

July 17, 1978

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BROADCASTING
July 17 1978

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The Week in Brief

LOSING END OF WINNER TAKE ALL □ The FCC is putting the final touches on an unprecedented action: a short-term license renewal for a network O&O, the result of CBS's wrongly promoted *Heavyweight Championship of Tennis*. **PAGE 18.**

HAWKS AND DOVES AFLUTTER □ NAB's delicately balanced position on the Communications Act of 1978 begins to tilt back and forth after the first in a series of briefings with broadcasters around the country. **PAGE 19.**

IT'S OFFICIAL □ Henry Geller, newly confirmed as head of NTIA, and his staff have their work cut out for them, starting with testimony at the upcoming rewrite hearings. Broadcasting, nevertheless, is not the Commerce unit's top priority; common carrier is. **PAGE 20.**

WHO'LL TOE THE LINE AT 51/9? □ CBS says it won't agree to NBC's plan to cut network nonprogram time to nine minutes per hour; ABC says it's still thinking it over, but it too is making negative noises. **PAGE 22.**

SOARING IN THE SECOND QUARTER □ Record-breaking financial results from CBS, RCA and Storer point to booming business for everybody. **PAGE 22.**

PUBLIC BROADCASTING FUNDS □ The three-year financing bill sails through the House. But it is heading for some problems on the other side of the Hill where Republican senators are considering restrictive amendments. There also are objections from opponents such as Public Broadcasting Service. **PAGE 26.**

WHO'S WATCHING THE STORE? □ CPB Chairman Wallis is but one of several departing from that organization and the Carter administration doesn't appear to be in a hurry to pick replacements. **PAGE 26.**

READYING FOR ELECTION TIME □ The FCC tightens its rules for political broadcasting. It sets a harder definition of a "candidate" and clarifies guidelines for assuring access. **PAGE 28.**

LEGAL FALLOUT □ In the wake of the Supreme Court ruling affirming the FCC's media crossownership rules, the appeals court in Washington asks for comments on the disposition of nine cases pending before that judicial body. **PAGE 35.**

INSPECTION OF DEFECTIONS □ A new TVB presentation, designed to stop the flow of ad dollars from television to magazines, charges there are some fallacies in the claims of the rival medium. And Rice offers statistics to prove that recent TV rate increases have not been out of line. **PAGE 36.**

TRYING IT FOR SIZE □ Arbitron plans to conduct a test in San Diego to see how messages about its radio diaries will affect the number and quality of responses it receives. **PAGE 37.**

MCA TV RESTRUCTURING □ Friedland moves into the chairmanship, while Menchel, Frank and Rush become presidents. Purpose is to broaden production activity for independents and lessen reliance on Universal. **PAGE 38.**

SUCCESS IN ACCESS □ A Katz Agency study of the May Arbitron finds *Family Feud* the leading first-run prime-time access program in the top-50 markets. Next is *The Muppet Show*, the former number one. **PAGE 38.**

THE REAL WORLD □ ABC publishes "Broadcast Standards Editing," a manual for editors of television programs. It is based on actual editing situations and the network hopes that the insights into real-life situations will make it a practical textbook. **PAGE 38.**

FRANK, PETER AND MAX □ ABC News launches its *World News Tonight* with Reynolds, Jennings and Robinson reigning over the three principal desks. **PAGE 40.**

DOUBLE DANGERS □ A CBS News documentary reports on the profitability of newspapers, but finds that situations exist in which there is too much or too little competition for the good of the readers. **PAGE 41.**

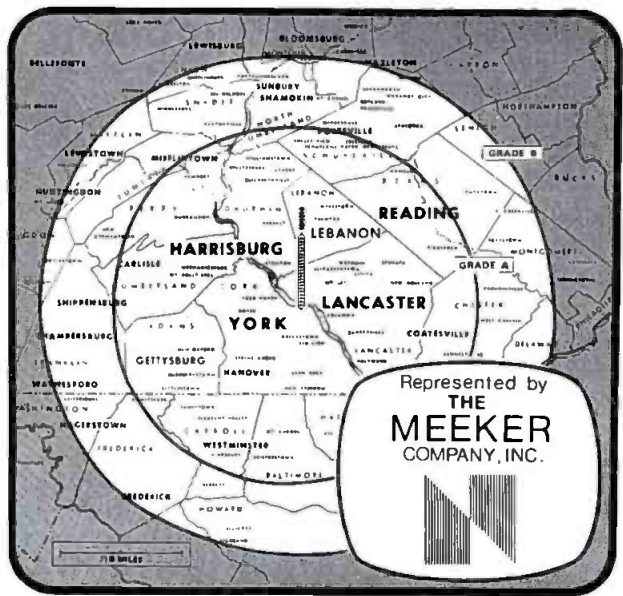
PAPERWORK PROBLEMS □ The cable industry is concerned about the new statement-of-accounts forms that must be filed with the U.S. Copyright Office. Cited are the complexity of the filings and inequities in the costs for preparation. **PAGE 42.**

ON STAGE AND BEHIND IT □ David Susskind has spent more than 20 years before the cameras as host of interview programs and more years than that behind the camera as producer of TV shows, a role he continues with Time-Life Films. **PAGE 61.**

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Source: Nielsen 1977 County Coverage Report

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Closed Circuit®

Insider report: behind the scene, before the fact

Clutter

Time standards committee of National Association of Broadcasters TV code board is working with Frank N. Magid Associates, prominent broadcasting consulting firm, on potential research on TV "clutter" issue. Among other projects, Magid firm has been asked to see if it can devise pilot study that would come to grips with basic question of what viewers perceive as clutter.

Aim of this and other projects is to develop, to extent possible, what Michael Kievman of Cox Broadcasting, chairman of committee, calls "hard data rather than mother-in-law research."

Demands

American Federation of Television and Radio Artists' recent threat to call national strike if "inequities" in present contracts are not corrected (BROADCASTING, July 10) is not mere pre-negotiation "rhetoric," according to union. In upcoming negotiations with advertisers and agencies covering TV commercials, AFTRA will press for substantial increase in so-called "wild spot" rate, claiming performers now receive more for one network spot than "wild spot" carried repeatedly on many more stations.

Another "inequity" cited by union: Performers work as much as 10 to 14 hours per day on one-hour network daytime TV serial episode, and AFTRA wants this load reduced.

Sport afield

If present timetable holds, new six-team Inter-American Professional Baseball League will begin operations on April 15, 1979, with broadcasting revenues being looked to as glue holding enterprise together. Backers and organizers are Sandy Lankler, Washington attorney who counts Capital Cities Communications Corp. among his clients, and George Ohrstrom, New York and Middleburg, Va., financier. And serving as consultant is Richard Jencks, who took early retirement two years ago from post as CBS Washington vice president.

Teams are expected to be organized in Miami; Puerto Rico; Santo Domingo, Dominican Republic; Caracas and Maracaibo, Venezuela, and Panama City, Panama. Broadcasting company will be established to arrange for broadcasts—primarily radio, initially, but some television—and six clubs are to share equally in revenues up to agreed-on minimums, to assure viability of clubs in weaker markets. Messrs. Lankler and Ohrstrom are hoping to realize \$1.2

million gross from broadcasting in first year (\$1.8 million from gate). Even fonder dream is seeing broadcast operation develop into sports-oriented service for Spanish-speaking community in U.S. and Latin America. Formal announcement of plans is expected in September.

End-around

National Association of Broadcasters is putting out warnings of another storm approaching in Senate reminiscent of saccharin tumult last year. Senator Edward Kennedy (D-Mass.), who lost fight to impose restrictions on advertising of products containing saccharin, is co-sponsor of another bill (S. 3115) that would require secretary of health, education and welfare to notify Federal Trade Commission when nutritional information proposed for food labels is deemed also to be needed in advertising.

Senate aides deny bill would force FTC to do anything, but NAB interprets bill as requiring inclusion of information not now in broadcast ads and is opposing it on ground that it discriminates against broadcasters who have limited commercial time (in contrast to newspapers' flexible space) and also infringes on advertisers' freedom of expression (if they had to give up part of commercial time for nutritional information, they might be forced to cut back broadcast advertising, feeling goes).

Back in action

Former Republican Senator Robert Taft Jr. of Ohio broadcasting family is becoming active in broadcast legislative matters in Washington. He put together meeting at National Association of Broadcasters headquarters last week that included representatives from Taft Broadcasting stations, as well as Meredith and Metromedia, reviewing status of performer royalty legislation pending in House.

After losing re-election bid in 1976, Mr. Taft now heads Washington office for Cincinnati law firm of Taft, Stettinius & Hollister, which represents Taft Broadcasting. When he was senator, his holdings in group were in blind trust; he has since taken back control.

Republican futures

Add another to possible Republican co-sponsors of Communications Act rewrite to replace Lou Frey, who is leaving Congress end of this session to run for governor of Florida. Besides Representative James Broyhill of North Carolina ("Closed Circuit," July 3), whose presence on subcommittee would

please Chairman Lionel Van Deerlin (D-Calif.) no end, Representative Clarence Brown (Ohio) may become new subcommittee ranking Republican.

Mr. Brown, former member of subcommittee, considers returning to Communications as option for next year. He's currently ranking Republican on influential Energy and Power Subcommittee, role he would like to keep, but events next year may allow him to rejoin Communications as well. He's interested enough in rewrite to have assigned staff member to do summary for him, but has no position on it yet.

Being prodded

Former FCC Commissioner Glen Robinson may start working full time at his job as head of U.S. delegation to 1979 World Administrative Radio Conference sooner than expected. Mr. Robinson, now on faculty of University of Virginia law school, has been working part time—up to 12 days per month—since January and had not planned to go full time until next summer. He is committed to teach one course in fall and spring semesters, and does not believe WARC job requires full-time attention until next year. Bulk of work is being done by FCC and National Telecommunications and Information Administration. However, State Department officials, possibly as result of criticism of part-time WARC head expressed by Senators Harrison Schmitt (R-N.M.) and Barry Goldwater (R-Ariz.), are urging Mr. Robinson to advance starting time of his full-time service.

Noise abatement

Final text of FCC order on UHF noise figures is circulating among commissioners for final votes, and it apparently delights Commissioner James H. Quello, leading force on commission for tough noise-figure standards for set manufacturers. Included in rule is requirement that manufacturers meet 12 db standard by Oct. 1, 1982. Question as to whether 12 db standard would be hope or requirement was not fully resolved when commission took preliminary vote on May 19, following panel discussions on noise figures (BROADCASTING, May 22). Order also sets 14 db standard for new models after Oct. 1, 1979.

However, although 12 db is in rule, staff has hedged it with some qualifications to give commission possibility of changing its mind in event manufacturers can demonstrate standard is unrealistic.

Business Briefly

TV only

S. C. Johnson □ Company launches \$30 Million introductory campaign for Agree shampoo, companion to Agree cream rinse and conditioner. Advertising budget will total \$8.5 million with \$3 million spent on network TV beginning Aug. 1 through Needham, Harper & Steers, Chicago.

Kroger □ Grocery store chain launches nine-week TV flight beginning late this month. Campbell-Mithun, Chicago, will buy spots in 62 markets during all dayparts. Target: women, 18 and over.

ADA □ American Dairy Association launches two-month TV campaign beginning late this month. D'Arcy-MacManus & Masius, Chicago, will buy spots in about 100 markets during day and fringe time. Target: women, 18-49.

Marshall's □ Discount department

stores slate seven-week TV campaign starting in early August. Commerce Advertising, Boston, will place spots in Boston, Chicago, New York, and Philadelphia, and in Connecticut and Maine. Target: total women.

Alberto-Culver □ Grocery products division launches six-week TV buy for its saccharine-free Sugar Twin product late this month. Draper Daniels, Chicago, will place spots in eight markets during prime time. Target: total women.

National Foods □ Food products group launches six-week TV promotion for its luxury pasta, starting in early August. Fitzgerald Advertising, New Orleans, will arrange spots in 18 markets during day, fringe and prime access time. Target: women, 18-49.

Quaker Oats □ Food products group highlights its Life cereal in five-week TV buy starting late this month. BBDO, New York, will handle spots in about 25 markets during fringe time. Target:

Rep appointments

- **KHAR(AM)-KKLV(FM)** Anchorage; **WADS(AM)** Ansonia, Conn., and **WXLS(FM)** Willimantic, Conn.: The Robert's Associates, Chicago.
- **WCDQ(AM)** Hamden, Conn.: Kadetsky Broadcast Properties, Boston (for New England).

women, 18-49.

Wella □ Personal-care products manufacturer prepares five-week TV flight for its Wella face-care product beginning late this month. James Neal Harvey, New York, will seek spots in 40 markets during fringe time. Target: women, 18-49.

Life Savers □ Candy manufacturer highlights its Beech-Nut gum in five-week TV campaign beginning late this month. BBDO, New York, will pick spots in about 25 markets during fringe time. Target: adults, 18-49, teen-agers and children, 6-11.

Talsol □ Vinyl finishes manufacturer slates two-week TV promotion beginning late this month for its auto refinisher product. Schoenfeld/Prusmack, New York, will arrange spots in four markets during fringe time. Target: men, 18-34.

Hartz Mountain □ Pet products group begins one-week TV drive for its aquarium products late this month. Cooper Square, Harrison, N.J., will schedule spots during early fringe, day and news time. Target: total adults.

Vidal Sassoon □ Hair products group focuses on its Brown Line products in TV push starting in mid-August. Peter Rogers, New York, will seek spots in 45 markets during day, fringe and prime access time. Target: women, 18-49.

Aluminum Co. of America □ Company will sponsor NBC-TV special *The Stingiest Man In Town* Saturday, Dec. 23 (8-9 p.m. NYT) through Creamer Inc. One-hour animated program will feature Walter Matthau, Tom Bosley, Theodore Bikel, Robert Morse and Dennis Day.

Radio only

Sweet N Low □ Confections company begins six-week radio drive late this month. Stiefel/Raymond, New York, will schedule spots in seven markets

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including Chicago, Denver and Phoenix, Target: women, 18-49.

Oregon Farms □ Food products group places six-week radio promotion starting late this month. Evans Pacific, Seattle, will handle spots in Dallas and Phoenix. Target: women, 25-54.

Bell & Howell □ Company begins four-week radio test in early September. Hanson Fassler Associates, New York, will schedule spots targeted to men, 35-54.

Bell Telephone of Pennsylvania □ Company schedules four-week radio push for its long distance service beginning late this month. Lewis & Gilman, Philadelphia, will seek spots in about 10 markets including Pittsburgh. Target: adults, 25-54.

North American Phillips Corp. □ Personal care products division starts four-week radio buy for its Complexion Plus face scrubber in mid-August. McCaffrey & McCall, New York, will schedule spots in about 50 markets including Baltimore, Detroit, New Orleans and Los Angeles. Target: teen-agers.

Buick □ Division of General Motors begins three-to-five-week end-of-year radio promotion late this month. McCann-Erickson, Troy, Mich., will arrange spots in 22 markets including Chicago, Houston, New York and Phoenix. Target: men, 25-54.

Dairy Queen □ Ice cream stores slate three-week radio promotion beginning this week. Campbell-Mithun, Minneapolis, will seek spots in 35 markets, including Atlanta. Target: adults, 18-49.

Carling □ Brewery starts three-week radio campaign for its Stag beer late this month. W. B. Doner, Baltimore, will place spots to reach men, 18-49.

Transworlds Film Corp. □ Film production company places one-week radio push for its film, "Hanging On A Star", starting late this month. Goodman/Nemoy, Los Angeles, will handle spots in Albuquerque, N.M.; Louisville, Ky.; Milwaukee and Macon, Ga. Target: adults, 15-24.

Ace Books □ Publisher arranges one-week radio push for its book "Wild Valley" late this month. Zea Marketing, New York, will handle spots in 12 markets including Boston, Minneapolis, Phoenix and Atlanta. Target: women, 18 and over.

Coca-Cola □ Foods division features its Snow Crop orange juice in four-week TV drive beginning late this month. Tinker Campbell-Ewald, New York, will buy spots in six markets during day and fringe time. Target: women, 25-54.

American Home Products □ Boyle-Midway division starts four-week TV promotion for its Woolite soap late this month. Cunningham & Walsh, New York, will ready spots in Los Angeles and New York during prime, prime access and daytime. Target: women, 25-54.

Fisher Price □ Toy manufacturer starts four-week TV push late this month. Waring & LaRosa, New York, will pick spots in Atlanta and Oklahoma City during day, prime and late fringe time. Target: total women.

Karastan □ Rug manufacturer arranges four-week TV flight beginning in early August. Media Basics, New York, will schedule spots in two markets during all dayparts. Target: women, 25-54.

Wm. Underwood □ B&M beans gets four-week TV push in mid-August. Kenyon & Eckhardt, Boston, will handle spots in 50 markets during fringe and prime time. Target: women, 25-54.

Commercial Credit □ Loan and credit company slates four-week TV promotion for late this month. W. B. Doner, Baltimore, will seek spots in about 15 markets during late news, prime and sports time. Target: men, 25-49.

Dynatex □ Motor oil group features its Dawn oil in one-month TV drive starting in early August. Cameron & Associates, Houston, will place spots in about 40 markets during news, weekend and fringe time. Target: men, 18 and over.

Archway □ Cookie company slates three-week TV flight beginning late this month. United Advertising, Chicago, will schedule spots in six markets during daytime. Target: women, 25-64.

Classic Laboratories □ Company features its Classic nails product in three-week TV campaign beginning late this month. A. Eicoff & Co., Chicago, will handle spots in six markets during all dayparts. Target: women, 18-49.

Clarks of England □ Shoe manufacturer features its Star War shoes in three-week TV flight beginning late this month. Geer-Murray, Oshkosh, Wis., will seek spots in about 45 markets during daytime. Target: children, 6-11.

Louis Rich □ Company features its turkey products in three-week TV flight beginning late this month. Gardner Advertising, St. Louis, will seek spots during early fringe and daytime. Target: women, 25-49.

Marc Paper Mills □ Facial and bathroom tissue get three-week TV push starting in early September. Chalek & Dreyer, New York, will buy spots in eight markets during fringe, day and prime time. Target: total women.

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Monday Memo[®]

A broadcast advertising commentary from Michael Reid, executive VP-creative director, Shaller Rubin Associates, New York

Radio, a medium that deserves only the best

Remember when radio was king? When Hooper ratings determined whether a program lived or died, just as Nielsen ratings in television do today? When all America was glued to radio sets listening to *First Nighter*, Jack Benny, Bob Hope, Guy Lombardo, or faithfully following those marvelous serials—*Myrt and Marge*, *The Gumps*, *Amos 'n' Andy*?

Those were the halcyon days of radio, when products were made, overtaken and eclipsed in the intense competition to win a mass radio audience, when a product was identified with a specific show (*Lux Radio Theater*, *Pepsodent Hour*, etc).

Radio was the communications medium of the hour, and for the advertiser, radio commercials were the whole ball of wax. Whatever creativity an agency could muster was poured into its radio commercials. Top talent made radio commercials; network radio commercials were the best that agency creativity could muster.

Then came television. Overnight, the great radio shows died. Some of them made it for a while on television, much like the transition from silent movies to the talkies. Suddenly a voice became a face and if the vocal image didn't match the face—catastrophe. Radio as we knew it disappeared—like the dinosaur, it was suddenly gone.

But, unlike the dinosaur, radio refused to die. It hung in there with music. What a field day media buyers had purchasing time from a radio station that was desperately trying to survive. You could have purchased a radio station in those days for peanuts. Some smart guys did just that, and are living off the fat of the land now.

Today, radio is making a terrific comeback. It's a renaissance in the full sense of the word, and it is assuming a direction and proportion that stagger the imagination. There are an average six radio sets in every American home, and it is estimated that 82 out of 100 Americans tune in for a portion of each day. Car radios are a boom medium delivering an affluent, captive audience of both men and women.

We haven't quite gotten back to the programming variety and imagination of the 30's and 40's, but we are well on the way. There are over 67 different radio programming formats out there now, and in five to 10 years there will be 200. Radio is no longer just wall-to-wall music: Drama is starting to return. Programs with specific formats have taken the medium by storm. Every segment of the American population can find the kind of music it wants to hear any time of the day. The listener can get fast-



Michael Reid, began as a copywriter at CT Advertising, New York. There he worked on financial accounts, later moving into consumer package goods at BBDO, where he rose to copy group head on Schaefer beer and the General Electric lighting accounts. Mr. Reid went to Shaller Rubin in 1968, became creative director in 1970 and executive vice president in 1972. He supervises all creative work at the agency.

breaking, up-to-the-minute news, weather and traffic reports in just a flick of the dial.

Radio has become to broadcasting what magazines are to publishing—vertical in appeal and catering to specific segments of the population. The demise of *Life*, *Look*, and the *Saturday Evening Post* lessens in importance when we look at the rebirth and bustling health of the magazine industry today. Want to reach joggers? There's a special magazine on the market. The unmarried woman 18 to 24? There's a magazine just for her. Hunters? Sportsmen? Tennis players? You name it. There's a magazine to deliver that precise vertical audience. Radio is heading in exactly the same direction.

The opportunity that exists today in radio and the greater opportunity that lies ahead are among the most significant developments of the past decade. I predict that in five to 10 years, you will be able to tune in to any kind of program you can dream of on radio. Sports? There will be an all-sports station in a dimension and depth that you couldn't hope to get on television. Drama? You will find a variety of drama shows back on radio. This is where radio is heading and it has come a

long way down this road.

What are the implications for advertisers and their agencies? First of all, media directors need to rethink their approach to radio. They need to look carefully at their target market and radio's ability to deliver that target market efficiently—more efficiently, in some cases, than television, magazines or newspapers. Television time costs have skyrocketed, with the disadvantage that television carries a fair amount of dead weight—millions of nontarget viewers are usually included in the package.

And, in this rethinking process, the "creatives" in our business will need to come to grips with the growing creative challenge in radio. If radio continues to be as selective of its audience, there is no excuse for the kind of commercials we hear all too often—commercials that are poorly produced, written by the neophytes in the shop, and too often skewed away from the station's target market. For every sharp, creative radio commercial that makes full use of the medium—for every dashing episode starring Stiller, Meara and the little Blue Nun, or zany mishap of the bumbling but dedicated *Time* magazine maven—the airwaves still teem with ads consisting of warmed-over television soundtracks, bleak pages of straight copy and messages that completely miss their target mark.

A top-notch radio commercial should grab the ear of the listener, lure his senses and tap his imagination. Our own commercials for Stock vermouth and Chloraseptic took advantage of radio's unique ability to stimulate the imagination. Listeners are able to "hear" the smooth taste of Stock vermouth with a sound track that gurgles, bubbles, soothes and excites. They can compare the painful sound of a sore throat—"ooh"—with the comforting "ahhh" of Chloraseptic relief. The time has come when agencies must tap their front-line creative people for radio campaigns. Radio delivers customers for the products advertised at a brilliantly efficient rate—if your creativity measures up.

Remember when radio ruled the roost? Well, it's coming back in a different form. It's not a mass medium any more, but it is a very precisely targeted medium that caters to specific market segments. And it delivers these markets at a cost per thousand that puts television to shame.

Make no mistake about it—radio is enjoying a renaissance, and the fruits of this rebirth will go to those who meet the creative challenge with all the imagination and talent that go into the making of television commercials.

Datebook

■ indicates new or revised listing

This week

July 15-18—*Television Programmers Conference* 22nd annual meeting. Hyatt Regency hotel, Nashville. Information: A.C. Wimberly, KMCC(TV) Lubbock, Tex.

July 16-18—*California Broadcasters Association* midsummer meeting. Speakers will include Gene Jankowski, president, CBS/Broadcast Group, and Donald Thurston, joint board chairman, National Association of Broadcasters. Del Monte Hyatt House, Monterey, Calif.

July 16-19—*National Association of Farm Broadcasters* summer meeting. Fairmont hotel, San Francisco.

July 16-19—*New York State Broadcasters Association* 17th annual executive conference. Gideon Putnam hotel, Saratoga Springs, N.Y.

July 16-19—CCOS '78, annual seminar of *Community Antenna Television Association*. Three days of event will be televised live via satellite. Fountainhead and Arrowhead lodges, near Muskogee, Okla.

July 16-28—Eleventh management development seminar sponsored by *National Association of Broadcasters*. Harvard Business School, Boston. Information: Ron Irion, director of broadcast management, NAB, Washington.

July 18-19—*Wisconsin Broadcasters Association* summer meeting. Fox Hills Resort, Mishicot, Wis.

July 19—Oral argument at FCC on whether advertising and charity expenditures of AT&T should be charged to rate payer as expense or borne by stockholder. FCC, Washington.

Also in July

July 30-Aug. 5—Communications Center 1978, seminars and workshops sponsored by *American Baptist Churches, USA*; *Baptist Convention of Ontario and Quebec*, and *Christian Church (Disciples of Christ)*. Keynoters will include Dr. George Gerbner, Annenberg School of Communications of the University of Pennsylvania, and Marshall McLuhan of the University of Toronto. Erindale College of the University of Toronto, Mississauga, Ont.

July 31—Legal workshop on political advertising and commercial practices by *National Association of Broadcasters*. Hilton Airport Inn, Indianapolis.

August

■ **Aug. 1-4**—Series of two day seminars by *Communications Institute of Boulder* to provide executives and management with understanding of expanding technological horizons of telecommunications and tele/information systems. Stanley Sheraton hotel, Estes Park, Colo. Information: CIB, P.O. Box 1773, Boulder, Colo. 80306; (303) 499-5059.

Aug. 3—Legal workshop on political advertising and commercial practices by *National Association of Broadcasters*. Sheraton Inn, Airport, Atlanta.

■ **Aug. 3**—*American Bar Association* commission on advertising's public hearing on legal and professional advertising. Americana hotel, New York.

Aug. 3-9—*American Bar Association* annual convention. Hilton hotel, New York.

Aug. 4-5—*Tennessee Associated Press Broadcasters Association* annual convention. Mountainview hotel/motor lodge, Gatlinburg, Tenn.

Aug. 4-6—Minicourse for working journalists, presented by the journalism department at *Florida A&M University* in conjunction with *Florida Association of Broadcasters* and *United Press International*. Tallahassee, Fla.

Aug. 4-7—Second annual radio seminar on "Another Perspective: Alternative in Radio Journalism and Creative Culture." *Antioch College*, Yellow Springs, Ohio. Information: Sherick Novick, (513) 864-2022.

Aug. 7—Deadline for filing comments in FCC proposed rulemaking on multiple ownership of TV's (BC Docket 78-101). Replies are due Sept. 5.

Aug. 9—Deadline for comments, on FCC's inquiry on procedures for ex parte communications in informal rulemakings. Reply comments are due Aug. 23. FCC, Washington.

Aug. 10-11—*Arkansas Broadcasters Association* summer convention. Inn of the Ozarks Motel and Convention Center. Eureka Springs, Ark.

Aug. 10-13—*National Federation of Community Broadcasters* national conference (for community-licensed radio stations). University of Cincinnati, Cincinnati. Information: Nan Rubin, (202) 232-0404.

Aug. 14-15—*National Cable Television Association* board meeting. Sun Valley, Idaho.

Aug. 17-20—*Idaho State Broadcasters Association* summer convention. Northshore, Coeur d'Alene, Idaho.

Aug. 18—*Kansas Association of Broadcasters* sports seminar. Kansas City Royals Stadium, Kansas City, Mo.

Aug. 18—*Missouri Public Radio Association* summer meeting. Rhodeway Inn, St. Louis.

Aug. 20-23—*National Association of Broadcasters* radio programming conference. Hyatt Regency hotel, Chicago.

Aug. 23—*Tennessee Association of Broadcasters* regional license renewal seminar. Hilton Airport Inn, Nashville.

Aug. 24-25—Third annual Chicano Film Festival, project of *Centre Video of Oblate College of the Southwest*. Entries must be received by July 15. Theatre for the Performing Arts and the La Mansion motor hotel,

San Antonio, Tex. Inquiries: 285 Oblate Drive, San Antonio 78216.

Aug. 24-27—*West Virginia Broadcasters Association* fall meeting. The Greenbrier. White Sulphur Springs, W.Va.

Aug. 25-26—Joint meeting of *Radio Television News Directors Association region two* and *UPI Broadcasters*. Biltmore, Santa Barbara, Calif.

Aug. 25-27—National conference on public access cable television, sponsored by *Community Video Center of San Diego*. El Cortez hotel, San Diego. Information: Brian Owens, 520 E Street, Suite 901. San Diego, 92101; (714) 239-3393.

Aug. 27-29—*Illinois Broadcasters Association* annual convention. Continental Regency hotel, Peoria, Ill

September

Sept. 5—New deadline for comments in FCC inquiry into fairness doctrine and public interest standards (BC Docket 78-60). Replies are due Oct. 6.

Sept. 6-8—*National Association of Broadcasters* seminar on labor relations. Wisconsin Center, University of Wisconsin, Madison.

Sept. 6-10—National conference of *Information Film Producers of America*. Manor Vail Lodge, Vail, Colo.

Sept. 10-12—*Louisiana Association of Broadcasters* fall convention. Royal Sonesta hotel, New Orleans.

Sept. 10-12—*Nebraska Broadcasters Association* annual convention. Holiday Inn, Kearney, Neb.

Sept. 12-14—Wescon/78 electronics show and convention. Convention Center, Los Angeles.

Sept. 13-15—*National Association of Broadcasters*

Major meetings

Aug. 20-23—*National Association of Broadcasters* radio programming conference. Hyatt Regency hotel, Chicago.

Sept. 17-20—*National Radio Broadcasters Association* annual convention. Hyatt Regency Embarcadero hotel, San Francisco. Future conventions: Oct. 6-8, 1979, Washington Hilton hotel, Washington; Oct. 5-8, 1980, Bonaventure hotel, Los Angeles; Sept. 20-23, 1981, Marriott hotel, Chicago.

Sept. 17-20—*Broadcast Financial Management Association's* 18th annual conference. Dunes hotel and country club, Las Vegas. 1979 conference will be Sept. 16-19 at Waldorf Astoria, New York, 1980 conference will be Sept. 14-17 at Town and Country hotel, San Diego.

Sept. 20-22—*Radio Television News Directors Association* international conference. Atlanta Hilton hotel. 1979 conference will be at Caesar's Palace, Las Vegas, Sept. 6-8; 1980 conference will be at Diplomat hotel, Hollywood-by-the-Sea, Fla.

Oct. 28-Nov. 2—*National Association of Educational Broadcasters* annual convention. Sheraton Park hotel, Washington.

Oct. 29-Nov. 3—*Society of Motion Picture & Television Engineers* 120th technical conference and equipment exhibit. Americana hotel, New York.

Nov. 13-15—*Television Bureau of Advertising* annual meeting. Continental Plaza hotel, Chicago.

Nov. 15-18—National convention of *Society of*

Professional Journalists, Sigma Delta Chi. Hyatt House, Birmingham, Ala.

March 9-14, 1979—*National Association of Television Program Executives* conference. MGM Grand hotel, Las Vegas Future conferences: Feb. 15-20, 1980, Hilton, San Francisco; Feb. 13-18, 1981, New Orleans.

March 25-28, 1979—*National Association of Broadcasters* annual convention. Dallas Future conventions: New Orleans, March 30-April 2, 1980; Las Vegas, April 12-15, 1981; Dallas, April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 7-10, 1985; Kansas City, Mo., April 13-16, 1986; Atlanta, April 5-8, 1987.

April 20-26, 1979—*MIP-TV's* 15th annual international marketplace for producers and distributors of TV programming. Cannes, France.

May 20-23, 1979—*National Cable Television Association* annual convention. Las Vegas. Future conventions: Dallas, April 13-16, 1980; 1981 site to be selected; Washington, April 3-6, 1982 (tentative).

■ **May 27-June 1, 1979**—*Montreux International Television Symposium and Technical Exhibit*. Montreux, Switzerland.

June 6-10, 1979—*Broadcast Promotion Association* 24th annual seminar. Nashville.

Sept. 24, 1979—Start of World Administrative Radio Conference for U.S. and 152 other member nations of *International Telecommunications Union*. Geneva.

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Thirty great movies with a galaxy of great stars! That's Viacom Features IV.

Featured in this superb collection of films are such current (and highly promotable!) luminaries as Jane Fonda, Woody Allen, Steve McQueen, Art Carney, Michael Caine, Robert Shaw, Tony Curtis, Walter Matthau, Sidney Poitier, Omar Sharif, Glenn Ford, Gig Young, Cliff Robertson, Alan Alda, Jackie Gleason and Maximilian Schell.

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Bonner," "Charly" (Academy Award), "Lovers and Other Strangers" and "Kotch" (4 Academy Award nominations).

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Twenty-four of the 30 titles could play on your station tomorrow.

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executive forum. Sheraton Convention Center, Reston, Va.

Sept. 13-16—*Michigan Association of Broadcasters* meeting. Hidden Valley, Mich.

Sept. 14-17—*Federal Communications Bar Association's* annual seminar. Homestead, Hot Springs, Va.

Sept. 15—Deadline for entries in 13th annual Gabriel Awards competition, sponsored by *UNDA-USA*, Catholic association for broadcasters and allied communicators. Material initially aired in the year prior to June 30, 1978, and which treats issues concerning human values will be eligible. Information: J. Jerome Lackamp, Gabriel Awards, Catholic Radio-TV Center, 1027 Superior Avenue, Room 630, Cleveland 44114; (216) 579-1633.

Sept. 15-16—Annual meeting of *Public Radio in Mid America*. WHA(AM) Madison, Wis., will be host station. Wisconsin campus, Madison.

Sept. 17-20—*Broadcast Financial Management Association's* 18th annual conference. Dunes hotel and country club, Las Vegas.

Sept. 17-20—*National Radio Broadcasters Association* annual convention. Hyatt Regency Embarcadero hotel, San Francisco.

Sept. 18-19—*National Association of Broadcasters* seminar on directional antennas. Airport Holiday Inn, Cleveland.

Sept. 18-20—First national conference of action line writers and broadcasters under sponsorship of *Corning Glass Works*. Esther Peterson, special assistant to the President for consumer affairs, will be keynote speaker. Corning, N.Y.

Sept. 20-22—*New Hampshire Association of Broadcasters* annual convention. Sheraton Waylarer, Bedford, N.H.

Sept. 20-22—*Radio Television News Directors Association* international conference. Atlanta Hilton hotel, Atlanta.

Sept. 21-22—Consultation on "Communications and the Church," sponsored by *The Communications*

Commission, National Council of Churches. Speakers will include FCC Commissioner Abbott Washburn, Representative Richard L. Ottinger (D-N.Y.) and Dr. Paul Stevens. Radio and Television Commission, Southern Baptist Convention. The Interchurch Center, 475 Riverside Drive, and the Kellogg Center of Columbia University, New York City.

Sept. 22-23—*Common Carrier Association for Telecommunications* second annual multipoint distribution service seminar. Marriott Twin Bridges hotel, Washington. Information: Richard L. Vega, (301) 728-6697.

Sept. 22-24—*American Radio Relay League's* 24th national convention. Town and Country Convention Center, San Diego. Contact: San Diego County Amateur Radio Council, P.O. Box 82642, San Diego 92138.

Sept. 22-24—*Maine Association of Broadcasters* meeting. Samoset Rockport, Me.

Sept. 24-26—*CBS Radio Affiliates* board of directors meeting. Arizona Biltmore hotel, Phoenix.

Sept. 24-26—Southern Show of *Southern Cable Television Association*. Marriott motor hotel, Atlanta. Information: Otto Miller, SCTA, P.O. Box 465, Tuscaloosa, Ala. 35401.

Sept. 25-27—*Council of Better Business Bureaus* annual assembly. St. Francis hotel, San Francisco.

Sept. 25-29—Seventh International Broadcasting Convention, sponsored by *Electronic Engineering Association, Institution of Electrical Engineers, Institute of Electrical and Electronics Engineers, Institution of Electronic and Radio Engineers, Royal Television Society* and *Society of Motion Picture and Television Engineers*. Wembley Conference Center, London.

