Patti as vice president and sales manager. GRN activities will be coordinated by an executive committee of seven broadcasters who, along with Patti, will select affiliates, determine spot rates, handle administration and projects.

Joseph Battaglia, general sales manager, WWDJ(AM) Hackensack, N.J., a member of the GRN executive committee, said that "gospel radio has grown so rapidly that one out of every seven radio stations in this country devotes all or part of weekly programming to religious broadcasting." As a result, he said, "gospel radio has

developed a massive listening audience generally overlooked by national advertisers and misunderstood by the media."

Except for products like liquor, cigarettes and salacious literature, Battaglia said, the religious radio audience "does and buys virtually everything the general public does and buys," but in many cases is more selective in its radio listening, often tuning out "media they consider less wholesome." Thus "gospel radio represents an ideal way to reach millions," Battaglia said. In fact, he added, GRN "literally opens up a new market for many advertisers," because it "is not simply a 'special' market" but "represents one-third of the nation."

Patti, head of Radio Spot Sales, is the son of Carmine Patti, president of Spot Time Ltd., which represents television stations, including several christian stations. RSS, the younger Patti said, was set up as a separate company to handle GRN sales. He said additional member stations will be announced later. RSS is headquartered at 141 East 44th Street, New York 10016, and will also have offices in Chicago, Atlanta, Dallas, Detroit, Los Angeles and San Francisco.

Members of the GRN executive committee in addition to Battaglia are Fred Brakeman, KWSO(AM) Wasco, Calif.; Arnie McClatchey, KYMS(FM) Santa Ana, Calif.; Michael J. Sears, WAEC(AM) Atlanta; William Walters, KXYZ(AM) Houston; Keith Whipple, KBRN(AM) Brighton, Colo., and James W. Young, KTOF(FM) Cedar Rapids, Iowa.

BottomLine

Air time woes. Air Time Inc., New York, which was beset by financial troubles last year but worked out arrangement with creditors, has filed for reorganization under Chapter 11 of Federal Bankruptcy Act. In its petition in U.S. Southern District Court of New York, Air Time listed approximate liabilities of \$9,975,816 and assets of \$3,617,741. Major creditors include ABC, CBS, NBC, Westinghouse Broadcasting, Metromedia and Capital Cities. Creditors committee voted to cooperate with Air Time in its efforts to reorganize and plans to meet about once a week until resolution is reached.

Such a deal. If Marvin Davis's bid to buy 20th Century-Fox succeeds, Chris-Craft Industries not only stands to realize sizable return on its 22% holding of Fox common, (which Davis already holds agreement to buy), but also will secure greater control of three Fox television stations (KMSP-TV Minneapolis, KTVX(TV) Salt Lake City and KMOL-TV San Antonio, Tex.) being spun off out of deal. Chris-Craft has told Securities and Exchange Commission that deal, which calls for stock in United Television subsidiary to be distributed on pro-rata basis before merger closing, will permit Chris-Craft to name two of five UTV directors. Company said it may also file with FCC for control of UTV. Chris-Craft owns two television stations of its own (KCOP(TV) Los Angeles and KPTV(TV) Portland, Ore.). Proposal, which received OK of Fox directors last Monday, still requires regulatory and shareholder approval, not expected before early June.

Taft grows. Taft Broadcasting Co., which already owns Hanna-Barbera, one of nation's biggest animation houses, is acquiring Ruby-Spears Prods., animation subsidiary of Filmways. Terms of purchase were not announced. Ruby-Spears currently produces three animated TV series for ABC, in addition to various TV specials.

AFTRA up. American Federation of Television and Radio Artists reported that members working under AFTRA contracts increased their earnings by more than \$44.5 million between November 1978 and November 1980. Total compensation in 1980 amounted to almost \$327.6 million, of which more than \$193 million came from television programs; \$59 million from radio recorded commercials; \$15.2 million from TV recorded commercials; \$24.5 million from phonograph recordings, and \$4.2 million from nonbroadcast material (slide films, audio, tapes).

British move to push teletext, viewdata systems

The British Department of Industry will spend \$3.3 million to promote the British teletext and viewdata systems, now competing with other systems for international sales, especially in the U.S.

The British believe that they have a commanding lead over the Canadians, and most importantly the French, in viewdata and teletext systems. The government hopes to achieve a doubling of the current growth rate in this area over the next three years.

The new drive is a joint action among the government, U.K. industry and retailers. They hope to achieve annual sales in Britain of 1.2 million home teletext units by 1983. At present, sales are now at 87,000 per year.

The U.K. teletext system, developed by the BBC, consists of a television "magazine" on each channel, which is transmitted along with the regular broadcast signal.

Viewdata, operated by the British Post Office, is a more sophisticated two-way system, operated through a telephone line connected to the television.

The British have also formed a new company in the U.S. to sell its teletext and viewdata systems (BROADCASTING Feb. 23).

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Stock Index

Exchange and Company	Closing Tues. April 7	Closing Wed. April 8	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	31 5/8	32 5/8	-1	- 3.06	6	885
N Capital Cities	72 1/4	70 1/2	+1 3/4	+ 2.48	15	951
N CBS	54 3/4	55 5/8	- 7/8	- 1.57	8	1,526
N Cox	69	70 1/2	-1 1/2	- 2.12	11	932
A Gross Telecasting	28 1/2	28	+ 1/2	+ 1.78	8	22
O LIN	35 1/2	35 1/4	+ 1/4	+ .70	12	196
N Metromedia	102	100 3/4	+1 1/4	+ 1.24	11	456
O Mooney	9 1/4	9 1/2	- 1/4	- 2.63	12	3
O Scripps-Howard	58	47 1/2	+10 1/2	+22.10	9	149
N Storer	36 3/8	38	-1 5/8	- 4.27	12	478
N Taft	29	27 7/8	+1 1/8	+ 4.03	8	284

BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams-Russell	27 7/8	27 7/8			22	92
A Affiliated Pubs.	28 5/8	27 5/8	+1	+ 3.61	12	147
N American Family	8 3/4	8 3/4			4	108
N John Blair	20 1/4	20 3/4	- 1/2	- 2.40	6	75
N Charter Co.	12 3/8	12 3/4	- 3/8	- 2.94	1	338
N Chris-Craft	37	37 5/8	- 5/8	- 1.66	18	116
N Coca-Cola New York	9 3/8	9 5/8	- 1/4	- 2.59	21	165
N Cowles	34 1/2	35	- 1/2	- 1.42	23	136
N Dun & Bradstreet	63 3/4	64 3/8	- 5/8	- .97	19	1,778
N Fairchild Ind.	25 3/8	26 3/4	-1 3/8	- 5.14	7	289
N Fuqua	13 7/8	13 3/4	+ 1/8	+ .90	3	176
N Gannett Co.	40 1/4	40 1/4			10	2,176
N General Tire	24 1/2	25 3/4	-1 1/4	- 4.85	10	590
O Gray Commun.	54 1/2	56	-1 1/2	- 2.67	11	26
N Harte-Hanks	33	31	+2	+ 6.45	16	314
O Heritage Commun.	15 1/4	15 7/8	- 5/8	- 3.93	8	82
N Insilco Corp.	21 1/2	22 1/4	- 3/4	- 3.37	9	231
N Jefferson-Pilot	27 3/4	29 1/4	-1 1/2	- 5.12	6	608
O Marvin Josephson	12	12			8	28
N Knight-Ridder	34 1/8	33 1/4	+ 7/8	+ 2.63	12	1,104
N Lee Enterprises	26 1/2	25 7/8	+ 5/8	+ 2.41	13	189
N Liberty	16 1/4	17 1/4	-1	- 5.79	6	206
N McGraw-Hill	43	44 3/4	-1 3/4	- 3.91	14	1,068
A Media General	33 3/4	34 3/8	- 5/8	- 1.81	9	244
N Meredith	59 3/4	60 1/4	- 1/2	- .82	9	188
O Multimedia	34	32 1/2	+1 1/2	+ 4.61	18	342
A New York Times Co.	33	32 5/8	+ 3/8	+ 1.14	10	395
N Outlet Co.	32 1/4	33 1/2	-1 1/4	- 3.73	47	81
A Post Corp.	26 5/8	26 3/4	- 1/8	- .46	13	48
N Rollins	21 7/8	20 1/8	+1 3/4	+ 8.69	9	596
N San Juan Racing	18 3/4	18 1/2	+ 1/4	+ 1.35	21	47
N Schering-Plough	35	36 1/8	-1 1/8	- 3.11	8	1,858
O Stauffer Commun.	46	46			11	46
A Tech Operations	20	21 3/4	-1 3/4	- 8.04	22	21
N Times Mirror Co.	50	49 1/8	+ 7/8	+ 1.78	12	1,705
O Turner Bcstg.	19 1/2	19 1/2				195
A Washington Post	26 3/8	26 1/4	+ 1/8	+ .47	10	370
N Wometco	20 3/8	21	- 5/8	- 2.97	9	270

CABLE

A Acton Corp.	15 7/8	15 3/4	+ 1/8	+ .79	11	48
N American Express	44 3/4	45 1/2	- 3/4	- 1.64	9	3,190
O Burnup & Sims	16 3/8	15	+1 3/8	+ 9.16	20	146
O Comcast	33 1/4	33 1/2	- 1/4	- .74	37	85
O Entron	5	5			5	4
N General Instrument	96 1/8	99	-2 7/8	- 2.90	16	846
O Rogers Cablesystems	10 5/8	11 1/8	- 1/2	- 4.49	20	201
O Tele-Communications	27 3/8	28 7/8	-1 1/2	- 5.19	26	652
N Teleprompter	33 5/8	33 7/8	- 1/4	- .73	28	572
N Time Inc.	65 5/8	67 3/4	-2 1/8	- 3.13	13	1,847
O Tocom	15 3/4	16	- 1/4	- 1.56		51
O UA-Columbia Cable	68 3/4	70 3/4	-2	- 2.82	51	230
O United Cable TV	28 3/8	29 3/8	-1	- 3.40	20	278
N Viacom	55 1/2	59 1/4	-3 3/4	- 6.32	20	247

Exchange and Company	Closing Tues. April 7	Closing Wed. April 8	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Chuck Barris Prods.	4 1/8	4 1/4	- 1/8	- 2.94	4	12
N Columbia Pictures	44	44			13	446
N Disney	60 1/8	61	- 7/8	- 1.43	15	1,956
N Filmways	6 5/8	6 3/4	- 1/8	- 1.85		41
O Four Star	1 1/2	1 1/2			15	
N Getty Oil Corp.	70 3/4	72 1/2	-1 3/4	- 2.41	8	5,812
N Gulf + Western	16 7/8	17 3/4	- 7/8	- 4.92	4	1,259
N MCA	53	55 3/4	-2 3/4	- 4.93	9	1,245
O Medcom	7 1/4	7	+ 1/4	+ 3.57	26	12
N MGM Film	10	10 3/8	- 3/8	- 3.61	6	325
O Reeves Commun.	37 3/4	39 3/4	-2	- 5.03	27	136
O Telepictures	6 1/2	6 3/4	- 1/4	- 3.70	30	15
N Transamerica	20 5/8	20 7/8	- 1/4	- 1.19	6	1,347
N 20th Century-Fox	62 3/4	57 3/4	+5	+ 8.65	10	676
O Video Corp. of Amer.	15	14 1/4	+ 3/4	+ 5.26	31	14
N Warner	47 3/4	46 3/8	+1 3/8	+ 2.96	12	2,806
A Wrather	26 1/8	27 7/8	-1 3/4	- 6.27		60

SERVICE

O BBDO Inc.	42 1/4	42 1/2	- 1/4	- .58	9	106
O Compact Video	21 1/2	20 7/8	+ 5/8	+ 2.99	20	63
N Comsat	48 1/8	49 1/2	-1 3/8	- 2.77	10	385
O Doyle Dane Bernbach	16	16 1/2	- 1/2	- 3.03	4	19
N Foote Cone & Belding	36	37 1/4	-1 1/4	- 3.35	9	98
O Grey Advertising	62 1/2	63	- 1/2	- .79	6	38
N Interpublic Group	34 1/4	32 1/2	+1 3/4	+ 5.98	7	153
N JWT Group	36 1/4	37	- 3/4	- 2.02	8	110
O MCI Communications	15	13 7/8	+1 1/8	+ 8.10	75	548
A Movielab	6	6			5	9
A MPO Videotronics	6 1/2	6 1/2			18	3
O A.C. Nielsen	41 1/8	40 1/4	+ 7/8	+ 2.17	17	461
O Ogilvy & Mather	29	29			9	120
O Telemation	2	2			12	2
O TPC Communications	5 7/8	5 3/4	+ 1/8	+ 2.17	42	5
N Western Union	23 7/8	24	- 1/8	- .52		362

ELECTRONICS/MANUFACTURING

O AEL Industries	14 3/4	15 3/8	- 5/8	- 4.06		24
N Arvin Industries	16 3/8	16 1/4	+ 1/8	+ .76	8	127
A Cetec	7	7 1/4	- 1/4	- 3.44	9	14
O Chyron	12 1/2	12 1/4	+ 1/4	+ 2.04	20	15
A Cohu	9 1/2	9 3/8	+ 1/8	+ 1.33	13	16
N Conrac	22 1/2	20 7/8	+1 5/8	+ 7.78	10	47
N Eastman Kodak	80 1/2	83	-2 1/2	- 3.01	13	12,991
O Elec Missile & Comm.	6 3/4	7	- 1/4	- 3.57	84	18
N General Electric	65 1/4	67 1/4	-2	- 2.97	10	14,789
N Harris Corp.	53 1/4	55 3/4	-2 1/2	- 4.48	20	1,638
O Intl. Video	1/8	5/8	- 1/2	-80.00		
O Microdyne	25 1/2	25 1/4	+ 1/4	+ .99	19	67
N M/A Com. Inc.	27 7/8	29 1/8	-1 1/4	- 4.29	24	930
N 3M	61 3/4	63 3/8	-1 5/8	- 2.56	11	7,192
O Motorola	71 1/2	72 3/8	- 7/8	- 1.20	13	2,040
N Nippon Electric	77 1/8	79	-1 7/8	- 2.37	59	2,532
N N. American Philips	48 7/8	49 1/2	- 5/8	- 1.26	8	588
N Oak Industries***	29 1/4	29 7/8	- 5/8	- 2.09	10	318
A Orrox Corp.	9 1/2	9	+ 1/2	+ 5.55	31	15
N RCA	24 7/8	25 3/4	- 7/8	- 3.39	7	1,865
N Rockwell Intl.	37 1/8	35 5/8	+1 1/2	+ 4.21	10	2,784
A RSC Industries	5 5/8	5 5/8			14	13
N Scientific-Atlanta	27 7/8	27 3/8	+ 1/2	+ 1.82	24	590
N Sony Corp.	18	18 5/8	- 5/8	- 3.35	30	3,881
N Tektronix	52 3/4	53 3/4	-1	- 1.86	12	963
A Texscan	35 7/8	34 3/4	+1 1/8	+ 3.23	70	53
N Varian Associates	25 1/2	25 7/8	- 3/8	- 1.44	12	196
N Westinghouse	30 1/4	31 1/2	-1 1/4	- 3.96	7	2,569
N Zenith	17 3/8	18	- 5/8	- 3.47	16	327

Standard & Poor's 400

Industrial Average 151.75 154.39 - 2.64

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

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

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Changing Hands

PROPOSED

■ **WYEA-TV** Columbus, Ga.: Sold by American Eagle Broadcasting Co. to Columbus Television Inc. for \$3.25 million. Seller is subsidiary of publicly held American Family Corp., Columbus-based group owner of six TV's. John B. Amos is chairman. Buyer is subsidiary of Lewis Broadcasting Corp., wholly owned by J. C. Lewis Jr. He also owns WJCL(TV)-WJCL-FM Savannah, Ga., and WLTX(TV) Columbia, S.C. WYEA-TV is NBC affiliate on ch. 38 with 1,070 kw visual, 209 kw aural and antenna 1,310 feet above average terrain.

■ **WHUM(AM)** Reading, Pa.: Sold by Berks Broadcasting Co. to Reading Radio Inc. for \$1.9 million. Seller is owned by Kerby Confer and Paul Rothfuss (39% each) and David Bernstein and Henry Kirk (11% each). Confer and Rothfuss each own 35% of WKRT(AM)-WNOZ(FM) Cortland, N.Y.; 50% each of WLYC(AM)-WILQ(FM) Williamsport, Pa., and 25% each of KSSN(FM) Little Rock, Ark. They sold, subject to FCC approval, Williamsport stations to Grit Publishing Co. (BROADCAST-

ING, Jan. 12). Buyer is owned by Alan R. Brill, who also owns WPVA-AM-FM Colonial Heights, Va., and bought, subject to FCC approval, KLIK(AM)-KJFF(FM) Jefferson City, Mo. (BROADCASTING, Feb. 23). WHUM is on 1240 khz with 1 kw day and 250 w night. Broker: Blackburn & Co.

■ **KEVT(AM)** Tucson, Ariz.: Sold by Tucson Radio Inc. to Abundant Life Ministries for \$1,007,524. Seller is owned by Alvin L. Korngold, who also owns 60.2% of KLAJ(AM) Las Vegas, has sold, subject to FCC approval, KWFM(FM) Tucson (BROADCASTING, Sept. 29, 1980) and bought KODY(AM) Reno, which FCC approved July 27, 1979, but has not yet been consummated. Buyer is owned by Grace Broadcasting Systems Inc. (general partner), Daniel G. Carless and Joseph H. Dial (limited partners). Grace Broadcasting is wholly owned by Grace Full Gospel Church, Tucson-based nonprofit corporation; John E. Casteel is president and pastor. Carless is Tucson-based real estate broker. Dial is Tucson investor. They have no other broadcast interests. KEVT is 250 w daytimer on 690 khz.

■ **WGBB(AM)** Freeport, N.Y.: Sold by Nassau Radio Corp. to The Radio Company Inc. for \$1,005,000. Seller is subsidiary of Susquehanna Broadcasting, York, Pa.-based group owner of seven AM's, seven FM's and one TV, principally owned by Louis J. Appell family. Buyer is owned by Franz Allina and nine others, who also own WBAB-FM Babylon, N.Y., and KACY(AM) Port Hueneme and KACY-FM Oxnard/Ventura, both California. WGBB is on 1240 khz with 1 kw day and 250 w night.

■ **KDHI(AM)-KQYN(FM)** Twentynine Palms, Calif.: Sold by Hi-Desert Broadcasting Corp. to Pinon Broadcasting Corp. for \$775,000. Seller is owned by Arthur E. Sipherd and wife, Adeline F., who have no other broadcast interests. Buyer is owned by B. G. Allen (50.02%), brother-in-law, William S. Sanders, and Fluid Capital Corp. (24.99% each). Allen is senior marketing representative for IBM, Chicago. Sanders is former vice president of Sunbelt Communications. Fluid Capital Corp. is Albuquerque, N.M.-based investment firm. They have no other broadcast interests. KDHI is 1 kw daytimer on 1250 khz. KQYN is on 95.7 mhz with 16 kw and antenna 79 feet below average terrain. Broker: Chapman Associates.

■ **KJAK(FM)** Slaton, Tex.: Sold by Faith Broadcasting Service to Williams Broadcasting Group for \$575,000. Seller is owned by Gary L. Acker and James E. McCuiston (50% each). Acker also owns WROS(AM) Jacksonville, Fla.; KLAS(AM) Amarillo, Tex.; 50% of KEPT(FM) Shreveport, La.; 50% of KFIX(FM) Laredo, Tex., and 25% of KLFJ(AM) Springfield, Mo. He sold, subject to FCC approval, construction permit for KJTV(TV) Amarillo (BROADCASTING, March 30) as partial consideration for his purchase of KRIZ(FM) Roswell, N.M. Buyer is owned by G.O. Williams Oil Inc. (87.5%) and Jay Galt (12.5%). Williams Oil is principally owned by G.O. Williams, Sharon, Okla.-based oil jobber and automobile dealer. Galt is Oklahoma City attorney. They have no other broadcast interests. KJAK(FM) is on 92.7 mhz with 3 kw and antenna 300 feet above average terrain.

■ **KSFE(AM)** Needles, Calif.: Sold by James J. Parr to Veach Associates for \$525,000. Seller has no other broadcast interests. Buyer is principally owned by Jesse Veach, morning announcer at WPAY-FM Portsmouth, Ohio, who is also new FM applicant for Needles. KSFE is on 1340 khz with 1 kw day and 250 w night. Broker: Chapman Associates.

■ **KVAS(AM)** Astoria, Ore.: Sold by Lower Columbia Broadcasting Co. to Kay Broadcasting Inc. for \$500,000. Seller is owned by Charles A. Farmer, who also owns KTDO(AM) Toledo, Ore. Buyer is owned by Lawrence Heinrich and Robert Loucks (50% each). Heinrich is sales manager and Loucks is salesman at KJUR(AM) Whitefish, Mont. They have no other broadcast interests. KVAS is on 1230 khz with 1 kw day and 250 w night. Broker: Chapman Associates.

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4/13/81

■ **WBIO(AM)** Parsippany-Troy Hills, N.J.: Sold by Radio 13 Inc. to Troy Communications for \$499,000. Seller is owned by Roy Schwartz (29.2%), Frederick Weiner and Kalman Liebowitz (16.8% each), Mark Goldman (8.4%), Richard Waller (4.2%) and John Dziadzio (3.5%), who have no other broadcast interests. Buyer is owned by George Poydinecz (80%) and Louis Steele (20%). Poydinecz is Clifton, N.J.-based real estate developer. Steele is announcer for WNEW-TV New York. They have no other broadcast interests. WBIO is 1 kw daytimer on 1310 khz.

■ **WLTH(AM)** Gary, Ind.: Sold by Inter-Urban Broadcasting Inc. to Chicago Metropolitan Mutual Assurance Co. for \$495,000. Seller is owned by Thomas P. Lewis (51%), A. Martin Katz, Albert E. Weinstein and James J. Hutchinson (12.5% each) and Harry W. Porterfield (11.5%). They also own WYLD-AM-FM New Orleans. Buyer is Chicago-based insurance company; Anderson M. Schweich is president and chairman. It has no other broadcast interests. WLTH is 1 kw daytimer on 1370 khz.

■ **KUTY(AM)** Palmdale, Calif.: Sold by Bates Hall Communications Inc. to Ware Communications Inc. for \$400,000. Seller is owned by Laurens C. Hall, who has no other broadcast interests. Buyer is wholly owned subsidiary of Fontana Steel Inc., Fontana, Calif.-based steel fabrication company. Paul D. Ware is president and owner. He has no other broadcast interests. KUTY is 5 kw daytimer on 1470 khz. Broker: Chapman Associates.

■ **WPOK-AM-FM** Pontiac, Ill.: Sold by Bret Broadcasting Corp. to Livingston County Broadcasters Inc. for \$304,500. Seller is owned by E.B. Groen and wife, Naomi, who have no other broadcast interests. Buyer is owned by Lawrence W. Nelson and wife, Pamela (52% jointly), J. Collins Miller and wife, Candace (22% jointly), Paul Fink (15%) and Richard Arnold (11%). Nelsons own 98% of WSPY(FM) Plano and 32% of WCCQ(FM) Crest Hill, both Illinois. Miller is general manager of WCCQ. Arnold is engineering supervisor at WIND(AM) Chicago. Fink is general manager at WSPY. Nelsons and Millers are also new FM applicants for Paxton, Ill. WPOK is 1 kw daytimer on 1080 khz. WPOK-FM is on 103.1 mhz with 3 kw and antenna 185 feet above average terrain.

■ **WKED(AM)** Frankfort, Ky.: Sold by D&R Broadcasting Inc. to Allan Communications Inc. for \$350,000. Seller is owned by David Roederer and David Rogers, who have no other broadcast interests. Buyer is owned by Leigh Allan, news director at WKRS(AM) Waukegan, Ill. He has no other broadcast interests. WKED is on 1130 khz with 500 w day. Broker: Richard A. Shaheen Inc.

■ **WBGR-AM-FM** Paris, Ky.: Sold by WBGR Broadcasting to Fairfield Broadcasting Co. for \$350,000. Seller is owned by Bill Brown, who has no other broadcast interests. Buyer is owned by Steve Trivers and Bill Wertz, who also own WQLR(FM)

Kalamazoo, Mich., and WEZV(FM) Fort Wayne, Ind. WBGR is 1 kw daytimer on 1440 khz. WBGR-FM is on 96.7 mhz with 3 kw and antenna 198 feet above average terrain. Broker: Chapman Associates.

■ Other proposed station sales include: KCVR(AM)-KWIN(FM) Lodi, Calif.; KLON(FM) Long Beach, Calif., and WTLK(AM) Taylorsville, N.C. (see "For the Record," page 169).

APPROVED

■ **WADV(FM)** Buffalo, N.Y.: Sold by Adver-cast Inc. to Stoner Broadcasting System Inc. for \$1.6 million. Seller is owned by Daniel Lesniak (50.124%) and wife, Nancy Lee (49.876%). They have no other broadcast interests. Buyer is station group principally owned by Thomas H.

Stoner. It owns KSO(AM)-KGGO(FM) Des Moines, Iowa; KHAK-AM-FM Cedar Rapids, Iowa; WGNT(AM) Huntington, W.Va.; WHEL(AM)-WIMZ(FM) Knoxville, Tenn., and WNBF(AM)-WQYT(FM) Binghamton, N.Y. WADV is on 106.5 mhz with 29 kw and antenna 390 feet above average terrain.

■ **WKTQ(AM)** Pittsburgh: Sold by Nationwide Communications Inc. to Broadcast Enterprises National Inc. for \$1.5 million. Seller is group owner of three AM's, four FM's and three TV's owned by Columbus, Ohio-based Nationwide Mutual Insurance Co. Charles Fullerton is president. Buyer is group owner of four AM's, two FM's and one TV principally owned by Ragan Henry. It has sold WTAN(AM)-

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WOKF(FM) Clearwater, Fla., last year to separate buyers (BROADCASTING, Aug. 25, 1980), and also sold WGIV(AM) Charlotte, N.C. (BROADCASTING, March 16), and bought, subject to FCC approval, WTLC(FM) Indianapolis (BROADCASTING, March 30). WKTQ is on 1320 khz with 5 kw full time.

■ Other approved station sales include: WVLV(AM) Lebanon, Pa., and WFGM(FM) Fairmont, W. Va. (see "For the Record," page 170).

Network advertising rookies nudge billings past \$5 billion mark

Fifty-four first-time users of network television were among the 550 companies that pushed network TV billings across the \$5-billion mark in 1980 for the first time.

The 54, nine of which invested \$1 million or more in network TV during the year, were identified by the Television Bureau of Advertising along with the other 504, together with estimates of their individual investments as compiled by Broadcast Advertisers Reports.

The nine newcomers who topped \$1 million in network spending were identified as McDonnell Douglas Corp., \$4,659,800; Denny's Inc. (fast food restaurants), \$4,432,100; Minnetonka Inc. (soft soap), \$4,125,800; Realty World Inc. (realtor), \$2,562,200; Armor All Products (auto protectant), \$1,768,600; S.S. Pierce Co. (Seneca frozen apple juice), \$1,538,200; Deere & Co. (lawn and garden equipment) \$1,239,800; Shearson Loeb Rhoades (investment firm), \$1,186,500, and Frederick Purdue Co. (Senokot laxative), \$1,052,100.

P&G, long-time front-runner, reached the \$361,066,700 mark with a 25% increase over 1979. General Foods kept a good grasp on second place despite a 1% decline to \$201,488,400. Ford Motor Co. moved into third with \$125,701,500, up 30% from 1979. American Home Products ranked fourth on a 1% boost to \$123,911,900, with General Motors close behind at \$123,498,900, up 5%.

The year's 558 companies and their estimated network TV expenditures are listed below. Estimates are by BAR. An asterisk identifies first-time network advertisers.

Rank	TV Expenditures
117	Abbott Laboratories 8,928,700
329	Ace Hardware 1,425,200
217	Adolph Coors 3,259,300
447	Advance Publications* 330,600
515	Aero Mayflower Transit 80,400
373	AFL-CIO 953,100
506	Agway 104,300
398	Aladdin Industries 737,900
94	Alberto Culver 13,109,200
248	Alleghany Corp. 2,534,100
522	Alleghany Pharmacal* 70,000
187	Aluminum Company of America 4,442,300
358	American Airlines 1,056,300
166	American Bankers Association 5,272,900
527	American Biltrite 61,900
151	American Brands 5,956,400

Rank	TV Expenditures	Rank	TV Expenditures
194	American Can 4,215,600	15	Chrysler 65,289,900
65	American Cyanamid 19,293,900	164	Church & Dwight 5,323,500
239	American Dairy Association 2,665,800	73	Ciba-Geigy 17,840,000
302	American Egg Board 1,755,400	97	Citicorp 12,336,700
68	American Express 18,725,300	516	Classic Laboratories* 79,700
388	American Florists Marketing Council 830,900	466	Clorox 252,300
198	American Gas Association 3,836,000	28	Clorox 44,490,500
542	American Hardware Supply* 28,200	19	Coca Cola 57,897,300
255	American Hoechst 2,461,300	360	Coit International 1,042,000
4	American Home Products 123,911,900	240	Coleco 2,656,300
74	American Motors 17,733,900	32	Colgate Palmolive 40,096,900
313	American Safety Razor 1,560,900	47	Columbia Pictures 27,121,000
20	AT&T 57,388,100	196	Combe 4,004,400
249	AMF 2,530,900	154	Comerco 5,875,200
229	Amway 3,006,300	489	Communications Satellite* 135,000
430	Anchor Hocking 463,300	211	Connecticut General Insurance 3,366,800
300	Anderson Clayton & Co. 1,778,200	170	Conoco 5,110,400
368	Anderson for President Committee 1,009,300	30	Consolidated Foods 43,293,300
14	Anheuser-Busch 65,423,500	241	Continental Corp. 2,654,700
481	Archer Daniels Midland* 171,000	553	Conwood 11,300
497	Arkansas Louisiana Gas 115,100	554	Copersucar 7,800
301	Armor All Products* 1,768,600	432	Cordura 446,500
507	Armstrong Rubber 104,100	137	Corning Glass Works 7,396,600
227	Asahi Optical 3,050,900	130	Cosmair 7,912,800
223	Ashland Oil 3,132,400	260	Cotter & Co. 2,359,600
183	Associated Film Distribution 4,526,900	155	Cotton Inc. 5,834,800
556	Atlantic Aviation* 6,000	66	CPC International 19,211,800
105	Atlantic Richfield 10,755,800	511	Creative Tools 87,800
297	Avco 1,846,100	213	Credit Union Associates 3,340,400
111	Avon Products 9,865,000	363	Crum & Forster 1,029,500
355	Azrak-Hamway International 1,076,300	185	Culbro 4,519,700
334	Bache Group 1,309,800	391	Cutter Labs 765,700
539	Baker for President Committee 37,400	310	Daimler-Benz 1,624,700
544	Bancal Tri-State 24,100	528	Dana Corp. 58,000
120	Banfi Products 8,693,400	433	Dana Perfumes 446,400
411	Bausch & Lomb 589,000	26	Dart & Kraft 48,200,300
37	Bayer A G 35,073,600	296	De Beers Consolidated Mines 1,849,600
163	Beatrice Foods 5,346,100	474	Dean Witter/Reynolds 213,300
29	Beecham Group 43,523,800	339	Deere* 1,239,800
231	Beiersdorf 2,966,000	487	Del Labs 147,600
258	Bell & Howell 2,416,900	496	Delaware Management Fund 116,400
208	Bendix 3,484,200	437	Dell Publishing 419,900
286	Beneficial 1,987,200	189	Dennys* 4,432,100
387	Benjamin Moore 834,700	475	Diet Centers 206,400
112	Bic Pen 9,810,400	141	Walt Disney Productions 7,206,200
331	Binney & Smith 1,352,900	366	Doric Foods 1,021,300
104	Black & Decker 10,830,700	92	Dow Chemical 13,202,500
95	Block Drug 12,732,700	288	Dow Jones 1,955,700
150	Blue Bell 6,009,200	378	DPF 918,200
442	Blue Coral* 353,000	143	Dr Pepper 6,932,100
377	Boehringer Mannheim 920,700	78	Du Pont 15,728,800
202	Boeing 3,726,800	269	Dunkin Donuts 2,260,500
75	Borden 17,589,000	287	Eastern Air Lines 1,963,400
413	Borg Warner 567,000	38	Eastman Kodak 34,694,200
109	Milton Bradley 10,245,300	491	Jack Eckerd Corp.* 133,700
547	Brioschi 20,600	205	Electronic Realty Association 3,554,600
6	Bristol Myers 106,061,100	409	Eli Lilly 603,000
453	Brown Group 295,300	327	Emerson Electric 1,461,800
172	Brown-Forman Distillers 5,000,500	379	Emery Air Freight 916,200
477	Brunswick 193,700	395	Entex Industries 756,100
536	C. C. Development* 43,400	31	Esmark 41,854,800
133	Cadbury Schweppes 7,729,100	110	Exxon 9,891,200
493	California Iceberg Lettuce Commission 125,200	234	Faberge 2,872,500
284	Calif.-Oregon-Wash.-Dairymen Association 1,998,400	157	Federal Express 5,704,900
233	California Raisin Advisory Board 2,926,900	299	Fibic 1,804,800
460	California Strawberries Advisory Board 265,900	356	Fidelity Electronics 1,074,900
76	Campbell Soup 16,403,000	408	Fieldcrest Mills 605,400
524	Canandaigua 65,400	102	Firestone Tire & Rubber 11,045,000
98	Canon 12,294,900	467	Flambeau Products 249,500
57	Carnation 22,817,600	203	Fleet 3,689,300
142	Carter for President Committee 7,068,100	89	Florida Citrus Commission 13,725,400
93	Carter Wallace 13,121,400	181	Florists Transworld Delivery Association 4,572,500
385	Carter William 837,900	393	FMC 762,000
394	Castle & Cooke 760,000	3	Ford 125,701,500
436	Castle Toys 420,400	406	Foremost-McKesson 606,700
168	CBS 5,200,600	267	Fotomat 2,281,400
502	Cervceria Moctezuma* 110,100	138	Fuji Heavy Industries 7,277,500
161	Champion Spark Plug 5,387,700	478	GAF 189,900
319	Chanel 1,520,400	330	Gallery of Homes 1,396,900
191	Chatter Drug & Chemical 4,353,300	67	E. & J. Gallo Winery 18,970,200
25	Chesebrough Ponds 49,038,300	292	Garan 1,907,400
		40	General Electric 32,986,800
		2	General Foods 201,488,400
		275	General Host 2,116,600
		11	General Mills 75,751,000
		5	General Motors 123,498,900

