

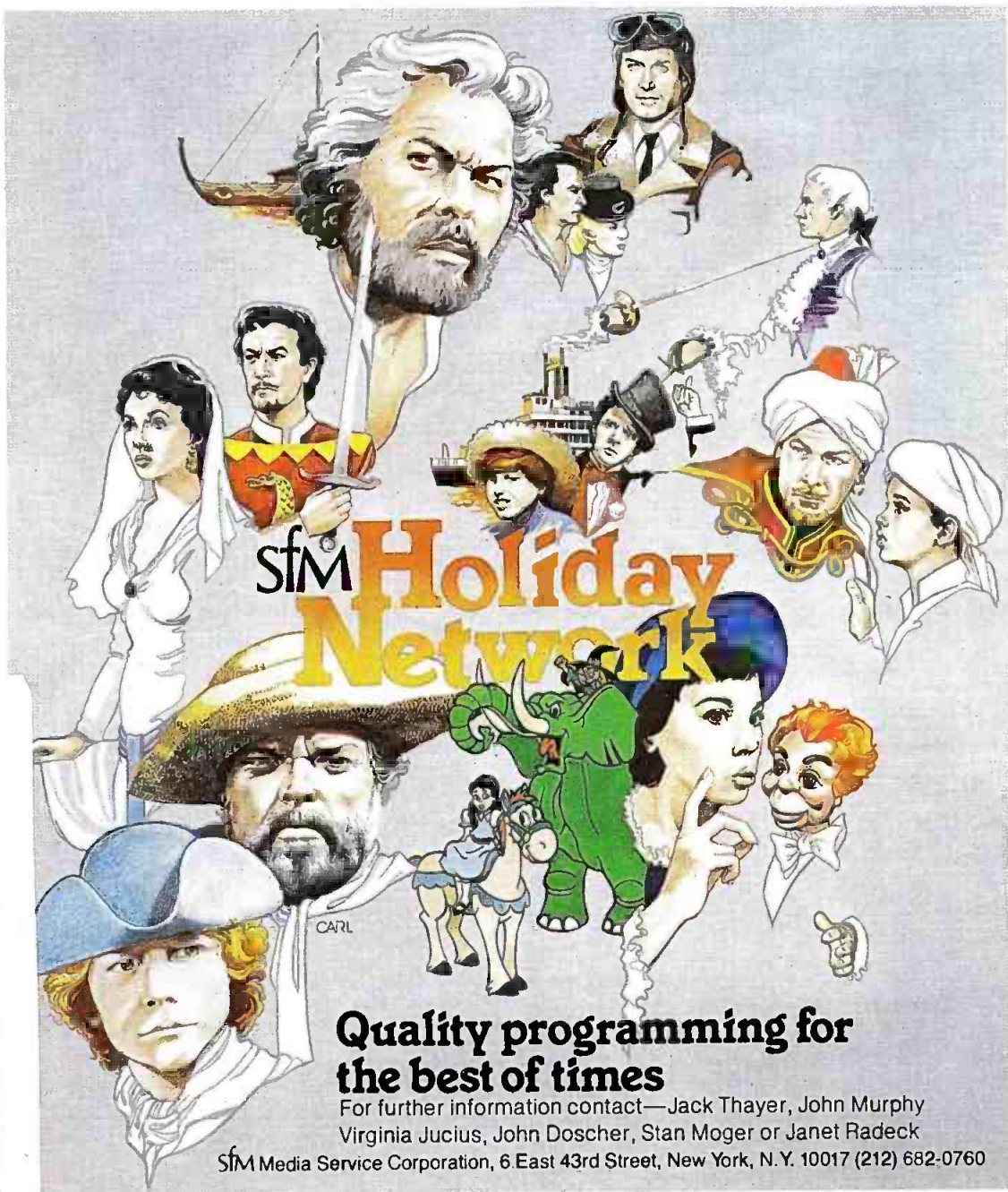
July 30, 1979

The new Carter: mending his media ways, too
Official figures on TV's record 1978

Broadcasting Jul 30

The newsw Weekly of broadcasting and allied arts

Our 48th Year 1979



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Quality programming for the best of times

For further information contact—Jack Thayer, John Murphy
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KYW NEWSRADIO 1060 GROUP
WESTINGHOUSE BROADCASTING COMPANY PHILADELPHIA, PENNSYLVANIA

Represented Nationally By  **RADIO ADVERTISING REPRESENTATIVES, INC.**

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**PHILADELPHIA ARBITRON, OCTOBER/NOVEMBER 1975-APRIL/MAY 1979,
TSA, CUME ADULTS 18+, MONDAY THROUGH SUNDAY 6 A.M. TO MIDNIGHT.



The Week in Brief

SAME OLD SONG □ President Carter finds a familiar scapegoat for his declining political fortunes: the Washington press corps. **PAGE 27.**

HERE AT HOME □ NBC President Silverman argues before California broadcasters that TV not only continue, but also grow strong.

AROUND THE WORLD □ But international future of broadcasting comes to the television, in its present form, will survive. **PAGE 30.**

GROWTH AT GROUP W □ Agreement between Western Union for satellite distribution among Westinghouse stations and stations around the country. **PAGE 34.**

TV IN '78: BIGGEST PROFIT YET □ The industry is official that television had its most profitable year in 1978. Income went up a healthy 17.6 percent to a billion mark. Though the comprehensive report reflects gains in practically all areas, the exception is at the TV networks, where income fell 8%. **PAGE 38.**

ADDED HORIZONS FOR GWB □ Golden West Broadcasters commits \$100 million to tap the expanding fields of subscription and pay cable. **PAGE 54.**

COUNTDOWN IN HOLLYWOOD □ While Hollywood goes on vacation, the West Coast production companies feverishly work to meet fall deadlines. Here's an annotated recap of who, what and how much are involved. **PAGE 59.**

FUND WORRIES □ Chiefs of the public broadcasting

organization go on closed circuit to talk about money problems. **PAGE 61.**

ANOTHER FOR CBS □ The network claims a prime-time victory in ratings for the week that ended July 22, a period of 10 weeks. **PAGE 62.**

George, Duffy and Thomopoulos discuss the TV network's business for 1978. **PAGE 63.**

ST □ Goldenson and his company report second quarter and first six months profits. **PAGE 65.**

Decision approved for U.S. Court of Appeals. A reversal is expected to be a conservative opposition.

Association meets with Van Dusen and others to plan an effort for radio deregulation. The effort will make a grass-roots push.

The ABA schedules a meeting for its annual meeting to discuss electronic and photographic gear and news associations. The meeting will include equipment and other items. **PAGE 69.**

THE BIRTH OF TV □ Life in broadcasting began at 40 for Ragan Henry. For it was May 1974 when the successful Philadelphia lawyer threw himself into the thick of broadcasting. In the five years since, his Broadcast Enterprises National Inc. has acquired four AM's, five FM's and a TV. **PAGE 97.**

Broadcasting
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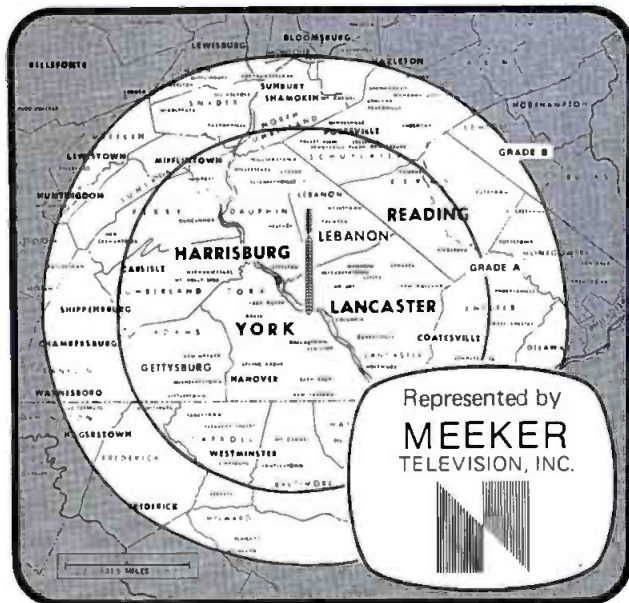
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CHAMBERSBURG-17
CASHTOWN
 NAME DERIVED FROM A REMARK
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 DEMANDED CASH PAYMENT
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 1800

WGAL-TV is right on the money in **CASHTOWN**



Which is to say the Channel 8 station enjoys enviable acceptance by the viewers in this thriving Adams County community. And the same happy, sales-responsive situation prevails in hundreds of other Pennsylvania towns and cities in this prosperous 9-county DMA of 1,200,000 persons. The reasons: excellent programs and solid, consistent coverage which WGAL-TV provides every day throughout the year. In your media buying, contrast WGAL-TV depth and reach with the partial coverage provided by other stations in the market. WGAL-TV is your obvious choice for outstanding superiority in area-wide coverage and sales.

Source: Nielsen 1979 County Coverage Report

WGAL-TV 8

STEINMAN TV STATION

LANCASTER-HARRISBURG-YORK-LEBANON, PA.

Another Steinman TV Station **WTEV** Providence, R.I. - New Bedford-Fall River, Mass.



BAR reports television network sales as of June 24

ABC \$772,392,500 (36.6%) □ CBS \$699,154,300 (32.8%) □ NBC \$657,937,300 (30.9%)

Day parts	Total minutes week ended June 24	Total dollars week ended June 24	1979 total minutes	1979 total dollars year to date	1978 total dollars year to date	% change from 1978
Monday-Friday Sign-on-10 a.m.	152	\$ 1,240,800	3,936	\$ 30,820,800	\$ 27,104,600	+13.7
Monday-Friday 10 a.m.-6 p.m.	1,010	16,824,800	25,096	443,602,100	410,471,700	+8.1
Saturday-Sunday Sign-on-6 p.m.	280	6,091,500	8,389	236,666,300	210,853,100	+12.2
Monday-Saturday 6 p.m.-7:30 p.m.	97	4,153,100	2,456	122,095,700	107,441,800	+13.6
Sunday 6 p.m.-7:30 p.m.	24	1,032,400	601	37,752,400	31,992,300	+18.0
Monday-Sunday 7:30 p.m.-11 p.m.	398	36,161,800	10,319	1,112,611,800	983,742,800	+13.1
Monday-Sunday 11 p.m.-Sign-off	236	6,770,000	5,869	145,935,000	118,919,000	+22.7
Total	2,197	\$72,274,400	56,666	\$2,129,484,100	\$1,890,525,300	+12.6

Source: Broadcast Advertisers Reports

New York. Target: women, 25-54.

RADIO ONLY

Valleydale Packers □ Thirteen-week radio flight starts July 30 for meats in 11 markets in the Carolinas and Tennessee. Agency: Christiansen & Associates, Nashville. Target: women, 25-49.

Alaska Airlines □ Four-week campaign begins Sept. 10 for air travel in San Francisco, Seattle, Anchorage and Fairbanks. Agency: Chiat Day/Seattle. Target: men, 25-54.

Friendly's □ Six-week campaign begins in early August for ice cream stores in Ohio and upper New York state. Agency: Quinn & Johnson, Boston. Target: adults, 18-49.

Levi Strauss □ Three-week campaign for back-to-school jeans promotion begins Aug. 13 in more than 25 markets. Agency: Foote, Cone & Belding, San Francisco. Target: teen-agers and men, 12-34.

Northern California Blue Cross □ Two-week campaign begins in August in Sacramento, San Francisco, Oakland, San Jose and Fresno, all California; geared toward family members not covered by group insurance. Agency: Allen & Dorward, San Francisco. Target: adults, 25-64.

RADIO AND TV

Flav-O-Rich □ Four-week campaign begins Aug. 6 to promote line of dairy products in 18 TV and 80 radio markets in Southeast during prime, day and fringe times. Agency: D'Arcy MacManus Masius, Atlanta. Target: adults, 25-54.

Beecham □ Four-week campaign begins Aug. 6 for Second Debut moisturizing lotion in Chicago, Los Angeles, Miami and Houston in all dayparts. Agency: Shaller Ruben Associates, New York. Target: women, 45 plus.

Bell of Pennsylvania □ Five-week TV and four-week radio campaign for Yellow Pages begins Aug. 6 with TV running in Pittsburgh and radio running in Harrisburg. TV spots are planned for prime time. Agency: Lewis & Gilman, Philadelphia. Target: men, 25-64.

National Child Care Centers □ Two-week campaign begins Aug. 11 in Houston, Dallas, Tulsa, Okla., and Oklahoma City in all radio dayparts and on early prime and fringe TV. Agency: Goodwin, Dannenbaum, Littman & Wingfield, Houston. Target: women, 18-34.

New York, Chicago and Los Angeles during fringe and prime time. Agency: William Esty, New York. Target: adults, 18-49.

Welch Foods □ Three-week campaign for Welch's fruit spreads begins this week in 30 markets. Agency: Maboff, Geers, Gross, New York. Target: women, 25-54.

Nissan Motor Corp. □ One-week campaign begins Sept. 10 for Datsun cars and trucks in 14 markets. Agency: William Esty, New York. Target: men, 18-49.

Diamonair □ One-week campaign begins Aug. 5 for Diamonair jewelry in Denver and Chicago. Agency: Marschalk,

CHECKOUT LINE



A weekly public affairs radio program dealing with listener questions and comments on food, nutrition and agriculture. Hosted by Joe Fields and Sue Palmore.

The 4:30 program is available on cassette and contains two PSA'S which you can preempt for local commercials.

To order a sample tape of Checkout Line, mail to Broadcast Services, American Farm Bureau Federation, 225 Touhy Ave. Park Ridge, IL 60068.

Name: _____

Call Letters _____

Address _____

City, State _____ Zip _____

OR CALL 312-399-5853

Closed Circuit®

Insider report: behind the scene, before the fact

Some other time

Broadcasters may have found some sympathetic ears in Congress for radio deregulation amendments, but important factor—time—isn't on their side. Session resumes Sept. 5 after August recess, meaning markup probably won't start until following week at earliest. House calendar makes three weeks available for work before another recess—Sept. 29 to Oct. 8; two work weeks follow before scheduled Oct. 20 adjournment.

Representative Lionel Van Deerlin (D-Calif.), chairman of House Communications Subcommittee, has said he wants common carrier bill out of subcommittee and full Commerce Committee this year, meaning he won't let debate on more controversial broadcast amendments tie things up. That and attention demanded by higher-priority legislation, on energy, for example, may mean time will run out on broadcast measures this year.

On Senate side, there's little action on pending Hollings and Goldwater bills (S. 611 and S. 622, respectively) to amend existing act. Democrats on Senate Communications Subcommittee had session with Chairman Ernest Hollings (D-S.C.) last week. Majority and minority staffs have yet to get together, though, as requested by Senator Barry Goldwater (R-Ariz.) and Republican colleagues. Nor is any meeting planned.

Imitating life

Former FCC Commissioner Margita White hasn't been lolling in hammock this summer. She has written mystery novel, set in Washington with background of politics. Among female characters are FCC member and White House PR aide (White was director of White House Office of Communications before joining FCC). Manuscript is in hands of publisher.

Mystery

Many broadcasters, in markets from large to small, profess bafflement over state of radio sales. Some group owners say spot sales are up in some markets while local is down; in others it's reverse and in others, both are limping. Others say it's just spot that's dragging, often in markets where it's usually strong, and that local is making it up. Consensus seems to be that total sales are running slightly ahead of last year's but, as one manager put it, "significantly below our expectations."

Explanations are hard to find. Some talk of uneasiness and uncertainty among

advertisers, perhaps linked to economy and threat of recession. At least one broadcaster says collections as well as sales were off for couple of months. But he also found room for optimism: In July, he said, sales—and collections—perked up.

Good neighbor

Broadcasting industry representatives unhappy with U.S. proposals for UHF band at World Administrative Radio Conference which begins Sept. 24 in Geneva may have reason to be thankful to Canada. U.S. proposal calls for mobile radio sharing of UHF television band, but it would require concurrence of foreign neighbors, and Canada is not ready to concur.

Canada has gone along with U.S. on its sharing plans for channels 70-83, but, officials there say, will not agree on sharing elsewhere in band. Their country's television needs will not permit it, they say.

Airborne TV

Now that electronic newsgathering equipment is commonplace on ground, latest technological trend is to take ENG to sky. Many stations surveyed for BROADCASTING's special report on local TV journalism, to be published next week, say helicopter boom's started. Already, consultant Frank Magid is aware of 25-30 markets where stations own chopper or have full-time lease. And at September Radio-Television News Directors Association meeting in Las Vegas, sold-out exhibit space will feature new participant: Bell Helicopter.

Different rating

Opinion research firm of Yankelovich, Skelly & White is conducting exhaustive image study of television networks. In interviews lasting hour or longer, respondents in media, government and business are asked to rank networks in myriad ways. Sponsor of study: NBC.

Mexican imports

Spanish International Network is shooting for inauguration of satellite service this fall from Mexico City, in lieu of terrestrial microwave feed to San Antonio, Tex. By arrangement with Comsat, satellite transponder on Western Union's Westar, held by Robert Wold Co., will feed Mexico's Televisa programming to SIN for its U.S. network reaching U.S. audience of 20 million Spanish-speaking viewers.

Faster, better

FCC, which did some reconfiguring of annual TV financial report in 1978 edition (see page 38), plans more major change for upcoming radio report: AM and FM market-by-market compilations, previously reported in essentially separate tables (BROADCASTING, Dec. 11, 1978), will be combined into single all-radio chart. No one should hold breath, but 1978 radio figures may be out in September. In past, figures have been issued near end of year following year of report, sometimes even later.

Government at work

FCC's action requiring Panax Corp. and Michigan Television Network to undo Panax's acquisition of MTN's WGTU(TV) Traverse City, Mich., and satellite, WGTQ(TV) Sault Ste. Marie, Mich. (BROADCASTING, July 16), probably dooms Panax hope of ever getting hands on those properties. Panax effort to renegotiate contract on assumption of ultimate FCC restoration of original approval of sale is victim of inflation. Once FCC order to unscramble was made known, other buyers offered more than \$923,000 Panax paid for stations.

Meanwhile, FCC action—based on report that South African government loaned John McGoff, Panax president, \$11 million to buy U.S. newspapers, including *Washington Star* (which went to others)—has caused bitterness at WGTU. Sale was closed month ago, and Panax was moving rapidly on promise to upgrade operations, including addition of five-person news department. McGoff has denied being "front" for any foreign government.

May to September

Network watchers who concern themselves with such matters are wondering why Jane Cahill Pfeiffer, NBC chairman, has been out of sight in recent months. Word inside NBC is that she's sticking to original game plan, adopted when she took job last October, to maintain low profile until she feels fully grounded. Her presence is said to be very apparent in internal operations of RCA subsidiary.

Her first major speech as chairman, after maiden appearance before affiliate convention last May (BROADCASTING, May 21), will be Sept. 20 before Academy of Television Arts and Sciences in Hollywood.

Business Briefly

TV ONLY

City Service □ Eleven-week campaign starts Aug. 20 for oil corporation in ten markets including New York and Tulsa, Okla., during all dayparts. Agency: Foote, Cone & Belding, New York. Target: men, 25-54.

Colonial Penn Group □ Eight-week campaign for auto insurance begins in early August in six test markets. Agency: Ketchum, Macleod & Grove, Pittsburgh. Target: adults 50 plus.

Economics Laboratory □ Six-week campaign begins in September for Lime-Away bathroom cleaner in over 50 markets concentrating on the West Coast. Agency: Warwick, Welsh & Miller, New York. Target: women, 25-54.

Vidal Sassoon □ Six-week campaign begins in August for hair care products in 30 markets during fringe times. Agency: SFM, New York. Target: women, 18-49.

Hillshire Farms □ Six-week campaign begins Sept. 17 for Polska kielbasa sausage in Atlanta, Dallas and Houston. Agency: LSF, New York. Target: women 25-54.

Aurora □ Five-week campaign for Aurora toy racing sets begins Nov. 5 in 31 markets. Agency: Scott, Lancaster, Mills, Atha, Los Angeles. Target: children, 6-11; adults, 25-54.

Amtrak □ Five-week campaign begins Aug. 27 for travel in 19 markets including New York, Chicago and Los Angeles during fringe and prime times. Agency: Needham, Harper & Steers, New York. Target: men, 25-49.

Carnation □ Four-week campaign for Mighty Dog canned dog food begins Aug. 13 in 10 markets. Agency: Erwin Wasey, Los Angeles. Target: women, 25-54.

American Home Products □ Four-week co-op campaign begins Aug. 6 for rug cleaning equipment in Kansas markets.

Forward stations stay out in front...



of the competition.

When you buy a Forward station you're buying the leader in the market.

The Forward Group has built a record of good solid management, outstanding programming and hard-hitting, local news.

That's why Forward stations are the leaders.

You're ahead when you buy Forward.

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WTRF-FM Wheeling, W. VA
WSAU-TV Wausau, WI
WSAU-AM Wausau, WI

WIFC Wausau, WI
WMTV Madison, WI
WKAU-AM-FM Kaukauna, WI
KCAU-TV Sioux City, IA

KVGB-AM-FM Great Bend, KS
WRAU-TV Peoria, IL
KOSA-TV Odessa-Midland, TX
WONS-AM Tallahassee, FL
WBGH-FM Tallahassee, FL

Rep Report

KTvv(TV) Austin, Tex.: To Blair Television from HR Television.

WYEA-TV Columbus, Ga.: To Katz Television Continental from Adam Young.

KIIS-AM-FM Los Angeles: To Selcom from Eastman Radio.

WJJD(AM)-WJEZ(FM) Chicago: To Pro Radio from Selcom.

WIF(FM) Philadelphia: To Eastman Radio from Katz Radio.

WDEE(AM)-WCZY(FM) Detroit: To Selcom from Christal.

WTWR(FM) Detroit: To Pro Radio from Major Market Radio.

WWWE(AM)-WDOK-FM Cleveland: To Selcom from Eastman Radio.

WILM(AM) Wilmington, Del. To Savalli/Gates from Jack Masla.

WACO(AM)-KHOO(FM) Waco, Tex.: To Torbet Radio from Katz Radio.

WKIO(FM) Urbana, Ill.: To Savalli/Gates (no previous rep).

WNHC(AM) New Haven, Conn., and Wolw(AM) Waltham, Mass.: To Savalli/Gates from Roslin Radio Sales.

WHUM(AM) Reading, Pa.: To Torbet Radio from Pro Radio.

KVOX-AM-FM Moorhead, Minn.: To Bernard Howard & Co. from Jack Masla.

WYAM(AM) Bessemer, Ala.: To Savalli/Gates (no previous rep).

Agency: Cunningham & Walsh, New York. Target: women 18-49.

Quantas Airlines □ Four-week campaign begins in August to promote business and sleeper classes and daily service from West Coast to Sydney and Melbourne. Markets are New York, Washington, Chicago, San Francisco and Los Angeles in early and late fringe and prime times. Agency: Cunningham & Walsh, New York. Target: men, 35-64.

Union Carbide □ Three-week campaign starts Sept. 17 for Eveready batteries in

“Imagine increasing your station’s income without increasing either your ratings or your rates.”

*Jim Long, President,
TM Productions*

All you may have to do is increase the effectiveness of your sales approach. TM’s sales consultant systems could help you do just that. To find out how you can cash in, read on.

The TM sales consultant systems are complete. They are designed to help you get more new clients, as well as bigger budgets and longer contracts from your existing clients.

Give them advertising to sell them time

The TM sales consultant systems equip your sales force to be advertising consultants instead of just time salesmen. What’s the difference? The approach they use and the results they get.

A time salesman goes to a client and tells him the station has a few availabilities next week at a special rate and would he care to buy them. The client says yes, and buys a few spots.

An advertising consultant goes into the same store and talks to the owner about his business, his problems, his total advertising plans. Then he offers the prospect a complete radio campaign. He offers him national-quality commercials written by big-league pros. He offers him custom music, music that can’t be used by any other business in the market. Then he suggests a long-term contract to give him more exposure for his money.

Can pay for themselves in a few months

The results? For many stations, TM’s systems have resulted in higher closing



rates, more new accounts, longer initial contracts, better repeat sales and a solid bottom-line profit. Some station managers report liquidating the entire cost in just a few months. From then on, it’s pure profit.

There can be other, more intangible benefits, too. The professionally produced commercials help improve the overall sound of the station. The success of the program, and the quality of the product, can give your sales staff a greater sense of pride and professionalism. These are things that can pay dividends far into the future.

Your TM representative can tell you all about it

The TM sales consultant systems can give you a new outlook on your station’s profit potential, regardless of the size of your market. Ask your TM representative about the sales consultant systems. He’ll find one that fits your budget and your profit goals.

**If you can’t wait,
call (214) 634-8511, collect,
and ask for Fran Sax,
Sales Coordinator.**

TM TM Productions
1349 Regal Row
Dallas, Texas 75247

JUST RELEASED AND ALREADY SOLD IN...

**NEW YORK
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ATLANTA
DENVER
KANSAS CITY
MEMPHIS
GREENSBORO
OKLAHOMA CITY**

**LOS ANGELES
HOUSTON
TAMPA
SACRAMENTO
SAN DIEGO
LOUISVILLE
FRESNO
PORTLAND, ORE.**

**PHILADELPHIA
ST. LOUIS
INDIANAPOLIS
MILWAUKEE
NASHVILLE
SALT LAKE CITY
LEXINGTON
SAN ANTONIO**

...AND MOVING LIKE LIGHTNING.

**THE 12 BATTLESTAR
GALACTICA
MOVIES**

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MCA TV



**Every sign on, we figure
we have the chance to make
some fine communities
even better.**

Every day, when the Fetzer stations sign on in their respective communities, we look forward to another chance to meet the challenge of making some fine communities even better.

Being a part of each community, we enjoy the opportunity to bring continued public services to our neighbors. It takes everyone's efforts to anticipate and help solve community problems — and doing more than our share is our goal. In public service, we encourage our competitors to hustle too because when community problems get solved, we all benefit.

And, with everyone participating, we get a fresh, new look at it every day.

It's another reason why the Fetzer stations look forward to every sign on, every day.

And so do the audiences we serve!



The Fetzer Stations

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

Monday Memo®

A broadcast advertising commentary from William Altman, president, William Altman Advertising, New York

Hunting the culture vulture with television and radio

On Broadway it started with "Pippin." In classical music it started with the Berlin Concert Choir at Carnegie Hall. In ballet and opera it started and stopped several times. For art galleries and museums it has barely started at all. "It" is the use of broadcast advertising for the promotion of cultural events, and it is probably the most radical change I have seen in my 32 years in the amusement advertising business.