Sept. 26—*American Council for Better Broadcasts* public conference, "TV Is a Member of Your Family." United Seminary, Dayton, Ohio. Information: ACBB, 120 East Wilson Street, Madison, Wis. 53703.

Sept. 26-28—*CBS Radio Network Affiliates* convention. Arizona Biltmore hotel, Phoenix.

Sept. 29—*Society of Broadcast Engineers* regional convention. Syracuse Hilton Inn, Syracuse, N.Y. Information: C.F. Mulvey, WIXT(TV) Syracuse.

Sept. 29—*Radio Television News Directors Association region 10* meeting. Western Kentucky State University, Bowling Green, Ky.

October

Oct. 1-3—Conference on "Instant Info: Survival Communications in a Changing World," sponsored by *International Association of Business Communicators district 6*. Jantzen Beach Thunderbird hotel, Portland, Ore. Information: Scott Guptill, 503 226-8520.

Oct. 1-3—*Pacific Northwest Cable Communications Association* convention. Outlaw inn, Kalispell, Mont.

Oct. 3-5—Third annual conference on communications satellites for public service users, sponsored by the *Public Service Satellite Consortium*. Washington Hilton hotel, Washington. Information: Polly Rash, PSSC, 4040 Sorrento Valley Blvd. San Diego, 92121.

Oct. 4-5—*Ohio Association of Broadcasters* license-renewal workshop and fall convention. Marriott East, Columbus, Ohio.

Oct. 4-6—*National Association of Broadcasters* television code board meeting. Harbor Town, Sea Pines Plantation, Hilton Head Island, S.C.

Oct. 6-7—*Florida Association of Broadcasters* fall conference and management seminar. Tallahassee Hilton, Tallahassee, Fla.

Oct. 11-13—*Indiana Association of Broadcasters* fall meeting. Brown Country Inn, Nashville, Ind.

Oct. 12-13—*National Association of Broadcasters* fall conference. Boston Marriott hotel, Boston.

Oct. 12-13—Regional convention and equipment exhibit of *Pittsburgh chapter, Society of Broadcast Engineers*. Howard Johnson motor lodge, Monroeville, Pa.

Oct. 12-15—Annual national meeting of *Women In*

In competition with Television Stations throughout Virginia and Washington, D.C.,

TV 13 NEWS

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BEST NEWS OPERATION OF THE YEAR
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Cetec Sparta Showcase:

First-quality broadcast components joined in a first-quality studio system

That's a Centurion II 12-mixer stereo console up front, the centerpiece of a custom Sparta grouping that's handsome, functional, and compact.

Start with Centurion II — more than 200 stations have already. One great reason is that when AM stereo arrives, you're ready right now. If 12 mixers and 36 inputs aren't enough, you can add one or two extender panels of 6 mixers each — to a maximum of 24 mixers and 72 inputs! You can have either rotary or slide pot controls — or even some of each. And of course Centurion is solid state all the way.

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sleek, low-profile furniture designed just for broadcast operations. And there you have it — a custom studio system at less than custom prices.

Of course, you can mix and match. That's the beauty of the big Cetec Sparta line — multiple choices in equipment and studio layout.

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Communications Inc. Detroit Plaza hotel, Detroit.

Oct. 12-15—*Missouri Broadcasters Association* fall meeting. Ramada Inn, Columbia, Mo.

Oct. 15—*North Carolina Association of Broadcasters* meeting Radisson Plaza hotel, Charlotte, N.C.

Oct. 16-17—*Advertising Research Foundation* annual conference. Waldorf-Astoria, New York.

Oct. 16-17—*National Association of Broadcasters* fall conference. Atlanta Omni hotel, Atlanta.

Oct. 17-19—*Texas Association of Broadcasters* meeting. Galeria Plaza, Houston.

Oct. 19-20—*National Association of Broadcasters* fall conference. Hyatt Regency hotel (downtown), Chicago.

Oct. 23-25—Fourth International Conference on Digital Satellite Communications, sponsored by *Intelsat, Teleglobe Canada, Canadian Society for Electrical Engineering* and *Canadian Region of the Institute of Electrical & Electronics Engineers*, Montreal.

Oct. 25-27—*Tennessee Association of Broadcasters* annual convention. Hyatt Regency, Memphis.

Oct. 25-27—*National Broadcast Association for Community Affairs* annual meeting, Copley Plaza hotel, Boston. Information: Paul LaCamera, WCVB-TV Needham, Mass. 02192.

Oct. 26-27—*National Association of Broadcasters* fall conference. St. Francis hotel, San Francisco.

Oct. 27-29—Convention of *San Francisco chapter of Society of Broadcast Engineers*. LeBaron hotel, San Francisco.

Oct. 29-Nov. 3—*Society of Motion Picture & Television Engineers* convention. Americana hotel, New York.

■ **Oct. 30-31**—*National Association of Broadcasters* fall conference. Brown Palace hotel, Denver.

November

Nov. 3-4—Fifth annual advertising conference of Wisconsin. Sponsored by *state ad clubs, Wisconsin Newspaper Advertising Executives Association* and *University of Wisconsin-Extension*. Wisconsin Center, Madison.

Nov. 3-5—Ninth annual Loyola National Radio Conference, primarily for college and high school station personnel, sponsored by *Loyola's radio stations and communications art department*. New Marriott hotel and Loyola University of Chicago's Marquette Center, Chicago. Information: (312) 670-3129.

Nov. 6—*Federal Trade Commission* hearing on children's advertising. San Francisco.

Nov. 8—*National Association of Broadcasters* radio code board meeting. New Orleans.

■ **Nov. 9-10**—*National Association of Broadcasters* fall conference. Fairmont hotel, New Orleans.



Showbiz. Wayne Cornils (r), radio vice president for the National Association of Broadcasters, met Barry Manilow backstage at a Washington concert to plan for the latter's appearance during the NAB's Radio Programming Conference in Chicago Aug. 20-23. The singer, who records for Arista, is one of three star attractions booked for the conference; Chicago (Columbia) and The Dirt Band (United Artists) are the others.

Open Mike®

Raised-eyebrow restraint

EDITOR: The decision handed down in the WBAI case (BROADCASTING, July 3) is frightening. Writing for the majority, Justice John Paul Stevens says "to say that one may avoid further offense by turning off the radio when he hears indecent language is like saying the remedy for an assault is to run away after the first blow."

With due respect to Justice Stevens, I believe his analogy is perhaps extreme. To compare hearing an obscenity or an indecent statement with being physically attacked is in my opinion, ludicrous. To call the Carlin monologue indecent and to give the FCC the power to punish stations which play indecent recordings and at the same time for the court to deny that such an action constitutes prior restraint is like having a police force telling us that it will not try to stop us from murdering someone, but it will throw the book at us if we do it.—*Bob Lepine, afternoon news editor, KXXO(AM) Tulsa, Okla.*

Two are better than one

EDITOR: It is conceivable that "the average Joe" in some areas has no concern for improved broadcast technical quality ("Open Mike," July 3). However, it is certain that FM is gaining a majority of listeners in more markets with each ratings sweep. Apparently most listeners do perceive the difference.

AM stereo is a definite plus for many

AM stations and formats. It will give a measure of parity to the AM-FM comparison, and it is worthy of the industry efforts on its behalf.—*David Gleason, vice president and general manager, WQII(AM)-WSRA(FM) San Juan, Puerto Rico.*

Diplomat

EDITOR: Your "profile" of Robert Rosencrans, chief executive and president of UA-Columbia Cablevision, is a well deserved tribute to a classy guy and one of the real statesmen in the cable business.

When his company recently announced plans for cable development and expansion in our affluent suburban New York county, Bob Rosencrans went out of his way to encourage and cooperate with established local broadcasters. And because of his generous and enlightened attitude, the traditional suspicion and rivalry did not develop between the local broadcaster and the cable entrepreneur.

We met the enemy. And like him.—*William O'Shaughnessy, president, WVOX(AM)-WRTN(FM) New Rochelle, N.Y.*

Gem for a jeweler

EDITOR: I've received dozens of comments and notes following [my May 8] "Monday Memo." They are still coming in from all over the country. Many were forwarded from one person to another—some in different cities—and others were

reforwarded. You certainly have an avid readership.—*Larry Robinson, president, J.B. Robinson Jewelers Inc., Cleveland.*

Fit to print

EDITOR: Your special feature on the top-100 companies in electronic communications (BROADCASTING, June 26) was extremely interesting. Of course, this is to be expected, because BROADCASTING always does an excellent job.—*Laurence Frerk, promotion director, A. C. Nielsen Co., Northbrook, Ill.*

EDITOR: Great! You get better all the time!—*Paul Miller, chairman, Gannett Co., Rochester, N.Y.*

EDITOR: I was delighted when I received my regular copy and discovered Turner Communications Corp. was a part of the top-100 companies. I really can offer only praise for the Year One article, and look forward to Year Two.—*R. E. Turner, chairman, Turner Communications Corp., Atlanta.*

EDITOR: I am delighted to see the New York Times Co. listed in your new top-100 series. Congratulations on an interesting service to your readers.—*Arthur Ochs Sulzberger, president and publisher, The New York Times, New York.*



Sports Challenge is now available throughout the country on a cash or bartered basis.

Sports Challenge is a proven sports rating leader and is now being more heavily promoted

than ever before, nationally and in your local

market. With host Dick Enberg, Sports Challenge is again becoming the preeminent syndicated sports

series.

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have already
joined the
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Los Angeles	KNXT	Omaha	KMTV	El Paso	KTSM
Chicago	WSNS	Des Moines-Ames-Ft Dodge	WOI	Amarillo	KFDA
San Francisco-Oakland	KGO	Fresno	KMPH	Joplin-Pittsburg	KTVJ
St. Louis	KTVI	Davenport-R. Island-Moln	WHBS	SantaBarbara-SantaMaria	KEYT
Minneapolis-St. Paul	KMST	Champaign - Spfld-Decatur	WICS	Traverse City-Cadillac	WPBN
Seattle-Tacoma	KING	Cedar Rapids-Waterloo	KCRG	Columbia-Jefferson City	KCBJ
Indianapolis	WTTV	Spokane	KREM	Eugene	KVAL
Portland, Oregon	KPTV	Paducah-C. Gird-Hrrsbg	WSIL	Yakima	KIMA
Denver	KMGH	Albuquerque	KOAT	Quincy-Hannibal-Keokuk	WGEM
Cincinnati	WLWT	South Bend-Elkhart	WNDU	Reno	KCRL
Sacramento-Stockton	KMUV	Honolulu	KHON	Idaho Falls-Pocatello	KIFI
Kansas City	WDAF	Lincoln - Hastgs-Krny,Hy	KHAS	Great Falls	KRTV
Nashville	WNGE	Springfield-Holyoke	WWLP	Billings	KTVQ
New Orleans	WGNO	Evansville	WFIE	Missoula	KPAX
Louisville	WDRB	Tucson	KZAZ	Yuma-El Centro	KECC
Salt Lake City	KTVX	Lansing	WILX	Eureka	KIEM
Norfolk-Portsmouth-Nwpt	WAVY	Stoux Falls	KSFY	North Platte	KNOP
Flint-Saginaw-Bay City	WEYI	Ft. Wayne	WKJG		

Challenge
SPORTS

SOON TO BE AVAILABLE: The award winning "THE WAY IT WAS."

Top of the Week

Losing end of winner take all

FCC about to give CBS O&O, probably KNXT, short renewal for inaccurate tennis promotion

The FCC is on course toward handing CBS a short-term license renewal for one of its owned-and-operated television stations. The commission staff was heavily engaged last week in drafting the letter to be sent to CBS, and final commission action is expected this week. But in a closed meeting last Wednesday, the commission is reported to have voted 6 to 1 to impose the sanction that, for a network, would be unprecedented.

The action would be punishment for CBS's behavior in connection with the four *Heavyweight Championship of Tennis* matches in 1975 and 1976, principally the promotion of them as "winner take all" when in fact losers as well as Jimmy Connors, who won them all, were well compensated.

The station to take the punishment was not settled last week, although KNXT(TV) Los Angeles now seems the likeliest candidate. The licenses of KNXT and WCBS-TV New York have expired, and WCAU-TV Philadelphia's runs out on Aug. 1. However, CBS faces petitions to deny in each case.

At the meeting last week, the commission is understood to have selected WCBS-TV as the target. The symbolism of imposing the sanction upon the network's "flagship" station was said to have figured in that decision.

However, the wisdom of that selection apparently came into question when staff members assembled to begin working on the language to be used in the letter. If the commission wants to dispose of the matter as quickly as possible—and it evidently does—it would do better to fix on the first CBS television likely to clear itself of a petition to deny.

Late last week, some sources said KNXT is expected to win that race and that it would, therefore, be named in the letter.

With the commission's final word on this and other aspects of the case unresolved late last week, staff members described the situation as "still up in the

air." But officials agree on one point: A CBS station will be handed a short-term renewal, of one year.

The commissioner opposing the sanction was James H. Quello. He is said to have argued that it would be improper as well as unprecedented to penalize an owned-and-operated station for a parent network's wrongdoing in which the station had played no part, and noted that in any event the network had taken steps to prevent a recurrence of misleading promotion. Commissioner Margita White, who some vote-counters had thought would oppose a sanction, is said to have concurred in the decision.

The result—assuming it is affirmed this week—has to be counted a victory for the leadership of Chairman Charles D. Ferris and a sign that the commission is prepared to follow him in the pursuit of hard-nosed policy. Originally, the staff had recom-

vote was taken.

Thus, a massive effort made by CBS to head off sanctions failed. In March, the network issued elaborate guidelines to guard against further inaccurate promotions of sporting events. It made structural changes in the sports operation. And it publicly acknowledged its responsibility for the "false and misleading statements" made in connection with the *Heavyweight Championship of Tennis*. What's more, the acknowledgement came not only in written statements and in congressional testimony by network officials but in the unprecedented use of network facilities for a "mea culpa" statement by CBS President Gene F. Jankowski.

Some observers see the network's effort to make amends as going beyond those steps. They cite the departure from CBS of Robert Wussler, who had been vice president of CBS Sports at the time of the matches, and Barry Frank, who had been a top aide in the sports department. Mr. Wussler left the network to form his own production company with financial help from CBS, and Mr. Frank has returned to Trans World International Inc., with which he had been associated when it co-produced the first of the four matches.

CBS's actions evidently did not satisfy the commission. The purpose of a short-term renewal is to permit the commission to monitor a station that has gotten into trouble and to review its record without waiting for a full license period to expire.

However, the commission staff appeared to be having trouble articulating the rationale to be included in the letter to CBS. An announcement of the commission action was expected Wednesday afternoon or early Thursday. But staff meetings, beginning in the chairman's office late Wednesday and running until 8 p.m. that night and continuing in various offices through Thursday and Friday apparently failed to produce a draft that resolved all the questions staff members raised.

One question that had troubled several commissioners was whether a short-term renewal would, because of its implications as to the character of CBS, make the company vulnerable to petitions to deny or to competing applications. The staff is said to be attempting to draft language that would deal with that concern.

Another involves possible violations of the sponsorship identification rules, as a result of allegations that promoters of the matches promised the host hotels—Caesar's Palace, in Las Vegas, for the first three and the Cerromar hotel in Puerto Rico—that they would "receive tasteful and appropriate" on-air identification.

CBS has denied any wrongdoing in con-



Exhibit. This CBS promotion for one of four *Heavyweight Championship of Tennis* matches appeared in the *New York Times*, *New York Daily News*, *Detroit Free Press*, *Chicago Tribune* and *Los Angeles Times*, April 25, 1975.

mended a letter of admonition, but Chairman Ferris rejected that idea. He urged consideration of a harsher penalty, and the commission began focusing on the possibility of short-term renewals ("Closed Circuit," March 3).

Last week the outcome was never much in doubt. The staff, as expected, recommended short-term renewals for KNXT and WCBS-TV ("Closed Circuit," July 10). However, the chairman, apparently anxious for the largest majority possible, did not push for action against the two stations. Commissioner Robert E. Lee is said to have offered the motion on which the

nection with what the promoters (who, CBS says, could not have delivered on such promises) said. And it seemed likely last week that, because of the conflicting testimony the commission would not base its action on the sponsorship identification issue.

However, it is known that some staff members, at least, were concerned about the possibility of some of those contradictory statements adding up to a misrepresentation to the commission. They referred to the statement of Mr. Frank that, while he was with Trans World at the time of the first match, he had received assurances from Mr. Wussler that Caesar's Palace would receive a substantial number of on-air mentions, and to Mr. Wussler's denial.

In other matters, the commission:

- Indicated it was prepared to issue a notice of proposed rulemaking aimed at making sure that broadcasters, in ascertaining community needs, contact "significant" groups even if they are not represented in the 19 categories of community leaders listed in the ascertainment primer the commission issued two years ago. The matter came up in connection with a petition by the National Gay Task Force requesting that the list be expanded to include leaders of the homosexual community.

The commissioners were not prepared to adopt that proposal. But they approved a staff recommendation that the commission propose amending the primer's reference to "other" categories to require stations to ascertain any "significant" group including homosexuals or, as the staff mentioned, the handicapped—not in the list of 19. At present, such contacts are optional.

- Postponed for two weeks action on the proposed three-way transfer involving San Francisco FM stations. The commission wanted to get the views of Golden Gate Radio regarding the commitment it has made to continue the big band format now heard on KMPX. Proposed abandonment of that format had led to establishment of the KMPX Listeners Guild to oppose the transfers. The guild, in a pleading filed with the commission a day before its meeting on Wednesday, said Golden Gate has offered "no guarantees (or even a statement of intent) that it would maintain the format any longer than a few days (or at most few months) after the commission granted the assignment." Under the proposal before the commission, the KMPX facilities would be sold to Family Stations, which would sell its station, KEAR, to CBS. Golden Gate would wind up with CBS's present facilities.

- Denied a petition for waiver of the regional concentration of control of ownership rule requested by Golden East Broadcasters. Golden East, which has substantial interests in WVMT(AM) Burlington and WSYB(AM) and WRUT(FM) Rutland, both Vermont, had sought to acquire WFGL(AM) and WFMP(FM) Fitchburg, Mass.

CBS News sets succession: It's Bill Leonard

William A. Leonard, CBS Inc. Washington vice president, was designated last Friday to succeed Richard S. Salant as president of CBS News when Mr. Salant retires next April. Until then the 62-year-old Mr. Leonard, a longtime newsman, will serve as executive vice president and chief operating officer of CBS News, reporting to Mr. Salant. Mr. Leonard's successor in the Washington post, where he has been in effect CBS's chief lobbyist could be announced as early as this week. One report held that offer of Washington job had been made to Bill Small, now senior VP, CBS News.

Mr. Leonard's appointment, announced by President Gene F. Jankowski of the CBS/Broadcast Group, ended months of speculation. The speculation usually included Mr. Leonard's name along with several others that varied from time to time. Mr. Salant had advocated for some time that a successor be chosen and announced, both to stop the speculation's unsettling effects within CBS News and to give the president-to-be time to work into the job.

Before he was named to the Washington vice presidency in November 1975, Mr. Leonard has been senior vice president and director of public affairs broadcasts for CBS News since 1971. He is credited with developing and in their early years supervising CBS News's *60 Minutes*, the *Magazine* series and *In the News*. Fred W. Friendly, a former CBS News president, rated him "the best broadcast journalism executive" (BROADCASTING, "Profile," Dec. 1, 1975).



Leonard

Which rewrite tune to march to?

Confusion surfaces in the ranks as NBC's Kenney pushes more dovish position than he thinks is being promoted at broadcaster briefings being held around country by NAB

Does the National Association of Broadcasters oppose the Communications Act rewrite, or doesn't it? NBC's Washington vice president, Peter Kenney, thought broadcasters at a meeting in New York were told last week that NAB opposes it, and he fired off a telegram to NBC-owned stations to prevent such a notion from spreading.

Although not present at the Monday rewrite briefing of about 35 New York area broadcasters by NAB staff and board representatives, Mr. Kenney said he learned from conversations with five broadcasters present that the NAB board's rewrite position was being characterized as more hawkish than he understood it to be.

A member of the NAB board who participated in the unanimous decision on a rewrite position in Toronto just two weeks before (BROADCASTING, July 3), Mr. Kenney wrote NBC-owned stations that "The NAB board did not feel it necessary at this time to take a firm stand on that point [whether to support or oppose the rewrite]" but seeks a "creative blending" of the good points in the old act and the new bill.

Mr. Kenney's letter focuses on a built-in ambiguity in NAB's position: Does a "creative blending" mean acceptance of the rewrite with modifications of certain provisions to make them more palatable for broadcasters? Or does it mean only acceptance of the original 1934 Communications Act with amendments that incorporate, from broadcasters' viewpoint, some of the better points of the rewrite? The latter stance would indicate to Mr. Kenney that NAB is closing off "necessary dialogue" with the House Communications Subcommittee. It's important to continue that

dialogue, he said, to clarify some of the rewrite's "fuzzy" provisions.

Mr. Kenney understood the stronger interpretation was expressed at the New York meeting—by whom, he would not say. But others connected with the meeting focused on ABC's Washington vice president, Gene Cowen, a member of the NAB board and head of the association's legislative liaison committee that is running the series of meetings with broadcasters in territories represented by members of the House Communications Subcommittee (meetings also were held last week in Los Angeles, Chicago, Nashville, Baltimore and at the Rocky Mountain Broadcasters Association meeting in Manor Vail, Colo.). On the question of whether to oppose the rewrite, Mr. Cowen is classed a hawk, Mr. Kenney (and CBS's Washington vice president, Bill Leonard), a dove.

But labels like those may indicate stronger differences than really exist. Mr. Cowen said, for instance, "We're in shadings here, very slight shadings." He denied there is any difference between his interpretation of the NAB position and Mr. Kenney's. Regarding Mr. Kenney's contention that the New York broadcasters were told NAB opposes the rewrite, "it's a misinterpretation of the meeting," he added. It is true, however, he said, that the New York broadcasters "came down a little harder than the NAB board language."

William O'Shaughnessy (WVOX(AM)-WRTN(FM) New Rochelle, N.Y.), a member of the NAB radio board who presided at the meeting in New York, contended that "Mr. Kenney is completely misinformed if he thinks this was a runaway for the hawks. . . There's been no strategy that I've heard of to torpedo the rewrite." In the same conversation, Mr. O'Shaughnessy appeared to cross over, however, saying that "amending the old act—that's really what we're talking about, isn't it?"

It is reported that the hard-line view of

NAB's position was again expressed at a meeting of broadcasters in Los Angeles Wednesday. Appearing there from the NAB board were Forest Amsden of KGW-TV Portland, Ore., and Mr. Cowen.

NAB board members and staff sought to downplay the differences in interpretation last week, saying they didn't want them blown out of proportion. Erwin Krasnow, NAB senior vice president and general counsel, who was present at the New York meeting, said: "I don't see what the fuss is about. I was sort of surprised that a telegram was sent out on that." Mr. O'Shaughnessy said that the association has to make sure that "nobody gets any headlines out of this that someone is breaking ranks." They and others said it is important now and in the future that the industry have a unified approach to the rewrite.

The network representatives also emphasized that their actions in no way reflected their networks' positions—which they say haven't yet been worked out. Until now, they have only agreed in principle with the NAB's position to seek a "creative blending." By the time the Communications Subcommittee gets to the broadcast portion of the rewrite in its hearings in September, Mr. Cowen said, "It wouldn't surprise me if we came out differently than the others."

Now that he's official, Geller keeps going

Newly confirmed head of NTIA has a full plate before him, beginning with testimony at Van Deerlin rewrite hearings; most of his agency's work will deal with common carrier rather than broadcasting

The Commerce Department's new National Telecommunications and Information Administration, the successor to the White House Office of Telecommunications Policy and Commerce's Office of Telecommunications, is in place and working to meet deadlines for a heavy load of work assigned by the President and Congress.

Senate action on June 29 confirming Henry Geller as assistant secretary of commerce for communications and information to head NTIA (BROADCASTING, July 3) was welcomed by him and the organization; he had been running it as a consultant since November. But while the confirmation and his subsequent swearing-in eased some procedural inconveniences, they didn't effect any real changes.

Mr. Geller already had in place his staff of senior aides, and NTIA is operating with a force of some 300. Personnel are distributed among offices in Washington,

where most activities are located in space once occupied by OTP; in Annapolis, Md., where some spectrum management functions are conducted, and in Boulder, Colo., where the Institute for Telecommunications Sciences, a research facility, is located.

Mr. Geller, the former FCC general counsel who serves as the principal adviser to the secretary of commerce and the President on telecommunications matters and as the administration's chief spokesman on them, last week ran through some of the projects facing him and NTIA.

He will testify this week, and over a period of weeks to come, before the House Communications Subcommittee on the proposed rewrite of the Communications Act. The proposed reorganization of the FCC and NTIA are on the subcommittee's agenda this week; common carrier and international communications matters come up in August, broadcasting in September.

(And although he is the administration's adviser and spokesman on telecommunications, he is part of a bureaucratic operation that imposes its own constraints. Positions drafted at NTIA have to be cleared not only through Commerce but the executive branch—a process that takes

In Brief

National Association of Broadcasters Chairman **Donald Thurston** will tell California Association of Broadcasters tomorrow (July 18) that broadcasters "**must not fall prey to the seductive portions of the [proposed Communications Act] rewrite** and then realize we have wiped out 50 years of law, precedent and understanding and lost our supposedly regained freedoms through an undefined and unlimited spectrum tax proposal." On same subject, he urges radio and TV to stick together in confronting bill, and suggests **now is time to "seek common ground" with cable industry.**

Four days of hearings this week on H.R. 13015, rewrite of Communications Act, will deal with FCC reorganization and National Telecommunications and Information Administration. Among witnesses: **Tuesday**—FCC Chairman Ferris, Commissioners Brown, Fogarty, Quello, Washburn, White; **Wednesday**—Justice Department's Shenefield and former FCC Chairmen Burch, Ford, Henry, Hyde, Minow, Wiley; **Thursday**—former FCC staffer Barry Cole, NCTA Chairman Robert Hughes; **Friday**—Geller of NTIA, Whitehead and Eger of old OTP. Hearings then proceed weekly, even during August recess, when they're tentatively set for Boston, Chicago, Los Angeles, New Orleans and Orlando, Fla., in districts of House Communications Subcommittee members.

Rewrite co-author **Lionel Van Deerlin** rebutted NAB stance on **rewrite** in own appearance before Rocky Mountain broadcasters Friday. "Don't rely entirely on your national organization—or your attorneys—in looking closely at this bill," he advised, suggesting both had vested interest in maintaining 1934 act. Estimated spectrum fee of \$300 to \$800 annually for radio station in medium to small markets he said was less than now paid for attorney fees. Speaking of cable reaction to rewrite, he said, "**Now there's some fair weather friends for you.**" And referring to FCC's fine of WMAL(AM) Washington for commercial logging violations of Harden-Weaver comedy team, he said: "**If this is the best we can get, then it's time to cut the FCC and its regulatory functions down to size.**"

Des Moines (Iowa) Register and Tribune Co. has signed agreement to acquire **McCoy Broadcasting Co.** McCoy is principally owned by Arthur H. McCoy and owns KLAQ-AM-KPPL-FM Lakewood, Colo.; KHAW-TV Hilo, KHON-TV Honolulu and KAH-TV Wailuku, Hawaii; KYXI(AM) Oregon City and KGON(FM) Portland, Ore. Register and Tribune, principally owned by members of Cowles family, owns WOAD-TV Moline, Ill.; has purchased, subject to FCC approval, WIBA-AM-FM Madison, Wis., and publishes *Des Moines Tribune* and *Sunday Register* and *Independence (Iowa) Conservative* and *Bulletin-Journal*. Price said by knowledgeable outsiders to be **more than \$20 million.**



About 550 homes took part in **town meeting via two-way television** in Upper Arlington, Ohio, last Wednesday, staged by Warner Cable on fragment of 20,000-subscriber **Qube** system in Columbus. Estimated 2,000-2,500 viewers were given chance to participate in discussion and polls on issues involved in controversial planning report for city. They were asked frequently opinions on questions such as that above, concerning exterior appearance of homes in community. Results appeared on screen in seconds. In between polls, viewers could also use their response buttons at home to notify studio they wanted to talk (studio would then call them and put them on) or to indicate they wanted to move on to other subjects if discussion was dragging. Instant poll of those still tuned in at finish of meeting showed **86% think Qube is good or excellent forum for public debate**, 96% want to do it again.

N W Ayer ABH International, New York, has been tapped for estimated \$22 million account of **Seven-Up Co.**, St. Louis, which is severing 36-year association with J. Walter Thompson, Chicago (85% of budget slated for TV and radio).



NTIA policymakers. Henry Geller, assistant secretary of commerce for communications and information, and some of his top aides at the new National Telecommunications and Information Administration gathered for this picture for *BROADCASTING* last week. Cloyd C. Dodson, director of administration; Forrest P. Chisman, director of planning and policy coordination; Sharon Coffey, director of congressional and public affairs; John Richardson, chief scientist; Paul Bortz, deputy assistant secretary-

designate; Mr. Geller; Gregg Skall, chief counsel; Veronica M. Ahern, director of international affairs, and William A. Lucas, associate administrator for telecommunications applications. Senior aides not pictured here include Leland L. Johnson, associate administrator for policy analysis and development; Donald M. Jansky, associate administrator for federal systems and spectrum management, and Douglass D. Crombie, associate administrator for telecommunications sciences.

some three weeks.)

Beyond the rewrite, NTIA is developing administration policy on privacy, helping to draft the U.S. position at the World Administrative Radio Conference in Geneva next year and preparing comments in FCC proceedings involving the fairness doctrine and rules the commission is con-

sidering to govern *ex parte* contacts.

Mr. Geller last week said, as he has before, that NTIA's principal effort will be in common carrier rather than broadcasting matters. He mentions electronic mail, the commission's inquiry into data communications and the matter of competition in the common carrier field.

Broadcasting issues may be "interesting," he said. And it's possible NTIA will participate in some late phase of the FCC television network inquiry—"maybe two or three years down the road." But for the most part, he feels NTIA lacks the resources now to devote to broadcasting issues.

Federal Trade Commission is expected to rule today on **disqualification of Chairman Michael Pertschuk** from agency's inquiry into children's advertising. Pertschuk said last week he would continue to participate in inquiry despite industry claims he was prejudiced and biased, but that he had asked other four commissioners to make ruling.

□

FCC Commissioner **Tyrone Brown has reservations about rewrite of Communications Act** and particularly what he says is **elimination of public trustee concept** as it applies to radio and, eventually, to television. He spoke informally on Thursday before D.C. Media Task Force, said license fee, which is called for in rewrite, should not be considered "quid pro quo" for surrendering government regulation of broadcasting. He said **rewrite does nothing for blacks**, notes it would remove FCC's authority over equal employment matters, as well as over programming. He said he is not sanguine about marketplace competition assuring that such groups as women, children and minorities are served by broadcasting. Commissioner Brown called Supreme Court's **Bakke decision** victory for backers of equal employment opportunity, as it supports affirmative action.

□

National Association of Broadcasters is urging **WARC** position that calls for **reserving all UHF frequencies exclusively for television**. NAB comments filed last week in eighth notice of inquiry of WARC say that, to ensure television growth "is not forever stifled," land mobile sharing of UHF channels 14-20 and 70-83, as now permitted, should not be included in U.S. position. NAB also says that proposed satellite operation in 620-790 mhz UHF-TV band would "create catastrophic interference" and that commission proposal to permit land-mobile sharing of UHF bands 470-608 and 614-890 within 200 miles of Mexican and Canadian borders should be dropped on ground it would have "unsettling" effect.

□

Sale of WDAS-AM-FM Philadelphia by Max M. Leon Inc. to Sonderling Broadcasting Corp. for more than \$4 million has been **terminated**.

□

National Association of Broadcasters warns that FCC proposal to disallow **AT&T practice of assigning institutional advertising expenses** to costs chargeable to rate-payers "would encumber and possibly preclude" those advertising practices. NAB, in comments filed in

connection with all-day oral argument commission is to hold on subject on Wednesday, also says that, in attempting to distinguish among types of advertising for rate-making purposes, commission would take on role of "chancellor of advertising content." American Advertising Association filed comments attacking proposal as "unworthy, unconstitutional and repugnant to our democratic principles." FCC proposal would require costs to be borne by stockholders.

□

FCC has initiated rulemaking aimed at permitting TV companies seeking international service to **purchase service directly from Comsat** instead of through one of four international carriers now authorized to serve them on rotational basis. Commission acted on petition of Spanish International Service.

□

Station Representatives Association has reorganized structure to set up radio, television and joint boards. Joint board will be made up of radio board and television board, each of which has seven members, plus president (Adam Young, Young Television), VP (Sam Brownstein, PRO/Meeker Radio) and treasurer (Frank Barron, Storer Television Sales). Heading radio board will be SRA VP Charles Colombo, Eastman; television board will be led by SRA VP Jay Walters, Harrington, Righter & Parsons.

□

E. Hal Hough, VP-program services, CBS Entertainment, New York, named VP-programs, CBS Television Stations division, succeeding **Lee Currlin**, who is joining NBC-TV as VP-broadcast planning (*BROADCASTING*, July 10).

□

Larry F. Darby, head of economics division of FCC's Common Carrier Bureau, named **acting chief** of bureau, pending replacement for Walter Hinchman, who resigned effective Aug. 31. Mr. Darby joined FCC in March from Office of Telecommunications Policy, where he was senior economist.

□

Milton Mitler, on White House staff during Ford administration, joins U.S. Chamber of Commerce, Washington, as manager of new marketing division. Col. Mitler, who owns WALE(AM) Fall River, Mass., had been with Fraser Associates, Washington agency. New assignment includes broadcast promotion along with marketing of monthly *Nation's Business*.

No united front on 51/9 proposal

ABC, CBS won't rush to follow NBC's plan to standardize at 51 minutes of programing, nine minutes of nonprogram material in prime-time hours

A confrontation appeared to be developing last week over NBC-TV's proposal to curtail prime-time "clutter" by reducing allowable nonprogram time, under the National Association of Broadcasters' TV code, to nine minutes per hour from the present nine and a half minutes (BROADCASTING, June 26, et seq.).

CBS officials said they do not support the NBC proposal, and ABC officials, although emphasizing that they had reached no decision, seemed clearly to question its merits.

The chairmen of the CBS-TV and ABC-TV affiliates boards, on the other hand, went on record as being personally in favor of a cutback in clutter generally and of the NBC proposal specifically. Both emphasized, however, that they had not conferred with their respective affiliates board members but said they expected to do so shortly.

Support by the CBS and ABC affiliates boards—and of the TV code board as a whole—was urged by Ancil H. Payne of King Broadcasting Co., Seattle, chairman of the NBC-TV affiliates board, in letters made public last week. Mr. Payne praised NBC for "bold and forceful" action but said the NBC affiliates "recognize the necessity for uniformity in this highly competitive area" and that uniformity "is obtainable only through the NAB Code Authority."

"We therefore strongly urge the Code Authority's adoption of a clean, rigid 51/9 [51 minutes of program material, nine minutes of nonprogram material] rule," Mr. Payne wrote in a letter sent to Robert Rich of KBJR-TV Duluth, Minn., chairman of the TV code board, with copies to the chairmen of the ABC and CBS affiliates.

Robert M. Bennett of WCVB-TV Boston, chairman of the ABC affiliates, and Charles M. McAbee of KCMO-TV Kansas City, Mo., the CBS affiliates chairman, said late last week they personally endorse the proposal and hoped to discuss it with their respective board members in telephone calls within the next two days.

Gene Mater, vice president and assistant to the president of the CBS/Broadcast Group, said meanwhile that "at this time, we will not support" the NBC plan. He called it "a cosmetic approach" that would be hardly noticeable, if at all, to most viewers.

