

Jul. 9, 1979

**Upfront sales setting record pace
Court puts damper on FCC format policy**

Broadcasting Jul 9

The newsweekly of broadcasting and allied arts

Our 48th Year 1979

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A Personal Question...

*Our clients are some of the
finest radio stations in America
and Canada. They need excellent
people — in programming areas,
in sales, in engineering, and in
general management.*

*Although you may be very happy
in your present situation,
wouldn't it be wise to let us
know something about yourself,
so that you may be considered for
outstanding career opportunities
as they become available?*

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Perceptual Audience Research for the Communications Industries

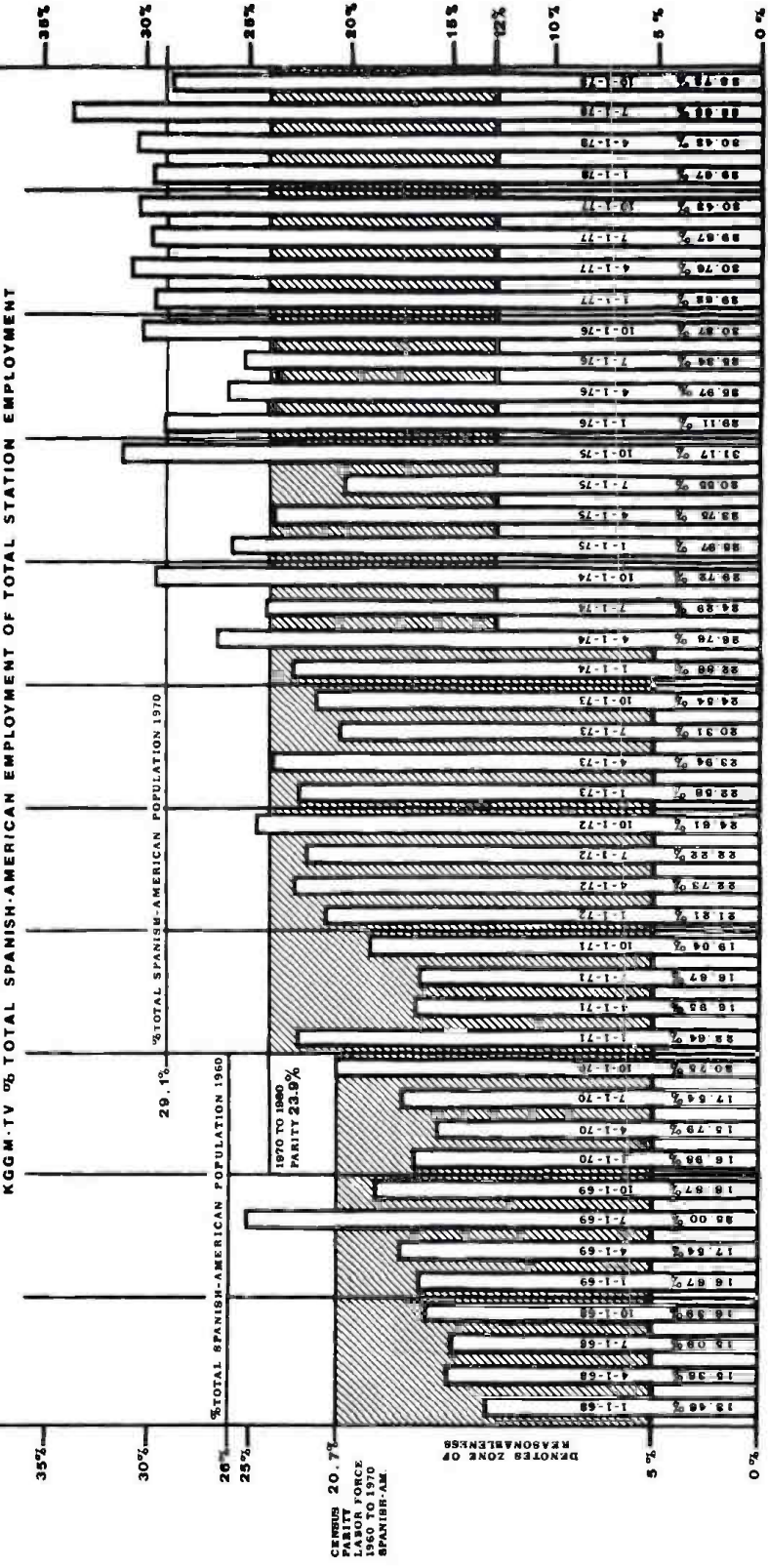
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KGGM-TV HAS ALWAYS BEEN A LEADER IN SPANISH-AMERICAN EMPLOYMENT

	1968	1969	1970	1971	1972	1973	1974	1975	1976	1977	1978
TOTAL STATION EMPLOYMENT.....	52	52	53	55	57	57	53	53	59	60	63
TOTAL SPANISH-A.M. EMPLOYMENT.....	7	8	10	9	10	11	12	10	10	12	14
% SPANISH-A.M. EMPLOYMENT	13.5%	15.4%	18.9%	16.4%	17.5%	19.3%	22.6%	19.0%	16.8%	20.0%	22.2%

KGGM-TV'S ELEVEN YEAR SPANISH-AMERICAN EMPLOYMENT RECORD



KGGM-TV has always led by example. Over a period from January 1, 1968 to October 1978, employment of Spanish-Americans rose from 13% to 28%. Even in the beginning, in 1968, KGGM-TV led other television stations in the Southwest in Spanish employment.

Census Parity figures of 20.7% for the 1960's and 23.9% for the 1970's established by the Bureau of Census information.

Twenty-five per cent Zone of Reasonableness was approved by February, 1974, Bi-lingual, Bi-cultural Coalition of Mass Media Case.

Fifty per cent parity thence forward established by the F.C.C.

KGGM-TV 13
ALBUQUERQUE, N.M.

The Week in Brief

WHAT A WEEK □ Radio and TV sale records are set with the \$65-million purchase of KOVR(TV) Sacramento by the Outlet Co. from McClatchy Newspapers and the \$17-million sale of WLW(AM)-WLWS(FM) Cincinnati to Mariner Communications from Queen City Communications. **PAGE 23.**

UNUSUALLY TYPICAL □ NAB's "typical-station" profits jumped to 1978, and broke the million-dollar mark. **PAGE 23.**

PRIMER PRIME TIME □ The new season is as bright as the stations': The meaning of the new season—is it all about the upfront buys. **PAGE 24.**

THE FIX OVER FORMATS □ The FCC tells the commission to get the programming changes in radio, TV and video.

RCA MERGER? □ That company confirms speculation that fired RCA execs are in a \$1-billion one. **PAGE 25.**

SOUTHERLY MIGRATION □ Due to the economic environment in their home countries, Canadian operators in Canada are turning their backs on the U.S. for investment numbers. **PAGE 26.**

THINKING SOFTWARE □ ABC and other networks are the latest to announce their intentions to set up subsidiaries to cable, pay cable, STV, video and other services. **PAGE 36.**

BLOCK IS BACK □ Returning to Viacom to head its Entertainment Division is Willard Block. The company

also announces a 28-picture purchase from CBS—one of the largest acquisitions in television syndication history—for \$30 million-\$35 million. **PAGE 41.**

NBC BARES ALL □ The network spells out its fall programming plans in a closed circuit to affiliates. **PAGE 41.**

Challenging *American Top 40* radio show audience is Drake's *Top 30* debuts at the end of this week.

IG SHOT □ As it closes out its first term, the court rules that a defendant, with the aid of a prosecutor and judge, may close the door on trial proceedings. **PAGE 46.** The case is the latest in a series by the Supreme Court to limit the press. **PAGE 48.**

□ Fairness case against CBS Security Council Education Committee's coverage of national defense is upheld by the Court of Appeals in a 2-1 decision and for its reversal. **PAGE 47.**

□ Broadcasting is the latest industry to explore energy as the Department of Energy approves solar panels for a station being built in California. **PAGE 51.**

□ Viacom's Ken Gorman has a background in law, as well as broadcasting, and the company wanted someone with

a sharp eye on the bottom line to head its new Entertainment Group it chose its chief negotiator in Viacom's satellite distribution deal with RCA and Post Newsweek. **PAGE 73.**

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THEY'RE COMING.

12

VERY BIG

MOVIES

MCA TV

NBC: swept away

ABC-TV affiliates took prime-time control of Arbitron's May sweeps again, but CBS-TV affiliates made some clear gains while many NBC-TV affiliates suffered. Compilations by ABC researchers show that in 97 top-100 markets where all three networks have affiliates, ABC's were first in 65, seven more than in May 1978; CBS's were first in 24, up eight from year before, and NBC's were first in nine, down 18 (totals include ties). Compared with year-earlier results, prime-time audience gains were recorded by 60 ABC affiliates, 79 CBS affiliates and six NBC affiliates, while losses were found for 31 ABC, 14 CBS and 85 NBC affiliates.

Total prime-time audience remained about same as in May 1978 but was redistributed somewhat. In 97 top-100 markets, ABC averaged 11,685,000 homes, up 4% and representing 38.4% share of three-network audience; CBS averaged 10,049,000, up 9% and equal to 33.0% share; NBC averaged 8,718,000, down 14% and amounting to 28.6% share.

Whose man?

Appointment of Frank Washington, former legal assistant to Chairman Charles D. Ferris, as deputy chief of FCC's Broadcast Bureau (see "In Brief") immediately raised question as to whether Ferris had really let new bureau chief, Richard Shiben, pick deputy or had dictated choice. Both Shiben and Ferris say Washington was Shiben's idea. Shiben told individual commissioners in advance of meeting at which decision was made last week that he regarded Washington as strongest candidate for job.

But besides personal qualities, Washington was regarded by observers as having at least two things going for him: He is highly regarded by chairman and thus would find warmer welcome in that office than perhaps others who might have been named. And he is black. Shiben, at first meeting of division chiefs he presided over after taking over bureau last month, made it clear he wanted strong equal employment opportunity performance by bureau in hiring and promotion.

Gas down, HUT's up

Gas shortage may do wonders for TV viewing—in some sections, anyway. Arbitron Television took reading on Los Angeles homes-using-television levels from May 12 to June 8, which included some of driest days there, and found them up, often in double-digit percentages, from same period of 1978. HUT was up 15% in early fringe, 11% in news time, 6%

in Monday-Friday prime time, 10% in Sunday prime time, 18% in late fringe. In daytime, it was up 4% from noon to 4:30, and 12% from 9 a.m. to noon.

Not every area can look for similar result, however. Arbitron said preliminary reading in New York after crunch struck there showed no significant change in HUT levels.

Who, us?

Language in court opinion in format case (see page 28) criticizing FCC for its attitude toward court and citizen groups came as unpleasant shock to some commission officials. Appeals court's views, one suggested, are out of date; they may apply to previous FCC administration headed by Richard E. Wiley but not one that came in with Charles D. Ferris, official said. Court at one point referred to commission's "deep-seated aversion" both to court's decisions and to "advocates" of those decisions (presumably meaning citizen groups). Official said he did not think such language accurate in referring to staffers like Frank Lloyd, one-time director of Citizens Communications Center, or to Ferris himself.

Short strokes

House Communications Subcommittee staff was working overtime last weekend preparatory to markup, beginning Wednesday, of Chairman Van Deerlin's H.R. 3333, rewrite of Communications Act. But most controversial provisions relating to broadcast and cable titles are still unresolved, with Van Deerlin, from his San Diego base, still hoping that compromise may be effected.

Some radio deregulation may be worked out, but less than that in bill. TV deregulation seems elusive at this point, but some remnants may get through markup. No one expects retransmission-consent provision to survive in present form, but groups that want it most—movie producers and sports interests, primarily—haven't given up hope of getting modified version. On one thing all segments seem to agree: Markup won't be routine exercise.

New course, new pilot

As part of reorganization at Major Market Radio, New York, Warner Rush, executive vice president and general sales manager, is reported to be next president, replacing George Lindman, who resigned because of policy differences over future direction of company (BROADCASTING, June 11). MMR has decided to scrap its past policy of representing only major

market outlets with music-personality-sports formats and is setting out to become longer-list rep for all types of stations.

Open sesame via PBS

Quest of big companies (like Mobil and Exxon) for access to nationwide TV for editorial-type essays may be successful soon. But instead of commercial networks, haven probably will be Public Broadcasting Service as counterpart of "op-ed" format. Although precise formula hasn't been devised, PBS officials do not deny that consideration is being given to format that would allow such companies to underwrite segment of perhaps five minutes, but with sufficient built-in payment to defray cost of answers from public interest group or other opposing views to meet requirement of fairness doctrine.

Educated guess is that if Newton N. Minow, chairman, and Lawrence K. Grossman, president of PBS, agree (which is likely), proposals will be entertained. They opposed commercial advertising on PBS at last month's PBS convention in Los Angeles (BROADCASTING, July 2). But they do not regard underwriting as sponsorship.

Minow's successor?

When Newton N. Minow leaves chairmanship of Public Broadcasting Service upon expiration of his two-year term next year (he has said he won't seek reappointment), his likely successor will be standing in wings. He is Dallin H. Oaks, 46, president since 1971 of Brigham Young University, Provo, Utah, former dean of University of Chicago Law School, law clerk to Chief Justice Earl Warren, 1957-58. He has been on PBS board since 1977.

The expanding tube

Executives of Metromedia Inc. are planning to gather at group's KTTV(TV) Los Angeles tomorrow (July 10) to take look at possibilities of Antiope, French-designed over-air teletext system represented here by Telegen, Palo Alto, Calif. Metromedia, however, is not expected to be close to announcing any teletext plans—as have Bonneville, CBS and Knight-Ridder. CBS is experimenting with Antiope at its KMOX-TV St. Louis as well as with two compatible British systems, Ceefax and Oracle. Bonneville's KSL-TV Salt Lake City has gone British—as will Knight-Ridder next year in Miami with its system, called Viewtron, telephone-line system similar to British Post Office's Prestel.

Business Briefly

RADIO ONLY

Brown Photo □ Fifty-two-week campaign for photo stores begins today in five markets including Minneapolis and Rochester. Agency: Chuck Ruhr Advertising, Minneapolis. Target: women, 25-54.

Wrigley Co. □ Sixteen-week campaign for Juicy Fruit gum begins this month in about 50 markets including New York and Chicago. Agency: Arthur Meyerhoff Associates, Chicago. Target: teens, 12-17 and adults, 18-25.

Host International □ Thirteen-week campaign begins in late July for Jim Bendy chicken in 10 markets including Denver, Dallas and New Orleans. Agency: Ed Libov, Associates, Los Angeles. Target: adults, 25-49.

Labatt Breweries □ Eleven-week campaign for Labatt beer begins July 16 in over 25 markets including Boston, Providence, R.I., Bangor, Me., Columbus, Ohio, and Cleveland. Agency: J. Walter Thompson, New York. Target: men, 18-34.

Hyatt Lake Tahoe □ Eight-week campaign for resort begins July 9 in northern California markets including San Francisco, Oakland, and San Jose. Agency: Brady & Associates, Los Angeles. Target: adults, 30-55.

Ford Motor Co. □ Six-week campaign begins July 9 for cars and trucks including L.T.D. and T-Bird in New York area. Agency: Gallagher Group, New York. Target: men, 25-54.

S.C. Johnson □ Six-week campaign for Shout laundry detergent begins Aug. 6 in five Western markets. Agency: Foote, Cone & Belding, Chicago. Target: women, 18-49.

Progresso Foods □ Four-week campaign continues through July for various Progresso products in five markets including Philadelphia, Hartford, Conn., and Boston. Agency: Media Corp of America, New York. Target: women, 25-49.

Alcoa □ Four-week campaign for various

RepsReport

□
WKGN(AM) Knoxville, Tenn.: To Bernard Howard from Schutz & Co.

Alcoa products begins August 13 in 31 markets, including Washington, Detroit, and Pittsburgh. Agency: Creamer, Inc. Pittsburgh. Target: adult 25-54.

P&R Macaroni □ Four-week campaign for macaroni begins this week in New York markets of Syracuse, Albany, Schenectady and Troy. Agency: Bofinger & Associates, Glenside, Pa. Target: women, 18-49.

Coit Drapery Cleaning □ Four-week campaign for drapery cleaners begins this week in 15 markets. Agency: Wenger Associates, San Francisco. Target: women, 35 plus.

Fuji □ Three-week campaign for Fuji photo film begins Aug. 20 in 12 markets. Agency: Manoff Geers Gross, New York. Target: men, 18-49.

Candar Publishing Co. □ Two-week campaign for *Cracked* magazine in Dallas and Baltimore. Agency: Sheldon Communications, New York. Target: teens.

B. Dalton □ Ten-day campaign by bookstore chain for "Chilton Auto Repair Manual" begins July 16 in St. Louis, Tulsa, Phoenix, San Jose, Calif., Houston and Cleveland. Agency: Grey Advertising, Minnesota. Target: men, 18-34.

Hardware Hank □ One-week campaign for hardware chain begins July 23 in about 15 Midwestern markets. Agency: Clark-Livingston, Minneapolis.

Sahara Reno Hotel □ One-week campaign promoting hotel's George Carlin show begins July 9 in Sacramento, Reno, San Jose, Calif., and San Francisco. Agency: Saguaro Advertising, Reno. Target: adults 25-54.

Simpac Corp. □ One-week campaign for Phase vitamins begins Aug. 13 in Sacramento, Calif., Portland, Ore., Seattle and Spokane, Wash. Agency: Media Consultants Group, Seattle. Targets: women, 25-49.

TV ONLY

Curad □ Summer-long campaign for Curad adhesive bandages begins in mid-

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When it comes to the collection game, we're gentlemen. That's why we win at slow pay and no pay problems. Szabo Associates is the nation's largest media collection specialists. We know your business so you don't have to lose your money or your client. Call us. You'll get your money back.

Viacom
has
the biggest
laughs
in the
business!



The more
good sitcoms
you pack
into fringe time,
the better
your send-off
into news
and prime time.
Select here
from the finest:

All in the Family
The Bob Newhart
Show
The Mary Tyler
Moore Show
My Three Sons
Family Affair
The Beverly
Hillbillies
The Andy
Griffith Show
Hogan's Heroes
Gomer Pyle
Petticoat Junction
I Love Lucy
The Dick
Van Dyke Show
The Honeymooners
The Phil Silvers
Show



Smiling for Schlitz. First use of National Black Network by Schlitz Brewing, Milwaukee, will start in mid-July for 13 weeks through Benton & Bowles to promote Schlitz Malt Liquor. Arranging the buy are (l to r): Jeffrey Taylor, NBN account executive; George Edwards, NBN vice president; Garry Truitt, associate brand director, Schlitz Malt Liquor; Tom Errath, Schlitz vice president, group brand director; Ray Brown, assistant media director, B&B and Ron Campbell, vice president, account supervisor, B&B. Campaign target: black males, 18-34.

July in top 20 markets. Agency: Kenyon & Eckhardt, New York. Target: women, 25-54.

Wickes Building □ Eight-week campaign begins July 15 for farm and commercial buildings in about 15

markets. Agency: Carlson & Co., Indianapolis. Target: farmers and men, 35 and over.

California Iceberg Lettuce □ Eight-week campaign begins July 30 in Portland, Ore., St. Louis, Atlanta and Dallas. Agency: Western International, Los Angeles. Target: women, 25-54.

American Cyanamid □ Seven-week campaign for Lemon—Sol cleaner begins in mid-July in 19 markets, concentrating on Southeast. Agency: Ted Bates, New York. Target: women, 25-49.

Nestle □ Seven-week campaign for Sunrise coffee begins this week in 60 markets. Agency: N W Ayer ABH

International. New York. Target: women, 18-49.

General Motors □ Six-week campaign for Chevrolet cars begins this week in 45 markets. Agency: Campbell-Ewald, Detroit. Targets: men, 25-54.

Crocker Bank □ Five-week campaign for retail banking begins next week in 13 Western markets. Agency: Needham, Harper & Steers, Los Angeles. Target: adults, 25-49.

Normal □ Four-week campaign begins in mid-August for Mary Kitchen canned meat product begins in 15 markets including New York, Chicago, Detroit and New England area. Agency: BBD&O, Minnesota. Target: women, 18-49.

Carnation □ Three-week campaign for Slender Bars starts Aug. 27 in 40 markets. Agency: Erwin Wasey, Los Angeles. Target: women, 18-49.

Sunn Classic Films □ Two-week campaign begins July 27 for "Beyond Deaths Door" in North and South Carolina. Agency: SBB & Associates, Los Angeles. Target: total audience.

Welch Foods □ Two-week campaign for grape juice begins Aug. 6 in Denver and Portland, Ore. Agency: Manoff Geers Gross, New York. Target: women, 25-54.

RADIO AND TV

Bell of Pennsylvania □ Five-week TV and four-week radio campaigns for Yellow Pages start July 30 with TV spots in Harrisburg, Lancaster and Lebanon, and radio spots in Philadelphia. TV spots will be placed mainly in prime time. Agency: Lewis & Gilman, Philadelphia. Target: men, 25-64.

**Awards are great—
but it's the audience
that counts.**

Every station likes to display a wall full of awards to impress visitors and time buyers. But we in the industry know what really counts: consistently high numbers of viewers. It's your ratings that make the sale not the plaques and trophies, no matter how many or how aesthetically arranged.

We hope you have both ratings and awards. But if you only have awards, call us for a no obligation presentation.



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April's ante. Network television investment during April rose by 12.8% to \$386.1 million, according to Broadcast Advertisers Reports figures released last week by the Television Bureau of Advertising. TVB said that for the first four months of 1979, network television advertisers spent \$1.470 billion, up 14.5%. During the period, nighttime led in percentage increase, up 16.4% to \$971.1 million, followed by weekend daytime, up 13.2% to \$173.6 million and weekday daytime, up 9.8% to \$325.3 million.

	April			January-April		
	1978	1979	% change	1978	1979	% change
Daytime	\$113,778,600	\$125,411,600	+10.2	\$449,618,300	\$498,931,100	+11.0
Mon.-Fri.	71,229,400	82,258,000	+15.5	296,220,300	325,282,500	+9.8
Sat.-Sun.	42,549,200	43,153,600	+1.4	153,398,000	173,648,600	+13.2
Nighttime	228,597,400	260,659,200	+14.0	834,023,400	971,138,500	+16.4
Total	\$342,376,000	\$386,070,800	+12.8	\$1,283,831,700	\$1,470,069,600	+14.5

	ABC	CBS	NBC	Total
January	\$118,635,300	\$113,706,300	\$127,110,800	\$359,452,400
February*	131,397,400	118,682,200	103,456,700	353,536,300
March*	138,522,600	118,829,900	113,657,600	371,010,100
April	143,151,700	137,959,800	114,959,300	386,070,800
Year-to-date	\$531,707,000	\$479,178,200	\$459,184,400	\$1,470,069,600

*Revised

OUR SMEAR CAMPAIGN HAS SAVED 59 LIVES.

For the last four years, WBTV has campaigned hard for our Prompt Action Project.

It's a special one-day clinic held at Charlotte Memorial Hospital and offers women a pelvic examination and a pap smear for the nominal fee of \$2.00.

Pre-cancerous conditions were detected in 59 of these women. Fortunately, they were detected in their early stages when treatment is successful in the vast majority of cases.

Just 20 years ago, more women were killed by cervical cancer than by any other form of the disease. But thanks to the development of the pap smear, this is no longer true.

New technology has saved countless lives. At WBTV, we feel it's our responsibility to contribute to this progress by passing along information which helps people take advantage of new life-saving discoveries.

Some people call for a return to the good old days. But at WBTV, we don't think there's ever been a better time to be alive.

WBTV
CHARLOTTE



Jefferson Pilot Broadcasting

Charlotte: WBT, WBCY-FM, WBTV, Jeffersonics, Jefferson Productions, Jefferson Data Systems. Richmond: WWBT
Atlanta: WQXI, WQXI-FM. Denver: KIMN, KIMN-FM. Greensboro: WBIG. Wilmington: WWIL, WHSL.

Monday Memo®

A broadcast advertising commentary from Mel Rubin, chairman, Shaller Rubin Associates, New York

A new lease on life for a failing product

How many times can you introduce the same brand when each of three earlier tries proved a failure?

Tough question. It's the question that Beecham Inc. asked us when they brought Second Debut moisturizing lotion into our shop for a re-evaluation—an in-depth look at where it had been, why it had failed and whether there was any life left in the brand.

Remember, failure in today's marketplace operates as the domino theory is supposed to operate in politics. Once a product's sales start to collapse, distribution disappears. When the consumer can no longer find the product on the shelves, she shifts to another brand with barely a complaint because there are so many alternatives out there. Loss of sales leads to loss of distribution and before long the brand is out of business.

The key to success, of course, is that overused word and misunderstood marketing necessity—positioning. It gives me a secret satisfaction to find that the word positioning has become so trite, even being ignored.

Every marketing man wants to be smarter than his competition. And every marketing man cherishes the thought that his competitors will overlook the basics, ignore the essentials, become self-indulgent and indulge in gut marketing.

If only all my competitors were gut marketers. What a field day I could have.

Anyway, our agency decided to take a new look at old Second Debut, touch all of the essential bases to see whether simple marketing logic would create a simple marketing concept that in turn would position Second Debut simply and appropriately in the consumer's mind.

Second Debut moisturizing lotion is not for a young woman. You don't have to be genius to know that before a woman will admit she's making her second debut, she's probably already made her third. So, we start with the first simple step: How do women 45 and over like this product? How do they like it as compared to what they are currently using? Is it appropriately priced? Are women who try it repurchasing it and will a satisfactory percentage of consumers remain loyal customers? To make a long research story short, the answer was yes. No product problems here. The merchandise is excellent and a good value for the money. Now, how to convince her to try Second Debut?

The agency and client proceeded to the



Mel Rubin formed Shaller Rubin Associates with Milt Shaller in 1950 after he had worked as copywriter at various agencies. He serves as chairman of Shaller Rubin, which represents proprietary drug, cosmetics and toiletries accounts. Rubin works closely with agency's accounts to develop marketing strategy and campaigns.

next question of creativity. So who is making her Second Debut? It's practically every woman 45 and over.

Second Debut moisturizing lotion positions itself as her ally during this most challenging time in a woman's life. Second Debut is her cosmetic ally through all of those good and productive years that lie ahead.

It's her time to say, "Look out world, here I come again; I'm more of a woman than I've ever been." These are the first two lines of a lyric we've written for Second Debut. It concludes: "I'm making my Second Debut now; I've got what it takes to see it through now."

Creatively, we thought of several ways of telling our story. The lyric was written early on. Wouldn't it be just great if we could find someone who was famous about 20-25 years ago who was making her Second Debut *now*, as a singer, so that she could sing the great lyric we had writ-

ten for the product.

We looked and we found Rhonda Fleming—believe it or not, a regular and happy user of Second Debut. She loved the product, loved the commercial idea. She looks great, has a sensational, trained voice. It was almost too good to be true. We made a series of commercials with her for television and radio.

The campaign was launched with television to create a visual image of Fleming for Second Debut. When the television campaign was half way through its first flight, we loaded radio on top, using it in a carefully targeted way to reach our primary market—drive time for the working woman and daytime for the nonworking woman.

We are convinced that this strategy enables us to get dual impact in the market because we have already imprinted our visual image via television so that radio becomes a reinforcing medium, re-creating television's visual image in the listener's mind. This combination of radio and television has already proved successful for the brand in four major markets—Chicago, Los Angeles, Miami and Houston.

It's our strong impression that this strategy is somewhat unusual in the moisturizer market. We know that television-print combinations are used by most of our major competitors and we were determined to bypass the clutter of print via radio. We feel that this strategy has worked well.

Television was programed around leading talk and women's-interest shows such as *Johnny Carson*, *Phil Donahue* and *Merv Griffin* and the night news—all targeted for the over-45 female market. This pinpointing of media, skewed toward the older woman, has delivered the frequency necessary to move her toward purchase at an efficient rate.

Our television and radio campaign for Second Debut broke during October 1978. Flight number two goes into seven new markets in the fall. All the signs say that Second Debut's fourth debut is a success.

The adages are always old, but the lesson must always be relearned. If you do the homework and do it right, if you face up to reality squarely and make your tough decisions early, if you position your product realistically and if your creative people translate that position with unerring precision, you've got a good chance of winning big.

We've earned that chance for Second Debut. So look out Oil of Olay, look out Vaseline Intensive Care, look out Raintree, here we come. Again.



THE HOT SHOW IS EVEN HOTTER!

The May sweep figures are in and again it's
THE MIKE DOUGLAS SHOW
that's made the big gains over a year ago.

REACHES THE MOST 18-49 WOMEN
More than Merv. More than Dinah.

UP 7% IN TOTAL HOUSEHOLDS
Merv's down 2%. Dinah's down 30%.

UP 9% IN TOTAL WOMEN
Merv's up 0.3%. Dinah's down 30%.

**UP 9% IN HOUSEHOLDS, 10% IN WOMEN
IN LATE AFTERNOON**
14% more households, 14% more women
than Merv. 144% more households, 150%
more women than Dinah.

SEEN ON THE MOST STATIONS
12% more measured markets than in
May 1978. 134 in the lineup for fall.

GROUP W PRODUCTIONS

INC./WESTINGHOUSE BROADCASTING COMPANY
7800 BEVERLY BLVD. LOS ANGELES, CA 90036

Source: NSI May 1978, May 1979. Late afternoon figures are based on
2:30 - 6PM. Audience figures are estimates subject to the limitations
of the techniques and procedures used by the service noted.



We're helping to develop our most cherished resource.

The goal is clear, to do our part in helping parents better understand the techniques needed to help our children grow into healthy, loving individuals. And the five CBS Television Stations are doing it with the most comprehensive community service campaign in station history.

We call it Project Parenting.

More than 300 special programs

More than 210 hours of air time

More than 110 special reports on news broadcasts

More than 7,900 public service announcements

More than 75 broadcast editorials

More than 1,300,000 newspaper supplements

More than 75,000 parenting guide/directories distributed

And all done with one purpose. To help parents do a better job of raising our most cherished resource. Our children.

WBBM-TV, CHICAGO

Where an innovative year long campaign of special programs, news reports, editorials and local announcements was backed by impressive promotional support including newspaper ads, posters, TV spots—all to make parents more aware of the child rearing counseling services available to them. This effort earned the station the coveted Media Award from the Illinois Psychological Association.

KMOX-TV, ST. LOUIS

Where Dr. E. James Anthony, one of the nation's most eminent child psychiatrists and a local advisory board of child care specialists oversaw the entire series of special reports and community services. Where six months of programming ranged from reports on *the decision to have a child* to editorials on *teenage alcoholism*. And where the project was lauded by Mayor James Conway as a "total programming effort to inform and inspire parents."

KNXT, LOS ANGELES

Where an intensive effort of parenting programming, which included five one-hour specials based on the Parent Test, was described by a television critic as "something different that could well become the next trend in public affairs."

WCBS-TV, NEW YORK

Where a special Mother's Day to Father's Day month of programming was highlighted by an all-day broadcast "celebration" with community leaders. By *News Special Reports*. By two prime time specials. And by a unique "Parenting Poll" that measured current attitudes on child rearing.

WCAU-TV, PHILADELPHIA

Where the final phase of this unprecedented broadcast project includes *TV 10 News Reports*, *Joel A. Spivak* programs on parenting issues, and *Eye On* documentaries on state versus parental rights. The effort began on Father's Day. And will continue through the summer.

PROJECT PARENTING 1978-1979

Celebrating the Year of the Child

THE FIVE CBS TELEVISION STATIONS

WIIC-TV Pittsburgh

11ALIVE



represented by TeleRep

Helping our athletes over the hurdles

WIIC-TV, with help from our viewers and local businesses, has established the World of People Olympic Fund. It's a giant step over the financial hurdle on the road to Moscow for area Olympic hopefuls like Candy Young. WIIC-TV will donate to the fund a portion of our advertising revenues from the telecast of

the 1980 Olympics in the name of sponsors including Hills Department Store, McDonalds, Pittsburgh National Bank and Shop-N-Save. So far we've raised over \$125,000. We're proud to bring the Olympics to our viewers; we're even more proud to be involved in sending one of our viewers to the Olympics.



Candy Young, Olympic hopeful
from Beaver Falls,
Pennsylvania

photo courtesy Beaver County Times

COX
Broadcasting

WSB TV-AM-FM Atlanta	WHIO TV-AM-FM Dayton	WSOC TV-AM-FM Charlotte	WIIC-TV Pittsburgh	KTVU-TV San Francisco- Oakland	WIOD, WAIA-FM Miami	KFI, KOST-FM Los Angeles	WLIF-FM Baltimore	WWSH-FM Philadelphia
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Datebook

■ indicates new or revised listing

This week

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—*Information Industry Association* breakfast meeting, with Glen Robinson, chairman of U.S. delegation to World Administrative Radio Conference, as speaker. Room B 338, Rayburn House Office Building, Washington. Information: Bob Willard, (202) 544-1969.

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. Tamarron, 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. Tamarron, Durango, Colo.

July 13—Day-long briefing covering topics of major national concern by White House Office of Media Liaison for *Radio-Television News Directors Association* members. President Carter is scheduled to appear. Old Executive Office Building, Washington.

July 13—Annual Friday the 13th party. *Memphis chapter of American Women in Radio and Television*. Flannigan's Cabaret, Memphis.

July 14-15—*UPI Broadcasters of Louisiana* annual

meeting. Maison Dupuy hotel, New Orleans.

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.

Also in July

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

July 15-18—*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 16-18—*Arbitron Television Advisory Council* meeting. Radisson South, Minneapolis.

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 19-20—Workshop on libel litigation, sponsored by *Practising Law Institute*. Sheraton Centre hotel, New York.

July 22-24—*California Broadcasters Association* annual meeting. NBC President Fred Silverman will speak July 24. 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. 2-3—Workshop on libel litigation, sponsored by *Practising Law Institute*. Beverly Hilton hotel, Los Angeles.

Aug 3-7—"Politics, Culture and Radio: a Perspective for the 1980's," radio production seminar sponsored by *WYSO(FM) Yellow Springs, Ohio*, and held there. Information: Sherry Novick, (513) 767-1722.

Aug. 9-10—*Arkansas Broadcasters Association*

Major Meetings

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.

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

Sept. 16-19—*Broadcasting Financial Management Association* 19th annual conference. Waldorf-Astoria, New York. Future conferences: Sept. 14-17, 1980, Town and Country hotel, San Diego; Sept. 20-23, Sheraton-Washington.

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, Washington.

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.

Jan. 13-16, 1980—*Association of Independent Television Stations (INTV)* convention. Galleria Plaza, Houston. Future convention: Jan. 18-21, 1981, Century Plaza, Los Angeles.

Jan. 20-23, 1980—*National Religious Broadcasters* convention. Washington Hilton, Washington.

Feb. 16-21, 1980—*National Association of Television Program Executives* conference. San Francisco Hilton. Future conferences: March 13-18, 1981, New York Hilton; March 12-17, 1982, Las Vegas 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 14-17, 1985; Kansas City, Mo., April 13-16, 1986; Atlanta, April 5-8, 1987; Las Vegas, April 10-13, 1988.

April 18-24, 1980—*MIP TV* international program market. Cannes, France.

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

June 3-7, 1980—29th annual convention, *American Women in Radio and Television*. Hilton Palacio del Rio and San Antonio Marriott, San Antonio, Tex. Future convention: May 6-10, 1981, Sheraton Washington hotel, Washington.

June 11-15, 1980—*Broadcaster Promotion Association* 24th annual seminar and *Broadcaster Designers Association* second annual seminar. Queen Elizabeth hotel, Montreal. Future seminars: June 1981, New York; June 1982, San Francisco; June 1983, New Orleans.

Sept. 20-24, 1980—*Eighth International Broadcasting Convention*. Metropole Conference and Exhibition Centre, Brighton, England.

The Professional

George Mayo Spreads Himself Thin

When asked to describe his job, George answers, "I'm the guy who does everything no one else wants to do." George is being modest. Few people can do the complex technical work he does. As APR's Chief Engineer, he's responsible for installing the receive dishes that will be part of our new satellite transmission system.

When George joined APR in 1974 he had already planned transmission systems for on-the-road coverage of Presidents Eisenhower, Kennedy and Johnson for another network. No wonder so many jobs land on his desk. We like that. We're like George Mayo.

Professional.

AP Radio

Associated Press
Radio Network (212) 262-4011



summer convention, sales seminar. Camelot Inn, Little Rock.

Aug. 10—*Kansas Association of Broadcasters* sports seminar. Royals and Arrowhead stadiums, Kansas City, Mo.

Aug. 15-19—Fifth annual conference, *National Federation of Community Broadcasters*. Evergreen State College, Olympia, Wash. Information: Nan Rubin (202) 289-1200.

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—Week of one-day *Missouri Broadcasters Association* sales clinics, beginning Monday at Ramada Inn, Sikeston. Tuesday's will be at the Hilton Inn, Springfield; Wednesday's at Holiday Inn, Jefferson City; Thursday's at Holiday Inn, Hannibal, and Friday's at Ramada Inn, St. Joseph.

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.

Aug. 29-31—*Arbitron Radio Advisory Council* meeting. Castle Harbour hotel, Bermuda.

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. 7-9—California and Far West regional conference of *Investigative Reporters and Editors*. Dunfey hotel, San Mateo, Calif. Contact: Len Sellers, Journalism Department, San Francisco State. (415) 469-1550.

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

Sept. 9—ABC-TV telecast of *Academy of Television Arts and Sciences*' Emmy Awards presentations.

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

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. 20-28—Telcom 79, world telecommunications exhibition, sponsored by the *International Telecommunication Union*. Palais des Expositions, Geneva. U.S. pavilion will be hosted by Electronic Industries Association Communications Division. Information: Mark Rosenker, EIA, (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. 26-28—Public Service Advertising Conference, sponsored by *International Advertising Association* and *The Advertising Council*, Brussels, Belgium. Information: IAA World Headquarters, 475 Fifth Avenue, New York 10017; (212) 684-1583.

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. 4-7—*National Black Media Coalition* annual meeting. Mayflower hotel, Washington.

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

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

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.

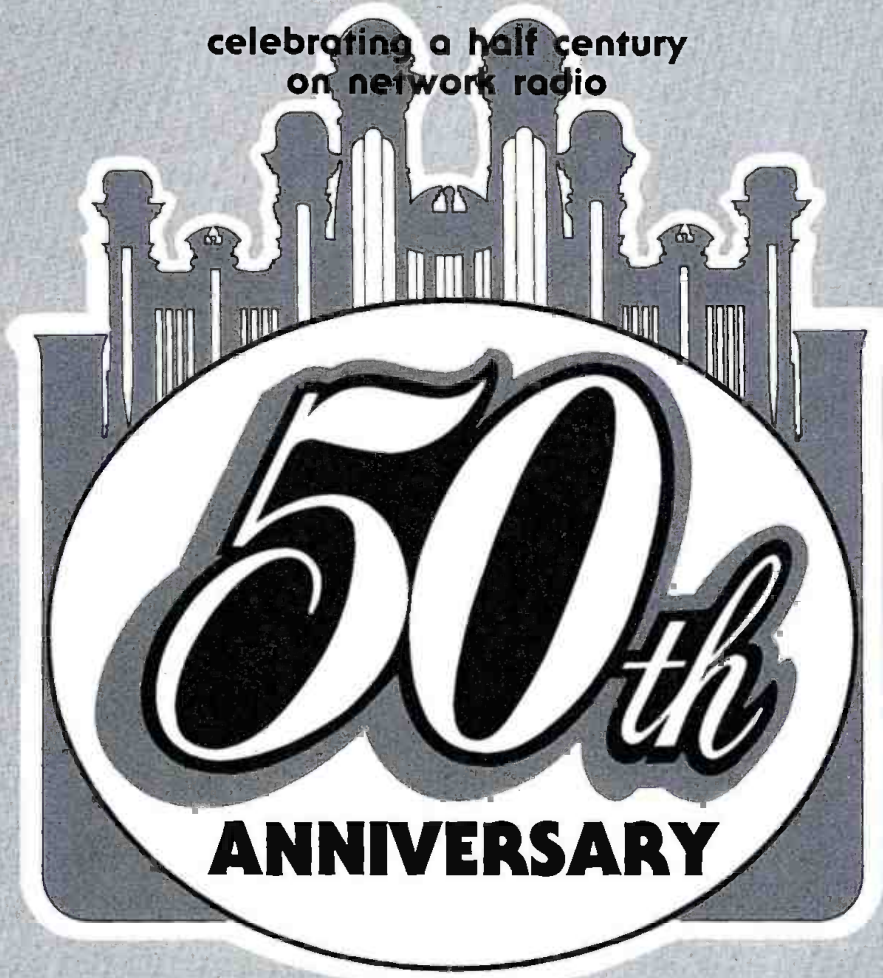
Oct. 10-12—Fourth annual Conference on Satellite Communications for Public Service, sponsored by *Public Service Satellite Consortium*. Washington Hilton, Washington. Information: Polly Rash, PSSC, 4040 Sorrento Valley Boulevard, San Diego 92121; (714) 452-1140.

Oct. 13—Banquet, *San Francisco chapter of Society of Broadcast Engineers*. Sheraton Inn, Concord, Calif.

Oct. 14-15—*North Dakota Broadcasters Association*

Congratulations
to the
Mormon Tabernacle Choir

celebrating a half century
on network radio



Every week they gather at the domed Tabernacle in Salt Lake City. Physicians...Mechanics...Homemakers...Secretaries...Police Officers...Salesmen... 375 Mormons from all walks of life gather to sing songs of inspiration on network radio, and they haven't missed a Sunday since July 1929, when they first went on the air. The Mormon Tabernacle Choir's weekly program is the longest-running continuous network broadcast in American history—an accomplishment we think worth noting in this age of musical-chairs-programming and changing personal values.

Bonneville
International
Corporation



tion fall convention. Ramada Inn, Minot, N.D.

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. 15-17—*Texas Association of Broadcasters* fall convention. Marriott hotel, Austin, Tex.

Oct. 17—*International Radio and Television Society* newsmaker luncheon, featuring Paul Harvey. Waldorf-Astoria hotel, New York.