On Oct. 23, 1972, the musical comedy "Pippin" opened at the Imperial theater on Broadway to mostly enthusiastic reviews ("10 favorable, two unfavorable," according to the *New York Times*). Although the critics had some reservations, business was good for about eight months. Then weekly grosses declined to such a point that the producer, Stuart Ostrow, was convinced that he must do what his agency, the now-defunct Blaine-Thompson Co., had been urging him to do all along: television advertising. Broadway shows had used television before. Ostrow himself had used an animated commercial for a previous production, "1776", with some good results. But "Pippin" was the first show to take full advantage of television as a sight and sound medium.

The agency produced a 60-second spot directed by Peter LeDonne, using first-class talent and production and a sequence choreographed especially for television by Bob Fosse. The production cost of \$15,000 was an astronomical sum for a Broadway show in those days.

The television buy was even more astonishing: \$100,000 in prime-time spots over a two-week period—more than the show was expected to gross in that time. The results were both immediate and overwhelming.

Grosses jumped over the \$100,000-a-week mark, and a musical that would have closed within a year of its opening and returned to its backers an extremely modest profit or none at all, ran for four and a half years with the help of additional television schedules at regular intervals, and showed a profit of \$3.5 million. An additional result was the opening of the television era in theatrical advertising. Today, the advertising budget of nearly every musical includes television, and many comedies and dramas have found television to be a valuable addition to media schedules that once included nothing but print and perhaps a small radio budget.

In April 1973, Columbia Artists, then as now the foremost presenter of classical music in the U.S., brought from Germany a little-known group, the Berlin Concert Choir. The group's American tour was to



William Altman, president of the New York agency bearing his name, began his career in the amusement advertising business in 1947 as a messenger in an agency handling theatrical advertising. He has been in the amusement advertising business since, founding his agency in 1968. William Altman Advertising's clients include Columbia Artists Management, the New York City Ballet, the Metropolitan Museum, The Museum of Modern Art and the Guggenheim Museum.

end at Carnegie Hall with a performance of Bach's "Mass in B-Minor." The appropriate announcement was made in what was then considered the appropriate manner: an ad in the *New York Times*. The results were underwhelming. Additional newspaper advertising produced an equally disheartening response. Less than two weeks before the concert, we convinced Columbia that heroic measures were required. Two different 60-second radio spots were produced, using a professional announcer, a professional recording studio and an integrated music track. Twenty spots each on WQXR(FM) and WNCN(FM). New York's classical music stations, were purchased over a five-day period. The Berlin Concert Choir appeared on April 13 at Carnegie Hall before a sold-out house. Regular radio advertising for classical music had begun for Columbia Artists, and subsequently for most other classical music management companies.

Radio advertising for classical concerts was not unknown in 1973. We had been convinced of its value for several years, and had converted a few skeptical clients to its use on a limited basis. Primarily, it announced postponements and cancellations, but occasionally we persuaded a client, most notably the Hunter College Concert Bureau, to risk a small budget on a concert whose potential we felt had not been reached by the traditional newspaper

ads. The creative efforts were limited to copy, invariably read live by the station announcer without benefit of music.

Radio today is no longer an afterthought. Concert advertising schedules now routinely provide money for radio announcements, and provision is made for professional production of the spots. Presenters have learned the lesson: Radio sells classical music.

Dance and opera companies, presenting seasons of some length in large houses, tend to have larger advertising budgets and therefore were accustomed to use radio on a regular, if somewhat unimaginative, basis as early as 1969. Creative use of a strong message has occurred from time to time, and both this phenomenon and an increased use of radio have prevailed over the past two years. A particularly strong and effective campaign mounted two years ago by the New York City Ballet consisted of 60-second "candid" interviews with members of the company. So effective was this campaign that the ballet has been virtually sold out ever since, and radio advertising has been reduced to 10-second announcements of the few programs for which tickets (usually in the upper reaches of the balcony) remain.

The usefulness of television for many cultural attractions is limited. The extremely high cost of production and air time make it prohibitive for all but attractions of exceptionally broad popular appeal. Dollars are simply more efficiently used by targeting the classical music audience on radio. In the case of a ballet or folk dance company that can reuse a spot for several seasons or is planning an extensive tour of the country, television can unquestionably be a valuable addition to the media mix.

No art gallery and no art museum in New York has yet embarked on a continuing program of broadcast advertising. The few galleries that have done anything at all on the air have restricted their efforts to time of emergency (read "newspaper strike"). The art museums have done somewhat better, using both radio and television, but almost exclusively with money provided by corporate sponsors of specific shows. The fact that attendance and income rise when broadcast advertising is used has not yet convinced them to spend some of their own money for this purpose.

Despite a few holdouts (fewer each year), the underlying truth that has become apparent to amusement advertisers over the past decade is simple. The culture-minded among us watch television and listen to the radio just like everybody else. And a properly directed, effectively produced, creative commercial will do what it does in every other field: Sell.

KUNG FU

**62 hours
... in color**

SOLD:

WPIX	New York	WHBQ-TV	Memphis
KTLA	Los Angeles	KTVY	Oklahoma City
WTAJ-TV	Philadelphia	WDRB-TV	Louisville
WTTG	Washington	WKEF	Dayton
WUAB-TV	Cleveland	WTVZ	Norfolk-Portsmouth
KTVT	Dallas-Ft. Worth	KSTU	Salt Lake City
WPGH-TV	Pittsburgh	WUHF	Rochester (N.Y.)
KHTV	Houston	KJEO	Fresno
KMSP-TV	Minneapolis-St. Paul	KHQ-TV	Spokane
KDNL-TV	St. Louis	KITV	Honolulu
WTOG-TV	Tampa-St. Petersburg	WWLP	Springfield (Mass.)
KSTW-TV	Seattle-Tacoma	WRBT	Baton Rouge
WMAR-TV	Baltimore	WAAY-TV	Huntsville
WVTV	Milwaukee	WCBD-TV	Charleston (S.C.)
KBMA-TV	Kansas City	KSHO-TV	Las Vegas
XETV	San Diego	KTVN-TV	Reno

Warner Bros. Television Distribution



A Warner Communications Company

The Professional

Jim Limbach Man on the Move

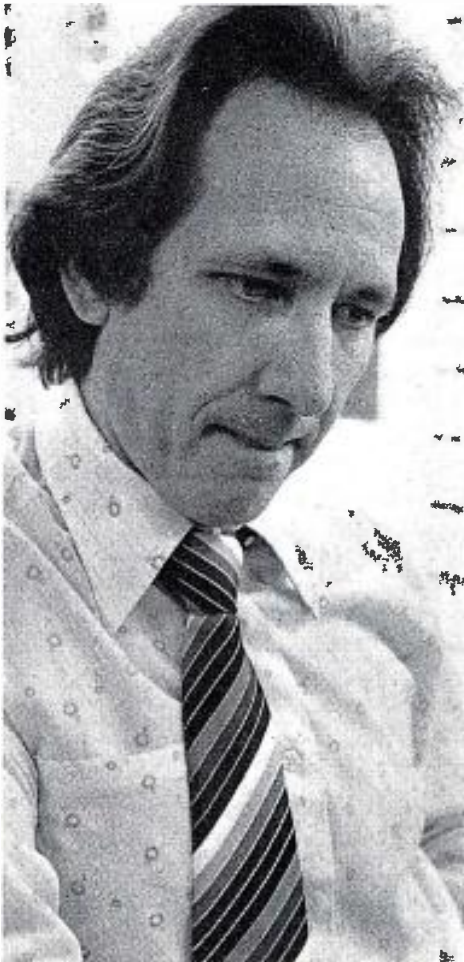
Jim's career in radio began when he was both disc jockey and chief announcer at Illinois State University's WGLT. Next, as a reporter for the Armed Forces Korea Network, he covered the official visits of Secretary of State Dean Rusk and President Lyndon B. Johnson to Seoul, Korea.

Home again, Jim became overnight anchorman for WAVA. And, in less than five years, was named News Director. His last move brought him to APR, where he broadcasts hourly news on weekday afternoons as well as the daily Project: Education feature. We like that. We're like James Limbach.

Professional.

AP Radio

Associated Press
Radio Network (212) 262-4011



Datebook

■ indicates new or revised listing

This week

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.

Also in August

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

Aug. 9-10—*Kansas Association of Broadcasters* sportscasters seminar. Royals and Arrowhead stadiums. Kansas City, Mo.

■ **Aug. 10**—Extended deadline for reply comments in *FM quadrasonic rulemaking* (Docket 21310). Previous deadline was July 11.

Aug. 15-19—Fifth annual conference, *National Federation of Community Broadcasters*. Evergreen State College. Olympia, Wash. Information: Nan Rubin (202) 789-1200.

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. 21**—*Arizona Broadcasters Association* board meeting. United Bank Building, Phoenix.

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. 24-25—Fourth annual San Antonio CineFestival. Theatre for Performing Arts, San Antonio, Tex. Information: Oblate College of the Southwest, 285 Oblate Drive, San Antonio 78216; (512) 736-1685.

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 programming conference. Stouffer's Riverfront Tower, St. Louis.

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

Sept. 12-14—*CBS Radio affiliates* board meeting. Hyatt, Lake Tahoe, Nev.

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—Aging With Television conference sponsored by *Annenberg School of Communications*, University of Pennsylvania. Hyatt Regency hotel, Washington.

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.

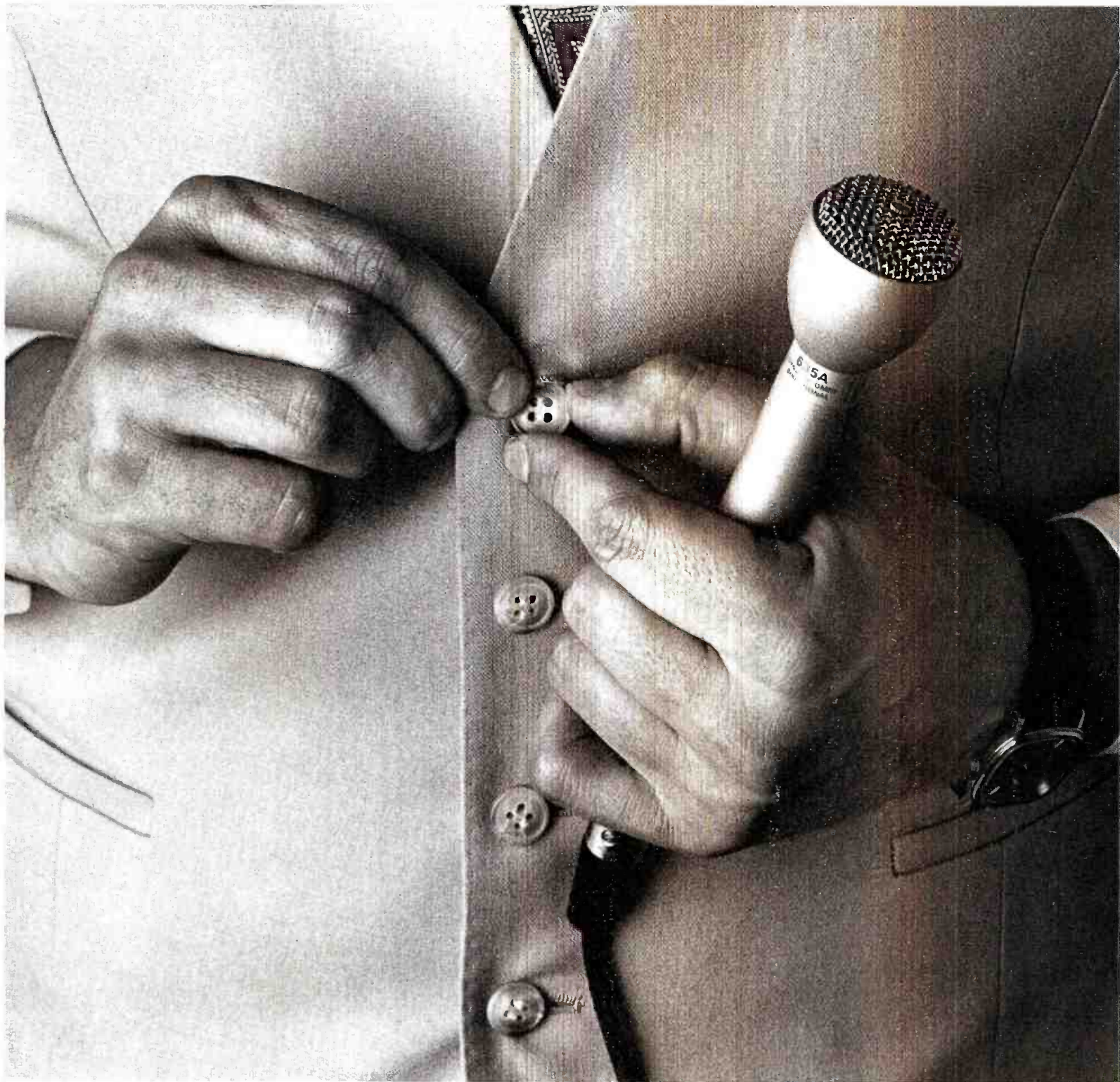
Sept. 20-26—Telcom 79, world telecommunications exhibition, sponsored by the *International Telecommunication Union*. Palais des Expositions, Geneva. U.S. pavilion will be hosted by Electronic Industries Association Communications Division. Information: Mark Rosenker, EIA, (202) 457-4990.

Sept. 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. 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. 25-26**—*Educational Uses of Cable TV Conference*, sponsored by University of Wisconsin-Extension, Madison.



Malrite is all buttoned up.

**Well managed. Intelligently organized.
Systematically operated.**

We built a strong company on a solid financial base. Sound business practices help us keep it strong. And make it grow.

Broadcasting is a service. It's also a business. We believe the business has to be strong if the service is going to be really good over the long term. Because it's hard to be vigorous if you're not healthy.

Don't think we're stuffy.

If you know our programming, you know we're anything *but* stuffy.

And if you know our company, you know we're buttoned up.

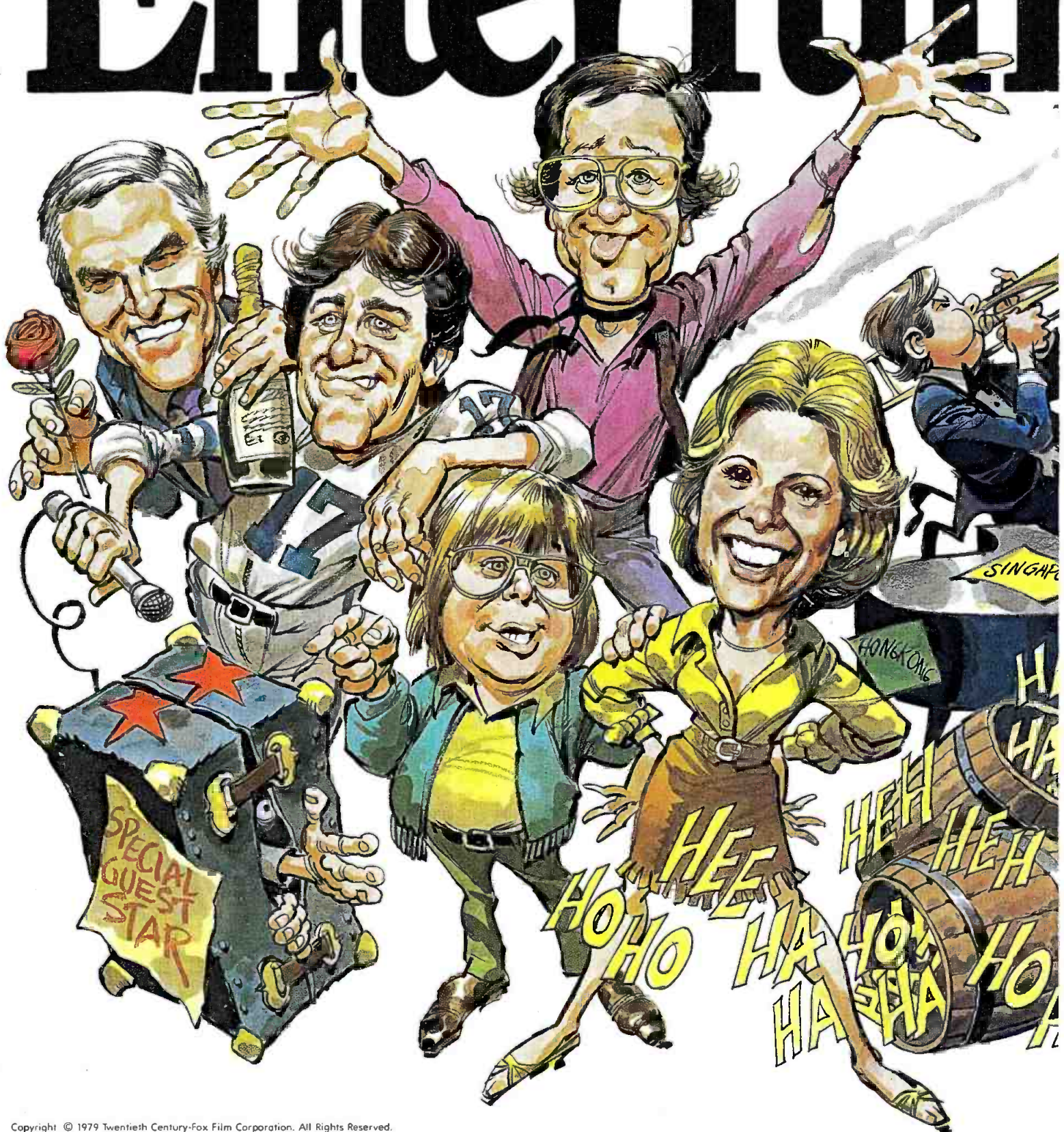
 **MALRITE
BROADCASTING
COMPANY**

The Leadership Stations

**WHK/WMMS/Cleveland
KEEY/KEEY-FM/Minneapolis, St. Paul
WZUU/WZUU-FM/Milwaukee
WNYR/WEZO/Rochester, N.Y.
WCTI-TV/New Bern, N.C.
WUHF-TV (on air 1979)/Rochester, N.Y.
Cleveland Browns Radio Network
Corporate Headquarters/Cleveland**

Starting September 24—

Enterfun



nymment!



Dinah launches a whole new concept in television entertainment.

First we start with television's most honored lady, *Dinah Shore*. Then we add a family of rotating sidekicks:

Don Meredith—whose name still means Monday Night Football to millions of men—but whose charm and wit mean the women are watching, too.

Paul Williams—whose off-beat sense of humor is surpassed only by the sound of his beautiful music.

Charles Nelson Reilly—living proof that it's not only kids who say the darndest things.

Fernando Lamas—Latin romantic and modern renaissance man who shocks and amuses at the same time.

Plus one more surprise sidekick soon to be announced!

Then watch *Dinah & Friends* take *Enterfunnyment* on location! With *Don Meredith* from Hong Kong and Singapore. *Charles Nelson Reilly* from

Broadway and Atlantic City. And *Paul Williams* from Las Vegas. And that's only for starters.

Enterfunnyment will bring on the hot new comics, the fun of audience games, a new big band and spectacular set.

Enterfunnyment!—only on *Dinah & Friends*. It'll pull the kind of audience that advertising dreams are made of. Call your Fox representative for availabilities.



**DINAH
& FRIENDS**



THIS YEAR WDVM SH TELEVISION AND HIGH RAT

"The high quality of our station's product comes straight from the talent, concern and dedication of our people. They're a unique group and each one seems to feel personally responsible to the viewers."

Ed Pfeiffer, General Manager, WDVM-TV

WDVM has done its best to give viewers television worth watching. The results—a satisfying collection of awards and a particularly good showing in the books. We think that's proof that you don't have to sacrifice ratings in order to produce quality.

AWARDED IS REWARDED

Awards are only meaningful as the tangible measurements of how close you've come to excellence.



Two Peabodys

When a lot of talented people care about what they're doing it adds up to award-winning work. Like Carl

Rowan's "Race War In Rhodesia" and Steve Gendel's series, "Your Health and Your Wallet." They both won Peabody awards, which made us the only station in the country to be doubly honored.

The National Broadcast Editorial



EMMYS, EMMYS and one's special

Association presented Rich Adams its national award, judging his editorials the best in the country, because of their "high quality of research, political acumen and awareness of complex issues."

Of all the EMMY Awards presented us this year, we're most pleased with the two for PM Magazine, with the Ted Yates Outstanding Journalism Award, and especially for the Washington Community Service Award. It was voted us by local government and civic leaders because our programming led to some changes in the D.C. Fire Department that ended up saving lives.

THEY GAVE AS GOOD AS THEY GOT

"We give it all we've got" is a recurring theme at WDVM. It's no empty line. The fact is, this station is made up of people on both sides of the camera who

DOWED THAT QUALITY INGS CAN GO TOGETHER.

feel a sense of responsibility to viewers. They're curious and interested, and it



Henry Tenenbaum Hosts PM Magazine and Maureen Bunyan co-anchors Eyewitness News.

shows in their work. It's evident in the depth and breadth of Eyewitness News, the steady favorite in news-hungry Washington. In the lively and informative daily fare delivered by Morning Break and PM Magazine. In the political insights revealed by Carl Rowan's "My Washington, My World". In the public affairs programming—Neighborhood News Conference, Everywoman, Harambee, Prisma—and the unique concept of focusing those programs on a topic of crucial community interest for "Probe Week."

The extent of our public affairs commitment is one of the things that makes this station unique. The people at WDVM

draw rich and varied experiences from all the different segments of their community, and they're serious about giving something back.

GOOD BOOKS ARE SOMETHING YOU CAN'T PUT DOWN

Of course, anyone can argue the merits of this or that program. But those ratings are another story. And according to the May ARB and Nielsen it was a good one for WDVM. The station is #1 in Washington from sign on to sign off. And that shows the balanced strength of our programming, both local and CBS. What's more, the books showed us to be #1 in News, both local and network—the definite news leader.*



That tells us that viewers really *do* like to be informed, interested and challenged. But then, we thought so all along.

*May 1979: NSI Sun.-Sat. 7 am-1 am, ARB Sun.-Sat. S/O-S/O. Pure program averages.

WDVM-TV 9 Washington, D.C.

An Evening News Association Station



A CBS 0114 logo

LITTLE HOUSE ON THE PRAIRIE

Starring Michael Landon

America's Most Beloved Television Series



Award Winner

Earning an Emmy, Emmy nominations, People's Choice Awards, Freedom Foundation Award, Christopher Award

... endorsements by the National Parent Teacher Association, Good Housekeeping, Boy Scouts of America, Catholic Archdiocese of New York, Church of God, Religion in Media, and many others.

Available for local tele-casting September, 1981



WORLDVISION ENTERPRISES INC.

The World's Leading Distributor for Independent Television Producers

New York, Los Angeles, Chicago, Atlanta, London, Paris, Tokyo, Sydney, Toronto, Rio de Janeiro, Munich, Mexico City, Rome

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 10-14, 1981, Waldorf-Astoria hotel, New York; June 6-10, 1982, St. Francis hotel, San Francisco; June 8-12, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesar's Palace, Las Vegas; 1985, Chicago.

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

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. 26-28**—Fall meeting, Indiana Broadcasters Association. Merrillville Holiday Inn.

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. 3**—Association of National Advertisers cooperative advertising workshop. St. Regis-Sheraton hotel, New York.

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**—Fall conference, Florida Association of Broadcasters Thunderbird, Jacksonville.

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. 6-9**—North Carolina Association of Broadcasters fall meeting. Ashville, N.C.

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. 11-14**—American Film Institute National Conference on Film and Television. Sheraton Universal hotel, Universal City, Calif.

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

Oct. 14-15—North Dakota Broadcasters Association 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**—*Association of National Advertisers* corporate advertising workshop. Plaza hotel, New York.

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. 20—Annual convention, *Friends of Old-Time Radio*. Holiday Inn, Bridgeport, Conn. Information: Jay Hickerson (203)-795-6261.

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

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

■ **Oct. 23**—*Association of National Advertisers* promotion/merchandising workshop. St. Regis-Sheraton hotel, New York.

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

Oct. 24-26—*Kentucky Broadcasters Association* fall convention. Speaker: Senator Barry Goldwater (R-Ariz.). Hyatt Regency, Lexington.

■ **Oct. 25-26**—*National Association of Broadcasters* Broadcast Leadership Conference, NAB headquarters, Washington.

Oct. 28—Annual *Colorado State University* Broadcast Day. Featured speaker: Vincent T. Wasilewski, president, National Association of Broadcasters. Contact: Robert K. MacLauchlin, Department of Speech and Theater Arts, Colorado State University, Fort Collins 80523.

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

Oct. 26-28—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. 1-2—*Kansas Association of Broadcasters* fall management meeting. Holiday Inn Downtown, Topeka.

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

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. 7-8—*Audit Bureau of Circulation* annual conference. Royal Sonesta hotel, New Orleans. Speaker: FCC Chairman Charles D. Ferris.

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. 13**—*Association of National Advertisers* new-product marketing workshop. Plaza hotel, New York.

■ **Nov. 15-16**—*Arizona Broadcasters Association* fall convention and annual meeting. The Pointe Resort, Phoenix.

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* 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. 3-6—*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—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. 13-16—*Association of Independent Television Stations (INTV)* convention. Galleria Plaza, Houston.

Jan. 14-15—*Society of Cable Television Engineers* regional meeting and technical workshop. Tallahassee, Fla.

Jan. 17-19—*Alabama Broadcasters Association* winter conference. Plaza hotel South, Birmingham, Ala.

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

Jan. 20-25—Joint board meeting of *National Association of Broadcasters*. Canyon hotel, Palm Springs, Calif.

■ **Jan. 24-26**—Winter convention, *Colorado Broadcasters Association*. Sheraton Denver Tech Center.

February 1980

Feb. 6-11—*International Radio and Television Society* Faculty/Industry Seminar and College Conference. Harrison Conference Center, Glen Cove, N.Y.

Feb. 18-21—*National Association of Television Program Executives* conference. Hilton hotel, San Francisco.

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

LITTLE HOUSE ON THE PRAIRIE

Starring Michael Landon

America's Most Beloved Television Series



Super Star

Michael Landon is one of the most accomplished performers in all television.

