

**Gannett-CCC deal clears FCC hurdle
Hollings reluctant on retransmission consent**

Broadcasting Jun 11

The newswEEKly of broadcasting and allied arts

Our 48th Year 1979

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Her fear was no laughing matter.

To four-year-old Kari, clowns were mysterious and terrifying. Seeing one at a parade, a circus or even on television would send her running in panic. The only one Kari ever watched was Bingo, KMEG-TV's Dave Madsen. So her mother asked him for help.

Dave invited Kari and her family to the KMEG-TV studio to watch the taping of his show. He talked with Kari the whole time he was applying his makeup. She was intrigued and by the time Dave had become Bingo, her fears had disappeared. She was even a guest on his program that week. Later, she asked her mother if she could be a clown, just like Bingo, on Halloween.

Helping even our tiniest viewers understand their world more clearly is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island
WJFM Grand Rapids	WKJF(FM) Cadillac	WWAM Cadillac	KMEG-TV Sioux City

The Week in Brief

DAY OF THE DEALS □ In one afternoon, the FCC approves station sales totaling \$406.6 million: The Gannett-Combined Communications merger, the Starr-Shamrock sale and the entry of Mutual into the network ownership ranks with the purchase of WCFL. **PAGE 19.**

GOODMAN AGHAST □ Former newsman and NBC chairman worries that recent setbacks to journalists in the courts may be symptomatic of a wider public dissatisfaction with the press. **PAGE 20.**

GAO SAYS GO □ Congressional agency recommends indefinite licenses for radio and television stations. There are a few clouds in this silver lining. **PAGE 21.**

STONEWALL IN THE SENATE □ Retransmission consent runs into powerful opposition in the persons of Hollings, Goldwater and Cannon during hearings last week. They contend it's a copyright problem for the Judiciary Committee to handle. In an earlier confrontation in the same forum, the FCC's Ferris and the NTIA's Geller go at it over the public interest concept. **PAGE 22.**

MEANWHILE OVER IN THE HOUSE □ The networks' testimony praising the plan for radio deregulation and urging the same for TV is met with skepticism by some members of the Communications Subcommittee. Also testifying are Ralph Nader, who advances the idea of a federally-funded citizen-produced programming company, and Eugene Jackson, who urges the adoption of an amendment requiring 10% of broadcast stations to be under minority ownership within five years. **PAGE 26.**

DESERT OASES □ In process at the FCC are applications for two FM stations, unique in that they are designed not

to serve a town or community, but travelers on interstate 15 between Los Angeles and Las Vegas. **PAGE 36.**

UNION SETBACK □ Clauses in tentative AFTRA and SAG contracts allow for loosening of restrictions against nonunion shops. **PAGE 40.**

BREAKFAST BATTLEGROUND □ The morning daypart is the scene of a war between the networks with ABC's *Good Morning America* trying to unseat NBC's *Today* as the ratings winner while CBS maintains its hard line on hard news. **PAGE 47.**

SETTLED AT LAST □ After 10 years, the fight over channel 11 in New York ends with WPix Inc. settling with the challenger, Forum Communications, for upwards of \$9 million. **PAGE 50.**

PETITIONING PROS AND CONS □ In comments to the FCC on an NAB petition to adopt stricter rules on who may file petitions to deny, industry groups come out in favor while citizen groups see it as an obstacle. **PAGE 51.**

DIGITAL DEVELOPMENTS □ The future of television is starting to be shaped as a group, formed last month in Montreux, Switzerland, wrestles with the problem of developing compatible standards for the new technology. **PAGE 55.** Satellite-to-home systems are also featured. **PAGE 56.**

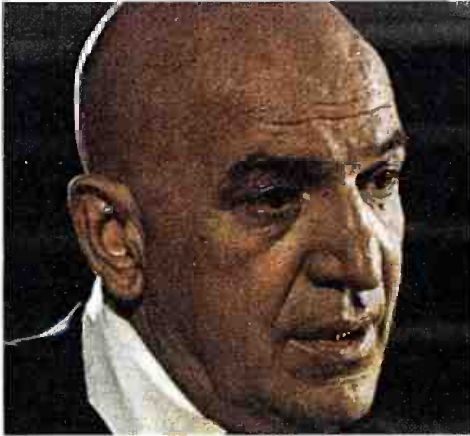
TAYLOR-MADE □ Bonneville Broadcast Consultant's President Marlin Taylor has a solid background in both station management and the beautiful music format, but the reason he cites for his success is his ability "to listen for the masses." **PAGE 81.**

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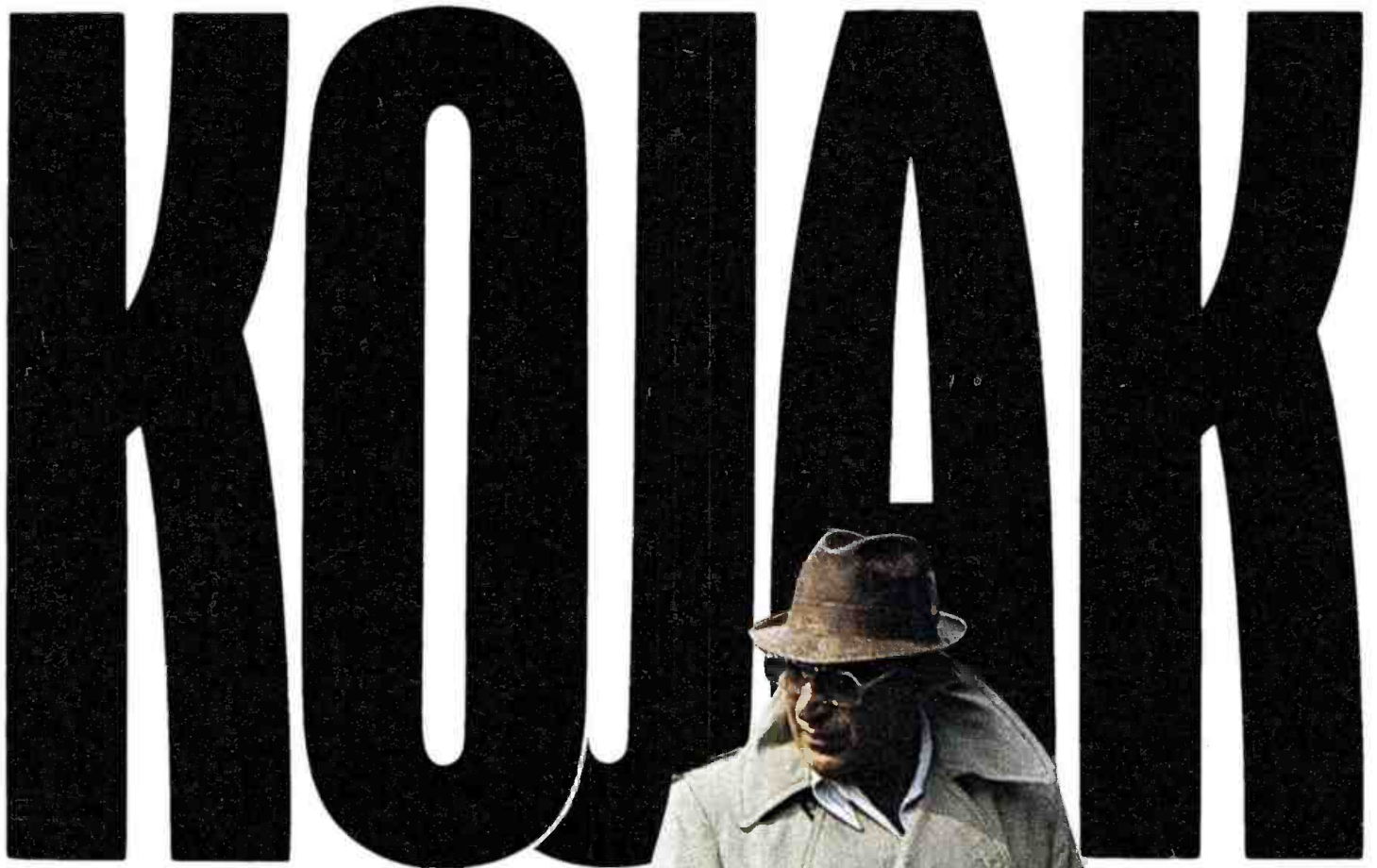
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BIG CITY COP. SMALL TOWN COP.



To quote a Wall Street Journal editorial,* "The truth is that Kojak was one of the best series ever on television...the program's pedigree was first class." And so were its ratings, in markets of all sizes. In its five year network run, "Kojak" averaged a 33% share. Now that's a cop for all cities.

Source: NTI, NSI, Sept., 1973 to Feb., 1978. Subject to survey limitations. *April 11, 1978.



118 Hours Available Fall 1979.

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Insider report: behind the scene, before the fact

Superlobbyist?

At least five of nine Democrats on House Communications Subcommittee have been paid private visits by FCC Chairman Charles D. Ferris inveighing against Communications Act rewrite; he argues it isn't necessary and the goals can be reached through simple amendments (story page 24). Ferris lobbying—prerogative he justifies because of former status as counsel to Speaker Tip O'Neill (D-Mass.) and before that to former Majority Leader Mike Mansfield—isn't welcomed everywhere on Hill. He's said to give lip service to deregulation as "fashionable," and would go for changes in selected common carrier provisions, but basic position—dovetailing more and more with that of public interest pressure groups—opposes stem-to-stern provisions of Van Deerlin measure and aspects of pending Senate bills that would loosen stranglehold on broadcast services.

Detouring around TV

Much of criticism of Communications Act rewrite last week came from Lionel Van Deerlin's own colleagues (story page 26) but Communications Subcommittee chairman isn't dismayed. He still thinks he can get bill with significant restructuring of commission, common carrier reform and radio deregulation. But he sees writing on wall for television deregulation. From comments at hearing last week, he thinks going ahead with bill's TV provisions will be difficult "if not impossible." Worse, he thinks, TV may wind up with tougher regulation than it has now.

Nobody's baby

Assertion of Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) that retransmission consent is properly copyright issue that belongs before Judiciary Committee (page 22) prompts question of whether Judiciary has any interest in it. Answer is no. Staffers for Senator Edward Kennedy (D-Mass.), chairman of that committee, are aware of ongoing debate, but Kennedy has expressed no ambitions for legislative proceedings of his own. Nor, apparently, has anyone seeking higher cable copyright fees asked him to.

In House, Representative Robert Kastenmeier (D-Wis.), co-author of copyright legislation that led to present compulsory license, also is staying clear of controversy. Those who want cable to pay higher rates argue that in absence of retransmission consent, someone like Kastenmeier should intervene. His

position, however, is to get involved only if retransmission consent is passed—because it would drastically affect existing law he helped fashion.

New brand

Superstation entrepreneur Ted Turner wants new call sign for his ch. 17 WTCG(TV) Atlanta. He is seeking WTBS, to stand for Turner Broadcasting System. That call was assigned to educational FM on Massachusetts Institute of Technology campus in Cambridge, which relinquished it last month (station took new call, WMBR). Turner paid MIT-associated group \$25,000 for giving up call, will pay another \$25,000 if he is successful in obtaining WTBS from FCC.

Departuresville

What motivated surprise resignation of Larry H. Darby, economist who became chief of FCC's Common Carrier Bureau ("In Brief," page 21)? While he did not publicly assign reason, it follows pattern of other key staff resignations—prompted by interference from chairman's office. Report is Darby wanted to select deputy of his own choosing but that word came down from "Eighth Floor" that this was not to be. He also was disappointed over losing policy debate in AT&T rate matter. Wallace E. Johnson, veteran chief of Broadcast Bureau, elected to take early retirement because of Ferris aides and exclusion from policy meetings. There have been half-dozen other early retirements or resignations because of what's generally regarded as Ferris's effort to rebuild FCC politically and in his own image.

Moving up

Chain of events may lead to elevation of James Broyhill (R-N.C.), co-sponsor of Communications Act rewrite, to ranking Republican seat on full House Commerce Committee. It's expected that Representative John Anderson (R-Ill.), having announced candidacy for President, will resign chairmanship of House Republican Conference. Samuel Devine (R-Ohio), current Commerce ranking Republican, is likely to be elected to that post and then to vacate his seat on Commerce Committee. Broyhill is next in line. Communications Act rewrite proponents think having one of bill's sponsors in top committee position can only help bill's chances.

Broyhill's ascendancy to full committee position will leave Republican spot vacant on Communications Subcommittee. Possible successor: Matthew Rinaldo (R-N.J.).

Ratings

With obvious bias, professional FCC workers regard Charles D. Ferris as least admired chairman among 18 who have served since agency was first established (as Federal Radio Commission) in 1927. Second worst, in consensus of practitioners, broadcasters and veteran FCC staff, where morale is at low ebb, was late George C. McConaughy, Republican, who served from 1954 to 1957.

Most admired chairmen, particularly at staff level, are Rosel H. Hyde and Richard E. Wiley, now in private practice. Both are Republicans; Hyde served twice as chairman during 1946-1969 tenure; "Workaholic" Wiley from 1974 to 1977. But vying with them is late Wayne Coy, Democrat, who served from 1947 until 1952, regarded by many as most efficient and effective chairman, who, as broadcaster, understood vicissitudes of business and competition during less fruitful years but was tough regulator.

Qube squaring

Warner Cable Corp., pioneering its interactive Qube system in Columbus, Ohio, and now moving on to Houston, intends to take Qube wherever it obtains urban franchises. And in case of Boston, where Warner already has greater metropolitan areas built, there's likely to be conversion to Qube even if permission for core city isn't forthcoming. Among other Warner targets: Cincinnati, Minneapolis and Phoenix.

Resuscitated

National Citizens Committee for Broadcasting seems to be in improved financial health since it was brought under Ralph Nader umbrella in October (BROADCASTING, Oct. 16, 1978). It has five full-time paid staffers, up from two last year, plus flock of interns, some of whom are paid. And in past couple of weeks it has been soliciting funds it needs to accept \$10,000 matching grant. Benefactor, reportedly, is Unitarian Veatch Church, Plaindome, N.Y., which has used oil wealth left it by parishoner to fund number of public interest groups—NCCB, United Church of Christ and Media Access Project among them.

Besides contributions and grants, NCCB is hoping research now under way will result in books that will produce additional revenue. Among target subjects: Corporation for Public Broadcasting, Public Broadcasting Service, National Association of Broadcasters, BROADCASTING magazine.

Business Briefly

TV ONLY

Beecham Products □ New flight of ongoing campaign that continues through year for Calgon Water Conditioner begins in late June in 52 markets during day and fringe time. Agency: Cunningham & Walsh, New York. Target: women, 25-49.

Beach Nut □ Ten-week campaign for baby food begins in late June in 19 markets. Agency: Weightman, Philadelphia. Target: women, 18-34.

Gulf Oil □ Nine-week Campaign starts in early June in 55 markets during prime, early and late fringe time. Agency: Young & Rubicam, New York. Target: adults, 18-49.

Zantigo Restaurants □ Campaign for restaurant chain, expected to last through summer, begins in late July in four markets. Agency: SFM, New York. Target: teens, adults, 18-49.

Wiener King □ Eight-week campaign for restaurant chain begins in late June in approximately 35-40 markets during

fringe time. Agency: William Cook Advertising, Jacksonville, Fla. Target: adults, 18-34.

Frito-Lay □ Seven-week campaign for Cheetos snack food begins July 2 in seven markets in day and prime time. Agency: Young & Rubicam, New York. Target: total adults.

Pontiac □ Seven-week campaign begins in early July in 31 markets in early and late news, early and late fringe and prime time. Agency: D'Arcy-MacManus & Masius, Bloomfield Hills, Mich. Target: men, 18-49.

New England Telephone □ Six-week campaign for long distance service begins in mid-July covering Massachusetts, Maine, New Hampshire, Vermont and Rhode Island. Agency: Harold Cabot & Co., Boston. Target: adults, 18-49.

Heublein □ Six-week campaign for A-1 sauce begins in mid-June in four markets during day and early fringe time. Agency:

Rep Report

WHO-TV Des Moines and WOC-TV Davenport, both Iowa, and KDLH-TV Duluth, Minn.: To Blair Television from Peters, Griffin, Woodward.

WEHT(TV) Evansville, Ind.: To Blair Television from H-R Television.

KXFM(FM) Santa Maria, Calif.: To Torbet Radio from Lotus Reps.

Avery-Knodel Television has moved its Minneapolis office to: 6700 France Avenue South, Suite 155, Edina, Minn. 55435; (612) 929-1300.

SFM, New York. Target: women, 25-49.

Bell of Pennsylvania □ Four-week campaign for Phone Center stores begins in mid-June in five Pennsylvania markets during day, fringe and prime time. Agency: Lewis & Gilman, Philadelphia. Target: women, 25-54.

Coca-Cola □ Four-week campaign for Minute Maid orange juice begins in late June in about 10 southern markets during day, fringe and prime time. Agency: Marschalk Co., New York. Target: women, 25-54.

Emery □ Four-week campaign for Emery Air Express Service begins in mid-June in approximately 20 markets during evening time. Agency: Della Femina, Travisano & Partners, New York. Target: adults, 18-49.

Alpha Romeo □ Three- to four-week campaign for sports car begins in June in 40 markets in late news and sports time. Agency: F. William Free & Co., New York. Target: men, 25-49.

Schmid Products □ Three-week campaign for Super CD liquid room deodoriser begins in early August in about 65 markets during day and fringe times. Agency: Howard Marks, New York. Target: women, 18-49.

Colgate □ Three-week campaign for Palmolive soap begins in June in 48 markets in day and fringe time. Agency: D'Arcy MacManus & Masius, New York. Target: women, 18-49.

Hunt Wesson □ Three-week campaign for Sun Lite oil starts in mid-June in approximately 36 markets during day and prime time. Agency: SFM, New York.

Radio only

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WKLS AM/FM, Atlanta

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Gentle giants.

For 2 years on NBC, more than 26 million weekly prime-time viewers have watched Grizzly Adams and his bear, Ben, encounter perils and adventure as they roam a vast and spectacularly beautiful wilderness.

Both have hearts as big as the mountains they roam. And, so, their adventures are touched with warmth and an uncommon love for all living things.

Their frequent companions, Mad Jack the trapper and Nakoma the Indian, are cast in the same mold.

With such content and characterization, it is not surprising that this splendid family series receives TVQ popularity scores, among the demographic groups, 10 to 30 points higher than average scores for prime-time programming.

Source: NTI/NAC (II Feb.-II May '77, I Oct. '77-I Apr. '78), TVQ (Feb. '77, '78), Performer Q (Apr. '78). Audience estimates subject to qualifications available on request.

And that star Dan Haggerty earns higher Performer Q scores than Ron Howard, Burt Reynolds, Walter Cronkite or John Travolta—to name only a few.

Now, "The Life and Times of Grizzly Adams," filmed entirely on location in the mountains of Utah and Arizona, is available for September.

There are 35 hours and two 90-minute specials, "Once Upon a Starry Night" and "The Renewal," ideally suited for Christmas and Easter broadcasts.

Call for this proven all-family favorite.

"The Life and Times of Grizzly Adams"



Viacom

We interrupt this programming—

to bring you this fact:

Your station can rise or fall on local programming alone!

The decision making process in broadcasting is tougher than ever. How to make hard decisions and how to carry them through—that's our job. We use social science research based on interviews with TV viewers in their homes, then we make specific recommendations, monitor the competition and follow up to see our suggestions are implemented.

If you want to know the truth about your station's strengths and weaknesses and get an objective view of your market and competition, call us for a no-obligation presentation.



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Target: women, 18 and over.

People Magazine □ Three-week campaign begins in June in three markets during day and prime time. Agency: Young & Rubicam, New York. Target: women, 18-34.

National Products □ Two-week campaign for Fast Mask liquid masking tape begins in late June in about seven markets during all dayparts. Agency: Durham & Associates, Memphis, Tenn. Target: women, 18-49.

Dell Publishing □ One-week campaign for "Illusions" begins June 25 in 19 markets. Agency: BBD&O, New York. Target: women, 18-34.

Luzianne □ Ongoing campaign for Lusianne tea and Blue Plate mayonnaise continues in over 20 southern markets in all dayparts. Agency: Rosenfeld, Sirowitz & Lawson, New York. Target: women, 25-54.

Oral Roberts □ Two-week campaign for new "teaching series" of evangelical broadcasts begins mid-July in approximately 180 markets during all dayparts. Agency: Trace, Tulsa, Okla. Target: adults.

City National Bank □ Sixteen-week campaign begins this month in Los Angeles area. Agency: Siteman/Brodhead/Baltz, Beverly Hills, Ca. Target: business executives.

Whirlpool □ Seven-week campaign for air conditioners begins in mid-June in approximately 14 markets. Agency: D'Arcy-MacManus & Masius, Bloomfield Hills, Mich. Target: Total adults.

Schrafft's □ Five week campaign with budget of more than \$100,000 by ice cream manufacturer begins in latter part

of June on 12 stations in New York area. Agency: Blackman & Raber Ltd., New York. Target: men and women, 18-54.

Smithfield Packing □ Four-week campaign for dinner franks starts this month in Richmond, Va., and tidewater area. Agency: Henry J. Kaufman & Associates, Washington. Target: women, 25-49.

Lifesaver □ Four-week campaign for candy and gum starts in mid-June in 36 markets including Chicago, Detroit, Minneapolis, Cincinnati, Grand Rapids, N.D., and Dayton, Ohio. Agency: Dancer Fitzgerald Sample, New York. Target: teens.

RADIO AND TV

Champion Labs □ Six- to eight-week campaign for air and oil filters begins in early July in approximately 24 TV and five radio markets. TV spots will run primarily in sports times. Agency: Keller Crescent, Evansville, Ind. Target: men, 18-49.

Sherwood Medical □ One-month campaign for Monoject division's diabetic products begins in June in Boston, Chicago and St. Louis TV spots will run in all day parts. Agency: Frank Block Associates, St. Louis. Target: adults, 18 and over.

Long John Silver Restaurants □ Four-week campaign for restaurant chain begins in early July in approximately 70 TV and 30-40 radio markets. TV spots will run primarily in early and late fringe and prime time. Agency: Abbott Advertising, Lexington, Ky. Target: adults, 18-49.

Weight Reduction Medical Centers □ Campaign begins in July in Tuscon, Phoenix, New Orleans and possibly Miami during all day parts. Agency: Artist Agency, Houston, Tex. Target: women, 18-49.

BAR reports television network sales as of May 20

ABC \$628,445,500 (36.4%) □ CBS \$563,895,100 (32.6%) □ NBC \$535,977,500 (31.0%)

Day parts	Total minutes week ended May 20	Total dollars week ended May 20	1979 total minutes	1979 total dollars year to date	1978 total dollars year to date	% change from 1978
Monday-Friday Sign-on-10 a.m.	152	\$ 1,382,400	3,159	\$ 24,244,400	\$ 21,396,400	+13.3
Monday-Friday 10 a.m.-6 p.m.	1,007	18,295,400	20,017	356,102,000	329,855,100	+8.0
Saturday-Sunday Sign-on-6 p.m.	311	9,208,100	6,952	201,678,600	179,242,700	+12.5
Monday-Saturday 6 p.m.-7:30 p.m.	97	4,915,200	1,966	98,990,200	86,792,900	+14.1
Sunday 6 p.m.-7:30 p.m.	27	1,519,800	480	31,519,300	26,960,300	+16.9
Monday-Sunday 7:30 p.m.-11 p.m.	410	46,998,800	8,252	902,626,800	788,600,900	+14.5
Monday-Sunday 11 p.m.-Sign-off	237	6,270,900	4,681	113,156,800	93,086,700	+21.6
Total	2,241	\$88,590,600	45,507	\$1,728,318,100	\$1,525,935,000	+13.3

Source: Broadcast Advertisers Reports

**CRIME, ACTION AND ENTERTAINMENT
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Available Sept. 1979
A Spelling/Goldberg Production



Columbia Pictures Television

Monday Memo[®]

A broadcast advertising commentary from Ellen Hulleberg, VP, research and client services, McGavren-Guild, New York

Helping yourself with home-grown research

To a radio station owner, it naturally follows that the larger your share of audience and the higher your competitive ratings, the better your potential for increased advertising revenues. The more advertising dollars you generate, the better chance of increasing profitability. This may be a slight oversimplification of the process, but it seems to be inherently true.

If there is one key ingredient in the radio station mix that contributes most heavily to the quest for higher ad revenues, it's programming. In today's competitive market, programmers use research to build audiences as much as management uses research to build sales.

Arbitron now issues monthly programming guides in its newly developed Seattle and New Orleans markets. RAM and Mediastat offer product and life style information, and Simmons records usage for formats on a national basis. Simmons's Major Market Index lists usage by major stations.

In a nutshell, we now have, and will continue to have, more and more information on our radio markets and stations. Research firms and consultants have already flourished heavily in this environment, with the result that carloads of audience measurement tools are currently available to all stations and programmers on a pay-as-you-go basis.

But, be warned. Total reliance on outside sources, no matter how competent, can only serve to take you away from that very necessary contact you, as a station, need to have with your audience. Moreover, it can never tell you what you really need to know to build your share and increase ad dollars... more responsive programming. For that, certain types of in-house research can prove to be amazingly effective, and not at all costly.

In-house research is relatively simple to execute. Most important, it will put you in direct touch with your audience. It will tell you things about your station and your competition that aren't easily come by any other way.

To begin, you have to know your station and your market as it currently exists. One in-house way to handle this task is to prepare a simple mechanical diary. This is nothing more than a complete listing of all diaries for each Arbitron report. The listing can be sorted out by zip code, age, station, household number, or several other breakouts. The diary will provide you with the total number of quarter-hours spent listening to all stations. Day by day, you can follow the person's listening, and, therefore, find the pattern of listening on your station. You'll also discover the other



Ellen Hulleberg is VP, research and client services for McGavren-Guild, New York, which she joined 10 years ago and has served in various research capacities. Earlier she was assistant research director for ABC Owned Radio Stations and was on the research and sales staff of Brand Rating Index, New York.

stations that share your audience.

From this simple information, you can start to investigate your audience. I always break up the mechanical diary into three parts: (1) "exclusive" listeners, those who listen only to my station; (2) "brand loyal", those who listen at least one hour more to my station than any other station, and (3) "users"; those who listen to my station, but spend more time listening to other stations. In looking at several patterns, you'll soon find answers to several questions. Is there one station that continually shares my audience? Do my "exclusive" listeners represent a consistent portion of my audience? Is my geographic spread similar, book-to-book? Once you have zip codes for your audience, you can also look at life style, by using the new Arbitron zip code book. Is your audience high income? Well educated?

Now, find the number of quarter-hours each of the three groups listens. The "exclusive" group naturally spends the most time with you, followed by the "brand loyal." The "users," because you are not their favorite station, will spend very little time with you. The key is to expand the "brand loyal" group, by getting the "users" to spend more time with your station.

A market analysis is the next step. A simple check on format preference in your market can be done by adding the formats together and getting a total share. Nothing ever occurs in a vacuum. Competition is always creating a changing environment.

Identify what you want your station to be. What is the best opportunity for you to fill a void in the market and expand your audience? Should your station offer more news, more features? Should you completely change your format? How do you know what to do?

The answer is in your own "home-grown" research. Look at it this way. You have an active hard core listening group. It varies in size, but generally represents less than 10% of your audience. This is the group that will call in requests, be annoyed with a change, or delighted with one. Whatever they're thinking about, they'll tell you. But, if you program your station based on this 10%, you may do things that will irritate the other 90%. That 90% is the "passive" listener, and to find out about him, you need to do some random sampling.

The first question should be open-ended: What radio stations are you familiar with? Then, the key is to define this person by uncovering his favorite station and then finding out how much time he spends with it. An "exclusive" listener who does not listen for at least an hour a day, three days a week, is not the best candidate. A "user" might, in fact, be spending more time with the station. Know your sample. Find out the sex, age, and, if possible, the ethnic origin of your audience.

The sample could be arranged into two parts: (1) the "exclusive" and "brand loyal" group, and (2) the "users". Comparing interview results between these two groups will be valuable. By playing music that the "users" really like, would you lose your hard-core audience? By getting "users" in your sample, you'll generate more ideas for cross-over (getting new people to listen to your station).

In this kind of research, stations are finding out what audiences don't like about them, as well as what they do. If the negatives recur in the sampling process, take them to heart, and eliminate them. The most telling thing about any kind of research is its pattern. Forget isolated comments, and let the patterns tell the story.

Even "home-grown" research doesn't provide all the answers. But it does cause you to deal directly with your audience. Instead of their listening to you, you have to listen to them for a change. What they tell you will affect your programming, your ad sales, and your over-all profitability.

Research can bury you. Too much reliance on the numbers is worse than no research at all. Once the data has been assembled, a programmer's training and intuition are still the most important facet in programming a station. But "home-grown" research can keep the programmer and his management on track.

GOOD SHOW



Or shows, to be exact.

If you count them up, you'll find NBC won more Daytime Emmys than the combined total of awards won by our competitors.

Good show? Great show.

No wonder we're Proud As A Peacock. We've added 22 more feathers to our already plumed cap.

Our many thanks to the Performers, Writers, Directors and Creative Artists who were honored at the sixth annual Daytime Awards Presentation of the National Academy of Television Arts and Sciences.

Do join in the applause.

We ran away with the Daytime Emmys.

And that's show biz.



The Professional

Mark Knoller Never Throws Anything Out

APR's Day News Supervisor collects soundtracks of old movies, toys and interviews. He has a car full of old newspapers and he has never yet discarded a used audio cassette.

Strange? Not really. "Collecting" things comes naturally if you lead the kind of life Mark does. Since joining APR in 1975 he's traveled with Carter and Ford, hung around Plains with the President - elect, covered James Earl Ray's jailbreak, the departure of a star named Elvis and the arrival of a hurricane called Anita. We like that. We're like Mark Knoller.

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Datebook[®]

■ indicates new or revised listing

This week

June 9-13—*American Advertising Federation* annual convention. Hyatt Regency hotel, Washington.

June 10-11—*Montana Broadcasters Association* annual convention. Fairmont Hot Springs, Anaconda, Mont.

June 10-12—*National Association of Broadcasters* public affairs programming conference. Mayflower hotel, Washington.

June 10-13—*Western States Advertising Agencies Association* 29th annual conference. Doubletree Inn in Fisherman's Wharf, Monterey, Calif.

■ **June 11**—*Joint National Citizens Committee for Broadcasting—U.S. Office of Consumer Affairs* "brown bag" luncheon, 12:15-2 p.m., Room 5051, Health, Education and Welfare North Building, 300 Independence Ave., S.W., Washington, D.C. Guest speaker—FCC Chairman Charles D. Ferris.

June 11—New deadline for comments to FCC on FM quadrasonic broadcasting (Docket 21310). Previous deadline was May 16. Replies are now due July 11.

June 11—*National Association of Broadcasters* legal workshop. Airport Hilton, Indianapolis.

■ **June 12**—Media Day, sponsored by *American Association of Advertising Agencies*. Speakers include Stuart Upson, Dancer Fitzgerald Sample and AAAA; Jules Fine, Ogilvy & Mather; Thomas Glynn, Campbell Ewald; Herbert Maneloveg, Kenyon & Eckhardt; Louis Dorkin, DFS, and Ted Turner, WTCG(TV) Atlanta. Doral Inn, New York.

June 14—*Radio Advertising Bureau* Idearama-Plus for local radio sales. Sheraton Motor Inn, Birmingham, Ala.

June 14—*Radio Advertising Bureau* Idearama-Plus for local radio sales. Holiday Inn, Muscatine, Iowa.

June 14—*Radio Advertising Bureau* Idearama-Plus for local sales. Hilton Airport Inn, Nashville.

June 14-15—*Oregon Association of Broadcasters* spring meeting. Bowman's Resort, Wemme, Ore.

June 14-15—*Broadcast Financial Management Association/BCA* board of directors meeting. Sir Francis Drake hotel, San Francisco.

June 14-16—Annual convention, *International Broadcasters Idea Bank*. Airport Hilton Inn, Memphis.

June 14-16—*South Dakota Association of Broadcasters* annual meeting. Sylvan Lake in Black Hills, S.D.

June 14-17—*Mississippi Broadcasters Association* annual convention. Sheraton-Biloxi Motor Inn, Biloxi, Miss.

June 15-16—*Vermont Association of Broadcasters* annual meeting. The Topnotch at Stowe.

June 15-16—*North Dakota Broadcasters Association* spring convention. Lake Metigoshe, Turtle Mountain Lodge, Bottineau, N.D.

June 15-16—*Radio Television News Directors Association* board meeting. New York.

June 15-17—Meeting of *Radio Television News Directors Association of the Carolinas*. Tim O'Brien, ABC News, will speak. Santee, S.C.

June 17—*Television Critics Association* seminar, Century Plaza hotel, Los Angeles.

June 17-19—*New Jersey Broadcasters Association* 33d annual convention. Speakers include FCC Commissioner Robert E. Lee and TV meteorologist Joseph Witte. Playboy Resort and Country Club, Great Gorge, N.J.

June 17-23—Eighth sales manager seminar of Na-

tional Association of Broadcasters. Harvard Business School, Boston.

Also in June

June 18-19—*Society of Cable Television Engineers* regional technical meeting. Radisson South, Minneapolis.

June 18-20—*California Community Television Association* annual spring meeting. Sacramento Inn, Sacramento, Calif.

June 19—*Radio Advertising Bureau* Idearama-Plus for local sales. Americana Inn, Cincinnati.

June 19—*Radio Advertising Bureau* Idearama-Plus for local sales. Sheraton Old Town Inn, Albuquerque, N.M.

June 19—*Radio Advertising Bureau* Idearama-Plus for local sales. Hilton Inn, Greensboro, N.C.

June 19—*Radio Advertising Bureau* Idearama-Plus for local sales. Sacramento (Calif.) Inn.

June 19-20—*American Association of Advertising Agencies* media seminar. Billmore hotel, New York.

June 19-20—*Southern Cable Television Association* financial seminar. Host hotel, Tampa International Airport. Information: Ed Frazier, (813) 877-1144.

June 19-21—*Armed Forces Communications and Electronics Association* 33d annual convention. Sheraton Park hotel, Washington.

June 19-22—Annual convention of *National Broadcast Editorial Association*. Richard Salant, president of CBS News and vice chairman designate of NBC, will receive association's Madison Award. Menger hotel, San Antonio, Tex.

June 20-21—Regional meeting, *Mutual Black Network* affiliates. Holiday Inn City Center, Kansas City, Mo.

June 20-22—*Maryland/District of Columbia Delaware Broadcasters Association* annual convention. Sheraton Fontainebleau, Ocean City, Md.

June 21—*Federal Communications Bar Association* luncheon. Speaker: Robert R. Bruce, general counsel, FCC. Capitol Hilton, Washington.

June 21—*Radio Advertising Bureau* Idearama-Plus for local sales. Airport Holiday Inn, Los Angeles.

June 21—*Radio Advertising Bureau* Idearama-Plus for local sales. Hyatt Regency, Phoenix.

June 21—*Radio Advertising Bureau* Idearama-Plus for local sales. Sheraton Inn-Shenango, West Middlesex, Pa.

June 21-23—*Wyoming Association of Broadcasters* convention. Hilton hotel, Casper, Wyo.

June 21-24—*Oklahoma Association of Broadcasters* meeting. Western Hills Resort, Wagoner.

June 22-24—*Association of North American Radio Clubs* 15th annual convention. Agenda will include discussion of clear-channel issue and feature Gordon Mikkelsen of WCCO(AM) Minneapolis. Radisson Downtown hotel, Minneapolis. Contact: ANRC, (612) 825-6405.

June 22-26—*South Carolina Broadcasters Association* meeting. Cancun Real, Cancun, Mexico

June 23-27—*Georgia Association of Broadcasters* 45th annual convention. Speakers will include Jane Pauley of NBC-TV and Dennis James, game show host. Callaway Gardens, Ga.

June 24—*Southern Educational Communications Association* board of directors meeting. Century Plaza hotel, Los Angeles.

June 24-27—*Public Broadcasting Service* annual

membership meeting. Century Plaza hotel, Los Angeles.

June 25—Hearings throughout week on public broadcasting sections of Communications Act rewrite, before *House Communications Subcommittee*. Rayburn House Office Building, Washington.

June 25-29—*National Association of Broadcasters* joint board meeting. NAB headquarters, Washington.

June 26—*Radio Advertising Bureau* Idearama-Plus for local sales. Holiday Inn Chicago West, Melrose Park, Ill.

June 26—*Radio Advertising Bureau* Idearama-Plus for local sales. Thruway House, Albany, N.Y.

June 26—*Radio Advertising Bureau* Idearama-Plus for local sales. Hilton Inn, Dallas.

June 26—*Radio Advertising Bureau* Idearama-Plus for local sales. Red Lion Motor Inn, Portland, Ore.

June 27-30—*Florida Association of Broadcasters* 44th annual convention. Boca Raton hotel and club.

June 28—*Radio Advertising Bureau* Idearama-Plus for local sales. Holiday Inn, Cheektowaga, N.Y.

June 28—*Radio Advertising Bureau* Idearama-Plus for local sales. Sheraton International Airport, Orlando, Fla.

June 28—*Radio Advertising Bureau* Idearama-Plus for local sales. Hospitality Inn, Grand Rapids, Mich.

June 28—*Radio Advertising Bureau* Idearama-Plus for local sales. Airport Hilton, Seattle.

June 28-July 1—Second annual convention of *National Federation of Local Cable Programers*. Austin, Tex. Information: Austin Community Television (host), Box 1076, Austin 78767.

June 29-30—*Tennessee Associated Press Broadcasters Association* eighth annual convention. Mountain View hotel, Gatlinburg.

July

July 6-10—*Television Programers Conference*. Hyatt Regency, Lexington, Ky. Information: Bill Logan, Cosmos Broadcasting, Columbia, S.C. (803) 799-8446.

July 8-11—Summer convention of *National Association of Farm Broadcasters*. Billings, Mont.

July 8-11—*New England Cable Television Association* annual convention. Wentworth by the Sea, Portsmouth, N.H. Contact: Bill Kenny, NECTA, (863) 286-4473.

July 10—*Radio Advertising Bureau* Idearama-Plus for local sales. Holiday Inn-Airport, Atlanta.

July 10—*Radio Advertising Bureau* Idearama-Plus for local sales. Hilton Inn-Airport, Denver.

July 10—*Radio Advertising Bureau* Idearama-Plus for local sales. Howard Johnson's Downtown, Indianapolis.

July 10—*Radio Advertising Bureau* Idearama-Plus for local sales. New Orleans Marriott.

July 10—*Radio Advertising Bureau* Idearama-Plus for local sales. Holiday Inn-Downtown, Portland, Me.

July 10—New deadline for filing comments to FCC on AM clear channel rulemaking proposing to limit the coverage range of existing 25 class I-A stations to make room for additional AM's. Reply comments are now due Aug. 13.

July 11-14—*Virginia Association of Broadcasters* meeting. Cavalier Inn, Virginia Beach.

July 11-14—*Colorado Association of Broadcasters* summer convention. Tamaron, Durango, Colo.

July 12—*Radio Advertising Bureau* Idearama-Plus for local sales. Carolina Inn, Columbia, S.C.

July 12—*Radio Advertising Bureau* Idearama-Plus for local sales. Arlington hotel, Hot Springs, Ark.

July 12—*Radio Advertising Bureau* Idearama-Plus for local sales. Cranston Hilton Inn, Cranston, R.I.

July 12—*Radio Advertising Bureau* Idearama-Plus for local sales. Ramada Inn, Billings, Mont.

July 12—*Radio Advertising Bureau* Idearama-Plus for local sales. Hilton Inn, St. Louis.

July 12—*National Association of Broadcasters* license renewal workshop. Tamaron, Durango, Colo.

June 14-16—*National Gospel Radio Seminar*. Holiday Inn-Clayton Plaza, St. Louis. Contact: Dave Wortman, P.O. Box 22912, Nashville 37202; (615) 256-2241.

July 15-18—*Community Antenna Television Association* annual convention. The Abbey on Lake Geneva, Fontana, Wis.

Major Meetings

June 9-13—*American Advertising Federation* annual convention. Hyatt Regency hotel, Washington.

June 24-27—*Public Broadcasting Service's* annual membership meetings. Century Plaza hotel, Los Angeles.

June 25-29—*National Association of Broadcasters* joint board meeting. NAB headquarters, Washington.

Sept. 6-8—*Radio Television News Directors Association* international conference. Caesar's Palace, Las Vegas. 1980 conference will be Dec. 3-5 at Diplomat hotel, Hollywood-by-the-Sea, Fla.; 1981 conference will be Sept 10-12 at Marriott, New Orleans.

Sept. 9-12—*National Association of Broadcasters* radio programing conference. Stouffer's Riverfront Tower, St. Louis.

Sept. 16-19—*Broadcasting Financial Management Association* 19th annual conference. Waldorf-Astoria, New York. 1980 convention will be Sept. 14-17 at Town and Country hotel, San Diego.

Sept. 24-Nov. 30—Start of World Administrative Radio Conference for U.S. and 153 other member nations of *International Telecommunication Union*. Geneva International Conference Centre and ITU headquarters, Geneva.

Oct. 5-7—*Mutual Broadcasting System affiliates* convention. Washington Hilton.

Oct. 7-10—*National Radio Broadcasters Association*

annual convention. Washington Hilton hotel, Washington. Future conventions: Oct. 5-8, 1980. Bonaventure hotel, Los Angeles; Sept. 20-23, 1981, Marriott hotel, Chicago.

Oct. 21-26—*Society of Motion Pictures and Television Engineers* 121st technical conference and equipment exhibit. Century Plaza hotel, Los Angeles.

Nov. 11-15—*National Association of Educational Broadcasters* 55th annual convention. Conrad Hilton, Chicago.

Nov. 12-14—*Television Bureau of Advertising* annual meeting. Omni hotel, Atlanta. Future meetings: Nov. 10-12, 1980, Hilton hotel, Las Vegas; Nov. 16-18, 1981, Hyatt Regency, New Orleans.

Nov. 14-17—*Society of Professional Journalists, Sigma Delta Chi* national convention. Waldorf-Astoria, New York.

Feb. 16-21, 1980—*National Association of Television Program Executives* conference. San Francisco Hilton. Future conference: March 13-18, 1981, New York Hilton.

April 13-16, 1980—*National Association of Broadcasters* annual convention. Las Vegas. Future conventions: 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; Las Vegas, April 10-13, 1988.

■ **May 18-21, 1980**—*National Cable Television Association* annual convention. Dallas.

"Numbers Game..."



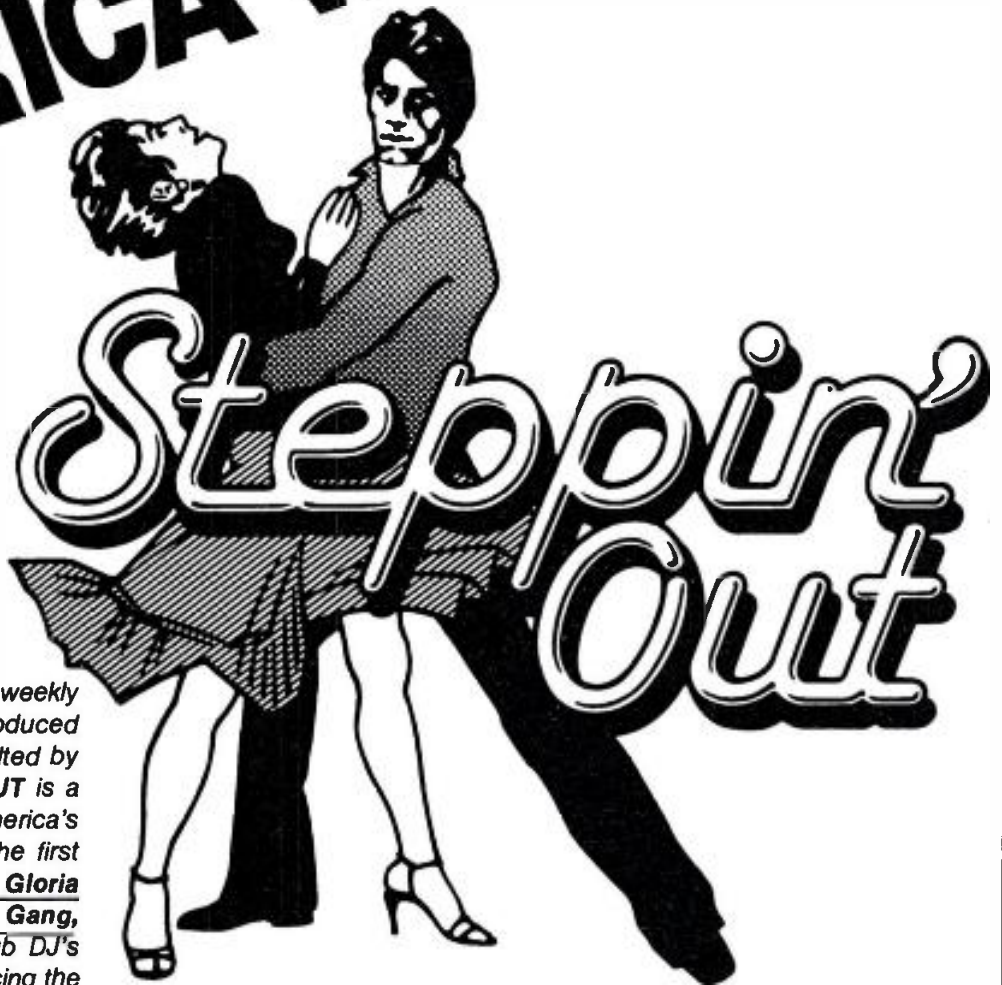
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WDRQ	WMJX (96X)	WNUW	WMAK	WNEU	WYIG	WABB	KCRG	WAHR	KCBN
WCAU-FM	WDRC	WEZB	KATT	WZYQ	WQUA	WJOY	KSET	WBSR	WRKT
WBOS	WZGC (Z93)	KWOD	WKLO	WJZM	WKEE	WTMA	WFEC	WONN	WWWT
WDMT	KJLA	KOIL	WJLD	WQOK	WBLG	WSFL	KHFI	KUUZ	WSGA
KALO	WTK	WNIA	WWOM	WKG	WNAM	WXIT	KGB-AM	KLAV	WMFJ
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July 15-18—*The New York State Broadcasters Association* 18th executive conference. The Otesaga hotel, Cooperstown, N.Y.

July 15-19—CATA Cable Operators Seminar '79, sponsored by *Community Antenna Television Association*. The Abbey on Lake Geneva, Wis. Registration: CCOS '79., 429 N.W. 23d, Suite 106, Oklahoma City 73107.

■ **July 17**—Deadline date for FCC comments on proposal to eliminate cable rules dealing with syndicated program exclusivity and importation of distant signals (Dockets 20988, 21284). Replies are due August 16.

July 17—*Radio Advertising Bureau* Idearama-Plus for local sales. Hilton Inn, Des Moines, Iowa.

July 17—*Radio Advertising Bureau* Idearama-Plus for local sales. Alameda Plaza, Kansas City, Mo.

July 17—*Radio Advertising Bureau* Idearama-Plus for local sales. Sheraton Inn, Scranton, Pa.

July 17—*Radio Advertising Bureau* Idearama-Plus for local sales. Red Lion Motor Inn, Spokane, Wash.

July 19—*Radio Advertising Bureau* Idearama-Plus for local sales. Little America, Salt Lake City.

July 19—*Radio Advertising Bureau* Idearama-Plus for local sales. Commodore Perry Motor Inn, Toledo, Ohio.

July 19—*Radio Advertising Bureau* Idearama-Plus for local sales. Hilton Inn West, Oklahoma City.

July 19—*Radio Advertising Bureau* Idearama-Plus for local sales. Holiday Inn, Fargo, N.D.

July 19—*Radio Advertising Bureau* Idearama-Plus for local sales. Hilton hotel, Philadelphia.

July 22-24—*California Broadcasters Association* annual meeting. Del Monte Hyatt House, Monterey, Calif.

July 23—Deadline for reply comments on FCC inquiry into future role of low-power television broadcasting and television translators (Docket 78-253).

July 25—*Radio Advertising Bureau* Idearama Plus for local sales. Captain Cook hotel, Anchorage.

July 25-26—*Wisconsin Broadcasters Association* annual summer meeting. Pioneer Inn, Oshkosh.