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

Oct. 18-21—*Missouri Broadcasters Association* fall meeting Sheraton West Port Inn, St. Louis.

Oct. 19-21—Pacific Northwest regional conference of *Investigative Reporters and Editors*. Jantzen Beach Thunderbird, Portland, Ore. Contact: Jerry Uhrhammer, (503) 485-1234.

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. 24-25—*Ohio Association of Broadcasters* fall convention. Columbus Hilton, Columbus, Ohio.

Oct. 24-26—*Kentucky Broadcasters Association* fall convention. Hyatt Regency, Lexington.

Oct. 26—Annual *Colorado State University* Broadcast Day. Featured speaker: Vincent T. Wasilewski, president, National Association of Broadcasters. Contact: Robert K. MacLauchlin, Department of Speech

Errata

In table showing approximate rankings of 16 leading national radio station representatives (July 2), columns indicating size of lists represented by each firm in 1975 and in 1979 were erroneously headed "Number of Stations" instead of "Number of Markets," as footnotes to table indicated. Additionally, several reps have raised questions about both market list and billings totals in that table. BROADCASTING is rechecking estimates, will publish corrected table in July 16 issue if research warrants. □

Technical data for **WVAM-FM Altoona, Pa.**, ("Changing Hands," June 11) was incorrect. Station is on 100.1 mhz with 3 kw and antenna 16.5 feet above average terrain. Item neglected to include that AVPRO Inc. was consultant for buyer.

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. 26-28—Midwest 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, PR.

Nov. 2-4—*Loyola National Radio Conference*. Loyola University Water Tower Campus and Water Tower Hyatt House, Chicago. Information: (312) 670-3129.

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

Nov. 7-8—*Oregon Association of Broadcasters* conference. Valley River Inn, Eugene, Ore.

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

Nov. 11—*American Council for Better Broadcasts* annual conference. Speakers: FCC Commissioner Abbott Washburn and NBC-TV President Robert Mulholland. Conrad Hilton, Chicago.

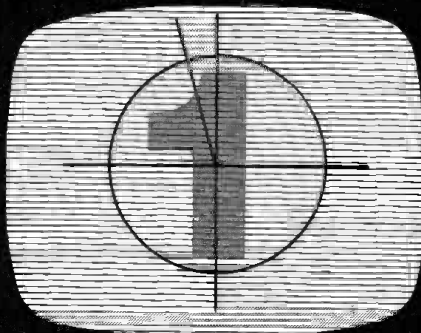
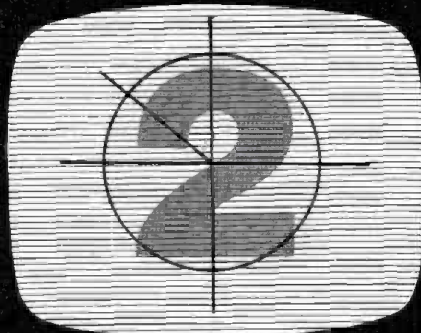
Nov. 11-15—*National Association of Educational Broadcasters* 55th annual convention. Conrad Hilton, Chicago.

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

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

Nov. 20—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria hotel, New York.

Nov. 26-27—*Society of Cable Television Engineers*



MAKE IT YOUR BUSINESS TO CLEAR

"IT'S YOUR BUSINESS"

Premiering this fall on TV stations across the country: an exciting new weekly half-hour program produced by the Chamber of Commerce of the United States to bring business issues to the largest possible audience with immediacy and impact. Moderator: TV news personality, Karna Small.

IT'S YOUR BUSINESS will provide a public arena in which leading figures from business, labor, government, and the professions confront important and timely issues and each other's viewpoints. Issues such as energy, inflation, taxes, regulation, wages and prices, profits, to name a few.

For details on station clearances, contact Bette Alofsin, Director of Syndications, Broadcast Group, Chamber of Commerce of the United States, 711 Third Avenue, New York, N.Y. 10017. Phone (212) 557-9891. **CLEAR IT FOR TV THIS FALL BECAUSE**



THE REMARKABLE NEW G-LINE TRANSMITTER. A GIANT STEP FOR TELEVISION BROADCASTING.

RCA introduces the first major advance in television transmission in more than a decade: The new G-line.

Revolutionary. With the highest level of solid-state, the fewest tubes, the most advanced automatics.

It offers so much more than conventional transmitters: in engineering, high performance, and long-range cost-effectiveness.

Solid state to a new high of 1600 watts. One-stage tuning. Advanced automatics and safety features.

Day in day out, the G-line is built to cost less.

With only two tubes throughout: one visual, one aural. That means a reduction in spare tube inventory.

With one-stage tuning: amplifier tuning is needed only in the high-power output stage, not in the solid-state broadband driver.

And with real self-sufficiency: the G-line paces its performance, overcoming variables that affect stability. After a momentary power line interruption, it returns to the air in two seconds automatically.

The G-line is designed to meet future safety demands, with a key interlock system plus electrical interlocks to assure a new higher level of protection for your people.

Everything about the G-line is

geared toward higher performance that saves you time and manpower—that's RCA cost-effectiveness.

The G-line is new in design, new in versatility.

The G-line transmitter also offers great versatility: eight new power levels with 20 model variations, and visual power output of up to 30 kW (60 kW parallel).

It's the newest member of the RCA family of television broadcasting equipment: everything from cameras, to film chains, to antennas. All backed by famous RCA TechAlert service and parts support.

See your RCA representative or write: RCA, Building 2-2, Camden, NJ 08102.



**Cost-effective
broadcasting: we make
what it takes.**

regional technical meeting. Hartford Hilton, Hartford, Conn.

Nov. 28-29—Advertising Research Foundation Business Advertising Research Conference. Stouffer's Inn on the Square, Cleveland.

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. 3-8—National Association of Regulatory Utility Commissioners. 91st annual convention. Peachtree Plaza, Atlanta.

Dec. 6-7—Broadcast Financial Management Association/Broadcast Credit Association boards of directors meetings. Town and Country hotel, San Diego.

Dec. 18—International Radio and Television Society Christmas benefit luncheon. Waldorf-Astoria hotel, New York.

Dec. 19—Deadline for comments in FCC notice of inquiry into TV waveform standards for horizontal/vertical blanking intervals (Docket 79-368).

January 1980

Jan. 11-12, 1980—National radio-television conference of Investigative Reporters and Editors. Hyatt, Louisville, Ky. Contact: James Polk, NBC News, Washington 20016 or Richard Krantz, WHAS-TV Louisville 40202.

Jan. 13-18, 1980—Association of Independent Television Stations convention. Galleria Plaza, Houston.

Open Mike®

Dayton dominance

EDITOR: Re: "ABC-TV gets engaged to WDTN Dayton" (June 25 issue).

To set the record straight, you quote Richard L. Beesemyer as saying WKEF runs "a little ahead" of its competition in prime time. This is inaccurate.

According to both Nielsen and ARB in their most recent (May 1979) reports, WHIO-TV, the CBS affiliate in Dayton, is number one in ADI household ratings and DMA household ratings from Sunday through Saturday, 8 p.m. to 11 p.m. If you include prime access and Sunday 7 p.m. to 8 p.m., in both of which time periods WHIO-TV dominates the marketplace, the same audience superiority holds true.—James M. Robinson, account executive, TeleRep, Chicago.

Contract law

EDITOR: The purchase of advertising time on television, as elsewhere, is a matter of contract between the buyer and the seller. As a recent letter from Ashton Hardy ("Open Mike," June 11) indicates, the "conditions" on the reverse side of the "Spot Television Confirmation/Contract," approved not only by the American Association of Advertising Agencies but also by the NAB, Station Representatives Association and Television Bureau of Advertising, provide that the advertising agency will be solely liable to the station for payment. However, the "conditions" also state that parties contracting for television time are not obligated to use either the form or the conditions, and both the front and the reverse sides of the form indicate that changes may be made to the listed conditions.

The agency's assumption of sole liability by contract has been sustained in several judicial decisions, and never, to our knowledge, invalidated. The stations' routine acceptance of this provision attests

to the general desirability from a station's point of view of having a familiar purchaser whose credit and reliability the station knows. The number of instances in which agencies fulfill their obligation despite a default by the advertiser far exceed the unfortunate circumstance Hardy's clients evidently face in which it is the agency that has defaulted.—D. C. Ambuhl, vice president, American Association of Advertising Agencies, New York.

(Hardy, as lawyer for the Louisiana Association of Broadcasters, is representing 50 stations among 400 being sued by the trustee for bankrupt Lindsay, Bradley & Johnston, Chattanooga agency, to recover money paid to stations by Sears, Roebuck, an LBJ client. Hardy is recommending that stations make agencies and advertisers jointly liable for payment of media bills.)

High praise

EDITOR: BROADCASTING is one of the finest trade journals in the western hemisphere.

I review many trade publications from shopping centers to aerospace. BROADCASTING's writing, layout and readability are outstanding.

Broadcasters do depend on this publication for the last word on issues important to their livelihood—Claude Rorabaugh, program consultant, Broadcast Programming International, Bellevue, Wash.

Next to knighthood

EDITOR: The "Profile" in the July 2 issue made gratifying reading. In England, pioneers of new industries get a knighthood. In this country, the accolade is a "Profile" in BROADCASTING.

A typographical error, in advancing the age of my son, Joel, from 42 to 52, puts his birth practically prior to the marriage of his parents. He was born in London on Sept. 14, 1936, when England was still a puritanical, nonpermissive country.—Solomon Sagall, president, Teleglobe Pay-TV System Inc., New York.

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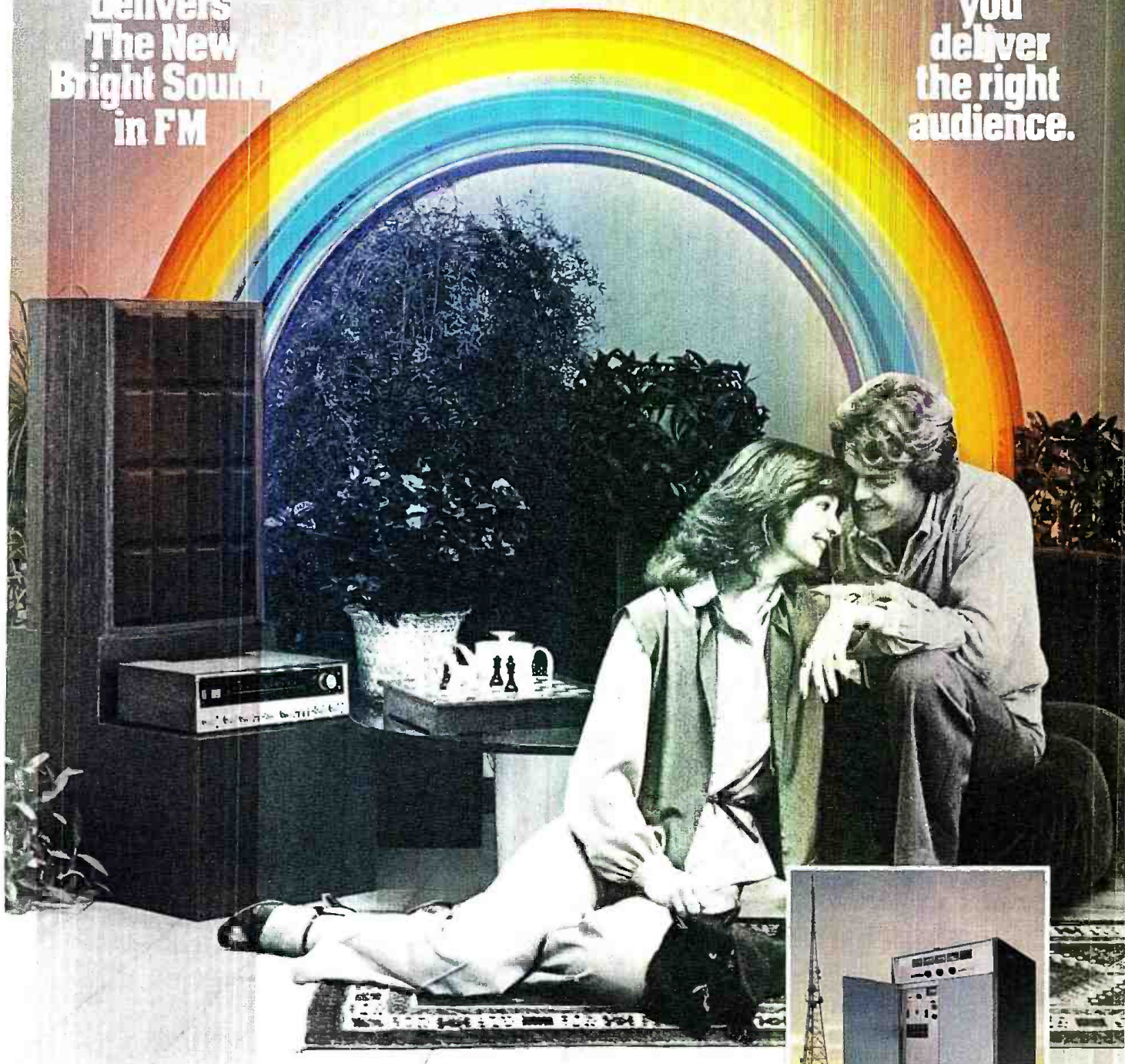
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Broadcasting Jul 9

Vol. 97 No. 2

TOP OF THE WEEK

Records set in station purchases

Outlet lands fifth VHF, McClatchy's KOVR Sacramento, for \$65 million; Mariner lands WLW-WLWS Cincinnati from Queen City for \$17 million

The upward spiral of prices for broadcast properties continued last week with the news of two record-breaking sales—one of a VHF and the other of an AM-FM combination.

McClatchy Newspapers agreed to sell KOVR(TV) Sacramento (Stockton), Calif., to the Outlet Co. for \$65 million, surpassing the \$54-million price tag attached to WNAC-TV Boston (BROADCASTING, Aug. 28, 1978). And Queen City Communications has sold WLW(AM) Cincinnati-WLWS(FM) Hamilton, both Ohio, to Mariner Communications for \$17 million—\$1 million more than ABC paid for WMAL-AM-FM Washington (BROADCASTING, Jan. 3, 1977).

KOVR is an ABC affiliate on channel 13. WLW is a class I-A station on 700 khz and WLWS is on 96.5 mhz with 50 kw.

For the Outlet Co. the acquisition is the latest in a series of high-priced broadcast buys that are intended, according to a company spokesman, to transform the company from a clothing retailer into a major group broadcaster. Outlet purchased WTOP(AM) Washington in April 1978 and has pending before the FCC applications for the purchase of WIOQ(FM) Philadelphia for \$6,425,000 (BROADCASTING, March 5) and WQRS-FM Detroit for \$2 million (BROADCASTING, May 28). To finance its acquisition program Outlet set up a \$40-million line of credit in the form of long-term loans and revolving credit with four banks (BROADCASTING, April 16). That credit was extended to \$73 million to help pay for KOVR, a cash transaction, the spokesman said.

KOVR has been on the trading block since the middle of May, when Charles K. McClatchy, president of the publishing and group broadcasting company, announced that McClatchy was selling "because of increasingly strong government opposition to the ownership of television stations by newspapers in the same market." The company, publisher of newspapers in Fresno and Modesto, both

The big boost. The typical television station, for the first time, posted over \$1 million in pretax profits in 1978, reflecting a 32.5% jump over 1977 profits, according to figures released last week by the National Association of Broadcasters. NAB's annual survey of television stations revealed that 93.5% made profits last year. Typically, a station had net revenues of \$3,764,600, up 19.2% and well above the 13.8% increase in expenses that the average station experienced. The result was a profit of \$1,072,900 in 1978, compared to \$809,800 the year before.

Separate analyses of UHF stations—both affiliated and unaffiliated—revealed average profits of \$482,700 for them in 1978. Typically, their net revenues were \$2,745,600 and their expenses \$2,262,900. The typical independent television station looked best of all on paper. It had pretax profits of \$2,577,800, up 29.3% over 1977. The typical independent station profile is based on only 42 responses, however, while the larger survey represents 402. Presumably, the typical independent station is in a bigger market than the typical TV station over-all.

	1978	1977	Percent change
Total time sales	\$4,272,000	\$3,585,100	19.16
From:			
Network compensation	378,900	362,100	4.64
National and regional	1,825,900	1,491,400	22.43
Local advertising	2,067,200	1,731,600	19.38
Total broadcast revenue	3,764,600	3,175,800	18.54
Nonbroadcast revenue	80,100	81,200	(1.35)
Tradeouts and barter	77,300	74,100	4.32
Total broadcast expense	2,691,700	2,366,000	13.77
Total salaries	1,028,200	899,100	14.36
Profit margin (before tax)	28.50%	25.49%	3.01
The bottom line (profit)	\$1,072,900	\$809,800	32.5

California, as well as Sacramento, agreed earlier this year to sell KMJ-TV Fresno to a group that had challenged its renewal application in 1974 on crossownership grounds (BROADCASTING, May 28). That deal, worth \$13.5 million to McClatchy, is subject to FCC approval.

The sale of the Cincinnati radio stations is all the more remarkable, as it represents an 86% return on the three-year investment of Jay C. Thompson, 70% owner of Queen City, and several minority shareholders. The group purchased WLW in July 1976 for \$8.5 million and WLWS a year later for \$650,000.

Mariner Communications is principally owned by Joe Scallon, who said the buy "is totally consistent with Mariner's development strategy of acquiring the top technical facilities in the fifth to the 35th largest markets." Mariner, based in Cincinnati, owns WITS(AM) Boston and KBEQ(FM) Kansas City, Mo.

Charles Murdock, 10% owner of Queen City and the station's general manager, will relinquish his ownership interest but remain as general manager, a post he has held since 1967. When asked about possible run-ins with the FCC's three-year rule which guards against the sale of a station owned less than three years, Murdock said that the AM would escape scrutiny since the application won't be filed until three

years of ownership has elapsed. The FM, he said, would be exempted from the rule since the FM takes on the "timetable" of the AM in combination deals.

But an FCC attorney in the transfer branch said that isn't necessarily so. He said that according to the rules, the only preference afforded FM stations when sold in combination with an AM is that the FM can be considered separately from the AM. He said that a request for waiver of the three-year rule will have to be filed with the FM transfer application.

McClatchy Newspapers is principally owned by Eleanor McClatchy, who has transferred control, subject to FCC approval, to her nephew Charles and other family members. In addition to KOVR and KMJ-TV, it owns KBEE-AM-FM Modesto, KFBK(AM)-KAER(FM) Sacramento and KOH(AM) Reno.

Outlet also owns KIQQ(FM) Los Angeles; WDBO-AM-FM-TV Orlando, Fla.; WCMH-TV Columbus, Ohio; WJAR-AM-TV Providence, R.I., and KSAT-TV San Antonio, Tex. If approved KOVR will be its fifth VHF, the maximum allowed under FCC rules. Bruce Sundlun is president and chief executive officer of the publicly owned corporation. J.S. Sinclair is chairman.

Neither Jay Thompson nor any of the minority shareholders of Queen City has any other broadcast interests.

Fourth quarter hot for networks

Upfront selling almost at end with \$1.6 billion on books; scatter buys start at higher prices; other dayparts strong

The television networks last week were wrapping up an upfront selling season that commanded record high prices for their 1970-80 prime-time schedules. And they were moving into scatter-plan selling at prices even higher. Sales prospects for other dayparts were pronounced good, too.

Sales officials estimated that upfront—early, long-term—prime-time sales on the books of the three networks totaled \$1.6 billion, with a little—but only a little—upfront selling yet to be completed. This would represent a gain of almost 30% to about 45% over last year's upfront totals, estimated variously at \$1.1 billion to \$1.25 billion.

Prime-time prices were said to be running 15% to 20% ahead of a year ago—on average.

H. Weller (Jake) Keever, vice president in charge of network sales at ABC, summed it up: "This year," he said, "is a good year to be a network sales manager."

He estimated that ABC-TV's prime-time sales alone have passed the \$600-million mark—not counting \$97 million in sales on Monday-night football and prime-time specials.

The \$600-million figure, Keever said, is up from \$406 million at this time last year, a gain of nearly 48%.

Given \$1.6 billion in total upfront sales, ABC's \$600 million would leave a billion divided between CBS and NBC. Few observers doubted that CBS's total was run-

ning ahead of NBC's, though it was not clear how big the edge might be.

Paul Isacson, CBS-TV sales vice president, indicated he would probably subscribe to the theory that ABC, being on top in the ratings, has sold the most and that CBS, being second, has outsold NBC. But he gave no clue to the size of CBS's total, except to say that "we're in great shape—the best shape we've ever been in."

Aaron Cohen, NBC-TV vice president for national sales, agreed that "we're probably a few dollars below CBS in sales." But he said he thought there was "a large distance" between CBS and ABC, and not a great distance between NBC and CBS.

Cohen said NBC's sales are running well ahead of year-ago levels, and that on average, network prices are 12%-15% ahead of last year's.

NBC, he said, has virtually finished its upfront selling. "There are still some bits and pieces," he said. "There's always some cleaning up to do out there, but basically it's done." Though NBC's scatter selling hasn't really started, Cohen said, it'll probably get rolling about the middle of this week and the prospects look good.

ABC's Keever said his salesmen would probably stop soliciting upfront business at the end of last week. "Some advertisers," he said, "can only buy scatter, and we want to be sure we can take care of them."

Keever estimated that, on an annual basis, about 80% of ABC's business this year will be in upfront sales, the rest in scatter sales. Last year, he said, about 71% or 72% was upfront, while in other years the upfront ratio has ranged from a low of

64% to a high of about 85%.

Keever said that in the first, second and third quarters, scatter-market prices have been higher than upfront prices were:

"I think that's one of the reasons the market was so strong—the combination of seeing that there are 900 less minutes next year due to the conventions and the elections, coupled with the very strong first, second and third-quarter scatter market."

"The other networks are doing well too," Keever added.

There were reports that ABC hiked its prices after the selling season got under way. Keever said it didn't, but that it may have seemed to. "The pricing didn't change," he said, "but we were a little less flexible in taking deals, so in effect there was a price increase, but it wasn't a price increase vis-a-vis rate card."

The "average" cost of a 30-second spot per thousand homes on ABC, he said, is probably between \$4.80 and \$5, whereas a year ago it was "a little over \$4."

CBS-TV's Isacson said business at his network has been "going well." It's reached the point, he said, that upfront selling "is petering out, very relaxed now," but some upfront business is still being written and negotiations are going on with a few "late starters." And, he added, "fourth-quarter scatter is picking up."

Isacson didn't want to say what percentage of CBS's prime-time schedule has been sold, but there were indications it's in the 75% range. Scatter sales, Isacson said, are "going fine," at better prices than the long-term sales.

He denied that CBS had raised prices in the face of a slowdown in sales earlier in the selling season, but said CBS did raise prices.

InBrief

With **mark-up of H.R. 3333 Communications Act rewrite set to begin Wednesday (July 11)**, Edward Markey (D-Mass.) told consumer groups in Boston last week that **perpetual broadcast licenses are "just not going to happen."** He said there has been "clear erosion of support" for unlimited terms of license, instead predicted consideration of extending TV to five years, radio to seven. Markey also said it may take a year for H.R. 3333 to come to vote and that "it may never become law." But, he said, it still "serves a good purpose to have the bill out. It has educated members of Congress to the need for tightening some regulations and loosening others, and for examining the media as another major institution."

ABC reportedly has acquired TV rights to Universal's "**Jaws**" theatrical blockbuster for initial airing some time this fall. Price estimates, unconfirmed, range up to **\$20 million** but there was no indication of how many showings might be involved. **CBS** has acquired "**Rocky II**" from United Artists at price that could reach \$20 million for four showings, with initial air date dependent on film's theatrical success.

Longest-playing-yet video cassette recorder was announced last week by N. V. Philips Video Division in London. It's designed on audio cassette principle, turns over (manually) to play in reverse direction and thus doubles playing time. Paperback-size housing contains two-track slipover tape allowing **eight hours total recording-playback time.** Key, said Philips, is high-density recording technique. Tape speed is 2.44 centimeters per second; tape-to-head writing speed is about five meters per second. Delivery of PAL model (\$1,430-\$1,540 estimated

cost to consumer) is scheduled for end of year. NTSC plans not yet specified.

White House is preparing **major message for President Carter on communications policy.** Drafts circulating among executive branch agencies and FCC for comment indicate message will be limited largely to **domestic common carrier matters** and to proposals for assigning FCC flexibility it needs to provide incentives for **more efficient use of nonbroadcast** portion of spectrum. However, White House official said that until President accepts final draft of message, neither broadcasting nor any other communications matter can be ruled out as possible subject matter. Focus is on common carrier field because that is area where Senate and House Communications Subcommittees, in their work on communications legislation, are most likely to reach agreement first.

FCC shuffled personnel again last week in filling three key positions in Broadcast Bureau. **Frank Washington**, former legal assistant to Chairman Charles D. Ferris who was named chief of Policy and Rules Division only two months ago, was appointed deputy chief of bureau, succeeding Martin Levy, who retired (BROADCASTING, July 2). To fill Washington's spot in Policy and Rules, commission named branch chief, **Henry L. (Jeff) Baumann.** And it named transfer branch chief, **Roy J. Stewart**, as head of Renewal and Transfer Division, succeeding Richard Shiben, who was promoted to chief of bureau last month (BROADCASTING, June 18).

FCC will **review in closed meeting** this week staff action approving sale of station and its satellite to **Panax Television Inc.,** whose principal, **John P. McGoff**, is under investigation by Justice Department for failing to report alleged past ties to South African government. Chairman Charles D. Ferris and several other commissioners called for review

"When we got to the half-sold level," he explained, "we changed our prices. It had the result, I guess, of forcing a lot of business to spurt in. But we were underpriced to start with, and we knew it."

Until the price adjustment, he indicated, CBS prices were about 15% over year-ago levels, and sales after that were made "at higher numbers," probably around 20% above a year ago.

ABC, he noted, had sold out Monday night to begin with—a reference to Monday night football and baseball—so that ABC is selling six nights while the other networks are selling seven. ABC's Keever contended, however, that ABC's \$600 million in sales didn't count \$97 million in football and prime-time specials that had been sold (selling on 1980 baseball, he said, hasn't started).

Keever indicated the highest priced 30-second spot on ABC this fall would be in *Happy Days*—pegged at \$140,000 each in October and November but also, he emphasized, dropping to \$66,000 each during the period between Christmas and New Year's.

Isacson said that in pricing, "I think our top shows compare favorably with ABC's top shows—they just have more top shows." CBS's highest priced regular series is believed to be *M*A*S*H*, where the top price is reported to be over \$135,000 per 30.

NBC's Cohen said NBC Entertainment President Mike Weinblatt's decision to unveil NBC's full schedule (see page 41) had "a positive effect" on buyers. Their first reaction, he said, was "disbelief," then puzzlement about why NBC should tip its hand to competitors. "But on rethinking it," Cohen said, "their attitude became very, very positive, because if, as

Weinblatt said, there may be nominal but not major changes [in the schedule], these guys' lives for the first time in two or three years may be predictably easier in terms of the reduction in paperwork."

Prime time isn't the only daypart where sales look good, according to the network executives.

Keever said that at ABC, football is over 95% sold, news is running ahead of last year in upfront selling but is not sold out yet, *Good Morning, America* "doesn't really have an upfront market" and Monday-Friday daytime selling is just starting.

Of the weekday daytime prospects, he added: "Based on the amount of budget that's out there, it looks like it'll be a very good marketplace—as does late night, which has an enormous amount of budget as compared to a year ago."

Isacson was also optimistic. Sales of news "are starting to pick up," he said, and so are sales of late night, "which seems very strong," while the market for daytime is being tested and sales haven't really started yet, though they should get going this week.

"We think it'll be a super week for all of those dayparts," he added, "and sports [sales] are beginning to go for 1980 as well."

Cohen said selling of other dayparts is just beginning at NBC, with negotiations currently under way with some major users of both daytime and late night. "I would expect that by next week we would have a number of the major advertisers resolved both in daytime and in late night," he said, "and we'll be getting on with heavy negotiations with the rest."

A sampling of agency opinion tended to confirm the network reports. For example: Louis Dorkin, senior vice president and

director of network programming at Dancer Fitzgerald Sample, said prime-time prices for upfront buying averaged in the neighborhood of 15% over last year. "I wouldn't say I'm happy about them," he commented, "but it was about what we expected to pay."

Dorkin said Dancer has not yet completed all of its upfront purchases and preferred not to discuss cost-per-thousand factors. "In fact, it's hard to come up with an average for us since we've scattered our buys throughout the various quarters, with November and December costing more than September and January," he said.

Richard Welch, vice president, network programs and negotiations, N W Ayer ABH International, said he was "relatively pleased" with the pricing situation, estimating that prices were from 12% to 15% higher than last year for upfront deals. He placed the cost-per-thousand figure at \$4-\$4.75.

Welch indicated that about 80% of Ayer's investments are in upfront buys, the rest in scatter. On average, he said, scatter buys cost 10% more than upfront.

John M. Otter, vice president and director, network programs, SSC&B Inc. estimated that upfront prices have risen for next season by 16%-20% over last year. Though he felt that increases are high, he conceded there "seems to be a lot of money around."

Otter said the cost-per-thousand homes seems to be at the \$4-\$5 level, varying with the program. He stressed that the cost itself is not always an indicator of the program's value, in that advertisers seek different demographic goals, and said a higher cost is reasonable if it meets the established criteria.

after *Washington Star* reported staff had acted routinely in matter "even though" McGoff was under investigation. Staffers have told commission they were aware of allegations of connection between McGoff and South African government at time they approved Michigan Television Network Inc.'s \$923,000 sale of wgtu(tv) Traverse City, Mich., and its satellite, wgtq(tv) Sault Ste. Marie, Mich., on May 31 (Action was announced on June 12). But they say they believe their action was consistent with precedent, and they are expected to recommend that commission affirm grant. However, several commissioners feel staff should have brought matter to them, rather than to have acted on delegated authority.

Cox Broadcasting has paid \$4.5 million in cash for 90% of **Schulke Radio Productions**. Leading syndicator of beautiful music, syndication company has 66 clients. James Schulke will continue to head outfit, and will retain 10% stock interest. No changes are expected in Schulke personnel or philosophy.

Taft Broadcasting has raised to **\$15.5 million** from \$13.5 million price it agreed to pay Superior Tube Co., Philadelphia, for **WDCA-TV Washington**. Initial deal was made over year ago (BROADCASTING, May 1, 1978) but consumer groups have objected and FCC has not acted on transfer application. Announcing contract amendment, Taft said contract was about to expire and that company also recognized "nationwide escalation of prices of television stations." WDCA-TV is independent on channel 20.

Federal Trade Commission has worked out **unique settlement with AMF Inc.** that requires leisure-time manufacturer to produce **informational messages to be used as public service announcements**. Consent agreement arises out of FTC complaint against AMF which

charged that two TV commercials for its products depicted unsafe bicycle riding. AMF will produce at least two safety messages aimed at children, to be submitted to 109 TV stations that carry substantial amount of children's programming. Company will monitor messages for four months and report results to commission; if required results are not achieved, messages will be submitted to additional 140 stations. Commercials cited in complaint were aired 1,900 times from July 1976 to September 1977.

Early upshot of last week's Supreme Court decision that seems to give trial court judges' powers to **close courtroom to public and press** (see story, page 46) could mean press ban in New York state supreme court hearing in attempted-murder case. Defense reportedly wants press out; prosecution wants coverage, and Justice Morris Schwab is said to be holding off on decision until July 13 to give parties, as well as press, time to respond.

National Association of Broadcasters has petitioned FCC to reconsider order allowing **expansion of Cable Television Relay Service** into band set aside for use of auxiliary broadcast services. In filing, NAB says FCC "threatens the ability of broadcasters to fulfill their public service responsibilities to the extent the video broadcast state of the art currently allows"—meaning use of band for electronic newsgathering communications.

Richard S. Reisberg, VP, programming and production, Viacom Enterprises, Los Angeles, named senior VP, programming and production, Viacom Entertainment Group there. Reisberg adds pay-TV and theatrical to his current network projects responsibility.

Study for NCTA finds TV watchers ready for alternatives

Dissatisfaction with conventional television and its programming is said to be high—so high that people are willing to pay for cable, especially the pay variety

The majority of TV viewers in major markets are turned off by the entertainment programming on over-the-air television and apparently wouldn't mind paying for TV if it would mean more and better services. And a majority, it seems, wouldn't care if cable television drove their local TV stations out of business.

Those are some observations coming from a study done for the National Cable Television Association by Peter D. Hart Research Associates, a Washington-based public opinion research firm. The survey, based on interviews with over 1,500 non-cable television subscribers in 15 large markets in June, reaches what may be a significant conclusion about American television viewers—that given a choice, they would drift away from mass appeal programming. "Television's appeal is no longer universal," the report says. "For the medium to succeed in the eighties, it must become more varied and appeal to the more diversified tastes within our society."

The survey shows that viewers are satisfied with some of what they get on over-the-air television. Some 61% have "high satisfaction" with news and documentaries, for instance. About 45% respond similarly to specials, sports events

and movies. But only 23% are satisfied with entertainment programming, the stuff that consumes most of prime-time TV.

Those interviewed were asked how they would program TV differently. Their responses placed them into three camps: those who seem satisfied with the kinds of programs over-the-air television offers but who want more and better choices (33%); those who want different kinds of programming, most often more educational and informative programs such as *60 Minutes*, *20/20*, *Nova* and *National Geographic* (36%), and those who don't know as much what they want as what they don't want: sex and violence, for instance, and too many commercials (15%).

All this is prelude to the report's primary interest: cable television, and how people feel about it. It finds, for instance, that there is fairly high interest among people who don't have cable in getting it. The report says 44% have a high interest in cable; 29% have only a low interest.

But when they say they are interested, they mean in the whole package: retransmitted over-the-air signals, distant TV signals, local programming and pay cable. Take away distant signals and "high interest" in cable drops from 44% to 33%. Take away pay cable and "high interest" drops to just 19%. And if both distant signals and pay cable are taken away, "high interest" drops to 13%. "Low interest" in the last instance increases to 49%.

The strongest interest in cable seems to come from young viewers, the group one

NCTA spokesman referred to last week as "the future of television." Some 62% of the respondents aged 18 to 24 have a high interest in cable if it has both distant signals and a pay channel, as do 57% in the 25-34 age group.

Perhaps to no one's surprise, the survey also finds that people still watch a lot of television. About one quarter reported watching 25 hours or more each week. Another 42% said they watch from 10 to 25 hours and the rest said they watch less.

But despite their devotion to the TV set, they are not as loyal to the people who currently provide the programming as the broadcast industry might want, according to the survey. They were asked, for instance, what they thought of the argument that cable should be opposed because it might put local commercial broadcasters out of business. Fifty-one percent said they think that is a weak argument. By the same token, 56% said it is a weak argument that cable will hurt the movie and entertainment businesses. Fifty-five percent thought it a weak argument that cable's arrival would curtail the number of recent movies on over-the-air television.

Having to pay to watch cable television did not seem to disturb too many of those surveyed. Nearly half said they thought \$10 or more is a reasonable monthly charge for basic cable service. About 41% think \$10 is also a reasonable fee for the pay channel, and if the fee for the pay channel is dropped to \$7.50, 53% said that is reasonable.

Pique in high places

White House leans on stations in Washington to drop 'Star' spots for Doonesbury; it is a losing effort that plays on network news

Last week was a bad one for the Carter White House, and not only because of an inability to put together a speech on energy. It was also the week in which the White House got into a public squabble over a *Washington Star* television commercial involving, of all things, the Doonesbury comic strip, and lost.

The TV spot, another in a long list of celebrations by the *Star* of its coup in capturing the strip from the *Washington Post*, contained a Doonesbury-like rendition of the White House and the voices of actors impersonating the President and his daughter, Amy.

To the White House, which reacted after receiving protests from viewers and then reviewing a tape of the commercial, it exploited the President.

Accordingly, Michael Cardozo, White House associate counsel, asked the *Star* to withdraw the commercial. But the paper, after its top officials, including publisher George W. Hoyt, conferred on the matter, refused. "We didn't see anything other



than a humorous implication," Hoyt was quoted in the *Star* as saying. "Certainly Doonesbury has been identified with the White House from the very beginning,

and we thought it was fun."

Cardozo then called three of the four stations that were carrying the spot—WDVM-TV, WRC-TV and WJLA-TV—and

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asked them to stop carrying the spot. They also refused. WDVM-TV and WJLA-TV acted after executives reviewed the commercial and checked the National Association of Broadcasters Code Authority (which the White House had also called), but in all three cases, officials found nothing offensive about the material. "It was obviously a spoof," said WRC-TV's John Rohrbeck. "It didn't imply an endorsement." The fourth station that carried the commercial, WTTG-TV, was not called.

The commercial makes its point by having the actor imitating the President express unhappiness at an inability to find Doonesbury "in this paper," and then having a little girl's voice explain that Doonesbury has moved to the *Star*. "The

President's been lookin' in the wrong paper," says the "President." Then a voiceover cites the telephone number to call for home delivery. (Similar radio spots didn't arouse White House ire.)

But Cardozo indicated the White House felt it important to make the effort. "The White House adheres to long-standing policy"—predating the Carter administration—of guarding against efforts to exploit "the President, the First Family, the institution of the Presidency, the presidential seal, or the White House itself" in any advertisement or commercial or other form of exploitation, he said.

To some at the NAB, the White House revealed a surprising degree of insensitivity. The calls to the stations, said NAB

senior vice president and general counsel, Erwin Krasnow, were "overkill and showed a distorted sense of proportion. The White House should be careful when dealing with a federally licensed business."

The White House knew its effort to have the Doonesbury commercial dropped carried with it the risk of a publicity bonanza for the *Star* and the commercial. And the worst fears were realized. Not only did WDVM-TV, WRC-TV and WJLA-TV carry pieces on the incident in their 11 o'clock news shows on Tuesday, but, with the Fourth of July being a notoriously dull news day, ABC, CBS and NBC carried next-day stories on their evening news shows.

Appeals court reverses FCC on formats

It says commission has been blatantly disregarding the law in refusing to consider format change protests against transfer applications

The FCC was aware three years ago when it adopted a policy statement asserting that determination of radio entertainment formats should be left to the discretion of the licensee and the regulation of the marketplace that it was courting reversal by the U.S. Court of Appeals in Washington. The court has now indeed declared the statement of "no force and effect"—and in an opinion as sharply critical of the commission as any issued by the court in recent years.

The commission's policy statement constituted an unusual if not unprecedented effort to persuade the court to change its mind about a ruling—one holding that, under certain conditions, the commission must hold hearings on transfer applications involving a proposed purchaser who plans to change the station's format. The principal case in a line of cases leading to that holding involved the sale of WEFM(FM) Chicago.

The court, in a 7-2 opinion written by Judge Carl McGowan, declined, as he put it, "the commission's invitation" to abandon the court's reading of the Communications Act. It is the commission's duty, he also said, "to accept and carry out in good faith its legal duties as interpreted by the court." And he made it clear that the court does not believe the commission has been cooperative, let alone enthusiastic, in that regard.

The focus of attention is now shifting to the Supreme Court. The National Association of Broadcasters, an intervenor in the case, will appeal to the high court, NAB senior vice president and general counsel Erwin Krasnow said last week. He said the appeal court's decision "is very bad news for radio broadcasters, the FCC and, ultimately, members of the public." An appeal may also be taken by the National Radio Broadcasters Association, which issued a statement saying it is "con-

templating" filing one.

But the question left unanswered last week was whether the commission will seek Supreme Court review. Commission officials three years ago indicated that was the likely game plan—that citizen groups would appeal the commission's policy statement and that, whatever decision was issued by the appeals court, the matter would be taken to the Supreme Court (BROADCASTING, Aug. 2, 1976).

However, there has been a substantial turnover in commission personnel in the last three years. Chairman Charles D. Ferris and Commissioners Joseph Fogarty, Tyrone Brown and Anne P. Jones joined after the statement was adopted.

Nevertheless, there were indications that commission lawyers would recommend that the agency seek review. A major reason would be that the appeals court decision amounts to a pre-emption of commission policy-making authority by the court—a point made by Krasnow as well as in a statement by the dissenting judges—Edward A. Tamm and George E. MacKinnon.

A collateral issue, at least, in an appeal would be concern over the decision's impact on the commission's authority to proceed with plans to deregulate radio. Lawyers with the Citizens Communications Center raised that point last week in a letter to Chairman Charles D. Ferris asserting that there are at least 18 long-pending proceedings the commission should dispose of before tackling the radio deregulation proposals. Abandoning "the public interest standard in favor of the marketplace as proposed in radio deregulation," the letter said, "would appear to be not only an irrational act but contrary to the commission's statutory public interest mandate."

The letter, by Nolan Bowie, Wilhelmina Reuben Cooke and Jeffrey H. Olsen, noted that the court had held that the marketplace is an imperfect mechanism for regulating broadcasting and that the commission has been charged by Congress with responsibility for assuring that broadcasting serves all members of the public.

Commission lawyers say they do not read the decision as necessarily applying to deregulation generally. On its face, they say, there is no connection. However, one said, the possibility of such a linkage makes the case "more important," one that the Supreme Court would be more likely to review.

The case is one in which citizen groups and broadcast industry groups clashed in massive numbers. Eleven citizen groups—determined to preserve the right to petition for the retention of a favored format—sought court review, and were supported by five other citizen groups in friend-of-the-court briefs. Twenty-one broadcasting organizations, including ABC and CBS, intervened on the side of the commission.

The court has held—and affirmed in the decision rejecting the commission's policy statement—that the commission must consider the loss of diversity of programming, among other factors, in reviewing abandonment of applications involving format changes. Indeed, McGowan agreed with the commission that logic required extension of that policy to renewal applicants.

However, he noted that the court has held that hearings would not be necessary if there has been no outpouring of public protest to the format change, or if a group that does protest is quite small, or if the format being abandoned is not unique in the area. Nor would a hearing be required if the format is shown to be economically unfeasible. Indeed, commission lawyers say the decision narrows the scope of previous decisions requiring hearings in format change cases.