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Rank	TV Expenditures	Rank	TV Expenditures	Rank	TV Expenditures
435	General Signal 425,800	459	Huffy* 272,900	140	Metropolitan Life Insurance 7,207,100
135	General Telephone & Electronics 7,603,900	551	Hurst 14,300	162	Michelin Tire 5,374,900
216	General Tire & Rubber 3,282,500	236	Husky Oil 2,816,900	195	Minnertonka* 4,125,800
226	Georgia Pacific 3,065,800	165	E. F. Hutton 5,292,400	148	Minolta 6,381,400
18	Gillette 59,509,700	367	Hygrade Food Products 1,016,900	404	Minwax 622,900
261	Gold Seal Products 2,348,600	125	IC Industries 8,462,500	482	Mirror Bright Polish* 171,000
281	B. F. Goodrich 2,016,000	417	Idaho Potato Commission 540,000	121	Mobil 8,666,400
108	Goodyear Tire & Rubber 10,336,000	308	Ideal Toy 1,654,100	295	Monroe Auto Equipment 1,863,100
495	Gott Manufacturing 117,800	270	IFI International 2,244,500	348	Monsanto 1,128,900
113	Grand Metropolitan 9,590,500	415	Illfelder Toy 557,800	454	Mony-Mutual of New York 290,000
54	Greyhound 24,155,100	145	Inter Bank 6,782,200	43	Morton-Norwich 31,190,200
58	Gulf & Western 22,681,400	451	Inter North 301,500	33	Nabisco 39,151,400
485	Gulf Oil 159,900	81	IBM 14,777,200	534	National Appliance* 44,900
279	Haggar 2,069,000	282	International Harvester 2,002,700	384	National Association of Realtors 852,500
90	Hallmark Cards 13,569,800	159	International Nickel 5,547,800	237	National Association of Insurance Agents 2,719,700
427	Hardees Food Systems 491,800	304	International Spikes 1,696,200	230	National Automotive Parts 2,976,700
492	Hardwick Stove 128,200	70	ITT 18,270,100	550	National Bakeries Services 15,000
220	Harlequin Enterprises 3,226,500	177	Jaguar Rover Triumph 4,764,500	116	National Bankamericard 8,940,500
402	Hart Schaffner & Marx 667,600	455	James Industries 287,800	221	National Fed/Coffee Grws/Colombia 3,213,600
192	Hartz Mountain 4,257,100	87	Jeffrey Martin 14,187,500	469	National Fisheries Institute* 226,700
293	Hasbro 1,890,800	488	Jel Sert 143,700	320	National Grape Cooperative 1,520,200
500	Hastings 113,100	289	Jenos 1,950,400	464	National Gypsum 257,200
461	Hearst 265,600	513	Jerry Gross Organization* 82,700	332	National Railroad Passenger Association* 1,327,600
268	L. S. Heath & Sons 2,280,700	8	Johnson & Johnson 90,471,500	374	National Retail Hardware Association* 942,100
264	G. Heileman Brewing 2,290,800	55	S. C. Johnson & Son 23,330,900	257	National Union Electric 2,425,300
52	H. J. Heinz 24,740,100	501	Jones Dairy Farm* 111,400	403	Nationwide Insurance 642,600
232	Helene Curtis 2,935,800	171	K Mart 5,060,100	35	Nesfood 35,993,900
61	Hershey Foods 21,328,600	336	K-Tel International 1,284,500	265	New York Life 2,286,300
44	Heublein 30,293,000	126	Keebler 8,375,900	509	New York Times 103,000
218	Hillenbrand Industries 3,249,200	17	Kellogg 59,803,200	71	Nissan Motor 18,150,000
222	Hilton Hotels 3,198,800	247	Kemper Group 2,539,100	361	Nissin Foods 1,042,000
540	Hitachi* 32,800	518	Kennedy for President Committee 74,200	351	NL Industries 1,125,300
337	Hobart 1,263,400	504	Kentucky Department of Tourism* 109,200	91	North American Philips 13,270,000
118	Holiday Inns 8,900,300	414	Kero-Sun* 564,200	238	North American Systems 2,717,700
79	Honda Motor 15,625,200	396	Keyes Fibre 755,400	107	Northwest Industries 10,515,200
315	Hoover Co. 1,556,500	439	Kikkoman International 379,900	209	Northwestern Mutual Life 3,474,300
294	Hormel 1,884,800	72	Kimberly Clark 18,107,000	514	Norton* 81,200
529	Houghton Mifflin 56,400	325	Kiplinger Washington Editors 1,470,400	48	Norton Simon 26,734,000
307	Household Finance 1,673,800	456	Knots* 283,100	46	Noxell 28,092,700
		352	Kraco Enterprises 1,123,200	472	O'Conner Products* 217,400
		545	Kristy Wells 22,400	235	Ocean Spray Cranberries 2,864,500
		428	Kusan 485,100	523	Ohio Art 67,400
		557	L J N Products 3,900	390	Olin 796,800
		424	La Rouché for President Committee 508,800	149	Olympia Brewing 6,299,500
		470	La-Z-Boy Chair 225,200	129	Olympus Camera 7,947,600
		254	Lanier Business Products 2,462,000	473	Orange Bowl Committee 215,700
		188	Lee Pharmaceuticals 4,437,300	441	Owens Country Sausage 353,600
		309	Lego Systems 1,632,400	438	Owens Illinois 406,000
		354	Leisure Dynamics 1,082,000	144	Owens-Corning Fiberglas 6,831,500
		519	Leland Energy* 74,200	182	Pabst Brewing 4,528,200
		370	Lennox Industries 1,004,700	381	Paine Webber Jackson & Curtis 878,400
		12	Lever Brothers 74,111,800	259	Pan American World Airways 2,396,900
		353	Libertarian Party 1,087,500	510	Parker Pan 96,600
		369	Liberty Mutual Insurance 1,008,000	69	J. C. Penney 18,579,100
		476	Life Insurance Co. of Georgia 202,000	274	Pennwalt 2,156,800
		160	Litton 5,393,100	156	Pennzoil 5,764,400
		525	Loctite 63,200	434	Pentel 441,200
		190	Loews 4,363,600	468	Penthouse International 242,000
		520	Lorentzen Levolor 73,900	9	Pepsico 88,822,100
		512	M. Lowenstein & Sons 84,000	448	Petersen 323,600
		291	Lowe's 1,930,300	53	Pfizer 24,301,700
		425	J. Lyons & Co. 507,200	7	Phillip Morris 97,392,200
		77	M C A 15,976,800	122	Phillips Petroleum 8,630,000
		429	M J B 483,300	484	Philmont & Hart Labs 160,400
		405	Mannington Mills 612,100	555	Physician Mutual Insurance* 7,200
		416	Manor Care* 547,100	23	Pillsbury 53,254,900
		365	Maremont 1,022,500	346	Pioneer Electronic 1,167,400
		34	Mars 36,689,200	347	Pittway 1,156,200
		450	Matex 305,800	45	Polaroid 29,812,500
		242	Matsumita 2,649,100	457	Polyglycoat 278,300
		83	Mattel 14,556,600	283	Ponderosa 2,002,600
		85	Oscar Mayer 14,438,500	486	Postal Instant Press 148,300
		228	Maytag 3,036,000	443	PPG 352,100
		22	McDonalds 53,588,300	480	Pressman Toy 186,200
		178	McDonnell Douglas* 4,659,800	412	Pritzker Family 581,600
		338	Mead Products 1,257,900	1	Procter & Gamble 361,066,700
		558	Mego International 3,000	114	Prudential 9,558,000
		541	Melville 31,900	176	Publishers Clearing House 4,802,400
		298	MEM 1,823,300	359	Frederick Purdue* 1,052,100
		312	Memorex 1,594,400	340	Purex 1,223,300
		84	Mennen 14,495,200	546	Puritans Fashions* 22,000
		444	Mentholum 348,400	410	Purolator 591,800
		426	Meredith* 497,200	490	Qantel 134,400
		380	Merle Norman Cosmetics 912,000		
		127	Merrill Lynch 8,086,600		

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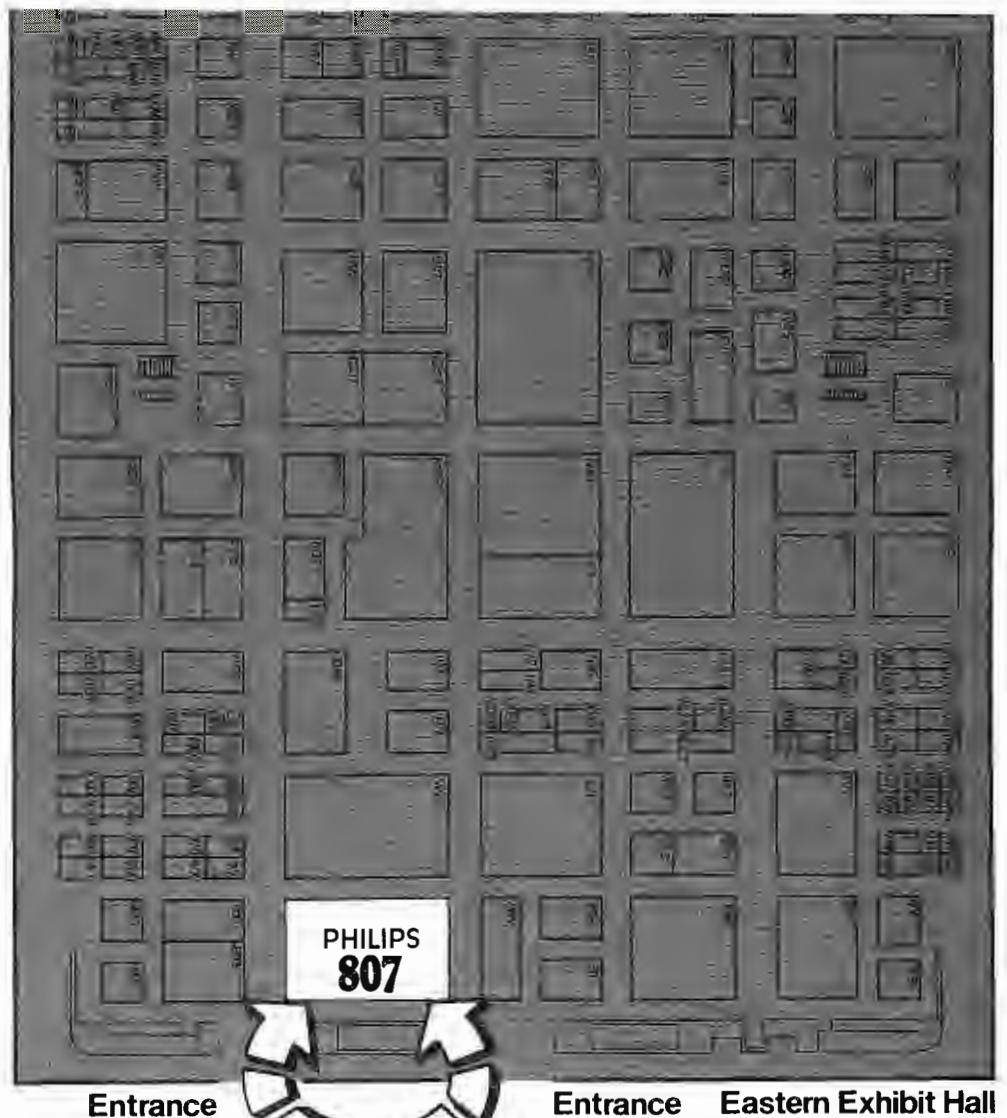
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Rank	TV Expenditures
27	Quaker Oats 46,653,600
224	Quaker State 3,108,200
341	Questor 1,221,200
183	Rachengold-Werk 4,215,900
13	Ralston Purina 73,386,200
253	Ramada Inns 2,478,800
206	Raytheon 3,508,700
63	RCA 19,873,800
276	Readers Digest 2,090,300
131	Reagan for President Committee 7,847,300
246	Realty World* 2,562,200
244	Remington 2,605,800
382	Renfield Importers 873,900
225	Republican National Committee 3,067,100
50	Reylon 25,305,600
463	Rexall 258,100
174	Reynolds Metals 4,877,100
103	R. J. Reynolds 11,025,500
24	Richardson Merrell 49,885,200
538	A. H. Robins 38,900
252	Roman Meal 2,482,400
316	Rorer Group 1,551,200
158	Royal Crown Cola 5,663,400
357	Rubbermaid 1,072,600
421	Rush-Hampton Industries* 526,200
272	Rust-Oleum 2,188,600
303	Ryder 1,741,800
328	SCM 1,436,800
317	S. S. Pierce* 1,538,200
446	SSS 332,000
214	Safeco 3,332,400
471	Safeway* 218,500
440	Sambos 360,000
321	Sandoz-Wander 1,519,500
537	Sasson Jeans* 41,700
136	Vidal Sassoon Inc. 7,515,800
184	Savin Business Machines 4,526,600
199	Savings & Loan Foundation 3,827,300
36	Schering-Plough 35,242,700
462	Schiffelin 264,400

Rank	TV Expenditures
51	Jos. Schlitz Brewing 24,802,200
503	C. Schmidt & Sons 110,100
458	Schwinn Bicycle 276,400
167	Scott Paper 5,250,800
101	Seagrams 11,207,300
263	Sealy 2,297,200
251	Searle 2,483,200
10	Sears, Roebuck 86,951,500
431	Selchow & Righter 463,100
322	Sentry Insurance 1,491,700
350	Serta 1,125,800
423	Sharp 514,000
343	Shearson Loeb Rhoades* 1,186,500
134	Shell Oil 7,689,400
201	Sherwin Williams 3,774,100
483	Shinsei 170,300
549	Sidney A. Tarrson* 18,000
401	Singer 672,100
422	Skil 520,000
543	Skyline 24,800
59	Smithkline 22,529,100
364	J. M. Smucker 1,026,800
465	Snelling & Snelling 255,700
180	Sony 4,580,700
548	Source Securities* 20,100
123	Southland 8,573,600
311	Specialty Brands 1,612,600
243	Sperry 2,631,900
419	Spring Air 530,900
49	Squibb 25,439,700
386	St. Regis Paper 837,300
146	A. E. Staley Mfg. 6,763,900
152	Standard Brands 5,942,100
335	Standard Oil 1,292,700
197	Stanley Works 3,954,400
508	Stanwood 104,100
153	State Farm 5,939,000
21	Sterling Drug 56,790,400
400	Sterns Nursery 693,500
531	Stihl American 50,200
80	Levi Strauss 14,962,400

Rank	TV Expenditures
333	Stride Rite 1,323,600
169	Stroh Brewery 5,118,500
445	Suffolk Marketing 333,800
280	Sun 2,029,300
285	Sunbeam 1,997,700
179	Sunkist 4,649,900
326	Suzuki 1,469,800
371	TDK Electronics* 994,300
494	Talley 119,400
173	Tampax 4,947,300
132	Tandy 7,826,400
498	Tasty Baking 114,800
383	Taylor Rental* 853,400
376	Teledyne 932,400
533	Tenders* 48,100
372	Tenneco 977,500
99	Texaco 11,631,200
290	Texas Instruments 1,931,300
212	Textron 3,363,700
60	Thompson Medical 22,047,900
119	Time 8,791,600
499	Times-Mirror 113,800
106	Timex 10,572,700
245	Tomy 2,586,000
389	Tonka 819,100
418	Tootsie Roll 532,500
273	Toro 2,175,500
517	Total Petroleum* 77,900
420	Totes 526,700
62	Toyo Kogyo 20,335,100
56	Toyota 22,945,300
449	Trailway 314,700
375	Trane* 936,400
86	Trans World 14,225,100
96	Transamerica 12,388,800
323	Travelers 1,484,800
452	Travelodge* 297,500
262	TRW 2,308,600
342	Turtle Wax 1,193,600
124	UAL 8,491,000
41	Union Carbide 31,752,800
552	Union Oil 14,200
204	Uniroyal 3,645,900
344	United Aircraft 1,186,100
219	United Brands 3,245,500
399	United Brotherhood of Carpenters* 726,700
521	United Gilsonite Labs 73,600
82	United States Armed Forces 14,771,200
532	United States Golf Association 49,100
250	United States Government 2,506,400
175	United States Tobacco 4,818,200
271	United Technologies 2,203,000
349	Unity Buying Service 1,127,600
147	Upjohn 6,510,100
479	Usair* 189,300
305	V F 1,677,100
64	Volkswagen 19,434,700
345	Jim Walter 1,168,600
256	Wang Laboratories 2,454,800
42	Warner Communications 31,431,600
16	Warner-Lambert 63,167,100
362	Washington Post 1,038,900
200	Wausau Insurance 3,817,500
530	Victor F. Weaver 51,000
215	Wella 3,300,600
115	Wendy's International 9,036,400
535	Western Air Lines 43,900
505	Western Textile* 104,500
210	Westinghouse 3,383,800
186	Weyerhaeuser 4,482,000
407	Wham O 605,800
139	Whirlpool 7,234,200
392	Wienerschnitzel International 765,100
314	Wilkinson Match 1,559,900
318	Wine Imports of America 1,526,400
397	Witco Chemical 744,800
278	Wolverine World Wide 2,080,200
306	Woolworth 1,676,200
39	Wrigley 34,127,600
100	Xerox 11,464,700
207	Yamaha 3,484,800
526	Yonezawa* 61,900
277	W. F. Young 2,081,400
266	Zale 2,283,600
128	Zenith 8,084,500
88	20th Century-Fox Film 13,950,200
324	3M 1,484,000

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25 YEARS TOGETHER



1956

1956 was the beginning of CBS Television service to the nation's 37th largest television market. On April 29, 1956, WSPA-TV, in Spartanburg, S.C., a CBS Affiliate, presented its first network telecast. Today, transmitting from high atop Hogback Mountain, 3,468 feet above sea level (2,000 feet above average terrain), WSPA-TV reaches into 532,900* TV homes in 29 counties in North Carolina, South Carolina and Georgia. WSPA-TV was the first South Carolina station to colorcast (1963), and presented the first local live color programming in 1966.



1981

In 1979, WSPA Television completed construction of one of the most modern, best equipped, technically sophisticated television centers in the South — strategically located in the Greenville-Spartanburg-Asheville Market at the intersection of I-85 and I-26. This extraordinary facility again leads the way in the Carolinas in providing the WSPA-TV staff with the professional tools and environment to produce the finest television programming possible. We are proud to be celebrating 25 years of service to more than 1,459,900 men, women and children in America's 37th largest television market.

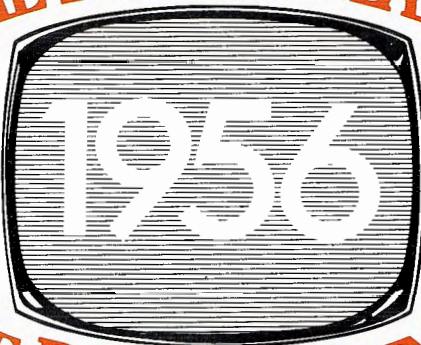
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THE FIRST 50 YEARS



OF BROADCASTING

The Senate Interstate and Foreign Commerce Committee in 1956 was the center of legislative interest in broadcasting. Before the congressional recess in July, nearly 150 witnesses testified in 31 days of hearings under the chairmanship of Senator Warren G. Magnuson (D-Wash.). More than a dozen other hearings and studies of broadcasting and the FCC were also conducted that year on Capitol Hill.

The year 1956 also saw several developments that were to reshape television programming. Motion pictures at last began to flow from producers' vaults to TV. Ampex unveiled its videotape recorder at the National Association of Radio and Television Broadcasters convention (page 163).

It was also a presidential election year, and television matured into a major vehicle of political news and advertising.

Adlai Stevenson, again the Democratic candidate for President, professed to dislike merchandising of politicians, but he appeared in five-minute spots called "The Man From Libertyville," prepared by Norman, Craig & Kummel. President Dwight D. Eisenhower and Richard M. Nixon stayed with their 1952 agency, BBDO. They too concentrated on five-minute spots inserted at the end of regular programming.

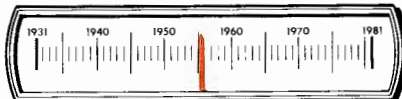
A special report by the Senate Election Subcommittee, released in early February 1957, showed that \$9,907,000 was spent in radio and television in behalf of political candidates—presidential down through local offices—from Sept. 1, 1956, to Nov. 6, 1956. Of that figure, the Republicans spent \$5,381,891 and the Democrats \$4,120,712.

The networks reported that sponsors paid between \$15 million and \$16 million for the coverage of the national conventions, which BROADCASTING reported as "the most extensive coverage of any event in electronics history."

NBC had 400 persons, three mobile units and more than 40 cameras at each convention. Chet Huntley, David Brinkley and Bill Henry worked as the anchor team, an assignment that led to Huntley's and Brinkley's replacement of John Cameron Swayze as anchor of the NBC-TV early evening news.

CBS had a crew of 350 and 22 tons of equipment. Its news team was led by Sig Mickelson, vice president in charge of news and special events.

ABC had a staff of 350, led by John Daly, vice president in



Joseph Stalin and the cruelties of his regime were denounced in February by Nikita Khrushchev and other Soviet leaders who declared a policy of peaceful co-existence with the West. Egypt seized the Suez Canal on July 26 under a new nationalization decree. Israel invaded the Sinai Peninsula Oct. 29, touching off fighting that lasted until Nov. 8. A Hungarian revolt against that country's Soviet-dominated regime was crushed Nov. 4. In the U.S., President Eisenhower handily turned back the presidential challenge of Adlai Stevenson in November. A month earlier, New York Yankee Don Larsen turned back the Brooklyn Dodgers with the first perfect no-hit no-run game in World Series history. And in BROADCASTING...

charge of news, and a new system of audio-receivers called "page boy" and "audiopage" to maintain communication between staffers and ABC's base of operation.

BROADCASTING observed: "There are two sure bets about the political conventions of the next three weeks. ... One is that the work of nominating candidates for President, starting with the Democratic convention in Chicago next week and continuing with the Republican sessions in San Francisco a week later, will be witnessed and heard by more millions than ever before. ... The

other is that the networks which present these quadrennial dramas will lose money in doing it. ... The mechanics of TV-radio coverage ... are vast almost beyond description. Preparations have been under way for more than a year. ... In all, more than 1,000 network people will be employed at the scene—and most of them will have to make the quick switch, along with equipment of fantastic tonnage, from Chicago to San Francisco virtually overnight. ... What will be the result? American viewers and listeners ... will get an insight into fundamental affairs of state such as would be impossible by any other means, including personal attendance. ... The networks will have taken a beating financially ... but they will have put on one of the most mammoth 'educational public service' programs conceivable—a thought that detractors of 'commercial' programming would do well to keep in mind."

The nation relied heavily on television for the election returns. Between 8:30 and 9 p.m. (when NBC had not yet started its coverage), ABC and CBS received a Trendex rating of 40.8, or 65.2% of the sets in use. Then, all three networks from 9 to 9:30 received a Trendex rating of 55.2, with 63.4% of all sets in use. By 8 p.m., Univac, Remington Rand's high-speed computer, used by CBS, had predicted a landslide victory for Eisenhower. Because of this and other early predictions for an Eisenhower victory, audience viewing dropped after the first hours of coverage.

When Senator Magnuson's Commerce Committee started hearings in January, testimony on TV allocations, VHF-UHF deintermixture and pay TV spilled over to more areas. Soon the committee heard testimony that TV network option time and "must buys" violated antitrust laws. In an attempt to

analyze network-station relations, the Magnuson committee sent a nine-page questionnaire to all network affiliated TV stations.

While this data was being amassed, Senator John W. Bricker (R-Ohio), ranking Republican on the Commerce Committee, charged domination of television by CBS and NBC. Making public statistics that the networks had given the FCC on the promise of confidentiality, Bricker argued that the 1954 gross revenue of CBS and its three owned stations amounted to more than one-fifth of the 1954 revenue of the entire TV industry, as did the revenue of NBC and its five owned stations. Bricker proposed to give the FCC power to regulate the networks, reduce the service of VHF stations in high-density population areas, restrict market straddling through reductions in power and antenna heights, and revise the FCC's multiple ownership rules. Bricker wanted to permit common ownership of any number of television stations as long as their combined coverage did not exceed 35% of the country's population.

Network spokesmen denied the charges of monopolistic practices in TV. "To curtail or destroy the networks' unique quality of instantaneous national interconnection," CBS President Dr. Frank Stanton warned, "would be a colossal backward step." To regulate networks, NBC President Robert Sarnoff argued "is to take the first step down the road to government decision on whether advertiser A or advertiser B should occupy a particular network time period." Robert E. Kintner, ABC president, urged that "the major attention of the Senate committee and of the FCC should be directed to the scarcity of stations, because with its solution, alleged monopolistic practices in the in-

dustry will disappear, just as they disappeared in radio when the factor of a too limited audience was removed."

While the Magnuson committee in July issued a report supporting the FCC proposals of selective deintermixture, and urged speed to help the UHF stations, several other studies of broadcast operations were in progress in Washington.

Roscoe Barrow, dean of the University of Cincinnati Law School, continued his FCC mandated network study, hoping for a final report in June 1957.

The House Transportation and Communications Subcommittee, led by Representative Oren Harris (D-Ark.), held hearings on bills to prohibit FCC discrimination against applicants with newspaper interests and on bills to provide relief for broadcasters from current libel laws.

Acting on material gleaned from questionnaires, Representative Joe L. Evins (D-Tenn.), chairman of the House Small Business Subcommittee, charged that RCA-NBC and CBS controlled the FCC. "These allegations," stated Evins, "... to the effect that the networks have the power to hire and fire those who do not vote or speak in the networks' interests are a serious matter and demand an immediate and thorough investigation." As one investigation begets another, Evins' allegations led to the subpoena of CBS and RCA-NBC records, further study, and the publication of eight of those documents in September as part of an official hearing record. Calling the publication procedure "outrageous, inexcusable, and novel," a CBS spokesman objected to the selection of eight documents out of 8,000-12,000 in order to establish a public record.

In another investigation, the House Antitrust Subcommittee, led by Emanuel

Celler (D-N.Y.), questioned why the FCC approved the swap of NBC's WTAM-AM-FM and WNBK(TV) Cleveland for Westinghouse's KYW(AM) and WPTZ(TV) Philadelphia after the Justice Department had said that the transfers were being investigated. Celler also got into music licensing. Executives of the American Society of Composers, Authors and Publishers testified that Broadcast Music Inc., the industry-supported music-licensing organization formed in 1940 to combat escalating ASCAP fees, constituted a monopolistic control of the music industry and "seriously impaired the freedom of music in America." "Mr. Celler's investigation of the music licensing field," BROADCASTING editorialized in November, "is ... a tourist's junket into an area where all the exploring has been done. The Justice Department has carefully watched both BMI and ASCAP for years, and only ASCAP has run afoul of the law in that time. Unwittingly or not, Mr. Celler was used by the ASCAP songwriters to advance their campaign against BMI."

As the Celler investigation wound down toward the end of the year, the Justice Department filed a civil antitrust complaint against NBC and RCA for alleged coercion of the Westinghouse Broadcasting Co. in the Philadelphia-Cleveland station swap. BROADCASTING analyzed the importance of this case: "The suit, which comes as a grotesque 30th birthday gift to NBC, is the first dealing with the relationship of networks to their affiliates. Its importance cannot be overestimated because a decision sustaining the government's contention would affect the whole broadcasting economy. It is not a suit against NBC alone because all network affiliate relationships would be affected. ... Trading in television properties has reached a high level in recent months. The factor of network affiliation is the most important single consideration next to acquisition of the license itself, running in excess of the value placed upon equipment and real estate. If a test must be had, it is perhaps better to have the rules known now rather than at a time when the stakes will be infinitely greater, and the public interest as well as the private interest of licensees would be more severely affected."

The first major television purchases of feature films were made in 1956. RKO Teleradio Pictures sold 740 feature films and 1,000 short subjects for \$15.2 million to the C&C Super Corp., which later released them to television in barter deals through which C&C built up a huge bank of television advertising time. Among the properties released were "Citizen Kane" with Orson Welles, "Crossfire" with Robert Mitchum, "Hunchback of Notre Dame" with Charles Laughton and Maureen O'Hara and eight Fred Astaire and Ginger Rogers musicals. Columbia Pictures released 104 features to television through its subsidiary, Screen Gems; CBS negotiated to buy Terrytoons for about \$5 million; Paramount Pictures released 1,600 short subjects for television, and in



OFFICERS and directors of the newly-formed Broadcasters Promotion Assn. include (l to r): seated, Haywood Meeks, WMAL-AM-FM-TV Washington; Samuel Elber, WERE Cleveland, Ohio; David Partridge, Westinghouse Broadcasting Co., president; Montez Tjaden, KWTU (TV) Oklahoma City, second vice president; Charles Wilson, WGN-AM-TV Chicago, first vice president; Bruce Wallace, WTMJ-AM-TV Milwaukee; and standing: Roy Pedersen, WDAY-AM-TV Fargo, N. D.; Marion Annenberg, WDSU-AM-TV New Orleans; Joe Hudgens, KRNT-AM-TV Des Moines; Foster Brown, KMOX St. Louis; Paul Woodland, WGAL-AM-FM-TV Lancaster, Pa. Not present were board members Gene Godt, WCCO-AM-TV Minneapolis; Joe Zimmerman, WFIL-AM-FM-TV Philadelphia; John Keyes, WMAQ-AM-FM, WNBQ (TV) Chicago, and Howard Meagle, WWVA-AM-FM Wheeling, W. Va.

—Broadcasting, Nov. 26

the largest sale of a motion picture library to that date, PRM Inc., a Canadian investment firm, paid \$21 million to Warner Brothers for 750 sound features, 100 silent features, and 1,500 cartoons and short subjects produced before 1948.

The film purchases continued. In May National Telefilm Associates, which had acquired the total assets of UM&M Corp., including Paramount's entire short-subject library, signed a 10-year lease arrangement with 20th Century Fox to distribute 52 feature films to television, among them "How Green Was My Valley," "Les Misérables," "The Ox-Bow Incident" and "Mother Wore Tights."

None of movies released to television had been made later than 1948. By September telecasters were bargaining with the Motion Picture Producers Association for the release of post-1948 material.

The influx of film worried some network officials. RCA President David Sarnoff warned that a "film invasion" of television would cause television to "ride a toboggan of decline" since "television's future lies along the route we now chart... emphasis on live television, on fresh new programs designed for the medium, and on the development of color."

In addition to its offering of new movies, television continued to present special programming. Among 1956 presentations: a two-hour, \$150,000, NBC *Opera Theater* production of Mozart's "Magic Flute," with material by W. H. Auden and Chester Kallman, choreography by George Balanchine, and a cast that included Leontyne Price, Laurel Hurley, and Adelaide Bishop; a 90-minute, \$200,000 CBS colorcast of *Ford Star Jubilee* that presented Noel Coward's "Blithe Spirit" starring Claudette Colbert; a 90-minute, \$100,000 NBC *Hallmark Hall of Fame* production of Shakespeare's "Taming of the Shrew" with Lilli Palmer and Jerome Kilty; a 90-minute, \$100,000 NBC production of "The Barretts of Wimpole Street" with Katherine Cornell and Anthony Quayle; a 90-minute, \$200,000 NBC colorcast of *The Music of Gershwin* with a cast that included Ethel Merman, Alfred Drake, Tony Bennett and Cab Calloway; a 90-minute, \$150,000 NBC colorcast of *Jack and the Beanstalk* with Celeste Holm, Cyril Ritchard, Arnold Stang and Joel Grey; and a 90-minute, \$130,000 NBC *Hallmark Hall of Fame* production of Lillian Hellman's "The Little Foxes" starring Greer Garson, E. G. Marshall, Eileen Heckart and Peter Kelley.

Another special event occurred in 1956: Elvis Presley, the rock n' roll superstar-to-be, appeared—but only from the waist up—on the CBS-TV *Ed Sullivan Show*. Presley launched a generation of rock n' rollers.

Quiz shows continued to be popular in 1956. Three new varieties included *Do You Trust Your Wife?* (CBS) in which host Edgar Bergen aided by his dummy cohorts (Charlie McCarthy, Mortimer Snerd, and Effie Klinker), determined whether questions were to be answered by



KEYNOTER Robert E. Kintner (l), president of ABC, is congratulated on his award by NARTB President Harold E. Fellows at the general session officially opening the Chicago convention last Tuesday morning.

—Broadcasting, April 23

the husband or wife part of a team as they competed for the top prize of \$100 a week for a year; *To Tell the Truth* (CBS) in which emcee Bud Collyer introduced to a celebrity panel (Polly Bergen, John Cameron Swayze, Dick Van Dyke and Hildy Parks) three contestants who all claimed to be the same person and challenged the panel to decide who told the truth; and *Treasure Hunt* (ABC) in which host Jan Murray quizzed contestants for prizes and cash up to \$25,000.

The combination news and romance spectacular of 1956 was the Grace Kelly-Prince Rainier wedding in Monaco. About David Schoenbrun's special half-hour CBS report, BROADCASTING wrote that he brought "just the right mixture of

enthusiasm, sanity and good humor... With his cameramen he turned out a document that reflected the awe and solemnity, the fantasy and gaiety of one of the country's biggest news stories. Seen by the CBS camera eye: ... the spectacle of the palace courtyard ballet, with the royal pair viewing from above. Trumpet rolls and military bands playing American songs. A fat man in the middle of the crowded palace grounds, chewing a cookie and clutching his champagne at the public reception. The bride helping slip on her wedding band indicating... her voluntary acceptance according to Monacan custom."

RCA, with more than \$70 million already invested in color television, announced a new color promotion that included the marketing of a 21-inch color set for \$495, \$200 below the prevailing price. General Electric also announced a similarly priced set.

Starting with the fall of 1956, NBC planned to increase its evening schedule of color TV programming by 50%. CBS planned increases as well, but ABC still was reluctant to enter the color field. In addition to color spectaculars, NBC's plans called for one major color program for every night of the week. Despite the increase in color advertisers and color home sets, color television still ran at a financial loss. RCA, for example, admitted a net loss on color production of \$6.9 million in 1956. The company called it "a reasonable expenditure to lay the foundation for a business that promises substantial profits in the near future."

UHF continued to experience



NEW board of directors of Assn. of Maximum Service Telecasters met following formal organization meeting of the full-power tv station trade group in Chicago Aug. 10 [AT DEADLINE, Aug. 13]. L to r: Seated (officers), Ken Carter, WAAM (TV) Baltimore, second vice president; Jack Harris, KPRC-TV Houston, president; Charles H. Crutchfield, WBTV (TV) Charlotte, N. C., first vice president; Harold Gross, WJIM-TV Lansing, Mich., secretary-treasurer; standing, P. A. (Buddy) Sugg, WKY-TV Oklahoma City, Okla.; John H. DeWitt, WSM-TV Nashville, Tenn.; Howard Lane, KOIN-TV Portland, Ore.; John S. Hayes, WTOP-TV Washington, D. C.; Harold C. Stuart, KVOO-TV Tulsa, Okla.; Harold V. Hough, WBAP-TV Fort Worth, Tex.; Payson Hall, WOW-TV Omaha, Neb.; Messrs. Sugg, DeWitt, Hayes and Hough are members of executive committee. Board members absent when the picture was taken included Robert D. Swezey, WDSU-TV New Orleans; David Baltimore, WBRE-TV Wilkes-Barre, Pa.; Don Davis, KMBC-TV Kansas City, and Joe Bernard, WGR-TV Buffalo.