July 25-29—*Rocky Mountain Broadcasters Association* convention. Hyatt Lake Tahoe hotel, Incline Village, Nev.

August

■ **Aug. 9-10**—*Arkansas Broadcasters Association* summer convention, sales seminar. Camelot Inn, Little Rock.

Aug. 16—National Association of Broadcasters legal workshop. Sheraton Airport hotel, Atlanta.

Aug. 16-18—*Idaho State Broadcasters Association* convention. Shore Lodge, McCall, Idaho.

Aug. 20-21—*Society of Cable Television Engineers* regional technical meeting. Logan Airport Hilton, Boston.

Aug. 22-25—*Michigan Association of Broadcasters* annual convention. Hidden Valley Resort, Gaylord, Mich.

Aug. 23-26—*West Virginia Broadcasters Association* meeting. Greenbrier, White Sulphur Springs, W. Va.

Aug. 24-Sept. 2—International Radio and TV Exhibition 1979 Berlin, promoted by the *Society for the Promotion of Entertainment Electronics* of Frankfurt-on-Main with executive handling by the *AMK Company for Exhibitions, Fairs and Congresses Ltd.* Berlin Exhibition grounds.

Aug. 26-28—*Illinois Broadcasters Association* annual convention. Ramada Inn, Champaign, Ill.

Aug. 26-Sept. 2—*National Association of Broadcasters* sales management seminar. Harvard University, Boston.

September

Sept. 5-7—Second International Fiber Optics and Communications Exposition. Hyatt Regency O'Hare, Chicago. Information: (617) 739-2022.

Sept. 6-8—*Radio Television News Directors Association* international conference. RTNDA board will meet Sept. 5 and 9. Caesar's Palace, Las Vegas.

Sept. 8-11—Southern Show of *Southern Cable Television Association*. Atlanta Hilton, Atlanta.

Sept. 9-12—*National Association of Broadcasters* radio programing conference. Stouffer's Riverfront Tower, St. Louis.

Sept. 12—*Ohio Association of Broadcasters* state legislative salute. Sheraton-Columbus, Columbus, Ohio.

Sept. 13-14—*Pittsburgh chapter of Society of Broadcast Engineers* regional convention and equipment exhibit. Howard Johnson's Motor Lodge, Monroeville, Pa.

Sept. 15—Deadline for entries in 14th annual Gabriel Awards of *UNDA-USA* for radio and TV programs that creatively treat issues concerning human values. Information: Charles J. Schisla, (317) 635-3586.

Sept. 16-18—*Nebraska Broadcasters Association* convention. Old Mill Holiday Inn, Omaha.

Sept. 16-19—*Broadcast Financial Management Association's* 19th annual conference. Waldorf-Astoria, New York.

Sept. 17-18—*Society of Cable Television Engineers* regional technical meeting. Marriott Twin Bridges-National Airport, Arlington, Va.

Sept. 19-20—Regional meeting, *Mutual Black Network* affiliates. Peachtree Plaza hotel, Atlanta.

Sept. 19-21—Annual broadcast symposium of *IEEE Broadcast, Cable and Consumer Electronics Society*. Washington hotel, Washington. Contact: George Jacobs, (202) 254-8040.

Sept. 19-21—Forum '79, sponsored by *International Telecommunication Union* for telecommunications executives and investment bankers. Geneva.

Sept. 20-22—Western area conference of *American Women in Radio and Television*. Washington Plaza hotel, Seattle.

Sept. 21-22—*Maine Association of Broadcasters* meeting. Sebasco Estates, Bath.

Sept. 21-23—West Central area conference of *American Women in Radio and Television*. Clayton House, Lincoln, Neb.

Sept. 20-26—Telcom 79 World telecommunications exhibition, sponsored by the *International Telecommunication Union*. U.S. pavilion will be hosted by Electronic Industries Communications Division. Palais des Expositions, Geneva. Information: Mark Rosenker, (202) 457-4990.

Sept. 24-Nov. 30—World Administrative Radio Conference for U.S. and 153 other member countries of *International Telecommunication Union*. Geneva International Conference Centre and ITU headquarters, Geneva.

Sept. 26-29—*Tennessee Association of Broadcasters* annual convention. Opryland hotel, Nashville.

Sept. 27—*National Association of Broadcasters* license renewal workshop. Holiday Inn, Fairmont, Minn.

Sept. 27-29—Northeast area conference of *American Women in Radio and Television*. St. Moritz hotel, New York.

Sept. 27-30—National meeting of *Women in Communications Inc.*, Sheraton-Dallas hotel, Dallas.

Sept. 28—*Society of Broadcast Engineers* regional convention and equipment show. Syracuse Hilton Inn, Syracuse, N.Y. Information: Gary Hartman, WSYR-TV Syracuse; (315) 474-3911.

October

Oct. 2-4—International Electrical, Electronics Conference and Exposition, sponsored by the *Canadian region of Institute of Electrical and Electronics Engineers*. Exhibition Place, Toronto.

Oct. 4-6—East-Central area conference of *American Women in Radio and Television*. Hilton hotel, Columbus, Ohio.

Oct. 5-7—Southern area conference of *American Women in Radio and Television*. Opryland hotel, Nashville.

Oct. 5-7—Annual convention of *Mutual Broadcast-*

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Oct. 7-10—National Radio Broadcasters Association national convention. Washington Hilton.

Oct. 9-13—Inter-American Association of Broadcasters meeting. Mayflower hotel, Washington.

Oct. 10-11—Regional meeting, Mutual Black Network affiliates. Holiday Inn Downtown, Jackson, Miss.

Oct. 14-15—North Dakota Broadcasters Association fall convention. Ramada Inn, Minot, N.D.

Oct. 14-16—Texas Association of Broadcasters fall convention. Marriott hotel, Austin, Tex.

Oct. 15—New deadline for FCC comments on proposal establishing table of assignments for FM-ED stations and new classes of stations (Docket 20735). Previous deadline was May 2. Replies are now due Nov. 30.

Oct. 15—National Association of Broadcasters legal workshop. Austin Marriott hotel, Austin, Tex.

Oct. 15—New deadline for filing comments in FCC's noncommercial educational FM proceeding (Doc. 20735).

Oct. 18-19—National Association of Broadcasters television conference. Omni hotel, Atlanta.

Oct. 21-23—Advertising Research Foundation annual conference. Waldorf-Astoria, New York.

Oct. 21-26—Society of Motion Pictures and Television Engineers 121st technical conference and equipment exhibit. Century Plaza hotel, Los Angeles. Information: SMPTE, 862 Scarsdale Avenue, Scarsdale, N.Y. 10583.

Oct. 23-24—Ohio Association of Broadcasters fall convention. Columbus Hilton, Columbus, Ohio.

Oct. 24-26—Kentucky Broadcasters Association fall convention. Hyatt Regency, Louisville, Ky.

Oct. 26—Annual Colorado State University Broadcast Day. Featured speaker: Vincent T. Wasilewski,

Errata

In June 4 advance on Broadcasters Promotion Association seminar, **Terry Simpson** was identified as being with WTTV(TV) Indianapolis, where he was associated when elected president of BPA. He has since joined WDTN(TV) Dayton, Ohio.

□

The name of **Isabel Ziegler**, senior vice president at Ted Bates, was misspelled in headline of June 4 report on TV representatives.

president, National Association of Broadcasters. Contact: Robert K. MacLauchlin, Department of Speech and Theater Arts, Colorado State University, Fort Collins 80523.

Oct. 26-28—Southwest area conference of American Women in Radio and Television. Stouffers hotel, Houston.

Oct. 26-26—Mideast area conference of American Women in Radio and Television. Fairmont hotel, Philadelphia.

Oct. 29-31—Scientific-Atlanta fifth annual satellite earth station symposium, exploring technical and business aspects of satellite communications. Marriott hotel, Atlanta. Information: Kenneth Leddick, (404) 449-2000.

Oct. 31-Nov. 2—New Hampshire Association of Broadcasters annual convention. Sheraton Wayfarer Convention Center, Bedford, N.H.

November

Nov. 1-2—National Association of Broadcasters television conference. Fairmont hotel, Denver.

Nov. 1-4—Federal Communications Bar Association fall seminar. Cerromar Beach hotel, San Juan, P.R.

Nov. 7—National Association of Broadcasters legal workshop. Valley River Inn, Eugene, Ore.

Nov. 7-8—Regional meeting, Mutual Black Network affiliates. Key Bridge Marriott, Arlington, Va.

Nov. 8-9—Oregon Association of Broadcasters conference. Valley River Inn, Eugene, Ore.

Nov. 11-15—National Association of Educational Broadcasters convention. Conrad Hilton, Chicago.

Nov. 12-14—Television Bureau of Advertising annual meeting. Omni hotel, Atlanta.

Nov. 19-20—National Association of Broadcasters television conference. Hyatt Regency hotel, Houston.

Nov. 26-27—Society of Cable Television Engineers regional technical meeting. Hartford Hilton, Hartford, Conn.

Nov. 29—Fourteenth annual Gabriel Awards banquet, sponsored by UNDA-USA. Ambassador hotel, Los Angeles.

Nov. 30—New deadline for filing reply comments FCC's noncommercial educational FM proceeding (Doc. 20735).

December

Dec. 2-5—Association of National Advertisers annual meeting. Palm Beach, Fla.

Dec. 3-6—National Association of Regulatory Utility Commissioners. 91st annual convention. Peachtree Plaza, Atlanta.

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EDITOR: I thought it might be appropriate to expand upon the "Soured on Sears" letter from your May 21 issue. Actually, the "bankrupt agency for Sears" was not limited to the mid-Atlantic zone. Actually, the agency was responsible for five zones. As usual, these stations are expected to bear the brunt of this bankruptcy, and the trustee in bankruptcy has sued over 400 stations seeking to recover payments made by Sears.

Parenthetically, I am representing 50 stations from Louisiana and Texas (Dallas zone) in the bankruptcy proceeding in Chattanooga.

All of the stations from the various zones have been sued under bankruptcy laws which permit service by mail requiring that they answer the proceedings in Chattanooga. The court's local rule required that "local counsel" be employed to represent out-of-state defendants. As general counsel for the Louisiana Association of Broadcasters, I am representing many of our association's members in the bankruptcy; however, we have retained local counsel in Chattanooga for compliance with the local rule which, by the way, I believe is unconstitutional.

In my opinion, most of the problems visited upon the stations have been brought about by the "Standard AAAA Contract." The conditions which were approved by, among others, the National Association of Broadcasters, include an agreement that the agency will be held "solely liable" for payments under the contract. Any advertising sold pursuant to a contract containing those conditions eliminates the right of the station to look to the advertiser for payment.

As general counsel for the LAB, I have proposed to our member stations that they use different contract language on the reverse of their contract forms. In particular, my suggested languages imposes the obligation for payment on both advertiser and agency in solido.—*Ashton R. Hardy, Jones, Walker, Waechter, Poitevent, Carriere & Denegre, New Orleans.*

Roger Clipp

EDITOR: Roger W. Clipp, who died on May 18 at the age of 75 [BROADCASTING, May 21], was a respected and well-known broadcasting executive. It may not be known to many, however, that Mr. Clipp was one of the founders of the Broadcast Pioneers Library which opened in 1971.

His counsel will be sorely missed. He was a Broadcast Pioneer whom the industry will long remember through the very existence of the library he helped build.—*Wallace B. Dunlap, president, Broadcast Pioneers Educational Fund, Washington.*

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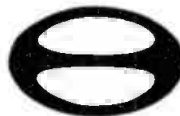
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TOP OF THE WEEK

FCC clears biggest deal ever

Gannett-Combined Communications merger is approved on same day that Shamrock purchase of Starr and Mutual buy of WCFL are OK's

For two hours on Thursday, six FCC commissioners discussed and argued among themselves and with staff the proposed merger of Combined Communications Corp., a major broadcast group, into Gannett Co., a major newspaper group. By 4:30 p.m., approval was given, on a vote of 5-1. And by 5:30 p.m. in Gannett's Washington offices, reporters who had been invited to hear the news were told the deal had been consummated.

"We have completed the closing on the merger between Gannett and Combined," said Allen H. Neuharth, chairman and president of Gannett, with Carl Eller, Combined's president at his side. "We're one company."

The transaction, in which Combined receives \$370 million in Gannett stock, results in a company that owns 80 daily newspapers; (two of them formerly owned by Combined); seven television stations; six AM's and six FM's; outdoor advertising in the U.S. and Canada, as well as weekly newspapers, Canadian newsprint interests, a news service and Louis Harris & Associates.

It was the largest merger in broadcast history. However, waiting in line for approval is the merger of Cox Broadcasting into General Electric in a deal valued at upwards of a half-billion dollars.

The Gannett-Combined combination was not the only major transaction approved by the commission on Thursday. Another was the merger of Starr Broadcasting Group, into Shamrock Broadcasting, owned by the family of Roy E. Disney, in a transaction valued at \$21.6 million. The Starr stations are KXLR(AM) North Little Rock, Ark.; KABL-AM-FM Oakland-San Francisco; WBOK(AM) New Orleans; KYOK(AM) Houston; KUDL-FM Kansas City, Kan.; WWWW(FM) Detroit; KMGC(FM) Dallas; WTVQ-TV Lexington, Ky.; KITV(TV) Honolulu; KHVO(TV) Hilo and KMAU-TV (formerly KMVI-TV), Maui, both Hawaii.

The third involved Mutual Broadcasting System's purchase of WCFL(AM) Chicago



Neuharth and Eller



Henry

from the Chicago Federation of Labor for \$12 million. The station is the first owned by Mutual in its 45-year history, and Mutual is only the second owner of the 50 kw station, which is 53 years old.

Neuharth and Eller were not the only principals involved in the closing activities at Gannett's offices last week. Another was Ragan Henry, the black broadcaster who is the controlling stockholder of BENI Broadcasting of Rochester Inc., which acquired Gannett's only broadcast property, WHEC-TV Rochester, N.Y., which was spun off from the merger for \$27 million. Thus WHEC-TV becomes the first major market, network-affiliated (CBS) station to be owned by a minority group. The commission granted a tax certificate in connection with the sale, since it helps advance two policies—diversification of media ownership (it breaks up a newspaper-television crossownership) and encouragement of minority ownership of broadcast properties.

The commission's approval of the Gannett-Combined merger never seemed in serious doubt during the long afternoon. But there were some bumps along the way.

There was, initially, Commissioner Abbott Washburn's surprising and, as Commissioner Robert E. Lee later described it, "eloquent" statement expressing concern about the merger as "another spur toward the placing of the organs of information and news and opinion in this country in fewer and fewer hands . . ."

The "ever-growing concentration of communications voices runs counter to

fundamental values and processes we hold dear in America," he added. "Our FCC rules and policies are right in fostering diversity of voices, diversity of ownership—the precise opposite of what is proposed here."

His was the lone dissent; Commissioner Joseph Fogarty was absent.

There were also waivers to consider.

Commission policy ostensibly requires an applicant seeking to acquire more than three stations (or more than two VHF) in the top 50 markets to make a "compelling public interest showing" of the resulting benefits that would outweigh the detrimental loss of diversity of ownership in those markets. (The policy has never barred a sale). Combined owned four VHF's in the top 50 markets—KBTV(TV) Denver, KTAR-TV Phoenix, KOCO-TV Oklahoma City and WXIA-TV Atlanta. It also owned a major-market UHF—WLKY-TV Louisville. The other television stations are KARK-TV Little Rock, Ark. and WPTA(TV) Roanoke, Ind.

The commission cited as "compelling" factors the breakup of newspaper-broadcasting and television-radio holdings, extensive competition from other local media, lack of other market domination or of geographic concentration by the applicant, and commitments to minority groups. The sale of WHEC-TV to the Henry group was also considered a plus.

Then, too, there was the trafficking rule, designed to prevent licensees from profiteering from the purchase and sale of stations and requiring hearings when sta-

tions all to be sold within three years of purchase. The commission noted that nine of Combined's radio stations—KSDO(AM) San Diego, WWWE(AM)-WDOK(FM) Cleveland, WVON(AM)-WGCI(FM) Chicago, WDEE(AM)-WCZY(FM) Detroit and KSD(AM)-KCFM(FM) St. Louis—were acquired within the past three years. (The other radio stations are KHS-AM-FM Los Angeles and KEZL(FM) San Diego.)

The commission agreed to waive the hearing requirement on a number of grounds—among them that, to a certain extent, there will be continuity of ownership, as well as a continuity of operations with no apparent disruption of existing service. (Combined's Eller and two other Combined directors will be elected to the Gannett board, and Eller will also be a member of a new Gannett office of the chief executive.) The commission also noted that Combined had acquired most of its properties years ago and did not have a record of buying and selling stations for profit.

But one factor that caused at least as much discussion as the other two had nothing to do with existing rules or policy. Commissioner Tyrone Brown objected to the transfer of six AM-FM combinations. Even though the transfers would be in conformity with the rules, he argued for a condition that would require Gannett to break up the combinations by sale.

The result was a compromise, offered by Commissioner Robert E. Lee, to "get this thing off the dime." The commission attached a condition to its approval that would require Gannett to comply in the event the commission in the future adopts a rule prohibiting the acquisition or creation of co-located AM-FM combinations.

The issue required about an hour's discussion, and the condition was adopted over the objections of several commissioners who felt the commission should not attach it to an application that conformed to the rules. Commissioner Anne P. Jones felt strong enough about the matter to dissent to that portion of the order.

The commission also attached the condition to the approval of the Starr-Shamrock merger (KABL-AM-FM Oakland-San Francisco), over the dissents this time of Lee and Jones.

And it decided to attach the same condition to all applications that would result in the creation of co-located AM-FM combinations filed as of Friday (June 7). Left undecided was whether or not to attach it to applications already on file.

The Starr-Shamrock merger was approved by the commission with little discussion. The commission staff saw no reason that the Securities and Exchange Commission complaint filed against a number of Starr principals, including columnist William Buckley, should delay approval. Most of the principals have reached settlements with the SEC, which, among other things involve their payment to Starr stockholders of \$1.8 million in cash and stock. The staff said that consummation of the merger will help the principals meet that obligation.

The commission also noted—but took no position on—an agreement under which a Bay area citizen group, Community Coalition for Media Change, withdrew a petition to deny the transfer of the stations and a court suit it had filed against Starr. Both had been based on the charge KABL-AM-FM had failed to abide by the terms of an earlier agreement. Among

other provisions, the new understanding calls for Shamrock to pay CCMC \$60,000 to satisfy all claims it may have against Starr and another \$25,000 to a community service fund to be used for what is referred to as "minority community betterment."

Goodman sees wider danger for the press

Retired NBC executive says recent court decisions are symptomatic of the political mood of the country at large

Julian Goodman, the former chairman of NBC who began his career as a newsman, last week expressed concern that this country is turning away from an absolutist commitment to the First Amendment's guarantee of a free press. And while, like others, he sees evidence of that in recent Supreme Court decisions, he sees it also in what he calls the country's slow turn "to the right over the past 15 or 20 years."

Goodman, who was delivering the second annual Frank E. Gannett lecture, sponsored by the Washington Journalism Center, offered a solution both simple and complicated: "Go back to the solid American belief in freedom of the press, without trying to change that absolute to conform to changing political beliefs and needs."

Goodman's theme was that, "in spite of the clarity of the words of the First Amendment, a succession of forays against it by those who disbelieve it—dis-

InBrief

Buying into TV networks' **1979-80 prime-time schedules** has begun in earnest, network and agency sources said last week, with indications that **up-front buying**—which may total \$1.6 billion or more—**may be virtually completed by mid-July, if not earlier.** ABC-TV sources said their sales alone were approaching \$300 million as of Friday.

National Cable Television Association will change dates of its 1980 convention, in Dallas, from April 13-16 to May 18-21. Shift will be made to accommodate **National Association of Broadcasters**, which moved its 1980 convention from New Orleans to Las Vegas and into head-to-head conflict with NCTA dates. **Unhappy about it all: Canadian Cable Television Association**, whose 1980 convention is following week—May 26-29—in Vancouver. Proximity will cramp style of both exhibitors and delegates who attend both cable meetings.

National Black Media Coalition is **attempting to block dismissal of appeal in WESH case**, as requested by parties, including FCC. NBMC, which has participated in case as friend of court, last week asked U.S. Court of Appeals in Washington to deny motions filed by parties and issue mandate of order in which it overturns commission decision renewing Cowles Broadcasting Inc.'s renewal of WESH-TV Daytona Beach, Fla., and denies competing application of Central Florida Enterprises Inc. Issuance of mandate would send case back to commission, and NBMC said that issue in appeal is "validity" of process by which commission compared competing applications and "adequacy" of commission's articulated rationale.

General Accounting Office has cleared instructions for **FCC Form 395**, which commission had amended last February. New instructions—which have been mailed with forms to broadcasters, and are due by July 2—**require different types of listings of employees in various job categories than previously sought.** For example, depending on kind and level of responsibility expected of employees holding job titles "engineer" and "librarian," licensee would categorize them as "technicians" and "office and clerical," respectively, or "professional."

Time is coming when **"it will be impossible to distinguish" electronic from print journalists** and when "differences over the First Amendment won't exist," William A. Leonard, CBS News president, told **AP Broadcasters** in keynote speech Friday at their convention in New Orleans. He also foresaw possibility—without saying when it might happen—of around-the-clock news on TV with four major newscasts per day, updated constantly. Convention, which attracted more than 300 APB members, also was told by Ray Steinfort, AP vice president, that **will introduce on Sept. 1 new high-speed news service to TV stations**, transmitting 1,200 words per minute. Steinfort said new service, to be called APTV, will be "first news-wire service ever designed from the ground up with television in mind," and he named panel of news directors to help design it. APTV will be produced by AP's Broadcast News Center in New York under General Broadcast Editor Jim Hood.

Senator Harrison Schmitt (R-N.M.), co-author of one of Communications Act revision bills, said over weekend that FCC Chairman Charles Ferris's testimony on Hill last week (see page 24) convinces Schmitt that **Ferris isn't "fully in step with the program" of radio deregulation.** Schmitt told AP Broadcasters convention in New Orleans

avow it—dislike it when it does not meet their needs—has been successful.”

He cited the “collapse of the shield laws” as protection for journalists; “the growing popularity of prior restraint, court gag orders and demands for television outtakes, the *Stanford Daily* case “that allows rummaging through our newsrooms, and the *Herbert* case that allows rummaging through our minds.”

The effect, Goodman said, has been chilling on journalists—or, more specifically, in the case of television, on those “who grant the green light in sta-



Goodman

tions and networks to proceed with documentaries.” The message is, he said, “If a documentary is to be done, it had better be done on a safe subject, like motherhood or modern art.”

Goodman said he is concerned with something beyond the decisions of the Supreme Court—The country’s gradual shift politically to the right, which he said was shorthand for the whittling away of the First Amendment guarantees to fit a “particular mold of thought.”

Goodman said he became aware of that turn during the Republican national convention of 1964, when former President Eisenhower, in his address, made a slighting reference to the press that drew a response, “so vehement,” Goodman recalled, it startled even the ex-President. He had told the delegates not to let themselves be divided by “those outside our family, including sensation-seeking columnists and commentators . . . who couldn’t care less about the good of our country.”

Goodman said the former President’s phrase had “ignited a feeling deep in the heart of conservative America that was played upon later by many others. That feeling,” he added, “has culminated in the pyramiding decisions that grind away at the basic protections of the First Amendment.”

In calling for a return to an absolutist view of the First Amendment, Goodman conceded that not all journalists are models of professionalism. But, he said, “the spasmodic errors and occasional admitted arrogance of those who carry press cards [should be suffered] in exchange for the safeguards that only a free press can guarantee.”

GAO in favor of indefinite license terms

There are hitches, however: random checks, provisions for probation and revocation, program percentages and disclosure of financial reports

Broadcasters looking for the brass ring of permanent license have a friend they may not have been aware of in the General Accounting Office. The GAO, which is Congress’s watchdog, has recommended the adoption of legislation authorizing the granting of indefinite licenses.

The GAO would not remove all problems for broadcasters. Station compliance would be checked on a random basis. Licensees not performing up to standard could be placed on probation for a fixed period. And “any party in interest” could petition the FCC to revoke a license.

But fixed-term licenses should be ended, GAO said last week in a 231-page report on FCC regulatory policies that was filed with the House and Senate as well as the commission. The report, in preparation for two years, arrives as both houses are considering legislation to overhaul the Communications Act as it affects broadcasting as well as other communications industries, and as the commission is preparing a major test of radio deregulation.

The GAO report goes beyond any of the pending proposals in its indefinite license suggestion, for it does not distinguish between radio and television. The most ex-

Saturday that he was “appalled” at Ferris’s remarks: “The chairman’s statement was a plea for more of the same—FCC procrastination, explanation, obfuscation and finally retention of public interest regulation.” Schmitt said Ferris was vague when asked when commission would meet again on radio deregulation and when public and industry might begin feeling effects of regulation. “This attitude convinces me that if the public and the industry are to get any meaningful relief from burgeoning bureaucracy and unnecessary regulation, they must look to the Congress to transform the FCC’s regulatory role from that of a manager to a referee.”

American Women in Radio and Television received message from President Carter last week that broadcasters “are faced with new technologies and new competitive pressures” and that he saw hopes for entry into broadcast ownership by women and minorities in FCC’s “expansion of broadcast stations.” President’s message was delivered to AWRT’s annual convention in Atlanta by FCC Commissioner Anne P. Jones. Also taking podium was Alexander Kroll, president of Young & Rubicam, U.S.A., who called on conference attendees to bring more diversity and originality into media, saying: “. . . I am banking on you to make the most of the machinery to galvanize our industry into new creating modes and heights.” Receiving AWRT’s highest award, the Silver Satellite Award, was National Public Radio commentator Pauline Frederick, former correspondent for NBC News.

Delegates to Broadcasters Promotion Association annual convention in Nashville last week were exhorted to promote not only their stations but also themselves. One of convention’s biggest successes was first-meeting of new related group, Broadcast Designer Association, with 175 members in attendance. Over-all, 764 delegates were registered for four-day gathering, up from 569 last year.

FCC staff and commissioners were stunned Friday by news that Lawrence Darby, chief of Common Carrier Bureau, had resigned. He gave only “personal reasons” as explanation, in letter to Chairman Charles D. Ferris. Rumors immediately sprouted regarding resignation and its likely aftermath, with one pinpointing Phillip Verveer, newly named Broadcast Bureau chief, as Darby’s likely successor. Darby, who joined commission as chief of Common Carrier’s economic division, in March 1977, was named chief of division last July. While word of resignation was circulating, Ferris and some 12 key staff members—bureau and office chiefs and members of chairman’s personal staff—were on retreat in Elkridge, Md., participating in management seminar. Retreat, conducted by River at Sunrise Institute for Human and Organization Development (“Closed Circuit,” May 14, April 30), is designed, among other things, as team-building exercise and as means of fostering interpersonal relationships. Darby had been among those scheduled to attend; instead, he spent Friday explaining departure to individual commissioners.

George Lindman, president and chief operating officer of Major Market Radio, New York, has resigned, reportedly over policy differences with management over future direction of company. Richard P. Kale, vice president, Golden West Broadcasters, Los Angeles, which owns MMR, will assume direction of MMR pending appointment of successor to Lindman.

Chester R. Green, Kraft senior VP, has been named American Advertising Federation chairman, succeeding Coca-Cola’s William Sharp.

Two noncommercial broadcasters—Judith Stoia, editor of *Ten O’Clock News* on WGBH-TV Boston and Michael Kirk, public affairs manager of KCTS-TV Seattle—were among 12 Nieman Fellows announced last week.

treme deregulatory bill pending—Representative Lionel Van Deerlin's (D-Calif.)—would grant radio stations indefinite licenses immediately; television stations after 10 years.

GAO's reason is grounded in pragmatism. The present system of limiting license periods to three years—to prevent broadcasters from acquiring a vested interest in their assigned frequencies—has not worked, the report said.

A licensee acquires that interest over a period of time by complying with commission rules, or realizes the benefits of property rights by selling its station at a substantial profit.

Employing the random audit of compliance with commission rules instead of fixed-term review of all stations, GAO said, would enable the commission to focus on particular problem areas and reduce the amount of information broadcasters are now required to submit to Washington every three years.

GAO would also eliminate the comparative hearing as a means of choosing among applicants for a new or revoked license. Its proposed substitute: a lottery or auction system. Either would be faster and less expensive for all parties and less subjective than the present system of granting new licenses, GAO said.

But if it seeks to break new ground with its proposal for indefinite licenses, GAO dusts off an old idea for making sure broadcasters serve the public interest. It suggests that the commission adopt a rule establishing quantitative standards for such categories as news, public affairs and local programming as a means of providing members of the public with more definite

criteria for evaluating the service of their local radio and television stations. The commission rejected such a proposal for television several years ago, although it uses percentage guidelines as a processing tool in reviewing all renewals.

However, GAO supports the commission's proposed experimental deregulation of radio programming, which GAO notes would address the criticism that market competition is more effective than government regulation as a means of ensuring program service for the public.

And the report urges Congress to provide the necessary support. Congress should, GAO said, enact the legislation the commission needs to suspend its programming rules and to protect exempt stations from public challenges to their service during the experiment.

The report also calls on Congress to take another look at the equal time law and the fairness doctrine. It should, GAO said, clarify the balance to be struck between promoting coverage of political events and providing equal opportunities for political candidates, and permit the commission to conduct tests to determine whether market forces are sufficient to ensure fair broadcast coverage of controversial issues.

One GAO recommendation certain to meet with opposition from broadcasters is that the commission consider the routine disclosure of broadcasters' financial reports. And in the FCC's current review of its financial Form 324, the commission, GAO said, should consider revisions that would make it useful for an evaluation of service provided in terms of the relationship between program expenditures and revenues, profits and investments.

Retransmission consent persona non grata on Senate side

It's a copyright problem, not communications issue, and belongs in Judiciary; that's position of Hollings and other key senators; Valenti gets nowhere

Retransmission consent, an integral part of the House of Representatives' Communications Act rewrite, ran into seemingly impenetrable opposition in the Senate last week from the chairman and ranking minority member of the Communications Subcommittee and the chairman of the parent Commerce Committee.

Jack Valenti, president of the Motion Picture Association of America, who last month seemed to have the upper hand among retransmission consent debaters in House hearings with his spirited advocacy of the principle, last week fell flat when facing Communications Subcommittee Chairman Ernest Hollings (D-S.C.), ranking Republican Barry Goldwater (Ariz.) and Commerce Committee Chairman Howard Cannon (D-Nev.). Pressing his cause, Valenti told the senators that his association had made a mistake agreeing to the compulsory license system of copyright for cable television, that it had "really underestimated the influence of satellites" on the marketplace.

The question before the committee is whether Congress intends to continue subsidizing one segment of the communications business, he argued. Cable doesn't deserve to be sheltered from the marketplace any more. "This isn't just a little man struggling for existence," he said. "These are big corporations coming into this business."

He urged adoption of the principle that cable operators should have to get consent from either broadcasters or program owners before being allowed to put broadcast programs on distant signals. But he apparently didn't make a sale with the senators, who have declined to put any-

Know thine enemies. Retransmission consent would force cable operators to sell advertising, and in the ensuing competition with local broadcasters, would cause some cablecasters and broadcasters alike to go "belly up," the National Cable Television Association's Thomas Wheeler told a broadcast audience last week. Wheeler, NCTA executive vice president, said in a speech to the Ohio Broadcasters Association that only one group will profit if cablecasters are forced to go to broadcasters or program owners for permission to use the programs they now carry, and that is the big program owners.

He suggested that if retransmission consent were in force today, the program producers would control the market. It is they who would have ultimate say over cable's use of programming, and they would do one of two things, Wheeler said: (1) They would give cable operators permission to carry broadcast programs, but would charge them prices competitive with those that broadcasters pay, or (2) they would refuse permission, but would boost prices to broadcasters. "What a great position for the program oligopoly," Wheeler said. "They control a limited amount of programming and then they extort the most bucks by playing one off against the other."

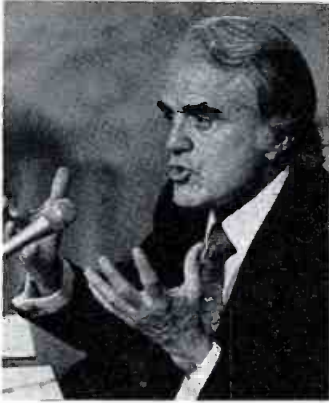
Whatever happens, Wheeler said, cable will wind up paying more for programming, with this scenario as the result: To get the money, cable will turn to advertising. Operators will have to substitute their own ads on broadcast programs. They will have to hire advertising reps. In short, he said, "retransmission consent attempts to make cable operators into broadcasters. It tries to make us fight with you for audience, for programming and for advertising."

UHF would be the biggest loser, he said. But the whole class of broadcasters would be hurt, Wheeler predicted, because "the advertising time glut will probably hit the market at about the same time that the softening economy begins to negatively impact advertising expenditures. The result, I believe, will be some cable operators and some broadcasters going belly up ..."

Even the program producer will be hurt in the long run, Wheeler said, because "his high price for product can no longer be supported by high advertising revenues." The only ones to benefit, he said, will be "eight men—the heads of the major studios whose profits last year climbed 48%."



Hollings (and Mary Jo Manning)



Valenti



Erlick



Kuhn



Stern



Schmidt



Karp



Land



Crandall

thing resembling retransmission consent in either S. 611 by Hollings and Cannon or S. 622 by Goldwater and Harrison Schmitt (R-N.M.).

Senator Hollings told the hearing participants and audience Wednesday that he thinks proponents of the principle are talking to the wrong committee. The issue of cable's copyright payments is a copyright problem over which the Commerce Committee has no jurisdiction, he said. "We're jealous of our jurisdictions," he said. It's "clearly a Judiciary Committee matter."

Maybe cable's payments should be increased, Senator Hollings continued. Nevertheless, "I feel this is not a communications problem, but an economic one."

Senator Cannon said he agreed the problem is an economic one. "The whole issue seems to be how you are going to divide up that pie." And Senator Goldwater added, "We don't know a thing about copyright, and I don't think we ought to get into it... I hope we can forget about copyrights... and get down to what kind of legislation you guys think you can live with."

Goldwater was addressing a panel that, in addition to Valenti, included Russell Karp, president of Teleprompter, Herman Land, president of the Association of Independent Television Stations, and William Donnelly, vice president, Young & Rubicam, who together hit the highlights of the retransmission consent debate that had already taken place in the House (BROADCASTING, May 21). Karp's argument boiled down to his contention that no one has demonstrated that the present copyright system is hurting any-

one. But under retransmission consent, he said, neither broadcasters nor program sellers would give cable operators consent for programs on distant signals, and cable would be driven out of business.

Land, arguing on behalf of the independent TV stations, which he called "the forgotten person" in this debate, said unrestricted distant signals will duplicate local independent station programming, and take away the station's "unique identity." INTV favors retransmission consent.

The argument continued before the same subcommittee Thursday, with ABC's Everett Erlick, senior vice president and general counsel, urging action to "equalize" the competition between broadcasting and cable. He said unless Congress acts, major sporting events will move to cable, where people will have to pay to watch them. "It is possible that 1980 will be the last year the Olympics will be available to all the people on over-the-air television," he said. With no rules to prevent it, "it could happen here," he said.

The Goldwater-Schmitt bill, S. 622, would protect national sporting events from being bid away by pay cable. Erlick urged the provision be broadened to protect "other premier sporting events," too.

Erlick supported retransmission consent, as did Bowie Kuhn, commissioner of baseball, and David J. Stern, general counsel for the National Basketball Association. Kuhn said it is because of cable that the Pittsburgh Pirates have suffered a decrease in gate receipts at their games. And the San Diego Padres, he said, have "struggled for years" for "any kind of TV contract... We think that's directly re-

lated to cable."

He was challenged by Senator Cannon, however. "You don't have any supportable evidence that we've seen to back up your position," the senator said.

At another point, Senator Goldwater expressed irritation with the way professional sports are handled on network television. Complaining particularly about commercial interruptions, he said, "I'd give my right arm to watch a basketball game without having to listen to Goodyear. I wouldn't buy a Goodyear tire again if I had to."

Cable's case was argued Thursday by Robert Schmidt, president of the National Cable Television Association. He challenged just about everyone advocating retransmission consent. Baseball, played in stadiums built with public funds, is not the open market it claims to be, he said. And if professional sports have problems, most can be traced to the networks, "who I say have an economic vise over sports," he said. At any rate, he said, "if the ratings go down... there are a lot of reasons that have nothing to do with cable."

Lashing out at the "poor defenseless broadcast outlets" that say they don't want to become superstations, he said he saw representatives of one, WGN(TV) Chicago, actively soliciting cable subscribers during NCTA's convention three weeks ago. "Who's fooling whom?" he said.

Another witness predicted that superstations are not the threat to the broadcast market that many think. Robert Crandall, an economist and senior fellow at the Brookings Institute, predicted that superstations would not get the advertising support they need to survive. Nonethe-

less, he predicted programing now on over-the-air television will begin to shift to cable, and said that process may be accelerated if cable's copyright payments are not increased.

Also running: the radio connection

A second panel on Thursday included representatives of the National Radio Broadcasters Association and the National Association of Broadcasters. NRBA President James Gabbert, KIQI(AM)-KIOI(FM) San Francisco, and NAB radio vice chairman Carl Venters, WPTF(AM)-WQDR(FM) Raleigh, N.C., supported the proposed indefinite license terms for radio in both the Senate bills. But Venters opposed the audit procedure in S. 611, under which the FCC would review 5% of radio licenses every year. Unless station owners know what is being audited and how much paperwork is involved, he said, the procedure might become more cumbersome than the current system. Both men opposed the spectrum fee proposed in S. 611, but indicated they could live with the cost-of-regulation-based fee in S. 622. In addition, Venters proposed that there should be a retransmission consent requirement covering radio.

Ferris, Geller debate merits of public interest as a matter of law

The former's for, the latter against

As the Senate Communications Subcommittee began taking testimony early in the week on the broadcast and cable sections of two bills to overhaul the Communications Act, the hearings provided a forum for the airing of sharp policy differences between FCC Chairman Charles Ferris and Henry Geller, assistant secretary of commerce for communications and information.

Ferris got the hearings off on a positive note with a warm endorsement of many of the key provisions in the bill (S. 611) introduced by Senator Ernest F. Hollings (D-S.C.), and used stronger language than he has in the past on the subject in endorsing retention of the public interest standard in the Communications Act—after all, he said, broadcasters are using a public resource that is not given to everyone. And he applauded the lack of provision in either bill—Senator Barry Goldwater's (R-Ariz.) S. 622 was the other—for retransmission consent, which he said would be a barrier to cable systems' efforts to obtain programing.

Geller, on the other hand, urged, as he has in the past, elimination of the public interest standard for radio and the First Amendment "strains" he said go with it, and said licensees should pay a "lease

charge" instead. And he is the author of the retransmission consent proposal, which is pending before the commission and, in a modified form, is embodied in the Communications Act rewrite (H.R. 3333), on which the House Communications Subcommittee is also holding hearings (see page 26).

Indeed, even though the proposal to require cable systems to obtain consent from the originating station or copyright owner before importing nonnetwork programing from a distant market is not in either Senate bill, it was the subject of considerable discussion.

Besides Ferris and Geller, the witnesses included Ted Turner of Turner Communications Corp., whose superstation WTCG(TV) Atlanta offers the kind of satellite-delivered program service to cable systems that retransmission consent would affect. Turner said the proposal is part of an effort on the part of the networks to "monopolize what the American



Ferris

people see and hear"—a charge Geller hotly denied. "We're for diversity," he said.

The fourth witness, Gene F. Jankowski, president of the CBS/Broadcast Group, endorsed the retransmission consent proposal—as have other broadcast industry representatives—and dismissed Turner's attacks as filled with more "emotion than fact." Jankowski said the proposal would remedy "the fundamental unfairness of the present system," under which, he said, broadcasters pay programing fees negotiated in the marketplace while cable operators pay only "a token statutory fee" for the same material.

Jankowski supported the deregulatory provisions of both bills, although he said that the provisions, which apply to radio only, should be extended to television. And while he did not oppose a fee, he said there was no "suitable, objective foundation" on which to base a fee, other than to

relate it to the costs of the commission—the approach taken in the Goldwater bill.

But there were few hedges in the approval Ferris—in a statement he said had not been cleared with the other commissioners—expressed of the Hollings bill. He said both it and the Goldwater bill reflect his own preference for "updating and modernizing the commission's legislative charter—and for not scrapping it altogether and beginning over again," as H.R. 3333 would do.

And of the two, S. 611, which is the more modest in its approach to deregulation and is the more generous in the discretion it leaves the commission, is "far preferable."

Ferris noted that the commission is in the midst of a shift in its broadcasting and cable policy from regulating conduct to creating structures and economic incentives that would achieve desired goals. In the process, he said, the commission is attempting to eliminate outmoded rules.

But, he said, "economic efficiency does not define the totality of a democratic and civilized society's values. The public interest standard," he added, "permits us to incorporate other values in our current regulation of the broadcasting and cable industries." He cited its use in protecting the interests of children and racial minorities "when the market alone has not met their informational needs" and in providing the public with access to competing political candidates and ideas.

(The suggestion that he valued the public interest standard as an instrument for dealing with programing matters came as a surprise to those who had read the chairman's speech to a Hollywood group last month. He said then that he had "grave doubts" about second guessing network programing decisions, since "government power over programing most often becomes the power to impose conformity [BROADCASTING, May 28].)

Ferris expressed the hope that structural measures in time will "provide drastically increased accessibility and diversity" in the communications system. But in the meantime, he said, "it is essential that we maintain the public interest standard to compensate for the potential continued, but hopefully short-term, failure of the market to encompass these social values."

Both the Hollings and Goldwater bills would mandate a "public interest" standard. But the Goldwater bill would prohibit what Ferris refers to as "fundamental public interest safeguards" relating to a number of matters, including the fairness doctrine, news, and public affairs programing.

And Ferris said the Hollings bill provides the kind of support he feels the commission needs as it proceeds with its own plans to deregulate radio, at least in the areas of ascertainment of community needs, limits on commercial time and levels of informational programing. (In that connection, Ferris said the deregulation timetable had slipped. Where the commission had planned to consider a

notice of proposed rulemaking before June, the most precise date he came up with was "this summer." The staff hopes to have the matter on the commission's agenda before the August break.)

Because he is uncertain of the results of any deregulation test, he said, "I favor deregulation monitored by the FCC under a public interest standard rather than by legislatively proscribing certain regulatory activities, as do S. 622 and H.R. 3333." He said the standard provides "a safety net."

The strength of his feelings on the matter came out vividly in a colloquy with Senator Harrison Schmitt (R-N.M.), who had chided the commission on the lack of its progress toward deregulation and observed, "It's hard for regulators to let go of regulation." He also said it was Congress's responsibility to deregulate.

Calling deregulation "the new religion in this town," with many interpretations as to its meaning, Ferris indicated he is something of a fundamentalist. In regulating the "cartel arrangement he claimed broadcasters operate as a result of restrictive market structure, he said, the commission should not abandon "the public trust responsibilities"—as, he said, some licensees feel it should.

"The airwaves belong to the public," Ferris said. And the broadcasters who use them, he added, "have those public trust responsibilities."

Ferris also found a number of other elements in the Hollings bill reassuring: The proposed spectrum fee (which would raise an estimated \$80 million annually, most of it from VHF television) "is fully consistent with well-rooted policies under which private users pay for other public resources, such as grazing and off-shore drillings rights"; the comparative renewal section, which continues the present procedures but "clarifies" the standards the commission is to use, and the random review of 5% of all radio licenses annually (with television licenses being lengthened to five years).

Geller, a former FCC general counsel once regarded as a tough regulator, was far less sanguine than Ferris regarding the benefits to be derived from the public trustee programming obligation. The commission's 50-year record of regulation under that obligation has been "a failure," he said. The commission, he said, has never denied a license renewal for failure to provide sufficient local or public interest programming, and it invariably favors the incumbent in comparative proceedings.

But at the same time, he said, the system has imposed "First Amendment strains." He cited "the chilling effect" of the fairness doctrine—the mere obligation on the part of a broadcaster to defend, even successfully, against a complaint is enough to discourage robust journalism, he said—and the oversight of radio program formats imposed by the courts.

Consequently, he said, legislation should be designed "to maximize diversity of sources of electronic delivery of entertainment and information . . . and mini-

mize the involvement of government in the process."

He would eliminate the public trustee regulation of radio broadcasting and, instead, require radio licensees to pay "a reasonable fee." However, he would retain "appropriate" regulations—equal employment opportunity, multiple-ownership and equal opportunities for political candidates. The fees collected, he said, would be used to "achieve more directly and effectively congressional goals of diversity of programming."

(Geller noted he was speaking for his agency, the National Telecommunications and Information Administration, not the Carter administration. He said the executive branch has not yet completed its review of the Senate bills. Furthermore, he said, one executive branch agency, the Office of Consumer Affairs, "strongly believes that public trustee regulation should be continued.")

As for television, he said NTIA is not



Geller

prepared to make a judgment on deregulation. He said elimination of the public trustee concept should be tested in some markets first. If the results and the experience in radio warrant, he said, public trustee programming regulation could be eliminated, perhaps in 10 years.

But it was the retransmission consent issue that provided much of the heat, as Turner somehow managed to use his denunciation of the concept with a number of plugs for the 24-hour news service he intends to begin distributing by satellite to cable systems next June.

Ferris began the criticism of the plan in his lead-off testimony. He said that "high transaction costs and long-term exclusive contracts might, at least in the short term, result in full cable copyright retransmission consent becoming the practical equivalent to a near total prohibition against distant signal carriage."

Geller, as he has before, said the plan is

designed to remove the hand of government from the marketplace and to permit cable operators, copyright owners and broadcasters to operate there on an equal basis. "The core problem with cable has been the fact that it has always stood outside the competitive TV programming market, although it is clearly another means of distributing programming," he said. For those who say the mechanics would be too complicated and would not work, Geller cited the experience of pay cable, which he said is succeeding in the marketplace.

His proposal would apply only to new systems, which he said would be operated by major companies seeking entry into the top markets. Existing systems, most of them operating in smaller markets, would be grandfathered under existing regulations, including the compulsory licensee system adopted by Congress in 1976.

Turner, however, saw the plan as a plot on the part of the networks, which, he said, enjoy "the economic power, and therefore control, of the broadcasting industry."

"They're up here trying to stop me," he said. "They're concerned about a fourth or fifth network getting started." He also accused the networks of providing "junk" entertainment shows, of confusing "good" with "big," and of failing to provide the news and information the public needs.

Indeed, he blamed America's problems in part on that failure. He would remedy that with his 24-hour news service, he said. "I want the American people to have a lot more choice."

Turner had struck a chord with Goldwater. "There's a lot to what you said," he commented. The senator said there had been no television coverage of hearings on President Carter's "abrogation" of the U.S. treaty with Taiwan—a matter on which he feels deeply, and added, "If somebody had been raped, maybe we'd have coverage."

Geller had no intention of being linked with the networks in a plot to monopolize viewers and listeners. He stressed NTIA's history of working for diversity through proposals to increase the number of AM, FM and television stations. And he also found himself "strongly" agreeing there should be "the widest possible dissemination of information. . . It's bad to have three networks dominate so much of the news that comes into the American people's homes."

But he noted that the question is how to resolve an economic issue involving broadcasters, copyright owners and the cable systems fairly.

Senator Larry Pressler (R-S.D.), a freshman senator who has already established a reputation for himself as an advocate of diversification of ownership of mass media, added to that reputation last week. He offered an amendment to the Goldwater bill prohibiting crossownership of a newspaper, radio and television station or cable system in the same market. It does not provide for grandfathering.

Time's nigh. With hearings on broadcasting almost finished, Lionel Van Deerlin had this to say last week about the television portion of his bill, H.R. 3333. Speaking in Atlanta Friday to the convention of the American Women in Radio and Television, the House Communications Subcommittee Chairman said "the television section ... was attacked by broadcasters, by an army of angry self-appointed public interest groups and by a few members of Congress.

"Listen to those public interest groups and members of Congress. They seem to be angry about the television section of the bill. But they aren't.

"They are angry at broadcasters. They are frustrated and fed up with hours of silly shows and sillier commercials. People are disappointed in the product and disgusted by what they see as greed in the broadcasting industry.