But, McGowan said, the court has based its rulings on "certain factual premises, namely that there is, in the traditional sense, no free market in radio broadcasting and that in certain circumstances, when there are persuasive indications that market allocation has broken down, the commission had been given a useful role by Congress to play in insuring that the benefits of radio accrue to all the people, not simply those favored by advertisers."

The commission, following a notice of

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inquiry proceeding, had concluded in its statement that government should not become involved in radio entertainment formats. It said the marketplace is the best vehicle to allocate such formats, whether the goal is the First Amendment aim of promoting the greatest diversity of listening choices or the economic one of maximizing the welfare of listeners. It also said that implementing the WEFM and other format decisions would be an "administrative nightmare," imposing "enormous costs on the participants and the commission alike."

McGowan took sharp issue with the commission on both counts.

Particularly troubling to the court on the first was that the argument for marketplace solution was based in large part on a commission staff study that was not made public until after the policy statement was issued. "The commission's failure to disclose this important technical document for public comment not only diminishes the assurance that its decision is substantively accurate, but also raises questions of procedural fairness to the parties" supporting the court's format decisions, McGowan said. However, even putting aside the skepticism with which the "lack of adequate adversarial testing" causes the court to regard the study, McGowan said that, on its own terms, the study is not persuasive.

McGowan used even stronger language in dealing with the "administrative nightmare" argument. On examination, he said, "it turns out to be little more than a dream." He said that in the four format-change cases that have reached the court in the last 10 years, only one—WEFM, in which the purchaser wanted to replace a classical music format with rock—resulted in a hearing. Two others were remanded to the commission but were settled, and the commission was affirmed in the fourth (which involved a switch from all news to country and western).

McGowan said the staff study and administrative nightmare issues "are merely the most striking examples of certain more pervasive problems"—specifically, the commission's display of a "deep-seated aversion to the decisions of this court (and to the advocates of those decisions) while at the same time misinterpreting and exaggerating their meaning."

In that connection, McGowan noted that the commission contended that the WEFM case "mandates an unconstitutional" intrusion on licensee program decisions, and describes that contention as "unpersuasive." He said the commission's "remedial" powers are narrow; it can only take a station's format into consideration in deciding whether to grant applications. "To say that it is empowered to impose censorship or common carrier obligations is to stretch WEFM virtually beyond recognition."

If Judge McGowan's opinion reflected a determination of the court to insist on its position in a conflict with an independent

regulatory agency, the two dissenters took a humbler position. Tamm, writing for both, said, "The majority's decision . . . usurps the proper role" of the commission in formulating communications policy.

And in disregarding the "commission's expert knowledge," he added, it violates the mandate of the Supreme Court when it overruled the appeals court in the media crossownership case. The majority, Tamm said, "has lost sight of our role as a reviewing court whose proper function is to uphold an agency's reasonable judgment." And the commission's determination that the WEFM doctrine will not further the public interest "is well within the parameters of reason."

Judge David Bazelon concurred in the majority's opinion, but his views on the merits were closer to Tamm's than to McGowan's. Bazelon attributed his vote to the commission's "almost cavalier disregard for the public's right to comment" on the staff study supporting the commission's finding that market forces provided a significant amount of format diversity.

But, he said, while Congress has assigned the commission the respon-

sibility to implement the public interest, "the majority virtually confines the FCC to a spectator's role in formulating policies that will promote and preserve diversity while minimizing the hazards of government intrusion into the content of broadcasting."

And he noted that the matter may be taken out of the court's—and the commission's—hands. He said Congress might "cut the Gordian knot and free the choice of format from the bondage of government regulation." Or "the dawning technological revolution may eliminate this dilemma, by opening up an unprecedented number of outlets for speech."

McGowan, in his opinion, referred to the bills pending in Congress that would deregulate radio and in the process eliminate the problem facing the court. But he said the bills would effect a major change in the system; licensees would pay for the use "of the publicly owned channels," with the proceedings accruing to all members "of the owning public." But looking to the law as it stands, he said, "we hold the policy statement under review to be unavailing and of no force and effect."

RCA pondering \$1-billion buy of CIT

Everything's at proposal stage, but merger could be one of biggest ever; principal question is how RCA will get the money

RCA Corp. announced that it has proposed a merger with CIT Financial Corp., a New York-based financial services firm with insurance and manufacturing interests.

Unconfirmed reports placed the price under consideration at more than \$1 billion, which would make the merger one of the largest in history and which spurred speculation as to how RCA would finance it. CIT has approximately 20.7 million shares of stock outstanding, with a book value of \$42.63 a share, reported at the end of last year.

Following RCA's June sale of Alaska Communications Inc., for more than \$200 million in cash, the company had indicated that it intended to use those funds to finance purchases that would either bring new technology into the RCA fold or generate funds that RCA could use to further its own research efforts.

The RCA joint announcement with CIT stressed that "no agreement has yet been reached" and that there is "no assurance" that any will be. This statement followed a Tuesday release from CIT Chairman Walter S. Holmes Jr. that said CIT had been approached by "a major United States corporation with a general proposal for the acquisition of CIT." A temporary halt had been ordered in CIT trading on the New York Stock Exchange prior to Holmes's announcement, which came on the heels of rising trading volume sparked by rumors that a purchase was imminent. Trading resumed Thursday at \$51 a share.

Another halt followed the confirmation of merger talks, and when trading resumed Thursday afternoon, the price of shares climbed \$3.375 to close at \$53.125. The previous Friday the stock closed at \$39.

Holmes also said "while CIT is not seeking a takeover, it is our policy to examine alternatives as they arise to determine the course of action that best serves our stockholders."

Some indication that CIT was not averse to a merger could be drawn from its sale earlier this year of its banking division, National Bank of North America. Under 1970 amendments to the Bank Holding Act, CIT, as a bank holding company, found itself prohibited from "participation in any new business activity that is not closely related to banking." The original deal called for sale of 75.1% of National Bank of North America to National Westminster Bank Ltd., London, for \$300 million. When the board of governors of the Federal Reserve System held that CIT would remain a bank holding company after the sale, CIT exercised an option to sell its remaining 24.9% interest for an additional \$125 million.

CIT reported net income last year of \$86.46 million, up from \$81.95 million in 1977, with earnings of \$4.16 a share. RCA net income was \$278.4 million, up from \$247 million, or \$3.65 a share.

CIT's Holmes has past ties with RCA, having spent 12 years with the firm. Before leaving to join CIT in 1959, Holmes had been an RCA controller for five years. He started with the same title at CIT, and rose through the ranks in the 60's and early 70's. RCA's President Edgar Griffiths also held a controller post in the company earlier in his career.

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Creative Consultants: Gene Reynolds, Alan Alda.



A lot of good things are going on



The Media



Grassrooters. The National Association of Broadcasters' annual small market radio tour captured the attention of the FCC chairman and one commissioner as well as a number of staff members last Monday (July 2). The first stop on the tour was WXVA(AM)-WZFM(FM) Charles Town, W. Va., country-formatted stations owned by John P. Luce. From there the bus moved to WTRI(AM) Brunswick, Md. There, Chairman Charles Ferris (in picture at left), holding a personalized fire helmet, posed before one of the three fire engines WTRI uses for promotional purposes, with (l to r) Bob McKune, a member of the NAB small market radio committee; FCC



Commissioner Anne Jones, and Fred Thornton, general manager of WTRI, and Brunswick Mayor Jess Orndoff. In the picture on the right (l to r): Arnold Lerner of WLLH(AM)-WSSH(FM) Lowell, Mass., radio board chairman, and Wayne Cornils, vice president for radio of the NAB, and the FCC's Frank Washington, new deputy chief of the Broadcast Bureau, are pictured as they board the chartered bus for the trip. Also along for the day-long activities were Frank Lloyd, administrative assistant to Ferris, and the NAB's Erwin Krasnow, senior vice president and general counsel, and Roy Elson, vice president of government relations.

The Canadian connection

More and more north-of-the-border companies are heading south to the U.S. to build cable systems; with 53% of their country wired, and lots of experience in large cities, America's the next step

Prompted by an increasingly inhospitable regulatory and economic atmosphere and low growth potential in their own country, Canadian cable operators are looking to the U.S. for new cable investments.

According to Rick Michaels, a broker with Community Equity Associates, the Canadians have "shown a tremendous interest" in acquiring and building systems in the United States and that interest is growing "at a rapidly accelerating pace."

And Bob Brown, a broker with Daniels Associates in Denver, concurs with Michaels's view: Canadians have shown an "increased interest" that has been "picking up in the last six to twelve months."

Although no figures are available to show the exact extent of Canadian interests in the American cable marketplace, the Canadians have a firm foothold and are moving to strengthen their position. Some examples:

■ Canadian Cablesystems Ltd. of Toronto recently turned on a system in Syracuse, N.Y., and is looking for additional franchises in Minneapolis-St. Paul and, according to one source, St. Louis. The company, principally owned by Ted

Rogers, has also shown an interest in applying for the franchise for Omaha.

■ Cablecasting Ltd. last month reached an agreement to purchase the Atlanta system of Cox Cable Communications for \$5.5 million (BROADCASTING, June 18). The Toronto-based company is principally owned by David R. Graham. According to Jim Meekinson, chief financial officer, the Atlanta deal was its debut in America, and the company is actively looking for other opportunities.

■ Fresno (Calif.) Cable TV Ltd., a 17,760 subscriber system, is 80% owned by Cable Utility Communications of Scarborough, Ont. Jeffrey Conways is its president.

■ Selkirk Holdings Ltd. of Toronto is the parent of Broward County Cable Inc., owner of the franchise for Fort Lauderdale, Fla. J.S. McKay is president.

■ Suburban Cablevision, serving 40,000 subscribers in West Orange, N.J., is 75% owned by MacLean-Hunter Cable TV Ltd. of Rexdale, Ont. which has also bid for a franchise in Portland, Ore.

■ Beatty Ventures Ltd., and Evergreen Cablevision Ltd., Canadian firms, own 15% and 10%, respectively, of Oceanic Cablevision Inc., a system serving 32,000 subscribers in Honolulu.

Besides the obvious geographical and cultural reasons for the Canadian cable operators' migration, there are others.

The cable market in Canada has reached the saturation point. With 53% of all households connected and virtually all franchises awarded, Canadian operators, eager to invest their money and apply their

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experience, are being forced to expand over the border. And compared to Canada, the United States cable market is wide open, with many large cities not yet franchised, let alone built.

The entrepreneurial spirit of the Canadians is also dampened by a restrictive regulatory environment there. Pay TV and satellite usage, natural and lucrative steps in the development of cable, have been held back by the government, concerned that the introduction of the technology would produce another flood of American programming at the expense of Canadian producers.

In Canada, maximum installation charges and monthly subscriber fees are set by the Canadian Radio-Television Telecommunications Commission. Rate increases must be justified at public hearings—as public utility rate increases are here—to win necessary CRTC approval. There is even talk in some of the western provinces of nationalizing the cable systems.

Add to these problems the generally depressed state of Canadian economics.

According to a state department official, Canada has experienced “sluggish” and “sporadic” economic growth since 1976. A high rate of unemployment has existed next to double-digit inflation—“significantly higher” than even the United States’s high rate. Also indicative of the general state of the economy is the troubled Canadian dollar, which has fallen 18 cents against the U.S. dollar since Brown suggested that Canadians look on an American investment—any investment—“as a hedge against possible decline of the Canadian dollar in the future.”

More important than what is wrong with Canada, perhaps, is what is right about the United States. The U.S. is currently in the process of loosening the regulatory reigns. Ancillary services such as pay TV and satellite retransmission are thriving and have proved to be lucrative by-products. And most important, there are few restrictions on foreign ownership of cable in the United States. For a time foreign investors were hampered by an inability to get licenses for microwave hookups (CARS), an important cog in a cable operation. This obstacle was overcome in 1974 when Congress lifted the microwave restriction. The action, affirmed by the FCC in 1976 when it refused to reimpose the restriction, has facilitated the entry of Canadians and other foreigners into the cable market—or at least completely legitimized it. According to Michaels, even before Congress’s action, the restriction was often circumvented by leasing facilities from an American licensee, set up by the foreign interest.

While there is a consensus that Canadians are looking for cable investments, there is a difference of opinion on the exact nature of the investments. Michaels sees a “real growth” in Canadians looking for investments as minority partners. He characterized the Canadians as more conservative than their American counter-

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parts and content to build a portfolio with "a conglomeration of minority positions."

Brown sees little of this. The Canadians with whom he has done business are experienced operators who want systems they can control and manage and from which they can reap the profits of their own expertise.

Brown also feels that the Canadians prefer franchises to buying existing systems. They are put off by the price of existing systems which can cost seven to 10 times current cash flow. Because of the cost in American cable's currently "bullish" market and an exchange rate that discounts the Canadian dollar 14%, Brown said they feel they are better off starting up systems.

And Canadians may have an advantage over their American competitors when applying for franchises. Most of the current U.S. cable activity centers on big cities and Canadians have a great deal of experience in operating large urban systems. American companies, by contrast, have little experience in the cities, having principally served small towns and rural areas.

Also, according to one employe of a large American company in head-to-head competition with the Canadians, the Canadians have done a better job in providing community programming, an area of great concern to city managers and commissioners who award the franchises.

The Canadians are also willing to accept local minority ownership to appease the franchise givers. Besides, as Cablecast-

ing's Jim Meekinson points out, it is a rule of thumb for a company operating far from its home base to bring in people who know the city and its people.

BRC's back on hypoing

The Broadcast Rating Council has recommended that radio and TV rating services produce separate lists of stations that engage in potentially distorting research or diary promotions, and that they include the actual wordings of promotions so that agency or advertiser subscribers can decide for themselves whether distortion has occurred. Earlier, BRC had recommended that services "delist" such stations, but the services objected on the ground that they might be sued by delisted stations. In its new action, BRC also amended its "minimum standards" to specify that an "exhortation to the public to cooperate in rating surveys" is a form of "hypoing" that must be so identified.

More cable for Capital

The Washington, D.C., area will soon have its second cable television franchise as the Alexandria, Va., city council has selected Alexandria Cablevision Co. to develop a system in that suburb.

The council awarded ACC a 15-year exclusive franchise. The company estimates that hook-ups on the 190-mile system could begin within 16 months, with a subscription cost of \$17 a month.

With the city government receiving 3% of the company's revenues, consultants estimate that, over 15 years, Alexandria may receive as much as \$1 million.

Alexandria Cablevision was selected over two competing firms, one of which is half owned by Arlington, Telecommunications Corp., which operates the franchise in a neighboring suburb.

The company is owned by former FCC Chairman Frederick W. Ford, a number of local businessmen and public officials.

Changing Hands

PROPOSED

■ **WLW(AM)** Cincinnati and **WLWS(FM)** Hamilton, Ohio: Sold by Queen City Communications to Mariner Communications for \$17 million (see "Top of the Week").

■ **WKTZ-AM-FM** Jacksonville, Fla.: Sold by Jones College to Beck-Ross Communications Inc. for \$2.5 million. Seller is private college with no other broadcast interests; Ed Bell Oberle is president and general manager. Buyer is owned by Martin F. Beck and George Ross, who also own **WHCN(FM)** Hartford, Conn.; **WKMF(AM)-WGMZ(FM)** Flint, Mich., and **WBLI(FM)** Patchogue, N.Y. **WKTZ(AM)** is 1 kw daytimer on 1460 khz. **WKTZ-FM** is on 96.1 mhz with 90 kw and antenna 830 feet above average terrain. Broker: Blackburn & Co.

■ **WSHO(AM)** New Orleans: Sold by Americana Broadcasting Corp. to Swanson Broadcasting Inc. for \$1.5 million. Seller is principally owned by H. Calvin Young who also owns **WGUS-FM** Augusta, Ga., and **WGUS(AM)** North Augusta, S.C. Buyer is group owner, principally owned by Gerock H. Swanson. It also owns **KLEO(AM)** Wichita, Kan.; **WBYU(FM)** New Orleans; **KKNG(FM)** Oklahoma City; **KRMG(AM)** Tulsa, Okla.; **KFJS-AM-FM** Fort Worth and **KKYX(AM)** San Antonio, Tex. **WSHO** is 1 kw daytimer on 800 khz. Broker: Blackburn & Co.

■ **KLO(AM)** Ogden, Utah: Sold by KLO Broadcasting Co. to KVOC Inc. for \$687,500 plus \$100,000 for consultancy agreement. Seller is owned by Robert E. Davis, who has no other broadcast interests. Buyer is owned by Harry Bubeck and his wife, Alice, and Fred L. Hildebrand, who also own **KVOC(AM)** Casper, Wyo. **KLO** is on 1430 khz with 5 kw full time. Broker: Chapman Associates.

■ **WFRC(AM)** Reidsville, N.C.: Sold by Charles C. Travis (45%) and his wife, Jessica (55%), to James E. Casto, William J. Baird III, Ralph E. Hacker and six others for \$385,000. Traveses have no other broadcast interests. Casto is former gener-

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al manager of WDHR(FM) Pikeville, Ky., and is current owner of Pikeville advertising agency. Baird is Pikeville attorney. Hacker is general and sales manager of WVLC(AM) Lexington, Ky. WFRG is on 1600 khz with 1 kw full time.

■ **KMIT(FM) Mitchell, S.D.:** Sold by BMA Broadcasting Inc. to Mitchell Broadcasting Ltd. for \$265,000. Seller is owned by William Moke (35%); his son, Duane (15%), and Marvin F. Bormann (37%). None has other broadcast interests. Buyer is owned by Tim J. Grivna (50%) and four local businessmen. Grivna is general manager of station. KMIT is on 102.3 mhz with 3 kw and antenna 300 feet.

■ **WPBR(AM) Palm Beach, Fla.:** Sold by GR Group Inc. to WPBR Inc. for \$300,000. Seller is owned by Gerson Reichman, who has no other broadcast interests. Buyer is owned by Everett H. Aspinwall and his wife, Valerie (50% each). Aspinwall is general manager and Mrs. Aspinwall is program director of WPBR. They have no other broadcast interests. WPBR is on 1340 khz with 1 kw day and 250 w night.

■ **WDGL(AM) Douglasville, Ga.:** Sold by Douglas County Broadcasting Inc. to S-P Enterprises Inc. for \$225,000. Seller is owned by Evelyn P. Rowe, widow of Howard M. Rowe, who died last December. She also owns WSNE(AM) Cumming, Ga. Buyer is owned by Hugh J. Wheeler and Dale L. Karacostas, former salesmen at WSGA(AM)-WZAT(FM) Savannah, Ga. WDGL is on 1520 khz with 1 kw day and 500 w night.

■ **KMCD(AM)-KBCT(FM) Fairfield, Iowa:** Sold by Carousel Broadcasting Corp. to Galesburg Broadcasting Co. for \$219,000. Seller is owned by Ray L. Sherwood, who has no other broadcast interests. Buyer is principally owned by Lester T. Pritchard, individually (25%) and as principal owner of Galesburg Printing and Publishing Co., Galesburg, Ill., which owns 75% of buyer. It also owns WGIL(AM)-WAAG(FM) Galesburg. KMCD is 250 w daytimer on 1570 khz. KBCT is on 95.9 mhz with 3 kw and antenna 135 feet.

■ **KBIK(AM) Lompoc, Calif.:** Sold by Berry-Iverson Co. of California to Sunshine Wireless of California for \$210,000. Seller is owned by A. G. Berry (51%) and Ronn L. Iverson (49%). Neither has other broadcast interests. Buyer is partnership of Erich T. Esbensen and Donald V. Berlanti (46.5% each) and two others. Group also owns KRQK(FM) Lompoc and WKQS(FM) Boca Raton, Fla. KBIK is 500 w daytimer on 1410 khz. Brokers: William A. Exline and Richard A. Shaheen.

APPROVED

■ **WQSR(FM) Sarasota, Fla.:** Sold by Sarasota Radio Inc. to Cosmos Broadcasting Corp. for \$1.9 million. Seller is principally owned by Carrol Newton and Ted Rogers, who also own WQSA(AM) Sarasota. Cosmos is wholly owned subsidiary of Liberty Corp. (insurance); Francis Hipp is chairman and W. Hayne Hipp vice chairman of parent company. Charles A. Batson

is chairman and president of Cosmos, which owns WIS-AM-TV Columbia, S.C.; WSFA-TV Montgomery, Ala.; WTOL-TV Toledo, Ohio, and WDSU-TV New Orleans. WQSR is on 102.5 mhz with 100 kw and antenna 570 feet above average terrain.

■ **KOZA(AM) Odessa, Tex.:** Sold by Odessa Broadcasting Co. to Harris Enterprises for \$610,000, including \$75,000 for agreement not to compete. Seller is owned by Cecil Trigg, who is retiring from broadcasting. Buyer is Garden City, Kan., group owner, owned by John P. Harris and family; Robert Wells, former FCC commissioner, is vice president in charge of broadcast operations. KOZA is its seventh

AM, maximum allowed by FCC. Harris also owns five FM's. KOZA is on 1230 khz with 1 kw day and 250 w night.

■ **KFOX(FM) Redondo Beach, Calif.:** Sold by Jack Barry to KFOX Radio Inc. for \$810,000 plus accounts receivable. Barry, television personality and producer, has no other broadcast interests. Buyer is owned by group of Los Angeles businessmen—Bancroft J. Howell and Melvyn Bell, bankers; Samuel Brown, attorney; Edward Roper, municipal bond broker, and Louis Whallon, private financial consultant. None has other broadcast interests. KFOX is on 93.5 mhz with 3 kw and antenna 175 feet above average terrain.

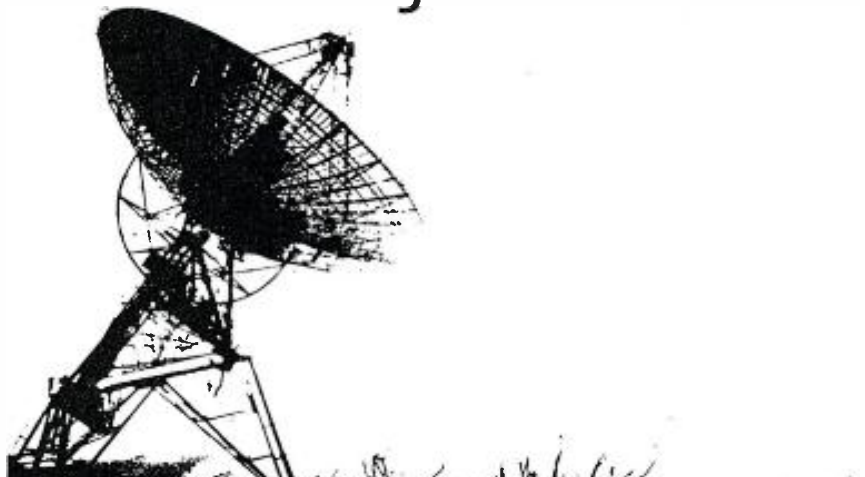
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ABC and Warner aim for new media

Network sets up division headed by Granath to make and sell programs to cable, pay cable and TV, videodisk and videocassette markets; Warner brings in Fink to head operation geared to home VCR's

ABC Inc. and Warner Communications Inc. last week became the latest to join the stampede of entertainment conglomerates planning or establishing arms to market software for new media markets.

ABC created a new division to develop and market programing domestically for cable, pay cable, videodisks, cassettes and other new communications forms. Herbert A. Granath, vice president and assistant to ABC Inc. President Elton H. Rule, was named to head the new unit, called ABC Video Enterprises.

The actions were announced by Frederick S. Pierce, ABC Inc. executive vice president as well as president of ABC Television. In a memo to ABC department heads, President Rule praised the selection of Granath and said the new division will "draw upon existing and potential programing material not only within ABC Television but also ABC Radio and ABC Publishing, for presentation on the new means of distribution."

Pierce was given responsibility for overseeing production of programing for new technologies—as well as possible production of theatrical motion pictures—when he was named ABC Inc. executive vice president two months ago (BROADCASTING, May 7).

In announcing last week's moves, he said that they "reflect our belief that there will be a substantial need for programing of all kinds for the new and developing methods of distribution." He said Granath's "broad experience with all operating divisions within ABC" and "his proved talents in programing, marketing and sales will provide successful leadership for our expansion into this promising area."

ABC was the second network-related company to move into the field of software for new technology. RCA, parent of NBC, started exploring the programing prospects intently several years ago in conjunction with its development of the SelectaVision home videodisk. RCA's program development is under the direction of Herbert S. Schlosser, who moved into the role as an RCA executive vice president upon giving up the NBC presidency in June 1978.

Last week, RCA announced the appointment of David Heneberry as staff



Granath



Fink

vice president, marketing, for SelectaVision videodisks. Heneberry, to be responsible for "planning and implementing the marketing effort" for RCA's new 'software' business, moves to the post from RCA Records, where he was vice president, music service.

Granath has been ABC Inc. vice president and assistant to the president since October 1976. Before that, in an interruption of an ABC career that started in 1960, he was senior vice president of TransWorld International. He had previously been vice president of program development and marketing for ABC Sports, had headed TV network sports sales and had been vice president and director of sales for the ABC Radio network.

Warner Chairman Steven Ross announced the formation of WCI Home Video, a new division to be headed by Mort Fink, who moves to WCI from Sony Corp. of America, where he was senior vice president, responsible for corporate strategic planning and development.

Warner termed itself "strongly positioned to take advantage of the consumer demand for programing materials" for home video because of the company's "extensive programing experience and resources." Warner units that the Home Video division will draw from were listed as Warner Bros. Pictures, Warner Bros. Television, Atari (the video game manufacturer), Warner Cable, Qube, WCI record companies and Warner Publishing branches. Warner also expects to develop and create original product for the home video market.

No target date is set for marketing, nor have specific titles been selected. However, Harvey Schein, executive vice president of WCI, sees the new media drawing at first on programing in existing formats. He cited the examples of early broadcast television turning to films like Hopalong Cassidy and cable systems retransmitting broadcast programs before moving on to develop software specially suited to their

respective formats. Asked what Qube might contribute to the Home Video spectrum, Schein pointed to the children's program, *Nickelodeon*, as a title that might be considered.

Schein sees the market for original home video product as lying primarily in the entertainment field, with programing developed out of Warner's background in recorded music as a "very fertile" area. The company has no fear that opening its libraries to the home video market will dilute the value of its holdings as broadcast properties. Instead, it concludes that there are distinct markets for each product.

Schein and Fink will work closely together on the new division's projects. Each man moved to Warner after serving successively at CBS and Sony. Starting as a general attorney with CBS in 1958, Schein advanced through various posts to become president of the company's Columbia Group record unit. Joining Sony in 1972 as president of Sony Corp. of America, he departed that company last year to move to Warner. Fink went to his Sony vice presidency in 1974, after having spent five years as vice president of the CBS Communications and Technology Group.

Ladd news tied to nosedive in Fox stock price

SEC wants to know how closely resignation announcement figured in drop, is investigating trade of large block before official word

Twentieth Century-Fox Film Corp. stock experienced a steep decline on the heels of the announcement of Alan Ladd Jr.'s planned departure as president of the company's film division. The drop actually preceded official word on June 26 of the Ladd move, and prompted a New York Stock Exchange inquiry into that day's trading of Fox shares.

The *Wall Street Journal* reported that the exchange is "particularly interested" in the sale of a block of 135,000 shares at \$40.50 before trading closed on Tuesday. Monday's closing price for Fox stock was \$42.75. An exchange spokesman said the investigation would seek to make "an assessment of what went on" to determine if the deal involved any infringement of NYSE regulations. Fox had no comment on the subject of the investigation and says it has received no notification that one is under way. The Fox slide continued through Thursday, closing at \$36.88.

The recent decline also follows the announcement in mid-June that Fox antici-

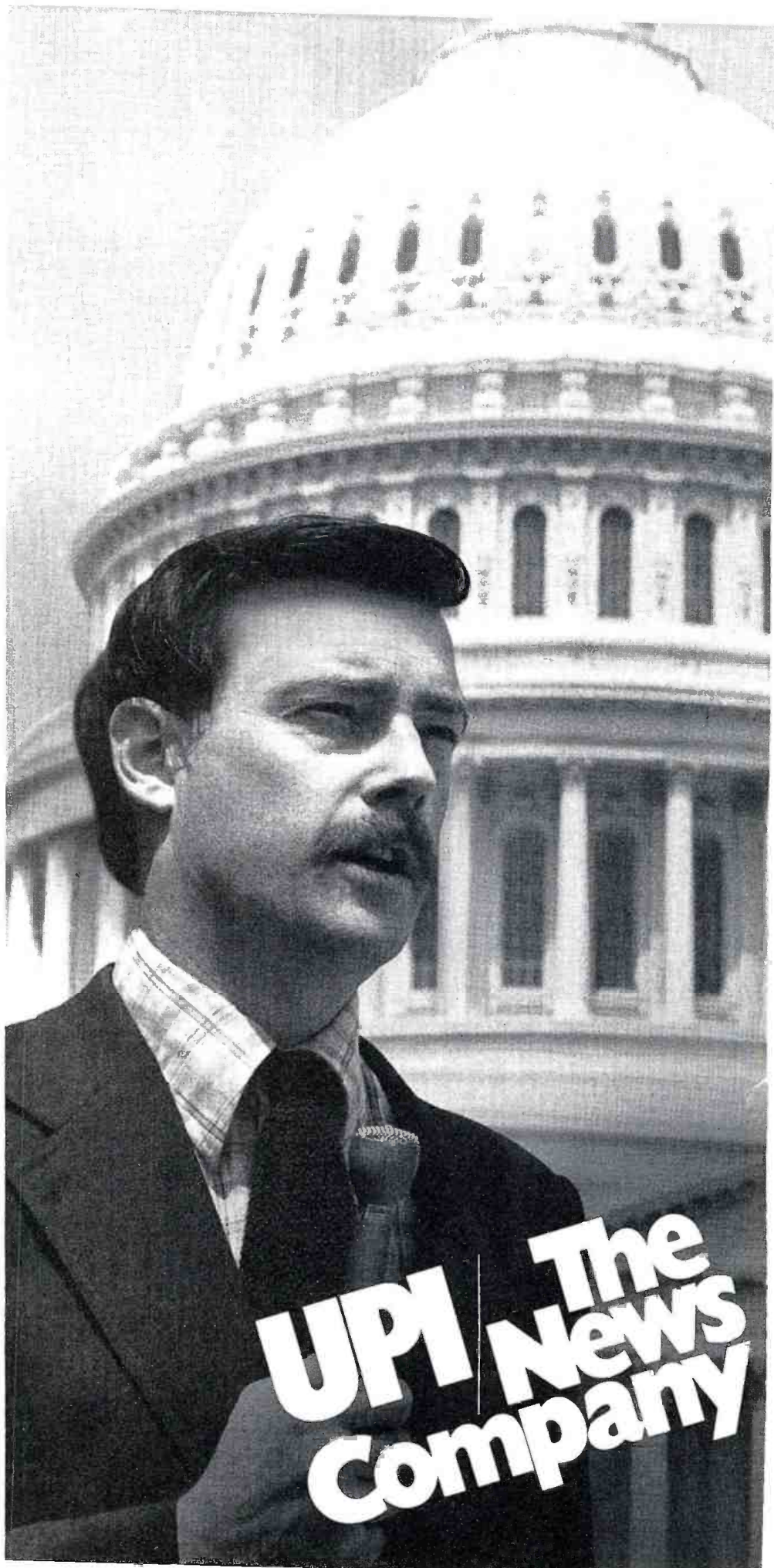
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pates a sharp drop in its second quarter earnings over last year. The company expects to pay between 75 cents and 85 cents a share, compared with \$1.95 a share in the 1978 second quarter. Saying that he is, over-all, optimistic that 1979 will be a good year for Fox, the company's chairman, Dennis Stanfill, pointed to the positive influence of the box office hit, "Star Wars," on the 1978 second quarter, and noted that he expects the company's current release "Alien," to make an "important contribution to earnings" in the latter half of 1979.

Ladd has said he will not renew his con-

tract past its Dec. 31, 1980, expiration date. Taking over film operations in 1976, Ladd has been credited with much of the success the company has experienced during his tenure—including "Star Wars" and "Alien"—and the motion pictures division has accounted for more than 55% of 1978 corporate revenues of \$626 million. In contrast, Fox's television division and United Television station-group subsidiary, have accounted for less than 15% of revenues.

Along with Ladd, two other division executives also announced they would not

BottomLine

Sharing the wealth. Metromedia, group station owner with diversified interests, boosted quarterly dividend to 70 cents from 60. This 16.5% rise brings annual dividend rate to \$2.80 a share. John W. Kluge, Metromedia's chairman and president, said increase (eighth since 1975) represents 54% four-year compound annual growth rate. Company had revenues of about \$371 million last year.

Lee makes it 23. Newspaper publisher-broadcaster Lee Enterprises is buying five more newspapers. Seller is Lindsay-Schaub Inc. of Decatur, Ill., and price is about \$60.4 million, according to John S. Stenlar, vice president-finance, for Davenport, Iowa-based Lee. New properties are *Herald & Review* of Decatur; *Southern Illinoisian* of Carbondale; *Midland Daily News* of Midland, Mich.; *The Intelligencer* of Edwardsville, Ill., and *Huron Daily Tribune* of Bad Axe, Mich. Acquisition will bring to 23 the number of newspapers owned by Lee, which also has five TV and two radio stations, plus 49% interest in two other radio stations of associated printing company.

Price was right. Conversion of 1.8 million publicly held warrants to common stock brought \$3.6 million to MCI Communications Corp., Washington. In special one-for-one offer for 30 days, holders of 1975 warrants had been offered common stock at \$2 per share instead of originally specified \$2.50 per share. Remaining three million warrants can be exercised at \$2.50 price until they expire in November 1980. Conversion increased microwave telecommunications firm's common outstanding to about 22.8 million shares.

Buy back. Board of Chris-Craft Industries, with station ownership among its interests, has authorized purchase of up to 300,000 shares of its outstanding common stock. Company completed separate stock purchase in April, and is continuing to purchase \$1.40 convertible preferred shares under previously announced authorizations (14,000 additional shares are to be purchased under that plan). About 2,820,000 shares of company's common stock are outstanding, as are roughly 483,000 of preferred. According to Standard and Poor's, these figures are down from roughly 4,429,000 and 682,000, respectively, at end of 1977.

Moving into moving about. ABC Inc. has acquired assets of Travel Network Corp., San Diego, franchiser of retail travel agencies serving 140 independently owned agencies in nine Western states. Price was not disclosed but was reported to be under \$10 million. Sheldon Wool, vice president, corporate development, ABC Inc., has been named president and chief executive officer of new subsidiary.

To pay the tab. To finance its \$27.7-million acquisition of seven-station McCoy Broadcasting Co., approved by FCC last March ("Changing Hands," April 9), Des Moines Register & Tribune Co. has obtained \$30 million in long-term financing from six insurance companies. Proceeds of issue will also be used to refund bank borrowings incurred in other newspaper and broadcast activities of Register & Tribune. Connecticut General Life Insurance Co. and Connecticut Mutual Life Insurance Co. are lead lenders, each with \$7.5 million participation in private placement of senior notes, due 1991, arranged by Northern Trust Co. Register & Tribune broadcast holdings also include WOAD-TV Moline, Ill.; WIBA-AM-FM Madison, Wis., and 11.6% of Minneapolis Star & Tribune Co., licensee of two TV's.

S-A adding Adar. Scientific-Atlanta has signed agreement to acquire Adar Associates, Burlington, Mass., memory-equipment maker, in transaction valued at around \$5 million. Involved would be 186,240 shares of S-A for 970,000 shares of Adar. Adar is not publicly traded, its ownership having been closely held by principals in its founding approximately 10 years ago. Acquisition would be part of test and measurement facilities of Atlanta-based S-A, which manufactures equipment in fields of satellites, cable and home communications (services in connection with security and energy load management).

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renew their contracts past the end of 1980—Jay Kantner, senior vice president, worldwide production, and Gareth Wigna, vice president, worldwide production. In 1978, revenues of the film division totaled \$346.5 million versus \$61.4 million for television programming and \$31.8 million for the broadcast group.

Last Wednesday (July 4) the three businessmen announced they would be forming a new film production company as a joint venture with Warner Communications Inc. The announcement of the forming of the as-yet-unnamed company was made by Ted Ashley and Frank Wells,

chairman and president, respectively, of WCI's film subsidiary, Warner Bros.

Taking on talent at two TV reps

PGW and Katz shuffle and add new executives and other personnel

A series of management changes and personnel additions were announced by Peters, Griffin, Woodward last week in what the TV station representative firm

called a "major expansion" program. PGW also announced that its in-house computer operation, using an IBM Series I system, had been installed two months ahead of schedule and now was on-line in 12 of the company's 13 offices, offering full capability for availabilities and management control reports.

In the PGW division, which serves stations primarily in the top 50 markets, Senior Vice Presidents Farrell Reynolds and Tom Will received broader assignments, reporting to President C.R. Kinney. Reynolds, responsible for New York sales of the East, American and West units, was given additional responsibility for sales of these stations in all PGW offices. Will, senior vice president for the Midwest, was named senior vice president, regional offices, with management responsibility for all PGW offices except New York.

John Gardner, Petry Television's Chicago manager, joined PGW as New York/East sales manager, replacing John Lehman. PGW said Lehman is expected to announce future plans. Bob Paine, director of marketing and research for Petry Television, was named research director of PGW, according to Dennis Gillespie, executive vice president. Lon King, vice president in charge of the development group, was named to head special projects, and with the arrival of the new research director, PGW said John Werkmeister, who has been vice president for sales research and manpower development, will concentrate on manpower development. Sari Weiner was added to PGW's program department to handle network program information.

In the national division, which represents stations primarily in markets 50 to 150, two New York sales units are being created, New York/Atlantic and New York/Pacific. Julio Bermudez was promoted to head the former and Dave Moore to head the latter, both reporting to Ron Collins, the division's senior vice president/sales. Three graduates of PGW's sales training program, Tom Comerford, Ioanna Coundouris and Doug Gillen, were added to the National division sales staff in New York in preparation for the new two-unit operation.

■ Katz American Television has added a fourth sales team in New York, effective today (July 9), which the firm says, will reduce the workload of its sales executives there by 20% ("Closed Circuit," June 25).

The New Stars team will be headed by Maury Wind, who has been a member of American's White sales team since 1977 and will have the title of national sales manager. In the change-over, Mike Raounas, vice president and manager of the Red sales team, has been promoted to the new post of vice president, national sales manager for Katz American, and Ron Cochran, who has been with now defunct Bolton Broadcasting, replaces Raounas as manager of the Red team. The other units are the White and Blue teams. Last week's moves meant the addition of 17 staffers to Katz American.



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**Source: Arbitron ADI, November, '77

***Source: Nielsen Viewers in Profile, November, '77

*The heaviest domestic cat on record was a nine-year-old tom named "Spice," owned by Mrs. Loren C. Caddell of Ridgefield, Connecticut. He scaled 43 lbs. on June 26, 1974, but has since reduced to 35 lbs. The average weight for an adult cat is 11 lbs.



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Programing

Viacom brings back Block, buys a batch of movies

Former executive returns to head Enterprises division; 28 CBS films acquired for upwards of \$30 million

Two major announcements emerged from Viacom International last week—one on personnel, one on product.

Viacom is returning a veteran to the fold as president of its Enterprises division. Willard Block, Viacom Enterprises president from 1972 through 1974, regains that title Aug. 6.

Block currently is vice president in charge of international sales for Taft H-B and owner of his own television consulting firm, whose clients have included Time-Life Television, Mexico's Televisa, non-commercial WPBT(TV) Miami and MacFadden Publications. He is relinquishing the consultancy.

One of Viacom's original executives, Block had been a domestic sales executive and later vice president and international sales director for CBS Films, from which Viacom was born in a spin-off. Before assuming the presidency of Viacom Enterprises, he was the division's vice president and general manager. Upon leaving Viacom, he joined MCA Television Ltd. as a vice president in the international sector.

In reassuming the Enterprises presidency, Block takes charge of domestic and foreign television distribution, acquisition and first-run development. Network projects, however, are not expected to be part of his domain; reorganization in that area is in the works.

Block replaces Ave Butensky (BROADCASTING, April 30), who remains on the Viacom payroll into the fall and says he's still exploring other opportunities.

■ The company also announced a 28-picture buy from CBS, calling it Viacom's largest single product acquisition and one of the largest in television syndication history. Viacom is expected to spread the films through various movie packages.

Terms of the deal were not released. However, it was estimated that Viacom would be paying in the neighborhood of \$30 million-\$35 million.

The theatrical movies, originally produced or commissioned by CBS's Cinema Center Films, range from John Wayne's "Big Jake" and "Rio Lobo" to Steve McQueen's "The Reivers" and "LeMans." Two Dustin Hoffman films are included: "Little Big Man" and "Who is Harry Kellerman," as well as Richard Harris's "A Man Called Horse."



Block

Other properties acquired are Jack Lemmon's "April Fools" and "The War Between Men and Women," Lee Marvin's "Monte Walsh" and "Prime Cut," William Holden's "The Revengers," Dean Martin's "Something Big," Al Pacino's "Me, Natalie" and Rock Hudson's "A Fine Pair."

Rounding out the new Viacom bill are the feature documentary "Blue Water, White Death," "Boys in the Band," "Royal Hunt of the Sun," "With Six You Get Egroll," "Adam at 6 a.m.," "Darker than Amber," "Hail Hero," "The Little Ark," "The African Elephant," "Something for Everyone," "Homer," "Figures in the Landscape" and "The Christian Licorice Store."

NBC bares all

In closed circuit, network spells out its programing plans for the fall; Mon.-Wed. are taken up with specials through most of October to avoid playoffs and World Series

NBC-TV, in a closed circuit to affiliates June 28, traded off the competitive edge of secrecy in hopes that a well-exposed hour-by-hour, day-by-day, prime-time schedule will reap greater rewards.

As NBC Entertainment President Mike Weinblatt explained, the purpose of the rundown—a detailed look at Sept. 16 to Dec. 31 and highlights of the movies and specials of January through May—was to let the affiliates, audience and press know what's coming, as well as to let advertisers know just what they're buying and when (BROADCASTING, July 2). After the previous season's seemingly constant shuffling,

the announcement also was likely intended as an NBC-TV show of strength and stability to the financial community.