In addition, he noted, NBC's proposal was an endorsement of a resolution currently pending before the code board, and this resolution, Mr. Mater said, involved changes not only in prime time but in other dayparts as well. The issue, he said,

should be considered in this broader context.

Neither Mr. Mater nor code or other officials would give full details of the pending resolution, which some said is very complex. Among other things it reportedly involves redefinition of when program promotional announcements will be counted as program material and when as nonprogram material. It was introduced by Michael Kievman of Cox Broadcasting, chairman of a special code board committee currently reviewing the TV time standards.

Mr. Kievman's committee is expected to hold its next meeting in late August.

While ABC sources said they had taken no position on the NBC proposal, they also indicated a belief that, as one put it, "the question is not 30 seconds less or more, but what you count." Their reasoning was that nonprogram time limits could be cut to, say, eight minutes without really affecting actual limits if definitions of nonprogram material coincided. In any case, one ABC executive said he didn't expect ABC "to do anything [about taking a position] very quickly."

Setting records in second quarter

Initial financial reports, from CBS, RCA and Storer, reflect new highs in revenues and profits

The first reports on the financial performance of broadcast-related companies in the first half of calendar 1978 came out of the chute last week, and all showed earnings at all-time peaks.

The records—reported by CBS, RCA and Storer Broadcasting—mark the continuation of a long-term trend among broadcasters and companies in related fields. Others are expected to follow in the next few weeks as the season for midyear reports unfolds.

CBS reported record sales, earnings and earnings per share for both the second quarter and first half. RCA also reached record highs in both sales and earnings for both the quarter and the half. Storer reported record second-quarter and first-half earnings, with earnings per share up 45% for the quarter and 35% for the half and with a "particularly encouraging" 39% rise in second-quarter operating profits of its TV and radio stations and a 70% rise in cable-TV operating profits for the quarter.

Highlights of the three reports:

■ RCA Corp.'s net income in second quarter 1977 reached the highest level of any quarter in the company's 59-year history.

Edgar H. Griffiths, president and chief executive officer, reported that net income rose 12% over the 1977 quarter to \$78.3 million (\$1.02 per share), as compared with \$70.1 million (92 cents per share) a year ago. Sales for the quarter rose to a new high of \$1.6 billion, as against \$1.43

billion a year ago.

Net income for the first half advanced to \$133.2 million (\$1.74 per share), up from \$118.6 million (\$1.55 per share) in the comparable 1977 period. Sales for the first half amounted to a record \$3.2 billion, an 11% increase over 1977.

Mr. Griffiths said all RCA business segments except broadcasting participated in the earnings gain in the second quarter. NBC, he added, continued to lag in profit behind the same period a year ago.

■ CBS Inc. achieved record levels in estimated revenues, earnings and earnings per share in both the second quarter and the first half of 1978.

William S. Paley, chairman, and John D. Backe, president, said all four CBS operating groups increased revenues in the second quarter. They noted that the company's earnings growth in the quarter was paced by the CBS/Broadcast and CBS/Publishing groups.

In the second quarter, net income totaled \$59.3 million (\$2.14 per share), up from \$54.9 million (\$1.95 per share) in the 1977 period. Revenues rose by 13% to \$751.8 million from \$665.5 million last year.

First half net income rose by 6% to \$93.1 million (\$3.36 per share) from \$87.9 million (\$3.11 per share) in the comparable period last year. Revenues rose to \$1.5 billion, up 14% from \$1.31 billion in the first half of 1977.

CBS/Broadcast Group revenues increased by 12% over the 1977 first quarter, with "good growth in all three operating areas—television network, television stations and radio. Revenues at the CBS/Records Group climbed by 15%; at the CBS/Columbia Group by 26%, and at the CBS/Publishing Group by 2%.

■ Storer Broadcasting Co. turned in record second-quarter and first-half earnings, with strong performances by both broadcast stations and cable TV systems.

Net income for the second quarter amounted to \$5,523,000, equal to \$1.02 per share, on revenues of \$40,032,000, up from \$3,787,000, or 71 cents per share on revenues of \$32,114,000. For the first half, net income increased to \$7,856,000 (\$1.46 per share) on revenues of \$69,797,000, from \$5,789,000 (\$1.09 per share) on revenues of \$58,090,000.

Storer said broadcast stations contributed \$55,500,000 of net revenues in the first half, up from \$47,522,000 last year, while cable revenue was \$12,035,000 as against \$8,662,000 in the 1977 period. Profits from broadcast station operations in the first six months climbed to \$15,241,000 from \$11,655,000 last year, while operating income from cable rose to \$2,934,000 from \$1,987,000 in the comparable 1977 period.

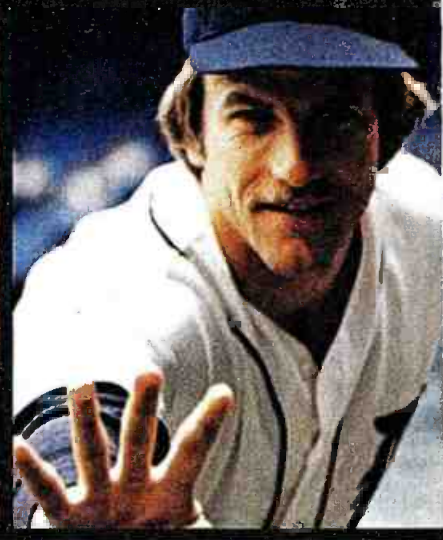
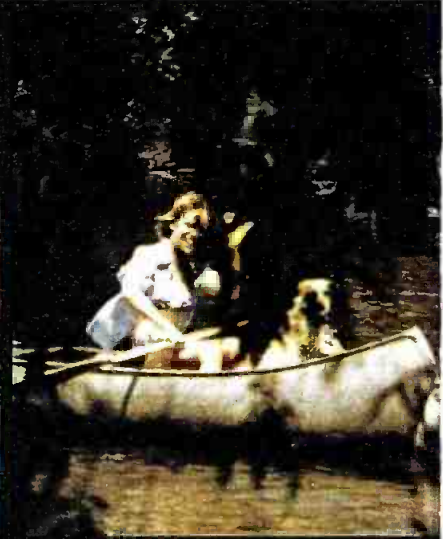
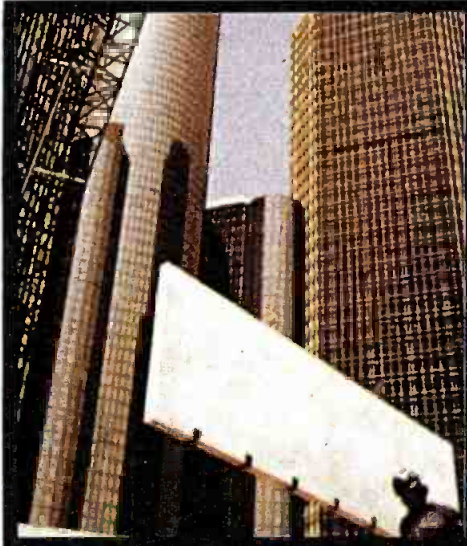
Bill Michaels, board chairman of Storer, said the second quarter improvement in broadcast station operations was "particularly encouraging." He noted there was a 39% profit from operations against an increase in revenues of 22%, reflecting the results of cost-watching efforts.

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WDIV DETROIT

HERE'S WHAT



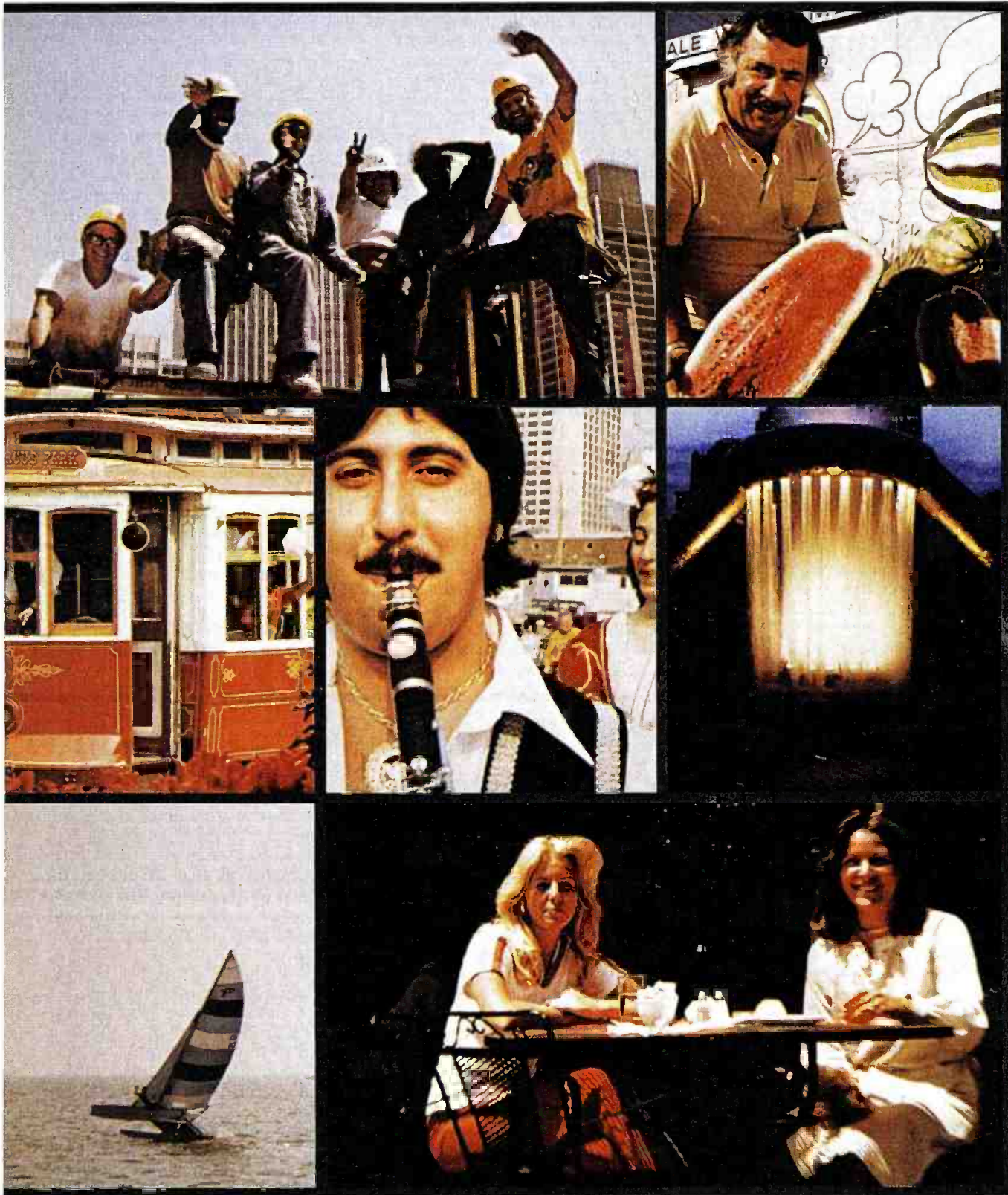
A city changing the way it looks. And people changing the way they see their community. It's all a part of Detroit's renaissance.

Channel 4 is changing, too. On June 26, 1978 WWJ-TV Channel 4 became the newest Post-Newsweek

Station, represented nationally by Top Market Television. An NBC affiliate. And on July 22, WWJ-TV will become WDIV 4 Detroit.

We're going to reflect the exciting changes in the Detroit area on our station. The best of what's been...

WE'RE FOR



and all that will be. The Hart Fountain and Renaissance Plaza. Trolleys and Tigers. Ethnic festivals and Greektown. Greenfield Village and Belle Isle. Eastern Market. And more, much more.

We're for a new Detroit. And for a new 4.

PNS
POST-NEWSWEEK STATIONS, INC.

REPRESENTED NATIONALLY BY
TMT
Top Market Television

Another hurdle cleared by public broadcasting bill

Three-year funding legislation is approved by House; CPB's Loomis calls for its support and says differences can be worked out during conference

The House version of public broadcasting's three-year financing bill sailed through that chamber with momentum its backers believe bodes well for the remainder of its journey through Congress. But lying in wait are public broadcasting opponents of portions of the bill and Republicans in the Senate who are considering restrictive amendments when the measure is taken up in that body.

And with the atmosphere surrounding the legislation still tense, the Corporation for Public Broadcasting's president, Henry Loomis, wrote a letter to all public broadcasting licensees, expressing support for both the Senate and House versions of the bill (they "came closer than any" to CPB's policy positions), warning against efforts to kill or amend it on the Senate floor, and calling for cooperation among the members of the public broadcasting community. Changes can be made in the Senate-House conference, he said.

The House bill (H.R. 12605) has re-

ceived unanimous approval of the House Communications Subcommittee and the parent Commerce Committee. And on Monday, it was taken up by the House and approved under a procedure barring amendments but requiring a two-thirds vote for passage. What's more, the Carter administration is vigorously supporting both the House and Senate versions, which it feels reflect with reasonable fidelity the proposal it sent to Capitol Hill in October (BROADCASTING, Oct. 10, 1977).

The most vocal objections to the bill have come from the Public Broadcasting Service, whose members see in its provisions that impinge on their independence as broadcasters, particularly in the programming area (BROADCASTING, July 3). However, like CPB, PBS is focusing its effort on securing changes in conference.

Mr. Loomis's concern appears to be that the tougher approach PBS members had been taking, toward the House bill particularly, would result in a serious legislative setback for public broadcasting. Ralph Rogers, who stepped down last month as PBS chairman, had urged seeking the bill's recommitment; he had said no bill would be preferable.

The PBS board under its new chairman, Newton N. Minow, has decided to work for changes in the conference report. And Mr. Loomis said he is glad that the PBS board supports passage of both bills. He noted this is also the position of National Public Radio.

But he said CPB is concerned that those in public broadcasting "who are still attempting to kill the bill or open it up for

amendment do not fully comprehend the gravity of the situation." He said either tactic would aid those in Congress "who have long been opposed philosophically to any federal money for public broadcasting. Now, more than ever," he added, "we need to cooperate among ourselves, support these bills and work out our differences in conference."

Mr. Loomis's concerns were not eased by reports that Senate Republicans had put a hold on the Senate bill while they pondered offering amendments to the Commerce Committee bill on the floor.

Senator Robert Griffin (R-Mich.) is considering offering an amendment that would reduce by one year the three-year authorization now provided for in the bill. Senator James McClure (R-Idaho), chairman of the Republican Steering Committee, a group of 15 conservative Republicans, is considering an amendment that would reduce the authorization by two years. ("Closed Circuit," July 10). Other members of the group are said to be considering amendments to put a limit on salaries of CPB, PBS and NPR officers, as in the House bill, and to hold the matching ratio of nonfederal to federal money at \$2.50 to \$1. The Senate bill would lower that ratio to \$2.25 to \$1 and the House bill would reduce it even further, to \$2 to \$1.

The House bill would authorize \$180 million for CPB in 1981, \$200 million in 1982 and \$220 million in 1983. The Senate bill is the same, except it would authorize only \$200 million in the third year. Both bills would require the distribution of at least 50% of the funds to radio and television stations, and would authorize \$40

CPB's still flying, albeit on just wing and prayer

Loss of chairman said to be less than crippling; but president will exit too, and Carter has yet to name replacements

The resignation by the chairman of the Corporation of Public Broadcasting has, as one board member said, "added to the level of uncertainty" within that organization, but it appears not to have crippled it.

W. Allen Wallis announced on July 7 that he was retiring effective Sept. 14, two years before his term ends, "for various personal reasons," on which he refused to elaborate (BROADCASTING, July 10). Some thought it significant, however, that he had to interrupt regular business of that day's board meeting to make his announcement because his schedule forced him to leave early. Similar conflicts have kept him from much CPB business since his election in February 1977.

"I'll bet," one board member said last week, "that last year he spent only six or eight days on public broadcasting." Mr. Wallis, who is retiring as chancellor of the University of Rochester in Rochester, N.Y., has a long list of other board commitments and rarely had time to attend CPB committee meetings where much of

the board's work is done. Another board member noted that "We spent two days in committee for every three hours on the board. . . . Allen was just not able to participate as much as he should have."

Had Mr. Wallis been a more evident chairman, his resignation might have had more impact on a 15-member board that has six lame ducks and a president who has said he will retire as soon as his successor can be found.

However, several board members have said they felt Mr. Wallis could not have been re-elected at the September annual meeting. Besides, the committees and four or five board members have taken up most of the slack caused by the chairman's absences from working sessions. The board, one of them said, may be better off now than it was six or 12 months ago because members have worked together more, found more common ground and burned out their "feuds." Two members said much support has come from Cortland Anderson, executive vice president, and James B. Cardwell, vice president of finance and administration and treasurer.

Leading candidates to succeed Mr. Wallis are Lucius P. Gregg Jr., a Chicago banker, and Lillie E. Herndon, Columbia, S.C., past president of the National Con-

gress of Parent Teachers Association. The choice will be made at the September annual meeting in Washington.

An immediate effect of the Wallis resignation is to add still another to the number of appointments needed to fill out the board. The Carter administration and several before it have been, a staffer said, "wilfully negligent" in making CPB appointments.

The retiring president, Henry Loomis, says that administrations all the way back to that of Lyndon Johnson have not considered CPB as "highest priority, therefore it tends to go to the bottom of the pile." Testifying to a Senate committee in May, he said: "I ask the committee to put itself in the position of a distinguished board member who is told to stick to his non-paying job (to which he will probably not be reappointed) for as long as two-and-a-half years after his term has expired while the President attends to other matters. This is not exactly the best way to help public broadcasting or to make other distinguished Americans relish the opportunity to serve as director of CPB."

He said board members are difficult to select because qualifications are so general, leaving appointments vulnerable to political patronage. Many times, he said, he

million in each of the years 1979 through 1981 for building and improving educational telecommunications facilities. The House bill would require that 25% of the money be spent on radio—a provision NPR considers a boon; it now receives far less than that percentage.

PBS's principal concerns with the House bill appear to be proposed new criteria for determining the community service grants CPB will make to stations—"innovative approaches" to new audiences, "community responsiveness" and "cost efficiencies" in program production, among them.

PBS, in a "talking paper" distributed to members for use in contacting their representatives in Congress, describes those criteria as "subjective" and says they would "cast CPB in the wholly inappropriate role of second-guessing local programing decisions."

Mr. Loomis, in his letter, said there is no basis for suggesting CPB would use the criteria to impose its judgments on public broadcasting stations. He said "it is not only common sense" but a requirement of present law and the current bills that CPB consult with the stations in establishing community service grant policies and practices. But he also said the criteria section in the House bill "contains some potentially problematic items that the corporation would like to see changed or clarified"—presumably in conference.

The PBS talking paper also restates objections to other provisions in the House and Senate bills. It expresses concern about provisions in the House bill that:

- Mandate the establishment of "rep-

resentative" community advisory boards by all public broadcasting stations (How can a station be sure its board is "representative"? the paper asks).

- Limit salaries paid officers of CPB, PBS and NPR to the amount paid cabinet officers—\$66,000. Since those are private, nonprofit corporations, PBS feels, it is not appropriate for Congress to fix salaries.

- Require open meetings of governing boards and committees (the paper objects to opening committee meetings, which are "often emergency in nature").

- Apply enforcement of equal employment opportunity rules to the composition of station governing and advisory boards. The paper raises no objection to the provision as it deals with employees, but says stations have no control over the composition of many of the boards, some of which are elected and some appointed by state or local officials.

In most cases, PBS favors the Senate bill as does CPB. But one provision in the Senate bill PBS finds unacceptable authorizes the General Accounting Office to develop accounting principles applicable to all public broadcasting stations. The talking paper says the language is so "sweeping" it could be read as authorizing GAO inspection "of scripts, outtakes, and tapes of programs never broadcast." PBS prefers the accountability provision in the House bill.

Public broadcasting's criticism of the House bill and word of possible efforts by Senate Republicans to amend the Senate Commerce Committee bill on the floor did not disturb House Communications Subcommittee staff members in the wake of

the House action last week. Given the support the bill has received thus far, one said, House members would be "derelict" in their duty not to give the measure strong support in the House-Senate conference.

In the debate preceding the House vote, Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, and Representative W. Henson Moore (R-La.), a member of that panel, rejected the charges PBS members have been leveling.

"I would point out to the bill's critics that public support carries with it public responsibilities," Representative Van Deerlin said. "After lengthy study, the subcommittee decided that provisions relating to equal employment opportunity, financial accountability and public participation were necessary, since the system's record in these areas were far from adequate."

He also said that, as a former broadcast journalist—his background includes service at XETV(TV) Tijuana, Mexico (San Diego), and the then KFSD-AM-TV San Diego—"I am most sensitive to any measures that might lead to government interference in programing decisions, and I can assure you that H.R. 12605 contains no such measures." Representative Van Deerlin offered the same assurance in colloquies with members who posed questions reflecting many of the concerns expressed by PBS members. Representative Moore added the comment that if public broadcasting does not want to accept the guidelines imposed by the bill on the use of federal funds, "then it should no longer seek federal funds."



Going, going, gone, gone. Wallis, Loomis, Gherardi and Greene.

has heard from one source or another that appointments are on the way, but they rarely arrive. The latest report is that five appointments will come from the administration this week (BROADCASTING, March 20).

Board members serve until they are replaced (the term of one sitting member, Virginia B. Duncan, expired in 1976) and the "lame duck" members have been operating as though their terms had not run out. "If they were less dedicated people," a director said, "they'd just stop coming. But they care enough about

public broadcasting that we have never had any quorum problems." Several of them chair or serve on various committees, including the one searching for a new president.

That committee has been the object of some speculation too. Mr. Loomis said last December that he would retire as soon as a successor was named. The search committee has gone through some 700 names, meeting almost every week, and may not as yet have settled on one. Mr. Loomis will no doubt leave in September and committee members have said they hope to have a

candidate then. But they are not promising.

Meanwhile, resignations have come from Thomas G. Gherardi, vice president, general counsel and secretary, and Adele S. Greene, vice president in charge of public affairs. These two positions are likely to remain open for this year, and surely until a new president is elected.

What affects CPB also affects the Public Broadcasting Service and National Public Radio. Larry Grossman, president of PBS, said he looked forward "to the time when CPB will have a predictable future so the chairman and management can join us in long range planning. . . . It is obviously unsettling to any organization not to know where its leadership is going or coming from."

Frank Mankiewicz, NPR president, felt much the same way. "It is hard to make long-range plans and feel confident about the future until you know whom you are dealing with," he said. There is, he said, "a faint little air of uncertainty about everything, and when there is uncertainty, you play it cautious." Mr. Grossman and Mr. Mankiewicz both said what others at CPB said—Mr. Wallis and Mr. Loomis will serve until September, and all the board members are serving until they are replaced. So, CPB hasn't really lost anybody. It is functioning, but it is functioning in that "little air of uncertainty."

FCC political broadcasting rules are tightened up

It sets harder definition of 'candidate' and clarifies guidelines for assuring access to the airwaves

With election time coming on, the FCC last week took a couple of actions dealing with political broadcasting. It revised its definition of a "legally qualified political candidate" and set policy guidelines designed to assure federal candidates "reasonable access" to radio and TV airtime.

The changes in the definition of legally qualified candidate have the effect of making it more difficult for a person to trigger the equal-time or reasonable-access provisions of the Communications Act.

The present definition defines a legally qualified candidate as one who has announced his candidacy and is eligible to hold the office, provided he has qualified for a place on the ballot or publicly committed himself to seek election as a write-in candidate.

One change adds the requirement that candidates seeking nomination by convention or any means other than a primary election make a "substantial showing" of

bona fide candidacy. The showing would eliminate from the "legally qualified" category those who merely state they are candidates.

Another change would deal with the problem comedian Pat Paulsen ran into in 1972 after he qualified as a candidate for the Republican presidential nomination in New Hampshire. He lost network assignments after the commission held that even his nonpolitical appearance on television could trigger equal time demands. Under the new definition, a person would not be considered a candidate for a presidential or vice presidential nomination nationwide unless he qualified for the nomination in 10 states.

The commission's new definition also sets a time frame for announcing candidacies. It said no one seeking nomination to any office—except that of President or Vice President—would be considered a legally qualified candidate more than 90 days in advance of the convention, caucus or similar procedure in which the nomination is being sought.

Charges for political advertising also figure in the definition. The commission said stations cannot charge a candidate more for time than they would an advertiser attempting to reach the same area as that encompassed by the office being sought. And all discount privileges available to a commercial advertiser must be offered on equal terms to all political candidates.

The commission said it was adopting

guidelines to make sure that federal candidates obtain the "reasonable access" to radio and television time mandated by law—Section 312(a) (7) of the Communications Act—after concluding that no formal rule would cover all of the situations that could crop up in a political campaign. A station can lose its license for repeated failure to grant reasonable access to candidates for federal office.

The policies, designed to aid broadcasters in reaching "good faith judgments," provide that:

- Reasonable access must be provided through the gift or sale of time.

- Broadcasters must provide prime time unless prevented by unusual circumstances.

- Licensees may not have a policy banning federal candidates from access to the types, lengths and classes of time they sell advertisers.

- Reasonable access must be provided at least during the 45 days preceding a primary and the 60 days before a general election.

Several of the policies attempt to deal with the kind of problem created when former Senator William Buckley (C-R-N.Y.) two years ago demanded and obtained time on noncommercial stations for airing political commercials.

One policy says that noncommercial stations generally need not provide federal candidates with lengths of program time that are not a normal component of the station's schedule. But another says that, in view of the no-censorship provision of Section 315(a), noncommercial broadcasters may not reject a candidate's material simply because it was prepared originally for broadcast on a commercial station.

And a third says that although commercial and noncommercial stations may suggest a format to a candidate, the candidate need not accept it, and does not lose "equal opportunities" if he declines to appear on a program designed by the broadcasters.

The commission, while noting that Congress had offered it little guidance on interpreting the reasonable access provision, added that it is clear Congress wanted broadcasters to afford federal candidates a special right of access to their facilities available to no other groups.

Commissioner Joseph Fogarty, who was a Senate Commerce Committee staff aide when the law was passed in 1972, called it "a selfish piece of legislation" on the part of Congress. Chairman Charles D. Ferris, who was an aide to the Senate Democratic leadership at the time, concurred.

In another matter dealing with broadcasters' political broadcasting responsibilities, the commission discussed a draft primer on "The Law of Broadcasting and Cablecasting."

The primer is written in layman's language and is designed to help broadcasters, candidates and the general public in understanding the rules and laws dealing with political broadcasting. The commission is expected to authorize its release after reviewing it again this week.



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7/17/78

Changing Hands

Announced

The following station sales were announced last week, subject to FCC approval:

■ **WVNJ-AM-FM Newark, N.J.:** Sold by Newark Broadcasting Corp. to Sabre Broadcasting Corp. for \$3,540,000. Seller is principally owned by Edward W. Scudder Jr., president, his brother, Richard, and other family members. Principals also own minority interest in Media General Inc., publicly traded owner of WFLA-AM-FM-TV Tampa, Fla., and three Fredericksburg, Va., CATV systems and publisher of six daily newspapers. Buyer is owned by Herbert Salzman (30%), Donald G. Softness, Samuel Wyman and Donna B. Atwater (23.3% each). Mr. Salzman is vice president and general manager of stations. Mr. Softness is principal of The Softness Group, New York public relations firm, and has minority interest in WALL-AM-FM Middletown and WHVS(AM)-WHPN(FM) Hyde Park, both New York. Mr. Wyman also has minority interest in those stations and owns New York media service firm. Donna Atwater is Chicago travel agent with no other broadcast interests. WVNJ is on 620 khz with 5 kw full time. WVNJ-FM is on 100.3 mhz with 24 kw and antenna 670 feet above average terrain.

■ **WERA(AM) Plainfield, N.J.:** Sold by Tri-County Broadcasting Corp. to Henry J. Behre for \$700,000. Seller is owned by Rose Chifrese, secretary of corporation; Edward Santoro, South Plainfield attorney; estate of James R. Croy III administered by his brother, George S. Croy, and Mr. Behre, who owned 42% of stock before transaction and will own 100% after. Mr. Behre is executive vice president and general manager of station and has no other broadcast interests. WERA is 500 w daytimer on 1590 khz.

■ **WKGN(AM) Knoxville, Tenn.:** Sold by Creative Broadcasting Inc. to Neighborhood Communications Corp. for \$643,000 plus \$75,000 covenant not to compete. Seller is subsidiary of Creative Displays Inc., Tuscaloosa, Ala., outdoor advertising firm with no other broadcast interests. Buyer is subsidiary of Neighborhood Theatres Inc., Richmond, Va., which owns chain of movie theaters and has no other broadcast interests; Morton G. Thalhimer, president. WKGN is on 1340 khz with 1 kw daytime and 250 w night. Broker: Cecil L. Richards Inc.

■ **KFMR(FM) Fremont, Calif.:** Sold by Alameda Broadcasting Inc. to Spanish Metro for \$500,000. Seller is owned by Robert F. Bell, president (42.2%), Max Churchill and J. Thomas Hurvis (20.3% each), Dennis King Jr. (10%) and John D. Emory (7.2%). They own WXLL(AM) Decatur, Ga., and WCGL(AM) Jacksonville, Fla. Buyer is owned by Robert L. Williams (85%) and James E. Coyle (15%). Mr. Williams owns Salinas, Calif., management firm and owns, with Mr. Coyle, KCTY(AM)-KRAY(FM) Salinas. KFMR is on



New owners. Present at the official signing over of KLAS-TV Las Vegas (channel 8) from Summa Corp. to Landmark Communications's KLAS Inc. were (l to r) William A. Geitz, president, Landmark's broadcast division; Nadine Henley, senior vice president of Summa, and Mark Smith, vice president and general manager of KLAS Inc. The station was the only broadcast station owned by the late Howard Hughes. Landmark now owns four TV's, one AM and one FM.

July 6, 1978

Teleco Indiana, Inc.

has acquired the assets of television station

WTTV-TV

Bloomington-Indianapolis, Ind.

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The undersigned initiated this transaction and represented the seller in the negotiations.

THE
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COMPANY Cincinnati, Ohio

104.9 mhz with 3 kw and antenna 115 feet above average terrain.

■ **WKXI(FM)** Jackson, Miss.: Sold by Tab Broadcasting Co. to WLOX Broadcasting for \$334,702. Seller, which is buying WTBC(AM) Jackson from Rebel Broadcasting Co. for \$146,575 (see "For the Record"), is owned by J. Alex Bowab, Clifton A. Thomas and Edward S. Thomas Jr. (26.6% each) and Robert O'Brian Jr. (20%), who will together retain 47% of stock. WLOX Broadcasting, which owns WLOX-AM-TV Biloxi, Miss., is principally owned by James S. Love III and his daughters, Mary Eliza Love McMillan and Jo Love Little. WKXI is on 94.7 mhz with 68 kw and antenna 430 feet above average terrain.

■ **WAKA(AM)** Gainesville, Fla.: Sold by Oliva Broadcasting Co. to GABCO Inc. for \$285,000. Seller is owned by George Oliva who owns WPAX(AM) Thomasville and WSIZ(AM) Ocilla, both Georgia, and is principal in WERE(AM)-WGCL(FM) Cleveland. Buyer is owned by Joseph Schwartzel, management consultant for Jefferson Data Systems, Charlotte, N.C. (50%), his father, James W. Schwartzel, and Floyd A. Peede, Michael Jones and Katherine Holt (12.5% each), none of whom has other broadcast interests. WAKA is 5 kw daytimer on 1390 khz. Broker: Reggie Martin.

Running up costs of government. In an official dissenting statement last week, FCC Commissioner Robert E. Lee amplified his feeling (BROADCASTING, July 3) that the timing "is atrocious" in issuing a notice of inquiry on reimbursement of expenses for participation in commission proceedings. Mr. Lee, joined by Commissioner James H. Quello, said inflation, excessive government spending and taxpayers revolting against "frivolous government programs" make this "hardly the time to propose a new spending program which may ultimately benefit only the lawyers." He said that Congress should be the one to propose reimbursement. He also noted there would be delays in proceedings if the FCC has to determine who gets how much money, and that the commission would need extra staff.

■ Other station sales announced last week include: WAPR(AM) Avon Park, Fla.; WSWG-AM-FM Greenwood, Miss.; WRBC(AM) Jackson, Miss., and KSCR(FM) Hobbs, N.M. (see page 47).

■ **Correction.** In sale of WDBC(AM)-WFNN(FM) Escanaba, Mich., by KvZ Inc. (BROADCASTING, July 3), WNFL(AM) Green Bay, Wis., was wrongly omitted from list of stations KvZ Inc. will retain.

Approved

■ The following station sales were approved last week by the FCC:

■ **KCRA(AM)-KCTC(FM)** Sacramento, Calif.: Sold by Kelly Broadcasting Co. to WGN Continental Broadcasting Co. for \$5.6 million. Seller is owned by Nina N. Kelly and her two sons, Robert E. and Jon S. (one-third each). Family also owns KCRA-TV Sacramento, which they are retaining. Buyer is subsidiary of Tribune Co. (*Chicago Tribune*), which owns WGN-AM-TV Chicago, KWGN-TV Denver, KDAL-AM Duluth, Minn. and has recently sold, subject to FCC approval, KDAL-TV there. Through interlocking ownership with News Syndicate Co. (*New York Daily News*), it is associated in ownership of WPIX-FM-TV New York and WICC(AM) Bridgeport, Conn. Tribune Co. also owns WGN Electronic Systems Co., multiple cable system operator in California, Michigan and New Mexico. Daniel T. Pecaro is president of WGN Continental. KCRA operates on 1320 khz with 5 kw day and 1 kw night. KCTC in on 96.1 mhz with 45 kw and antenna 520 feet above average terrain.

■ **KPLM-TV** Palm Springs, Calif.: Pacific Media Corp., licensee, sold by its receivers to Esquire Inc. for \$710,000 to class-one, class-two and class-four creditors and maximum of \$240,000 for stock held by class-three creditors. PMC is bankrupt corporation being sold by its receivers, Irving Sulmeyer and Arnold L. Kupetz. Buyer is publicly traded former publisher of *Esquire* magazine. Company, which is 26% owned by Gulf & Western, New York, publishes *Gentleman's Quarterly* magazine and owns Esquire Films Inc. Other divisions include educational publisher and lighting manufacturer. Bernard Krauss is president. KPLM-TV is ABC affiliate on channel 42 with 316 kw visual, 45.8 kw aural and antenna 630 feet above average terrain.

■ **WGNS(AM)** Murfreesboro, Tenn.: Sold by Vogel Communications to Davidson Broadcasting Corp. for \$700,000. Seller is owned by William Vogel of Murfreesboro, owner of WBLO(AM) Evergreen, WTCB(AM) Flomaton and WHOD-AM-FM Jackson, all Alabama; WIFM(FM) Franklin and WMPI(FM) Scottsburg, both Indiana; WDOH(FM) Delphos, Ohio and WNOI(FM) Flora, Ill. He recently sold WULA-AM-FM Eufala, Ala. Buyer is owned by Kenneth D. Lavender and Mildred B. (Sue) Littleton, owners of WHLP(AM)-WIKI(FM) Centerville, Tenn. Mr. Lavender is appointments secretary to Tennessee Governor Ray Blanton. Mrs. Littleton is wife of Sam Littleton, sales manager of WSM(AM) Nashville. WGNS is on 1450 khz with 1 kw day and 250 w night.

■ Other station sales approved by the FCC last week include: KCON(AM) Conway, Ark.; KILO(FM) Colorado Springs; WPUL(AM) Bartow, Fla.; WKKX(AM) DeLand, Fla.; KTGR(AM)-KTGC(FM) Columbia, Mo.; WNRN(FM) Bellvue, Ohio, and KUIK(AM) Hillsboro, Ore. (see page 47).