"Why do they cringe at the thought of deregulating television? Because they think television is doing a lousy job, that's why." To the "self-appointed" public interest community, he said: "I would like to remind ... them of a fact that everyone seems to forget ... I am a member of what is probably the oldest public interest group in this country—the Congress. Unlike the Ralph Naders and Nick Johnsons, members of Congress are elected—chosen by the people—to represent them. I proposed deregulating broadcasting because I believed it to be in the public interest. I still do."

The congressman announced last week that mark-up on the bill will begin July 11 and be finished by Aug. 1. He has scheduled mark-up sessions July 12, 16-19 and 23, and will schedule as many more as it takes to meet his deadline. He called on everyone—broadcasters applauding deregulation and denouncing spectrum fees, as well as public interest groups demanding access—to make their final pitches. "If you've got any red-hot lobbying to do, do it fast, and be specific," he said. To the public interest groups especially—"if they are as genuinely interested in the public's interest as they claim to be, they will turn off the rhetoric and turn on some specific legislative language—realistic language," he said.

The continuing rewrite story

In testimony at House hearings, representatives of two networks applaud radio deregulation and push for same for television; Nader wants citizen participation through new group; Jackson urges minority ownership of at least 10%

The tenor of their comments to network representatives last week revealed a House Communications Subcommittee divided on the issue of deregulating broadcasting.

As network officials offered in turn their approval of deregulation—specifically the Communications Act rewrite's provisions to deregulate radio immediately and to do the same for television in 10 years if not sooner—subcommittee members reacted with skepticism. During Q&A, little was said about radio, however. It was clear that television and especially the networks are what bothered the members. Several talked about the networks' "power" over the minds of the American people and expressed reluctance to turn them loose in the marketplace.

At the Tuesday hearing that drew an unusually high attendance—10 of 15 subcommittee members—Representative Carlos Moorhead (R-Calif.) for instance related how he receives frequent visits from people saying: "How are we going to do away with programming we don't like if we don't have regulation?" The congressman said "I firmly believe that ... when you're given an exclusive use [of spectrum space] there has to be some ultimate step taken that will give the public some voice." He said, "I don't like to see the most powerful medium totally in the hands of a few people ... with no voice for the public."

Representative Marc Marks (R-Pa.) ad-

ded in a remark to NBC's Executive Vice President and General Counsel Corydon Dunham, "To put what you and the other networks want us to put in your hands [is something] some of us are very concerned about."

Much of the argument was over the need of a public interest standard that many, citizen groups especially, argue is needed to assure the public its participation in broadcasting. But Representative Martin Russo (D-Ill.), arguing contrary to Moorhead and Marks, questioned whether the public interest standard has ever been used well to guarantee citizens a voice. "Why put a farce in the bill that's not being used properly?" he asked.

But there were many at the packed hearing who thought they heard a ring of truth when Representative Timothy Wirth (D-Colo.) observed, "I don't sense a groundswell of feeling among the members of this subcommittee toward your position of deregulation." He added later, "I don't think we're going to get to the point of deregulation in this industry, but we are looking for ways to increase diversity."

On the last point, the networks saw no need. Diversity "already exists and is unquestionably bound to increase, with or without a rewrite," testified Gene Jankowski, president of the CBS/Broadcast Group. The bill's emphasis on diversity is one of its bad points, he said. CBS thinks the term has become a "buzzword" for restructuring the broadcast industry through the renewal process, and for creating the absolute maximum number of stations while disregarding the effect of the loss of existing service.

The major provision to which CBS is opposed is the spectrum fee. Under H.R. 3333, Jankowski said, it is "clearly a tax

on gross revenues." Rather than being related to spectrum use, the fee "is based on the principle that the more creative and enterprising, and thus the more successful, a licensee is, the higher the charge."

But CBS is not opposed to all fees, Jankowski continued. It would support one that would charge no more than the costs of the commission's regulation of the industry. NBC and ABC said the same thing, NBC with more emphasis.

CBS is generally supportive of other rewrite provisions, Jankowski testified. It favors immediate deregulation of radio and urges the subcommittee to do the same for television, rather than delay television's deregulation for 10 years. The network praised the bill's provision enforcing equal time only for paid candidate ads, but it opposed continued enforcement of the fairness doctrine for television. Jankowski said leaving fairness complaints to be handled only at renewal time is worse than the present system.

NBC's Dunham stressed his network's opposition to the license fee, which he cast as a First Amendment issue. "We are disturbed by the prospect of a governmental levy on organizations that comprise the nation's primary source of news," he said. "It would be an unprecedented step for the government to impose such a direct and special fee on the news media."

He also urged that the subcommittee shore up the license-renewal standards in the bill for television stations. Renewal should be based chiefly on a station's past program performance, he urged, "because this is the most reliable indicator of future performance."

NBC supports the bill's retransmission consent provision, he said. It would require cablecasters to obtain permission from either broadcaster or copyright holder for programs carried.

Dunham's comments were prefaced with praise for the rewrite, which he said "goes a long way toward the type of comprehensive revision of communications law that could eliminate unnecessary government regulation." He backed the bill's presumption that marketplace forces will stimulate good broadcast service. "I see no reason why the marketplace won't continue to provide incentive for news and public affairs," he said.

Questions to the network witnesses were not directed so much at their opinions on the rewrite as at the way they run their own businesses. One of the first questions was why the networks won't disclose details of their revenues and expenditures. The American people ought to be able to see what portion of their funds the networks devote to public service, for instance, said Russo. When CBS's Jankowski expressed skepticism that such disclosure would be useful, Russo replied, "It's a public resource. I'm entitled to that information."

Representatives Wirth and Russo both lodged complaints about unfair treatment from TV news. Wirth said he had been

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characterized as being "in bed" with the oil industry, an "extraordinary" comment, he said, made by Jack Anderson on ABC's *Good Morning America*.

Representative Allan Swift (D-Wash.), the subcommittee's other former broadcast newsmen (besides the chairman, Lionel Van Deerlin), at times added remarks to moderate the criticisms by his colleagues, but managed to get in a few licks of his own at television. If it is true that the marketplace will encourage good broadcasting, he said to Jankowski, "how come we've got so many schlock broadcasters today ... when there is regulation?" Swift pressed his idea for requiring broadcasters to plow a set quantity of income back into local programming. The response of NBC's Dunham to the proposal was that broadcasters should continue to have "flexibility" in local programming. "I don't see any failure on the part of the industry to justify quantitative guides," he said.

The surprise of the day was that the clash between ABC and Subcommittee Chairman Lionel Van Deerlin that many had anticipated—some with relish—didn't happen. Only two weeks before, Van Deerlin had singled out the network in a blast at broadcasters who oppose the rewrite. In a speech to the National Cable Television Association he said ABC and its affiliates "fear competition more than they do regulation."

But all was cordiality between the subcommittee chairman and Everett Erlick, ABC's senior vice president and general counsel, when the latter presented ABC's position against the rewrite. The strongest of the three networks in its objection to rewriting the Communications Act of 1934, ABC prefers "selective amendment" of the old act. Erlick said that among other things ABC would keep is the public interest standard, "because we're familiar with it."

Erlick stressed the network's traditional

argument against cable television, urging the subcommittee to adopt the retransmission consent proposal and a prohibition against siphoning of sports events by pay cable from over-the-air television. He used the terms "welfare" and "subsidy" in talking about cable's use of over-the-air broadcast programming. Congress should do something to "equalize" the competition between broadcasting and cable, he said.

But Representative Wirth objected to Erlick's choice of words. If the concept of a free marketplace doesn't apply to cable, it doesn't to broadcasting, either, he argued. He said terms like welfare and subsidy could also be used to describe the grant of licenses to broadcasters.

Concerns about control of the electronic media by a few large corporations and lack of access for citizens came together in the testimony of consumer advocate Ralph Nader. He urged retention of the public interest standard, of the fairness doctrine and EEO enforcement, positions other



ABC's Cowen and Erlick



CBS's Jankowski



WCVB-TV's Beranek



NBN's Jackson



Gaylord's Terrell



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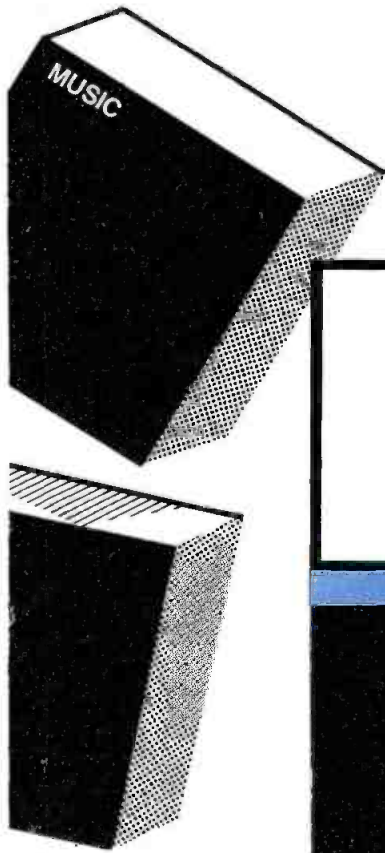
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citizen activists have taken in previous hearings. But he offered a new idea, too.

The public hasn't had much influence on communications policy, he said, because it has never been organized. His answer is the creation of something called the Audience Network, a congressionally chartered, nonprofit corporation that would represent its member's interests before the FCC, the courts and Congress. Through a board of delegates elected by dues-paying members, it also would conduct studies, critique broadcasting and advocate reforms.

But its primary function would be to program 30 minutes of prime time daily on every television and radio station (Congress would grant it the time). He envisioned access programming, discussions of issues and fresh productions. "Let the audience give itself what it wants," Nader said.

The idea seemed to find little support on the subcommittee, however. Representative James Collins (R-Tex.), a co-sponsor of the rewrite, said it sounds like just another access program. "I think ... it would be as dead as dirt," he said.

The Tuesday hearing heard from several other witnesses, including these:

■ Eugene Jackson, president of the National Black Network and a member of the National Association of Broadcasters radio board. He urged the subcommittee to recognize that "there are two Americas, today," one for whites, another for minorities. And he urged adoption of an amendment to require that 10% of broadcasting stations be under minority ownership within five years. At the very least, Congress should establish a "minority community development fund" of \$150 million to be spent on hardware and software for minorities. He, like other minority witnesses before him at the hearings, had little enthusiasm for the bill's proposal giving minorities two chances in lotteries for new licenses, as a method of increasing their participation in broadcasting.

■ David W. Rintels of the Writers Guild of America, West, speaking for the Hollywood Inter-Guild Council for writers, producers and directors. Testifying in favor of retransmission consent, he said that contrary to many peoples' impression, many guild members are not wealthy. Their median income is \$15,000, he said. "Some of us do well. Some of us do badly. Some of us drive taxicabs to make a living." With superstations growing, "we find that somebody is coming in and threatening half our income," he said.

Asked about relations with the networks, Rintels said he wished there were more opportunity to reach station owners directly with new programs. "If I had one wish it would be to diminish the networks' power of life and death," he said.

■ Leo Beranek, president of WCVB-TV Boston, arguing for retransmission consent, Beranek presented a graph purporting to show that a competitor's (WNAC-TV) news program moved from dead last to

first in the market since 1972 because it programed a popular game show preceding its news and *CBS News with Walter Cronkite* afterward. WNAC-TV became first and his own station last in news share "without any change in quality of the respective ... news programs," he said.

"This phenomenon clearly demonstrates why local broadcast stations must be protected from superstations and pay-TV monopolies that would prevent the local stations from buying the rights to first-class syndicated programs and movies," he said. "Without first-class programs to place before local news shows, viewing audiences for news will decrease sharply even if the local news programs continue at the highest quality."

Beranek also testified that he has recently paid about \$3 million for the exclusive rights in his market to *All in the Family*. "Guess what happens to the value to us of that investment if the same program is imported on one or more distant stations in competition with us," he said.

■ James Terrell, executive vice president, Gaylord Broadcasting Co., Dallas. Terrell argued for immediate deregulation of television in the bill, the same as for radio. If delayed for 10 years, the groups opposed to deregulation will try to win amendments to make sure television never does get deregulation, he argued in prepared testimony.

■ Douglass Cater, president of the Twentieth Century Fund task force on televised presidential debates. The bill's relaxation of equal time regulation

removes the obstacle to the networks producing the presidential debates, which were produced in 1976 by the League of Women Voters. Cater, Ruth Hinefield of the league and Lee M. Mitchell of the law firm Sidley & Austin, said they don't oppose the relaxation of equal time, but that Congress should state in its report on the rewrite that it prefers a nonpartisan organization such as the league to continue to handle the arrangements, rather than the networks. All expressed discomfort with the thought that the networks might get, in Cater's words, "too close to the political process."

■ Joseph Cohen, president of Madison Square Garden Cablevision. Cohen expressed strong support for the retransmission consent proposal to protect the gate receipts and broadcast revenues from sporting events at Madison Square Garden. The cable package, three professional sports teams and the New York sports complex are all owned by Madison Square Garden Center, of which Cohen is senior vice president.

■ William Donnelly, vice president, Young & Rubicam, New York. Donnelly, who has long argued that cable television doesn't hurt broadcasting and early this year produced research purporting to prove it, supported retention of the compulsory license system for most of cable. But he would except superstations such as Ted Turner's WTCG(TV) Atlanta that aggressively seek nationwide distribution of their signals by satellite. They should be subject to retransmission consent, he said.



Powderly



McClure



Carnevale



Lowell

Organized labor. A new coalition comprising six unions has been formed to oppose the House Communications Act rewrite. Its name describes its primary function: the Ad Hoc Committee to Preserve the Public Interest Standard in Broadcasting. Its members are the American Federation of State, County and Municipal Employees (AFSCME), the United Steelworkers, the Screen Actors Guild (SAG), the National Education Association (NEA), the United Auto Workers (UAW) and the Coalition of American Public Employees (CAPE). NEA's Susan Lowell (second from left), chairman of the group, told a press conference on Capitol Hill Tuesday that H.R. 3333 sacrifices the public interest to "corporate power and political expediency ... This at a time when the increasingly pervasive influence of the broadcast media calls for strengthening, not weakening, public access and public protection." Lowell said members of the Ad Hoc Committee will lobby to change the bill and "try to sensitize" their own members to the problems of the rewrite. Representatives of other anti-rewrite groups were also on hand Tuesday, among them the National PTA, the National Citizens Communications Lobby, Ralph Nader's Congress Watch, the United Church of Christ, the National Organization for Women and the Consumer Federation of America. Their numbers gave credence to Lowell's comment, "It's hard to find a union or public interest group that's for the legislation." Representative William Clay (D-Mo.), co-chairman of the Congressional Black Caucus's communications task force, also sent a representative to offer the congressman's endorsement to the committee. Ad Hoc Committee members who announced the group's formation last week were: (l to r) John Powderly, steelworkers; Don McClure, CAPE; Tony Carnevale, AFSCME, and Lowell. Absent were Howard Pastor of UAW and Kathleen Nolan of SAG.



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STATIONS

MOR in the MOD (middle of the desert, that is)

Working their way through the FCC are two applications for FM stations designed to serve not towns, but travelers on the highway between L.A. and Las Vegas, a virtually radioless expanse of the Mojave

Two little-noticed new FM station applications are now at the FCC for a couple of fairly unusual stations. KRXV Inc., Los Angeles, has asked the commission for 99.5 mhz and 98.1 mhz, respectively, for Mountain Pass and Yermo, both California. The unusual twist to it all is that both of those towns are actually little more than wide spots along interstate highway 15—the highway through the virtually radioless Mojave desert carrying an estimated 9 million cars yearly between Los Angeles and Las Vegas.

The applicant, headed by Howard B. Anderson, a former executive with the late Howard Hughes's Summa Corp., explained to the FCC that its essential interest would be in serving the travelers and not the handful of people living in the tiny communities—Yermo has 1,000 people and Mountain Pass 250. According to Anderson, his company in effect asked the commission to rethink its definition of "community" to include the concept that "a community is a group of people with a common interest" whether or not they happen to live through the year in one place.

The company's Washington attorney, Edgar Holtz of Hogan & Hartson, explained that the towns are necessary "only for the purpose of having a geographical point" at which to designate the stations. The staff of the FCC's Broadcast Bureau was "caught up in the ingenuity of the proposal," Holtz said, and has nurtured the applications along through the bureaucracy.

The cut-off date for competing applications and petitions to deny passed May 30; the applications are now undergoing routine examination by FCC accountants and will then be passed along to commission attorneys for yet another review. An FCC staffer said that a grant of a construction permit could be expected within 60 to 90 days of the cut-off date.

Although as of last week neither competing applicants nor other petitioners had surfaced and Holtz and Anderson were both breathing a bit more easily, six



FM oases for the California desert

months ago Mojave Valley Broadcasting Inc., licensee of KWTC(AM) Barstow, Calif., and permittee of KWTC-FM there, had contested the assignment of the FM channels to the desert communities.

Dismissing that objection and granting the assignments, Broadcast Bureau Chief Wallace Johnson wrote: "We recognize that the transient population on interstate 15 also has a need for radio service..." Most people traveling that highway, Johnson noted, had no FM service for most of the desert journey. Daytime AM service along the route is minimal.

Anderson said that his preliminary research indicated there was no other stretch of highway in the country that is traveled as frequently by so many people who are not served by radio. It was, he said, a

"unique" situation—combining the elements of a "severe and unfriendly environment" and "no consistent radio service." Furthermore, as Holtz pointed out, the travelers between the two cities are an upscale, well-to-do audience. (Seventy percent of the automobiles are believed to have FM radios.)

Although the stations will be programed from a studio in Yermo, Anderson plans to establish his business and sales office in Los Angeles and to charge Los Angeles-comparable rates for commercial time. He estimates that the stations will have a weekly cumulative audience of 300,000—more than many stations in Los Angeles and all of those in Las Vegas.

The stations will program middle-of-the-road music.

EXECUTIVE SUITE

Another publishing executive elevated at CBS

Purcell given executive VP stripes, Suhler succeeds him; Keating named to presidency of Columbia Group

John R. Purcell, senior vice president of CBS Inc. and president of the CBS/Publishing Group, was named CBS Inc. executive vice president last week. The title had not been used at CBS since John A. Schneider left the post in the early 1970's.

CBS President John D. Backe, also a former Publishing Group president, said Purcell will continue to be responsible for corporate acquisitions and "certain inter-

nal development activities," and will have the CBS/Publishing Group, the CBS/Columbia Group and the CBS vice president for acquisitions reporting to him.

Backe also announced the appointments of Cornelius F. Keating as president of the CBS/Columbia Group and John S. Suhler as Purcell's successor as president of the CBS/Publishing Group. Keating, who has been president of the Columbia House division, succeeds John Phillips as head of the CBS/Columbia Group. Phillips will devote full time to the presidency of the CBS Foundation and related CBS

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philanthropic activities.

Suhler moves up to head the CBS/Publishing Group from the presidency of its consumer publishing division.

Other CBS groups, not affected by the changes, are the CBS/Broadcast Group, headed by Gene F. Jankowski, and the CBS/Records Group, led by Walter R. Yetnikoff.

INTERNATIONAL

England's next TV channel to be commercial

Conservatives dump idea for open-access operation; fight is now on for control of ITV-2

The new Conservative government in Britain has decided to give an unoccupied fourth television channel there to the Independent Broadcasting Authority, which controls the only current commercial network (ITV-1). Scrapped is the Labor government plan to set up a new authority that would be open to programs from any source, especially independent program makers.

The Conservative action has once again raised the question of who should supply programs and under what rules advertising would be allowed on the new ITV-2. The real battle is on for the considerable sums to be made by whoever makes the pro-

grams and sells the commercials.

The five largest commercial companies now holding franchises and already providing the bulk of the ITV-1 programs are in an excellent position to catch much of the revenue from ITV-2. Advertisers, however, would prefer to deal with different companies, thus breaking the monopoly held by ITV-1 companies over all television advertising.

In the advertisers' view, ITV-1 has created a seller's market. Estimates are that the 14 commercial companies operating ITV-1 are earning \$110 million a year, and they will soon be increasing their advertising rates by 10%-15%.

There is also concern by advertisers that the new network may only draw away audiences from the other three networks, especially ITV-1. Roger Underhill, director general of the Advertising Association, said: "What the advertisers want is a channel which will not . . . fragment the existing audience but give an alternative means of reaching a more select audience."

The new channel is planned to offer complementary scheduling to ITV-1. The BBC has made serious inroads into the audiences of ITV by offering alternative types of programs on its two networks. This is especially true in the more prosperous regions of the country, the main target for advertisers.

The ITV companies would have to produce many of the programs no matter how the network is carved up. The advertisers hope that at least a new team of salesmen

will be involved to break the monopoly and possibly bring down advertising rates.

The situation is complicated by the renewals of ITV franchises, which are coming up soon. Companies do not automatically retain their franchises, and with the increased revenue opportunities provided by ITV-2 there is some careful maneuvering going on in the wings for control of the ITV franchises.

Behind the scenes

South African money is alleged to have been used by McGoff to buy into UPITN news service

A report, leading to last week's resignation of South African President John Vorster, has alleged that Michigan-based newspaper publisher John P. McGoff used \$1.35 million in South African government money to buy half of UPITN, an international television news service.

Another \$10 million was said to have been used in his unsuccessful attempt to acquire *The Washington Star* and his later purchase of *The Sacramento (Calif.) Union*.

McGoff could not be reached for comment but reportedly had previously denied both using South African government money in seeking the *Star* and any intent to use the newspaper as a propaganda base for the South African government.

Aside from McGoff's interest, the remaining 50% of UPITN is owned by the British ITN news service and UPI.

The prime U.S. news service associated with ITN, and therefore UPITN, is ABC News. The network has nonexclusive use of ITN hard news film; ITN gets the same from ABC News for use outside the U.S.

When ABC sold its foreign news film customer list to UPITN in 1976 and went out of the foreign news business, part of the agreement called for ABC, if available, to rent facilities to UPITN for six years. ABC now does.

NBC also has an agreement that allows access to UPITN hard news film but its primary overseas source outside of its own operation is Visnews.

Although McGoff has 50% ownership, ITN and UPI hold two-thirds of the seats on the UPITN editorial board. A spokesman for ITN said this would not put McGoff "in a position to affect editorial control of the agency."

According to Richard Wald, senior vice president, ABC News, "Our relations with UPITN have always rested on the fact that its editorial committee is dominated by ITN, one of the most respected broadcasting groups in Europe, and UPI."

Wald said that the UPITN material ABC News uses "has been largely neutral" and that material on South Africa "is almost entirely provided by our own staff."

He added that ABC News has "never noticed any undue political influence."

An NBC News spokesman said that his network buys only the raw film from UPITN and does its own reporting.

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Changing Hands

PROPOSED

■ **KQTV(TV) St. Joseph, Mo.:** Sold by Amataro Group Inc. to Elba Development Corp. for \$9 million ("In Brief," May 28). Seller is owned by Joseph Amataro, who has bought, subject to FCC approval, Nebraska television station and satellites (see below). He also owns **KKSS(FM) St. Louis** and **KMJQ(FM) Clear Lake City (Houston), Tex.** Buyer is owned by Malcolm Glazer, who purchased **WRBL-TV Columbus, Ga.**, last September (BROADCASTING, Sept. 18), and also owns **WTWO-TV Terre Haute, Ind.** KQTV is ABC affiliate on channel 2 with 100 kw visual, 20 kw aural and antenna 810 feet above average terrain. Broker: Edwin Tornberg & Co.

■ **KHGI-TV Kearney, KCNA-TV Albion, KWNB-TV Hayes Center and KSNB-TV Superior, all Nebraska:** Sold by NTV Enterprises Inc. to Joseph Amataro for \$8.5 million ("In Brief," May 28). Seller is principally owned by John Payne and Alan Oldfather and family. Group has no other broadcast interests. Amataro is buying stations with proceeds from sale of his KQTV(TV) St. Joseph, Mo. (see above). KHGI-TV is ABC affiliate on channel 13 with 316 kw visual, 63.2 aural and antenna 1,115 feet above average terrain. Other stations are satellites of KHGI-TV. KCNA-TV is on channel 8 with 316 kw visual, 63.2 kw aural and antenna 1,142 feet above average terrain. KWNB-TV is on channel 6 with 100 kw visual, 20 kw aural and antenna 710 feet above average terrain. KSNB-TV is on channel 4 with 100 kw visual, 19.1 kw aural and antenna 1,130 feet above average terrain.

■ **WPBN-TV Traverse City and WTOM-TV Cheboygan, both Michigan:** Sold by WPBN-TV & WTOM-TV Inc. to United States Tobacco Co. for approximately \$3.5 million in buyer's stock. Sellers are Lester Biederman (52.5%), William H. Kiker (16.25%), Drew McClay (15%) and Gertrude M. Zierle (16.35%). Group also owns **WTCM-AM-FM Traverse City, Mich.** Buyer is publicly owned manufacturer of tobacco products and other consumer products. Louis F. Bantle is president and chairman. It has no other broadcast interests. WPBN-TV is NBC affiliate on channel 7 with 316 kw visual, 63.2 kw aural and antenna 1,348 feet above average terrain. WTOM-TV is satellite of WPBN-TV on channel 4 with 100 kw visual, 20 kw aural and antenna 620 feet above average terrain.

■ **KCEY(AM)-KMIX(FM) Turlock, Calif.:** Sold by Central California Broadcasters Inc. to Behan Broadcasting Co. for \$1,375,000, including \$250,000 for consultancy and agreement not to compete. Seller is owned by John M. Hall and his wife, Mary, who have no other broadcast interests. Buyer is owned by Dennis Behan (40%), Marvin Strait (30%) and Sam Young (30%). Group owns **KTAN(AM)-KTAZ-FM Sierra Vista, Ariz.** Behan and Strait also own **KLMR-AM-FM Lamar, Colo.**

KCEY is on 1390 khz with 5 kw full time. KMIX is on 98.3 mhz with 1.6 kw and antenna 390 feet above average terrain. Broker: Larson/Walker & Co.

■ **WEVD(AM) New York:** Sold by The Forward Association Inc. to Stuart Epperson and Edward G. Atsinger III for \$1.1 million ("Closed Circuit," June 4). Seller publishes *Jewish Daily Forward*, Yiddish-language daily newspaper. It also owns **WEVD-FM New York.** Buyers also own **KMFM-FM San Antonio, Tex.**, and **WEZE(AM) Boston.** In addition, Epperson

owns **WRBS(AM) Chapel Hill, N.C.**, and **WKBA(AM) Vinton (Roanoke), Va.**, and, with his wife, **KDFO(FM) Tulsa, Okla.** Atsinger also owns **KDAR(FM) Oxnard, Calif.** WEVD shares 1330 khz with **WPOW(AM)** with 5 kw. Broker: Blackburn & Co.

■ **WVAN-AM-FM Altoona, Pa.:** Sold by Blair County Broadcasters to Phydell Communications Inc. for \$920,000, including \$120,000 for agreement not to compete. Seller is principally owned by Denny J. Bixler of Altoona and Randolph Burdsall of St. Petersburg, Fla., neither of whom has other broadcast interests. Buyer is owned by James Drayton, Dean Schomburg and Bernard Seabrooks. Drayton is New York bank manager. Schomburg

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(Warren Dean) is announcer at WMCA(AM) New York. Seabrooks is former producer of CBS News, New York. WVAN(AM) is on 1430 khz with 5 kw day and 1 kw night. WVAN-FM is on 100.1 mhz with 360 w and antenna 345 feet below average terrain. Broker: Keith W. Horton Co.

■ Other proposed station sales include: KIII-TV Corpus Christi, Tex. (see "For the Record," page 61).

APPROVED

■ KCEE-FM Tucson, Ariz.: Sold by Strauss Broadcasting Co. to Arizona Lotus Corp. for \$1.6 million. Seller is owned by Robert S. Strauss (41.5%), whose stock was placed in trust when he was named U.S. special representative for trade negotiations; his brother, Theodore H. Strauss (47.5%), and son, Robert A. (11%). None has other broadcast interests. Buyer is wholly owned subsidiary of Lotus Communications Inc., owner of KTKT(AM) Tucson; KRUX(AM) Glendale, Ariz.; KFSD(AM) San Diego; KOXR(AM) Oxnard and KWKW(AM) Pasadena, both California; KVAR(AM) San Antonio, Tex.; KONE(AM)-KZZ(AM) Reno, and KENO-AM-FM Las Vegas. Lotus is owned by Howard A. Kalmenson, president. KCEE is on 96.1 mhz with 25.5 kw and antenna 77 feet

above average terrain.

■ WELO-AM-FM Tupelo, Miss.: Sold by Birney Imes Jr. Stations to Fritts Broadcasting Group for \$945,000. Seller is owned by Birney Imes Jr., Mississippi broadcaster with interest in seven other stations, including two TV's. Buyer—which received approval last week to sell WJLJ(AM) Tupelo, Miss. (see below)—is principally owned by Edward O. Fritts Jr. who owns 95% of KCR1(FM) Helena, Ark.; 100% of KMAR-AM-FM Winnsboro, La., and 55% of WNLA-AM-FM Indianola, Miss. Group also has purchased WKDL(AM) Clarksdale, Miss., subject to FCC approval. WELO(AM) is on 580 khz with 1 kw day and 500 w night. WELO-FM is on 98.5 mhz with 100 kw and antenna 380 feet above average terrain.

■ WCMD(AM)-WJSE(FM) Cumberland, Md.: Sold by Greater Cumberland Broadcasting Inc. to William Crossley and William Thompson for \$580,000. Seller is owned by Donald L. Miller, president (80%), and Kenneth L. Riggle, general manager (20%). Miller owns WKCY(AM) Harrisonburg, Va. Crossley owns Mansfield, Pa., CATV system and Thompson is former general manager at WKRT(AM) Courtland, N.Y. WCMD is on 1230 khz with 1 kw day and 250 w night. WJSE is on 102.9 mhz with 3.5 kw and an-

tenna 1,400 feet above average terrain.

■ WYYY(AM) Kalamazoo, Mich.: Sold by Emil J. Popke to Williams Broadcasting Corp. for \$406,513. Popke is applicant for new FM at Portage, Mich. Buyer is owned by Michael O. Day and Nancy A. Williams (50% each). Day is sales manager and .61% owner of WYYY. Williams owns real estate in Liberty, Ind. WYYY is 500 w daytimer on 1470 khz.

■ WJLJ(AM) Tupelo, Miss.: Sold by Fritts Broadcasting Group to Gary Hughes, James Poole Jr. and William J. Van Dender for \$200,000. Seller is principally owned by Edward O. Fritts Jr. and has bought WELO-AM-FM Tupelo (see above). Buyers are businessmen with no other broadcast interests. WJLJ is on 1060 khz with 250 w day.

■ Other approved stations sales include: WPPA(AM) Fort Payne, WOTY(AM) Montgomery and WKAX(AM) Russellville, all Alabama; KBFJ(AM) Casa Grande, Ariz.; KHOT(AM)-KUUL(FM) Madera, Calif.; KLGT(FM) Breckenridge, Colo.; WTWA(AM) Thomson, Ga.; WYYY(AM) Kalamazoo, Mich.; KCTE(AM) Southwest City, Mo.; WPKO(AM)-WIBO(FM) Waverly, Ohio; KMCS(FM) Gatesville, Tex., and WNLB(AM) Rocky Mount, Va. (see "For the Record," page 61).

Business

LABOR

Unions may be weakened in new commercials pact

SAG and AFTRA agreements are still in talking stages, but Buckley decision and battle by Tuesday Productions could ease restrictions on nonunion shops

New national contracts covering radio and television commercial performers that will loosen some restrictions that have kept artists from working at nonunion production companies are now in final stages of preparation. After lengthy and still incomplete negotiations with the staff of the National Labor Relations Board, the American Federation of Radio and Television Artists has agreed to alter considerable portions of its standard contracts, reflecting the so-called "Buckley decision" as well as certain objections raised by Tuesday Productions, a San Diego-based, nonunion maker of commercial sound tracks. The television contracts of the Screen Actors Guild will also be affected.

The new contracts—SAG and AFTRA television agreements and an AFTRA

radio contract—are now being worked out by attorneys representing the unions, advertising agencies and the NLRB. They will contain the agreements in principle reached in February when AFTRA and SAG ended their two-month strike against advertising agencies (BROADCASTING, Feb. 12). But the terms concerning the loosening of restrictions against nonunion shops were not contained in those agreements—nor were the new provisions considered among the major points of disagreement in the strike.

The new clauses could have far-reaching impact on the business of making commercials. They will more clearly define the standard artists' agreements in accordance with a federal court ruling that on-air performers are not required to belong to unions. That ruling, involving political commentators William F. Buckley Jr. and M. Stanton Evans, affirmed, however, that talent could be compelled to pay union dues and initiation fees although rejecting union membership (BROADCASTING, Jan. 23, 1978). A decision reached by AFTRA has, in effect, extended that precedent to singers in commercials and, at least temporarily, has opened the doors of nonunion production houses to union members.

Should that decision stand, it has been suggested, retail advertisers could find

broadcasting a more affordable advertising medium because they would no longer have to pay talent again and again for every change or update in their commercials, as is required under current contract provisions. Furthermore, commercial talent could be covered by the union's benefits without suffering penalties for such union infractions as crossing picket lines.

At this point, however, AFTRA is not conceding that it has set such a precedent. The union's attorney in Los Angeles, David Ziskind, said last week that as soon as the new contracts are finished AFTRA will again approach Tuesday and try to work out an agreement with the firm, which has steadfastly refused to hold discussions for a year. That, said Ziskind, was the primary reason AFTRA first put Tuesday on its unfair list last year and why it will continue to try to get Tuesday to come to some sort of agreement.

If after the new contracts are finished Tuesday continues to refuse to hold discussions with the union, "we'll treat them just as other employers who don't bargain," Ziskind said, including the possibility of "putting them on the unfair list."

But AFTRA will be approaching the firm with an altered set of rules—the new contracts. Jim Scott, Los Angeles regional attorney for the NLRB, confirmed last



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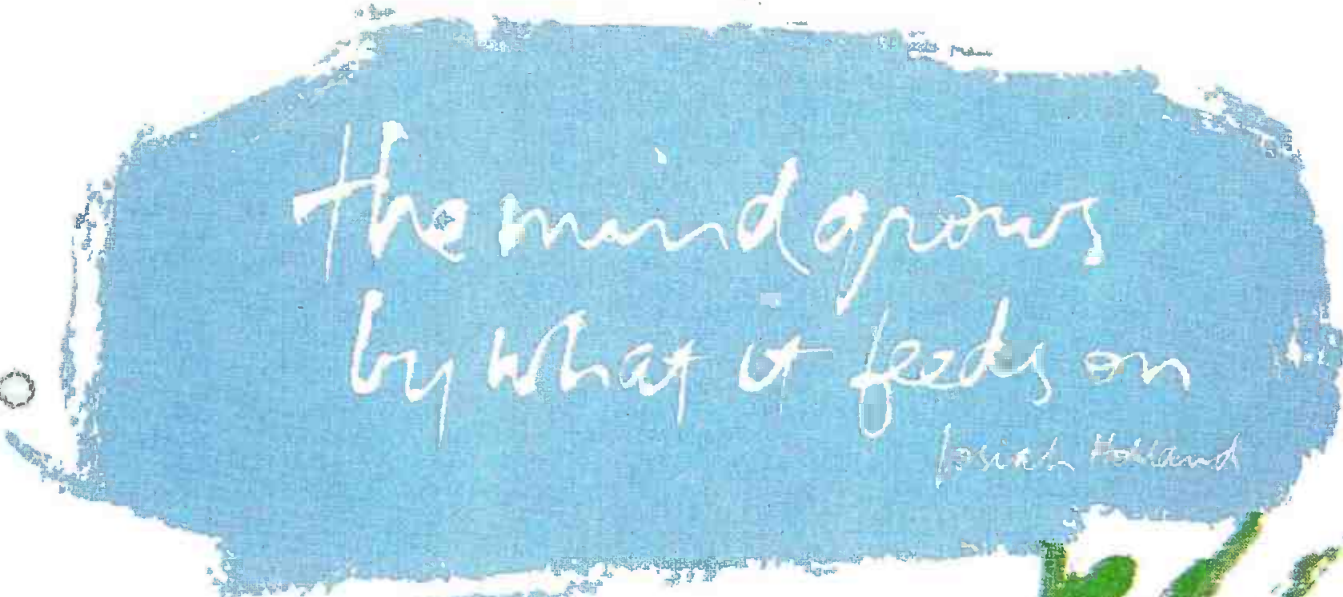
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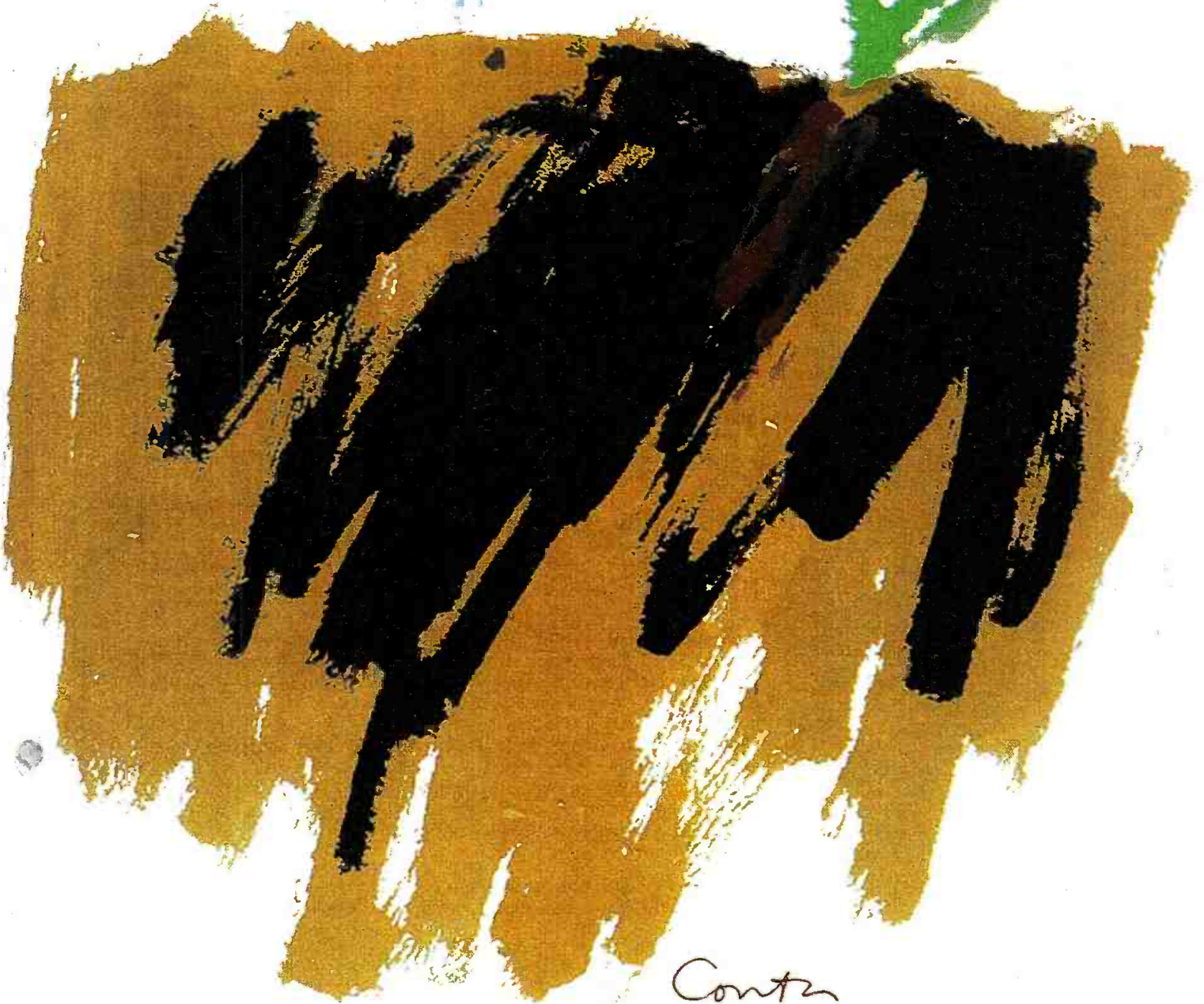


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The mind grows
by what it feeds on

Joseph Holland



Conte

Week's worth of earnings reports from stocks on Broadcasting's index

Company	Period/Ended	Revenues	Current and change			Year earlier			
			% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
Comcast.....	3 mo. 3/31	\$4,645,697	+28.5	\$311,762	+34.5	.03	\$3,614,937	\$231,806	.02½
Comsat.....	3 mo. 3/31	59,991,000	+22.3	11,902,000	+53.5	1.49	49,052,000	7,753,000	.97
Filmways.....	Year 4/28	153,412,000	+9	7,842,000	+122.5	1.57	140,566,000	3,524,000	1.25
Foote, Cone & Belding.....	3 mo. 3/31	28,308,000	+24.0	1,019,000	-29.8	.39	23,627,000	1,451,000	.57
Gray Communications.....	9 mo. 3/31	16,737,986	+27.6	1,226,738	+25.9	2.45	13,118,558	974,349	2.05
Gross Telecasting.....	3 mo. 3/31	2,274,886	+11.3	512,286	+18.8	.64	2,044,120	431,067	53.9
Kingtip Communications.....	6 mo. 3/31	1,705,534	+20.1	185,667	+45.3	.40	1,419,240	127,724	.28
MCA.....	3 mo. 3/31	283,008,000	+19.7	63,879,000	+198.8	2.74	236,402,000	21,380,000	.92
MCI Communications.....	Year 3/31	95,243,000	+28.6	7,076,000	+36.3	.20	74,049,000	5,190,000	-
MGM.....	6 mo. 2/28	254,662,000	+52.3	77,532,000	+120.7	1.19	167,128,000	35,119,000	.58
Movielab Inc.....	3 mo. 3/31	8,105,103	+19.6	502,895	+416.3	.33	6,777,329	97,388	.96
Oak Industries.....	3 mo. 3/31	62,752,000	+47.9	1,770,000	+100.9	.42	42,423,000	881,000	.26
Scherling-Plough.....	3 mo. 3/31	316,481,000	+14.1	61,220,000	13.4	1.15	277,445,000	53,998,000	1.00
Sonderling.....	3 mo. 3/31	6,934,000	+8.8	343,000	-5.5	.29	6,373,000	362,000	.33
Taft Broadcasting.....	Year 3/31	167,068,000	+16.5	25,881,000	+30.1	3.06	138,267,000	19,892,000	2.41

week that the general counsel's office of the federal agency had, indeed, gone over the old AFTRA contracts and found "30 or 40 different clauses" in them it found objectionable. Many, although not all, he said, were objections first raised by Tuesday. "We didn't agree with Tuesday in everything," Scott said. "Most of the clauses that we objected to have been revised, but I suspect there will be some more changes."

That a relatively small, out-of-the-way production house is at the center of the new developments is, in itself, an interesting twist to the story of the new contracts.

Last September Tuesday filed a complaint with the NLRB charging the union with unfair labor practices, including allegations that AFTRA was pressuring the firm to sign a union agreement, "intimidating" singers and threatening to have its commercials pulled from the air. AFTRA had placed the company on its unfair list in June. The NLRB found substance in some of Tuesday's complaints but dismissed others. Then, last November, AFTRA's national contracts expired as the union and the NLRB was attempting to deal with the Tuesday complaints.

Conceding that the NLRB and, by ex-

tension, Tuesday had found clauses that "might have been applied in a way that might have been illegal," Ziskind said AFTRA went about making "certain adjustments in the contract" to "clarify the interpretation that Tuesday put on them." He insisted, however, that AFTRA "never had made nor intended to make" interpretations like Tuesday's.

Indeed, at the time of the Buckley decision, the union insisted that all along performers need not join the union, only pay dues and fees.

In March, AFTRA removed Tuesday from its unfair list and advised its mem-

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Bottom Line

Acton wants split personality. Acton Corp. President Samuel Phillips believes financial world improperly perceives his company as conglomerate and that to rectify matters Acton's board of directors will seriously consider splitting company into its two businesses—food business and communications (cable and telephone interconnect). Due to conglomerate image, Phillips advised stockholders, Acton stock is selling for about six times earnings. He added that as food business it should be selling at about 10 times earnings and about 10 to 15 times earnings as communications company. If "market inefficiency with respect to stock" isn't corrected in two years, Phillips said that recommendation will be made to shareholders to spin off communications business on basis of one share for each two Acton shares.

TV rentals paying AIP rent. Television film rentals, up 118% over previous year, was bright star in American International Pictures' generally dismal report for year ended March 3, 1979. Beverly Hills, Calif.-based company had net loss of \$1.5 million on \$45.9 million in revenues, compared to net income of \$3.3 million on revenues of \$51.2 million in prior fiscal year. Domestic and foreign theatrical film rentals sagged 47% and 39%, respectively, in just-ended year to more than offset TV revenues. However, "reflecting its continuing excellent performance in television," company noted current year has started with \$24 million in TV license agreements and commitments that are reflected in financial statement because films involved are for future telecast. AIP also reaffirmed its intention to expand development of non-prime time programming.

Good start breeds confidence. Media General Inc. President Alan S. Donahue expects the broadcast-newspaper-newsprint concern to chalk up record sales and earnings in 1979. That would eclipse 1978 in which there was net income of \$17.9 million, or \$2.40 per share, on revenue of \$243.7 million. However, Donahue doesn't expect balance of 1979 to keep pace with previously reported first quarter's 64% jump in earnings ("Weeks Worth," May 14).

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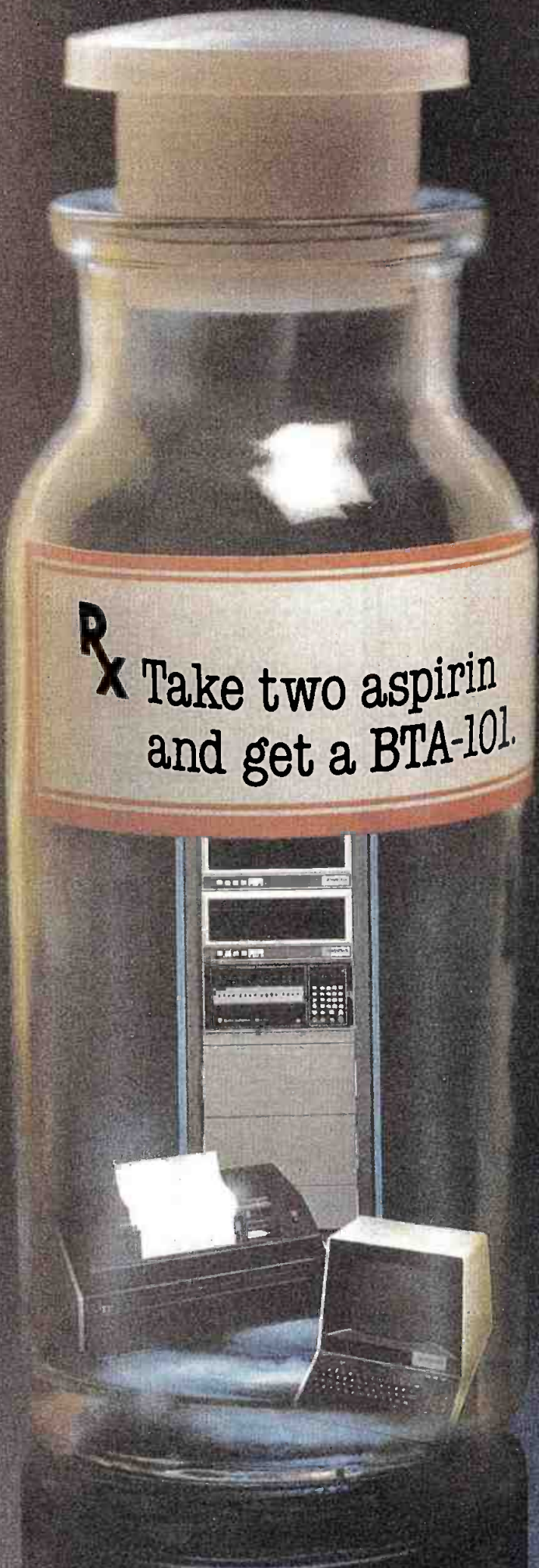
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bers that they would not be prohibited from working for the nonunion shop, opening the way for union members to work below union scales. Three Tuesday performers, dubbed the "William F. Buckley Singers" by the West Coast creative community, were at the center of the AFTRA-Tuesday controversy. Tuesday still has complaints concerning AFTRA provisions restricting the contracting out of work and other areas under NLRB review.