Although NBC's regular prime-time schedule for 1979-80 has been out for a couple of months (BROADCASTING, May 7), Weinblatt went a step further by giving premiere dates, filling in the specials and providing the specifics for umbrella shows such as *The Big Event*.

Kicked off by a three-hour Bob Hope special from China (Sept. 16 at 8 p.m.), NBC will follow the next Monday through Wednesday at 9-11 with *The Martian Chronicles* miniseries. A week later, another miniseries, *The Last Convertible*, fills those blocks. Then, on Tuesday and Wednesday (Oct. 9 and 10) at 9-11, NBC will have *Beggaman*, *Thief*, picking up where ABC-TV left off with its *Rich Man, Poor Man*.

Add a movie, *And Baby Makes Six*, from 9 to 11 the following Wednesday (Oct. 17), and the NBC-TV schedule does not show its regular Wednesday line-up until Oct. 24.

According to Weinblatt, the network is protecting 9-11 Wednesday (*Diff'rent Strokes*, *Hello Larry* and *From Here to Eternity: the War Years*) from the interruption of the baseball playoff games it will be carrying and the competition of the *World Series* on ABC-TV.

Early in the season, however, the shows appear elsewhere. *Strokes* and *Larry*, for example, are offered on Friday nights to warm up the time period for *Shirley*, which premieres Friday, Oct. 26, at 8-9. *Eternity* shows up first as a two-hour special Monday, Oct. 22, before its regular Wednesday slot.

NBC, with the premieres and the settling of shows into regular time slots, plans "another partial season" in October—one that "promotes itself out of the very beginning of the season." Aside from the *Strokes*, *Larry*, *Eternity* and *Shirley* maneuvers, *Kate Columbo* doesn't premier until Thursday, Oct. 18.

The Big Events, in the order they are to be presented Sunday, Sept. 23, through Sunday, Dec. 30 (8-10 p.m.), are "The Outlaw Josie Wales" with Clint Eastwood; "The Kid in Left Field," with *Strokes* star Gary Coleman; "Gray Lady Down," "The Miracle Worker," with Pa... Duke Astin and *Little House on the Prairie's* Melissa Gilbert; "Years of TV Guide"; "Freedom Road," with Muhammad Ali and Kris Kristofferson (to be continued the following evening); "MacArthur" (also continued on Monday); "Semi-Tough"; "A Bridge Too Far" (continued from Saturday); a three-hour *Little House on the Prairie* retrospective; "Goldie and the Boxer," with O.J. Simpson; "Last Ride of the Dalton Grang"; "Return to Lillies of

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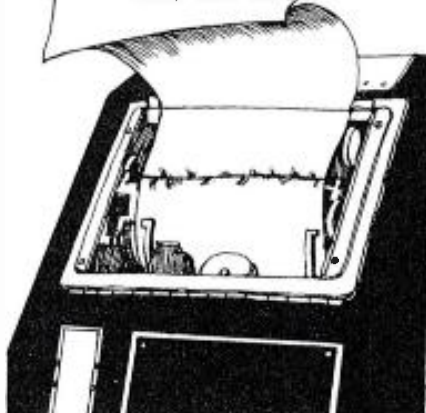
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the Field;" a three-hour "Mary and Joseph: The Story of Love" and "The Greatest," with Muhammad Ali.

Among the specials on the schedule are: former Secretary of State Henry Kissinger on his latest book and memoirs (Oct. 11, 10-11); *Country Stars of the 70's* (Oct. 16, 9-11); an Oct. 30 Halloween line-up of *Casper*, *Witches Night Out* (animated) and the movie, "Aliens Are Coming;" Rod Stewart and Steve Martin (Nov. 15, 8 and 9); Bob Hope special (Nov. 21, 8-10); *Candid Camera* special and another to be announced later (Nov. 23); animated specials (Dec 3, 8 and 8:30); *Jack Frost*, followed by Bob Hope and Dean Martin Christmas specials (Dec. 13); *Casper* and *Family Circus Christmas* specials, followed by a *Country Christmas* (Dec. 18); more Christmas specials including one with Mac Davis (Dec 21) and *Real People* retrospective, followed by an NBC *News White Paper* (Dec. 26).

Among the movies: *Mirror, Mirror* (Oct. 1); "Heroes" (Oct. 8); Barbara Cartland's "The Flame in Love" (Oct. 15); "My Undercover Years with the KKK" (Oct. 23); "The Duchess and the Dirtwater Fox" (Nov. 6); Academy Award-winner "Coming Home" (Nov. 12); "Mrs. R's Daughter" (Nov. 13); "Other Side of the Mountain I" (Nov. 19); "Other Side of the Mountain II" (Nov. 20); "The Car" (Dec. 4); "Walls Came Tumbling Down," entirely produced, written and directed by and starring women (Dec. 10); "The Great Smokey Roadblock" (Dec. 11); "The Gathering II" (Dec. 17); "The Man in the Santa Claus Suit" (Dec. 24), and "Charlie's Balloon" (Dec. 25).

Beyond the first of the year, Weinblatt admitted that there are likely to be more changes, with shows moved up in the schedule and new acquisitions. However, among the projects scheduled now are:

January—(specials) Orange Bowl, Bee Gees, Bob Hope, Tom Snyder personality interview specials, *Saturday Night Live* look at the 70's, Dolly Parton, Lucille Ball and Ringling Bros. Circus; (movies) "One Flew Over the Cuckoo's Nest," "Let's Do it Again," "St. Ives," "When Hell was in Session," "Power" and "The Night the Bridge Collapsed."

February—two Bob Hope retrospectives on his Christmas trips, Doug Henning magic hours; *Animal Olympics* and *Family Circus* half hours; three-part, six-hour *Gangster Chronicles* miniseries; three-hour *The Day that Hitler Died*, and the movie, "Dog Day Afternoon."

March—Bob Hope, *Dick Clark Music of the 70's*, Tom Snyder personality interviews, National Basketball Association championship; two-hour *White Paper*; *Dragnet 1980*; *Brave New World*; *Death Penalty*; *Detour*, and *Jesus of Nazareth*.

April—*Jesus of Nazareth* (continued); "Late Show," "American Graffiti," "The MacIntosh Man," "The Seven Percent Solution," Dick Clark with Hollywood child stars, and an animal and magic show.

May—*Academy of Country Music Awards*, Bob Hope and his movies, *Run, America, Run*, Tom Snyder personality in-

terviews, Olympic trials show; "Enola Gay," "Beulah Land," "Olympic Love Story," a story about World War II and *Walks Far Woman*.

Another CBS weekly win

CBS-TV, which has been running nip and tuck with ABC-TV for prime-time rating leadership in recent weeks, came out ahead again in the week ended July 1. The Nielsen averages: CBS 15.1 rating and 29.8 share, ABC 14.9/29.4, NBC 13.0/25.7 share.

The schedules were dominated by repeats. The relatively few originals tended to rank far down the list. All but one of the top 20 shows, and all but three of the top 30, were reruns.

The exception in the top 20 was ABC News's *20/20*, which had its best rating yet, a 17.1 with a 32 share, placing 19th.

NBC News's new magazine entry, *Prime Time Sunday*, which had pulled a 15.5 rating and 29 share to rank 25th in its debut the week before, slipped to a 12.9 and 24 in its second appearance, ranking 41st. CBS News's *60 Minutes* remained strong, coming in with an 18.9 rating and 43 share, placing 10th.

Among the original entertainment entries, the highest rated were ABC's *Julie Farr, M.D.*, and NBC's Monday-night movie, "Forever Young, Forever Free." They tied with a repeat of NBC's *Quincy* for 28th place; all three had a 16 rating.

At the top of the ratings, CBS took the first three places with *WKRP in Cincinnati*, *M*A*S*H* and *Lou Grant*, in that order. Then came five ABC shows: "The New Maverick," a movie; *Three's Company*, *Charlie's Angeles*, *Laverne & Shirley* and *Vega\$*, followed by CBS's *Jeffersons* and *60 Minutes* to round out the top 10.

At the bottom of the batting order, from 66th to 60th, were NBC's "Uptown Saturday Night" *Comedy Theater* entry, an original of ABC's *Operation Petticoat*, reruns of ABC's *Welcome Back Kotter* and *Hardy Boys*, another NBC *Comedy Theater* entry, "Heaven on Earth", a *Lisa Hartman Show* original on ABC and a *CBS Reports* look at "The High Cost of Everything."

Britain's lament

Both English TV systems complain about what they see as declining quality in the network shows they purchase from the U.S.

Program buyers for Britain's two television systems, the BBC and ITV, are sharply critical of the American programs being offered to fill their schedules. ITV is buying five new programs from the networks' fall line-ups, while the BBC has thus far selected only one new show.

ITV has a maximum quota of two hours per day of foreign programs, which chief buyer Leslie Halliwell said it always fills. Halliwell said he looks to the U.S. for

"classy hokum," the action shows the British do not make themselves. He said, however, that finding these kinds of programs was becoming increasingly difficult.

"It's one of the worst years I've seen, but I say that every year," he said.

ITV's five new programs are *The Man Called Sloane* and *The Force*, both to be shown on NBC; *240-Robert* and *Hart to Hart* on ABC, and *Paris* on CBS.

Halliwell also said ITV would renew many of the current programs now being shown, including *Hawaii Five-O* and *Charlies Angels*. He said that *Angels* had actually improved in the last year.

Halliwell said he wishes more action programming was available. "Television movies about people dying of cancer are not very entertaining," he said.

Halliwell also dismissed the idea that the networks might be interested in more substantial programs, similar to those made in Britain. "If they are trying, they're certainly not succeeding."

Allen Howden, head of purchased programs for the BBC, agreed that programs are deteriorating: "The quality is a long way below what it was a few years ago, but it is better than last year."

The BBC's only purchase is *We're Cruisin'*, to be shown on CBS. Howden said the low interest in new programs could be partially explained by the relatively large number of current programs.

He said *The Rockford Files* and *Dallas* had been renewed, and negotiations were

in process for others. None of the American shows has been dropped from BBC's schedules, he said.

Drake-Chenault goes up against Kasem's 'Top 40'

Radio syndicator debuts at end of month with 'Weekly Top 30' on 160 stations; competition is on a line-up of more than 500

Over the weekend of June 30, listeners of more than 160 radio stations across the country tuned in to hear *The Weekly Top 30*, a new syndicated radio show that is expected to provide the first serious, national competitive bid to one of the medium's programming institutions—Casey Kasem's *American Top 40*.

Countdown shows, as they are known in the trade, have long been a staple of temporary radio stations, especially on the local level, but *Top 40* has come to dominate the genre. The show, which made its debut July 4, 1971, is now heard on 505 radio stations nationally and 100 in Canada and the rest of the world. Its four hours feature interviews with leading representatives of the music world as well as Kasem's own comments about the music scene. The top 40 songs are selected weekly by *Billboard* magazine. The show is pro-

duced by Watermark Inc., Los Angeles.

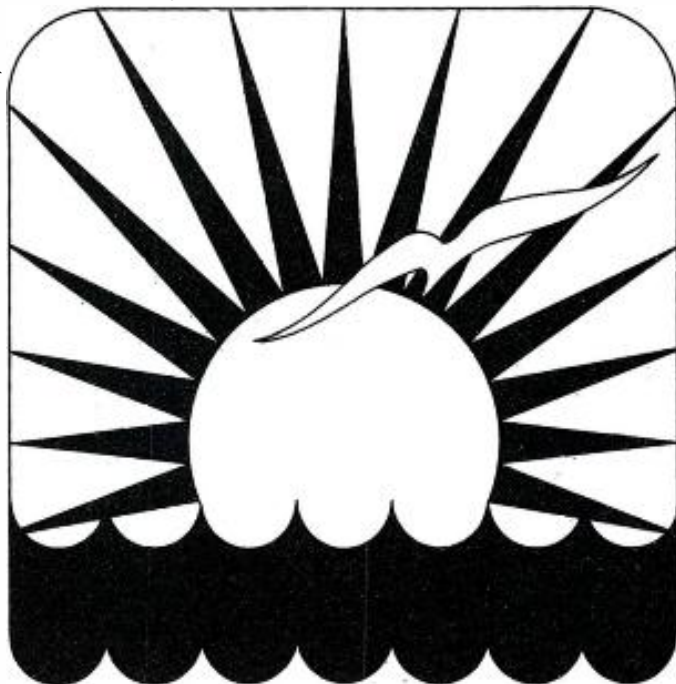
Enter Drake-Chenault Enterprises Inc., Canoga Park, Calif., which has put together a three-hour show featuring former disk jockey Mark Elliot. "We were asked many times to do a weekly syndicated show, and we believe the marketplace is now ready for something new," said James Kefford, executive vice president and general manager of Drake-Chenault, last week; Drake-Chenault is a radio syndication firm and serves as consultant for some 300 stations.

The show, which also features interview and commentary segments, relies on a different formula for computing the top 30 records, however. Using lists published by *Billboard*, *Cash Box*, *Record World*, *Radio & Records* and *The Gavin Report*, Drake-Chenault uses its own weighting system and comes out with a composite list of its own. "We feel it's the stronger chart," Kefford said of his show's list. He said that *Top 30's* chart and *Top 40's* are "about 90% the same" in the weekly compilation of the top-10 records although specific order within that group may differ.

Although Elliot will be the star of the show, he is not expected to exert the personal influence over the program that Kasem has. Editorial control of the show will rest with its executive producers—Kefford and Bill Drake. Elliot, formerly an air personality for KHJ(AM) Los Angeles and other major-market stations, has done *The Number One Radio Show* and the

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Golden Years for Drake-Chenault in the past. Bill Watson is the producer.

Stations carrying the show include KHJ, CKLW(AM) Windsor, Ont. (Detroit); WCBM(AM) Baltimore, WASH(FM) Washington and WFYR(FM) Chicago.

Marketing for the new show began six months ago and featured a \$25,000 "image package" prepared by Otis Conner, who has done similar work for NBC Sports and the National Association of Broadcasters.

Top 40 was created by Kasem and Don Bustani, who produces the show. It switched from a three-hour format to the current four last year.

Hooking up Holiday Inns

Motel chain buys earth stations, will receive HBO programing

Guests at some of the nation's Holiday Inns will be able to watch the programing of Home Box Office starting some time in August or September. The Memphis-based motel chain has announced plans to purchase 174 receive-only earth stations—one for each of its owned and operated motels—to receive the HBO signal.

To effect the new service, Holiday Inns

will use 87 Scientific-Atlanta 4.6-meter dishes and an equal number of Microdyne 5-meter dishes. Total cost of all 174 terminals and their installation is \$2.1 million. According to an application filed with the FCC, Holiday Inns expects to spend another \$360,000 for site preparation.

Bruce Walker, vice president of marketing for Holiday Inns and president of HINET Communications Inc., a new subsidiary formed to manage the earth station operations, said the service would be provided free to the guests, adding it should have great promotional value for HBO.

Walker said the first 14 stations would be turned on upon FCC approval of the application—he hopes in the next two months—and he expects the FCC to approve 70%-80% of the applications by January. A certain number will be denied, he said, because of potential interference with AT&T's microwave common carrier transmissions, Walker said.

Hook-up to the motels will be no problem, Walker said; all the motels are already wired for a master antenna system. He also said "options are being built in technically and contractually" so that Holiday Inns can use the system "to provide all sorts of programing."

Depending on the success of the service, Walker said Holiday Inns may make the service available to its 1,300 independently owned franchised motels.

Monitor

Contributing factor. West German parliament last week abolished 30-year statute of limitations on murder, permitting prosecution of Nazi war criminals to continue. Statute was to expire Dec. 31. Said to have contributed to decision were world opinion and impact of TV miniseries, *Holocaust* (presented on NBC-TV and syndicated internationally by Worldvision Enterprises). West German surveys showed 30% of citizenry for continued prosecution prior to *Holocaust* airing, 50% after.

Beefing up. Boston Broadcasters Inc., owner of WCVB-TV Boston and already involved in syndication with projects including joint deal with T.A.T. Communications on *The Baxters*, is branching out. BBI Communications has been formed as wholly owned syndication arm. WCVB-TV's Paul Rich will be handling marketing/operations from station; Jack Duffield moves to New York to run new sales/station relations office.

Oak buys Time. Oak Industries' subsidiary, Oak Communications, announced agreement with Time Inc. for unspecified Time units to provide programing for Oak's projected on-air subscription television service in Phoenix and Fort Lauderdale-Miami, Fla. (but not for Oak's Los Angeles STV). Programing will include motion pictures and special TV shows. Time's HBO satellite service will not be used, but HBO programing may be used in other forms. Timetable has August/September start at Oak's Phoenix STV, and later this year in Fort Lauderdale-Miami. Angela P. Schapiro, president of Time HBO's Telemation Program Services, will head project for Time, with Kathleen T. Dotio, formerly of Oak's jointly owned National STV in Los Angeles, named director of programing for Oak.

Gunning for radio time. Charles Michelson Inc., Beverly Hills, Calif., is placing another oldie series into radio syndication—*Have Gun, Will Travel: Paladin*, heard originally on CBS Radio and later adapted for TV. Michelson will integrate *Have Gun* into western package that also includes *The Lone Ranger* and *Gunsmoke*, and will offer three half-hours weekly from each of these series. Package already has been bought by 38 radio stations.

Outreach. Blinded Veterans Association, Washington, has conducted mass mailing of public service announcements to radio stations urging blinded veterans to contact association if they need assistance in rehabilitation or employment, and asking employers to break down stereotypes barring employment. Spots—three 60's, six 30's—feature such personalities as John and Patty Duke Astin, Cindy Williams, Penny Marshall, Steve Garvey, Abe Vigoda and Pat Harrington.

The Broadcasting Playlist Jul 9

Contemporary


Last week	This week	Title □ Artist	Label
1	1	Logical Song □ Supertramp	A&M
3	2	Bad Girls □ Donna Summer	Casablanca
5	3	She Believes In Me □ Kenny Rogers	United Artists
2	4	Hot Stuff □ Donna Summer	Casablanca
4	5	Ring My Bell □ Anita Ward	TK
10	6	I Want You To Want Me □ Cheap Trick	Epic
7	7	Boogie Wonderland □ Earth, Wind & Fire/Emotions	Col.
6	8	We Are Family □ Sister Sledge	Cotillion
13	9	You Take My Breath Away □ Rex Smith	Columbia
21	10	Good Times □ Chic	Atlantic
11	11	Ain't No Stoppin' □ McFadden & Whitehead	Phila. Int'l.
8	12	Chuck E's In Love □ Ricky Lee Jones	Warner Bros.
14	13	Shine a Little Love □ Electric Light Orchestra	Epic
9	14	Reunited □ Peaches & Herb	Polydor
12	15	Just When I Needed You Most □ Vanwarmer	Warner Bros.
24	16	When You're In Love □ Dr. Hook	Capitol
17	17	Makin' It □ David Naughton	RSO
15	18	Shake Your Body □ Jacksons	Epic
18	19	Gold □ John Stewart	RSO
23	20	I Was Made For Lovin' You □ Kiss	Casablanca
22	21	Mama Can't Buy You Love □ Elton John	MCA
20	22	You Can't Change That □ Raydio	Arista
26	23	Is She Really Going Out With Him □ Joe Jackson	A&M
30	24	Main Event □ Barbara Streisand	Columbia
28	25	Heart Of the Night □ Poco	ABC
31	26	I Can't Stand It No More □ Peter Frampton	A&M
19	27	Minute By Minute □ Doobie Bros.	Warner Bros.
33	28	Rock 'n' Roll Fantasy □ Bad Company	Swan Song
25	29	One Way Or Another □ Blondie	Chrysalis
40	30	Lead Me On □ Maxine Nightingale	Windsong
27	31	Days Gone Down □ Gerry Rafferty	United Artists
29	32	Does Your Mother Know □ Abba	Atlantic
32	33	Shadows In the Moonlight □ Anne Murray	Capitol
34	34	Dance the Night Away □ Van Halen	Warner Bros.
38	35	Up On the Roof □ James Taylor	Columbia
37	36	Do It Or Die □ Atlanta Rhythm Section	Polydor
35	37	Getting Closer □ Wings	Columbia
39	38	After the Love Is Gone □ Earth, Wind & Fire	Columbia
36	39	Shake Down Cruise □ Jay Ferguson	Allied
43	40	Let's Go □ Cars	Elektra
42	41	My Sarona □ The Knack	Capitol
41	42	You Gonna Make me Love □ Jones Girls	Phila. Intl.
45	43	Devil Went Down to Georgia □ Charlie Daniels Band	CBS
44	44	Suspicious □ Eddie Rabbitt	Elektra
48	45	Weekend □ Wet Willie	Epic
-	46	Goodbye Stranger □ Supertramp	A&M
49	47	Kiss In the Dark □ Pink Lady	Elektra
-	48	Renegade □ Styx	A&M
-	49	I'll Never Love This Way Again □ Dione Warwick	Arista
46	50	People Of the South Wind □ Kansas	Kirschner

Playback

Cream of the crop. Rip Avena, music director at KDZA(AM) Pueblo, Colo., says that "disco's popularity is causing the cream to rise to the top among recording artists, and Chic is definitely part of that special breed producing high quality disco music." Chic's latest single, *Good Times* (Atlantic) bolts into the top 10 on "Playlist" this week, and according to Gary Moore, program director at WGN(AM) Bowling Green, Ky., it's the group's "best record musically." Although, he adds: "Their timing couldn't be worse as far as the lyrics are concerned. It's hard to identify with the refrain, 'These are the good times,' but the production is excellent and we're getting a good response to it." **Easy encore.** With Earth, Wind & Fire's *Boogie Wonderland* still climbing in its third week within "Playlist's" top 10, their newest single, *After the Love is Gone* (Columbia), is eliciting highly favorable comments from program directors. "It's a smash," comments Chuck Stevens, music director at KSLY(AM) San Luis Obispo, Calif. "The horns and the lyrics sound great. It's a perfect record for top 40 radio and a fine follow-up to their disco single." And Matt Hudson, program director at KLIK(AM) Jefferson City, Mo., says: "Earth, Wind & Fire are showing another side of themselves. It's a good ballad, and it still has their highly distinctive sound." **Morning music.** Soon to enter "Playlist" is Spyro Gyra's *Morning Dance* (Infinity). Randy Anson, program director at KAKC(AM) Tulsa, Okla., broke the single in his area and watched it climb to number one at his station. "It's an unusual record," he says, "and a very nice change of pace."

Country

Last week	This week	Title □ Artist	Label
1	1	Shadows In the Moonlight □ Anne Murray	Capitol
3	2	Amanda □ Waylon Jennings	RCA
4	3	I Can't Feel You Anymore □ Loretta Lynn	MCA
2	4	You're the Only One □ Dolly Parton	RCA
-	5	Della And The Dealer □ Hoyt Axton	Jeramial
23	6	Save the Last Dance For Me □ Emmylou Harris	Warner Bros.
5	7	She Believes In Me □ Kenny Rogers	United Artists
-	8	Suspicious □ Eddie Rabbitt	Elektra
6	9	If I Give My Heart To You □ Margo Smith	Warner Bros.
14	10	You Can Have Her □ Jones/Paycheck	Epic
13	11	Just Like Real People □ The Kendalls	Ovation
12	12	Nobody Likes Sad Songs □ Ronnie Milsap	RCA
9	13	Play Together Again □ Owens/Harris	Warner Bros.
11	14	Since I Fell For You □ Con Hunley	Warner Bros.
8	15	I Don't Lie □ Joe Stampley	Epic
16	16	(Ghost) Riders In the Sky □ Johnny Cash	Columbia
-	17	Who Put the Line In Gasoline □ Jerry Reed	RCA
10	18	If Love Had a Face □ Razyzy Bailey	RCA
22	19	Two Steps Forward □ Susie Allanson	Warner Bros.
7	20	When I Dream □ Crystal Gayle	United Artists
18	21	Are You Sincere □ Elvis Presley	RCA
15	22	Simple Little Words □ Christy Lane	LS
20	23	Red Bandana □ Merie Haggard	MCA
19	24	Beautiful Body □ Bellamy Bros.	Warner Bros.
17	25	Me and My Broken Heart □ Rex Allen Jr.	Warner Bros.

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.

High court rules defendant rights supersede those of press, public

Justices leave open possibility that trials can be closed

The Supreme Court closed out its 1978-79 term last week with yet another opinion that drew expressions of pain and outrage from the news media and their supporters. By a narrow majority, the court held that the constitutional right to a public trial belongs to the defendant in criminal proceedings, not to the press or the public.

The opinion, adopted by a 5-4 vote, would allow the defendant, with the concurrence of the prosecutor and the judge, to close the courtroom in criminal pretrial proceedings, perhaps in the trials themselves.

The majority's expressed concern is with the rights of the defendant to a fair trial. "To safeguard the due process rights of the accused," the majority opinion said, "a trial judge has an affirmative constitutional duty to minimize the effects of prejudicial pretrial publicity."

The opinion was promptly denounced as a blow to the public's right to observe and monitor the fairness of the judicial system.

Jack Landau of the Reporters Committee for a Free Press predicted that the decision would "encourage federal and state trial judges all over the nation to convert our open court system into secret judicial forums." Paul Davis, president of the Radio-Television News Directors Association, said that, "in its zeal to protect a defendant's right to a fair trial, the Supreme Court has seriously crippled the concept of public scrutiny without which the integrity of the American judicial system cannot survive."

The case involves the efforts of a reporter for Gannett Co. newspapers in Rochester, N.Y., to gain access to a pretrial proceeding in a murder case. The defense counsel, concerned about prejudicial publicity, had asked the judge to close the proceeding, during which efforts were to be made to suppress evidence allegedly obtained illegally. The prosecutor did not object, and the proceeding was closed.

Allan H. Neuharth, chairman of Gannett Co.—which, following its acquisition of Combined Communications Corp. last month (BROADCASTING, June 11), has become a major force in broadcasting—and chairman and president of the American Newspaper Publishers Association, said the opinion was "another chilling demon-

stration that the majority of the Burger court is determined to unmake the Constitution.

"This case is not simply a matter of free press vs. fair trial," he said. "It is the Supreme Court saying that the judiciary is a private Supreme Club, which can shut the door and conduct public business in private."

The majority opinion, written by Justice Potter Stewart, not only upheld the trial judge's action but went beyond it to a discussion of trials themselves—to the dismay of some observers like Landau, who said the breadth of the opinion had come as a "bombshell" to him.

However, three of the justices in the majority wrote concurring opinions that would appear to cast some doubt on how the court would treat future cases. (Justice John Paul Stevens was the only member of the majority who didn't write.) Chief Justice Warren E. Burger, for instance, said he wanted to "emphasize" that, "by definition, a hearing on a motion before trial to suppress is not a trial; it is a pretrial hearing." And such matters, he said, have always been regarded as "wholly private to the litigants."

(Whatever comfort Burger's statement affords supporters of open trials, however, is tempered by the knowledge that, as Landau noted, 89% of all criminal cases are settled during pretrial proceedings.)

And Justice Lewis F. Powell Jr. said he would hold that the Gannett reporter has an interest protected by the First and Fourteenth Amendments in being present at the pretrial proceeding. But he also said the trial judge in such proceedings has the authority to determine whether "unrestrained exercise" of First Amendment rights poses a serious danger to the fairness of a defendant's trial. The judge in the Gannett case, he said, had not been ar-

bitrary in exercising that authority.

On the other hand, Justice William Rehnquist, in a three-page statement, made probably the most sweeping and explicit argument that press and public have no right of access to criminal trials when the parties wish them closed. Indeed, he said, "the trial court is not required by the Sixth Amendment to advance any reason whatsoever for declining to open a pretrial hearing or trial to the public." Rehnquist took specific exception to Powell's opinion that, as Rehnquist said, "the First Amendment is some sort of constitutional 'sunshine law' that requires notice, an opportunity to be heard and substantial reasons before a governmental proceeding may be closed to the public and press."

Against those four opinions of the majority justices, the dissenters joined in one 44-page statement by Justice Harry A. Blackmun. The presence among the dissenters of Justice Byron R. White surprised some observers because of opinions he has written that appeared to reflect a narrow and unsympathetic view of the press's rights—*Red Lion*, *Stanford Daily* and *Herbert v. Lando* (see page 48). The other dissenters are known for generally pro-First Amendment views—Justices William Brennan and Thurgood Marshall.

The basic difference between the two sides was their view of the rights afforded by the Sixth Amendment. And each reached his view through examination of the amendment's history in English and American law.

By the time of the Constitution, Stewart wrote, "public trials were clearly associated with the protection of the defendant." And there is nothing in the Constitution today, he said, that suggests "any right of access to a criminal trial on the part of the public; its guarantee . . . is personal to the accused."

But even if the Sixth Amendment could be read as embodying the common-law right of the public to attend criminal trials, Stewart added, "it would not necessarily follow" that the Gannett reporter would have a right of access to the pretrial hearing. Stewart said there is no evidence that common law accorded members of the public or the press any right to attend pretrial proceedings; "indeed, there is substantial evidence to the contrary."

Blackmun's review of legal history produced a different result: "I . . . find no evidence in the development of the public trial concept in the American colonies and in the adoption of the Sixth Amendment to indicate that there was any recognition in this country, any more than in England, of a right to a private proceeding or a power to compel a private trial arising out of the ability to waive the grant of a public one."

He also said he would not "indulge in a

Another score. ABC's News's Tim O'Brien is four-for-four in the accuracy of his reports anticipating Supreme Court decisions. The Gannett decision last week confirmed a story ABC's Supreme Court reporter broke on May 18. O'Brien first attracted attention with his beats on Supreme Court stories in April, when he reported, accurately as it turned out, that the court would rule that public-figure plaintiffs in libel cases have the right to probe the thought process of journalists (BROADCASTING, April 23). Earlier, however, he had scored his first beat, when he reported, an hour or so in advance of a court announcement, that Justice William Rehnquist had stayed the execution of an Alabama convict, scheduled for later that evening. The fourth story involved a decision on the rights of prison inmates.

mere mechanical inference that, by phrasing the public trial as one belonging to the accused, the framers of the Amendment must have meant the accused to have a power to dispense with publicity.

Blackmun does not contend that all trials must be open. But he says states may not close them "without affording full and fair consideration to the public's interests in maintaining an open proceeding." And he would apply the same principles to pretrial proceedings, which, he said, have come to assume considerable importance, particularly in view of the large number of cases that are settled before trial.

To Blackmun, the presence of press and public at trials and pretrial proceedings is crucial to the maintenance of the integrity of the judicial system. "The public trial interest cannot adequately be protected by the prosecutor and judge in conjunction, or connivance, with the defendant," he wrote. He hypothesized a situation in which a defendant is of the same political party as the prosecutor and judge—"both of whom are elected officials perhaps beholden to the very defendant they are to try"—and obtains a closed proceeding without any consideration being given to the public's interest. He said, such a "specter . . . is sufficiently real to cause me to reject" the view of the court's majority.

There is, also, he said, the matter of appearances and their impact on the administration of justice. "The ability of the courts to administer the criminal laws de-

pends in no small part on the confidence of the public in judicial remedies," Blackmun said, "and on respect for and acquaintance with the processes and deliberations of those courts . . . Anything that impairs the open nature of judicial proceedings threatens to undermine this confidence and to impede the ability of the courts to function."

Court spikes 'blunderbuss' fairness case against CBS

ASCEF's massive research is for naught as full appeals court rules that it lacked specificity

The prospect that broadcasters could be required to respond to fairness doctrine complaints based on their coverage of major and complex issues has receded in the wake of the decision by the U.S. Court of Appeals in Washington in the complaint that had been filed against CBS News's coverage of "national security" matters (BROADCASTING, July 2). The American Security Council Education Foundation's extensively researched and documented study of the network's newscasts, the court found, had failed to provide the

prima facie evidence that would warrant an investigation by the FCC.

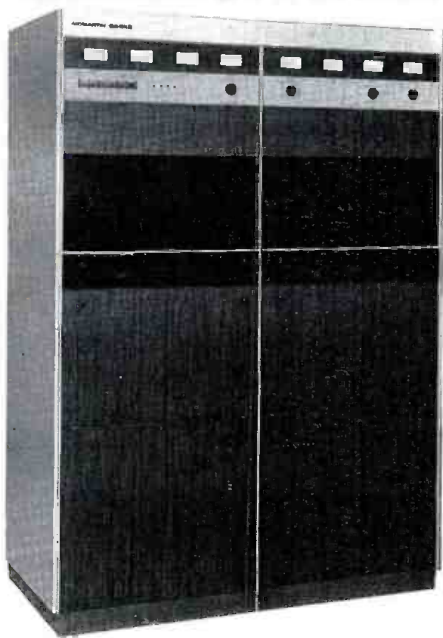
Furthermore, said Judge Edward A. Tamm, writing for the majority, ASCEF's "blunderbuss" approach to the fairness doctrine would do little to achieve the goal of a fully informed public while posing the dangers inherent in government interference in the news process.

The full nine-judge court, in a 6-3 opinion, reversed a 2-1 decision of a three-judge panel (BROADCASTING, Sept. 18, 1978) and affirmed a commission decision dismissing the ASCEF complaint without asking CBS to respond to it. ASCEF, the commission had said, had not based its complaint on a particular, well-defined issue.

ASCEF, a conservatively oriented, non-profit educational institution which seeks to enhance the public's awareness of national security issues, had contended that CBS News had devoted most of its programming to the views of those who feel the U.S. should decrease national security efforts and to those who agree the government's perception of the dangers to national security is correct. The views of those who feel the threat is greater than perceived by the government and that a greater defense effort is required, ASCEF said, were paid scant attention.

It asked the commission to direct the network to afford a reasonable opportunity for the expression of views that the U.S. should do more to counter what ASCEF

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Battered by the hands of the Burger court

The Supreme Court's parting gift to journalism at the close of its 1978-79 term last week was the last in a package fashioned by this court in its past two terms to restrict journalistic freedoms. In among the more conspicuous, presented here in chronological order, the court:

- Refused to review a Florida supreme court ruling upholding the constitutionality of a state law that makes it a criminal offense to film or record a conversation without the prior consent of all persons involved. The appeal was brought by WKLT(TV) Miami and the *Miami Herald* (BROADCASTING, March 27, 1978).

- Refused to review a California court of appeals directive to a lower court to proceed with the trial of a damage suit brought against NBC-TV by parents of a child who was alleged to have been raped in imitation of an act on a dramatic show, "Born Innocent" (BROADCASTING, May 1, 1978). The suit was later dismissed by the trial judge on a finding that the First Amendment barred the action unless the plaintiff could prove that NBC-TV had intentionally incited or abetted the rape.

- Let stand a New Mexico court of appeals order to reporters for KOBA(M) Albuquerque, N.M., to divulge confidential sources in a libel suit and an Iowa supreme court directive to a *Des Moines* (Iowa) *Register* reporter to release sources and notes, also in a libel suit (BROADCASTING, May 22, 1978).

- Overruled decisions by a district judge in California and the U.S. Court of Appeals for the Ninth Circuit, which had held that police had violated the Fourth Amendment, prohibiting unreasonable search and seizure, when, armed only with a search warrant, they searched the files of the *Stanford* (Calif.) *Daily*. The Supreme Court ruled that the search violated neither the Fourth Amendment nor the First (BROADCASTING, June 5, 1978).

- Affirmed the FCC's authority to adopt crossownership rules that ordered divestiture of 16 "egregious" newspaper-broadcast combinations, prohibited formation or transfer of others and grandfathered other existing co-located combinations under present ownerships. In the decision, the court took occasion to affirm its 1969 Red Lion opinion and once again asserted "the fundamental proposition that there is no unbridgeable First Amendment right to broadcast comparable to the right of every individual to speak, write or publish" (BROADCASTING, June 19, 1978).

- Ruled that journalists have no more rights of access to jails than those granted to the general public. In so doing it reversed rulings by California courts that journalists should be allowed to inspect an Alameda, Calif., prison at "reasonable times." The action was

initiated by KQED(TV) San Francisco (BROADCASTING, July 3, 1978).

- Reversed an opinion by the U.S. Court of Appeals, Washington, which had ruled as unconstitutional an FCC decision to prohibit the broadcast of "indecent" programming. The FCC had acted against the Pacifica Foundation's WBAI(FM) New York for airing a recorded monologue by George Carlin containing "seven dirty words." The court majority held that broadcasting could be held to tighter standards than other forms of communication because of its pervasiveness and accessibility to children (BROADCASTING, July 10, 1978).

- Refused an appeal by a cameraman for noncommercial KERA-TV Dallas from a Texas court ruling that he had no First Amendment right to film a criminal execution (BROADCASTING, July 10, 1978).

- Refused to review the conviction of the *New York Times* and one of its reporters, Myron Farber, for contempt of court in refusing to release material obtained in confidence. Farber served 40 days in jail and the *Times* paid fines totaling \$285,000 (BROADCASTING, Dec. 4, 1978).

- Refused to review a contempt-of-court conviction of a reporter for KAKE-TV Wichita, Kan., for refusal to reveal a source (BROADCASTING, Feb. 26, 1979). (The case involved the trial of Milda Sandstrom who was convicted of murdering her husband, Thad, chief executive of the Stauffer group of broadcast stations.)

- Refused to review an appellate court ruling that the First Amendment offers no protection to journalists against the secret delivery of their telephone records by telephone companies to government authorities. The appeal had been taken by the Reporters Committee for Freedom of the Press, the *Wall Street Journal*, Knight-Ridder Newspapers and 12 individual journalists (BROADCASTING, March 12, 1979).

- Reversed an appellate-court holding that the First Amendment barred lawyers for the plaintiff in a libel suit against CBS-TV's *60 Minutes* from inquiring into the thought processes of the producer of the program (BROADCASTING, April 23, 1979).

- Reversed summary judgments by lower courts dismissing two libel suits filed against, respectively, Senator William Proxmire (D-Wis.) and the Reader's Digest Association. The Supreme Court said neither plaintiff was a "public figure" who had to prove malice or willful disregard of truth to sustain a libel action. It further ruled that senators were liable to libel actions for statements made in newsletters, audio or video recordings or other collateral material issued outside the Senate chamber (BROADCASTING, July 2, 1979).

- *Gannett Co. v. DePasquale, County Court Judge* (see page 46).

regards as the Soviet Union's effort to achieve world domination.

ASCEF, which had become concerned in 1972 about what its members considered "dovish" positions taken by network news operations, backed its complaint with a study probably unique in its massiveness. A team of academicians was assembled and it reviewed every *CBS Evening News* broadcast in 1972 as well as 23 news specials and 14 *60 Minutes* programs broadcast in the same year. The result was a 209-page book—"TV and National Defense; An Analysis of CBS News, 1972-73"—which was published in 1974. Its findings were totally updated through 1976.

The core of the study was a "viewpoint analysis" of 274 news items culled from the *Evening News* that fell within four topic areas—U.S. military and foreign affairs (including the U.S.-U.S.S.R. military balance), Soviet military and foreign policy, Chinese military and foreign policy, and Vietnam affairs. The analysis indicated that CBS devoted almost 62% of its time to the view that the U.S. could reduce its national security effort and 35% of its time to the argument that the government

was doing enough in that area. The view that the government should do more was heard only 4% of the time, according to the analysis.

But where some fairness doctrine complaints are rejected because of lack of research, in the ASCEF case, it was, in the commission's view, the lack of adequate focus in the council's material. The complaint, it said, was not based on a "particular and well defined" issue.

And the full appeals court agreed because, Judge Tamm said, "the indirect relationships among the issues aggregated by ASCEF under the umbrella of 'national security' do not provide a basis for determining whether the public received a reasonable balance of conflicting views." Furthermore, he said, "a contrary result would unduly burden broadcasters without a countervailing benefit to the public's right to be informed."

Tamm noted that the broadcasts ASCEF studied involved issues as distinct as America's commitment to the North Atlantic Treaty Organization, detente with China, SALT, amnesty, the Vietnam war, and America's response to the Soviet Union's role in the Middle East. He

acknowledged that the issues might have some relevance to the "umbrella" concept of national security.

But, he said, their relationships to one another are "tangential." And considering them together, rather than individually, would not provide a basis to determine whether a broadcaster was providing a balanced picture, since "views on any one issue do not support or contradict views on the others." When "an 'umbrella' issue is that ill-defined," he said, "there is no reasonable basis for determining whether the public is receiving balanced conflicting views."

Judge Tamm said that accepting ASCEF's notion of the particular-issue requirement would establish precedent that "might well have a serious effect on daily news programming, by inducing broadcasters to forgo programming on controversial issues or by disrupting the normal exercise of journalistic judgment in such programming that is aired."

He said an editor preparing an evening newscast "would be required to decide whether any of the day's newsworthy events is tied, even tangentially, to events covered in the past, and whether a report

on today's lead story, in some remote way, balances yesterday's, last week's or last year's. Because this requirement would not promote the public interest, the limitations on the exercise of news judgment would be unjustified."

Chief Judge J. Skelly Wright, in a concurring opinion, said the court was not rejecting out of hand all future studies that are as ambitious and broadly based as ASCEF's and that attempt to establish a pattern of bias over a period of time. But he said such a study "must be shaped to fit the contours of the fairness doctrine" rather than the reverse. And any such study must be structured "around a highly specific issue . . . reflect a high level of qualitative correspondence between its narrowly defined issue and the subjects dealt with by the news items evaluated in the study . . . and must seek to achieve a true objectivity . . ."

As for the ASCEF study, he said it is "incontestable" that "national security" means different things to different people, a fact that, "in this fairness doctrine context, [is] fatal to petitioner's complaint."

The dissenting judges, however, took a different view. Indeed, Judge Malcolm L. Wilkey, writing for himself and Judges George E. MacKinnon and Roger Robb, said the majority opinion suggests "that the wagons are being drawn about the fairness doctrine in a fashion assured to deflect the most worrisome fairness com-

plaints—those, like petitioner's, alleging pervasive and continuous imbalance in the coverage of controversial matters."

The court's dissenters stressed that the issue before the court was not the fairness doctrine or whether CBS violated it but, simply, whether ASCEF's complaint presented a prima facie case warranting a response from CBS. They contended ASCEF had made such a case. The issue it posed—whether the U.S. should do more, less, or the same about threats to its national security—"is a specific issue because it is singular, precisely formulated and explicit," Judge Wilkey said.