—Broadcasting, Aug. 20

difficulties in 1956. By the last week of December, only 91 commercial UHF stations remained on the air, compared with 377 VHF stations. The FCC, to foster UHF development, ordered 83 UHF permittees to justify extensions of their construction permits or give them up. In April the FCC organized a study group to determine whether all television facilities throughout the country or in a major geographical area could feasibly be moved to the UHF spectrum. Delegates from five industry groups, the NARTB, Committee for Competitive TV, Radio-Electronics Television Manufacturers Association, the newly formed Association of Maximum Service Telecasters and the Joint Council of Educational TV, met in September. As one of the conferees stated, "[the] need for engineering facts has been emphasized by the FCC. . . . Our organization welcomes and enthusiastically supports a thorough, careful, objective and energetic study of the engineering data necessary to determine how the UHF can be made and kept an integral part of the broadcast band . . ."

As an immediate remedy, broadcasters in December called for Congress to repeal the 10% federal manufacturer's excise tax on all-channel TV sets. BROADCASTING noted: "While the experts desperately seek an answer to the vexatious problems of the UHF station operators, they apparently are all but ignoring the one sure way in which to bring a large measure of prompt relief. This is the elimination of the 10% excise tax on TV receivers which will tune the entire TV range so that manufacturers will find it just as profitable to make and merchandise the nontaxed all-band receivers as to manufacture VHF-only sets on which excises would still be paid. . . . If an excise tax on all-band sets is withdrawn . . . , we predict most of those 83



HUGH B. TERRY (r), president and general manager of KLZ-AM-TV Denver, shows his Paul White Memorial Award (the first annual award) to KLZ News Director Sheldon Peterson (l) and CBS newscaster Robert Trout. The citation was given for Mr. Terry's fight against Canon 35 barring radio-tv from the courts and cites him for having made "the most significant contribution to radio and tv journalism" during 1956 [B•T, Nov. 19].

—Broadcasting, Nov. 26

nonoperating UHF's that have been given an ultimatum by the FCC . . . will reactivate, and that new applications will be filed in increasing numbers."

Such solutions awaited the new year, but the perennial arguments for pay TV reached a hearing on Capitol Hill in April. Colorado Governor Edwin C. Johnson's testimony typified that of pay TV's supporters. The one-time senator said that "under our system of free enterprise, government should be the last to attempt

to prevent the television industry from taking the new product of subscription TV to the marketplace." He said the existing system of TV "falls far short of fulfilling the potential of serving the public which it has the technical ability to accomplish—a failure which is particularly pronounced in Colorado and other Western states." Harold Fellows, NARTB president, voiced the rebuttal of most broadcasters when he described pay TV as based "on the fallacious promise that through the revenues accruing to the system, the American public will receive a type of programming superior to that it now receives." Fellows warned that "under pay television . . . there will be no more free World Series, dramas, musicals, etc., and the only loser will be the public."

Pay TV or not, television continued to expand with the TV home count reaching 36.7 million. Television's total billings came to \$823.1 million, up 20.8% over 1955.

Radio increased its revenues as well, with net time sales reaching an all-time high of \$491,707,000, a 7.7% increase over the figure for 1955. Local advertising rose 9.9%, to a record \$297,822,000; spot rose 20.8%, to a record \$145,461,000. Network time sales declined for the eighth consecutive year to \$44,839,000, a 25.6% drop.

The number of AM radio stations increased from 2,824 on Jan. 1 to 3,008 at yearend. FM radio continued its slide, with the number of stations down 10 to 530.

It was another banner year for changes at the top echelon of the networks. Some of the more notable:

■ In April, MBS President and Chairman Tom O'Neil relinquished his presidency to devote more time to his position as president of the parent RKO Teleradio Pictures Inc. He was succeeded by John B. Poor, formerly Mutual's executive vice president.

■ In September, NBC Board Chairman Sylvester L. (Pat) Weaver resigned and four executive vice presidencies were created under NBC President Robert Sarnoff.

■ In October, Robert E. Kintner resigned as ABC president in a policy tussle with Leonard H. Goldenson, president of the parent American Broadcasting-Paramount Theatres, who took active command of the broadcast division. Oliver Treyz was taken from the Television Bureau of Advertising to become ABC vice president in charge of TV, succeeding John H. Mitchell, who was made vice president and special assistant to Goldenson. Kintner very shortly thereafter was appointed an executive vice president of NBC, effective Jan. 2, 1957.

■ As the year ended, J. L. Van Volkenburg retired as CBS-TV president. He was succeeded by Merle S. Jones, an executive vice president of CBS-TV.

In 1956, NBC celebrated its 30th anniversary. In an anniversary address, NBC President Robert Sarnoff announced: "We shall continue our emphasis on live televi-



THE NEW triumvirate at ABC is headed by Leonard H. Goldenson (c), president of AB-PT and now in direct charge of the network. Don Durgin (l) will head the radio network; Oliver Treyz (r) the tv network.

—Broadcasting, Oct. 22

sion, on fresh new programs designed for the medium, and on the development of color. We believe this is the way to maintain television's momentum and vitality."

In 1956 David Sarnoff celebrated 50 years in the industry. BROADCASTING wrote: "The storybook story of David Sarnoff—from immigrant messenger boy to the head of a billion dollar business—was retold last week as 80,000 RCA-NBC workers, and leaders of art and industry paid him tribute on his 50th anniversary in radio, television, and electronics. . . . David Sarnoff more than any one else is responsible for the development of broadcasting. He didn't invent it. But he did prescribe it. It was his idea that there would be a 'music box' in the home that would pluck signals from the air and translate them into music, information, and entertainment. Here is a combination of philosopher, business leader, engineer, broadcaster, soldier, and patron of the arts. A dreamer who made his dreams come true."

It was BROADCASTING's 25th year. Its editors reported: "We round the bend into our second quarter century proud of the field we serve. Our constant effort is to do a better job of reporting the news of our field. And we'll continue to express our own views in these columns as constructively as we know how, without grinding anybody's axe." About BROADCASTING's birthday the *Washington Post and Times Herald* wrote: "It is a privilege to join the communications industry in congratulating BROADCASTING TELECASTING on its 25th anniversary, celebrated this week. This distinguished publication, . . . makes a solid contribution to the improvement of broadcasting. It maintains a healthy critical attitude toward the practices of broadcasting enterprises at the same time that it maintains a sturdy defense of the freedom and independence of broadcasters. Its commercial success is the more gratifying in that it has so eminently deserved success."

Stay Tuned

1. What New York University law professor was counsel to Representative Moulder's subcommittee on oversight that pointed a finger at members of Congress and the FCC?
2. Who became the new chairman of the FCC?
3. What impetus did the FCC afford pay television in 1957?
4. What foreign leader participated in an extraordinary *Face The Nation* interview?
5. What long-awaited report was issued by the FCC?

The answers next week,
in "1957."

Silver anniversary. It took six men four years to develop it, and when it was finally and dramatically introduced at the National Association of Radio and Television Broadcasters convention in Chicago 25 years ago tomorrow (April 14), broadcasters literally stood up and cheered Ampex's revolutionary machine: the first practical videotape recorder that was to expand the world of television.

And they did more than applaud. They lined up to order the new machines. By the end of the month, there were orders for 82 units, at \$45,000 each, to be delivered early in 1957. That did not include orders for prototypes, at \$75,000 each, from CBS and NBC to be delivered in 1956. In all, the sales totalled over \$4 million.

The reaction of the broadcasters was predictable. Laboring with the costly and technically awkward kinescope, broadcasters had been eagerly awaiting the commercial development of the machine. The Ampex recorder was designed to be used in exactly the same way an audio recorder was used in radio. A self-contained unit, it took a TV program off the network line, recorded it and then played it back at a later time just as in radio. In addition, the station could feed its own production into it for presentation later.

The first application of videotape and the Ampex recorder was CBS's broadcast on Nov. 30, 1956, of *Douglas Edwards and the News*. CBS in Hollywood recorded the feed and replayed it three hours later.

The key to the Ampex recorder was the rotating head. Instead of developing a machine with a high-speed tape transport, Ampex worked on a low-speed transport with a rapidly rotating recording head. Ampex's unique concept permitted the recording of the wide video bandwidths without using enormous amounts of videotape.

That Ampex came up with the first practical video recorder was not wholly surprising. It had after all introduced the first practical audio tape recorder in 1947. But it was surprising in that Ampex was competing against companies far richer in research and development funds and broadcasting experience, including RCA and the British Broadcasting Corp., Bing Crosby Enterprises, Armour Research Foundation, Brush Development Co. and Magnecord Inc.

The five-year technical struggle that ended at the Chicago convention began in 1951 when Charles Ginsburg joined Ampex for the sole purpose of recording pictures on tape. His early efforts were aided by Ray Dolby; they were joined in 1953 by Charles Anderson, Alex Maxey, Fred Pfost and Shelby Henderson. The basic technical concepts worked out by these six men under fierce competitive pressure are still integral elements of all videotape recorders. Much of the credit for the machine must go to former Ampex chairman, the late Alexander M. Poniatoff, who took the financial risks necessary to bring it to fruition.

A quarter of a century later, Ampex is still a leader in the development and manufacture of videotape recorders. It introduced a one-inch helical scan recorder in 1976 and since then has sold 4,000 of them. And Ampex fully intends to remain a leader. It is one of the several firms actively developing a digital videotape recorder, which all expect will sweep the analog machine out of the marketplace some time in this decade.



THIS is the new Ampex television tape recorder. Development of the project was in charge of Charles P. Ginsburg (l), senior project engineer in charge of video development, and Phillip L. Gundy, manager of the audio division, here inspecting the magnetic head assembly.

—Broadcasting, April 16

FCC reports 25.6% drop in radio profits in 1979

The FCC has released the final, corrected and official version of its 1979 radio financial figures, reporting total radio revenue of \$2,873,600,000, up 9% from the previous year. But radio's profits were down considerably in 1979, totaling \$231,400,000—a decline of 25.6% from 1978's \$311,100,000.

The revised radio figures, added to the earlier television report, reflect total net revenues of \$10,748,800,000 for the broadcasting industry, up 12.6% from 1978. BROADCASTING had calculated last winter that industry revenues in 1979 totalled \$10.6 billion (BROADCASTING, Dec. 22, 1980).

Of 7,655 stations in operation in 1979, 7,207 reported financial data: 4,253 AM's; 1,438 FM's filing a combined report with an AM; 681 FM's associated with an AM but filing a separate report, and 835 FM independents.

Of those reporting, 6,893 were in opera-

tion for the full year and 314 were in operation for only part of 1979. Four hundred and forty-eight stations in operation during all or part of 1979 did not report.

The \$231.4 million in radio profits broke down this way: national networks, \$15.9 million; AM's and AM-FM combinations, \$157 million; FM independents, \$13.5 million; FM's associated with an AM but filing separately, \$45 million.

Of the 4,079 AM's and combinations reporting, 60% reported profits and 40% reported losses, while 64% of 658 FM's associated with AM's but filing separately reported profits and 36% reported losses.

Of the 753 independent FM's filing, 52% reported profits and 48% reported losses. The average profit of an AM or combination for 1979 was \$118,910, while the average loss was \$78,317. For FM's associated with an AM but filing separately, the average profit was \$166,456, the average loss \$100,579. The average profit for an independent FM was \$123,225, the average loss \$86,620.

Advertisers spent \$3,172,400,000 on radio in 1979, up 9.0% from 1978. Of that total, \$138,500,000 was for network advertising (up 9.6%), \$637,300,000 for national and regional spot (up 7.6%), and \$2,396,600,000 for local advertising (up

1. The radio and television broadcast services' 1979 totals of revenues, expenses and income, for networks and stations

	1979	1978	% Increase 1978-79
Broadcast revenues			
Radio	\$2,873,600,000	\$2,635,300,000	9.0
Television	7,875,100,000	6,913,000,000	13.9
INDUSTRY TOTAL	10,748,800,000	9,548,300,000	12.6
Broadcast expenses			
Radio	2,642,200,000	2,324,200,000	13.7
Television	6,184,900,000	5,265,900,000	17.5
INDUSTRY TOTAL	8,827,100,000	7,590,200,000	16.3
Broadcast income (before federal income tax)			
Radio	231,400,000	311,100,000	-25.6
Television	1,690,200,000	1,647,100,000	2.6
INDUSTRY TOTAL	1,921,600,000	1,958,200,000	- 1.9

Notes: 1979 radio data covers the operations of the nationwide networks (CBS, MBS's two networks, NBC and ABC's three AM networks and one FM network), 4,253 AM and AM-FM stations, 1,438 FM stations filing a combined report with the AM, 681 FM stations associated with AM stations but reporting separately in 1979, and 835 independent FM stations. This data also includes the compensation paid by other (regional, state etc.) networks to affiliated stations, but does not include the revenues retained by these other networks, or their expenses. Radio data for 1978 covers the operations of the nationwide networks, 4,316 AM and AM-FM stations, (1,479 FM stations filing a combined report with the AM). 655 associated FM's that reported separately and 777 independent FM stations. TV data for 1979 covers the operations of three networks and 723 stations. TV data for 1978 covers the operations of three networks and 714 stations. Figures may not add to totals because of rounding.

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2. Breakdown of revenues and expenses for radio stations

Broadcast revenues

	AM and AM/FM stations ¹		FM stations ²	
	Individual Items	Totals	Individual Items	Totals
A. Revenues from the sale of station time:				
(1) Network				
Sale of station time to networks:				
Sale of station time to major networks, ABC, CBS, MBS, NBC (before line or service charges).....	\$18,047,000		\$2,409,000	
Sale of station time to other networks (before line or service charges) ..	2,865,000		703,000	
Total		\$20,912,000		\$3,112,000
(2) Nonnetwork (after trade and special discounts but before cash discounts to advertisers and sponsors, and before commissions to agencies, representatives and brokers).				
Sale of station time to national and regional advertisers or sponsors.	471,347,000		164,492,000	
Sale of station time to local advertisers or sponsors	1,777,160,000		606,382,000	
Total		2,248,507,000		770,874,000
Total sale of station time		2,269,419,000		773,986,000
B. Broadcast revenues other than from sale of station time (after deductions for trade discounts but before cash discounts and before commissions):				
(1) Revenues from separate charges made for programs, materials, facilities, and services supplied to advertisers or sponsors in connection with sale of station time:				
(a) to national and regional advertisers or sponsors.....	1,130,000		324,000	
(b) to local advertisers or sponsors.....	9,853,000		2,131,000	
(2) Other broadcast revenues.....	17,486,000		6,229,000	
Total broadcast revenues, other than from time sales		28,469,000		8,635,000
C. Total broadcast revenues.....		2,297,888,000		782,671,000
(1) Less commissions to agencies, representatives, and brokers (but not to staff salesmen or employees) and less cash discounts	218,385,000		86,102,000	
D. Net broadcast revenues.....		2,079,503,000		696,569,000 ³
E. Joint AM/FM reports				
FM revenues from sale of station time (after discounts, commission, etc.)	187,023,000			
FM revenues from providing functional music or other special services ..	2,902,000			
Other FM revenues	1,012,000			
Total	190,937,000 ⁴			

Chart 2 continues on page 166

9.3%). These amounts include commissions to advertising agencies, representatives, brokers and others, but do not include advertiser-supplied commercials or programs.

The eight national radio networks (CBS, Mutual Broadcasting's two networks, NBC and ABC's three AM networks and one FM network) showed a profit of \$15.9 million (up 3.2%) against broadcast revenues of \$96.5 million. (up 6.9%).

Broadcast revenues of the 17 AM and 18 FM network-owned-and-operated stations were \$155.5 million, up 6.2% from 1978 when there was one more network radio O&O station (ABC's KXYZ[AM] Houston, which was sold to Slater Broadcasting Co. for \$1.8 million [BROADCASTING, Feb. 5, 1979]). The profit decline for that group was close to the industrywide downturn: 25.1%, to a total of \$21,258,000.

Revenues for the 7,172 other radio stations were \$2,621,600,000, up 9.3% from 1978, while profits dropped 27.3% from that year to \$194,300,000.

Of the 378 stations reporting revenues of more than \$1 million, 297 reported earning a profit while 81 reported losses. Of those reporting a profit, 119 said they earned \$500,000 or more; 78 reported

earnings in the \$250,000-\$500,000 range; 60 in the \$100,000-\$250,000 range, 24 in the \$50,000 and \$100,000 range, four between \$25,000 and \$50,000; six between \$10,000 and \$25,000; one between \$5,000 and \$10,000, and five earned less than \$5,000.

The radio industry reported a total of 94,427 employees, with a total payroll of \$1,188,185,000. Full-time employees totalled 70,580 and part-time employees

totalled 23,847. The national radio networks employed a total of 979 of whom only 43 were part-time. The national network payroll totalled \$25,546,000. The network radio O&O's employed 2,193 of whom 213 were part-time, with a payroll totaling \$57,716,000. The remaining stations employed a total of 91,255 persons—67,664 full-time and 23,591 part-time—with a payroll figure totaling \$1,104,923,000.

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Broadcast expenses	AM and AM/FM stations ¹		FM station ²	
	Individual Items	Totals	Individual Items	Totals
Technical expenses:				
Technical payroll*	73,359,000		18,282,000	
All other technical expenses	64,118,000		22,301,000	
Total technical expenses		137,477,000		40,583,000
Program expenses:				
Payroll* for "talent" and all other program employees	350,551,000		97,041,000	
Rental and amortization of film and tape	2,093,000		1,433,000	
Records and transcriptions	8,085,000		3,842,000	
Cost of outside news service	29,493,000		6,037,000	
Payments to talent other than reported above	11,825,000		2,678,000	
Music license fees	49,069,000		16,762,000	
Other performance and program rights	25,154,000		4,274,000	
All other program expenses	81,907,000		27,944,000	
Total program expenses		558,178,000		160,011,000
Selling expenses:				
Selling payroll*	254,978,000		93,448,000	
All other selling expenses	169,033,000		79,749,000	
Total selling expenses		424,011,000		173,197,000
General and administrative expenses:				
General and administrative payroll*	212,957,000		62,023,000	
Depreciation and amortization	107,105,000		38,377,000	
Interest	66,813,000		23,253,000	
Allocated costs of management from home office or affiliate(s)	53,061,000		21,660,000	
Other general and administrative expenses	361,645,000		117,674,000	
Total general and administrative expenses		801,581,000		262,986,000
Total broadcast expenses		1,921,247,000		636,777,000

Broadcast income

Broadcast revenues	2,080,084 ⁵	697,051,000 ⁵
Broadcast expenses	1,923,012 ⁵	638,598,000 ⁵
Broadcast operating income or (loss)	157,072,000	58,454,000

¹Includes 5,691 AM and AM/FM combination stations. Does not include 681 FM stations that are associated with AM's but reported separately.

²Includes 681 FM stations that are associated with AM stations but which reported separately, and 835 independent FM stations.

³Excludes 1,060 AM/FM stations that reported FM revenues of \$190,937,000.

⁴Of the 1,438 FM stations that filed a combined report with AM's, 1,060 FM's reported revenues.

⁵Stations reporting less than \$25,000 in total revenues are not required to report revenues and expenses but are required to report income. Therefore, totals in revenues and expenses are somewhat larger than income totals.

*Payroll includes salaries, wages, bonuses and commissions. Total payroll for AM/FM's: \$891,846,000; for FM's: \$270,793,000.

Note: Totals may not add due to rounding.

3. Network and station breakouts

Broadcast revenues, expenses and income	Networks ¹	% change from 1978	35 owned-and-operated AM and FM stations ²	% change from 1978	7,172 other AM, FM and AM/FM stations ³	% change from 1978	Total networks and stations	% change from 1978
Sales to advertisers for time, program talent, facilities, and services								
Network sales	\$136,548,000	9.8						
Deduct: Payments to owned-and-operated stations	2,208,000	13.4						
Deduct: Payments to other affiliated stations	19,818,000	16.7						
Retained from network sales	114,522,000	8.6	\$ 2,408,000	21.8	\$ 21,616,000 ²	14.0	\$ 138,546,000	9.6
Nonnetwork sales ⁴								
to national and regional advertisers	—	—	72,339,000	2.7	564,955,000	8.3	637,294,000	7.6
to local advertisers	—	—	111,859,000	7.6	2,284,731,000 ³	9.4	2,396,590,000	9.3
Total nonnetwork sales	—	—	184,198,000	5.6	2,849,686,000	9.2	3,033,884,000	8.9
Total sales to advertisers	114,522,000	8.6	186,606,000	5.8	2,871,302,000	9.2	3,172,430,000	9.0

Chart 3 continues on page 167.

Broadcast revenues, expenses and income	Networks ¹	% change from 1978	35 owned-and- operated AM and FM stations ²	% change from 1978	7,172 other AM, FM and AM/FM stations ³	% change from 1978	Total networks and stations	% change from 1978
Sales to other than advertisers.....	2,781,000	3.2	298,000	7.2	23,417,000	10.4	26,496,000	9.5
Total sales.....	117,303,000	8.5	186,904,000	5.8	2,894,119,000	9.2	3,198,926,000	9.0
Deduct: Commissions to agencies, representatives, etc.....	20,800,000	13.8	31,398,000	4.0	273,089,000	8.5	325,287,000	8.4
Total broadcast revenues	96,503,000	7.4	155,506,000	6.2	2,621,630,000	9.3	2,873,639,000	9.0
Total broadcast expenses	80,585,000	8.2	134,248,000	13.7	2,427,361,000	13.9	2,642,194,000	13.7
Total income (before federal income tax).....	15,918,000	3.7	21,258,000	(25.1)	194,269,000	(27.3)	231,445,000	(25.6)

¹CBS, MBS (2 networks), NBC, and ABC's 3 AM networks and 1 FM network.

²Includes \$13,568,750 in compensation from regional networks. The balance differs from the amount reported by the networks as payment to other affiliated stations because of differences in accounting methods.

³Since stations with less than \$25,000 in revenues do not report a detailed breakdown, the total revenue of those stations is included in this item. Therefore, a small amount of network and national non-network time and program sales may be included here.

*Year to year comparisons should be made with caution because stations are not consistent in the way they classify national/regional versus local sales.

4. How many radio stations won, how many lost

Number of AM and AM/FM¹ stations reporting profit or loss, by volume of total broadcast revenues, 1979
(Stations operating full year only)

	Total number of stations reporting	Number of stations reporting profits	Stations reporting profits of:									
			\$500,000 and over	\$250,000 to \$500,000	\$100,000 to \$250,000	\$50,000 to \$100,000	\$25,000 to \$50,000	\$20,000 to \$25,000	\$15,000 to \$20,000	\$10,000 to \$15,000	\$5,000 to \$10,000	Less than \$5,000
Revenues of:												
Over \$1,000,000	378	297	119	78	60	24	4	2	2	2	1	5
\$500,000 to \$1,000,000	595	421	1	13	124	149	68	13	16	18	12	7
\$250,000 to \$500,000	1,189	749			46	187	205	64	68	80	44	54
\$200,000 to \$250,000	462	265			2	35	76	22	28	26	35	41
\$150,000 to \$200,000	514	304				18	76	20	38	53	48	51
\$100,000 to \$150,000	545	266				9	39	22	26	44	57	69
\$75,000 to \$100,000	189	88					5	12	8	14	21	28
\$50,000 to \$75,000	138	42					2	1	4	5	15	15
\$25,000 to \$50,000	51	11								1	5	5
Less than \$25,000	17	1										1
Totals	4,079	2,443	120	91	232	422	475	156	190	243	238	276

¹Excludes 681 FM stations that are associated with AM's but which reported separately.

Number of AM and AM/FM¹ stations reporting profit or loss, by volume of total broadcast revenues, 1979
(Stations operating full year only)

	Total number of stations reporting	Number of stations reporting profits	Stations reporting losses of:									
			\$500,000 and over	\$250,000 to \$500,000	\$100,000 to \$250,000	\$50,000 to \$100,000	\$25,000 to \$50,000	\$20,000 to \$25,000	\$15,000 to \$20,000	\$10,000 to \$15,000	\$5,000 to \$10,000	Less than \$5,000
Revenues of:												
Over \$1,000,000	378	81	18	18	21	11	7	1	1	2	2	
\$500,000 to \$1,000,000	595	174	13	17	40	37	23	6	5	9	11	13
\$250,000 to \$500,000	1,189	441	5	23	66	76	75	30	36	37	40	53
\$200,000 to \$250,000	462	197	1	3	19	34	41	9	12	26	17	35
\$150,000 to \$200,000	514	210		4	20	29	39	17	15	21	24	41
\$100,000 to \$150,000	545	279		2	14	32	45	19	22	37	47	61
\$75,000 to \$100,000	189	101			8	13	13	2	12	12	17	24
\$50,000 to \$75,000	138	96	1		1	9	8	7	7	13	19	29
\$25,000 to \$50,000	51	40		1	1	4	8		2	2	4	18
Less than \$25,000	17	16			2	3	2	1		3	1	4
Totals	4,079	1,635	38	68	192	248	262	93	112	162	182	278
Total both		4,079	158	159	424	670	737	249	302	405	420	554

¹Excludes 681 FM stations that are associated with AM's but which reported separately.

Number of independent FM¹ stations reporting profit or loss, by volume of total broadcast revenues, 1979
(Stations operating full year only)

	Total number of stations reporting	Number of stations reporting losses	Stations reporting profits of:									
			\$500,000 and over	\$250,000 to \$500,000	\$100,000 to \$250,000	\$50,000 to \$100,000	\$25,000 to \$50,000	\$20,000 to \$25,000	\$15,000 to \$20,000	\$10,000 to \$15,000	\$5,000 to \$10,000	Less than \$5,000
Revenues of:												
Over \$1,000,000	74	59	17	18	18	2	4					
\$500,000 to \$1,000,000	106	73	1	3	31	20	14		1	3		
\$250,000 to \$500,000	166	107			8	33	39	6	4	7	7	3
\$200,000 to \$250,000	68	38				1	12	6	2	7	7	3
\$150,000 to \$200,000	90	31				2	7	2	4	5	7	4
\$100,000 to \$150,000	121	50				2	12		5	7	10	14
\$75,000 to \$100,000	53	18					1	1	5	2	5	4
\$50,000 to \$75,000	36	8					1			2	2	3
\$25,000 to \$50,000	26	8						1	1		2	4
Less than \$25,000	13	2										2
Totals	753	394	18	21	57	60	90	16	22	33	40	37

¹Excludes FM stations that are associated with AM's but which reported separately.

Chart 4 continues on page 168.

Number of independent¹ FM stations reporting profits or loss, by volume of total broadcast revenues, 1979.
(Stations operating full year only)

	Total number of stations reporting	Number of stations reporting profits	Stations reporting losses of:									Less than \$5,000
			\$500,000 and over	\$250,000 to \$500,000	\$100,000 to \$250,000	\$50,000 to \$100,000	\$25,000 to \$50,000	\$20,000 to \$25,000	\$15,000 to \$20,000	\$10,000 to \$15,000	\$5,000 to \$10,000	
Revenues of:												
Over \$1,000,000	74	15	5	3	3	2				1		
\$500,000 to \$1,000,000	106	33	2	8	8	6	2	1	1	3	1	1
\$250,000 to \$500,000	166	59	1	3	9	16	11	5	3	4	2	5
\$200,000 to \$250,000	68	30			5	5	7	1	2	2	5	3
\$150,000 to \$200,000	90	59	1	2	8	7	17	1	7	4	7	5
\$100,000 to \$150,000	121	71		1	6	8	14	4	7	5	14	12
\$75,000 to \$100,000	53	35		1	4	6	7	5	5	1	5	1
\$50,000 to \$75,000	36	28			1	4	9	5	1	3	1	4
\$25,000 to \$50,000	26	18				2	4		3	2	3	3
Less than \$25,000	13	11			3		4				3	1
Totals	753	359	9	18	48	56	75	22	29	25	41	36
Total both		753	27	39	105	116	165	38	51	58	81	73

¹Excludes FM stations that are associated with AM's but which reported separately.

Number of associated¹ FM stations reporting profit or loss, by volume of total broadcast revenues, 1979
(Stations operating full year only)

	Total number of stations reporting	Number of stations reporting profits	Stations reporting profits of:									Less than \$5,000
			\$500,000 and over	\$250,000 to \$500,000	\$100,000 to \$250,000	\$50,000 to \$100,000	\$25,000 to \$50,000	\$20,000 to \$25,000	\$15,000 to \$20,000	\$10,000 to \$15,000	\$5,000 to \$10,000	
Revenues of:												
Over \$1,000,000	95	81	31	32	11	3	2	1				1
\$500,000 to \$1,000,000	115	90		17	44	13	11	2	1		1	
\$250,000 to \$500,000	149	107		3	22	41	17	6	5	6	2	5
\$200,000 to \$250,000	53	31			2	7	7	2		2	8	3
\$150,000 to \$200,000	64	38					15	3	3	3	1	2
\$100,000 to \$150,000	70	35			1		8	4	6	2	7	7
\$75,000 to \$100,000	31	12					3	1	1	1	4	2
\$50,000 to \$75,000	39	15					5		1		2	5
\$25,000 to \$50,000	31	8									2	6
Less than \$25,000	11	5									2	3
Totals	658	422	31	52	80	75	68	19	17	17	29	34

¹Does not include 1,438 FM stations that filed a combined report with the AM.

Number of associated¹ FM stations reporting profit or loss, by volume of total broadcast revenues, 1979
(Stations operating full year only)

	Total number of stations reporting	Number of stations reporting losses	Stations reporting losses of:									Less than \$5,000
			\$500,000 and over	\$250,000 to \$500,000	\$100,000 to \$250,000	\$50,000 to \$100,000	\$25,000 to \$50,000	\$20,000 to \$25,000	\$15,000 to \$20,000	\$10,000 to \$15,000	\$5,000 to \$10,000	
Revenues of:												
Over \$1,000,000	95	14	6	1	3		2		1		1	
\$500,000 to \$1,000,000	115	25	3	5	3	5	3	1	1		2	2
\$250,000 to \$500,000	149	42	1	4	8	6	9		2	4	3	5
\$200,000 to \$250,000	53	22	1	1	3	5	3	1	2	2	2	2
\$150,000 to \$200,000	64	26			2	5	7	2	2	1	2	5
\$100,000 to \$150,000	70	35			1	5	8	5	3	6	4	3
\$75,000 to \$100,000	31	19			2	1	6	2	1	2	2	3
\$50,000 to \$75,000	39	24			3	6	5		1	2	4	3
\$25,000 to \$50,000	31	23		1			1	1	6	3	6	2
Less than \$25,000	11	6					2			2		2
Totals	658	236	11	12	25	36	46	12	19	22	26	27
Total both		658	42	64	105	111	114	31	36	39	55	61

¹Does not include 1,438 FM stations that filed a combined report with the AM.

As compiled by BROADCASTING March 30 through April 3 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New Stations

AM applications

■ Window Rock, Ariz.—The Navajo Nation seeks 660 khz, 50 kw-U. Address: c/o Navajo Film & Media Commission, Box 308 Window Rock 86515. Estimated construction costs: \$669,000; first-quarter operating cost: \$114,500; revenue: \$450,000. Format: Indian culture. Principals: Peter MacDonald, chairman, Navajo Tribal Council; Ray Gilmore, council member and chairman, Navajo Film & Media Commission. They have no other broadcast interests. Filed March 6.

■ Chula Vista, Calif.—LDA Broadcasting Inc. seeks 1040 khz, 1 kw-U. Address: P.O. Box 7067, Carmel, Calif. 93921. Estimated construction costs: \$278,000;

first-quarter operating cost: \$90,000. Format: Contemporary. Principals: Samuel Urcis (89%), R. David Legg (9%), Herbert R. Hunt (2%). Urcis is Carmel-based management consultant. Legg is Houston attorney. Hunt is Silver Spring, Md., consultant. Urcis and Legg are also new TV applicants for San Francisco, Calif. (see below). Filed March 20.

■ Gonzales, Calif.—Gonzales Broadcasters seeks 880 khz, 5 kw-D, 1 kw-N. Address: 4610 Briarwood Drive, Sacramento, Calif. 95821. Estimated construction costs: \$78,000; first-quarter operating cost: \$98,000; first-year revenue: \$ N/A. Format: MOR. Principals: Robert A. Jones, Marvin B. Clapp and Carl J. Auel (one-third each). Jones is La Grange, Ill.-based consulting engineer. Clapp is chief engineer of KEBR(FM) Sacramento and Auel is manager of KEBR. Auel and Clapp also each own 50% of KEWQ(AM) Paradise, Calif., 14.5% of KNCO(AM)

Grass Valley, Calif., 25% of KGMA(FM)[CP] Holtville, Calif., and 49% of Community Service Telecasting, UHF and LPTV applicant for California. Jones owns 85% of WJQQ(AM) Tomahawk, Wis., and 33% of WWBC(AM) Cocoa, Fla. Ann. March 16.

■ La Mirada, Calif.—New Radio Corp. seeks 830 khz, 50 kw-D, 1 kw-N. Address: P.O. Box 1011, Goleta, Calif. 93116. Estimated construction costs: \$663,000; first-quarter operating cost: \$488,000. Format: Talk/Public Affairs. Principals: Clarence S. Duke (65%), Lincoln C. Hilburn and Evans W. Cantrell (10% each), Benjamin F. Dawson, James Roosevelt and Dickstein, Shapiro & Morin (law firm) (5% each). Duke is teacher at Oxnard, Calif., community college. Hilburn is investment officer with National Security Mortgage Co., Beverly Hills. Cantrell is Lynwood, Calif., business consultant. Dawson is Seattle, Wash., engineer. Roosevelt is Newport Beach, Calif., business consultant. They have no other broadcast interests. Ann. March 16.

■ Shreveport, La.—Red River Radio Inc. seeks 880 khz, 10 kw-D, 5 kw-N. Address: 3701 Hollywood Avenue, Shreveport 71109. Estimated construction costs: \$248,000; first-year operating cost: \$345,200; revenue: \$500,000. Format: Adult contemporary. Principals: Ben D. Johnson (50%), James C. Richards (15.8%), Ana Araiza, A. Mixon Bankston Jr. and James Bankston, brothers, and their father, A. Mixon Bankston, Larry Taylor, John R. Boyle (5.7% each). Richards owns 22%, Johnson, Mixon Bankston Jr., and James Bankston, Taylor each own 12.5% of KLAX-TV[CP] Alexandria, La. Filed March 9.