Father to the Ingalls family, he is brilliant as Charles Ingalls, a man of strong moral values with deep love for his family and community. These revered character traits will always be relevant.

Available for local tele-casting September, 1981



WORLDVISION ENTERPRISES INC.

The World's Leading Distributor for Independent Television Producers

New York, Los Angeles, Chicago, Atlanta, London, Paris, Tokyo, Sydney, Toronto, Rio de Janeiro, Munich, Mexico City, Rome

Look who's a family man at last.

The Sophisticated Pink Panther is ready for
prime time access for the fall of 1980.

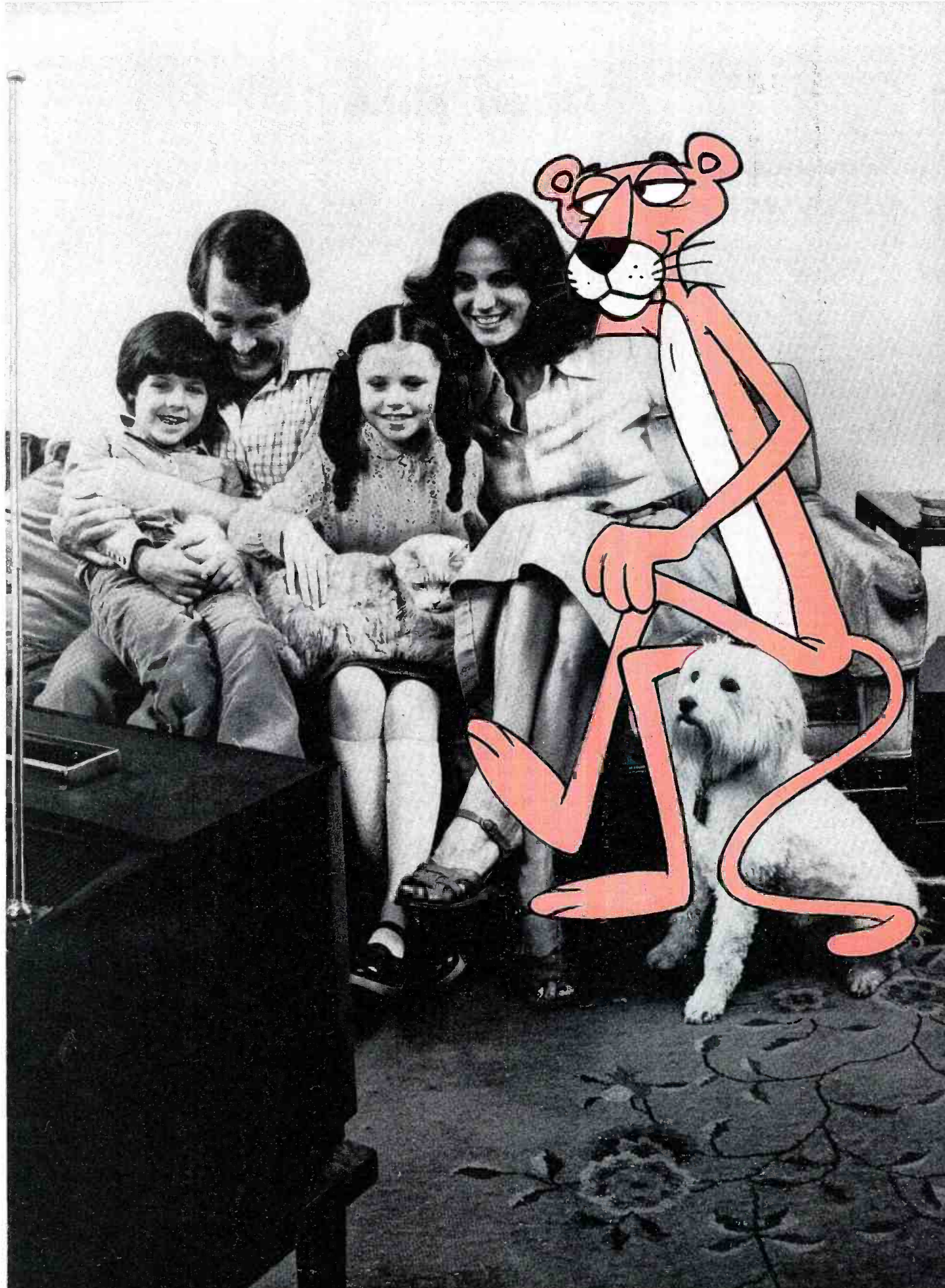
You have to do more than just play games to attract a quality family audience during prime time access. Now, you can solve your pre-prime problem with the Academy Award-winning Pink Panther!

But does the Pink Panther really attract adults?

Sully Ginsler, Glen Hagen, Paul Kalvin, Murray Oken and Fred Watkins will prove to you he can.

The sophisticated Pink Panther. He's not just kidding around anymore.

UA-TV
T United Artists
A Transamerica Company



BROADCASTING PUBLICATIONS INC.

Sol Taishoff, *chairman*.
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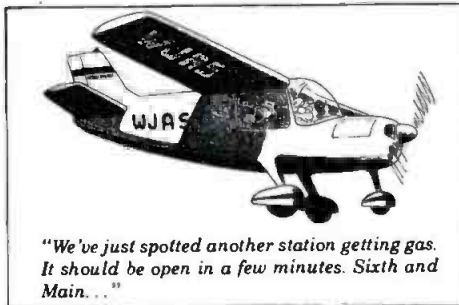
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Open Mike[®]

If the Schmidt fits

EDITOR: Jack Schmidt's July 2 cartoon on a station plane looking for a gas line was right on target as far as we here at KVI are concerned.

In fact, KVI Skywatch pilot Cliff Murphy did just that over the Memorial Day weekend. While we approached the whole



project with caution—we especially hoped stations would remain open after we'd broadcast the fact—we did find it all to be one of our most exciting community service projects.—*Art Kevin, news director, KVI(AM) Seattle.*

Nostalgia notices

EDITOR: Your July 9 issue states that *Have Gun Will Travel* was originally heard on radio and later adapted for TV.

Of the many shows broadcast on both radio and television in the '50s, *Have Gun Will Travel* was the only program aired first on TV and later adapted for radio.—*Russell F. Moon Jr., Moon Radio Network, Pittsburgh.*

EDITOR: Chuck Barris may have amassed a fortune from "low brow" TV (July 16), but let's get the facts straight.

His humble beginnings would have remained humble if, indeed, he banked on the Beach Boys' hit, *Pallisades Park*, to finance his early career. The tune was a smash and remains a nostalgia goldie oldie—but Freddie Cannon had the hit.

You get the gong early.—*Mary Liberto-Pless, broadcast coordinator, Hochschild-Kahn, Baltimore.*

Trial error

EDITOR: Your article on the Bundy trial in the July 16 issue listed all of the stations providing full coverage from Miami with the exception of WESH-TV Daytona Beach-Orlando.

Our crew was on the story since the trial got under way in Tallahassee last month. We were one of the original members of the daily feed pool coordinated by ABC News, feeding daily stories from Miami to Orlando.—*Fred Mays, news director, WESH-TV Daytona Beach-Orlando, Fla.*

Multimedia Broadcasting is television and radio in some of the most rapidly expanding midwest and sun-belt markets in the nation. A total communications company with a commitment to excellence, Multimedia continually invests in the latest equipment. Recent purchases include ENG equipment for TV news departments and a maximum-height tower in Cincinnati.

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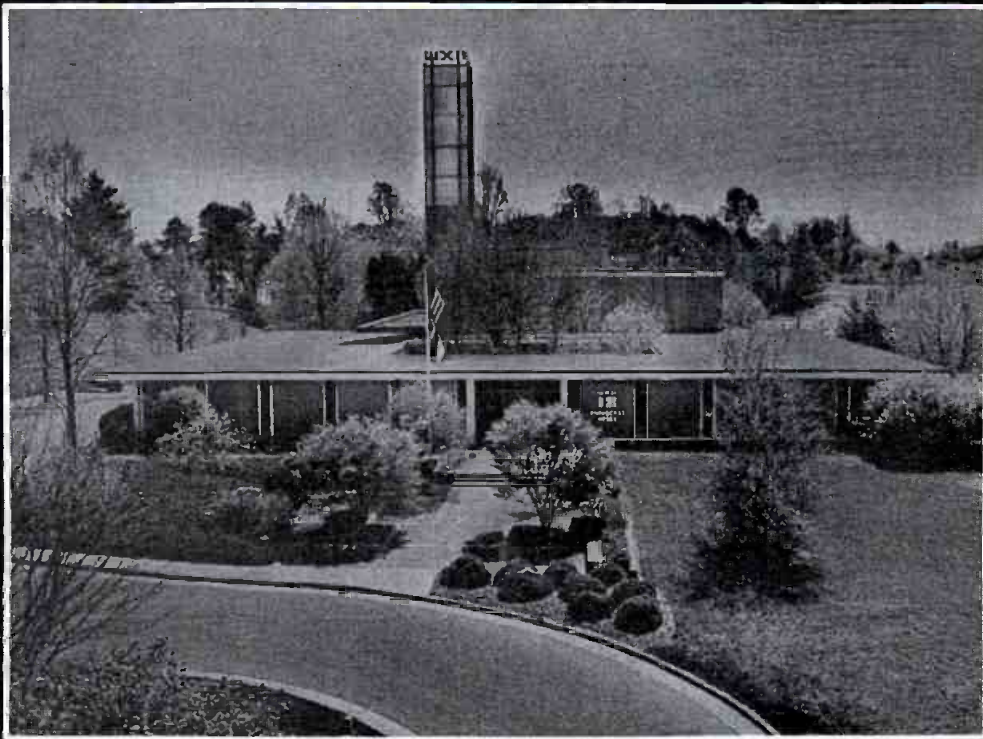
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WWNC AM Asheville, N.C.

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WXII, Winston-Salem—Greensboro—High Point. Serving the public ... proudly.



MULTIMEDIA

How twenty seconds on television kept Joanne Malloy out of the hospital.



"You know, I could have had frightening medical problems and huge medical bills," muses 38-year-old private duty nurse Joanne Malloy, "if I hadn't seen one of those public service announcements on WRC-TV last April. It talked about the Health Fair. So I followed it up and found I could have a completely free check-up at the Community Center on Martin Luther King Avenue in southeast Washington.

"I'm able to afford medical care, but a free check-up appealed to me because of my condition. You see, I have hypertension—high blood pressure—it runs in my family. And, frankly," she adds softly, "my own mother died at an early age of a cerebral hemorrhage. Certainly her hypertension was a contributing factor.

"I had been drooping around, exhausted, listless, and my kids were worried about me. But you know how working mothers are, I was really busy, so I rationalized all that fatigue by chalking it up to the weather. Besides, I had an appointment to see my family doctor in several months. But something was gnawing at me, I kept thinking about the Health Fair and what a wonderful project it was, and I'm community minded, so I finally went over.

"The tests were thorough. The screening only took a half hour. And once the results were in I discovered I had a dangerously low potassium count. It was due to my hypertension medicine, which was draining the potassium out of my body. So they sent me to my doctor.

"I feel great now. And I've never stopped thinking what might have happened. I sure am grateful to Channel 4. In fact, I've signed up to be a Health Fair volunteer next year."

Joanne Malloy was one of 140,000 people screened at Fairs initiated and sponsored by the five NBC-owned stations. Highly lauded projects which operated in conjunction with community groups and the National Screening Council for Volunteer Organizations.

This year several of our affiliated stations have followed suit. And in 1980 others are planning to join in:

The data is impressive:

- Over \$14,000,000 worth of free medical screenings held at 318 different sites in five major cities.
- Over 35,000 volunteers from 2000 community organizations put in over 225,000 hours.
- Over 70,000 problems worthy of further medical follow-up were detected and fed back to the 140,000 people who participated.

All in all, over 200,000 people took advantage of the free Health Fairs.

And we're delighted. After all, we're here to learn what folks need. And give it to them.

**NBC Owned
Television
Stations**

TOP OF THE WEEK

The President vs. the press: reprise of a familiar refrain

The new Carter, as did other beleaguered Presidents, now counts Washington news corps among his adversaries; he'll try to go over their heads to reach the people directly

When President Carter descended from his 10-day retreat at Camp David, he had made up his mind not only to reassert control over his administration but also, as a corollary, to declare his independence of the White House press corps. Like Presidents in trouble before him, he had decided there had to be a more effective way to communicate with the public.

Evidence of his determination on the first point came in the extraordinary cabinet shakeup that saw the departure of five officers and the change in jobs of a sixth. Evidence of the second was provided in the President's decision to abandon his commitment to hold two news conferences each month—a commitment to which he adhered with reasonable fidelity in his first two and a half years as President. Wednesday's televised conference, the first in two months and used by the President to appeal for public support for his windfall oil-profits tax, was his 51st.

Carter will continue to meet with the White House reporters—both formally, when he feels the occasion warrants it, and informally, in background sessions, as he did with a score of reporters in the White House on Saturday, July 21. But he also will make forays out into the country, for town meetings and regional press conferences—techniques he had employed more frequently in the early days of his administration.

His first trip will be to Bardstown, Ky., tomorrow (Tuesday) for a town meeting beginning at 2 p.m. And aides said the President, in hopes of rallying support for his energy program, which now faces an uncertain fate in Congress, will be on the road every week during Congress's August recess. No plans have been announced, but at his press conference Wednesday, Carter mentioned Miami, Bangor, Me., and Des Moines, Iowa, as places he would

visit "some time." (Each of the states involved is important to presidential candidates seeking delegate support at the 1980 political conventions. Iowa, for instance, begins the delegate selection process with party caucuses in January.)

The commercial networks have shown little interest in live coverage of such road events, and none has plans to cover Bardstown live (although the Kentucky Educational Television Authority will feed it to Public Broadcasting Service stations, and the local network outlets—WAVE-TV (NBC), WHAS-TV (CBS), and WLKY-TV (ABC), all Louisville—will carry it live). But the White House evidently believes the direct access to the public and to the press west of the Potomac represents a net gain in terms of public relations.

For there seems to be a feeling that, as CBS's Bob Pierpoint put it, "the press is part of the problem." When the President or his aides complain about "the Washington establishment," Pierpoint says, they are using that as a code term for Congress and the press.

Nor do other network White House correspondents disagree. "The real reason [for dropping the twice-a-month press conference]," says ABC's Sam Donaldson, "is that they're angry. We're their enemies . . . It is a circle-the-wagons mentality." Says NBC's Judy Woodruff:

"Jody [Powell] carries a huge grudge against the press. It's not new." And all talk of the President's plans to go out into the country as an effort "to get around us." They are not impressed, either, by the prospect of background meetings with the President. "It's an attempt at flattery," says Pierpoint.

Signs of the frustration Powell and other White House aides are said to be feeling have not been hard to come by—particularly in recent weeks, when what ABC bureau chief George Watson describes as the biggest White House story since Watergate has been unfolding. The signs are evident in the tone Powell sometimes takes in responding to questions when he thinks a reporter has misstated the premise. And they were evident, too, in the unusual length the White House went to two weeks ago in offering Powell as a participant in a one-hour special that WRC-TV Washington was preparing on what it was calling *The Carter Years: The Second Season*.

The station had promoted the show as one in which a half dozen Washington correspondents would discuss the matter with one another and members of the public who phoned in. "We said we'd be delighted" to have Powell, recalls the show's executive producer, Betty Wolden. And there he was, in early prime time, on



CBS-TV PHOTO

Let's meet here. The more presidential President Carter held a press conference in the stately East Room of the White House June 25—a glittery backdrop compared to the drab auditorium in the Executive Office Building where he had met the media roughly twice a month. That schedule will now change.

July 20, offering the White House view as he took calls from the television audience and fenced with Washington correspondents on a local show.

For some, the President, at his press conference last Wednesday, confirmed the suspicion that he regards the White House press corps members as parochial in their view of the world. In response to a question from Daniel Schorr, the former CBS News correspondent who now represents the Independent Television News Association, as to what "bugs" him about the Washington reporters, the President said, "I think it's better for me not to have all the questions focused on me by a group that's almost exclusively oriented within Washington as a fine place of their residence and interest, and I would like to let my voice be heard and felt and the questions be heard by me and felt from various places in the country."

(One element of the President's media relations that apparently will not be changed provides for the kind of outlet to out-of-town journalists the President is seeking. It involves the practice of inviting print and broadcast journalists from around the country for every-other-Friday briefings at the White House in which the President participates.)

For all of that, there is nothing in the White House-press relations that approaches the palpable hate that White House reporters felt during the Nixon and even the Johnson administrations. Says ABC's Watson: "On a personal and professional basis, our relations with this White House have been generally good."

And Powell, for all his frustrations and the "grudge" he is said to carry, has not lost his taste for banter, even if the humor now seems somewhat grimmer. After discussing at a briefing last week the President's observation that all institutions of American life—government, business, labor, the press—were held in low regard by the public, he was asked, "Would you say UPI's rating is as low as the President's?" Powell shot back: "If they were running the damn country, it would be."

Among the decisions reached at Camp David regarding the cabinet and relations with the press was one to present the President in a more presidential light. The forceful manner in which he delivered his televised address after returning to Washington, for instance, was the product of a lengthy rehearsal with media adviser Gerald M. Rafshoon. The rehearsal involved the use of videotape equipment that enabled the President to check his performance—a technique he has used in preparing for some major speeches in the past. And the press conference on Wednesday was only the second one Carter has held in prime time since he became President, and the first staged in the glittering East Room of the White House. (Carter usually holds his press conferences in the afternoon in a nondescript auditorium of the Executive Office Building. Previous Presidents frequently used the East Room for their press conferences.)

But the putting on by Carter of a few presidential airs does not concern the White House media regulars as much as

what they see as his changed attitude toward the press. Pierpoint, who has covered the White House for CBS for more than 20 years, sees a disturbing parallel with the recent past. "The President over the past year, and Jody, have become embittered . . . It's a pattern you find when a President gets into trouble." Pierpoint saw it in the Nixon and Johnson days, but he did not expect to see the pattern in the Carter Presidency. "It surprises and saddens me," he said last week. "I thought they were better."

Future is bright for the networks, says Silverman

Speaking to California broadcasters, NBC president reveals parts of company study that shows conventional television not only continuing, but growing larger

Television networks and stations not only are here to stay but will remain dominant over the newer technologies, Fred Silverman, NBC president, told broadcasters last week.

He revealed portions of a new NBC study indicating that in 1988 the three-network share of household TV viewing "will remain high—close to 90%," while the new technologies will bring the home set into use for a few more hours without cut-

In Brief

Representative Lionel Van Deerlin (D-Calif.) circulated memo to Communications Subcommittee members last Thursday outlining **provisions of forthcoming common carrier bill**, expected to be completed this week. Included in bill will be section dealing with **regulation of cable**, outlining authority of FCC and individual states. Cable crossownership restrictions are basically restatement of current FCC rules, as are rules relating to cable TV program origination. Pole attachment regulations have three new modifications, including preserving rate standard, but without five-year sunset provision. States and local franchising authorities will be prohibited from regulating content or selection of programming available over cable system, and franchising authorities will also have authority to require cable operators to make channel capacity and associated facilities available for use by local governments, educational agencies and general public.

FCC is trying to **tie up loose ends before summer recess**: open commission meeting agenda for Wednesday (Aug. 1) lists **43 items**. Broadcast items include Taft Broadcasting request for exception to top-50 market policy in connection with proposed purchase of WOCA-TV Washington; WOCA-TV's application for renewal, which is being contested by Washington Association for Children and Television, and proposed Sonderling Broadcasting merger into Viacom. Commission will also rank priorities for presentation of fiscal 1981 budget to Office of Management and Budget.

Line is getting longer in support of Metromedia's fight to prevent its KTTV-TV Los Angeles from becoming **next superstation**. Last week seven additional groups filed comments with FCC supporting Metromedia Inc.'s request for review of staff decision granting ASN Inc.

permission to retransmit KTTV via satellite to cable systems (BROADCASTING, July 23). New commenters were National Hockey League, National Basketball Association, Commissioner of Baseball, WGN Continental, ABC, Independent Television Producers and Distributors, and Tandem Productions.

ABC-TV has **topped 200 mark in affiliate lineup** with wooing of WTKO-TV Meridian, Miss., from CBS-TV (effective March 1980), and signing of new stations WVGA Valdosta, Ga., WMOI Salisbury, Md., and KJCT Grand Junction, Colo. Three are scheduled to go on air by Jan. 1, bringing ABC roster to 204. **NBC-TV**, meanwhile, finds itself in **bind in Las Vegas**. Its late-night star, Johnny Carson, has turned network down for his KVUU-TV Henderson, Nev., which serves Las Vegas market, but network's current affiliate there, KORK-TV, has been ordered off air Sept. 4 by FCC for clipping violations.

Charles Grisham will try again to sell CBS affiliate **WHNT-TV** Huntsville, Ala. He has reached **agreement in principle to sell UHF station to New York Times Co.** for price rumored to be in \$12 million-\$14 million range. Deal to sell station to Gilmore Broadcasting in 1976 for \$5.2 million (BROADCASTING, Aug. 2, 1976) fell through after FCC refused to grant approval because of price fixing allegations against Gilmore's KOOE-TV Joplin, Mo. New York Times, which has also purchased, subject to FCC approval, KFMS-TV Fort Smith, Ark., for \$17.5 million (BROADCASTING, Jan. 22), owns WREG-TV Memphis and WOXR-AM-FM New York.

FCC Commissioner James H. Quello has called on broadcasters to **stand firm against efforts at "extortion"** by persons who file petitions to deny transfers or renewals. Quello, in remarks to Rocky Mountain Broadcasters Association, at Lake Tahoe last week, did not say cases of "extortion" have been demonstrated but did say commission policies make it possible for single individual, "at very little expense," to delay action on applications. And broadcasters "with greatest

ting into broadcast TV audiences.

"That finding," he told the California Broadcasters Association's annual meeting at Monterey, "is key to our future and the future of the new technologies. These new services will have the over-all effect of *expanding* the home entertainment and information market and making it more important.

"Many of the new services will themselves develop into sound businesses, and will provide new challenges to our creativity and resourcefulness. But they will not make our kind of free, over-the-air television less important. Commercial television has had more than 25 years of unprecedented growth and success—and we are nowhere near the end of it."

Silverman said the NBC study, by the corporate planning department, projected that in 1988, homes equipped with the new services would spend "no more than four to five hours a week" using them—and would watch commercial television, network and local, 47 hours a week.

Other NBC projections for 1988:

- 89 million TV homes, about 15 million more than now.
- Subscription television, 4% penetration.
- Cable, 30% penetration, with pay cable, included in that total, at 12% penetration.
- Videocassette recorders in 15% of U.S. homes.
- Videodisk players in 10% of homes.
- Home computers in 10% of homes.
- Video games in 20% of homes.
- Independent TV station penetration



Silverman

up to 65-70%, network-affiliated stations at 100%.

■ Proportion of multiset homes, now at 50%, continuing to increase.

"I am absolutely and totally convinced," Silverman said, "that any of these other services would gladly trade their future for our present. The business that you are in, that we are in, is now—and will continue to be—America's first choice."

NBC, he said, "is putting its money where its mouth is. We are betting on the future of our business." In an allusion to ABC and CBS plans to develop programming for other technologies, he continued:

"Whatever our competitors may do, we have no intention of diverting our resources into the production of theatrical motion pictures. Whatever our competi-

tors may do, we are not going to dissipate our creative energies by producing software for other media or other technologies. We are broadcasters and we are going to remain broadcasters." (NBC's parent company, RCA, is however, moving into the production of software for its SelectaVision videodisk player.)

The NBC study, Silverman said, projected that TV's share of total advertising dollars, at 21% last year, will continue to grow, with local showing the best gains. Moreover, he said, part of the attraction of the newer services is the absence of advertising, "and customers will certainly object if advertising is put in later."

In any case, he continued, "we don't expect alternative services to offer enough audience on a regular basis to attract national advertisers away from network television and national spot."

Silverman said "our corporate planners" also don't expect much competition with the networks for "original, mass-appeal programming." Mostly, he said, other services will seek special-interest audiences with lower-priced programs.

One exception, he said, is pay television, which "may make some inroads on sports events, but we do not see it becoming strong in developing original entertainment programming or news." Neither pay TV nor the other technologies, he contended, can afford the "financial risk-taking" to produce the kind of national program service that the three commercial networks spent "almost \$2 billion" on in 1978 alone.

"For several reasons," Silverman con-

resources," he said, "haven't shown much stomach" for opposing settlements involving payment of "consultancy fees" or "settlement costs."

□

Four orders of Catholic nuns placed **proxy resolution aimed at cutting children's advertising** before fellow investors at **General Foods** annual meeting. Developed through Interfaith Center on Corporate Responsibility, resolution called on company to eliminate ads directed to audiences primarily composed of children under 8, with age limit raised to 12 in case of sugared foods, and asked that any other sugared foods ads be balanced by nutritional messages if mixed audiences were more than half children under 12. **Overwhelmingly defeated**, resolution nevertheless secured enough votes, 5.3%, to stay on agenda for next year.

□

WSRF(AM)-WSHE-FM Fort Lauderdale, Fla., have been sold to group including John F. Tenaglia, executive vice president of General Cinema Communications, and Fred Reynolds, owner of **KEWI(AM)-KSWT(FM)** Topeka, Kan., for **\$5 million**. (Price does not include substantial broker's fee that will be picked up by buyer). Sellers are Gene Milner, estate of Van Patrick and Brian Chaplow. Broker: Norman Fisher & Associates Inc.

□

Entertainment and Sports Programming Network, Plainville, Conn., is scheduled to **begin operations on Sept. 7**, supplying cable TV systems with **24 hours of sports programming** daily, live, tape and film. New network has signed to receive up-to-minute sports data from Associated Press. Spokesman said that by launch date network is expected to be serving CATV systems with 4.5 million subscribers.

□

CBS-TV and American Health Care Association bombarded network's affiliates with letters regarding **Lou Grant episode on nursing homes** that AHCA said contains "distortions and untruths." CBS-TV President James Rosenfield replied with words to that effect about AHCA charges, denied AHCA's contention that there was "storm of pro-

test" after original airing of program and said it would be rebroadcast. Rosenfield did say that one advertiser in original show bowed to AHCA pressure not to appear in rerun, but denied that all three—Prudential, Oscar Mayer and Kellogg's—had backed out. He would not identify which did.