The case offered Judge David Bazelon another opportunity to express his misgivings about the fairness doctrine. He said, as he has before, that whatever benefits the doctrine may have generated in terms of diversity of views "have been undercut by the tendency of the fairness doctrine to suppress coverage of controversy altogether."

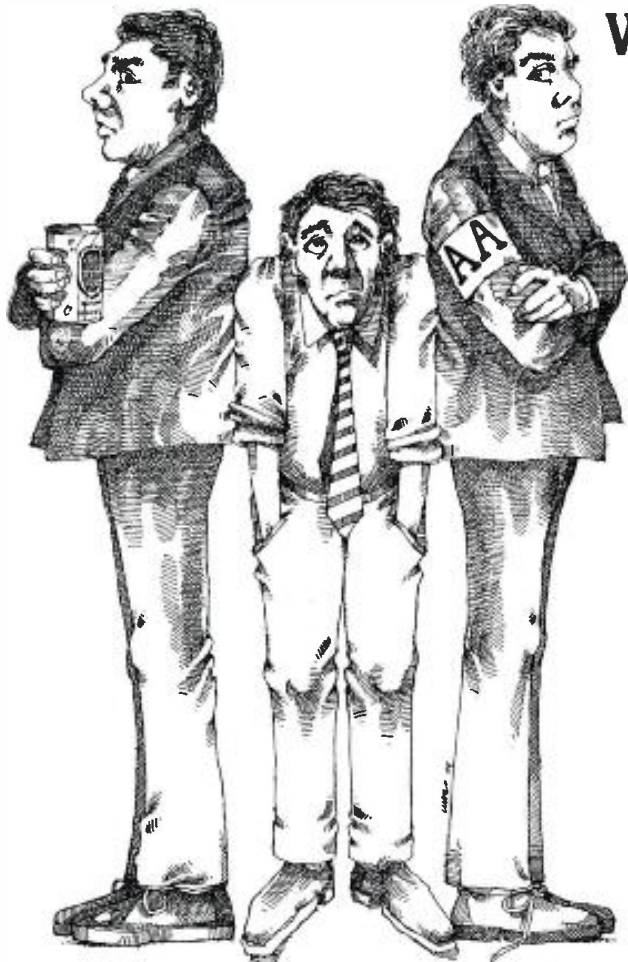
Judge Bazelon also suggested that the fairness doctrine may not forever pass court review. He noted that Judge Tamm, as courts before him, justified the doctrine on the basis of spectrum scarcity. "As that factual predicate is called into question," Judge Bazelon wrote, courts may well be required to "reassess the statutory and constitutional validity of the fairness doctrine's restraints on the independence of broadcast journalism."

Case of the missing renewal application

The FCC's license renewal branch has adopted a policy to guard against the kind of embarrassment it found itself in after sending a telegram to Evans County Broadcasting ordering its WCLA(AM) Claxton, Ga., off air and deleting its call letters. Now, such telegrams won't go out until the branch has telephoned the station to make sure the commission has the right facts.

The telegram, sent April 9, said the station's license expired on April 1 without a renewal application having been filed. That prompted a call from a worried W. Don Sports, owner of the station, who said he had, too, sent the application, back in November 1978, in the same package in which he had mailed a companion FM renewal. That application had in fact been checked in. License renewal chief Jeff Baumann told Sports to stay on the air, mail in a copy of his application, and things would get straightened out. On April 13, the commission notified Sports that the AM station's renewal application had been received and that authority to "resume operation" had been granted.

But that didn't end matters. The Georgia Association of Broadcasters and then a lawyer Sports hired wrote Chairman



Who put the beer commercial next to the PSA for AA?

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One way to avoid this and other disastrous situations is with a BCS radio traffic/billing system from Kaman.

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Charles D. Ferris complaining about the treatment accorded Sports and asking for an investigation. Baumann, still perplexed over the apparent error, says there's no way of solving the riddle. While Sports insists the first application was sent in, records show it was not logged in. But Baumann also noted that was the only problem of that kind in the processing of 3,800 applications last year, and thinks a bit much is being made of it.

The error is "regrettable," he said last week, and he apologizes for it, but the matter "is being blown out of proportion." Last week, Evans County Broadcasting received word its AM had been renewed; the FM had been renewed earlier. And Baumann is counting on an advance warning technique to guard against such incidents in future.

Soured on satellites

Metromedia has asked the FCC to review a staff decision authorizing satellite retransmission by ASN Inc. of the programs broadcast by Metromedia's Los Angeles station, KTTV(TV).

In filing the petition, Metromedia said it opposes any retransmission of its programs for profit by groups such as ASN. "This application for review provides the commission with its first opportunity to directly address the phenomenon of the involuntary 'superstation,'" it added.

The application asks the commission to make the following findings: The staff committed procedural errors in the proceeding; ASN is not a common carrier; retransmission of KTTV's signal without

Metromedia's consent violates the Communications Act, and authorizing ASN to retransmit KTTV's signal is inequitable and exceeds the commission's authority.

Metromedia claimed that the decision will be injurious to KTTV, as it gives ASN program rights denied to the station: "The startling fact is that the commission has authorized ASN to make a use of KTTV's signal which KTTV could not make. If KTTV wished to further distribute the programs which it had purchased, it would be required to obtain the consent of those from whom it licenses many of its programs."

Metromedia added that it is not fighting the use of satellite technology, but is opposing "the abuse" of new technology.

"The commission must be on guard to prevent infatuation with technology from blinding it," it concluded.

Journalism

CBS gets different kind of Supreme Court scoop

Graham gets tapes of arguments in Pentagon Papers case, network airs them, contrary to policy of justices, on TV and radio

Despite a Supreme Court ban on the broadcast of its proceedings, CBS News June 29 aired portions of audio recordings obtained by law correspondent Fred Graham to commemorate the eighth anniversary of the Pentagon Papers decision.

While hearings in the case were open to the public and detailed by the news media, this report is said to mark the first time any Supreme Court hearing has been broadcast. Both Graham and CBS News maintain that while a rule and tradition may have been broken, no law was violated:

The tape was offered as the closing story on the *CBS Evening News with Walter Cronkite* as well as on a CBS Radio special report that evening.

Had it just been a question of breaking tradition, CBS News apparently could have gone ahead earlier and broadcast portions of other hearings. Questioned last week, Graham said "I have had access to several tapes and could have had others." He added, however, that "this one seemed to be appropriate."

In the more extensive portions broadcast on the radio special, in particular, Graham pointed to the participation of the justices; the give and take of the prosecution and defense in this press freedom case, and also the insight it gives about court processes. Making it available over the air, he believed, was a "service to the public."

According to Barrett McGurn, a court

spokesman, two tapes of proceedings are made. One, he explained, is used to prepare a transcript and erased within three or four days; the other, he said, is held "for the convenience of the court" for three years, before being turned over to the National Archives. On a case-by-case basis, McGurn said, the court will authorize the archives to lend out the tapes "solely for

scholarly research" or similar purposes.

McGurn said nine colleges and universities requested and received access to the Pentagon Papers tapes and that CBS news never requested them.

According to Graham, he had once written Chief Justice Warren Burger asking permission to broadcast court hearings and was turned down.



New look. The *NBC Nightly News* set for John Chancellor in New York took on a new face last Monday (July 2), and if any viewers found the concept similar to the one used during NBC News election-night coverage, they'd be right. Following last November's congressional and state coverage, there was said to be a general consensus that the special set, with a map in particular, was more attractive than what was regularly used. The color scheme also was picked up, and now Chancellor (above) has a map and monitors behind him. In addition there are working areas for other staffers, wire machines and typewriters. Co-anchor David Brinkley in Washington will be on a compatible new set next month once he returns from vacation. The old Brinkley set is below.



Ohio daytimer looks to the sun for its power

Experiment at WBNO expected to produce up to 80% of electricity used by station with solar cells provided under government program

The Department of Energy, in its search for practical applications of a photovoltaic solar power system, thinks it might have found one—broadcasting.

Starting some time next month, WBNO(AM) Bryan, Ohio, a 500 watt daytimer, will begin its broadcast day with a transmitter powered solely by a field of photovoltaic cells, provided courtesy of the U.S. government. Photovoltaic (PV), or solar, cells are thin sandwiches of semiconductors that convert sunlight to electricity. The amount of electricity is proportional to the intensity of light.

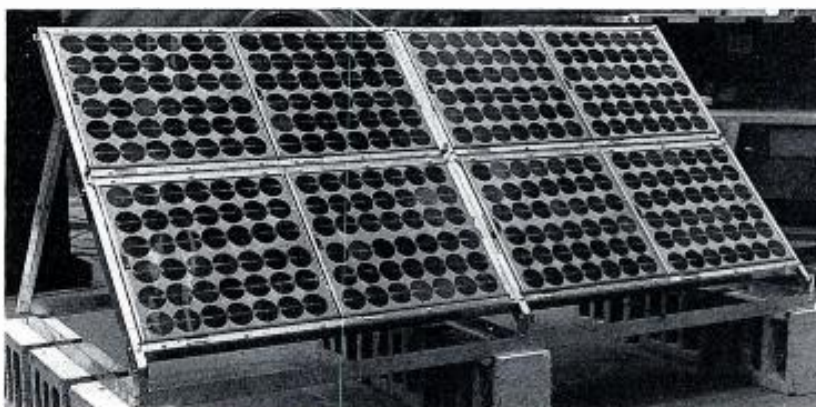
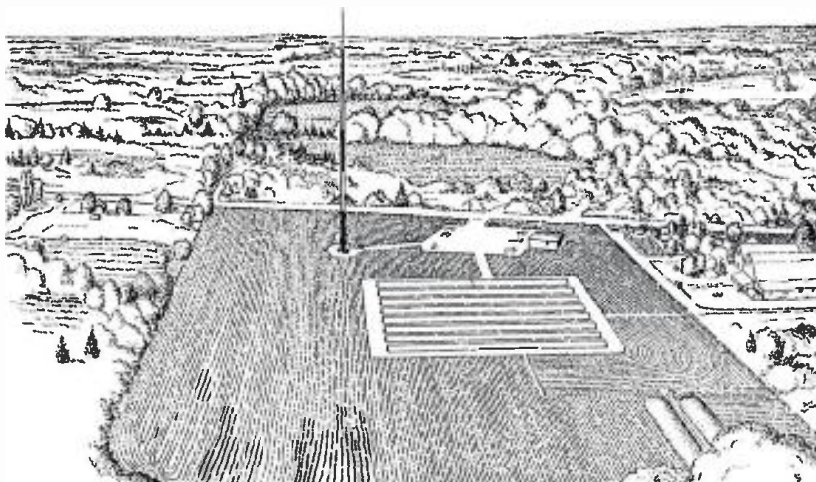
The solar power plant, a one-third-acre array of PV cells, was developed by the Massachusetts Institute of Technology's Lincoln Laboratory. The lab selected WBNO for the first application of the experimental system since it fit neatly the system's requirements. A daytime radio station provides a constant, predictable direct current load and the operational hours concur with sunlight hours. WBNO also met another criterion—the space necessary to accommodate the PV array.

According to Rhett Turnipseed, the DOE official responsible for finding applications for various solar technologies, most of the cost of the system will be absorbed by DOE, through Lincoln Laboratory, which will install, maintain and monitor the operation. Lincoln will provide the solar cells, the batteries that will back up the array on rainy or overcast days, and control and data-monitoring equipment.

WBNO will contribute housing, currently being built, for the batteries and the control room. It is also responsible for preparing the site for the installation of the PV panels.

Bill Pries, program director at WBNO who is directing the operation there along with the general manager, Luke Thaman, said that preparations are proceeding smoothly and that the panels are expected some time this week or next.

The PV array will consist of 100 panels, arranged in seven rows placed 12 feet apart. Each panel consists of eight PV modules supported by a metal frame and anchored by concrete blocks. One panel is capable of producing 150 watts peak power—electricity produced under ideal



Solar setup. Lincoln Laboratory's depiction of a typical photovoltaic array for a daytimer (top) would be made up of PV cells such as those shown here.

conditions—a clear day at noon.

The entire array then will have the capability to produce 15 kw. Under normal operating conditions, the load from the station is expected to be 3 kw for the two-hour periods after sunrise and before sunset and 4 kw at all other times.

According to the report submitted to DOE by Lincoln, the system should provide 70%-80% of the total annual power consumption of the transmitter either directly from the array or from the batteries charged by the array. The report also noted that in the best of times the array will produce more power than necessary to power the transmitter or charge the batteries. Pries said on those occasions the station will take advantage of the surplus to run equipment in the studio, production room and the newsroom.

In the worst of times, when due to bad weather the array is producing insufficient power and the batteries are drained, the

station will switch back to conventional power.

Although the mandate of Lincoln Laboratory is to develop a cost-effective system, such an operation is some years off. To be competitive with the power companies, Turnipseed said, a PV cell must be developed that can generate electricity at \$2 per watt. The type used in the WBNO project can do it at \$5-\$6 per watt. But Turnipseed pointed out that the cost difference between power produced by PV cells and the utility companies has been steadily decreasing. In 1975 electricity from PV cells cost \$15-\$20 per watt and as that cost has fallen the cost of the off-the-line power has risen, Turnipseed said.

Turnipseed said the future of the PV cell will be greatly affected by the cost of competitive sources. If the U.S. decides to go after nuclear power as a source of electricity—which he sees as reducing the cost of electricity—the day of the PV cell

will be pushed further into the future. In its report, Lincoln said it thought such a system as it is building for WBNO could be "economically attractive" in the mid to late 1980's.

The PV panels used in the array come from a warehouse of the Jet Propulsion Laboratory in Pasadena, Calif. They were purchased for its solar power experiments from a number of different manufacturers, including RCA, Motorola, Spectrolab and Solarex.

Despite the prospects of an abundance of cheap electrical power, Pries was not excited about the possible savings the station might reap. As a matter of fact, he said preparations for the installation are costing "a lot more than we thought." In addition, to building housing for the control room and the batteries, the station has found it necessary to purchase a new, more efficient transmitter.

But the station, Pries said, is not "really looking at cost." It is enough "to be the first solar powered radio station."

State of Sony

Chairman Morita tells New York security analysts his company is on the move with new Betamax, larger screen TV sets and audio cassette dictation units; describes moves to counter rise of yen

With the industry at "the threshold of great changes in innovation," Akio Morita, chairman and chief executive officer of Sony Corp., sees "a world of unlimited possibilities and continuing severe competition in the electronics business."

Speaking before the New York Society of Security Analysis, Morita said he came "with a most encouraging story about recent developments in Sony." He cited the "tremendous response" to his company's new products at its spring sales convention in this country, and the "explosion of popularity" for Sony's new Betamax units on



Morita

its Japanese home ground. The machine, introduced in March, has "every essential function the Japanese customer may need," according to Morita. These include BetaScan, still-frame, frame-by-frame advance, triple speed playback, multiplex sound recording and a one-week timer system. The importance Sony attaches to the sales potential of the BetaScan feature, which shows a picture on the screen in fast forward or rewind, was underlined by Morita's comment that "with all the talk about long-playing videotape recorders, this BetaScan feature will be a 'must' in home video recorders," eliminating the "hit-or-miss, hunt-and-search difficulties of other video recorders." Sony will market a version of the machine in the United States later in the summer, and has boosted production to 60,000 units a month to keep pace with demand.

Morita also dwelt on Sony's recent work with television receivers. He expects last September's introduction in Japan of multiplex audio for television broadcasts to boost the demand there for sets (5.6 million sold in 1978) to as high as 6 million this year. Sony brought out a 25-inch color set in Japan in 1978 and with a 26-inch Trinitron console set has entered the large screen console sector of the American market for the first time. Within the past year Sony began marketing projection television systems, and Morita, claiming a good reception in industries and schools, tied this product to Sony's home videorecorder, saying "using the projection TV with the Betamax, homes are now enjoying their own theaters."

Briefly mentioning videodisk technology, Morita described it as a format that will "coexist" with videotapes, and one in which Sony "will be ready to take the lead when the time comes in this field." As he made clear in the question and answer session following his address, he doesn't believe that time is now.

The Sony chairman reviewed the company's history in professional video equipment, and pointed to the establishment of Sony Broadcast Ltd. in the United Kingdom and the Sony Video Technology Center in Palo Alto, Calif., as well as the digital video recording system introduced at the March NAB convention. Speaking later of Sony's work with pulse code modulation digital recording systems,

In Sync

Brand new award. International Telecommunications Union Administrative Council has given first ITU Centenary Prize to Georges Valensi for exceptional contribution to development of international communications. Research by Valensi, French engineer and scientist, led to French patent in 1938 that was basis for American patent that validates his reverse compatibility concept for color signal transmission. Prize, which consists of gold medal and 15,000 Swiss francs (\$9,000), will be awarded Sept. 23 at ceremony held in conjunction with World Telecommunications Exhibition in Geneva.

Meeting of the minds. Approximately 150 experts on telecommunications transmission systems are in Geneva this week for meeting of International Telegraph and Telephone Consultative Committee Study Group dealing with such issues as cables, optical fibers, digital equipment and visual telephone service. By end of 1980, group hopes to complete recommendation standardizing physical and transmission characteristics of optical fiber.

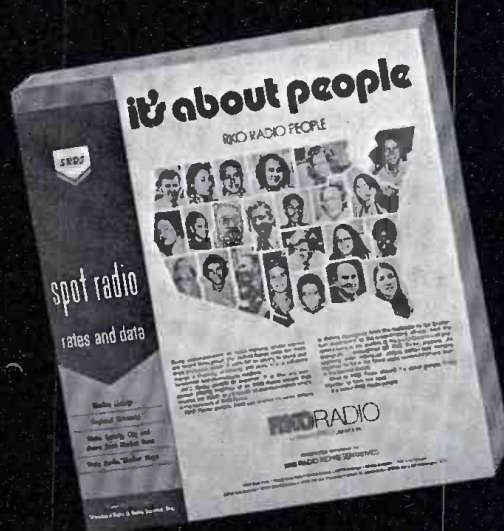
Why ask? National Association of Broadcasters has questioned whether FCC should promulgate additional rules regulating design and manufacture of TV receivers. In inquiry examining possible improvements in receivers and certain standards relevant to UHF TV transmission, NAB questioned value of working toward reduction of UHF receiver imposed taboos since primary allocation limitation will remain unchanged. NAB suggested instead that FCC focus its efforts on award of contracts for advanced communication design and coordination with government and industry groups looking to establish standards for consumer equipment.

Back and forth. New videocassette recorder system developed by Philips and Grundig uses reversible cassette, similar to audio cassette system. VR 2020 has "dynamic track following," with self-correcting recording and playback heads. Unit makes extensive use of microprocessor technology for monitoring control and operating functions, allowing 26 different TV stations to be stored in microprocessor's memory. In addition, five programs, broadcast at different times and on different channels, can be selected in advance.

Expanding network. Appalachian Regional Commission has placed order with Scientific-Atlanta for 16 complete earth stations and 26 receivers to expand community service TV network in 13-state area served by ARC. Transmitting and receiving earth station will be installed in Lexington, Ky., where educational and public interest programming will originate. Most of first receiving stations will be placed in small rural areas, with communities tied together by RCA Satcom satellites. Programming will include educational classes and workshops, with 35 hours worth during daytime hours.

North country news. Anchorage-based Visions, subscription TV operation that runs one-channel, 24-hour programming, has begun negotiations with Comsat for purchase of Torus earth station, capable of looking up at six satellites simultaneously. Prototype of Torus has been operational since 1973, but hasn't been used commercially. Comsat has asked FCC for permission to build three units.

When you position an ad
in SRDS Spot Radio,
you position your station
in the market place.



It's as basic as that.

A lot of popular misconceptions have been floating around about today's radio buying habits. So we challenged them. We checked. We researched.

Our continuing in-depth research shows that buyers and planners of media don't consider ONLY rates. In fact, they don't even consider rates FIRST.

What advertisers and agencies do want from your station is an information base. THAT'S WHY THEY COME TO SRDS.

They want to know about your format. Your programming. Your audience. And its demographics. So that they may position their advertising most effectively within their market. THAT'S WHAT THEY GET FROM SRDS.

Before advertisers and agencies think of rates, before they think of anything else, they think of positioning. Rather than scanning your rate card, the buyer of spot radio carefully peruses SRDS. He is, in effect, saying . . . "Tell me everything you can about your station." We know, because we found out.

SRDS, the first source of information for buyers of spot radio, is your best opportunity to meet your market head on. To show buyers how your station is positioned in the market place.

Contact your SRDS sales representative today. He'll be glad to show you how to position your station advantageously.

WE'RE MORE THAN JUST RATES.

In SRDS, YOU ARE THERE, selling by helping people buy.

SPOT RADIO RATES AND DATA

5201 Old Orchard Road, Skokie, Illinois 60077

Morita claimed "PCM audio disks will undoubtedly replace present records."

The final product area outlined by Morita was the business machines field, in which he said Sony has captured 15% of the United States market for dictation equipment using standard cassettes. A micro cassette series is to be introduced.

Discussing Sony's recently released consolidated results for the six months ending April 30, Morita said the 15% increase in sales and 98% operating income rise showed "how strong Sony has become as an enterprise." However, a 21% drop in the exchange rate of the yen between Oct. 31, 1978, and April 30, 1979, required Sony, under the consolidated accounting procedure specified by the Financial Accounting Standards Board Statement No. 8, to charge a foreign exchange loss of about \$60 million in "other expenses." ("Bottom Line," June 25). This resulted

in a decrease of 36% in the company's consolidated net income, compared with the same period last year. Referring to FASB No. 8, Morita said "I personally believe that there ought to be a more rational way to express the operational results of a company." The translation loss, he emphasized, was not due to any direct cause on the part of Sony.

The chairman earmarked greater research and development of products with higher added value as the first step in a three-point program Sony undertook to counter the sharp rise in the yen's value. The second was a reorganization of Sony management around the world, designed to achieve "a closer balance of sales by area" and increase the proportion of sales outside the United States. The final measure was a reduction of costs, with the cost ratio against sales during the first half of fiscal 1979 down to 63.8% compared with

68.5% for the same period in 1977.

Describing Sony's plans for the future, Morita said the firm will "continue to elevate [its] own technology," expand and strengthen its production and marketing networks and diversify. Sony's joint venture with The Prudential Insurance Co. of America, recently approved by the Japanese Ministry of Finance, was cited as a promising example of the diversification effort.

Morita closed his speech with some thoughts about Sony stock. He spoke of Americans having been "net exporters" of the company's stock for the last one and a half fiscal years, listing the American holdings in Sony at 6% of the total, down from 43% in 1973. Expressing his gratification at the interest in Sony on the part of Japanese investors, Morita said "I am sure that interest in Sony among Americans will be generated again."

For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by FCC during the period June 25 through June 28.

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

New Stations

AM action

■ Dimondale, Mich.—Broadcast Bureau granted BDT&W Broadcasting 1170 khz, 1 kw-D. P.O. address:

4415 Chadburne Drive, Lansing, Mich. 48910. Estimated construction cost \$113,300; first-year operating cost \$68,740; revenue \$90,000. Format: top-40 soul. Principals: Terry E. Tyler (40%), Ernie L. K. Boone (20%), Cullen L. DuBose (20%) and Robert Joe Williams (20%). Tyler is assistant director of Lansing Headstart program, Boone is housing administrator for Michigan Housing Development Authority, DuBose is real estate developer in Lansing, and Williams is director of youth employment for Michigan Department of Social Services. None has broadcast interests (BP-21.151). Action June 20.

FM actions

■ *Champaign, Ill.—Broadcast Bureau granted Prairie Air Inc. 90.1 mhz, 4 kw, HAAT: 390.26 ft. P.O. address: Box 2224, Station "A", Champaign 61820. Estimated construction cost \$6,206; first-year operating cost \$6,720; revenue not given. Format: informational variety. Principal is nonprofit, educational corporation incorporated to operate noncommercial broadcast stations in Illinois (BPED-2624). Action June 21.

■ *Baton Rouge, La.—Broadcast Bureau granted Louisiana State University and A&M 89.1 mhz, 8 kw, HAAT: 130 ft. Address: LSU System Offices, Baton Rouge 70803. Estimated construction cost \$17,680; first-year operating cost \$27,870. Applicant is public university. John E. Fisher is director, office of student media (BPED78113AW). Action June 21.

■ *Kingsport, Tenn.—Broadcast Bureau granted Kingsport City Schools Board of Education 90.3 mhz, 19.5 w, HAAT: 881.5 ft. P.O. address: 1701 East Center St., Kingsport, Tenn. 37664. Estimated construction cost \$43,494; first-year operating cost \$23,000. Revenue not given. Format: informational variety. Principals: applicant is elected board of education which operates city school system (BPED-2643). Action June 18.

■ *Pikeville, Tenn.—Broadcast Bureau granted Mary V. Wheeler Elementary School and Bledsoe County Board of Education 91.3 mhz, 100 w, HAAT: 453 ft. Address: Box 155, Pikesville 37367. Estimated construction cost \$22,065; first-year operating cost \$19,709. Format: educational. Principals: William Johnson, chairman of school board, and Carl Boynton, principal at Wheeler Elementary School (BPED780406AL). Action June 18.

■ San Angelo, Tex.—Broadcast Bureau granted San Angelo Broadcasters Inc. 92.9 mhz, 100 kw, HAAT: 600 ft. Address: 801 Carnegie, Brownwood, Tex. 76801. Estimated construction cost \$10,700; first-year operating cost \$142,587; revenue \$72,000. KBWD(AM)-KOXE(FM) Brownwood, KVOP(AM)-KPLA(FM) Plainview, KSNY(AM) Snyder, KVKM(AM) Monahan, KQTY(AM) Borger and KKIK(AM) Waco-Marlin, Tex. (BPH10772). Action May 29.

TV actions

■ Jacksonville, Fla.—Broadcast Bureau granted Christian Television of Jacksonville Inc. ch. 47, ERP: 1,653 kw vis., 165 kw aur., HAAT: 836 ft.; ant. height above ground 852 ft. P.O. address: 3350 Phillips Highway, Jacksonville 32207. Estimated construction cost \$964,847; first-year operating cost \$214,740; revenue \$1,200,000. Legal counsel James A. Gammon, Washington; consulting engineer Serge Bergen. Applicant is nonprofit religious organization. Thomas R. McGehee is president. He is former director (no stock) of WTLV(TV) Jacksonville (BPCT-5165). Action June 21.

■ Lafayette, La.—Broadcast Bureau granted Charles Chatelain ch. 15, ERP: 165 kw vis., 29.4 kw aur., HAAT: 208.6 ft.; ant. height above ground 228 ft. Address: 1506 Erastie Landry Rd., Lafayette 70506. Estimated construction cost \$211,365; first-year operating cost \$287,000; revenue \$540,000. Legal counsel Mullin, Conner and Rhyne, Washington; consulting engineer Smith & Powstenko. Principals: Chatelain owns electronic equipment firm at Lafayette. He has no other broadcast interests (BPCT780919KF). Action June 12.



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Ownership Changes

Applications

■ **WDGL(AM)** Douglasville, Ga. (1520 khz, 1 kw-D, 500 w-N)—Seeks assignment of license from Douglas County Broadcasting Inc. to S-P Enterprises Inc. for \$225,000. Seller is owned by Evelyn P. Rowe, widow of Howard M. Rowe, who died in December 1978. She also owns as heir **WSNE(AM)** Cumming, Ga. Buyer is owned by Hugh J. Wheeler and Dale L. Karacostas. They are salesmen at **WZAT(AM)**-**WSPA(FM)** Savannah, Ga. Ann. June 27.

■ **KMCD(AM)**-**KBCT(FM)** Fairfield, Iowa (AM: 1570 khz, 250 w-D; FM: 95.9 mhz, 3 kw)—Seeks assignment of license from Carousel Broadcasting Corp. to Galesburg Broadcasting Co. for \$219,000. Seller is owned by Ray L. Sherwood, who has no other broadcast interests. Buyer is owned by Lester T. Pritchard, individually (25%) and as principal owner of Galesburg Printing & Publishing Co., Galesburg, Ill., which owns 75% of buyer. It also owns **WGIL(AM)**-**WAAG(FM)** Galesburg, Ill. Ann. June 27.

■ **KBCQ(AM)** Roswell, N.M. (1020 khz, 50 kw-D, 50 kw-N)—Seeks assignment of license from Berrendo Broadcasting Co. to Sky Broadcasting Corp. for \$600,000. Seller, principally owned by Robert O. Anderson, chief executive officer of Atlantic Richfield Corp., has no other broadcast interests. Buyer, owned by Andrew F. Bell and Foster Management Co., group of New York investors, also owns **KSKY(AM)** Dallas. Ann. June 27.

■ **WFRC(AM)** Reidsville, N.C. (AM: 1600 khz, 1 kw-U)—Seeks transfer of control of Travis Broadcasting Inc. from Charles C. Travis (45%) and his wife, Jessica (55%) (100% before; none after) to group (none before; 100% after). Consideration: \$385,000. Principals: Travis's have no other broadcast interests. Buyers are James E. Casto, William J. Baird III, Ralph E. Hacker and seven others. Casto is former general manager at **WDHR(FM)** Pikeville, Ky., and is currently owner of advertising firm in Pikeville. Baird is Pikeville attorney. Hacker is sales and general manager of **WVLC(AM)** Lexington, Ky. Ann. June 27.

■ **WVAM-AM-FM** Altoona, Pa. (AM: 1430 khz, 5 kw-D, 1 kw-N; FM: 100.1 mhz, 3 kw)—Seeks assignment of license from Blair County Broadcasters to Phylidel 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 Burdall 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 (Warren Dean) is announcer at **WMCA(AM)** New York. Seabrooks is former producer of CBS News, New York. Ann. June 27.

■ **KMIT(FM)** Mitchell, S.D. (102.3 mhz, 3 kw)—Seeks assignment of license from BMA Broadcasting Inc. to Mitchell Broadcasting Ltd. for \$265,000. Seller is principally owned by William Moke (35%), his son, Duane (15%), and Marvin F. Bormann (37%). None has other broadcast interests. Buyer is owned by Tim J. Grivna (50%) and four others. Grivna is general manager of **KMIT**. He is only buyer with other broadcast interests. Ann. June 27.

■ **WIKE(AM)** Newport and **WTWN(AM)** St. Johnsbury, both Vermont (WIKE: 1490 khz, 1 kw-D, 250-N; WTWN: 1340 khz, 1 kw-D, 250 w-N)—Seeks assignments of licenses from Memphremagog Broadcasting Co. and Twin State Broadcasting Inc., respectively, to Brent W. Lambert and Eric H. Johnson (50% each) for \$610,000, including \$25,000 for agreement not to compete. Sellers are principally owned by Dean Finney, who has no other broadcast interests. Lambert and Johnson each own third interest in **KIOQ-FM** Bishop, Calif., and **KEVA(AM)** Evanston, Wyo., and one-sixth interest in applicant for new AM at Golden, Colo. Ann. June 27.

Actions

■ **KOVA(FM)** Ojai, Calif. (105.5 mhz, 130 w)—Broadcast Bureau granted assignment of license from Radio Ojai Inc. to Frank W. Spencer Jr. for \$375,000. Seller is owned equally by Fred M. Hall, Edward T. Martin and William G. Myers. Hall will remain at station as general manager and chief engineer. Neither Martin nor Myers has other broadcast interests. Spencer also owns **WCLT(AM)** Newark, Ohio (**BALH790430HV**, **BALFT790430IA**, **IB**). Action June 20.

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

■ **KFOX(FM)** Redondo Beach, Calif. (93.5 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Jack Barry to **KFOX Radio Inc.** for \$810,000 plus accounts receivable. Barry, television personality and producer, has no other broadcast interests. Buyer is owned by group of Los Angeles businessmen—Bancroft J. Howell and Melvyn Bell, bankers; Samuel Brown, attorney; Edward Roper, municipal bond broker, and Louis Whallon, private financial consultant. None have other broadcast interests (**BALH790420GA**). Action June 18.

■ **WQSR(FM)** Sarasota, Fla. (102.5 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Sarasota Radio Inc. to Cosmos Broadcasting Corp. for \$1.9 million. Seller is principally owned by Carroll Newton and Ted Rogers, who also own **WQSA(AM)** Sarasota. Cosmos is wholly owned subsidiary of Liberty Corp. (insurance); Francis Hipp is chairman and W. Hayne Hipp vice chairman of parent company. Charles A. Baisson is chairman and president of Cosmos, which owns **WIS-AM-TV** Columbia, S.C.; **WSFA-TV** Montgomery, Ala.; **WTOL-TV** Toledo, Ohio, and **WDSU-TV** New Orleans (**BALH790409GN**). Action June 21.

■ **KOZA(AM)** Odessa, Tex. (1230 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted transfer of control from Odessa Broadcasting Co. to Harris Enterprises for \$610,000, including \$75,000 for agreement not to compete. Seller is owned by Cecil Trigg, who is retiring from broadcasting. Buyer is Garden City, Kan., group owner, owned by John P. Harris and family; Robert Wells, former FCC commissioner, is vice president in charge of broadcast operations. **KOZA** is its seventh AM, maximum allowed by FCC. It also owns five FM's (**BTC790419FP**). Action June 18.

FM applications

■ **KZAP(FM)** Sacramento, Calif.—Seeks CP to change TL 4 miles SE of Folsom, Calif.; install new ant.; make changes in ant. sys. Ann. June 28.

■ **KCRW(FM)** Santa Monica, Calif.—Seeks CP to change TL to 255 Briarcrest Rd., Beverly Hills, Calif.; change SL and RC to 1900 Pico Blvd., Santa Monica; install new ant.; make changes in ant. sys.; increase ERP: 6.9 kw and HAAT: 1110 ft. Ann. June 28.

■ **KTSC-FM** Pueblo, Colo.—Seeks CP to change TL to Baculite Mesa, NNE of Pueblo; install new ant.; make changes in ant. sys.; increase ERP: 100 w and HAAT: 1124 ft. Ann. June 28.

■ **WFTU-FM** Orlando, Fla.—Seeks CP to increase ERP: 7.94 kw and HAAT: 160.6 ft.; install new ant. and make changes in ant. sys. Ann. June 28.

■ **WRUM-FM** Rumford, Me.—Seeks CP to change TL to Black Mountain, Rumford; install new ant.; make changes in ant. sys. and increase ERP: 47.53 kw

Facilities Changes

AM applications

■ **KPHX(AM)** Phoenix—Seeks CP to change TL to 31st Ave. and Durang, Phoenix; change SL and RC to 1925 S. Central Ave., Phoenix; make changes in ant. sys. Ann. June 28.

■ **KGFL(AM)** Clinton, Ark.—Seeks CP to increase power to 1 kw. Ann. June 28.

■ **WXOX(AM)** Bay City, Mich.—Seeks CP to change SL to Essexville, Mich.; change TL to NE corner of Michigan and W Freeland Roads, Frankenlust Township, Mich.; change hours of operation to unlimited by adding nighttime operation with 5 kw, DA-N; increase daytime power to 5 kw; make changes in ant. sys.; install new trans. Ann. June 28.

■ **KTYN(AM)** Minot, N.D.—Seeks CP to change SL to Burlington, N.D.; increase daytime power to 5 kw; change hours of operation to unlimited by adding nighttime operation with 5 kw, DA-N; change TL and SL: 1 miles S, 4 miles W of Minot; make changes in ant. sys. Ann. June 28.

■ **KWOK(AM)** Wagoner, Okla.—Seeks CP to increase power to 500 w; install new trans. Ann. June 28.

■ **WTBP(AM)** Parsons, Tenn.—Seeks CP to increase power to 1 kw. Ann. June 28.

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(H&V) and HAAT: 1435 ft. (H&V). Ann. June 28.

■ WKXA-FM Brunswick, Me.—Seeks CP to make changes in ant. sys.; change type trans. and ant.; decrease ERP: 50 kw (H&V) and increase HAAT: 500 ft. (H&V). Ann. June 28.

■ WSHL-FM Easton, Mass.—Seeks CP to increase ERP: 100 w and HAAT: 68 ft.; install new ant.; make changes in ant. sys. Ann. June 28.

■ WTRZ(FM) Springfield, Mass.—Seeks CP to change freq. to 97.5 mhz; HAAT: —22.9 ft. and ERP: 13.09 kw and make changes in ant. sys. Ann. June 28.

■ KCCM-FM Moorhead, Minn.—Seeks CP to make changes in ant. sys.; install new ant.; increase ERP: 100 kw and HAAT: 641 ft. Ann. June 28.

■ WVBU-FM Lewisburg, Pa.—Seeks CP to change TL to Armory Blvd., off Rt. 15, Lewisburg; increase ERP: 11.17 kw and HAAT: 148 ft.; install new ant.; make changes in ant. sys. Ann. June 28.

■ WNFM(FM) Dayton, Tenn.—Seeks CP to change TL: 1 mile S of Old hwy. and Ogdan Rd., Dayton; install new ant.; make changes in ant. sys.; decrease ERP: .65 kw (H&V) and increase HAAT: 657 ft. (H&V). Ann. June 28.

■ KAOS(FM) Olympia, Wash.—Seeks CP to make changes in ant. sys.; change TL and SL to The Evergreen State College, Olympia, Wash.; install new ant.; increase ERP: 1.3 kw and HAAT: 18.5 ft. minus. Ann. June 28.

TV applications

■ WTVP(TV) Peoria, Ill.—Seeks CP to change ERP to vis. 1386.8 kw, aur. 138.7 kw; change TL to High Point Rd., 0.6 miles W of Pine Crest Rd., East Peoria, and HAAT: 706.5 ft. Ann. June 28.

■ WCGV(TV) Milwaukee—Seeks mod. of CP to change ERP to vis. 5000 kw (M), aur. 1000 kw (M); change SL to 5445 N. 27th St., Milwaukee; change type trans. and type ant. and change HAAT: 1026 ft. Ann. June 28.

AM actions

■ WACT(AM) Tuscaloosa, Ala.—Granted CP to change SL and TL to 3900 11th Ave., Tuscaloosa; install new trans.; install former main trans. as alternate main trans.; make changes in ant. system (increase

height) (BP-21.263). Action June 18.

■ WGRO(AM) Lake City, Fla.—Granted CP to add nighttime power with 1 kw. DA-N; change hours of operation to unlimited; conditions (BP-20.729). Action June 18.

■ WGRC(AM) Spring Valley, N.Y.—Granted mod. of CP covering operation of trans. by remote control from proposed SL: 99 West Nyack Rd., Nanuet, N.Y. (BRC790504A1). Action June 19.

■ KTGO(AM) Tioga, N.D.—Granted CP to increase power to 1 kw; change type trans. (BP780830AJ). Action June 19.

■ WMLP(AM) Milton, Pa.—Granted CP to make changes in ant. system; increase height of tower; change SL to 1.5 miles S of route 976 on route 15, Milton (BP790215AH). Action June 5.

■ KORN(AM) Mitchell, S.D.—Granted CP to make change in ant. system; change TL to U.S. Route 16; increase height of tower to 416 ft. to accommodate FM ant. (BP790123A1). Action June 5.

■ KLF8(AM) Lubbock, Tex.—Granted CP to change hours of operation to unlimited; add nighttime operation with 500 w; move TL near VFW Highway and 82nd St., Lubbock; conditions (BP781205AF). Action June 18.

■ KEDA(AM) San Antonio, Tex.—Granted CP to increase day power to 5 kw; add night service with 1 kw; install DA-2; change TL to Sulphur Springs Rd., E of Foster Rd., near Boldtville, Tex.; conditions (BP780728AT). Action June 18.

■ WPAK(AM) Farmville, Va.—Granted CP to make changes in ant. system and increase tower height (BP781107AJ). Action June 19.

FM actions

■ *KFCF(FM) Fresno, Calif.—Granted CP to install new trans. and ant.; change ERP: 2.4 (H&V), change ant. height: 1900 ft. (H&V) (BPED-2703). Action June 18.

■ *WVJK(FM) Rock Island, Ill.—Granted mod. of CP changing freq. to 90.1 mhz; change TL NE of Bettendorf City Hall, Bettendorf, Iowa; change type ant.; change ERP: 50 kw (H&V); change ant. height: 500 ft. (H&V); conditions (BMPED780901AC). Action June 18.

■ *KALA(FM) Davenport, Iowa—Granted CP changing freq. to 88.5 mhz; change ERP to .1 kw (H&V); change type of trans. and make changes in ant. system (decrease height); conditions (BPED780920AM). Action June 18.

■ Lincoln, Neb.—FCC has granted application of Union College for authority to modify facilities of its educational KUCV(FM) there. It also denied petition to deny application filed by Chronicle Broadcasting Co., licensee of WQWT-TV Omaha, Neb. Action June 21.

■ *WCVH(FM) Flemington, N.J.—Granted CP to change TL to County Route 17, .3 miles S of Cherryville Raritan Township, N.J.; change type of ant.; change ant. system. ERP: 0.039 kw (H&V) and ant. height: 460 ft. (H&V); conditions (BPED-2645). Action June 21.

■ KFMS(FM) Las Vegas—Granted CP to install new trans. at presently licensed site; increase ERP: 50 kw (H); change TPO (BPH790110AA). Action June 19.

■ WFAH-FM Alliance, Ohio—Granted CP to change TL to Whitacre Ave., 1 mile SW of New Franklin, Ohio; change SL to 393 Smyth Ave., Alliance; operate by remote control from proposed SL; install new trans. and ant.; make changes in ant. system. ERP: 17.8 kw (H&V) and ant. height: 500 ft. (H&V) (BPH-11095). Action June 18.

■ WMLP-FM Milton, Pa.—Granted CP to make changes in ant. system; change trans. and SL to 1.5 miles S of route 976 on route 15, Milton; change type trans. and ant.; increase ERP: 3 kw (H&V); decrease ant. height: 115 ft. (H&V) (BPH790215AC). Action June 5.

■ KISN(FM) Salt Lake City—Granted CP to install aux. ant. to common FM ant. for other stations via notch diplexer system; change TL 18 miles SW of Salt Lake City, Farnsworth Peak, Utah; change type trans. and ant.; increase ant. height: 3740 ft. (H&V); change TPO (BPH781124AK). Action June 15.