■ Elmwood Township, Mich.—Good News Media Inc. seeks 1400 khz, 1 kw-D, 250 w-N. Address: 201 West 17th Street, Traverse City, Mich. 49684. Estimated construction costs: \$29,000; first-quarter operating cost: \$28,000; first-year revenue: \$160,000. Format: Inspirational. Principals: non-stock corp.; Benjamin C. Agler, president; Donald E. Brubaker, secretary; Robert D. Schoonover, vice president-treasurer. Agler is Traverse City, Mich., pastor. Brubaker is former account executive at WGTW-TV Traverse City. Schoonover is Traverse City-based excavating company executive. They have no other broadcast interests. Filed March 9.

■ Greenwood, Miss.—Leflore-Dixie Inc. seeks 1540 khz, 1 kw-D. Address: P.O. Box 885, Greenwood 38930. Estimated construction costs: \$2,500; first-quarter operating cost: \$40,000; first-year revenue: \$170,000. Format: Adult Contemporary. Principals: Keith Worrell Jr. (44%) and wife, Alice (8%), and Hardin, Tony and David Browning, brothers (8% each), James Brown, Eddie Galey, Susan Mansfield (8% each). They also own and operate WSWG-FM Greenwood and are operating WSWG(AM) on requested frequency under interim authority. Filed March 12.

■ Blue Springs, Mo.—Eastern Jackson County Broadcasting Corp. seeks 1030 khz. Address: 1409 Sunnycreek Lane, Blue Springs 64015. Estimated construction costs: \$148,000; first-quarter operating cost: \$30,000; revenue: NA. Format: MOR. Principal: Gloria Diaz Lupkey (100%), housewife, who has no other broadcast interests. Her husband, Francis Dean, is regional administrator for Small Business Administration. Filed March 10.

■ Washington, Utah—Tri-State Broadcasting Inc. seeks 1210 khz, 10 kw-D, 250 w-N. Address: 729 Picturesque Drive, St. George, Utah 84770. Estimated construction costs: \$101,500; first-year operating cost: \$21,000; revenue: \$86,800. Format: CW/Beautiful Music. Principals: Willard M. Tucker and wife, Phyllis O. (37.5% each), Glen S. Gardner and wife, Connie Lyn (12.5% each). Willard Tucker is Washington, Utah-based real estate investor. Glen Gardner is former owner of KNAK(AM) [formerly KDLT] Delta, Utah and presently salesman there. They have no other broadcast interests. Filed March 12.

FM applications

■ Fruita, Colo.—Jan-Di Broadcasting Inc. seeks 99.9 mhz, 100 kw, HAAT: 1384 ft. Address: 607 26 Road, Grand Junction, Colo. 81501. Estimated construction costs: \$131,000; first-year operating cost: \$159,000; revenue: \$200,000. Format: Popular. Principal: Janet S. Maynard, president, and her husband, Richard G. (50% each). Janet is speech therapist at Hilltop Rehabilitation Center, Grand Junction, Colo. Richard is western regional manager for Century 21 Programming Inc., Grand Junction. They have no other broadcast interests. Ann. March 25.

■ *Twin Falls, Idaho—Christian Radio of Magic

Valley Inc. seeks 90.7 mhz, 18 kw, HAAT: 3276 ft. Address: P.O. Box 1644, Twin Falls 83301. Estimated construction costs: \$218,000; first-year operating costs: \$201,000. Format: Educational. Principal: non-profit corp.; Gerald R. Reinke, president. It has no other broadcast interests. Ann. March 25.

■ Mt. Zion, Ill.—Mary Ellen Burns seeks 99.3 mhz, 3 kw, HAAT: 300 ft. Address: 106 Whippoorwill, Michigan City, Ind. Estimated construction costs: \$124,500; first-quarter operating cost: \$30,000. Format: Easy-listening. Principal: Mary Ellen Burns (100%). She is vice president of WMCB-FM Michigan City and wife of B. Thomas Burns, sole owner of WMCB. Ann. March 25.

TV applications

■ San Francisco, Calif.—LDA Communications Inc. seeks ch. 38; ERP: 55 kw vis., 30 kw aur., HAAT: 1283 ft.; ant. height above ground: 188 ft. Address: P.O. Box 7067 Carmel, Calif. 93921. Estimated construction cost: \$2,200,000; first-quarter operating cost: \$162,500; first-year revenue: \$750,000. Legal counsel: Thomas L. Siebert-Washington, D.C.; consulting engineer: Cohen & Associates-Washington, D.C. Principals: Samuel Urcis (89.1%), R. David Legg (9.9%) and Clyde E. Pettit Jr. (1%). Urcis is Carmel-based management consultant. Legg is Houston attorney and real estate investor. Pettit is former producer at WTOP-TV Washington, DC, and presently author and investor. Urcis and Legg are also new AM applicants for Chula Vista, Calif. (see above). Ann. March 20.

■ Seaford, Del.—Delaware Citizens Committee seeks ch. 64; ERP: 140 kw vis., 14 kw sur., HAAT: 945 ft.; ant. height above ground: 312 ft. Address: P.O. Box 311, Route 26, Ocean View, Del. 19970. Estimated construction cost: \$1,138,000; first-quarter operating cost: \$21,600; consulting engineer: James Audet-Salisbury, Md. Principals: non-profit corp.; Shelton J. Merrill, president. Ann. March 20.

■ Seaford, Del.—Seaford Television Co. seeks ch. 38; ERP: 516 kw vis, 93 kw aur., HAAT: 317 ft.; ant. height above ground: 341 ft. Address: Box 191, R. D. Dysert, Pa. 16636. Estimated construction cost: \$212,000; first-quarter operating cost: \$281,000; revenue: \$111,000. Legal counsel: Thomas Root—Washington, D.C. Consulting engineer: John R. Powley. Principal: John R. Powley (51%) and wife, Sandra (49%). John Powley also owns WHGM-FM Bellwood and WOPC(TV) Altoona, both Pennsylvania, and is new TV applicant for Iron Mountain, Mich. (BROADCASTING, March 30).

■ Manchester, N.H.—Golden Triangle Broadcasting Corp. seeks ch. 50; ERP: 4709 kw vis, 471 kw aur., HAAT: 700 ft.; ant. height above ground: 540 ft. Address: 1000 Elm Street, Manchester 03101. Estimated construction cost: \$1,600,000; first-quarter operating cost: \$341,000. Legal counsel: Martin E. Firestone-Washington, D.C. Consulting engineer: John A. Fergi-Feeding Hills, Mass. Principal: Neal P. Cortell and S. Joseph Hoffman (25% each), Walter R. Peterson, William S. Green, Samuel A. Tamposi Sr., Thomas E. Singer (10% each), Celina T. Mead and David Horn (5% each). Cortell is president of Masscasting Corp., Boston-based TV production firm. Hoffman and Singer are Boston-based advertising and public relations executives. Peterson is president of Franklin Pierce College, Rindge, N.H., and Peterborough, N.H.-based real estate investor. Horn is Ontario, Canada, life insurance executive. Mead is newswriter at WERS(FM) Boston. They have no other broadcast interest. Ann. Feb. 27.

■ San Juan, P.R.—Three Star Telecast Inc. seeks ch. 18; ERP: 3499 kw vis, 350 kw aur., HAAT: 1136 ft.; ant. height above ground: 250 ft. Address: c/o Barakat Saleh, The Unique Shop, Sunny Isle Shopping Center, Christiansted, St. Croix, V.I. Estimated construction cost: \$125,000; first-quarter operating cost: \$125,000. Legal counsel: Robert A. Marmet—Washington, D.C. Consulting engineer: Raymond E. Rohrer—Silver Spring, Md. Principal: Three Star Corp. (100%), whose stock will be voted by Barakat Saleh. He is St. Croix-based businessman and real estate investor. Saleh is part owner of WSVI(TV) St. Croix. Ann. March 24.

Licenses

■ The following new stations have been granted licenses: AM: WYNO Nelsonville, Ohio; FM's: WYRQ Little Falls, Minn.; WVTH Goodman, Miss.; KZEU Victoria, Tex.

Ownership changes

Applications

■ KEVT(AM) Tucson, Ariz. (AM: 690 khz, 250 w-D)—Seeks assignment of license from Tucson Radio Inc. to Abundant Life Ministries for \$1,007,524. Seller: Alvin L. Korngold (100%), who also owns KWFN(AM) Tucson, which is sold, subject to FCC approval, to Prima Radio Inc., and 60.2% of KLAV(AM) Las Vegas, and has bought KODY(AM) Reno, Nev. (granted 7/27/79), which has not yet been consummated. Buyer: Grace Broadcasting Systems Inc. (general partner): Daniel G. Carless Sr. and Joseph H. Dial (limited partners). Carless is Tucson-based real estate broker. Dial is Tucson investor. They have no other broadcast interests. Ann. March 25.

■ KCVR(AM)-KWIN(FM) Lodi, Calif. (AM: 1570 khz, 5 kw-D; FM: 97.7 mhz, 3 kw, ant. 300 ft.)—Seeks assignment of license from KCVR Radio to Snell Brothers Partnership-KCVR Radio for \$150,000. Seller: George D. Snell, B. Floyd Farr, Haig and Anita Naz Mardikian, last two for estate of George Mardikian, (one-third each). They also own KEEN(AM)-KBAY(FM) San Jose, Calif. Buyer: George D. Snell Jr. and his sons, Stephen P., Christopher R., Jonathan H. (8.33% each), Floyd Farr (33.33%), Haig Mardikian and sister, Anita Naz (16.66% each). Application requests assignment of license to establish new KCVR partnership; George Snell is transferring his one-third interest to new Snell Brothers Partnership, incorporating his sons into ownership. Ann. March 25.

■ *KLON(FM) Long Beach, Calif. (FM: 88.1 mhz, 1.2 kw ant. 430 ft.)—Seeks assignment of license from Long Beach Board of Education to California State University for \$15,000. Seller: Henry S. Grauten, business manager. Because of tax revenue reductions, seller cannot afford to adequately operate station. It has no other broadcast interests. Buyer: Stephen Horn is president of University; Eugene L. Asher is director-designate of Public Radio KLON. They also operate KSUL(FM) Long Beach. Filed Jan. 19.

■ WPOK-AM-FM Pontiac, Ill. (AM: 1080 khz, 1 kw-D; FM: 103.1 mhz, 3 kw, ant. 185 ft.)—Seeks assignment of license from Bret Broadcasting Corp. to Livingston County Broadcasters Inc. for \$304,500. Seller: E.B. Groen and wife, Naomi (50% each), who have no other broadcast interests. Buyer: Lawrence W. Nelson and wife, Pamela (52% jointly), J. Collins Miller and wife, Candace (22% jointly), Paul Fink (15%) and Richard Arnold (11%). Nelsons own 98% of WSPY(FM) Plano, Ill. and 32% of WCCQ(FM) Crest Hill, Ill. Collins Miller is general manager of WCCQ. Candace Miller is housewife. Arnold is engineering supervisor of WIND(AM) Chicago and Fink is general manager at WSPY. Nelsons and Millers are also new FM applicants for Paxton, Ill. Ann. March 25.

■ WBIO(AM) Parsippany-Troy Hills, N.J. (AM: 1310 khz, 1 kw-D)—Seeks assignment of license from Radio 13 Inc. to Troy Communications Inc. for \$499,000. Seller: Roy Schrawtz (29.2%), Frederick Weiner, Kalman Liebowitz (16.8% each), Mark Goldman (8.4%), Richard Waller (4.2%), John Dziadzio (3.5%). They have no other broadcast interests. Buyer: George Poydinecz (80%) and Louis Steele (20%). Poydinecz is Clifton, N.J.-based real estate developer. Steele is announcer for Metromedia N.Y. They have no other broadcast interests. Ann. March 25.

■ WTLK(AM) Taylorsville, N.C. (AM: 1570 khz, 500 w-D)—Seeks transfer of control of International Broadcasting Inc. from Estate of Hoyt P. Potts (100% before; none after) to Claudetta M. Potts (none before; 100% after) consideration: none. Principals: Claudetta Potts seeks to assume control of WTLK from estate of deceased husband, Hoyt Potts. She has no other broadcast interests. Ann. March 25.

■ KJAK(FM) Slaton, Tex. (FM: 92.7 mhz, 3 kw, ant. 300 ft.)—Seeks assignment of license from Faith Broadcasting Service to Williams Broadcasting Group for \$575,000. Seller: Gary L. Acker and James E. McCuiston (50% each). Acker also owns 100% of WROS(AM) Jacksonville, Fla., 25% of KLFJ(AM) Springfield, Mo., 50% of KFIX(FM) Laredo, Tex., and 50% of KEPT-FM Shreveport, La. He sold, subject to FCC approval KJTV(TV)[CP] Amarillo, Tex. (BROADCASTING, March 30) in exchange for KRIZ(FM) Roswell, N.M. McCuiston has no other broadcast interests. Buyer: G. O. Williams Oil Inc. (87.5%) and Jay Galt (12.5%). William Oil is con-

trolled by G. O. Williams, Sharon, Okla.-based automobile dealer and oil jobber. Galt is Oklahoma City attorney. They have no other broadcast interests. Ann. March 25.

Actions

■ **WADV(FM)** Buffalo, N.Y. (FM: 106.5 mhz, 29 kw, ant. 390 ft.)—Granted assignment of license from Adver-cast Inc. to Stoner Broadcasting System Inc. for \$1.65 million. Seller is owned by Daniel Lesniak (50.124%) and wife, Nancy Lee (49.876%). They have no other broadcast interests. Buyer is station group principally owned by Thomas H. Stoner. It owns KSO(AM)-KGGO(FM) Des Moines, Iowa; KHAK-AM-FM Cedar Rapids, Iowa; WGNT(AM) Huntington, W.Va.; WHEL(AM)-WIMZ(FM) Knoxville, Tenn.; and WBNF(AM)-WQYT(FM) Binghamton, N.Y. Granted March 20.

■ **WVLV(AM)** Lebanon, Pa. (AM: 940 khz, 1 kw-D)—Granted transfer of control of Lebanon Valley Radio from Robert M. Leshner (33.33% before; none after) to Glenn Winters (33.33% before; 66.66% after) consideration: \$79,000. Principals: Leshner is selling his one-third interest in station to Winters, who already owns one-third. Winters is also part owner of WVFC(AM) McConnellsburg, Pa. Action March 19.

■ **WKTQ(AM)** Pittsburgh (AM: 1320 khz, 5 kw)—Granted assignment of license from Nationwide Communications Inc. to Broadcast Enterprises National Inc. for \$1.5 million. Seller is group owner of three AM's, four FM's and three TV's owned by Columbus, Ohio-based Nationwide Mutual Insurance Co. Charles Fullerton is president. Buyer is group owner of five AM's, two FM's and one TV principally owned by Ragan Henry. It has sold WTAN(AM)-WOKF(FM) Clearwater, Fla., late last year to separate buyers (BROADCASTING, Aug. 25, 1980) and WGIV(AM) Charlotte, N.C. (BROADCASTING, March 16), and bought, subject to FCC approval, WTLN(AM) Indianapolis (BROADCASTING, March 30). Action March 30.

■ **WFGM(FM)** Fairmont, W.Va. (FM: 97.9 mhz, 32 kw, ant. 150 ft.)—Granted transfer of control of Mountain Broadcasting Co. from Robert L. Purcell (50% before; none after) to Earl Judy Jr. (50% before; 100% after) consideration: \$225,000. Principals: Seller desires to withdraw from partnership and liquidate interest. Buyer desires to continue operation of station. Judy is also new AM applicant for Woodstock, Va. Action March 4.

Facilities Changes

AM applications

■ **WKEA(AM)** Scottsboro, Ala.—Seeks mod. of CP to change TL to just off Ridgedale Road, Scottsboro, Ala., and change type trans. Ann. March 26.

■ **WYHI(AM)** Fernandina Beach, Fla.—Seeks CP to increase power to 5 kw. Ann. March 25.

■ **WQBA(AM)** Miami, Fla.—Seeks CP to change N power to 10 kw and D power to 5 kw; install DA-2; change TL to intersection of Tamiami Trail & Road No. 27, Miami; change SL & RC to 1301 S.W. First Street, Miami. Ann. March 25.

■ **WMAZ(AM)** Macon, Ga.—Seeks CP to add new monitoring points for N directional ant. sys. and correct geographical coordinates. Ann. March 27.

■ **KWLA(AM)** Many, La.—Seeks CP to change hours of operation to fulltime D; change freq. from 1400 khz to 810 khz; change TL & SL to 1 half mile N.W. of Many on Highway 171, and make changes in ant. sys. Ann. March 25.

■ **WGAN(AM)** Portland, Me.—Seeks CP to make changes in ant. sys. (change from DA-1 to DA-2; change D DA and add third tower). Ann. March 27.

■ **WPGC(AM)** Morningside, Md.—Seeks mod. of CP to change TL to 5526 Walker Mill Road, Oakland, Md. Major environmental action. Ann. March 27.

■ **WSBY(AM)** Salisbury, Md.—Seeks CP to increase N power to 5 kw; change TL; Change SL & RC to undetermined sight, Salisbury. Ann. March 25.

■ **WMTR(AM)** Morristown, N.J.—Seeks CP to change hours of operation to U by adding N service with 1 kw; install DA-2, and make changes in ant. sys. Ann. March 25.

■ **WTHH(AM)** Newark, Ohio—Seeks CP to increase

power to 1 kw. Ann. March 25.

■ **WKVM(AM)** San Juan, P.R.—Seeks mod of CP to make changes in ant. sys., change MEOV's to horizontal plane pattern and change line of towers. Ann. March 26.

■ **Elgin, Tex., Bastrop City Communications Inc.**—Seeks mod. of CP for 1440 khz. to make changes in ant. sys. Ann. March 27.

■ **KJBC(AM)** Midland, Tex.—Seeks CP to change hours of operation to U by adding service with 1 kw; install DA-N; change freq. from 1150 khz to 1180 khz, and make changes in ant. sys. Ann. March 25.

■ **KASY(AM)** Auburn, Wash.—Seeks CP to change hours of operation to U, by adding N service with 1 kw; increase power to 10 kw; change to non-DA; change freq. to 1210 khz, and make changes in ant. sys. Ann. March 25.

■ **KLAY(AM)** Lakewood, Wash.—Seeks CP to change hours of operation to U by adding N service, with 5 kw; increase D power to 2.5 kw; install DA-2; change TL to behind 12160 Spanaway Loop Road, near Lakewood, Wash., and make changes in ant. sys. Ann. March 25.

■ **KREW(AM)** Sunnyside, Wash.—Seeks CP to change frequency from: 1230 khz; change N power to 1 kw and change D power to 10 kw. Ann. March 27.

■ **KMO(AM)** Tacoma, Wash.—Seeks CP to change community of license from Tacoma to Fife, Wash. Ann. March 25.

■ **WNAM(AM)** Neenah Menasha, Wis.—Seeks CP to increase MEOV's on N pattern. Ann. March 27.

FM applications

■ **KFCM(FM)** Cherokee village, Ark.—Seeks mod of CP to make changes in ant. sys.; change type trans.; change type ant. and change TPO. Ann. March 26.

■ **KEWE(FM)** Oroville, Calif.—Seeks CP to decrease HAAT: 159 ft. Ann. March 26.

■ **WGCV(FM)** Port St. Joe, Fla.—Seeks mod. of CP to change TL & SL to .45 mile south off Port St. Joe, on Long Avenue, extension, Port St. Joe, Fla; change ERP: .980 kw (H&V); increase HAAT: 530' (H&V) & change TPO. Ann. March 26.

■ **WMGX-FM** Portland, Me.—Seeks CP to change TL to Blackstrap Road, Falmouth Township, Me.; redescribe SL/RC to 562 Congress Street, Portland, Me.; increase HAAT: 497 ft. H&V and make changes in ant. sys. Ann. March 25.

■ **WCOZ(FM)** Boston, Mass.—Seeks CP to make changes in ant. sys.; change type trans.; change type ant.; increase ERP: 7.71 kw (H&V); decrease HAAT: 1053' (H&V) and change TPO. Ann. March 27.

■ **KCFV(FM)** Ferguson, Mo.—Seeks CP to increase ERP: .1 kw (H)', .064 kw (V); HAAT: 159' H&V; change type trans. and make changes in ant. sys. Ann. March 25.

■ **WFDD-FM** Winston-Salem, N.C.—Seeks CP to make changes in ant. sys.; change type trans.; change type ant.; increase ERP: 100 kw (H&V); increase HAAT: 425' (H&V) and change TPO. Ann. March 27.

■ **West Salem, Wis. (Everybody's Mood Inc.)**—Seeks mod. of CP for 100.1 mhz. to change SL & RC to 9360 Highway 16, Onalaska, Wis.; decrease ERP: 1.9 kw (H&V) and increase HAAT: 530' (H&V). Ann. March 26.

■ **WEKZ-FM** Monroe, Wis.—Seeks change TL to 3.3 miles S.W. of Monroe, Wis.; increase ERP: 45 kw (H&V); HAAT: 532.7' (H&V); change type trans. and make changes in ant. sys. Ann. March 25.

TV applications

■ **WSIU-TV** Carbondale, Ill.—Application granted to Commercial TV broadcast station requesting authority to operate trans. by RC from Communications Building, Southern Illinois University campus, Carbondale, Ill. Action Feb. 13.

■ **KFVS-TV** Cape Girardeau, Mo.—Seeks request for authority to operate RC from SL at 310 Broadway, Cape Girardeau, Mo. Ann. March 23.

■ **WBNB-TV** Charlotte Amalie, V.I.—Seeks CP to change ERP to vis. 5.68 kw, aur. 0.568 kw and make changes to ant. sys.; HAAT: 1603 ft. Ann. March 23.

AM actions

■ **WPYK(AM)** Dora, Ala.—Granted modification of CP to change and SL to just off US Highway 78, west of

Dora; condition (BMP-810115AF). Action March 19.

■ **KLDR(AM)** Denver, Colo.—Granted modification of CP to make changes in ant. sys. (nighttime); change D TL to 9 miles at 107.3° from center of Aurora, Colo.; change type trans. and change SL & RC to 1790 Grant, Denver, Co.; conditions (EMP-901208AL, EMP-801208AR). Action March 19.

■ **KOFI(AM)** Kalispell, Mont.—Granted CP to increase power to 50 kw; make changes in ant. sys.; conditions (BP-890516AA). Action March 17.

■ **WLIC(AM)** Adamsville, Tenn.—Granted modification of CP to correct TL to read: .3 mile north of Highway 64, .6 mile inside Hardin Co., near Adamsville, correct geographical coordinates; and change SL & RC to 105 Main Street, Adamsville; conditions (BMP-801218AH). Action March 19.

FM actions

■ **WIDR(FM)** Kalamazoo, Mich.—Granted CP to increase ERP 100 w (H&V); ant. height 180 ft. (H&V), and make changes in ant. sys.; conditions (BPED-791220AO). Action March 18.

■ **WXBA(FM)** Brentwood, N.Y.—Granted CP to change freq. to 88.1 mhz, increase power 180 w (H); ant. height 53 ft. (H) (BPED-791221AO). Action March 18.

■ **WNTE(FM)** Mansfield, Pa.—Granted CP to increase ERP to .115 kw (H&V); ant. height - 340 ft. (H&V), and increase ant. height (BPED-791226DI). Action March 18.

■ **WCPS(FM)** Sandusky, Ohio—Granted modification of CP to make changes in ant. sys.; change type ant.; increase ERP 10 kw (H&V); decrease ant. height 140 ft. (H&V), and change TPO; conditions (BMPH-801201AQ). Action March 17.

In Contest

FCC decisions

■ **FCC** renewed license of **WWMM(FM)** Arlington Heights, Ill., subject to revision of its EEO program to promote recruitment of minority employees, and imposed periodic EEO reporting on station. It denied petition by Latino Committee on the Media (LCM), group organization with interests in treatment of Chicago Hispanic community by media, to deny renewal. LCM said WWMM has worst minority employment record among stations in Chicago-Cook County area, saying that was supported by WWMM's annual employment reports since 1976. WWMM argued that its service area is 12 suburbs were few minorities live, commuting to suburbs is difficult because it is prohibitively expensive, and Chicago minority labor force figures do not apply to its market. However, FCC said those reasons were incompatible with figurous affirmative action, and WWMM's minority employment was inadequate in relation to Chicago area minority workforce. Furthermore, station had no effective sources and procedure for seeking minority applicants. Since there was no proof WWMM pursued racial employment policy intentionally, FCC would take no other action than requiring revision of EEO program and periodic reports on station's progress in increasing minority employment. Action March 26.

■ **FCC** granted conditional, 24-month waiver of cable TV-broadcast TV cross-ownership rules to Metropolitan Theatres Corp. Metropolitan has interests in Valley Cable TV, operator of cable systems serving Norwalk and Alhambra, both California. President of company also has interest in cable system that will serve part of Los Angeles. All these systems are located within service area of KMEX-TV Los Angeles, of which Metropolitan owns 2.2%. Once L. A. systems serves 50 subscribers then Metropolitan, because of its ties to both Valley Cable and KEMX-TV, would be in violation of cross-ownership rules. Metropolitan is willing to put KEMX-TV stock into irrevocable trust but not before shareholders suit against licensee that is pending in court is resolved. Metropolitan asked FCC to waive cross-ownership rules until suit is resolved and up to two years later, during which time trust will dispose of KEMX-TV stock. However, FCC granted only 24 month waiver, saying metropolitan could seek extension if necessary. Action March 26.

■ **FCC** upheld October 23, 1980, action denying request by **WATR-TV** (NBC) Waterbury, Conn., for network program nonduplication protection against **WNBC-TV** (NBC) N.Y. on cable television systems serving New Milford and Danbury, Conn. In that decision, FCC concluded that because **WNBC-TV** is sig-

nificantly viewed in these areas, WATR-TV was not entitled to this protection. To support its request for reconsideration, WATR-TV argued that it is itself significantly viewed in New Milford and Danbury. It claimed that its financial success had been marginal and noted in 1978 its revenues accounted for only 1.2 percent of total market revenues in Hartford-New Haven market. It added that its revenues were largely dependent on local cable subscribership. Commission pointed out WATR-TV had offered nothing more than its bare assertion, unsupported by affidavit, that it is significantly viewed in Danbury and New Milford. Moreover, it said WATR-TV had not presented fully relevant financial information. Fact that its 1978 revenues amounted to 1.2 percent of total market revenues, FCC noted, was irrelevant. Similarly, fact that WATR-TV's revenues increased as area cable subscribership increased did not indicate that without nonduplication protection its TV service to public would be diminished. Action March 26.

Cable

- The following cable service registrations have been accepted for filing:
- Storer Cable of Carolina Inc. for Laurel Bay Housing (Beaufort), S.C. (SCO178) new signal.
- Moshannon Valley TV Cable Inc. for Philipsburg, Pa. (PAO396) add signal.
- C-H Communications for Alexander (Saline County), Alexander (Pulaski County), Shannon Hills, Ranchette, Indian Springs, Spring Hill Manor and Spring Hill Acres, all Arkansas (ARO229, 230, 1, 2, 3, 4, 5) new signal.
- Alabama Television Transmission Inc. for Evergreen, Ala. (ALO128) add signal.
- OVC Tele-Communications for London, Ky. (KY0057) add signal.
- Leeds Cable TV Inc. for Leeds, Mo. (MO0025) add signal.
- Minnewauken Cable TV Inc. for Minnewauken, N.D. (ND0032) add signal.
- Iron River Cooperative TV Antenna Corp. for Iron River City, Miss. (MI0046) add signal.
- TV Cable Co. of Andalusia Inc. for Andalusia, Ala. (AL0043) add signal.
- Montana Cablevision Inc. for Glasgow, Mont. (MT0018) add signal.
- Montana Cablevision Inc. for Valley Industrial Park (MT0062) add signal.
- MBS Cable TV Inc. for Rittman, Ohio (OH0293) add signal.
- MBS Cable TV Inc. for Garrettsville, Ohio (OH0449) add signal.
- Sammons Communications Inc. for Estherville, Iowa (IA0007) add signal.
- Multivision Northeast Inc. for Helen, Ga. (GA0323) new signal.
- Halifax Cable TV Inc. for Daytona Beach, Port Orange, South Daytona Beach, Daytona Beach Shores and Ponce Inlet, all Florida (FL0057, 60, 61, 56, 219) add signal.
- Storer Cable TV Inc. for Monte Rio, Calif. (CA0443) add signal.
- Liberty TV Cable Inc. for Snohomish, Arlington, Marysville, all Washington (WA0098), 97, 101) add signal.
- Liberty Cable Television for Portland, Clackamas, West Linn, Gladstone, Washington, Oregon City, all Oregon (OR0004, 157, 226, 238, 231, 239) add signal.
- Pioneer Valley Cablevision Inc. for Palmer, Monson, Ware, Warren, Hardwick, all Massachusetts (MA0024, 22, 25, 26, 85) add signal.
- K-M Cable TV Inc. for Kenmare, N.D. (ND0031) add signal.
- Towner Cable TV Inc. for Towner, N.D. (ND0029) add signal.
- Tower Cable Inc. for Newark, Newark township, Licking township, Madison, Granville (village), Granville (township), all Ohio (OH02224, 654, 656, 701, 702, 655) add signal.
- Satellite TV Service for Summertree Apts. (Dallas), Tex. (TX0740) new signal.
- Satellite TV Service for Peppermill Apts. (Dallas),

Tex. (TX0738) new signal.

- G S Communications for Codorus and Jackson, both Pennsylvania (PA1943, 44) new signal.
- Gateway Cablevision Inc. for Belfield, N.D. (ND0085) new signal.
- Janney Cable TV Co. for Long Branch, W. Va. (WV0597) add signal.
- Ripley Video Cable Inc. for Ripley, Miss. (MS0169) new signal.
- Signal Cable TV Inc. for Beach, N.D. (ND0086) new signal.
- Clearview TV Cable of Hawaii Inc. for Hickam AFB, Hawaii (HI0043) new signal.
- Spectrum Teletronics Inc. for Bono, Trumann, Caraway, Monette, all Arkansas (AR0225, 6, 7, 8) new signal.
- Beaver Valley Cable TV for Steuben, N.Y. (NY0911) new signal.
- Antigo Cablevision Inc. for Antigo, Wis. (WI0241) new signal.
- Storer Cable Communications of Prince George's County Inc. for Bervuyn Heights, Edmonston, North Brentwood, College Park, Mount Rainer, Riverdale, Cottage City, all Maryland (MD0142, 5, 9, 3, 8, 50, 44) new signal.
- Alert Cable TV of Wilson Inc. for Elm City and Pikeville, Pine Level, Fremont, all North Carolina (NC0250, 252, 253, 251) new signal.
- Vucor for Fort Riley, Kan. (KS0031) add signal.
- Upper Valley Cable Corp. for Newbury, Vt. (VT0130) new signal.
- Crystal Clear CATV Inc. for Florence, Richland, District 1, all Mississippi (MS0146, 7, 8,) add signal.
- Peekskill Cablesystems for Peekskill, N.Y. (NY0912) new signal.
- Warsaw Television Cable Corp. for Warsaw, N.Y. (NY0558) add signal.
- Cablesystems Pacific et al for Portland, Ore. (OR0241) new signal.
- Beaver Valley Cable TV for Schuyler, N.Y. (NY0910) new signal.
- Cable TV of Dorchester for Berkeley County, S.C. (SC0179) new signal.
- Garden Valley Telephone Inc. for McIntosh, Minn. (MN0194) new signal.
- Garden Valley Telephone Inc. for Bransvold, Hill River, Sletten Township, Lessor, and Knute, all Minnesota (MN0189, 190, 195, 193, 192) new signal.
- Satellite TV Service for Melody Park Apartments (Dallas), Tex. (TX0739) new signal.
- Tele-View Inc. for Escobares, Garceno, Los Barrera, Morends, Rosita, all Texas (TX0441, 2, 3, 4, 5), new signal.
- Pueblo TV Power Inc. for Pueblo, Colo. (CO0098) new signal.

Satellites

Applications

- American Telephone & Telegraph Co. for Coram, N.Y. (10m; Andrews; E2902).
- Jones Tri-Cities Intercable Inc. for Broomfield, Colo. (5m; S-A; E3029).
- Campbell Communications Inc. for Plymouth, Mass. (5m; S-A; E3073).
- Netarts Cable TV Inc. for Netarts, Ore. (4.6m; S-A; E3074).
- Century Cable of Southern California for Brea, Calif. (5m; S-A; E3075).
- Cablevision of Plattsmouth Inc. for Plattsmouth, Neb. (4.6m; S-A; E3076).
- Arlington Cablesystems Corp. for Arlington, Mass. (5m; AFC; E3077).
- Hi-Net Communications Inc. for Alberta Lea, Minn. (5m; AFC; E3078).
- Hi-Net Communications Inc. for Augusta, Ga. (5m; AFC; E3079).
- Hi-Net Communications Inc. for Jackson, Miss.

(5m; AFC; E3080).

- Cylix Communications Network Inc. for Detroit, Mich. (4.6m; undecided; E3082).
- Satellite Business Systems for New Orleans (5.5m; Nippon; E3083).
- Satellite Business Systems for Baltimore (5.5m; Nippon; E3084).
- United Telephone Co. of Indiana Inc. for Warsaw, Ind. (10m; Andrews; E3085).
- Cylix Communications Network Inc. for Indianapolis (E3087).
- Satellite Business Systems for Miami (7.6m; Nippon; E3088).
- Betterview Cablevision of Oregon Inc. for Canyonville, Ore. (4.6m; S-A; E3089).
- Jones Intercable TV Fund for Glenrock, Wyo. (4.6m; S-A; E3090).
- Cox Cable Communications Inc. for Park Forest, Ill. (4.5m; Andrews; E3099).
- Cylix Communications Network Inc. for Houston (4.6m; S-A; E3036).
- Gem Communications Inc. for Greensboro, Ga. (5.6m; Gardiner; E3043).
- J & E Cable Company Inc. for Decorah, Iowa (5.6m; Gardiner; E3044).
- Tri-Star Cablevision Inc. for Newman, Ill. (4.6m; S-A; E3045).

Call Letters

Applications

<i>Call</i>	<i>Sought by</i>
	New AM
WJOZ	Joel Clawson, Troy, Pa.
	New FM's
KGBR	James H. Hoff, Gold Beach, Ore.
KCRK	Tri-County Broadcasting, Colville, Wash.
	New TV's
WTKW	Key West Television Inc., Key West, Fla.
WUNM-TV	University of North Carolina, Jacksonville, N.C.
KDSE	Prairie Public Television Inc., Dickinson, N.D.
WRWR-TV	La Fe Del Progreso Corp., San Juan, PR.
	Existing AM's
WTAK	WVOV Huntsville, Ala.
KUKO	KKKQ Tempe, Ariz.
KXLA	KRIH Rayville, La.
WCKG	WFFM Braddock, Pa.
	Existing FM's
KCRI-FM	KZRI Helena, Ark.
KWFG	KSRT Tracy, Calif.
WJYL	WZZX Jeffersonton, Ky.
WMVY	WIRI Tisbury, Mass.
WNBR	WCMC-FM Wildwood, N.J.
KZZB	KALO-FM Beaumont, Tex.
KOMX	KEUA Pampa, Tex.