□

Supreme Court ruling that opened up possibility that **judges may bar public and press** from pretrial and even trial proceedings (BROADCASTING, July 9), figured in two cases last week: In Omaha, state judge invoked decision in **closing preliminary hearing** in murder case, holding that there is "substantial likelihood" that public hearing would damage seven defendants' right to fair trial. In New York, state supreme court justice, in attempted murder case, **refused defense request** that press be barred from pretrial hearing, ruling that open hearing would "not significantly increase the difficulties of obtaining an impartial jury"

□

Interpublic Group of Companies has signed agreements to purchase all stock of **SSC&B** and 49% of **SSC&B Lintas**, international group of agencies, for \$40 million. At time Interpublic announced its intention to buy SSC&B last November (BROADCASTING, Nov. 13, 1978), it said it wanted to purchase Unilever's 51% interest in SSC&B Lintas. Interpublic said Unilever now has agreed in principle to acquisition. More than \$700 million in billings are involved in transactions. Closing for purchase of SSC&B is Sept. 10.

□

CBS News State Department correspondent **Marvin Kalb is weighing possible run for U.S. Senate** from Maryland as Democrat. Kalb, who said he had been approached by "prominent member of Democratic party" in state in April who asked if he would be interested in political career, said his original answer was no. But after being approached several more times, he said, he has given matter more thought. "If I had to make a decision now," he said, "I'd stay with CBS," his employer since 1957. But he said he can wait, at least until fall.

tinued, "we do not expect that superstations will represent significant competition in the future." For one thing, he said, producers are charging superstations more for programing, which may reduce their cost advantage. For another, he added, "superstations have not been very successful in selling national advertising," and "with higher program costs in prospect, it remains to be seen whether they will be able to attract added revenues."

Silverman recognized "some advertiser interest" in "occasional networks" for broadcast of specific programs. But he said that "they are being formed only a few times a year," and that "over the long term, because of the program development risks involved, we do not expect any significant increase in occasional networks, even with increased use of satellites."

The NBC president conceded that "future changes may come faster than we believe they will," but said that "unless the current system were to be radically revised—and we think that is very unlikely—the networks and their affiliated stations will remain the strongest force in television entertainment and in providing a national news service."

He said that "a challenge could develop from the process of consolidation now under way in the cable business," leading to more program resources, particularly on national pay channels, if several large multisystem operators merge. He added:

"We welcome the competition, if it develops. How serious the challenge becomes will depend on how well we conduct our *own* business. How we and you do in the long run is in our hands—no one else's—and we are planning to meet the challenge."

No other service, he continued, can approach broadcasting's resources for entertainment programing or for news, to which he said the network news organizations "commit more than \$300 million each year to bring worldwide coverage into every American home."

Silverman said that "at NBC, we think the most important long-term changes we can make will be in the area of news."

"We have something unique," he said, "something none of the new technologies will ever have—a professional staff of 1,000 journalists with the ability to transmit world events into every living room in the country."

"We have this, moreover, at a time when our world has never been more complicated or more difficult to understand. We intend to search for ways to make television more responsive to the public's need for information, more helpful in sorting the complications of their lives."

In entertainment programing, Silverman said, there is need "to innovate, to be daring." He said "reality-based programs have superb potential," and added: "We didn't make it with *Lifeline*, but I think we will with *Real People*. In any case, we are going to continue to look for programs

that are different from what anyone has done before."

Success in that search, he said, "will help us meet another challenge—attracting and keeping the best people in our business. . . . In a business where our product is so intangible—fleeting images across a screen or the sound of a radio—the key to success is finding and keeping those people."

Silverman told his California audience that "broadcasters who strive to be better are going to succeed." He also offered a challenge and a commitment:

"Our mission for the future is clear. You and we must concentrate on making a better product. That product is programing, news and entertainment programing, and I can promise you that NBC, in the years ahead, is going to give 100% of its attention to making it better. Every waking hour is going to be devoted to improving our radio and television operations. If we can do that—and we can—we have nothing to fear from the new technologies."

World consensus: TV's on its way to something else

Acapulco 'encounter' cites satellite as principal agent of change, with other new technologies—including cable, disks and pay TV—close behind

If a single theme emerged from the second World Encounter on Communications at Acapulco, Mexico, last week, it was that television in its present form is obsolete.

This was not a pronouncement from the 71 encounter participants, among them government and private broadcasting executives from 10 countries who participated in the week-long seminar under the auspices of Mexico's largest commercial broadcasting entity, Televisa, headed by Emilio Azcarraga. It was the observation of Robert Lindsay, professor of mass communication and international relations at the University of Minnesota, a former broadcast journalist and a delegate to both the first encounter (also under Televisa auspices, in 1974) and last week's event. There seemed to be no dissenters.

The catalytic element in television's future will be satellite technology. The consensus was that every nation will be affected.

One expert—Howard Crispin of Scientific-Atlanta, in the forefront of satellite technology—reported on satellite growing pains at a roundtable of experts. Among them: the pirating of television and radio programing from satellites—a problem that will be of escalating concern to copyright owners. Crispin said that the earth station pricing structure is evidence of both competition and demand, with in-

stallations that once cost \$100,000 now running about \$45,000, those formerly priced at \$13,000 now selling for \$3,000—and some installations now down to \$1,000. Perhaps even more significant, he said it is now possible to place two images on one transponder simultaneously, doubling the picture capacity, along with five radio signals.

All told, about 1,000 persons attended the encounter, including spouses of invited observers. The event brought Mexico's president, Jose Lopez Portillo, and seven of his cabinet members in from Mexico City for an elaborate opening ceremony. Because of the climate of "complete freedom" in Mexico, President Portillo said, it was possible to hold a meeting where the participating nations could "carry on a dialogue and discuss widely divergent views."

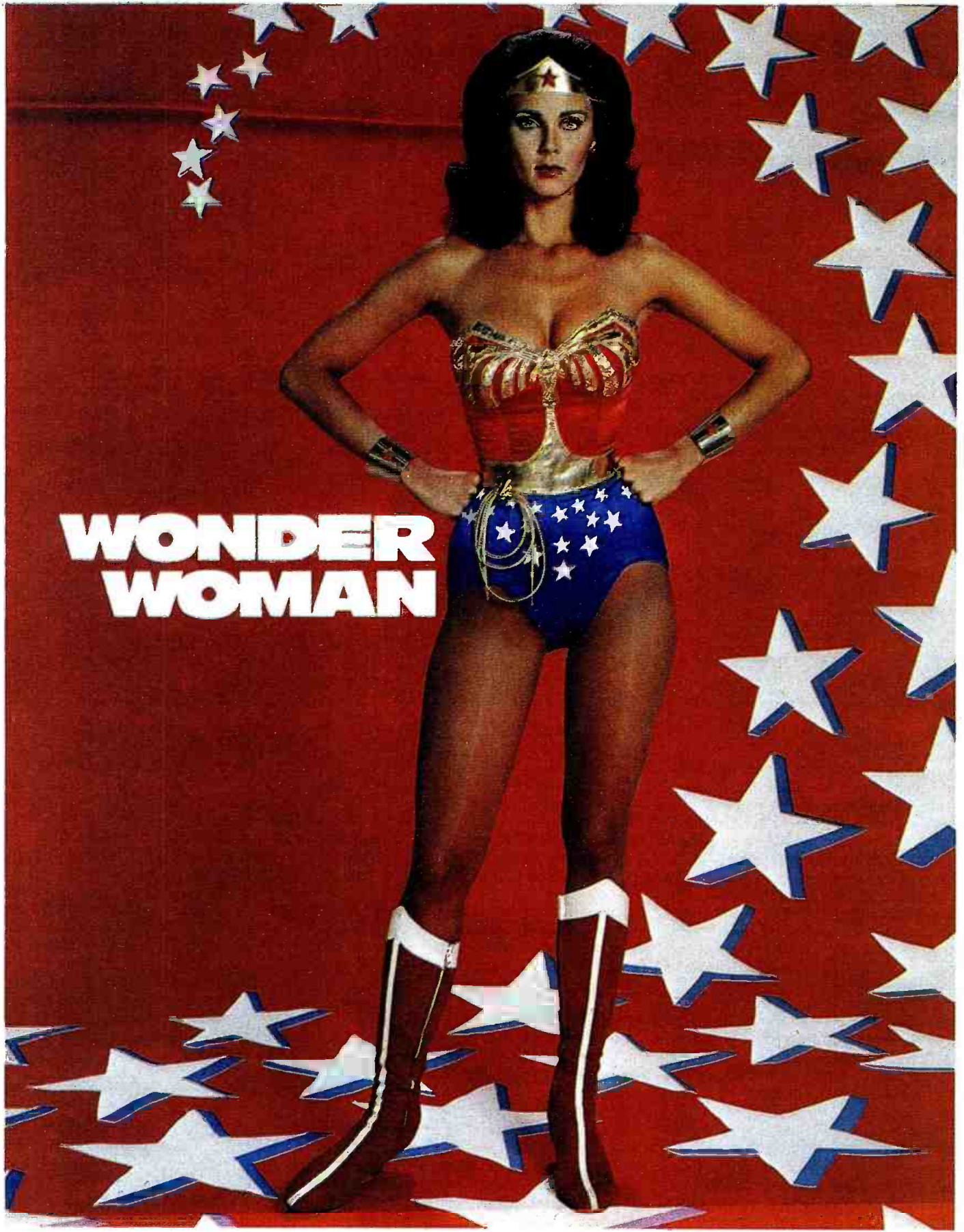
There were two sessions daily during the week, running simultaneously. Aside from discussion of TV "models," there were roundtable sessions on the "TV revolution." Under the overall direction of President Azcarraga, the model sessions were presided over by Televisa Executive Vice President Miguel Aleman. Jorge Kanahuati, an engineer and general vice president of operations of Televisa, moderated the daily "TV revolution" confrontations.

Star of the U.S. delegation was Henry Geller, assistant secretary of commerce and director of the National Telecommunications and Information Administration. He carefully delineated the difference between the U.S. and most other nations because of the First Amendment mandate precluding censorship, as opposed to degrees of programing control exercised in many nations. His dissertation conformed with comments he made in an in-depth interview (BROADCASTING, Feb. 19), wherein he espoused maximum competition in TV and radio, and as many networks—by whatever means they may be launched—as the economy can support.

Public broadcasting, he said, must be insulated against government interference, with greater funding to improve programing.

Largely factual presentations were made by two other members of the U.S. delegation—Jack McBride, head of Nebraska's ETV broadcasting, appearing for the Public Broadcasting Service, and Dr. Calvin Watson, division director for the Corporation for Public Broadcasting. They explained the scope and nature of their entities, including money-raising devices, plus underwriting (which McBride acknowledged had spawned the quip "Petroleum Broadcasting System").

Richard O'Leary, president of the ABC Owned Television Stations Division, described the U.S. system from the commercial broadcasting point of view. In alluding to virtual TV saturation (he cited an average of 6 1/2 hours of viewing per day) he commented: "So we must be doing something right." Commercial TV, he said, receives \$7 billion a year from adver-



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tising and is constantly growing.

While satellites and their political as well as technological implications held center stage, high interest was exhibited in video disks (as opposed to film) and to cable (notably the box-office offshoots). MCA's John W. Findlater, head of Disco-Vision, characterized that company's videodisk as superior to film and as being the wave of the future, even in program distribution. This was in answer to a question from Robert Wold, TV program producer-syndicator, who wondered whether the disk was more economical than videotape or cassettes. Findlater said that when the crossover of about 50 "prints" is reached, videodisks are economically sound. He reported that videodisk units, priced at \$775, are being "bootlegged" and sold for four times that amount. Gustave M. Hauser, chairman of Warner Cable Corp., led the encounter's lively discussion on cable and expressed optimism about that medium's future. He said that cable development will create the No. 1 medium of

and after-game spots, which he runs "to keep the franchise."

Gene Autin, head of the French delegation, disclosed that his country is planning to launch a satellite to transmit national and international programs directly to homes, connoting great changes in France's present television structure. He said that France's new TV system had broken the state monopoly and has allowed "new freedom" in television programming.

Chosei Kabira, head of Japan's NHK network, said that Aug. 1 will bring to Japan the birth of satellite capability with the creation of an agency to provide full satellite-to-home transmission by 1983. But this would be for national service only, with regional and local programming using terrestrial means to comply with law. Government and private television entities will split the satellite costs 50-50.

Italy's beleaguered broadcasting structure was described by Michele Saba of Radiotelevisione Italiana. Among the cur-

the balance and damage the entire BBC structure. "The pressure of competition will be severe," he said. The 57-year-old BBC license fee also is in economic crisis, he said, because of inflation. And although there are other problems that are political in nature, the greatest threat is ITV No. 2.

Denis Foreman, chairman of Granada Television, said that ITV ought to be likened to "public broadcasting, sales assisted," and called it "PBSA." He talked about tough regulation of program contractors by the Independent Television Authority (ITA); licenses can be lost on slight provocation, he said. Foreman noted that 66% of a contractor's income goes to the exchequer, that of the 34% left about half goes to taxes, leaving the remaining 17% to be counted as net income. "But it's enough," he said. The British television system he described as the "least worst in the world; not perfect, nor as good as it should be."

The German TV system is in large mea-



Crispin



Geller



Findlater



Hauser



Perenchio

the future, with two-way systems predominant—a prediction based on the success of Warner's Qube experiment in Columbus, Ohio. Fiber optics, Hauser said, will help multiply the present 72 TV channels into perhaps 7,000, freeing spectrum space for land mobile and other services. The horizons in cable are unlimited, he said, as it progresses to the point of putting computers in every home. He cited video games, in which Warner is a major producer, as showing phenomenal development.

Jerrold Perenchio of Chartwell Communications said his company is now serving 190,000 over-the-air-pay-TV subscribers in Los Angeles at \$18.95 a month with the service growing at about 200 installations a day. After tracing the history of pay TV, beginning with Commander E.F. MacDonald of Zenith's project of 20 years ago, he said that breaking security of decoders is still a problem today. Using UHF, his company (named ON TV) will expand service into Detroit on channel 20 shortly and is chartered for great growth in the next decade. Without elaborating, he said Chartwell is now doing business of \$480 million a year.

Responding to a question, Perenchio said the Los Angeles system carries no advertising but that the Brooklyn Dodgers, whose games are carried, insist on before-

rent troubles is an outbreak of "pirate" radio and television stations. He said there's "a great deal of uncertainty" as to where Italy's structure is headed, with speculation about separate systems being operated by competitive newspapers with both private and public services "trying to live together."

A number of random observations about TV were made to a select group of theorists on communications from six countries. Dr. Wilbur Schramm, U.S. authority on communications, said it was frequently forgotten that television is less than 30 years old. The automobile has taken nearly 80 years to reach 35 million people, a mark TV reached in barely a decade. Dr. Hilde Himmelweit, of England, maintained that TV watching was a habit and not an addiction. Dr. George Comstock, journalist, communications expert and professor at Syracuse University, and Dr. Schramm jointly drew attention to the need for teaching by television to be fully exploited by schools. Dr. Comstock said schools have not faced up to responsibilities on appropriate use of TV, and all agreed that television was "very important as a teaching tool."

David Webster of the BBC said that organization is in a financial bind—as always—and that the advent of the second independent network in 1982 could upset

sure patterned after Great Britain's, with both commercial and noncommercial systems. The noncommercial service, however, is regional whereas the commercial is national. Werner Hess, head of the Munich region of Hessischer Rundfunk (ARD), and Walter Konzad, head of Zweites Deutsches Fernsehen (ZDF), were spokesmen for their competing systems. They admitted rivalry but called it "peaceful coexistence."

The USSR's spokesman, Vilien Egorov, director of Gestelradio, emphasized nothing new. Broadcasting there, he said, is dedicated to the working classes. There have been complaints, he said, that Soviet leaders from Lenin to Breshnev have been "corrupted" by the foreign press. Broadcasting is carried on four channels, ranging from about four to seven and a half hours of service a day, with 30% of the programming directed to children. Egorov said there are no "foreign" commercials but there is limited "publicity" that isn't allowed to interfere with program content.

Brazil's presentation was among the most detailed. R.L. Furtado, secretary general of communications, said the dual system of commercial and educational broadcasting fits the U.S. pattern. There are 60 TV stations and 300-plus microwave relays along with some 100 radio stations. The government provides service in areas

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To everybody who, year after year, keeps us in the Top Ten – to the cast and crew of television's most honored program – we welcome you all back for season #8!

Our Stars: Alan Alda, Mike Farrell, Harry Morgan, Loretta Swit, David Ogden Stiers, Jamie Farr and William Christopher.

Executive Producer: Burt Metcalfe.

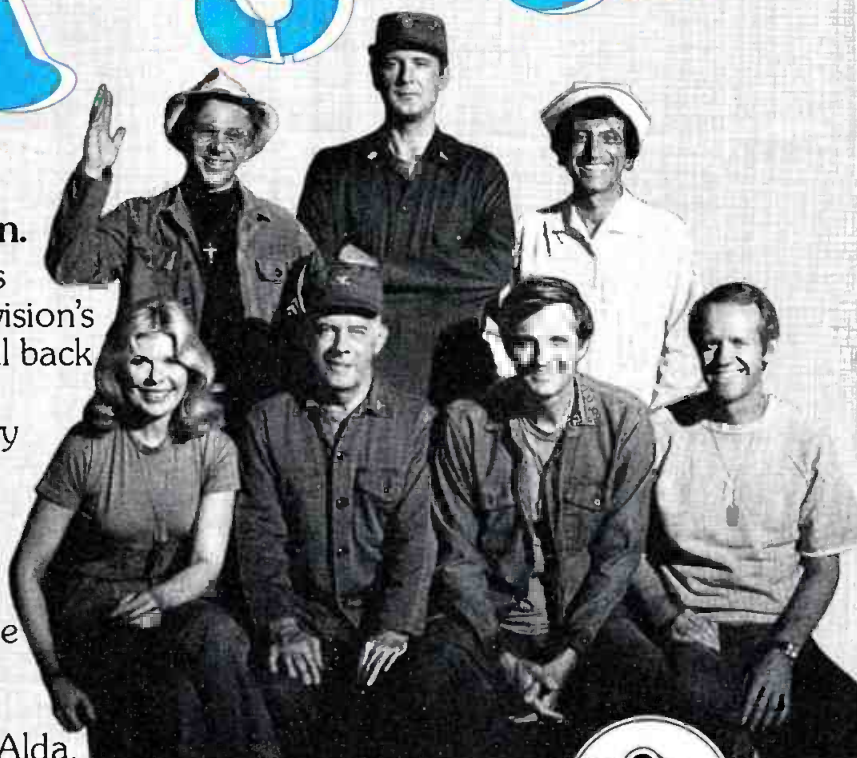
Producers: Jim Mulligan, John Rappaport.

Associate Producer: Stan Tischler. Executive

Story Editors: Thad Mumford, Dan Wilcox.

Story Consultant: Ronny Graham.

Creative Consultants: Gene Reynolds, Alan Alda.



A lot of good things are going on



where advertising revenue is low or non-existent. Five earth stations use Intelsat feeds to three competitive networks. Carlos deMello, head of Brazil's broadcasters' trade association, said stations respected a code of ethics and espouse "freedom with responsibility." Homero Icaza Sanchez, speaking for TV Globo,

largest of Brazil's three commercial networks, cited Brazil's status as sixth among nations in point of TV service, with 75 million viewers in a population of 150 million.

Even before adjournment of the second encounter, efforts were made to induce Televisa to schedule a third convocation

five years hence. Delegates from 10 nations applauded the success of the conference and expressed informal hope for another reappraisal of the art five years after WARC '79 in Geneva, in light of the "satellite revolution." The tab for last week's event, picked up by Televisa, was estimated at \$3.5 million.



Pen in hand. The agreement for their joint satellite venture is signed by Daniel L. Ritchie, president and chief executive of Westinghouse Broadcasting Co., alongside Walter E. Girardin, president of Western Union Telegraph Co. Behind them (l to r): Joseph Mahon, assistant vice president, broadcast services, Western Union; Charles G. Perry, vice presi-

dent, broadcast operations and engineering, Westinghouse Broadcasting; Western Union's James T. Ragan, vice president, broadcast services, and Douglas Lloyd, assistant vice president, and Westinghouse Broadcasting's Marvin L. Shapiro, senior vice president, strategic planning, and William F. Baker, president, Television Group.

Group W hitches program wagon to a Westar

Westinghouse will use satellite to interconnect its stations and distribute syndicated shows

Plans for the exchange of programs among its owned television stations by satellite, as well as for satellite distribution of syndicated programs to other stations, were disclosed last week by Westinghouse Broadcasting Co. ("Closed Circuit," July 16).

The plans, believed to be the first that call for satellite interconnection of a group's stations, were made known coincidentally with a joint announcement of the satellite agreement by Westinghouse Broadcasting and Western Union Telegraph Co., operator of the Westar satellite. The agreement is subject to approval by the Westinghouse Broadcasting board and by the FCC. The Western Union board has already approved.

Under the agreement, Westinghouse Broadcasting and Western Union will share receive/send earth stations in the five Westinghouse station cities plus Washington, home base for the Westinghouse news bureau, and Los Angeles, base for Westinghouse's Group W Productions.

Western Union will also have "full access" to studio and video playback facilities at Group W Productions' Television Syndication Center (TVSC) in Pittsburgh (site of the company's KDKA-TV), putting Western Union, in the words of WU President Walter E. Girardin, "in the unique

position of being able to offer a total service package to all its satellite broadcast customers."

Daniel L. Ritchie, president and chief executive of Westinghouse Broadcasting, said his company will use the satellite to exchange news and other informational programming among Westinghouse stations and to distribute the Washington news bureau's reports to the stations. "The Three Mile Island nuclear accident convinced us that this was what we needed to do news effectively," he explained.

Westinghouse Broadcasting officials also noted that the stations do a considerable amount of public-affairs and informational programming at the local level, much of which is appropriate for other Westinghouse station markets.

Ritchie said some of Group W Productions' syndicated programming will also be transmitted by satellite from the start and that the volume will increase as the number of markets with receive earth stations grows.

The production unit's current syndication efforts center on the *Mike Douglas Show*, now carried on 138 stations, and *PM Magazine*, currently on 12 with contracts already set for a total of 27 by September and 46 by next spring.

Ritchie said the company is also working on "new program ideas" that might be carried live, "informational, interactive kinds of programs." Other company sources said a major program with national

potential is in development but not to the point where it can be disclosed.

Ritchie estimated that all of the Westinghouse-Western Union earth stations would be in place and the system fully operational by late next year. Actually, he said, part of it can go into operation soon, since Western Union has earth stations operating in two of the markets, San Francisco and Los Angeles, and will share the Public Broadcasting Service's in two others, Boston and Washington. Westinghouse Broadcasting will share those and build stations in the three other markets, Philadelphia, Pittsburgh and Baltimore.

Ritchie estimated hardware costs alone for those three stations at close to \$3 million.

In addition, he said, Western Union will "give us priority access to the Westar transponder as we need it, which will probably be relatively light at first but will increase as we go along."

He said the joint project provides Westinghouse Broadcasting "with transmission capability and quality consistent with the technology of the '80's. It is a major step in anticipating our future programming and distribution needs in an arrangement clearly beneficial to both parties. We welcome this opportunity to be associated with Western Union and their Westar service in this far-reaching alliance that provides us with technical resources vital to our commitments to the public."

Television

Financial Data 1978



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KCOP	Los Angeles
KOKH	Oklahoma City
WTAJ-TV	Philadelphia
KPHO-TV	Phoenix
KTXL	Sacramento-Stockton
WTVJ	Miami
WOAY-TV	Oak Hill
WROC-TV	Rochester
WTVZ	Norfolk
WLOS-TV	Greenville-Spartanburg-Asheville
WJLA-TV	Washington, D.C.
KWGN	Denver



"SLEUTH"

4 Academy Award nominations! "Totally engrossing entertainment...the kind of mystery we keep saying they don't make anymore."
—CHICAGO SUN-TIMES



"THE STEPFORD WIVES"

43% network share! "I can promise you an eerie, spine tingling good shiver down the spine." —NY DAILY NEWS



"JENNY"

"Marlo Thomas and Alan Alda are first-rate."
—CHICAGO SUN-TIMES
"A warm, touching, funny movie...Miss Thomas is remarkably gifted." —NEW YORK MAGAZINE



“THE HEARTBREAK KID”

“An unequivocal hit—a first-class American comedy, as startling in its way as was ‘The Graduate.’” —THE NEW YORK TIMES



“THE MISSILES OF OCTOBER”

“Probably the finest historical drama television has ever presented.” —CHICAGO TRIBUNE
 “An example of how great TV can be.”
 —PHILADELPHIA BULLETIN



“THE AMAZING HOWARD HUGHES”

43% and 53% network shares! “Sweeps through Hughes adult life like a searchlight... Tommy Lee Jones acquits himself well in title role.” —DAILY VARIETY

AN ALL-NEW GROUP!

25 movies that are all first-run for syndication.

35% AVERAGE NETWORK SHARE!

Very competitive when compared with other current releases:

	Avg. Share
Viacom Features VI	35%
MCA Champagne Movies	35%
Paramount Portfolio 8	32%
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(NTI. Weighted average shares for premiere showing of all movies that have appeared on prime-time network television.)

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All 25 movies suitable for 2-hour or longer time slots.

**BUY NOW.
PLAY NOW!**

9 movies available immediately.
14 available in 1979.



In 1978, the three television networks had revenues of \$2,964,600,000, their 15 owned and operated TV stations added another \$584,500,000, all other stations together contributed \$3,363,800,000, for an industry revenue total of \$6,913,000,000.

At the same time, the networks had expenses of \$2,591,100,000, their 15 owned stations had expenses of \$398,200,000, all other stations together had expenses of \$2,276,600,000, for an industry expenses total of \$5,265,900,000.

That produced network profits of \$373,500,000, down 8% from 1977, owned-station profits of \$186,300,000, up 24.8% from 1977, profits from all other stations of \$1,087,200,000, up 28.5% from 1977, and all-industry profits of \$1,647,100,000, up 17.6% from 1977.

TV in '78: the biggest net yet

With a healthy 17.6% increase over the preceding year, television's profit in 1978 topped the \$1.6-billion mark.

According to FCC figures being released today (July 30), the TV industry's before-tax income last year exceeded its 1977 total of \$1.4 billion by \$246 million. That 17.6% increase also bettered the rate of growth in 1977, when the percentage gain over 1976 was 12.1% (BROADCASTING, Aug. 14, 1978).