■ WNST-FM Milton, W.Va.—Granted mod. of CP to change TL to Barker Ridge, 14 miles NE of Huntington, W.Va.; change type trans. and ant.; decrease ERP: .11 kw (H&V); increase ant. height: 1230 ft. (H&V) (BMPH790406AJ). Action June 15.

■ *WVFN(FM) Charleston, W.Va.—Granted CP to change trans. and ant. Action June 15.

■ WWMH(FM) Minocqua, Wis.—Granted CP to change TL to 7380 hwy. 51; increase ant. height to 174 ft. (H&V); change type trans. and ant. (BPH780912AL). Action June 19.

Allocations

Petitions

■ Hawthorne, Calif.—Asian American Telecasters requests amendment to TV table of assignments to assign Ch. 62 to Santa Ana, Calif. (RM-3382). Ann. June 27.

■ Buckhannon, W.Va.—West Virginia Wesleyan College requests amendment to FM table of assignments to assign 93.5 mhz there. Ann. June 27.

Actions

■ Homosassa Springs, Fla.—Broadcast Bureau, in response to petition by West Wind Broadcasting Inc., proposed assigning 95.3 mhz there as its first FM assignment. Comments are due Aug. 21, replies Sept. 10. Action June 22.

■ Monroe City, Mo.—Broadcast Bureau, in response to petition by Kenneth L. and Myra L. Bass; Rodney L. and Lynette Peterson, and Harold and Henrietta Sprick, assigned 101.7 mhz there as its first FM assignment. Action June 22.

Translators

Actions

■ K47AA Big Park Valley Area, Ariz.—Bell Rock TV Club Inc. granted CP for new TV translator station on ch. 47 to rebroadcast signal of KTVK-TV Phoenix (BPTT-781023IT). Action May 22.

■ K10LC Litchfield, Calif.—Honey Lake Community T.V. Corp. granted CP for new TV translator station on ch. 10 to rebroadcast signal of KHSL-TV Chico, Calif. (BPTT-780831IJ). Action May 21.

■ K59BR Poppet Flats, Silent Valley and Banning Rural, all California—Silent Valley Club Inc. granted CP for new TV translator station on ch. 59 to rebroadcast signal of KABC-TV Los Angeles (BPTT-781027IB). Action May 25.

■ K44AC Rio Blanco Valley and Upper Piceance Creek Basin, Colo.—Rio Blanco County TV Association granted CP for new TV translator station on ch. 44 to rebroadcast signal of KOA-TV Denver (BPTT-3643). Action May 22.

■ K55BY Northome and rural areas, Minn.—County of Koochiching granted CP for new TV translator station on ch. 55 to rebroadcast signal of WIRT-TV Hibbing, Minn. (BPTT-781130IB). Action May 23.

■ K57BK Northome and rural areas, Minn.—County of Koochiching granted CP for new TV translator station on ch. 57 to rebroadcast signal of KDAL-TV Duluth, Minn. (BPTT-781130IC). Action May 23.

■ K12LO Ferndale, Mont.—Swan Hill TV Inc. granted CP for new TV translator station on ch. 12 to rebroadcast signal of KPAX-TV Missoula, Mont. (BPTT-6076). Action May 25.

■ W27AC Bowling Green, Ohio—Bowling Green State University granted CP for new TV translator station on ch. 27 to rebroadcast signal of WBGU-TV (BPTT-781227 IE). Action May 23.

Other

■ Springfield, Ill.—FCC has denied Lincoln-Douglas Communications, a joint venture, review of Review Board's Jan. 17 action granting Midwest Broadcasting Co. CP for new FM station on 98.7 mhz there and denying competing application of Lincoln-Douglas. Action June 21.

■ KORK-TV Las Vegas—FCC has granted Western Communications Inc., licensee of station, extension of operating authority until Sept. 3. KORK-TV had been directed to cease broadcasting as of July 4, by order of U.S. Court of Appeals in Washington. Ann. June 21.

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HELP WANTED MANAGEMENT

Manager Wanted: M.O.R. AM with power increase pending, separately programed FM needs manager strong on sales, collections and promotions. Send Resume to: Ben Ferguson, WJIC PO Box 132, Salem, NJ 08079.

General Manager, southeast, medium market top 40 group owned FM leader. If you are experienced G.M. with great sales track record, send resume and how you did it to Bob Manning, Beasley Broadcast Group, Box 1355, Goldsboro, NC 27530.

Expansion at 2 prime growth market AM's creates openings for sales/management personnel. Applicants must exhibit proven ability to handle top local account list plus ability to create top-flight sales promotions. Markets: WLAR, Athens, Tennessee and WGN, Murfreesboro, Tennessee. Apply with resume and success stories to: James Broadus, Music Square Services Corp., 200 4th Avenue, North, Nashville, TN 37219. No telephone interviews please.

Assistant Manager needed for successful small-market FM. You can top 20K if you use problem-solving to sell and can motivate others to do the same. Paper-pushers need not apply. Doug McLuen, WVTL, Box 570, Monticello, IN 47960. 219-583-4666.

Wanted: Radio station general manager. AM-FM combination in ideal coastal Carolina town. Sales, marketing and managerial skills required. Excellent opportunity in expanding market area. Send resume to: South Carolina Broadcasters Association, College of Journalism, University of South Carolina, Columbia, SC 29208.

Midwestern Broadcasting is expanding into the northeastern region. We need experienced salespeople, a sales manager, and general manager. EEO-Affirmative Action. Call Lew Dickey, WOHO/WXEZ, Toledo 419-255-1470.

WXEZ (Z-105) Toledo needs a top salesperson. Take your 4-5 years sales experience... couple it with your abilities as a leader and give some direction and growth to the sister FM of WOHO. EEO-Affirmative Action. Call J. Richard Lamb, General Manager 419-255-1470.

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, AM-FM combination—small market—North Central. Need strong individual heavy on sales, programming, and people. Excellent benefits, great future. E.E.O. Reply Box G-104.

HELP WANTED SALES

Sales Manager. AM FM stereo operation, with 50,000 watt CP for stereo, this Fall. Central California. Resume, sales, salary requested, before July 1st. Box F-136.

Sales Manager West Coast—Must be aggressive. \$25,000 first year. Send resume only if you are ready to start immediately. Box F-190.

Florida. West Palm Beach "small market" AM/FM needs sharp people with minimum one year experience and copy ability. Aggressive new owners will pay for results. Contact Ron Winblad at WVSI/WCEZ, Jupiter, FL 33458, 305-746-5191. E.E.O.

Sales Manager, California 100,000 + Market. Must know Jennings or Welsh training and be able to implement it with sales staff. Send complete resume to Box F-189.

South Florida. At least 3 years fulltime radio Sales experience in small-medium markets (our metro 200,000). Substantial base plus commission. All replies in strictest confidence. EOE. Send complete resume to Box F-210.

Aggressive Sales Manager to expand department. Adult MOR station with large, loyal listenership needs the right person to generate sales volume and build staff. Unlimited income opportunity at this Hudson Valley station. Send resume to WWLE, Box 484, Cornwall-on-Hudson, NY 12520.

Annrc/Sales. Light announcing. Protected territory. Applicant should have some radio sales experience. Contact Ed Marzoo, WJWL, Georgetown, DE 19947.

Eagles Attract Eagles. Join in the financial rewards of a success oriented station, making plans for further acquisitions. Strong commission level plus plenty of bonuses. Excellent list open for a street fighter who knows how to "make it work." Send resume and track record to KBRJ, Box 4489, Boise ID 83704.

Needed at once... someone for sign on shift plus some sales. Possible management position. Great hunting, fishing, recreation area. 307-864-2119.

Sales Director. Rapidly growing Radio Network based in N.Y. Metro area needs an experienced Sales Director with ambition and drive, who is capable of adapting to a new and unique format. Send resume and sales record to Box G-65.

HELP WANTED ANNOUNCERS

Top 5 Afternoon Drive Personality... Immediate opening for Adult MOR communicator. Must relate to afternoon information and the market in an entertaining manner. An Equal Opportunity Employer. Box G-84.

Religious Format, 100KW, needs announcer, sales person, or announcer-sales combo. Contact KTOF-FM, 1957 Blair's Ferry Rd. N.E., Cedar Rapids, IA 52402.

Announcer/MD, with good production skills for well respected Central Virginia Modern Country music station. Some sales a possibility. EOE. Send tape, resume, salary requirements to Zivy Road, Charlottesville, VA 22901.

Talented personality/production pro wanted for South Florida MOR AM/automated FM. 3 years experience minimum. EOE. Send resume, salary requirements to Box F-197.

Late night personality for No. 1 Rocker in Western Mass. 10PM - 2AM. 1 to 1 com' Pews read a must. Experienced only. Tape, resume, salary to Doug Hawkes, PD, WHYN AM 56, Box 3633, Springfield, MA 01101. No phone calls.

Experienced Beautiful Music Announcers needed. Tapes and resumes to PO Box 25924, Albuquerque, NM 87125.

Major league team accepting resumes for play-by-play announcer and color commentator. Send to: Box G-16.

Air personality with production talent needed for immediate opening. Send tape and resume to Joe London, WMOH, 220 High Street, Hamilton, OH 45011. EOE. M/F.

Top 40 Air Personality for top rated station in Northeast. Must be experienced. EEO. Mail detailed resume with your salary requirements and references to Box G-35.

Adult MDR Announcer for number one station in Northeast market. Experienced applicants only. EEO. Mail complete resume to Box G-36.

Midday Announcer, start August. Phone-in talk show, records, automation, good attitude, teamwork required. Write to Bruce Connon, WPDR/WDDC, Box 1350, Portage, WI 53901.

Needed at Once... someone for sign on shift plus home sales. Possible management position. Great hunting, fishing, recreation area. 307-864-2119.

Morning Entertainer Music Director for great station in Rocky Mountain State. \$750 per mo. plus talent. E.O.E. Send resumes. Box G-68.

Arizona Small Mkt. seeks drive jock/sales, must be experienced communicator. E.O.E. M/F. Send T&R to KCUZ, Att: Tim Higgins, PO Box 1118, Clifton, AZ 85533.

Accepting applications from experienced mid-westerners who want to live outside the big city. \$650/month starting. Box G-77.

Production Tech. experienced in creating and producing quality commercials. Salary commensurate with ability. Reply to WECM, 221 Washington, Claremont, NH 03743. EEO Employer.

Connecticut Adult Contemporary station is looking for jock with first phone. Should have good production skills, news delivery. Send resume, earnings history to: Box G-66.

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.

Did you hate last winter? Want to live in Southern California, just minutes from L.A.? KFXM and KDUO are looking for talented air-people for their live beautiful music FM and contemporary AM stations in America's 28th largest market, Riverside/San Bernardino. Send resume and tape to: KFXM/KDUO, 666 Fairway Dr., San Bernardino, CA 92408.

Leading Adult-Contemporary in Medium Market seeks an Entertainer. Must have previous experience in Top 100 market. Please display abilities to be an interesting personality on your tape. Minorities encouraged. Send to Scott Henderson; Frank N. Magid Associates; Suite 522; 2225 East Randol Mill Road; Arlington, TX 76011.

Outstanding—maybe even outrageous—morning personality for northeast AM in mountain-lake region. Good compensation for Mr/Ms Right. Apply Box G-105.

HELP WANTED TECHNICAL

WDEF, one of the Southeast's leading radio stations, is looking for a chief engineer. Must have experience with Directional A.M. and Stereo FM. Send resume, (include salary history for past three years), to Mike Solan, WDEF Radio, 3300 Broad Street, Chattanooga, TN 37408. E.O.E.

Chief Engineer for AM, directional night time only. Studio maintenance. Excellent opportunity for engineer ready to move up to directional operation. Good salary in Midwest. Call RWG 712-239-2100. EEO.

Engineer-Production and Maintenance—needed immediately. Experience and good references required. East Coast major market. Salary \$17,000 plus. Box F-213.

Experienced maintenance engineer for southern New England resort AM/FM. Send resume. Box F-172.

Assistant Chief Engineer needed by one of Northern California's top FM stereo stations. Send detailed resume and salary requirements to Gordon Zlot, KZST, Box 2755, Santa Rosa, CA 95405. Equal Opportunity Employer, M/F.

Chief Engineer for Pacific Northwest AM/FM, part of 12 station group. Strong studio and directional knowledge a must. Resumes to: Rod Loudon, KALE/KIOK-FM, PO Box K, Tri-Cities, WA 99302, 509-586-2151.

Chief Engineer needed for number one FM station in medium sized midwestern market. Beautiful city, great opportunity. EOE. Resume to Box G-48.

Chief Engineer for Midwest Family group station in Michigan. Experienced with automation, state of the art audio processing & class installation work. All new equipment to be installed on AM-FM station in growing market. Send resume to, Chris J. Cain, Engineering Supervisor, Midwest Family, Box 2058, Madison, WI 53701.

HELP WANTED TECHNICAL CONTINUED

Immediate opening for chief engineer at 1,000 watt, 4 tower directional, religious station in Ohio. Call Lee Mick at 1-419-874-7956. E.O.E. M/F.

Growing broadcast corporation in need of experienced engineer for assistant chief in Florida. Salary commensurate with ability. Box F-23.

Montgomery, Alabama... WLSQ-WREZ Radio needs chief engineer immediately—starting salary \$15,000. Call Gene Moorhead collect 205-832-4295.

1250 per month for first phone engineer experienced in repair and maintenance of IC and RF equipment in New Hampshire. Reply to WECM, 221 Washington, Claremont, NH 03743. EEO Employer.

AM-FM/Sports Network: Chief Engineer for 100 KW FM, 1 KW AM plus large sports network centered in beautiful Midwest city. All new facilities. Great working conditions. Automation experience preferred. Contact Red Pritchard, KLIN Box 30181, Lincoln, NE 68503 or 402-475-4567. EOE/MF.

Chief Engineer needed in the Palm Springs-Indio, California area. Must be proficient in working on AM and FM transmitters, studio equipment and color television sets, and be knowledgeable in FCC Rules and Regulations. This is a great opportunity for somebody who is ambitious and would like to work in two industries at the same time. Excellent money for the right person. Call collect. Area Code 714 (347-2333) and ask for Bob Osterberg.

Chief Engineer—Full-time AM station in St. Louis market. Group owned. Require experienced DA engineer. No board or production duties. Good working conditions, equipment, and fringe benefits. Contact Jerry Irvine, Operations Director at WRTH, 618-259-1800.

Chief Engineer—needed for KSKG FM stereo located in the Midwest. Fast growing company. Write Box G-97.

Kentucky—AM/FM looking for young engineer. Some announcing. Will help train the right person. Call Jim Ballard, 606-248-5942.

HELP WANTED NEWS

Everyone says we have a good operation, and we won't argue. Opening is our number two news-person slot. Fast-growing major energy development area. Need willingness to work, mature outlook, deal well with people, news experience or journalism education, prefer Midwest or Mountain West background, 200 week, negotiable based on ability. EOE. Contact David King, News director. Call 307-682-4747 first, then send tape, resume with references. KIML, Box 1009, Gillette, WY 82716.

Fast paced, good voice for top station in Western New England market. Rush tape and resume with salary requirements to Ron Russell, Assistant News Director, WHYN, 1300 Liberty Street, Springfield, MA 01101. No phone calls or walk-ins. EOE.

I have an immediate opening for News Director. This small-market position offers an outstanding radio station, excellent facilities, an award-winning news operation and a fine community in which to live. If you have experience, and are interested, please call me now! 616-842-8110. EOE.

Skilled Journalist needed for immediate News opening. A/C North Central PA AM looking for aggressive self-starter. Creative writing, voice and reading ability a must. News happens at all hours, need individual committed to work under those conditions. Award-winning facilities, good pay and benefits. Resume (including salary) and tape to Ken Sawyer, WWPA, Box 2168 Williamsport, PA (E.O.E.)

Twin Falls, Idaho—Modern Country—NBC Affiliate has opening for a dedicated News "Pro" who knows how to dig for local news. Beautiful Rocky Mountain city with excellent climate. 90 miles from Sun Valley. Tape and resume to David Brown, KTLC, Box 65, Twin Falls, ID 83301 208-733-3381. EOE/MF.

San Luis Obispo, California... News, PBP, Highly respected MOR with excellent news and sports profile has opportunity for the total "Pro". Must be heavyweight on local news with exciting PBP style for college football and basketball. Tape & resume. Dan Clarkson, Box 787, San Luis Obispo, CA 93401. EOE/MF.

Can you talk to people and not just read at them? Can you find news when there is no fire, flood or earthquake?—no speech, committee hearing or news conference? Can you write without cliches? Can you translate jargon, bureaucratise and wire service into English? Quickly and accurately? Have you mastered a compelling, high-energy reading without screaming? Do you have a sense of humor? Can you develop features that people listen to and talk about? Do you know what people 25-34 think?—how they live?—what they worry about?—what they enjoy? Are you ready for a top-five market and \$30,000-plus? If you are really ready, send an aircheck, resume and some of your best features to Gil Haar, KYUU, 1700 Montgomery, San Francisco 94111. Do not phone. An equal opportunity/affirmative action employer.

News Reporter: experienced Newperson sought by medium market AM/FM in Midwest. Good position with good station. Letter and resume to Box G-62.

Update New York large, small market seeks highly energized hardworking news person with a desire for long range involvement. Our staff of spirited professional competitors demand you love and live news and public affairs. This is a life style position, not a job. Send resume and salary requirements in first letter. Box G-102.

News Reporter—Alaska Public Radio Station seeks broadcast journalist to gather, write and report news. Salary: 13-15K DOE. Resumes, writing samples and audition tapes: News Director, KRBD-FM, 2415 Hemlock Street, Ketchikan, AK 99901. Closing date for applications July 15th. KRBD is an Equal Opportunity Employer.

Anchor/street reporter must be able to write and use actualities. Send tape and resume to John Strickling, News Director, WAPI Radio, PO Box 10502, Birmingham, AL 35202.

WOOD, Grand Rapids, Michigan seeking News Director for strong local news operation. Requirements: Two years experience as News Director or Assistant News Director. Degree preferred. Strong on-air sound. Salary open. Resume and current tape to: William J. Struyk, Program Director, WOOD, Box B, Grand Rapids, MI 49501. Equal Opportunity Employer.

News Director—For Top 10 Market. You'll build the department; direct it at our 25-54 year old MOR audience. Emphasis on consumerism; energy crisis; and personal effect of news on individuals. You must be a strong pro with proven organizational and creative ability. An Equal Opportunity Employer. G-82.

News Director... We're looking for the Best in the Midwest. Intelligent, aggressive, experienced, one who understands the HOURS necessary to be the BEST. Flagship of Midwest group, great town and outstanding benefits, plus well equipped dept. Jerry Larsen, Station Manager, KASI/KCCQ, Box 728, Ames, IA 50010.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Program Director, top 60 market in search of heck of a good Radio Programmer, will also do afternoon show. Excellent knowledge FCC rules, paperwork! More than excellent production skills, knowledge. No. 1 ratings a must! Our facility is and has been one of the top facilities in city. Must direct, supervise, motivate staff! We are Black Contemporary! \$15,000 + top benefits, profit sharing, letter resume. Box F-92.

Production Director. Immediate opening for qualified applicant. Station is in College Town in Southwestern Virginia. Format Modern Country. Equal Opportunity Employer. Box F-170.

Several experienced programing people are needed for one of the leading broadcast groups in the midwest. Robert Ingstad Group is taking applications for several markets. This company offers good facilities, modern equipment, a belief in quality programing and a chance to grow with a staff of professionals. Send tape, resume and salary requirements to General Manager, KGFY, Box 1197, Pierre, SD 57501 E.O.E.

Program Director needed for Rock Station in medium Southern Market. Starting Salary \$14,400. Must be a competitor for ratings, carry air shift, and have experience in on-air promotion and community involvement. Send complete resume to Box G-60.

Applications being accepted for PD at top rated and powerful mid-south country station in rapidly growing market. \$15,000 plus benefits. All replies confidential. EOE M/F. Write Box G-101.

Program Director. Upper midwest group seeks creative person to handle AM-Country, FM-Rock stations. Top 125 market. Super bucks. Management growth. Good with writing, promos, production, music and ain't too bad jocking? E.O.E. Send resume to Box G-72.

Sinatra; Bennett; Basie and you... Real MOR entertainer needed now in Major Eastern market for late night shift. You must know the music; be able to showcase it in entertaining manner. Great opportunity to produce music specials and thematic shows. Light topic talk and celebrity interviews possible, too. An Equal Opportunity Employer. Box G-83.

Contractor to paint 300 foot self supporting tower, Western Penna. Will supply details. Box G-94.

Program Director/Operations Manager for leading San Francisco Spanish language station. Must have programming experience either in adult contemporary or Spanish language format and be fluent in Spanish. Call Doug Auerbach, Vice President and General Manager at KBRG 415-626-1053. EOE.

Production Assistant—Alaska Public Radio Station seeks creative person to assist in developing local-area oriented public affairs programming, writing, announcing, program production. Salary: 13-15K DOE. Resumes, writing samples and tapes: Program Director, KRBD-FM, 2415 Hemlock Street, Ketchikan, AK 99901. Closing date for applications July 15th. KRBD is an Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

A Programmer can be an excellent General Manager. Especially with 14 years experience in all aspects of station operation including Sales. Top credentials. Box F-138.

Diversified track record. AE, PD, administrator. Detailed resume/references. GM/operations oriented. Employed. Box G-1.

In West or Southwest Working Manager. Sales Leader. Run a "Tight Ship" with pleasant atmosphere. 27 years successful Radio Management. Small to Medium Market preferred, \$20,000 plus benefits. Box G-24.

Attn: Broadcast Groups, looking to establish an internal audit function to aid compliance with new disclosure requirements regarding the status of internal accounting controls? Let's talk. Box G-89.

Fifteen year professional broadcaster seeks management position. Small, medium, and large market experience. All phases. Knowledgeable in rules and regulations. Top references. Box G-55.

Operations Professional wishes to locate near N.Y.C. Thirteen years experience, including part ownership. Great production, good voice, First Phone, engineering experience, automation. Specializing in Beautiful Music and Easy Rock. Sincerely motivated to give your stations a winning product with smooth, efficient operation. Box G-67.

General Manager, 12 yrs. experience in all aspects of radio. Will organize and motivate in medium or small market. Box G-80.

Controller, CPA with 12 years combined "Big 8" public accounting and broadcast industry experience seeking large or medium market station opportunity. Box G-91.

General Manager, impressive twenty year history. Major group, giant clear, small station successes. Superior strength in Organization, Administration, Sales, Operations. Seek company who needs strong general manager and offers advancement or equity possibilities. Family desires relocation. John Lawyer, 703-466-9511 or 615-878-3023.

**SITUATIONS WANTED MANAGEMENT
CONTINUED**

Major market executive with strong operations background wishes to manage small to medium market station in the West. Box G-99.

**SITUATIONS WANTED
SALES**

Salesman, long on experience, wishes good active list with growth potential and advancement possibilities. Write Box G-37.

Sales Manager—32 with 12 years exp. Dynamic motivator/strong on promotions. Make me a deal I can't refuse and I'll make you a winner! Available now—medium or large markets. Box G-96.

Salesman/jock, seeking small to medium western states market. Prefer morning airshift, top 40 or country. Employed now and available for interview. 408-649-6349.

**SITUATIONS WANTED
ANNOUNCERS**

Three year professional seeks air position with a quality contemporary outlet preferably in North Carolina, but anywhere in the East will be fine. Box F-95.

Experienced DJ, tight board, good news, commercials and production, will go anywhere, now. Box F-116.

Broadcasting School grad. 3d D.J. good voice, tight board, some production, interested. Doni Reed, 558 W. Adline 3S, Chicago IL 312-477-9105.

Need someone who is creative, hard working, and reliable. I'm third endorsed and will relocate anywhere immediately. Tape and resume available upon request. Call or write, Jim Mulvaney 312-388-3040, 12832 May, Chicago, IL 60643.

First job wanted. Broadcast trained. Third ticket. Phone weekdays 716-834-4459.

Recent graduate of Communications School (A.A.S. degree) is seeking employment with a station desiring personnel for a beautiful music or big-band format. Applicant prefers cool-weather climate. Contact Cory Nightengale, 52 Hillsboro Rd. Mattapan, MA 02126. 617-298-5564.

Classical Music DJ playing the top 200 of past 400 years. Creative production, unique programming. Bruce Thomson, 1508 Vallejo Drive, San Jose, CA 95130.

Adult Contemporary Communicator with major market track record looking for new major market gig. ... impressive credentials, outstanding creativity, award winning production and super pipes. Family desires relocation. Call Pat Rodgers ... 703-466-9511 or 703-466-8150.

Air Personality 22, dedicated hard worker, 3rd phone. Dependable and creative will relocate immediately. Work any format, resume and audition tape available. Call or write, 312-524-9605, 1406 No. Austin, Oak Park, IL 60302. Michael Ellis.

Big voiced, 1st phone, C&W entertainer, seeks position requiring use of highly creative abilities and experience. Box G-10.

Female D.J. 21, 3rd ambitious, dependable, disciplined. Resume and audition tape available. Call or write: Ladwyna Thomas, 312-285-7251, 4432 So. Michigan Chicago, IL 60653.

Versatile Broadcast School Grad, 1st phone. NCAA hockey and baseball PBP experience. Knowledge of news, jocking, production. Dave Hinckley, 512 Corinthia, Elk Grove, IL 60007. 312-437-0357.

Medium Market P/A RD. Also PBP 11 years experience, 1st ticket, married & stable. Available now. Mid-Atlantic region preferred, but all offers over \$14,000 considered. Call Frank at 301-862-1277.

Experienced pro-1st ticket, prefer OM/PD/MD slot in small or medium market. Call 714-722-5540.

8 year Pro, 1st Phone, Exp. PD.- C&W and Pop Adult. Like to grow roots in large good paying market. Presently in Dallas. Call Harry Dierks 214-245-3194.

Midwest: Sports Director/PBP. 8 years experience, looking for PBP, air work and/or management opportunity. Dedicated. Call 208-624-3830.

DJ-Promotion Person—3 years part-time and summer work at 5 stations, three in NYC market, looking for first full-time job. Degree, guaranteed results, relocate anywhere. Call Pete Tarnapoll 235 Lawrence St. Mt. Vernon, NY 10552. 914-668-5360.

Female Announcer, 4 years experience, exc. voice, seeking announcing or Public Affairs. Experienced prog/AOR/MOR/classical/voiceovers. 3rd endorsed. Hard worker. Prefer Northeast. Valerie 212-279-9321 (leave Message.)

Smalltown America—Announcer with four years experience and first phone available now. 209-222-5507 or 714-337-7704.

Immediate Availability. Ambitious, dedicated male capable of any format. Have 3rd class. Resume and audition tape available. Call or write: Robert Zelenka, 3426 W. 167th, Markham, IL 60426, 312-333-7953.

Air Personality: Male 21, will relocate anywhere. Rhythm Blues/Disco. Hard Worker, ambitious dependable. Third class. Resume and audition tape available. Call or write Robert L. Coleman, 8732 S. Wood, Chicago IL 60620. 312-881-7063.

D.J. with music & programming experience, looking for a job, have over 4 months experience. Recent College grad. Michigan area or New England states preferred. Write Alan Katovich, 34788 Fargo, Sterling Hts, MI 48077 or call 313-939-8063. Will send tape & resume.

Wanted: Weekends/summers/vacation-relief DJ work. Northeast preferred. Third-endorsed, experienced, master's 26, schoolteacher, tight board. Jack, 5414 - 18th Avenue, Brooklyn, NY 11204.

Announcer, 7 years experience, excellent knowledge of music. Looking to relocate in Florida or New York area. Looking for move up. Box G-95.

**SITUATIONS WANTED
NEWS**

Female Sports Director. Available fall 79. Seeking position on medium major market sports staff. 4 year pro. Good talk PBP 3rd endorsed. Degree. Box F-177.

Sportscaster-PBP. Experienced, 6 years, educated (M.S. Communications), award winning. Former university football-basketball broadcaster. Looking for college football PBP this Fall and/or sports director. Call Tom 316-231-6875.

Young, ambitious and dedicated newsman. B.S. in Journalism. Experienced in other areas as well. Prefer Midwest, but will go where I'm needed. All offers considered. Larry Jewett 419-675-2355; after 4, 419-674-4945.

Award-winning Sports Director/Announcer looking for a move to medium or major market. Excellent play-by-play (college/high school), reporting, writing. College grad. Experienced but young. I'm good. Box G-34.

Presently employed major market sports director, seeks free-lance football p.b.p., college or pro, radio or TV. Loads of p.b.p. experience. Box G-25.

Energetic newsman eagerly looking for opening. Excellent writer and air delivery with strong college experience, commercial background and NYC internship. 312-445-1049.

Hiring a sportscaster? you should hear MY tape. I'm seeking a medium market sports and news position. 516-781-0037, Larry or Box G-27.

Top P.B.P. sports pro. Experienced in football, basketball, etc. Desires major college spot. If you want the best. Reply Box G-64.

Sharp, good voice, ambitious female newscaster who can accept responsibility. Will relocate immediately. Resume and audition tape available. Call or write Zandra Watson, 5324 Kimbark, Chicago, IL 312-846-5462.

Need interim help July or early August? Sports, news, DJ, experienced. 3rd endorsed. Will go anywhere. 412-462-3241.

Sports Director with experience in all phases of sports broadcasting. Looking for responsible position in medium or major market. Excellent references. Box G-69.

Young talk show host with heavy newscasting and sportscasting experience on college station. For tape and resume call 212-336-6835.

Female anchor-reporter, currently on-the-air, talented, aggressive with strong writing and interviewing skills. Single, 32. Peggy Bone, 41 Dumont Court, Millbrae, CA 94030. 408-267-9178.

Formidable, upscale female news voice. Excellent conversational newswriter. AOR and heavy print experience. News/PA. Director wants top 25 NewsTalk, AOR, adult contemporary. Box G-75.

Top notch, aggressive Sports Director for No. 1 Sports station in Top 50 can dig and deliver with best. Would consider full-time P-B-P also, or combination. 5 years experience College hockey and basketball, as well as baseball and football. Looking for right spot in major or medium market. Tape, resume available. Box F-182.

Young enthusiastic sportscaster seeks sports minded station. Eight years play by play experience. College Graduate. Could double in news. Call 317-662-6208.

Hypothetical Situation: you've got a medium market news department in need of someone who is energetic, aggressive, creative, dependable, and not afraid to work long hours. You need someone along the lines of a four year pro, an award winner, presently employed as a news director, with good public affairs experience, looking to move up from a smaller medium market. You could use someone who is a former sports director, with high school/college PBP experience. If your station fits this bill, I'm your man. Box G-93.

**SITUATIONS WANTED PROGRAMING,
PRODUCTION, OTHERS**

College Graduate in Radio with experience in 16-track recording desires production position. Some professional experience, air personality also. Box F-167.

Adult Contemporary Programming Specialist seeks new challenge. 15 years of solid successful medium and major market experience. Presently programming successful station in top 100 market. Call Pat Frisina at 703-466-9511 or 703-466-8150.

Veteran DJ, CA, PD, GM available PDQ. Strong production/commercial and news presentation. Prefer programming/production in Florida. Resume, tape, references on request. Jack Dodge, Augusta K, Riverbend, Tequesta, FL 33458. 305-746-6391.

Creative, forward thinking young programmer with eight years medium market experience looking for PD or MD position. My approach to Top 40 will put you back on top by this fall. Research and community-involvement oriented. Prefer off-air. Automation considered. Also extensive AOR experience. Call 408-842-5091.

Major West Coast programming/operations executive with winning record in adult formats wants new challenge. Box G-100.

TELEVISION

HELP WANTED MANAGEMENT

Operations/Production Manager. PTV Station WBGU-TV, Bowling Green State University. Covers 19-county region and Ft. Wayne, Indiana. Salary: \$17,200 to \$18,200 depending on qualifications. Send application letter, resume, college transcript(s) and three letters of recommendation to: Dr. Duane E. Tucker, WBGU-TV, Bowling Green, OH 43403, 413-372-0121. Deadline of application and resume. July 31, 1979. WBGU-TV is an Equal Opportunity Employer.

HELP WANTED MANAGEMENT CONTINUED

Director of Grants Development for WHA Radio and Television. Responsible for research, coordination, writing and presentation of WHA Radio-TV and University of Wisconsin-Extension Telecommunications Center broadcast and non-broadcast program production projects to potential funding agencies. Bachelor's degree required. Minimum of three years successful work experience in preparation and presentation of major grant proposals at the national level, plus a demonstrated successful record of obtaining funds from governmental, foundation and corporate sources. Demonstrated broadcast continuing education and public broadcasting development knowledge and experience preferred. Written and oral communication skills essential. Salary minimum: \$23,000. Application deadline July 20, 1979. Write for application and details to: Ronald Bornstein, General Manager, WHA Radio-TV, 821 University Avenue, Madison, WI 53706. An equal opportunity employer.

Executive Director The newly-formed Consortium for Learning in Arizona through Instructional Media (C.L.A.I.M.) is seeking an executive director. Rapidly growing Consortium membership includes over 20 state and non-profit institutions actively utilizing television, radio, and print in their continuing adult education programs. This individual will coordinate the management, operation, and continuing development of C.L.A.I.M. acting as the facilitator of cooperative projects between members. Qualified applicants will possess extensive media production/utilization experience, proposal and fund-raising skills, advanced writing/verbal abilities, understanding of group process with negotiation skills, and management experience. Master's degree preferred, Bachelor's degree required. Starting salary \$20,700. Applications accepted through 7/27/79. Send resume to Personnel, Arizona State University, Tempe, AZ 85281; an equal opportunity employer who complies with Title IX of the Educational Amendments Act of 1972.

Professor/associate professor, broadcast management. Must have managerial experience in a station or major department in a commercial broadcast property plus significant national industry associations, teaching, consulting and/or research experience desirable. Advanced academic degrees desirable but outweighed by professional background. To teach broadcast management and sales and business communication, administer internships and consulting programs. Application deadline, July 16, 1979. Appointment date August 15, 1979. Address application, credentials, and three current references to Dorothy R. Johnson, Department of Speech, Marshall University, Huntington, WV 25701. EOE

HELP WANTED SALES

Development Officer Local Underwriting. Duties: Secure funding primarily through underwriting grants, for WETV-TV and WABE-FM programs and projects. Requires: Extensive experience in fund-raising, sales, public relations, advertising or other appropriately related field. Ability to work effectively within the Atlanta community and with the WETV/WABE staff necessary. Must have a proven track record such as similar position with another broadcast station. Must be a self starter. Knowledge of public broadcasting, particularly as related to fundraising programs and program development desired. Deadline for applying July 20, 1979. Salary Range \$20,000-\$25,692, effective 9/1/79. For complete details write or send resume to: Atlanta Public Schools, Classified Personnel, 232 Pryor St., SW, Atlanta, GA 30303. Attn: H. S. Hendricks. An Equal Opportunity Employer.

National Sales Manager, top fifty ABC affiliate. Rep and stations sales experience preferable. Opportunity for growth with group owner. An equal opportunity employer. Send resume with salary requirements to Box G-57.

Midwest—Midsize Market— Network affiliate needs experienced sales person. Position not addition but replacement for strong, active account list. Salary plus commission. Resume with sales record to Box G-58.

HELP WANTED TECHNICAL

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.

TV Technician—Washington, D.C.—Federal Agency has openings for TV Technicians with operations and maintenance experience with all types of color TV broadcast studio and recording equipment. Normal working hours 8:45 to 5:30 Mon.-Fri. Interested applicants send Standard Form 171, obtainable any post office or Federal agency, to the Employment Branch (26777), International Communication Agency, 1776 Pennsylvania Ave. N.W., Washington, D.C. 20547. An EEO employer.

Entry level position for news First Phone holders. EOE—EOE situation on Texas Gulf Coast. PO Box 947, Corpus Christi, TX 78403.

Florida Suncoast Group-owned ABC Affiliate in Top 20 Market is expanding its engineering staff. First phase of multi-million dollar facilities modernization under way. Need operating and maintenance engineers. Operators should be familiar with VTR and Video Control functions. Maintenance Engineers experienced with all studio equipment. Growing ENG commitment requires Operator/Maintenance engineers. All positions require 1st Phone. Excellent salary and benefits program. No snow! No big-city hassle! Send resume to Director of Engineering, WTSP-TV, PO Box 10,000, St. Petersburg, FL 33733 or Call 813—577-1010. EOE.

Wanted Studio Maint. Engineer, 1st phone. Tech. school or equivalent. Experienced on quad VTRs, film or studio cameras. Advancement. Relocation help. Excellent opportunity and pay for right person. Send brief resume and salary requirements to KPLC-TV, Box 1488, Lake Charles, LA 70602 or call chief engineer collect. EOE.

Mobile Unit Engineers—Tel-Fax, Inc., an established and growing remote facilities operation, is seeking qualified mobile unit engineers. Duties will include maintenance and operation of equipment including quad and 1" VTR's, RCA, Ampex, Fernseh and Norelco cameras, HS-100, GVG switchers, etc. Send resume to: Greg Symanovich, Tel-Fax, Inc., 4654 Airport Road, Bath, PA 18014.

TV Maintenance Engineer: Locally owned TV station in the Heart of the Ozark's playground region of Missouri, desires a first class maintenance engineer. Equipment is RCA, VITAL, Etc. Good pay and benefits plus a beautiful area to live. We are an Equal Opportunity Employer. Send Resume, or call: Walter Stansbury, Chief Engineer, Independent Broadcasting Co., PO Box 1716, S.S.S., Springfield, MO 65805. Tele - 417—862-7474.

Chief Engineer to supervise staff of nine TV engineers, maintain plant, assist Director of Engineering design and eventually construct new facility. Must have First FCC license, supervision experience, and advanced knowledge/experience in video, audio, digital and RF systems. Salary range: \$19,000-24,000. Please send resume, salary history and references to B. Crandall, WGTE-TV, 415 N. St. Clair St., Toledo, OH 43604. Equal Opportunity Employer.

Maintenance Supervisor for large Washington, D.C. area production company. Technical school plus minimum 5 years experience. Must be familiar with all types of studio broadcast equipment. Reply Box G-22.

Chief Engineer—WRBL-TV—Channel 3—Columbus, Georgia. Must be strong on VHF transmitter maintenance and Sony Eng. Expanding group offering many fringes. Call collect ... Bob Walton, General Manager, 404—322-0601.

TV transmitter engineer needed immediately. Experienced on UHF transmitters and associated equipment. Must have 1st phone license. Religious Broadcaster in South. Contact Gene Gibson, D.E., PO Box 1616, Greenville, SC 29602. Phone 803—244-1616.

Engineers with the highest level of technical expertise needed by Major Production Facility. Work with state of the art equipment. All applicants must have heavy digital experience. Call-Don Faso, Chief Engineer at 404—634-6181 or write Video Tape Associates, 1733 Clifton Road., Atl. GA 30329.

Chief Engineer—Supervises the engineering staff and facilities of a large urban public television station. Responsible for supervision of maintenance, repair, testing and air operations. Experience in satellite operations highly desirable. EE or BS degree with television specialization from accredited technical school, at least five years successful experience in broadcast television, including two years of supervisory experience, or an equivalent combination of education and experience. Demonstrated success in supervision of personnel, and in the management of engineering equipment and facilities. Valid First Class Radiotelephone license. Salary range: \$21,253-\$26,561. E.O.E. Persons interested in consideration for this position should send the following items to be received no later than July 16, 1979: (1) a letter of application; (2) a qualifications summary which indicates the relationship of the candidate's education and work experience of the job requirements cited above; (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 (4) a copy of his first class license. Applications should be sent to: Dr. Harold Stetzler, Executive Director, Department of Personnel Services, Denver Public Schools, 900 Grant Street, Denver, CO 80203, with a copy of all materials to Richard Holcomb, Executive Director, KRMA-TV, 1261 Glenarm Place, Denver, CO 80204.

Operating Technician for Washington D.C. area production company. Must be familiar with audio pickup and recording techniques and have a good working knowledge of television audio systems. Reply Box G-23.

Engineering Supervisor: Network UHF, five years experience in cameras, quad, cassette, etc. UHF transmitter experience preferred. Chief Engineer, WJKS-TV, PO Box 17000, Jacksonville, FL 32216.

TV Broadcast Studio Engineering Technician I Associate's degree in electronics or equivalent, two years appropriate electronic experience preferably with TV broadcasting equipment. First Class FCC license and experience preferred. Starting salary: \$9,180-\$10,296; range maximum: \$14,244. Forward resume by July 20, 1979, to Director of Engineering, New Hampshire Network, Box Z, Durham, NH 03824. AA/EEO.

West Coast ABC Affiliate now accepting applications/resumes for the following permanent positions. **Maint Engineer**—strong background in studio maintenance, electronics school graduate or equivalent technical education, including digital technology. Minimum 3 years maintenance experience required. **Eng Maintenance Engineer/Technician**—must be qualified to maintain Sony 3/4" tape machines, editors, eng cameras and have experience with eng remote van operation. FCC first class license required. Excellent salary and benefits. EOE, M/F. Send inquiries to: Personnel Department, KNTV, 645 Park Ave., San Jose, CA 95110.

Chief Engineer for group owned UHF affiliate. Must have hands on experience with TK-27, TK-46, TTU-30, RCA quad machines, ACR-25, Sony ENG and intercity microwave. Budgeting experience and good supervisory skills important. EOE. Send resume and salary requirements to Geri Mackey, Employees Relations Director, PO Box 239, Rockford IL 61105.

Studio Engineer wanted for South Florida television station. First phone required. Experienced in videotape, camera control and on-air switching. Send resume to Personnel Department, WPEC, Fairfield Drive, West Palm Beach, FL 33407. 305—848-7211.

TV Maintenance Engineer, and Editor/Technical Director Needed. Philadelphia's oldest and largest independent teleproduction facility. Maintenance engineer, for RCA cameras and quad VTR's on six camera mobile van. Editor/Technical director, experienced with Grass Valley Switcher and CMX editor in Studio. E.J. Stewart, Inc., 388 Reed Road, Broomall, PA 19008, 215—543-7600.