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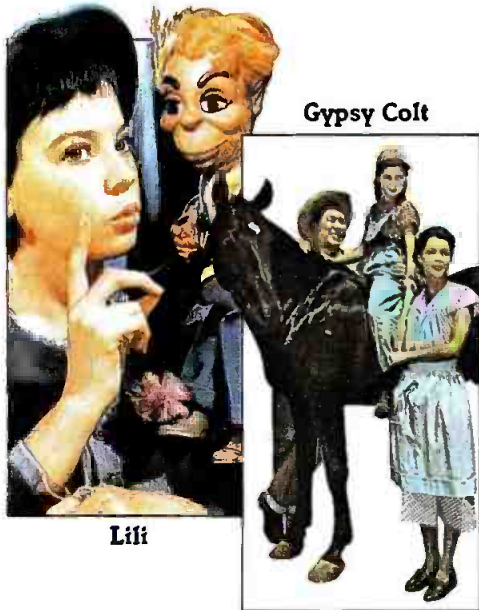
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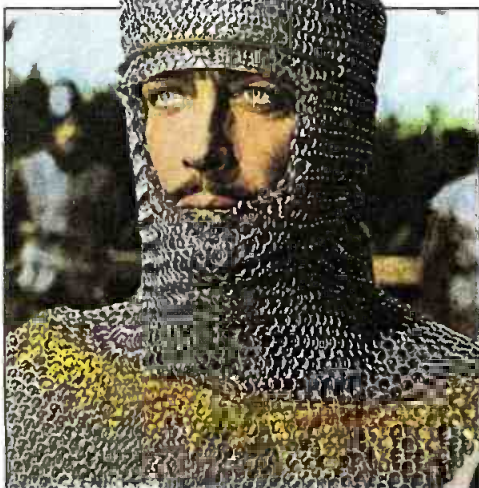
Lili

At SFM we've put together some of the brightest events of the last several TV seasons.

Now we're going to do something for every season—and for the most festive times within those seasons.

It's called the SFM Holiday Network. An exciting group of family films from major studios like MGM and Fimation

Ivanhoe



that will air shortly before each of the major holidays.

This type of family entertainment has practically disappeared from regular television. But now, it's available from the SFM Holiday Network. So whether it's Halloween, Thanksgiving, Christmas, Valentine's Day, Easter or Labor Day, we've got just what you need to put your viewers in the holiday spirit.

For Halloween 1978... **The Phantom Tollbooth** from MGM, based on the book by Norton Juster. A sparkling animated film about a little boy who enters a fascinating world where words and numbers take strange shapes, and mind-boggling twists of logic prevail.

For Thanksgiving 1978... **Lili** from MGM, based on a story by Paul Gallico. The captivating story of a French waif (Leslie Caron) who meets a sad-eyed puppeteer (Mel Ferrer), and in one of the most charming fantasy sequences ever filmed discovers that he is her own true love. This is part of an SFM double feature with **Gypsy Colt** from MGM, a delightful film based on a story by Eric Knight about a young girl and her loyal horse who can't be kept apart.

For Christmas 1978... **Journey Back to Oz** from Fimation, based on the books by L. Frank Baum. An animated feature hosted by Bill Cosby, with a spectacular cast of voices—Ethel Merman, Milton Berle, Paul Lynde, Mickey Rooney, Danny Thomas, Margaret Hamilton. Highlighted by Liza Minnelli as the voice of Dorothy, the role that catapulted her mother, Judy Garland, to stardom.

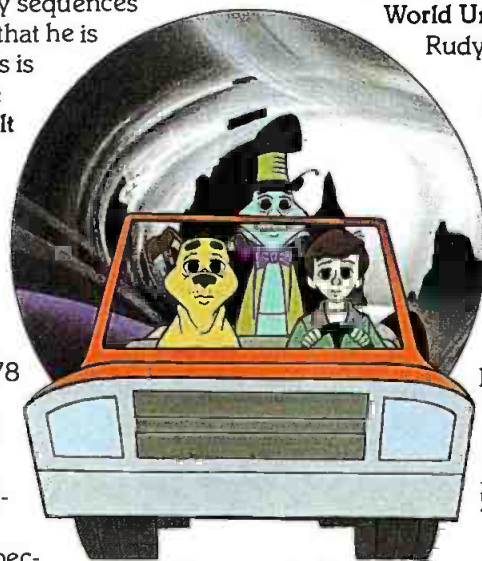


Journey Back to Oz

And here are just some of the family films planned for subsequent holidays: Sir Walter Scott's **Ivanhoe**, **Captain Nemo and the Underwater City**, **Around the World Under the Sea** and Rudyard Kipling's **Kim**.

For all the holidays to come, give your viewers fairy tales, fantasy and fun. Give them the SFM Holiday Network!

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The Phantom Tollbooth

SFM Holiday Network

**SfM Holiday
Network**

Legal fallout from decision on crossownership

Appeals court asks parties to file comments on how to dispose of nine special cases in light of last month's Supreme Court ruling

When the Supreme Court last month issued its decision affirming the FCC's media crossownership rule, it in effect signaled a resumption of activity in nine cases pending before the U.S. Court of Appeals in Washington.

The high court's decision has implications of one kind or another for all of them. And the appeals court has asked the parties involved—beginning with the FCC—to file pleadings indicating what the course of the proceedings should be, including dismissal.

One case involves the National Citizens Committee for Broadcasting's appeal of a rule dealing with television-cable television crossownership that tracks the commission's newspaper-crossownership rule—it bans the creation of new cable-TV crossownerships in the same city, grandfathering most existing ones but requires the breakup of some cases felt to constitute "egregious" media monopolies.

The commission is expected to urge summary dismissal of that appeal.

Several of the other appeals were filed by citizen groups or by the Department of Justice, protesting the renewal of stations under common ownership with newspapers on the ground they involve concentrations of control.

A key question to be dealt with in responding to the court's order involves allegations of abuse on the part of media owners. The Supreme Court, while affirming the commission rule grandfathering most crossownership situations, said license-renewal hearings were not foreclosed where there were allegations that the owners had abused their control of broadcasting and newspaper properties.

The court order caused the FCC general counsel's office last week to request that the commission not act on a pending item dealing with a citizen group's petition for reconsideration of the renewals granted Pulitzer's KSD-AM-TV and Newhouse's KTVI(TV), both St. Louis.

Daniel M. Armstrong, who heads the litigation division, said the general counsel's office wanted an opportunity to "make suggestions" to the staff members who prepared the item, to make sure the language is consistent with that to be used in the response to the court.

Three of the pending court cases involve Newhouse Broadcasting. Citizen groups are appealing the 1972 and 1975 renewals of WSYR-TV Syracuse N.Y.; and 1976 the renewal of WAPI-TV Birmingham, Ala. Others involve Stauffer Communication Inc.'s WIBW-AM-FM-TV Topeka, Kan., and WHIS-AM-WHAJ(FM)-WHIS-TV Bluefield, W. Va.



Word to the wise. Thomas Brennan (second from l), chairman of the Copyright Royalty Tribunal, had but one message for broadcasters last week as he addressed a meeting of their lawyers at the National Association of Broadcasters building in Washington. If they want to share in the copyright payments of cable operators, they must file preliminary claims by the end of July or be barred for the next six months. It doesn't much matter what form the claim takes, he advised; it need only specify the claimant's legal name, its address, a general statement of the nature of the copyrighted works and identification of at least one program carried by one cable system beyond the station's normal service area. Mr. Brennan said that copyright payments filtering to station owners are not expected to be large—the entire pool is anticipated to be \$9 million in the first year—but the requirement for filing "will at least identify the players," he said. The statements of account required to be filed by cable systems with the copyright office (see page 42) are designed to identify works that have actually been picked up under the compulsory licensing procedures of the new copyright law; broadcasters may file amended claims next July based on those more specific records. Among Mr. Brennan's auditors last week (l to r): Wayne Coy Jr. of WETA-TV Washington, John Sturm of NBC, Erwin Krasnow and James Popham of the NAB legal department.

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Fighting back against the magazines

New TVB presentation is designed to stop flow of ad dollars from periodicals by stressing TV's greater reach and frequency

The Television Bureau of Advertising takes aim at magazines in a new presentation put together as a forceful reminder to television's top-100 advertisers.

The presentation was developed to blunt a trend in which magazines, lately the fastest-growing national advertising medium, increased their take from TV's top-100 customers by more than \$175 million in 1977 ("Closed Circuit," July 3). A total of 74 of the top 100 boosted their magazine outlays by percentages that ranged from 2% (Block Drug) to 220% (JC Penney) and averaged 38%.

Showings to advertisers have already been started and will be stepped up, aimed at retrieving diverted dollars from advertisers who have expanded in magazines and at preventing defections among those that have not.

The presentation explains at the outset that the dollars involved have been com-

paratively small. Advertisers of soaps and cleansers, for example, increased their 1977 magazine spending by 35% while boosting their TV outlays only 3%, but still put 92% of their TV-and-magazines dollars into TV.

"We are more worried about the causes than about the figures themselves," TVB President Roger D. Rice said in a run-through of the presentation.

Since TV prices have been a key advertiser-agency complaint and a major magazine talking point, the presentation notes that the consumer price index has risen by almost 80% since 1970. It acknowledges that network TV costs-per-thousand have risen about 91% in the same period, but emphasizes that network "is still the most efficient medium to reach a national audience." And spot TV's costs, it adds, have risen less than 20%.

The presentation also quotes some advice offered by William H. Lynn, now senior vice president in charge of media and programming for Ketchum, MacLeod & Grove, at a financial management workshop of the Association of National Advertisers.

Considering the price rises in the cost of living and such basics as coffee, housing, gas and food, and in media prices in general, Mr. Lynn said, "the TV 91% increase doesn't look out of line."

"Magazines and radio instead of TV may seem to be a good way of keeping costs down and still delivering the required advertising impressions," Mr. Lynn con-

tinued. "But be very careful of the so-called 'economies' because indiscriminately applied, they can seriously undermine the product-sales vitality of your business..."

"What is the impact of the combination of sight, sound and motion in achieving your final aim—moving your product?"

From that point, the presentation begins to get competitive.

Only two magazines, *TV Guide* and *Reader's Digest*, it says, have more than 15 million circulation—a figure reached by "five to 10 television shows per night." A national TV program with an audience the size of a magazine's "would be called a failure," Mr. Rice said.

An advertiser trying to reach women, the presentation continues, could use the nine largest magazines for women—and still reach only a little more than half of all adult women.

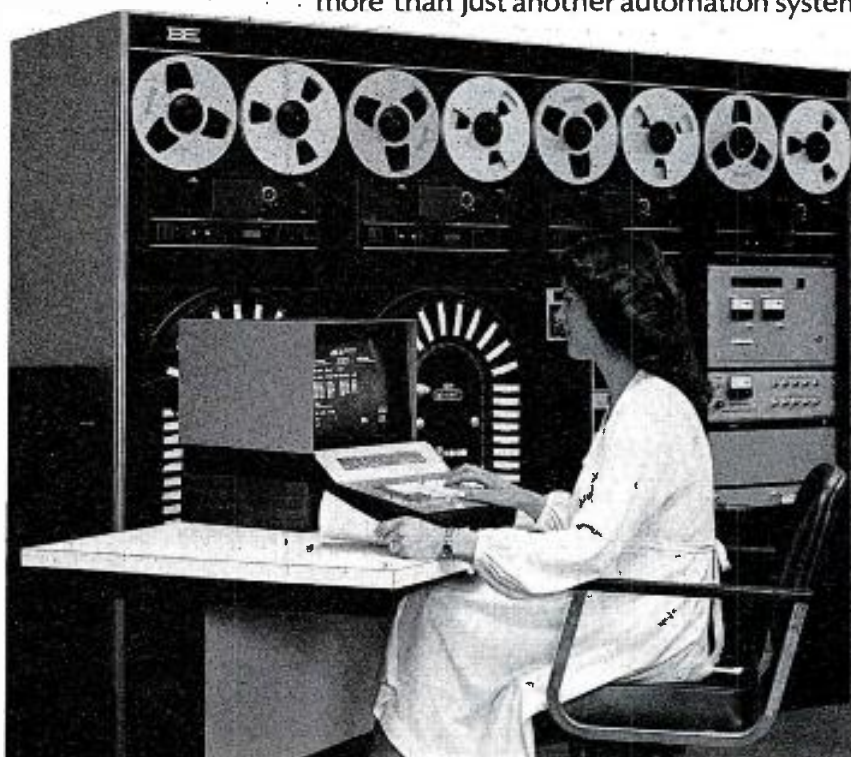
Looking at other specialty magazines and their claims, the presentation says that 82% of *Golf* magazine's readers may play golf, but that 91% of the nation's golfers don't read *Golf*. While 67% of *Ski* magazine's readers may ski, it continues, 88% of skiers don't read *Ski*. And for another example, 45% of *Hustler* magazine's readers may drink Budweiser beer, but 92% of Budweiser drinkers don't read *Hustler*.

The presentation takes a look at the Magazine Publishers Association's "Media Imperatives" campaign—which purports to compare TV and magazines in

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terms of "heavy," "medium" and "light" viewers and readers—and dismisses it as "a hoax."

Applying "time-spent" figures to the heavy, medium and light categories, the presentation asserts that even the "light" TV viewer spends almost two and a half times as many minutes per week with TV (400) as the "heavy" magazine reader spends with magazines (180). Comparing heavy viewers with heavy magazine readers, the presentation finds TV's advantage is 10 to 1 (1,800 minutes a week versus 180 minutes a week).

Moreover, the presentation asserts, viewers in the lightest-viewing quintile are disproportionately old and disproportionately young—and also tend to be light magazine readers.

Beyond that, the presentation continues, only one magazine (*TV Guide*) in the top 10 is a weekly, adding "limited frequency" to "limited reach" and "slow audience delivery" as magazine drawbacks. In all, the presentation concludes, "magazines can be an effective supplement to television, but they cannot be a substitute for television."

San Diego radio study

Arbitron is conducting test to see if messages aired by stations there will affect number and quality of diaries it receives

Arbitron Radio officials said last week they would conduct tests later this month and in August to see whether broadcast announcements, urging Arbitron diary keepers to cooperate in the surveys, will in fact affect diarists' cooperation and listening levels.

The tests will be conducted in San Diego, where most if not all radio stations launched a similar test on their own last spring but stopped it abruptly after protests by Arbitron and a local advertising agency ("Closed Circuit," April 17).

Arbitron officials said they worked out details of the new test after conversations with a number of broadcasters, members of the National Association of Broadcasters, the Broadcast Rating Council and the Arbitron Radio Advisory Council.

There will be two two-week surveys in San Diego. During the first, July 27-Aug. 9, no announcements will be broadcast. During the second, Aug. 17-30, and for three days before it starts, Arbitron said, all San Diego radio stations will broadcast identically worded announcements every three hours. The announcement, which Arbitron said was prepared by the San Diego Broadcasters Association, reads:

"Many people in San Diego will soon be receiving a small diary and asked to keep close track of their radio listening habits for a one-week period. The San Diego Broadcasters Association would like to urge you to accept such a diary, follow the directions and fill it in day by day, and page by page, any time you listen to your radio. Then, be sure you return the diary to the company that asks you to keep it."

Advertising Briefs

Boston hates New York. While New York has been running successful TV campaign to lure tourists to city and state ("I Love New York" is theme), Boston has decided to fight back. Boston's Logan International Airport has started spot radio campaign in Detroit and will extend it to other cities promoting Boston's advantages over New York as gateway for foreign travel. Ingalls Associates, Boston, is agency.

Radio ranking via computer. Statistical Research Inc., Westfield, N.J., is offering direct client access to RADAR network

radio audience information from computer terminal. System, titled RADAR-on-line, provides immediate tabulation of audiences to network schedules or rotation plans and special capabilities for analyzing network rankings, averages and audience compositions. SRI said it is also in final stages of major project in estimating multiple-week reach and frequency data for network radio. SRI said that facility also will be available through ROL system.

Lois is back. George Lois, who recently left Creamer, Lois/FSR, New York, and who has been founder of two other agencies, has formed another, Lois, Pitts, Gershon, New York, in association with Richard J. Gershon and William Pitts.

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Subordinated Notes

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We acted as financial advisor to Teleco, Inc. in this transaction and negotiated the direct placement of these Securities.

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July 11, 1978

Friedland becomes MCA TV chairman; Menchel, Franklin and Rush presidents

Company's reorganization will broaden production activity for independent producers, lessen reliance on Universal

MCA Inc. has restructured its television distribution arm, pushing three MCA TV executives farther up the corporate ladder and bringing Al Rush, former NBC-TV executive vice president (in charge of sports, features, talent and program negotiation), back into the fold as president of a newly created MCA TV Program Enterprises division.

"The bottom line," according to Lou Friedland, the former MCA TV president, who remains the top distribution man as MCA TV chairman, "is much more program initiation."

Aside from the Friedland and Rush moves, Don Menchel, executive vice president of MCA TV, became president of MCA TV, domestic distribution, and Ralph Franklin, executive vice president of MCA TV International, stepped up to a presidency in that activity.

The move for Mr. Friedland is meant to relieve him of day-to-day responsibilities to concentrate on program planning and station relations.

The Program Enterprises division led by Mr. Rush (years ago a program negotiator for MCA TV) is said to be charged with "seeking associations with independent producers of live, tape and filmed programs" for release both nationally and internationally. Until now, most of MCA TV's product has come from the production resources of parent MCA Inc.'s film-



Friedland



Menchel



Franklin



Rush

making subsidiary, Universal.

The objective, Mr. Friedland explained, is to "add a tremendous hunk of programming" available to independent stations and network affiliates. (MCA TV Universal already does that with its Operation Prime Time projects, which will account for three two-part novels for television this season.) Mr. Friedland was hesitant to commit himself on specifics. However, he did mention the likes of talk/variety and sports (in which Mr. Rush has a strong background) and extending what was done with OPT.

As for an earlier plan, first talked about at this year's National Association of Television Program Executives conference (BROADCASTING, March 13), involving five first-run half-hour strip series for 26 weeks for fall 1979 at an estimated cost of \$40 million, Mr. Friedland said elements might change but he's still interested in such things and at MCA TV. "Today everybody is terribly eager," he said.

How they finished in the access race

'Family Feud' comes in first in Katz study in terms of shares while '\$100,000 Name That Tune' has the largest clearance

Family Feud has unseated *The Muppet Show* as the leading first-run prime-time access show in the top-50 markets, averaging a 30 share at the 29 stations over which it airs, according to a study of the May Arbitron sweeps by the programing department of the Katz Agency.

Family Feud—which also took top honors in the top 10 (BROADCASTING, July 10)—rose from an average 28 share in the February rankings. *The Muppet Show*, going from 29 to 28, dropped to second place.

Following *Family Feud* (distributed by Viacom) and ITC Entertainment's *The Muppet Show* came Sandy Frank's *The \$100,000 Name That Tune* and Viacom's *The Price is Right* (tied at a 27 share); Rhodes Productions' *Hollywood Squares* and Jim Victory TV's *Match Game P.M.* (tied at 26); Firestone's *New Candid Camera*, Lexington Broadcast's *Sha Na Na*, Bozell & Jacobs's *Wild Kingdom* and Viacom's *The \$25,000 Pyramid* (all at 24).

After the top-10 shows were Firestone's *The Gong Show* and *Tattletales*, and Time-Life TV's *Wild, Wild World of Animals* (23); Viacom's *The \$128,000 Question* (22); Bristol-Myers's *In Search of ...* (21); 20th-Century Fox's *That's Hollywood* (20); Viacom's *All-Star Anything Goes* (19); SFM Media Service's *Between the Wars/When Havoc Struck* (16), and Metromedia's *The New Truth or Consequences* (14).

There were considerable changes in the rankings of several of the shows. In February, for example, *The \$128,000 Question* was tied for second place with *Family Feud*; in May it was 14th. On the other

hand, *The \$100,000 Name That Tune* rose from a tie for seventh place in February to a tie for third in May.

In terms of market clearances, *The \$100,000 Name That Tune* led the pack with 43 of the top 50.

The real world of standards and practices

ABC distributes publication based on actual editing situations, hopes it might become textbook

A manual for editors of television programming, "Broadcast Standards Editing," has been published by ABC and is being given wide distribution in the hope that it will provide new insights into the evaluation of televised violence and TV's effects on children, and is being sent to schools and universities in the hope that it will become used as a textbook.

The 102-page book, said to be the first of its kind, was written by Dr. Melvin S. Heller, clinical professor of psychiatry and director of the Institute of Law and the Health Sciences at Temple University, who for several years has been a consultant to ABC and who earlier was a consultant to the National Association of Broadcasters Code Authority. It is based on work by Dr. Heller and his former colleague, the late Dr. Samuel Polsky, also of Temple, and on numerous workshops they held over the years with ABC's broadcast standards editors on the West Coast, plus research done by others.

The manual uses specific problems that arose during the creation of specific programs to make its points, in many cases giving verbatim accounts of the consultants' and editors' discussions delineating the problems and suggesting how they should be handled. In scope it ranges from the qualifications an editor needs to discussions of various forms of violence, conditions that may intensify or alleviate them and schemes for evaluating violence.

One of its eight chapters is devoted to "Television and the Child." This points out and discusses among other considerations, special potential dangers where programming for children is concerned: "Identification, the risk of antisocial modeling and imitation, the temptation to emulate dangerous acts or stunts, biased and stereotyped portrayals, confusing and frightening materials, cruelty, sexually unacceptable themes, inappropriate humor, off-color innuendoes and adult controversial themes for which children lack adequate experience, background and perspective."

Dr. Heller, writing of the book's origins, says that Alfred R. Schneider, ABC Inc. vice president and head of broadcast standards and practices, had stressed the need for "a set of working guidelines and the beginning of a dynamic theory in editing approaches to actual program materials." Dr. Heller also credits the former and pres-

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ent heads of the NAB Code Authority, Stockton Helffrich and Jerry Lansner, who he said "struggled with our early guidelines," and a group of psychiatrists and behavioral scientists "who conducted independent research projects shared with us during the past five years."

The manual, Dr. Heller writes, is not "a cookbook for censors," but rather is an attempt to provide "an introduction to understanding some theoretical and practical bases for rational standards in television broadcasting"; not "a book of do's and don't's, but one which assists the editor to focus on potential problem areas." Nor, he says, are the views "either final theories or the only theories," but ones nevertheless that have "proved to be useful for the broadcast standards editors and other personnel with whom the author has been privileged to work."

ABC officials said the manual is being used by ABC's broadcast standards editors and distributed to, among others, all ABC-TV affiliates, members of Congress and the libraries of many schools and colleges. The cover price is \$7.95.

Rights question solved

The controversy over who really has the right to sell *The Police Tapes*, a documentary bought for an Aug. 13 airing by ABC News, ended—once WNET(TV) Newark, N.J. (New York) reread its original contract.

The public station, which made the deal to produce the program with independents Alan and Susan Raymond and originally aired it in January 1977, had protested the sale to ABC News earlier this month (BROADCASTING, July 10). It claimed it had exclusive broadcast rights and was obligated to protect the other public stations to which WNET already had sold *The Police Tapes*.

But, "to our embarrassment and confusion," said WNET President Jay Iselin, the assumption that this contract was like others the station has had was wrong and all it gave WNET were noncommercial broadcast rights. The station is now offering to refund money to those public stations that no longer want it in light of the upcoming wider commercial network exposure.

Meanwhile the Raymonds still are at work at WNET on another documentary, *Bad Boys*, on juvenile crime. How much did they receive from ABC News for *The Police Tapes*? "Five figures," said Mr. Raymond, who called it "a tremendous breakthrough" to get an independent documentary on a commercial network.

Programing Briefs

Kudo for Klein. Paul Klein, NBC-TV's executive vice president, programs, was recipient of Brith Sholom Communication Media Award for "fulfilling the highest standards of responsibility to the public

through the TV drama *Holocaust*." Also honored in July 9 presentation were Gerald Green, author of *Holocaust*, director Marvin Chomsky and producers Herbert Brodtkin and Robert (Buzz) Berger.

Stepping forward. Worldvision Enterprises reports more than 80 markets for *The Next Step Beyond*, half-hour barter vehicle it's distributing for Procter & Gamble.

Older demographics. One-hour *Senior Olympics* program is being produced for syndication for fall start on TV stations. Program will focus on persons, 40 to 80, who have competed in various events (pole vaulting, cycling, ice hockey, power lifting) in California during 1978. Special show is being produced by Joe Landis Productions, Los Angeles, and distributed by Hal Golden Productions, Los Angeles and New York.

'Soup' is on again

NBC-TV and the New York State Education Department have resurrected their childrens' series on race relations, *Vegetable Soup*.

Presented in a magazine format and produced by the education department, *Vegetable Soup II* will consist of 39 half-hour episodes, to be offered weekly to the network's affiliates beginning Sunday, Sept. 3 (8-8:30 p.m. NYT). *Vegetable Soup I* first went on the air in November 1975. It also ran for 39 episodes, and was carried by 117 NBC stations and 100 Public Broadcasting System stations. Some stations in major markets are still running the show, according to NBC.

The series is "designed to counter the negative effects of racial prejudice," and is aimed at children 6 to 12 years old. Among its goals are "acceptance of individual and group differences and positive attitudes toward one's own ethnic group, appreciation of different points of view and cooperation among different ethnic and sex groups." Almost half of each program is to be dramatic, with the remaining time devoted to "action elements," featuring such characters from the original series as the puppet Martin and his pet boa constrictor, and Long John Spoilsport and Woody the Spoon.

Pride of OPT. Citing Nielsen figures, MCA TV/Universal last week said that the opening two-hour telecast of Operation Prime Time's *The Bastard* had averaged a 23 rating across the country, third only to ABC-TV's *Three's Company* and *Laverne & Shirley* for the two-week period ended May 28. Furthermore, it said that, in demographic terms, *The Bastard* delivered "more 18-49's than any of television's top programs," with 989 such viewers per 1,000 households. *The Bastard* was carried by 66 network affiliates and 25 independents. The next OPT venture is set to begin on most stations the week of Aug. 14. It's Irwin Shaw's *Evening in Byzantium*.

ABC's new news makes its debut

Three 'principal reporters' report from Chicago, Washington, London in revamped format that also features Smith and Walters

With newsroom-type anchor desks in Washington, London and Chicago, ABC News last Monday launched *World News Tonight*, a restructuring of what had been the *ABC Evening News*.

Gone was Harry Reasoner, *Evening News* co-anchor, who July 31 crosses networks to become co-editor of *CBS Reports* documentaries. Remaining was his on-air partner, Barbara Walters, now heading a roving "special coverage desk," based in New York.

Opening the first newscast was Frank Reynolds from the "national desk" in Washington. He has been described by News and Sports President Rooney Arledge as "the main anchorperson" (BROADCASTING, April 24).

After welcoming viewers to the program, Mr. Reynolds presented a charge: "Speaking for all the men and women of ABC News, I promise you an accurate, responsible and meaningful report on events at home and abroad. We are aware of our responsibility to you and we intend to meet it."

Switches were made to the "foreign desk" in London, anchored by Peter Jennings, and the "domestic desk" in Chicago, anchored by Max Robinson, former co-anchor at WTOP-TV (now WDVM-TV Washington, with correspondents' reports in between. Barbara Walters was on assignment in Washington on the program's main news story: the trial of two Soviet dissidents and its implications for U.S.-Russia relations. Howard K. Smith, who will be offering commentary three times a week, also appeared on the first program.

Aside from new graphics and theme music, ABC News made regular use of its Quantel 5000 equipment, allowing "windows" to be cut into the screen. Cameras also showed the main ABC News control center and newsrooms behind the anchors, whom ABC News last April said it preferred to call "principal reporters."

Other elements, although not featured on the first program, are "Follow-Up," in which Barbara Walters will spend about two and a half minutes updating three or four previously covered stories, and "Backgrounder," an explanatory piece—the first planned last week with Dan Cortdt, economics editor, going into what was expected at the economic summit with President Carter in Bonn.

Key to the new format is that the anchors will not be tied to their desks. Max Robinson, for example, also was in Cleveland last week. By the second broadcast, Peter Jennings was also outside his



Reynolds in Washington



Jennings in London



Robinson in Chicago

home base of London; his reporting from Paris, however, was based on a labor problem, rather than straight news judgment. A work slowdown by the British post office, which controls transmissions back to the U.S., had forced the relocation. Later in the week he was to be in Bonn.

As Tom Capra, senior producer in New York, explained last week, the fact that he now has counterparts in London (Bob Brye) and Chicago (Mike Keating)—as well as Don Bowers in Washington—should lead to more “advocacy” for stories and production from outside New York and Washington.

RTNDA gives its top awards in radio-TV

There's good news for three radio and three television stations out of the Radio Television News Directors Association, but not-so-good news for investigative reporting. RTNDA has announced the national winners of its annual awards, culled from regional winners announced earlier (BROADCASTING, June 5).

RTNDA honors stations in four categories: Edward R. Murrow Award for documentaries, and for spot news, editorials/commentaries and investigative reporting. The not-so-good news: None of the regional winners in investigative reporting measured up to standards sufficient to produce a national winner in either radio or television.

The radio and TV winners in the other three categories:

■ TV: WBAL-TV Baltimore for a documentary in which reporter Josh Howell and cameraman Joe Klimovitz spent two years detailing the life of an alcoholic; WWL-TV New Orleans for its spot coverage of the Continental grain elevator explosion and fire that killed 36 people, and WMAQ-TV Chicago for a variety of editorials.

■ Radio: WSGN(AM) Birmingham, Ala., the Edward R. Murrow Award for revelations of fraud in insurance, investment and the state government; WMAL(AM) Washington for its spot coverage of the 1977 Hanafi Muslim terrorist incidents there, and WCBS(AM) New York for editorials on the power blackout there and on media coverage of the Son of Sam murders and trial.

CBS News finds double danger in newspaper market

Program finds medium profitable, to producers' surprise, but also says there are situations in which too much or too little competition exists for the good of readers

In the introduction to CBS News's documentary, *The Business of Newspapers*, last Friday (July 14), narrator Hughes Rudd noted that before he started to “prowl around” the story, he had assumed newspapers were in deep financial trouble and that the “primary culprit” was television.

By the hour's end, it was clear an entirely different conclusion had been reached: Newspapers are more profitable than ever before, and that, or the repercussions of that, is the problem.

CBS found danger both in too much competition and in too little. Cited as an example of the former was the *Boston Herald-American*, which has taken on a more featurish look to counter the serious approach of the *Boston Globe*. As one researcher interviewed put it, “Newspapers are a commodity too [like toothpaste]. And if they're going to build circulation, they've got to give people what they want.”

But newspaper monopoly, particularly by national chains, was seen as the overriding danger. Mr. Rudd chatted with Allen Neuharth, president of Gannett, who was shown in the private plane in which he “jets around the country enticing newspa-

per owners to sell,” as Mr. Rudd described it. Mr. Neuharth was asked if he thought monopoly ownership could undermine journalistic integrity. “I think the potential is there, short-term,” Mr. Neuharth said. “But again, I don't think the public would let us get away with it, long-term.”

In fact, Mr. Rudd and producers and writer/producer Irina Posner made a point of demonstrating that the public is in some cases already concerned—and that there may not be ready solutions to the problem. Mr. Rudd reviewed the widely publicized incident in which the Panax chain fired the editor of one of its member papers, the *Daily Press* of Escanaba, Mich., because he refused to print two stories sent down by the head office. Mr. Rudd then talked to some of the town's residents, who seemed concerned indeed. They told him they had tried for a year, with little success, to regain some autonomy for their paper. “We're like a fly in a soup bowl,” said one, “and the soup bowl is Panax. So just how much voice do we have in it?”

Otis Chandler, president of Times Mirror and publisher of the *Los Angeles Times* agreed. “What bothers me,” he said, “is the loss of editorial independence in all those communities that become part of the chain. They can't any longer go to the editor and the publisher . . . and say, ‘I want to talk to you about our town and it's always been our newspaper and our town.’ I think we've lost that and I think we've lost it forever and I decry it.”

“Most of the newspapers in this country are monopolies,” Mr. Rudd concluded, “and among them some very good papers. But as press critic A.J. Liebling once observed, a city with one newspaper is like a man with one eye, and often that eye is glass.”

But did he ask for time and charges? It began when talk show host Stan Major of WWS(AM) Miami asked his audience who they would rather see as President, Richard Nixon or Sen. Edward Kennedy (D-Mass.). Ninety phone calls later the vote was 70-20 in favor of Mr. Nixon, who once had a home in Miami. Mr. Major thought he'd relay that good word to Casa Pacifica, the Nixon estate at San Clemente, so he picked up the phone and placed a call. Mr. Nixon answered himself, and the talk show host got a surprise six-minute interview. The former President said he did not plan to participate in “any partisan political activity, but, when I think it can be helpful, I will continue to make statements both publicly and privately about policies I think the United States should follow . . .” About his book: It's selling better than press accounts suggest. About his “old sparring mate” Hubert Humphrey, Mr. Nixon said, “We both came from rather humble backgrounds. I was the son of a grocer; he was the son of a druggist. And both of us might have been called sons of something else.” Requests for the interview poured into WWS from networks, publications and news agencies—including Radio Moscow and Radio Tokyo.

Copyright forms a nightmare for cable operators

There are three types, depending on system size, but CATA says it will cost even small CATV's more to fill it out than fee itself

The cable industry has looked over the new statement of account forms that have to be filed semiannually with the U.S. Copyright Office, and it appears concerned, annoyed and maybe even awed. The forms are everything the industry thought they'd be, and more.

"We knew it was coming," said Stuart Feldstein, general counsel of the National Cable Television Association. "There might have been a simpler way to do it."

There are three forms. One for systems that have "gross receipts" less than \$41,500 semiannually; one for systems between \$41,500 and \$160,000, and one for systems with \$160,000 and more. The first filing is due no later than Aug. 29, to cover a six-month period beginning Jan. 1, and the second filing is due no later than Feb. 28, for the six-month period beginning July 1. Like Internal Revenue Service forms, the bigger ones are the more complicated. But that doesn't mean the smallest one is not.

"It's going to cost my members more to fill out the form than it does to pay the [copyright] fee," said Stephen Effros, executive director of the Community Antenna Television Association. Systems using

the short form—those having gross receipts less than \$41,500 semiannually—pay a flat fee of \$15, regardless of programs carried. Systems in the two other categories pay according to a schedule of fees—more for the larger ones, less for the smaller.

No one is exempt from filing. All forms have this notice: "Remember: Every cable system in the United States is subject to the compulsory licensing requirements and must file the necessary notices, statements of account, and royalty fees. There are no exceptions. A cable system must file and pay regardless of its size, regardless of whether or not it made a profit, and regardless of whether it carried anything other than local stations."

The forms will represent the most complete compilation of information now required from cable owners. The short form requires basic identification and community information; category of service, number of subscribers and rate; information on television and radio stations carried; a log of substitute programs, number of cable system channels, gross receipts, and more.

Mr. Effros said his members were upset enough at all that, but were "very upset, very upset" over having to pay their \$15 (most CATA members have under 1,000 subscribers and will fill out the short form) with a "certified check, cashier's check or money order." They can pay all their bills and taxes with company checks, he said, but now they are "insulted" to find those checks are no good. "It's just one more trip somewhere to do something for the federal government, and it riles them," he said.

NCTA seems to be taking it with a sigh. "It's a big old horse pill to swallow," Mr.

Feldstein said, "but we knew we were going to get it . . . We knew somehow or another they were going to have to get it out of us."

The forms will be used not only to determine how much cable systems pay, but also how much copyright owners will get paid (one reason the short forms have to be filled out completely even though the fee is a flat \$15). Cable owners file forms to pay and copyright owners file forms to get paid. It is, Mr. Feldstein said, "another piece of the federal layer of form-filling-out."

There were no surprises, he said, because the new copyright law required that the information be compiled and it was just a matter of how it would be compiled. But both Mr. Feldstein and Mr. Effros said the forms were complicated, possibly overwhelmingly so.