Grants

<i>Call</i>	<i>Assigned to</i>
	New AM
WFLE	Fleming County Broadcasting Inc., Flemingsburg, Ky.
	New FM's
WXAN	Harold L. Lawder, Ava, Ill.
WSCG	Jedco Broadcasting Corp., Corinth, N.Y.
	Existing AM's
KCBF	KFRB Fairbanks, Ala.
WMER	WJBQ Westbrook, Me.
KYKK	KCIA Humble City, N.M.
KAAR	KARO Vancouver, Wash.
	Existing FM's
KIIS	KIIS-FM Los Angeles
WRNO-FM	WRNO New Orleans
WWJF	WEWZ Fort Lauderdale
WJBQ	WJBQ-FM Portland, Me.
KWKK-FM	KYKK Humble City, N.M.
WRCK	WTLB-FM Utica, N.Y.
KWYX	KTXJ-FM Jasper, Tex.

RADIO

HELP WANTED MANAGEMENT

Sales Manager—group owned AM-FM in upstate New York must be strong leader for sales staff of six, plus handle key local and regional agency accounts. Stable position with great growth potential in growing broadcast group. Experienced preferred, but we will consider all top billers looking for management position. Excellent salary, bonus and benefits package for the right person. Contact Larry Rosmilso, General Manager, WDOX WSRK, Oneonta, NY 607—432-1500. E.O.E.

Sunbelt Expansion Opportunity. Growing chain needs Sales/Promotion oriented Group Manager. Successful track record and references a must. Superb financial package, fringes, incentives. EOE/MF. Box C-304.

Help Wanted/Management. GSM for major FM in Top 20 market. Experience in national/local sales a must, plus a documented track record. Your opportunity to join aggressive management team with excellent financial package. Resumes to Box D-70. EOE.

Station Manager. Great opportunity for qualified leader who can do it all. Position is with AM station that is owned by well established and successful small group in Northwest. Contact Mr. Moore at the Frontier Hotel in Las Vegas during the NAB or write to Box D-79 with resume, references and salary requirements.

Utah Medium to Small market. Need aggressive sales-oriented manager to operate AM-FM operation. We want a street-pounding hustler! Write Box D-81.

Wanted, Radio Station General Manager. We need a General Manager for a small middle Atlantic radio station. The compensation package is in excess of \$30,000 per annum. Please apply in confidence to Box No. D-94.

HELP WANTED SALES

Successful Local Salesperson for 24 hour Modern Country AM in beautiful Western city. Excellent opportunity for creative aggressive person to be Sales Manager within 6 months. Excellent salary and commission plan. EOE/MF Tape and resume to Greentree Group, Box 68, Moraga, CA 94556.

Salesperson. Creating new territory, need go getter, young aggressive chain. Will have active list to expand. Contact Sales Manager-KIOQ, Bishop, California. P.O. Box 1388, or call 714—873-5861.

I'm going to hire my eventual replacement. At least someone who'd like to try. If you think you can get involved selling the Dominant North Jersey FM Album Rock station and the Dominant AM News-and-Information station, I need your help. You might need mine. I challenge you to send me your resume and give me a run for my money. Al Wunder, Commercial Manager, WMTR-AM/WDHA-FM, Box 1250, Morristown, N.J. 07960

Minority Candidates particularly encouraged to respond. Minority controlled broadcasting firm looking for candidates with: College education, sales training, sales experience, good appearance and desire to help us grow. Positions available in South East. Send resume in confidence to: Trident Communication, 33111 Manchester Lane, Cleveland, Ohio 44140

Aggressive hard working closer, good pay advancement probability in one year. Contact Denis Obshatkin, GSM WWNH AM/FM, Rochester Hill Rd., Rochester, N.H. 03867, Tel: 603—332-0800.

Aggressive, Experienced sales manager. Number one FM station in West Virginia's largest City. Strong sales team needs strong leader. Salary and incentives. Opportunity for advancement. Send confidential resume and track record to: Box D-83.

Madison, WI. and two other Mid-West Family markets offer excellent entry sales opportunity for bright problem solvers on the way up. Must be strong on creativity with ability to write, sell imaginative campaigns. Fourteen station group seeks recent college grad with commercial selling experience and/or 1-2 years street sales with outstanding records. If you want to make sales your career, we'll teach you a new exciting, profitable way to sell radio. Phil Fisher, WISM, Madison, WI. 53701 Mid West Family Station (EOE).

Sales Manager needed AM FM in S.E. Kentucky, Call Randall C. Bliss, 606—598-5102, before 1 PM EST.

Growing Corporation looking for a few good salespeople - Three Markets - all northern Illinois. Good compensation and benefits. Call Collins Miller 815—729-4400 or Paul Fink 312—553-7018. Equal Opportunity Employer. Female & minority applicants encouraged.

Leading Southwest group has an opening in its sales department for a retail oriented salesperson. List for these top rated stations in 450,000 metro should earn \$20,000+ first year. If 350 days of sunshine and a great sales list interests you send resume in confidence to Box D-78.

Immediate Opening for aggressive salesperson with solid sales background. Great opportunity with central Jersey's No. 1 AM-FM combo. EOE. Rush resume to Box D-52.

HELP WANTED ANNOUNCERS

Nights for Northeast Powerhouse personality MOR. Possible step to daytime. If you can make the listener feel comfortable, rap on the phone without overdoing it, are informed and intelligent, detailed background. Prestige Organization. An Equal Opportunity Employer. Box C-227.

KZLA AM/FM is looking for a person who has a thorough knowledge and acquaintance with Country Music and a minimum of 3 years experience. Programming and computer experience helpful. Send resume and qualifications to: Tom Casey, KZLA Country Stereo, 5700 Sunset Blvd., Hollywood, CA 90028. E.O.E., A Capital Cities Communications Station.

WEVE AM/FM, Eveleth, Minnesota, has immediate opening for experienced announcer who wants to become a program director. Current PD is getting married this summer and moving to Alaska. A great opportunity to get into management! Send tape and resume to Lew Latto, 419 W. Michigan St., Duluth, MN 55802. 218—727-7271. EEO/MF.

Adult Communicator for Afternoon Drive. S.E. New York. Tape and resume to PD., WBNR, Box 511, Beacon, NY 12508. E.O.E.

Morning Country Personality. Modern Country 24 hour AM in beautiful Western City. Sharp on production remote and detail with flexible attitude. Must be sober, stable and ambitious. EOE/MF Tape and resume to Greentree Group, Box 68, Moraga, CA 94556.

Experienced Personality, male or female D.J., wanted for A.M. Drive on N.E. 5 kw. Station. Send Resume to Box D-27.

Needed!! Announcer that can communicate with an adult audience and be comfortable playing music of the 40s and 50s. Good Production a must. Live AM and Automated Top 40 FM. Now accepting tapes and resumes for possible opening soon. Rick Singer WINW/WOOS, P.O. Box 9217, Canton, OH 44711.

KLEB AM has an immediate opening for an afternoon drive. Air Talent/Music Director on a Country Format. Mail air checks and resumes to KLEB Broadcasting Inc. 1842 Henry St., Golden Meadow, LA. 70357, or call Randy at 504—475-5141. KLEB Broadcasting Inc. is an Affirmative Action Equal Opportunity Employer.

Central Indiana AM/FM Combo seeks strong communicator for PM Drive shift. Contact Mike Kase, WHUT, Box 151, Anderson, IND. 46015. EOE.

Radio Announcer University of Florida. Responsible for developing, planning, preparing and presenting major radio programs for a University radio station. Announces remote radio programs involving spontaneous reporting of events or interviews. Operates a variety of radio broadcasting equipment in announcing and producing radio programs. Requires high school diploma and two years of experience as a radio announcer. B.A. in broadcasting preferred with strength in news and sports. Salary range \$10,878 - \$14,261 commensurate with experience. Send complete resume to Central Employment Center, 3rd Floor Stadium, University of Florida, Gainesville, FL, 32611, by April 20, 1981. Requests must refer to position I.D. No. 12158 in order to guarantee consideration. EQUAL EMPLOYMENT OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

Experienced Announcer needed for beautiful music and big band station on the Jersey Shore. Experienced in news and production required. Knowledge of music of 30s and 40s a plus. Third class license or restricted permit. Non-smokers preferred. EOE. Send resume, tape and salary requirements to WHTG AM/FM, Department B 1129 Hope Road, Asbury Park, New Jersey 07712, Station Manager Faye B. Gage, WHTG.

Alaska, Announcer, production pro needed for AM/FM. Two years experience required. Operations Manager possibility Salary \$1500 to \$1700 depending on duties and experience. Tape and resume to KSRM/KQOK, Box 852 RR No. 2, Soldotna, AK. 99669. 907—262-5811.

KHAR, Alaska's Premiere Beautiful Music station, and KKLK, the number one FM. Rocker in Anchorage, are accepting tapes and resumes from qualified announcers. We are looking for a well rounded pro-mature voice, clean delivery, strong on production, hard worker. Top pay, great benefits, very good facilities. Professional announcers only need apply. Contact Art Lewis, PD., KHAR/KKLK, 3900 Seward Highway, Anchorage, Alaska 99503. Male/Female. E.O.E.

HELP WANTED TECHNICAL

Sunshine & Opportunity Chief Broadcast Engineer for Public Radio Station (KAWC). Salary based on education and experience; excellent fringe benefits. First class radio telephone operator's license required. Experience in operation, maintenance, repair of broadcast transmitting and production equipment and 4-GHz satellite system. Apply to Personnel Office, Arizona Western College, P.O. Box 929, Yuma, AZ 85364 or 602—726-1000, ext. 222. AA/EOE.

C.E. for N.E. Pennsylvania AM DA-NA. Excellent opportunity. Growing group operated station. Send resume to A. Lessner, Command Broadcasting Group, Box 511, Beacon, NY 12508. E.O.E.

Chief Engineer for regional 5 KW directional. Must be familiar with automation, Schafer 901. Good at studio and transmitter maintenance. New equip. Southeast. Must work short air shift. 803—534-4461.

Chief Engineer for 50,000 watt FM serving Washington, D.C. area. Opportunity to join progressive group operation at flagship station. We want a take-charge man with excellent knowledge of broadcast engineering. Resume and salary to Box D-41. EOE.

Nationwide Communications Inc. is looking for a Chief Engineer for 50 kw quality stereo in Cleveland, OH. FM broadcast experience a must. Enthusiasm, an ability to relate to people, a desire to be part of a winning team. First class license required. Apply in confidence by resume including salary history with a brief cover letter: David Gerard, General Manager, WKSW Radio, One Playhouse Square, Cleveland, OH 44115. M/F EEO

Chief Engineer. Class FM automated: Class 4 AM. New studios, well maintained, full benefits package, including attractive savings bonus plan. Pay level will reflect additional station 2-way gear duties and DEC PDP 134 possibilities. Challenging opportunity with growing station. Send resume to: Mr. DeRose, % WHMP, Box 268, Northampton, MA 01061.

A real opportunity for a young first-ticket ready to move up to Chief. Fulltime non-directional AM/FM. Maintain new studios, SMC automation, lots of remote gear. Airwork available, but not required. 13-station Midwest Family Group. Gayle Olson, WSJM/WIRX, Box 107, St. Joseph, Mich. 49085 616-983-3992. EEO.

Northern Indiana AM/FM combo needs Chief Engineer. Excellent opportunity for qualified man to move up. Call collect to Station Manager, Harvey Miller. 219-267-3115.

Audio Engineers: Radio network is looking for experienced audio engineers, First phone preferred. Heavy tape editing, remotes, board work. Good benefits package. Also maintenance positions open, first required; digital circuitry, RF, troubleshooting. Send resume to P.O. Box 796, Avon, CT. 06001.

Chief Engineer for 50kW stereo public radio station. State-of-the-art studio and test equipment. Responsible for design, installation and maintenance of all facilities. Supervises full and part-time staff. Requires university degree and three years broadcast/technical experience. Salary competitive, excellent benefits. Resume and references by April 30 to: Michael Lazar, Station Manager, WNIU-FM, Northern Illinois University, DeKalb, IL. 60115.

Chief Engineer available at Indian River Community College, Fort Pierce, for new 3 kw public radio station. Must have First Class FCC license, good voice and good command of spoken language, and ability to teach radio station operations to students. Responsibilities: install and keep operable all radio station equipment, take charge of station in director's absence, help plan programming with others on staff, instruct students and staff in station operations, schedule all announcer shifts including students, and assist in decision on equipment purchases. Excellent salary and fringe benefits. Send letter of application and resume to Personnel, Indian River Community College, 3209 Virginia Avenue, Fort Pierce, FL. 33450. An Equal Opportunity Employer.

Maintenance Engineer: First; audio and RF troubleshooting experience. Well equipped facility, good benefits. Send resume to: Randle Sather, KTNZ/KNBQ, Box 5200, Tacoma, WA 98405.

Chief Engineer, first class, for New Hampshire AM/FM. Good maintenance, with thorough knowledge of automation and directional antenna. Salary, benefits, possible TV later on. Send letter and resume to Cynthia Georgina, WKNE/FM-104, Box 466, Keene, NH. 03431. EOE.

Chief Engineer University of Florida. Responsible for design, installation and supervision of maintenance of all studio and transmitter equipment. Assures technical quality of station, meets all FCC and national standards. Responsible for technical reports, XMTR logs, proofs of performance, etc. Responsible for interface coordination with network satellite system. Requires bachelor's degree in electrical engineering and one year of experience in radio electronics. FCC first class license required. Salary \$16,265.00 negotiable. Send complete resume to Central Employment Center, 3rd Floor Stadium, University of Florida, Gainesville, FL 32611, by April 20, 1981. Requests must refer to position I.D. No. 22173 in order to guarantee consideration. Equal Employment Opportunity/Affirmative Action Employer.

Chief Engineer for WIOD/WAIA Miami Florida. See Bill Viands General Manager 4-6 PM April 14 and 15 at Savoy Motor Hotel at NAB or send resume to P.O. 1177 Miami Florida 33138.

Chief Engineer for nation's leaders in Religious Radio, KCFO-FM and KAKC-AM, Tulsa. Top pay, benefits & work with a purpose! AM directional experience a must. Call Dennis Worden at 918-445-1186. An Equal Opportunity Employer.

HELP WANTED NEWS

Creative, Determined, Capable. Tape, Resume available. Justin Shay 312-874-7111.

Experienced News personnel needed for immediate opening. Mail tapes and resume to: Program Director, P.O. Box 8085, Nashville, TN 37207 EOE.

Aggressive News Director for regional AM with commitment to news. Some talk helpful. Relative newcomer with good voice considered. Ron Evans, KARV, Box 190, Russellville, Ark. 72801. 501-968-1184.

The Nation's Largest rush hour traffic reporting service is looking for reporters to anchor our reports in major markets throughout the United States. The positions require strong management skills and an excellent knowledge of the city applying for. Send a resume and air check to: David Statter, Director of Program Operations, Metro Traffic Control, 1 N. Charles Street, Suite 1113, Baltimore, Maryland 21201.

News Producer for public radio stations. Responsible for production of news and public affairs radio programs with particularly heavy involvement in telephone interviewing. Must be able to write scripts for news and public affairs features and produce and air newscasts. B.A. level degree in Journalism, related area or equivalent experience required. Public radio experience desired. Starting salary of \$15,000. Resume and air check demonstrating skills sent to: Donald Forsing, WOI-AM-FM, Iowa State University, Ames, Iowa 50011.

Experienced Announcer needed for beautiful music and big band station on the Jersey Shore. Experienced in news and production required. Knowledge of music of 30s and 40s a plus. Third class license or restricted permit. Non-smokers preferred. EOE. Send resume, tape and salary requirements to WHTG AM/FM, Department B, 1129 Hope Road, Asbury Park, New Jersey 07712. Station Manager, Faye B. Gage WHTG.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Production Manager: Billboard Station of the Year wants creative imagineer who can write, direct, and produce. Join us at our new million dollar facility. Send resume and tape to Damon Sheridan, WDF, Box 10,000, Marion, OH 43302. EOE.

Southeast, Class "C", FM Rock, Country AM both automated, need first class production voice. E.O.E. Box C-163.

We'll pay the right Program Director/Operations Manager \$1100-1400 a month (depending on capabilities) to run our successful small-market AM/FM operation in the Midwest. Must do a quality airshift, handle and set an example for announcers firmly and fairly and be community-oriented. PD experience a necessity. Please send resume with at least 5 professional references to Box D-72.

SITUATIONS WANTED MANAGEMENT

Station manager of WJMI-FM, Jackson desires General Manager position. My record speaks for itself. Strong programming, sales, FCC, and administration. Let me take your station to the top. Carl Haynes 160 Somerset Dr. Jackson, Ms. 39206. 601-981-4245.

AFRTS Radio Station manager with commercial background seeks new challenge. History: engineering, news, talent, programming, management. Aggressive young sm fixes problems—while building staff loyalty. Cost effective. Current on FCC. RAB believer. Ending successful five-year overhaul. If needed, top staff to right offer. Reply in confidence Box C-219.

General Manager seeks position with Equal Opportunity Employer. Experienced Sales programming, budgeting, FCC. Best in turn around situations; expertise urban contemp. and Black oriented formats. Proven record. Secondary or major markets, Box C-291.

Marketing/MBA cand.; Young. Currently employed as general manager of consulting firm. Diverse experience (10 years) in music/record and advertising industries. Intimate knowledge of CATV. Seeks responsible position in marketing (research, analysis, strategy, sales). Phone Milo Sobel 212-689-0888, 9 to 5.

Eleven Years as top biller! I'm seeking Sales Management that will prove beneficial to all concerned. Box D-28.

First six months as GM: net sales up 105%, expense down 9%, collection rate 98% and my percentage cut 30%. WRite Management, 27309 SW 143 Ave., Miami, FL 33032.

General Manager—At highly rated, respected large medium market money maker in the southwest. Proven abilities in sales, sales promotions and packages, programming, promotion, production, etc. I'm an involved family man, considered a community leader. My major market background allows me to furnish top references. Box D-16.

General Manager available immediately. Highly qualified, group experience, major markets. Documented performance, demonstrated ability. Familiar with all formats. Former GM of 50,000 watt country giant. Great references. Reply Box D-11.

Substantial sales mgmt. or GM opportunity wanted, dominant small-medium market facility. Sixteen years solid background (sales, management, programming) leading Country stations. Dedicated leader. Bachelors degree/ Business, First class license. Relocation no problem. \$25,000 min. income required. 417-862-9378. West, Rockies, Midwest.

Sales Oriented PD wants smaller market GM spot or larger market Operations Manager. Creative, dependable, motivator, bottom-line oriented. Family man, community involved, degree. Box D-50.

Profit Oriented: Programming specialist with documented performance in ratings/sales. Strong business background projecting fiscal/annual budgets in programming, personal, promotions. Aggressive market research countering competitors weaknesses and reflecting needs of TSA/MSA. Heavy operations responsibility with incentives a must. Group owners only Box D-65.

Successful Salesmanager desires management or sales position in South, also have air experience. Box D-67.

SITUATIONS WANTED SALES

Male, White, 47 Aggressive Sales or management Non-Jew Polish. Please no rock or teen stations. Retarded etc. Frank E. Zabielski, 4608 So. Spaulding, Chicago, 60632 312-254-2251.

Experienced Salesmanager. C.R.M.C., Welsh trained, hardworking, dependable will relocate, need minimum 20k. Box D-85.

SITUATIONS WANTED ANNOUNCER

If you Rock, I'll Roll. I am a young creative hard working A.O.R. jock. For tape and resume call Andy Fiducia at 815-399-3187 or write 1912 Greenfield Lane, Rockford, ILL 61107.

Attention—Northeastern U.S., Texas Gulf Stations; Available Now! Experienced afternoon drive personality. Call 414-769-6966.

Not just another run-of-the-mill boring jock. Am creative, bright, LOVE radio, love music, let's roll! 312-728-5312 after 7 pm Rick Canton.

Look no further. Have Top-40 talent will travel! Music expert—I believe in "good" radio. Don't miss the boat—send for my tape and resume. Steve Michaels, 661 Volbrecht Rd., Crete, IL 60417 312-758-3850.

Jock, Musicologist, Programmer, One-to-one communicator with 6 years Top 40, CHR, AOR. Prefer east. Currently employed. Frank 603-522-9075.

Dependable, Hard Working, creative Disc Jockey ready for work—top 40! Afternoon and evening, Tape and Resume available. Call (Crazy Bernie) at 312-421-0428 after 3 PM or at 2355 West Ohio Street, Chicago, IL 60612.

Experienced—Top-flight Rock announcer. Quality tape available. Think. Your loss is the other guy's gain! George Quast 312-348-3314, 1952 N. Seminary, Chicago, IL 60614.

Gimme a break!! Minority broadcast grad seeking initial Radio job. Format no problem. Have 3rd, will travel. Call Mike Davis 212-798-9390.

Need an A-O-R Jock? Young ambitious male willing to work any hours. Anytime. This is My Life. Please Call for tape and resume. Bob McVey 317-463-9677.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Experienced Traffic Reporter—Pilot seeks permanent position with large news oriented station. Prefer Sunbelt areas. Resume & tape on request. Mike, Box 38581, Denver, CO 80238. 303-364-4237.

Good Voice and reader. Professional sounding beginner. Eager to learn. Anywhere. Steve Siegel, 1404 Horns Corners Road, Cedarburg, Wisc. 53012 414-377-1272.

Jock, Experience, good voice, ambitious, will relocate. Bernie Ross 826 N. 15th Apt. 13 Milwaukee, WI 53233.

Upbeat, Energetic, Creative, highly motivated jock, looking for small market opportunity in the "Carolinas." Tape and resume available. Bruce Kacher 215-824-4830, Wk. No. CV9-1023. 11907 Academy, Rd. Phila, PA 19154, Apt. 5.

Last chance for December 1979 college grad in radio. Four-and-a-half years experience. Contact Box C-280.

Excellent Voice: relaxed warm delivery, looking for good first job anywhere. AOR, progressive rock. Dan Sanders, 104 Charles St., Box 368, Boston, MA 02114. 617-523-4012 after 4:30.

Last chance for Dec. 1979 college grad Four-and-a-half years experience. Contact Box D-6.

Experienced PBP Announcer very knowledgeable and articulate in all sports will double on news or sell time. Trained and talented with third ticket, willing to relocate any size market, tape and resume available. Call Sal Genovese, 1505 Alta Vista Ct., Seaside, CA 93955 408-394-7635.

I've paid my dues High energy, attractive, experienced female broadcaster - 2 years on-air and engineering/adult contemp-top 40. Album oriented-community affairs interviews-telephone line-Astrology Buff. Let's chat-it won't be dull. Gina 201-779-7224 or 201-777-1647 Eves.

Highly experienced, skilled, polished, professional personality with first phone available. Sharp news, crack copy, production. PD. experience. Affordable. 512-222-2886.

Combo Looking—1st Ticket chief/combo (500 w daylighter DA). Desires Air/Eng. Any position to use all my talents. Relocate for right job & S.T. & R on request. Call Mike McVey after 6 p.m. 513-321-6084. 432 Stanley Ave., Cinn., Ohio, 45226.

Take a chance on me. Experienced and college degreed announcer. If you're really looking for steady, long-term man call me. Prefer contemporary, Top 40 or MOR. Bruce, 512-992-4566 or 512-452-6536.

Experienced Communicator with talk show host experience looking for medium to large market. Controversial, topical, creative, humorous. Phone King 216-732-8383 mornings.

Enthusiastic and dependable D.J. looking for a station. Will relocate immediately. Give me a call, Mike Sullivan 312-830-4153.

Bill Douglas on Sports. Available on short notice. Sportscaster, talk host and knowledgeable editor. Opinionated. Not afraid to speak my mind. 9 years news, sports and talk experience. Solid writing and reporting skills. Good production. College Grad. Hosted sports oriented phone show in Detroit for last 4 1/2 yrs. Douglas Nagy 313-534-0251.

Air personality, easy style, good voice. Looking for spot on good local operation. Contact: Mark Vanderpool; 2451 Tanager Ct., Concord, CA. 94520.

8 year pro. Top 40, MOR, Adult Contemporary, Country. Mike 904-255-6950 or 373 Williams, Daytona Beach, Fla. 32018.

Nice Guy will give 100 percent in any format. Ready to move now. Call 312-333-2945 or write K. Bishop, 14833 Honore, Harvey, IL 60426.

Creative, Aggressive, Good Pipes, Adult Contemporary, Preferred. Call for resume and tape. Mark 219-844-3431 or 219-844-2849.

People listen to and talk about "Slightly Strange." Now a free agent. Experienced AM drive and PBP, wants immediate sports/Drive combo. Midwest only. Call 715-246-2254 before noon.

Bright personality; D.J., News, sales & promotion experience. Desire Florida West Coast station; beautiful music or MOR Format. Call: 1-313-673-2745.

Veteran, mature good music announcer with news and talk background additionally, seeking challenging position at living wage. Call 313-682-7798.

Experienced, hard working individual. No catchy lines to attract job offers. Just quality. Working regular air shift, extensive experience with interviewing. Much more than time and weather jock. I avoid rut of small talk. I love music. I know music and its artists. Sincerely want station that allows employees to expand on their talents. Only Northwest, preferably Oregon. Box D-68.

Experienced West Coast Sportscaster seeks college football play by play position for the Fall. Write Box D-74 or call 206-538-0336.

SITUATIONS WANTED TECHNICAL

Assistant chief engineer at AM facility in San Jose, California area. Willing, ready, experienced in most things technical. Resume available. Reply to Box C-226.

Registered PE, highly proficient in audio, automation, and transmitter engineering, seeks new opportunities. Most recently CE of Los Angeles 50kW-DA; willing to relocate. Contact Karl Lahm, 213-256-7798 or at Flamingo Hilton during NAB show.

Experienced Major Market AM-FM Chief wishes larger corporate responsibilities. High profile manager with budgeting experience, 16 years in field. SBE certified Senior Broadcast Engineer. Current Salary over 30 K. Have handled multiple stations in past. Box D-95.

Chief Engineer, 38-21 years experience in all phases of AM and FM operations. Located Midwest. Re-locate for best offer over present situation. Box D-87.

SITUATIONS WANTED NEWS

Sports/Newsreader—Resourceful, energetic college grad with four years experience in No. 4 market seeks position in NE Metro area. Proven writing ability. Box C-268.

Whiz kid. Versatile, dedicated, and innovative. Now working as an Anchor/Reporter in a Top Five market. Seeks News Director position in a medium size market. Box C-168.

Experienced West Coast Sportscaster seeks college football play by play position for the fall. Write Box C-220 or call 206-538-0336.

Sports Anchor, Reporter, PBP, Color. References Substantiate: I'm the one. Rian Danz 408-356-7307.

Experienced News Man. Prefers Midwest, but will relocate anywhere. Call John 312-381-2916.

Female 22 News Announcer, Ambitious/Enthusiastic. Also available for Tal Show Hostess. Dependable and Hardworking. Tape and Resume available. Call Valerie Johnson 312-787-8220 or write Box 44064 Chicago, IL 60644.

1st Rate Professional sportscaster, play-by-play, network experience, will also do news. Will relocate. Box D-39.

First-rate Sports announcer seeks move to larger market. Degree in Broadcast Journalism, good voice, delivery and production skills. May I send you a resume and tape? Box D-5.

Energetic, Creative, self-starter. Female Reporter/DJ, 26, seeking Medium Market position. Almost 3 years experience. Will relocate. Box D-2.

Sports or News announcer seeking employment. Recently received BA in telecommunications. Hard work, enthusiasm, and versatility will more than make up for slight lack of experience. All I want is a chance to prove myself. Please call Tommy Williams at 219-882-1934. Midwest Markets preferred.

California Sportscasting award winner with 16 years experience wants relocation. Will consider any market, area. Call Bill, 714-780-1165.

Major Market all-news anchor/reporter with management background seeks long-term growth opportunity in Broadcast Journalism. Box D-37.

Five Yrs. Experience with leader in market. Dependable, bright communicator who likes to dig. Will relocate. For air check 215-777-5515.

Reporter with journalism degree and wide range of experience. Seeks news position in small to medium market station. Call for tape, resume. John McDonald, Ionia, MI 616-527-9264.

Talkhost, Newsman, editorial writer CBS wants talkhost position. Deep references & credentials. Let's meet at NAB Vegas. Golden Nuggett Hotel or call Mike Edwards 312-775-3695.

Sportscaster, excellent PBP 5 yrs. experience including Angels Baseball Farm. Wants position for this fall basketball, football—college or pro. Lets meet at NAB Vegas, Golden Nuggett Hotel or call Chuck Thomas 605-996-5621 or 6364.

Tireless, enthusiastic, responsible journalist seeks reporter position. Self-starter, experienced. Amanda Gazley 518-642-1263.

Newsreader/Sportscaster. Recent college grad. looking for a break. Dedicated, motivated. Experience in news and sports reporting. Production background, PBP. Able to combine with sales. Steve Work, 516-433-4943 after 7:00 PM.

Sports Anchor, Reporter, PBP Color. References Substantiate: I'm the one. Rian Danz 408-356-7307.

I love digging in the field! Looking for major-medium market reporters position in west-southwest only. Experienced, aggressive, award winning. Write Box D-56 BROADCASTING.

News Anchor - 16 year veteran, 15 in major market, 5 as news director. Seeking East or West Coast anchor and/or news director position. Currently anchoring in Midwest. No beginner, great sound, family man. Box D-59.

Dedicated News/Sports Director in small Midwestern market searching for sports break in medium market. Nearly five years experience in sportscasting, plus PBP Football, Baseball, Basketball and talk show work. Box D-69.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Program Director seeks challenging position with responsible facility. Fifteen year pro; seven of previous eight years with one station. Strong on community involvement, promotion, staff motivation, sales, dedication, EOE/AA, FCC, engineering, budgeting, research. All markets considered. Box C-173.

Southern Connecticut is my home and I'd like to find a radio situation to settle into now. PD, MD & on air experience. A proven winner. Let's talk. Mike 203-324-7518.

Copywriter Craves Creative Challenges. No cheap commercials, no cheap pay. Creative production also. Work samples available. Southwest preferred. Box D-62.

Profit Oriented: Programming specialist with documented performance in ratings/sales. Strong business background projecting fiscal/annual budgets in programming, personal, promotions. Aggressive market research countering competitors weaknesses and reflecting needs of TSA/MSA. Heavy operations responsibility with incentives a must. Group owners only. Box D-64.

TELEVISION

HELP WANTED MANAGEMENT

Business Manager Wanted. Take-charge person with supervisory experience; accounting degree or equivalent required. Must have working knowledge of accounting principles and payroll. Send resume including salary history to Box D-66. An Equal Opportunity Employer.

New ABC affiliate in growing market seeking creative, experienced managers for key department positions. Sales manager with primary responsibility in local sales and back-up capability in national sales. Chief engineer with first class to manage experienced staff and state-of-art operation. Promotion manager to handle all promotion: on-air, outside media, creative, sales promotion. Traffic supervisor for manual traffic system with eventual move into computer. Great opportunity to join dynamic staff at independently owned station where you can develop your own potential. Send resume with references to Bill Mallory, Vice President, General Manager, WMDT-TV, Box 321, Salisbury, MD 21801. EOE/M/F/Vets.

General Manager sought for unconventional public TV station near Denver, which offers unusual programming and an individualistic work environment. Salary: \$25,000 annually, plus incentive pay based on station income. Resumes to: Robert Bows, KBDI-TV, Box 427, Broomfield, CO 80020. Female and minority applicants encouraged.

Director of Development. Long Island public TV station seeks candidate to design, execute and administer all fund raising and public relations activities, including long range planning and development. Management experience in public TV (or related fields) of at least 5 years required with emphasis on development and/or public relations. Direct experience in on camera fund raising and television auctions highly desirable. Bachelors degree required. Salary open. Resume, Address to President and General Manager, WLIW-TV, 1425 Old Country Rd., Plainview, NY 11803.

Television Help Wanted Management Program Director—WXIX-TV, Cincinnati, Ohio is seeking an individual with strong programming background, knowledgeable in budgeting, basic accounting, all legal aspects of television (NAB & FCC) and has supervisory ability. Please send resume to WXIX-TV, 10490 Taconic Terrace, Cincinnati, Ohio 45215. WXIX-TV, Metromedia, Inc. is an equal opportunity employer, M/F.

News Promotion Manager We've got the number one news in town and we want to promote it. Looking for creative hands on promo man or woman for WNEP-TV News. Contact: Nick Lawler, News Director, WNEP-TV, Wilkes-Barre/Scranton Airport, Avoca, Pa. 18641.

HELP WANTED SALES

Television/Newspaper Syndicate Sales Executive. A major, well-respected television and newspaper syndicate, has an opening for a qualified sales person. Our executives manage their own territories, reporting directly to the president and vice president. Excellent salary, commissions, bonuses and fringe benefits. The person we seek must have previous syndicate sales experience and be a self-starter. Our dynamic organization is expanding rapidly and the position we offer has tremendous potential. Only series professionals need apply. Please send letter of application and detailed resume to Box D-55.

Sales Manager—Major Midwest market network affiliate seeks aggressive individual who desires to get ahead with a major broadcast group. The right person will have local/rep experience and sales management background. Will supervise the local sales department and be involved in the entire sales effort of the station. Keep close track of inventory and be keenly aware of competitive market changes. Excellent benefits. An Equal Opportunity Employer, M/F. Send resume or personal presentation to Box D-58.

HELP WANTED TECHNICAL

Expanding major post production facility in Chicago has an immediate opening for a maintenance engineer with experience in 2-inch, 1-inch type-C, TK-28, Chyron, CMX computer editing systems, color cameras, and other related equipment. Send resume with salary requirements to: Post Office Box 11533, Chicago, ILL 60611.

Maintenance Engineer for rapidly growing south Florida market with rebuilding program at transmitter and studio. Need a person with good background in ENG equipment maintenance and experience with control room and studio equipment from cameras to video tape recorders. New transmitter complex to be installed soon. Control room remodeling imminent. XMTR experience helpful but not required. Please contact Howard Hoffman or Robert Cleveland, WBBH-TV, 3719 Central Avenue, Fort Myers, FL 33901 813-939-2020.

Maintenance Technician: Immediate opening at Upstate N.Y. 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, WUHF-TV, 360 East Avenue, Rochester, N.Y. 14604. An Equal Opportunity Employer.

TV Maintenance Technician—Must have working knowledge of color TV and solid state logic. First Class FCC Radio Telephone License and experience in maintaining broadcast equipment required. Send resume to Chief Engineer, WHBQ-TV, Box 11407, Memphis, TN 38111. Equal Opportunity Employer M/F/Ha.