The production company's president, Tom Di Noto, is aware that once the new contracts are prepared, he may be in for another round of confrontations with AFTRA. With his case still being knocked about among lawyers in California and Washington, however, he is, for now, still undeterred.

"I could see no reason to ever become a

signatory," Di Noto said. "We want to give an alternative to small advertisers, and we would be pricing ourselves out of the market for small retailers if we went union."

ADVERTISING

Ad spending holds up despite business jitters about economy, says M-E's Coen

Despite apprehension early in the year that a business slowdown would depress advertising spending, a forecast delivered last week by McCann-Erickson says that 1979 increases in ad expenditures, including broadcast, will exceed general economic growth for the fourth consecutive year. The projections for the current year

were made by Robert J. Coen, senior vice president and were a revision of estimates made earlier this year. He noted that despite the pessimism expressed by economists at the beginning of the year, his mid-year predictions for 1979 were running ahead of those he made in January.

Coen told a meeting for newsmen and financial analysts that national television revenues in 1979 would top 1978 by 12% and rise to \$7.27 billion, with network increasing by about 15% and spot TV by about 8%. He calculated that local TV would gain by 16%-17%.

Coen placed 1979 national radio billing at \$825 million, up 7% over 1978. He gave no figure for local radio, but said it should "do fairly well."

Total advertising expenditures in 1979 should reach about \$49 billion, compared with \$43.7 billion in 1978 and \$38 billion in 1977, according to Coen. He forecast that advertising growth would "at least keep pace with the economy through 1980 when the industry will benefit from the Olympics and election-year activity."

These figures were revised from January when Coen estimated that total advertising would reach \$48.56 billion (now pegged at \$49 billion). He also cited figures to show that advertising has outpaced the general economy since 1976 when advertising rose by 19.4% and the gross national product by 11.2%. In 1977 the comparable figures were 13.0% and 11.0% and in 1978, 14.7% and 11.6%. For 1979, Coen projected that advertising would jump by about 12% and the GNP by 10.5%.

As for other national media, Coen said he expected magazines to grow by 13% in 1979 to \$2.93 billion; newspapers by 14% to \$2.06 billion and other national, by 13% to \$13.94 billion.

Avails show signs of age

An analysis of spot radio availabilities by Eastman Radio for the six months ended March 31 shows that the 25-54 age demographic continues to increase in popularity.

Eastman said 25-54 now constitutes 16% of total availabilities and is the most sought-after demographic in New York, Philadelphia, Detroit and St. Louis, accounting for more than 20% of the total in each of these offices. Though 25-54 shows the most growth, 18-49 is still the most requested demographic, accounting for 22% of requests, Eastman reported.

On a basis of 2,500 availabilities studied, Eastman found that the most prevalent length of campaigns in spot radio was one to four weeks (61%), followed by five to nine weeks (21%); 10 to 14 weeks (6%) and 15 to 29 weeks (3%).

The study shows there was wide variance in demographics requested among the various Eastman offices. For example, the 18-plus audience emerged on 20% of availabilities for Detroit and only 3% for St. Louis and 25-54 showed up on 21% of the requests in New York and on only 6% in Atlanta and Dallas.

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Programing



EARLY MORNING TV

The breakfast battleground

There's a war raging over which of the three networks will capture the most early morning viewers; the ABC upstart, 'Good Morning America' is out to unseat NBC's 'Today' as No. 1 while CBS maintains its hard-line news, no-fluff policy

"It's very important for us to beat the Today show... I don't consider CBS our major competition."—Squire D. Rushnell, vice president, children's and early morning programming, ABC Entertainment, in charge of *Good Morning America*.

"Nothing on the Today show is done out of panic... We hired Phil Donahue because he's good TV, not because he's going to up the ratings."—Richard Fischer, executive vice president, NBC News.

"I won't try to pretend ratings are meaningless, but we're not in the same business as Good Morning America."—Robert (Shad) Northshield, executive producer, CBS News *Morning* broadcasts.

■ For just about as long as there has been television, 27 years, NBC-TV's *Today* has been as much a part of America's mornings as toast and coffee. But today, in an age of herbal teas and croissants, more and more Americans are turning their sets to ABC-TV's *Good Morning America*. The 7-9 a.m. slot is becoming yet another major battleground in the network competition that has gripped the television industry since ABC's rise to prime-time dominance three years ago. The battle is being fought by ABC and NBC, with CBS-TV contending that it stands on the sidelines. Although there is evidence to



suggest that NBC is slipping, other evidence indicates that ABC is attracting new audiences to early-morning television. In either case, however, if present trends continue, ABC is convinced that sometime in the near future *Good Morning* will supplant *Today* as the nation's most popular morning show.

For all of its history, *Today* has consistently captured more viewers than its competition. Indeed, for most of that history there was hardly any network competition. ABC bowed-in in January 1975 with *AM America* and changed the show's name and format to its current versions the following November. The *CBS Morning News* went on the air in April 1957 as a 15-minute offering and ran slightly over two years. It came back as a half-hour in 1963 (the first 30-minute network news show) and added another half-hour in 1969. Its

present format was instituted last January.

Today has been altered "to broaden its appeal by making the program warmer and the features more people-oriented," Les Crystal, president of NBC News told that network's affiliates three weeks ago. Although Fischer declines to say it, Rushnell will: *Good Morning* and *Today* are making changes to compete directly for the morning audience.

Northshield maintains that CBS's *Morning* shows (7-8 a.m.) are a different kind of programming that is designed not to compete with NBC and ABC but to attract a completely different audience. He contends that in spite of the new format that relies more heavily on features and pacing similar to *Good Morning* and *Today*.

In the six weeks ended May 5, 1978, *Good Morning* averaged a 3.3 rating and a 21 share, versus a 4.6 rating and a 29 share for *Today*. CBS lagged well behind both with a 2.2/16. In the first six weeks of 1979, ABC demonstrated a marked advance—4.4 rating and 25 share. *Today* logged a 4.8 rating and 28 share. Again, CBS trailed with a 2.5/16. (These ratings are for 7-9 a.m. and include CBS-TV's *Captain Kangaroo* at 8 a.m., which is aimed exclusively at the child audience.) Although NBC's share dipped over the year and ABC's rose, the over-all increase in ratings suggests that more homes are watching early-morning shows. Largely, that new audience is tuned to ABC.

During the February ratings sweep period, *Good Morning* programed a week's tribute to actor James Cagney. Not only was that considered a programming coup—Cagney has a reputation as something of a recluse—but the week also featured appearances by a number of notable Hollywood stars (Jack Lemmon, George Raft and John Travolta) paying personal tributes to Cagney. Promotion of



ABC's Rushnell



CBS's Northshield



NBC's Fischer

Good Morning was also notably heavy that week. The network's effort paid handsome dividends.

"It was the first week in our history that we beat the *Today* show in our last hour, and we hit a four rating for the first time," Rushnell said. "The audience has stayed with us, and we've created a new ratings pattern. We now average a 4.2 rating while two years ago we were averaging two rating points."

Good Morning has followed the Cagney week with a number of other programming sensations. The week before Mother's Day, for instance, *Good Morning* featured interviews with the mothers of a number of stars. During May 21-25 the subject was self-made millionaires. The week of May 7-11, during which ABC nosed ahead of NBC 4.2/28 to 4.1/28, *Good Morning's* host, David Hartman, escorted four "average" Americans to the White House to discuss inflation with Alfred Kahn.

The broad appeal of *Good Morning* has, apparently, not been missed in Rockefeller Center. Starting three weeks ago, Phil Donahue, the syndicated talk-show host, began thrice-weekly eight-minute interview segments, "Donahue on Today," at about 8:30—the beginning of *Today's* last half-hour, when its largely male audience is being supplanted by women. Although the introduction of Donahue was made during the May sweeps, Fischer denies it was a matter of network stunting. That was when it was "first physically possible to get him on the air," he said.

Donahue is currently seen in 164 television markets in his syndicated show. He is especially strong with women in the prime 18-49 demographic group—a group, by the way, that ABC claims is watching *Good Morning* more than the other two networks combined. Fischer, however, says that Donahue was not added to the *Today* team as a ratings doctor. "We think Donahue is one of the more interesting and gifted people in TV today. We think he's a talent for *Today*—or anything else for that matter," he said.

"I think it was smart of them to get Donahue," Rushnell said. "But I'm not terribly concerned about how it will affect us—I think our momentum is unstoppable. We'd really have to screw up if we were to lose ratings now." (Rushnell, who was interviewed before Donahue made his *Today* debut, predicted that NBC would put him

on in *Today's* last half-hour.)

The addition of Donahue to the *Today* talent roster is actually just the latest in a series of changes to the show Crystal said had been going on for two years. "Critics Corner," formerly a weekly segment done by long-time *Today* regular Gene Shalit, now runs daily. In addition to his film reviews, Shalit now does stories on developments in the entertainment industry, publishing and magazines. He continues to do feature interviews.

Julian Bond, a Georgia state senator, has been added to *Today* as a political commentator, as have *The Washington Post's* Haynes Johnson, *The Boston Globe's* Ellen Goodman and Mike Barnicle and syndicated columnist George F. Will. Ron Henderson, a columnist and critic, has joined the team as a television reviewer.

Good Morning also has its cast of regulars who appear in the same time slots every day—Jack Anderson, Rona Barrett, Joan Lunden, Mike Carra, Paul Harvey and William Ruker.

"TV is an imitative medium," NBC's Fischer said about the increasing similarities between *Today* and *Good Morning*. "If something works, you try it.

"Actually," he continued, "their format was originally copied from us. They put their news on the half-hour, and they put the weather on at the same time we had it. I think all three networks look at each other, but what they do influences me no less than you might expect."

While both *Today*, which is produced by the news division, and *Good Morning*, which is under ABC's entertainment department, strive to mix news and entertainment, CBS's *Morning* series sticks much more closely to traditional television news. "We're not trying to be entertaining," Northshield said. "We don't interview people who are plugging books, nor do we plug upcoming specials on CBS. We're fulfilling our function to do sophisticated, responsible journalistic TV programming. The others are not journalistic.

"We don't stay away at all times from things that would be soft or feature material. But basically we run a news show for adults. Obviously it appeals to fewer people than do the other two shows, but CBS feels this is the right kind of broadcast

to have on at this time of day. That doesn't mean the others are wrong. But if the choice here is between ratings and what we consider proper function, we choose proper function."

Still, that proper function is being presented in a manner far different from other CBS news programs. "The format is different; the content is not; we've made the show more attractive," Northshield said. "Our pieces are longer and there's less narration. We've changed the graphics and the pace to the morning style like *Good Morning America* has done. But if we were affected by competition, something a lot different would have happened to the *Morning News* by now. Our ratings are almost the same with the new format as they were with the old."

Fischer agreed that CBS runs a good, solid news show—one that *Today* matches. He was not so charitable with *Good Morning*, however. "We have the basic edge with the news. We're faster at getting it and the basic decisions are made here by news people." At ABC, entertainment people run the show. "In deciding guests and what the program should concentrate on, it's better done by a news person." He said flatly: "We don't plan special features for sweeps."

Mark Harrington, senior producer of CBS's *Morning*, said, "I don't have the faintest idea when rating sweeps are."

And Rushnell: "I like taking advantage of the sweeps period to corral the spirit of the staff."

Rushnell conceded that "we need an image in the audience's mind that we're as authoritative and newsy as *Today*." But, he added, "our authority in terms of news has gotten better, especially since the beginning of the year. We were on top of *Today* in our handling of the Middle East and the events in Harrisburg. We were more responsive with more guests, and we did a more thorough job of examining the issues."

NBC has had its share of problems of late, and it hardly wants to see one of its programming successes, few as they are these days, succumb to an ABC onslaught. NBC's evening news program is having its difficulties and the network's late-night problems have been more than adequately discussed in the general press. Since the introduction of the Donahue segments, *Today* has regained its number-one position, and, according to Fischer, new changes, including some new faces, are in the works. Still, Fischer contends that the heart of the show will continue to be the news—a programming area given top priority by NBC President Fred Silverman during the affiliates meeting.

ABC's momentum, however, cannot be discounted. Far more new morning viewers are tuning to *Good Morning* than to either of the other programs. Internally, the show is designed to play off the weaknesses of both CBS's *Morning* and NBC's *Today*. By snipping away at the audiences of the others and adding them to its own, ABC believes it just may have the ingredients necessary to add yet another daypart to its television crown.

Monitor

Tom and company. "No one who tunes in will mistake it for any other program." That's word from Paul Friedman, executive producer of *Prime Time Sunday* (formerly *Prime Time*), new NBC News magazine anchored by Tom Snyder and scheduled for June 24 launch. Friedman said there'll be three "prepackaged" stories, each no more than 10 minutes and to be handled by Snyder and correspondents Jack Perkins and Chris Wallace. Snyder's mostly to stay in studio and Friedman said show will emphasize live segments: interviews or discussions. Stories from 18 field producers are expected to range from "investigative to bizarre," NBC said. Set is supposed to give viewers sense of technology involved in putting show together.

Seeking STV. There's no deal signed yet, but Time Inc., owner of Home Box Office and Telemation Program Services pay-cable services, is talking to both KDNL-TV St. Louis and WSNB-TV Chicago about buying into over-the-air subscription television business. Owners of both stations have STV applications at FCC. Time's said to be looking for full ownership of KDNL-TV and half of WSNB. Burt Harris, WSNB principal and veteran CATV operator, said "we're close to something," and whether it's deal or no deal should be known within about month.

From radio to TV. Jay Thomas, morning disk jockey at RKO Radio's wxLO(FM) New York, has landed regular role in ABC-TV's *Mork & Mindy* for at least 10 episodes next season. Shooting's under way in Hollywood but he's expected back on wxLO July 1; from there station plans to play it by ear. His role's currently being kept under wraps. One thing's for sure, though: he won't be playing DJ.

Royal ratings. At cost estimated at \$250,000, KRON-TV San Francisco presented local special, *In Celebration of Tutankhamun* May 31, pre-empting NBC-TV from 8:30-10 p.m. (PT). KRON said 26.4 rating/41 share was about double what it normally gets during that time and highest-rated this year outside of Super Bowl, Rose Bowl and four World Series games. Special, including live satellite remote from Egyptian President Anwar el-Sadat's villa in Giza, Egypt, overlooking Great Pyramids, was satellite distributed to more than 30 other markets, including four of top five, with some using it live. It's also scheduled for Egyptian TV.

Meanwhile, on the radio dial. Amtec Productions, new firm in New York, is putting together syndicated radio feature — *Knight at the Movies* — for local buys. Show features Arthur Knight, Los Angeles film critic known for, among other things, *Playboy* magazine's ongoing "History of Sex in the Cinema" series. Knight's three-minute reviews and industry news segments will be sold in 13-week cycles with five episodes per week.

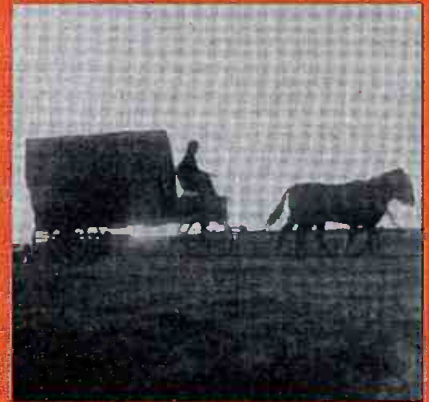
Big sales up north. Both ITC Entertainment and Warner Bros. Television Distribution are claiming sales records and pointing to Canada in particular. ITC says it brought in more than \$5.1 million in Canadian sales in 60 days ended May 15, including record prices for fourth year of *The Muppet Show* to CBC and film package to CTV. WB-TV said May set new monthly sales record of \$21.17 million. And while this was for all sales worldwide, WB-TV pointed to much success in Canada.

A comedy tonight! Twentieth Century-Fox Television, which hasn't been doing all that well lately in network television, appears to be gearing up for some major work in area of comedy program development. House had two network shows last year — old-timer *M*A*S*H* and ill-fated *Paper Chase*; it adds *Trapper John, M.D.* on CBS-TV next fall. *Hagen* is almost certain to make it as CBS mid-season replacement. But new executives at Fox appear to be devoted to seeing studio get even stronger in television — drama as well as comedy. But it's latter that's getting immediate attention. In separate announcements last week, Fox made known that it has signed exclusive contracts with two new writer-producer teams that will be devoted to developing new comedy shows — David Isaacs-Ken Levine and Alan Uger-Michael Kagan. Isaacs and Levine come from *M*A*S*H*, where they were executive script consultants, to work initially on NBC-TV pilot, *Characters*. Uger-Kagan are working on NBC's *Jumpstreet*.

Word from the top. Tony Spinner, himself only two weeks into his job as vice president for program development, said Fox will be "trying a lot harder — like Avis" to enhance its network programming position. "We're trying to cash-in on the half-hour comedy market," he said. (Studio has four network development deals now.) "But we're still a studio," he said, "and we're not trying to become just a comedy shop." Fox TV has new president, Russ Barry, who has had job now for two months. Spinner credits much of studio's new initiative to Barry — not dismissing strong possibility that corporate headquarters would like seeing more television, too.

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ABC back on top as NBC nips CBS

ABC-TV, knocked out of first place in the prime-time ratings race two-and-a-half weeks ago after 19 consecutive wins, earned back the honor for the week ended June 3. But there was another upset. By a tenth of a rating point, NBC-TV was able to inch into second place.

The prime-time averages gave ABC-TV a 16.2 rating and a 29.2 share; NBC-TV a 15.4 rating/27.8 share, and CBS-TV a 15.3/27.8.

From the last individual week's worth of ratings, ABC-TV placed five shows in the top-10, fewer than it had a week earlier. All were repeats, led by first-placed *Three's Company* (23.4/37). *Mork & Mindy* was third (21.9/44) and *Laverne & Shirley* fifth.

Providing NBC-TV with the necessary boost and filling in second and fourth places respectively were Monday night's movie, the conclusion of *The Best Place to Be* (22.8/37) and a Wednesday night special, *Bob Hope's Birthday Party* (21.0/34).

Among its regularly scheduled series, NBC-TV went no higher than 20th for



Big bird makes a big splash. *Sesame Street* is 10 years old, and to celebrate the event Big Bird and Oscar the Grouch have headed south for a three-month stint at the Smithsonian Institution's Museum of History and Technology in Washington. Joining the familiar Muppets on the country's longest thoroughfare—complete with its brownstone buildings, signs and props—are paper mache mannequins of Bob, Susan and Mr. Hooper, all in original costumes. The stage set and Muppets are on loan for the exhibit (the *Sesame Street* sign, Rubber Duckie and the costumes have been donated) from the Children's Television Workshop, producer of the series, and will remain there until Labor Day.

Quincy, M.E. (17.8/33). Nevertheless, its over-all performance at 15.4/27.8 was considerably higher than 13.7/24.8 the previous week.

CBS-TV, on the other hand, put the blame for its third place preemption of Friday night's *Dukes of Hazzard* and *Dallas*

in favor of a National Basketball Association championship game. The game scored only a 10.4/20, taking the steam out of CBS-TV's normal Friday strength. The week-earlier presentation of *Hazzard* brought in a 19.6/38 and *Dallas* scored a 16.4/31.

Law & Regulation

FCC

Settled at last

After 10 years the fight over channel 11 in New York ends with WPIX buying out challenger, Forum, for \$9-\$10 million

The WPIX case, which had been bitterly fought for 10 years, ended last week with hardly a sound. The only notice was a commission announcement of an out-of-court settlement of the case in which Forum Communications Inc. had attempted to supplant WPIX Inc. as licensee of channel 11 in New York.

The agreement underlying the stipulation to dismiss Forum's court appeal of the commission decision renewing WPIX's license and denying Forum's competing application provided for WPIX's purchase of Forum's stock. That occurred, and Forum promptly disappeared as an entity.

Representatives of both sides have refused to discuss the price, other than to suggest it is not yet firmly fixed. However, estimates by sources in a position to know place it at between \$9 million and \$10 million (BROADCASTING, June 4). The FCC joined in the stipulation, which was filed with the U.S. Court of Appeals in Washington. But the financial arrangement was



WPIX's Pope

Whatever the cost, a relief.

not submitted to the commission for approval.

The stipulation does not represent the first agreement WPIX and Forum had reached to settle their differences. They reached an earlier one, four years ago (BROADCASTING, April 7, 1975), after an administration law judge had issued an initial decision renewing WPIX's license. But the commission refused to give the necessary approval.

This time, the agreement to dismiss served to implement a commission deci-

sion—even if one reached last year by a closely (4-3) and bitterly divided commission (BROADCASTING, June 19, 1978). The majority held that WPIX was entitled to a plus of major significance because of its past broadcast record and a moderate preference for integration of ownership and management.

(There has been one change in the commission's personnel since that decision that might have been significant had the case been remanded to the commission by the court. Margita White, a member of the majority, was succeeded in April by Anne P. Jones.)

The three dissenters—Chairman Charles D. Ferris and Commissioners Joseph Fogarty and Tyrone Brown—have never indicated they changed their minds about that opinion. But in a joint statement issued last week, they said they were concurring in the participation in the stipulation of dismissal because of past commission practice in such matters.

They noted that the commission has not opposed dismissal-settlement stipulations in comparative renewal cases which have left the commission's jurisdiction and are on appeal because the dismissal "permits the commission majority's decision to be effectuated without the risk of judicial reversal."

The commission followed the same reasoning a week earlier in joining in the

stipulation to dismiss an appeal in a case in which the commission had renewed the license of WESH-TV Daytona Beach, Fla., and denied the competing application of Central Florida Enterprises Inc. However, in that proceeding, the commission asked the court to remand the case so that it could resolve character qualification issues bearing on whether Cowles Broadcasting should remain a licensee (BROADCASTING, June 4).

Talks looking to settlement of the WPIX case had gone on, in varying degrees of intensity, throughout the history of the case. The negotiations leading to last week's dismissal began about six months ago.

Assuming the accuracy of the estimated settlement price of \$9 million to \$10 million, the termination of the case apparently results in financial gain for Forum stockholders. When the parties were seeking commission approval of a settlement in April 1975, Forum was to be reimbursed for legal expenses of \$310,886. (Other provisions called for WPIX to establish a \$150,000 fund for the joint development by both companies of television programs and minority training projects, and the election to the WPIX board of directors of Leon Levy, a partner in the New York brokerage firm of Oppenheimer & Co., Forum's largest stockholder, with 35%.)

Whatever the payment to Forum, the case has cost WPIX, a part of the Tribune Co. group, millions in direct costs as well as in profits lost through the absence of executives whose assistance was needed in preparing the WPIX defense. WPIX's costs as of April 1975 were said to have been \$1.5 million.

Besides Oppenheimer and Co., the Forum stockholders were a varied lot of New York area residents who included a number in the entertainment field—Irwin (Sonny) Fox, a television producer (12%), Harry Belafonte (2.5%), and Ronnie Eldridge, former deputy mayor of New York, who served as president of Forum (7%).

The first president of Forum, and its dominant figure through the first seven years of the contest was Lawrence K. Grossman, the advertising executive who left advertising and Forum in 1976 to become president of the Public Broadcasting Service.

For Leavitt J. Pope, the president of WPIX, the settlement, whatever the cost, was a relief. "I feel like a great weight's off our shoulders."

There was also a residue of bitterness. Winding up, as he did, for a brief period as president of Forum, before it was, as the lawyers say, "extinguished," was "ignominious," he said.

The Forum challenge began in 1969 amid charges by members of the WPIX news staff that the station had attempted to deceive viewers with distorted reports in the 1960's—there had been "via satellite" supers on film that had not arrived by satellite and reports from Vienna regarding the Russian invasion of Czechoslovakia were said to have originated in "Prague"—and lack of management supervision in the newsroom.

Pro and con over petitioning plan

Industry types support, citizen groups denounce NAB proposal for stricter rules on filing of petitions to deny

A National Association of Broadcasters petition for rulemaking aimed at tightening FCC rules governing the filing of petitions to deny has brought both positive and negative comments (BROADCASTING, April 30).

Offering support for the proposal were ABC, the National Radio Broadcasters Association and the Broadcast Financial Management Association, while a number of public interest groups, including the Media Access Project, lined up on the other side of the fence.

The NAB urged the commission to establish a "higher standard of pleading" for petitioners, to set limits on the page length of petitions to deny and to provide for expedited proceedings in which the commission would conduct a preliminary review to determine if petitions to deny comply with the Communications Act.

In supporting the proposal, ABC said that a licensee should be permitted to challenge any petition to deny, at the very beginning, through a motion to deny. If the commission was persuaded by the motion, it could dismiss the petition to deny without requiring further information. But if it felt certain areas required more factual information, it could specify those limited areas.

NRBA agreed with the proposal, but added an additional notion. It suggested that the staff be required to act on petitions to deny within 60 days of the conclusion of the normal pleading cycle.

In detailing its agreement with NAB, the Broadcast Financial Management Association said the proposal would not deter public participation in application proceedings, as some public interest groups suggested, but rather would discourage frivolous or improper petitions.

"The inconvenience and unnecessary burden of having to defend against improper petitions adds a needless obstacle to application processing," BFM said.

Media Access Project, stating its opposition, called the petition "a misguided and unjustified effort to erect procedural barriers to citizen participation."

The petition also seems to reflect the dissatisfaction of at least some citizen groups with the FCC under Chairman Charles D. Ferris. "The petition," MAP says, "cannot be viewed in isolation. The interests of citizens appear to be an increasingly low priority for commission action, while industry generated initiatives receive seemingly sympathetic and prompt attention."

One of those other citizen groups opposing the NAB petition was the Citizens Communications Center, which said that, with the petition, NAB would take the high standards of pleading established by

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the Communications Act "and transform them into a series of insurmountable procedural barriers, the only effect of which would be to further isolate broadcasters from the public that they are supposed to be serving."

FCC recommit to better UHF tuner

New firm with personnel link to Texas Instruments, which came up with first design, gets contract to carry on

The FCC has awarded a Dallas firm a \$350,000 contract for continued work in the development of an improved high-performance television receiver.

The contract, part of an FCC project to make UHF reception comparable to VHF, seeks a receiver with a lower UHF noise figure (under 10 db) and a reduction in potential external radio frequency interference, as well as in reception degradation caused by internal receiver interaction.

The company awarded the contract, R.F. Monolithics Inc., is a new small business formed by some of the individuals who had been involved in the receiver project when it was originally undertaken for the commission by Texas Instruments Inc., in August 1976.

Darrel Ash, described by the commission as "the principal investigator" on the

new contract, invented the basic system architecture in the original high-performance receiver. And Clinton Hartmann, the program manager of the original work, is chief scientist at R.F. Monolithics, which specializes in the application of advanced integrated circuits.

The commission said the contract is scheduled for completion in the fall of 1980, and is divided into three elements:

- The construction and testing of a "breadboard" receiver to demonstrate feasibility.

- The construction and testing of a prototype receiver.

- A study of gallium arsenide semiconductors in TV tuners—possibly providing further reductions well below 10 db.

The commission noted that an improved receiver would also increase selectivity—the ability to prevent other television signals from interfering with reception of a particular signal.

Mixed reviews for FCC's notion to get into TV set standards

EIA and ABC reject the notion; as government meddling; CPB seeks UHF parity, while AMST and others complain about interference from CB's, FM's

The FCC has received a wide range of comments in its inquiry into various TV receiver performance standards and those parameters that may be used to measure weak signal performance.

At one end of the spectrum was the Consumer Electronics Group of the Electronic Industries Association, which called the inquiry "highly inappropriate." Among the group's concerns is that the program implied by the notice of inquiry would have anticompetitive effects as it could cause companies to spell out proprietary data and internal methodologies.

In addition, EIA/CEG complained that compiling comments on the issue would require of manufacturers a lot of time and money, with ultimately no benefit to the commission or the public. It added that the inquiry was part of a "regulatory barrage" directed at the TV manufacturing industry at a time when less, rather than more, regulation of business is appropriate.

ABC also called the inquiry unnecessary, claiming that receiver performance standards are not a proper subject for government regulation, and implementing a program to enforce such standards could impose "substantial regulatory costs to the public."

ABC suggested that an alternate remedy could be general performance parameters developed by the TV receiver industry, with a voluntary labeling program that would provide consumers with additional information on performance with which to make an informed buying decision.

The Corporation for Public Broadcasting

offered strong support for the additional technical standards, provided they have a direct impact on reducing the present disparity between VHF and UHF receivers.

"It is now perfectly clear that the future of television broadcasting lies in an intermixed VHF-UHF system in which the performance differences between the VHF and UHF channels should be sufficiently small that the viewer is oblivious to the labels 'VHF' and 'UHF,'" CPB said.

The Association of Maximum Service Telecasters said it supports efforts to improve TV receiver performance, but this doesn't justify "a relaxation of other steps currently available to the commission" to combat interference to TV reception.

CB interference, it said, can't be solved by improvements in TV receivers, but rather by tighter regulation of CB transmitters. In the case of FM interference—particularly to channel 6—AMST said the FCC should take precautions to prevent new interference and remedy old FM interference, and should further pursue improvements in receivers that would alleviate interference problems.

Also expressing concern about interference caused to channel 6 TV licensees by noncommercial FM stations was the National Association of Broadcasters and, in a joint filing, McGraw-Hill and Taft Broadcasting, which stated: "It is submitted that the ability of a TV receiver to reject educational FM signals, and thereby help alleviate this long-standing and important TV interference problem, must be considered as a significant benefit in any consideration of cost/benefit 'trade-offs' resulting from the adoption of receiver performance standards."

Clarification on use of phone surveys sought

In a letter to FCC Chairman Charles D. Ferris, the Southern California Broadcasters Association has asked for a special ruling to allow broadcasters to use the telephone more extensively for community ascertainment.

The letter, written by Bob Light, president of the association, said the need for telephone ascertainment is particularly acute in southern California where "vast distances are all too common and where consumption of gasoline (necessarily) is enormous."

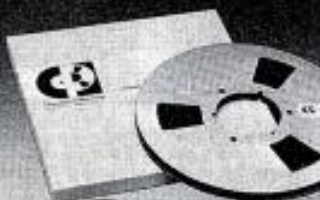
A similar request by Light and the association in 1974 during California's first gasoline shortage brought an obscure reply by the FCC: "The (broadcast) primer is silent on the question whether telephone interviews are not per se unacceptable if the applicant makes a prima facie showing that it has consulted with a representative cross-section of community leaders."

The 1974 statement would seem to endorse telephone ascertainment, but broadcasters, who "don't like to make waves," want a more definitive ruling before they begin telephone ascertainment on a large scale, according to Light.

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Breaker, breaker: Broadcasters want to pick up CB's

NAB, NRBA and ABC tell FCC that radio and TV can control rebroadcast of emergency news, but Florida noncommercial say CB's can't be trusted

The National Association of Broadcasters, ABC and The National Radio Broadcasters Association have asked the FCC to amend its rules to permit the rebroadcast of citizen band transmissions containing information relating to public safety and convenience.

In final comments filed with the commission, it was suggested that the public interest would be better served if prior consent of the FCC were no longer required for the rebroadcast of CB transmissions. Traffic, road or weather reports, it was argued, could be quickly passed along to listeners, thereby enhancing the ability of a broadcaster to serve the community.

A change in the rules was first requested by NAB in a petition for rulemaking filed in 1977. The commission denied NAB's request, but agreed to take a further look into the matter.

In its recent comments, NAB argued that permitting immediate rebroadcast of a live CB transmission, with the consent of the CB operator, would help avoid unnecessary—and possibly dangerous—delays, allowing the public "greater and more timely access to important information."

NAB emphasized, however, that its intention was not merely to allow broadcasters to use CB as a substitute for other facilities. Instead, it said that the amendments would allow stations to rebroadcast CB messages from the public "when, in the broadcaster's judgment, such messages provided valuable and reliable information to their listeners."

In addition, NAB raised First Amendment questions, comparing CB retransmission to the broadcast of telephone conversations and live interviews. "Many broadcast stations conduct call-in shows on a daily basis and do so responsibly and without harm to the public . . . By imposing greater restrictions on rebroadcast of CB transmissions, the commission could rely on no more than an unfounded and illogical apprehension about the reliability of CB'ers and stations' abilities to exercise sound journalistic discretion in the use of CB transmissions," it argued.

NRBA, in supporting the rule changes, said that such a use of CB would be consistent with the FCC's rule, particularly with regard to CB channel 9.

"By expressly reserving one channel in the CB band—channel 9—for emergency communications, the commission has endorsed the use of the CB band for the transmission of messages in the interest of the public's safety," NRBA said. "The proposed rule would advance this use by

insuring broader and faster dissemination of emergency information to the public generally."

NRBA suggested that messages to be rebroadcast might include the sender's name and address to discourage false reports. Another safeguard, it said, could be a requirement of a disclaimer by broadcasters to emphasize the source of the report.

ABC said there would be built-in safeguards to insure against retransmission of erroneous information. To begin with, broadcasters would have to monitor CB traffic continuously, which would provide a check on reliability, and in obtaining consent for rebroadcast, stations could request appropriate identification of operators. In addition, a tape delay could be used to safeguard against the rebroadcast of obscene or offensive material.

Oposing the rule changes was the school board of Dade county, Fla., licensee of three noncommercial stations in Miami: WLRN-FM-TV and WTHS-TV.

The school board said it believed that it would be nearly impossible to avoid rebroadcast of misleading information. The commission's adjudicatory dockets, it added, "are burdened with license revocation proceedings involving CB operators who are unable or unwilling to abide by the rules and regulations governing their own conduct."

FCC asked in on tariffs for international news; do rates curtail flow?

The issue of press transmission rates that are said to be so high as to interfere with the free flow of information—particularly where developing nations are concerned—was placed before the FCC last week.

The World Press Freedom Committee, a group of 34 national and international media organizations with membership that includes print and electronic journalists in the U.S., other Western countries, Japan and India, asked the commission to initiate an inquiry into the matter.

Specifically, the petition asks the commission to consider whether the rates charged by international record carriers to foreign and domestic press entities curtail the free flow and dissemination of news and information around the world, and if so, whether the carriers should be required to reduce their rates.

The committee said it is prepared to demonstrate that the present international offerings "are limited and priced at levels which impose unreasonable cost burdens upon press services (especially those of the developing nations) inhibiting their ability to provide even adequate news coverage of international affairs and concerns."

The committee also said the issue of "preferential international press rates is of such fundamental importance that, at the appropriate time, the commission should require U.S. representatives to Intelsat and

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*Source: Nielsen (1974-1979)



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the International Telecommunication Union to undertake the establishment of such preferential rates on a worldwide basis."

The petition said there are only four in-international services that apply to the press. The most favorable—provided under the Press Bulletin Tariff—is about \$250 per month for each one-way, 12-hour service. Tariffs for television and audio service by satellite, the committee said, have "limited" utility. A new tariff under which users can deal directly with the Communications Satellite Corp., rather than through a carrier, "entails capital costs beyond the reach of most users," the committee added. "We hope the United States and other Western nations will join in making substantial reductions in press rates that will result in a greater exchange of information—so vitally needed in this tense world," said George Beebe, of the *Miami Herald*, chairman of the committee.

Gambling ministers get license revoked for WIGO(AM) Atlanta

Religious shows with numbers jargon do in station; two in New Mexico are given one-year renewals by ALJ for owner's anticompetitive actions

FCC administrative law judges were active last week, revoking the license of an Atlanta station and slapping two New Mexico stations with one-year renewals.

Judge John H. Conlin revoked the license of WIGO(AM) Atlanta because of the station's repeated broadcast of information relating to illegal gambling activities. Meanwhile, Judge Frederic J. Coufal granted one-year renewals for KRZE(AM)-KRAZ-FM Farmington, N.M., because of allegations that the station's owner, E. Boyd Whitley, used KRZE to discourage competition with his other business of booking country music acts in the Farmington area.

WIGO's problems centered on religious programs broadcast by the station in which ministers gave out information on the city's illegal numbers games and boasted of their ability to select winning numbers. Conlin ruled that such broadcasts were in violation of the FCC rules concerning broadcast of lottery-related information.

In handing down the short renewals for KRZE and KRAZ-FM, Coufal ruled that KRZE had treated competitors of Whitley's promotion business unfairly by frustrating attempts by other promoters to advertise on the station and by his refusal to play an artist's record if the artist was booked with another promoter in the area.

However, Coufal said that in light of the station's record of community activity and because the station ended the anticompetitive practices before the FCC investigation, the evidence was not serious enough to deny renewal.

Judge involved in Herbert case talks of gray areas of First Amendment

Kaufman, who sided with CBS before being overruled by Supreme Court, says free press is a great right and privilege, but he notes conflicts with other constitutional protections

Chief Judge Irving R. Kaufman of the U.S. Second Circuit Court of Appeals in New York, who wrote the decision that the Supreme Court set aside when it said plaintiffs in libel suits may inquire into the thought processes of defendant newsmen (BROADCASTING, April 23), feels that the issue still isn't settled.

"It seems to me," he told a judicial conference late last month, "the door has been left open to legislatures to adopt a privilege [for newsmen] as a matter of policy. Thus the debate has not been ended, but has shifted to another forum."

"Not only free speech interests will play a role in this discussion. We must also be concerned with the likelihood that suits will be brought for harassment in hopes of inducing a settlement, and with the heavy burden that uncontrolled discovery into the thoughts of journalists and the activities of newsrooms might cast upon defendants in libel actions."

Judge Kaufman noted that "recently and with greater frequency, it appears that the courts are wielding the cutting edge against the press."

He cited several cases, including the *Stanford Daily* case, in which the Supreme Court said police may search newsrooms on a warrant without notice, and the Farber case, in which a *New York Times* reporter went to jail to protect his news sources. Of the Farber case, the judge said:

"The issues it poses are far from simple. While shield law protection of confidential sources may be necessary if investigative reporting is not to be stifled intolerably, we cannot ignore the rights of defendants in criminal trials. Neither the abandonment of First and Sixth amendment principles nor the release without trial of criminal suspects are satisfactory alternatives. It may be that the Farber question—like so many questions in the area of the First Amendment—cannot be answered in absolute terms."

Judge Kaufman continued:

"Our freedom to speak, publish and assemble openly and without fear," he said, "is among our most precious liberties—indeed, it is the indispensable liberty without which no other can be secure . . . The First Amendment is rooted in a firmly held belief that an informed citizenry is essential to a functioning democratic society. . . ."

"The dimensions of this 'right to know' are far from self-evident. For example, the Supreme Court has suggested that the

press may have no greater right of access than the general citizenry. Does this leave open the possibility that, as Justice Stewart has suggested, the media may have a constitutionally unassailable right to bring sound and photographic equipment to areas of public access?"

"At what point does a criminal defendant's right to a trial free from the taint of prejudicial publicity override our devotion to the concept of a public trial? Should we distinguish between pre-trial proceedings and the trial itself, on the ground that dissemination of information revealed in a suppression hearing might prevent the selection of an impartial jury? . . . And if information is 'classified at birth,' can a journal that in fact gains access to it be barred from publishing? The *Progressive Magazine's* attempt to reveal the workings of a hydrogen bomb will surely fuel much of this discussion."

"In addressing these questions, we must constantly keep in mind the ideal of the First Amendment. The First Amendment shields the processes of communications, and the individuals and organizations it protects derive their right from the function they perform. The lone visionary armed only with a soapbox or a mineograph machine is as deserving of its protection as the wide-circulation daily papers we all read."

Press groups want to be assured of their day in court

Journalists seek exemption from proposed law that would keep cases involving Constitutional issues out of federal courts

A group of news organizations is asking Congress to make sure the press will have access to federal courts in libel cases if legislation that would assign more litigation to state courts is enacted.

At issue is legislation, which has been introduced in previous Congresses, that would eliminate diversity jurisdiction, which permits persons of one state to sue residents of another in federal court. One reason given for the measure is that it would lighten the burden on federal courts.

But the press groups want cases in which they are defendants and their defense involves Constitutional issues—say, the First Amendment in libel suits—to be heard in federal court.

Accordingly, Frederick A.O. Schwarz Jr., a Washington attorney representing Time Inc., urged adoption of such an amendment in an appearance before the Senate Judiciary Committee last week.

Mr. Schwarz said 13 organizations had authorized him to say they joined with Time in the matter. They included CBS Inc., the Radio Television News Directors Association, the American Newspaper Publishers Association, the American Society of Newspaper Editors and the

Society of Professional Journalists, Sigma Delta Chi.

The others were the *Washington Star*, the *Washington Post*, *Newsweek*, *U.S. News and World Report*, Dow Jones & Co., the Readers Digest Association, and the AP Managing Editors Organization.

Smaller sentence

Judge E. Newton Vickers reduced the sentence of former KAKE-TV Wichita, Kan., reporter Joe Pennington from 60 days in

jail to a \$100 fine, saying that the stiffer penalty would serve no purpose.

Pennington's sentence was a result of a contempt citation brought against him for refusing to reveal a source during the murder trial of Mildra Sandstrom. (She was found guilty of killing her husband, Thad, president of Stauffer Communications Inc., group broadcaster.)

The Pennington case took on greater First Amendment implications when the U.S. Supreme Court refused to hear Pennington's appeal (BROADCASTING, Feb. 26).

Trying again

Network Project, a New York-based group of media activists, has appealed a U.S. district court's decision rejecting its complaint that the Corporation for Public Broadcasting and the Public Broadcasting Service had violated the First Amendment (BROADCASTING, Feb. 19). Network Project contends that public broadcasting groups had censored and controlled public television. The appeal was filed in the U.S. Court of Appeals in Washington.

Technology



INTERNATIONAL

More on Montreux: long road to digital consensus

The future of television is starting to be shaped as a group, formed last month in Switzerland, wrestles with the problem of finding compatible standards

Although digital recording was the main focus of attention at the 11th Television Symposium and Technical Exposition in Montreux, Switzerland (BROADCASTING, June 4), it was not the only area of discussion. Engineers are looking at digital in relation to many different parts of the signal chain. One session of the symposium dealt with digital standards in general.

In his presentation, J. Poncin of CCETT in France, urged that there be as small a difference as possible between standards for recording and everything else. He said the two times frequency subcarrier standard among 625 line countries was a good compromise that offered the highest degree of compatibility.

He also said "It's time to decide now, and we can decide only on the things we have seen."

Richard Taylor, managing director of

Quantel, said that all new digital equipment must be compatible with existing analog, which may slow down development and introduction. He said digital VTR's would be in use before the all-digital editing studio.

Said Keith Barratt of Sony: "I would not like to see old constraints interfere with new systems."

The all-digital studio won't appear overnight, according to John Baldwin of Britain's Independent Broadcasting Authority. He said it will "take quite a long while until digital gets back into the camera."

When one delegate at Montreux was asked to explain what digital meant, he said: "It means the future." Digital is designed to replace the analog system, which at present is how a television signal travels from camera to transmitter, with possibly a videotape layover along the way. Analog deals in gradients—a little more, a little less. Digital knows only on and off, just as the ones and zeroes that computers understand.

The main advantage of digital is that no matter how much one works with the sig-

nal—like editing videotape 10 times or more—the numbers one and zero stay the same. So when the signal appears on the television receiver, the quality should be just as good. ("Transparent," the engineers call it: as good coming out of the editing manipulations as it was going in.)

Another plus for digital is that it ignores various interference provided by cables and the outside world in general, since all this noise is analog.

That means, in some cases, there can be lower technical standards without quality degradation.

The engineers already have figured out ways to get the digital signal on videotape, but the problem is that too much tape is needed. So much of the work is concentrated on getting the signal on less tape.

One of the more important meetings at Montreux had nothing to do with the symposium or exhibition. It was a meeting between the European Broadcasting Union (EBU) working party on digital television and many of the major manufacturers, which informally agreed that component rather than composite would be the future

In Sync



Higher and higher. World's largest single-stack broadcast antenna—351½ feet high—has gone up on north tower of World Trade Center, New York. Designed by RCA, which also designed antenna on Empire State Building, unit weighs nearly 363 tons, and requires mile and half of copper transmission lines to connect stack with transmitters in building. Antenna was fabricated in southern New Jersey and trucked to New York City; pieces were hauled to roof individually and assembled on roof. Antenna will accommodate 10 TV stations and 15 FM radio stations. Final details have not yet been worked out, but spokesperson for Port Authority of New York and New Jersey said last week she anticipated all stations at Empire State Building will be moving to World Trade Center.

□

Keeping its options open. Oak Communications, which has over-the-air subscription television application at FCC for Gary, Ind., to serve Chicago has reached agreement with Video 44 (Harriscop of Chicago) to provide necessary pay-television equipment for existing wsnstv there, should it be granted STV authority. Deal was struck after Oak announced it would license its STV equipment to any UHF station or group seeking one (BROADCASTING, March 5). According to John Gwin, Oak's president, decision to provide engineering services, computerization, sales package and decoders does not reflect Oak decision to abandon attempt in Gary. "We'd much rather be in the business of operating than selling equipment," Gwin said last week. But Chicago, like New York and Los Angeles, is designated to have two STV outlets so a grant to Video 44 would not necessarily mean Oak would be excluded, Gwin said, pointing out that equipment for one Oak system in city would not interfere with equipment for another there. No contract has been let for equipment deal, but it's understood STV conversion for wsnstv would cost several million dollars.

□

Looking ahead. International engineers who've just unpacked bags from 11th International Television Symposium and Technical Exhibition in Montreux, Switzerland (BROADCASTING, June 4; see also page 55), can mark Sept. 20-24, 1980, on their upcoming calendars. Those are dates of Eighth International Broadcasting to be held at Metropole conference and exhibition center in Brighton, England.

□

VCR benchmark. Sony expects to sell one million Betamax home videocassette recorders in 1980, 25% to 30% in U.S.

□

Ready, set. New line of Zenith TV sets has tuning system to make units cable-ready and with remote control. Micro-computer provides random and direct access to all 82 VHF and UHF channels, plus all 23 mid-band and super-band cable channels, allowing viewer to receive any nonscrambled program without adapter or converter. No channel set-ups are required: VHF and UHF channels are pre-programmed and stored in microprocessor memory, with viewer programming station instantly by touch of buttons.

□

You can take it with you. Akai America showed up at annual consumer electronics show in Chicago last week with ActiVideo: AC/DC "mobile" home video recorder that operates on rechargeable battery pack. VHS format recorder weighs 13.3 pounds; with battery and full cassette it's 15.9 pounds. Unit features still frame and variable speed control—allowing searches from one frame at a time up to four times normal speed. Programmable timer is also available. Machine can be set to go on and off twice each day for seven days in advance.

□

Signals from Scandinavia. Swedish Broadcasting Corp. and Swedish Telecommunications Administration are investigating best ways to use "PI system" invented by latter. System is now used for nationwide radio paging service, calls MBS, which transmits paging calls on FM transmitter network, allowing signal to be received almost anywhere in country. Now they want to expand use of PI to transmit supplementary information, such as text messages, from FM transmitters. Receivers are fitted with decoder units and display devices for numbers or letters. Among its possible uses; text related to program item on air (such as phone number or address), or short, unrelated messages (such as traffic conditions), could be sent; receiver could be made to automatically switch to transmitter with specific program type you don't want to miss while you're listening to something else; and identification signal could be made to control tape recorder to record specific program or all programs of a specific type.

course for digital (BROADCASTING, June 4).

The working party includes such notable figures in digital engineering as John Baldwin of the IBA and Allan Jones from the BBC. Among those from the manufacturers were Dave Fibush and Chuck Anderson from Ampex, D. Pohl from Bosch-Fernseh, Keith Barratt from Sony, and R.S. Hopkins from RCA. William Connolly and Frank Davidoff from CBS were also present.

According to working party secretary Allan Brown, the group informally agreed that the first step in establishing technical standards for digital is that the interface between digital units must be compatible. He said they also concurred that component rather than composite handling of the digital information was the way of the future: "Agreed that component coding is the right objective, with all due (reserve) for the interim period," is the way it read officially.

Brown said a standard for composite would also be needed but with less urgency. Earlier in the week Baldwin said he noticed a shift towards component, which he saw as a good thing.