Total industry revenues in 1978 (Table 1) were \$6.9 billion, 17.4% above 1977's \$5.9 billion. TV's expenses last year rose at a slightly lower rate than revenues. They were 17.3% above the 1977 figure, \$5.3 billion in 1978, \$4.5 billion in 1977.

Conspicuous in the FCC's profit breakdown was the decline of the three commercial networks in the income column—off 8% from 1977's \$406 million to \$373.5 million last year. The VHF stations' total gain in profit of 29.5%—from \$924 million to \$1.18 billion—stemmed from increases for the network O&O stations (up 24.8% to \$186 million), other network affiliates (up 29.6% to \$891 million) and independents (up 17.5% to \$102 million).

Percentagewise, UHF fared even better than VHF last year, with profit that was 32.3% better than in 1977 and which nearly reached \$94 million. Of that UHF total, network affiliates in 1978 did 53.7% better than in 1977, with \$41.5 million income, while independents were up 19.1% to \$52.4 million.

In revenues, the three major networks contributed \$2.96 billion to the industry total (up 14.8%).

Of the VHF stations' total revenues of \$3.44 billion in 1978 (up 18.3%), the network O&O's had \$584.5 million (up 16.1%), other network affiliates had \$2.48 billion (up 20.4%) and independents had \$375 million (up 9%).

Of the UHF stations' total revenues of \$510 million (up 27.3%), network affiliates had \$254 million (up 25.6%) and in-

1. Total figures for television 1978: revenues, expenses and profits

	1978	1977	% change from 1977
Broadcast revenues¹			
INDUSTRY TOTAL	\$6,913,000,000	\$5,889,000,000	17.4
Networks ²	2,964,600,000	2,581,400,000	14.8
VHF total	3,438,000,000	2,906,900,000	18.3
Network O&O	584,500,000	503,500,000	16.1
Other affiliates	2,478,300,000	2,059,000,000	20.4
Independents	375,200,000	344,400,000	9.0
UHF total	510,300,000	400,900,000	27.3
Affiliates	253,800,000	202,000,000	25.6
Independents	256,500,000	198,900,000	29.0
Broadcast expenses			
INDUSTRY TOTAL	\$5,265,900,000	\$4,488,000,000	17.3
Networks	2,591,100,000	2,175,300,000	19.1
VHF total	2,258,400,000	1,982,900,000	13.9
Network O&O	398,200,000	354,200,000	12.4
Other affiliates	1,586,900,000	1,371,000,000	15.7
Independents	273,300,000	257,700,000	6.1
UHF total	416,400,000	329,800,000	26.3
Affiliates	212,300,000	175,000,000	21.3
Independents	204,100,000	154,800,000	31.8
Broadcast income (before federal income tax)			
INDUSTRY TOTAL	\$1,647,100,000	\$1,401,000,000	17.6
Networks	373,500,000	406,100,000	(8.0)
VHF total	1,179,600,000	924,000,000	29.5
Network O&O	186,300,000	149,300,000	24.8
Other affiliates	891,400,000	688,000,000	29.6
Independents	101,900,000	86,700,000	17.5
UHF total	93,900,000	71,000,000	32.3
Affiliates	41,500,000	27,000,000	53.7
Independents	52,400,000	44,000,000	19.1

¹ Last digits may not add to totals due to rounding.

² Figures include three national TV networks, 511 VHF stations (15 network O&O's, 466 other affiliates and 30 independents) and 197 UHF stations (126 affiliates and 71 independents).

Blair Television represents more stations in key must-buy markets than any other rep. That keeps us in the mainstream of the industry's hottest competitive situations, and gives us a depth of experience no other rep comes close to. Blair knows what's working for stations competing in all types of markets, for affiliates as well as independents, in every region of the country—and we're in position to see trends as they develop.

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dependents had \$256.5 million (up 29%).

Expenses of the networks in 1978 came to \$2.6 billion (up 19.1%).

Expenses of VHF stations last year amounted to \$2.7 billion (up 13.9%). This was broken down to network O&O's, \$398 million (up 12.4%); other network affiliates, \$1.6 billion (up 15.7%); and independents, \$273 million (up 6.1%).

Expenses of UHF stations in 1979 amounted to \$416 million (up 26.3%). This was divided between network affiliates with \$212 million (up 21.3%) and independents with \$204 million (up 31.8%).

The FCC figures also disclosed that 1978 advertising expenditures for the entire TV industry (Table 2) were \$8.06 billion, 17.8% more than in 1977. This includes \$1.31 billion in advertising agency commissions, but does not include the costs of commercials or programs supplied by advertisers; the latter are not reported to the FCC.

Of the \$8.06-billion advertising expenditure last year, \$3.72 billion was for network advertising, up 14.9% from 1977 (Ta-

ble 2); \$2.3 billion for national and regional advertising, up 16.8%, and \$2.03 billion for local advertising, up 24.5%.

The FCC broke down network and station expense figures (Table 7) to show that the three networks' share last year amounted to \$2.59 billion and the 708 TV stations' to \$2.67 billion. The commission also said that the three networks reported spending \$265 million on their news and public affairs operations last year. The FCC compared this to \$207 million that the networks had spent in that area two years before, in 1976.

Station by station (Table 3), of 460 VHF stations responding to the FCC, 424 reported profits—seven with more than \$15 million and another 57 between \$5 million and \$15 million. Conversely, 36 VHF's reported losses, seven of them claiming \$400,000 or more.

In that same breakdown, of 182 UHF stations reporting to the FCC, 135 claimed profitability—but only one with income of more than \$5 million. At the other end of the scale, 47 UHF's reported nonprofita-

2. Who sold how much in 1978

	Number of stations	Amount	Percent of industry total
Sales to advertisers (industry total)¹	—	\$8,058,500,000	100.0
Networks	—	3,410,800,000	42.3
VHF total	511	4,058,200,000	50.4
Network O&O	15	708,000,000	8.8
Other affiliates	466	2,911,400,000	36.1
Independents	30	438,800,000	5.4
UHF total	197	589,500,000	7.3
Affiliates	126	290,700,000	3.6
Independents	71	298,800,000	3.7
Network sales (industry total)	—	3,724,800,000	100.0
Networks	—	3,410,800,000	91.6
VHF total	511	284,300,000	7.6
Network O&O	15	43,400,000	1.2
Other affiliates	466	238,100,000	6.4
Independents	30	2,800,000	0.1
UHF total	197	29,800,000	0.8
Affiliates	126	25,400,000	0.7
Independents	71	4,400,000	0.1
National/regional sales (industry total)	708	2,304,200,000	100.0
VHF total	511	2,025,000,000	87.9
Network O&O	15	371,900,000	16.1
Other affiliates	466	1,391,100,000	60.4
Independents	30	262,000,000	11.4
UHF total	197	279,200,000	12.1
Affiliates	126	120,400,000	5.2
Independents	71	158,800,000	6.9
Local sales (industry total)	708	2,029,500,000	100.0
VHF total	511	1,748,900,000	86.2
Network O&O	15	292,700,000	14.4
Other affiliates	466	1,282,200,000	63.2
Independents	30	174,000,000	8.6
UHF total	197	280,500,000	13.8
Affiliates	126	144,900,000	7.1
Independents	71	135,600,000	6.7

¹ Last digits may not add due to rounding.

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That's the plain and simple truth. And the profitable difference

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Television**

New York, Chicago, Atlanta, Dallas, Denver, Detroit, Los Angeles,
Minneapolis, Philadelphia, Portland, San Francisco, Seattle, St. Louis.

3. TV station winners and losers

	Total		Network-affiliated		Independent	
	VHF	UHF	VHF	UHF	VHF	UHF
Total number of stations reporting ¹	460	182	430	114	30	68
Number of stations reporting profits	424	135	400	94	24	41
Profitable stations as percent of total	92.2	74.2	93.0	82.5	80.0	60.3
Number of stations reporting profits of:						
\$15,000,000 and more	7		7			
10,000,000-15,000,000	16		13		3	
5,000,000-10,000,000	41	1	38		3	1
3,000,000-5,000,000	63	9	54		9	9
1,500,000-3,000,000	78	10	75	4	3	6
1,000,000-1,500,000	47	10	46	9	1	1
600,000-1,000,000	56	24	56	16		8
400,000-600,000	37	19	37	17		2
200,000-400,000	33	21	29	15	4	6
100,000-200,000	15	11	15	10		1
50,000-100,000	21	10	20	8	1	2
25,000-50,000	3	8	3	7		1
Less than 25,000	7	12	7	8		4
Number of stations reporting losses	36	47	30	20	6	27
Unprofitable stations as percent of total	7.8	25.8	7.0	17.5	20.0	39.7
Number of stations reporting losses of:						
Less than \$10,000	4	3	4	2		1
10,000-25,000	43	8	4	2		1
25,000-50,000	3	5	2	1	1	4
50,000-100,000	4	7	3	4	1	3
100,000-200,000	9	10	7	2	2	8
200,000-400,000	5	8	5	5		3
400,000 and over	7	11	5	4	2	7

¹Stations operating full year only, excluding satellites. Profits (broadcast income) are before federal income tax.

ble operations, 11 with losses of \$400,000 or more.

Highest profitability was reported by network-affiliated stations with 93% of the VHF's in that category in the black during 1978. Of those 400 stations, 223 had profits upwards of \$1 million. Only 30 network-affiliated V's reported losses last year. A total of 94 UHF's with network affiliations reported gains, while 20 network-connected U's finished in the red during 1978.

The FCC analysis of TV network and station employment in 1978 (Table 5) showed the three networks' total payroll for 14,542 employes was \$394 million, while 708 stations had 55,590 employes with a \$968-million payroll. Over-all industry figures: 70,492 employes and \$1.37 billion payroll.

In the market-by-market breakdown of television revenues and profits (Table 4), Los Angeles emerged as sole king of the hill. The previous year, New York, though second in profits, was first in revenues. Now, New York is number two in both, with Chicago continuing as third in revenues and profits. San Francisco-Oakland moved up to fourth in revenues (from fifth in 1977) and to sixth in profits (from seventh in 1977). Philadelphia slipped to fifth in revenues (from fourth in 1977) and to seventh in profits (from fourth in 1977).

Another table—developed by BROADCASTING from the official FCC data—reports revenues on a per-home basis (see page 50). In it, Las Vegas-Henderson, Nev., continued as the top market with a \$102.07 TV expenditure per home, a figure sharply upwards of its number-one \$83.66 per home in 1977. Second was Salinas-Monterey-San Jose, Calif., at \$92.75 (up from \$71.42 and third place in 1977). Houston-Galveston moved into third place with \$80.66 (up from \$67.69 and fourth place the previous year).

Wilkes-Barre-Scranton, Pa., continued at the bottom of the list with \$25.66 per home, up from \$22.72.

In releasing the TV financial figures, the FCC noted that it has merged, restructured and expanded the tables in the report. The purpose, it said, was to improve the data and to provide an increase in detail. Basically, the data from 11 tables in the 1977 report was integrated into three tables in the 1978 report.

Now in one 1978 table: 1966-77 industry totals of broadcast revenues, expenses and income; 1977 revenues, expenses and income of TV networks and stations (UHF vs. VHF); revenues, expenses and income of independent TV stations (UHF vs. VHF), 1973-77.

Now in two 1978 tables: Detailed financial data, all TV stations, 1977; detailed financial data, UHF network-affiliated stations, 1977; detailed financial data, UHF independent stations, 1977; detailed financial data, VHF network-affiliated stations, 1977; detailed financial data, VHF independent stations, 1977; detailed financial data, major TV net-

Continues on page 52.

June 8, 1979

BENI Broadcasting of Rochester, Inc.

has acquired the assets of television station

WHEC-TV
Rochester, N.Y.

from

Gannett Co., Inc.

the undersigned initiated this transaction and acted as consultant to the buyer in the negotiations.

THE
TED HEPBURN
COMPANY Cincinnati, Ohio



FARRELL REYNOLDS
New York



RON COLLINS
New York



ED LOUD
New York



JOHN GARDNER
New York



JOHN POPKOWSKI
New York



JULIO BERMUDEZ
New York



DAVE MOORE
New York



PETE DURAN
Boston



VICKY POPE
Philadelphia



NAT HALE
Charlotte



ED MAY
Atlanta



TOM WILL
Chicago



JIM HUNT
Chicago



BROOKS CARROLL
Chicago



BRIAN BYRNES
Chicago



DAVE HINTERSCHIED
Chicago



DICK KELLY
Detroit



JIM JOWETT
Minneapolis



DAVE REID
St. Louis



M. C. VIA
Dallas



RANDY BROWN
Dallas



EARLE BAKER
Portland



RAY JOHNS
Los Angeles



BOB STERES
Los Angeles



LARRY GROSSMAN
Los Angeles



BILL HALL
San Francisco



PAUL BECKER
Seattle

The finest
sales management team
in the rep business.
PGW.

**Viacom's
got it all!**

**The strongest
and most
diversified
lineup in
syndication:**

**First-Run!
Sitcoms!
Specials!
Action-Drama!
Features!
Cartoons!**



4. Market-by-market breakdown of

Market (number of stations reporting in parentheses) ²	Revenue rank	Profit rank	Time sales ¹			
			Network		Spot	
			1978 (000)	1977 (000)	1978 (000)	1977 (000)
Albany-Schenectady-Troy, N.Y. (3)	48	55	3,184	2,457	11,746	9,108
Albany-Thomasville, Ga.-Tallahassee, Fla. (3)	103	94	1,142	1,080	4,295	3,754
Albuquerque, N.M. (3)	84	84	1,072	1,004	6,275	5,161
Amarillo, Tex. (3)	117	119	761	739	2,745	2,232
Anchorage (3)	129	128	342	351	1,064	1,114
Atlanta (6)	12	13	2,676	2,512	39,477	30,616
Augusta, Ga. (3)	98	71	1,438	1,404	3,212	2,507
Austin, Tex. (3)	83	75	920	810	5,143	4,295
Bakersfield, Calif. (3)	119	112	816	799	3,255	2,681
Baltimore (4)	19	21	2,887	2,700	32,328	26,867
Bangor, Me. (3)	132	123	928	726	1,547	1,354
Baton Rouge (3)	72	84	1,663	1,287	4,644	3,477
Beaumont-Port Arthur, Tex. (3)	104	88	919	804	2,439	1,893
Binghamton, N.Y. (3)	126	109	1,158	1,097	2,334	2,472
Birmingham, Ala. (3)	42	27	3,211	3,120	13,594	10,638
Boise-Nampa, Idaho (3)	112	115	1,049	1,008	2,578	2,007
Boston (6)	6	8	5,489	5,152	79,247	64,239
Buffalo, N.Y. (4)	29	45	2,827	2,766	23,472	20,040
Burlington, Vt.-Plattsburgh, N.Y. (3)	111	102	1,214	1,151	4,110	3,284
Cedar Rapids-Waterloo, Iowa (3)	77	90	1,301	1,265	5,344	4,295
Charleston, S.C. (3)	102	108	878	808	4,143	3,269
Charleston-Huntington, W.Va.-Ashland, Ky. (3)	80	51	2,860	2,173	7,502	6,973
Charlotte, N.C. (4)	33	35	4,443	3,049	15,872	12,904
Chattanooga (4)	85	87	1,033	924	4,421	3,767
Chicago (8)	3	3	8,047	7,694	141,036	116,179
Cincinnati (4)	24	25	2,884	2,883	19,815	16,823
Cleveland (4)	11	11	5,066	4,799	46,031	38,064
Colorado Springs-Pueblo (3)	94	92	726	688	4,794	3,847
Columbia, S.C. (3)	79	70	1,367	1,252	5,079	4,287
Columbia-Jefferson City, Mo. (3)	131	127	790	751	2,008	1,643
Columbus, Ga. (3)	105	89	1,452	1,351	2,398	1,874
Columbus, Ohio (3)	32	28	2,392	2,156	16,485	15,062
Corpus Christi, Tex. (4)	108	116	834	691	2,413	2,084
Dallas-Fort Worth (5)	8	4	3,086	2,854	60,186	47,953
Davenport, Iowa-Rock Island-Moline, Ill. (3)	75	83	1,556	1,569	5,804	4,886
Dayton, Ohio (3)	41	47	3,595	3,027	11,430	10,873
Denver (4)	17	10	2,074	1,864	31,000	27,472
Des Moines-Ames, Iowa (3)	82	54	1,736	1,430	8,124	7,041
Detroit (6)	7	9	6,199	5,727	59,884	51,093
Duluth, Minn.-Superior, Wis. (3)	113	113	1,150	1,098	3,147	2,527

television revenue and profit in 1978

Local		Barter and trade-outs		Total broadcast revenues		Percent change in revenue	Total broadcast expenses	Total broadcast profit ³
1978 (000)	1977 (000)	1978 (000)	1977 (000)	1978 (000)	1977 (000)		1978 (000)	1978 (000)
9,043	7,952	628	586	20,579	16,801	22.5	15,397	5,181
3,752	2,937	100	126	8,088	6,792	19.1	6,111	1,976
9,467	7,483	261	294	14,368	11,815	21.6	9,897	4,470
3,874	3,694	72	77	6,360	5,846	8.8	5,402	958
3,904	3,459	108	122	5,065	4,669	8.5	4,462	602
33,694	26,753	1,781	1,253	66,211	52,113	27.1	40,998	25,213
4,682	3,512	246	247	8,422	6,760	24.6	4,951	3,471
5,204	4,272	75	97	10,008	8,238	21.5	6,867	3,141
3,046	2,756	167	132	6,065	5,379	12.8	4,849	1,216
22,605	18,086	1,544	1,408	48,263	39,846	21.1	32,633	15,630
2,228	1,745	50	52	4,375	3,570	22.5	3,557	818
7,736	6,460	91	213	12,470	10,037	24.2	9,660	2,810
5,527	4,375	114	124	7,988	6,482	23.2	5,722	2,266
2,988	2,286	289	294	5,667	5,151	10.0	4,233	1,433
9,882	7,958	470	518	22,775	18,641	22.2	10,328	12,446
4,075	3,359	118	106	6,836	5,723	19.4	5,765	1,072
40,092	30,601	2,778	2,412	104,048	84,119	23.7	69,475	34,573
14,781	13,267	1,216	1,386	34,937	30,757	13.6	27,870	7,067
2,480	2,127	92	99	7,188	6,103	17.8	5,485	1,703
6,575	5,614	356	323	11,551	9,869	17.0	9,288	2,263
4,349	3,485	252	227	8,174	6,681	22.3	6,677	1,497
6,704	5,659	388	376	15,201	13,146	15.6	9,423	5,778
13,008	9,849	1,456	1,171	29,165	22,537	29.4	20,157	9,008
5,808	4,330	404	268	9,872	7,984	23.8	5,915	3,957
65,092	53,178	2,798	2,766	177,917	146,807	21.2	118,350	59,566
20,942	17,431	1,323	1,267	39,785	34,165	16.4	25,919	13,866
31,446	27,746	2,220	2,085	70,115	60,254	16.4	44,326	25,788
4,601	3,465	134	138	8,634	6,832	26.4	6,579	2,054
5,831	4,421	158	110	10,917	8,815	23.8	7,042	3,874
2,183	1,868	196	113	4,474	3,887	15.1	3,859	615
4,745	4,064	160	210	7,801	6,543	19.2	5,535	2,265
17,628	14,661	985	813	30,847	27,128	13.7	18,626	12,221
5,117	3,973	170	110	7,408	5,931	24.9	6,372	1,035
39,032	27,689	1,828	1,043	87,280	67,200	29.9	37,338	49,942
5,616	5,027	222	193	12,061	10,565	14.2	9,242	2,819
12,044	9,789	536	562	23,392	20,227	15.6	16,780	6,612
31,819	22,974	1,126	1,086	55,066	44,333	24.2	27,677	27,388
7,605	6,404	300	242	14,826	12,569	18.0	9,590	5,236
46,205	35,376	1,517	1,849	93,764	77,089	21.6	60,777	32,987
2,941	2,364	119	115	6,750	5,718	18.0	5,546	1,205

First-run hits
for access!




Family Feud
The Price Is Right
Circus



Super sitcoms for fringe time!



A TANDEM PRODUCTION
All in the Family
Mary Tyler Moore
Dob Newhart
Andy Griffith



Market (number of stations reporting in parentheses) ²	Revenue rank	Profit rank	Network		Time sales ¹ Spot	
			1978 (000)	1977 (000)	1978 (000)	1977 (000)
El Paso, Tex. (3)	93	96	700	620	3,341	2,811
Erie, Pa. (3)	124	129	1,068	934	2,191	1,699
Evansville, Ind. (3)	92	86	1,069	1,023	3,278	2,780
Fargo-Valley City, N.D. (3)	109	100	910	881	2,922	2,042
Flint-Saginaw-Bay City, Mich. (3)	58	65	1,588	1,595	8,523	6,768
*Fort Myers-Naples, Fla. (3)	125	117	631	509	2,462	1,702
*Fort Smith, Ark. (4)	133	135	827	**	1,304	**
Fort Wayne, Ind. (4)	82	110	908	868	5,374	4,098
Fresno-Hanford-Tulare-Visalia, Calif. (6)	53	74	1,352	1,271	8,491	6,850
Grand Rapids-Kalamazoo, Mich. (4)	45	42	2,638	2,452	12,180	10,446
Green Bay, Wis. (3)	69	73	1,363	1,328	5,958	4,802
Grnsboro-High Pt.-Winston Salem, N.C. (3)	66	58	1,336	1,490	7,265	7,404
Grnville-Spartburg, S.C.-Asheville, N.C. (5)	47	39	1,798	1,612	14,953	11,781
Greenville-Washington-New Bern, N.C. (3)	91	82	1,080	934	5,429	4,394
Harrisburg-Lancaster-York-Lebanon, Pa. (5)	61	63	2,271	2,051	9,741	8,082
Hrtfrd-Nw Hvn-Nw Brtn-Wtrbry, Conn. (4)	31	29	3,615	3,551	23,451	19,641
Honolulu (4)	43	76	1,116	1,036	3,130	2,745
Houston-Galveston, Tex. (5)	9	5	2,914	2,704	59,925	44,914
Huntsville-Decatur, Ala. (3)	110	125	909	785	3,070	2,993
Idaho Falls-Pocatello, Idaho (3)	135	136	634	612	1,698	1,414
Indianapolis-Bloomington (5)	20	26	2,469	2,450	27,109	22,526
Jackson, Miss. (3)	86	101	1,267	1,203	3,952	3,215
Jacksonville, Fla. (3)	50	38	1,901	1,667	12,576	11,025
Johnson City-Kingsport-Bristol, Tenn. (3)	107	93	1,168	1,019	3,794	2,826
*Johnstown-Altoona, Pa. (3)	99	78	2,169	1,940	3,777	2,682
Joplin, Mo.-Pittsburg, Kan. (3)	127	114	1,177	1,069	2,485	2,024
Kansas City, Mo. (4)	25	23	2,471	2,403	23,270	20,431
Knoxville, Tenn. (3)	71	49	1,758	1,653	6,146	4,521
Las Vegas-Henderson (4)	70	99	564	485	3,839	3,063
Lexington, Ky. (3)	84	97	915	747	6,137	4,624
Lincoln-Hastings-Kearney, Neb. (5)	96	106	1,002	926	4,388	3,482
Little Rock, Ark. (3)	56	68	1,184	1,179	6,382	5,254
Los Angeles (12)	1	1	10,349	9,124	149,709	137,874
Louisville, Ky. (4)	36	56	2,622	2,380	12,793	10,552
Lubbock, Tex. (3)	106	132	1,117	1,016	2,747	2,360
Madison, Wis. (3)	89	80	1,169	1,051	5,298	4,206
*Memphis (4)	39	37	2,087	1,953	12,703	11,314
Miami (7)	13	12	2,894	2,586	37,617	32,672
Milwaukee (4)	26	30	2,679	2,606	22,150	18,018
Minneapolis-St. Paul (4)	15	14	3,103	2,898	36,965	30,086
Mobile, Ala.-Pensacola, Fla. (3)	68	53	1,302	1,215	7,490	5,948
Monroe, La.-El Dorado, Ark. (3)	122	105	1,206	957	2,715	2,501
Montgomery, Ala. (3)	101	77	1,151	1,049	3,718	3,101

Local		Barter and trade-outs		Total broadcast revenues		Percent change in revenue	Total broadcast expenses 1978 (000)	Total broadcast profit ³ 1978 (000)
1978 (000)	1977 (000)	1978 (000)	1977 (000)	1978 (000)	1977 (000)			
5,990	4,881	182	129	8,785	7,281	20.7	6,835	1,950
3,273	2,622	232	204	5,771	4,725	22.1	5,172	599
5,973	4,862	193	164	9,031	7,592	19.0	6,592	2,440
4,232	3,703	44	51	7,311	6,110	19.7	5,534	1,777
8,558	7,314	369	415	16,163	13,595	18.9	11,777	4,386
3,330	3,018	198	160	5,759	4,924	17.0	4,738	1,021
2,263	**	27	**	3,978	**	-	3,897	80
5,619	5,015	296	308	10,394	8,629	20.5	9,023	1,371
10,628	8,121	454	610	17,825	14,299	24.7	14,683	3,142
10,027	7,962	323	306	21,237	17,676	20.1	13,142	8,096
7,363	5,928	161	127	13,465	10,949	23.0	10,127	3,339
7,731	8,365	391	561	14,093	14,887	-5.3	9,141	4,952
7,434	5,503	403	483	20,654	16,179	27.7	12,020	8,634
3,631	2,967	185	122	9,132	7,500	21.8	6,260	2,872
5,855	4,977	379	225	14,937	12,846	16.3	10,455	4,482
13,168	10,845	293	178	33,498	28,436	17.8	21,443	12,056
19,363	15,728	647	591	22,660	18,855	20.2	19,530	3,131
33,831	28,938	441	540	81,470	64,846	25.6	34,777	46,694
4,159	3,054	244	228	7,222	5,900	22.4	6,493	729
1,284	1,092	44	35	3,294	2,799	17.7	3,246	47
23,406	21,110	568	341	44,792	38,736	15.6	31,040	13,752
5,704	4,528	175	168	9,717	7,956	22.1	7,941	1,776
8,549	6,469	185	144	19,617	16,181	21.2	10,808	8,809
3,503	2,932	212	180	7,468	6,022	24.0	5,473	1,995
3,523	2,900	175	161	8,403	7,037	19.4	5,348	3,055
2,398	1,963	61	57	5,541	4,618	20.0	4,363	1,178
19,733	16,026	772	785	39,394	33,456	17.7	24,304	15,090
7,075	5,942	320	332	13,233	10,816	22.3	7,213	6,020
10,521	8,141	304	483	13,269	10,541	25.9	11,463	1,806
4,137	3,689	302	210	9,976	8,140	22.6	8,049	1,926
4,043	3,926	188	127	8,471	7,523	12.6	6,907	1,564
11,664	9,151	387	575	17,167	13,966	22.9	13,218	3,949
147,619	112,682	5,917	5,440	265,809	224,526	18.4	186,356	79,453
13,629	12,181	1,068	1,005	25,358	21,914	15.7	20,191	5,167
4,649	4,124	295	229	7,642	6,661	14.7	7,311	331
4,343	3,283	383	319	9,328	7,440	25.4	6,364	2,965
13,325	9,866	530	298	24,195	19,897	21.6	15,329	8,867
36,320	26,820	2,152	1,658	65,315	52,689	24.0	39,572	25,744
20,325	16,582	999	898	38,587	31,889	21.0	26,631	11,956
28,665	20,827	765	720	58,369	46,242	26.2	36,622	21,748
6,598	5,008	99	65	13,475	10,651	26.5	7,937	5,539
2,779	2,392	298	277	5,909	5,210	13.4	4,338	1,571
4,297	3,223	108	115	8,282	6,730	23.1	5,165	3,118

Super sitcoms for fringe time!