Chief Engineer for Southwest network VHF Expansion oriented broadcast group seeking qualified Chief Engineer with potential for future advancement. Must have five years TV experience, 1st class FCC license, working knowledge of studio and transmitter maintenance and the ability to manage and supervise an engineering staff. Salary open, benefits excellent. EEO M/F. Send resume and salary requirements to Box G-71.

HELP WANTED NEWS

Sports Director—Previous broadcast experience required. Play-by-play, reporting, and anchoring skills essential. Resume to WVIR-TV, Box 751, Charlottesville, VA 22902. EOE.

Experienced News Manager to help build growing news operation with CBS affiliate. Send resume and salary requirements to George Leh, Program Manager, WEYI-TV, PO Box 3265, Saginaw, MI 48605. An equal opportunity employer.

Weather Reporter: Applicant should be knowledgeable about weather information and forecasting and have prior TV experience. Additionally, the person selected should be able to do some "on camera" commercial work, as well as doing booth announcements for various products and services. Send videocassette and resume to WXII-TV, Box 11847, Winston-Salem, NC 27106, Suzanne Vrhovac. No phone calls.

We just bought nearly a quarter-million dollars worth of new equipment. Now we need more good people to use it. Reporters who think visual, can tell a story, and know how to write. Photographers with a good eye, know how to use natural sound, and can edit it all into an informative and interesting package. If you can do it, we want you doing it for us. E.O.E. Experienced only. Contact Fred Mays, New Director, WESH-TV, PO Box 7697, Orlando, FL 32854. No phone calls.

News Anchor: Previous broadcast experience required. One of Midwest's top independent stations expanding news coverage. To be considered resume must be accompanied by audition videotape, and received by 7/20/79. Send to Dick Stawicki, Station Manager WFFT-TV, PO Box 2255 Fort Wayne, IN 46801.

Television Producer/reporter. Bachelor's degree in Broadcast Journalism or related field. Two years experience in a broadcast station news department in reporting, writing editing, producing and presenting news material on camera. Deadline for submitting letter of application and resume, July 30, 1979. Send to: Lenora Brogdon, WBGU-TV, Bowling Green, OH 43403. E.O.E.

Producer for 6 and 10PM news. Must have TV news experience. Send resume to Tom Moo, News Director, WTVW-TV, PO Box 7, Evansville, IN 47701. An Equal Opportunity Employer.

News Director for group owned (ABC) VHF in Virginia. One year news management required or producer/assignment editor experience in top 50. EOE. Write complete work history in first letter to Box G-12.

Producer/Assignment Editor: Northeast NBC affiliate in competitive market wants producer with strong background in TV, news production/news assignment. Must be creative and energetic. An Equal Opportunity Employer. Resumes & salary requirements to Box G-18.

Minicam Technician with a minimum one year's experience. Must be familiar with tape and film cameras. Send resume to Personnel Director, Broadcasting, WSM, Incorporated, Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

Weekend Anchor/Producer for medium-size market. Experience a must. Send VTR/resume. WBAY, 115 South Jefferson St. Green Bay, WI 54301. EOE.

Video Services Coordinator—major energy company looking for young pro to staff a new corporate ENG facility. Candidate should have 4 to 6 years experience in television news writing, producing, photography and editing. Some supervisory experience desirable. Excellent salary. Suburban New York location. Send resume and salary history to: Rich Whitmyre, Public Relations, 2000 Westchester Avenue, White Plains, NY 10650.

Fifties station needs 10 pm producer-reporter with possibility of some anchor work. Experience with live shots necessary. Reply to Box G-47.

Expanding Northwest News department needs Sports Director and General News assignment editor. Sports Director must have minimum of 2 years on Camera experience. Send resume. Assignment editor must have solid news background and must be able to organize and work easily with others. Send resume and salary requirements. EOE. Box G-61.

Weekend Anchor plus general reporting. Seeking professional journalist for strong news operation. Send tape, resume and salary requirements to Dick Florea, WKJG-TV, 2633 W. State Blvd., Fort Wayne, IN 46808.

ENG Photo/Editor— Number one station in market. Need highly motivated go-getter who will do anything to get our live cams and cassettes on the air. Experienced only (2 yr. min. in hard news operation). Immediate opening. Send tape and resume to Jim Madden, Personnel Director, WHIO-TV 1414 Wilmington Ave., Dayton, OH 45401. Equal opportunity Employer M/F. No phone calls please.

Chief Photographer. . . Someone who knows good video and knows how to lead a news photography team by example and instruction. You'll work with VCR, live ENG and film at a station that believes its news is only as good as its video, and knows the real worth of a good photographer. Midwest medium market station. EOE. Box G-63.

Photographer—Number One station in market looking for exceptional person who is highly motivated and requires little, if any, supervision. Will shoot for news as well as news magazine program. This is an opportunity for talented person to continue to grow. Send tape and resume to Jim Madden, Personnel Director, WHIO TV, 1414 Wilmington Ave. Dayton, OH 45401. Equal opportunity employer M/F No phone calls please.

Television Reporter: Graduation from a four year college or university with course work in broadcasting, journalism, political science or closely related field. Three years of responsible experience as a television or radio reporter may be substituted for the required degree. Professional on-air voice and appearance. Demonstrated ability to produce and serve as on-air talent, in a professional manner, for television news, public affairs segments, and sports play-by-play announcer. On call at all times (including weekends). Hours and days variable. Anchoring experience preferred. Salary: \$11,627.20 annually. Application deadline: July 23, 1979. Apply Personnel Department—Pensacola Junior College, 1000 College Blvd., Pensacola FL 32504. An Equal opportunity employer.

Reporter with anchor potential for top rated station in top 50 market. Send VTR and resume to Bob Brunner, WSAZ-TV, Box 2115, Huntington WV 25721. Equal opportunity employer.

WLBT's Peabody Award Winning weekly investigative-documentary series is looking for an experienced reporter capable of looking beneath the surface. Applicants should have a strong background in writing and film and a desire to work with the pros on the Probe team. Send resume, minimum salary requirements, and tape to Probe producer, WLBT-TV, PO Box 1712, Jackson, MS 39205. No phone calls will be considered. EOE.

Assignment Editor/Producer . . . Creative, innovative and able to lead our talented news staff. That's the person we want to be our assignment editor and 6 pm producer. Previous news leadership essential. We're a medium market station with a large staff and strong commitment to news. EOE. Box G-85.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Creative Director to produce commercials and programs of network quality. Commercial and business acumen to join highly creative team. EOE. Box F-193.

Audience Development/Promotion manager wanted. Network affiliate in top 100 market. Need creative, effective, hard-charging professional to write and produce all on-air promotion material. Major emphasis on news promotion. Experience with ENG equipment and control room operation is necessary. If you have good air voice it's a plus. Maybe you're the number 2 person now and want a chance to do your own thing. Let's talk. An equal opportunity employer. Send resume, salary requirements, any creative examples in confidence to Box F-187.

Producer/Director being sought by midwest PTV station. Salary range \$13,400-\$14,400 depending on qualifications. Send letter of resume, tape, college transcript(s), and three letters of recommendation to: Roger Fisher, WBGU-TV, Bowling Green, OH 43403, 419-372-0121. Deadline July 31, 1979. WBGU-TV is an Equal Opportunity Employer.

Lighting Director for commercial production. Expert in creative lighting, camera and audio with strong desire to be top-flight director. Top 10 market. Excellent income for lighting genius. EOE. Box F-171.

Operations Manager—Supervise all phases of television production. Administer production budgets. Schedule facilities. Exercise quality control supervision of all local productions. Evaluate performance of staff directors, production engineers, studio crew, and free-lance production personnel. Bachelor's degree and demonstrated fulltime successful experience in broadcasting as supervisor of studio, remote, film, and videotape production or equivalent combination of education and experience required. Demonstrated ability to evaluate television production in terms of style, quality, and appropriate technique. Thorough understanding of and experience with current "state of the art" television production techniques. Salary range: \$23,171-\$28,224. E.O.E. Persons interested in consideration for this position should send the following items to be received no later than July 16, 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: Dr. Harold Stietzler, Executive Director, Department of Personnel Services, Denver Public Schools, 900 Grant Street, Denver, CO 80203, with a copy of all materials to Richard Holcomb, Executive Director, KRMA-TV, 1261 Glenarm Place, Denver, CO 80204.

Play by Play and color announcers for Royals Baseball 1980 season and beyond. EOE. Contact Bud Turner, WDAF-TV, Kansas City, MO 64108.

Associate producer for weekly public affairs magazine in Mid-west top five market. At least three years experience in news and public affairs writing, in-studio production and field production. Strong research and writing skills are an absolute. Equal Opportunity Employer. Send resume to: Box G-70.

Operations/Program Manager . . . Midwest top 50, network affiliate, looking for experienced person in programming, production and promotion. EOE. Send resume to Box G-90.

Director: immediate opening for person who can switch and direct. Minimum two years experience in news and commercial production. Top 100 market located in Midwest. E.O.E. Send resume and salary requirements to Box G-56.

Production Manager for medium market midwest affiliate. Must have hands on experience in commercial and studio production and possess strong leadership qualities. We need somebody who will take charge. Please send resume and references to Box G-78.

Production Manager: Dominant, production oriented, VHF is searching for creative, mature director ready to move. Five years experience minimum. Send resume attention: Bob Eolin, WBNG-TV, Box 1200, Binghamton, NY 13901. An Equal Opportunity Employer, M/F

Northeast Network Affiliate is accepting applications for assistant promotion director in Radio-TV. Must be creative, well-organized, with a knowledge of all media. Must have full knowledge of television and radio production, newspaper advertising, as well as ability to write news releases, produce on-the-air promos, brochures, sales pamphlets. An equal opportunity employer. Send resume and salary requirements to Box G-79.

Executive Producer wanted for Country Day, daily half-hour nationally syndicated television program aimed primarily at audiences in small towns, farms and ranches across the United States. Show consists of in-studio interviews, weather, field tape pieces, demonstrations and occasionally music. Emphasis on human interest stories, information, good living in the country. Position includes handling day to day decision making as it relates to production and content of show as well as long term planning for the program and its syndication. Agricultural background or education helpful, but not required. Television producing experience is a must! Send resumes only, no tapes, to John Degan, KSTP-TV, 3415 University Avenue, St. Paul, MN 55114. Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Producer/Director. Need quality oriented pro to produce and direct major productions for local and national distribution. Writing abilities a must. Good organizational and conceptual skills essential. Solid background in post-production and video film editing required. Masters degree preferred. Excellent opportunity for person to produce with first class staff and top-of-the line equipment. Send resume to WXXI Personnel Dept., PO Box 21, Rochester, NY 14601. EOE.

Production Manager position available at award-winning broadcast production center. Requires extensive experience in television program development and production management. Bachelor's degree required, master's preferred. Send credentials and work samples to: Lee O'Brien, Teleproduction Center, University of Wisconsin-Green Bay, WI 54302 (work samples will be returned). Equal Opportunity Employer.

Executive Producer for an hour daily program in large eastern market. Looking for alot of experience and creativity. An equal opportunity employer. Box G-86.

Promotion Manager— KVOA-TV Tucson. An opportunity to create your own department at the number one station with a brand new facility. Experience required. Send resume and salary history to-Jon F. Ruby, Vice President, General Manager. An Equal Opportunity Employer.

Top Ten Market, Group Owned Network Affiliate seeking an individual for the position of Art Director. Must be able to manage department and must have strong background in TV graphics. Equal Opportunity Employer, male or female. Send resume to Box G-87.

Producer—location taping for top ten market prime-time nightly feature magazine. Ability to organize a shoot and tell a story required. Very demanding position. EOE. Send resume to: Evening Magazine, KDKA-TV, 1 Gateway Center, Pittsburgh, PA 15222. No Phone calls.

Producer/Director: must have experience in complex news cast directing, producing, writing, and commercial production. Contact Jim Lannon at KMGH TV, Denver CO 303-832-7777. An equal opportunity employer.

Creative Continuity Director needed for Southeast ABC affiliate. Must be experienced writer with working knowledge of production, and ability to co-ordinate pre-production functions of art and photo depts. E.O.E. Send copy samples, resume and salary requirements to Box G-98.

Underwriting Coordinator— WSKG Public Television and Radio. To seek additional program underwriting support and handle some current program underwriting accounts. Must have own car and be available some weekends and nights, possible on-air work. Sales or fund raising experience required. \$8,000-\$9,000 depending on experience. Call Margie 607-754-4777. EOE/AA/M-F.

SITUATIONS WANTED TECHNICAL

FCC First Phone, Seeking first job in broadcast industry. AM-FM or TV with opportunity to grow. Location is no problem. 23 years old USAF veteran. Call or write: "Stosh" Jarecki, 462 Talbert Ave. Simi, CA 93065. 805-526-8750.

SITUATIONS WANTED NEWS

Major Market Sports Director, 7 yrs. Big Ten basketball and football P-B-P; award winning documentaries, seeking medium to major market sports position. Will consider combo. Box G-14.

London-based 29 yr. -old American television and radio correspondent seeks East Coast investigative reporter or producer position. Experienced in all aspects of broadcast journalism, including host of live news public affairs program as well as contract cameraman for major American network in Africa operating as one-man-band. Know both film and eng. Currently free-lancing for British nation wide domestic radio network. Resume and video or audio demo tape upon request. Personal interview possible. Respond to Box G-30.

Innovative Female Sports/News caster, interviewer/Host. Exciting and broad background in sportsfield with a fresh creative approach. Attractive and articulate. VTR and resume available on request. Box G-44.

Top ten reporter/anchor desires anchor position in top forty market, eight years experience. Box G-19.

Experienced Black reporter interested in top 30's market. Strong in field reporting, anchor work and mini-documentaries. Send inquiries to M.I.S., Trowbridge, Detroit, MI 48202.

Female Anchor-Reporter, currently on-the-air, talented, aggressive, and ready for TV reporting. Energetic personality, news-minded, and 32. Peggy Bone, 41 Dumont Court, Millbrae, CA 94030. 408-267-9178.

Ph.D. in political science from University of California and five years' radio and t.v. news experience. Looking for job as outside reporter. Can cover government and politics in depth, as well as general assignments. 27, single, Richard Labunski, 380 Elwood Beach Drive No. 9, Goleta, CA 93017. 805-968-7453.

Young, Aggressive Reporter-Producer available immediately for new challenge. Call Sal at 215-755-0775.

Bright, attractive young woman with M.S.J. seeks position as on-air reporter. Strong news background. Washington, D.C. correspondent for commercial TV, also experience in radio and newspaper. Tapp available upon request. Call Karin 317-453-1943.

Sportscaster with major league team seeking sports anchor position with station. Solid reportorial credentials. Contact Box G-92.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Creative Announcer-Writer/Producer, Ready to move up to fulltime Promotion Position. Box G-49.

Fill the gap between sales and production. Prod Mgr, Prod/Dir. seeks position as Prod Mgr., Sales Service, Asst. Prgm Dir. 4 yrs. NII Ad Agency. 7 yrs. TV Prod, 3 yr L.A. Film Ind. Box G-8.

Energy Shortage? Fill up with ten years Producer—Director/Production—Operations experience. No minimum for maximum quality professional results. Graham, 215-664-3346.

Field Producer— associate producer with extensive ENG PM Magazine experience. Seeking production position. V. Flores 415-581-6695.

Operations Manager seeks similar position in SE with a chance to move up. Young, enthusiastic with strong management background in Production, Traffic, Others. Box G-43.

ALLIED FIELDS

HELP WANTED SALES

Product Sales Manager—Ambitious technically capable person to take responsibility for marketing, sales, installation and service of high technology manufacturer's television audio post production products in U.S. and Canada, working with 12 regional sales/service offices. Extensive traveling will be necessary. Both sales and service experience in professional audio/video/broadcasting and a technical understanding of VTRs, ATRs and related equipment is essential. Salary plus incentives and excellent company benefits. Please send resume to: President, Adams-Smith, Inc., Summer Road, Boxboro, MA 01719. An equal opportunity employer, M/F.

Extra Bucks for Traveling Reps. Radio series needs additional placements. Commission only. Camelot Communications, 230 Ridgewood Ave. Minneapolis, MN 55403.

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

Radio Announcers Needed Now! All formats, all announcing fields. Nationwide. Instant contact service. If interested call The Aircheck Guide. 1-207-782-0947.

HELP WANTED TECHNICAL

Communications Engineer 1st Phone. Largest radio common carrier in country. Multiple positions open. Available immediately. Excellent salary. F. DeCoster 516-681-9050.

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.

HELP WANTED INSTRUCTION

One year replacement Assistant Professor. Minimum requirements—M.A. and professional experience in broadcast production and/or broadcast news. Teach three courses per quarter. Resume with three references by July 27 to Chariman, Radio-TV Dept. University of Montana, Missoula, MT 59812. The University of Montana is an Equal Opportunity Employer. Women and Minorities are encouraged to apply.

Broadcast Engineering Technology Instructor. Two-year associate degree program training technicians in maintenance of broadcast equipment. Understanding of instruction at two-year level. Curriculum work, recruiting, and student internships. Bachelor's degree preferred and experience in broadcast engineering field. First class FCC license and working knowledge of TV production required. Salary commensurate with education and experience. Affirmative action, equal opportunity employer. Send resume by July 30 to Personnel Office, Hocking Technical College, Nelsonville, OH 45764

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.)

Wanted: Channel 8 transmitter or amplifier. Also channel 8 antenna. 809-773-0008, Len.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-5855.

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.

RCA TP-7 Slide Projectors: Very good condition, \$4,000.

Collins MW-408D Microwaves: 7 Ghz, one audio channel, 2 available, \$4,500 ea.

Ampex 1200A VTRs; loaded with options \$28,000 ea.

RCA TTU-10 10 kw UHF transmitter: 7 years old presently on air, \$35,000.

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.

RCA TK27A Film Camera: Available with TP 15 Multiplexer \$12,000.

RCA TP68 Film Projector Good condition \$10,000.
GE PE 240 Film Camera: Excellent Condition \$8,000.

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.

FOR SALE EQUIPMENT CONTINUED

Five 3M Analog Drop Out Compensators Brand new, never been used. Call 312-348-4000.

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, 5 KW, 1 KW, 250 W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

AM Transmitters (Used) 50 KW, 10 KW, 5 KW, 1 KW, 500 W, 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 AM Collins 820E-1, used one yr. with 125% positive peak option. Factory tuned, tested and warranted. Large savings. M. Cooper 215-379-6585.

For Sale—C.C.A. 10,000 Watt AM Transmitter, S/N 10025. Condition unknown. Arrangements can be made for a serious buyer to test equipment on our premises. Needs cleanup and some capacitors. Will take best offer—as is—where is. KWVO, Inc., Cheyenne, WY. Contact Larry Racine. 307-632-0551.

Vacuum capacitors. Many sizes. Good prices. Write for list. Mole Communications, 2427 Hastings, Belmont, CA 94002.

Automation Recording Equipment, including two and four track Recorders, Mixers, Equalizers, Limiters, Turntables, Cartridge Equipment, 25HZ Oscillators and Filters, and much more. Contact: Elden Haskell, Twin Falls, ID, 208-733-4840.

Ampex 1200B: Amltec, Colortec, ProCamp, 2 Heads, \$29,000. Call DBD Associates, 617-655-5115.

Moseley SCQ-9 stereo generator. Three years old, excellent condition. \$800. R.A. Kramer, Chief Engineer, WCRB-FM, Waltham, MA 02154. 617-893-7080. Available immediately.

Schaefer 903 Automation. 3 years old. Excellent condition. Call: Don Wilks, WAQY Radio, Springfield, MA 413-525-4141.

For Sale: 1-Gates 1kw AM transmitter, BC-1F with instruction manual and some spare tubes. \$1000. Call 1-507-288-3888.

Six (6) Norelco PC-80 cameras on line working—each has CBS enhancer, 3M encoder, 100 ft camera cable-panning head. \$12,500 each or \$60,000 for all. Ray Fusco VP & Dir. of Op., The Video Center, 6605 Eleanor Ave., Hollywood, CA. 213-467-6272.

Mini Computer—Bargain Price. Are you looking for a way to increase your station paper work efficiency and lower costs at the same time? KEZY has, for immediate sale, a three year old Nixdorf 840 mini computer and ALR with all radio station soft ware. Make us an offer. Call Dan Mitchell, 714-776-1191. KEZY, Anaheim, CA

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

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.

Custom, client jingles in one week. PMW, Inc. Box 947, Bryn Mawr, PA 19010. 215-525-9873.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

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. Money-back guarantee. Command Productions, Box 26348-B, San Francisco, CA 94126.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin July 30 and September 10. 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.

Cassette recorded First phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

Washington news you can USE! Contact us for free lance Washington radio coverage spotlighting *your* issues, *your* legislators, *your* visiting officials. Over 200 stations have carried our localized, market-exclusive reports, actualities. Berns Bureau, Box 23067, Washington, D.C. 20024. 202-234-4676.

RADIO

Help Wanted Sales

Radio Account Executive

Challenging and rewarding career opportunity. WMNE-AM/WMEQ-FM, Menomonie, Wisconsin. Opportunity for advancement. Take over existing list. Prefer candidate with previous radio experience. Send complete resume to: Michael A. Phillips, WMNE-WMEQ Radio, P.O. Box 1360, Menomonie, WI. 54751. EOE/M-F

Help Wanted News

THE SUNNY SOUTHWEST CALLS.

WBAP Dallas-Fort Worth, has an opening for an experienced News Director. If you write, and talk to people in newscasts, and can transfer that skill to others send tape and resume to Don Thomson Operations, 3900 Barnett, Fort Worth, Texas 76103. 5 Years experience. EQUAL OPPORTUNITY EMPLOYER

SPORTS TALENT

Major Radio Network currently staffing several key reporting positions. No play-by-play involved. Send complete resume to: Box G-59.

Help Wanted Technical

AUDIO TECHNICIANS

One of the country's most important national non-commercial broadcast organizations is looking for broadcast/recording technicians and master control operators. If you're quality-conscious, and you have had both recording studio and broadcast experience and are creative and a professional, then join our staff to make it happen, where it happens.

If you wish to apply, be sure you have a strong background in news production, and that you know audio processing equipment from the inside out. You should also feel as at home on a remote as you are in the studio.

Individuals interested in being master control operators should be experienced in automated audio switching systems and computer terminals. You should also be familiar with Telco and microwave interconnection systems.

We offer excellent company benefits which include paid hospitalization and vacation.

Please send resume, including salary history, to:

DeNise Johnson
NATIONAL PUBLIC RADIO
2025 M St. NW
Washington, D.C. 20036

NPR is an Affirmative Action/Equal Opportunity Employer

Situations Wanted Management

Broadcast Management

I would like to get back into broadcasting with a professional company the consulting business not my cup of tea former group vice president, successful owner, former CEO broadcasting division of a national company FM AM CATV same Company over 20 years 49 years old Box F-201

GENERAL MANAGER

10 Years management experience with a MAJOR MARKET group owner. A strong positive leader. Extensive sales, programming and administrative skills affirmed by multiple references. I am an enthusiastic problem solver who loves success looking for a company that is in need of a take charge broadcasting professional. Box G-88.

Multi-Media Professional

News Director at two award winning/radio stations—top rated TV anchor—Editor community involved newspaper—and manager radio station in the 18 years since college. Now I'm looking for a challenging and professionally rewarding position that will utilize my experience. Inquiries to: Clay Howard, 2700 Commerce Tower, Kansas City, Missouri 64105.

GENERAL SALES MANAGER

MAJOR MARKET experience adapting sales techniques to various formats with the same company Solid radio sales background with extensive retail, agency and national sales success. I can't perform miracles, but will give you energy, knowledge, smart salesmanship and sales leadership. Box G-106.

Help Wanted Management

GENERAL SALES MANAGER

Major group owned facility in top 30 market has rare career opportunity for experienced, promotionally oriented general sales manager. Send resume ASAP. EOE. Box G-2.

TELEVISION

Help Wanted Management

BUSINESS MANAGER

Northeast Network Affiliated Television station in a major market seeks an executive to manage business affairs activities. Areas of responsibility will include directing all financial activities, personnel and labor relations, and assisting the GM. Position requires a dynamic, creative, and assertive individual. This key position reports directly to the GM. Send resume to Box G-74.

Help Wanted Sales

LeSea Ministries Television Stations

need qualified Salespeople. Excellent compensation and opportunity. An Equal Opportunity Employer. Send Resume to: Larry Scott, WHFT-TV, P.O. Box TV 45, Miami, Florida 33169

REGIONAL SALES

Midwestern UHF Network Affiliate, 150 plus market needs a young aggressive experienced Broadcast Media Salesperson to call on major agencies and accounts in Ohio & Kentucky cities. Salary plus commission with automobile and expenses furnished. Equal Opportunity Employer Send resume and salary requirements to Box F-161

Help Wanted Technical

CHIEF ENGINEER

F.C.C. first class license, knowledge F.C.C. regulations, maintenance experience TCR 100, Ampex VR1200 and 2000. Send resume to John Shand, WTVR TV, 3301 West Broad Street, Richmond, Virginia 23230. E.O.E.

SOUTH FLORIDA TV MAINTENANCE ENGINEERS

UHF station looking for maintenance technicians experienced in transmitter and studio equipment. Major expansion of programming in progress. Send resume and salary requirements to: WKID Station Manager, 2090 S.W. 30 Ave., Pembroke Park, Florida 33009.

CHIEF TV ENGINEER

Northeast Network Affiliated VHF Television station in a major market seeks a chief engineer. Area of responsibility includes directing all engineering activities. This includes planning, supervision, and design. Excellent compensation and benefit package. Send resume to Box G-73.

Help Wanted Technical Continued

TWO CHIEF ENGINEERS NEEDED IMMEDIATELY

- One for 40 ft. mobile unit
- One for studio & post-production/editing

For Southern California facilities company. Contact: Paul Boykin, 714/556-9292

LeSea Ministries Television Stations

Need qualified Engineers, 1st Class FCC License required. Chief, Maintenance Supervisors, Technicians, Miami/Midwest locations. An Equal Opportunity Employer. Send resume to: Larry Scott, WHFT-TV, P.O. Box TV 45, Miami, Florida 33169.

Television Training Engineer

Sony Videotape Production Services has a position open for an engineer with extensive experience in the operation and maintenance of Broadcast and Industrial Helical VTR, Color Camera and related studio equipment. To research, write and produce technical training tape series. Solid technical ability needed to analyze the circuitry involved and good communication skills are required. If you would enjoy the challenge involved in the production of technical video tapes, please call or send your resume to: Ken Baird, Videotape Production Services, Sony Corporation of America, 700 W. Artesia Blvd., Compton, Ca. 90220. (213) 537-4300. X476.

TELEVISION BROADCAST TECHNICIAN

Baltimore television station has an opening for a technician. Must have FCC 1st Class License and technical school education. Send resume to: Chief Engineer, WMAR-TV, 6400 York Road, Baltimore, Maryland 21212. E.O.E. M/F.

EXPERIENCED TELEVISION ENGINEER

WITH FIRST CLASS LICENSE has a good opportunity with WFMY-TV, Greensboro, N.C. Station has the latest and best equipment. Need an individual familiar with total television station engineering operation, strong in equipment maintenance. Apply to Personnel Department, P.O. Box TV 2, Greensboro, N.C. 27420 or telephone 919-379-9369.

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.

Help Wanted Programing, Production, Others

ON-AIR PROMOTION DIRECTOR

Major market network affiliate seeks creative individual for on-air promotion director. Person selected must be skilled in concept writing and production. Must have at least two years previous television experience in promotion department. Knowledge of station logs procedure required. College degree preferred. Send resumes to: Nancy Fields, WMAR-TV, 6400 York Road, Baltimore, Maryland 21212 E.O.E. M/F.

WTMJ-TV Milwaukee, Wi

Immediate opening for a co-host/co-producer of a local, consumer oriented, daily feature/talk program. Excellent opportunity to move up into a high quality production which is enjoying a 33% share against network programming. A minimum of 1-2 years experience on the air and producing is required. Send air check cassette and resume (no phone calls please) to Gerald McGrath, Program Manager, WTMJ-TV, 720 E. Capitol Dr., Milwaukee, WI 53201.

**Help Wanted Programing,
Production, Others
Continued**



**WWL Television is Staffing
for PM Magazine**

We're looking for a host and hostess, cinematographers-editors and story producers. Send resumes to:

Richard Akin
Executive Producer
PM Magazine
WWL Television
1024 North Rampart St.
New Orleans, LA 70176

**NORTHEAST
NETWORK AFFILIATE**

is accepting applications for assistant promotion director in radio-TV. Must be creative, well-organized, with a knowledge of all media. Must have full knowledge of television and radio production, newspaper advertising, as well as ability to write news releases, produce on-the-air promos, brochures, sales pamphlets. Send resume and salary requirements to Box G-79.

An Equal Opportunity Employer.

Help Wanted News

**NEWS MANAGER
KMTV - OMAHA**

Fully equipped dept. with 26 professionals. New building. Total commitment to NEWS. Need experienced, aggressive leader. Submit resumes and tapes to Norm Williams, KMTV, 10714 Mockingbird Drive, Omaha, NE 68127. For more information call (402) 592-3333.

OUR TEAM NEEDS A LEADER

WCTI-TV, ABC for the Greenville, New Bern, Washington ADI has opening for aggressive news director. Lead a top news staff which is 100% ENG equipped and committed to dominance in the market. Present news director moving to major market. Applicants should possess excellent writing and journalistic skills, leadership qualities and have the ability to perform on-air. Above average compensation package. Submit tapes and resumes in confidence to: Bill Jenkins, Vice-President & General Manager, WCTI-TV, P.O. Box 2325, New Bern, N.C. 28560.

Malrite Broadcasting is an Equal Opportunity Employer

**Help Wanted News
Continued**

ANCHOR PERSON

New England network affiliate. Must be strong personality ... strong broadcast journalist ... Willing to get outside and get involved. Strong writing & presentation a must. An Equal Opportunity Employer. Send resume to Box G-21.

**Situations Wanted Programing,
Production, Others**

TV TALENT

For right major market show. Top 10 experience, looks and style. Host/Interviewer with solid Anchor/Reporter background. Available Fall '79. Box G-81.

Broadcaster

under 30-over 10 years experience in most facets of commercial and military radio and television. R-TV-F Sales Management Degree, 4 years with AFRTS, have received industry broadcast honors. Wants position as Assistant G.M., P.D., Operations Director, or other responsible television positions. Box G-76.

ALLIED FIELDS

Help Wanted Technical

TECHNICAL CONSULTING

Established Washington, D.C. Broadcast Management Consulting Firm needs an Experienced Broadcast Engineer. Will work with a team of 3 other engineers to inventory and appraise technical equipment and other assets for clients throughout the country. Some knowledge of CATV desirable.

This is a detail job with some travel. The company is small and progressive, located in a pleasant and convenient section of Washington.

Call Chuck Kadlec - FRAZIER, GROSS & CLAY - 202-966-2282. el10 Ad no. 19

Public Notice

NOTICE TO BIDDERS

Notice is hereby given that the Board of Public Works and Safety of Michigan City, at its office located in the Warren Building, 723 Franklin Square in said City, will receive proposals until the hour of 10:00 o'clock a.m. local time, on the 9th day of July, 1979, for the operation of a non-exclusive CATV system franchise.

Sealed bids shall be submitted on prescribed forms which may be obtained from the office of the City Clerk, containing the usual statutory non-collusion affidavit, and each bidder shall be required to file with a bid a certified check in an amount of one thousand dollars (\$1000.00), seven hundred fifty dollars (\$750.00) of which shall be refunded to non-successful parties submitting proposals.

Each bidder must submit a written affirmative action program with said bid, which program shall include specific goals and timetables for the employment and training of minorities and of lower income residents of the project area. Each bidder must ensure that all employees and applicants for employment are not discriminated against because of race, creed, color, sex, or national origin.

The Board of Public Works and Safety herewith reserves the right to waive any formality, informality or irregularity in any bid or bids received, and to reject any and all bids received.

Issued by order of the Board of Public Works and Safety of Michigan City, Indiana, this 7th day of June, 1979.

Philip J. Schoedter, City Clerk

**CABLE
Help Wanted Sales**

**Regional
Marketing
Managers**

Current expansion program has created 3 openings for Regional Marketing Managers who will be responsible for marketing programs in a multi-system operation. These positions require individuals who can assess marketing needs for divergent cable TV systems and then develop sales programs to respond to those needs. The positions include hiring of sales managers at the local level and assisting in development of telephone sales training programs. Candidates must also be able to set up direct sales compensation programs and monitor sales results and goals. A working knowledge of direct mail, newspaper, radio and television advertising is helpful. Some travel will be necessary.

We are seeking candidates with a background in cable television marketing. Compensation will include salary plus a commission based on overrides and we offer a very generous benefit plan. Please rush your resume and salary history in confidence to:

TM Communications/CPI
P.O. Box 2320
Costa Mesa, CA 92626
Equal Opportunity Employer M/F

Business Opportunities

TV AND FM STUDIES

of markets with open allocations. Separate studies for FM and TV. For information write or call William P. Turney, P.O. Box 27, Burlingame, Kansas 66413. (913) 654-3964.

BUSINESS OPPORTUNITY

Why seek a job with limited future, own your own business with an unlimited potential in the advertising field. Call (404) 546-6001 or write to: Franchise Director, 387 Old Commerce Road, Athens, Georgia 30607.

Consultants

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
- Lease Financing
- 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.

Radio Programing



LUM and ABNER
 5 - 15 MINUTE
 PROGRAMS WEEKLY
Program Distributors
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 Jonesboro, Arkansas 72401
 Phone: 501-972-5884

Miscellaneous

THE INNOVATION ORGANIZATION
 Custom Station Logos
 and
 Commercial Jingles
 Radio or T.V.
 Post Office Box 3133 North Hollywood, CA 91609
 Telephone (213) 882-0177

ATTN: RADIO STATIONS!

Here's a service of humorous features-authentic impressions of old time movie stars-Jock drop ins-personalized for your station and your locale! I will record your spec spots-intros-promos etc! Low cost! For all formats! By major market pro! Free sample tape! Box G-107.

Employment Service

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.

NAME _____
 ADDRESS _____
 CITY _____ STATE _____ ZIP _____
 RADIO TV

MEDIA PLACEMENT SYSTEMS
 P.O. Box 4366 • Santa Barbara • CA • 93103
 805 • 684 • 3066

For Sale Stations

S	Small	AM	\$200K	Cash
MW	Small	AM	\$168K	\$69K
W	Small	AM/FM	\$530K	\$154K
MW	Medium	AM/FM	\$1,250K	Cash
W	Metro	Fulltime	\$900K	\$247K

Atlanta, Boston, Chicago, Dallas, Los Angeles

CHAPMAN ASSOCIATES
 nationwide service

1835 Savoy Dr., N.E., Atlanta, Ga. 30341

For Sale Stations Continued

Long established regional AM in New England
 Fine signal, modern equipment, large marketing area. \$1,500,000 inclusive of property/equipment leases, non-compete. Principals only. Box G-103.

MEDIA BROKERS APPRAISERS
RICHARD A. SHAHEEN INC.
 435 NORTH MICHIGAN • CHICAGO 60611
312-467-0040

50,000 WATTS OF POWER
 Low dial position. Sunbelt location. Opportunities like this seldom come along where a 50,000 watt station can be purchased for 25 times revenue. Fully qualified cash buyers only should write (no phone calls please) to the Ted Heppburn Company, PO Box 42401, Cincinnati, OH 45242.

901/767-7980
MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS
 "Specializing In Sunbelt Broadcast Properties"
 5050 Poplar • Suite 816 • Memphis, TN. 38157

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers

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Suite 214	Suite 417
11681 San Vicente Blvd.	1730 Rhode Island Ave. N.W.
Los Angeles, CA. 90049	Washington, D.C. 20036

Three sts. in small to med. mrk. S.W. plus C.P. for med. mrk. FM with deal.

John Mitchell, Shreveport, La.
 Bob Clark, Lubbock, Texas
 Don Thompson, Rogers, Ark.

Mitchell & Associates
 P.O. Box 1065 Shreveport, LA 71163

THE HOLT CORPORATION
 APPRAISALS—BROKERAGE—CONSULTATION
 OVER A DECADE OF SERVICE TO BROADCASTERS
 Westgate Mall, Suite 205
 Bethlehem, Pennsylvania 18017
215-865-3775

R.D. HANNA ASSOCIATES
 (formerly Holt Corporation West)
BROKERS—APPRAISERS—CONSULTANTS
(214) 696-1353
 5944 Luther Lane
 Suite 401—Dallas, Texas 75225

NM Small 1 kw day \$350,000,
 Gulf Coast 5 kw day \$355,000.
 Real Estate included with both.

Bill-David Associates, Inc.
 2508 Fair Mount St.
 Colorado Springs, CO 80909

THE KEITH W. HORTON COMPANY, INC.

P. O. Box 948
 Elmira, NY 14902
 (607) 733-7138

Brokers and Consultants to the Communications Industry

S. New England Daytimer for Sale
 by absentee owner. 1000 watts, early sign on, single station market with good potential. Real estate included Priced at just over 2 x 1979 projected annual sales at 650,000. Estimated cash flow 69,000. Qualified buyers only. No brokers. Box C-166.

CALIFORNIA CENTRAL COAST
 Full time AM. \$680,000 Cash
 Principals Only
 Box G-42

H.B. La Rue, Media Broker
RADIO • TV • CATV • APPRAISALS

West Coast:
 44 Montgomery Street, 5th Floor-San Francisco, California 94104 415/673-4474

East Coast:
 210 East 53rd Street, Suite 5D-New York, N.Y. 10022 212/288-0737

- **Powerful Daytimer.** Densely populated area of N.C. \$40,000 down, 20 year amortization. \$480,000.
- **1 kw AM in Southern Ga.** Real Estate. \$250,000. Good terms.
- **AM-FM in Kentucky** \$360,000. Terms.
- **AM/FM—Central Georgia.** \$20,000 down. \$260,000.
- **Southern Arizona.** Fulltimer. Good county population. \$390,000. Terms.
- **S. California.** Spanish. \$520,000.
- **Cent. California.** Daytimer. \$420,000.
- **N. Central Texas.** Daytimer. \$400,000.

Let us list your station. Confidential!

BUSINESS BROKER ASSOCIATES
615-756-7635 24 HOURS

Fates & Fortunes

Media

Keith Moon, station and general sales manager, Blair-owned KSBW-TV Salinas, Monterey, Calif., named to newly created post of VP and general manager of Blair's KSBY-TV San Luis Obispo, Calif.

John Patrick Noon, manager of human resources, Solid State Division, RCA, Somerville, N.J., appointed to newly created position of vice president for human resource planning and development for RCA subsidiary, NBC, New York.

Richard F. Schaller, general sales manager, KHON-TV Honolulu named general manager, succeeding **George Hager**, president of licensee, Register Broadcast Group, and VP of parent company, Des Moines Register and Tribune Co.

Mark O. Hubbard, marketing and press relations supervisor, Taft Broadcasting Co.'s College Hall of Fame, Kings Island, Ohio, named director of Radio Research, Taft Broadcasting, Cincinnati.

Mary Jean Parson, director of planning, development and administration for ABC Leisure

Attractions, ABC Inc., New York named director of planning, corporate relations, American Broadcasting Companies, there.

Del Hull, program director, KARZ(AM) Phoenix, named station manager.

Bob Rogers, general sales manager, KTOK(AM) Oklahoma City, named general manager, co-owned KZUE(FM) there.

Joseph Carranza, assistant business manager, KSAT-TV San Antonio, Tex., joins WTOP(AM) Washington, as business manager.

Tom Scanlan, VP and general manager, WECA-TV Tallahassee, Fla., joins WEAR-TV Pensacola, Fla., as general manager.

Arnold Marfoglia, manager, affiliate contract administration, ABC Television, named director of unit.

Carl Leahy, operations manager, WEAR-TV, named station manager.

Ronald A. Stratton, executive VP-general manager, WBEC(AM)-WQRB(FM) Pittsfield, Mass., joins WROC(AM)-WPXY(FM) Rochester, N.Y., as general manager.

John Marquis, who has worked as announcer, news director and program director for KSOK(AM) Arkansas City, Kan., appointed general manager, succeeding **S.C. (Tommy) Thompson**, who retires after 31 years at station.

Ronald W. Phillips, general sales manager, WTAR-TV Norfolk, Va., joins WTVR-TV Richmond, Va., as executive VP and general manager.

Tony Sylvester, from WAVY-TV Portsmouth, Va., and formerly anchor for WTOP-TV (now WDMV-TV) Washington, and director of news and information, RCA, Washington, named president-general manager, WMC-FM Mifflinburg, Pa.

Kathy Hadley, with KMJD(FM) Castle Rock, Colo., named station manager.



Sylvester

Advertising

Walter L. Hagstrom Jr., account supervisor, Cunningham & Walsh, New York, named VP.

Tom Tilson Jr., VP and manager of New York Tiger sales team of TeleRep Inc., New York, named to new post of VP, area manager. **Dennis FitzSimons**, director of special projects, named New York Tiger manager. **Marty Antonelli**, account executive in New York, named director of training of TeleRep.

Kathy McLaughlin, assistant to director of research, Metro Radio Sales, New York, which has ceased operations, appointed sales market-

ing director, WPLJ(FM) New York, ABC-owned station. **Bob Visotcky**, account executive with WAJR(AM)-WVAQ(FM) Morgantown, W. Va., named to similar post at WPLJ(FM).

Kent M. Smith, VP and management representative at Bozell & Jacobs, New York, named VP, account services, Catalano & Gornick, there.

Francis Piderit, manager of creative services, CBS Inc.'s Columbia House division, named manager of print communications, CBS Television Network Sales, New York.

John Damiano, director of sports research for NBC research department, New York, named director of affiliate marketing, NBC-TV. **James B. Hicks**, account executive in participating program sales department, NBC-TV, named director of participating program sales.

Tony Sidlo, account executive, WOWO(AM) Fort Wayne, Ind., joins Radio Advertising Representatives, New York, as account executive.

Jim Herbert, VP-associate creative director, BBDO/Detroit, joins Foote, Cone & Belding, New York, as copy supervisor. **Elliot Matlin**, art director, Marsteller, joins FCB in same capacity. **Rhoda Malamet**, producer, Waring & LaRosa, joins FCB as producer.