The group also agreed that a standard must be developed that would be compatible with composite and component.

The obvious choice would be four times frequency subcarrier for composite and two times fsc for component recording. While there was general consensus on the composite standard, Brown said there was less agreement among the component advocates.

Brown said the EBU committee hopes to contribute to the fall 1980 meeting of the CCIR, the European technical standards group. This would mean the EBU Technical Committee, consisting of the technical directors of all member organizations, would need to decide their position at the April 1980 meeting.

When the April date was raised at a symposium session, Charles Ginsburg from Ampex said: "A number of us think that's impossible." Fibush also said it would be difficult to answer some of the harder questions by that time.

Brown said a way for the broadcasters and the EBU to keep in contact had not been agreed. He said that some American companies stated they would not let other people in the industry speak for them. There was also concern expressed that such meetings might violate American antitrust legislation.

Brown said there were numerous ideas for maintaining contact, which would be explored by the Technical Committee of the EBU. The working party is scheduled to meet in June and has invited comments from industry representatives on technical standards for digital, according to Brown.

Satellite systems, including direct-to-home, are highlighted by various countries at Montreux

Continued tests in North America and possible operational systems in Europe highlighted Montreux sessions on direct

satellite transmissions to the home.

Canada and the U.S. have had the CTS/Hermes satellite in orbit since 1976, and have been using it in direct tests with small receiving dishes, operating in the 12-14 ghz band with a 200 w transponder. R.W. Huck, of the Communications Research Center in Ottawa, said that in the television reception tests the system worked well with few problems in the quality of the reception or in maintenance of the receivers.

The most comprehensive tests began in January this year, involving transmission of 18 hours of programs every other day. Dishes of 1.2 meters and 1.6 meters have been installed in seven places in remote Ontario and Labrador. Huck said the only reception problems have been caused by heavy rains, which he said resulted in discrete attenuations.

The dishes cost in the range of \$500 to \$700, and have had no problem withstanding the severe weather conditions with temperatures down to -45 degrees centigrade. The testing included linear polarization and double conversion, the latter allowing the use of one dish for more than one receiver. The dishes had a 42 db signal to noise ratio, which Huck admitted was too low for some countries.

Another experimental satellite is now in use in Japan, with tests being conducted by the Ministry of Posts and Telecommunications and the Japan Broadcasting Corporation. N. Imai of the Telecommunications Ministry said that experiments are expected to last for three years, and will include tests on TV signals transmission, radio wave propagation and the adequacy of signal reception.

Imai said they expect to be able to attain a high quality color pictures of 45 db s/n ratio over 99% of the time, by using dishes up to 1.6 meters on the mainland and up to 4.5 meters on remote islands. He said preliminary results show reception has been 'quite satisfactory' with no noticeable degradation in the signal quality.

Experiments also have taken place on transmitting digital signals, which he said have produced pictures of the "best quality without any degradation except for quantization noise."

European countries have moved from the experimental stages and are now planning full service satellites. The 1977 World Administrative Radio Conference provided each country with a number of channels in the 11.7-12.5 ghz band. In his report on European plans, R.C. Collette said this has accelerated interest among European countries in direct satellites.

One well-advanced operational project will be an international one between the nordic countries: Denmark, Finland, Norway and Sweden. Also included will be Iceland, the Faroe Islands and parts of Greenland. These two zones would be covered in two large circular patterns. The larger eastern zone would have five channels to start, with two for the western zone. This could be expanded to eight and five in later development.

The system is being designed with the help of TRW, and some estimates say the

system could be given the go-ahead as early as 1980-1981.

Germany also is pressing ahead with a direct satellite program which would be received on a pre-operational basis by over 10,000 television receivers, with equipment provided by the government. In his written report, Manfred Magele of Fernmeldetisches Zentralamt said that country is planning to utilize three of its five allowed channels at any one time, shifting back and forth among them.

The report says the first satellite can be in the air 40 months after approval because the airborne model will serve as a prototype. Following two years of the pre-operational test period, a new full-service

satellite would be launched, probably around 1985.

Another paper discussed how these powerful satellites would receive their energy, some requiring up to 5 kw. P.A. Champion of British Aerospace talked about a lightweight hybrid solar array satellite being developed by that organization under contract from the European Space Agency. He said the satellite would have flexible solar panels up to 26 meters long to provide the needed energy. These would be deployed when in orbit by a stored gas. He said BA was considering both single and dual wing configurations, and he estimated the satellite could remain operational for seven years.

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The Broadcasting Playlist Jun 11

Contemporary

<u>Last This</u> <u>week week</u>	<u>Title □ Artist</u>	<u>Label</u>
1 1	<i>Hot Stuff</i> □ Donna Summer	Casablanca
3 2	<i>We Are Family</i> □ Sister Sledge	Cotillion
2 3	<i>Reunited</i> □ Peaches & Herb	Polydor
7 4	<i>Ring My Bell</i> □ Anita Ward	TK
6 5	<i>Ain't No Stoppin' It</i> □ McFadden & Whitehead	Phila. Int'l.
14 6	<i>Chuck E's In Love</i> □ Ricky Lee Jones	Warner Bros.
21 7	<i>She Believes In Me</i> □ Kenny Rogers	United Artists
20 8	<i>Just When I Needed You Most</i> □ Vanwarmer	Warner Bros.
13 9	<i>Bad Girls</i> □ Donna Summer	Casablanca
9 10	<i>Heart of Glass</i> □ Blondie	Chrysalis
8 11	<i>Goodnight Tonight</i> □ Wings	Columbia
5 12	<i>Shake Your Body</i> □ Jacksons	Epic
16 13	<i>You Take My Breath Away</i> □ Rex Smith	Columbia
22 14	<i>Boogie Wonderland</i> □ Earth, Wind & Fire/Emotions	Col.
4 15	<i>Logical Song</i> □ Supertramp	A&M
12 16	<i>In the Navy</i> □ Village People	Casablanca
24 17	<i>I Want You To Want Me</i> □ Cheap Trick	Epic
19 18	<i>Minute By Minute</i> □ Doobie Bros.	Warner Bros.
10 19	<i>Love You Inside Out</i> □ Bee Gees	RSO
23 20	<i>Shine a Little Love</i> □ Electric Light Orchestra	Epic
11 21	<i>Disco Nights</i> □ GQ	Arista
25 22	<i>Rock 'n' Roll Fantasy</i> □ Bad Company	Swan Song
15 23	<i>Honesty</i> □ Billy Joel	Columbia
29 24	<i>Gold</i> □ John Stewart	RSO
28 25	<i>Makin' It</i> □ David Naughton	RSO
32 26	<i>Dance the Night Away</i> □ Van Halen	Warner Bros.
30 27	<i>Love Is the Answer</i> □ England Dan & John Coley	Big Tree
17 28	<i>Love Takes Time</i> □ Orleans	Infinity
42 29	<i>Shadows In the Moonlight</i> □ Anne Murray	Capitol
33 30	<i>Days Gone Down</i> □ Gerry Rafferty	United Artists
35 31	<i>Shake Down Cruise</i> □ Jay Ferguson	Allied
- 32	<i>Mama Can't Buy You Love</i> □ Elton John	MCA
41 33	<i>I Was Made For Lovin' You</i> □ Kiss	Casablanca
27 34	<i>Ain't Love a Bitch</i> □ Rod Stewart	Warner Bros.
44 35	<i>Does Your Mother Know</i> □ Abba	Atlanta
38 36	<i>Is She Really Going Out With Him</i> □ Joe Jackson	A&M
37 37	<i>One Way or Another</i> □ Blondie	Chrysalis
47 38	<i>When You're In Love</i> □ Dr. Hook	Capitol
46 39	<i>You Can't Change That</i> □ Raydio	Arista
26 40	<i>What a Fool Believes</i> □ Doobie Bros.	Warner Bros.
49 41	<i>I Can't Stand It No More</i> □ Peter Frampton	A&M
- 42	<i>Heart of the Night</i> □ Poco	ABC
40 43	<i>Renegade</i> □ Styx	A&M
- 44	<i>Getting Closer</i> □ Wings	Columbia
34 45	<i>Stumblin' In</i> □ Suzi Quatro & Chris Norman	RSO
31 46	<i>Deeper Than the Night</i> □ Olivia Newton-John	MCA
43 47	<i>Get Used To It</i> □ Roger Voudouris	Warner Bros.
- 48	<i>If You Can't Give Me Love</i> □ Suzy Quatro	RSO
- 49	<i>Good Times</i> □ Chic	Atlantic
- 50	<i>Old Time Rock and Roll</i> □ Bob Seger	Capitol

Playback

Tough act followed well. Gerry Rafferty's first single, *Baker St.*, which finished at number 29 on "Playlist's" 1978 top 100 survey, may be a tough act to follow, but by all indications his latest single, *Days Gone Down* (United Artists), is another achievement that, by the predictions of many programers, will rise to the top 10. "It's an automatic hit," says Jim Reitz, music director at WTLB(AM) Utica, N.Y. "It sounds good on the air and phone requests started the day after we began playing it." Ed Green, program director at KYGO(FM) Denver, formerly KIMN-FM, also reports a good response to the new Rafferty: "It's a tremendous image record," he explains. "It's adult rock that provides a good balance with disco and teen records." Having debuted last week on "Playlist" at 33, *Days Gone Down* resisted the impact of a wave of new summer product and climbs again this week to 30. "Rafferty's found a style all his own," comments Dave Bishop, program director at WXGT(FM) Columbus, Ohio, "and it works." **Beyond heavy metal.** Van Halen and mass appeal radio were almost strangers until the group's latest single, *Dance the Night Away* (Warner Bros.), began an almost uninterrupted rise from its debut at number 45 on "Playlist" five weeks ago to its present position at 26. "People think of Van Halen as strictly heavy metal," says Green "but this is much more acceptable and another good image record." And Gary Jenson of WVB(FM) Framingham, Mass., reports: "This song is a departure from their typical sound. "It's much more lyrical and response to it has been pretty good."

Country

<u>Last This</u> <u>week week</u>	<u>Title □ Artist</u>	<u>Label</u>
6 1	<i>Nobody Likes Sad Songs</i> □ Ronnie Milsap	RCA
2 2	<i>When I Dream</i> □ Crystal Gayle	United Artists
1 3	<i>She Believes In Me</i> □ Kenny Rogers	United Artists
3 4	<i>Beautiful Body</i> □ Bellamy Bros.	Warner Bros.
5 5	<i>Red Bandana</i> □ Merle Haggard	MCA
4 6	<i>Sail Away</i> □ Oak Ridge Boys	ABC
15 7	<i>Amanda</i> □ Waylon Jennings	RCA
7 8	<i>Lay Down Beside Me</i> □ Don Williams	MCA
10 9	<i>Sweet Melinda</i> □ Randy Barlow	Republic
16 10	<i>If I Give My Heart To You</i> □ Margo Smith	Warner Bros.
11	<i>I'm the Singer</i> □ Tanya Tucker	MCA
8 12	<i>Lying In Love With You</i> □ Brown & Cornelius	RCA
11 13	<i>I Just Want To Love You</i> □ Eddie Rabbitt	Elektra
17 14	<i>Shadows In the Moonlight</i> □ Anne Murray	Capitol
14 15	<i>Don't Take It Away</i> □ Conway Twitty	MCA
12 16	<i>How To Be a Country Star</i> □ Statler Brothers	Mercury
9 17	<i>September Song</i> □ Willie Nelson	Columbia
- 18	<i>If Love Had a Face</i> □ Razy Bailey	RCA
- 19	<i>Someone Is Looking For Someone</i> □ Gail Davies	Lifesong
13 20	<i>Just Long Enough To Say Goodbye</i> □ Mickey Gilley	Epic
22 21	<i>Me and My Broken Heart</i> □ Rex Allen, Jr.	Warner Bros.
20 22	<i>Back Side of Thirty</i> □ John Conlee	MCA
- 23	<i>Are You Sincere</i> □ Elvis Presley	RCA
23 24	<i>Two Steps Forward</i> □ Susie Allanson	Warner Bros.
19 25	<i>Just Like Real People</i> □ Kendalls	Ovation

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.

As compiled by BROADCASTING based on filings, authorization, petitions and other actions announced by FCC during the period May 28 through June 1.

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

TV applications

- Opelika, Ala.—Wardean Inc. seeks ch. 66; ERP: 130.62 kw vis., 13.06 kw aur., HAAT: 691.3 ft.; ant. height above ground 399 ft. Address: 508 N. 5th St., Opelika 36801. Estimated construction cost \$612,000; first-year operating cost \$268,000; revenue \$400,000. Legal counsel Powell, Goldstein, Frazer & Murphy, Atlanta; consulting engineer Kessler Associates. Principals: Dee Wallace Ward Jr. and family. Ward has CATV and real estate interests in Opelika. He has no other broadcast interests. Ann. May 18.
- Ventura, Calif.—KEMO-TV Inc. seeks ch. 16; ERP: 5.25 kw vis., 1.05 kw aur., HAAT: 755 ft.; ant. height above ground 100 ft. Address: 2500 Marin Street, San Francisco 94124. Estimated construction cost \$72,650; first-year operating cost \$112,000; revenue \$150,000. Legal counsel Lauren A. Colby, Frederick, Md.; consulting engineer E. Harold Munn Jr. Principals: Leon A. Crosby, who also owns KEMO-TV San Francisco. Ann. April 17.
- Boulder, Colo.—C.S.T.V. Inc. seeks ch. 14; ERP: 2820 kw vis., 562 kw aur., HAAT: 1,564 ft.; ant. height above ground 169 ft. Address: c/o Myron M. Miller, 410 17th St., Suite 1600, Denver 80202. Estimated construction cost \$1,578,000; first-year operating cost \$515,500; revenue \$500,000. Legal counsel Marquet Professional Corp., Washington; consulting engineer Lohnes & Culver. Principals: John A. Davis (60%), his father, Marvin (20%), and three others. John Davis is director of Denver travel agency and has interest in oil company of which his father is managing partner. Marvin Davis of Englewood, Colo., has interest in several gas and oil companies. Neither has other broadcast interests. Ann. May 25.
- Boulder, Colo.—Boulder Telecasting Corp. seeks ch. 14; ERP: 100 kw vis., 20 kw aur., HAAT: 77 ft.; ant. height above ground 296 ft. Address: 3505 North Ashland Ave., Chicago 60657. Estimated construction cost \$629,850; first-year operating cost \$450,000; revenue \$650,000. Legal counsel Dow, Lohnes & Albertson, Washington; consulting engineer E. Harold Munn Jr. & Associates. Principals: Fred J. Eychaner, who also owns WQVQ(AM) Highland Park-Deerfield, Ill. He has also applied for new TV at Aurora, Ill. (see below) Ann. May 25.
- Boulder, Colo.—Family Television Inc. seeks ch. 14; ERP: 1750 kw vis., 320 kw aur., HAAT: 617 ft.; ant. height above ground 553 ft. Address: 10565 West 32nd Ave., Wheat Ridge, Colo. 80033. Estimated construction cost \$824,612; first-year operating cost \$366,480; revenue \$1,000,000. Legal counsel Robert S. Stone, Oak Ridge, Tenn. Principals: CLW Communications Group (85%) and Bob Jensen (15%). CLW is wholly owned by AMG International, religious nonprofit organization; Spiros Zodhiates is president. It also owns WHYD(AM) Columbus, Ga.; WCRJ(AM) Jacksonville, Fla., and WSCW(AM) South Charleston, W.
- Va., and 40% of WJEE(AM) Jacksonville, Fla., and is also applicant for new FM at Alexandria, Ind., and new TV at Atlanta. Jensen is vice president (with no ownership) of KAAT(AM) Denver. Ann. May 25.
- Broomfield, Colo.—Rocky Mountain 14 Inc. seeks ch. 14; ERP: 1000 kw vis., 100 kw aur., HAAT: 1,050 ft.; ant. height above ground 493 ft. Address: 711 Fifth Ave., New York 10022. Estimated construction cost \$1,604,823; first-year operating cost \$463,500; revenue \$500,000. Legal counsel Pierson, Ball & Dowd, Washington; consulting engineer Steel, Andrus & Associates. Principals: David G. Scribner (24.5%), J. Elliott Knoll (24.5%) and STV Station Corp. (51%). STV is owned, through subsidiaries, by Clint W. Murchinson, who has STV interests, but no other broadcast interests. Scribner is former president of Doubleday Broadcasting Co., Dallas. Knoll is former vice president at Doubleday and is currently vice president of plastics manufacturer in Denver. Ann. May 25.
- Denver—Alden Communications of Colorado Inc. seeks ch. 20; ERP: 3148 kw vis., 425 kw aur., HAAT: 2,548 ft.; ant. height above ground 172 ft. Address: Pacific Theatres Inc., 120 N. Robertson Blvd., Los Angeles 90048. Estimated construction cost \$2,250,000; first-year operating cost \$479,000; revenue \$750,000. Legal counsel Fly, Shuebruk, Blume, Gaguine, Boros and Schulkind, Washington; consulting engineer Cohen & Dippell. Applicant is wholly owned subsidiary of Alden Communications Corp., which has also applied for new TV's at Las Vegas, Tulsa, Okla., and Galveston, Tex. It is owned by Michael R. Forman. Ann. May 25.
- Denver—Colorado Television Inc. seeks ch. 20; ERP: 2300 kw vis., 419 kw aur., HAAT: 1158 ft.; ant. height above ground 445.5 ft. Address: 815 Reed St., Lakewood, Colo. 80215. Estimated construction cost \$956,443; first-year operating cost \$491,400; revenue \$1,200,000. Legal counsel Glaser, Fletcher & Johnson, Washington. Principal: John H. Gayer (100%), who is consulting engineer in Lakewood, Colo. He also has banking and real estate interests. His wife Dorothy has 32% interest in KVMT-FM Vail, Colo. Ann. May 25.
- Denver—Oak Television of Denver Inc. seeks ch. 20; ERP: 5000 kw vis., 1000 kw aur., HAAT: 831 ft.; ant. height above ground 445.5 ft. Address: P.O. Box 28759, Rancho Bernardo, Calif. 92128. Estimated construction cost \$1,811,000; first-year operating cost \$810,000; revenue \$800,000. Legal counsel Dow, Lohnes & Albertson, Washington. Applicant is wholly owned subsidiary of Oak Industries, publicly owned holding company with STV interests in Philadelphia, Minneapolis, Fort Worth, Phoenix and Fort Lauderdale, Fla. Everitt A. Carter is president and chairman of parent. Ann. May 25.
- Macon, Ga.—Middle Georgia Communications Inc. seeks ch. 24; ERP: 1500 kw vis., 297 kw aur., HAAT: 806 ft.; ant. height above ground 918 ft. Address: 10001 Abercorn St., Savannah, Ga. 31406. Estimated construction cost \$2,018,907; first-year operating cost \$610,800; revenue \$492,000. Legal counsel Pierson, Ball & Dowd, Washington; consulting engineer Lohnes & Culver. Applicant is wholly owned by Capital Communications Inc., owned by J.C. Lewis Jr., who also owns WLTX(TV) Columbia, S.C., and WJCL-AM-FM Savannah, Ga. Ann. May 22.
- Aurora, Ill.—Aurora-Chicago Telecasters Inc. seeks ch. 60; ERP: 5000 kw vis., 750 kw aur., HAAT: 1,585 ft.; ant. height above ground 1,611 ft. Address: Suite 1015, 1411 Fourth Ave. Bldg., Seattle 98101. Estimated construction cost \$1,770,000; first-year operating cost \$659,000; revenue \$800,000. Legal counsel Seymour M. Chase, Washington; consulting engineer Silliman, Moffet & Kowalski. Principals: Stanley B. McDonald (40%); M. Lamont Bean (20%), Ronald A. Murphy (20%) and Raymond E. Kusler (20%). McDonald is Bellevue, Wash., businessman with interests in cruise ships, real estate, hotels, oil drilling and manufacturing. Bean is Seattle banker. Kusler is Seattle financial consultant. Murphy is Seattle attorney. Group has also applied for new TV at Mt. Clemens, Mich. Ann. April 30.
- Aurora, Ill.—Metrowest Corp. seeks ch. 60; ERP: 2100 kw vis., 420 kw aur., HAAT: 727 ft.; ant. height above ground 725 ft. Address: 3505 North Ashland Ave., Chicago 60657. Estimated construction cost \$906,500; first-year operating cost \$717,000; revenue \$700,000. Legal counsel Dow, Lohnes & Albertson, Washington. Principal: Fred Jo Eychaner, who also owns WQVQ(AM) Highland Park-Deerfield, Ill. He has also applied for new TV at Boulder, Colo. (see above). Ann. April 30.
- *DeKalb, Ill.—Northern Illinois Public Telecommunications Corp. seeks ch. 48. Address: 203 Altgeld Hall, Northern Illinois University, DeKalb 60115. Estimated construction cost \$3,555,000; first-year operating cost \$146,000; revenue \$178,402. Legal counsel Dow, Lohnes & Albertson, Washington; consulting engineer Alvin H. Andrus. Applicant is nonprofit corp.; Alfred E. Wisgoski is chairman of board of directors. Ann. May 17.
- *Glen Ellyn, Ill.—College of DuPage seeks ch. 60; ERP: 600 kw vis., 60 kw aur., HAAT: 508.1 ft.; ant. height above ground 500 ft. Address: Lambert Rd. and 22nd St., Glen Ellyn 60137. Estimated construction cost \$1,411,870; first-year operating cost \$240,800; revenue \$240,800. Legal counsel Cobb & Marks, Washington; consulting engineer Robert A. Jones. Applicant is Community college; Wendell F. Wood is chairman. It also owns WDCB(FM) Glen Ellyn. Ann. April 30.
- Joliet, Ill.—American Television and Communications Corp. seeks ch. 66; ERP: 5000 kw vis., 1000 kw aur., HAAT: 1,548 ft.; ant. height above ground 1,578.05 ft. Address: 20 Inverness Place East,



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Summary of Broadcasting

FCC tabulations as of May 31, 1979

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,512	5	32	4,549	71	4,620
Commercial FM	3,032	2	75	3,109	159	3,268
Educational FM	949	0	44	993	72	1,065
Total Radio	8,493	7	151	8,651	302	8,953
Commercial TV						
VHF	514	1	2	517	7	524
UHF	215	0	3	218	57	275
Educational TV						
VHF	94	1	7	102	8	110
UHF	152	2	4	158	6	164
Total TV	975	4	16	995	78	1,073
FM Translators	265	0	0	265	88	353
TV Translators						
UHF	1,161	0	0	1,161	272	1,433
VHF	2,402	0	0	2,402	199	2,601

Englewood, Colo. 80112. Estimated construction cost \$6,548,162.10; first-year operating cost \$6,298,700; revenue \$5,118,000. Legal counsel Wilner & Scheiner, Washington; consulting engineer Vir James. Applicant, wholly owned by Time Inc., is principally CATV system operator. It is also applicant for new TV at Denver, Colo. Time Inc. is publicly owned group broadcaster and publisher; Andrew Heiskell is chairman. Ann. May 22.

■ Joliet, Ill.—Focus Broadcasting Co. seeks ch. 66; ERP: 5000 kw vis., 500 kw aur., HAAT: 1,482 ft. Address: Suite 314-One American Plaza, Evanston, Ill. 60201. Estimated construction cost \$1,486,000; first-year operating cost \$999,679; revenue \$1,117,500. Legal counsel Baraff, Koerner & Olender, Washington; consulting engineer Smith and Powstenko. Principals: Douglas F. Ruhe (8.5%) and 14 others, none of whom have more than 8.5% interest. Ruhe is director of media planning for marketing, advertising, public re-

lations and design firm in Evanston, Ill. No stockholder has other broadcast interests. Ann. May 22.

■ Joliet, Ill.—Latin American Communications Corp. seeks ch. 60; ERP: 5000 kw vis., 1000 kw aur., HAAT: 1310 ft.; ant. height above ground 1,450 ft. Address: 180 North LaSalle, Suite 2204, Chicago 60601. Estimated construction cost \$1,051,672; first-year operating cost \$607,700; revenue \$500,000. Legal counsel Schwartz & Woods, Washington; consulting engineer E. Harold Munn Jr. & Associates Inc. and Robert A. Jones. Principals: Enrique Lopez, Luis A. Lopez (no relationship), Jaime A. Santillana and Michael A. Benages (25% each). Enrique Lopez, Luis Lopez and Santillana own one third each of Publmet, Chicago, broadcast programers and time brokers. Benages is Chicago attorney and 51% owner of printing company there. In addition, Enrique Lopez is spanish news director of WCIU-TV Chicago. Ann. May 22.

■ Indianapolis—Indianapolis 59 Inc. seeks ch. 59; ERP: 5000 kw vis., 500 kw aur., HAAT: 1,022.6 ft.; ant. height above ground 989 ft. Address: 3500 Parkdale Ave., Baltimore 21211. Estimated construction cost \$335,000 (and lease); first-year operating cost \$1,422,000; revenue \$500,000. Legal counsel Fisher, Wayland, Southmayd & Cooper, Washington; consulting engineer Carl T. Jones. Applicant is wholly owned by Chesapeake Television Inc., which is owned, in turn, by Julian S. Smith (49%), Commercial Radio Institute (39.1%) and five others. Chesapeake is licensee of WBFF(TV) Baltimore. Commercial Radio holds CP for WPTT-TV Pittsburgh and is applicant for new TV at Columbus, Ohio. It is owned by Smith and family. Ann. April 30.

■ Indianapolis—Indianapolis Television Corp. seeks ch. 59; ERP: 2818 kw vis., 553 kw aur., HAAT: 978 ft.; ant. height above ground 990 ft. Address: 1712 North Meridian St., Indianapolis 46202. Estimated construction cost \$2,149,514; first-year operating cost \$668,205; revenue \$500,000. Legal counsel Kirkland & Ellis, Washington; consulting engineer Raymond E. Rohrer. Principals: Melvin Simon (51%), his brother, Fred (9%), and Gerald Kraft (40%). Melvin Simon of Carmel, Ind., has interest in motion picture production, financing and distribution and real estate. Fred Simon is Indianapolis retailer. Simons has minority interests in WSMW-TV Worcester, Mass., and is applicant for new TV in Houston. Kraft is executive vice president of Melvin Simon's businesses. Ann. April 30.

■ Indianapolis—United Television Corp. seeks ch. 56; ERP: 1000 kw vis., 100 kw aur., HAAT: 867 ft.; ant. height above ground 990 ft. Address: 500 Union Federal Bldg., Indianapolis 46204. Estimated construction cost \$1,290,925; first-year operating cost \$432,000; revenue \$625,000. Legal counsel Cole, Zylstra & Raywid, Washington; consulting engineer William B. Carr Associates. Applicant is owned by United Cable Television Corp. and four others. United Cable is publicly owned CATV operators; Van Irvine is chairman. Ann. April 30.

■ Hays, Kan.—Smoky Hills Public Television Corp. seeks ch. 14; ERP: 1220 kw vis., 183 kw aur., HAAT: 1,320 ft.; ant. height above ground 1,260 ft. Address: 1011 Fort St., Suite 211, Hays 67601. Estimated construction cost \$1,731,025; first-year operating cost

\$190,000; revenue \$217,249. Legal counsel Dow, Lohnes & Albertson, Washington; consulting engineer A.D. Ring & Associates. Applicant is non-profit corp.; John P. Lee is chairperson of board of trustees. Ann. May 18.

■ Albany, N.Y.—Albany TV 23 Inc. seeks ch. 23; ERP: 3210 kw vis., 480 kw aur., HAAT: 1,032 ft.; ant. height above ground 254 ft. Address: 21 Tice Rd., Albany 12203. Estimated construction cost \$828,400; first-year operating cost \$876,000; revenue \$760,000. Legal counsel Arnold & Porter, Washington; consulting engineer A.D. Ring & Associates. Principals: Richard L. Dunham (5%), chairman; Archie L. Goodbee Jr. (20%), president, and L. William Seidman (17%), vice president. Dunham is director of Barber Oil Corp., New York, and president of Empire State (New York) Chamber of Commerce, Albany. Seidman, former Ford White House staffer, is senior vice president of New York mining and manufacturing firm. He also has minority interest in KSPN(AM) Aspen, Colo. and WFLG(AM)-WFMP(FM) Fitchburg, Mass. Ann. May 18.

■ Albany, N.Y.—G&M Broadcasting Corp. seeks ch. 23; ERP: 1321 kw vis., 132 kw aur., HAAT: 1004.6 ft.; ant. height above ground 421 ft. Address: P.O. Box 981, Westfield, Mass. 01085. Estimated construction cost \$416,200; first-year operating cost \$323,000; revenue not given. Legal counsel Stein, Halpert & Miller, Washington; consulting engineer John A. Fergie Associates. Principals: Julia Fiore, president (8.2%); David Smith (27.53%), and 14 others. Fiore is Westfield, Mass., real estate broker. Smith is Baltimore used broadcast equipment broker and director of engineering at WBFF(AM) Baltimore. Ann. May 18.

■ Galveston, Tex.—Bluebonnet Broadcasting Co. seeks ch. 48; ERP: 1618 kw vis., 323 kw aur., HAAT: 1,161 ft.; ant. height above ground 1,196 ft. Address: P.O. Box 599, Galveston 77550. Estimated construction cost \$1,602,798; first-year operating cost \$703,120; revenue \$500,000. Legal counsel Kirkland & Ellis, Washington; consulting engineer Raymond E. Rohrer. Principals: Raymond G. Shindler (83%) and four others. Schindler is Houston businessman with interests in fence manufacturing and installation, banking, ranching and real estate. He also has 10% interest in applicant for new TV at San Antonio, Tex. Ann. April 30.

■ Lubbock, Tex.—Robert M. Voelker seeks ch. 34; ERP: 853 kw vis., 8.53 kw aur., HAAT: 286 ft.; ant. height above ground 323 ft. Address: 1413 Borger, Plainview, Tex. 79072. Estimated construction cost \$52,486 and lease; first-year operating cost \$192,917; revenue \$175,000. Legal counsel Larry D. Perry, Oak Ridge, Tenn.; consulting engineer Scott Baxter & Associates. Principals: Voelker of Plainview, Tex., sells tractors and other agricultural products. He has no other broadcast interests. Ann. April 30.

AM action

■ Granbury, Tex.—Broadcast Bureau granted Granbury Radio Co. 1420 khz, 500 w. Address: P.O. Box 303, Granbury 76048. Estimated construction costs \$134,500; first-year operating cost \$63,000; revenue \$202,000. Format: country/standard. Principals: G.A. Day (75%) and Roy Parker (25%). Day is Brownwood, Tex., attorney. Parker is owner of KCOM(AM) Comanche, Tex. (BP-20, 803). Action May 18.

FM actions

■ Lemoore, Calif.—Cross Country Communications Inc. seeks 104.9 mhz, 3 kw, HAAT: 185 ft. P.O. address: 1758 North Fairfax Ave., Los Angeles 90046. Estimated construction cost \$28,400; first-year operating cost \$5,600; revenue \$34,000. Format: contemporary. Principals: J. Bruce Johansen and Kerry Edward Burke (50% each). Johansen is former general manager of KBSC-TV Los Angeles, now sells promotional products. Burke was technical director at KBSC-TV until Sept. 1977 (BPH-10903). Action May 22.

■ Temecula, Calif.—Broadcast Bureau granted Valley Public Radio 88.9 mhz, 18 kw, HAAT: -38 ft. Address: 27780 Front St., P.O. Box 342, Temecula 92390. Estimated construction cost \$5,290; first-year operating cost \$20,380; revenue \$32,750. Applicant is non-profit corp.; Stephen M. Cilurzo is president of board (BPED-2717). Action May 22.

■ Dearborn, Mich.—Broadcast Bureau granted Henry Ford Community College 89.3 mhz, 18 kw, HAAT: 60 ft. Address: 5101 Evergreen Rd., Dearborn 48128. Estimated construction cost \$8,620; first-year operating cost \$1,000; revenue \$1,000. Applicant is public community college; David H. MacKenzie is president of board of trustees (BPED-2707). Action May 21.

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FM licenses

■ The following new stations have been granted licenses:

■ KRKT-FM Albany, Ore. (BLH-7499); WLKX-FM Forest Lake, Minn. (BLH781006AB), and *WJHV(FM) Baltimore (BLED790305AA).

Ownership Changes

Applications

■ KIII-TV Corpus Christi, Tex. (ch. 3)—Seeks transfer of control of South Texas Telecasting Co. from Clinton D. McKinnon (31.06% before; 19.05% after) to Michael D. McKinnon (42.43% before; 50.25% after). Consideration: \$171,720. Clinton D. McKinnon is selling 12.01% of his interest in station to two sons, effecting positive transfer of control to Michael and increasing interest of other son Daniel to 24.97%. Family also owns KSON-AM-FM San Diego and KBMT-TV Beaumont, Tex. Ann. June 1.

■ WPBN-TV Traverse City and WTOM-TV Cheboygan, both Michigan (ch. 7 and ch. 4, respectively)—Seeks transfer of control of WPBN-TV & WTOM-TV Inc. from all stockholders (100% before; none after) to United States Tobacco Company (none before; 100% after). Consideration: \$3.5 million in buyer's stock. Sellers are Lester Biederman (52.5%), William H. Kiker (16.25%), Drew McClay (15.0%) and Gertrude M. Zierle (16.25%). Group also owns WTCM-AM-FM Traverse City, Mich. Buyer is diversified, publicly owned manufacturer of consumer products, primarily tobacco. It has no other broadcast interests. Louis F. Bantle is chairman. Ann. June 1.

Actions

■ WFPA(AM) Fort Payne, Ala. (1400 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted transfer of control of WFPA Inc. from all stockholders (100% before; none after) to C. Alfred Dick and James A. Dick (none before; 100% after). Consideration: \$360,000. Sellers are Robert H. Johnson (89.97%) and his wife, Beatrice

(10%) and daughter, Martha J. Wolfe (.03%). They have no other broadcast interests. Buyers are C. Alfred Dick and his son, James A. (50% each), both of Chattanooga, Tenn. C. Alfred Dick is broadcast and real estate broker and half owner of WKYV(FM) Vicksburg, Miss. He also runs bookkeeping service. His son is dentist. Action May 29.

■ WQTY(AM) Montgomery, Ala. (1000 khz, 5 kw-D)—Broadcast Bureau granted assignment of license from Alabama Radio Corp. to Amendment One Inc. for \$275,000. Seller is subsidiary of Great Lakes Broadcasting Co., owned by Carl M. Adams (100%). Great Lakes owns 90% of KLUR-FM Wichita Falls, Kan., and 32.5% of KNCY-AM-FM Nebraska City, Neb., of which Mr. Adams owns remaining 67.5% personally. Buyer is principally owned by Joseph B. Lewis (42.52%) and his wife, Gladys (42.35%). Lewis is president and 10% owner of Alabama radio network, where Mrs. Lewis is assistant manager (BAL790412HM). Action May 31.

■ WKAX(AM) Russellville, Ala. (1500 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Russellville Broadcasting Co. to Cumberland Foundation Inc. for \$135,000. Seller is owned by Kenneth A. Casey, who also owns 98% of WKAC(AM) Athens, Ala. Buyer is owned by Michael R. Freeland and his wife, Flora (45% each) and two others. Freeland owns WFWA(FM) Sullivan, Ill. (BAL781227EB). Action May 29.

■ KBFE(AM) Casa Grande, Ariz. (105.5 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Eisele Broadcasting Inc. to Grande Communications Corp. for \$121,568. Seller is owned by Brett F. Eisele, president and general manager of the station. He has no other broadcast interests. Buyer is newly formed corporation, owned by Mr. Eisele (49%) and Wycom Corp. (51%). Wycom, principally owned by William R. Sims (86%), is also 51% owner of KUGR(AM) Green River, KWYO(AM)-KLWD(FM) Sheridan, both Wyoming; KVSF(AM) Santa Fe, N.M.; KPSS(AM) Alamogordo, N.M., and KTEE(AM) Idaho Falls, Idaho (BAL790403ET). Action May 25.

■ KCEE-FM Tucson, Ariz. (96.1 mhz, 25.5 kw)—Broadcast Bureau granted assignment of licensee from

Strauss Broadcasting Co. to Arizona Lotus Corp. for \$1.6 million. Seller is owned by Theodore H. Strauss (47½%) and Robert A. Strauss (11%). Remainder of stock is voted by Ronald G. Steinhart as trustee of Robert S. Strauss Trust. Interest of Robert S. Strauss, brother of Theodore and father of Robert A., was placed in trust after his appointment as Special Representative for Trade Negotiations of the United States. None has other broadcast interests. Buyer is subsidiary of Lotus Communications Inc., owned by Howard A. Kalmenson, who also owns, through various subsidiaries, KTKT(AM) Tucson; KRUX(AM) Glendale, Ariz.; KFSD(FM) San Diego and KOXR(AM) Oxnard, both California; KVAR(FM) San Antonio, Tex., and KONE(AM)-KOZZ(FM) Reno and KENO-AM-FM Las Vegas, both Nevada (BALH790403ER). Action May 31.

■ KHOT(AM)-KUUL(FM) Madera, Calif. (AM: 1250 khz, 500 w-D; FM: 92.1 mhz, 3 kw)—Broadcast Bureau granted assignment of license from KHOT Inc. to Madera Wireless Co. for \$326,000. Seller is wholly owned subsidiary of 2588 Newport Corp., owned by Raymond I. Kandel (67.14) and his daughter, Harriet K. Rohde (32.86%). 2588 Newport also owns KTUC(AM)-KFMM-FM Tucson Ariz., and KHSJ-AM-FM Hemet, Calif. Buyer is owned by Brian Fernlee (45%), Roger C. Riddell (45%) and John D. Schuyler (10%). Fernlee and Riddell are partners in media buying firm. Riddell is also film distributor. Schuyler is Beverly Hills, Calif., lawyer. Group is applicant for new stations at Ventura and Denair, both California (BAL790315HN, BALH790315AO). Action May 25.

■ KLGT(FM) Breckenridge, Colo. (102.3 khz, 3 kw)—Broadcast Bureau granted assignment of license from Breckenridge Broadcasting Co. to Sikes & Associates Inc. for \$300,000. Seller is owned equally by Robert A. Theobald and his son, Robin G., who have no other broadcast interests. Buyer is principally owned by Alfred C. Sikes, Springfield, Mo., attorney with no other broadcast interests (BALH790406GL). Action May 26.

■ WTWA(AM) Thomson, Ga. (1240 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of Hickory Hill Broadcasting Co. to Bethany Broadcasting Co. for \$321,000. Seller is owned by Gene D. Harden, who has

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no other broadcast interests. Buyer is principally owned by Walter J. Brown, principal in WTHO-AM-FM Thomson and WSPA-AM-FM-TV Spartanburg, S.C. Brown founded WTTA in 1948, later sold stations. He will return license of WTHO(AM) to FCC upon reacquisition of WTTA (BTC790110ED). Action May 18.

■ WCMD(AM)-WJSE(FM) Cumberland, Md. (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 102.9 mhz, 3.5 kw)—Broadcast Bureau granted transfer of control of Greater Cumberland Broadcasting Inc. to William Crossley and William Thompson for \$580,000. Seller is owned by Donald L. Miller, president (80%), and Kenneth L. Riggle, general manager (20%). Miller owns WKCY(AM) Harrisonburg, Va. Crossley owns Mansfield Video System, CATV system in Mansfield, Pa. Thompson is former general manager at WKRT(AM) Courtland, N.Y. (BTC78101EB, BTCH781016EC). Action May 22.

■ WYYY(AM) Kalamazoo, Mich. (1470 khz, 500 w-D)—Broadcast Bureau granted transfer of control of The Circle Corp. from Emil J. Popke (99.39% before; none after) to Williams Broadcasting Corp. (.61% before; 100% after). Consideration: \$406,513. Principals: Popke is applicant for new FM at Portage, Mich. Buyer is owned by Michael O. Day and Nancy A. Williams (50% each). Williams owns real estate in Liberty, Ind. Day is sales manager and .61% owner of WYYY (BTC781211EC). Action May 29.

■ WELO-AM-FM Tupelo, Miss. (AM: 580 khz, 1 kw-D, 250 w-N; FM: 98.5 mhz, 100 kw)—Broadcast Bureau granted assignment of licenses from Birney Imes Jr. Stations to Fritts Broadcasting Group for \$945,000. Seller is owned by Birney Imes Jr., Mississippi broadcaster with interest in seven other stations, including two TV's. Buyer—which sold its WJLJ(AM) Tupelo, Miss. (see below)—is principally owned by Edward O. Fritts Jr. Mr. Fritts owns 85% of KCRI(FM) Helena, Ark.; 100% of KMAR-AM-FM Winnsboro, La., and 55% of WNLA-AM-FM Indianola, Miss. Group also has purchased WKDL(AM) Clarksdale, Miss., subject to FCC approval (BAL790111EA, BALH790111EB). Action May 30.

■ WJLJ(AM) Tupelo, Miss. (1060 khz, 250 w-D)—Broadcast Bureau granted assignment of license from Fritts Broadcasting Group to Gary Hughes, James Poole Jr. and William J. Van Devender for \$200,000. Seller is principally owned by Edward O. Fritts Jr. who purchased WELO-AM-FM Tupelo (see above). Buyers are businessmen with no other broadcast interests (BAL790112EG). Action May 30.

■ KCTE(AM) Southwest City, Mo. (1140 khz, 250 w-D)—Broadcast Bureau granted assignment of license from Lackey Broadcasting Inc. to McPherson Media Inc. for \$120,000. Seller is owned by George Lackey and his wife, Cleia, (66 2/3%) and Nellie K. Stover (33-1/3%). None have other broadcast interests. Buyer is owned by Eugene V. McPherson, who owns WRBI(FM) Batesville, Ind., and WVLN(AM)-WSEI(FM) Olney, Ill. (BAL790322FK). Action May 29.

■ WPKO(AM)-WIBO(FM) Waverly, Ohio (AM: 1380 khz, 1 kw-D; FM: 100.9 mhz, 1 kw)—Broadcast Bureau granted assignment of license from Bennett Broadcasting Co. to Crystal Communication Corp. for \$235,000. Seller, owned by Walter F. Bennett and Alfred Dienert, has no other broadcast interests. Buyer is principally owned by Gerald Davis, who sold WXEE(AM) Welch, W. Va., in May 1978. He has no

The 1980 composite. These dates will constitute the composite week for use in the preparation of program log analysis submitted with renewal applications for commercial AM and FM stations whose licenses expire in 1980, and assignment of license and transfer of control applications for AM and FM stations which are filed in 1980:

Sunday	July 2, 1978
Monday	April 23, 1979
Tuesday	Sept. 26, 1978
Wednesday	Feb. 7, 1979
Thursday	Nov. 9, 1978
Friday	Jan. 26, 1979
Saturday	March 24, 1979

Commercial TV licensees with expiration dates of Feb. 1 and April 1, 1980 will use, in answering questions 5, 11 and 12 of Section IV of FCC Form 303, the composite week dates previously used in preparing the 1978 annual programming report. Stations whose license expire June 1 and thereafter during 1980 will use a composite week that will be issued in November. The composite week dates to be used in the preparation of the 1979 annual programming report, required to be filed Feb. 1, 1980, will also be issued in November.

other broadcast interests (BAL790403EV, BALH790403EW). Action May 31.

■ KMCS(FM) Gatesville, Tex. (98.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from McClarin Broadcasting Co. to Monarch Communications Systems Inc. for \$115,000 plus \$10,000 for agreement not to compete. Seller is owned by George W. McClarin, who also owns KCLW(AM) Hamilton, Tex. Buyer is owned by Ronald C. Briley (58%) and his wife, Ruth (1%), and V. Dean Smith (40%). Mr. Briley is general manager of KMCS. Mr. Smith is realtor and owner (64%) of KRUN(AM)-KCVB(FM) Ballinger, Tex. (BALH790315HS). Action May 30.

■ WNLB(AM) Rocky Mount, Va. (1290 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of WNLB Radio Inc. from Stanley M. Boyd (60% before; none after) to William W. Greasey (40% before; 100% after). Consideration: \$30,000. Principals: Mr. Boyd is selling his interest so that station can be locally controlled. Mr. Greasey, general manager of station, will sell, in turn, 20% interest to Glenn D. Lynch, salesman (BTC790226GV). Action May 22.

Facilities Changes

AM applications

■ KPCO(AM) Quincy, Calif.—Seeks CP to increase

power to 5 kw; install new trans. Ann. June 1.

■ KNUU(AM) Las Vegas—Seeks CP to change SL to Paradise, Nev.; change hours of operation to unlimited by adding nighttime service with 500 w; change from non-DA to DA; increase daytime power to 5 kw; change TL west of Sunset Blvd., W of Rainbow Blvd., Paradise; install new trans. and make changes in ant. system (increase height). Ann. June 1.

FM applications

■ WUAL-FM Tuscaloosa, Ala.—Seeks CP to change freq. to 91.5 mhz; increase ERP: 10 kw; HAAT: 531 ft.; change TL; install new ant.; make changes in ant. system (increase height). Ann. May 31.

■ KCDC(FM) Longmont, Colo.—Seeks CP to change TL; install new trans.; make changes in ant. system; change ERP: 100 and HAAT: 268 ft. Ann. May 31.

■ WFTW(FM) Fort Walton Beach, Fla.—Seeks CP to change freq. to 96.5 mhz; increase ERP: 100 kw (H&V) and HAAT: 530 ft. (H&V); change TL; install new ant.; make changes in ant. system. Ann. May 31.

■ WSMI-FM Litchfield, Ill.—Seeks CP to change TL; make changes in ant. system; install new ant. Ann. May 31.

■ KRRV(FM) Alexandria, La.—Seeks CP to increase ERP: 100 kw (H&V) and HAAT: 485 ft. (H&V); change TL; make changes in ant. system; install new ant. Ann. May 31.

■ KHUB-FM Fremont, Neb.—Seeks CP to change TL SW of Fremont; install new ant.; make changes in ant. system (increase height). ERP: 1.2 kw (H&V) and HAAT: 449 ft. (H&V). Ann. June 1.

■ WUVT-FM Blacksburg, Va.—Seeks CP to increase ERP: 3.0 kw; install new ant.; make changes in ant. system. Ann. May 31.

AM actions

■ WWNS(AM) Statesboro, Ga.—Granted CP to make changes in ant. system (BP-21,183). Action May 29.

■ WLS(AM) Chicago—Dismissed application for CP to change TL to West Chicago, Ill. and install new trans. (BP-780728AR). Action May 21.

■ WLLS(AM) Hartford, Ky.—Granted CP to increase power to 1 kw (BP-21,214). Action May 21.

■ KKBJ(AM) Bemidji, Minn.—Granted mod. of CP to make changes in nighttime pattern and specify modified standard radiation pattern (BMP-14,619). Action May 29.

■ KARR(AM) Great Falls, Mont.—Granted CP to change TL to 1000 ft. E of County Road, 1.75 miles S of Highway 89, Great Falls, Mont.; make change in ant. system (increase height) (BP-780731AB). Action May 29.

■ KTCB(AM) Wayne, Neb.—Granted CP to increase power to 2.5 kw; install directional ant.; change type trans.; conditions (BP-20,871). Action May 22.

■ WDNC(AM) Durham, N.C.—Granted CP to make changes in the nighttime directional ant. radiation pattern (BP-21,084). Action May 29.

■ WCKY(AM) Cincinnati—Granted CP to add MEOV's to nighttime directional pattern (BP-21,082). Action May 29.

■ WDVA(AM) Danville, Va.—Granted CP to make changes in MEOV's and change type trans.; conditions (BP-20,946). Action May 29.

FM actions

■ KWFM(FM) Tucson, Ariz.—Granted CP to make changes in ant. system; change type trans. and ant.; increase ERP: 46.3 kw (H&V); decrease ant. height: 35 ft. (H&V); condition (BPH790215AF). Action May 22.

■ KMCK-FM Siloam Springs, Ark.—Granted CP to make changes in ant. system; change type trans. and ant.; increase ERP: 100 kw (H&V); increase ant. height: 410 ft. (H&V); condition (BPH790223AQ). Action May 22.

■ KROY(FM) Sacramento, Calif.—Granted CP to make changes in ant. system; change TL; change type trans. and ant.; decrease ERP: 50 kw (H&V); increase ant. height: 500 ft. (H&V); change TPO (BPH790212AM). Action May 22.