The Deverly Hillbillies
Hogan's Heroes
Petticoat Junction
I Love Lucy

**Action-drama
for fringe and
late night!**



**Grizzly Adams
Hawaii Five-O
Gunsmoke
Wild Wild West**



Market (number of stations reporting in parentheses) ²	Revenue rank	Profit rank	Time sales ¹			
			Network		Spot	
			1978 (000)	1977 (000)	1978 (000)	1977 (000)
Nashville (3)	36	44	2,007	1,818	12,804	10,298
New Orleans (4)	30	40	2,652	2,287	14,860	12,751
New York (9)	2	2	17,162	16,539	139,137	161,299
Nrflk-Prtsmth-Nwprt News-HrmpIn, Va. (4)	44	41	1,758	1,581	8,933	5,757
Odessa-Midland-Monahans, Tex. (3)	126	130	773	713	2,073	1,838
Oklahoma City-Enid (3)	34	34	1,943	1,808	12,630	10,611
Omaha (3)	54	60	1,811	1,750	8,181	7,563
Orlando-Daytona Beach, Fla. (3)	37	32	1,946	1,504	13,806	11,629
Pdch, Ky-Cape Gir, Mo.-Hrrsbrg, Ill. (3)	97	72	1,342	1,259	4,674	3,985
Pasco, Wash. (3)	136	133	276	**	1,021	**
Peoria, Ill. (3)	61	65	1,059	1,007	4,935	4,181
Phitadelphia (7)	5	7	7,588	7,420	86,363	76,318
Phoenix-Mesa (5)	23	20	2,025	1,635	26,564	21,793
*Pittsburgh (5)	14	16	4,591	4,141	41,519	35,363
Portland, Ore. (4)	26	31	2,088	2,049	25,482	21,499
Portland-Poland Spring, Me. (3)	66	87	1,160	1,117	4,713	4,203
Providence-New Bedford, Mass. (3)	46	50	2,896	2,581	12,813	10,340
Rateigh-Durham, N.C. (3)	52	46	2,564	2,440	10,527	7,257
Reno (3)	115	103	547	510	1,853	1,334
Richmond-Petersburg, Va. (3)	63	59	1,522	1,359	7,447	5,857
Roanoke-Lynchburg, Va. (3)	80	66	1,469	1,358	5,795	4,830
Rochester, N.Y. (3)	51	43	1,620	1,553	11,046	8,767
Rochester-Austin, Minn.-Mason City, Iowa (3)	121	98	921	823	2,706	1,996
Rockford-Freeport, Ill. (3)	90	120	1,209	1,186	3,416	2,787
Sacramento-Stockton, Calif. (5)	22	22	2,183	1,987	24,791	19,917
St. Louis (5)	16	19	3,350	3,297	37,326	32,054
Salinas-Monterey-San Jose, Calif. (4)	65	79	954	949	5,534	4,159
*Salt Lake City-Ogden-Provo (4)	35	36	1,566	1,448	14,163	11,424
San Antonio, Tex. (4)	40	33	1,868	1,486	11,573	9,955
San Diego (3)	27	24	3,104	2,712	24,699	19,163
San Francisco-Oakland (8)	4	6	4,577	4,382	80,265	66,724
Savannah, Ga. (3)	123	126	874	791	2,267	1,772
Seattle-Tacoma (4)	18	15	2,824	2,664	37,519	32,550
Shreveport, La.-Texarkana, Tex. (3)	78	69	1,446	1,272	5,250	4,167
Sioux City, Iowa (3)	114	118	1,186	1,176	2,327	1,989
Sioux Falls-Mitchell, S.D. (3)	118	134	1,220	1,092	3,578	2,943
South Bend-Elkhart, Ind. (4)	87	107	1,032	990	4,528	2,827
Spokane, Wash. (3)	74	62	1,241	1,209	7,730	6,441
Springfield, Mo. (3)	101	104	1,221	1,058	3,736	3,231
Sprngfld-Dctr-Chmpgn-Urbna, Ill. (4)	59	61	1,584	1,503	6,666	6,081
Syracuse, N.Y. (3)	57	61	2,039	2,001	9,739	8,548
Tampa-St. Petersburg, Fla. (4)	21	18	2,874	2,477	23,996	19,660
Terre Haute, Ind. (3)	116	91	1,450	992	2,152	1,947

Local		Barter and trade-outs		Total broadcast revenues		Percent change in revenue	Total broadcast expenses 1978 (000)	Total broadcast profit ³ 1978 (000)
1978 (000)	1977 (000)	1978 (000)	1977 (000)	1978 (000)	1977 (000)			
13,487	11,480	355	409	24,602	20,886	17.8	17,226	7,376
20,495	17,744	790	728	33,881	29,105	16.4	25,481	8,400
148,869	106,788	6,844	7,015	259,107	242,790	6.7	189,741	69,367
14,195	10,764	510	347	21,708	15,839	37.1	13,538	8,169
2,791	2,427	95	169	5,279	4,826	14.1	4,815	464
16,957	13,222	552	481	27,982	22,691	23.3	17,341	10,641
10,068	8,746	282	381	17,347	15,637	10.9	12,405	4,942
13,374	9,874	569	484	24,953	19,570	27.5	13,609	11,344
3,299	2,774	31	29	8,444	7,176	17.7	5,024	3,419
1,218	**	34	**	2,232	**	-	1,940	292
6,154	5,540	351	425	10,721	9,532	12.5	8,031	2,690
45,799	40,973	2,176	2,923	115,809	103,393	12.0	73,791	42,018
18,135	13,460	858	2,014	39,855	31,411	26.9	24,109	15,746
24,563	21,020	2,211	1,872	59,704	51,051	16.9	38,480	21,224
16,915	13,031	519	419	37,411	31,053	20.5	25,974	11,437
4,660	3,323	155	160	9,423	7,748	21.6	7,097	2,325
9,283	7,890	779	766	21,227	17,732	19.7	15,239	5,987
8,006	6,349	370	308	18,290	14,127	29.5	11,628	6,662
5,049	3,349	80	100	6,434	4,502	42.9	4,777	1,657
7,994	7,424	444	573	14,556	12,645	15.1	9,610	4,946
4,989	4,452	181	161	10,736	9,304	15.4	6,665	4,071
9,270	8,067	390	252	18,731	15,431	21.4	10,956	7,774
3,007	2,345	79	77	5,931	4,714	25.8	4,087	1,844
5,730	4,593	118	106	9,170	7,676	19.5	8,261	909
20,008	16,069	875	845	40,041	32,271	24.1	24,519	15,521
26,860	20,437	1,584	2,310	56,748	46,874	21.1	37,762	18,986
9,763	8,215	363	492	14,284	11,855	20.5	11,245	3,039
15,213	11,937	578	479	26,836	21,627	24.1	17,951	8,885
14,388	11,284	555	710	24,004	19,784	21.3	12,795	11,209
17,482	13,644	627	534	37,913	29,856	27.0	23,100	14,812
63,391	50,484	3,211	2,681	123,217	101,803	21.0	80,933	42,285
3,153	2,421	90	115	5,818	4,611	26.2	5,102	716
24,392	20,114	890	740	54,031	46,312	16.7	32,799	21,232
6,068	4,982	156	132	11,048	9,057	22.0	7,168	3,880
3,614	3,054	251	224	6,511	5,680	14.6	5,546	965
2,124	1,561	70	149	6,069	5,077	19.5	5,911	158
5,307	4,512	265	179	9,505	7,219	31.7	7,979	1,526
5,136	3,987	152	148	12,100	9,978	21.3	7,519	4,581
4,439	3,490	160	249	8,318	7,036	18.2	6,701	1,618
7,593	6,929	251	214	15,273	13,311	14.7	10,634	4,639
7,443	7,169	519	327	16,429	15,167	8.3	13,534	2,895
25,127	16,944	529	904	44,410	33,782	31.5	23,945	20,465
3,536	2,929	149	98	6,400	5,233	22.3	4,272	2,128

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For other clients who are second, third or even fourth in their markets and heading for Number One, their ability to move constructively, with a sound knowledge of the strengths and weaknesses of their station and every other station in town, makes the difference. Our use of social scientists for gathering basic information about your own market keeps decisions out of the personal opinion area.

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Market (number of stations reporting in parentheses) ²	Revenue rank	Profit rank	Time sales ¹			
			Network		Spot	
			1978 (000)	1977 (000)	1978 (000)	1977 (000)
Toledo, Ohio (3)	55	52	2,920	2,729	7,457	6,249
Traverse City-Cadillac, Mich. (3)	130	121	762	614	2,012	1,642
Tucson, Ariz. (4)	73	131	910	770	5,846	4,539
Tulsa, Okla. (3)	49	48	1,473	1,418	8,048	7,107
Washington (5)	10	17	3,567	3,215	60,035	52,345
Wichita Falls-Lawton, Okla. (3)	120	122	673	665	2,200	1,798
Wichita-Hutchinson, Kan. (3)	67	57	1,285	1,187	6,099	5,378
Wilkes Barre-Scranton, Pa. (3)	76	95	1,641	1,522	6,496	4,908
Yakima, Wash. (3)	134	124	468	498	1,852	1,509
Youngstown, Ohio (3)	95	111	950	825	6,391	5,516
Markets of three or more stations (506)			276,696	255,023	2,181,907	1,871,713
Markets of fewer than three stations (182)			37,349	32,809	112,665	88,595
All markets (688)			314,045	287,832	2,294,573	1,960,309

¹One or more stations did not report data for the full year.

²Data withheld to maintain confidentiality of individual station figures.

³Times sales exclude revenues from programs, talent, materials, facilities and services sold in connection with the sale of time, and include commissions to agencies, representatives and brokers. Because stations are not consistent in the way they classify national/regional versus local sales, year to year comparison in these categories should be made with caution.

Market revenues, on per-home basis

In the table below, total broadcast revenues for the FCC-reported markets are divided by total TV households contained in that Area of Dominant Influence, as defined by Arbitron Television for 1978. (Two markets—Honolulu and Pasco, Wash.—are not included since Arbitron compiles no figures for them.)

Market	\$ per home	Market	\$ per home
Las Vegas-Henderson	102.07	Jacksonville, Fla.	60.36
Salinas-Monterey-San Jose, Calif.	92.75	Tucson, Ariz.	59.98
Houston-Galveston	80.66	San Antonio, Tex.	58.98
Denver	79.35	Detroit	58.93
Anchorage	79.14	Oklahoma City-Enid	58.91
Dallas-Fort Worth	78.28	Indianapolis-Bloomington	58.71
Albany-Thomasville, Ga.-Tallahassee, Fla.	76.30	Fresno-Hanford-Tulare-Visalia, Calif.	58.63
Phoenix-Mesa	73.81	Washington	58.40
Atlanta	73.32	St. Louis	58.38
Miami	68.97	Boston	58.19
Los Angeles	68.45	Rochester, N.Y.	57.99
San Francisco-Oakland	67.29	Columbia, S.C.	57.76
New Orleans	66.30	Reno	57.45
Baton Rouge	64.28	Charleston, S.C.	56.73
Chicago	63.38	Columbus, Ohio	56.49
Salt Lake City-Ogden-Provo	63.29	Louisville, Ky.	56.48
Seattle-Tacoma	63.27	Buffalo, N.Y.	55.99
Cincinnati	62.65	Montgomery, Ala.	55.96
Kansas City, Mo.	62.63	Corpus Christi, Tex.	55.70
Sacramento-Stockton, Calif.	61.70	Portland, Ore.	55.59
Bakersfield, Calif.	61.26	Boise-Nampa, Idaho	55.58
Minneapolis-St. Paul	60.61	Omaha	55.07
San Diego	60.60	Fort Wayne, Ind.	54.99
Baltimore	60.48	Charlotte, N.C.	54.92
Milwaukee	60.39	Beaumont-Port Arthur, Tex.	54.34
		Pittsburgh	54.33
		Dayton, Ohio	54.15
		Birmingham, Ala.	53.97
		Cleveland	53.77
		Columbus, Ga.	53.43
		Madison, Wis.	53.30
		Springfield-Decatur-Champaign-Urbana, Ill.	52.85
		Austin, Tex.	52.40
		Augusta, Ga.	52.31
		Albuquerque, N.M.	52.06
		Orlando-Daytona Beach, Fla.	51.34
		Tulsa	50.93

Local		Barter and trade-outs		Total broadcast revenues		Percent change in revenue	Total broadcast expenses	Total broadcast profit ³
1978 (000)	1977 (000)	1978 (000)	1977 (000)	1978 (000)	1977 (000)		1978 (000)	1978 (000)
9,691	8,601	280	273	17,218	15,145	13.7	11,502	5,716
2,238	1,797	91	80	4,570	3,747	22.0	3,715	855
7,510	6,126	284	252	12,236	9,850	24.2	11,883	353
13,506	10,543	321	283	20,270	16,729	21.2	13,738	6,532
33,208	26,276	1,653	1,150	79,658	67,454	18.1	58,575	21,083
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3,611	3,189	207	137	6,025	5,274	14.2	5,182	843
7,933	6,378	199	269	13,818	11,761	17.5	8,833	4,985
5,287	5,018	506	394	11,699	9,997	17.0	9,734	1,966
1,993	1,578	92	138	3,806	3,128	21.7	3,063	742
2,963	2,246	252	222	8,578	7,196	19.2	7,214	1,364
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1,844,808	1,478,768	82,161	79,690	3,687,226	3,096,394	19.1	2,470,857	1,216,370
132,200	107,647	6,043	5,026	261,202	211,316	23.8	203,915	57,287
1,977,008	1,586,415	88,203	84,716	3,948,428	3,307,711	19.4	2,674,771	1,273,656

²Excludes 20 satellites that filed combined reports with their parent stations. Includes, in contrast to previous years, television specialty stations with religious formats, provided that 50 percent or more of the revenues of those stations came from the sale of time to advertisers.

³Before Federal income tax.
Minus sign denotes loss.

Market	\$ per home	Market	\$ per home
El Paso, Tex.	50.78	Raleigh-Durham, N.C.	40.46
Tampa-St. Petersburg, Fla.	50.70	Fargo-Valley City, N.D.	40.39
Rockford-Freepport, Ill.	50.66	Terre Haute, Ind.	40.00
Norfolk-Portsmouth-Newport News-Hampton, Va.	50.60	Mobile, Ala.-Pensacola, Fla.	39.87
Fort Smith, Ark.	50.35	Binghamton, N.Y.	39.08
Hartford-New Haven-New Britain-Waterbury, Conn.	50.00	Cedar Rapids-Waterloo, Iowa	39.02
Philadelphia	49.99	Bangor, Me.	38.72
Syracuse, N.Y.	48.18	Savannah, Ga.	38.28
Colorado Springs-Pueblo	47.97	Richmond-Petersburg, Va.	38.10
Fort Myers-Naples, Fla.	47.60	Knoxville, Tenn.	37.92
Lexington, Ky.	47.28	Providence, R.I.-New Bedford, Mass.	37.91
Albany-Schenectady-Troy, N.Y.	47.09	Huntsville-Decatur, Ala.	37.81
Greenville-Washington-New Bern, N.C.	46.59	Wichita Falls, Tex.-Lawton, Okla.	37.66
Memphis	46.17	Joplin-Pittsburg, Kan.	36.22
Odessa-Midlands-Monahans, Tex.	45.51	Columbia-Jefferson City, Mo.	35.79
Little Rock, Ark.	45.30	Springfield, Mo.	35.55
Toledo, Ohio	45.19	Greensboro-Winston Salem-High Point, N.C.	35.55
Sioux City, Iowa	44.90	Portland-Poland Spring, Me.	35.33
Grand Rapids-Kalamazoo, Mich.	44.90	South Bend-Elkhart, Ind.	35.20
Rochester-Austin, Minn.-Mason City, Iowa	44.59	Wichita-Hutchinson, Kan.	35.16
Des Moines-Ames, Iowa	43.99	Lincoln-Hastings-Kearney, Neb.	35.15
Erie, Pa.	43.39	Chattanooga	34.76
Spokane, Wash.	42.91	Harrisburg-Lancaster-York-Lebanon, Pa.	34.66
Nashville	42.79	Monroe, La.-El Dorado, Ark.	34.56
Davenport, Iowa-Rock Island-Moline, Ill.	42.62	Burlington, Vt.-Plattsburg, N.Y.	34.56
Amarillo, Tex.	42.40	Charleston-Huntington, W. Va.-Ashland, Ky.	34.31
Idaho Falls-Pocatello, Idaho	42.23	Youngstown, Ohio	34.18
Evansville, Ind.	42.20	Johnson City-Kingsport, Tenn.-Bristol, Va.	31.25
Green Bay, Wis.	42.08	Traverse City-Cadillac, Mich.	30.67
Flint-Saginaw-Bay City, Mich.	41.87	Shreveport, La.-Texarkana, Tex.	30.60
Duluth, Minn.-Superior, Wis.	40.91	Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	30.37
Greenville-Spartanburg, S.C.-Asheville, N.C.	40.90	Sioux Falls-Mitchell, S.D.	30.19
Jackson, Miss.	40.66	Johnstown-Altoona, Pa.	29.18
New York	40.64	Yakima, Wash.	27.38
		Wilkes Barre-Scranton, Pa.	25.66

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5. Network and station employment

	Number of stations	Number of employees			Total payroll ¹
		Full time	Part time	Total	
Industry total	—	63,848	6,844	70,492	\$1,362,669,000
Networks	—	12,983	1,559	14,542	394,240,000
VHF total	511	42,373	4,031	46,404	833,987,000
Networks owned and operated	15	5,293	251	5,544	145,167,000
Other affiliates	466	33,659	3,393	37,052	612,425,000
Independents	30	3,421	387	3,808	76,395,000
UHF total	197	8,492	1,054	9,546	134,442,000
Affiliates	126	5,329	740	6,069	80,529,000
Independents	71	3,163	314	3,477	53,913,000
Station total	708	50,865	5,085	55,950	968,429,000

¹Last digits may not add due to rounding

6. Property investment

	Number of stations reporting ¹	Original cost		Original cost minus depreciation	
		Total ²	Station average	Total	Station average
Industry total	—	\$2,674,962,000	—	\$1,253,076,000	—
Networks	—	442,408,000	—	195,931,000	—
VHF total	506	1,854,367,000	3,665,000	856,180,000	1,692,000
Networks owned and operated	15	136,394,000	9,093,000	55,153,000	3,677,000
Other affiliates	461	1,565,027,000	3,395,000	731,708,000	1,587,000
Independents	30	152,946,000	5,098,000	69,319,000	2,311,000
UHF total	195	378,187,000	1,939,000	200,965,000	1,031,000
Affiliates	125	230,027,000	1,840,000	115,864,000	927,000
Independents	70	148,160,000	2,117,000	85,101,000	1,216,000
Station total	701	2,232,554,000	3,185,000	1,057,145,000	1,508,000

¹Five VHF and two UHF stations did not report investment in tangible property. Some of these may be operating under lease arrangements.

²In case of stations which have been sold, represents that portion of price assigned by new licensee to property.

works; major expense items for networks, their owned-and-operated stations and other stations (affiliate vs. independent, VHF vs. UHF).

Notes. The FCC defines line items in its annual financial report for television:

All other selling expenses: Expenses, other than payroll, incurred in connection with sales of time, advertising, publicity.

All other technical expenses: Technical expenses other than payroll, such as circuit costs incurred in delivering programs to the local studio.

Broadcast income: Profit or loss before federal income tax. Equals broadcast net revenues less total broadcast expenses.

Commissions: Amounts paid to agencies, representatives and brokers (but not to staff salespersons or employees) and cash discounts.

General and administrative expenses: Expenses that cannot be classified in the technical, program or selling categories.

Gross broadcast revenues: total sales to advertisers plus revenues from sales to other than advertisers.

Local sales: Sales of station time, programs, materials or services placed by or on behalf of local advertisers or sponsors, reported before deductions for cash discounts and commissions.

Markets: The assignment of stations to TV markets is generally made on the basis of coverage area, proximity to other stations and network affiliation patterns. Although the market assignments are generally consistent with those of Arbitron and Nielsen, there are differences due to the different methods of assignment used. In addition, satellite stations are assigned to their own individual markets rather than to the parent station market.

National/regional sales: Sales of station time, programs, materials or services placed by or on behalf of advertisers generally recognized as national or regional in character, reported before deductions for cash discounts and commissions.

Net broadcast revenues: Gross broadcast revenues

7. 1978 network and station expense breakouts

Broadcast expenses ¹	15 network O&O's		Other VHF stations		UHF stations		Total 511 VHF	Total 197 UHF	Total 708 TV stations
	Networks	O&O's	466 affiliates	30 independents	126 affiliates	71 independents			
Technical expenses (total)	2	\$ 47.3	\$ 181.9	\$ 29.3	\$ 30.7	26.4	\$ 258.4	\$ 57.2	\$ 315.6
Technical payroll	2	26.3	127.4	22.8	16.2	14.4	176.5	30.6	207.1
All other technical expenses	2	21.0	54.4	6.5	14.6	12.0	81.9	26.6	108.4
Program expenses (total)	\$2,278.1 ^{2,3}	220.0	627.1	144.3	68.8	85.6	991.4	154.4	1,145.8
Payroll for employees considered "talent"	282.1	17.5	52.2	7.4	4.3	2.1	77.0	6.4	83.4
Payroll for all other program employees		71.2	225.4	21.1	26.7	13.5	317.7	40.2	357.9
Rental and amortization of film and tape	1,430.2 ⁴	42.9	161.8	78.7	16.4	39.9	283.4	56.3	339.7
Records and transcriptions	4.4	.4	1.2	.1	.1	.3	1.7	.4	2.1
Cost of outside news services	NA	3.6	15.1	2.2	2.0	.6	20.9	2.6	23.6
Payments to talent	NA	12.1	6.3	1.1	.4	.8	19.5	1.2	20.7
Music license fees	12.0	11.2	43.3	5.3	4.4	3.8	59.8	8.0	67.8
Other performance and program rights	153.5	10.4	12.4	7.5	1.3	11.1	30.3	12.4	42.7
All other program expenses	395.9	50.8	109.3	20.8	13.3	13.8	180.9	27.1	208.0
Selling expenses (total)	118.3	55.1	220.1	34.4	33.2	32.7	309.6	65.9	375.5
Selling payroll	24.9	16.0	119.4	14.3	19.4	13.8	149.8	33.2	183.0
All other selling expenses	93.4	39.1	100.7	20.1	13.8	18.9	159.8	32.7	192.5
General and administrative expenses (total)	194.7	75.8	557.5	65.4	79.5	59.4	698.7	138.8	837.6
General and administrative payroll	87.2	14.2	88.0	10.8	13.9	10.1	113.0	24.0	137.0
Depreciation and amortization	29.4	9.9	122.7	13.3	18.7	12.1	145.9	30.8	176.7
Interest	NA	—	32.3	6.2	8.5	5.1	38.5	13.8	52.0
Allocated costs of management from home office or affiliate(s)	NA	24.3	58.6	4.5	4.4	6.3	87.5	10.7	98.2
Other general and administrative expenses	78.1	27.4	256.0	30.5	34.0	25.8	313.9	59.7	373.8
Total broadcast expenses	2,591.1⁵	398.2	1,586.9	273.3	212.3	204.1	2,258.4	416.4	2,674.8

¹All dollar figures are in millions; last digits may not add due to rounding.

²Because methods of treating technical and program expense differ among the networks, the two figures were combined.

³Includes \$55,558,281 for cost of inter-city and intra-city program relay circuits.