Remote Vehicle Supervisor experienced in remote operations to oversee construction on 43 ft state-of-the-art vehicle and take charge of same upon completion. Heavy field experience, ability to maintain and control operations of vehicle and certain public contact required. Ability to meet uncompromising technical standards under difficult conditions. Salary commensurate. Position available immediately. Contact: Director of Finance, WYES-TV, Box 24026, New Orleans, LA 70184. WYES-TV is an equal opportunity employer.

TV Engineer: Independent Houston UHF Station has an opening for a full-time licensed maintenance engineer. Duties include technical maintenance and alignment of all studio equipment, other duties as required. Send resume and salary requirements to KRIV-TV, 3935 Westheimer, Houston Texas 77027. We are an equal opportunity employer.

TV Technician/Maintenance Engineer. Requires FCC first class license. Two years broadcasting experience with RCA equipment: TCR100, TR600, TR50, TK27, TK760, CEI. Send resume to Doug Johnson, WKON-TV, 27777 Franklin Road, Southfield, MI 48034.

Remote Engineering Supervisor. Responsible for coordination of technical support for all television productions. Position requires FCC 1st Class license with a minimum of two years technical school and/or related experience and at least two years experience in videotape and camera control operation and maintenance. Applicant must be a self-starter with supervisory capability. Excellent fringe benefits, incl. overtime. WSWP-TV, PO Box AH, Beckley, WV 25801. EOE.

Switcher able to handle board with accuracy and judgment for South Texas VHF. EOE. Box C-282.

Maintenance Engineer. Needed for new state of the art 45 foot television remote truck; engineering background necessary. Moderate travel competitive salary, growing company. Interviewing at Space 40 at NAB Convention, or Reply to: VP Production, TCS Productions, 890 Constitution Blvd., New Kensington, PA 15068.

Director of Engineering—A Corporate Staff position is available with a group Broadcaster having six TV and five Radio stations. Knowledge of technical equipment, industry trends, capital budget expenditures required. Send resume and salary history to Box D-30. An Equal Opportunity Employer M/F.

Chief Engineer for Sunbelt production facility with studio, truck, edit suite, 8-track sound room and A/V hardware, 3/4", 1", 2", RCA, CEI, Datatron, Grass Valley. Must have hands on experience in maintenance of analog and digital systems, creative design abilities and administration in small staff situations. Competitive salary and benefits package. Resume and salary requirements to: Oliver Peters, General Manager, Florida Production Center, 150 Riverside Ave., Jacksonville, FL 32202. 904-354-7000 or make arrangements to interview at the NAB.

Television Engineer: Openings available experienced studio or transmitter maintenance personnel and switchers. Electronics school graduates or equivalent technical education desirable. Number one station, beautiful middle market. Resume, salary history, and references to Director/Engineering Donrey Media Group, Box 550, Las Vegas, NV 89101. An Equal Opportunity Employer.

Transmitter Engineers—Qualified transmitter engineers with good background in RF and associated test equipment. Must have 1st class FCC license. Call 609-691-6565 or write Renaissance, 4449 N. Delsea Dr., Newfield, N.J. 08344. EOE, M/F/H.

Television Maintenance Engineers: First-Class FCC License. Strong background in all phases of TV maintenance required. Famous year around Colorado recreational area. Contact A. L. Ladage, DOE; XYZ Television, Inc., PO. Box 789; Grand Junction, CO 81502; 303-242-5000.

Chief Engineer for UHF Station in Lancaster, Pa. Position requires FCC. 1st Class Radiotelephone License and maintenance experience in both the transmitter and studio operations. Competitive salary with excellent fringe benefits. An equal opportunity employer. Contact Corporate Chief Engineer, R. Kline, Gateway Communications, Inc., WTAJ-TV, 5000 6th Ave., Altoona, Pa. Phone 814-944-2031.

Television Engineers. UHF station in Southern New Jersey needs engineers with strong technical and operational experience. TCR-100, TR-600, TH-200, TK-29 and associated test equipment. Call 609-691-6565 or write Renaissance, 4449 N. Delsea Dr., Newfield, N.J. 08344. EOE, M/F/H.

Chief Engineer Las Vegas CBS affiliate, KLAS-TV, is searching for a Chief Engineer with 10 to 15 years broadcasting experience, the past five of which should be as Chief or Assistant Chief. Your equipment familiarity should include TK-76/BVU-100, AE600's, TCR-100, TKP-45, TK-46 and parallel GE transmitters. Since we maintain our own 350 mile network microwave system, your background should include some familiarity with Lenkurt, Microwave Associates, or Farinon Microwave. Salary DOE. Submit resume, salary history and requirements, and references to Linda Imboden, KLAS-TV, PO. Box 15047, Las Vegas, NV 89114. Equal Opportunity Employer/MF.

Television Maintenance Engineer. Seeking self-starter and independent worker with minimum of two years broadcast maintenance experience to include familiarity with RCA video tape equipment, cameras, digital logic; salary DOE; submit resume and salary requirements to Linda Imboden, KLAS-TV, PO. Box 15047, Las Vegas, NV 89114. Equal Opportunity Employer/MF.

Film Transfer Operator: Applicant must possess a solid background in commercial and feature film transfer work. Contact: Lori Weiss, CFA Video, Los Angeles, CA 90028. 213-467-5103.

Expanding radio-television facility looking for qualified maintenance and repair technicians. Applicants should have a good solid grasp of the basics and experience with one or more of the following ... CETEC-7000 Automation, Gates Executive audio console, RCA TK-76, TK-760, TK-27 Film; TCR 100A, TR 22, TR-4, CDL Switchers, Ampex VPR 2B, ENG Portable tape. Contact Barry Fisher 215-797-4530 or send resume to WFMZ, East Rock Road, Allentown, PA 18103. WFMZ is EOE M/F.

Photog for entry level news department. We use ENG and CP-16. If you do too, and can edit for air, we need your hardworking, easy going personality on our staff. News Director, KFBB-TV, Great Falls, Montana. 406-453-4370.

Maintenance Engineer. KWTW needs a maintenance engineer with a valid first class radio/telephone operators license. Requires a high school diploma or equivalent plus two years training in electronics and two years related experience. TV experience preferred. Send resume to: Pamela Dean, KWTW, PO. Box 14159, Oklahoma City, OK 73113. EOE/M/F.

Chief Engineer for top ranked UHF independent in Central California. Experienced in administration, maintenance and some design background. A.S. degree in electrical engineering and a minimum of five years experience as chief or assistant. Submit resume, references and salary history to: Box D-51. An EOE/M-F employer.

Maintenance Technician for a major NE VHF network affiliate. Minimum 5 years maintenance background on all types of studio equipment. Send resume to Box D-53.

Major Market Sunbelt Station needs production crew chief to supervise and train a young and energetic studio crew. Two to three years experience in crew supervision and excellent lighting background a must. Send resume and salary requirements to Box D-89. An Equal Opportunity Employer.

HELP WANTED NEWS

Wanted: Experienced news cameraperson with working knowledge of ENG shooting and editing by well-equipped network affiliate in the Northeast. Experience with TK-76 and Sony editing equipment preferred. Excellent fringe benefits. Send resume and salary requirements to Box C-217. An Equal Opportunity Employer.

Weekend Sportscaster/Reporter needed for medium-market station with news operation that is growing in numbers and ratings. Looking for someone with a solid background in sports who can communicate that knowledge in an interesting and entertaining manner. Send resume and resume tape immediately to: News Director, WOWK-TV, 625-4th Ave., Huntington, WV 25701. Equal Opportunity Employer.

Anchor/Reporter 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. Equal Opportunity Employer. Send resume and resume tape immediately to: News Director, WOWK-TV, 625-4th Ave., Huntington, WV 25701.

Top 20 Market looking for News Photographer with at least 2 years experience using Live ENG Equipment and State of the Art ENG Cameras are being sought by Action News—Tampa, St. Petersburg, FL. WTSP is an Equal Opportunity Employer.

Now Hiring entire news department for new independent UHF in Fayetteville, North Carolina. News Director, Anchors, Reporters. Call Bob Doyle, Operations Manager 919—323-4040. EOE.

Meteorologist to take over main weathercasts at medium-market top rated news station on Sunbelt coast. A real challenge: hurricanes, droughts, tornados (small ones), nor'easters, monsoons, plus a lot of great weather. Good equipment: color-digital radar, computer graphics, ample air-time, easy access to NWS. No job-hoopers. Salary negotiable to right person. EOE. Reply to Box D-48.

Sports Director—M-F early and late anchor plus local sports reporting, high school, junior college, etc. ENG and on-air experience required. VHF, NBC affiliate. Send tape/resume to: Larch Hardy, News Director, WMBB-TV, Box 1340, Panama City, FL 32401. EOE.

Weekend Anchor Reporter—need anchor, 3 day a week reporter for VHF, NBC affiliate in beautiful Gulf Coast resort area market. ENG, on-air experience required. Send resume, tape to Larch Hardy, News Director, WMBB-TV, Box 1340, Panama City, FL 32401. EOE.

News Director—for WCAE, Northwest Indiana Public Television. We're looking for a broadcast journalist with the experience to produce and anchor a Monday-through-Friday newscast. If you're a reporter at a small station and are looking to move on to a position where you will have a chance to grow, have input, apply today. You've got to be creative, not afraid of hard work and be able to work well with people. Send tape and resume: Tara Missal, Program Manager WCAE-TV, St. John, IN. 46373 (no phone calls) An Equal Opportunity Employer.

Economics Reporter: I need someone who can make it make sense to me. Write, don't call: Tom Becherer, News Director, WLKY-TV, 1918 Mellwood, Louisville, Ky. 40206.

Weather Anchor: Meteorological background preferred but not necessary, to join expanding number 1 news team in 73rd market. Good communications skills. Send tape with first letter to: Jon Janes, News Director, KFVS-TV, Po Box 100, Cape Girardeau, MO 63701. EOE.

Reporter/Anchor to join expanding number 1 news team in 73rd ADL. Send tape with first letter to: Jon Janes, News Director, KFVS TV, PO Box 100, Cape Girardeau, MO 63701. EOE.

Sports Director position available immediately. If you know sports, talk sports, write sports, we have a position for a person of your calibre. Must have anchoring experience plus a knowledge of Big Ten sports. Salary negotiable. EOE/MF. Send tape and resume to Tom Milbourn, News Director, WICD-TV, 250 Country Fair Dr., Champaign, Ill. 61820.

Photographer. Aggressive news operation needs a good shooter who is also an efficient editor. ENG emphasis but film knowledge is essential. Degree and commercial experience required. Must be self-starter and street-ready from day one. Send resume, tape, and salary requirements to Bill Perry, News Director, WBBH-TV, 3719 Central Ave., Ft. Myers, Fla. 33901. EOE.

News Reporter: Central California NBC affiliate is looking for a professional newscaster, with a degree in journalism or equivalent on-the-job experience. Prefer person bilingual in Spanish. Must have extensive TV work history in field reporting, producing and some on-air anchoring of news. 40 hour week, salary negotiable, depending on experience in commercial television. Excellent fringe benefits. Send complete resume and tape to Olivia Lage, Personnel Manager, KSEE-Channel 24, PO. Box 12907, Fresno, CA 93779. An Equal Opportunity Employer.

Sports Director Report, write, produce and air two nightly sports segments. Two years experience as television sports personality. Resumes or inquiries should be made to: Don Ross, News Director, KTXL TV Channel 40, 4655 Fruitridge Road, Sacramento, CA 95820. 916—454-4422.

Midwest market wants sports person as backup to Sports Anchor. Must be able to shoot, edit, and air. Send audition tape to WTVO, Channel 17, North Meridian Road, Rockford, Illinois 61105.

Reporter. Bright, enterprising go-getter able to do extensive live and on-set reporting. Minimum one year commercial TV reporting experience required. EOE. Minorities and women encouraged to apply. Tape and resume to: Robert Allen, News Director, KOTV, PO. Box 6, Tulsa, Okla. 74101. No phone calls.

Now hiring entire news department for new independent UHF in Fayetteville, North Carolina. News Director, Anchors, Reporters. Call Bob Doyle, Operations Manager 919—323-4040. EOE.

News Reporter Seeking professional News Reporter with experience in straight, hard news gathering; must be familiar with ENG and other technical equipment and willing to relocate; salary \$12,500-14,000; submit resume and audition tape to Linda Imboden, KLAS-TV, PO Box 15047, Las Vegas, NV 89114. Equal Opportunity Employer/Male/Female

Anchor/Beat Reporter for entry level station. Minimum two years radio news experience. Need maturity, charisma, and ability to work with small friendly staff. Box D-54.

Top Ten West Coast Independent needs producers, writers, ENG camerapeople and field producers/writers. Creativity and experience a must. Resumes and references to Box D-82.

News Director—Group owned medium market VHF committed to news needs committed aggressive news director to achieve leadership in the market. Send complete resume to Box D-88. An equal opportunity employer.

Experienced Reporter needed for 6-11 p.m. anchor position at No. 1 caps middle atlantic state VHF station. Salary range \$20,000, plus company-paid benefits. We encourage radio reporters and recent college graduates with experience to apply. Rush resume to Box D-93. All tapes returned promptly. An equal opportunity employer.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

King TV Seattle has opening for Commercial Writer/Producer. Two years experience in station commercial production required. Sturges Dorrance 206—343-3911. The King Broadcasting Company is an Equal Opportunity Employer.

South Florida Group owned Medium Market Network V.H.F. is looking for a director, capable of own switching, for its No. 1 newscast, commercial production, public affairs programs. Send resume, tape, and salary requirements to: Mr. Oran Gough, WPTV, PO. Box 510, Palm Beach, FL 33480. EOE.

Production Manager needed for network affiliate in Southeast. Well-equipped facility needs experienced, take-charge production manager. Good growth potential for successful applicant. EEO M/F Send resume and salary requirements to Box D-42.

Training Coordinator for unconventional VHF public TV station near Denver. This person will train station volunteers in video production skills. Send resume with complete work and salary history to: Robert Bows; KBDI-TV; Box 427; Broomfield, CO 80020.

Director who is capable switcher with speed and accuracy in handling news and weather for Texas station. EOE. Box D-14.

PM Magazine co-host to work with current male host on established PM Magazine in top ten market, network affiliate. Must have on-air experience, writing, and story production background. If you can demonstrate solid experience send tapes and resumes to attention S. Kelly, Room 501, 19th St. Northwest, Washington, DC 20036. All tapes will be returned. An equal opportunity employer.

Director of Production needed for Public TV Station. Min. 5 years experience in production and broadcast operations supervision. Salary range \$25K to \$33K. Send resume and salary requirement to WETA-TV, PO Box 2626, Washington, DC, Attn: Nettie Simmons.

Assistant Producer: Expanding state public television network is seeking chief videographer with creative EFP skills and experience to assist in the development and production of new weekly magazine. Must have knowledge of 3/4" gear including electronic editing and studio production. Contract salary minimum, \$14,690. Send resume and demo tape to: Minority Affairs Producer, Louisiana Public Broadcasting, 2618 Wooddale Blvd., Baton Rouge, La. 70805. Deadline for applications is April 30, 1981. Louisiana Educational Television Authority is an equal opportunity employer.

WPVI is looking for an associate producer for its number one rated morning magazine talk show. Must be creative and skilled in producing in studio and in the field. Please forward a video tape of previous production work and ideas for programing a show of this type along with a resume stating salary requirement. Replies are to be sent to Charles R. Bradley care of WPVI-TV, 4100 City Line Ave., Philadelphia, PA 19131. An Equal Opportunity Employer.

Television Director. KCTS/9 Seattle, Public Television for the Pacific Northwest—Plan, direct, post-produce multicamera and single camera video programs for national, regional, local release. Area of concentration cultural performance: Music, dance, drama. Sample cassette should show strength as TV director in one or more of those areas. Other desirable experience: sports directing, live discussion, planning of camera angles for remote telecasts, CMX post-production. Applicants with national directing credits preferred. Minimum qualifications: BA in broadcasting or appropriate discipline, or equivalent experience; demonstrated directing ability in areas of music, drama, interview, etc; three years full time employment as broadcast TV director. Salary range \$14,724-\$21,048 plans liberal benefits. Starting salary dependent upon successful candidate's qualifications and experience. Application deadline: Postmarked April 24, 1981. No application will be considered without sample cassette containing applicant's best directorial work accompanying resume. First class or faster mailing recommended. Address to: Selection Committee 81-P-3E c/o Fujita, KCTS/9 University of Washington, 4045 Brooklyn Ave., NE, Seattle, WA 98105. AA/EEO.

Promotion Manager: Central California affiliate seeking creative & enthusiastic individual. Must have experience writing & producing TV, radio and print promotion. Great living in sunny California! Send resume and salary requirements to Box D-57. EOE.

Top 10 market seeking Producer/Director. Strong pro with heavy News background; minimum 3 years commercial experience. Creative, enthusiastic; EEO M/F. Box D-63.

Traffic Manager for group own dominant CBS affiliate in southeast. Prefer Columbine Computer experience. Salary negotiable per experience. EOE M/F. Send resume to Box D-86.

SITUATIONS WANTED MANAGEMENT

General Manager—Experienced, with proven track record. Willing to locate in southwest area. Complete resume and references on request. Box 3054, McAllen, TX 78501.

Controller/Business Manager for 5 yrs. at TV/AM in medium-sized market. Degreed, with honors. 12 yrs. as CFO in other businesses, including ad agency, and consulting. Expertise in budgets, accounting, EDP, cash management, credit & collections, personnel, benefits, planning, organization, systems & procedures, insurance, union negotiations, etc. Enough of cold and snow. Enough of dead-end position. Earns mid-\$40's. Where are you: Raleigh, Dallas, Colorado Springs, Tampa? Box D-91.

SITUATIONS WANTED ANNOUNCERS

Great Credentials for beginning sports job. Former No. 1 draft pick of California Angels, major market sports internship, radio and cable experience, college grad. Bob 314-351-6516.

SITUATIONS WANTED TECHNICAL

TV-FM-AM-Field Engineering Service. Established 1976. Installation-maintenance-system design-survey and critique-interim maintenance or chief engineer. Available by the day, week or duration of project. Phone Bruce Singleton 813-868-2989.

Brrr—Alaska's too cold. Experienced switcher, tape operator wants to relocate. 907-279-4279.

Female, First Class License, some experience, looking for entry-level Television full-time opportunity. Please contact CJ Barker, 2033 Castro, SF, CA 94131.

ENG Photographer. T.D. thoroughly experienced and versatile with all aspects of production, ENG and studio. Currently ENG photographer for eight network affiliates in Washington, D.C., will relocate, Gilbert Hammer 202-966-0078.

SITUATIONS WANTED NEWS

Reporter: Young, experienced self-starting newswoman now working as weekend reporter in top 25 market looking for full time reporter position. New York local and network experience. Prefer Northeast, but will consider all responses. Box C-275.

Aggressive, Emerson College grad., 4 years broadcast news exp., PBP sports exp., seeking T.V. News reporting job. Write Box C-150 or call 617-222-4962.

Solid Reporter who tells the story with visual flair wants to work for you. Box C-213.

Small Market Sports Director wants sports reporter-weekend anchor job in medium market. Two years experience, TV and Radio PBP, ENG, degree. Box D-31.

Attention small markets ... I am seeking my first job as a television meteorologist. I have some air experience with a strong background in meteorology. If you want someone that enjoys weather, then write Box D-1.

Producer/Assignment Editor: Currently News Director at number one rated station in top-100 market. Seeking Producer or Assignment Editor position in larger market. Young award-winner looking to move up. Box D-17.

Reporter: Female, 26, 3 years experience in 50's market—looking for move up. Especially interested in features, documentaries or magazine pieces. Box D-35.

White House reporter with radio background looking to re-enter television as reporter/anchor. Immediate availability, willing to relocate. Box D-39. (202) 244-1463 after 7 p.m.

Three Member News team wishes to relocate from South Florida affiliate. Anchor, reporter and photographer. Will locate together or separately. Serious inquiries only. Box D-33.

Talkhost/Newsman editorial writer CBS wants TV host position. Deep references & credentials. Let's meet at NAB Vegas. Golden Nuggett Hotel or call Mike Edwards 312-775-3695.

Female anchor, 40's Northeastern market seeking professional move to warmer climate. Desire team spirit, and anchor involvement. 717-675-5669.

Lawyer, 28, seeks reporter spot. Articulate, aggressive, attractive. Call Deborah for tape/resume, 518-445-1220.

Sports Director. 10 year pro who knows how to put together and air a visually stimulating show. Exceptional packages. Available now. 716-223-0655.

Radio News Director, female, good voice, good writer, and dedicated journalist. Desires job in television news. Will send tape, writing samples, resume, and references. Box D-73.

Weathercaster. Beginning wants first job. Weather wise, witty and charming, willing to go anywhere. Charles 804-353-6587 eves.

13 years experience. I want a medium or small market sports or news opportunity. Call Steve, 612-831-4967.

News Director—hard working, dependable, solid journalist, family man. Now producer/anchor in Top 30's market, seeking News Director challenge. Box D-80.

SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

Creative! Northern Virginian, with past experience including assistant director for a nationally syndicated program, seeking challenging position in TV production/programming. Will relocate. Call Bryce 703-361-2505.

Producer-Director. Experienced director of a varied schedule of local productions would like to move into a middle or large market as a Producer-Director. Used to long hours, responsibility and hard work. Have B.A. Patricia Strausse, 907-279-4279.

Florida TV Stations: Skilled director seeks position in Florida. 12 years experience. Flexible. Efficient. News expert. Now with excellent station. Want to move south. Write Box D-61.

Sales Power—Under 30. Diverse background in all forms of syndicated program sales & marketing. Related experience in cable, media, production. Widely traveled. Top recommendations. Box D-96.

CABLE

SITUATIONS WANTED MANAGEMENT

Attention New York, Connecticut, New Jersey: 10 years large system experience—all phases. Background also includes heavy Film/Tape production for top corporations. Box C-180.

Super CATV Salesman. Employed. March sales mid twenties! Detailed eleven year resume/references includes radio sales; promotions; budgeting; management/operations; programming; talent plus TV producer/host. Seeking executive position in CATV; TV; Radio. Box C-121.

Marketing/MBA cand.; Young. Currently employed as general manager of consulting firm. Diverse experience (10 years) in music/record and advertising industries. Intimate knowledge of CATV. Seeks responsible position in marketing (research, analysis, strategy, sales). Phone Milo Sobel 212-689-0888. 9 to 5.

ALLIED FIELDS

HELP WANTED SALES

Experience sales manager. Broadcast equipment. Philadelphia area. Please submit brief resume. Box B-191 or phone 215-539-5300.

HELP WANTED TECHNICAL

Television Electronics Engineer: Major corporate teleproduction facility seeks Television Electronics Engineer. Major responsibilities include maintenance of TR600, UPR2B and UPR20 VTR's; EPIC computer editing system; TK45 and HL79A cameras; Fernseh Compositor and Grass Valley 1600 switches. Candidates should have hands-on electronic background. Digital broadcast and/or major teleproduction facility background is also desirable. Interested applicants send resume and salary history in confidence to: Bank of America, Instructional Media Services No. 3630, Barry Joseph, Box 37000, San Francisco, CA 94137. Equal Opportunity Employer M/F/H.

Transmission Supervisor: Available immediately; \$15,295 minimum, to supervise 2 UHF PTV and AM/FM transmitters, related microwave systems and translators. Call Jerry Carmean, 614-594-5374, Ohio University, Athens, OH.

HELP WANTED INSTRUCTION

Assistant Professor to teach television production, print and broadcast news writing and reporting, mass communication law and regulation. Tenure track, August 15, 1981. \$15,000 minimum, 9 months. MA with media experience and significant publications required. PHD preferred. Apply by April 15 to Voncile Smith, Department of Communications, Florida Atlantic University, Boca Raton, Florida 33431. Affirmative Action, Equal Opportunity Employer.

Assistant Professor to teach television production, print and broadcast news writing and reporting, mass communication law and regulation. Tenure track, August 15, 1981. \$15,000 minimum, 9 months. MA with media experience and significant publications required. PHD preferred. Apply by April 15 to Voncile Smith, Department of Communication, Florida Atlantic University, Boca Raton, FL 33431. Affirmative Action, Equal Opportunity Employer.

Broadcasting. Instructor or Assistant Professor, M.A. or M.S. in Broadcasting required, Ph.D. preferred, teaching experience in radio, three to five years in commercial or public radio with demonstrated skills in announcing and production. Teach courses in announcing, production, sales and management, 4-1-4 academic calendar, five courses per year plus operations manager of college radio station. Salary based on training and experience. Liberal fringe benefits and TIAA/CRF Deadline April 15, 1981. Phone or write inquiries to Dr. Earl C. Lammell, Chairman, Department Speech and Theatre, 412-946-8761 ext. 334, Westminster College, New Wilmington, PA 16142. AA/EEO employer.

Assistant Professor to teach courses dealing with business, governmental and educational applications of new telecommunications technology. Applications close May 15, 1981. Contact Dr. R. D. Colle, Department of Communication Arts, Cornell University, Ithaca, N.Y. 14853. Cornell is an equal opportunity, affirmative action employer.

Broadcast Instructor/Radio Station Manager. One position opening. Major duties: teach basic broadcasting classes and be responsible for management of a 2000 watt FM public radio station. Extensive professional radio station management, programming and production experience. Bachelors degree required. M.A. preferred. Write before June 1 to: Dr. James Chu, Director, Center for Information and Communication Studies, California State University, Chico 95929. Equal Opportunity Employer.

Instructor/Assistant Professor Tenure Track Position. To teach courses in mass communication. Competence in all media production areas essential; special interest in film desirable. Primary teaching responsibilities will include courses in media history, theory, writing, and production. Some assignments in basic speech may also be necessary. M.A. required; A.B.D. or Ph.D. or substantial professional experience preferred. Salary range: Instructor, \$13,470-\$17,911; Assistant Professor, \$16,269-\$21,679. Send letters of application, vita, transcripts, and at least three (3) recent letters of reference must be received by Professor Robert Miller, Department of Communications, Slippery Rock State College, Slippery Rock, Pennsylvania, 16057. To insure consideration, completed applications must be received by May 11, 1981.

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 TV Equipment: Urgently needed transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404-324-1271.)

Wanted six to twelve bay FM antenna to be tuned to 94.5 ... call 916-233-2713.

Wanted used tower to support FM antenna. Must be at least 1200. Contact Ben Weiss, 816-531-3400.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215—379-6585.

Satellite Television Equipment. Antennas, receivers, Low noise amplifiers. In stock. Immediate delivery. Delstar Systems, 713—776-0542.

Transmission Line, 3-1/8" Copper, 50 ohm, EIA flange, 20' sections most with connectors and bolts. 913—232-1840.

GE TT 57 30 kw UHF transmitter. \$65,000.
GE TT-25 UHF-TV Transmitter, 2 ea \$35,000.
RCA TT-10AL VHF Transmitter—\$5,000.
RCA TT-35CC VHF Transmitter—\$12,000.
RCA TT-50AH VHF Transmitter—\$12,000.
Complete film island—GE-Eastman—\$28,000.
TR-22 RCA Hi-Band VTR—\$12,000.
IVC 500A Color Cameras—ea. \$7,500.
GE PE-350 Color Cameras—ea. \$4,000.
GE PE-240 Film Camera—\$7,000.
CVS 520 Time Base Corrector—\$8,500.
CVS 504B Time Base Corrector—\$5,500.
CDL VSE-741 Switcher—\$2,500.
RCA TK-27A Film Camera—\$12,000.
RCA TP-6 Projectors—\$1,000.
New Garrard Turntables, \$100.
UHF Antennas—Various Models and Prices.
New 1000 foot TV Towers—best prices.
Leader Test Equipment—Fast Delivery.

30 Brands of new equipment. Special prices. We will buy your used TV equipment. To buy or sell, call toll free 800—241-7878. In GA call 404—324-1271. Bill Kitchen, Quality Media Corporation, Box 7008; Columbus, GA 31908.

IGM-500-2 Scully 270,3 Carousels, Time announce and extras. In three IGM racks. Good working condition. Only \$2975.00 Steve Dinkel 816—279-6346.

New 5 KW Hi-Band VHF transmitter—Never used, in factory crates. Standard electronics model No's AH653, TH652, TH613. Tuned to channel 10, can be tuned to any hi-band channel. \$65,000. Call 800-241-7878, Bill Kitchen, Quality Media Corporation. (In GA call 404—324-1271).

For Sale: Two (2) Thompson-CSF Model 8010 Image Enhancers. Unused, mint condition, \$4800/New, available for \$7500 for the pair or \$4000 each. Contact Fred Osler, CVP, Inc. 502—583-5732.

RCA TP 66 Telecine 16mm projector, new—never used! Still in crate, \$15,995. Simplex XL 35mm telecine projector equipped for Dolby stereo, excellent condition, \$16,950. Norelco FP 20 telecine, 35 mm, \$12,750. More Telecines available. Write, wire, or phone. International Cinema Equipment Company, 6750 NE 4th Court, Miami, FL 33138 305—756-0699.

1 KW AM CSI T1-A, 6 mos. old; 2.5 KW FM Harris with MS 15 exciter, stereo, 3 yrs. old; 3.5 KW FM McMartin with B 910 exciter, 3 yrs. old, mint condition; 5 KW FM CSI, 1 yr old; 10 kw FM RCA 10D, exciter and stereo, spares, proof; 1 KW AM RCA BTA 1R1, on the air, excellent condition; We also buy used equipment as well as supplying new cable and towers, antennas and studio gear. For more information, call M. Cooper, 215—379-6585.

1 Kw, McMartin BA-1K transmitter, 18 mos. old, perfect condition. Has 500 watt cutback. Available April due to power increase. Will tune to your frequency for \$8,000, or on 1510 for \$7500. KACJ, Box 1510, Greenwood, Ark. 72936.

RCA TK-47's-2 9 month old cameras with 1 computer and 2 Canon 10:1 lenses-170,000; 1 Ampex VPR-20 portable tape machine with all accessories, 9 months old—\$37,000. Call Barry Fialk, 201—379-7753.

FM Transmitters (Used): CCA FM-20 000DS-20KW; Sintronics DFM-20KB-20KW; Rust FMT-15B-15KW; Collins 830F-1A-10KW; ITA FM-7.5-K-7.5KW; Collins 830 E1A-5KW; Rust FMT-5C-5KW; Rust BTF-5D-5KW; Gates FM-5G-5KW; Collins 830E1A-5KW; Rust FMT-5C-5KW; Gates FM-1C-1KW; Gates FM-1B-1KW; ITA FM-1000C-1KW; Gates FM-250B-250KW; ITA FM-250B-250W. Communication Systems Inc., Drawer C, Cape Girardeau, MO 63701. 314—334-7097.

Continental 10 KW AM, Continental 5 KW AM, Gates/Harris 5 kw AM, Collins 10 kw AM, Collins 5 kw AM—RCA 10 kw FM, Collins 20 kw FM all units in our inventory ready for delivery. Many other units from 1 kw to 50 kw both AM and FM. BESCO INTERNATIONAL, 5946 Club Oaks Drive, Dallas, TX 75248. A/C 214—630-3600.

For Sale: 1 very clean RCA BTF 5E 5KW FM transmitters with full documentation and all manuals plus conversion instructions to 10 or 20 KW less exciter. Also included 1 operational final and 2 used spare 4 CX 5000 A. For immediate sale. Priced right. Contact 918—687-3198.

Microtime Image Plus, Excellent condition \$3,500. Sony IF-1000 unit interface BVE-500 Editor to BVH Series 1" VTR's, \$3000. Videosmith 215—864-0658.

For Sale: Ikegami HL77 with Sony BVU100. Complete package asking 21,500. Steadicam Universal Model 1: complete. Asking \$20,000. 212—367-0806.

For Sale: Remote Unit. 40ft. Great Dane trailer with air conditioning, carpet, and racks ready for equipment. \$75K. or will sell with equipment including 3 Marconi Mark 7 Camera Chains, 2 TR4HB Quads, 1 HS100 SLOMO, switching equipment, etc. Ready to roll. \$175K. Contact: Guy Spiller 804—276-5110.

Classic Microphones, One RCA 44BX and two 77DX, \$500. each. D. Hollyer 703—893-6757.

Audio Console Bargains! Blank recording tapes. Write for catalog. Box 213, Dunkirk, MD 20754.

COMEDY

Guaranteed Funnier! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

Free Sample of radio's most popular humor service! (Request on station letterhead) O'Liners, 1448-C West San Bruno, Fresno, CA 93711.

The Dongman Report—Outrageous! Topical! WEEKLY! Two samples, \$3.00. Seastar, RD 1, Box 24, Rehoboth, DE 19971.

Dallas Comedian seeks radio opening. Short comic sermonettes called Early Morning Inspirations. Dave Brady, 909 Red Bud, De Soto, TX 75115.

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—438-0508.

Call letter items—Jewelry, mike plates, banners, car plates, bumper strips, decals, audience building promotions. Broadcast Promotion Service, Box 774, Fort Payne, AL 35967.

Low power TV and FM frequency searches from \$200. Larry D. Ellis, PE, Box 22835, Denver, CO 80222.

Low Power Television—Have a question? Free brochure. "Inside Reports-LPTV" TRA, Inc., 2900 N. Dixie Highway, Fort Lauderdale, FL 33334.

Let us make a complete programming analysis of your station. We have systems to aid you in 'sales' and programming. Call for more details today 1—216—861-8511.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or grade ... better! For fantastic deal write or phone: Television & Radio Features, Inc., Newberry Plaza, 1030 N. State, Suite 40-E, Chicago, ILL 60610.

Wanted—Short, interesting, recorded items, 30 to 90 seconds only. Send details to FM 94, Box 282, Southfield, MI 48034.

Radio Promotion—Dial-A-Door Vaults with changeable 7 digit push button locks for sale, \$200.00 each, complete with storage carton and promotion instructions. Ran as a leased promotion in 485 markets in the 70's. Vaults never before sold. Eli Jenkins, (813) 522-6896, Drawer 84 St. Petersburg, FL 33731.

Wanted: Audio Interviews of British rock artists. Call Ben Cromer, collect: 703—345-9426, after Noon.

Professional production service. Reasonable. JD Productions, 4607 Baxter Dr., Charleston, WV 25302.

RADIO PROGRAMING

Bill's Car Care, 260 2-minute shows of car repair on the air. Exclusive. For audition write or call Fuller, 68 N. Dover, LaGrange, IL 60525. 312—579-9578.

New Custom IDs by industry pro, for beautiful music/classical. Live or automated. For special intro rates, write IDs, 1825 Fordham, Thousand Oaks, CA 91360.

EMPLOYMENT SERVICES

Radio Jobs!!! Placement!!! "Anywhere in the U.S.A." Guarantee; Write: NYMO Consultants, Box 852, Saco, ME 04072.

INSTRUCTION

Free booklets on job assistance. 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212—221-3700. Vets benefits.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin April 20 and June 15. P.O. Box 2808, Sarasota, FL 33578. 813—955-6922.

FCC "Tests-Answers" manual! Free information: Command, Box 26348-B, San Francisco 94126.