■ WSDO(FM) Fort Lauderdale, Fla.—Granted CP to change type trans. and ant.; increase ERP: 87 kw max. (H&V); increase ant. height: 800 ft. (H&V); change TPO (BPH790212AN). Action May 22.

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445 Concord Ave.
Cambridge, Mass 02138
Phone (617) 876-2810

DOWNTOWN COPY CENTER
FCC Commercial Contractor
AM-FM-TV & NRBA lists—tariff
updates—search services—mailing
lists, C.B., Amateur, etc.
1114 21st St., N.W.,
Wash., D.C. 20037 202 452-1422

■ **WKLS-FM Atlanta**—Granted CP to make changes in ant. system; change type trans. and ant.; increase ERP: 100 kw; increase ant. height: 950 ft. (H&V); change TPO (BPH790205AH). Action May 22.

■ **KMBQ(FM) Shreveport, La.**—Granted CP to install aux. ant. at main SL at 710 Spring St., Shreveport, La.; ERP: 2.15 kw (H); ant. height: 315 ft. (H) (BPH790222AJ). Action May 22.

■ **WBNC-FM Conway, N.H.**—Granted mod. of CP to change type ant.; decrease ERP: 1.38 kw (H&V); increase ant. height: 420 ft. (H&V) (BMPH790201AF). Action May 22.

■ **WRFM(FM) New York**—Granted CP to make changes in ant. system; change type ant.; increase ERP: 7.5 kw (H&V); increase ant. height: 1280 ft. (H&V); condition (BPH790215AE). Action May 22.

■ **WZXI(FM) Gastonia, N.C.**—Granted mod. of CP to make changes in ant. system; change type ant.; decrease ant. height: 870 ft. (H&V) (BMPH790208AD). Action May 22.

■ ***KOKF(FM) Edmond, Okla.**—Granted mod. of CP to change TL to 105 W. Third St., Edmond; SL and remote control location to 3317 W. Wynn, Edmond; change type trans. and ant. and change ERP: 3.5 kw (H&V) (BMPED-780814AE). Action May 18.

■ ***WRCT(FM) Pittsburgh**—Granted CP to change TL to 5000 Forbes Ave., Pittsburgh; change type ant. (BPED790213AF). Action May 22.

■ **WESC-FM Greenville, S.C.**—Granted CP to change TL to Solomon Jones Rd., Caesars Head, S.C.; change SL and remote control location to 223 W. Stone Ave. Greenville; install new trans. and ant.; change ant. height: 2000 ft. (H&V); make changes in ant. system (increase height) (BPH781103AK). Action May 18.

■ **KQRN(FM) Mitchell, S.D.**—Granted mod. of CP to change type ant.; decrease ant. height: 360 ft. (H&V); change TPO (BMPH790123AK). Action May 22.

■ **WMSR-FM Manchester, Tenn.**—Granted CP to make changes in ant. system; change studio and remote control location to Oakdale St. (330 ft. south of studio tower building), Manchester; change type trans. and ant.; increase ERP: 30 kw (H&V); decrease ant. height: 170 ft. (H&V); change TPO; condition (BPH790221AE). Action May 22.

In Contest

Procedural rulings

■ **Burbank and Pasadena, both California** (George E. Cameron Jr. Communications et al.) AM and FM proceeding: (Docs. 79-65-67)—ALJ John H. Conlin granted motion by Cameron and Burbank Broadcasting Co. and extended time to file response to Broadcast Bureau's June 25 motion to enlarge issues. Action May 24.

■ **Fresno, Calif.** (McClatchy Newspapers and San Joaquin Communications Corp.) TV proceeding: (Docs. 21274-6)—ALJ Thomas B. Fitzpatrick granted petition by San Joaquin and amended its application to reflect that James K. Herbert has been elected Chairman of the Board of Directors of San Joaquin and to report that Michael Cardenas, Jr., acquired 37½ percent interest in VICAP International, Stockton, Calif., a limited partnership. Action May 24.

■ **WOL(AM) Washington** (Sonderling Broadcasting Corp.) Renewal Proceeding: (Doc. 79-115)—ALJ Thomas B. Fitzpatrick set procedures governing July 2 prehearing conference. Action May 24.

■ **Henderson, Nev.**—Chief of Broadcast Bureau designated for hearing in a consolidated proceeding applications of Henderson Radio Inc., Pittman Broadcasting Co., Fargo Broadcasting Corp. and SAJ Inc. for CP for new FM on 100.5 mhz at Henderson. Action May 17.

Allocations

Actions

■ **Wedowee, Ala.**—Chief of Broadcast Bureau denied petition by Pam White to reassign 95.3 mhz from Ashland, Ala., to Wedowee, Ala., and terminated proceeding (RM-3150). Action May 29.

■ **Duncan, Okla.**—Broadcast Bureau has proposed assigning 96.7 mhz there as its second FM assignment. Action was in response to petition by R&R Broadcasting Inc. Comments are due July 17, replies Aug. 6. Action May 18.

Complaints

■ Total of 2,727 complaints from public was received by FCC in March, increase of 546 over Feb. Other comments and inquiries for March totaled 2,286, increase of 916 over previous month.

Translators

Applications

■ **Denver**—Trinity Broadcasting of Denver Inc. seeks CP for new translator on ch. 57 (TPO: 100 w, HAAT: 293 ft.) to rebroadcast indirectly KTBN-TV Fontana, Calif. Ann. June 1.

■ **Donnelly and Herman, both Minnesota**—Tri-County UHF-TV Inc. seeks CP for new translator on ch. 61 (TPO: 100 w, HAAT: 400 ft.) to rebroadcast KDLO-TV Florence-Watertown, S.D. Ann. May 30.

■ **Donnelly and Herman, both Minnesota**—Tri-County UHF-TV Inc. seeks CP's for new translators on ch. 57 and ch. 59 (both TPO: 100 w, HAAT: 400 ft.) to rebroadcast KTHI-TV Fargo-Grand Forks and KMSP(TV) Minneapolis, both Minnesota, respectively. Ann. May 30.

■ **Portales and Dora, both New Mexico**—Marsh Media Ltd. seeks CP for new UHF translator on ch. 67 (TPO: 100 w, HAAT: 300 ft.) to rebroadcast indirectly KVII-TV Amarillo, Tex. Ann. May 29.

■ **Bowman, N.D.**—Bowman TV Booster Inc. seeks CP's for new translators on ch. 67 and ch. 69 (both TPO: 100 w, HAAT: 42 ft.) to rebroadcast KHSD-TV and KIVV-TV, both Lead, S.D., respectively. Ann. May 30.

■ **Richmond, Tex.**—Trinity Broadcasting of Texas Inc. seeks CP for new translator on ch. 45 (TPO: 100 w, HAAT: 570 ft.) to rebroadcast indirectly KTBN-TV Fontana, Calif. Ann. May 31.

■ **Seattle**—Trinity Broadcasting of Seattle Inc. seeks CP for new translator on ch. 22 (TPO: 100 w, HAAT: 276 ft.) to rebroadcast KTBN-TV Fontana, Calif. Ann. May 31.

■ **Oklahoma City, Okla.**—Trinity Broadcasting of Oklahoma City Inc. seeks CP for new translator on ch. 14 (TPO: 100 w, HAAT: 1185 ft.) to rebroadcast indirectly KTBN-TV Fontana, Calif. Ann. June 1.

Cable

■ **Rapids Cable TV Inc., for St. Peter, Minn.** (MN0060) add signal.

■ **Cobb County Cable TV, for Austell, Ga.** (GA0128) add signal.

■ **Troy Cable Communications Inc., for Troy, Monroe and Concord Twp., all Ohio** (OH0646-8) new system.

■ **Garden State CATV Inc., for Hampton and Lafayette, both New Jersey** (NJ0336-7) new systems.

■ **Battle Lake Cable TV, for Battle Lake, Minn.** (MN0174) new system.

■ **Cobb County Cable TV, for Cobb, Ga.** (GA0246) new system.

■ **Fentress Co. Cable TV, for Allardt, Jamestown and Pine Haven, all Tennessee** (TN0154-5) new system.

■ **Tower Cable Inc., for Heath, Ohio** (OH0586) add signal.

■ **Kansas State Network Inc., for Herington, Kan.** (KS0035) add signal.

■ **Twin Valley CATV Inc., for Jonesville, Fayette, Cambria and Hillsdale, all Michigan** (MI0314,3,329,089) add signal.

■ **Cable Holdings of Georgia Inc., for Cobb and Smyrna, both Georgia** (GA0203,016) add signal.

■ **Broward Cable TV, for Davie, Dania and Lauderdale Lakes, all Florida** (FL0303,279,228) add signals.

■ **Perry Cablevision Inc., for Junction and Somerset, both Ohio** (OH0649-50) new system.

■ **Sammons Communications Inc., for Waynesville, N.C.** (NC0035) add signal.

■ **Vision Cable Television Co., for Guttenberg and Little Ferry, both New Jersey** (NJ0338-9) new systems.

■ **Badger Mt. MATV and CATV Systems Inc., for West Richard and Benton, both Washington** (WA0289-91) new systems.

■ **Tele-Media Company of Addil, for Senecaville, Richland, Lafferty and Union, all Ohio** (OH0401, 651-3) new systems.

■ **Clay County Cable Communications, for Riverdale, Ga.** (GA0247) new system.

■ **Meca Corp., for Kemah, Tex.** (TX0510) new system.

■ **Willow City Cable TV, for Willow, N.D.** (ND0056) new systems.

Call Letters

Applications

Call	Sought by
New AM's	
WBAS	Bescap Radio Inc., Crescent City, Fla.
KLYC	Rimrock Broadcasting, Laurel, Mont.
WUIV	Jimmy R. Jacumin, Icard Township, N.C.
KRJH	Ritchey Communications Co., Hallettsville, Tex.
New FM's	
KXKQ	KSIL Inc., Safford, Ariz.
*KBES	Bet Nahrain Inc., Ceres, Calif.
KGBA	William N. Babcock, Holtville, Calif.
WEEZ	New Laurel Radio Station, Heidelberg, Miss.
*KLVU	University of Nevada System Board of Regents, Las Vegas.
*WFCM	Word of Faith, Orangeburg, S.C.
*WRVL	Liberty Baptist College Inc., Lynchburg, Va.
New TV's	
WTVE	Reading Broadcasting Inc., Reading, Pa.
KJTV	Amarillo Family Television, Amarillo, Tex.
WEOW-TV	Liberty Television Inc., Eau Claire, Wis.
Existing AM's	
WAMT	WRMF Titusville, Fla.
WWSA	WTOC Savannah, Ga.
KJJ	WKLO Louisville, Ky.
WDAL	WJDO Meridian, Miss.
WAMO	WWSF Loretto, Pa.
KIIZ	KIXS Killeen, Tex.
KCKO	KEZE Spokane, Wash.
Existing FM's	
WAJX	WRMF-FM Titusville, Fla.
WCHY	WTOC-FM Savannah, Ga.
WKJJ-FM	WCSN Louisville, Ky.
KFXV	KMRC-FM Morgan City, La.
WNEK-FM	WTRZ Springfield, Mass.
*WMCN	KJAB St. Paul, Minn.
WJDO	WDAL Meridian, Miss.
WZLO	WELO-FM Tupelo, Miss.
WGSS	WTSB-FM Lumberton, N.C.
Existing TV's	
KTLV	KSHO-TV Las Vegas
KTVG	KCPO-TV Tacoma, Wash.
Grants	
Call	Assigned to
New AM	
KATO	Stallard Broadcasting Inc., Plentywood, Mont.
New FM's	
WBTV	Southern Broadcasting & Investment Co., Homerville, Ga.
*WHAB	Acton Boxborough Regional School District, Acton, Mass.
KYOT	Price K. Johnson, Refugio, Tex.
Existing FM's	
KJOY	KOZN-FM San Diego
WAJK	WLPO-FM LaSalle, Ill.
WWEL	WFTG-FM London, Ky.
*WMBR	WTBS Cambridge, Mass.
WKZZ	WWOD-FM Lynchburg, Va.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Experienced, religious radio station manager for 10,000 watts radio station in Jacksonville, Florida. Send resume to Post Office Box 16656, Jacksonville, FL 32216.

Local Sales Manager One who knows he, she is worth more to herself and to their company. We will look strongly at applicant who is top account executive in their market and ready to move up. Person must carry strong list plus motivate sales department. Solid career position with definite opportunities to move up! Excellent salary, bonus arrangement, profit sharing, benefits! Resume, sales history to General Manager, WAMM Radio, 1223 South Grand Traverse, Flint, MI 48502.

Station Operations Manager: Responsibility: Manage all aspects of Community College FM Station. Requirements: Bachelors in R & T or equivalent. 1 year experience in radio. 3rd phone—1st preferred. Salary: \$10,000 per year. Contact: Personnel Office, Triton College, 2000 Fifth Avenue, River Grove, IL 60171. 312—456-0300.

General Manager top 100 markets southeast black formatted cooker. Must have good personnel, program, and sales skills. Group operation. E.O.E. Send resume, salary requirements to Box F-39.

Station Manager wanted for major market mid-west A.M. Must have at least 3 years fulltime radio only sales experience and must have held a radio only management position. And Equal Opportunity Employer. Send resume to Box F-47.

Manager with Good Sales and administrative record for small daytime station in above average growing community near metro midwest. Excellent equipment. Adult format. All details to WINU, PO Box 303, Highland, IL 62249.

Manager-Trainee ... Southwest. Must have sales background ... ambitious. Great market potential in fastest growing part of the nation. Great place to live. Good draw and incentive program. EOE. Send resume to Box F-50.

Sales Supervisor—Person needed to assume the responsibility for sales growth of 5 salespeople. Applicant must be Welsh Company trained, have proven sales record, desire management opportunity. Apply to Rick Charles, General Manager, KAGE AM-FM Winona, MN 55987. 507—452-4000.

Sales Manager ... Texas Station. SMA, number one in market. Excellent pay. Great place to live ... must have leadership ability. EOE. Send resume to Box F-52.

HELP WANTED SALES

Beautiful Opportunity—experienced salesperson—southeast Texas metro. Salary negotiable + expense. KQXY, 1043A Petroleum Bldg., Beaumont, TX 77701. EOE.

Madison, WI. Excellent career opportunity for bright young problem-solver strong on creativity with ability to write and sell imaginative campaigns. Thirteen station Midwest group seeks eager sales person, recent college grad or with 1-2 years experience. Our people earn far more and Madison living is superior. All management and stockholders drawn from within our group. WISM, Madison, WI 53701. Midwest Family Station (EOE).

Northern New England radio station looking for experienced sales person with good possibility of becoming sales manager. Contemporary, MOR, AM. Excellent account list, fringe benefits. Equal opportunity employer. Tell all first letter. Reply Box F-15.

One Account Executive. is needed for permanent employment with long-established, expanding 24-hour AM station in top South Carolina market. Reply to Box F-22.

Position Open for sales manager. If you want good list, responsibility, and a great place to live, we have a job for you. E.O.E. Call or write: WSLB, Box 239, Ogdensburg, NY 13669 315—393-1100.

Sales Management opportunity with high quality, successful station for experienced achiever. Resume to President, KNND, 321 Main, Cottage Grove, OR 97424.

Top list available for experienced account exec. with good track record. Call Joe Bell, Y-95 Radio Tampa 813—576-9550.

South Florida. Palm Beach County's No. 1 AM station needs experienced account executive. Immediate opening. Send resume to Jim Bryant, WSBR, 10250 Bergen Court, Boca Raton, FL 33433. EOE M/F 305—482-7474.

KEED, top-rated Eugene, Oregon AM. Voted Billboard's best country station last 2 years. Interviewing for Sales Manager position. 2-3 years sales management experience an absolute necessity. Excellent sales staff; attractive incentive system; second fastest growing market in radio revenue in the U.S. last year. Contact Don Berry, GM, KEED, 1245 Charnelton Street, Eugene, OR 97401, 503—344-1457. EEO Employer.

Sales Manager for regional 1-KW AM with excellent coverage and facilities in western New York. Real opportunity for management growth for the right person. Send complete resume to General Manager, WCJW, Warsaw, NY 14569. E.O.E.

Successful Welsh trained salesperson, No. 1 list, sales management if good, at eastern Washington small market AM-FM, Box F-24.

Salespeople wanted for new Northern California Coastal 5000 watt MOR AM. Air Aug/Sept. Broad based broadcast company. Write Robin Lawson C/O California-Oregon Broadcasters, Box 5M, Medford, OR 97501. E.O.E.

Salesperson wanted. A professional salesperson to take over active account list of almost \$100,000 with potential of \$200,000 in great Virginia market. Contact immediately Box F-42.

Jennings or Welsh trained sales person wanted to work at Cape Cod's leading radio stations. Send resume, track record to Bruce Harris, WOCB/WSOX, 278 South Sea Ave., West Yarmouth, MA 02873. 617—775-0500.

Account Executive for Peoria Adult FM. Established list includes entire city of Peoria. Draw against 15% commission. Paid insurance, gas. Extra for air work if you want it. Tape/resume to: Wayne R. Miller, WTAZ, Box 501, Morton, IL 61550.

Sales Manager and Account Executive needed. New automated AM Beautiful MOR station in Louisiana's state capital. Market 300,000+. Send resume, sales history, and salary requirements to Wilbur Lewis, WTKL AM, 7249 Florida Blvd., Baton Rouge, LA 70806.

Over 40?—age doesn't matter if you know radio sales. Salary and commission. Call WNUF—412—821-4100.

Wanted: Professional salespeople who want to make big dollars in a small N.Y. market. If you're Jennings trained or interested in learning how the system can make money for you, contact me today. Send resume to Box F-57.

HELP WANTED ANNOUNCERS

Two Northern Calif Powerhouse 24 hour stations, one country, one rocker looking for country and rock DJs. Experienced in production also. At least third class phone. Also program director, full knowledge of country music and production. EOE. Resume with references to Box E-112.

Are you the Morning Drive Personality capable of maintaining and improving our morning numbers? If the answer is yes, this 50,000 watt country music station can offer you a lot of money to start, plus a complete fringe benefit program. Send complete resume immediately. We will call for air check. EOE. Box E-194.

Talk Personality for popular evening show on dominant station in Midwest market. Medium or major market talk experience required. Capable of everything from public affairs to spinning records to matching dateless callers. Equal opportunity employer. Box F-13.

One top-notch air personality, is needed for permanent employment with long-established, expanding 24-hour AM station in top South Carolina market. Reply to Box F-21.

One of New England's finest contemporary stations has an opening for an air personality with strong production skills. We offer extremely attractive facilities, modern equipment, and a chance to join a staff of pros that has kept us No. 1 in the market for the past 5 years. Send tape, resume, and salary requirements to Ray Brown, PD, WCOD-FM, Hyannis, MA 02601.

Michigan Calling. Seeking Communicator with three years experience and production ability. Excellent area, working conditions and benefits. Tape/resume to: Jay Allison, WHFB, PO Box 608, Benton Harbor, MI 49022. EOE.

Immediate Opening. Sign on personality. Not just time and temperature. Qualified? Send tape, resume to Jerry Collins, WASK, Box 880, Lafayette, IN 47902. E.O.E.

Salesperson/Announcer for Good Music station. Experience required for top pay. WOSC, Fulton, NY 13069.

Great living and great company in which to work. Experienced D.J. wanted for number one stations. Contact Bob Catan, WUPE AM and FM, Pittsfield, MA.

Morning Person for Superadio 97, WANV, The BIG No. 1. Moderate contemp, heavy news and community involvement. The only 5KW in the county, in the midst of the beautiful Shenandoah Valley of Virginia. Low turnover EOE employer. Write Gary Ratcliff, station manager, WANV, POB 1248, Waynesboro VA 22980.

WCLG-FM Morgantown, West Virginia, the most listened to station in Almost Heaven is looking for bright, friendly, natural morning person. New studios, best equipment, great staff and benefits. Mail tape to Dr. John, WCLG-FM, Box 885, Morgantown, WV 26505. EOE.

Warm Climate Major Market MOR is searching for solid veterans to fill good paying drive shift. Reliability and entertainment is a must. Send tape and resume to Chuck Milner, Frank N. Magid Associates, Suite 522, 2225 E. Randol Mill Rd., Arlington, TX 76010.

Immediate opening. Lower Hudson Valley. Several years commercial experience essential. Send resume, salary requirements. Box F-28.

Moving up? Music Director/Night DeeJay. 10,000 Watt Pop-Adult Format. Good job for right person. EOE small town with trees and friendly people. Resume and salary expectations to: Box F-58.

Opportunity knocks! Takes experience in mornings and sales to answer and make money at this stereo country station. Send tape and resume. AJ Kahn, WJSK, Lumberton, NC 28358.

Can you think, create and deliver? Will start right person at \$200/week or ? we are an MOR-Pop C/W, small market, full time station, with good reputation sound equipment. If you want to relocate, lets talk. Call Butch Luth, KIML, Gillette, WY 1—307—682-4747. EOE.

**HELP WANTED SALES
CONTINUED**

Opening for Announcer with good production skills, join our mad-cap staff on the St. Lawrence River. Send tape and resume to WSLB, Box 239, Ogdensburg, NY 13669. EOE.

HELP WANTED TECHNICAL

Technical Director for Directional AM and Class C FM in Southeastern State. Experience and good references required. Person selected will supervise all engineering operations of AM and FM. Equal Opportunity Employer. Box F-84.

Sunbelt AM-FM Combo needs experienced engineer. Good pay and working conditions. Opportunities for advancement with growing company. Equal Opportunity Employer. Box F-85.

Automated AM/FM station in New England seeks full-time Chief Engineer with First Class license. Mostly new equipment. Expanding company with good pay, benefits. Experience preferred but willing to talk with bright beginner. Write Box F-26.

Chief engineer needed for AM/FM combo. Automation experience helpful. Growing operation in Midwest. Write Box D-195.

Chief Engineer for a large, modern well equipped, AM carrier broadcast system. Must have experience in AM and have strong performance in audio and studio maintenance repair and construction. Supervisory and carrier current experience highly desirable. Will supervise 1-2 student assistants and be responsible for 6 studios and 13 transmitters. This is a full-time year round position. Starting salary \$12,000 or more depending on qualifications and experience. Good fringe benefits package. Reply to: B. Eit, All Campus Radio, Room 8, Student Service Bldg. East Lansing, MI 48824. An Equal Opportunity Employer.

Broadcast Group Needs chief with minimum of 3 years experience. Fifty kw 2 tower directional AM high power stereo FM. Send resume to Wilbur Goforth, PO Box 1967, Mobile, AL 36601. 205-432-0595.

Ohio-Need Hard Working experienced Chief in AM/FM transmitting, automation. Maintenance minded. Good salary, in a small town, good place to live. Call or write Walter Stampfli... 416-289-2605, WNCO, Box 311, Ashland, OH 44805. E.E.O.

Cosmos Broadcasting Corporation's expanding Radio Division is seeking an experienced First Class Chief Engineer. An exciting Sunbelt opportunity. Contact Joe Gill, c/o Cosmos Broadcasting Corporation, 520 Royal Street, New Orleans, LA 70130. EOE.

Immediate Opening. Full time Broadcast Engineer. Three years minimum experience. First Class FCC License required. Send resume to Paul Titchenal, WGTO, PO Box 123, Cypress Gardens, FL 33880. E.O.E.

Growing broadcast corporation in need of experienced engineer for assistant chief in Florida. Salary commensurate with ability. Box F-23.

Broadcast Engineer—must be sharp on maintenance of audio and RF First Class ticket required. Contact Chief Engineer, WGH AM-FM, PO Box 9347, Hampton, VA 23670 or 804-826-1310.

Station in sunny South seeks rare combination: Program Director with first ticket who "knows his stuff" in both programming and engineering. Good references and administrative ability required. Beautifully equipped station with good ratings. Rare opportunity for the right person. Equal Opportunity Employer. Box F-54.

Sharp? Capable? Want to get ahead and do things? Come grow with us. Head our engineering department. Midwest group, three stations, with outstanding record and reputation. Small town living expenses. \$18,000 minimum. All replies in strictest confidence. E.O.E. Box F-45.

Chief Engineer or Engineer with CE potential. Our CE retired after 38 years service. Need replacement with AM/FM know-how. Automation experience helpful. Great country to live in and grow. Resume and salary requirements to Don Hargis, Box 727, Sheridan, WY 82801.

Assistant Chief Engineer for fastest growing market in Florida. Superb Company benefits. Must know RCA studio equipment and Sony Eng. Reply to Box F-82.

Chief Engineer wanted for full-time 5 Kilowatt Norfolk, Virginia station. Prior experience and First Class License required. Send resume to Steve Shrader, PO Box 647, Atlanta, GA 30301.

Broadcast Engineer for university FM station. Must be strong on preventive maintenance and the repair of audio/video equipment. Requires two years broadcast experience and First phone. Looking for an aggressive engineer who knows good engineering practices. Continuing employment on twelve month contract. Salary up to \$14,000. Deadline: June 15. Resume to: David Anderson, Communication Arts, Memphis State University, Memphis, TN 38152.

Chief Engineers for fastest growing market in Florida. Superb Company benefits. Must know TCR, TR-60, Transmitter and Sony 3/4 Eng. Reply to Box F-83.

Assistant, ready to move up to Chief? Should be well organized, strong on maintenance and FCC regulations. Should know directional systems, FM and SMC automation. Good opportunity for right person. Call manager, KGAK, Gallup, NM.

Shenandoah Valley VA Chief Engineer for WANV, 5 KW D-2; for constructing new xmtr-studio facilities for WREL, 1 KW ND; and developing proposed 50KW FM. A beautiful living area for those who would avoid the metro ratrace. We are a low turnover EOE employer. Present chief, who built WANV in 1964, retiring after more than 30 years in broadcast. Opening available in July. Write M. Robert Rogers, president, WANV, POB 1248, Waynesboro, VA 22980.

HELP WANTED NEWS

San Diego/Los Angeles 50,000 watt AM Beautiful Music station needs newperson familiar with Beautiful Music format. International operation with good future and excellent living conditions in Southern California. Send tape, complete resume and salary requirements to: Rich Wood, Program Manager, XTRA Radio, 1250 Sixth Avenue, San Diego, CA 92101.

WFBR, Baltimore is looking for an aggressive, innovative morning anchor. Experience and good voice a must. Send tape, resume and salary requirements to: Mike Majors, News Director, WFBR Radio, 13 E. 20th St., Balto., MD 21218.

Creative producer with super voice, incredible technical skills and vast music knowledge (AOR) to coordinate production and develop new programs for national network. Minimum 5 years experience. Send production tape—no airchecks—to Susan O'Connell, Progressive Radio Network, NY-212-585-2717.

News pro sought for TV team. Tapes, resumes first reply to News Director, Tom Maxedon, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405 MF EOE.

News Person Experienced: Need a personality newperson talented enough to handle those imaginative cross talks. For a SE. Texas adult contemporary station. Send tape & resume to "JJ" Justin, KOLE, Box 336, Pt. Arthur, TX 77640.

Work as a news reporter in this beautiful Northern Illinois community. Knowledge of play by play sportscasting helpful but not necessary. Excellent pay, benefits. Tape and resume with first letter, please. WZOE Radio, Broadcast Center, Princeton, IL 61356.

I need someone who wants to be the best... will accept a challenge... and knows what radio news is all about. I want a hustler and a street fighter who is at home with a tape recorder. I will offer you a chance to work your butt off in a beautiful Pennsylvania market. Please reply to Box F-51.

Looking for newperson with good writing skills, experience in government reporting and willing to work long hours. Doug St. Clair, News Director, WFIR/WPVR, Box 150, Roanoke, VA 24002. 703-345-1511.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS**

Experienced PD, for NW New Mexico 5KW, familiar with Modern Country format, able to hire and handle people and must be promotion and sales oriented. Good opportunity for hard worker—no others need apply. Contact J. B. Chapman 505-863-4444.

One of the nation's most aggressive country music groups needs program director and staff for expanded operation. Must be strong of personality, and good knowledge of country music. Send resume. Equal Opportunity employer. Box E-181.

New 100,000 watt radio station is seeking applications for Production Director. Responsibilities: All in-studio and remote recordings, training of on-air personnel, assist Chief Engineer with routine maintenance on studio equipment, teach one class. Qualifications: B.A., M.A. preferred. Experience with all phases of audio production, especially remote recording techniques. 3rd class, 1st preferred. Salary: \$12,000+. One months vacation. Deadline: June 15. Send resume to: David M. Horning, General Manager, KHCC, 1300 North Plum, Hutchinson, KS 67501.

FM Announcer—Minimum two years air and production experience. Pop-Adult. Send resume/tape to Personnel Director, Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

Program Director, Creative Announcers, and an Announcer/Engineer combo wanted for new 5000 watt MOR AM. Northern California Coast. Air date Aug/Sept. Top equipment, competitive pay, strong diversified broadcast company. Tapes and resumes to Robin Lawson C/O California-Oregon Broadcasters, Box 5M, Medford, OR 97501. E.O.E.

Creative producer with super voice, incredible technical skills and vast music knowledge (AOR) to coordinate production and develop new programs for national network. Minimum 5 years experience. Send production tape—no airchecks—to Susan O'Connell, Progressive Radio Network, NY-212-585-2717.

Program Director needed for top station in Maine's second market. Highly successful 5000 watt AM, with Beautiful music FM. Located in the heart of Maine's beautiful vacationland. Modern showcase studios under construction. Must be stable. \$12-15,000. No beginners. Tape, resume: Ron Frizzelli, WLAM, Box 929, Lewiston, ME 04240. We are an equal opportunity employer.

Program Director for fringe Washington, D.C. adult contemporary station. Outstanding opportunity to move into major market with expanding company. Experience in programming, production and promotion a must. Short air shift. 1st class. EOE. Contact R. McKee, WPRW, Manassas, VA 22110. 703-368-3100.

Program Director. Mature air personality who'll direct MOR/Contemporary in beautiful Puget Sound major market resort area. Great benefits. Resume and tape to Manager, Box 5200, Tacoma, WA 98405. EOE/IF.

Program Director/Operations Manager for Adult Contemporary Spanish station in West Coast major market wanted by expanding group broadcast company. Spanish language and programming experience with successful adult contemporary station (but not necessarily Spanish format) are essential. EOE. Send resume with salary requirement to Box F-36.

Station in sunny South seeks rare combination: Program Director with first ticket who "knows his stuff" in both programming and engineering. Good references and administrative ability required. Beautifully equipped station with good ratings. Rare opportunity for the right person. Equal Opportunity Employer. Box F-54.

SITUATIONS WANTED MANAGEMENT

Sales orientated General Manager. Substantial experience and successful record in Management of AM/FM and CATV. Seven years present position as Vice President/General Manager. Will consider investment opportunity. Prefer Florida or Sunbelt, other areas considered. Outstanding business, personal, and financial references. Box E-187.

Station Manager. 26 years in radio. Announcer-Salesman-Station Manager. Looking for a chance to grow with station owner who appreciates ability and professionalism. Box F-18.

SITUATIONS WANTED MANAGEMENT CONTINUED

Operations Mgr. available immediately. More than 25 years in the business. All formats; country, rock, classical, MOR, news, etc. A leader and motivator. Box F-79.

Results not conversation. Sales Manager, larger markets. GM, smaller, intermediate markets. Moore, PO Box 5043, Shreveport, LA 71105.

Station Manager available for small or medium market. 20 years experience. Excellent record in sales, programming and management. Business degree. Prefer Southeast but will consider all areas. Box F-19.

Business Manager, aggressive executive with loads of initiative wants to advance. Responsible for budgets, financials, cash flow, contracts, management planning and controls. Prefer Northeast but willing to relocate. Box F-32.

Your super search may end here. 18 year broadcast SUPER producer is ready for you. Currently employed ... and you may be SUPER surprised by this resume. The Total motivator who took a \$400 sales list in 1975 and turned into over one million dollars. Best sales month in history of city on any station. How about programming? It's hot—I have been on over 100 stations worldwide in the past year. This is a first ad for your thoughts on how best to take advantage of a SUPER radio wiz involved in Major and medium markets in management, sales, programming and promotion. SUPER track record and references. Resume on request. Box F-53.

GM—Small/Medium Mkts.—in radio since 1952, operations management, performing on air, selling, etc. Masters Degree in Broadcast Management. Box F-81.

SITUATIONS WANTED ANNOUNCERS

Wanted: Disc Jockey position with a station. New England preferred. Third class and commercial experience. Keith, 414-769-6966.

Experienced top 40 announcer wants challenging small or medium market position. Formerly KBOS Tulare, KYNO Fresno, KXRX San Jose. Steve Woodburn 408-294-2548.

3rd Phone—no prior air experience. Can do boardwork and tight show. Will relocate. Kevin McAteer, 12 Whitford St., Warwick, RI 02886. 401-739-5625.

Currently employed DJ/MD with 5 years experience in country music looking for position as DJ and/or MD in competitive midsize Southwest market. 1st phone. PO Box 2604, Gallup, NM 87301 505-722-5702 after 5 pm.

Former Swing Shifter nationally top rated 50,000 watter. Seek stable operation. Chuck 716-873-0706.

Experience in small market radio—ready to move up. I'm a recent college graduate with a broadcasting degree who will do the job for you. Disc-jockey and news my specialty. Fred Burns, 15 Bronson Street, Oswego, NY 13126. 315-341-2270 or 315-343-9864.

Female Announcer. 23 ambitious with charisma. Hard worker. Will relocate. 8831 South Wood. Chicago, IL 60620. 779-8778, Marzine Richardson.

Trade out—long hours, hard work for opportunity. Fully trained, 3rd endorsed. First on-air job experience behind me. Relocate anywhere. Reply Karl Kuegerl 906-635-9508.

Reliable, experienced announcer, available for summer replacement/vacation fill-in. Northeast location. Mitch Zimmer, 1213 East 83 Street, Brooklyn, NY 11236. 212-531-4717, after 4 PM.

First Class Female B.A. in Mass Communications. Will relocate immediately. For tape and resume write Randi Lazar, 120-12 Asch Loop, Bronx, N.Y. 10475. 212-379-7746.

DJ. Can do production; third Class endorsement; will relocate. Box F-49.

Top 40 Air Personality with some small market experience seeks job at small or medium market station. Willing to travel and can relocate quickly if necessary. Good at creative production skills. Some experience with traffic, music, and sales. I've got what you're looking for! Tapes ready to send. Contact Rich at 4701 Saguinaw Circle, Pleasanton, CA 94566 415-462-0484.

Can Rock to any situation. Black 21 year old D.J.-newscaster who sells, sells, sells, smiling personality, lots of training, nice guy to work with. 1-215-849-5615 or 1-215-922-2530, Jerome.

SITUATIONS WANTED TECHNICAL

Chief, Director of Engineering, consultant? Chief engineer of large operation in Eastern major market seeks opportunity in West. Management, technical background. Reasonable salary requirements. Box F-69.

Chief Engineer with AM-FM-automation experience desires position with medium market AM or FM. Prefer midwest. Box F-87.

First Phone needs a chance. Willing to learn. Full or part time. Some experience. Resume available. Box F-86.

SITUATIONS WANTED NEWS

Aggressive Reporter gets involved with Community. 1 1/2 years experience-news, 2 1/2 radio. Box F-8.

Six year small market newsman/news director wants to move to large market and work on good news team, with aspirations of moving into management or ownership. Send job description and salary to Box F-65.

Texas and Southwest ... Major Market News Director wants to come home. Take charge professional, with first phone. Know FCC, and will consider Operations Manager position. Will be in Texas first two weeks in July ... Let's talk. Box F-67.

Wanted: A Position combining PBP sports with news. I have the experience and ability in both if you have the medium market opening. 516-781-0037, Larry or Box F-27.

Sports Director, 7 years play-by-play, award winning commentaries, 29, B.A. Journalism. Seeks larger market. 906-774-3987.

Competent Sports Stringer with strong network background seeks sports or news position with a station looking for an award-winning go-getter. Experienced in all facets of radio sports including technical and administrative ends. Box F-35.

Do you offer a challenge? Experienced newsman seeks station with strong news commitment. I know what news is. Also have BA. Small, medium markets let's talk. Tony Beahan 201-447-5371.

Award-Winning News Director. Excellent writing, reporting skills. PBP, too. Seeks position with larger operation. Six year's experience. Will relocate now. Box F-71.

I have almost a year of solid news experience; the last 5 months as news director. I'm looking for a job with station with a commitment to getting news, not rewriting from the paper. I'd like a job in NY Penn NJ area, but can work for any good news operation. Call Gregory Bresiger, 717-828-7187.

Award Winning News Director/Reporter seeks take charge position. Ten years pro with management experience building award winning news/public affairs departments. N.Y./N.J./CT, metro N.Y. area. If you're serious about news call 914-354-5479.

Reliable, Sharp Female Journalist desires news reporting position at your station. B.S. in Jour, 1978; Radio news writing/reporting/announcing experience; Technical TV experience; proficient tape editor; FCC First Class License; Member Society of Professional Journalists; Sound references. Available 1 Sept. 1979. Please contact K. L. Curry, PO. Box 37, College Park, MD 20740.

"Triple Threat" moving to D.C. in August. AP award-winning newsman. 5 years pbp. Assistant Manager past two years. College grad. Solid references. 219-583-4459 evenings or write Terry Etter, 306 North Beach Drive, Monticello, IN 47960.

Experienced, Well-Educated former news director seeks employ with established news operation in N.C. Box F-74.

Award-Winning News Director: Prefer major markets but will consider medium with good offer. Highly competitive. Author broadcast journalism texts and stylebooks. Successful teaching broadcast news at major university. Good at turning around sleepy/inert newsrooms. Don Miles, 3435 NW 19th Pl., Gainesville, FL 32605. 904-377-7234.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

General Managers: Keith Lowe, recently of ABC O&O KLOS, Los Angeles, has something new. If you would like your FM to reach a 25-49 demographic, I have your format. Tapes and information kits are available. Please write: c/o Ellis, Box 36834, Los Angeles, CA 90036.

Seeking operation Manager position. Strong on detail and organization. 18 years experience. Available immediately. Excellent references. Bob Sherman, 3382 Kiesel, Bay City, MI 48706. 517-684-1693.

TELEVISION

HELP WANTED MANAGEMENT

Station Manager for new Public Television station. Requires at least eight years broadcasting experience and most recent experience at second or third level management position. Excellent opportunity to develop station and staff the way you want it. Resume to: Larry Fowler, Garden City Community College, Garden City, KS 67846. An equal opportunity employer.

General Manager New England major market U. Strong administrative and planning skills. A fully experienced businessperson as well as broadcaster whose hallmark is organization. Mandate to implement market analysis related programming and sales in a unique format. Small staff necessitates a "people person". EEO employer. Detailed resume and salary requirement to Box E-83.

Wanted: Program Director at WOWK-TV, Charleston-Huntington, West Virginia. Heavy local program and commercial production commitments. Total local news commitment. Management skills dealing with union employees requisite. Submit letter, resume and references to: Leo M. MacCourtney, Vice President and General Manager, WOWK-TV, PO Box 13, Huntington, WV 25706. Equal Opportunity Employer.

HELP WANTED SALES

Need a heavyweight street fighter with TV or Radio sales experience to help develop new territory. Knowledge of Co-op desired. Great commission, strong future with Virginia's fastest moving station. Box F-41.

Television Sales (Lansing/Jackson, Michigan) Unusually strong established list available, producing higher than normal earnings. Applicant must have minimum of six months media sales experience. Equal Opportunity Employer. Write ... Personnel, WILX-TV, PO Box 30380, Lansing, MI 48909.

National Sales Manager wanted for top 100 market TV station. Great Opportunity for an ambitious, aggressive individual. Equal Opportunity Employer. Send resume and salary requirements to: Box E-176.

HELP WANTED TECHNICAL

Video Tape Operator—Applicants with 1st or 2nd FCC preferred but will consider others with tech school training. Experience not required—will train, Modern facility, benefits. Send resume to: Al Smith, KPLC-TV, PO Box 1488, Lake Charles, LA 70601. EOE.

Air Switcher, 4:00 pm to Sin off. First Phone, experience and dependability necessary. 3/4", 16mm, 35mm operation. Small operation. Write with full details WSVI-TV, Box 8 ABC, Christiansted, St. Croix, US Virgin Islands, 00820.

Major Market Midwestern Network Affiliate seeking good number two person who will take some of the engineering management and maintenance load. Must be familiar with the latest broadcast equipment. Prefer someone with prior supervisory experience. An AA/EOE. Send resume with salary requirements to Box F-14.

HELP WANTED ANNOUNCERS CONTINUED

Television Technician: Johnson County Community College, in suburban Kansas City, is currently seeking a Television Technician to begin July, 1979. Responsible for operation of television facilities during evening distribution of instructional and public service programming. Must perform maintenance and repair of television production equipment. Excellent fringe benefits including 1½ days per month paid vacation, 1 day per month paid sick leave, paid health and life insurance and paid retirement program. 12-month position. Competitive salary. Associate degree in electronics or equivalent required. Apply to: Personnel Office, Johnson County Community College, College Blvd. at Quivira Road, Overland Park, KS 66210. 913-677-8577. An Equal Opportunity Employer.

First Class Engineer Switcher/Operator Will train. Immediate full-time Group Station—WSYE-TV, Larry Taylor. 607-733-5536.

Upstate New York medium market UHF has immediate opening for first phone switcher. Excellent entry level opportunity with expanding group. Call John Herrick, 607-739-3636.

Assistant Chief Engineer with knowledge of UHF transmitters, FCC rules, and TV studio operation. Resume to Chief Engineer, WJCL-TV, PO Box 13646 Savannah, GA 31406.

Assistant Chief Engineer—network affiliated VHF in one of the most beautiful Midwest markets. Well-equipped facility going into one inch ENG/EFP. New studio facility planned for early 80's. Excellent career track to Chief Engineer. Applicant should be strong maintenance and personnel manager. Send resume and salary requirements to Walter Hariu, WISC-TV, 4801 West Beltline Highway, Madison, WI 53711. EEO.

Wanted for sunny Florida, assistant chief engineer trainee, needs FCC first class, able to work on TR-600's and/or TTU 30 transmitter Mid teens. Available immediately. Send resume with work experience. Box F-60.

Recording Studio Engineer. To operate and maintain state of the art multitrack facility for music recording and mixing, film and video sound mixing, narration and effects recording, etc. Experience, samples of work required. Send resume to Tim Wolfe, Maryland Public Television, Owings Mills, MD 21117 for interview. EOE, M/F.

Chief TV Engineer—Responsible for planning, design, supervision, purchasing and maintenance for university based broadcast quality color TV studio, campus cable system, electronic repair service and consultative activities. This position requires two years college plus seven years related experience or the equivalent combination of Education and experience. 1st Class FCC and supervisory experience desirable. To apply please send your resume and salary history no later than June 25th to: Marianne Kiser, Campus Employment Office, 350 Service Bldg., University of Kentucky, Lexington, KY 40506.

New Public TV station going on the air in late June needs Maintenance and Operations personnel. Minimum qualifications 2 year Electronics school, 1st class license and two years experience. Send resume with salary requirements to Chief Engineer, KMOS-TV CMSU Warrensburg, MO 64093.

Engineering Supervisor needed for independent major market UHF station in the Midwest. Must be thoroughly familiar with all types of equipment, including transmitter used in a modern TV station. Top salary, many benefits. A really good opportunity for the right person. We are an equal opportunity employer. Please send full resume to Box F-43.

Control board operator with First Class FCC license. Experience preferred, but not necessary. Contact Roger Rein, KUMV-TV, Williston, ND. Phone 701-875-4311. Equal Opportunity Employer.

T.V. Technician—Diocesan ITFS N.Y. area. FCC license. Troubleshooting, transistors, transmitter readings. Must drive. 212-499-9705.

HELP WANTED NEWS

News Producer—News Writer: Large Southwest market looking for a television News Producer with a strong writing background. Top rated ... group owned ... great place to live. Send resume to: Box E-159.

Television Meteorologist ... Starting position Week-end weather in news program and three days a week as either a news photographer ... still photographer ... writer ... whatever your talents can deliver. Good market ... Southwest area ... send resume to: Box E-160.

Assignment editor/bureau chief to run news office in capital city of West Virginia. Must have strong film and journalism background. Send resume and videotape cassette to News Director, WOWK-TV, 625 4th Avenue, Huntington, WV 25701.

Anchor/Reporter. Seek experienced anchor with field reporting background. Applicant will co-anchor early and late newscasts and be available for field reporting. Solid knowledge of ENG shooting-editing-packaging necessary. Experience also in half-hour public affairs interviewing preferred. Send resume and VTR cassette: News Director, KECI-TV, Box 5268, Missoula, MT.

Producer/Reporter: Prime duties to write, edit and produce early and late newscasts. Must also be capable of field reporting. Applicant needs solid knowledge of ENG editing as part of producer function. Send resume and tape: News Director, KECI-TV, Box 5268, Missoula, MT.

Weatherperson—Station in top 50 market needs someone to present weather with a flair. Equal Opportunity Employer. Send resume to Box F-20.

Cinematographer/Editor—Looking for someone who is familiar with 16mm film cameras both sound and silent. Send resume and samples of work: News Director, WOWK-TV, 625 Fourth Ave., Huntington, WV 25701. Equal Opportunity Employer.

News Director—No. 1 news station in Northeast medium market looking for a take charge news administrator to lead us into the 80's. Must be a solid journalist experienced in all areas of news gathering and production techniques. Equal Opportunity Employer. Send resumes to Box F-25.

Photographer—shoot tape and film for a news department that really hustles. We want a photographer with a lot of creativity and sensitivity. Experience required. E.O.E. Box F-75.

Reporter—aggressive television station seeking self-starting reporter. Journalism degree required, experience helpful. We will ask to see examples of your writing and reporting. E.O.E. Box F-76.

KMPH TV, Channel 26, an independent station located in the Fresno-Visalia, California market, is seeking a highly qualified individual to fill the position of news director. Must possess a minimum of 3-5 years experience as a news director and/or a demonstrated record of achievement in all aspects of news administration, production and operation. Will be completely responsible for the establishment of a new news department. Dateline for application is June 30. Send resume to: Joseph Shaffer, VP and Program Manager, KMPH-TV, 2600 South Mooney Boulevard, Visalia, CA 93277. E.O.E.-M/F.

Two openings: General Assignment reporter and Weather anchor/reporter. Sunbelt group-owned network VHF. Tapes, resumes, first letter to News Director, Tom Maxedon, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405 M/F EOE.

Assignment Editor—seeking person to direct, motivate, and train young and energetic news staff of 25. You should have at least two years experience as a television news street reporter and a degree in broadcast journalism. Desk experience preferred. E.O.E. Box F-77.

Help wanted: Producer. We're looking for a strong, highly motivated individual to orchestrate a well-paced progressive newscast. Must have top flight writing and production skills, imagination, and the drive to be the best. Prefer some experience, but assistant producers with sparkle and ability are encouraged to apply. Contact Mary McCarthy, News Director, 815-987-5300 or WIFR-TV, Box 239, Rockford, IL 61105.

Reporter/Photographer: Degree in Journalism or Broadcast Communications, 2 years minimum experience in television News. Thorough knowledge all phases of ENG. Send resume and videocassette—no phone calls. E.O.E. Bert Roselle, News Director, WJKS-TV, PO Box 17000, Jacksonville, FL 32216.

Weatherman or woman. Have you got a track record which can show us that you've got the ability to attract young men and women 18-49? If you can, you'll work with our staff of professional meteorologists in our well-equipped weather office. Top salary and fringe benefits for the right person. Box F-31.

Reporter—if you're a reporter who can use her/his unique style to effectively communicate with individual viewers, we've got a job for you at a major market station in the Northeast. Equal Opportunity Employer. Reply Box F-90.

Wanted: Person to anchor weather segment, M-F News. Some reporting and public affairs. \$176 Resume, tape in 1st letter. Previous applicants need not apply. EOE. Jon Janes, KAAL TV, Austin, MN 55912.

Assignment Editor—Top 50 northeastern station needs imaginative assignment editor. Box F-61.

Assignment editor, producer, writer, production assistant—four positions with great growth potential open now or in the near future at a major group-owned Northeast station. We're looking for people with a great deal of creativity, intelligence and aggressiveness ready to make their marks in a leading news operation. Equal Opportunity Employer. Reply Box F-78.