Meanwhile, the cable business is just as new to the copyright office as the account forms are to the cable business. Because no one is sure how the copyright money is going to be distributed, the forms include much information that might not be necessary once a system proves workable. That means, a copyright office spokesman said, the 12-, 16- and 20-page forms might be simplified after an initial adjustment period.

Disney fare to cable

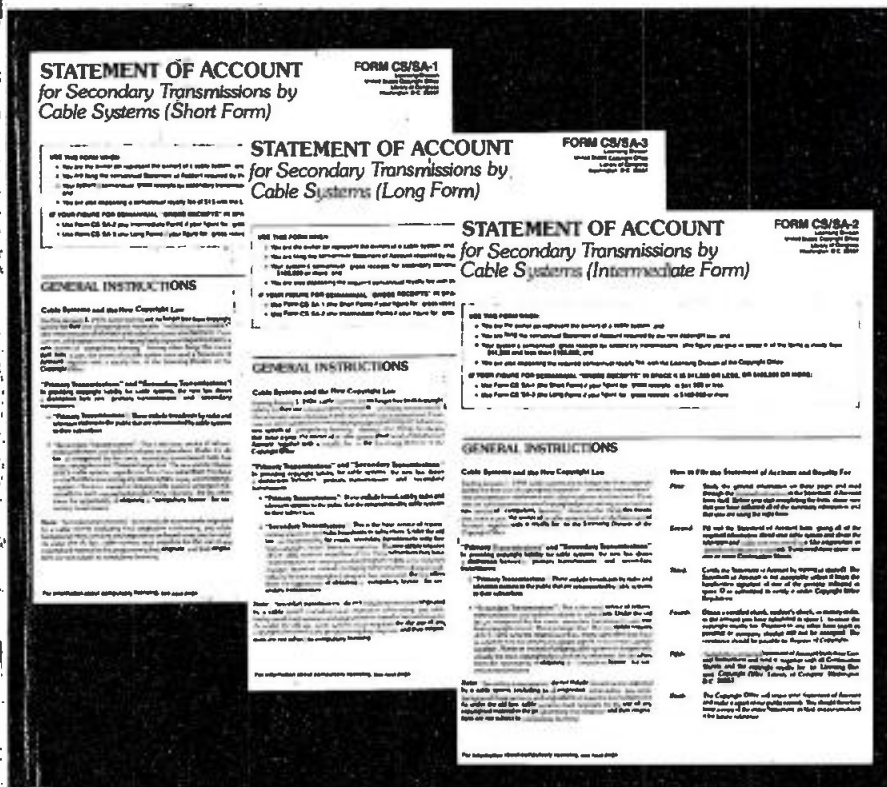
After offering pay-per-viewing films on Warner Cable's Qube system in Columbus, Ohio, and American Subscription Television's over-the-air operation in Los Angeles, Walt Disney Productions now has made available 10 of its films to the general pay-cable programers.

They're all live-action, however; Disney has yet to provide access to its animated movies. Already a taker is Home Box Office, which would not say how many films it's bought the rights to or for how much, claiming only "a multimillion-dollar deal." By midweek, Hollywood Home Theater, which programs American Subscription Television, had an agreement in principle beyond pay-per-view, and Showtime, according to Disney, was in advanced discussions.

Cable Briefs

Cox gets Fort Wayne. Cox Cable Communications, Atlanta, announced last week that Citizens Cable of Fort Wayne Inc. has been awarded franchise for CATV system in Fort Wayne, Ind. Citizen Cable is 80%-owned subsidiary of Cox. Citizen Cable's application proposed 550-mile system with 35 channels to pass 62,500 homes.

Joining up. Chattanooga Cable TV Co. has affiliated with Home Box Office pay-TV service. System currently serves 8,800 subscribers, is expected to pass 100,000 homes when construction is completed.



The short, the intermediate and the long of it.

The Broadcasting Playlist™ Jul 17

Contemporary

Last This week	This week	Title □ Artist	Label
1	1	Shadow Dancing □ Andy Gibb	RSO
2	2	Baker Street □ Gerry Rafferty	United Artists
4	3	Last Dance □ Donna Summer	Casablanca
5	4	Miss You □ Rolling Stones	Atlantic
6	5	Use Ta Be My Girl □ O'Jays	Phila. Intl.
13	6	You're the One That I Want □ Travolta/Newton-John	RSO
12	7	Copacabana □ Barry Manilow	Arista
15	8	Grease □ Frankie Valli	RSO
10	9	The Groove Line □ Heatwave	Epic
9	10	Still the Same □ Bob Seger	Capitol
7	11	Two Out of Three Ain't Bad □ Meatloaf	Epic
3	12	It's a Heartache □ Bonnie Tyler	RCA
8	13	You Belong to Me □ Carly Simon	Elektra
22	14	Three Times a Lady □ Commodores	Motown
20	15	Boogie Oogie Oogie □ A Taste of Honey	Capitol
19	16	Shame □ Evelyn "Champagne" King	RCA
14	17	Dance With Me □ Peter Brown	Drive
21	18	Bluer Than Blue □ Michael Johnson	EMI America
23	19	Runaway □ Jefferson Starship	Grunt
16	20	Love Will Find a Way □ Pablo Cruise	A&M
11	21	Take a Chance on Me □ Abba	Atlantic
24	22	King Tut □ Steve Martin	Warner Bros.
25	23	Life's Been Good □ Joe Walsh	Asylum
34	24	Hot Blooded □ Foreigner	Atlantic
38	25	My Angel Baby □ Toby Beau	RCA
36	26	Magnet and Steel □ Walter Egan	Columbia
17	27	Love is Like Oxygen □ Sweet	Capitol
31	28	I Can't Stand the Rain □ Eruption	Ariola
37	29	I've Had Enough □ Wings	Capitol
18	30	Feels So Good □ Chuck Mangione	A&M
—	31	An Everlasting Love □ Andy Gibb	RSO
42	32	Stuff Like That □ Quincy Jones	A&M
35	33	Macho Man □ Village People	Casablanca
—	34	I'm Not Gonna Let it Bother Me □ A.R.S.	Polydor
41	35	Stay □ Jackson Browne	Elektra
28	36	Only the Good Die Young □ Billy Joel	Columbia
—	37	Hopelessly Devoted to You □ Olivia Newton-John	RSO
—	38	Fool If You Think It's Over □ Chris Rea	UA
48	39	You □ Rita Coolidge	A&M
40	40	Even Now □ Barry Manilow	Arista
27	41	With a Little Luck □ Wings	Capitol
29	42	Every Kind of People □ Robert Palmer	Island
32	43	You're the Love □ Seals and Crofts	Warner Bros.
39	44	Wonderful Tonight □ Eric Clapton	RSO
30	45	Because the Night □ Patti Smith	Arista
44	46	Follow You, Follow Me □ Genesis	Atlantic
—	47	Got To Get You Into My Life □ Earth, Wind and Fire	RSO
33	48	Baby Hold On □ Eddie Money	Columbia
26	49	Too Much, Too Little □ Mathis & Williams	Columbia
—	50	Two Tickets to Paradise □ Eddie Money	Columbia

Playback

Bolting ballad. Chris Rea, a new artist from England, makes an impressive debut at 38 this week with his single, *Fool If You Think It's Over* (United Artists). "It's going to be a big record, top 10," says Tom McKay of KING(AM) Seattle. "It has broad appeal, but appeals more to the older demographics, 25 plus." Bob Moody of WAKY(AM) Louisville, Ky, says the song is "reminiscent of Gerry Rafferty... an MOR ballad type of thing that's compatible with top 40 or MOR." **More movie music.** Movie soundtracks have been making the top of the charts over the last six months and it appears the new "Sgt. Pepper's Lonely Hearts Club Band" soundtrack will not put a halt to the trend: The *Got to Get You Into My Life* (RSO) cut performed by Earth, Wind and Fire enters "Playlist" at 47 this week. "It has the same basic melody line [as the Beatle version] but the arrangement is more R & B or disco, more in the vein of the current black sound. It's very good," says KING's Mr. McKay. As for the "Grease" soundtrack, stations across the country continue to add new cuts, among them *Summer Nights* (RSO), another John Travolta-Olivia Newton-John duet. Neil Newman of WRWA(AM) Reading, Pa., says it "should do well; she really carries the song." **Return from Exile.** *Kiss You All Over* (Warner Bros.) by Exile, as the title may suggest; is "a sensuous song," says Don Nordine of KODI(AM) Great Falls, Mont., "but in good taste." Adam Simasher of WGBF(AM) Evansville, Ind., says "it's almost a funky sound, even a country sound. It's different, there's nothing like it out now... It's going to be a hit. This will be their first hit [although] they've been together since 1965 or '66."

Country

Last This week	This week	Title □ Artist	Label
9	1	Ain't No Good Chain Gang □ Cash & Jennings	Columbia
4	2	Love or Something Like It □ Kenny Rogers	UA
2	3	I Believe in You □ Mel Tillis	MCA
6	4	Only One Love in My Life □ Ronnie Milsap	RCA
5	5	Tonight □ Barbara Mandrell	ABC
22	6	You Needed Me □ Anne Murray	Capitol
3	7	You Don't Love Me Anymore □ Eddie Rabbitt	Elektra
16	8	When Can We Do This Again □ T.G. Sheppard	Warner Bros.
7	9	It Only Hurts for a Little While □ Margo Smith	Warner Bros.
13	10	Pittsburgh Steelers □ Kendalls	Ovation
8	11	Never My Love □ Vern Gosdin	Elektra
11	12	Two More Bottles of Wine □ Emmylou Harris	Warner Bros.
14	13	Let Me be Your Baby □ Charly McClain	Epic
—	14	Please Help Me □ Janie Fricke	Columbia
1	15	I'll be True to You □ Oak Ridge Boys	ABC
15	16	Here Comes the Reason I Live □ Ronnie McDowell	Scorpion
23	17	Spring Fever □ Loretta Lynn	MCA
—	18	Talking in Your Sleep □ Crystal Gayle	UA
10	19	It's a Heartache □ Bonnie Tyler	RCA
18	20	Weekend Friend □ Con Hunley	Warner Bros.
20	21	That's What Makes the Jukebox Play □ M. Bandy	Columbia
12	22	Night Time Magic □ Larry Gatlin	Monument
21	23	I Can't Wait Any Longer □ Bill Anderson	MCA
—	24	Ragamuffin Man □ Donna Fargo	Warner Bros.
—	25	When I Stop Leaving □ Charley Pride	RCA

These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each has been "weighted" in terms of Arbitron audience ratings for the reporting station on which it is played. A **■** indicates an upward movement of five or more chart positions between this week and last.

Fates & Fortunes

Media

Leonard Spinrad, VP, corporate information department, CBS, New York, named VP, CBS Inc., responsible for reports and analyses for executive office and board of directors. He will continue as secretary of CBS Policy Committee.



Spinrad



Loftus

John A. Loftus, director, government and media relations, CBS, Washington, succeeds Mr. Spinrad as VP, corporate information department, New York.



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Patricia A. Henry, manager of coverage and marketing research, CBS/Broadcast Group, New York, appointed manager, rating services for radio. **Barbara Steinhauser**, associate manager of research for radio, succeeds Ms. Henry.

Frederick J. Schwartz, from law firm of Schiff, Hirsch & Schreiber, Los Angeles, appointed director of contracts, West Coast, ABC Television. **Patricia Diaz Dennis**, labor attorney, Pacific Lighting Co., Los Angeles, joins ABC labor relations, West Coast, as attorney, labor relations and legal affairs.

Lee Taylor, general manager, K TSA (AM) San Antonio, Tex., joins KONO (AM) there as station manager.

Andy Corliss, sales manager, KBBQ (AM)-KBBY (FM) Ventura-Oxnard, Calif., named general manager.

Otto Miller III, senior VP, WVOX (AM) New Rochelle, N.Y., appointed general manager. **Frederic Hirsch**, news director, named station manager.

Mike Shanin, news and program director, KCKN (AM) Kansas City, Kan., named station manager, KFIX-AM-FM Liberty, Mo.



Evans

William G. Evans, VP-general manager, WYUR (TV) Huntsville, Ala., appointed general manager, WRCB-TV Chattanooga.

Robert Taylor, controller, KSDO (AM)-KEXL (FM) San Diego, named president-controller for co-owned WDEE (AM)-WCZY (FM) Detroit.

Vickie Keene, assistant to controller at San Diego stations, succeeds Mr. Taylor.

John F. Neal, assistant manager, WSIV-AM-FM Pekin, Ill., appointed manager.

Mark A. Thompson, announcer, WKSX (AM) Jamestown, N.Y., named director of operations, WHUG (FM) there.

Laurie Ornelaz, administrative supervisor, KLOS (FM) Los Angeles, named assistant business manager.

Thomas G. Gherardi, who resigned as VP-general counsel and secretary of Corporation for Public Broadcasting, Washington (BROADCASTING, May 22), will head new law firm there, Deane, Snowden, Shuttler, Garrish & Gherardi, to engage in regulatory and commercial practice in entertainment, communications and international trade law.

Hazen Schumacher, director of broadcasting, University of Michigan, Ann Arbor, responsible for school's television center and noncommercial WUOM (FM) Ann Arbor and WBGR (FM)

Grand Rapids, Mich., named director of broadcasting and media resources in charge of newly consolidated operation of television center and audio visual center. **Ford Lemler**, director of audio visual center for 30 years, retires.

Leonard Bridge, business manager, WOTV (TV) Grand Rapids, Mich., retires after 21 years with company.

Broadcast Advertising



Joyella

James A. Joyella, director of sales for CBS-owned WBBM-TV Chicago, appointed VP, CBS Radio division, and general sales manager of CBS Radio Network, New York, effective July 31, succeeding **Richard M. Brescia**, who has been named VP of CBS Radio Division and general manager of network

(BROADCASTING, June 19).

Lee Pratt, VP and media director, and **Irene Hansen**, business manager, both in corporate communications department of J. Walter Thompson, New York, elected senior VP and VP, respectively. **Andre W. van Stom**, senior VP-management supervisor, Wells, Rich, Greene, New York, named general manager of JWT's office in Sydney, Australia.

Virginia Carroll, in media department of deGarmo Advertising, New York, appointed VP and associate media director. **John F. Roth**, also in media department, named senior media supervisor.

Robert D. Ackerman, VP, Lord, Sullivan & Yoder Advertising, Marion, Ohio, named senior VP. **Carl E. Gustin Jr.**, operations manager, and **Robert B. Potter**, creative director, elected VP's at company's Des Moines, Iowa, office.



Flanking **Maurie Webster** (l), executive director of the New York Market Radio Broadcasters Association are newly elected officers of NYMRAD (l to r): **John A. Lack**, vice chairman (vice president and general manager, W CBS (AM) New York); **Rick Devlin**, chairman (vice president and general manager, WOR (AM) New York) and **Stan Cohen**, secretary (general manager WYNY (FM) New York).

James D. Dean, account executive, Inter-media, Cincinnati, named account supervisor, Fahlgren & Ferris Advertising there. **Dennis Patrick Haley**, copywriter, Northlich Stolley Inc., there, joins Fahlgren in same capacity.

Jonathan Klein, general sales manager, WIND(AM) Chicago, named account executive of commonly owned Television Advertising Representatives, New York.

Thomas Butters, copy supervisor, Albert Jay Rosenthal Advertising, New York, appointed creative director-copy, J.I. Scott & Co., Grand Rapids, Mich.

Judith E. Finerty, creative marketing consultant, Chicago, joins Kobs & Brady Advertising there as senior copywriter. **Sid Liebenson** and **Howard Draft**, both account executives for Stone & Adler Advertising, Chicago, join Kobs & Brady in same capacity.

Phillip E. Kehr, electronic media director, S. Grumbacher & Son, York, Pa., joins Montgomery & Associates, Bala Cynwyd, Pa., as copywriter.

Michael D. Geller, writer-producer of on-air promotion, KABC-TV Los Angeles, resigns to form his own company there, Geller Persuasions, offering consulting, creative and production services to broadcast advertisers.

Thomas J. Zachery, VP-creative director, Image Advertising, Bakersfield, Calif., joins Murray, Kraft & Rocky Advertising, Anchorage, as creative director. **Timothy A. O'Krongly**, from KANC(AM) Anchorage, named account executive for agency.

Douglas W. Halfacre, assistant account executive, Meldrum & Fewsmith, Cleveland, named account executive.

Tom Madden, corporate public information representative, New England Electric System, Westboro, Mass., joins J. G. Associates, engineering, advertising and marketing agency in Acton, Mass., with responsibility for media, creative and copywriting services.

Roger W. Wiggs, graduate, University of North Carolina, Wilmington, named account executive, Waters Advertising Agency, Newport News, Va.

John DeSimone, team manager, White Sales Group, Katz American Television and **Michael**



DeSimone



Hugger

F. Hugger, account executive, Blue Sales Group, named sales managers in New York for their units.

Rona E. Landy, media director, Fotomat Corp., New York, named account executive, WCBS(AM) there.

Gary Donohue, account executive, WMAQ(AM) Chicago, joins WJJD(AM)-WJEZ(FM) there in same capacity.

Fred Botwimik, account executive, WDCA-TV



Downey



Ball

Management realignment at Public Broadcasting Service, Washington, results in following appointments: **Peter Downey**, director of operations, named senior VP-corporate affairs and administration, and **John E. D. Ball**, director of engineering, named VP-director of engineering. Additions and changes in PBS development and programing departments: **Eric Saxe**, VP-development for noncommercial WJCT(TV) Jacksonville, Fla., and **Mike Soper**, director of development, noncommercial WILL-TV Urbana, Ill., named director and associate director, respectively, of new PBS future funding project plan to facilitate new sources of public television revenue; **Peggy Cerniglia**, senior producer for public affairs for noncommercial WSWP-TV Beckley (Grand View), W. Va., named assistant director of current affairs programing, and **Susan Burks**, from noncommercial WGBH-TV Boston, and **David Thompson**, project assistant, PBS, both appointed current affairs associates. In other management realignments: **Neil Mahrer**, senior VP-development and administration, named senior VP-development and public information; **Charles M. Lichenstein**, senior VP-public affairs, will concentrate on legislative initiatives and liaison with Carnegie Commission on Future of Public Broadcasting, and **Anne Murphy**, director of PBS's long range federal funding task force, named director of national affairs, reporting to Mr. Lichenstein.

Washington, appointed local sales manager.

Tom McMillan, local sales manager, KRTH(FM) Los Angeles, named manager of special projects. **Arlene Kaplan**, director of promotion and advertising, named account executive.

Harry Godsil, local-regional sales manager, KREM-TV Spokane, Wash., named regional sales manager, KGW-TV Portland, Ore.

David Schackmann, account executive, WXIX-TV Cincinnati (Newport, Ky.), appointed local sales manager.

Nancy Boyer, local sales manager, WFSB-TV Hartford, Conn., appointed general sales manager.

Dianne Palmer, director of booking for Coliseum in Richfield, Ohio, joins WUAB(TV) Cleveland (Lorain), as account executive.

John Sandwell, account executive, WJAR-TV Providence, R.I., joins KBMT(TV) Beaumont, Tex., as local sales manager. **Dave Frankel**, account executive, WBZ-AM-FM Boston, succeeds Mr. Sandwell. **Rick Kelly**, account executive for WJAR-TV, appointed national sales manager for co-owned WCMH-TV Columbus, Ohio.

Donald S. Newbury, sales manager, WRR-AM-FM Dallas, and **David W. Tolbert**, sales manager, KBOX(AM) Dallas, join Mutual Broadcasting System's Southwest Radio Network there as account executives.

Jack Scott, account executive, KBBO(AM)-KBBY(FM) Ventura-Oxnard, Calif., named sales manager.

Bud Thomas, general manager, KEZC(FM) Truckee, Calif., joins KDKB-AM-FM Mesa-Phoenix as account executive.

Ron Atkinson, research executive for Cambridge Reports, Cambridge, Mass., appointed marketing director, WMT-AM-FM Cedar Rapids, Iowa.

Richard Roslow, president of The Pulse Inc., New York, defunct radio market research firm, named local sales manager, WWBA-AM-FM St. Petersburg, Fla.

Richard C. Reim, account executive, WKIX(AM) Raleigh, N.C., appointed sales manager.

Karla Barton, account executive, KISW-FM Seattle, joins KVI(AM) Seattle, in same capacity.

David B. McDonald, Northwestern district manager, Cetec Broadcast Group, Goleta, Calif., named account executive, KQFM(FM) Portland, Ore.

Guy L. Ewing, general manager, WFWR(AM)-WCMX(FM) Fort Wayne, Ind., appointed account executive, WPTH(FM) there.

Ken Sawyer, salesman, WNEB(AM) Worcester, Mass., named local sales manager.

Joseph W. Ubben, account executive, WSV-AM-FM Pekin, Ill., appointed sales manager.

Thomas H. Bennett, account executive, WZLD(FM) Cayce, S.C., named sales manager.

Kevin E. Trotta, from WGCH(AM) Greenwich, Conn., named account executive, WRNW(FM) Briarcliff Manor, N.Y.

Re-elected officers, Canadian Association of Broadcast Representatives, at annual meeting in Toronto: **Richard E. Moody**, Standard Broadcast Sales Ltd., president; **Charles Fenton**, Mutuelcom Ltd., VP-radio; **Bob Alexander**, Alexander, Pearson, Dawson Ltd., VP-television, and **Andy McDermott**; Andy McDermott Broadcast Sales Ltd., secretary-treasurer.

Programing

Clifford Alsberg, director, dramatic development, ABC Entertainment, Los Angeles, elected VP.

Benjamin D. Raub, vice president and assistant general attorney, NBC Sports, appointed VP, contracts and negotiation, there.

Brian White, music director and announcer, WEFM(FM) Chicago, named program director.

Mark Nathanson, president of Mark Nathanson Enterprises, Los Angeles, appointed director of talent and public relations, Aaron Spelling Productions, Beverly Hills, Calif.

Kikuo Kawasaki, from Chambers Associates, Los Angeles, joins Ansel Productions, new Los Angeles office as director.

Jim Kelly, from CBS Radio Network, appointed weekend, sportscaster, WCAU-TV Philadelphia.

Thom Boyd, sports director and sports anchor, WJZ-TV Baltimore, joins KGUN-TV Tucson, Ariz., as sports director.

Jeff Belmfahr, assistant sports director, WPTV(TV) West Palm Beach, Fla., appointed sports reporter, WREG-TV Memphis.

William Hess, music director and public affairs director, WCBG(AM) Chambersburg, Pa., named program director, WOKW(AM) Brockton, Mass.

John Felz, from sports department, KMPC(AM) Los Angeles, named production coordinator in programing department.

Curry Leslie, producer-director, University of North Carolina Public Television Network, Chapel Hill, appointed production manager, noncommercial WYES-TV New Orleans.

Don Rhea, music director, KCKN(AM) Kansas City, Kan., joins KFIX(AM) Liberty, Mo., in same capacity.

Thomas J. Corritore, sports director and play-by-play announcer for noncommercial KVNO(FM) Omaha, Neb., joins KOOO-AM-FM there as sports director.

Vicki Ann Braun, continuity director for co-owned noncommercial stations WPTD-TV Dayton (Kettering), Ohio, and WPTO-TV Oxford, Ohio, named development project manager.

Linda K. Hildebrand, assistant manager, traffic systems, WDTN(TV) Dayton, Ohio, named traffic systems manager. **Joyce L. Brown**, senior billing clerk, succeeds her.

Robert F. Neece, national spot sales manager, Paramount Television, New York, resigns to become president, Bob Neece & Associates, St. Louis distributors of television programing.

Wilfred Lloyd Baumes, co-executive producer of *New Adventures of Wonder Woman*, joins Solow Production Co., Culver City, Calif., as head of program development activities.

Karen Brandt, production manager for Com/Track, Chicago commercial music production house, appointed head of Kent Wakeford & Associates' new Chicago office. Company is Los Angeles-based commercial production company.

Ruth Leon, executive producer for arts programing, noncommercial WETA-TV Washington, resigns to go into independent production.

News and Public Affairs

David H. Guilbault, production associate, ABC News, Washington, named associate producer.

Peter Collins, reporter, CBS News, Bangkok, Thailand, named correspondent, Hong Kong, effective Aug. 15.

Gene Cox, from WMAR-TV Baltimore, named anchor and producer of evening newscasts, WWBT(TV), Richmond, Va.

Bob Thronsdon, general assignment reporter and weekend anchor, WCAU-TV Philadelphia, joins KOMO-TV Seattle as weekday anchor. **Larry C. Sturholm**, feature reporter, KATU(TV) Portland, Ore., joins co-owned KOMO-TV in same capacity.

Vivian Lee Rosenberg, general assignment and sports reporter and weekend anchor, WVB-TV Buffalo, N.Y., named general assignment re-

porter, WLS-TV Chicago.

Bob Petty, reporter, WLS-TV Chicago, named producer-host of weekend public affairs program there.

Charlene Mitchell, reporter, WNAC-TV Boston, named weekend anchor. **Shirley McNeerney**, political reporter, WTEV(TV) Providence (New Bedford), R.I., joins WNAC as general assignment reporter.

Charles Curry Jr., reporter, WTOP(AM) Washington, joins WFSB-TV Hartford, Conn., in same capacity. **Olivia DiBiasi**, co-producer, WFSB-TV, named producer of midday news program.

Jim Leahey, high school teacher, Honolulu, and play-by-play baseball announcer, joins news team of KGMB-TV there.

Eric Williams, from news department, WRC-TV Washington, joins WYTV(TV) Youngstown, Ohio, as on-air reporter.

Pam Martin, news and weather reporter, KATV(TV) Little Rock, Ark., joins WAGA-TV Atlanta as weekend weathercaster.

Jan Jeffries, weather reporter, KCRA-TV Sacramento, Calif., appointed director of community affairs.

Steve Cocklin, news photographer, WGR-TV Buffalo, N.Y., joins noncommercial WNED-TV there as ENG photographer.



Gordon

Bill Gordon, news director for WPTV(TV) West Palm Beach, Fla., since 1961, retires.

Jack Spencer, news director, KVI-AM-FM Seattle, joins KIXI-AM-FM there in same capacity.

Phil Reed, anchor and reporter, KNX(AM) Los Angeles, joins KBRT(AM)-KBIG(FM)

there as news announcer.

Sharon Messinger, from Metromedia's WTTG(TV) and WASH(FM), both Washington, joins WTOP(AM) there as reporter.

Reid Carroll, director of news and public service, KCBQ(AM) San Diego, joins news staff of KFMB-AM-FM there.

Jackie Clark, reporter, KRNT(AM)-KRNQ(FM) Des Moines, Iowa, named assistant news director.

Melissa Malkovich, graduate, Southern Illinois University, Carbondale, joins WCOV-TV Montgomery, Ala., as general assignment reporter.

Jeffrey William Baillon, graduate, Bemidji State College, Bemidji, Minn., joins KCAU-TV Sioux City, Iowa, as reporter.

Promotion and PR

Mary A. Fifield, director of news information for ABC, Washington, named director of news public relations for ABC Inc. She will continue to be in Washington.

Shelley McThomas, writer in editorial department, WRC-TV Washington, named administrator of press relations and publicity.

Sandra Silla, promotion coordinator, WFLD-TV

Chicago, named promotion manager.

Audrey Eisman, producer, WKBD-TV Detroit, named promotion manager.

Ellen Goldstein, copywriter, Weil, Levy & King Advertising, Buffalo, N.Y., appointed producer of on-air promotion for noncommercial WEBR(AM)-WNED-FM-TV Buffalo.

Equipment and Engineering

John P. McPherson, from Sony Corp., New York, joins Panasonic, Secaucus, N.J., as national manager market development, video systems division.

Michael Hartt, mid-Atlantic regional sales manager, based in Washington, Philips Broadcast Equipment Corp., named Southwest regional sales manager in company's Los Angeles office. **Lester J. Hunt**, regional manager for broadcast sales, Memorex Corp., Santa Clara, Calif., succeeds Mr. Hartt. **Jefferey Clarine**, Southeast regional sales manager for Philips's Atlanta office, transferred to Minneapolis as North Central regional sales manager.

Michael A. Fast, chief engineer, WTIC-AM-FM Hartford, Conn., joins WTOP(AM) Washington in same capacity.

Allied Fields

Charles Dutcher, manager, operations, WNAC-TV Boston, named president, Boston/New England chapter of the National Academy of Arts and Sciences.

Donald Flexner, chief of energy section, Department of Justice's Antitrust Division, Washington, named deputy assistant attorney general of division, succeeding **Joseph Sims**, who resigns, effective Sept. 1. Mr. Flexner's new duties involve regulated industries and international antitrust activities.

Dr. Russell McKennan, freelance statistical consultant, New York, joins National Association of Broadcasters, Washington, as assistant to VP and director of research. He also held that position in NAB's New York research office from 1968 until 1976.

Deaths

Samuel H. Pottle, 44, resident composer and musical director for Children's Television Workshop, New York, died July 4 of heart attack while on vacation in Massachusetts. He was known for contributions to *Sesame Street*, *Captain Kangaroo* and other television and radio series.

H. Roger Gardner, 50, president of National Media Associates, media broker in Stillwater, Minn., died July 8 of heart attack there.

Gerald Lyons, 78, director of public relations and publicity of defunct DuMont Television Network, New York, from 1949 to 1955 and later assistant to VP, consumer products group, Westinghouse Electric Co., Pittsburgh, died in New York on June 30. For 10 years prior to retirement in 1972 Mr. Lyons was an editor of *The Long Islander*, in Huntington, Long Island, N.Y. He is survived by two daughters, Barbara and Margot; two sisters and three grandchildren.

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period July 3 through July 7.

Abbreviations: 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. freq.—frequency. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—non-commercial.

New Stations

AM application

■ Eddyville, Ky.—Lyon County Broadcasting Co. seeks 1260 khz, 500 w-D. Address: City Hall, Eddyville 42038. Estimated construction cost \$51,000; first-year operating cost \$52,000; revenue \$84,000. Format: MOR. Applicant is equally owned by 10 stockholders none has other broadcast interests. Bill Cunningham, of Eddyville, is president. Ann. June 6.

FM applications

■ Anderson, Calif.—Mountain Valley Broadcasting Inc. seeks 94.3 mhz, 3 kw, HAAT 217 ft. Address: 2858 W. Center St., Anderson 96007. Estimated construction cost \$64,000; first-year operating cost \$72,000; revenue \$15,000. Format: popular. Principals: Roff Cheal and John Bach (50% each). Mr. Cheal is real estate developer and owner of KNVR-FM Paradise, Calif. Mr. Bach is Chico, Calif. attorney. Ann. May 19.

■ Sandpoint, Idaho—Bauer Broadcasting Co. seeks 95.3 mhz, 3 kw, HAAT—390 ft. Address: P. O. Box 640 Sandpoint, 83864. Estimated construction cost \$29,353; first-year operating cost \$15,000; revenue \$48,000. Format: standards. Principals: Norman E. Bauer and his wife Ione who also own KSPT(AM) there. Ann. June 15.

AM grant

■ Franklin, N.C.—Broadcast Bureau granted Mountain Broadcasting Co. 1480 khz, 5 kw-D. P. O. address: Route No. 5, Franklin 28734. Estimated construction cost \$51,964; first-year operating cost \$40,000; revenue \$75,000. Principal: Joe M. Henry is gem and antique dealer in Franklin. Action June 20.

FM grants

■ Hampton Bays, N.Y.—Broadcast Bureau granted EFEM Inc. 107.1 mhz, 3 kw, HAAT 300 ft. Address: Cobb Isle, Water Mill, N.Y. 11976. Estimated construction cost \$100,650; first-year operating cost \$92,221; revenue: none given. Format: progressive, MOR, pop. Principals: Lloyd A. Werner, Richard Brown and Robert Schneider (33% each). Mr. Brown is sales manager of television representatives; Mr. Schneider has majority interests in art sales business and Mr. Werner was until recently involved in broadcast advertising. Action June 28.

FM licenses

■ KAYN(FM) Nogales, Ariz.—Granted license covering new station; ERP: 215 watts (H&V), ant. height 230 ft. (H&V). Action June 23.

■ KSKI-FM Sun Valley, Idaho—Sun Valley Radio Inc. granted license covering new station; ERP: 56 watts (H&V); ant. height 2130 feet (H&V). Action June 30.

■ KZEV Clear Lake, Iowa—Mad Hatter Broadcasting Inc. granted license covering new station, ERP: 3 kw (H&V), ant. height 300 ft. (H&V). Action June 23.

■ KVVC-FM Cabool, Mo.—Granted license covering new station; ERP: 3 kw (H&V); ant. height 220 ft. (H&V). Action June 27.

■ KSCF Florissant, Mo.—Granted license covering new station; ERP: 50 kw(H&V); ant. height 500 ft. (H&V). Action June 27.

■ KTJJ Farmington, Mo.—G—ranted license covering new station; ERP: -100 kw (H&V), ant. height 870 ft. (H&V). Action June 23.

■ WLCF Southport, N.C.—Granted license covering permit for new station; ERP: 3 kw(H&V); ant. height 300 ft. (H&V). Action June 27.

■ KCLI Clinton, Okla.—Granted license covering new station; ERP: 3 kw(H&V); ant. height 300 ft. (H&V). Action June 27.

■ *KBWC(FM) Marshall, Tex.—Wiley College granted license covering new station. Action June 23.

■ KIOC(FM) Orange, Tex.—K-106, Inc. granted license covering new station; ERP: 100 kw(H&V); ant. height 1060 ft. (H&V). Action June 23.

■ KARB Price Utah—Granted license covering new station; ERP: 3 kw(H&V); antenna ht. minus 145 ft. (H&V) Action June 28 remote control: 2.4 miles NW of price on U.S. Highway 6 (BLH-7740).

■ WDCE Richmond, Va.—University of Richmond granted license covering new station. Action June 29.

Ownership Changes

Applications

■ KFMR(FM) Fremont, Calif. (FM: 104.9 mhz, 3 kw)—Seeks assignment of license from Alameda Broadcasting Inc. to Spanish Metro for \$500,000. Seller: Owned by Robert F. Bell, president (42.2%), Max Churchill and J. Thomas Hurvis (20.3% each), Dennis King, Jr. (10%) and John D. Emory (7.2%). They also own WXLL(AM) Decatur, Ga. and WCGL(AM) Jacksonville, Fla. Buyer: Robert L. Williams (85%) and James E. Coyle (15%). Mr. Williams owns Salinas Calif. management firm and owns, with Mr. Coyle KCTY(AM)-KRAY(FM) Salinas. Ann. July 1.

■ WAPR(AM) Avon Park, Fla. (AM: 1390 khz, 1 kw-D)—Seeks assignment of license from Avon Electronics Services to Florida Broadcasting Corp. for \$121,000. Seller: Principally owned by Charles A. Esposito, who holds CP for new FM in Clewiston, Fla. Buyer: principally owned by Robert D. Stoehr, announcer for WMIR(AM)-WRGI(FM) Naples, Fla. He has no other broadcast interests. Ann. June 21.

■ WSWG-AM-FM Greenwood, Miss (AM: 1540 khz, 1 kw-D; FM: 99.1 mhz, 100kw)—Seeks assignment of license from Leflore Broadcasting Co. to David B. Montgomery for \$65,000. Seller: owned (100%) by Charles D. Saunders who also owns WXXX(AM) Hattiesburg, Miss. Buyer: employe of V&M Cotton Co., Iverness, Miss., cotton marketing firm. He has no other broadcast interests. Ann. June 2.

■ WRBC(AM) Jackson, Miss. (AM: 1300 khz, 5 kw-D, 1 kw-N)—Seeks transfer of control of Rebel Broadcasting Co. from W. B. McCarty Sr. and Marjorie Ann Garrison et al. (97% before; none after) to Tab Broadcasting Co. (3% before; 100% after). Consideration: \$146,575. Seller: owned by above mentioned and nineteen others. Buyer: is transferor of WKXI(FM) see below. Ann. July 1.