San Francisco, FCC License 6 weeks 4/27/81. Results guaranteed. Veterans Training Approved. School of Communication Electronics, 612 Howard St., SF 94105, 415—392-0194.

CONSULTANTS

MJO News Associates. For information on our broadcast news consulting services, please write or call us at Box 11043, St. Louis, MO 63135. 314—522-6325.

Good people are the key to our client's growth. If you are college educated, have radio sales experience, good appearance and want to work hard, we would like to recommend you. Send your resume in confidence to: Continental Broadcasting Consultants, 33111 Manchester Lane, Cleveland, Ohio 44140.

RADIO

Help Wanted Programing, Production, Others

NETWORK O&O FM

seeking talented professionals in news, music, and production, as well as, air talent. Proven track record and credentials a must. Include salary requirements and references in first response. EOE/ MF Box D-84.

RARE OPPORTUNITY

for outstanding adult personality. Northeast powerhouse market leader will be facing retirement of morning institution. Ability to communicate in heavy information environment a must. May come on board in other day part to become accustomed to audience, build acceptance. Strict confidence. Prestige organization. Send detailed description of your background. An Equal Opportunity Employer.

Box C-193



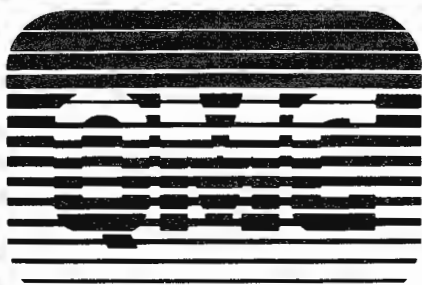
FOR SALE

Color Remote Cruiser

Beautiful condition, full air-conditioning, camera platform on top, new diesel engine and drive train, and beautiful paint job easily changed to your logo.

Equipment includes: (3) GE PE-350 cameras (can upgrade), minicam, motorized cable reels, full monitoring, full audio and video switching. Quad VTR and 3/4" editing system.

Only \$145,000 complete



CALL TOLL FREE 1-800-241-7878
IN GEORGIA CALL COLLECT 404/324-1271

Quality Media Corporation

P.O. BOX 7008 • COLUMBUS, GA. 31908

PROMOTION MANAGER

If you know the hows and whys of marketing a radio station; if you understand and can create campaigns for promotion, contests, positioning, sales support and advertising and have a successful track record in these areas of expertise; and if you want to live in one of America's most beautiful cities while working for one of the nation's most prestigious group owners; send resume to P.O. Box D-75. All replies held in strictest confidence.

AN EQUAL OPPORTUNITY EMPLOYER

**CAREER REPRESENTATIVES
ARE YOU ONE OF THE BEST?**

We are conducting a search for top notch Management, Talent, Sales and Technical people in Radio & Television with the determination to get ahead. Qualified candidates are eligible for confidential representation at reasonable rates to the biggest and best stations all over America. If you think you have what it takes, mail your material with \$15 for initial consultation and evaluation to: President, North American Media Representatives, Box 3523, Quincy, IL 62301.

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CREATIVE SERVICES DIRECTOR

KGO Radio, San Francisco's No. 1 AM Station, is seeking a self-starting Marketing/Promotion/Publicity professional who can develop, implement, and monitor a total marketing plan for a complex Newstalk format station.

We provide the budget, staff and top management commitment to a professional Creative Services function.

You present a minimum five years Creative Services Management experience acquired in a major broadcast market, with a proven track-record in:

- Establishing station promotional goals, objectives and budgets
- Developing and directing consumer advertising, publicity, media and public relations, sales promotions, special events, contests, community involvement projects and promotional material
- Directing efforts of station advertising agency
- Interfacing effectively with station On-Air personalities

Outstanding opportunity for maximum exposure to successful 24 hour Newstalk format with remotes and innovative specials, top personalities, total community service and sports coverage.

Send complete resume with salary history in confidence to Personnel Manager, 277 Golden Gate Avenue, San Francisco, CA 94102. EOE.

Situations Wanted News

**SPORTS DIRECTOR
PLAY/BY/PLAY**

Specializing in sportscasts, features, strong on personality and ad-lib. Will adapt style to fit your format. 10 years network and major market experience. 8 years major college basketball, high school football PBP and color. Will handle sportstalk. A dedicated pro looking for network, major-medium market station with solid sports commitment. Available now. Will relocate. Call Bob 301-431-0444.

NEWS ANNCR.

Veteran broadcaster offers expert weather or talk program. Community minded, great sales ability with college and management background. Major and medium markets preferred. Small market considered. I'm a communicator with a serious, no-nonsense business approach. Cart and resume available. Tidewater, Va., and west of Mississippi preferred. Other geographical options considered. Available after May 15th. Write John E. Parisi, Box 2133, Taunton, Ma. 02780. JAY SHERWOOD SAYS HELLO.

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and I want to come home. Top medium market station ND. 8 year pro. MA Journalism. New York City stations only. Box D-60.

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Male/Female Morning Team + A.C. and Country Program Director — Instant Ratings and Revenue. If you're looking for either or both a morning show and program director experienced from L.A. to Boston ... Call (817) 261-3769.

TELEVISION

**Help Wanted Programing,
Production, Others**



We're looking for a dynamic & creative Executive Producer for aggressive PM Magazine in Providence, RI (32nd market). Applicants should have hands-on experience and proven track record in managing creative staff & budget. Prior PM experience helpful. Send resume and tape to Program Director, WJAR-TV, 111 Dorrance Street, Providence, RI 02903. An Equal Opportunity Employer. NO PHONE CALLS PLEASE.

Help Wanted Programing, Production, Others Continued

PRODUCTION MANAGER TOP 20 MARKET

Group W Station WJZ, Baltimore, is looking for an experienced Production Manager. Applicants should have strong background in field and studio production, supervision and budget experience, and knowledge of state-of-the-art broadcast equipment. Resumes to Ralph Cole, WJZ-TV, Baltimore, Md. 21211. Equal Opportunity. M/F/H.

PRODUCER/DIRECTOR

WPLG-TV MIAMI—A POST/NEWSWEEK STATION

Position immediately available for experienced Producer/Director. Respondents should have a minimum of 3 years commercial television experience. Duties include local news/weather/sports/public service/promotion/special projects. Send resume and current reel to: Linda Desmarais, Program Mgr., WPLG-TV, 3900 Biscayne Blvd., Miami, FL 33137 (AN EQUAL OPPORTUNITY EMPLOYER)

PRODUCTION MANAGER

WPLG-TV MIAMI—A POST/NEWSWEEK STATION

Position immediately available for Production Manager with minimum 3 years experience or 5 years experience as Producer/Director. Duties include coordination of all station production efforts, supervision of production crew and film department, and scheduling of producer/directors, assistant directors, and program department photographers/editors. Send resume to: Linda Desmarais, Program Mgr., WPLG-TV, 3900 Biscayne Blvd., Miami, FL 33137 (An Equal Opportunity Employer)

PRODUCER/DIRECTOR

for Philadelphia's No. One Independent Required. Good writing skills, ability to direct live and video taped programs and spots, organizational and creative talent, and a solid production oriented background. Prefer degree in communications or equivalent.

Send resume, salary requirement and demo tape to Production Manager, WKBS, 3201 S. 26th St., Philadelphia, PA. 19145.

FIELD COMMUNICATIONS

IS AN EQUAL OPPORTUNITY EMPLOYER

Help Wanted News

Attractive co-host

for PM Show needed by WFMY-TV, Greensboro, N.C. Excellent staff, top-rated station in market, top-rated show in time period with lovely lady co-host. Beautiful, cosmopolitan city. Good compensation and benefits. On-air television experience requisite. Send resume and tape to David Baxter, P.O. Box TV 2, Greensboro, 27420.

WEEKEND ANCHOR

WJXT, North Florida's news leader, is looking for an experienced TV newscaster to anchor 4 highly rated weekend broadcasts. This person would also serve as a general assignment reporter three days a week. We want someone who knows how to communicate effectively and who intimately understands the components of a contemporary newscast.

Send your resume and video cassette to Steve Wasserman, News Director, WJXT, Box 5270, Jacksonville, FL 32207. NO PHONE CALLS!

WJXT is a Post-Newsweek Station.
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Help Wanted News Continued

NEWS ANCHOR

We have been looking for months, and have been unable to find the right person. Why? Because our standards are so high. We now offer the best, most comprehensive coverage in the market. We need the best anchor/reporter there is to match the rest of the product. If you are energetic, love news and are a proven winner, you may be ready for a Monday through Friday anchor position in one of the most beautiful and aggressive news markets in the country. Send tape & resume to Jim Cairo, WNGE TV 2, 441 Murfreesboro Road, Nashville, TN. 37210. EOE.

Help Wanted Technical

TELEVISION TECHNICIAN

Major market station seeking TV technician. Must have FCC 1st class license and technical school background.

Direct all inquiries to:

Nancy Fields
Personnel Mgr.
WMAR-TV
6400 York Rd.
Baltimore, MD. 21212
EOE. M/F

Transmitter supervisor

Must have broadcast VHF, UHF transmitter maintenance experience. Also, familiar with studio equipment maintenance helpful. Call KTXA-TV, Ed Reid, C/E, 817—265-2100.

SYSTEMS DESIGN ENGINEER

Major video systems co. seeks qualified person to perform physical and electrical design of sophisticated, closed circuit and broadcast type television systems. Will develop system concept, design and manage projects in progress and perform testing and training on completed projects. Requires minimum 5 years direct experience and ability to handle total project management responsibilities. Send resume including salary history to: Barbara Fritz, Personnel Manager, PEIRCE-PHELPS, INC., 2000 North 59th St., Phila., PA 19131. Equal Oppty Employer M/F.

Help Wanted Technical Continued

CHIEF ENGINEER

We are looking for a certain person who would like to work in immaculate surroundings as Chief Engineer for a long established 5 million watt plant. Must be thoroughly experienced with UHF Klystron transmitter and be able to maintain VTR's and other Control Room equipment. Good pay and fringe benefits in Central California. E.O.E. Telephone 213—527-3060.

Situations Wanted Announcers

NEED A TV HOST

Attractive male TV talk host currently in top 5 market looking for opportunity and/or magazine format. I am stable, 33 and 12 yr. veteran. Background includes producing, directing, news anchor and reporter. Steve 617—334-3865.

Situations Wanted Technical

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desires to return to Field Service position.

Formerly employed by leading manufacturer of broadcast equipment. (Four years)

Experienced with cameras, (studio and film) Quad tape machines and associated studio equipment. Have also had recent digital training. Have traveled on assignments in Eastern U.S. and several foreign countries.

Fully familiar with duties and responsibilities of a Field Service Representative.

Prefer exclusive or very extensive travel position. (Field installations Etc.)

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Situations Wanted News

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TELECOMMUNICATIONS TECHNOLOGY FACULTY

Telecommunications full-time faculty member needed for Fall 1981 for new 2 year degree program designed to prepare students to be radio, TV, cable TV technicians. West Windsor Campus houses State-of-the-Art Radio-TV-Cable TV facility. Your teaching will include satellite and microwave technology, broadcast and cable system design. Work with new public 3KW FM station and college's cable TV network. Requires knowledge and experience with transmitters, maintenance and repair, FCC 1st. Opportunity to develop unique industry-endorsed program at major N.J. telecommunications facility. 150 students enrolled in present radio-TV production curriculum. Excellent benefits. Tenure track. Salary negotiable, depending on credentials and experience. Respond in writing with resume to: MERCER COUNTY COMMUNITY COLLEGE, Personnel Services, Dept GS, PO Box B, Trenton, NJ 08690.

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Help Wanted Technical

PRODUCTION SERVICES

New video production facility being formed in New York City, requires personnel in all categories. Union and non-union technicians and creative positions open, staff or freelance. Inquire in confidence. Include resume and salary requirements, P.O. Box 462, Radio City Station, NY, NY 10101.

Situations Wanted Management

VICE PRESIDENT CORPORATE COMMUNICATIONS

Fortune 100 Public Relations professional with solid background in commercial, public and corporate television, and employee communications seeks to invigorate established corporate communications organization or start a new one. Excellent communicator, public speaker, and media consultant with M.A. degree. Box D-71.

NOW! An Affordable! RADIO STATION BUSINESS COMPUTER SYSTEM

For the small and medium market station. Does logs, billing, affidavits, and more. Available lease plan for national brand turn-key system or purchase software only. Developed by current station owner who will personally show you how to save labor costs and improve operations at 75% less than existing systems. This system will not only pay for itself, it will save you money. Call Bob Kramer collect at 614-967-6776 for straight talk about your bottom line.

Ready to move

into broadcast ownership? If you know a good property available for sale and are prepared and qualified to run it, I will finance the purchase and work out a deal so you can participate in ownership and profits. Contacts confidential. I am a senior, long-time broadcaster and will exchange references. Write Box D-49, or phone: 305/423-4431.

ANNOUNCING: The Videodisc Revolution

After more than a decade of exploration, videodisc recording techniques are making commercial inroads in the industrial as well as home entertainment marketplace.

VHD's entry into this exciting technological explosion creates unprecedented opportunities for qualified individuals in our new Orange County facility. We currently seek:

● Electronic Lab Technicians

Candidates must possess an AA degree in Electronics or 3-5 years current equivalent experience. Will be responsible for the maintenance of solid state equipment and for troubleshooting and repair of digital/analog control circuits. Current knowledge of all levels of test equipment is also required.

● Videotape Maintenance Technicians

Candidates must possess an AA degree in Electronics or 3-5 years current maintenance experience with emphasis on 1" C format. Practical knowledge of test and measurement procedures as well as knowledge of digital applications is also required.

Interested individuals are invited to submit resume or letter of interest to:



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For additional information, write:
James W. Bentley, Professor
Radio-TV-Cinema Chairperson
International Study Tour Director
Los Angeles City College
855 North Vermont Avenue
Los Angeles, California 90029

PUBLIC NOTICE

Applications for Cable Television License
Foxborough, MA 02035

The Town of Foxborough will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications may be filed at the address below until 4:00 PM. on Tuesday, June 30, 1981. Applications must be filed on the Massachusetts C.A.T.V. Commission Form 100 and must be accompanied by a One Hundred Dollar (\$100.00) non-refundable filing fee, payable to the Town of Foxborough. A copy of the application shall also be filed with the Massachusetts C.A.T.V. Commission.

All applications received will be available for public inspection in the Board of Selectmen's Office during regular business hours (8:30 A.M.-4:00 P.M.) and for reproduction at a reasonable fee.

This is the only period during which applications may be filed.

BOARD OF SELECTMEN
40 South Street
Foxborough, MA 02035

PUBLIC NOTICE

The Annual Meeting of the Membership of National Public Radio will be held on Thursday, April 30, 1981, from 11 a.m. to 12:30 p.m. in Salons E and F of the Marriott Hotel, 700 West Convention Way, Anaheim, California. Subject to amendment, the agenda includes: Chairman's Report, President's Report and Treasurer's Report.

The Board of Directors of National Public Radio will meet in regular session on Thursday, April 30, 1981, in Salons 2-5 of the Marriott Hotel, 700 West Convention Way, Anaheim, California, from 2 to 5 p.m. Subject to amendment, the agenda includes: Chairman's Report, President's Report, reports from board committees on Finance/Development, Long-Range Planning/Legislation, Membership, Programming, Public Information, and Technology/Distribution.

For further information concerning these meetings, please contact: Ernest Sanchez, NPR General Counsel, at (202) 785-5369.

April 24, 1981

Public Broadcasting Service, Interconnection Committee meeting, 9:00 a.m., PBS offices, 475 L'Enfant Plaza, S.W., Washington, D.C. Consider FY 1982 interconnection budget; interconnection financing; policy on extension of PTV service and review of specific cases; Public Subscriber Network; satellite transponder allocations matters; other questions.

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and other equipment to build new TV control room and studio in small market. Send list of available equipment to Chief Engineer, Sainte Broadcasting Corporation, Post Office Box 3689, Modesto, California 95352.

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Color ITV Studio Cameras with CCU's, Model FPC. 1000 BU, good condition, \$2,500. Also two B&W GBC ITV Cameras, \$300. Media Services, LEE MEMORIAL HOSPITAL, P.O. Drawer 2218, Ft. Myers, FL 33902, (813) 334-5306.

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- Powerful daytimer. Coastal area of Md. \$560,000.
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- UHF-TV in western Texas city. Buy 100% of assets for \$1.5 million including all new equipment or pay \$420,000 and equip it yourself. Terms.
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- FM. N.W. Missouri billing about \$100,000. Good real estate. \$195,000.
- Ethnic daytimer in Cleveland metro area. \$490,000.
- Daytimer. N.E. Texas city. \$600,000.
- Daytimer and weekly newspaper in greater Charlotte. N.C. area. \$580,000. Terms.
- E. Ky. 1000 watt daytimer. \$280,000.
- FM in Texas. \$250,000. Terms.
- Spanish speaking S.C. California. \$520,000.
- South Carolina. SE daytimer. \$220,000. C.P. for fulltime.
- 1000 watt daytimer. SE KY. \$300,000.
- 5,000 watt daytimer. E. Tenn. \$340,000. \$40,000 down.
- Fulltimer. West Virginia. \$275,000.
- Daytimer. Middle Tenn. Medium size town. \$290,000.
- Daytimer. Fort Worth powerhouse.
- AM/FM Eastern Kentucky. \$360,000.
- Daytimer, N.C. Missouri. \$380,000.
- Fulltimer near Charlotte, NC. \$600,000. Terms.
- Daytimer. Good dial position. Central Florida. \$280,000.
- NW Florida. C.P.—\$100,000 at cost.
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- VA. Coastal. Attractive. \$650,000.
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S	Small	Fulltime	\$390K	Terms
W	Small	AM/FM	\$400K	Terms
NW	Small	AM/FM	\$650K	29%
NW	Small	AM/FM	\$795K	\$200K
S	Medium	FM	\$260K	\$65K
S	Medium	AM	\$305K	\$88K
NE	Medium	Fulltime	\$310K	SOLD
MW	Medium	AM	\$435K	\$285K
NW	Medium	Fulltime	\$550K	29%
MW	Medium	FM	\$700K	Terms
S	Medium	AM/FM	\$1250K	\$750K
NW	Medium	AM/FM	\$1700K	SOLD
S	Metro	Fulltime	\$400K	Terms
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CONTACT

J. T. Malone	(404) 458-9226
Paul Crowder	(615) 298-6484
J. T. Malone	(404) 458-9226
Peter Stromquist	(218) 728-3003
Jim Mackin	(312) 323-1545
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Bill Cate	(904) 893-6471
Bill Cate	(904) 893-6471
Ray Stanfield	(213) 363-5764
J. T. Malone	(404) 458-9226
Bill Whitley	(214) 387-2303
Bill Cate	(904) 893-6471
Bill Chapman	(404) 458-9226
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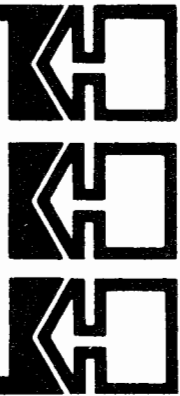
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Fates & Fortunes

Media

Gerald Walsh, general sales manager, WLVI-TV Boston, named general manager, succeeding **Steven Bell**, who left to join KTLA(TV) Los Angeles ("Fates & Fortunes" March 16).

William Kunkel Jr., general manager of Metromedia's WOMC(FM) Detroit, named VP-general manager of co-owned WASH(FM) Washington.

Ron Denman, general sales manager, ABC-owned KSFX(FM) San Francisco, named general manager.

Richard Jencks has been elected to RKO General board of directors. Jencks is former president of CBS/Broadcast Group and between 1971 and 1976 was CBS's Washington vice president. He was proposed as chairman of separate company to be spun off from RKO General and composed of RKO's 13 broadcast properties, but FCC rejected spin-off proposal late last year.

Oliver Gillespie, executive director of FarmAmerica, Waseca, Minn., organization committed to preserving Minnesota's rural heritage, joins WQAD-TV Moline, Ill., as general manager and president of station's licensee, Quad Cities Communications.

Philip Lamka, general manager of Shamrock Broadcasting's WBOK(AM) New Orleans, named to same post at co-owned WWWW(FM) Detroit.

William Barker, VP-general manager, WDAK(AM)-WEIZ(FM) Columbus, Ga., joins WAPI-AM-FM Birmingham, Ala., as general manager.

David Lynch, business manager, WGY(AM)-WGFM(FM)-WRGB(TV) Schenectady, N.Y., named station manager for WRGB.

Bob Fenderson, sales manager, WXCF(AM) Clifton Forge, Va., named station manager.

Jock MacKenzie, sales manager-sports director, WTSN(AM) Dover, N.H., named assistant general manager.

John Harper, news director, KARO(AM) Vancouver, Wash., joins WXYZ(AM) Detroit as assistant operations manager.

Stephen Nicholson, accountant with Singer & Lusardi, Worcester, Mass., joins WEEI(AM) Boston as manager of accounting.

Andre De Verneil, director of media research, Peter Hart Research Associates, Washington, joins WJZ-TV Baltimore as research director.

Jane Collins, research analyst, KTLA(TV) Los Angeles, named assistant research director.

Nicholas Verbitsky, senior VP-operations and stations of Mutual Broadcasting System and VP-general manager of MBS's WHN(AM) New York, elected chairman of New York Market Radio Broadcasters Association (NYMRAD). He succeeds Nicholas Trigony who left New York market to become general manager, KIKK-AM-FM Houston ("Fates & Fortunes" March 23). Replacing Verbitsky as vice chairman of NYMRAD is **Jack Thayer**, VP-general man-



Milestoned. BROADCASTING magazine editor Sol Taishoff (r) was honored with a special citation last week by St. Bonaventure University, Olean, N.Y., in connection with that institution's "Future of Communications" seminar. The award was presented by the Very Rev. Mathias Doyle, O.F.M., university president. It read: "For 50 years the fates and fortunes of the broadcast industry have been faithfully chronicled by a remarkable publication called "Broadcasting—The News Magazine of the Fifth Estate." For a half century the founder and publisher of BROADCASTING has been watchdog, interpreter, historian, observer and witness. The entire field of electronic communication is endeared and indebted to Mr. Sol Taishoff. We wish him Godspeed."

ager, WNEW(AM) New York.

Emmett White, VP-general manager, Mountain States Video, Denver subsidiary of United Cable Television, joins Continental Cablevision as VP-general manager of its Chicago operations.

Vincent Dolan, district manager, Teleprompter's north coastal district, Newburg, N.Y., named VP for Northeast region. **James W. Waldo**, district manager, Teleprompter's Rocky Mountain district, El Paso, Tex., named VP of Southeast region. Both will be based at corporate headquarters in New York.

Advertising



Miller

William Scott Miller, senior VP-creative director of Coca-Cola USA account at McCann-Erickson, New York, named executive VP-creative director of McCann-Erickson Worldwide's New York office. **Marcio Moreira**, VP-director of McCann-Erickson's creative task force called New York Team, succeeds Miller. **James Scully**, executive VP and manager of creative operations at McCann, named to new post of executive VP and director of creative services.

Hank McWhinney, senior VP-director of client services, and **Warren Peterson**, senior VP-director of creative services, Grey Advertising, San Francisco, named executive VP's. **Stuart Hardman**, senior account executive, Foote, Cone & Belding/Honig, Los Angeles, joins Grey there as VP-account supervisor.

Dean Kaplan, VP-senior account supervisor, William Esty, New York, joins Needham, Harper & Steers there as VP-director of network relations.

Sumer Bileydi, VP-director of media/market-ing information services, Carmichael-Lynch Advertising, Minneapolis, named senior VP. **Mike Komives**, management supervisor, D'Arcy-MacManus & Masius, Chicago, joins C-L, Minneapolis, as VP-account supervisor.



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Linda Hittle, media planner, Dancer Fitzgerald Sample, San Francisco, named media supervisor.

Don Dempsey, management representative, McCann-Erickson, Tokyo, joins Needham, Harper & Steers, Chicago, as account director.

Lisa Schulte, sales assistant, Buckley Radio, St. Louis, joins Kenrick Advertising there as media buyer. **Ellen Williams**, traffic manager, Batz-Hodgson-Neuwoehner, St. Louis advertising firm, joins Kenrick in same capacity.

Gary Rothlein and **Bernice Rice Gerstein**, assistant media planners, Rosenfeld, Sirowitz & Lawson, New York, named media planners.

Marie Barrett, media coordinator, Zimmer-McClaskey-Lewis, Louisville, Ky., advertising firm, named media supervisor.

Tyrrell Ann Mathias, account coordinator, Maslow, Gold & Rothschild, Boston, joins Ingalls Associates there as media coordinator.

Nancy Tobin, former teacher, Duxbury, Mass., joins Ingalls as marketing research coordinator.

Sally Wilcox Jennings, media buyer, Dial Media, Warwick, R.I., named media supervisor for television direct response advertising agency.

Grace Lynch, from National Association of Beverage Importers, Washington, joins American Advertising Federation there as legislative services manager.

Jules Lennard, executive VP-general manager, A. Eicoff, New York, retires.

Harry Durando, VP-national sales manager, RKO Television Representatives, New York, named to new post of director of station relations for RKO Radio Sales. He will be responsible for acquiring new stations in top markets.

Jo Seekins, operations manager, RKO Television Representatives, New York, named manager of station representative relations for RKO TV Group, New York.

Frank DeMarco, account executive, MMT Sales, New York, named branch manager for MMT's Philadelphia office.

Whitney Smith, account executive, Katz Television, New York, joins Seltel Inc., New York, as sales manager.

Bill Cella, account executive, ABC's WXYZ-TV Detroit, named account executive, ABC-TV Spot Sales, Chicago.

David Kuropatwa, business manager, Metro Data Services, New York, named to same position with co-owned Metro TV Sales.



Hayes

Vivian Rose Hayes, national sales manager, WTHR(TV) Indianapolis, joins WFLD-TV Chicago as general sales manager.

Steven Herman, local-regional sales manager, WPTZ(TV) North Pole, N.Y., named general sales manager. **James Perrin**, account executive, WPTZ, named New York sales manager.

Robert Shields, account executive, WPTZ named New England sales manager.

Eddie Anderson, sales representative, WTVR-AM-FM Richmond, Va., named general sales manager.

Peter Spitalnick, account executive, WDM(AM) Elizabeth, N.J., named general sales manager.

Tom Ruffcorn, account executive, KCCR(AM) Pierre, S.D., named sales manager.

Les Gray, account executive, WVBF(FM) Framingham, Mass., joins WITS(AM) Boston as local sales manager.

Larry Harding, account executive, WXYZ(AM) Detroit, named local sales manager.

Rob Branham and **Byron McClanahan**, account executives, WDRC(AM) Bloomfield, Conn., named co-managers, local sales.

Bob Walden, local sales representative, WRVQ(FM) Richmond, Va., named local sales manager.

Gerard Noble, sales manager, WGBB(AM) Freeport, N.Y., joins WOR(AM) New York as account executive.

Stuart Wright, retail account executive, KNXT(TV) Los Angeles, named local account executive. **Robert Perez**, manager of retail marketing and media research, KNXT, succeeds Wright. **Lindsay Kauffman**, senior sales assistant, KNXT, succeeds Perez.

Jan Harrelson, account executive, KBLX(AM)-KRE(FM) San Francisco, joins KFRC(AM) there in same capacity.

Karen Wood, from WBAP(AM) Fort Worth, joins KXAS-TV there as account executive.

David Hinterschied, sales manager, Peters, Griffin & Woodward, Chicago, joins WTSP-TV St. Petersburg, Fla., as account executive.

Phil Johnson, from KMOL-TV San Antonio, Tex., joins sales staff of KENS-TV there.

Patti Glasser, advertising director, Waterworks, Cleveland waterbed store, joins new WCLQ-TV there as traffic manager.

Jeffrey MacDougall, senior research analyst, TeleRep, New York, joins WFSB-TV Hartford, Conn., as account executive.

Caroline Bedsole, regional spot broadcast negotiator, J. Walter Thompson, Atlanta, joins WTVB(TV) Durham, N.C., as sales representative.

Robert Del Vecchio, regional sales manager, Golden Skillet Fried Chicken, fast-food chain in Greensboro, N.C., joins WMTV(TV) Madison, Wis., as account executive.

Barbara Mathis, account executive, WHHR(FM) Hilton Head Island, S.C., joins WRDW-TV Augusta, Ga., in same capacity.

Mal Harrison, from Hammond & Hammond, Washington-based radio sales consultant, and **Jim McTighe**, former owner of Energy Man, Raleigh, N.C., join WYNA(AM) Raleigh, as account executives.

Programing

Robert Pittman, with Warner Amex Satellite Entertainment Co., New York, named VP-programing, responsible for The Movie Channel and Music Television (MTV). **Marshall Cohen**, director of programing, The Movie Channel, named VP-programing. **Andrew Orgel**, director of affiliate relations, WASEC, named VP-affiliate relations. **Gale Sparrow**, from CBS Records, New York, joins talent acquisition department of MTV.

Harry Mulford, director of national advertiser sales for 20th Century-Fox Television, New York, named to new post of VP, national advertiser sales.



Renwick

Charles Renwick, executive VP in charge of NBC's The Source, young adult radio network, New York, and NBC Radio Network, New York, named executive VP of network development. **Ellyn Ambrose**, VP, sales, The Source, named VP-general manager. **Richard Penn**, VP-general manager



Ambrose



Penn

WKQX(FM) Chicago, named VP-general manager of NBC Radio Network. Changes are in line with NBC Radio's plans to start additional networks (BROADCASTING, March 30).

Charles King, director, ABC Information Network, New York, named VP, ABC Entertainment Network, New York. **Barry Gordon**, director of business affairs, ABC-TV, West Coast, Los Angeles, named VP-business affairs.

Frank Price, president of Columbia Pictures, Burbank, Calif., named chairman and president of company, division of Columbia Pictures Industries. **Victor Kaufman**, senior VP and general counsel of CPI, named to new post of vice chairman of Columbia Pictures, retaining his title as senior VP of CPI. He will remain in New York and new general counsel to succeed him will be announced shortly. **Meryl O'Loughlin**, head of own casting company, based in Los Angeles, joins Columbia Pictures Television there as VP, talent and casting. O'Loughlin succeeds **Al Onorato**, who with CPT's director of talent and casting, **Jerry Franks**, leave to form casting company there. **Henry Tashman**, associate with law firm of Weil, Gotshal & Manges, New York, joins Columbia Pictures Industries there as assistant general counsel.

Appointments in business affairs and administration department, CBS Entertainment, Los Angeles: **James McGowan**, VP-business affairs, planning and administration, named VP-administration; **Sidney Lyons**, VP-business affairs, motion pictures for television and mini-series, named VP-business affairs, contract negotiations; **Arnold Brustin**, director of business affairs, talent and program acquisitions, succeeds Lyons, and **Ted Baer**, VP-business affairs, New York, named VP-business affairs, talent and program acquisitions.

Pat Grotto, north-central regional director, Showtime, Chicago, named VP-business development, New York.

Rocky Chase, senior sales consultant, TM Special Projects, division of TM Productions, Dallas, joins Sunbelt Network there as director

of station relations for network which offers radio information features.

Ernest Kelly III, congressional relations manager, Comsat, Washington, named assistant to chairman for government relations of its subsidiary there, Satellite Television Corp.



Collier

Chet Collier, former VP-programming, Metro-media Television and head of Collier Communications, Boston-based consulting firm, joins Boston Broadcasters Inc. (BBI), parent of WCVB-TV Boston and BBI Communications, Boston-based marketing-syndication company, as special assistant to its

president, Robert Bennett. Collier will oversee BBIC and newly formed BBI Productions, which will serve as BBIC's production arm. Previously BBIC's programming was produced through WCVB-TV. **Bruce Marson**, WCVB-TV's VP-program manager, named VP-general manager of BBIC, and D. Paul Rich, remains BBIC VP.

Staff changes within HBO's Eastern region affiliate relations division: **Marilyn Russell**, Northeast regional director, New York, named director of national accounts group; **Dick Stone**, regional manager, Fort Lauderdale, Fla., succeeds Russell; **Bart Swift**, New England regional manager, succeeds Stone in Fort Lauderdale; **Barbara Jaffe**, New York state regional manager, succeeds Swift, and **Ron Sigel**, regional manager for Tennessee, Alabama and Mississippi, based in Atlanta, named regional director for Ohio and New York state. Everyone but Swift will be headquartered in New York.

Carol Jazwinski, producer, Charisma Communications, New York, joins Marvel Productions, New York-based animation/television/feature film production unit of Marvel Entertainment Group, as producer-representative.

Ronald Stein, director of audio visual services, The Burbank Studios, Los Angeles, named director of production services.

Stanley A. Shapiro, account executive, Manhattan (N.Y.) Cable TV, joins SyniCable, Jericho, N.Y., as sales representative for mid-Atlantic region. **Kathy Dicker**, administrative coordinator at SyndiCable, named coordinator of sales and marketing.

Mark Massari, independent writer, producer and director, joins Wilcox Productions, Hollywood-based TV production company, as director of creative affairs.

Paul Warren, air personality, WSAY(AM) Rochester, N.Y., named program director. **Chet Walker**, air personality, WSAY, named music director.

John Wetherbee, music director, WFYR(FM) Chicago, named assistant program director. **Bill Gardner**, air personality, WBJW-FM Orlando, Fla., joins WFYR in same capacity.

Dal Neitzel, from noncommercial KCTS-TV Seattle, joins WNAC-TV Boston as producer-director for programming department.

John Holden, feature reporter-producer, WFRV-TV Green Bay, Wis., joins WTVJ(TV) Miami as field producer for its *PM Magazine*.

Leonard DePanics, producer, *PM Magazine*,

KUTV(TV) Salt Lake City, joins WDVN-TV Washington in same capacity.

James Hoffhines, film editor, WUAB(TV) Lorain, Ohio, joins new WCLQ-TV Cleveland in same capacity.

Bill Brandy, director of 6 p.m. newscasts, WNNH-TV Hanover, N.H., named production manager.

Dr. Julio Brito, chief engineer, WAPA-TV San Juan, P.R., assumes additional duties as manager of station's production company, Televiscentro Films.

News and Public Affairs

Doug Ramsey, news director, WDSU-TV New Orleans, joins KGO-TV San Francisco in same capacity.

Paul Brandt, news director, KOB-TV Albuquerque, N.M., joins WCSC-TV Charleston, S.C., in same capacity.

Brad Ganson, reporter-anchor, WWL-TV New Orleans, joins WMAR-TV Baltimore as assignment editor.

James Baum, assignment editor, KTUL-TV Tulsa, Okla., joins KOTV(TV) there in same capacity.

Wendy Bergen, reporter, WPTZ(TV) North Pole, N.Y., named Burlington, Vt., bureau chief.

Rick Brown, from WOOF-AM-FM Dothan, Ala., joins WDHN(TV) there as news director. **Chuck Nolen**, from WLHQ(FM) Enterprise, Ala., joins WDHN as sports director.