Managing News Editor—to assist the news director and be responsible for coordinating daily news coverage. Strong writing, reporting and assignment background and supervisory experience desired. We want an aggressive team player who is a professional and loves news. Contact Mary McCarthy, News Director, Phone 815-987-5300 or WIFR-TV, Box 239, Rockford, IL 61105.

Sports Director: Applicant should have a thorough knowledge of all types of sports, plus have a strong background in writing and on-air delivery. Prior TV sports experience is required. WXII-TV, Box 11847, Winston-Salem, NC 27106, Suzanne Vrhovac. No phone calls.

Pennsylvania small market station seeks anchor/reporter. BA in Journalism preferred. Duties include beat/anchor reporting. EOE. Send resume to Box F-89.

We already do the fastest, best-written, highest-rated newscast in the market, but we want to get better. We're looking for a producer for our 6 o'clock news, with strong writing and production skills. This job will include responsibility for the overall pace and content of the top-rated newscast in a highly-competitive market. If you are creative, experienced, and possess good leadership skills, you might be the person for this job. Send resume to: John Howell, KFSN-TV, 1777 G Street, Fresno, CA 93706. We are an Equal Opportunity Employer.

Top Ten Market Group owned network affiliate looking for weekend newscast producer. Must have strong writing and production background. Equal Opportunity Employer, male or female. Send resume to Dick Brooker, WIIIC-TV, 341 Rising Main Avenue, Pittsburgh, PA 15214.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Promotion Manager for middle 50's Television Market with knowledge of all types of media promotion. Seeking aggressive individual capable of planning creative promotion campaign. Equal Opportunity Employer. Send complete resume, with references to: Box E-214.

TV Producer/Asst or Assoc Prof. Produce educational TV programs for broadcast. Teach TV production half time. Master's degree required, Ph.D. preferred. Experience in TV production required. Teaching experience desirable. Begins July or August. Send resume and videotape or film by June 13 to Harold Kinzer, Department of Communication, Utah State University, Logan, UT 84322. Affirmative Action Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Art Director for PTV Station. Responsible for TV graphics, set design, advertising and other print materials. Salary range \$11,000-\$11,850 depending upon qualifications. Equal Opportunity, Affirmative Action Employer. Send letter of application, resume, official college transcripts, three letters of recommendation and a sample of art work on color slides or 3/4" video tape to: Dr. Duane Tucker, WBGU-TV, Bowling Green, OH 43403. Application deadline: July 2, 1979.

Executive Producer: Seeking an energetic, take charge individual to supervise, administrate and initiate local program and production efforts. Will be responsible for Station's overall look and must be detail oriented. Good production knowledge and administration skills essential. Should have prior knowledge of TV production management. A background in producing and directing TV programs is a must. Send resume to: Dave Uhrich, Program Manager, WFSB-TV, 3 Constitution Plaza, Hartford, CT 06115. Equal Opportunity Affirmative Action Employer.

Film and TV Production. Write, direct, and film news stories, documentaries, and sports events. Knowledge of television production, 16mm camera and film stock required. Video tape experience helpful. College degree and television news or public affairs experience preferred. Send salary requirements and resume to Director of Public Relations, University of Mississippi, University, MS 38677. Application deadline is June 29, 1979. Equal Opportunity Employer, M/F/H.

Director of Broadcasting for KETC-TV, St. Louis, Missouri. Responsibilities to include program acquisition and scheduling, audience research and ascertainment, supervision of program production and educational telecommunications activities. Requirements: a minimum of five years successful experience in television management, programming and production. Send detailed resume to: KETC-TV, PO Box 24130, St. Louis, MO 63130 by June 15, 1979. Equal Opportunity Employer M/F.

Creative Art Director for Top Ten market. Need brilliant creative art director to take charge of all station graphics, on-air, in-print, sales, promotion, Head of in-house advertising agency to build station audience and image. EOE. Box F-37.

Promotion Manager wanted for aggressive group owned, medium market station. Applicants should demonstrate the ability to initiate major promotion campaigns in all media. Experienced only please. Contact Mike Schuster, Program Manager, WTOV-TV, 320 Market St., Steubenville, OH 43952. An equal opportunity employer.

Midwest network affiliate in top 75 needs fully certified Meteorologist with on-air experience. An Equal Opportunity Employer. Send resumes to Box F-29.

Program Coordinator for major market NE affiliate. Must have 3 to 5 years experience in movie scheduling, program evaluation and purchases. Experience in computer operation highly desirable. EOE. Reply to Box F-30.

Executive Producer for Public Affairs—Plan, organize, and supervise local public affairs production including budget, facilities, and time-lines. Exercise quality control over creative production, technical quality, and journalistic integrity. Evaluate performance of staff and free-lance personnel. Bachelor's degree and demonstrated full-time successful experience in broadcasting, journalism, or related field or equivalent combination of education and experience required. Demonstrated success as full-time supervisor of television production staff desirable. Knowledge of "state of the art" television production techniques. Salary range: \$20,614-\$24,450. E.O.E. Persons interested in consideration for this position should send the following items to be received no later than July 2, 1979: (1) a letter of application; (2) a qualifications summary which indicates clearly the relationship of the candidate's education and work experience to the job requirements cited above, and (3) the name, address and phone number of at least three professional references with a thorough working knowledge of the candidate's work experience and achievements. Applications should be sent to: Richard B. Holcomb, Executive Director, KRMA-TV, 1261 Glenarm Place, Denver, CO 80204. This is contract employment subject to yearly renewal.

Television Production Assistant 1: To aid in planning, production, research and evaluation of television programs. Duties include: assisting in production of program filming or taping, researching special program topics, typing and filing of TV scripts. Must have two years of post high school training with some course work in creative writing and public relations, speech, journalism, television or related field, plus experience in television production or related field. Salary is \$346 to \$413 biweekly, plus fully paid benefits. Apply to: Milwaukee Area Technical College Office of Employee Services 1015 North 6th Street, Milwaukee, WI 53203.

Producer/Writer—broadcast and instructional TV, University of Michigan Media Resources Center (formerly U-M TV Center). Background in creative writing, radio/TV, ability to work with faculty both as performers and content sources, taking abstract ideas and translating them to the screen in meaningful and imaginative ways. Salary range: \$10,900 to \$13,600. Write to: Norman Hajjar, Professional Staff Services, 1020 L.S. & A. Bldg., Ann Arbor, MI 48109. A non-discriminatory, affirmative action employer.

Producer/Director to work with advisory group, develop concepts, format for series; some additional directing responsibilities. Five years advanced producing/directing experience; ability to develop/direct complex productions. 3/4 inch video cassette of directing excerpts requested later. Salary commensurate with experience/ability. Send salary requirements, resume to Personnel, KCPT, Channel 19, 125 E. 31st, Kansas City, MO 64108. 816-756-3580. Equal Opportunity Employer.

Executive Producer for Cultural and Community Affairs—Plan, organize, and supervise local cultural and other production projects including budget, facilities, and timelines. Exercise quality control over creative production, technical quality, and artistic treatment. Evaluate performance of staff and free-lance personnel. Bachelor's degree and demonstrated full-time successful experience in broadcasting or related field as producer of cultural and fine arts programming or equivalent combination of education and experience required. Demonstrated success as full-time supervisor of television production staff desirable. Knowledge of "state of the art" television techniques. Salary range: \$20,614—\$24,450. E.O.E. Persons interested in consideration for this position should send the following items to be received no later than July 2, 1979: (1) a letter of application; (2) a qualifications summary which indicates clearly the relationship of the candidate's education and work experience of the job requirements cited above, and (3) the name, address and phone number of at least three professional references with a thorough working knowledge of the candidate's work experience and achievements. Applications should be sent to: Richard B. Holcomb, Executive Director, KRMA-TV, 1261 Glenarm Place, Denver, CO 80204. This is contract employment subject to yearly renewal.

Videotape editor. Prime-time feature magazine. Broad background and experience with all audio required. Heavy load. EOE. Box F-55.

SITUATIONS WANTED TECHNICAL

TV-FM-AM Field engineering service, 29 years experience... installation—maintenance-system design—available by the day-week or duration of project. Bruce Singleton 813-868-2989.

Conscientious First phone broadcast production Engineer striving perfectionist, Box 2181, Warminster, PA 18974.

Assistant Engineer currently with 5 KW radio wants to expand knowledge in television engineering. Female minority, first phone, experience with educational FM station: limited experience in educational television. Box F-63.

Combo Man, first phone, technician-broadcaster. Hands-on electrical-electronics-field experience for ten years; disc jockey for three months; 28 years old with even personality, excellent education. Prefer creative, tough minded boss who is never satisfied. West or Southwest; call Joseph McCully, 1-215-922-2530. Write: 713 Walnut Street, Phila., PA 19106.

SITUATIONS WANTED NEWS

Attractive, articulate female with radio experience seeks entry level television or advancement in radio. Will relocate. Virginia Perez 216-932-9280.

S.F. Bay Area radio reporter waiting for right opportunity to try television. 6 years experience, including correspondent duties for The Los Angeles Times and KNX News Radio, Los Angeles. Box E-164.

Sports Reporter-photographer, 5 yrs. experience and college. Creative reports using film, ENG and some live. Box F-1.

Weathercaster/Meteorologist looking for small or medium market sunbelt station. Presently employed major market. Box F-40.

Engineer with First Phone and some experience with 16mm and ENG photography and editing. Available June 15. Will consider position in Midwest. Box F-59.

Reliable, sharp Female Journalist desires news reporting position at your station. B.S. in Jour., 1978; Radio news writing/reporting/announcing experience; Technical TV experience; proficient tape editor; FCC First Class License; Member Society of Professional Journalists; Sound references. Available 1 Sept. 1979. Please contact K. L. Curry, P.O. Box 37, College Park, MD 20740.

Sports Reporter/Anchor: Reporter, writer, play-by-play with top 20 radio/TV experience. ENG/Film observation. B.S. Radio/Television. Hard worker, excellent references. Tape available. Erik Iverson, 1357 Robin Hood Dr., Elgin, IL 60120, 312-741-8128.

Sports/Anchor/PBP position sought. 11 year broadcast pro seeking medium/major market sports spot. Prefer Midwest area with major college sports. All offers considered. VTR and resume on request. Box F-64.

Young woman reporter, strong on air, strong writing, seeks challenging position. Excellent professional and academic credentials, inexhaustible worker. Tape available on request. 212-838-5673.

Anchor/Reporter. experienced seeking anchor, exec. producer or assistant news director. Dedicated, family man, 26, employed. Box F-68.

Substance is as important as "sound," and I can deliver both! California University instructor of R/TV desires R/TV News. Strong delivery, writing, camera presence. M.A., 3 years experience. If you're committed to quality broadcast journalism, let's talk. Drew Simpson 714-673-7086.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Four years director/producer, operations training, B.A. degree. Seeking position in operations and programming. Box F-9.

Producer/Director seeks larger market challenge. Looking for facility with emphasis on quality production. Box F-46.

Producer/Director—3 years commercial experience looking for stable position with future and benefits. News and live sports a strong point. Box F-48.

Combo Man, First Phone, technician-broadcaster. Hands-on electrical-electronics-field experience for ten years; disc jockey for three months; 28 years old with even personality, excellent education. Prefer creative tough minded boss who is never satisfied. West or Southwest; Call Joseph McCully, 1-215-922-2530. Write: 713 Walnut Street, Phila., PA 19106.

For Fast Action Use BROADCASTING's Classified Advertising

ALLIED FIELDS

HELP WANTED SALES

Wanted: dynamic, self-motivated salesperson. Live and work in the beautiful Southwest. Established Tucson production company needs an individual to grow with a growing company. Medium market; unlimited potential. Send resume and pertinent materials to: Film Creations, Sales Department, 3919 E. 17th St., Tucson, AZ 85711.

HELP WANTED SALES CONTINUED

Rapidly growing California electronics firm needs polished ambitious sales rep with television capital equipment background to handle northeastern region sales. Will consider related industries. Immediate opening, compensation open. Please send resume in confidence to Box F-38.

HELP WANTED ANNOUNCERS

Beginning June 22nd we'll have openings in all formats and all fields of announcing. If interested just call The Aircheck Guide for details. 1-207-782-0947.

Desk Assistant wanted with potential for future air work. No glamor, but a good opportunity for a aggressive rookie with the right attitude to break into the sports scene in New York. Low pay, but ideal as a first job. Tapes and resumes (no calls) to Mike Farrell, Sports Phone, 919 Third Avenue, New York, NY 10022.

HELP WANTED TECHNICAL

Donrey Media Group is seeking chief technician for their CATV operation in California. Send salary requirements and resume or phone: Director, Broadcast Engineering, Donrey Media Group, PO Box 70, Las Vegas, NV 89101. 702-385-4241, ext. 330. An equal opportunity employer.

Engineer with the highest level of Technical expertise needed by Major Production Facility. Work with state of the art equipment; Vital Squeezzoom; Datatron Computerized Editing; etc; for a top salary and enjoy South Florida Living. All applicants must have heavy digital experience. Call: Mike Orsburn, Chief Engineer at: 305-587-9477 or write: Video Tape Associates, 2351 S.W. 34th Street, Ft. Lauderdale, FL 33312.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Production Manager—with 3 to 5 years management experience in all phases of film and television production needed by independent production company located in Washington, D.C. area. Must be well-organized, able to develop and handle budgets and timetables. Send resumes to Box F-70.

HELP WANTED INSTRUCTION

TV Producer/Asst or Assoc Prof. Produce educational TV programs for broadcast. Teach TV production half time. Master's degree required, Ph.D. preferred. Experience in TV production required. Teaching experience desirable. Begins July or August. Send resume and videotape or film by June 13 to Harold Kinzer, Department of Communication, Utah State University, Logan, UT 84322. Affirmative Action Equal Opportunity Employer.

Teaching Position Available. Assistant Professor of Mass Communications for Fall, 1979. Teach basic and advanced television production, media & society and media history courses. Other additional courses may be taught according to interests on undergraduate and graduate levels. Opportunities for involvement in campus FM radio station and cable TV. Ph.D. required. No ABD's. Salary dependent upon qualifications. Send letter of application, transcripts, complete vita, and three letters of reference by June 30, 1979 to: Dr. Wilbert D. Edgerton, Chairman, Mass Communications Department, Norfolk State University, 2401 Corporate Avenue, Norfolk, VA 23504. An equal opportunity/affirmative action employer.

Radio-TV Faculty Position Available—Search reopened. Instructor/assistant level depending upon qualifications. Ph.D. and significant professional experience or Master's degree in broadcasting and extensive professional experience required. Position involves teaching TV production and/or directing and other courses commensurate with background. Resumes, including three references with addresses and/or telephone numbers, to Chairman, Radio-TV Department, Box 4-B, Arkansas State University (Jonesboro), State University, AR 72467. Salary \$12000-\$17000 for nine months depending upon rank and qualifications. Deadline for applications, July 2, 1979. Arkansas State University is an Equal Opportunity/Affirmative Action Employer, M/F.

PhD to teach broadcast law, criticism, management; direct graduate program. Tenure track, excellent fringes. Send letter, 3 recommendations and transcripts to Chairperson, BCA, Central Michigan University, Mt. Pleasant, MI 48859. Deadline June 20, 1979. Central Michigan University is an affirmative action/equal employment opportunity employer. All persons, including women, members of minority groups, and the handicapped, are encouraged to apply.

Mass Media department seeks instructor/assistant professor to teach three courses per semester including radio/TV production. Background in broadcast history, law, and broadcast journalism also desired. Appointee will advise active cable-TV originating station. Masters degree required, additional work desirable. Rank and salary dependent upon degrees and experience. Deadline: June 25. Forward resume with three current references to: Dr. Bernard Russi, Mass Media Dept., Marietta College, Marietta, OH 45750. Affirmative Action/Equal Opportunity Employer.

Graduate Assistantships to teach beginning audio-television or film (Super 8) production courses. Applicants must be accepted into Graduate Program to qualify. Chairman, Department Speech Communication & Drama, North Texas State University, Denton, TX 76203.

Executive Producer for Instructional Television—Organizes and supervises planning and production of instructional television projects; maintains budgets, personnel, facilities and timelines. Selects, manages and evaluates work of project production teams; exercises quality control over creative production and technical quality of all ITV projects for K-12, college credit and adult education. Bachelor's degree and demonstrated full-time successful experience in instructional television or film production. Demonstrated success as full-time supervisor of television production and technical staff. Knowledge of "state of the art" instructional production techniques, plus ability to blend content and entertainment with high quality production and technical values. Salary range: \$20,614-\$24,450. E.O.E. Persons interested in consideration for this position should send the following items to be received no later than July 2, 1979: (1) a letter of application; (2) a qualifications summary which indicates clearly the relationship of the candidate's education and work experience to the job requirements cited above, and (3) the name, address and phone number of at least three professional references with a thorough working knowledge of the candidate's work experience and achievements. Applications should be sent to: Dr. Harold A. Stetzler, Executive Director, Department of Personnel Services, Denver Public Schools, 900 Grant Street, Denver, CO 80203, with a copy of all materials to Richard B. Holcomb, Executive Director, KRMA-TV, 1261 Glenarm Place, Denver, CO 80204.

Coordinator of Utilization—Provides direct supervision of utilization and other educational support services at station reaching 2.5 million viewers. Demonstrated successful full-time experience in instructional television utilization activities, including supervision of staff in development and implementation of utilization activities with school districts, colleges and universities and/or other agencies serving children and adults. Administrative and/or supervisory experience in education, demonstrated communication and public speaking skills. Master's degree and recent classroom teaching experience is highly desirable. Salary range: \$20,614-\$24,450. E.O.E. Persons interested in consideration for this position should send the following items to be received no later than July 2, 1979: (1) a letter of application; (2) a qualifications summary which indicates clearly the relationship of the candidate's education and work experience to the job requirements cited above, and (3) the name, address and phone number of at least three professional references with a thorough working knowledge of the candidate's work experience and achievements. Applications should be sent to: Dr. Harold Stetzler, Executive Director, Department of Personnel Services, Denver Public Schools, 900 Grant Street, Denver, Colorado 80203, with a copy of all materials to Richard B. Holcomb, Executive Director, KRMA-TV, 1261 Glenarm Place, Denver, CO 80204.

SITUATIONS WANTED INSTRUCTION

Asst. Professor, Broadcasting: Masters Degree, textbook author, 20+ years in the business. My students win awards and tell Dept. Chairman they learn more from me than any other "prof." Box F-80.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

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

FOR SALE EQUIPMENT

Five 3M Analog Drop Out Compensators Brand new, never been used. Call 312-348-4000.

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

5" Air Heliaz Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

Towers—AM-FM-Microwave-CATV & TV. New and used. Terms available. Tower Construction and Service. 904-877-9418.

For Sale—New Unused: Complete Harris Model TAB-6H-6 Bay Superturistile Antenna, 46 feet in height, tuned to Channel 8 181.25 to 185.75 MHz. Specially priced \$30,000. Contact Gil Schneider or Eddy Smith, PO Box 1941, San Angelo, TX 76902 or call 915-655-7383.

GE PE-350 Color Cameras: Excellent condition, 3 Available, \$8,000 ea.

RCA TR-4 Hi-Band VTRS. New heads, good condition, 2 Available \$16,000 ea.

GE 12KW UHF Transmitter: Ideal for new station, good condition, \$14,000.

GE-PE-250 Color Cameras: Includes lens, cables, CCU's, 2 Available \$3,000 ea.

IVC 500 A Color Cameras: With all accessories, excellent shape, \$7,000 ea.

RCA TK27B Film Camera: Available with TP 15 Multiplexer \$22,000.

RCA TP66 Film Projector Good condition \$10,000.

GE PE 240 Film Camera: Excellent Condition \$8,000.

New Lenco Terminal Equipment: Discount prices, fast shipment.

We will buy your used TV equipment. To buy or sell, call Toll Free 800-241-7878, Bill Kitchen, Quality Media Corporation. In GA call 404-324-1271.

Coaxial Cable 420 Ft. length of Cablewave HCC-300 50J 3 1/8" Line. New, in factory carton with new warranty. With connectors. Wholesale price \$4,500. Call Toll Free 800-241-7878 Mr. Kitchen. In GA call 404-324-1271.

FM Transmitters (Used) 20 KW, 15 KW, 10 KW, 7.5 KW, 1 KW. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

AM Transmitters (Used) 10 KW, 5 KW, 1 KW, 250 W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

10 KW AM Harris BC 10 H. Same as current production model. Excellent condition. M. Cooper, 215-379-6585.

5 KW FM Collins 830-E, exciter stereo generator. 8 yrs. Old, excellent condition. Guaranteed, M. Cooper, 215-379-6585.

For sale: 75 foot steel broadcasting tower. Please write: Tom Kunes, S&S Inc., 21300 St. Clair Ave., Cleveland, OH 44117 or call 1-216-383-1880.

For Sale: Revox A77 call 404-487-9559.

SMC 60 Event Stereo Automation. 3 Carosels, four Scully Reels MORE. \$7500 Dave 209-957-1761.

Scully 250 Recorders stereo or mono, in stock, \$400 off list. Valtronics. Call collect 717-655-5937.

Audiopak Cartridges at 1977 prices. Valtronics, call collect 717-655-5937.

For Sale. 2 Ampex AVR-1 machines with spare parts. \$98,000 each. Contact Chief Engineer, WCKT, Miami, FL 305-751-6692.

FOR SALE EQUIPMENT CONTINUED

Transmitter, Gates 250GY, excellent condition, used as an Auxiliary Transmitter only for twenty years. Meets all specs. WTHe, Mineola, NY 516-742-1520.

TR5 HI-Band Color Recorder. New head, best offer or will trade for any TV equipment. Call Jim Nelson 312-236-5535.

GE Transmitter: used model TT50 driver and TF4 power amplifier currently tuned to channel 9. Excellent condition. Mid-Florida Television Corp., Orlando, 305-423-4431 for information or write PO Box 6103-C, Orlando, FL 32803.

COMEDY

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 Twineing, Dallas, TX 75227.

Phantastic, Phunnies ... introductory month's 400 one-liners ... \$2.00! 1343-B Stratford Drive, Kent, OH 44240.

MISCELLANEOUS

Jocks: Send \$5.00 for punchy drop-ins to Ed Cole; Route 1-Box 25AA; Marshall, VA 22115.

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-438-0508.

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.

Custom, client jingles in one week. PMW, Inc. Box 947, Bryn Mawr, PA 19010. 215-525-9873.

Original Jingles, comedy spots, and music background by Dirty Lips Productions. Complete studio facilities. 111 Presidential Blvd., Bala Cynwyd, PA 215-667-1003.

Pro-Com the numbers company offers you station ratings, music ratings and market analysis. Call Toll Free today 1-800-824-7888 Ext. A-2096.

Cheap Radio Thrills! Promo music, sound effects, program themes, synthesizers, jingle add-ons, production aids, over 325 dynamite tracks on 4 low-priced LPs!! Free sample: L.A. AIR FORCE, Box 944-B, Long Beach, CA 90801.

INSTRUCTION

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

1979 "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.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin June 18 and July 30. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577, 813-955-6922.

First Class FCC License in six weeks. Contact Elkins Radio License School, P.O. Box 45765, Dallas, TX 75245, 214-352-3242.

San Francisco, FCC License, 6 weeks 6/25/79. Results guaranteed, Veterans Training Approved. School of Communication Electronics, 150 Powell St., SF 94102 415-392-0194.

Help Wanted Management



BUSINESS MANAGER

NBC is seeking a Business Manager for its Chicago-based FM radio station to handle the entire finance, accounting and business activities. Candidates should have extensive finance experience to include knowledge of budgeting and forecasting. Station experience is preferred. Strong administrative and interpersonal skills required.

This key position, reporting directly to the General Manager, will provide an opportunity to assist in the development of our live FM radio station. Strong growth potential for a dynamic individual.

We offer a fully paid comprehensive benefits package, relocation expenses paid and salary commensurate with experience.

Qualified candidates should send resume and salary requirements, in confidence to:

Box F-91.

An equal opportunity employer m/f.

RADIO

Help Wanted Sales

REGIONAL RADIO NETWORK

New York City

Southwest division of Mutual Broadcasting System is expanding its sales staff and has immediate opening for a qualified sales executive in its New York City Offices. Must be aggressive with a proven sales record. Network experience and background in selling radio sports helpful. Previous agency and client level selling desired. Send resume and salary history to:

Director of Personnel
Mutual Broadcasting System
1755 S. Jefferson Davis Highway
Arlington, Virginia 22202

An Equal Opportunity Employer M/F



mutual broadcasting system

Help Wanted Programing, Production, Others

OPERATIONS DIRECTOR

To coordinate all elements for new modern country station in Top-50 Midwest market. Positive thinking, results oriented person a must. Will build and motivate staff. On-air shift required. Tapes and resumes to Box 640, Tenally, New Jersey 07670.

Move up to a major market,

major facility and major MONEY. McCormick Communications has a top billing list, agency and direct retail, now available at Southeastern New England's No. 1 Radio Stations WLKW AM and FM. Contact Gene Lombardi, E.O.E.

Help Wanted Announcers

PERSONALITIES

Immediate openings for bright, one-to-one communicators for modern country station in Top-50 Midwest market. Several positions open in top flight operation. Tapes and resumes to Box 640, Tenally, New Jersey 07670.

Talk Host(s)

If you are looking for a challenging, satisfying yet demanding talk radio host position, we may be looking for you. The Talk of Miami—WKAT—has openings for talk hosts with a sense of humor, warmth, understanding, on-air experience, able to produce and project information in an alive and creative style. Salary open. All replies confidential. Equal opportunity. Send tape and resume to Ethel Blum, Vice President Programming and Promotion, WKAT, 1759 Bay Road, Miami, Florida 33139.

Radio Sports Director

Major radio network seeks experienced sports director with radio production and management skills. On-air talent not required. New York location. Send complete resume to Box F-34.

Situations Wanted Management

GENERAL MANAGER OR GROUP VICE PRESIDENT

Top Credentials; First Class References; Super track record. With background in local/national sales, programming, promotion. Has turned losers into winners. Proven leadership. Box E-171.

RADIO MANAGEMENT

23 years in broadcasting. The past ten in aggressive management. Expense control, audience development, license renewal, agency, rep., & street sales, station owner, etc: Available at once. Jack A. Carpenter 801 Silverwood Tr. North Little Rock, Ar. 72116. (501) 771-1168

Situations Wanted News

NEWS PROFESSIONALS

Soon-to-be married couple seeking newswriting and/or reporting positions in medium/large/major market. Total nine years experience in Chicago-metro area. Box F-73.

Situations Wanted Announcers

VERSATILITY PLUS

Experienced, hard working air personality looking to join a professional top 100 market station. Married, stable, business major in college. Sales, PD/MD, and news background in all formats. Prefer on air or programming position. Box F-66.

WANTED: FULLTIME SPORTS OPPORTUNITY

8 yrs. news, sports and talk experience-including some P-B-P. Currently hosting non-sports talk show in Detroit. Please call Doug Nagy at 1-313-534-0251 after 2 p.m. Eastern time.

TELEVISION

Help Wanted Sales

SALES MANAGER

Outstanding opportunity for General Sales Manager in fast-growing network TV affiliate located in West Coast Sun-belt. Small market bursting at the seams. Must be experienced, aggressive national-regional-local agency type salesperson with strong TV sales background. Send resume and salary requirements to:

Box D-229

Help Wanted Programing, Production, Others



STAFF NEEDED

We want to put together one of the best PM Magazine staffs. Previous field producing, performing and writing experience is necessary for the two Co-Hosts. At least 2 years experience shooting, editing and field production 3/4 inch video tape required for the 2 Photographer-Field Producers. Dedication and ability to work with others is essential. Send resume and cassette to KUTV Television. Care of Len DePan, ICIS Producer, 2185 South 3600, West Salt Lake City, UT 84119. We are an equal opportunity employer.

TV HOST/HOSTESS

Daily public affairs/talk-variety program. Extensive interviewing and/or reporting experience necessary! Candidate must have thorough knowledge of national and international news and have flexibility of handling interviews of all kinds. News experience helpful. Send salary history and resume to Box F-86.

EQUAL OPPORTUNITY EMPLOYER

Help Wanted Programing, Production, Others Continued

PROMOTION/ MARKETING MGR.

Award winning network affiliate, heavy news emphasis, wants aggressive, creative manager. Production/writing savvy a must. Staff and budget to do the job! EOE. Resumes to Box F-44.

Help Wanted Technical

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.

WNET/Thirteen

New York Area broadcast station/production center is looking for TV Equipment Maintenance Technicians. Strong experience in broadcast maintenance required. Knowledge of VR-2000, AVR-1, computer editing and TBC required. Union scale, overtime and excellent benefits. Resumes and references to Chris Jorgensen, WNET/13, 356 W. 58th St., New York 10019.

VIDEOTAPE EDITORS

Qualifications include complete technical knowledge of videotape machines and computer-based editing systems. Experience with PC-70's and TK-76 also helpful. Ability to deal with a wide range of clients a must.

REMOTE ENGINEERS

Qualifications include complete technical knowledge of multi-camera remote truck video and audio systems. Previous maintenance experience necessary. Extensive travel required.

MAINTENANCE ENGINEERS

Previous experience should provide complete technical knowledge of videotape and switching systems. Digital background necessary.

TPC Communications provides a full range of communications services utilized in making television commercials, sports and industrial productions as well as broadcast television programs.



ADDRESS CORRESPONDENCE TO:

Personal Director
TPC Communications, Inc.
445 Melwood Street • Pittsburgh, PA 15213
An Equal Opportunity Employer

Help Wanted News

TOP 50 MARKET STATION

in Southeast seeks imaginative, creative assignment editor with a solid news background. Substantial news experienced required. Box E-133.

PHOTOGRAPHER

Photographer needed to join expanding TV news film department. Requires sound knowledge of 16MM film equipment and techniques. Sharp single system editing skills a must. College degree in film preferred previous TV news photography experience required. Submit resume and recent examples of your news photography to: Nancy Fields, WMAR-TV, 6400 York Road, Baltimore, Maryland 21212 EOE m/f.

Situations Wanted Programing, Production, Others

GOOD HELP IS HARD TO FIND

... so look no further. I've got what you need. Results. Reliability. Resourcefulness. Four years' experience publicizing and researching interview material for America's longest running national talk/variety show. Good writing skills and organizational abilities. If you have an intellectually stimulating, creative production or promotion position open, you're the one I've been waiting to hear from. Please don't keep me in the dark any longer. Box F-72.

CABLE

Help Wanted Management

NATIONAL DIRECTOR OF MARKETING

Continental Cablevision is seeking an experienced professional to manage and develop its Marketing Division at the Company's corporate headquarters in Boston.

This individual will report directly to the Vice President/Marketing and will have primary responsibility for the management and administration of the Company's consumer marketing activities and for merchandising those activities within the Company's operating divisions.

The right individual for this position must possess strong managerial, leadership and people skills, be imaginative and creative in merchandising both the product and the capabilities of the division, and have a strong desire for personal growth. Corporate experience in management or marketing required for salary level of \$30,000 plus.

All inquiries will be held in confidence and answered promptly in writing. Send a detailed resume and salary history to:

Thomas P. Willett
Vice President/Marketing
Continental Cablevision, Inc.
54 Lewis Wharf
Boston, Massachusetts 02110

An Equal Opportunity Employer

ALLIED FIELDS
Help Wanted Management

Peters Productions, one of broadcasting's fastest growing creative centers, now adding additional sales representatives.

**REGIONAL MANAGERS —
 RADIO MUSIC FORMATS**

Must have previous radio management and sales experience with an understanding of music programming. Should be able to articulate music concepts, automation and station operations. Will be working with station owners and managers.

Excellent opportunity to join a highly creative staff in one of the country's most modern production facilities. Unusual benefits package.

We're looking for top professionals only. Excellent advancement opportunities. **Send complete resume to Peters Productions, Inc., 8228 Mercury Court, San Diego, California 92111.**

Help Wanted Programing, Production, Others

**MANAGER
 PRODUCTION
 SERVICES**

Denver headquarters of a rapidly expanding communications corporation is seeking an individual to assist with the design and implementation of cable television studios, and training of production personnel and community groups. He/she will also be responsible for the production of TV franchise presentations.

Requirements include:

A degree in mass communications or at least 3 years experience as a producer/director.

A thorough knowledge of production methods and procedures.

The ability to interface and relate to people from diverse socio-economic levels.

Some technical expertise is preferred.

Send resume, including salary history and requirements to:

Human Resources
 Dept. B
**AMERICAN TELEVISION
 AND COMMUNICATIONS**
 No. 20 Inverness Place East
 Englewood, Colorado 80112

Equal Opportunity Employer M/F

**RETAIL BROADCAST
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You're currently pounding out commercials at a radio or television station. Or you're at an agency that doesn't do enough broadcast advertising to keep you interested.

You've got enough experience to write under pressure, to produce your own radio spots, to be involved in casting and to work with producers and art directors. But you're ready to learn more—about jingle producing, TV production, co-op advertising and more.

The retail division of Columbus, Ohio's largest advertising agency needs an aggressive and experienced writer to handle all the broadcast advertising for a major retailer.

If you're good, fast, flexible and interested, write or call:

Anita Meyer
 Associate Creative Director
 Byer & Bowman Advertising Agency
 66 South Sixth Street
 Columbus, Ohio 43215
 614/221-7751

**PRODUCTION
 MANAGER**

Our leading NY industrial theatre production house needs a Production Manager experienced with scheduling, budgeting, union negotiations, film, video, audio and slide production. Your background should indicate a capability for organizing and administering a complete operation. Heavy administrative experience required. Be specific about experience and salary requirements. For consideration please send resume to:

JR155, Suite 1502
 8 West 40th Street
 New York, NY 10018
 Equal Opportunity Employer

Help Wanted Sales

**REGIONAL SALES
 MANAGER**

Excellent growth opportunity with a leading manufacturer of television switching and terminal equipment. We're looking for aggressive, self-motivated individuals who can produce results for us in territories with high sales volume potential. Excellent salary and incentive program with superb benefits package. Send resume and salary history to:

Box E-156

Miscellaneous

NEED MORE SALES?

We have the product to increase your cash-flow three ways with PI-ID. No investment by your station. Perfectly timed by the horse-power crisis. Write Clare Productions; POB 644 Glen Echo, MD 20768 or phone 301-469-6825.

NEED PRIZES?

If you're in a top 75 market, find out how you can get name brand merchandise at 20% of retail.

Call or Write: Melvin LaForce, The Prize Cabinet, 304 Union Arcade, Davenport, Iowa 52801. (319) 326-2023

Radio Programing



LUM and ABNER
 5 - 15 MINUTE
 PROGRAMS WEEKLY
Program Distributors

410 South Main
 Jonesboro, Arkansas 72401
 Phone: 501-972-5884

Business Opportunities

**INVESTOR GROUP WITH
 CAPITAL**

and expertise wants to purchase or participate in your operation. Television—Radio—CATV. Distress situations welcome. Box F-62.

**Wanted, Active,
 Investors**

small or large for new radio station in Southeast. Reply to Box F-56.

**For Sale:
 BROADCASTING
 SCHOOL**

in New York City
 Phone 212-245-2640 or Write: P.O. Box 23, Radio City Sta., N.Y., N.Y. 10019. Serious buyers only.

**ENTERTAINMENT
 MARKETING DIRECTORS
 SOUGHT ...**

... for the World's Largest Circus under the Big Top. You will conduct market research, buy advertising, generate publicity, and set up promotions in behalf of this century-old family entertainment institution. These exciting positions require travel on a full-time basis, using your own car. Background as a station Promotion Director is ideal.

send resume to:

National Marketing Director
CLYDE BEATTY-COLE BROS. CIRCUS
 P.O. Box 1570
 Winter Park, Florida 32790

Public Notice

CABLE T.V. SYSTEM FOR SALE

A Cable T.V. System serving all or parts of the Cities of Alma, Van Buren, Mulberry and Dyer in Crawford County, Arkansas will be sold at public sale at the East Door of the Courthouse in Van Buren, Arkansas, at 10:00 A.M. on June 15, 1979. The sale will be for cash. Some of the assets will be offered separately, and then all of the assets will be offered at one time. Most of the equipment is less than one year old.

Further information may be obtained by contacting Paul Perrier, (501) 474-5041, 15th and Main, Van Buren, Arkansas 72956, or Mrs. Beverly Powell, Circuit Clerk, Crawford County Courthouse, Van Buren, Arkansas (501) 474-1821.

Mrs. Beverly Powell,
Commissioner in Chancery

June 14, 1979 Public Broadcasting Service Executive Committee, 10 a.m., O'Hare Hilton, Chicago, Illinois. Report and recommendations on the public television system planning project.

Open to the public.

INVITATION FOR A CABLE TELEVISION FRANCHISE

The City of Northampton (Hampshire County) Massachusetts is seeking applications for a non-exclusive cable television franchise. Applications shall be submitted in accordance with regulations of the Massachusetts Community Antenna Television Commission and the Guidelines of the Northampton Cable Television Committee. The Guidelines and application forms may be obtained from:

Northampton Cable Television Committee, c/o Joseph P. Misterka, 312 Chesterfield Road, Northampton, Massachusetts.

The deadline for receiving sealed applications is August 15, 1979. Applications shall be accompanied by a non-refundable filing-fee of \$100.00 payable to the City of Northampton.

TOWN OF YORKTOWN ADVERTISEMENT FOR CABLE TV BIDDERS

The Town of Yorktown, in Westchester County, New York, invites applications for a cable television franchise. Applications shall be prepared and submitted in accordance with a "Request for Proposals" available from the undersigned. Applications will be accepted until 4:30 PM, on August 27, 1979, and all applications received will be available for public inspection during normal business hours at the Town Hall, Town of Yorktown, 363 Underhill Avenue, Yorktown Heights, New York.

GERALDINE SCHWALB
Town Clerk

PUBLIC NOTICE

The Town of Granby in Hampshire County, Massachusetts invites applications for a Cable TV franchise. Applications shall be prepared and submitted in accordance with a Request for Proposal available from the undersigned. Applications received will be available for public inspection during normal business hours at the Town Clerk's Office, Kellogg Hall, State Street, Granby, Ma. 01033. Proposals will be received for consideration until July 2, 1979. The Town of Granby reserves the right to reject any or all proposals in the best interest of the Town.

John A. Weliver, Chairman
Cable TV Advisory Committee
275 Amherst Street
Granby, MA. 01033

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opportunity...

For the most part is being in the right place at the right time. If you're in broadcasting, you know how competitive the job market is. Media Placement Systems gives you that edge. Call or write for more details.

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Major Market Overnights give demo's, demo-combo's, and day-parts. Preference, Cume, and Quarter-Hour Share. Small Market One-Shots reveal Radio listening and Newspaper readership. The PERFORMANCE of THREE surveys for the price of one. To order, call TOLL FREE:

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100 CALLS—\$360.00

\$60.00 DOWN AND \$25.00 PER MO CUME PERSONS, RATINGS, SHARES 6-10AM, 10-3PM, 3-7PM, 7-12MID 12 DEMOGRAPHIC BREAKS ... 4 WEEKS MAX ... BOX 2585 ... AUGUSTA, GA. 30903 (404) 733-0642 ... Dick Warner.

S—A—M—S

Consultants

Are you and your market ready

for Adult AM radio that is more than music? The future of AM radio is in the total service you provide. I can help you determine if there is more to your station's present and future than you might have thought. Network One, Inc., P.O. Box 6636, Denver, Colorado 80206. 303—757-0312.

Bankers Trust Company, a \$28 billion institution, has a team of seven specialists offering to TV and radio owners a unique financial and advisory service:

- Mergers
- Acquisitions
- Divestitures
- Private Placements
- ESOT's
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- Management Consulting

Minimum transaction level \$2 million.

Initial, confidential consultation anywhere in the United States at no charge. Call collect: Richard J. Berman, Vice President, Bankers Trust Company, 280 Park Avenue, New York, N.Y. 10017, telephone (212) 692-2301.

For Sale Equipment

New Canon Sound Scoopic SE200

complete w/amplifier, zoom lens, cases. List \$7,500. Sacrifice \$5,750. 919—272-6165.

Wanted To Buy Stations

Midwest Area

Looking for small to medium AM, FM or both in Midwest. Reply to Sid Thompson/James Kizer, 1007 Ravinia Road; West Lafayette, Indiana 47906. 317—743-4178.

Wanted to buy —prefer AM-FM—

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Qualified principals, AM or AM FM combo in Kansas, Missouri, Arkansas or Oklahoma only small or medium market contact Radio Box 894 Parsons Kansas 67357 316—421-0010.

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CONSULTANTS

(214) 696-1353

5944 Luther Lane

Suite 401—Dallas, Texas 75225

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Mid-Atlantic Daytime AM	550,000
Southeast AM-FM	1,100,000
Eastern Class IV	315,000
Eastern Fulltime AM	975,000
Midwest FM	775,000
Major Market FM	2,500,000
Rocky Mountain Fulltime AM	1,400,000
Midwest Fulltime AM	1,600,000

For Details, Contact:

Ben Larson	Bill Walker
Suite 214	Suite 417
11681 San	1730 Rhode
Vicente Blvd.	Island Ave., N.W.
Los Angeles,	Washington, D.C.
Calif. 90049	20036
213/826-0385	202/223-1553

MW	Small	FM	\$300K	29%
NW	Small	AM	\$330K	\$96K
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FL	Fulltime AM	170K	Small
NJ	Daytime	650K	Medium
VA	Daytime	425K	Medium
NC	Daytime	225K	Small
GA	Daytime	385K	Small
TX	Daytime AM	630K	Medium
FL	Daytime	390K	Medium
SC	Daytime	180K	Small
LA	Daytime AM/ Fulltime FM	450K	Small
GA	Daytime	300K	Medium
PA	Daytime	350K	Medium
NC	Daytime	205K	Small
NC	Daytime	175K	Small

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(912) 883-4908

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cisco, California 94104 415/673-4474

East Coast:
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10022 212/288-0737

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- Stereo. Central Ohio. \$100,000+ in county. \$360,000. Terms.
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- AM/FM—Central Georgia. \$20,000 down. \$260,000.
- Southern Arizona. Fulltimer. Good county population. \$390,000. Terms.
- Southern California. Spanish. \$520,000.
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Payable in advance. Check or money order only.
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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.

Fates & Fortunes

Media



Dom Camera, director of sales, WNBC-TV New York, named station manager of WKYC-TV Cleveland, replacing **Cliff Ford**, who has been appointed manager of Los Angeles offices of NBC Television Sales. Both stations are NBC-owned.

Camera

James Boaz, station manager, **Stanley**

Pederson, director of broadcasting, and **Joseph Rose Jr.**, director of finance and administration, WJLA-TV Washington, elected VP's.

Fritz Beesemyer, president and general manager, WCZY(FM) Detroit, assumes additional duties as president and general manager of co-owned WDEE(AM) there.

Stephen Stagnaro, program director and in sales, KUHL(AM) Santa Monica, Calif., appointed

VP-general manager, KXFM(FM) there.

Michael Colello, sales manager, WGAN-AM-FM Portland, Me., named general manager of co-owned KSTT(AM) Davenport, Iowa, and WXP(FM) Moline, Ill.

John D. Hershberger, general manager, Northeastern Educational Television of Ohio, named general manager noncommercial KVIE(TV) Sacramento, Calif.

Hardy Hayes, formerly of Northwestern College Radio Network, Minneapolis, joins non-commercial KVMV-FM McAllen, Tex., as station manager.

Robert Dinsmore, director of administration, finance and planning, ABC Pictures International, New York, named director of operations. **William Gengerich**, director of labor relations, East Coast, ABC, named VP-labor relations, East Coast. **Thomas Gorey Jr.**, director of compensation and benefits, ABC, named VP-compensation and employee benefits.

Janice English, director of administration, WEZN(FM) Bridgeport, Conn., elected VP of licensee, Park City Communications.

Wayne Kern, corporate counsel and secretary of IFS Industries, Des Moines, Iowa, joins Heritage Communications there as secretary and corporate counsel.

Anthony Polcari, from accounting firm of Touche Ross & Co., joins Lin Broadcasting, New York, as director of accounting.

Robert M. Peterson, assistant business manager, WJAR-AM-TV Providence, R.I., joins WPRI(AM) East Providence, R.I., in same capacity.

Mervin Durea, in development and planning at Ohio State University Telecommunications Center, Columbus, appointed acting director, succeeding Elizabeth Young, who became president of Public Service Satellite Consortium (BROADCASTING, March 26).

New officers, Milwaukee Area Radio Stations: **Paul Fiddick**, WEZW(FM), chairman; **William Jaeger**, WOKY(AM), vice chairman; **William Luchtman**, WZUU-AM-FM, secretary, and **Terrell Metheny**, WBCS-AM-FM, treasurer.

Broadcast Advertising

Warren Albright, senior VP-management supervisor, and member of board, Cunningham & Walsh, New York, named head of account management division.

Robert Lansdowne, VP-group management supervisor, Tracy-Locke Advertising, Dallas, named senior VP. **Robert Foster**, account supervisor, named VP-management supervisor. **Paul Arutt**, **David Haspel** and **David Novak**, account executives, named account supervisors.

John L. Foote, associate director of corporate development, Compton Advertising, New York, and **John Dunmar**, management super-

visor on Jeep account at agency, appointed VP's.

E. David Parmenter, account executive on General Motors Parts Division account, D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., named senior account executive. **Stephen Phelps**, VP-associate media director for Budweiser account, based in St. Louis, named group media director of four Anheuser-Busch brand accounts.

Karren Kanter, account executive, Warwick, Welsh & Miller, New York, joins Foote, Cone & Belding there as account executive on Clairol account. **Edward Volchok**, who formerly did freelance advertising research, joins FCB as assistant account executive on Clairol. **Wendy Anderson**, associate manager, sales promotion and collateral material, Estee Lauder, New York, and **Brian Ribbey**, assistant account executive, FCB, named account executives for FCB. **Karl Johnson**, from Dean Witter Reynolds, named assistant account executive, FCB.

Appointments, Manoff Geers Gross Advertising, New York: **Paul Jervis**, senior-VP and executive art director, named senior associate creative director; **Wayne Lachman** senior-VP and director of radio and television production, named associate creative director, and **Judy Golstein**, senior copy writer named VP and associate creative director.

Susan Bell, broadcast supervisor, N W Ayer ABH International, New York, named manager of spot radio and television broadcast buying group.

Appointments, Tatham-Laird & Kudner, Chicago: **John Ryan**, director of media and research services, named director of account management; **Pat Shiplett**, art director, named associate creative director and **Debbie Nightingale**, copywriter, Leo Burnett, **Helen Sedwick**, from Kenyon & Eckhardt, and **Bob Sullivan**, from Post-Keyes-Gardner, join TLK as writers. **Sam Cordero**, from Albert J. Rosenthal, joins TLK as art director. In reorganization of media department, **Willard Hemsworth**, group media director, named head of newly created media research unit. **Mukut Dave**, media planner, will assist Hemsworth as projects development director. **Colleen O'Kane**, associate media director, named group media director. **Steve Brooker**, media planner, named associate media director. **Melanie Cody**, assistant media planner, named media planner. **Debbie Nevin**, staff assistant, named assistant media planner. **Betty Pat Golden**, network estimator, named staff assistant.

Joe Sheehan, VP-marketing for the housing division of Bendix Home Systems, Atlanta, joins McDonald & Little there as account supervisor. **John A. Fricks** from Northlich, Stolley, Cincinnati, joins McDonald & Little as account executive.

Steve Halpern, VP-general manager of 3M Company's national marketing subsidiary, Media Networks, New York, joins Rafshoon

"The person
you describe
is the person
I'll deliver"

Joe Sullivan

"Finding a first-rate executive isn't enough.

"You want the *right* one.

"Right for your company. Right for you.

"I understand your needs. I relate them to my own 18 years of executive responsibilities in media and communications. When you tell me what you want, I search out and deliver the right person.

"I know where to look. How to evaluate critically in terms of your specific preferences. And how to create the right climate for successful recruiting.

"You get an effective, knowledgeable, professional search. And you get exactly the person you're looking for."

Joe Sullivan & Associates, Inc.
Executive Search and Recruitment

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(212) 765-3330

Advertising, Atlanta, as senior VP-director of account services. **Jane Shivers**, director of publicity and public relations for Atlanta Children's Theater, joins Rafshoon as public relations director. **John Flynn**, creative director, Henderson Advertising, Atlanta, joins Rafshoon as VP/co-creative director of copy. **Bill Selman**, from Tucker Wayne, Atlanta, named VP/co-creative director of art for Rafshoon.