■ WKXI(FM) Jackson, Miss. (FM: 94.7 mhz, 68 kw)—Seeks transfer of control of Tab Broadcasting from J. Alex Bowab, Clifton A. Thomas, Robert O'Brien Jr. and Edwards S. Thomas Jr. (53% before; 47% after) to WLOX Broadcasting Co. (none before; 53% after) consideration: \$334,702. Principals: Mr.

O'Brien owns 20% of seller, others own 26.6% each. WLOX Broadcasting is principally owned by James S. Love III, his daughters, Mary Eliza Love McMillan and Jo Love Little, and 12 others. Corporation owns WLOX-AM-TV Biloxi, Miss. Ann. July 1.

■ WVNJ-AM-FM Newark, N.J. (AM: 620 khz, 5 kw-U; FM: 100.3 mhz, 24 kw)—Seeks assignment of license from Newark Broadcasting Corp. to Sabre Broadcasting Corp. for \$3,540,000. Seller: principally owned by Edward W. Scudder Jr., president, his brother, Richard and members of their families. Principals own minority interest in Media General Inc. which owns WFLA-AM-FM-TV Tampa, Fla. Buyer: owned by Herbert Salzman (30%) and Donald G. Softness, Samuel Wyman and Donna B. Atwater (23.3% each). Mr. Salzman is vice president and general manager of the stations. Mr. Softness is owner (50%) of The Softness Group, public relations, and minority owner in WALL-AM-FM Middletown, and WHVS(AM)-WHPN(FM) Hyde Park, N.Y. Mr. Wyman also is minority owner of those stations and owns New York media service firm. Donna Atwater is Chicago travel agent. Ann. July 1.

■ WERA(AM) Plainfield, N.J. (AM: 1590 khz, 500 w-D)—Seeks transfer of control of Tri-County Broadcasting Corp. from Rose Cifrese, Edward Santoro, estate of James R. Croy III and George S. Croy (58% before; none after) to Henry J. Behre (42% before; 100% after). Consideration: \$700,000 in cash and note. Mr. Behre is vice president and general manager of the station; has no other broadcast interests. Ann. June 23.

■ KSCR(FM) Hobbs, N.M. (FM: 95.7 mhz, 36 kw)—Seeks assignment of license from the Smith Corp. to KSCR Inc. for \$168,000. Seller: principally owned by Dan O'Shea Smith of Hobbs, who has no other broadcast interests. Buyer: owned by Ernest H. Huls (51%); Harold R. Hopkins (29%) and William A. Earman (20%). Mr. Huls has banking, insurance and mining interests in Illinois. Mr. Hopkins is auto dealer and retailer in Rantoul, Ill. Mr. Earman has had extensive broadcast experience and is vice president, sales, of Sono-Mag, broadcast equipment manufacturer. None has other broadcast interests. Ann. May 30.

Grants

■ KCON(AM) Conway, Ark. (1230 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted transfer of control of Conway Broadcasting from Madge W. Clayton, Billy F. and Rosanne H. Johnson (100% before; none after) to Paul Coates, Gerald Keith, Yancey Reynolds and J. W. Rowe (none before; 100% after). Consideration: \$384,000. Principals: Sellers have no other broadcast interests. Mr. Coates is general manager of KXAR(AM) Hope, Ark. None of buyers have other broadcasts interests. Action June 16.

■ KPLM-TV Palm Springs, Calif. (ch. 42)—Broadcast Bureau granted transfer of control of Pacific Media Corp. from co-receivers (100% before; none after) to Esquire Inc. (none before; 100% after). Consideration: \$710,000 to creditors plus maximum of \$240,000 for purchase of stock given to class 3 creditors. PMC is bankrupt corporation being sold by two co-receivers—Irving Sulmeyer and Arnold L. Kupetz. Buyer is publicly traded on New York exchange. Principal owner is Gulf and Western Industries (25.5%) Action June 30.

■ KILO(FM) Colorado Springs, (FM: 93.9 mhz, 83 kw)—Broadcast Bureau granted assignment of license from Western Broadcasting Co. to KILO Broadcasting for \$302,074. Seller: is seek assignment because of advanced age. Western is owned by David P. Pinkston, who is also owner of KDAU(AM) Lubbock, Tex. has sold subject to FCC approval, KPIK(AM) Colorado Springs. Buyer is owned by Colorado businessman Robert D. Telmosse (51%) and James L. Pinkston (49%), office manager of KPIK and KILO. Action June 29.

■ WPUL(AM) Bartow, Fla. (1130 khz, 1 kw-D)—Broadcast Bureau granted Trans-Florida Radio Inc. assignment of license to Mid-Florida Broadcasting for \$290,000. Seller: owns licensee of WKKX(AM) DeLand, Fla. (see below) and is principally owned by David Hill. Buyer: see below. Assignor granted waiver of three-year rule. Action June 30.

■ WKKX(AM) De Land, Fla. (1310 khz, 5 kw-D)—Broadcast Bureau granted Deland Broadcasting assignment of license to Mid-Florida Broadcasting for \$350,000. Seller: owns 100% of licensee of WPUL(AM) Bartow, Fla. (see above) and is principally owned by David Hill. Buyer: is limited partnership, control of which is vested in Randolph A. Marsh (10.416% and Robert L. Marsh (6.25%), both Chicago attorneys (brothers). Assignor granted waiver of three-year rule. Action June 30.

■ KUIK(AM) Hillsboro, Ore. (AM: 1360 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Sho-N-Tel Inc. to Dolphin Communications Inc. for \$200,000 plus \$53,200 agreement not to compete. Seller: principally owned by Richard K. Millison of Portland, Ore. who has no other broadcast interests. Buyer: equally owned by Donald L. McCoun and his brother, Kenneth. Donald has had extensive broadcast sales experience and is currently general manager of KCKN(AM) Kansas City, Kan. Kenneth McCoun is Western sales manager and stockholder of North Pacific Lumber Co., Portland, Ore. Neither has other broadcast interests. Action June 27.

Facilities Changes

FM applications

■ KRQQ(FM) Tucson, Ariz.—Seeks CP to install new aux. trans. at main TL; HAAT: minus 38 ft. (H&V), ERP: 29 kw (H&V) Ann. July 3.

■ WQSB Albertville, Ala.—Seeks CP to change ERP: 100 kw (H&V); HAAT: 313 feet (H&V); type trans., type ant. Ann. July 7.

■ *KOHL Fremont, Calif.—Seeks CP to change SL and install new ant. Ann. July 3.

■ KKDJ Fresno, Calif.—Seeks mod. of CP to change TL; ERP: 2.4 kw (H&V), HAAT: 1963 feet (H&V) and change ant. Ann. July 7.

■ Unassigned (104.3 mhz) Boise, Idaho—KIDO Broadcasters Inc. seeks mod. of CP to change TL, type trans., ant. and make changes in ant. system (increase height); change TPO; ERP: 43 kw (H&V) and HAAT: 2574 feet (H&V). Ann. July 3.

■ *WLWU Chicago—Seeks mod. of CP to change trans., ant. and make changes in ant. system. Ann. July 3.

■ WEEE Taylorville, Ill.—Seeks mod. of CP to change ant., transmission line and TPO; ERP: 2.58 kw (H&V) and HAAT: 293 feet (H&V). Ann. July 3.

■ WHLT-FM Huntington, Ind.—Seeks CP to change TL; type trans., ant.; make changes in ant. system (increase height); ERP: 3 kw (H&V) and HAAT: 300 feet (H&V). Ann. July 7.

■ KSMB Lafayette, La.—Seeks mod. of CP to change type trans. and TPO; ERP: 56 kw (H&V). Ann. July 3.

■ *WSUM North Dartmouth, Mass.—Seeks CP to change frequency to 91.1 mhz, type ant., type trans. and make changes in ant. system (increase height), ERP: 302.25 kw; HAAT: 301 feet. Ann. June 16.

■ *WZLY Wellesley, Mass.—Seeks CP to install new ant., make changes in ant. system (increase height) and make changes in transmission line. Ann. July 3.

■ WJAG-FM Norfolk, Neb.—Seeks CP to change type trans., ant.; make changes in ant. system (increase height); ERP: 100 kw (H&V), HAAT: 52.1 feet (H&V) and install new aux. ant. Ann. July 7.

■ WJLK-AM Asbury Park, N.J.—Seeks CP to install new ant. Ann. July 3.

■ WPDH Poughkeepsie, N.Y.—Seeks CP to install new ant.; change ERP: 14.13 kw (H&V); make changes in transmission line and become nondirectional. Ann. July 3.

■ *KBVR Corvallis, Ore.—Seeks CP to change TL;

redscribe SL; make changes in ant. system (increase height). Ann. July 3.

■ WJRH Easton, Pa.—Seeks CP to change TL; add remote control; install new ant. and make changes in ant. system. Ann. July 3.

■ WIVA-FM Augadilla, P.R.—Seeks CP to install new trans., ant. and make changes in transmission line; change TPO and HAAT: 1015 feet (H&V). Ann. July 3.

■ *WSSU Superior, Wis.—Seeks CP to install new trans. Ann. July 3.

TV actions

■ The FCC Broadcast Bureau took the following actions on dates shown:

■ KJTV Bakersfield, Calif.—Granted CP to change ERP: 282 kw; 4790 kw (max); ant. height 1,390 ft.; change trans. Action June 28.

■ KLOC-TV Modesto Calif.—Granted mod. of CP to change ERP: 794 kw, max. ERP: 5000 kw; ant. height 1,880 ft; TL, trans. and ant. Action June 27.

■ *KLTS Shreveport, La.—Granted mod. of CP to change ERP to vis. 1620 kw (Max.), 1120 kw(H), ant. height 1,070 ft. Action June 30.

■ KXON-TV, Mitchell, S.D.—Advanced Communications, Inc. granted mod. of license covering change in name to Gillett Broadcasting of South Dakota Inc. Action June 27.

AM actions

■ Selma, Ala.—Alexander Broadcasting Co. granted mod. of CP to change SL. Action June 27.

■ WKYD Andalusia, Ala.—Dismissed application for CP to make changes in ant. system. Action June 28.

■ WYGO Corbin, Ky.—Granted mod of license to change SL and operate trans. by remote control.

■ WITS Boston—Dismissed application for CP to change daytime non-critical hours radiation pattern. Action June 28.

■ WHSB Alpena, Mich.—Granted license covering changes; ERP: 99 kw (H&V), ant. height 420 ft. (H&V), TPO: 19.5 watts. Action June 23.

■ WKOL Amsterdam, N.Y.—Granted mod. of license to change SL; remote control permitted. Action June 27.

■ WKOP Binghamton, N.Y.—Granted mod. of license to operate trans. by remote control. Action June 27.

■ WENE Endicott, N.Y.—Granted mod. of license to operate trans. (main and aux.) by remote control. Action June 27.

■ WBBG Cleveland, Ohio—Granted mod. of license covering operation of trans. by remote control. Action June 15.

■ WSAJ Grove City, Pa.—Granted mod. of license to change SL and operate trans. by remote control. Action June 27.

■ WAEN Honesdale, Pa.—Granted CP to increase power to 2.5 kw, change trans. remote control permitted. Action June 23.

■ WEEP Pittsburgh—Granted mod. of license to operate trans. by remote control. Action June 27.

■ WKSP Kingstree, S. C.—Granted CP to increase power to 1 kw. Action June 22.

■ KIMM Rapid City, S.D.—Granted mod. of license to change SL and operate trans. by remote control. Action June 28.

FM actions

■ KHOP Modesto, Calif.—Granted license covering changes; ERP: 50 kw (H&V); ant. height 500 ft., (H&V). Action June 27.

■ KZLO Pueblo, Colo.—Granted license covering changes for aux. trans. and ant. ERP: 10 kw, ant. height 540 ft. Action June 27.

■ KAOI Wailuku, Hawaii—Granted license covering changes; ERP: 100 kw(H&V), ant. height 1230 ft. (H&V). Action June 29.

■ KGNO-FM Dodge City, Kan.—Granted license covering changes; ERP: 100 watts (H&V); ant. height

430 ft. (H&V). Action June 27.

■ WKDQ Henderson, Ky.—Granted license covering changes; ERP: 50 kw (H&V); ant. height 480 ft. (H&V). Action June 27.

■ WBCH Hastings, Mich.—Granted license covering changes; ERP: 1.8 kw (H&V); ant. height 295 ft. (H&V). Action June 27.

■ KQWB-FM Moorhead, Minn.—Granted license covering changes; ERP: 100 kw (H&V), ant. height 380 ft. (H&V). Action June 29.

■ WIXO McComb, Miss.—Granted mod. of CP to change trans. ant. and TPO; ERP: 100 kw (H&V), ant. height 370 ft. (H&V); remote control permitted. Action June 29.

■ WRUR-FM, Rochester, N.Y.—Granted CP to change ERP: 19.5 kw (H&V), ant. height 120 ft. (H&V); change type trans.; remote control permitted. Action June 22.

■ KZUE Oklahoma City, Okla.—Granted license covering changes; ERP: 98 kw (H&V), ant. height 900 ft. (H&V); ERP: 25 kw (H&V), ant. 900 ft. (H&V) (Aux.). Action June 27.

■ KFNB Oklahoma City, Okla.—Granted license covering changes; ERP: 100 kw(H&V), ant. height 420 ft. (H&V). Action June 27.

■ KRIX Brownsville, Tex.—El Rio Broadcasting granted license covering new station; ERP: 100 kw (H&V), ant. height 430 ft. (H&V). Action June 23.

■ KIEL Beaumont, Tex.—Granted license covering changes; ERP: 60 kw- (H&V); and ant. height, 220 ft. Action June 28.

■ KSET El Paso, Tex.—Granted license covering changes; ERP: 91 kw (H&V); ant. height 740 ft. Action June 28.

■ KVMV-FM, McCallen, Tex.—Granted license covering changes; ERP: 100 kw (H&V); ant. height 225 ft. (H&V). Action June 28.

■ KTYL Tyler, Tex.—Granted license covering changes; ERP: 100 kw (H&V); ant. height 460 ft. (H&V) (BLH-7711).

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Summary of broadcasting

FCC tabulations as of May 31, 1978

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,495	4	26	4,525	43	4,568
Commercial FM	2,976	1	69	3,046	120	3,166
Educational FM	920	0	36	956	74	1,030
Total Radio	8,391	5	131	8,527	237	8,764
Commercial TV	723	1	2	726	56	782
VHF	513	1	2	516	7	523
UHF	210	0	0	210	49	259
Educational TV	244	3	13	260	7	267
VHF	93	1	8	102	4	106
UHF	151	2	5	158	3	161
Total TV	967	4	15	986	63	1,049
FM Translators	216	0	0	216	79	295
TV Translators	3,521	0	0	3,521	429	3,950
UHF	1,113	0	0	1,113	243	1,356
VHF	2,408	0	0	2,408	186	2,594

*Special temporary authorization

**Includes off-air licenses

■ KHOO Waco, Tex.—Granted license covering changes; install new aux. ant. ERP 100 kw (H&V), ant. ht. 430 ft. (H&V) ERP: 1.70 kw (H&V); ant. height 460 ft. (H&V). Action June 28.

■ KDUX-FM Ocean Shores, Wash.—Granted license covering permit for changes; ERP: 31 kw (H), 21 kw (V); ant. height 360 ft. (H&V). Action June 29.

Extensions

■ The FCC last week granted the following modifications of CP's for extension of completion dates to those shown:

■ WCRQ-FM Arab, Ala.—to Dec. 15.

■ KDKB-FM Mesa, Ariz.—to Dec. 15.

■ KYLO(FM) Davis, Calif.—to Dec. 15; for new station.

■ WVFR(AM) Ridgefield Center, Conn.—to Dec. 15; for new station.

■ WBJW(FM) Orlando, Fla.—to Dec. 16.

■ WGCV(FM), Port St. Joe, Fla.—to Dec. 15; for new station.

■ KKEA(FM) Hilo, Hawaii—to Dec. 15; for new station.

■ KIKI-FM, Honolulu—to March 1, 1979; for new station.

■ WINI(AM) Murphysboro, Ill.—to Oct. 28.

■ KOIA(AM) Mason City, Iowa—to Dec. 17; for new station.

■ KLSS(FM) Mason City, Iowa—to Oct. 1.

■ WPGC(AM) Morningside, Md.—to Dec. 16.

■ WNBH New Bedford, Mass.—to Oct. 1.

■ WCPC Houston, Miss.—to Dec. 15.

■ *WGBH(FM) Boston, Mass.—to Oct. 6.

■ WAYL-FM, Minneapolis—to Dec. 15.

■ KQWB-FM, Richfield, Minn.—to Dec. 15.

■ WAID(FM) Clarksdale, Miss.—to Dec. 15.

■ KBCC(AM) Cuba, Mo.—to Dec. 15.

■ KZIN-FM, Shelby, Mont.—to Dec. 15; for new station.

■ *WVHC(FM) Hempstead, N.Y.—to Dec. 15.

■ WKYK(AM) Bursville, N.C.—to Dec. 24.

■ *WUNC(FM) Chapel Hill, N.C.—to Dec. 15.

■ WAKS(AM) Fuquay Springs, N.C.—to Dec. 1.

■ WZXI(FM) Gastonia, N.C.—to Dec. 15.

■ *WCPE Raleigh, N.C.—to Dec. 15; for new station.

■ WHBM(FM) Xenia, Ohio—to Oct. 1.

■ *KMHD(FM) Gresham, Ore.—to Dec. 15; for new station.

■ *WCLH(FM) Wilkes-Barre, Pa. to Dec. 15.

■ WZVS-FM, Vieques, P.R.—to Dec. 26; for new station.

■ WPVG(FM), Huntingdon, Tenn.—to Dec. 15; for new station.

■ WOLA-FM C.A. Carolina, P.R.—to Oct. 15.

■ KPFT(FM) Houston, Tex.—to Sept. 15.

■ WKVT-FM, Brattleboro, Vt.—to Dec. 4; for new station.

■ WIXV(FM) Front Royal, Va.—to Jan. 15, 1979; for new station.

■ WBS(FM) Charlotte Amalie, St. Thomas, V.I.—to Dec. 1; for new station.

scheduled prehearing conference for Aug. 10; hearing for Sept. 25. Action June 29.

FCC actions

■ Largo, Dunedin and Safety Harbor, Fla. (Bie Broadcasting Co. et al) **FM proceeding**: (BC Docs. 78-172-3)—Chief ALJ Chester F. Maumowicz Jr. designated ALJ Joseph Stirmer as presiding judge and scheduled prehearing conference for Aug. 10; hearing for Sept. 25. Action June 29.

■ Fort Valley, Ga.—FCC denied review of June 10, decision denying mutually exclusive applications of Rocket Radio Inc. and Apostolic Council of Churches Inc., for new FM on 106.3 mhz. Action—June 28.

■ Sedalia, Mo.—FCC approved assignment of license of KMOS-TV from Mid. America Television Co. to Central Missouri State University. Station will be operated as noncommercial educational. Assignment denied informal objections by Pettis county Judge Russell McFatrach and Mrs. W. C. Jones, on behalf of area residents. Action June 28.

■ Gregory, S.D.—FCC granted application by West Central Investment Co. for new FM on 101.5 mhz, rejecting petition to deny filed by Midwest Radio Corp. (KWYR-AM-FM Winner, S.D.). Action June 28.

Rulemaking

Petitions

■ WIOI(AM) New Boston, Ohio—New Boston Broadcasting requests amendment FM table of assignments to assign ch. 221A to Port Neches, Tex. (RM-3132). Ann. June 26.

■ Crandon, Wis.—J. Schaefer Enterprises requests amendment FM table of assignments to assign ch. 224A to Crandon (RM-3135) Ann. June 26.

■ Beattyville, Ky.—Hour of Harvest Inc. requests amendment TV table of assignments to assign ch. 65 to Beattyville (RM-3037). Ann. June 26.

Action

■ FCC has proposed amending EEO rules to include handicapped, and to amend annual employment report (form 395) to implement revised rules (Doc. 21474). Comments due Aug. 29; replies Sept. 13. Action June 28.

In Contest

Designated for hearing

■ Largo, Dunedin and Safety Harbor, Fla. (Bie Broadcasting Co. et al) **FM proceeding**: (BC Docs. 78-172-3)—Chief ALJ Chester F. Maumowicz Jr. designated ALJ Joseph Stirmer as presiding judge and

Cable

Certification actions

■ The following operators of CATV systems were granted certificates of compliance on dates shown:

■ Booth Cable, for Selma, Cadillac, Clam Lake, Harding and Cherry Grove, all Michigan; for addition of signals. (Action reversed Feb. 28 staff action). Action June 15.

■ Warner Cable of Kosciusko County, for Winona Lake, Ind.; STA for addition of singles. Action June 28.

■ Greer Associates, for Greer, S.C.; changes. Action June 29.

■ Dublin Associates Ltd., for Dublin and Pulaski, Va.; STA for addition of signal. Action July 5.

■ Western Wisconsin Communications Cooperative, for Independence, Blair, Taylor, Strum, Eleva, Osseo, Galesville, Tremplepleau and Ettrick, all Wisconsin (CAC-13008-16); STA for existing operation. Action June 30.

Other actions

■ FCC has proposed eliminating or significantly modifying cable television certificate of compliance process. FCC proposed two alternatives to this procedure. The first was that system simply file its name, location and signal carriage and then commence operation. Second would have system file this information and perhaps some additional material and begin operating 30 days after filing if no objection were received. Receipt of an objection would stay the start of operations. Comments due Aug. 14; replies Sept. 1. Ann. July 6.

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See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

General Sales Manager, greatest opportunity awaits right person in top Western market where living is great and opportunity abounds! Street selling, plus good agency experience required! Ability to sell, plus motivate and train sales staff. This isn't a desk job! Top young company that is in many markets, and going into many more! Guaranteed future. \$20,000 plus commission, override, profit sharing, all benefits. Resume. Box G-237.

Wanted—General Manager Eastern Pennsylvania complete charge, must be sales active & minded. Group owner. Box H-20.

Career Opportunity for the right individual who can sell and has Leadership qualities. Start as an Account Executive. Marvelous situation for rapid advancement. FM 3KW station, well established, in Midwest City of 130,000, near Chicago. Easy listening. One owner. EOE. Send resume, confidentially, to: Box H-81.

HELP WANTED SALES

Rapidly Expanding Southwestern broadcast group needs experienced radio sales and management personnel. EOE. Al Cohen 915—532-4979.

Sales Manager and sales persons for new FM station in Metro market. Advancement to G.M. possible. Initial salary guarantee. Resume to WQVE, Box 38, Carlisle, PA 17013. Equal opportunity Employer.

Religious formatted radio station needs full-time commercial sales person. Send resume and salary requirements to Wilbur Goforth, GM, WMOO, Box 1967, Mobile, AL 36601.

Account Executive—needed immediately. Replace person retiring. Top list with more potential. \$15,000 to \$20,000 starting. Want aggressive professional with broadcast experience. Recently expanded facilities—50,000 Watt FM-5,000 Watt AM. Beautiful lake filled area. Contact Gary Mallernee WTVB/WNWN. P.O. Box 1590, Coldwater, MI 49036.

Experienced radio salesperson now living in New England to move to powerful, modern facility in Massachusetts. Excellent guarantee against high commission, opportunity for rapid recognition and advancement. Ambitious qualified applicant can earn large commission, build a solid future in management and enjoy good living conditions and professional associates. Write in confidence to Owner, Box H-102.

Combo morning announcer/sales. The person we want is a broadcast pro with need to make a good living. Immediate opening 6-9AM and one of our best territories. Compensation salary plus commissions based on your experience. 802—728-3326.

Under the same ownership since 1937, we are a stable but progressive company with exceptionally good ratings built on local news and community involvement. Our Sales Manager is retiring after forty-one (41) years service, and we are seeking a professional, goal oriented replacement to sell and train and motivate a staff. Direct resume or inquiries to R. D. Rowley, WFUN, 3226 Jefferson Road, Ashtabula, OH 44004. EOE.

WTAX—Springfield, IL has list that produced \$46,800 first six months 1978. Contact—Ed Mahoney 217—753-5400.

A Growing Organization needs sales people who are self starters, creative and want to move up fast. We need more management candidates to promote from within. Excellent income potential with fringe benefits. Call Ed Doyle 703—466-9511.

Big Shoes to fill. Need a go-getter to handle AM sales. Solid List plus benefits, on the edge of the Colorado Rockies. Play-by-play helpful but not necessary. Send resume to John Langeliers, P.O. Box 340, Grand Junction, CO 81501.

Eastern North Carolina Full-Timer seeks a take charge Sales Manager, who can lead as well as sell. You will be working for an aggressive group owned station with chances of advancement. We offer an excellent salary plus commission and incentives. Contact John Stinson at 919—442-8091. An Equal Opportunity Employer.

WRWC—FM, located in Rockford, Illinois seek experienced radio sales people. Prefer RAB background. We are interested in people with a long term commitment to broadcasting and financial success. We offer training and a wide spread future for those who qualify. For more information contact Paul G. Fink, Box 345, Rockton, IL 61072. 815—624-2603.

HELP WANTED ANNOUNCERS

Country Personality for Central Florida evening shift. Strong production-copy desired. Send resume to Box G-216.

Two Announcers. One, a morning personality; a second for odd and weekend shifts. -Fulltime. Country MOR format. Now 5000 watts. Daytimer. Central Pennsylvania. Stable. Major fringe benefits. WHPA/WKMC, P. O. Box 44, Hollidaysburg, PA 16648. 814—696-1000.

WKBW Buffalo is seeking an all night radio personality. Exceptional opportunity with a Capital Cities' Station. We need an experienced pro with a third class endorsed ticket. Some news required. If you're an entertainer, send tape and resume to Sandy Beach, Program Director, WKBW, 1430 Main St., Buffalo, NY 14209. No calls please. An equal opportunity employer.

WBOC, Salisbury, MD. Experienced Mid-day person with flexibility. Must handle news, production, be able to communicate and entertain. Adult Contemporary. Looking for stability. Paid retirement, life and health insurance. Resume, references and tapes to: Ed Hunt-WBOC-AM-FM-TV. Salisbury, MD 21801. Equal Opportunity Employer.

Midwest Modern Country, looking for a communicator, good production, good board, to work with a great staff for a great company in a great atmosphere, we are open to all ideas. Box G-217.

Beautiful Music announcer with experience for top rated WBNY, Buffalo. Send tape, resume and financial requirements to Stu Cohen, WBNY, 2500 Rand Building, Buffalo, NY 14203. EOE.

WWKR, Detroit, has an opening for a warm Contemporary air talent to join a great station with an outstanding environment. Send tape and resume to: Paul Christy, Program Director, WWKR, Box 1310, Dearborn, MI 48126. Equal Opportunity Employer.

Adult Good Music Station has opening for a fully experienced person with above average announcing and production ability. We are an equal opportunity employer with good benefits for the person who can fill our needs. Contact Ron Joseph 804—847-6666.

Highly rated Central Virginia Black programmed station has opening for experienced announcer—production person. Must have good voice and excellent reading ability. We are an equal opportunity employer with good benefits and opportunity for the person who can fill our needs. Contact Ron Joseph 804—846-1331.

Experienced Contemporary Discjockey wanted. Great station, great living, in the Berkshires. Contact Bob Catan, WUPE AM and FM Pittsfield, MA 01201.

Contemporary Format air personality, afternoon drive. Must also be fast and creative production pro. This is major requirement. \$300 week to start. 3rd with Broadcast Endorsement required. Send resume and tape to P.O. Box 216, Fort Myers, FL 33902. An Equal Opportunity Employer.

PBP Sports. Some boardwork. Send resume, tape. KPDN, Pampa, TX 79065. EOE.

Top station in Southeast multi-station market needs good solid morning personality. If you are number one in morning drive in a small market—this could be an opportunity for you. EOE. Send resume to Box H-68.

New England small market automated AM/FM needs third endorsed operator with good voice for early August opening. Copywriting, production and news ability. Experience or talented beginner. EOE. Resume to Box H-73.

Work & Play in the Hawaiian Sun. Need Adult Contemp air talent w/1st phone to handle maintenance of 24 hour station. Experience mandatory. Box H-94.

Soft Rock WELK is looking for a smooth nighttime jock. If you feel you can fit into our new soft rock format, send tape & resume to Steve Rouse, WELK, Box 1294, Charlottesville, VA. Females urged to apply. Experience preferred. EOE.

Outstanding Midwest small market station looking for personality morning person. Must be strong on production and good. You will work with pros and the pay is very good. If you qualify, call 319—524-5410.

Combo-Sales: Need top country announcer who can sell. Salary plus commission. Take over Active Account List. WAEY converting to Announcer-Sales system. Also immediate opening for Top Country Music Personality. Must know music, production, etc. Right person can advance to Program Director. Send resume, tape, for both positions to: Henry Beam, P.O. Box 1011, Princeton, WV. An Equal Opportunity Employer.

Experienced Production Director needed: Creative talent to coordinate commercial and promotional production. Send tapes and resumes to WLQA, 1223 Central Parkway, Cincinnati, OH 45214. Equal Opportunity Employer.

Florida. Openings for Top 40 jock and first phone combo. Send resume, tape, salary requirements to WKXY, Box 2500, Sarasota, FL 33578.

All American Morning Personality for an All American City. Medium Market Adult Contemporary seeking warm communicator with strong production ability who likes community involvement. Beautiful facility, great working conditions, good salary. Air check and production tape with resume to Red Pritchard, KLIN Box 30181, Lincoln NE 68503.

Experienced announcer with strong production for Contemporary AM in Traverse City, MI. Send tape, resume to Ross Biederman, WTCM, 314 E. Front St.

Immediate opening for traffic/continuity. Write copy, schedule logs. Involves some on-air work. All night shift. Northern Illinois station. Prior commercial radio experience required. WSPY, Box 85, Plano, IL.

Sign on with contemporary WCNC Elizabeth City, NC for sign-on shift. Experienced persons send tape resume salary requirements. EOE.

An Experienced Announcer with Play-By-Play? Send your tape and resume to WCBY, Cheboygan, MI 49721.

Top 40 Air Personality who can read well, do great production and be part of a Number One Team. No calls. Send tapes and resumes to Pete Wilson, WQCM, PO Box 826, Hagerstown, MD 21740.

HELP WANTED TECHNICAL

Chief Engineer—Michigan, 5,000 Watt AM, Directional night. New 50,000 Watt FM Stereo. Must be good transmitter and audio engineer. Great benefits, beautiful lake area. No absentee ownership. Owner concerned about sounding best. Salary negotiable. Call 517—279-9767.

Chief Engineer, Experienced pro for successful well maintained Class C in Beaumont, Texas. Hassle free graveyard shift. 10K. K106, 713—769-2852.

HELP WANTED TECHNICAL CONTINUED

Midwest Stereo FM has an opening for a chief engineer to maintain and construct new studio facilities in great college town. Must be able to maintain high quality audio equipment, automation, STL, and have background in station construction. If you are looking for a good opportunity, send resume and salary to Box G-213.

University seeks full-time Chief Engineer for Non-commercial FM NPR affiliate. Good salary at a good university in a good city. Contact Gary Chew, KWGS, 600 S. College, Tulsa, OK 74104. 918-939-6351. University of Tulsa has an Equal Opportunity/Affirmative Action Program for students and employees. Closing Date August 1, 1978.

Opening before September 1st, First Class Engineer. Extensive experience all phases of AM & FM required. Salary \$12,000 to \$15,000. Group owned AM buying FM in this market. Contact John Timm, WAKY Radio, Louisville, Kentucky 502-587-7979.

Immediate opening Chief Engineer with maintenance background. Full time Class IV AM and 3 KW automated FM in Atlantic City, New Jersey. 5 Figure salary. Call Mr. Johnstone-609-344-5113. EOE.

Radio Station Engineer: Must possess first class radio-telephone license with a working knowledge of educational FM radio with medium power transmitters. Applicant should have thorough knowledge of FCC regulations and be familiar with video cameras, tape recorders, and other related equipment. Send resume. Apply: John Chisholm, Principal, Sandwich Jr-Sr High School, East Sandwich, MA 02537.

Chief Engineer 5,000 watt daytimer with full time Class C Automated FM. Fulltime Engineering, no board work. Present Engineer going to Alaska. Talk to our present Engineer, Larry Craig, then contact Don Heinen, KUTI/KUEZ, Yakima, WA. E.O.E.

Director-Instructor for training program for Native Americans; first class license plus experience in both engineering and announcing aspects of radio. Salary: \$18,720 a year plus fringe benefits. Submit resume to: Station Manager, KINI, St. Francis, SD 57572; 605-747-2291. Equal Opportunity Employer.

Qualified 1st phone Technician/Announcer to maintain AM and FM (FM automated) with desire to grow with organization. Must be willing to work tail off when necessary for excellent pay and benefits. Relocate to Northern Rockies. Box H-104.

Minnesota Public Radio, a six station noncommercial network, seeks network construction and maintenance engineer to provide network engineering support. Report to Network Director of Engineering. Installation, construction and maintenance of FM transmitters, FM receivers, microwave transmitters and receivers, coaxial cables, towers, FM and microwave transmit and receive antennas, and related equipment. \$14,000 to \$19,000. Submit resume and letter of interest to: Tom Kigin, Director of Administration, MPR, 400 Sibley St, St. Paul, MN 55101 by July 24. AA/EOE.

Wanted Chief Engineer. 1st class FCC License with knowledge of automation, heavy maintenance of equipment and directionals. Good salary and working conditions. Contact Don Martin, President, WWBZ Vineland, NJ. 609-692-6500. An Equal Opportunity Employer.

Technical Director for Albuquerque AM-DA, FM. 5 years experience in top 50 market required. Those without impressive references and credentials need not apply. Excellent salary. Send resume to Larry D. Ellis, PE., Telecommunications Consulting Engineer, Box 22835, Denver, CO 80222. No phone calls accepted.

HELP WANTED NEWS

Reporter to replace one who has moved to manage his own team. We require experience plus strong delivery and writing skills. We offer high visibility, growth potential, a competitive salary, and good living conditions. Non-returnable tape, resume, references to Mike St. Peter News Director Drawer B WEBR 23 North Street Buffalo 14202. WEBR is an equal opportunity affirmative action employer.

Heavy Local News oriented AM-FM needs experienced, mature news person. Resume and audition to Duane Hammann, Box 1446, Mason City, IA.

We need a heavyweight to do morning news in our newly created department. Should have one to two years news experience. Journalism degree preferred, but not required. Salary range: twelve to fifteen thousand dollars. Contact: Jan Thomas, News Director, KFJR Radio, Box 1738, Bismarck, ND 58501. Phone: 701-223-0900.

WBHP Radio News has an opening for a pro with ability to handle desk work as well as mobile and beat work. An excellent opportunity to join an expanding news department in a prime location in the South. Send tape and resume to Tim Tyson, News Director, WBHP Radio News, Huntsville, AL 35804.

Sports minded station in Southeast needs football play-by-play person who can double as sales person or as morning drive personality. EOE. Resume to Box H-61.

Can You Become involved in a major urban Great Lakes Community? Are you an aggressive interviewer? Can you communicate? If so, here's an opportunity. Top dollars are available for the right individual who can become "The News Authority" in this major market. Send us a resume today! An Equal Opportunity Employer. Box H-95.

All-News WEXI, Jacksonville, Fla. Immediate opening Anchor. Exp. only. Must be able to write, gather as well as read. Tape/Writing sample/resume to Rick Hayes, WEXI, 5621 Commerce, Jacksonville, FL 32216. 904-744-1280.

Experienced News Director for 100,000 watt Public Radio Station. Candidate with Masters Degree preferred. Teach 1 course. 10-10,800. Applications should be postmarked no later than August 1, 1978. Resumes and tapes to Larry Miller, General Manager, KOSU-FM, Oklahoma State University, Stillwater, OK 74074. EOE.