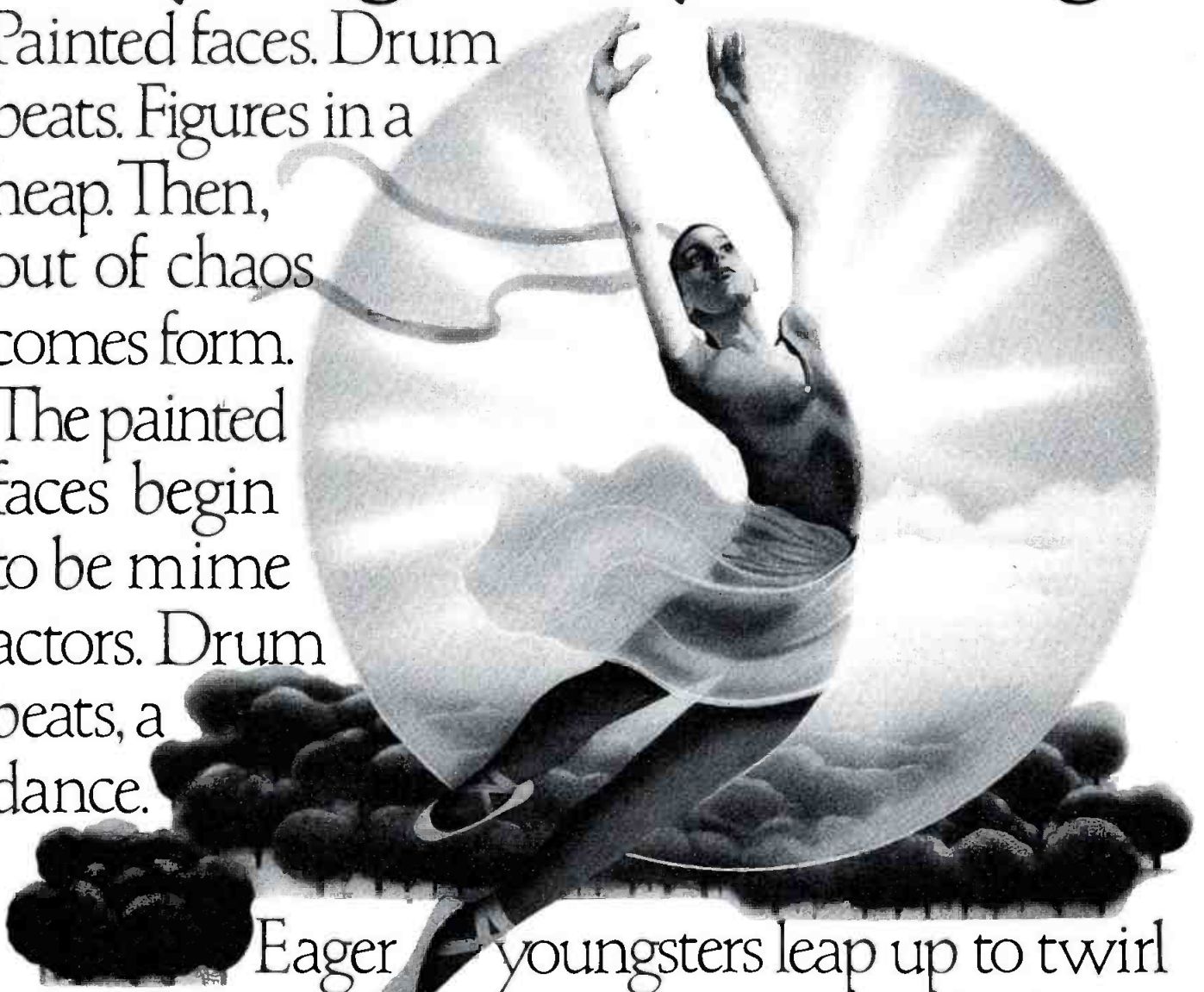
⁴Amortization expense on programs obtained from others.

⁵The networks reported spending \$265 million on their news and public affairs operations; this figure contains costs already included in other expense items.

NA Individual detail item not reported.

The young must try their wings.

Painted faces. Drum beats. Figures in a heap. Then, out of chaos comes form. The painted faces begin to be mime actors. Drum beats, a dance.



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less commissions to agencies, representatives and brokers (but not to staff salespersons or employees) and less cash discounts.

Network compensation: Amounts received by stations from programming networks for carrying the networks' programs and advertising.

Network sales: Sales of network services, including time, programs, materials, facilities and other services, placed by or on behalf of advertisers. This figure also includes the compensation received by stations from nonnational or part-time program networks, but does

not include the sales of those networks. The network sales figure is reported before deductions for cash discounts and commissions.

Payroll: Salaries, wages, bonuses and commissions to staff.

Sales other than sale of station time: All amounts charged advertisers or sponsors, in connection with the sale of time, for programs, materials, facilities or services.

Sales to other than advertisers: Revenues from the

supply of materials, facilities or services not associated with the station's time sales.

Total sales to advertisers: Total amounts paid by advertisers for broadcast time, and for programs, materials, facilities and services supplied by the broadcast industry (including networks and television stations) in connection with the sale of time. These amounts are reported before deductions for cash discounts, commissions paid to advertising agencies, representatives, brokers and to staff salespersons or employees.

8. 1978 network and station revenue breakouts

Revenue items	15 network O&O's	Other VHF stations		UHF stations		511 VHF stations	197 UHF stations	708 TV stations	Networks and 708 TV stations
		466 affiliates	30 independents	126 affiliates	71 independents				
Network sales (gross)	\$3,714.2 ¹								\$3,714.2
Deduct: payments to owned-and-operated stations	42.9								42.9
Deduct: payments to other affiliated stations	260.5								260.5
Retained from network sales ²	3,410.8	\$ 43.4	\$ 238.1	\$ 2.8	\$ 25.4	\$ 4.4	\$ 284.3	\$ 29.8	\$ 314.0
Nonnetwork sales to advertisers (total)	—	664.6	2,673.3	438.0	265.3	294.4	3,773.9	559.7	4,333.7
To national and regional advertisers (total)	—	371.9	1,391.1	262.0	120.4	158.8	2,025.0	279.2	2,304.2
Sale of station time	—	371.7	1,385.3	261.0	120.0	156.5	2,018.0	276.6	2,294.6
Other than sale of station time	—	0.2	5.8	1.0	0.4	2.3	7.0	2.7	9.6
To local advertisers (total)	—	292.7	1,282.2	174.0	144.9	135.6	1,748.9	280.5	2,029.5
Sale of station time	—	291.4	1,247.0	170.3	140.3	128.0	1,708.7	268.3	1,977.1
Other than sale of station time	—	1.3	35.2	3.7	4.6	7.6	40.2	12.2	52.5
Sales to other than advertisers	111.7	3.8	23.4	13.5	3.5	5.9	40.7	9.4	50.2
Gross broadcast revenues	3,522.5	711.8	2,934.8	452.3	294.2	304.7	4,098.9	598.9	4,697.9
Deduct: commissions to agencies, representatives etc.	557.9	127.2	456.5	77.1	40.4	48.2	660.8	88.6	749.4
Net broadcast revenues	2,964.6	584.5	2,478.3	375.2	253.8	256.5	3,438.0	510.3	3,948.4

¹ All dollar figures are in millions; last digits may not add due to rounding.

² Station data include payments from networks other than ABC, CBS or NBC.

The Media

Golden West goes for pay in big way

Sets aside \$100 million for development of subsidiary to buy and program cable, STV and MDS; will operate recently purchased UHF CP as subscription outlet

There's pay in pay television. That's what Golden West Broadcasters, a Los Angeles-based group broadcaster, decided last week in announcing a new, \$100-million commitment to over-the-air subscription television, multipoint distribution services and pay cable. The company has formed a new subsidiary, Golden West Subscription Television (GWSTV), to tap the expanding pay market.

Edward H. Herlihy, former vice president of engineering for GWB, was named vice president and general manager of GWSTV by John T. Reynolds, executive vice president and chief operating officer of the corporation. Gene Autry, the former film star, is chairman and majority stockholder. The Signal Companies, with diversified interests in a number of industries, is the minority owner of GWB.

The new division has already signed

MDS franchise agreements in Memphis; Tulsa, Okla.; Cincinnati, and Austin, Tex. The company said it had obtained options for other franchises in another 15 to 20 cities. Joe Cline, a former Cox Broadcasting executive, was named to head MDS operations.

But that's not all. As reported two weeks ago ("For the Record," July 23), GWB has bought the construction permit for



Herlihy

KHFC-TV Oklahoma City (channel 43) for \$60,000, subject to FCC approval, from a nonprofit, nonstock corporation, Christian Broadcasting of Oklahoma Inc. According to GWB, the station will be used for over-the-air pay television operations. The corporation also said that other markets are being explored for the application for construction permits or purchases. (GWB currently owns only one television station—KTLA Los Angeles—along with five AM and three FM stations.)

GWB said that its entry into the pay-cable field was "still in the embryo stage," however.

Initial programming for the MDS operations will come from Showtime Inc., a division of Viacom International and the second largest supplier of pay-cable programs by satellite. In the future, however, another GWB subsidiary, Golden West Television, will develop original series, movies and specials for the corporation's pay services.

GWSTV has ordered a full-time transponder from RCA Americom on one of its Satcom satellites. A transmitting earth station is now under construction at KTLA.

"GWB intends to be a major force in all areas of subscription television, including delivery and original programming," said Reynolds in announcing the new business

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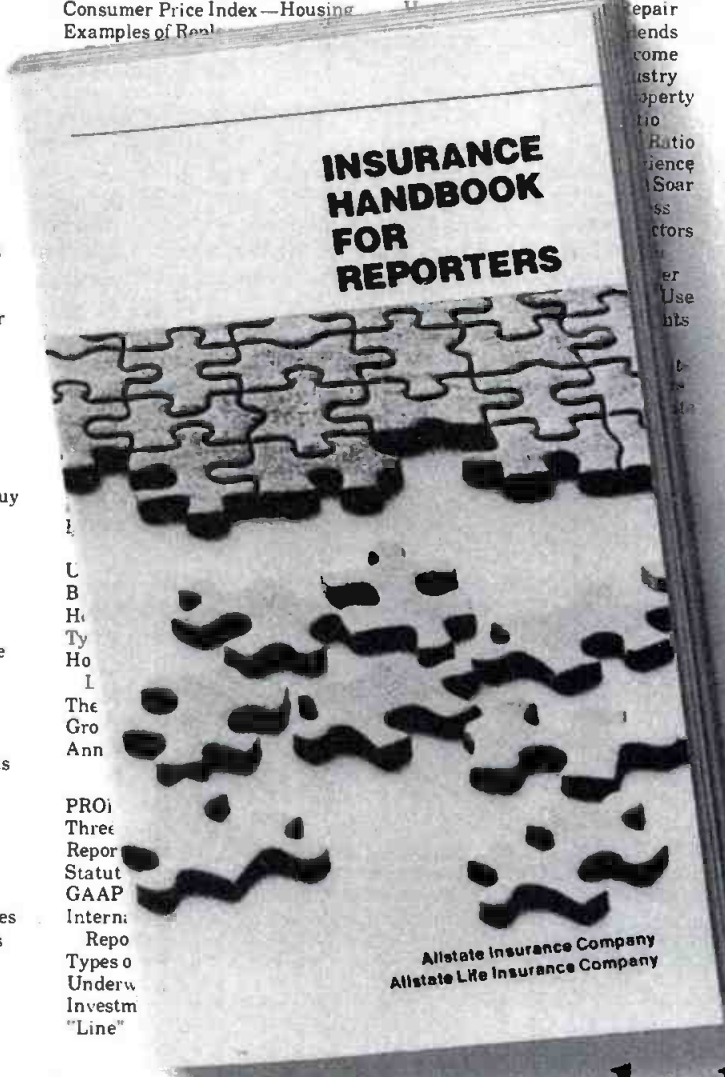
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venture last week. "After extensive investigation and study, we feel that subscription television and the potential of developing innovative fields of entertainment will stimulate the next important

phase of the evolution of the communications industry, leading to the ultimate 'wired city' concept which will be made possible by cable and fiber optic distribution."

feet above average terrain.

■ **KIOE(AM) Honolulu:** Sold by Da Kine Hawaii Radio Corp. to Jennings, McGlathlin & Co. for \$650,000. Seller is owned by Everett James and his wife, Hilary; Ronald Macko and his wife, Mary, and Preston James, Everett's father. Buyer, principally owned by Jason Jennings, is Los Angeles broadcast management and marketing consultancy. Though it has no other broadcast interests, spokesman said firm has set up separate division for acquisition of additional broadcast properties. KIOE is on 1080 khz with 5 kw full time.

■ **WYER-AM-FM Mount Carmel, Ill.:** Sold by John F. Hurlbut and his wife, Emmy, to their son, David Hurlbut (73%) and Gregory W. Goodson (27%) for \$640,000. Sellers have no other broadcast interests. David Hurlbut is general manager and Goodson is salesman at stations. WYER is 500 w daytimer on 1360 khz. WYER-FM is on 94.9 mhz with 37 kw and antenna 410 feet above average terrain.

■ **WOWD(FM) Tallahassee, Fla.:** Sold by Amrad Corp. to Maurice Negrin and George Jacobsen (50% each) for \$500,000. Seller is principally owned by Claud Anderson and his wife, Joann (52%). He also owns half interest in WNPS(AM) New Orleans. Negrin is account executive at WAOK(AM) Atlanta. Jacobsen is 72% owner of Portland, Ore., industrial tool manufacturer. WOWD is on 103.1 mhz with 3 kw and antenna 300 feet above average terrain.

■ **WDOL(AM) Athens, Ga.:** Sold by WDOL Broadcasting Inc. to B&W of Georgia Broadcasting Co. for \$265,500. Seller is owned by Tolliver R. Rivers, who also owns 62% of WTJH(AM) East Point and minority interest in WJIZ(AM) Albany, both Georgia. Buyer is owned by William O. Woodall and Frank Bird Jr. (50% each). Woodall owns 100% of WGAF(AM) Valdosta and 25% of WGRA(AM) Cairo, both Georgia, and one-third of WPTM(AM) Roanoke Rapids, N.C. Bird is Valdosta insurance agent. WDOL is on 1 kw daytimer on 1470 khz.

■ Other proposed station sales include: WMPP(AM) Chicago Heights, Ill., and WSVL-FM Shelbyville, Ind. (see "For the Record," page 73).

Changing Hands

PROPOSED

■ **KLVI(AM) Beaumont, Tex.:** Sold by Radio Beaumont to KLVI Radio Inc. for \$2 million. Seller is principally owned by John H. Hicks and his wife, Madelyn, who also own WTAW-AM-FM College Station, and 12.77% each of KLAR(AM) Laredo, both Texas. Buyer is owned by Hicks' sons, Steven (60%) and Thomas (40%), who already own small interests in KLVI and WTAW-AM-FM and have purchased KYKR-FM Port Arthur, Tex., subject to FCC approval (BROADCASTING, July 23). KLVI is on 560 khz with 5 kw full time.

■ **KSLY(AM)-KUNA(FM) San Luis Obispo, Calif.:** Sold by KSLY Inc. to San Luis Obispo Broadcasting Inc. for \$1,575,000. Seller is subsidiary of Sunbelt Communications Ltd., owned by C.T. Robinson, William C. Moyes, Michael Hesser and Robert Magruder. Sunbelt also owns KQEO(AM)-KZZX(FM) Albuquerque, N.M.; KVOR(AM)-KSPZ(FM) Colorado Springs, and The Research Group, San Luis

Obispo market research firm, and has purchased, subject to FCC approval, KFYE(FM) Fresno, Calif. (BROADCASTING, March 12). Buyer is owned by Dudley A. White and family, who own newspapers in Ohio, Tennessee and Michigan. They have purchased four other stations since May 1978: KBPI(FM) Denver; KDKB-AM-FM Mesa-Phoenix, Ariz., and KZAM(AM) Bellevue, Wash. KSLY is on 1400 khz with 1 kw day and 250 w night. KUNA is on 96.1 mhz with 5.6 kw and antenna 1,410 feet above average terrain. Broker: Chapman Associates.

■ **WGNN-TV Winston-Salem, N.C.:** Sold by Good News TV Network Inc. to Good News TV Inc. for \$698,000. Seller is non-profit religious organization with no other broadcast interests; Wesley Bailey is chairman. Buyer is wholly owned by Piece Goods Shop Inc., Winston-Salem fabric retail chain, owned by John L. Simms and family. It has no other broadcast interests. WGNN-TV is CP (not on air) for ch. 45 with 55 kw visual, 11 kw aural and antenna 520



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7/30/79

APPROVED

■ **KTNQ(AM) Los Angeles:** Sold by Storer Broadcasting Co. to K-Love Broadcasting Inc. for \$8 million. Seller is selling off all its radio properties to finance expansion of its cable division. It has also sold KHTE(FM) Los Angeles (see below) and, subject to FCC approval, WSPD(AM) Toledo, Ohio, WHN(AM) New York and WGBS(AM)-WLYF(FM) Miami. It retains WLAK(FM) Chicago until three-year ownership requirement is fulfilled (BROADCASTING, March 5). Publicly traded Storer also owns seven TV's and cable systems throughout country. Bill Michaels is chairman; Peter Storer is president. Buyer is owned by Jose Liberman and family, owners of KLVE(AM)

Los Angeles. KTNQ, which will be operated as Spanish-language station under new management, is on 1020 khz with 50 kw full time.

■ WBBH-TV Fort Myers, Fla.: Sold by Broadcasting-Telecasting Services Inc. to Waterman Broadcasting Corp. of Texas for \$7,887,240. Seller is owned by William N. Dakos (16.77%), Howard L. Hoffman (5.63%) and 31 other individuals, trusts and investment groups. Buyer is owned by Bernard E. Waterman (90%) and his wife, Edith, (10%), who also own KTSA(AM)-KTFM(FM) San Antonio, Tex. WBBH-TV is NBC affiliate on ch. 20 with 524 kw visual, 52 kw aural and antenna 970 feet above average terrain.

■ KHTZ(FM) Los Angeles: Sold by Storer Broadcasting Co. to Greater Media Inc. for \$4 million. Seller has also sold KTNQ(AM) Los Angeles (see above). Buyer owns WTCR(AM) Ashland, Ky.; WGAY(AM) Silver Spring, Md.; WGAY-FM Washington; WMJC(FM) Birmingham and WHND(AM) Monroe, both Michigan; WGSN(AM) Huntington and WCTO(FM) Smithtown, both New York; WCTC(AM)-WMGQ(FM) New Brunswick, N.J.; WPEN(AM)-WMGK(FM) Philadelphia and WHEZ(FM) Huntington, W.Va., cable systems in Massachusetts and publishes East Brunswick, N.J., *Sentinel-Spokesman*. It is principally owned by Peter Bordes, president, and Joseph Rosenmiller, board chairman. KHTZ is on 97.1 mhz with 55 kw and antenna 770 feet above average terrain.

■ KACY(AM) Port Hueneme and KACY-FM Oxnard, both California: Sold by Western States Radio Corp. and Channel Islands Broadcasting Corp., respectively, to The Channel Islands Radio Co. for \$1,940,000 plus \$20,000 for agreement not to compete. Sellers are subsidiaries of CTW Communications, which is subsidiary of Children's Television Workshop, producer of *Sesame Street* on Public Broadcasting Service and other children's programming. FCC waived rule prohibiting sale of stations held less than three years except in extenuating circumstances. CTW purchased AM for \$866,000 (BROADCASTING, Nov. 22, 1976) and FM for \$338,000 plus \$220,000 in accounts receivable, notes and assets (BROADCASTING, Oct. 31, 1977) for total of \$1,424,000. CTW sought waiver on grounds it lacks managerial ability to operate stations but is selling to officer in charge of them. Buyer is principally owned by Franz Allina, senior vice president of CTW Communications and president of station subsidiaries. Allina, who will leave CTW, headed group of investors that recently bought WBAB-FM Babylon, N.Y., for \$800,000 plus \$150,000 for agreement not to compete (BROADCASTING, Jan. 22). KACY(AM) is on 1520 khz with 1 kw day and 250 w night. KACY-FM is on 104.7 mhz with 2.85 kw.

■ KIIQ-AM-FM Manitou Springs, Colo.: Sold by Mountain States Broadcasting Corp. to Wiskes/Abaris Communications for \$1,792,500 plus \$25,000 for agreement not to compete. Seller is owned by Dan

Lacy and Charles L. Oliver, who are applicants for new FM in Durango, Colo. They have no other broadcast interests. Buyer is principally owned by John Higgins and Don J. Wiskes, who also own KIXY-AM-FM San Angelo, Tex., and KQIZ-AM-FM Amarillo, Tex. Higgins is president of Abaris Inc., Chicago real estate development company. Wiskes is Chicago financial consultant and real estate developer. KIIQ is on 1490 khz with 500 w day and 250 w night. KIIQ-FM is on 102.7 mhz with 50 kw and antenna 2,000 feet above average terrain.

■ KBBQ(AM)-KBBY(FM) Ventura, Calif.: Sold by Tri-Counties Public Service Inc. to Forrest Broadcasting Co. for \$1,200,000. Seller is principally owned by William Rea, president; his wife, Marjorie; his daughter, Annabella; Andy Corliss, station's vice president and general manager, and Mike Thomas, former manager. They have no other broadcast interests. Buyer is owned by Robert A. Forrest, who also owns KDON-AM-FM Salinas and KZOZ(FM) San Luis Obispo, both California. KBBQ is on 1590 khz with 5 kw full time. KBBY is on 95.1 mhz with 28 kw and antenna 314 feet above average terrain.

■ WMBO(AM)-WRLX(FM) Auburn, N.Y.: Sold by Auburn Media Inc. to Scott Broadcasting Co. for \$1 million. Seller is owned by Floyd J. Keese (28%); George R. Iocolano, R. T. Milanette and William A. Rondina (18% each), and David S. Bowen and J. Lester Sawyer (9% each). None has

other broadcast interests. Buyer is owned by Herbert Scott, who also owns WFEC(AM) Harrisburg, WKST(AM) New Castle, WFEM(FM) Ellwood City and WPAZ(AM) Pottstown, all Pennsylvania; WTRY(AM) Troy and WSHH(FM) Albany, both New York; WJWL(AM)-WSEA(FM) Georgetown, Del., and WTTM(AM)-WCHR(FM) Trenton, N.J. WMBO is on 1340 khz with 1 kw day and 250 w night. WRLX is on 106.9 mhz with 45 kw and antenna 530 feet above average terrain.

■ WCMX(FM) Fort Wayne, Ind.: Sold by Fort Wayne Radio Inc. to Fairfield Broadcasting of Indiana for \$600,000. Seller is owned by John Haynes and eight others; Max Armsher is president. It is being forced to sell station as consequence of defaulting on payment to Fort Wayne Broadcasting, which sold station to it in May 1976. Fort Wayne Broadcasting is owned by Edwin Moore and family, who also own WCMR(AM)-WXAX(FM) Elkhart, Ind. Buyer is owned by Fairfield Broadcasting Co. (90%) and Howard Karlin (10%). Fairfield, owned by Stephen C. Trivers and William J. Wertz, is licensee of WQLR(FM) Kalamazoo, Mich. Karlin is sales manager at WQLR. WCMX is on 101.7 mhz with 3 kw and antenna 300 feet above average terrain.

■ Other approved station sales include: WSWN(FM) Memphis; WAGG(AM) Franklin, Tenn., and WHAL(AM) and WTCV(FM) both Shelbyville, Tenn. (see "For the Record," page 74).

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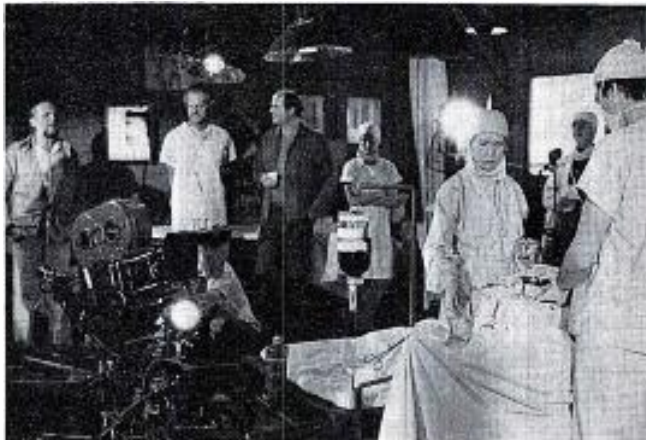
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Programing



Old pros. Back for its eighth season on CBS, 20th Century-Fox Television's *M*A*S*H* has outlasted the Korean War. It is filmed at Studio 9 on the Fox lot, where the show has a permanent set.



Spin-off. *The Ropers*, based on two characters from NRW Productions' highly successful *Three's Company*, starts its second season on ABC this fall. It's taped at CBS Television City.

Newcomer. Reviving a genre notably absent from network television in recent years—the war drama—Columbia Pictures Television returns to prime-time-series-making this fall with *From Here to Eternity: The War Years*. Interiors for the NBC show are filmed at The Burbank Studios.



The new season has already arrived in Hollywood

TV production for the fall is already in full swing, with only a few shows not in the works

It's TV production season in Hollywood—and in Burbank, Culver City, Studio City and throughout Los Angeles and southern California. In a land of perpetual sun, the trailers and the armies of technicians scurrying around town are, perhaps, the only sure signs of summer. While the rest of the country has gone on vacation, Hollywood has gone to work.

As of the end of July, most of the upcoming fall television programs are being shot. Generally, film shows begin a little earlier and tape shows a little later. All of NBC-TV's shows are now in production. ABC-TV has two that have yet to begin. CBS-TV will start shooting two new entries later in August and a third starts today (July 30).

CBS's returning *One Day at a Time* goes into production Aug. 17, and will be the last network series to start up for the September season. That network's other late

starters are *The Jeffersons* (Aug. 7) and *California Fever* (today, July 30). ABC's shows that have yet to start up are *Benson* (Aug. 9) and *Three's Company* (Aug. 3).

And in the land of make believe, no network's domain is so sacred that it can't be invaded by a production company shooting a program for another network. *Three's Company*, for example, will be taped by Nicholl/Ross/West Productions at CBS Television City. Most of the Tandem Productions/TAT Communications programs are taped at Metromedia Inc.'s Los Angeles outlet, KTTV(TV). And most of the Spelling-Goldberg hours on ABC are filmed on the 20th Century-Fox lot, which has long been identified with CBS programing. Studio space for regular series is at a premium (made more so by the demand for syndicated programs, miniseries, specials, made-for-television movies and older shows with permanent sets that are never struck). The general rule of thumb is that a producer sets up shop wherever he can find studio space. In the past few years many older fantasy fac-

ories such as the Sunset-Gower Independent Studio (the old CBS production center in Hollywood), Culver City Studio, The Burbank Studio (formerly Warner Bros.) and the Samuel Goldwyn Studio have, once again, become prime pieces of real estate. (It should be noted, however, that the movie industry, too, is experiencing a major boom—thus increasing space demand all the more.)

Another sure sign of the season is the news items in the Hollywood trade papers and local dailies (usually planted, as one producer put it, by the "amoral" managers and agents) about stars holding out for more money or new contracts. Gary Coleman, the star of Tandem Productions' *Diff'rent Strokes* on NBC, has been holding out for a reported \$5,000 a week plus benefits ("Monitor," July 16).

The stars "ask for twice as much and settle for half," said a producer, "and the networks roll over and play dead"—that is, the networks usually agree to pay the increased talent costs. Stars, it was explained, are given standard six-year con-

tracts when a network agrees to buy a series—the same as the producer of a show. A hitch develops, however, when a star—Robin Williams of ABC's *Mork and Mindy*, for example—realizes that he or she may have the power to make or break a prime-time hit. Williams, whose weekly salary has been reported to be as high as \$75,000, can look like a bargain to ABC when it can make \$700,000 or more on an episode of his program. Williams, most agree, is probably the exception since the show was designed around him and would not exist otherwise. Few other stars are as secure—the case of Farah Fawcett-Majors and *Charlie's Angels* is often cited as what can happen when a star's demands exceed what producers and networks are willing to give.