Charles Morris, UPI regional executive for Kansas and Missouri, based in Kansas City, Mo., named regional executive for Florida, based in Orlando. **Jerry Mitchell**, Charlotte (N.C.) bureau manager, UPI, named regional executive for North Carolina and South Carolina, based in Charlotte, N.C. **Dan Lohwasser**, with UPI in Raleigh, N.C., succeeds Mitchell. **James Healion**, special projects editor for Connecticut, UPI, named bureau manager for UPI's new New Haven, Conn., bureau.

Dave Overton, assignment editor-producer, WCIV-TV Charleston, S.C., joins WISH-TV Indianapolis in same capacity. **Mike Androvett**, part-time reporter, WISH-TV, joins station full time as reporter-assistant news producer.

Cheryl Aydelotte, with WKHI(FM) Ocean City, Md., named news director.

Jim Feltman, reporter, WREC(AM) Memphis, joins WREG-TV there as news producer.

Dennis Ager, film-videotape editor, KOMO-TV Seattle, named producer for 11 p.m. newscast.

Steve Stoler, sports director, WCWB-TV Macon, Ga., named news anchor-producer. **Walt Grey**, sports director-anchor, WERI(AM) Westerly, R.I., joins WCWB-TV as Stoler's successor. **Carol Wilkinson**, news trainee, WXIA-TV Atlanta, joins WCWB-TV as general assignment reporter.

William Newsom Reiley, reporter-producer, KMST(TV) Monterey, Calif., joins KSBW-TV Salinas, Calif., in same capacity.

Deirdre Bryant, reporter-anchor, WHWH(AM) Princeton, N.J., named director of special events.

Kevin McCullough, anchor, Chronicle Broadcasting's KRON-TV San Francisco, named chief Washington correspondent for Chronicle stations.

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Clyde Gray, weekend co-anchor-reporter, WLWT(TV) Cincinnati, named co-anchor of weekday 11 p.m. newscast. **Asa Smith**, consumer-investigative reporter, WKBN-TV Youngstown, Ohio, joins WLWT in same capacity.

Randy Little, general assignment reporter, WAVE-TV Louisville, Ky., joins WKRC-TV Cincinnati as weekend anchor-reporter. **Vicki Yates-Orr**, general assignment reporter, WTVG-TV Toledo, Ohio, and **Steve Forrest**, general assignment reporter, KEF(TV) Dayton, Ohio, join WKRC-TV in same capacities.

Jane Akre, news producer, KOAT-TV Albuquerque, N.M., joins KGUN-TV Tucson, Ariz., as weekend co-anchor and reporter. **Lane Roberts**, weathercaster, KMOL-TV San Antonio, Tex., joins KGUN-TV as weathercaster-environmental reporter.

Susan Burke, general assignment reporter, KDKA-TV Pittsburgh, joins WNAC-TV Boston in similar capacity.

Wayne Bennett, anchor, WESH-TV Daytona Beach, Fla., joins WDBO-TV Orlando, Fla., as senior reporter. **John Morrissey**, reporter-weekend anchor, WSPA-TV Spartanburg, S.C., joins WDBO-TV as Brevard county (Fla.) correspondent.

Michael Breen, medical reporter, WTCN-TV Minneapolis, joins WJZ-TV Baltimore in same capacity.

Donna LeBoeuf, producer-reporter, noncommercial WBUR(FM) Boston, joins WLNE(TV) New Bedford, Mass., as general assignment reporter.

Sheila Detrick, partner in multimedia production company, Sea-Star Productions, Seattle, joins KREM-TV Spokane, Wash., as reporter.

Chris Bury, political-investigative reporter, WTMJ-TV Milwaukee, joins KTVI(TV) St. Louis, as reporter for station's newsmagazine, *Extra*.

Maria Velasquez, public service director, KCST-TV San Diego, joins KSBY-TV San Luis Obispo, Calif., as reporter-anchor.

Jeff Ebner, news director, KNOW(AM) Austin, Tex., and KCSW(FM) San Marcos, Tex., joins KCEN-TV Temple, Tex., as reporter.

Technology

Norman Friedman, executive VP of Data Corp., Beaverton, Ore., named executive VP for co-owned U.S. Video, Los Angeles. **Steve deSatnick**, VP-operations, U.S. Video, assumes additional duties in marketing.

Garth Orgill, product line manager of instrument recorder division, Bell & Howell, Pasadena, Calif., joins Sawyer Industries, Arcadia, Calif., as VP-marketing responsible for marketing operations of Sawyer's commercial power supplies for cable TV.

Keith Larson, staff engineer, Hughes Microwave Communications Products, Torrance, Calif., joins Standard Communications Corp., Los Angeles, as VP-special products.

John Phelan, VP-sales, Filmways Audio Services, Los Angeles, joins Sony as Western region manager of its professional audio division, based in Compton, Calif.

Herbert Klapp, director of advertising, sales promotion and public relations, Victor Business Products, Chicago, joins Switchcraft there as manager of marketing communications.

Al Crocker, senior sales engineer, Moseley Associates, Santa Barbara, Calif., joins Broadcast Systems Inc., Austin, Tex., as West Coast regional sales manager, based in Nipomo, Calif.

Mark Gray, manager of Veterans Administration's Learning Resources Service, St. Louis, joins Tektronix, as Western regional sales manager, based in Santa Clara, Calif.

Gail Clason, manufacturing operations manager, Ampex's Colorado Springs facility, named plant manager.

David Warnock, manager of financial analysis and budgets, RCA American Communications, Princeton, N.J., named manager of business operations, Commercial Communications Services. **Martin de Alminana**, sales representative for RCA mobile communications equipment, based in Olathe, Kan., named Midwest region sales representative for RCA Cablevision Systems based in Olathe.

Appointments at Oak Industries, Rancho Bernardo, Calif.: **Eugene Mayer**, senior VP-finance for Oak Communications, Rancho Bernardo, named VP-staff operations; **Thomas Runge**, treasurer, Oak, named VP; **Michael Maury**, director of corporate accounting, named VP-controller, and **Allen Petersen**, corporate tax manager, named director of corporate taxes.

Donald McCauley, controller-treasurer, Fernseh, Salt Lake City, named VP-finance.

Ray Carik, chief engineer, WGN Cable TV Systems, Albuquerque, N.M., joins Cable Television Co. of Puerto Rico, San Juan, as chief engineer for firm owned by Harris Cable, Los Angeles-based MSO.

Lynn Kurth, operations manager of King Broadcasting's production unit, Northwest Mobile Television, Portland, Ore., named chief engineer of King's KGW-TV there.

Terry Grieger, chief engineer, WYYS(FM) Fairfield, Ohio, joins KOGO(AM)-KPRI(FM) San Diego, as director of engineering.

Promotion and PR

Steve Astor, director of advertising and promotion, 20th Century-Fox Television, Los Angeles, joins Columbia Pictures Television Distribution there as VP-advertising and promotion.

Lynne Grasz, director of creative services, CBS's KMOX-TV St. Louis, named director of communications, CBS/Broadcast Group, New York.

Jay Rosenstein, director of press relations, CBS Sports, New York, named director of sports information.

Margaret Wade, director of press relations, Warner Amex Satellite Entertainment Co., New York, named VP.

Daniel Crampton, manager of publications, Comsat, Washington, named manager of communications for its subsidiary there, Satellite Television Corp.

Allied Fields

Andrew Golding, account executive, Arbitron Radio Station Sales, New York, named Northeast regional manager.

George Freeman, president, WDGS(AM) Louisville, Ky., joins National Association of Broadcasters there as regional manager for Tennessee, Kentucky, West Virginia and Pennsylvania.

Simon Salamon, marketing manager, for International Data Corp.'s Link Corp., New York-based market research and consulting firm specializing in new electronic media, joins Interpublic Group, New York, as director of new electronic media for Interpublic's Center for Advertising Services, its information facility.

Saralee Hymen, former national accounts manager, ABC Radio, New York, named director of operations, Cabletelevision Advertising Bureau, New York.

Deaths



Ethridge

Mark Foster Ethridge, 84, who helped shape commercial radio in the 1930's and 1940's, died April 5 in Moncure, N.C. He had recently suffered stroke. Ethridge, one of most respected figures in American Journalism, was managing editor of *Louisville* (Ky.) *Courier-Journal* and *Louisville Times*,

operator of WHAS(AM) there, when he was drafted by National Association of Broadcasters to be temporary chairman for four months in 1938 during NAB reorganization and search for its first paid president. He was also in forefront of radio's early-day battles with American Federation of Music (as chairman of Independent Radio Network Affiliates) and American Society of Composers, Authors and Publishers. In the 1940's, Ethridge was appointed by President Franklin D. Roosevelt to participate in study of monopoly in radio ownership. He resigned in disagreement over FCC order that was responsible for breakup of RCA's NBC Red and Blue networks. In 1961, he became chairman of board of Louisville organization that today also includes WHAS-TV and WAMZ(FM) there under licensee WHAS Inc. He remained on board until 1980 after he left Louisville in 1963 to become president and editor of *Newsday* in Garden City, N.Y. He also taught at University of North Carolina from 1965 to 1968. In 1955, he received NAB's Distinguished Service Award. Survivors include his wife, author Willie Snow Ethridge, two sons and daughter.

Frank Stewart, 67, former senior VP-general manager, KTRH(AM)-KLOL(FM) Houston, died there March 31 of cancer. Stewart retired in 1979 but remained VP-director of Rusk Corp., stations' licensee. Stewart joined KTRH in 1958 as assistant business manager and was instrumental in developing station's news and talk format. He is survived by his wife, Moselle.

George Goodman, 80, founder of news and public affairs department at WLIB(AM) New York, died April 1 at St. Francis hospital Hartford, Conn., after suffering heart attack. Goodman, at time of his death, was official of National Urban League and dean of Fisk University, Nashville. He is survived by his wife, Amelia, and two sons.

Profile

Idea man Jerry Lee: rara avis in broadcasting

Jerry Lee has made a career out of taking on uphill battles and winning them. Among his more recent and conspicuous: the Broadcast Pioneers, whose presidency he assumed in 1979 when that organization was in the doldrums. Less than two years later the Pioneers' membership has doubled to almost 1,150. And its second annual breakfast meeting during the National Association of Broadcasters convention this week (honoring the Bob & Ray comedy team) is expected to be one of the highlights of the Las Vegas week.

In taking the BP presidency, Lee violated what is almost a rule with him: Wherever possible, delegate. "I delegate incessantly," he says. "I am not interested in running projects. I am interested in creating projects and seeing that they get into the hands of someone who can bring them to fruition."

Lee started taking on ambitious projects at an early age. Knowing he wouldn't have enough money for college, he went into the Army to qualify for a loan under the GI Bill. When that wasn't enough, either, he started producing record hops and was so successful at it—by this time he was producing nine a week—that he quit college to spend full time doing that and managing a Cleveland DJ.

During that period he was seized by the ambition to run "the largest rock 'n' roll show in the world," for which purpose he rented the Cleveland stadium and vowed to fill it three times for a total crowd of 240,000. The project came a cropper, however, when the manager of his DJ's station learned that the man he had hired to run the show was Dick Clark, heard locally on a competing station.

About that time, deciding that he didn't want to spend the rest of his life in rock promotion, he returned to college and completed two years' work in one year, getting his degree in economics.

For a year and a half after college he worked for a management consulting firm. But he found it unexciting and also, he says, made the depressing discovery that sometimes, after being counseled, businesses failed. Eventually, he left, either quitting or being fired; he's not sure which.

He then worked for the then-owner of WDBN(FM) Medina, Ohio, selling a program service, but was fired after nine weeks. He's sure about that. He next hired on as station manager of WAQE(FM) Baltimore. Then he heard that David Kurtz was putting up WDVJ(FM), now WEAZ, in Philadelphia, so he took Kurtz to



Gerald David Lee—president, WEAZ(FM) Philadelphia, and president, Broadcast Pioneers; b. April 20, 1936, Sharon, Pa.; BA, economics, Youngstown University, 1960; with Profit Counselors of New York and Chicago, management consultants, 1960-61; program service salesman, WDBN(FM) Medina, Ohio, 1961; station manager, WAQE(FM) Baltimore, 1961-63; sales manager and station operator, WDVJ(FM) (now WEAZ), 1963-65; general manager, 1965-68; president since 1968; president, Broadcast Pioneers, since 1979; M. Carol Campbell, 1960; children—Laura, 19; Joseph, 17, and Marjorie, 11.

lunch and told him he'd make the station number one in the market. They worked out a three-year contract on a napkin: Lee was to get \$125 a week and 25% of the gross. (At that time, he says, the highest billing station in Philadelphia was billing only \$50,000, "so he wasn't giving me anything.") In four and a half months, he says, the station was number one, and "started to make more money than it could cash-flow pay me, and I eventually converted that into an interest in the station." He now owns "a little less" than 50% and is president while Kurtz owns the rest and is chairman.

In 1966, Lee says, the station "had the largest audience of any FM in the country." In 1967 it billed \$339,000 "and was the number-one billing FM in the country."

In 1968, he says, "we raised the rates by 70%, and billings for the year went to \$1 million. No other FM station in the country even came close," he says. He also counts that "the turning point of FM radio," because "when we billed a million, the big guys came out of the woodwork, saying: 'Do you mean you can make money with FM?' and they all started jumping in." In 1969, he says, when no FM had sold for \$1 million, United Artists offered \$3.3 million for the station and was turned down.

Lee is currently winding up his second two-year term on the NAB board. He was among the originators of NAB's minority fund, has been co-chairman of its government relations activities, is on the 9 khz advisory committee, represents NAB on a committee to improve credit and collections for broadcasters and is also on a committee to improve the way co-op advertising is handled.

Jerry Lee counts himself an idea man, and works "wherever I can get my creative juices flowing." More often than not, that's in the library of his home, where he goes at 9 each morning to "start grinding out projects." He's a believer in "controlled distraction" as a contributor to creativity, an environment where "things are going on but you don't have to participate," as in an airplane or train. One of his favorites is Las Vegas, which he says is "probably the premiere think area in the country" because "something's going on there 24 hours a day and you just move from place to place." He goes there a couple of times a year to think, apart from conventions, and was going out for six days in advance of this week's NAB.

Lee also reads a lot—perhaps 75 publications a week, he says, and in many different fields, so that ideas from one may be put to use in another.

His main hobby is collecting coin-operated English games. The gem of his collection, however, is the Aston Martin used in the James Bond movie "Goldfinger." Although he won't say what he paid for it, he has turned down an offer of more than \$250,000. The car has an ejection seat, two machine guns, radar and a bulletproof screen that rises out of the trunk, and it throws an oil slick onto the road behind it, puts out a smoke screen and throws out special three-cornered nails to puncture the tires of any pursuing car that gets through the smokescreen or past the oil slick. It now sits in a wing he built onto the game room of his house, gleaming under floodlights.

The Aston Martin exemplifies much about Jerry Lee himself. It symbolizes a man who thinks big, who has a flair for the unusual and whose instincts often pay off in the long run.

Representative **Timothy Wirth** (D-Colo.), chairman, Telecommunications Subcommittee, **introduced three bills on Friday, April 10, including one to allow FCC to establish license fees.** Unlike bill introduced two weeks ago (see page 119) by Bob Packwood (R-Ore.), chairman of Senate Commerce Committee, Wirth's bill would allow FCC to set fees itself, as long as it did not base fees on value of license or any public policy set by agency. Revenues from fees could equal up to half of FCC annual budget, which bill caps at \$77,351,000 in FY 1982. Wirth's **second bill would allow funding for Corporation for Public Broadcasting** up to \$160 million, \$145 million and \$130 million in FY 1984, 1985 and 1986, respectively. Bill would allow stations to engage in "income producing activities," but not advertising, except to use business and institutional logos in identifying program underwriters. Bill would require CPB to pass-through at least 50% of funds in direct station grants, and would allow CPB funding if interconnection and facilities funding by National Telecommunications and Information Administration. **Third bill would set NTIA's budget** at \$16,467,000 for FY 1982, level slightly lower than this year's (see page 116.) Wirth's subcommittee currently has nothing to do with NTIA's budget, but because it wants more control over agency, it is getting involved this year.

Five partners in **Premiere**, pay cable TV network enjoined from operating by U.S. district court last December, have **postponed until at least this week decision on whether to continue joint venture.** U.S. Court of Appeals for the Second Circuit (New York) last Tuesday substantially upheld lower court's preliminary injunction. According to Premiere Chairman Burt Harris, each partner is discussing with own counsel implications of restructuring company in manner that would satisfy Justice Department; last week's court action left door open for Premiere to refashion itself before again challenging lower court's injunction. Company is essentially shell at moment, with all but four of staff (which once numbered 75-80) having moved on.

Worldwide digital TV standard moved still another step forward last Tuesday (April 7) with approval by European Broadcasting Union's technical committee, meeting in Madeira. Earlier blessing of 13.58 mhz sampling frequency (864 samples per line) and 4:2:2 sampling ratio had been given at joint meeting of EBU-Society of Motion Picture and Television Engineers Representatives at Brussels meeting March 23-25. Next and presumably last step: International Radio Consultative Committee of International Telecommunication Union, meeting in Geneva this September.

Time and events ran out last week on CBS's 11-year-old lawsuit to compel two major music-licensing organizations to issue "per use" licenses for music on network TV. U.S. Supreme Court, which had refused to hear appeal from lower court's dismissal of suit, rejected CBS bid for reconsideration—to nobody's great surprise (BROADCASTING, March 30). Next:

NAB President Vincent T. Wasilewski—who conveys laid-back attitude toward new technologies in "At Large" interview with BROADCASTING editors in this issue (pages 39-58)—planned to strike militant stance favoring broadcaster involvement with them in address to NAB convention Sunday afternoon (April 12). **Main message:** for government to make it possible for broadcasters to participate in new technologies, and for broadcasters to take rapid advantage of any opportunities given. Wasilewski notes changed climate in Washington—"The country has rediscovered that the business of America is business"—and holds out hope for changes in copyright law he calls "no more than a federal subsidy for cable." Wasilewski's opposition to 9 khz AM spacing proposal is vigorous; he calls it "the FCC's snake oil of the '80's."

Negotiations on fees for new blanket licenses from ASCAP and BMI (BROADCASTING, March 9).

Senate Communications Subcommittee plans to begin working soon on bill to return some federal control over cable TV industry. Issues to be addressed are fairness and equal time laws, franchise fees and pay-service rate regulation, access and privacy. Also on agenda for subcommittee are May 1 hearings on bill to establish license fees (S. 821), and markups that same week on public telecommunications bill (S. 720) and S. 821.

Public broadcasters apparently suffered funding setback last week. Although Senate Budget Committee declined to recommend Reagan administration's proposed rescissions of Corporation for Public Broadcasting appropriations for 1982 and 1983 (BROADCASTING, March 23), and House Budget Committee recommended no rescissions at beginning of last week, House Appropriations subcommittee reportedly disagreed. Source says subcommittee Chairman William Natcher (D-Ky.) was of mind that CPB should share burden of budget cuts with everyone else. But, source says, Natcher also pushed compromise: let CPB keep full appropriation for 1982 but rescind full \$52 million Reagan requested for 1983. If rescission is approved, CPB would be cut back to \$120 million in 1983. Spokesman for appropriations subcommittee refused to confirm or deny report. Subcommittee rule prohibits members or staffers from disclosing markup action until reported to full appropriations committee. Markup is expected to be reported at beginning of May.

Plans for new **Transtar Radio Network**, live 24-hour satellite-delivered music-and-personality program service for radio stations, were announced by Sunbelt Broadcasting Group. Dwight Case, who resigned as RKO Radio president to become president of group (BROADCASTING, April 6), said Transtar would begin operations in late summer with 24 hours of programming aimed at adult contemporary audience. He said transmission will be in stereo.

Gray Communications Systems Inc. has agreed to **sell KTVB(TV) El Dorado-Monroe, Ark., to Central Television Inc. for \$9 million.** Seller is publicly-held Albany, Ga.-based group owner of three TV's and publishes *Albany* [Ga.] *Herald*. Buyer, owned by Frank K. Spain and Ronald E. Hale, also owns WHTV(TV) Meridian, Miss., and holds CP for new TV in Hattiesburg, Miss. Station is ABC affiliate on ch. 10. Brokers Milton Q. Ford & Associates and Dan Hayslett & Associates.

Correcting record on Reagan assassination coverage (BROADCASTING, April 6)—UPI's VP-Washington manager, Grant Dillman, said report based on interview with NBC News's Joe Angotti that both wire services reported death of White House Press Secretary James Brady was incorrect. UPI, Dillman said, "limited itself to a snap bulletin quoting the three networks as saying Brady was dead—but including a denial by [White House aide] Lyn Nofziger." Dillman said: "That is a far cry from UPI reporting Jim Brady dead." Mutual Broadcasting's complaint dealt with report that its Ross Simpson, who gained access to President's hospital, briefed other reporters, including NBC's Chris Wallace, that President had undergone "open heart surgery." Wallace readily acknowledges that Simpson twice mentioned "open chest surgery"—but that in on-air report on briefing Wallace used term "open heart."

Wsb-tv Atlanta is airing weeknight news show on that city's recent killings. *Special Edition: Atlanta's Children* began April 6 and runs through April 17. Show, which airs at 11:30, opens with three-to-five-minute news package, then features interviews with citizens, community leaders and public officials. **Among topics: how local media coverage has affected case.**



Outgoing FCC Chairman Charles D. Ferris receives farewell card and certificate for set of golf clubs from Acting Chairman Robert E. Lee at reception in chairman's office on Thursday. Ferris was to begin work today (April 13) in Washington office of Boston-based firm now known as Mintz, Levin, Cohn, Ferris, Glovsky & Popeo. Law career is not what Ferris expected to enter after leaving commission. When he joined agency in 1977, he said he hoped to remain in "public service" and had promised President Carter "not to practice communications law for at least two years" (BROADCASTING, Dec. 6, 1977). Ferris said election results wiped out any chance of kind of government job he had had in mind then. As for promise not to practice communications law, he said that referred to legal ban on his practicing before commission for that length of time.

Field Enterprises Inc. initiated its KeyFax teletext system on WFLD-TV Chicago last Thursday (April 9). System is based on BBC Ceefax teletext system and offers color pages on both decoder-equipped television sets (news, financial, weather, sports and other types of information) and cable systems (news, display and classified advertising, commuter train schedules, etc.). System is designed to evaluate technical characteristics, public interest and economic viability of teletext. Meanwhile, teletext system based on the French Antiope system debuted on KNXT(TV) Los Angeles (see story, page 32).

Despite reports that it will be unable to make its May 1 start-up deadline, official word from Times Mirror Satellite Programming Co. last week was that new **Spotlight cable pay TV network will begin distributing 12 hours of daily programming on schedule**. Some Times Mirror Cable Television subscribers say company is hedging with them on when movie-oriented service will actually begin. About 40 of Times Mirror's 51 systems, serving over 200,000 homes, are expected to trade Home Box Office for Spotlight when latter becomes operational.

Carlos Morales, former owner of Development Technology Inc., Washington-based private fund-raising firm, **has joined Broadcast Capital Fund Inc. (BROADCASTCAP)** as vice president. BROADCASTCAP is non-profit minority enterprise small business investment corporation created by NAB in late 1977. **First investments to be made by BROADCASTCAP are likely to be decided at its April 28 board of directors meeting.**

Beneficial Management Corp. (BMC), managing subsidiary of Beneficial Corp., publicly traded Morristown, N.J.-based financial lending institution (which describes itself as "an \$8 billion company") has **urged FCC to follow through on its proposal to reallocate channel 9 New York to New Jersey** within city grade contour of present facilities of channel, now operated by RKO. BMC said it intends to apply for channel 9 license if reallocated.

Although comments on proposal are due May 21, commission will not act on it until all appeals have been exhausted regarding its decision to deny license renewal to three of RKO's television stations—WOR-TV New York; WNAC-TV Boston, and KHJ-TV Los Angeles.

National Parent-Teacher Association last week announced results of its sixth annual survey of prime-time TV programs, and simultaneously disclosed it is **forming National PTA TV Review Panel**, based in Los Angeles, which will rule on possible PTA endorsements of individual programs. "The panel," said national PTA president Virginia Sparling in Los Angeles news conference, "will allow PTA to determine, upon request, whether PTA's name may be used in the list of credits on a given TV program." Criteria would include positive contributions to American life, lack of offensiveness and high artistic and technical merit. CBS-TV programs constituted four of top 10 programs considered "excellent" by PTA monitors for past season, with ABC-TV and NBC-TV splitting remainder. ABC led with six programs among the top 10 "poorest" programs listed, CBS had three, NBC had one in that category. ABC and CBS each had four programs in 10 "most violent" listing, while NBC had two. PTA cited Chrysler, Holiday Inns, and Timex for placing 100% of their ads in what PTA considered "exemplary programs." Named as "most offensive" advertisers, for sponsoring "lowest quality" shows most frequently, were American Home Products, Colgate-Palmolive, Dow Chemical, Gulf & Western, Mennen, Nestle, Olympia Brewing Co., RCA Corp. and Revlon.

FCC broadcast industry employment figures (radio and television) show increase of 7,456 full-time and part-time positions in 1980 for total of 176,704, up 4.4% from 1979's total of 169,248. Top-four job category positions (officials and managers, professionals, technicians and sales) for 1980 totalled 120,150, up 4.9% from previous year. **Women** held 27,848 top-four jobs in 1980 (23.1%), **up 2% from previous year. Minorities** held 14,446 of top-four jobs in 1980 (12%) **up 4% from 1979.**

Stephen D. Seymour, VP for sales/marketing and special projects, Westinghouse Broadcasting Co., New York, has been named chief executive officer of new subsidiary of A.S. Abell Co., Baltimore, that will oversee Abell's WMAR-FM-TV there and Abell's expansion into other areas of communications, including programming, cable television, low-power television stations and AM/FM radio ownership. Abell is also publisher of Baltimore Sunpapers. Spokesman said one of Seymour's first assignments will be to decide whether WMAR-TV, which is losing its CBS affiliation to WBAL-TV Baltimore (BROADCASTING, March 9), will shift to NBC or become independent station. Appointment is effective May 1.

Universal Studios last week filed \$15-million breach of contract suit against Jack Klugman, star of TV series *Quincy*, which Universal produces. Action, filed in Los Angeles Superior Court, alleges that actor failed to report for filming recent episode and that he has threatened not to participate in upcoming episodes for remainder of this year and next, as called for in Klugman's current contract. According to Universal, studio has already exercised its option to renew Klugman's contract for another season. Suit, which also seeks to prevent actor from working elsewhere while under contract to Universal, seeks \$15 million in damages for Klugman's anticipated appearance in upcoming stage production.

John V. Saeman, president and chief executive officer, Daniels & Associates, Denver, named vice chairman and chief executive officer. **Thomas Marinkovich**, chief financial officer and executive VP, named president and chief operating officer.

Party time

Broadcasters from origins as disparate as Muleshoe, Tex. (KMUL-AM-FM) and New York (WABC-AM-TV, etc., etc., etc.) are in Las Vegas this week for the annual speechifying, socializing, hand-wringing and hardware display that they call the National Association of Broadcasters convention. The hand-wringing, however, may be in slighter evidence than usual this year. For once broadcasters have friends in Washington.

A year ago Washington was enemy territory. The FCC was readying rulemakings to shower AM, FM and television stations everywhere. The U.S. Court of Appeals had ordered the FCC to intercede in radio format changes. In both Senate and House, deregulatory legislation had come to a dead halt.

It is a different world. The FCC as now composed is reviving the interest in technical standards that the FCC of a year ago had all but abandoned in its determination to create new broadcasting and other services. The Supreme Court has put the appellate bench in its place. In both houses on Capitol Hill, legislation of significance is under active and serious consideration. Unless all signs prove wrong, conditions will only improve for broadcasters as Reagan appointees take office.

Mark S. Fowler, Reagan's designated chairman of the FCC, had confided to friends that he wanted to make his maiden speech to the NAB this week on the theme: "Free the broadcasting 10,000." Clogs in the bureaucracy kept him from confirmation in time, but his spirit will be hovering over the Las Vegas convention hall, and toasts will be drunk in absentia.

Another vote of confidence

The latest Roper poll of public attitudes toward television, like the 11 that have preceded it, found much to encourage TV broadcasters and, for that matter, advertisers that support the medium. As it has done since 1963, the poll found television to be the place where most people get their news, but this time TV's margin over newspapers is bigger than ever. Television was also found, again, to be the most believable news source, and its performance was rated better than that of assorted other local institutions including churches, police, newspapers and schools.

Details of the study, which as in the past was underwritten by the Television Information Office, are presented elsewhere in this issue. One or two of the findings, however, deserve to be singled out.

News organizations, for example, may draw some comfort from the knowledge that people by and large felt that both Ronald Reagan and Jimmy Carter got fair treatment in TV news coverage of their campaigns. (People were much less sure, however, that John Anderson got a fair shake in his.)

We find it interesting, too, that although two-thirds of the people watched the Reagan-Carter debate on television, more than nine out of 10 (93%) said it did not cause them to vote or not vote. We don't know quite what to make of that statistic, except that it undoubtedly says more about the debaters and voters than about television. More positively, 27% said watching the debate helped them to decide who was the better candidate, and 13% said it helped them choose a candidate to vote for, in some cases causing them to change choices.

The study also contains findings to deflate the myth that TV news has a liberal slant. Asked whether the TV news and information programs they watch give "a pretty balanced view of

what's happening," or instead lean politically to the left or right, 62% of the respondents voted for the "balanced view," while only 11% detected a tilt to the left and 7% a tilt to the right. The rest—20%—had no opinion, which by definition denies any perceptible tilt either way.

Not only for these findings but also for its many others, the Roper report deserves wide distribution. TIO's money has been well spent for this ongoing and important research.

First things first

To its credit, the FCC last week paused in its headlong rush toward administrative disaster and froze the processing of most low-power television station applications until it decides what its low-power rules will be. If the commission had proceeded that way from the outset of this overblown venture, it would not now be trying to count, let alone read, the 5,000 applications in its possession.

With its action of last Thursday, the FCC for the first time injected reality in a proceeding that was initiated in September 1980 as a publicity coup for the chairman, whose name has been forgotten here. Newspapers coast to coast reported that television stations were about to fall upon the countryside like autumn leaves, at the beneficence of an agency that was all heart and headed by a genius. "Not in memory," it was noted on this page at the time, "has another chairman of the FCC, aided expertly by the press agency he hired, so oversold a prospect of economic exploitation?"

It was also noted at the time that the low-power proposal and invitation to applicants were products of the same FCC meeting that produced four VHF drop-ins in markets where it had been proved they would cause serious VHF interference. It is worth noting now that of the four, two are yet to attract their first applicant.

The actions of that period of FCC history were not those of an agency paying much attention to the gritty technical details of television allocation. A week after acting on low-power TV and the four VHF drop-ins, the commission proposed to drop in 139 other VHF's.

When all these proceedings come to final votes, it was remarked on this page at the time, "the FCC owes it to the public, and especially to the minorities whose hopes it has now raised, to cut out the sales talk and explain just what it is creating."

Perhaps the action of last week started that process.



Drawn for BROADCASTING by Jack Schmidt

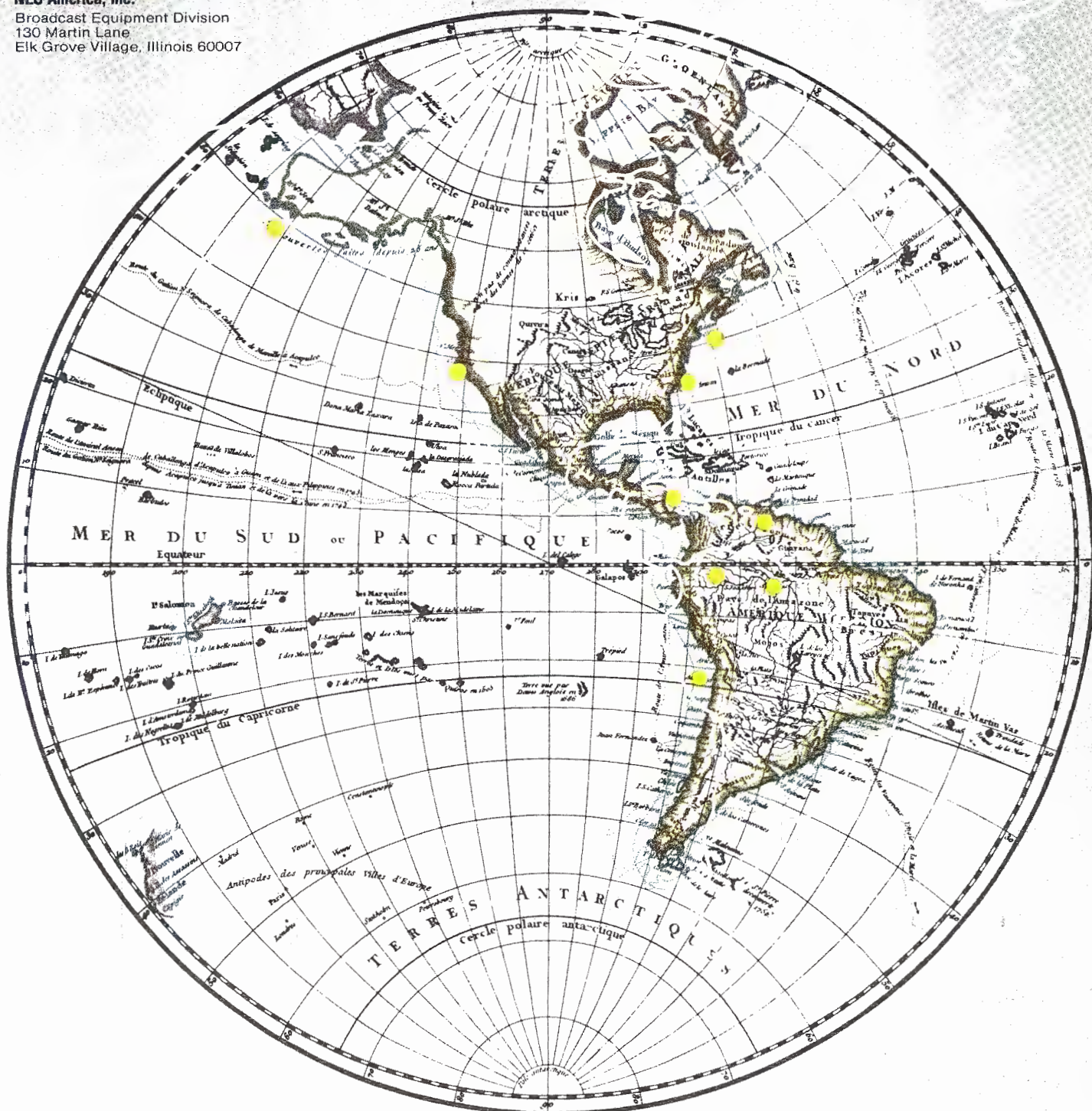
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