Committed to News? Station with 8 person staff seeking heavy voiced anchor, immediately. Must have great pipes, minimum of 3 years experience and know what news is all about. Top pay for right person in beautiful seaside resort area. Rush tape, resume and brief philosophy of news to Bill White, Box 431, Hyannis Port, MA 02647, 1-617-775-0500.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Program Director to formulate new Midwest Medium Market FM Rocker. Structured AOR or Rock programming experience. Solid company with many stations. Equal Opportunity Employer. Rush resume and references Box H-31.

I Dare you. Small market Upstate NY C&W needs PD with managerial, copy, production, typing, sense of humor and announcing skills. Good pay, benefits, community involvement, plus hard work. Call WSCP 315-387-3404. EEO/MF.

Need Sports Nut to be Sports Director at local sports oriented station—cover Hoosier football, basketball and baseball at award winning station. Send resume and tape to WIL0, 1401 West Barner, Frankfort, IN 46041.

SITUATIONS WANTED MANAGEMENT

General Manager position desired by Top-10-market Station/Operations Manager. Experienced in programming, sales, daily operations, license renewal, FCC regs, ascertainment, community involvement, traffic. Box H-71.

Floridian, would like to move back. All inquiries Confidential. Manager, Sales Manager, Owner. Box H-84.

GM outstanding credentials, 31. Bottom-line oriented. GM experience at two highly successful operations. Strong sales and programming. Seek challenge, preferably equity situation in South or Midwest. Box H-85.

"Dynamic" General Salesmanager. Contract is up Aug 1st for Small to Medium N.E. Radio Market. Write immediately. Box G-205.

Can I join your management team, qualifications: former ownership. Sales, programming, finance, acquisition, AM-FM, CATV, available now. Box H-24.

Very Successful radio General Manager wishes to relocate in Sun Belt. College Degree. Excellent track record and references. Box H-46.

Eight years all phases. PD., sales, license renewal. Employed. Tape and detailed resume will tell complete story. Box H-63.

SITUATIONS WANTED Sales

Experienced Sales Manager; AM/FM separate staff operation. 22 year broadcast veteran. Looking for next step. General Manager. Present market 150,000 major university city. Need \$35,000 with good fringe benefits. Box G-198.

Looking for Combo work: Jock/Sales. Black oriented. Box H-86.

SITUATIONS WANTED ANNOUNCERS

Experienced DJ, 3rd endorsed, tight board, good news/commercial delivery, will go anywhere. Box G-145.

First phone, good news and announcing, and maintenance ability. Prefer small to medium station in Southeast. I'd like a responsible, long-term position. Box G-169.

Jock Itchin' for first job Radio. Professionally trained. 3rd Endorsed. Would prefer relocating out West. For tape and resume contact Mark Jay Muller, 9047 N. Crawford, Skokie IL 60076. 312-673-9047, 312-673-9049.

Hard working announcer/newsman wants to meet with GM concerning future employment. Some experience. Available Mid-August. Rod Morrison, 55 Pond Street, Natick, MA 01760. 617-653-3607.

ATS Graduate 1st Ticket AFRTS with Radio in his blood, knows music, seeks AOR or MOR format, will relocate—call Ric Acquaviva, NJ 201-363-5249. If no answer, call after 6 p.m.

AOR Position anywhere in USA sought by ATS Graduate, 3rd Endorsed. Have deep mellow voice, excellent musical knowledge, college degree. Joe McCarthy, 579 W. 215 St., No. 7G, New York, NY 10034. 212-567-7791.

Beginning disc jockey, 8 mo's experience, 3rd endorsed. Witty, knowledgeable in sports. Bill Landry, 13-F Winchester Rd., Newark, DE 19713. 302-368-3584.

Attention Midwest... recently left, want return. Over twenty years allround air experience, with solid references. Finest background. Strong production and full news background, covering beat and writing. Third endorsed. Box H-62.

Looking for entry level Medium Market Personality position. Currently Music Director with 2 years experience. Will relocate. Prefer Adult Contemp. Box H-72.

Female DJ, MD. Third Endorsed. 4 1/2 years experience & employed. Mod Country-others considered. Area: Eastern North Carolina. Available soon. Box H-82.

12-year pro wanting announcing-programming responsibilities in medium market. Must be willing to pay above average salary for above average talent in your market. Impressive credentials. Prefer country or pop-adult format. Box H-92.

Morning D.J./Sportscaster professional morning drive personality that gets involved within the community. Doubled the male audience at current medium market station. Also, excellent and exciting p.b.p of all sports. College trained, experienced, youthful family man. Jon 319-285-9709.

Retired Musician with DJ experience, 3rd, seeks position. Knows Rock. New Wave a speciality. 617-449-0975. Steve.

Beautiful Music Easy Listening, mature voice several years experience, Ex-Music Director, Dan Louis 216-928-4838. 1228 Murray, Akron, OH 44310.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Female 23, 3rd endorsed, expertly trained. Seeking first break in Radio. Will relocate anywhere. Tape and resume available upon request. Call 312-275-2441 or write, Kathy Moyer, 1218 W. Winona, Chicago, IL 60640.

Entertaining, warm, mature air personality, M.D., programming, three years commercial experience, seeking position at medium or large market station. Contemporary, AOR, MOR. All locations considered; prefer New York ADI. References. Bob Alexander, 212-238-2849, before noon, after 7 PM.

SITUATIONS WANTED TECHNICAL

Assistant Chief Engineer seeks Chief engineer position in small town, Kansas or Texas preferred. Write Box G-187.

Experienced Chief Engineer seeks challenging position with well managed station. Box H-49.

Engineer. After two years out of radio, want back in. Fifteen years experience directionals, maintenance, automation, stereo. Prefer Northeast, will consider all. Box H-64.

Available by Aug. 15th Experienced Chief Engr. 30 years. AM-FM-DA; Automation-STLs—Installations a specialty. Prefer Nevada, Northern Arizona but will consider others. Box H-74.

Engineer/Announcer: First Phone, hard way. 19 years old. Short on experience, long on ambition. 1+ years experience, Steve Boucher, 208-549-3023.

West Coast engineering position wanted. Currently Chief Engr. of four AM-FM-Stereo. I have 8 years experience and know how to give you the high quality sound and equipment reliability you desire. M.F. Anderson, 1600 Longcreek Dr., Apt. 127, Columbia, SC 29210, 803-772-0435.

SITUATIONS WANTED NEWS

Thoroughly Professional, Experienced ND for multiple-member news department, Southeast. Aggressive. Box H-2.

Sports Director—PBP Broadcaster. Currently Radio SD includes University PBP football and basketball. Looking for University PBP Football for fall. 5 years experience, young, enthusiastic, educated... MS Communications. Box H-8.

New York City based network sportscaster seeks on-air reporting/play-by-play spot in medium or major market location. Handled PBP of major sports, specializing in basketball and hockey. Six years experience in N.Y. radio and TV. Tape and resume upon request. Contact Mike Zimet, 212-796-3371. Or write 4525 Henry Hudson Pkway, Riverdale, NY 10471.

Play-by-Play: Major college football, Big Ten conference experience. I'm certain you'll like what you hear. Chuck Underwood: 309-764-9694 or 319-355-7087.

News/Sports. California, Nevada, Oregon, Washington. Highly motivated, theoretician, writer and digger, not just a reader. Some experience. University Southern California graduate, athlete. 3rd Class License. Also marketing and sales experience. Call Dale at 415-588-6581.

Experienced newscaster/reporter seeking larger market. Excellent references, solid radio news background. Box H-69.

Major League Hockey Announcer seeks NHL radio or freelance television PBP job. 7 years hockey PBP experience including 50,000 watt radio, major market TV and All-Star game. Currently doing sportstalk plus hockey. Dynamic, respected, knowledgeable, versatile talent. Box H-78.

Want to put my roots down! Sports Director/PBP. All phases of sportscasting. Seven years PBP—high school, college, pro. Football, basketball, baseball. Versatile experience. Married, college degree. Professional attitude. Prefer Midwest. If sports is important to your station, let's talk. Box G-130.

Sportscaster and/or reporter. Six years experience, hard worker. 1-701-839-5159.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Troubleshooter: Country format from ground up or fine tuning. Heavy experience turning losers into winners. Top programming success. May I help you shape your team? Top 100 markets. 901-362-0862.

Heavy programming and automation experience all formats. Experience with major syndicators. Attention to detail and quality conscience. Currently employed as Operations Manager. Seeking advancement opportunity in programming, operations or management. Reply Box H-41.

Veteran Broadcaster wants to program talk format. Strong administrative abilities, thorough, excellent references, creative. Box H-57.

Girl Friday experienced combo p1 300 per mo will travel. Box H-70.

Experienced P.D. seeks programming position in small/medium ratings market. Present station dominating competitive market. B.A., 24, 8 years commercial radio experience. Box H-75.

Southwest preferred. Production pro. Excellent voice, creative concepts. Seeking Production/PD position, MOR/Contemporary. 10 years experience, last 5 as PD at medium-market, 50-Kw AM winner. Stable, 29, married. Box H-97.

TELEVISION

HELP WANTED MANAGEMENT

Promotion Manager for independent Top 10 market, N.E. Group owned station seeking promotion professional. Must have creativity, writing, image awareness and management skills. EEO M/F. Send resume to Box H-15.

General Sales Manager: With good local background, prefer National background or Rep. experience. Also, capability to manage, motivate, continue building aggressive local sales dept. Resume to G.M., WSEE-TV, Erie, PA. Equal Opportunity Employer.

Executive Director and General Manager to provide leadership to community-based public television station. Position is Chief Executive and Operating Officer of KETC-TV, St. Louis, Missouri. Send Resumes To: Dr. Everett Walters, Vice-Chancellor, Community Affairs, University of Missouri—St. Louis, 8001 Natural Bridge Road, St. Louis, MO 63121. Application deadline: July 31, 1978. An Equal Opportunity Employer.

HELP WANTED SALES

Commercial Manager with sales leadership and ability for VHF in growing Southwestern market. Box H-99.

HELP WANTED TECHNICAL

Chief Engineer—Must have minimum five years broadcast experience including demonstrated supervisory skills, organizational ability, strong maintenance background and first class ticket. Full color UHF public TV station in upper Midwest looking for take-charge individual to assume full responsibility for technical staff and facilities including mobile unit. Salary dependent upon qualifications, EOE/AA employer. Send resume to Box G-218.

Engineering Supervisor Responsible for all maintenance and operational engineers and scheduling. Must have extensive maintenance and troubleshooting experience, demonstrated supervisory skills and first class ticket. Full color UHF public TV station in upper Midwest. Salary dependent upon qualifications. EOE/AA employer. Send resume to Box G-218.

Excellent opportunity for first phone switcher with established New York State UHF. Will train. No experience required. Call Larry Taylor, 607-739-3636. EOE.

Videotape Maintenance Engineer for quad VTR's and other related equipment for post production and duplication house. Prefer FCC 1st and at least one year's experience. Call collect 313-971-3600, or send resume to Robert Stapleton, NET Television, 2715 Packard, Ann Arbor, MI 48104.

Experienced T.V. Broadcast Engineer for responsible position in operation, maintenance, and set-up of broadcast studio and VTR equipment. Washington, DC production studio. Prior supervisory experience a plus. Resume to Box G-220.

Chief Engineer—VHF in growing sunbelt. Needs strong background in well equipped affiliate station. Good starting salary and fringe benefits. An Equal Opportunity Employer. Send complete resume to Box H-27.

Position open for qualified television studio maintenance engineer. First phone required. Call CE WZTV, Nashville, 615-385-1717.

Chief Engineer with proven ability in administration and troubleshooting for South Texas VHF. Box H-87.

Maintenance Chief for Texas VHF. Must have superior technical qualifications. Box H-89.

Broadcast Engineer First Class License required. Send resume to: Darrell Hunter, C.E., WKEF-TV, 1731 Soldiers Home Rd., Dayton, OH. EEO/M.F.

Engineering Supervisor for Master Control and production studios of public station; available immediately; salary: mid-teens minimum; write or call Director of Engineering, Ohio University Telecommunications, Athens, OH 45701, 614-594-5374.

"Assistant Chief Engineers" wanted. Greatest opportunities. W-RIP-AM-FM-TV, Chattanooga; TN, Col. Jay Sadow, Pres. 404-866-3855.

Studio Engineer wanted for sunny South Florida television station. First phone required. Experienced in videotape camera control and switching. Send resume to Personnel Department, WPEC, Fairfield Drive, West Palm Beach, FL 33407, 305-848-7211.

Assistant Chief Engineer for KMST-TV, CBS' in Monterey, California. 1st phone, strong electronics background, and transmitter experience required. Great chance for ambitious engineer who has a good start in Broadcasting to continue on in all phases of a TV operation and to do it on beautiful Monterey Peninsula. Contact Robert Hemskey, Chief Engineer, 46 Garden Court, Monterey, CA 93940. 408-649-0460. EOE.

Chief Engineer for Florida UHF (ABC). Good Management, leadership and maintenance background. Gary Adler, Gen. Mgr., WJKS-TV, Box 17000, Jacksonville, FL 32216, EOE.

HELP WANTED NEWS

Aggressive T.V. Field Reporter needed now for investigative news unit. Proven ability to dig out stories and sources. Top interviewing skills and excellent on camera abilities. Must be able to work fast under pressure for a top quality product. Experienced only need apply. An equal opportunity employer. Rush resume and salary requirements to Box H-3.

News Anchor position in the sunny southwest for a medium market station. A minimum of three years of television news experience is required with a strong background in reporting and writing. Looking for someone with a better than average ability to relate to viewers and someone who can take charge immediately. Box H-9.

Experienced on-air reporter. NBC affiliate with best equipment and news department in area. Send resume, salary requirements, and VTR to Ben Boyett, KAMR-TV, P.O. Box 751, Amarillo, TX 79189. Equal Opportunity Employer.

News Position for an experienced Weathercaster/Reporter. Send resume and tape to Eric Rabe or Meyer Davis, WTAJ TV, 5000 6 Ave, Altoona, PA 16602, 814-944-2031. An Equal Opportunity Employer.

Top Ten Market Group Owned station looking for news producer. Must have strong writing and production background. Prefer someone with documentary or minidoc experience. Equal Opportunity Employer TV Station. Send resume to Box H-52.

Photographer. Medium-market CBS affiliate in Southwest. Group-owned, all-ENG, microwave. Must have TV news photo experience, must be reliable and creative. Contact Box H-53.

HELP WANTED NEWS CONTINUED

Wanted: Television Anchorperson to write, produce and anchor late newscast, and co-anchor early evening newscast. Must have reporting and anchoring experience. Fast growing, beautiful southwest Florida area. Equal Opportunity Employer. Box H-56.

Wanted: Television Meteorologist to head station weather department in a beautiful southwest Florida area. Must have television experience and must be a meteorologist. (AMS Seal). Equal Opportunity Employer. Box H-60.

Meteorologist that is stimulated by challenge and willing to work hard with uniqueness that does not destroy credibility to help build weather department in sunbelt station in major market where weather casting is an advanced, competitive art. Minimum three years experience, AMS seal, An Equal Opportunity Employer M/F. Send resume to Box H-65.

C-Anchor. Need an experienced TV anchor/reporter. Medium market with strong news commitment. Some street reporting and producing. EOE. Box H-80.

News Anchor: Anchor for 6 and 10:00 PM newscast in large Southwest market. An Equal Employment Opportunity Employer. Send resume to Box H-88.

Television Meteorologist/Environmental Reporter. Preferably A.M.S. member and eligible for seal. For weekend and daytime weather casts. Should be familiar with tropical and sub-tropical and coastal weather patterns. Some television experience necessary. Top rated news department with major group. Equal Opportunity Employer. Box H-100.

Reporter/Photogs needed for top 100 market group owned NBC affiliate. Must be hard-working and have aggressive attitude. If you're looking for a challenge—we have it. Send tape, resume and salary requirements to Paul McCaye, WYUR-TV, 4848 Governors Drive, Huntsville, AL 35801. Minorities welcomed.

ENG Cameraperson-Videotape Editor. Shoot news in the field and edit for broadcast. With Experience, salary starts at \$230.00 per week. Send resume and tape of work to John Howe, News Director, KOLO-TV, Box 10,000, Reno, NV 89510. An Equal Opportunity Employer.

Reporter-Anchor: Southeast medium market station wants experienced reporter-anchor. Excellent working conditions in market-leader station strong in community affairs. Send resume, VTR to James E. Davis, News Director, WJBF-TV P. O. Box 1404, Augusta, GA 30903. E.O.E.

Weather: We need a strong weather personality. Must be strong in locally oriented format and able to work with radar. Send tape, resume and salary requirements to Paul McCaye, WYUR-TV, 4848 Governors Drive, Huntsville, AL 35801.

Chief cinematographer—station on beautiful Florida Gulf coast is seeking creative, responsible, take-charge person to supervise its news photography department. Minimum two years newfilm experience required. Contact Steve Grissom, WBBH TV, Fort Myers, FL. 813-936-0195. E.O.E.

Anchor: Group owned NBC affiliate needs top notch anchor. Must have good on-camera presence and ability to communicate. If you're looking for a challenge—we have it. Send tape, resume and salary requirements to Paul McCaye, WYUR-TV, 4848 Governors Drive, Huntsville, AL 35801.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Promotion copywriter/Producer wanted. Must be creative, aggressive, with Management aspirations. Must have experience as copy writer and producer. Working knowledge of production technology helpful. E.O.E. Top 25 market, progressive and growing independent. Send resumes to Box H-36.

Chief Cinematographer for large Midwest Public Television station. Need creative, mature, experienced Film Unit Supervisor to manage well equipped cinematography department. Full details first letter. Salary Open. Box H-50.

Graphic Artist. WNED-TV/Buffalo seeks second designer for position which includes television graphics, print, and scenic design beginning on or before October 16. Applicants should be especially strong in design, typography, and illustration. Bachelor's Degree or equivalent training required; experience preferred. Contact Bryon Young, Art Director, Office B, WNED-TV, 184 Barton Street, Buffalo, NY 14213. An Equal Opportunity Employer.

Producer-Director for Midwest Public Television, Top 10 Market Full Color. Needs creative, mature PD, with Remote, Studio and Film experience. Invite Commercial Background. Five to seven years experience. Full details first letter. Box H-58.

Executive Producer to conceive, initiate, develop and transform program ideas and concepts into workable TV form. Supervise and coordinate the development, execution and production of cohesive, innovative, creative and visually pleasing TV programs. Should have broad public, social and cultural program producing background. Must have major market screen credits. Public TV station in top 10 market. Full details first letter. Box H-67.

Group-Owned VHF in New Orleans has immediate opening for experienced Producer/Director with heavy commercial background in both film and video tape. Also capable of directing news, public affairs programs and special projects. Do your own switching on Grass Valley 1600-7K with DVE. Send resume and audition cassette to Don Wilburn, Program Director, WVUE-TV, 1025 South Jefferson Davis Parkway, New Orleans, LA 70185. An Equal Opportunity Employer.

Public Affairs Producer for Community PTV in Southeast. Duties: writing, producing, presenting area public/community affairs program. Request successful production and on-air record. Salary commensurate with experience. Send resumes to Box H-105.

Producer-Director with hands on experience in all phases of studio commercial production. A person expert in commercial and news production capable of working with and supervising small select crews. Knowledge of Digital Video Effects and Grass Valley EMEM a real plus. Good salary, fringes, and a key position in growing completely equipped station in the Northeast embarking on additional commercial production and local programming. Full details to Box H-39.

Production Manager—Responsible for the budgeting and administration of the Production Department and for the planning, organization and production of all programs, commercials and promotional announcements. Position requires college degree, or equivalent, and a minimum of two years of manager experience. Send resumes to: Nat Tucker, WTNH-TV, P.O. Box 1859, New Haven, CT 06508. An Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

Aggressive Television Executive has been GSM and GM in small market 15 years. Seeking growing organization in middle-sized market. Highest calibre educational and career background with excellent references. Your team will produce for me. Box H-91.

SITUATIONS WANTED ANNOUNCERS

Female Talk Show Host/Interviewer. Young, experienced. Currently on-air. Ready to "move up". Videotape available. Box H-29.

Professional Radio Announcer and Writer ready to move into Television. Call 612-384-6708.

SITUATIONS WANTED NEWS

Foot-in-door spot sought by aspiring TV reporter, 28, who recently underwent career objective change. Summer or longer. Journalism B.A.; partial M.A. Extremely bright, resourceful, personable, and tireless worker. Good skills, eyes and ears. Am no dummy. NYC-NJ-CT area hopefully 212-242-3993.

Our Husband-Wife Team is the right addition to your news team. Self starting Reporter-Photographers with our own ENG unit. Nick Isenberg and Dawne Gundel 303-945-9124, 303-945-8839.

Anchor with producing and reporting abilities interested in prime news anchor spot, top 40 market. Box G-228.

Solid Black TV Reporter, 28. 3 years experience in Top 15 Market. Know ENG, general reporting, anchoring, on-scene live spots. Ready to relocate. Box H-13.

Ascertainment, News and Public Affairs specialist. Your license renewal depends upon these closely related areas. As part of your management team, I'll assume the responsibility. Mature. Experienced. Many awards. If I don't know the answers, I know how to find them. Box H-28.

Versatile Journalist who can act as Assignment Editor, Producer, Investigative Reporter and more seeks challenging position with aggressive news department. Can shoot and edit film. Seven years journalistic experience. For resume, tape, and top references call Ed Isenberg, 505-299-4242 or write 13110 Constitution NE 403, Albuquerque, NM 87112.

Experienced radio newsmen, M.S. broadcast journalism. some TV, wants you to see his VTR. Box H-51.

Articulate lawyer with broadcasting and writing background seeks news, public affairs or talk-show position. Box H-54.

Television sportscaster, over two years experience, seeks similar position in medium or major market. Know electronic news gathering, great writing ability, 1975 National Golden Glove boxing champion. Box H-59.

Nearing Completion of Ph.D. in political science at University of California. Young (26), aggressive. Can cover legislatures, courts and public agencies in depth. Five years news experience at CBS o'&o' in San Francisco and CBS affiliate, Washington, D.C. Box H-77.

Weatherman now in major market wishes to relocate on the West Coast after August. Box H-79.

30 year old newspaper reporter with a slew of awards and a Pulitzer Prize nomination looking for TV news spot! I've done some broadcast stringing, am a strong writer, and have what it takes to be a broadcast journalist. Box H-93.

Producer/Assignment Editor: Major and Medium market experience. Strong political and production background. Female. Box G-209.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Experienced Production Operations Manager desires employment in larger market. Willing to relocate. Six years in television. 209-527-8947; 209-529-3379.

Program management or production position desired in cable, educational, or industrial television. Three years experience producing and directing studio and remote award-winning non-broadcast programming. Box H 96.

Assistant Production Manager Recent graduate seeks position in Production/Operations. Major Market experience. Bruce Cohn, 28 Phillips Rd., Glen Cove, NY 11542.

CABLE

HELP WANTED MANAGEMENT

Manager Community Services. Dynamic Denver-based Cable Television Company with national operations seeks self-starter to assist in the design, development and operation of new CATV services. This unique corporate position requires a degree in media, engineering, or management, as well as good communication and presentation skills. Knowledge of cable potential, industry-community relations, project initiation and economics are musts. Understanding of potential government funding is helpful. Considerable travel required from Denver Headquarters base. Send resume with salary history to Box H-47.

HELP WANTED MANAGEMENT CONTINUED

Executive Director Cable Communications Commission, \$25,432—\$33,178. State of Minnesota is recruiting for a position carrying responsibility for managing the staff support to the Minnesota Cable Communications Board and for providing advisory information and assistance to communities, citizens groups and cable systems operators in developing cable communications systems throughout the state. Responsibilities will include encouraging program development, providing franchise advice and assistance, certifying franchise agreements in accordance with rules of Cable Communications Board and assisting the Board in modifying and maintaining rules and in recommending legislative changes. Because the emphasis of the activities of the Board is on promoting rapid development of the cable communications industry, desirable applicant backgrounds should include knowledge of organizational procedures and policies of local government, proven organizational and managerial abilities, and strong motivating and communications skills. The successful applicant must be able to work with elected and appointed public bodies and officials in the administration of a complex and dynamic function. Send application and resume to: Personnel Services, Department of Administration, State of Minnesota, Room 201 Administration Building, 50 Sherburne Ave., St. Paul, MN 55155 by July 31, 1978. Equal Opportunity Employer.

ALLIED FIELDS

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Research Analyst to help design, conduct, and report results of policy-oriented research studies for broadcast trade association. Social science background helpful; writing ability and command of basic statistical and algebraic concepts essential. E.O.E. Resume and salary history to Box H-76.

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.

Need Gates Cartritape II Machines, intact with/or 150 Cycle and Amplifier boards for same! Reasonable Price Please! WGSR, Millen, GA 30442. 912—982-4142.

FOR SALE EQUIPMENT

5" Air Hellax Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfrs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312—266-2600.

FM Transmitters (Used): 20 KW, 15 KW, 10KW, 7.5 KW, 5 KW, 1 KW. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314—334-6097.

Ampex Tape No. 631, 7 inch reels, 32 for \$69.95; No. 406, 10-1/2 inch hubs, 12 for \$69.95 Val-tronics Inc. Call collect 717—655-5937.

AM Transmitters (used): 5 KW, 1 KW, 250 W. Communication Systems, Inc. Drawer C, Cape Girardeau, MO 63701. 314—334-6097.

Audiopak Cartridges manufacturers overrun, 7 seconds to 7 minutes, 24 for \$39.95 Val-tronics Inc. Call collect 717—655-5937.

For sale— Schafer 903 Stereo Automation System—2 Scully Reversing, 1 Ampex, 4 Carousels, 1 Audio Clock, 1 Encoding and Print-Out System. Operational, Excellent condition. Contact: George Guertin, WMTN/WAZI, P. O. Box 70, Morristown, TN 37814, Phone: 615—586-7993.

RCA-TP-7A 35 MMSlide Projector, with remote control panel. Exceptional condition. Best Offer—Contact: David Smith, WBFF-TV 301—462-4500.

Towers—TV AM, FM, Microwave, CATV new and used 4,000 feet in stock at present. Complete erection services. Tower Construction and Service, Inc. 904—877-9418.

Raytheon RA-250 Watt AM Transmitter. Make Offer. Call Bob. 303—332-4171.

AM Transmitters GE-BT-50A, 50KW & \$10,000 in new spares 17 years old. McMartin 1KW, 2 yrs old. M. Cooper. 215—379-6585.

Film Chain—Norelco W/2-16mm Projectors, Datalon Editing Controller, plus other 1/2" & 1" video equipment. Call Byron Motion Pictures 202—783-2700.

IGM Automation Equipment: IGM 500 Conral Center, tape transport(2) Scully 270, Instacart 48PBM, (1) cart playback (2) cartridge recorders, equipment rack. Sold as package. Steve Feder K99 Radio 406—727-7211.

Gates BC-1-E & BC-1-J 1 KW AM transmitters WYXI, Athens, TN 37303. 615—745-1390.

CCA 25 KW FM, stereo, 6 yrs. old. New tubes. M. Cooper 215—379-6585.

UHF TV Transmitter Type RCA TTU-25, like brand new. Less tubes, \$25,000. Call C. Smith, 209—529-2024.

COMEDY

"Free" D. J. Catalog! Comedy, Wild Tracks, Production, FCC Tests, more! Command, Box 26348-B, San Francisco 94126.

Free sample of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

GUARANTEED FUNNIER! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineining, Dallas, TX 75227.

\$1.00 Phor 'Phantastically' jumbo issue of "Phun-nies"! 1343 Stratford Drive, Kent, OH 44240.

MISCELLANEOUS

Have a client who needs a jingle? Call us. Custom jingles in 48 hours. Honest! Philadelphia Music Works, Box 947, Brynmawr, PA 19010. 215—525-9873.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611; call collect 312—944-3700.

Bumper Bucks, exciting new radio promotional game, increases listeners, secures new accounts, makes money. Impact Advertising, Box 1524, Glenwood Springs, CO 81601.

INSTRUCTION

1st class FCC, 6 wks., \$450 or money back guarantee VA appvd. Nat'l Inst. Communications, 11488 Oxnard St., N. Hollywood CA 91606.

OMEGA STATE INSTITUTE training for FCC First Class licenses, color TV production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago. 312—321-9400.

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.

1978 "Tests-Answers" for FCC First Class License. Plus—"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco 94126.

Bill Elkins and his famous six-weeks First Phoné course are back! Prepare with the masters now and avoid proposed license and examination changes. Elkins Radio License School, 332 Braniff Tower, P.O. Box 45765, Dallas, TX 75245, 214—352-3242.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin July 31 and September 11. Student rooms at each school.

REI 61 N. Pineapple Ave., Sarasota, FL. 33577. 813—955-6922.

REI 2402 Tidewater Trail, Fredericksburg, VA 22401. 703—373-1441.

JOBs in Broadcasting—FCC 3rd, 2nd, 1st Class Licenses and Performance Training—Job Getting Techniques transcend the usual—Veterans Benefits—Eligible Institution Federal Grants—Loans Programs—Accredited—AAB, 726 Chestnut, Phila. 191066 persoh-to-person Collect 215—922-0605 "Karen".

Get your First Phone in Exciting Music City, U.S.A. Four weeks \$395. Tennessee Institute of Broadcasting 615—297-5396.

RADIO

Help Wanted Management

NUMBER ONE STATION IN MAJOR MARKET

This is a once in a lifetime opportunity for a young, aggressive General Manager who is ready to move up to a major market managing one of the most famous set of call letters in the industry. You must have heavy sales and promotional experience. Send resume and salary requirements. Box H-90.

SUNBELT MALE & FEMALE

KLAZ AM/FM in Little Rock and KWEN in Tulsa are both expanding again and we need additional male and female management and sales talent with exceptional ability.

For three successive years, we have doubled revenues because of our unique approach to marketing. We believe in the highest rates supported by superior programming, heavy outside promotion, creative commercials, and a large well-trained sales department properly assisted by management (four sales managers at each station).

We recognize that only a small number of broadcasters reading this ad will have the ability, high energy and commitment to meet our requirements. However, we are prepared to offer one exceptional, General Manager, two exceptional Sales Managers and several exceptional account executives a better career opportunity.

Send resume, short and long term goals and salary requirements to: Ron Curtis, President, KWEN, 1502 S. Boulder, Tulsa, OK 74119. All replies answered promptly. No telephone calls please.

Equal Opportunity Employer

Help Wanted Announcers

MORNING PERSONALITY

We're a news/information oriented station that plays Pop Adult music. We're willing to pay Top Money to the personality who can tie the ingredients together and keep our lion's share of the market. Company benefits are tops! Send tape and resume to Fred Anthony, WAKR, Box 1590, Akrdn, O. 44309. EEO/M-F

**Help Wanted Announcers
Continued**

TESTING, ONE TWO ...

Please check the response that best describes your reaction to the following opportunity:

MAJOR EASTERN MARKET LOOKING FOR THE FINEST DRIVE-TIME PERSONALITY AVAILABLE!

—(1) I'm interested ... in more money, a fresh challenge, and a chance to grow with a winner in a dynamic city!

—(2) Sorry, I have a great job now, make a good salary, have had great rating success, and am the best in my market. I'm happy where I am.

If you checked (2), give us a chance to talk about (1). We'll satisfy your curiosity while keeping your response in strictest confidence.

Send a resume or letter of introduction to Box H-55, Broadcasting.
EOE M/F

**Help Wanted Programing,
Production, Others
Continued**

DIRECTOR

4th Market
Send Resume to
Box H-11

Help Wanted News

TALK SHOW HOST AND PRODUCER

TV station in Southeast needs host with interviewing and producing know-how for morning interview program. A skilled journalist who can get involved in the community. Send resume to Box H-42. EOE/M-F.

Weatherperson

for top twenty market. Meteorologist preferred. Send resume and cassette to News Director, WFLA, Inc. P O Box 1410, Tampa, FL 33601. E.O.E.

Help Wanted Technical

Technical Maintenance Supervisor

Immediate opening for maintenance supervisor in leading, good music station in New York Metropolitan Area. Excellent benefits and compensation for the right person. First phone and heavy maintenance experience necessary. 201-345-9300. AN EQUAL OPPORTUNITY EMPLOYER.

Help Wanted Programing, Production, Others

SOUTHEAST POWERHOUSE

needs morning personality, P.D. and a newperson. Top pay for top talent. Send tape & resume to: Jim Kell WAAX, P.O. 570 Gadsden, ALA. 35902.

DIRECTOR OF PROGRAM OPERATIONS

We're looking for a creative administrator for our group-owned NBC affiliate in Indianapolis. Proven performance in administration, budgeting, production, features and syndication scheduling required. Send confidential replies to Jerry Chapman, Vice President and General Manager, WRTV, 1330 North Meridian Street, Indianapolis, Indiana 46202. Equal Opportunity Employer M/F



McGraw-Hill Broadcasting Company, Inc.

Situations Wanted News

Experienced major market professional seeks news management position. Bright—Creative—Innovative. Proven leadership and administrative abilities. Box H-103.

Anchor/Field Reporter

12 years in top markets. Professional in every way.

Let's talk.
Box H-98.

TELEVISION

Help Wanted Management

GENERAL MANGER 11,000 SUBSCRIBER MID-ATLANTIC CABLE SYSTEM

We're looking for a lasting relationship with an experienced professional.

Send Resume to Box H-66.
an equal opportunity employer
m/f

Help Wanted Programing, Production, Others

Videotape Producer/Director

MIDWEST 4A Agency has attractive situation available for experienced videotape producer/director looking for temporary employment September '78 through December '78. Commercial production experience required. Send resume and salary requirements to: Box H-48.

Help Wanted Technical

TV CHIEF ENGINEER

Well equipped VHF single station market on Gulf Coast is looking for energetic Chief Engineer with thorough knowledge in all phases of station engineering. Enjoy the finest in sunbelt living and working at this affiliate station. Good starting salary and fringe benefits, including car and relocation expenses. Send resume in strict confidence to: Box H-34. An Equal Opportunity Employer.

CHIEF ENGINEER WANTED IN SAN DIEGO

San Diego NBC affiliate, a Storer Station, has an outstanding career opportunity in America's Finest City. We are looking for an experienced Chief Engineer who wants to plan and lead an eager young staff. As part of one of America's leading group ownerships, this station has compiled an unusual track record of growth that compliments virtually a new broadcast facility, one of the most sophisticated transmitters in the country and the construction and operation of three remote ENG vehicles. But there is still a great deal of work to be done in an atmosphere of growth and progress. Expenses will be paid for personal interview for selected applicants. Salary is commensurate with responsibilities and individual's background and experience. Send full resume to General Manager Bill Fox, KCST-TV, P. O. Box 11039, San Diego, California 92111. Your application will be held in confidence.

Equal Opportunity Employer M/F

GOLDEN WEST BROADCASTERS ENGINEERING MANAGER

Golden West Broadcasters Videotape Division has a position available as Engineering Manager.

Qualifications include complete technical knowledge of latest television equipment and systems, computer tape editing, and complex audio systems. Candidate must demonstrate previous experience in client interface, labor relations, and overall management capability.

Send detailed resume to Louis F. Wolf, KTLA, 5800 Sunset Blvd., Hollywood, CA. 90028.

Golden West Broadcasters is an equal opportunity employer—M/F.

KTLA GOLDEN WEST VIDEOTAPE DIVISION MAINTENANCE ENGINEERS

Expansion of syndicated and network program production facilities and acquisition of new technical equipment require the addition of two highly qualified maintenance engineers.

Familiarity in all areas of television engineering is a prerequisite including Ampex and RCA tape machines, Phillips and RCA live cameras, RCA Telecine, Grass Valley switching and terminal equipment.

These positions require demonstrable experience of five or more years. Digital schooling or experience is very desirable including knowledge of DEC and DG minicomputers. In depth solid state trouble shooting of broadcast equipment is a requirement of these positions. FCC 1st phone required.