Appointments to new Houston office of W.B. Doner: **Anthony Passarello**, Houston branch manager for Fondren-Miller Advertising, Lancaster, Pa., joins Doner as account supervisor and resident manager in Houston; **Judy Castles-Sheets**, writer-producer for Mike Sloan, Miami, named creative group supervisor; **Sandy Pardo**, media supervisor, Rives, Smith, Baldwin & Carlberg/Young and Rubicam, Houston, named senior media supervisor; **Lynda Boydston**, VP-media, Karolik Advertising, Houston, named to account service position; **Jody Dyke**, broadcast production manager, Nahas-Bracken Advertising, named broadcast producer, and **Malinda Younts**, from Weekly & Penny Advertising, Houston, named assistant media buyer.

Howard E. Johnson, VP-account supervisor, Dodge account, BBDO, Detroit, named senior VP-management supervisor, Standard Oil of Indiana account, D'Arcy-MacManus & Masius, Chicago.

Robert B. Wert, account executive, Howard Swink Advertising, Marion, Ohio, joins D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., in same capacity. **Jeffrey G. Vetter**, associate creative director, Byer & Bowman Advertising, Columbus, Ohio, joins DM St. Louis, as art director.

Irvin R. Zelt, sales rep, RAR, New York, joins McGavren Guild Radio as Philadelphia Regional Manager.

Richard Matthews, VP-marketing, Whitehall Laboratories division of American Home Products, New York, joins Norman, Craig & Kummel, there as executive VP-management supervisor.

Peter Reader, national advertising manager,



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527 Madison Avenue, NYC 10022
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*The Wall Street Journal, 1977

Pepsi-Cola, Purchase, N.Y., joins McDonald & Little, Atlanta, as VP-account supervisor, assigned to new soft drink from Coca-Cola, Mello Yello. **Robert Evanko**, from Walt Disney World, Orlando, Fla., joins McDonald & Little as account executive.

Sheila Wexler, account executive on Woodward & Lothrop account at Abramson/Himelfarb, Washington, named account supervisor.

James Dragoumis, senior VP, Media Corp. of America, New York, named VP of media, Levine, Huntley, Schmidt, Plapler & Beaver there.

Bill Barker, VP-advertising manager, Popeil Brothers, joins SMY Inc., Chicago, media buying service, as media director.

Thomas W. Lantz, manager of special markets, RCA Sales Corp., Indianapolis, named VP.

Barbara J. Anderson, advertising and sales promotion manager, WSBK-TV Boston joins KXAS-TV Fort Worth as director of advertising and promotion.

Jodi Dore, account executive, WDAF-TV Kansas City, Mo., named local sales manager.

Avron (Sonny) Spiro, VP-director of media, Plough Products Group, Plough Inc., Memphis, named executive VP of Plough's in-house agency, Lake-Spiro-Sherman Advertising.

Cathy Grzanka, research director, WBBM-FM Chicago, named account executive.

Anthony Washington, account executive, Top Market Television, Chicago, and Vicki Rosenberg, account executive, WPIK(AM)-WXRA(FM) Alexandria, Va., named to same positions at WJLA-TV Washington.

John Funk, local sales manager, KGMB-TV Honolulu, named general sales manager.

Dennis Thatcher, formerly account executive with WJMO(AM) Cleveland Heights and WJKW-TV Cleveland, joins WHK(AM) Cleveland as account executive.

Barbara J. Anderson, advertising and sales promotion manager, WSBK-TV Boston, joins KXAS-TV Fort Worth as director of advertising and promotion.

Debbie Westbay, from sales department of WAVE-TV Louisville, Ky., joins WDRB-TV there as account executive.

Ray Perry, national sales manager, KARZ(AM) Phoenix, named general sales manager.

Jim Beck, station manager, noncommercial KUAF(FM) Fayetteville, Ark., named account executive, KARN(AM) Little Rock, Ark.

Bill Newman, sales manager, KCMO(AM) Kansas City, Mo., named general sales manager.

Joe Ferguson, local sales manager, KNIX-AM-FM Tempe, Ariz., named national and regional sales manager. **Robert Podolsky**, account executive, succeeds Ferguson. **Gregg Mayfield**, sales manager, KINT-AM-FM El Paso, Tex., joins KNIX as account executive.

William E. White with WCHS-TV Charleston, W. Va., named national sales manager. **John M. Peck** and **Dennis Adkins**, account executives, WCHS-TV, named local-regional sales manager and general sales manager, respectively.

Eugene Hegedus, part-time advertising salesman, WWOL(AM)-WWOR(FM) Buffalo, N.Y., joins

station full time as account executive.

Patty Reilly, graduate, Southern Illinois University, Carbondale, joins sales staff of KRUX(AM) Phoenix.

Glen Helton, editorial services officer, San Francisco world headquarters of Bank of America, joins Hoefler-Amidei Associates, San Francisco, as senior account executive.

Debra Charkowski, television sales coordinator, WKZO-TV Kalamazoo, Mich., joins publicity services department of J.I. Scott, Grand Rapids, Mich., as writer-coordinator.

Programing

Michael Olton, director of talent, CBS Entertainment, Los Angeles, named associate director of miniseries. **Rick Jacobs**, casting director, based in New York, named director of talent and casting there. **Susan Glicksman**, with casting department of ABC Entertainment, Hollywood, named associate director of talent and casting, CBS Entertainment, West Coast.

Kerry McCluggage, executive of programing for ABC, Universal Television, Universal City, Calif., named director of current series programing.

Joe DiBuono, VP-sales and marketing, Unitel Production Services, New York, joins Reeves Teletape Facilities Group there as VP-marketing. **Rich Kearney**, account executive and production supervisor, Reeves, named VP and general manager production facilities.

John D. Watkins, news director, KGO(AM) San Francisco, joins WCFL(AM) Chicago as manager of broadcast operations.

Gary L. Rockey, program manager, KSAT-TV San Antonio, Tex., joins WJAR-TV Providence, R.I., in same capacity. **Bob Thistle**, producer of *PM Magazine*, WFSB-TV Hartford, Conn., joins WJAR-TV as executive producer of *PM Magazine*.

Stuart Garfinkle, Washington freelancer, joins WJLA-TV there as film editor.

Heather Harden, producer and interview host of public affairs programs, KETV(TV) Omaha, joins WFRV-TV Green Bay, Wis., as producer and co-host of midday program.

One half. Seven of 14 Radio-Television News Directors Association regional directors were chosen last week (remaining seven will be selected next year): region one (Alaska, Washington, Oregon, Idaho)—Dean Mell, KHQ-AM-TV Spokane, Wash. (re-elected); region two (Hawaii, California, Nevada, Arizona)—Ron Mires, KGTV(TV) San Diego; region three (Wyoming, Colorado, Utah, New Mexico)—Pete Williams, KTWB-AM-TV Casper, Wyo.; region four (Oklahoma, Texas)—Marty Haag, WFAA-TV Dallas; region five (North and South Dakota, Minnesota, Wisconsin)—Norm Schrader, WDAY-TV Fargo, N.D.; region seven (Indiana, Illinois)—Dick Westbrook, WAND(TV) Decatur, Ill. (re-elected); region 11 (New England)—Roger Allan, WRKO(AM) Boston. They will be installed at RTNDA's convention Sept. 6-8 in Las Vegas.

Robert B. Fox, general sales manager, KGMB-TV Honolulu, named general manager of station's Hawaii Production Center and soon to be created Hawaii Film Laboratories. **Barbara Tyers**, acting manager of Hawaii Production Center, named manager.

Carol Stripling, program assistant, KVI-AM-FM Seattle named music director.

Bob Reynolds, air personality, WGCH(AM) Greenwich, Conn., and WRNW(FM) Briarcliff Manor, N.Y., joins WFAS(AM) White Plains, N.Y., as host of overnight show.

News and Public Affairs

New positions at CBS News, New York: **Stuart L. Witt**, director of business affairs, becomes VP, business affairs, replacing **Donald C. Hamilton** who will hold new post of VP, special projects, business affairs, until his retirement at end of January 1980. **Robert E. McCarthy**, director of administration, business affairs, becomes director of department. **Robert Burstein**, associate director, business affairs, named director of administration, business affairs. **Barry Messinger**, associate director, business affairs, appointed director, administration, business affairs.

Lloyd Siegel, producer for "Segment 3" feature of *NBC Nightly News*, New York, named producer of domestic news coverage on *Nightly News*.

Steven R. Antonioti, executive producer-special reports, WXYZ-TV Detroit, named executive producer of 11 p.m. weeknight editions of WABC-TV New York news. **Allan J. Weiss**, associate producer of 6 p.m. weeknight news and Saturday, 6:30 p.m. newscast, WABC-TV, named producer of 11 p.m. news. Both WXYZ-TV and WABC-TV are ABC-owned stations.

Lisbeth A. Gant, news editor/writer at WBZ-TV Boston, appointed producer of station's *Eyewitness News Conference* program.

Kenneth Coyte, executive VP, UPITN, TV news service, London, named chief executive.

Eric Sevareid, retired CBS news commentator, was married June 30 in Worcester, Mass., to Suzanne St. Pierre, Washington producer for network's *60 Minutes*. He's 66, she's 42; it's third marriage for him, second for her.

Terrence McKeever, from WHBQ-AM-TV Memphis, joins KHJ-TV Los Angeles, Calif., news department.

Mel Leavitt, on *Prep Quiz Bowl* on noncommercial WYES-TV New Orleans, assumes additional duties as newscaster on WGNO-TV there.

Marsha Carter, morning anchor, KBBC(FM) Phoenix, named news director.

Jim Edwards, assistant news director, WFTL(AM) Fort Lauderdale, Fla., named afternoon anchor/editor, WGBS(AM) Miami.

Paul Miller, anchor/reporter, WHIO-TV Dayton, Ohio, named reporter, WSB-TV Atlanta.

Jim Carter, news director, WHHY-AM-FM Montgomery, Ala., named producer/reporter, WAPI-TV Birmingham, Ala.

Maggie McNett, news producer/writer, WFSB-TV Hartford, Conn., named evening news producer, WNAC-TV Boston.

Leslie Olson, reporter, WISH-TV Indianapolis, and **Randall Miller**, photographer, WRTV(TV)

there, named associate producer and photographer, respectively, WISH-TV's *PM Magazine* Indianapolis.

Don Colson from KSAT-TV San Antonio, Tex., joins KMOL-TV there as co-anchor.

Jim Brinson, sports director, KNTV(TV) San Jose, Calif., joins KXAS-TV Fort Worth, Tex., in same capacity.

Beverly Ann Joachim, on announcing/reporting staff, Louisiana Network, Baton Rouge, named assistant news director. **Larry Gryzbac**, news director, KDSX(AM)-KDSQ(FM) Denison-Sherman, Tex., named to announcing/reporting staff of Louisiana Network.

Katherine Leidel, video systems consultant, Southeastern Sight and Sound, Raleigh, N.C., named public affairs assistant, WRAL-TV there.

Bob Morford, from KOMU-TV Columbia, Mo., joins WTVG-TV Chattanooga as general assignment reporter.

John S. Rosenberg and **Chuck Wilson** with WROC(AM)-WPXY(FM) Rochester, N.Y., named news director and sports director, respectively.

Sy Becker, reporter and news director, WSPR(AM) Springfield, Mass., joins WWLP(TV) there as general assignment reporter and theater and motion picture critic.

James V. McMahan Jr., president and general manager, WAMD(AM) Aberdeen, Md., elected president of Chesapeake Associated Press Broadcasters.

Joseph E. Quinn, afternoon anchor, WAVZ(AM) New Haven, Conn., joins WABI-TV Bangor, Me., as general assignment reporter and anchor.

Making it a new 17th market.



REPRESENTED NATIONALLY BY HRP

Promotion and PR

Roann K. Levinson, manager of corporate projects, ABC Inc., New York, named manager of business information, public relations, American Broadcasting Co.

Fred Wahlstrom, account supervisor, March Five, New York, joins Sony Corp. of America there as manager of public relations.

Adrienne Lynch, administrative assistant to general manager, KARZ(AM) Phoenix, named promotion manager.

David Paul Tressel, programing-promotion manager, WIFR-TV Freeport, Ill., joins WTAR-TV Norfolk, Va., as promotion manager.

Cable

Mack C. Perryman, director of program administration, East Coast, ABC Entertainment, joins Home Box Office, New York, as director of scheduling.

Susan Denison, product group supervisor, Clairol Inc., New York, named director of marketing, Showtime there.

Thomas Hawley, general executive, United Press International, New York, named director of cable television services. **Jack Klinge**, manager for commercial pictures sales based in Dallas, replaces **Roy Mehlman** who resigned as cable television sales manager.

Thomas H. Woods, director of marketing administration and services, Mosler Safe Co., New York, joins Magnavox CATV-Systems, Manlius, N.Y., as VP-operations.

Stephen Ingram, assistant to VP, Continental Cablevision of Ohio, Findlay, named director of corporate development-Eastern region.

Technology

Stanley E. Basara, manager, studio and control equipment engineering and product management, RCA Broadcast Systems, Camden, N.J., promoted to division VP and general manager of RCA Broadcast Systems. **James M. Alic**, executive VP, NBC, New York joins RCA Corp. there as staff VP-SelectaVision videodisk strategic planning. **James J. Badaracco**, division VP and general manager of RCA distributor and special products division, Deptford, N.J., named president of RCA Service Co., Camden, N.J. **Donald M. Cook**, division VP-government services marketing for RCA Service Co., succeeds Badaracco.



Basara



Breidt

Donald F. Breidt, general manager of Harcourt Brace Jovanovich trade book division, New York, named executive director of Society of Motion Picture and Television Engineers, Scarsdale, N.Y. Breidt succeeds **Denis A. Courtney**, who has retired.

Joseph C. Dyer, contracts manager, Satellite Interconnection System Project Office (SISPO) of Corporation for Public Broadcasting, Washington, named SISPO director.

Charles E. Goodrich, director of engineering, McMartin Industries, Omaha, Neb., named director of marketing. **Don Denver**, administrative and engineering post, KECK(AM) Lincoln, Neb., joins McMartin as national sales administrator.

Frank A. Santucci, international sales manager, Audio-Electronics Division of Dictaphone Corp., Chicago, joins Consolidated Video Systems, Sunnyvale, Calif., as general sales manager.

Allied Fields

Martin Umansky, KAKE-TV Wichita, Kan., named to Television Information Committee, overseer of Television Information Office, succeeding new National Association of Broadcasters joint chairman, Thomas Bolger, WMTV(TV) Madison, Wis.

Nancy McCormick-Pickett, communications coordinator, Cancer Coordinating Council, Washington, D.C., joins FCC in Consumer Assistance Office as consultant.

Gerald M. Goldberg, active in medical communications and audio-visual education and previously public relations executive for Group W, New York, named president and festival director of International Film and TV Festival of New York.

T.J. Karonias, VP-account executive in Atlanta office of A.C. Nielsen, named marketing manager for scanning services, based in company's Northbrook, Ill., office.

Richard H. Hirsch, associate director of office for film and broadcasting, U.S. Catholic Conference, Washington, named secretary for communication.

Joseph Furnia, associate marketing manager in California office of Market Compilation and Research Bureau, named assistant director of Midwestern sales, based in Chicago.

Deaths

Thompson L. Guernsey, 75, pioneer Maine broadcaster, died June 13 in Dover Foxcroft, Me. He established WLBS(AM) there in 1926 and in 1928 moved station to Bangor, Me. Guernsey operated station for 18 years until station was sold in 1944. In 1940, he bought experimental television station WIG Boston and broadcast using all-electronic system of transmission.

Thomas P. Keane Jr., 42, chief of FCC's accounting branch, died of cancer June 25 at his home in Bowie, Md. He joined commission in 1958 as communications utilities accountant. He is survived by his wife, Judith, and three daughters.

Joseph Borking, 67, attorney, economist and author, died July 5 in Washington of heart attack. Formerly with Antitrust Division of Justice Department, he was co-author, in 1938, of "Television—A Struggle for Power," which attacked RCA and its then head, David Sarnoff, on purported monopoly grounds, including RCA-owned NBC and its two-network (Red and Blue) structure. Co-author of volume was Frank C. Waldrop, Hearst editor in Washington, with introduction by George Henry Payne, member of original FCC (1934-1943). Borking had been candidate for nomination to FCC in 1968 but appointment (by President Lyndon B. Johnson) went to H. Rex Lee.

Stock Index

Exchange and Company	Closing Tues. July 3	Closing Wed. June 27	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000.)	Exchange and Company	Closing Tues. July 3	Closing Wed. June 27	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000.)	
BROADCASTING							PROGRAMMING							
N ABC	41 1/8	39 3/4	+ 1 3/8	+ 3.45	9	1,139	O Chuck Barris Prods.	13 1/2	13 1/2				6	
N Capital Cities	40 1/4	39 5/8	+ 5/8	+ 1.57	11	563	N Columbia Pictures	23	23 1/8	- 1/8	- .54	4	224	
N CBS	51 1/4	48 3/4	+ 2 1/2	+ 5.12	7	1,440	N Disney	33 7/8	34 1/2	- 5/8	- 1.81	11	1,098	
N Cox	61 3/8	61	+ 3/8	+ .61	12	409	N Filmways	14 1/4	14 3/4	- 1/2	- 3.38	8	71	
A Gross Telecasting	21 3/4	22 1/2	- 3/4	- 3.33	7	17	Four Star*	3/4	3/4				8	
O Kingstip Commun.	17 1/2	17 1/4	+ 1/4	+ 1.44	31	8	N Gulf & Western	14 1/2	14 5/8	- 1/8	- .85	3	698	
O Lin.	42	42 1/4	- 1/4	- .59	10	117	N MCA	45 1/4	44 1/2	+ 3/4	+ 1.68	8	1,055	
N Metromedia	59 1/4	60 3/4	- 1 1/2	- 2.46	8	272	N MGM	20 5/8	20 1/4	+ 3/8	+ 1.85	9	628	
O Mooney	6 1/2	6 3/4	- 1/4	- 3.70		2	N Transamerica	17 7/8	17 3/4	+ 1/8	+ .70	6	1,180	
O Scripps-Howard	48	48			9	124	N 20th Century-Fox	37 3/8	38 7/8	- 1 1/2	- 3.85	5	291	
M Starr	14 3/4	14 3/4			46	22	O Video Corp. of Amer.	8 3/4	9	- 1/4	- 2.77	29	8	
N Storer	37 1/2	38 1/4	- 3/4	- 1.96	10	185	N Warner	33	33 1/2	- 1/2	- 1.49	7	647	
N Taft	22 7/8	22 1/4	+ 5/8	+ 2.80	8	194	A Wrather	17 3/8	18	- 5/8	- 3.47	47	40	
BROADCASTING WITH OTHER MAJOR INTERESTS							SERVICE							
A Adams-Russell	15 1/4	14	+ 1 1/4	+ 8.92	12	19	O BBDO Inc.	31 1/4	31	+ 1/4	+ .80	7	78	
A Affiliated Pubs.	21 3/4	20 3/8	+ 1 3/8	+ 6.74	8	76	O Compact Video	8 7/8	8 7/8				15	
N American Family	12 7/8	12	+ 7/8	+ 7.29	6	135	N Comsat	45 1/4	45 3/4	- 1/2	- 1.09	11	362	
N John Blair***	19 1/2	29 5/8	-10 1/8	-34.17	4	72	O Doyle Dane Bernbach	17 3/4	17 3/4				6	31
N Charter Co.	29 7/8	30 3/4	- 7/8	- 2.84	26	574	N Foote Cone & Belding	18 1/4	18 1/8	+ 1/8	+ .68	6	47	
N Chris-Craft	13 3/4	13 5/8	+ 1/8	+ .91	8	50	O Grey Advertising	32 1/2	32 1/2				4	20
N Coca-Cola New York	6 3/4	6 5/8	+ 1/8	+ 1.88	9	119	N Interpublic Group	38 1/2	37	+ 1 1/2	+ 4.05	8	91	
N Combined Comm.	33 1/2	33 1/2			12	355	O MCI Communications	6 7/8	7 3/8	- 1/2	- 6.77	86	141	
N Cowles	19 3/4	19 3/4			16	78	A MovieLab	6	6 1/4	- 1/4	- 4.00	11	8	
N Dun & Bradstreet	33 3/4	33 3/4			13	939	A MPO Videotronics	4 5/8	4 1/2	+ 1/8	+ 2.77	5	2	
N Fairchild Ind.	31	31			6	176	O A. C. Nielsen	23	24 3/4	- 1 3/4	- 7.07	11	252	
N Fuqua	10 7/8	11 1/4	- 3/8	- 3.33	5	137	O Ogilvy & Mather	19	19 1/2	- 1/2	- 2.56	6	68	
N Gannett Co.	44 1/4	44	+ 1/4	+ .56	14	1,189	O TPC Communications	7 1/4	7 7/8	- 5/8	- 7.93	13	6	
N General Tire	23 5/8	24 5/8	- 1	- 4.06	5	548	N J. Walter Thompson	24 7/8	25 1/2	- 5/8	- 2.45	6	65	
O Gray Commun.	26	26			8	12	N Western Union	22 1/2	22 5/8	- 1/8	- .55	10	341	
N Harte-Hanks	20 1/4	20 5/8	- 3/8	- 1.81	12	187	ELECTRONICS/MANUFACTURING							
N Jefferson-Pilot	35	36	- 1	- 2.77	9	801	O AEL Industries	6 1/4	7 1/8	- 7/8	-12.28	5	10	
O Marvin Josephson	13 1/2	14	- 1/2	- 3.57	7	34	N Ampex	14 7/8	15 5/8	- 3/4	- 4.80	10	168	
O Kansas State Net.	24 1/2	24 3/8	+ 1/8	+ .51	20	44	N Arvin Industries	14	14 1/4	- 1/4	- 1.75	4	83	
N Knight-Ridder	21 1/2	21 1/4	+ 1/4	+ 1.17	9	710	O CCA Electronics*	1/8	1/8				1	
N Lee Enterprises*	21 3/8	21 3/8			11	155	A Cetec	4 3/4	4 3/4				10	10
N Liberty	38	38 3/4	- 3/4	- 1.93	8	256	A Cohu	3 3/4	4	- 1/4	- 6.25	13	6	
N McGraw-Hill	24 5/8	24 5/8			10	610	N Conrac	14 3/4	14 5/8	+ 1/8	+ .85	23	30	
A Media General	22	22 1/4	- 1/4	- 1.12	9	164	N Eastman Kodak	56 3/4	58	- 1 1/4	- 2.15	10	9,158	
N Meredith	28	27 1/2	+ 1/2	+ 1.81	6	86	O Farinon	14 1/4	13 1/2	+ 3/4	+ 5.55	13	68	
O Multimedia	28 1/2	26 1/2			11	176	N General Electric	49 3/4	50	- 1/4	- .50	9	9,182	
A New York Times Co.	23 1/2	24 5/8	- 1 1/8	- 4.56	18	272	N Harris Corp.	27 1/2	28 3/4	- 1 1/4	- 4.34	12	718	
N Outlet Co.	19 3/8	19 5/8	- 1/4	- 1.27	5	47	O Harvel Industries	8 3/4	6 3/4				18	3
A Post Corp.	18 7/8	19	- 1/8	- .65	8	34	O Intl. Video Corp.*	1	1				2	2
A Reeves Telecom	5	5			56	11	O Microdyne	16 3/4	16 3/4				17	1
N Rollins	20 3/8	20 1/2	- 1/8	- .60	10	273	N M/A Com, Inc.	21 5/8	21 1/4	+ 3/8	+ 1.76	28	57	
N San Juan Racing	15 1/8	15 1/4	- 1/8	- .81	19	37	N 3M	56 1/4	56 1/2	- 1/4	- .44	12	6,551	
N Schering-Plough	30 3/4	30 5/8	+ 1/8	+ .40	8	1,638	N Motorola	45 1/4	45 3/4	- 1/2	- 1.09	11	1,291	
A Sonderling	25 3/4	25 3/8	+ 3/8	+ 1.47	8	28	N N. American Philips	27 3/8	27 5/8	- 1/4	- .90	5	329	
A Tech Operations	11 1/2	12 1/2	- 1	- 8.00	29	15	N Oak Industries	30 5/8	31 7/8	- 1 1/4	- 3.92	21	110	
N Times Mirror Co.	29 3/4	29	+ 3/4	+ 2.58	8	1,010	O Orrox Corp.	5 1/4	5 1/2	- 1/4	- 4.54	8	10	
O Turner Comm.*	11	11				108	N RCA	24 3/4	25 1/8	- 3/8	- 1.49	7	1,851	
A Washington Post	23	23 5/8	- 5/8	- 2.64	8	369	N Rockwell Intl.	37 3/8	37 7/8	- 1/2	- 1.32	6	1,300	
N Wometco	18 1/2	18 1/2			8	157	A RSC Industries	3	3				17	7
CABLECASTING							A Scientific-Atlanta	37 1/4	36 1/2	+ 3/4	+ 2.05	16	100	
A Acton Corp.	11 1/2	11 3/4	- 1/4	- 2.12	8	27	N Sony Corp.	9 1/4	9 3/8	- 1/8	- 1.33	15	1,595	
O Amecot						9	N Tektronix	52 1/2	51 3/4	+ 3/4	+ 1.44	13	944	
O Athens Comm.	4 3/8	4 3/8				45	O Telemation	1 1/2	1 1/2				2	1
O Burnup & Sims	5 3/8	5 1/2	- 1/8	- 2.27	28	30	O Valtec	12 3/8	12 1/2	- 1/8	- 1.00	26	49	
O Cable Info.*	6	6				36	N Varian Associates	19 7/8	19 3/4	+ 1/8	+ .83	110	135	
O Comcast	22	23 1/4	- 1 1/4	- 5.37	21	36	N Westinghouse	19 1/2	19 5/8	- 1/8	- .63	5	1,686	
O Entron*	5	5				4	N Zenith	12 3/8	12 1/2	- 1/8	- 1.00	12	232	
N General Instrument	42 5/8	42 1/2	+ 1/8	+ .29	11	332	Standard & Poor's 400 Industrial Average 113.08 113.40 -32							
O Geneve Corp.*	13 3/4	13 3/4				15	A-American Stock Exchange	**No P/E ratio is computed, company registered net loss.						
O Tele-Communications	29 7/8	30 3/4	- 7/8	- 2.84	37	159	M-Midwest Stock Exchange	***Stock split.						
N Teleprompter	19 1/2	20 5/8	- 1 1/8	- 5.45	26	389	N-New York Stock Exchange	+Traded at less than 125 cents.						
O Texscan	4 1/4	4 1/2	- 1/4	- 5.55	25	3	O-over the counter (bid price shown)	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.						
N Time Inc.	39 1/2	38 3/4	+ 3/4	+ 1.93	7	1,103	P-Pacific Stock Exchange	Over-the-counter bid prices supplied by Loeb, Rhoades Hornblower Inc., Washington						
O Tocom	12 3/4	11 1/2	+ 1 1/4	+10.86	27	19	*Stock did not trade on Wednesday, closing price shown is last traded price.							
O UA-Columbia Cable	33 1/2	34 3/4	- 1 1/4	- 3.59	16	112								
O United Cable TV	35 1/2	36 1/4	- 3/4	- 2.06	25	72								
N Viacom	29	29 3/8	- 3/8	- 1.27	15	110								



The news that's in the news

A public increasingly skeptical of other institutions is turning more and more to television as its favorite medium of journalism.

Among all media, television ranks far out in front as the first source of news and the most credible.

How did television achieve that rank? Why does it keep gaining in stature? The answers will be found in a Special Report in **BROADCASTING** July 30.

Applying the experience gained in an ongoing series of reports on television journalism, the editors of **BROADCASTING** are preparing a portfolio of news operations coast to coast. They will seek the reasons why the quality of news presentation determines station rank in market after market.

The July 30 issue containing this Special Report will go, of course, to the magazine's regular circulation of 36,487, which includes the cream of broadcast-oriented marketing and advertising executives and the members and key staffers of the FCC and other government bodies concerned with broadcast regulation and legislation. The issue will also be specially delivered to every member of the United States Senate and House and to all state governors.

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You belong in Broadcasting  Jul 30

Viacom's Gorman: a watchful eye on the bottom line

Ken Gorman doesn't pretend to be a creative programing genius. He hasn't caught the programing bug. And he has no intention of getting involved in casting or the various other on-line aspects of production.

Instead, it's his job to concentrate on the bottom line, to make sure that the grand schemes or program purchases eventually will be written in black ink. "You need the balance between the creative and the profit-oriented," says the newly appointed president of Viacom International's Viacom Entertainment Group. "I think I will be that balancing factor."

Not that Gorman hasn't contributed his share of innovation to Viacom. He, for example, was the company's chief negotiating force behind the agreement with RCA American Communications and Post Newsweek Stations to experiment with syndicated program delivery by satellite (BROADCASTING, March 19).

Just a day before his 40th birthday on April 20, a Viacom reorganization placed Gorman at the helm of the Entertainment Group. In effect, he took over a new layer of corporate command above Viacom Enterprises, the television syndication arm, and Showtime Entertainment, the satellite-distributed pay-cable operation jointly owned with Teleprompter Corp.

He became the one at Viacom International responsible for the day-to-day senior management decisions in product acquisition, sales and new ventures in both areas—"relying very heavily," he points out, "on the recommendations of two divisional heads." (Jeffrey Reiss is president of Showtime; a replacement for Ave Butensky, former Enterprises chief [BROADCASTING, April 30], is expected to be named shortly.)

For Viacom, the Gorman appointment is significant on at least two fronts. First, it represents a further recognition of the interrelationship between conventional and pay-TV programing. "When you get right down to it," Gorman explains, "the heart of both Enterprises and Showtime is marketing and software."

Second, an up-from-the-ranks financial man was picked for the job. That's no breakthrough for the entertainment business; there are plenty of attorneys and accountants at the top. But more than ever, that experience is becoming a requisite to get there. Not completely tongue-in-cheek, Gorman admits: "It's terrible to say, but the accountants and the lawyers are starting to rule the world." With deci-



Kenneth Francis Gorman—president, Viacom Entertainment Group, Viacom International; b. April 20, 1939, New York; BA, accounting, St. John's University, New York, 1962; contract specialist, Equitable Life Assurance Society of America, 1957-61; accounts payable supervisor, NBC, 1961; junior analyst, corporate finance division, NBC, 1962-63; analyst, 1965-65; senior analyst, NBC Radio, 1965-67; manager of financial controls, CBS Radio, 1967-69; assistant controller, 1969; director of analysis, CBS Broadcast Group, 1970; director of financial planning, Viacom International, 1971; assistant controller, 1972; controller, 1973; vice president and controller, 1974; vice president-finance, 1978; senior vice president, 1979; present position since April 19; m. Patricia O'Connor, Aug. 3, 1957; children—Kathleen, 21; Michael, 17.

sions ranging from unions to taxes, he says, "you have to have a background in law and finance."

Gorman's own experience in finance began with the Equitable Life Assurance Society of America, where he was a contract specialist working on annuities and pensions. Tuition for his night college courses at St. John's University in New York came along with it. A New York native, Gorman married at 18 and, being an "independent-type person," turned down his father's offer to take over the family construction business.

Figuring broadcasting to be a strong growth industry, he took his accounting skills to NBC in 1961 as an accounts payable supervisor and by the time he joined CBS in 1967, Gorman had worked up to senior analyst for NBC Radio. He left CBS three years later as director of analysis for the CBS Broadcast Group.

It was 1971 and by mandate, CBS was forced to spin off its syndication business

to stockholder, giving birth to Viacom International. Gorman saw the opportunity to get closer to the financial decision-making process and joined as director of financial planning. "A lot of people thought I was crazy," he recalls, to go with a "small company that might not work."

Eight years later, he says he's "never regretted" the move. A look at his resume at a company that has grown to have yearly revenues of \$81.9 million as of fiscal 1978 perhaps explains why. As Viacom has grown, so has Gorman's career. By 1972, after only a year with Viacom, he was assistant controller, continuing up the ranks to controller (1973), vice president and controller (1974), and vice president-finance (1978).

Then in January of this year, he was upped to senior vice president, in what turned out to be a three-month position before he was named president of the Viacom Entertainment Group. In getting there he had had a managerial hand in every corporate function with the exception of law—a range of experience from personnel to data processing, from billing to, ironically, construction, where he could have been if he had taken his father's offer. From Viacom's move to its present quarters on the Avenue of the Americas in late 1976, Gorman says he became "an expert in construction and subleasing space."

What he's most proud of however, is the Viacom/RCA/Post-Newsweek arrangement, the result of a year of work with RCA and Stanford Research Center. As a step beyond conventional shipping costs—especially in a time of energy crisis—he says "the savings could be fantastic" through satellite distribution of programing.

The announcement, only a couple of months ago, did not take the industry by storm. However, Gorman and Viacom are banking on the future. "Down the road," he explains, "there are so many things that could be fed by satellite."

Off-duty, Gorman gardens, jogs, plays a "lousy game of tennis" and goes salt-water fishing. He had been president of the St. Vincent's School of Nursing Parents' Guild (his daughter attended there). And for the past three years he's been an elected trustee of his village of Plandome Heights, N.Y., where his wife, daughter and son have lived for the past six years.

After a day of program package budgeting, satellite time negotiation and the overall function "like a bandleader" with "always 50-60 things at once," Gorman says his political life tends to put things back into perspective. "It's one thing to talk about a \$20-million deal in the office, then to have two residents complaining about a clothes line. It brings you down to reality."

Editorials

Father knows best

The FCC has been ordered by the appellate court to go back in the business of refereeing disputes between stations and listeners over program format changes. If this latest decision by a court that is the FCC's sternest critic and most exacting disciplinarian is allowed to stand, governmental intrusion into programing will be deeper than ever.

Details are presented elsewhere in this issue, but the effects of the decision are clearly summarized by Judge Edward Tamm's dissent: "The majority decision, I fear, usurps the proper role of the Federal Communications Commission in the formulation of commission policy." Judge Tamm could have added that not only has the court named itself as the ultimate architect of broadcast regulation, but it has also said that the public-interest standard of the Communications Act confers statutory approval of governmental intrusions into so basic a programing decision as a format change.

Broadcasters are hoping that the FCC will seek Supreme Court review, knowing, however, that the commission has undergone radical changes in personnel and attitude since the policy statement of 1976, now overturned, was issued. Perhaps the first inclination of newer arrivals at the FCC will be to disengage from a battle on behalf of the works of predecessors whose philosophies departed with them. In their own interest, however, incumbents must protect the independence that this decision would deny them.

The latest word from the appellate court goes beyond the format issue to mean that the public interest is what that court says it is, not as the FCC construes it. Under those conditions, nothing the FCC does will be immune to the second-guessing of the self-appointed regulators on the court.

Same boat

Boadcast journalists are accustomed to defeats in their long and often lonely campaign for admission to the courts, but last week's Supreme Court decision in the Gannett court-access case is a defeat shared by everyone, including the public.

There is no instant remedy in sight. Is there not, however, at least a chance of rescue to be had from a coordinated monitoring of court suppression that will inevitably come of last week's action? Upon a record of slamming doors in lower courts, a new case could be built for presentation to a Supreme Court that may be less hostile in a future composition. The project would be suited to the kind of media coordinating body that has been mentioned on this page before.

The boss

If it follows present inclinations, the General Accounting Office, an instrument of the Congress, is about to dust off an old recommendation that the chairman of the FCC be empowered by law to run the agency single-handedly ("Closed Circuit," July 2). If such a statute were adopted, it would legitimize a process that has been going on under the administration of the incumbent chairman, Charles D. Ferris.

In the same week that the GAO intentions came to light, Ferris made two staff appointments over the objections of several commissioners, to extend the string of personnel selections that he has made in defiance of one or more colleagues. It has been tradi-

tional for FCC members to defer to the chairman in staff appointments, but it has also been traditional for the chairman to seek the members' acquiescence to his choices. Ferris has kicked that tradition out of the FCC building along with the veteran staffers who have been sacrificed to make room for his appointees.

The obvious evil in one-man rule over such matters as personnel and budget at the FCC is that it puts a presidential appointee in a position of exceptional power to carry out not only his but also the President's desires. The collegial system, on the other hand, gives all seven members of the FCC, usually appointed by several Presidents, a theoretically equal say in FCC administration and to that extent diminishes the chance of political capture of the agency. It must be sadly noted that not enough present members of the FCC have asserted independence.

If the chairman is to be put in sole charge, why not proceed to the next logical conclusion and eliminate the other six seats on the agency? At roughly \$270,000 budgeted for each commissioner's office, that would save \$1,620,000 a year. Not much money by Washington standards, but at least something to give the taxpayers in exchange for White House control of communications regulation.

Natural growth

One of the byproducts of the merger of Marsteller Inc. into Young & Rubicam (BROADCASTING, July 2) is that it seems to cinch Y&R's position not only as the largest U.S. agency but also as the number-one broadcast agency, a position that Y&R took over for the first time last year.

Since early radio days, Young & Rubicam has been known as a creative, quality agency. In recent years it has become known, too, for its aggressiveness in acquiring other agencies. More than a score of agencies now operate under the Y&R umbrella in the U.S., contributing to a domestic billing total that approached \$800 million in 1978, with some 65% of that total, or about \$525 million, assigned to TV and radio.

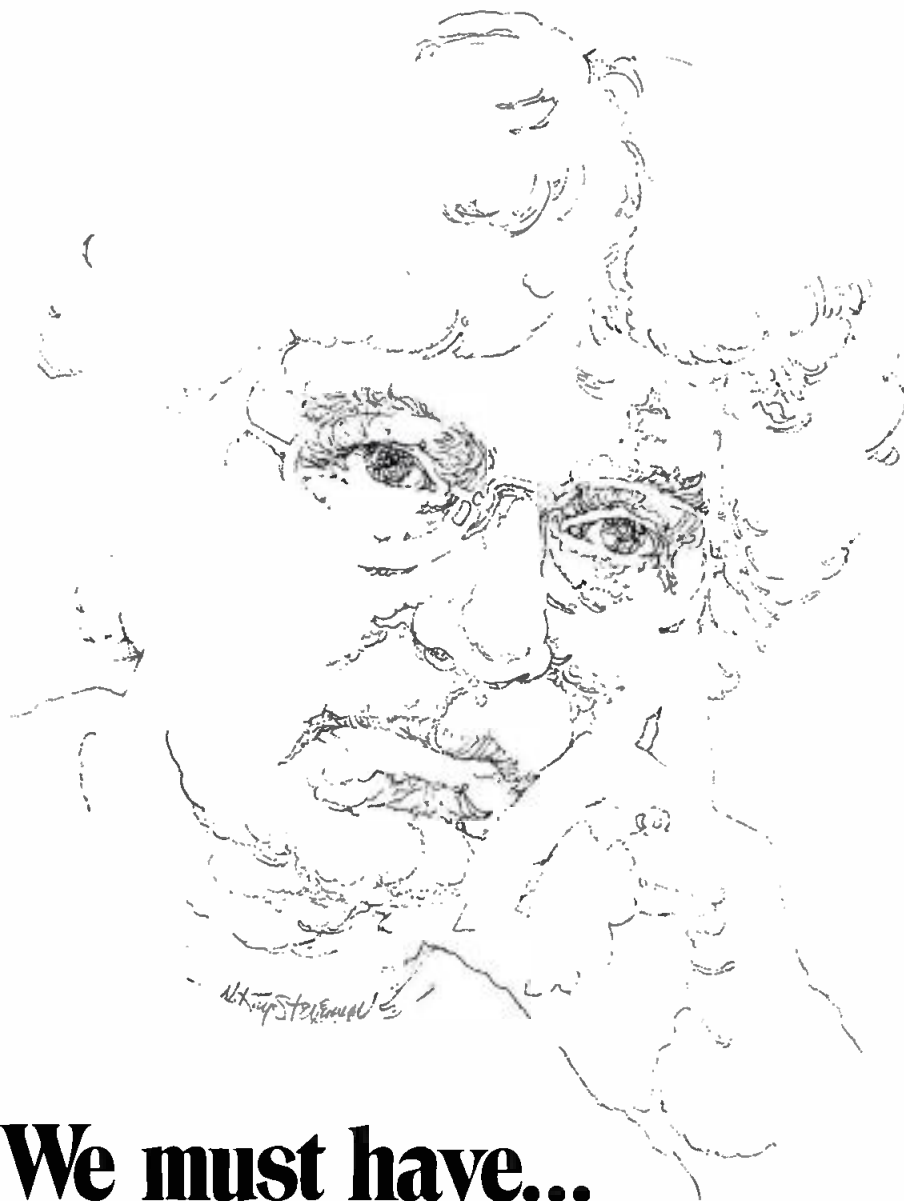
The Marsteller acquisition will put Y&R in the \$1-billion class and should cement its hold on broadcast leadership.

Figures like those make some people nervous, of course, on the theory that bigness and consolidations limit access to the field. In this case, even if Marsteller weren't to be operated separately, as it is, the theory doesn't hold. The *Standard Directory of Advertising Agencies*, for instance, listed 3,328 agencies in June 1974. Last month, it listed 3,724, a 12% gain in five years.



Drawn for BROADCASTING by Jack Schmidt

"Oh, boy, another overnight format change."



**“We must have...
a place where children can have
a whole group of adults
they can trust.”**

Margaret Mead
1901-1978

Summer camp. Visions of a wistful child crisply dressed in starched white cotton waiting for a bus, a neatly bound trunk standing expectantly at the curb.

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In the spirit of healthy adult-child relationships, KAMP K-EARTH was created by KRTH, the RKO Radio FM station in the city of the angels. This fund-raising project appealed to the listenership of the station to sponsor a child's stay in the sunshine and tranquility of camp life. As a special memento,

each contributor received a rock and roll collector's item; a customized KRTH record of "Almost Summer" by Mike Love of the Beach Boys.

Summer 1979 is with us now and once again KAMP K-EARTH is gathering funds from caring listeners to send the children of the city to the peace of the country.

If we are to turn our world over to the children of today, let them know that they are being handed it by adults they can trust. Adults who care, like the ones who are a part of KAMP K-EARTH.



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