Joshua David Martin, from de Garmo, New York, joins DKG Advertising there as account executive.

Bruce Russell, account executive, Post-Keys-Gardner Chicago, joins Flemister, Squire Moran, Atlanta, as senior account executive.

Bill Kling, media planner-buyer, Fahlgren & Ferriss, Cincinnati, named associate media director. **Timothy McCarthy**, executive director of Republican Committee of Oakland county, Mich., joins Fahlgren as account executive on Valvoline Oil Co. account.

Claude Locke III, associate creative director, and **Dan Cowling III**, director of account services responsible for coordination of account management supervision, Cranford/Johnson/Hunt & Associates, Little Rock, Ark., elected VP's.

Elaine D. Art, associate media director, Ally & Gargano, New York, joins Tinker Campbell-Ewald as associate media director.

Debora Dubord Michelson, senior broadcast buyer, Keller-Crescent Co., Evansville, Ind., named broadcast media director. **Gary Mc-Camment**, associate director of market research, named director of research.

Mary Carr, assistant production manager, Vinyard & Lee & Williams, St. Louis, named copywriter.

George Anema, creative supervisor, Young & Rubicam in Chicago and Detroit, joins J. I. Scott Co., Grand Rapids, Mich., as copywriter.

Corinne Darby, director of media and research recruitment, Jerry Fields Associates, New York, named director of account management recruitment. **Don Roosa**, assistant media director on Procter & Gamble account, Benton & Bowles, succeeds Darby.



Widmann
zine in media field.

Nancy C. Widmann, VP, recruitment and placement, CBS Inc., New York, and formerly sales manager of New York office of CBS Radio Spot Sales, named VP and general manager of CBS Radio Spot Sales, replacing **Jeffrey B. Lawenda**, who has resigned to become partner and publisher of new maga-

Donald K. Williams, account executive, NBC Spot Sales, New York, named account executive, NBC/Blue sales team, Blair Television, New York.

James Manown, senior media buyer and buying supervisor on Columbia Pictures account, Wells, Rich, Greene, Los Angeles, and **Jan Emmelman-Zablah**, senior buyer and planner, D'Arcy-MacManus & Masius, San Francisco, join Avery-Knodel as account executives

in Los Angeles office. **Patrick Kennedy**, sales representative, Canon Inc., joins Avery-Knodel Television in Chicago as account executive.

Bruce Kaplan, VP in charge of Midwest and West Coast operations, Roslin Radio Productions, New York, assumes additional duties as executive VP, Roslin Radio Sales.

Karen Schmidtke, account executive, MMT Sales, Chicago office, transfers to Dallas office. **Julie Ballard**, from WDAI(FM) Chicago, joins MMT there as account executive.

Debbie Angove, media planner, Ted Bates Advertising, New York, joins CBS Radio Spot Sales there as research analyst.

John Rose, local sales manager, WDAF-TV Kansas City, Mo., named general sales manager.

Don Shores, on sales staff of KTVV(TV) Austin, Tex., named local sales manager.

Robin Adrian, VP-Western sales, Bolton Broadcasting, Los Angeles, joins KDNL-TV St. Louis as Western sales manager.

Hernando Solano, account executive, WJIT(AM) New York, named local sales manager. **Walter Kovalevsky**, local sales, WXTV(TV) Paterson, N.J., succeeds Solano.

James Morley Jr., general sales manager of WEZN(FM) Bridgeport, Conn., and director of national sales for WEZN and co-owned WFTQ(AM)-WAAF(FM) Worcester, Mass., elected VP of licensee.

Carl Rubin, regional sales manager, wwwe(AM)-wdok(fm) Cleveland, named sales manager for wwwe.

Shirley Treacy, sales representative, KXL-AM-FM Portland, Ore., named sales manager.

Phillip Levine, account executive, WBBG(AM) Cleveland, named local sales manager.

C.J. (Coby) Shubert, salesman, wmog(AM) Brunswick, Ga., joins wgig(AM) there as sales manager.

Claudia Dickas, broadcast media buyer, J. Walter Thompson, joins wdiv(tv) Detroit as sales promotion and research specialist.

Abby Alt, administrative assistant, wbwb(fm) Bloomington, Ind., named advertising consultant.

Ann Colone, WANE-TV Fort Wayne, Ind., elected president of Advertising Association of Fort Wayne.

Karl Gensheimer, account executive, Tele-Tech Productions, New York. **Gary Van Sistine**, account executive, WFRV-TV Green Bay, Wis., and **Cliff Ancier**, local account executive, WPGH-TV Pittsburgh, join WTCH-TV Minneapolis as account executives.

Lori Flaeschel, project manager, Circa 1946 Advertising Inc., joins WFRV-TV Green Bay, Wis., as account executive.

Mary Jane Deasy, announcer, wxus(fm) LaFayette, Ind., joins wmet(fm) Chicago as account executive.

John P. Greer III, director of sales, *The Michigan Chronicle*, Detroit, joins wxci(AM) there as account executive.

Stacy Hudson, local sales secretary, KWTV(TV) Oklahoma City, named local sales representative.

Doug Stewart, sales manager, KIKX(AM) Tucson, Ariz., joins KJZZ(AM) Phoenix as sales executive.

John A. Hunt, sales manager and assistant station manager, WTOO-AM-FM, Bellefontaine, Ohio, joins weht-TV Evansville, Ind., as account executive.

Donald Ambrose, from wlrs(fm) Louisville, Ky., joins wvlt(tv) New Britain, Conn., as account executive.

Susan Frank, account executive, WERE(AM) Cleveland, joins sales team of wgar(AM) there.

Mark Weidel, VP-regional development, Alpha Epsilon Rho, national honorary broadcasting society, joins sales department of wdel(AM) Wilmington, Del.

Programing

Seymour Amlen, vice president, ABC Entertainment, responsible for prime-time program planning and administration, coordination of daily scheduling strategy and long-range planning, takes on expanded responsibilities for daytime, early-morning and children's programming. Those areas had been under Ed Vane, who's now vice president, program affairs, ABC Television.

Jay Michellis, director, promotion, West Coast, NBC, appointed VP, talent relations, NBC Entertainment, Burbank, Calif.

Richard J. Hussey, assistant to commissioner of Eastern College Athletic Conference, Cen-

SPECIAL MAIL BID AUCTION

Over the years we have accumulated various pieces of select condition used broadcast equipment we will sell to the highest bidder deadline, July 4th. Send for our listing.

David Green
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broadcast consultants corporation



Texans for a day. This year's Texas Showdown, a ranch party staged annually by the Dallas chapter of the Station Representatives Association for agency and advertising people and broadcasters, drew a record turnout to the Circle "R" Ranch at Lewisville, Tex., for an afternoon and evening of rodeo, horseback riding, hoe-down western dancing, barbecue and beer. The official count was 548, divided about equally between agency/advertising people and broadcasters/station reps. Broadcasters came from 28 states, and in addition there were 25 from Tokyo Broadcasting System and Japanese Radio Network affiliates as special guests. Shown here, gathered back at the chuck wagon, are (l to r): Neil Kennedy, MMT Sales, New York; Tony Twbiell, KREM-TV Spokane, Wash.; Vivian Hayes, WTHR(TV) Indianapolis; Jack Gilmore, WBAL-TV Baltimore, and Mel Grossman, WTHR(TV).

terville, Mass., joins TVS Television Network, New York, as manager of sports development.

Tay Voge, president of Metrotape West, Metromedia production facility in Los Angeles, named to head new program development and production unit of Post-Newsweek. Unit has not yet been named but will be based in Los Angeles.

Appointments, Columbia Pictures Television, Burbank, Calif.: **Andrea Baynes**, VP-director of program development, named senior VP-program development; **Christine Foster**, director of movies and long-form development, named VP-movies for television; **Hans Proppe**, manager of program development,



Baynes



Foster

named director of program development; **Nancy Pugh**, program development coordinator, succeeds Proppe; **John Levoff**, manager of dramatic program development for ABC, joins CPT as director of program development, and **Jeff Melnick**, senior VP of Leonard Stern's Hayday Productions, joins CPT as director of movies for television.

John Hynd, director of cinematography, A&G Productions, San Diego, named corporate VP.

Philip L. Smith, Eastern sales manager, Storer Television, New York, named Eastern division manager of Metro-Goldwyn-Meyer Television,

New York.

Teddy Abramowitz, Eastern account supervisor, Paramount Television Domestic Syndication, New York, named Northeastern division manager.

Dennis S. Emerson, Southwest sales manager, National Telefilm Associates, joins Time-Life Television, New York, as Southwestern sales manager.

Paul Boykin, director of engineering for Mobile Video Systems, Hollywood, joins Orange Coast Video, Irvine-Newport, Calif., in same capacity.

Sara Silverman, director of customer relations, Canon Business Systems, New York, joins United Production Services Video Communications there as marketing liaison and client relations expert.

Judy Girard, program director, WOWK-TV Huntington, W. Va., joins WBAL-TV Baltimore as director of programming. **John Cooke**, director of promotion and creative services for WBAL-TV, named executive producer.

Britta Rayette, producer of *Today in Chicago*, public affairs program on WMAQ-TV Chicago, joins WLS-TV there as associate producer of *A.M. Chicago*.

John Mastalir, from KTSB(TV) Topeka, Kan., joins KOTA-TV Rapid City, S.D., as sports producer and 10 p.m. sports anchor.

Meg Griffin, assistant to music director and air personality, WNEW-FM New York, joins WPX-FM there as music director.

Leonard G. DePanics, producer-special projects, KMSP-TV Minneapolis, joins KUTV(TV) Salt Lake City as product-unit manager.

Craig Swope, anchor, KLMS(AM) Lincoln, Neb., named program director for co-owned

KDTH(AM) Dubuque, Iowa.

News and Public Affairs

Mel Kampmann, director of news and public affairs, WJLA-TV Washington, elected VP.

Brent Musburger, sports director for CBS-owned KNXT(TV) Los Angeles, assumes additional duties as 6 p.m. anchor. He is also host of network's *NFL Today* and play-by-play announcer on National Basketball League games.

James Farley Jr., executive producer, NBC Radio News. **Stephen Stickland**, manager of business affairs, Europe, for NBC. **Bambi Tascarella**, production associate. **NBC Night News**, and **Sumner Weener**, duty manager for NBC News, appointed news operations managers. They will supervise and coordinate feeding of news material from around world into NBC in New York, and will be senior news management persons on duty at night and on weekends.

Jon Petrovich, assistant news director, WDIV(TV) Detroit, joins WBAL-TV Baltimore as news director.

Kai Maxwell, co-anchor, writer, and editor, KPXT(TV) San Francisco, joins WDTV(TV) Detroit, Mich., as reporter and co-anchor.

Jackson Baln, host of WTTG-TV Washington's *Panorama* and anchor of noon news, moves to co-anchor of station's 10 p.m. newscast.

Cliff Morrison, weather reporter, KRIS-TV Corpus Christi, Tex., joins WNBC-TV New York as general assignment reporter and weekend weatherman.

Harry C. Gilbert, technician, KCBS-AM-FM San Francisco, joins KTHI-TV Fargo, N.D., as news director. **Chuck Whitten**, news director, KFBC(AM) Cheyenne, Wyo., and **Jerilyn Donovan**, graduate, California State University, Northridge, join KTHI-TV as reporters.

Carol Pella, reporter, WSEE-TV Erie, Pa., assumes additional duties as assignment editor.

Mike Allen, from news staff of WIND(AM) Chicago, joins WJJD(AM)-WJEZ(FM) there as news director.

Mona Scott, co-host of daily news magazine and weekly talk show, WKYC-TV Cleveland, named consumer anchor on 6 p.m. news.

Cyndy Brucato, former reporter for WBBM-TV Chicago, joins KSTP-TV Minneapolis as weekend anchor. **Gillian Rice**, reporter, KMGH-TV Denver, joins KSTP-TV in same capacity.

Jerry Fannin, reporter, WRBL-TV Columbus, Ga., joins WYEA-TV there as co-anchor of 6 p.m. news and anchor and producer of 11 p.m. news.

Lyn Vaghn, reporter, WEEL-AM-FM Boston, joins WNAC-TV there as general assignment reporter.

Sally Meyers, weekend reporter, KRON-TV San Francisco, joins WOWT(TV) Omaha, as reporter. **Jim Fackler**, freelance photographer, joins WOWT as news photographer.

Mike Lyons, reporter, WBRB(AM) Detroit, joins KXON-TV Mitchell (Sioux Falls), S.D., as general assignment reporter.

Joseph Shortsleeve, graduate, Holy Cross College, Worcester, Mass., joins WHBF-TV Rock Island, Ill., as reporter and weekend anchor. **Mary Ann Rentas**, graduate, University of Wisconsin, Eau Claire, joins WHBF-TV as re-

porter and radio editor for WHBF-AM-FM. **Richard Schmig**, from WIFR-TV Freeport, Ill., joins WHBF-TV as newscast director.

Karen Olson, former news director, WDSM(AM) Duluth, Minn., joins KBJR-TV Superior, Wis., as reporter. **Larry Cosgrove**, director of Kansas University Weather Service, Lawrence, joins KBJR-TV as meteorologist.

Tom Mattesky, reporter, WDBJ(TV) Roanoke, Va., and **Vanessa Baxter**, in training program with WBTW(TV) Charlotte, N.C., named reporters for WBTW.

Dan Rutz, assignment editor, field reporter, and announcer, WMTV(TV) Madison, Wis., joins WSWW-AM-FM Platteville, Wis., as director of news operations.

Lisa Glasberg, anchor, KLOS(FM) Los Angeles, joins WMET(FM) Chicago as anchor and street reporter.

Jeannette Kutchev, graduate, Central Michigan University, joins WDBI-FM Tawas City, Mich., as news director.

Charles Brogan, from Lincoln, Neb., advertising agency, joins KLMS(AM) there as news anchor.

Shane Hollett, chief prognostician, National Canadian Meteorological Centre, joins WYTV(TV) Youngstown, Ohio, as staff meteorologist.

Promotion and PR

Carole Taylor, audience promotion manager, WBAL-TV Baltimore, named promotion manager.

Ed Conrad, program director, KBJR-TV Superior, Wis., named director of public relations.

Michelle J. Kimmelman, promotion assistant, KYW(AM) Philadelphia, named promotion manager.

Jeff Bierig, public relations account executive, Margie Korshak Associates, joins WMET(FM) Chicago as promotion director.

Chuck Williams, director of information services, WEEI-FM Boston, joins WBZ-FM there as promotion manager.

Cable

Vivian Horner, VP-educational and children's programming, Warner Cable's Qube service, Columbus, Ohio, named VP-program development for Warner Cable, New York.

Tony Acone, manager of Daniels & Associates Lincoln, Neb., cable system, named president of Daniels Cablevision, responsible for managing systems in California. He will be based in Carlsbad, Calif.

Stephen Ingram, with Continental Cablevision of Ohio, Findlay, named administrative assistant to VP. **Jeffrey Scheuerman**, from T. Michaelis Corvette Supplies, Maumee, Ohio, joins Continental Cablevision of Miami Valley, Fostoria, Ohio, as controller.

Broadcast Technology

Richard W. Sonnenfeldt, VP, special corporate projects, RCA Corp., New York, appointed executive VP, operations and technical services, NBC.

J. Preston Brown, manager of Midwestern

area sales, RCA American Communications, Chicago, appointed manager of 56 Plus services, company's new wideband data transmission system. He will be based in Piscataway, N.J.

Len Pearlman, director of operations, Editel-Chicago, videotape facility, named general manager, and **Don Cox**, engineer, named chief engineer.

George Lawler, director of sales and business development, international communications, Communications Satellite Corp., Washington, appointed assistant general manager of international communications division.

Herbert Deltcher, director of international financing activities, and **John Pasquariello**, director of manufacturing, Raytheon Co., Lexington, Mass., named VP's. **Charles Mullaney**, manager of company's Andover, Mass., plant and assistant manager of Andover-Eowell manufacturing operation, named VP. Mullaney will become manager of Andover-Lowell in July.

Allied Fields

Patricia Bario, assistant White House press secretary for media relations, named deputy press secretary and director of media liaison office.

Joseph Chachkin, trial attorney in Hearing Division of Broadcast Bureau, FCC, Washington, and **Edward Luton**, attorney on atomic safety and licensing board panel of Nuclear Regulatory Commission, Washington, named administrative law judges for FCC. **Samuel L. Saady**, chief of FCC's television applications branch, retires, effective June 30. Saady, who has been with commission 27 years, has no definite plans, but expects to practice law.

Staff realignment, Television Information Office, New York: **Bert Briller**, executive editor, becomes manager of creative services, with expanded editorial department; **Henry Levinson**, one of three station services managers, becomes manager of community services; **Claire Kaland**, assistant to director, becomes manager of business operations; **Louis B. Ames** and **James Folsom** continue as station services managers, but with broader responsibilities.

New officers, Federal Communications Bar Association, Washington: **Edward Hummers Jr.**, Fletcher, Heald & Hildreth, president; **Linda Cincinnati**, Arent, Fox, Kintner, Plotkin & Kahn, VP; **Carolyn Hill**, United Telecommunications, secretary; **Gary Christensen**,

Hogan & Hartson, assistant secretary, and **Jonathan Blake**, Covington & Burling, treasurer.

Deaths

Nubar Donoyan, 51, president of Vital Industries, Gainesville, Fla., video equipment manufacturer, died of heart attack May 19 at his home in Atlanta. He had been president of Vital since its formation in 1963.

John C. Lakotas, 37, regional coordinator of technical services for Eastman Kodak's motion picture and audio visual markets division, died in American Airlines DC-10 crash in Chicago May 25. For past seven years, he had been head of engineering and technical services for Kodak's Southern region and was returning to Los Angeles after meeting in Rochester, N.Y.

George Arnold, 63, VP of Media Statistics, Silver Spring, Md., died June 2 in Silver Spring after long illness. Before joining Media Statistics in 1968, he spent 10 years as director of marketing for CBS Radio Spot Sales in New York. Earlier in his career, he worked as retail sales specialist at KCBS(AM) San Francisco.

Scott Vincent, 57, announcer on WABC-TV New York's *Eyewitness News* and known as "the voice of WABC-TV," died May 31 after long illness. During early 1960's he had also been anchorman on WABC-TV news. Survivors include his wife, Ann, and two children.

Jim Hutton, 45, star of *Ellery Queen* TV series, died June 2 at Los Angeles New hospital of cancer. He is survived by his wife, Lynni, and three children.

Alen E. Luckoff, 47, senior VP, Stone & Simons Advertising, Detroit, died May 29 there after lengthy illness. He is survived by his wife, Arline, and two children.

John A. Jones Jr., 56, member of Voice of America's policy application staff, Washington, died June 1 of cancer at the Veterans Administration hospital there. He joined State Department in 1949 and was chief of VOA's European division. He is survived by his wife, Ruth, a daughter and one son.

Elizabeth Sober Hahn, 29, executive secretary to Bernard Koteen, senior partner in Washington law firm of Koteen & Burt, Washington, died May 30 of cancer at her parent's Washington home. She formerly was an account executive for advertising firm of Henry J. Kaufman & Associates there. She is survived by her parents, Elizabeth and Sidney Sober, and a brother Stephen.

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Stock Index

Exchange and Company	Closing Wed. May 2	Closing Wed. April 25	Net Change in Week	Percent Change in Week	PIE	Market Capitalization (000,000)
BROADCASTING						
N ABC	26 5/8	36 3/8	+ 1/4	+ .68	8	1,014
N Capital Cities	38 1/4	37 3/4	+ 1/2	+ 1.32	10	535
N CBS	45 1/4	44 1/2	+ 3/4	+ 1.68	6	1,271
N Cox	62 3/4	61 1/4	+1 1/2	+ 2.44	12	418
A Gross Telecasting	22	21	+1	+ 4.76	7	17
O Kingstip Commun.*	15 1/2	15 1/2			28	7
O Lin.	40 1/2	41 1/2	-1	- 2.40	10	112
N Metromedia	53 1/2	52 1/8	+1 3/8	+ 2.63	8	246
O Mooney	5 1/4	5 3/4	- 1/2	- 8.69		2
O Scripps-Howard	48	48			9	124
M Starr	14 1/4	14 1/4			45	22
N Storer	40 1/2	41 5/8	-1 1/8	- 2.70	11	200
N Taft	22 7/8	21	+1 7/8	+ 8.92	8	194

Exchange and Company	Closing Wed. May 2	Closing Wed. April 25	Net Change in Week	Percent Change in Week	PIE	Market Capitalization (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	13 7/8	14 1/8	- 1/4	- 1.76	11	17
A Affiliated Pubs.	22 1/8	22 3/8	- 1/4	- 1.11	8	77
N American Family	12	11 1/2	+ 1/2	+ 4.34	5	126
N John Blair	27 1/8	26 3/4	+ 3/8	+ 1.40	6	66
N Charter Co.	23 3/4	17 1/2	+6 1/4	+35.71	20	456
N Chris-Craft	13 3/8	13 3/4	- 3/8	- 2.72	8	49
N Coca-Cola New York	8 3/8	6 5/8	- 1/4	- 3.77	8	112
N Combined Comm.	33 3/8	33 1/2	- 1/8	- .37	12	353
N Cowles	25 1/4	19 3/4	+5 1/2	+27.84	20	100
N Dun & Bradstreet	33 1/4	33 1/2	- 1/4	- .74	13	925
N Fairchild Ind.	30 1/2	31 1/4	- 3/4	- 2.40	6	174
N Fuqua	11 3/8	11	+ 3/8	+ 3.40	5	144
N Gannett Co.	43 5/8	43 1/2	+ 1/8	+ .28	14	1,172
N General Tire	24	23 5/8	+ 3/8	+ 1.58	5	556
O Gray Commun.	24 1/2	24 1/2			8	11
N Harte-Hanks	20	20 5/8	- 5/8	- 3.03	12	185
N Jefferson-Pilot	34 1/4	32 1/2	+1 3/4	+ 5.38	9	784
O Marvin Josephson	14 1/4	14 1/2	- 1/4	- 1.72	8	36
O Kansas State Net.	21 5/8	19 3/8	+2 1/4	+11.61	18	38
N Knight-Ridder	21 5/8	21 3/8	+ 1/4	+ 1.16	9	714
N Lee Enterprises	21 3/8	22 5/8	-1 1/4	- 5.52	11	155
N Liberty	33 3/4	32 1/2	+1 1/4	+ 3.84	7	228
N McGraw-Hill	24 1/4	24 3/8	- 1/8	- .51	9	600
A Media General	22 1/4	21 3/8	+ 7/8	+ 4.09	9	165
N Meredith	27 7/8	28 1/2	- 5/8	- 2.19	6	86
O Multimedia	25 1/2	25	+ 1/2	+ 2.00	11	169
A New York Times Co.	24 3/4	25 5/8	- 7/8	- 3.41	19	287
N Outlet Co.	21	20 1/4	+ 3/4	+ 3.70	6	51
A Post Corp.	18	17 3/8	+ 5/8	+ 3.59	8	32
A Reeves Telecom	5 1/4	5	+ 1/4	+ 5.00	58	12
N Rollins	20 1/8	20 1/4	- 1/8	- .61	10	269
N San Juan Racing	16 1/4	15 7/8	+ 3/8	+ 2.36	21	40
N Schering-Plough	30 1/4	29 1/2	+ 3/4	+ 2.54	8	1,612
A Sonderling	25 3/8	25 3/4	- 3/8	- 1.45	8	28
A Tech Operations	8 5/8	8	+ 5/8	+ 7.81	22	11
N Times Mirror Co.	28 1/2	28 1/4	+ 1/4	+ .88	8	967
O Turner Comm.	12	12 1/4	- 1/4	- 2.04		118
A Washington Post	23	23 1/8	- 1/8	- .54	8	369
N Wometco	19 5/8	19 3/4	- 1/8	- .63	9	167

Exchange and Company	Closing Wed. May 2	Closing Wed. April 25	Net Change in Week	Percent Change in Week	PIE	Market Capitalization (000,000)
CABLECASTING						
A Acton Corp.	12 5/8	10 3/4	+1 7/8	+17.44	8	30
O Amecof						
O Athena Comm.	4 1/8	4 1/4	- 1/8	- 2.94		8
O Burnup & Sims	5 5/8	5 3/4	- 1/8	- 2.17	30	47
O Cable Info.	6	6 1/4	- 1/4	- 4.00	30	3
O Comcast	20 1/4	19	+1 1/4	+ 6.57	20	34
O Entron	5	1 1/4	+3 3/4	+300.00	5	4
N General Instrument	39 5/8	37 1/8	+2 1/2	+ 6.73	10	308
O Geneve Corp.	14 1/4	13 1/2	+ 3/4	+ 5.55	6	15
O Tele-Communications	24 1/2	25 5/8	-1 1/8	- 4.39	30	130
N Teleprompter	18 1/4	18	+ 1/4	+ 1.38	24	364
O Texscan	3 1/4	2 5/8	+ 5/8	+23.80	19	2
N Time Inc.	37 3/4	37 1/8	+ 5/8	+ 1.68	7	1,054
O Tocom	10	10			21	14
O UA-Columbia Cable**	28 1/2	26 1/4	+2 1/4	+ 8.57	13	95
O United Cable TV	33	31 1/4	+1 3/4	+ 5.60	23	67
N Viacom	28 1/2	28 3/4	- 1/4	- .86	15	108

Exchange and Company	Closing Wed. May 2	Closing Wed. April 25	Net Change in Week	Percent Change in Week	PIE	Market Capitalization (000,000)
PROGRAMING						
O Chuck Barris Prods.	14 1/4	13 3/4	+ 1/2	+ 3.63	6	
N Columbia Pictures	21 3/8	21 1/8	+ 1/4	+ 1.18	3	208
N Disney	36 1/4	34 3/8	+1 7/8	+ 5.45	11	1,175
N Filmways	14 1/2	15 3/8	- 7/8	- 5.69	8	72
Four Star*	1 1/4	1 1/4				13
N Gulf & Western	14 7/8	14 3/8	+ 1/2	+ 3.47	3	716
N MCA	43	42 3/8	+ 5/8	+ 1.47	8	1,002
N MGM	21 1/2	21 1/4	+ 1/4	+ 1.17	10	65
N Transamerica	17	16 3/4	+ 1/4	+ 1.49	5	1,122
N 20th Century-Fox	42 3/4	43 3/8	- 5/8	- 1.44	6	333
O Video Corp. of Amer.	6 1/8	6 1/8				20
N Warner	33 3/4	34 7/8	-1 1/8	- 3.22	7	661
A Wrather	15 3/4	16	- 1/4	- 1.56	43	36

Exchange and Company	Closing Wed. May 2	Closing Wed. April 25	Net Change in Week	Percent Change in Week	PIE	Market Capitalization (000,000)
SERVICE						
O BBDO Inc.	32 1/2	31	+1 1/2	+ 4.83	7	81
O Compact Video	8 3/4	8 5/8	+ 1/8	+ 1.44		15
N Comsat	46 1/4	43 1/2	+2 3/4	+ 6.32	11	370
N Doyle Dane Bernbach	19	19 1/2	- 1/2	- 2.56	7	33
O Foote Cone & Belding	18 1/4	17 1/4	+1	+ 5.79	6	47
O Grey Advertising	34	34			4	21
N Interpublic Group	35 7/8	35 1/4	+ 5/8	+ 1.77	7	85
O MCI Communications	6 3/4	6 5/8	+ 1/8	+ 1.88	84	139
A Movielab	6 3/4	6 3/4				12
A MPO Videotronics*	4 5/8	4 5/8			5	2
O A. C. Nielsen	24	23 5/8	+ 3/8	+ 1.58	11	263
O Ogilvy & Mather	20 1/4	19 3/4	+ 1/2	+ 2.53	6	73
O TPC Communications	8	7 5/8	+ 3/8	+ 4.91	15	7
N J. Walter Thompson	26 1/8	26	+ 1/8	+ .48	6	69
N Western Union	21	19 7/8	+1 1/8	+ 5.66	9	318

Exchange and Company	Closing Wed. May 2	Closing Wed. April 25	Net Change in Week	Percent Change in Week	PIE	Market Capitalization (000,000)
ELECTRONICS/MANUFACTURING						
O AEL Industries	5 3/8	5 1/2	- 1/8	- 2.27	4	8
N Ampex	15 1/4	14 7/8	+ 3/8	+ 2.52	10	173
N Arvin Industries	14	14			4	83
O CCA Electronics*	1/8	1/8				1
A Cetec	4 3/4	4 7/8	- 1/8	- 2.56	10	10
A Cohu	4 1/8	3 7/8	+ 1/4	+ 6.45	14	6
N Conrac	15	14 1/8	+ 7/8	+ 6.19	24	30
N Eastman Kodak	57 1/8	57 1/8			10	9,219
O Farinon	12 3/4	11 3/4	+1	+ 8.51	12	.60
N General Electric	50 1/8	49 3/4	+ 3/8	+ .75	9	9,252
N Harris Corp.	27 3/4	27 1/4	+ 1/2	+ 1.83	12	724
O Harvel Industries	6 3/4	6 1/4	+ 1/2	+ 8.00	18	3
O Intl. Video Corp.	1	3/4	+ 1/4	+33.33		2
N M/A Com Inc.	20 1/4	20	+ 1/4	+ 1.25	26	53
N 3M	56 5/8	55 3/4	+ 7/8	+ 1.56	12	6,595
N Motorola	45 3/8	42 1/4	+3 1/8	+ 7.39	11	1,295
N N. American Phillips	28 3/8	28 7/8	- 1/2	- 1.73	5	341
N Oak Industries	29 1/2	26 1/4	+3 1/4	+12.38	20	106
O Orrox Corp.	6 1/4	6 1/4			9	12
N RCA	24 7/8	24 3/4	+ 1/8	+ .50	7	1,861
N Rockwell Intl.	37 5/8	36 5/8	+1	+ 2.73	6	1,309
A RSC Industries	3	3 1/4	- 1/4	- 7.69	17	7
A Scientific-Atlanta	36 1/2	34 7/8	+1 5/8	+ 4.65	16	98
N Sony Corp.	9 3/8	9 1/4	+ 1/8	+ 1.35	16	1,617
N Tektronix	51 1/8	48 3/4	+2 3/8	+ 4.87	13	919
O Telemation	1 1/2	1 1/2			2	1
O Valtec	11 1/4	11	+ 1/4	+ 2.27	24	44
N Varian Associates	20	18 3/4	+1 1/4	+ 6.66	111	136
N Westinghouse	18 3/8	17 3/8	+1	+ 5.75	5	1,589
N Zenith	13 1/4	13 3/8	- 1/8	- .93	12	249

Standard & Poor's 400 Industrial Average 112.72 110.23 +2.49

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange

**No P-E ratio is computed, company registered net loss
***Stock split
+Traded at less than 125 cents

Over-the-counter bid prices supplied by
Loeb, Rhoades Hornblower Inc.,
Washington

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. Earnings figures are exclusive of extraordinary gains or losses.

*Stock did not trade on Wednesday, closing price shown is last traded price

Profile

Tailored radio from Marlin Taylor

"If I have one God-given talent," says Marlin Taylor, president of Bonneville Broadcast Consultants, "it's being able to listen for the masses."

And Taylor makes his living doing just that. His 122 radio station clients look to him for the right mix of music that builds and maintains their audiences.

In particular, Taylor's attuned to beautiful music. It's his job to know whether Franck Pourcel's string orchestra arrangement of "Fernando" will segue into Ronnie Aldrich on piano with the theme from "Love Story." Or to continue the tapes with Andre Kostelanitz's "Moon River," Barbra Streisand's "Evergreen" and James Last's orchestral version of "Jean."

He's also responsible for running a business for parent Bonneville International Corp., one that he organized in 1970 and has since grown to employ 17 staffers. Bonneville Broadcast Consultants, Taylor says, now is approaching \$2 million in yearly revenues.

After stints with Armed Forces Radio; the launch of WHFS(FM) Bethesda, Md., and enough on-air work to make him realize he was better off in management, Taylor broke into beautiful music in 1963 when WDVR(FM) Philadelphia went on the air. The handful of stations doing beautiful music at the time seemed to be prospering and WDVR, with Taylor as station manager and program director, joined them.

From there, Taylor moved to Boston as a general manager in 1966 when classical music WBCN(FM) joined the beautiful-music fold. Classical WXHR(FM) Boston later did the same, taking new call letters WJIB(FM). Taylor went aboard there as program and music director and, while based in Boston, also supervised the beautiful music format at commonly owned KFOG(FM) San Francisco.

It was then back to WDVR in 1968, as station manager and program director, to "put the house in order," Taylor says. A year later, he landed in New York, as WRFM(FM)'s general manager.

That was the beginning of his association with Bonneville International, which owns the station. He had sent out letters to four FM operators, he recalls, telling them that they were "nowhere near achieving the [beautiful-music] potential" in their markets. Bonneville agreed.

At WRFM, Taylor says he "installed his own brand of beautiful music." Some of the key qualities he describes: "very melodic, quite familiar. You can go from cut to cut," and "you probably have one hit song" from each of the last 40 years.



Marlin Raymond Taylor—president, Bonneville Broadcast Consultants, Tenafly, N.J.; b. Aug. 26, 1935, Newtown, Pa.; U.S. Army, 1958-61; station manager and program director, WHFS(FM) Bethesda, Md., 1962-63; station manager and program director, WDVR(FM) Philadelphia, 1963-66; general manager, WBCN(FM) Boston, 1966-67; program and music director, WJIB(FM) Boston, with supervisory responsibility for KFOG(FM) San Francisco, 1967-68; station manager and program director, WDVR, 1968-69; general manager, WRFM(FM) New York, 1969-71; present position since 1971; m. Alicia Blood, Oct. 18, 1975; children by previous marriage—Scott, 17; Linda, 15; Patricia, 13.

The station shot up in the ratings. The way to success, Taylor recalls, was promotion—letting the folks know WRFM was out there. The promotion budget, although small, afforded 750,000 postcard-sized "dial cards," listing all the FM's in town and WRFM most prominently.

Toward the end of 1970, Bonneville began readying for syndication. WRFM was being taped and predecessor Bonneville Program Services was programming commonly owned WCLR(FM) Skokie, Ill.

By 1971, Bonneville Program Consultants was in business. Now, eight years later, there are 92 beautiful music client stations split evenly between "Match Flow" in quarter-hour segments and "Random Select" based on single cuts. "Adult Contemporary" and, to a lesser degree, "Bonneville Rock" bring in another 26 stations.

For a typical beautiful-music station, Taylor says his firm gets "involved with all aspects that impact on the listening public." This not only means supplying a library of tapes, but a range of other ser-

vices from news consultancy to advice on the sound of commercials. Generally Bonneville will supply 48 minutes of each hour's programming with different stations adjusting the amount they wish to go live or automated.

To those who say automation cuts into localism, Taylor says that many stations couldn't provide the caliber of programming they do without syndicated support. Furthermore, he stresses that Bonneville encourages community involvement for its stations. "I believe very strongly in a station not being a jukebox," he says, adding that he would expect to lose a lot of audience if a station abandoned news and public affairs.

With that in mind, he explains that he prepared a memo to his clients on the need for news and community service, whatever the deregulatory mood in Washington.

Right now, Taylor says industry estimates are that beautiful music earns about 17% of all listeners, and with the diversity of formats available, he's not expecting growth. But, he adds, "we'll maintain a large portion of that 17% as long as we stay in step."

Staying in step, according to Taylor, means never sounding "like wall-to-wall 'elevator' strings" and—although following six months to a year behind contemporary music—"keeping the programming relevant."

In the case of disco, Taylor is of the opinion that beautiful music may even have had disco flavor before the trend skyrocketed. A good deal of beautiful music is produced now in Europe, and Taylor says disco was bigger there first, leading beautiful-music arrangers to incorporate it in their pieces.

Yet with a beautiful-music base alone, Taylor says, "we cannot achieve the growth" his company wants. With this in mind, Bonneville now has come up with Program Management Systems, introduced earlier this year at the National Association of Broadcasters convention in Dallas and so far with four clients.

PMS provides no tapes but rather market analysis, format structure and other research and consulting. Computer-generated playlists also factor in; Taylor says any format can be serviced and expects that PMS will mean a much stronger Bonneville involvement in contemporary music.

After all these years with beautiful music, and at the helm of a company whose logo is the treble clef insignia of musical notation, Taylor still can't read music. Singing he leaves to his wife, Alicia, who's a professional at it.

What he can do is listen—and listen well enough to build a career.

Some of all of the above

Divergences of opinion about the three major Communications Act revisions now under consideration are getting wider with the appearance of every witness at hearings in the Senate and House. The condition is to be expected when the bills themselves are as divergent as Senator Ernest Hollings's S. 611, Senator Barry Goldwater's S. 622 and Representative Lionel Van Deerlin's H.R. 3333.

The differences are no sharper between, say, the television broadcasting establishment and the so-called public interest groups than between the two senior Carter appointees to the communications apparatus of the federal government. The contrast in last week's Senate testimony of Henry Geller, head of the National Telecommunications and Information Administration, and Charles D. Ferris, chairman of the FCC, was striking. Geller, with minor reservations, favors the Van Deerlin rewrite of the existing act. Ferris wants the opposite extreme, the Hollings bill, which would make the fewest changes in the act and in the current regulatory scheme.

Among members of the Communications Subcommittees of the House and Senate there is no less diversity of views. On the House side, where an unusual representation of members was present last week (along with television news crews) to hear network executives and Ralph Nader, there was no sign of consensus forming on any substantive part of the Van Deerlin bill that was the subject of discussion. For every James M. Collins (R-Tex.) who questioned the validity of the proposed spectrum-use tax there was a Marty Russo (D-Ill.) asserting the government's right to act as landlord of the airwaves. If any unanimity were to be found, it was in criticism of television network judgments, as when Marc Marks (R-Pa.) repeatedly denounced the three commercial networks for not providing live coverage of the funeral of Nelson Rockefeller (although PBS did) and when Timothy E. Wirth (D-Colo.) found fault with Jack Anderson's reporting on ABC-TV's *Good Morning America*.

It is hard to know what will come of all of this legislative activity, although something is almost bound to. Too much time and effort have been invested in the reappraisal of the Communications Act of 1934 for the sponsors of legislation to write it off. Van Deerlin and a large staff have spent two years on their first and second versions of a rewrite. On the Senate side activity has been less intense over as long a period, but the issue is joined now. It may not be irrelevant to note that the principal sponsors of all three bills are up for re-election or retirement in 1980.

Van Deerlin, Hollings and Goldwater are experienced and reasonable men. Is it unrealistic to think that somehow a consensus can be formed to accommodate their disparate interests and aspirations?

If the choice were ours, it would represent the best features of all three bills (which were compared, side by side, in *BROADCASTING's* April 9 issue), with emphasis on Van Deerlin and Goldwater, who have professional knowledge of communications, Van Deerlin in broadcasting and Goldwater in amateur radio and military communications. But why not a Goldwater-Hollings-Van Deerlin Act, if the sequence is to be in alphabetical order, or a Van Deerlin-Goldwater-Hollings Act, if it is to be in order of expressed interest?

Whatever the title, an act of some kind may very well emerge. Strategists in the broadcasting community may want to start thinking about bringing people together.

Workers at WARC

The delegation that will represent U.S. interests at the forthcoming World Administrative Radio Conference in Geneva (*BROADCASTING*, June 4) is out of balance. It includes 44 members from government and only 20 from the private sector, and the imbalance is compounded by the unaccountable presence among the 20 of citizen types who are unqualified to act as advisers, as they are incorrectly called, on the complex technicalities of frequency allocation.

There is also a conspicuous omission in the list. The delegation will be denied the services of FCC Commissioner Robert E. Lee, who has extensive experience in international negotiations on communications matters and who, many had hoped, would play a senior role in Geneva. Lee's pragmatic knowledge in the field, it was thought, would ideally complement the academic orientation of the chief of delegation, Glen O. Robinson, who will be on leave from his professorship at the University of Virginia for WARC.

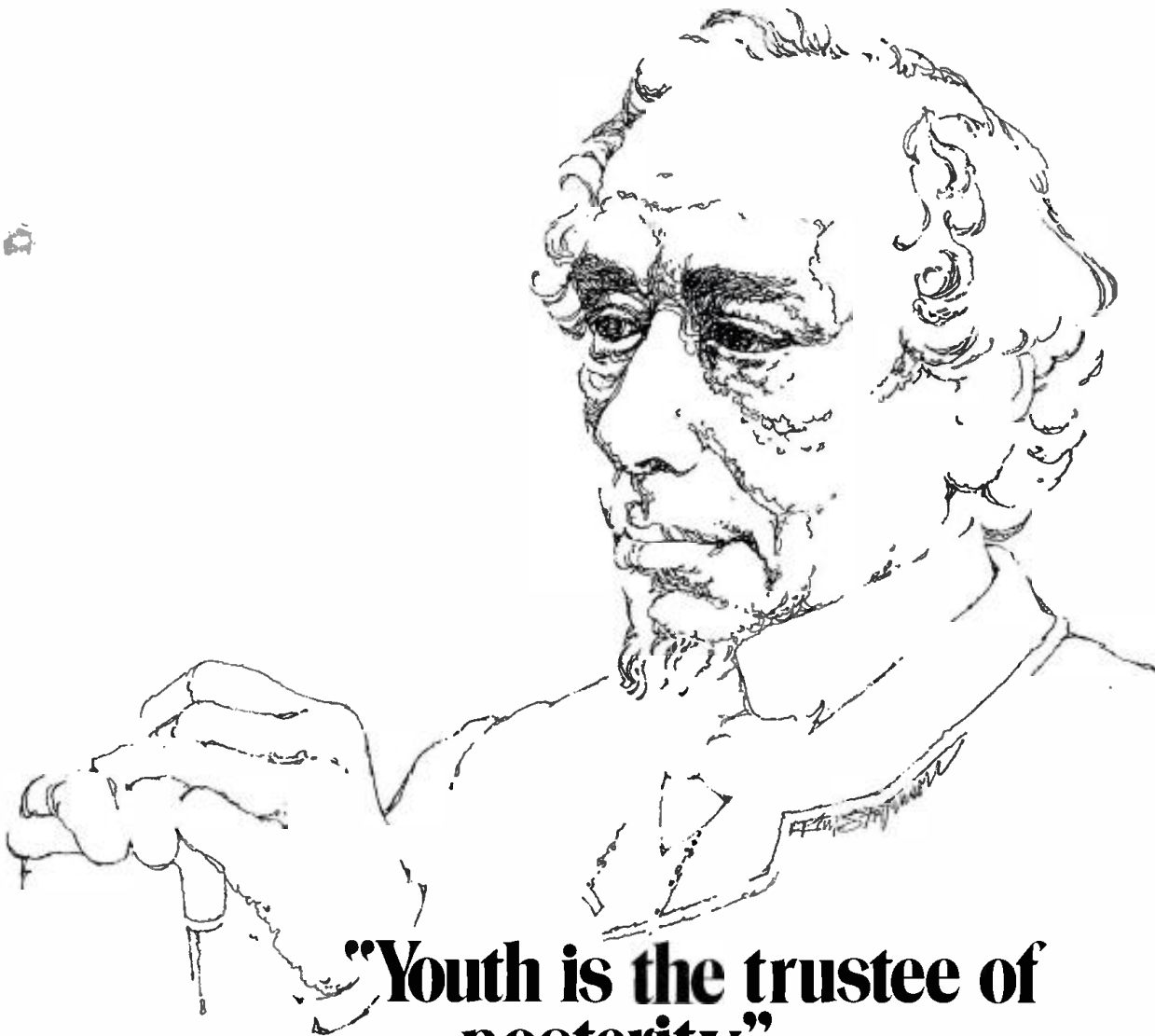
Still, the composition of the delegation could be worse. The private-sector advisers include three from broadcasting, A. James Ebel of the Fetzer stations who represents the satellite committee of all three television networks' affiliates; George Bartlett, the engineering vice president of the National Association of Broadcasters, and Eugene Jackson, president of the National Black Network. All are eminently qualified to provide advice in Geneva, and Jackson is expected to be of particular service in explaining the U.S. position to Third World delegations whose demands for spectrum space are certain to conflict with ours.

WARC, in its scheduled 10 weeks of sessions beginning next Sept. 24, will allocate frequencies to purposes, so many megahertz to VHF television, so many to land mobile, so many kilohertz to AM, for example. It then becomes the responsibility of regional groupings of nations to divide those assigned frequencies among themselves. For the U.S. and other nations of the western hemisphere, the sequel to WARC in Geneva will be a future conference of WARC's Region II where the new WARC assignments and such matters as the shrinking of AM channels from 10 khz to 9 will be dealt with. To U.S. broadcasters it all may seem abstract and remote, but the outcome could affect a lot of P&L statements.



Drawn for *BROADCASTING* by Jack Schmidt

"Is this Sports in Review, Sports Special, Sports Spectacular, Sports Stars of the Week or Sports Roundup?"



“Youth is the trustee of posterity.”

Benjamin Disraeli
1804-1881

Sun. Sand. The onslaught of frivolous teen-age revelers during Easter vacation. These are the popular images of the Fort Lauderdale Miami area. But, beneath this veneer of fun and frolic lies a critical problem for the youth of South Florida.

Junior Achievement, the nation's oldest youth economic education program, and a primary resource for the leaders of tomorrow's business community, had no identity or recognition on the Florida Gold Coast. WAXY, responding to this intriguing problem which affected the full spectrum of their listeners, set out on a course of action.

The station pulled together the most powerful and influential business leaders and community organizers and, in November 1978, instituted the first 100 dollar per plate Junior Achievement Hall of Fame Banquet featuring The Honor-

able Ronald Reagan as guest speaker.

From this platform of success WAXY has become a springboard to even greater heights with JA. The station has provided an automobile for Junior Achievement activities and encouraged local auto dealers to do the same. WAXY on-air personalities have hosted two JA awards banquets honoring outstanding Junior Achievers in Greater Miami.

WAXY believes not only in community commitment, but that the future of American business and free enterprise is in the hands of our young people, and the recognition and growth of JA is one way to insure this continuing trusteeship.

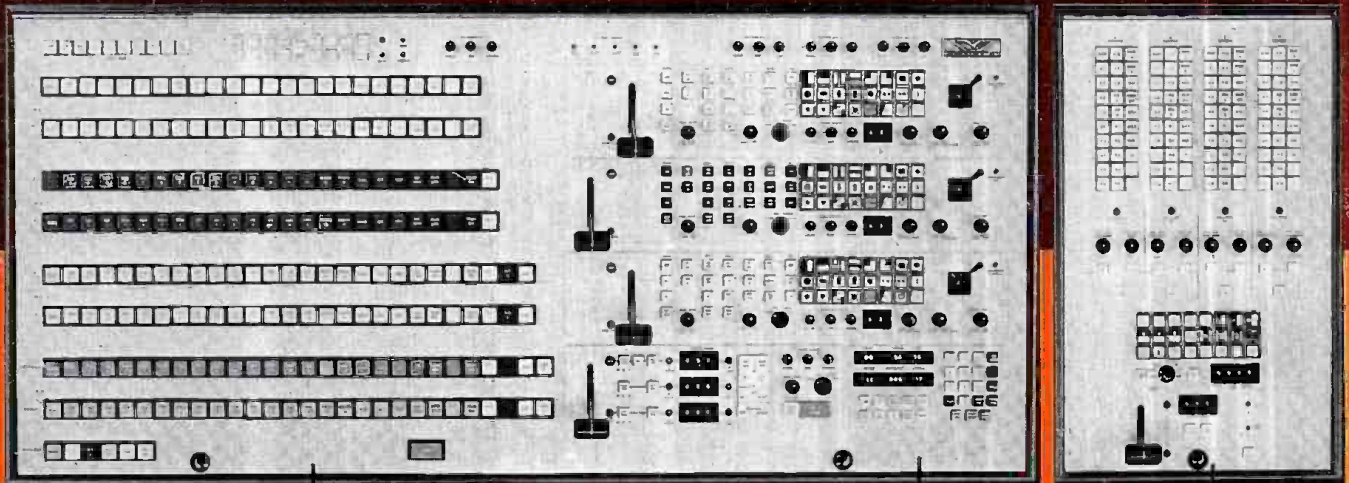


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