Golden West Broadcasters is a leading independent television station and production facility in Los Angeles. We offer an excellent benefit and retirement program. Salary range for these positions 24-28K.

Please send complete resume with references and salary history to Louis F. Wolf, Engineering Manager, KTLA, 5800 Sunset Blvd. Los Angeles, CA 90028.

CHIEF ENGINEER

Top 35 TV market in Southeast. Must have EE degree and television engineering management experience. Television station is also a major production house for nationally syndicated programs. Excellent opportunity to advance from smaller market or number 2 position. Send resume to Box H-7. Equal Employment Opportunity Employer M/F.

VITAL HAS A FUTURE FOR YOU

Dynamic growth opportunities for video engineers with experience in video switching systems. Enjoy Florida living. Work for hi-technology company. Send resume to: Dale Buzan, Vital Industries, Inc., 3700 N.E. 53rd Avenue, Gainesville, Florida 32601.

MAINTENANCE SUPERVISOR

Group broadcaster needs seasoned pro with at least five years of TV experience. 1st phone required along with complete knowledge of quad VTR's and ENG equipment. Must be able to train and supervise others. Top salary for right person. Send complete resume to Box H-106 Broadcasting. Equal Opportunity Employer M/F.

Situations Wanted News

NEWS DIRECTOR/ANCHOR

- Solid broadcast journalist
- Effective Administrator
- Currently top 40 market
- Creative self starter
- Aggressive reporter
- Excellent writer

518-482-2221

Radio Surveys

Specials From Dick & Farley
THE WARNER BROS.:

100 CALLS \$295. $\frac{00}{\text{Terms}}$

500 CALLS \$595. $\frac{00}{\text{Terms}}$

Dedicated to the belief that radio surveys should be more realistically priced. Falls Church, Va. and P.O. Box 2585, Augusta, Ga. 30903 (404) 733-0642. Surveys & Mkt Studies

S-A-M-S

Miscellaneous

NEED A NEWS SET?



TELEVISION DESIGN

750 Hanna Building Cleveland, Oh 44115 (216) 621-0072

Radio Programing



LUM and ABNER
5 - 15 MINUTE
PROGRAMS WEEKLY
Program Distributors

410 South Main
Jonesboro, Arkansas 72401
Phone: 501-972-5882

For Sale Stations

GREAT PLAINS

Fulltime AM in single station small market. Very good value at \$165,000. \$50,000 down.

ARIZONA

Regional AM daytimer with Class A FM. Covers large and prosperous agricultural and mining area. Good real estate included \$350,000 with terms. Possibly less for cash.

MOUNTAIN STATES MEDIA BROKERS
Box 99 - Broomfield, Colorado 80020
(303) 466-3851

THE KEITH W. HORTON COMPANY

P.O. Box 948
Elmira, N.Y.
14902
(607) 733-7138

BROKERS AND CONSULTANTS TO THE COMMUNICATIONS INDUSTRY

- AM/FM in New Hampshire. Real Estate. Profitable. \$460,000.
 - Daytimer. Ethnic. SE North Carolina. \$160,000.
 - Fulltimer in coastal Georgia. Good billing. \$550,000.
 - Powerful daytimer. N. part of W.Va. Good billing. Super value \$560,000. Terms.
 - Daytimer with 35 mile prime signal within 60 miles of N.C. Coast. Good real estate. \$270,000. Terms.
 - Class "A" FM in Georgia city. An excellent buy for \$460,000. \$530,000.
 - Daytimer NW Alabama. Good buy \$175,000. Terms.
 - UHF TV with 20 cable systems in South. \$600,000. Terms.
 - Fort Worth-Dallas area. Fantastic coverage. Billing \$500,000. Make offer.
 - CP for Class "C". Now Class "A". Texas. Good buy. \$240,000.
 - Cable TV operation in Indiana. A good buy. \$360,000.
 - FM in greater Washington, DC area. Owner wants offer. Terms.
 - Fulltimer in S.E. Missouri. Profitable single station. \$280,000.
 - Daytimer in N.C. \$400,000. Terms.
 - FM in Central Pa. \$225,000. Terms.
 - Daytimer Southern Kentucky. Only station in county. \$240,000.
 - Daytimer covering large Florida Metro area. Real Estate. \$550,000.
- All stations listed every week until sold. Let us list your station. Inquiries and details confidential.
- BUSINESS BROKER ASSOCIATES**
615-756-7635 24 HOURS

For Sale Stations Continued

MINNESOTA III-A.

5 kw unlimited, DA-N.
Owner Retiring, Terms.
Box E-77.

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers

213/826-0385 202/223-1553
Suite 214 Suite 417
11681 San 1730 Rhode
Vincente Blvd. Island Ave. N.W.
Los Angeles, Ca. 90049 Washington, D.C. 20036

VHF

Small Market VHF Television
Station for sale.

Box G-196.

MEDIA BROKERS APPRAISERS

RICHARD A. STAHEN
435 NORTH MICHIGAN - CHICAGO 60611
312-467-0040



H.B. La Rue, Media Broker

RADIO . TV . CATV . APPRAISALS

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East Coast:
210 East 53rd Street, Suite 5D-New York, N.Y. 10022 212/288-0737

HOLT CORPORATION

BROKERAGE - APPRAISALS - CONSULTATION
OVER A DECADE OF SERVICE
TO BROADCASTERS

The Holt Corporation Holt Corporation West
Box 111 Box 8205
Bethlehem, PA 18016 Dallas, TX 75205
215-865-3775 214-526-8081

CHAPMAN ASSOCIATES®

media brokerage service

STATIONS

CONTACT

W Small AM	\$70K	\$35K	Galen Gilbert	(214) 387-2303
S Small AM	\$150K	Terms	Paul Crowder	(615) 298-4986
MW Small CATV	\$230K	29%	David Kelly	(414) 499-4933
S Medium AM	\$200K	Cash	Bill Hammond	(214) 387-2303
MW Major AM/FM	\$2.7MM	\$521K	David Kelly	(414) 499-4933

To receive offerings of stations within the areas of your interest, write Chapman Company, Inc., 1835 Savoy Dr., N.E., Atlanta, Ga. 30341

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only (Billing charge to stations and firms: \$1.00).

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Stock Index

Stock symbol	Exch.	Closing Wed. July 12	Closing Wed. July 5	Net change in week	% change in week	High	1977-78 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)	
Broadcasting											
ABC	N	48 1/4	46	+ 2 1/4	+ 4.99	51 3/4	35 3/8	8	18,221	879,163	
CAPITAL CITIES	CCB	N	73 1/2	71 1/4	+ 2 1/4	+ 3.15	74 3/4	44 3/4	12	7,115	522,952
CBS	CRS	N	54	51 7/8	+ 2 1/8	+ 4.09	62	43 7/8	8	28,100	1,517,400
COX	COX	N	41	41 1/4	- 1/4	- .60	43 5/8	25 1/2	10	6,637	272,117
GROSS TELECASTING	GGG	A	22 3/4	23 1/8	- 3/8	- 1.62	23 7/8	13 5/8	10	800	18,200
KINGSTIP COMMUN.*	KTVV	O	11 1/2	11 1/2			11 3/4	3 7/8	21	462	5,313
LIN	LINB	O	36 1/8	35 3/4	+ 3/8	+ 1.04	37 1/8	16 1/2	11	2,801	101,196
MOONEY	MOON	O	5	5 1/2	- 1/2	- 9.09	5 1/2	1 7/8		425	2,125
RAHALL	RAHL	O	20	20			21 1/4	8 5/8	22	1,264	25,280
SCRIPPS-HOWARD	SCRP	O	45	44	+ 1	+ 2.27	45	30 1/2	10	2,589	116,505
STARR	SBG	M	13 1/4	12 3/4	+ 1/2	+ 3.92	13 1/4		12	1,512	20,034
STORER	SBK	N	30 3/8	29 1/2	+ 7/8	+ 2.96	31 1/2	19 3/8	10	4,876	148,108
TAFT	TFB	N	41 1/4	40 3/8	+ 7/8	+ 2.16	44 7/8	24 5/8	9	4,119	169,908
TOTAL									78,921	3,798,291	

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	8 1/2	8 1/4	+ 1/4	+ 3.03	9 3/8	3 3/4	9	1,229	10,446
JOHN BLAIR	BJ	N	26 1/4	26	+ 1/4	+ .96	26 1/4	11 1/8	7	2,427	63,708
CHRIS-CRAFT	CCN	N	10 1/2	11	- 1/2	- 4.54	11 3/8	4 1/2	25	4,458	46,809
COMBINED COMM.	CCA	N	30 1/4	29	+ 1 1/4	+ 4.31	45 1/8	19	14	10,380	313,995
COMLES	CWL	N	24	21 7/8	+ 2 1/8	+ 9.71	24 7/8	12 1/2	23	3,969	95,256
DUN & BRADSTREET	ONB	N	34 1/4	34	+ 1/4	+ .73	35 5/8	26 1/4	16	26,339	902,110
FAIRCHILD IND.	FEN	N	27 3/8	26 3/4	+ 5/8	+ 2.33	28 3/4	9 1/2	10	5,708	156,256
FUQUA	FQA	N	10 5/8	10 3/4	- 1/8	- 1.16	13	8	7	9,396	99,832
GANNETT CO.	GCI	N	44 1/4	41 3/4	+ 2 1/2	+ 5.98	44 3/4	32 3/4	16	22,430	992,527
GENERAL TIRE	GY	N	25 3/4	25	+ 3/4	+ 3.00	29 1/4	22 3/8	5	22,692	584,319
GLOBE BROADCASTING*	GLBTA	O	4 3/4	4 3/4			4 3/4	2 1/8		2,772	13,167
GRAY COMMUN.	O	19 1/2	19 1/2			19 1/2	8	8		475	9,262
HARTE-HANKS	MHN	N	41	41 5/8	- 5/8	- 1.50	41 3/4	26	14	12,500	512,500
JEFFERSON-PILOT	JP	N	29 3/4	29 7/8	- 1/8	- .41	32 3/8	26 5/8	9	23,351	694,692
MARVIN JOSEPHSON	MRVN	C	15	16	- 1	- 5.25	17 1/4	10 1/4	8	1,978	29,670
KANSAS STATE NET.	KSN	O	12 1/2	11 3/4	+ 3/4	+ 6.38	13 3/8	4 3/4	12	1,727	21,587
LEE ENTERPRISES	LNT	N	28 3/8	28 3/8			31 1/4	22 1/4	11	4,930	139,888
LIBERTY	LC	N	28 1/8	27 5/8	+ 1/2	+ 1.80	29 1/4	18	7	6,762	190,181
MCGRAW-HILL	MHP	N	22 1/4	22 3/4	- 1/2	- 2.19	24 1/4	15 5/8	10	24,682	549,174
MEDIA GENERAL	MEG	A	18 1/4	18 1/4			20	13 5/8	10	7,451	135,980
MEREDITH	MDP	N	33	32 3/4	+ 1/4	+ .76	36 3/8	17 3/8	7	3,074	101,442
METROMEDIA	MET	N	52 1/4	52 1/4			57	25 1/4	10	6,630	346,417
MULTIMEDIA	MMED	O	24	21 3/4	+ 2 1/4	+ 10.34	27 1/2	16 1/4	12	6,594	158,256
NEW YORK TIMES CO.	NYKA	A	29 3/8	28	+ 1 3/8	+ 4.91	29 1/2	15 3/4	12	11,599	340,720
OUTLET CO.	OTU	N	23 3/4	24	- 1/4	- 1.04	26 5/8	16 5/8	6	2,415	57,356
POST CORP.	POST	O	30 3/4	30 3/4			33 1/2	16 1/4	9	867	26,660
REEVES TELECOM	RBT	A	3	3 1/8	- 1/8	- 4.00	3 3/8	1 3/4	43	2,388	7,164
ROLLINS	ROL	N	18	18 1/8	- 1/8	- .68	24 1/4	14 7/8	10	33,000	594,000
RUST CRAFT	RUS	A	27 3/8	27 1/8	+ 1/4	+ .92	27 3/8	8 1/2	16	2,297	62,880
SAN JUAN RACING	SJR	N	14 1/8	12 7/8	+ 1 1/4	+ 9.70	14 1/8	7 5/8	20	2,509	35,439
SCHERING-PLOUGH	SGP	N	32 3/8	31 3/4	+ 5/8	+ 1.96	44 3/4	26 3/8	10	53,870	1,744,041
SONDERLING	SDB	A	20 1/2	20 5/8	- 1/8	- .60	20 7/8	8 3/8	8	1,105	22,652
TECH OPERATIONS	TO	A	7	6 1/8	+ 7/8	+ 14.28	7	2 3/8	175	1,344	9,408
TIMES MIRROR CO.	TMC	N	29 1/4	28 1/2	+ 3/4	+ 2.63	30 1/2	20 3/4	10	34,760	1,016,730
TURNER COMM.*	O	12 1/2	12 1/2			12 1/2	5			3,800	47,500
WASHINGTON POST CO.	WPD	A	39 7/8	39 3/8	+ 1/2	+ 1.26	43 5/8	21 3/4	9	8,200	326,975
WOMETCO	WOM	N	15 1/4	14 5/8	+ 5/8	+ 4.27	15 3/4	10 7/8	9	9,554	145,698
TOTAL									379,662	10,604,697	

Cablecasting

ACTON CORP.	ATN	A	9 1/2	9 7/8	- 3/8	- 3.79	10 1/2	3 1/8	8	2,710	25,745
AMECO*	ACO	O					1/2			1,200	
AMERICAN TV & CDMM.	AMTV	O	44 1/2	44 1/2			49	19 3/4	19	3,996	177,822
ATHENA COMM.	O	4 3/4	3/8	+ 4 3/8	+ 166.66	4 3/4	1/8			2,125	10,093
BURNUP & SIMS	BSIM	O	5 1/8	5	+ 1/8	+ 2.50	6 1/8	3 1/8	23	8,381	42,952
CABLE INFO.*	O	1/4	1/4			1/2	1/4			663	165
COMCAST	O	10 1/4	10	+ 1/4	+ 2.50	11 1/2	3 3/4	14		1,583	16,225
COMMUN. PROPERTIES	COMU	O	14 1/4	14 1/2	- 1/4	- 1.72	14 7/8	3 5/8	18	4,839	68,955
ENTRON*	ENT	O	1 1/4	1 1/4			3 1/2	7/8	1	979	1,223
GENERAL INSTRUMENT	GRL	N	31 7/8	29 1/8	+ 2 3/4	+ 9.44	33 7/8	17 5/8	11	7,508	239,317
GENEVE CORP.	GENV	O	15	14 1/2	+ 1/2	+ 3.44	15	7 1/2	8	1,121	16,815
TELE-COMMUNICATIONS	TCOM	O	17 3/8	17 1/8	+ 1/4	+ 1.45	19	2 7/8	248	5,281	91,757
TELEPROMPTER	TP	N	10 7/8	11	- 1/8	- 1.13	13 1/8	6 3/4	20	16,926	184,070
TEXSCAN	TEXS	O	1 1/2	1 1/2			2	1 1/4	9	786	1,179
TIME INC.	TL	N	41 1/8	40 3/8	+ 3/4	+ 1.85	48 3/4	31 3/4	9	20,450	841,006
TOCOM	O	9	8 3/4	+ 1/4	+ 2.85	9 1/4	2 1/4	19		894	8,046
UA-COLUMBIA CABLE	UACC	O	31 1/2	31 1/2			35	15 1/2	18	1,679	52,888
UNITED CABLE TV	UCTV	O	14 3/8	15	- 5/8	- 4.16	18 3/8	3 7/8	18	1,915	27,528
VIACOM	VIA	N	21 3/8	20 7/8	+ 1/2	+ 2.39	23 1/2	9 1/2	14	3,795	81,118
TOTAL									86,831	1,886,904	

Stock symbol	Exch.	Closing Wed. July 12	Closing Wed. July 5	Net change in week	% change in week	1977-78		PIE ratio	Approx. shares out (000)	Total market capitalization (000)	
						High	Low				
Programing											
COLUMBIA PICTURES	CPS	N	20	19	+ 1	+ 5.26	21 1/2	7 3/8	4	9,254	185,080
DISNEY	DIS	N	40 3/8	40	+ 3/8	+ .93	47 5/8	32 1/2	15	32,380	1,307,342
FILMWAYS	FWY	N	13 7/8	13 5/8	+ 1/4	+ 1.83	15 1/2	6 7/8	10	4,258	59,079
FOUR STAR			1 1/4	1 1/4			1 1/4	1/2	13	666	832
GULF + WESTERN	GW	N	13 7/8	13 7/8			18 3/8	10 1/4	5	48,215	668,983
MCA	MCA	N	49 3/4	48 3/8	+ 1 3/8	+ 2.84	54	32	9	18,558	923,260
MGM	MGM	N	38 3/4	39 1/8	- 3/8	- .95	39 1/8	16	15	14,609	566,098
TRANSAMERICA	TA	N	15 3/8	14 3/4	+ 5/8	+ 4.23	16 1/2	13 1/4	6	66,781	1,026,757
20TH CENTURY-FOX	TF	N	37	38 1/4	- 1 1/4	- 3.26	39 3/8	10	4	7,733	286,121
VIDEO CORP. OF AMER	O		7 1/2	6 3/4	+ 3/4	+ 11.11	8	3 1/2	15	988	7,410
WARNER	WCI	N	44	41 1/8	+ 2 7/8	+ 6.99	45	25 3/4	8	14,458	636,152
WRATHER	WCO	A	10 7/8	10 7/8			12 1/2	4 1/2	27	2,243	24,392
TOTAL									220,143	5,691,506	

Service

BBDO INC.	BBDO	O	35 3/4	35 3/4			38	22 1/2	9	2,513	89,839
COMSAT	CQ	N	41 1/8	39 1/2	+ 1 5/8	+ 4.11	44	28 3/4	13	10,000	411,250
DOYLE DANE BERNBACH	DOYL	O	25 3/8	23 3/4	+ 1 5/8	+ 6.84	25 3/8	16 3/4	7	1,776	45,066
FOOTE CONE & BELDING	FCB	N	20 1/4	20 1/4			21 1/4	14 3/4	7	2,304	46,656
GREY ADVERTISING	GREY	O	29	30	- 1	- 3.33	34	16 1/2	4	716	20,764
INTERPUBLIC GROUP	IPG	N	34 1/4	33 3/4	+ 1/2	+ 1.48	39 1/4	22 1/2	8	2,387	81,754
MCI COMMUNICATIONS	MCIC	O	3 7/8	3 5/8	+ 1/4	+ 6.89	4 7/8	7/8	39	20,159	78,116
MOVIELAB	MOV	A	2 1/8	1 7/8	+ 1/4	+ 13.33	3	1	13	1,414	3,004
MPO VIDEOTRONICS	MPO	A	5 3/8	5 7/8	- 1/2	- 8.51	65 3/8	4	7	520	2,795
A. C. NIELSEN	NIELB	O	26 1/2	26 3/4	- 1/4	- .93	28	18 7/8	13	10,832	287,048
OGILVY & MATHER	DGIL	O	56	55 1/4	+ 3/4	+ 1.35	56	31	10	1,805	101,080
J. WALTER THOMPSON	JWT	N	26 3/8	26 1/2	- 1/8	- .47	27 3/8	15 1/8	8	2,649	69,867
WESTERN UNION	WU	N	17 1/4	16 1/4	+ 1	+ 6.15	20 1/4	15 3/4	7	15,177	261,803
TOTAL									72,252	1,499,042	

Electronics/Manufacturing

AEL INDUSTRIES	AELBA	O	9 1/8	7 7/8	+ 1 1/4	+ 15.87	9 1/8	2 3/8	9	1,672	15,257
AMPEX	APX	N	14 3/8	13 3/8	+ 1	+ 7.47	17 1/4	7 3/8	13	10,928	157,090
ARVIN INDUSTRIES	ARV	N	18 1/4	17 7/8	+ 3/8	+ 2.09	22 1/2	14 1/2	4	5,959	108,751
CCA ELECTRONICS*	CCA	O	5/8	5/8			5/8	1/8	3	897	560
CETEC	CEC	A	4 1/4	4 1/4			5 3/8	1 3/4	11	2,127	9,039
COHU	COH	A	3 7/8	4	- 1/8	- 3.12	4 1/2	2 1/8	11	1,779	6,893
CONRAC	CAX	N	19 1/2	20	- 1/2	- 2.50	27 1/4	19 1/4	7	1,842	35,919
EASTMAN KODAK	EASKD	N	53 7/8	51 1/2	+ 2 3/8	+ 4.61	86 3/4	42	13	161,370	8,693,808
FARINON	FARN	O	12 3/4	12 1/2	+ 1/4	+ 2.00	14	8	13	4,635	59,096
GENERAL ELECTRIC	GE	N	52	50 1/8	+ 1 7/8	+ 3.74	56 5/8	44 1/2	11	184,581	9,598,212
HARRIS CORP.	HRS	N	56 3/4	54 1/2	+ 2 1/4	+ 4.12	59 3/4	28	14	12,455	706,821
HARVEL INDUSTRIES*	HARV	O	4 1/4	4 1/4			5 1/2	3 1/8	11	480	2,040
INTL. VIDEO CORP.	IVCP	O	2 1/8	2 1/8			2 5/8	1/4		2,701	5,739
M/A COM., INC.	MAI	N	27 1/8	26 3/4	+ 3/8	+ 1.40	41 7/8	20 1/4	14	1,320	35,805
3M	MMM	N	56 3/8	54 5/8	+ 1 3/4	+ 3.20	57	43 1/2	15	115,265	6,498,064
MOTOROLA	MOT	N	47 1/8	45 7/8	+ 1 1/4	+ 2.72	56 7/8	34 1/4	13	28,544	1,345,136
N. AMERICAN PHILIPS	NPH	N	27 5/8	27 3/4	- 1/8	- .45	36	24 3/4	6	12,033	332,411
OAK INDUSTRIES	OAK	N	26 7/8	26	+ 7/8	+ 3.36	34 1/8	9 5/8	41	1,746	46,923
RCA	RCA	N	26 7/8	26 1/4	+ 5/8	+ 2.38	31 3/4	22 3/4	8	74,810	2,010,518
ROCKWELL INTL.	ROK	N	32 3/8	31 5/8	+ 3/4	+ 2.37	36 3/4	28 1/4	7	33,600	1,087,800
RSC INDUSTRIES	RSC	A	2 1/2	2 5/8	- 1/8	- 4.76	2 7/8	1 5/8	36	2,690	6,725
SCIENTIFIC-ATLANTA	SFA	A	28 1/2	26	+ 2 1/2	+ 9.61	29 1/2	16 3/4	15	2,429	69,226
SONY CORP.	SNE	N	8 1/8	8 1/4	- 1/8	- 1.51	10 3/8	7	14	172,500	1,401,562
TEKTRONIX	TEK	N	42 1/4	40 1/2	+ 1 3/4	+ 4.32	68 1/2	28 1/4	13	17,804	752,219
TELEMATION	TLMT	O	1	1 1/4	- 1/4	- 20.00	2 1/4	1/2	1	1,050	1,050
VARIAN ASSOCIATES	VAR	N	16 7/8	16 3/8	+ 1/2	+ 3.05	21	14 3/4	11	6,838	115,391
WESTINGHOUSE	WX	N	22 1/8	21	+ 1 1/8	+ 5.35	23 1/4	16 1/4	7	86,656	1,917,264
ZENITH	ZE	N	14 5/8	13 5/8	+ 1	+ 7.33	28	11 3/8	19	18,818	275,213
TOTAL									967,529	35,294,532	
GRAND TOTAL									1,805,338	58,774,972	

Standard & Poor's 400 Industrials Average 106.36 104.02 +2.34

A-American Stock Exchange
 M-Midwest Stock Exchange
 N-New York Stock Exchange
 O-over the counter (bid price shown)
 P-Pacific Stock Exchange

Over-the-counter bid prices supplied by
 Loeb Rhoades Hornblower, Washington.

Yearly high-lows are drawn from trading days
 reported by *Broadcasting*. Actual figures
 may vary slightly.

*Stock did not trade on Wednesday, closing
 price shown is last traded price.

**No P/E ratio is computed, company
 registered net loss.

***Stock split.
 +Traded at less than 12.5 cents.

P/E ratios are based on earnings per share
 figures for the last 12 months as published
 by Standard & Poor's Corp. or as obtained
 through *Broadcasting's* own research. Earn-
 ings figures are exclusive of extraordinary
 gains or losses.

On stage and behind it: David Susskind

David Susskind has the best of both programming worlds.

He's been in front of the cameras, first with *Open End* and now with the *David Susskind Show*, for 20 consecutive years, picking the brains of a variety of personages ranging from a high-school illiterate to Bertrand Russell. And he's been behind the cameras for longer, producing and packaging programming.

In the first role—which, he says, is “really a secondary part of my life”—there are the ego rewards of matching wits with the famous, infamous and not-so-famous and the tangible rewards of the fame that comes from that: The booked-solid restaurant suddenly produces a table when the maitre d' knows it's Mr. Susskind calling for a reservation, the plumber who comes immediately to the call from the man on the television. And however secondary this role, it is one he expects to continue, he says, “until I keel over.”

The greater satisfaction, he insists, comes from his off-camera role. First and foremost, he considers himself a producer. A resume of some of his better known efforts in that regard backup his contention. He has collected 26 Emmys—among them one for *Death of a Salesman*, one for *Ages of Man* another for *Harry S. Truman: Plain Speaking*, three for *The Price* and 14 for *Eleanor and Franklin*—and he was associated with such vintage and prestige TV programming as *Philco Goodyear Playhouse*, *Armstrong Circle Theater* and *Play of the Week*. And his producer's credits have appeared with such theatrical movies as “Raisin in the Sun,” “Requiem for a Heavyweight” and “Alice Doesn't Live Here Any More.”

Mr. Susskind admits to being less “freewheeling” these days, however. Since Time-Life Films absorbed Talent Associates last year in a stock transaction worth about \$3 million, he has had to follow through on “the assumption ... that I would become a company man.” He says he's made the transition more quickly than he expected.

In terms of creativity, he says, nothing has been lost and much has been gained through corporate resources. He says he can “live easily” with the fact that the David Susskind/Talent Associates stamp may be “submerged” under Time-Life credits.

“I'm kind of fed up with the notion of the one-man juggernaut. It never was true,” he explains from Time-Life's New York headquarters, adding, “I have had a surfeit of personal publicity and attention.”



David Howard Susskind—senior executive producer, Time-Life Films, and host, *The David Susskind Show*; b. Dec. 19, 1920, New York: BA, political science, Harvard College, 1942; U.S. Navy, 1942-46; publicist, Warner Bros., New York, 1946-47; talent agent, Century Artists, New York, 1947-49; package agent, MCA/Universal, New York, 1949-52; formed Talent Associates, New York, 1952; present position since Aug. 18, 1977; m. Joyce Davidson, April 22, 1966; children—Pamela, 33; Diana, 30; Shelley, 28; Constance, 26; Andres, 24 (from previous marriage), and Samantha, 11.

The mark that Mr. Susskind hopes to make on network television for Time-Life this season involves the half-hour magazine show, *People*. It will run on CBS-TV, where Time-Life, via Mr. Susskind, has the half-hour sitcom *On Our Own* (an average 29 share last season wasn't enough to sustain it, however). Other upcoming Time-Life Television productions: two TV miniseries, *The Life and Times of Robert F. Kennedy* and John Dean's *Blind Ambition*, and the TV movie, *Orchard Children, Circle of Children*.

Now that Time-Life offices have been opened in Los Angeles, Mr. Susskind expects his time to be divided between the two coasts. Mr. Susskind, the ardent defender of New York, plans to continue to make Manhattan his home (“certainly far more invigorating a mental climate than California”) but in production terms, he admits, “it's over” for New York.

The New York-versus-Los Angeles debate is more than a native New Yorker's pride for Mr. Susskind. It led him to his “avocation” as a talk-show host. As a New York producer in the late fifties, he took that city's side on the old *Tex and Jinx* show, debating the Los Angeles represent-

ative, movie producer Otto Preminger, about which city was the true cultural capital.

The late Ted Cott, vice president of programming for the then-commercial channel 13 (now WNET-TV New York) saw the making of a talk-show host, and after some prodding, Mr. Susskind recalls, he saw it too.

Open End, was launched in September 1958 in a format that enabled Mr. Susskind and his guests to continue talking until he felt his audience had had enough. It was scheduled at 10 p.m. Sunday nights; the “Star Spangled Banner” and sign-off followed.

The longest show featured Sidney Poitier, Harry Belafonte, Shelley Winters and Anthony Franciosa: four hours, 10 minutes. Probably the most famous program had a single guest, Soviet Premier Nikita Khrushchev, in December 1960—“not my shining hour,” Mr. Susskind says, recalling the pickets and threats he faced.

By the time *Open End* appeared (it was to last in the untimed format for a half-dozen years), Mr. Susskind had been in the TV business about a decade. Raised in Boston, Harvard-educated and a Navy veteran, he had worked as a publicist for Warner Bros. and Universal, as a talent agent for Century Artists Ltd. and a package agent for MCA.

Talent Associates was formed in 1952 by Mr. Susskind and Alfred Levy, and it was that company with Mr. Susskind as president that came into the Time-Life fold last year.

It was his early days as a television producer that Mr. Susskind looks back on as his best of times creatively. The times when he got Dame Judith Anderson on a channel 13 *Play of the Week*, “Medea,” worked with the writers and directors who, Mr. Susskind says, were a “who's who of the golden age of television” and had his hand at the same time in “six to eight shows, 20-30 specials.”

There's also another world where Mr. Susskind feels himself fortunate (and for this, he knocks on wood after mentioning it), his family. Five daughters, the youngest from his second marriage still at home, his son, Andrew, who is an assistant producer with Time-Life and will be its London liaison in the fall, and his wife of 12 years, Joyce Davidson Susskind, a talk show host herself, in Canada.

Underneath his public veneer, Mr. Susskind considers himself “a very private man,” not a golfer or tennis player and one who is likely to “decline 10 parties for every one I accept,” reads a lot and goes on “movie binges” with his wife—hitting two or three theaters on a Saturday or Sunday and probably having no trouble getting in.

Heavy handed

In the overheated competition among the television networks, the participants loudly trumpet almost any particularity, however small, that falls their way. But CBS-TV last week achieved a first that it would just as soon have seen claimed by another, if it had to be claimed at all. CBS-TV became the first television network, convicted of an FCC infraction, to be penalized by a short-term renewal of an owned-station license.

The penalty was severe, but it cannot be said to have been administered in haste or transitory passion. The tennis matches that CBS-TV falsely labeled "winner take all" were broadcast three years ago. The mislabeling was reported in this magazine and in *Sports Illustrated* after the event. Government interest was aroused only when the House Communications Subcommittee, during a general inquiry into televised sports, ran across the faded history of the tennis promotion.

CBS can take little pride in the managerial lapses that permitted the false promotion to take place or in the somewhat fuzzy explanations that company officials presented in the early stages of the House questioning. After the incident had turned into a full-fledged FCC investigation, the higher levels of CBS management interested themselves in the case, and last April Gene F. Jankowski, president of the CBS/Broadcast Group, went on the television network to make a corporate apology to the public.

As noted on this page at the time, the apology came a little late and not until the FCC had issued a preliminary notice of censure and threat of harsher penalties to come. Still, it was more than a casual act of contrition for the president of the company's broadcast division to ask forgiveness before a nationwide audience. That, it seemed to us then and so seems now, was enough to settle the matter.

With the lesser punishment of fine or censure, the FCC could have as strongly made its point that truthfulness must prevail in broadcast advertising, promotion and programming, no matter how intense the competition gets.

Numbers game

The inherent absurdity of the FCC's attempts to measure radio station service by fixed standards was demonstrated in its recent assessment of a \$5,000 fine against WMAL(AM) Washington for failure to log total commercial time on the station's morning drive-time show. Even the commission had to gulp when it applied its logging rule in this case. Indeed it told the staff to "review the rule from the standpoint of its current usefulness in protecting the public against overcommercialization," as the instructions were described by Commissioner Abbott Washburn, who voted with the majority.

The alleged violation occurred in the *Harden and Weaver Show*, a sort of Washington monument in radio. For years Frank Harden and Jackson Weaver have dominated drive time with a free-wheeling mixture of gags, satire, recorded music and commercials, many of them ad libbed by the performers themselves. Keeping a stopwatch on a Harden and Weaver dialogue is like trying to skewer butterflies in flight.

Somewhere in the FCC, however, stolid bureaucrats with tape recorders monitored the Messrs. Harden and Weaver for two weeks in the kind of governmental exercise that explains the taxpayers' revolt. The monitors found commercials to be within the limit of 18 minutes per hour that the FCC borrowed from the National Association of Broadcasters radio code. But they counted more commercial time than the station logged. Aha, a violation.

As stated by Commissioners Washburn and Joseph Fogarty in explanation of their embarrassed votes to fine WMAL, the FCC had little choice but to impose a sanction for the transgression that its literal-minded staff had brought to its attention. As long as the logging rule is on the books, the commission must apply it even-handedly.

In the WMAL case, however, the rule itself has attracted the ridicule that it deserves. This just may prod the FCC into the reconsideration that Mr. Washburn promised.

NAB President Vincent T. Wasilewski last week used the fine as a reason to revive the association's petition of last April for the FCC to abandon the total practice of reviewing commercial volume at license renewal time (BROADCASTING, April 10). Mr. Wasilewski asserted that "each radio station has its own set of problems, most of which are unique to the community they serve." And he added: "Those factors make it impossible for the federal government to establish a set of standards which provide equality under the law."

Well, of course, Mr. Wasilewski is right. In fairness, however, it should be explained that if it is wrong for the government to insist on a standard of 18 minutes an hour for every radio station with its own set of "unique" commercial problems, it is equally wrong for the NAB to prescribe the same standard for every station subscribing to its code.

As reported here a week ago, WMAL has received hundreds of communications from listeners objecting to the fine. One wrote: "What's the country coming to?"

Good question.

Then and now

A figure from the past arose briefly from retirement the other day to remind broadcasters of old troubles. James C. Petrillo, now 87, put in an appearance at the annual convention of the American Federation of Musicians which he ruled during the heyday of live music in radio and early television. There are veteran broadcasters who bear scars from negotiations with the man who was then the Caesar of music.

At the same AFM convention, there were also notices of trouble ahead. Victor W. Fuentelba, the incumbent president of the union, rallied members to support legislation to create a copyright royalty for performers and manufacturers of recorded music. Mr. Fuentelba's speech was a reminder that although the performer royalty bill is unlikely to see action in this Congress, forces are mustering to revive it next year. And those forces are formidable.

The National Association of Broadcasters is prudent to keep this bill at the top of its preventive priorities.



Drawn for BROADCASTING by Jack Schmidt

"When you said you wanted a career in television, I didn't think you meant watching it."

IT'S NICE TO KNOW SOMEONE APPRECIATES YOU FOR ALMOST KILLING YOURSELF TO GET A STORY.

It begins with an end. A requiem mass for four firemen whose lives went up in flames.

It's the opening scene of "We're No Heroes." "One of the best and most honest portrayals of the work of a fire fighter that we have ever seen," raved the president of the I.A.F.F.

It's the kind of film that mists your eyes and puts a lump in your throat. It's the kind of film that wins awards: a Cine Gold Eagle, a Gold Waffle, the IAFF Competition First Prize, the White House News Photographers Association Award.

But most important, it's the kind of film that creates change.

The pressure to close firehouses in the District of Columbia was fierce. The reasons cited were budgetary, but the community was incensed. So the WJLA-TV 7 team that produced this film lived for a month with the men of Platoon 2, Truck 3, Engine 16. Then followed them into the hell on earth that they call their job. The firehouses stayed open.

"I've never seen a better documentary on the fire service," said

Fire Department Sergeant Dan Wetsel. "I smiled through my

tears and then I cried through my smile..." said someone like you.



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