Listed by production company, network prime-time shows slated for airing in September and currently being shot are (new shows are marked with an asterisk):

- Blinn/Thorpe Productions: *The Lazarus Syndrome** (ABC, Tuesday, 10-11 NYT). William Blinn and Jerry Thorpe, executive producers.

- CBS: *Hawaii Five-O* (CBS, Thursday, 9-10). Fred Baum, supervisor of production.

- Columbia Pictures Television: *Fantasy Island* (ABC, Friday, 8-9) in association with Spelling-Goldberg Productions, Aaron Spelling and Leonard Goldberg, executive producers; *From Here to Eternity: The War Years** (NBC, Wednesday, 10-11) in association with Bennett/Katleman Productions, Harve Bennett and Harris Katleman, executive producers, and *Eisched** (NBC, Friday, 10-11) in association with David Gerber Productions, David Gerber, executive producer.

- Walt Disney Productions: *Disney's Wonderful World* (NBC, Sunday, 7-8), Ron Miller, executive producer.

- Filmways TV Productions: *240-Robert** (ABC, Monday, 8-9) in association with Rosner TV, Rick Rosner, executive producer.

- Gordon/Eisner Productions: *A New Kind of Family** (ABC, Sunday, 7:30-8), Jane Eisner and Marge Gordon, executive producers.

- Four D Productions: *Barney Miller* (ABC, Thursday, 9-9:30), Danny Arnold, executive producer.

- Lorimar Productions: *Eight is Enough* (ABC, Wednesday, 8-9), Lee Rich and Philip Capice, executive producers; *Dallas* (CBS, Friday, 10-11), Lee Rich and Philip Capice, executive producers; *The Waltons* (CBS, Thursday, 8-9), Lee Rich and Earl Hamner, executive producers, and *Big Shamus, Little Shamus** (CBS, Saturday, 9-10), Lee Rich and Sam H. Rolfe, executive producers.

- MGM Television: *CHiPs* (NBC, Saturday, 8-9), Cy Chermak, producer.

- MTM: *The Lou Grant Show* (CBS, Monday, 10-11), Gene Reynolds, executive producer; *The White Shadow* (CBS, Monday, 8-9), Bruce Paltrow, executive producer; *Paris** (CBS, Saturday, 10-11), Steven Bocho, executive producer; *The Last Resort** (CBS, Wednesday, 8:30-9),

Monitors

In the ring. Twenty-eight professional football players will compete with helmets off and gloves on in *Heavyweight Championship of Professional Football*, series of 16 half-hours being distributed for fall by American International Television, New York. Production of elimination tournament, with Miami Dolphins' Larry Csonka as host and with \$127,000 over-all purse, is by Pyramid Enterprises Ltd.

Go for broke. *Play the Percentages*, new offering by Barry & Enright Productions will go into taping in October. Executives in charge of production are Jack Barry and Dan Enright. Ron Greenberg is executive producer. Colbert Television Sales is handling syndication for show slated to begin airing in January.

First features. Trident Television Associates, new distribution company led by former Viacom veterans Arthur Zeiger and Elliott Abrams, with major financial backing from British Trident Television Ltd., has made first acquisitions: domestic rights to 23 made-for-TV movies from CBS with titles including "Crime Club," "Horror at 37,000 Feet," "Mongo's Back in Town," "Death of Innocence" and "Coffee, Tea or Me."

Mind-stretching. New game show, *Mindreaders*, with Dick Martin as host, will begin on NBC-TV on Aug. 13 (Mon., noon-12:30 p.m.). Produced by Goodson-Todman Productions, series will center on two teams with celebrity captain and three additional players each trying to figure out responses to questions involving various situations.

Wider possibilities. Hiring of Chet Collier, former Metromedia Television programming vice president, at newly formed BBI Communications (BROADCASTING, July 9), signals move of production firm into areas beyond conventional TV. He's said to be working on programming also for cable, home educational and industrial use. He'll be joined in effort by Howard Finkelstein, formerly with CBS's Columbia House, as assistant for corporate development.

Abe Lincoln keynoter. Wilson C. Wearn, president and chief executive officer of Multimedia Inc., Greenville, S.C., will be keynote speaker at 11th annual Abe Lincoln Awards banquet of Southern Baptist Radio and Television Commission. Ceremony will be held Feb. 28, 1980, in ballroom of Green Oaks Inn, Fort Worth.

Running even. NBC reports that its Sunday afternoon *Sportsworld* programming has caught up with CBS-TV's *Sports Spectacular* and series now are even on season-to-date basis, both with 5.7 rating and 16 share, based on Nielsen figures. For past four weeks, NBC said, *Sportsworld* has outpaced *Sports Spectacular* each week in Nielsen sweepstakes.

Overseas honors. Two American programs have received Certificates of Merit at second annual International Television Festival, held in London. Noncommercial WNET-TV New York was cited for "Georgia O'Keefe" episode of *The Originals: Women in Art* series. Also chosen was "The Boat People," edition of *CBS Reports*. Shows were among 37 entries from 26 countries. Main award went to *Elegies for the Deaths of Three Spanish Poets* from German network, ZDF. Festival is sponsored by British Academy of Film and Television Arts.

Orange blossom co-op. Four major Florida TV stations will cooperate in *Florida!*, weekly half-hour electronic magazine program for which each outlet will produce features of statewide interest from its area. Participating in venture, to start in September, will be WFTV Orlando, WJXT Jacksonville, WPLG Miami and WTVT Tampa. Each area will have local *Florida!* host and every three months one of four stations will have over-all responsibility for coordinating program.

Wheels. Can roller skating do for Erik Estrada what disco did for Travolta? NBC-TV's *CHiPs* (MGM Television) is shooting special two-hour "Roller Disco" episode, featuring motorcycling stars Estrada and Larry Wilcox "pursuing roller-skating muggers in a seaside community." Show will also feature Estrada in roller-disco dance number with more than 100 Screen Extras Guild skaters. Directed by Don Weis, segment will be shot in Los Angeles neighborhood of Venice—center of California's skating craze.

Primary purpose. Noncommercial WYYY-TV Wilmington, Del., has received grants totaling \$500,000 from Sun Co. and Corporation for Public Broadcasting for production of three-part series on presidency. One-hour presentations, scheduled as lead-in to New Hampshire primary in January 1980, will inaugurate Public Broadcasting Service's election coverage.

Hear no evil. Iranian religious leader Ayatollah Ruhollah Khomeini last week banned music on state-owned radio and television system. He said music "stupefies persons listening to it and makes their brains inactive and frivolous." Ayatollah also declared music "no different from opium."

Gary David Goldberg, executive producer, and *WKRP in Cincinnati* (CBS, Monday, 8:30-10), Hugh Wilson, executive producer.

■ NRW Productions: *The Ropers* (ABC, Saturday, 8-8:30) in association with TTC Productions, Don Nicholl, Michael Ross and Bernie West, executive producers.

■ NBC: *Little House on the Prairie* (NBC, Monday, 8-9), Michael Landon, executive producer.

■ Paramount Television: *Bad News Bears* (CBS, Saturday, 8-8:30), Bob Brunner and Arthur Silver, executive producers; *Struck by Lightning** (CBS, Saturday, 8:30-9) in association with Fellows/Keegan Productions, Terry Keegan and Arthur Fellow, executive producers; *Taxi* (ABC, Tuesday, 9:30-10) in association with John Charles Walters Co., Jim Brooks, Stan Daniels and Ed Weinberger, executive producers; *Mork and Mindy* (ABC, Sunday, 8-8:30), Gary Marshall and Tony Marshall, executive producers; *Working Stiffs** (CBS, Wednesday, 8-8:30) in association with Frog/Huk Productions, Arthur Silver and Bob Brunner, executive producers. *Out of the Blue** (ABC, Sunday, 7-7:30) in association with Miller/Milkis/Boyett Productions, Tom Miller, Ed Milkis, Bob Boyett, Irma Kalish and Austin Kalish, executive producers; *Laverne and Shirley* (ABC, Thursday, 8-8:30) in association with Miller/Milkis/Henderson Productions, Garry Marshall, Ed Milkis, Tom Miller

and Bob Boyett, executive producers; *Happy Days* (ABC, Tuesday, 8-8:30) in association with Miller/Milkis/Henderson Productions, Garry Marshall, Ed Milkis, Tom Miller and Bob Boyett, executive producers; *The Associates** (ABC, Sunday, 8:30-9) in association with John Charles Walters Co., Ed Weinberger, Jim Brooks and Stan Daniels, executive producers, and *Angie* (ABC, Saturday, 8:30-9) in association with Miller/Milkis/Boyett/Henderson Productions, Lee Thuns, executive producer.

■ QM Productions: *Barnaby Jones* (CBS, Thursday, 10-11), Philip Saltzman, executive producer; *A Man Called Sloane** (NBC, Saturday, 10-11), Philip Saltzman, executive producer.

■ George Schlatter Productions: *Real People* (NBC, Wednesday, 8-9), George Schlatter, producer.

■ Aaron Spelling Productions: *The Love Boat* (ABC, Saturday, 9-10), Aaron Spelling and Douglas S. Cramer, executive producers; *Vega\$* (ABC, Wednesday, 10-11), Aaron Spelling and Douglas S. Cramer, executive producers.

■ Spelling/Goldberg Productions: *Charlie's Angels* (ABC, Wednesday, 9-10), Aaron Spelling and Leonard Goldberg, executive producers; *Hart to Hart** (ABC, Saturday, 10-11), Aaron Spelling and Leonard Goldberg, executive producers.

■ TAT Communications: *Hello, Larry* (NBC, Wednesday, 9:30-10), Norman Paul and George Tibbles, executive producers.

ducers.

■ Tandem Productions: *Archie Bunker's Place** (CBS, Sunday, 8-8:30), Nort Lachman, executive producer; *Diff'rent Strokes* (NBC, Wednesday, 9-9:30), Howard Leeds, executive producer.

■ Twentieth Century-Fox Television: *M*A*S*H* (CBS, 9-9:30), Burt Metcalf, executive producer; *Trapper John, M.D.** (CBS, Sunday, 10-11), in association with Frank Glicksman Productions and Don Brinkley Inc., Frank Glicksman, executive producer.

■ Universal Television: *The Incredible Hulk* (CBS, Friday, 8-9), Ken Johnson, executive producer; *BJ and the Bear* (NBC, Saturday, 9-10), Glen Larson and Michael Sloan, executive producers; *Buck Rogers in the 25th Century** (NBC, Thursday, 8-9), Glen Larson, executive producer; *The Misadventures of Sheriff Lobo** (NBC, Tuesday, 8-9), Glen Larson, executive producer; *The Rockford Files* (NBC, Friday, 9-10), Meta Rosenberg, executive producer; *Nobody's Perfect** (ABC, Thursday, 8:30-9), Arnie Sultan and Chris Hayward, executive producers; *Kate Columbo* (NBC, Thursday, 10-11), Alan Simmons, executive producer; *Shirley** (NBC, Friday, 8-9) in association with Ten-Four Productions for Procter & Gamble, Gregg Strangis and William Hogan, executive producers, and *Quincy, M.E.* (NBC, Thursday, 9-10) in association with Glen A. Larson Productions, Alan S. Godfrey, executive producer.



■ Warner Bros. Television: *Dukes of Hazzard* (CBS, Friday, 9-10) in association with Paul R. Picard Productions, Paul R. Picard, executive producer; *Alice* (CBS, Sunday, 9-9:30), Madelyn David and Bob Carroll Jr., producers.

■ Witt-Thomas-Harris Productions: *Soap* (ABC, Thursday, 9:30-10), Paul J. Witt and Tony Thomas, executive producers.

Despite differences, public broadcasting has one common bond: need for more money

CPB, PBS and NPR chiefs go on closed circuit, stress funding

Robben W. Fleming, president of the Corporation for Public Broadcasting, last week said he was disappointed that the CPB board had voted to reconsider its restructuring plan (BROADCASTING, July 23), but he realized the validity of giving the six new board appointees an opportunity to discuss the proposal.

In closed circuit addresses to member stations of the Public Broadcasting Service and National Public Radio, Fleming said that the new appointees weren't hostile to the plan, but rather wanted the opportunity to air its ramifications. The proposal, which had been approved in an 8-3

vote June 20, would have restructured CPB by dividing its operations into a Management Services Division and a separate Program Fund.

But at the July meeting, the board voted unanimously to give its six new members a chance to assess the restructuring plan, in addition to possible alternatives. The restructuring, along with the budget for NPR, will be explored in a special two-day "retreat" scheduled for Aug. 21-22.

Joining Fleming in the separate presentations were Lawrence Grossman, PBS president, and Frank Mankiewicz, NPR president. Both men agreed that the biggest problem facing them was a shortage of funds.

Grossman said he sent a letter to all station managers, urging them to inform CPB board members how heavily its funds are being relied on. He noted that adding \$3 million to \$4 million dollars to the NPR budget—which Fleming said was a possibility—could have "a serious impact" on public TV's budget.

Grossman said he would be sending to Fleming, prior to the August board meeting, a wide range of materials outlining public television's need for funds. These will include a list of public television's accomplishments, a memo detailing the crisis in funding for programing, an analysis comparing the size of CPB's funding of TV and radio, and proposals to help raise money for public radio.

Grossman offered figures showing that public television was far more cost effi-

cient than radio, and though it raised 87% of CPB's money, it only got back 70%.

He added that PBS should have had the opportunity to respond to a letter Mankiewicz sent to CPB board members with alternative budget proposals. Public television, Grossman said, had a different perspective from NPR's on the way CPB allocates funds, and it's important the CPB board fully understands PBS's perspective, as well.

Fleming said he didn't think public radio was adequately funded, but with the available resources he thought it was getting a fair split. The problem, he added, was how to give NPR more money without shortchanging someone else.

Mankiewicz said there was a consensus that an increase in funds for NPR is necessary, and it was important that, for long range plans, a remedy be found for the shortfall facing the entire system.

Another for CBS

It wins week ended July 22 with help from 'Miss Universe'; ABC's Pierce says his network isn't winning because it's been scheduling news specials

CBS-TV claimed another prime-time ratings victory for the week ended July 22, nudging past ABC-TV for the fourth time in seven weeks. The Nielsen averages:



CBS 14.7 rating and 30.0 share, ABC 14.5 and 29.6, NBC 13.9 and 28.7.

It was a week marked by specials of several varieties. The major league All-Star baseball game on NBC on Tuesday night pulled a 24.4 rating and 45 share, giving NBC a night that usually goes to ABC.

An ABC news *Closeup*, "Infinite Horizons," on Thursday night drew a 13.2/26. The *Miss Universe Pageant* on CBS that same night had a 22.7/42, winning the evening for CBS and helping to drop ABC News's *20/20* magazine show to a 12.8/23.

ABC carried a Republican reply to President Carter at 8:30-9 p.m. Friday. Though no ratings were available, the history of such broadcasts suggests they didn't help ABC's audience levels for the evening—which weren't great to begin with, the Republicans being preceded by a 6.7/16 for a repeat of *Operation Petticoat* and followed by a 10.0/21 for a repeat of the movie, "Reincarnation of Peter Proud."

Later that evening, at 10-11, NBC carried an NBC News special on the Apollo moon landing, which managed a 9.1/19. CBS took the night with repeats of *Incredible Hulk*, *Dukes of Hazzard* and *Dallas*.

CBS had the Republicans on Saturday night at 10, following the TV premiere of the Marx Brothers movie, "Animal Crackers." The Marx Brothers averaged an 8.6/22, and NBC and ABC shared first-

place honors for the evening.

NBC News's new *Prime Time Sunday* showed some slippage, winding up with a 13.2/26. CBS News's *60 Minutes* came in at 16.1/42. The All-Star game and the Miss Universe pageant were the top-ranked shows of the week, in that order.

A question about ABC's having been edged out of first place by CBS several times in recent weeks was raised, meanwhile, by security analysts at a session with ABC executives (see page 63).

Frederick S. Pierce, president of ABC Television, said much of the reason could be traced to the scheduling of news specials, which historically have fallen short of entertainment programs in the ratings.

ABC, Pierce said, has been trying to make "a visible impact" with its news specials and therefore has been scheduling them in periods normally occupied by high-rated series. This pulls down ABC's average for the evening, whereas the other networks, he said, normally put their news specials into their lowest-rated periods.

PTA's yea's and nay's

NBC-TV placed more programs than either ABC-TV or CBS-TV on the latest Parent Teachers Association listing for both the "most commendable" series and the "most violent" programs.

The spring evaluation of television

shows by 6,000 PTA members across the country showed that NBC-TV had five programs in the "most commendable" category, followed by ABC with three and CBS, two. The standards for judgment were positive contribution to the quality of life in the U.S., lack of offensive content and high artistic and technical merit.

The top shows were: *Jesus of Nazareth* (NBC), *Little House on the Prairie* (NBC), *Friends* (ABC), *60 Minutes* (CBS), *Paper Chase* (CBS), *World of Disney* (NBC), *Family* (ABC), *NBC Specials*, *Eight Is Enough* (ABC) and *Weekend* (NBC). Shows were not ranked in order.

The PTA said that the amount of violent content remained the same as in its fall 1978 monitoring but was less than in the spring of 1978. NBC had four shows on the "most violent" listing and the two other networks, three each. Not ranked in order, they were *Cliffhangers* (NBC), *Dukes of Hazzard* (CBS), *The Duke* (NBC), *Hawaii Five-0* (CBS), *Charlie's Angels* (ABC), *Vegas* (ABC), *Rockford Files* (NBC), *NBC Movies*, *Incredible Hulk* (CBS) and *ABC Movies*.

As for advertisers, the PTA presented its first "special honor" to Procter & Gamble for placing an unusually large number of ads in the PTA's top shows. At the other end of the scale were Esmark, Heublein and Miles Laboratories, cited as "the most offensive advertisers," based on what the PTA said was buying in the lowest quality shows.



ABC looks to the future and likes what it sees

Security analysts hear Pierce, Duffy, Thomopoulos give glowing accounts of the network's fall business; they talk of daytime and late night as latest targets for improvement

Optimism in the face of recession plus plans to boldly and aggressively "take leadership to the forefront" capped the message ABC had for security analysts at a meeting in its New York headquarters last week.

The investment counselors heard ABC Television President Frederick S. Pierce, ABC-TV Network President James Duffy and ABC Entertainment President Anthony Thomopoulos assess the network's present position and describe their plans for the coming season and the long-term future. "Still the One," the theme of a taped review of ABC's fall line-up that opened the gathering, echoed through their speeches.

Duffy identified this as the strongest upfront selling season for prime time in the company's history, producing 50% more dollar volume than last year. Across the three networks, Duffy said prices are up 15% to 17%, and ABC's inventory is 85% sold out, with a good balance among the four quarters.

The network president termed this buying activity an expression of confidence both in ABC and in network television as a medium. Not only have most regular upfront buyers expanded their commitments, he said, but ABC sees traditional scatter-plan buyers moving to upfront purchases. At the same time, prices and C-P-M's for scatter are greater than those for upfront buys, and ABC has posted increases of 18% to 20% in scatter. Queried later as to whether this might lead to a collapse in scatter, Duffy sounded a firm "No," citing the entry into that field of advertisers who simply hadn't used television before.

Duffy's optimism mirrored that which had been previously expressed by Pierce in his opening address. According to him, 1978-79 was a record year across the network's broadcast day. Although cognizant of the expectations for an economic slowdown, the ABC Television president said such a downturn had not been reflected in the network's sales and business activities to date—a point ABC Inc. officials also made in reporting record second-quarter and first-half profits (see page 65). Indeed, sales at the ABC-owned stations, where the company's leaders would first expect to see signs of a drop in business, show no evidence of any pullback and instead are projected to outpace the marketplace.

Pierce made several passing references to contingency plans the company had should economic reality prove worse than the projections. Never spelled out at length, an indication of another contingency ABC might be considering was

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found in Pierce's response to an analysts' question about the company's long-range plans. Pierce said one area in which ABC could expand is daytime programming, where the network programs one half-hour less than its two competitors. ABC, he suggested, will "rectify that situation" in the early 1980's.

Pierce provided the analysts with ABC's projections for sales in the immediate future. For 1980, the company sees advertising industry growth of 11%, television advertising volume climbing 12% to 14%, and the three-network share of that advertising up 13% to 16% (with ABC at the higher end of that range). He predicted

spot will grow 8% to 10% this year, 10% to 12% next, and local will be up 14% to 16% in both years. Anticipating that any drop that might normally occur in spot will be more than offset by the inventory reduction due to election year political coverage, Pierce noted that ABC has already had requests from stations for additional break time during the winter Olympic coverage. He also said the impact of the elections makes the estimates "conservative."

Reviewing results in other dayparts, Duffy asserted that the daytime volume at the three networks was 34% ahead of last year, with the market still moving. Prices there are up 18% to 19% on upfront sales,

with former scatter advertisers in this period also making the move to upfront buys. (Duffy put the number of companies making that switch at 38 on ABC). An exception to the general upswing in advertising occurs in children's programming. Sales there are down through the fourth quarter, reflecting, in Duffy's view, "sensitivity" to the government's regulatory overview.

Aside from sales, the second major area discussed by Duffy was ABC's position in the competition for affiliates. With 35 acquisitions since beginning its drive to capture affiliates three and a half years ago, (including 18 former CBS affiliates, 12 former NBC stations) Duffy feels ABC has not merely gained parity, but "come to a competitive edge."

Thomopoulos reviewed ABC's new schedule for the fall, demonstrating how the network's programming moves in prime time grew out of its philosophy of building to new heights on the basis of strength at "anchor hours." He also documented the network's success in daytime, saying "half of the women who watch daytime television watch ABC." Late night was conceded to be a disappointment, but Thomopoulos looked to CBS's impending late-night loss of *M*A*S*H* and *The Rockford Files*, to syndication, and to the ABC planned lineup at that time for encouragement. In the late night slot, ABC plans to add a half-hour of programming (*Barney Miller*) in front of its Tuesday *Movie of the Week*, and schedule the series *Love Boat*, *Police Woman* and *Charlie's Angels* at 11:30 on the succeeding three nights.

Good-Morning America's gains since last year were also recounted by Thomopoulos, who said that although it trails *Today* in total viewers, it's a show "on the move" that already leads the morning in women 18-49.

Daytime and news in general were areas in which Pierce claimed that his network's investments over the last several years are now paying off, both in audience and revenues. ABC News, he said, has made "significant inroads." He noted that ABC's *World News Tonight* intermittently passes *NBC Nightly News* in the ratings and said "we'll pass them [regularly] in the fall" and "are rapidly closing the gap with CBS."

At the same time, Pierce looks for cost growth in news to slow after the peak spending of the past season.

Cost growth across the board will also decelerate, being held to 15% next year according to Pierce. That figure includes expenditures for the Olympics, but not for election coverage, and the ABC president refused to be pinned down on the cost contribution of the Olympics.

Pierce also detailed a soon-to-be-announced ABC overseas service. Targeted for companies operating abroad with large communities of American workers and their families, ABC will assemble weekly packages of television material for its current programming inventories.

Reviewing the prospects for advertising

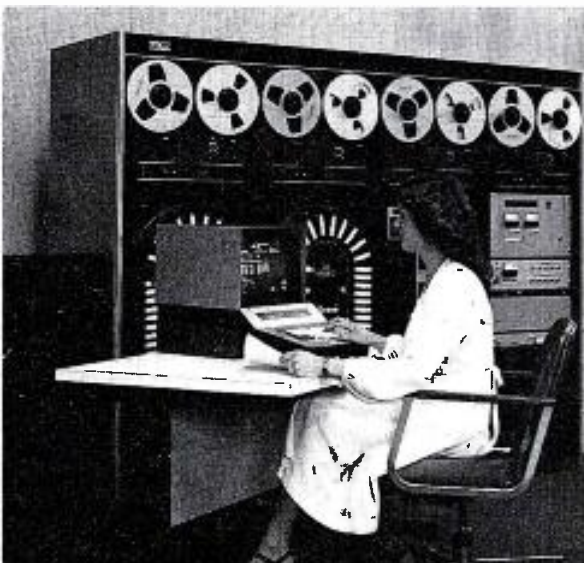
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in the long term, Pierce told the analysts that C-P-M's aren't "near the apex" of television's revenues potential as an advertising medium, a thought that won't please advertisers over the long term.

A humorous note was injected toward the end when ABC's vice president for corporate relations, James L. Abernathy, read to the analysts from a letter ABC received that day from the Council on Wage and Price Stability (as did a number of other companies). The council's message said the recipient company could "determine for itself" if it qualifies for an exception from price standards under which the concern would be eligible to base increases on profit margins, not prices. ABC, Abernathy said, has determined that it does indeed qualify for the exception.

Ratings supremacy leads the company to record revenues and profits; company sees growth despite recession

ABC Inc.'s second quarter and first six months of 1979 were the most profitable in the company's history, Chairman Leonard H. Goldenson and President Elton H. Rule reported last week.

Net earnings for the quarter ended June 30 reached \$56,956,000, a gain of 36.3% over the 1978 second quarter's total of

Bottom Line

Growth company. Cox Broadcasting's second-quarter earnings rose 26% over last year's \$9,507,000 to \$11,961,000, or \$1.77 per share, on revenue increase of 19%. Second-quarter revenues totaled \$69,271,000 this year, \$58,052,000 last year. For first half, Cox posted earnings of \$19,358,000 on revenues of \$125,073,000, increases of 31% and 19% respectively. Cox Cable Communications showed 38% second-quarter revenue increase, company reported, while Cox's broadcast operations (which include recently acquired Schulke Radio Productions) had revenue gains of 16% in that period.

Capcities' biggest. Net income for Capital Cities Communications Inc., New York, was highest in history for second quarter of 1979. Profits rose by 14% to \$108,447,000 (\$1.33 per share), up from \$95,779,000 (\$1.13 per share) in 1978 period. Net income for first half climbed by 13% over 1978 to \$30,322,000 (\$2.20 per share).

Marriage terms. Stockholders of Filmways and American International Pictures, at separate board meetings, have approved merger in which AIP becomes subsidiary of Filmways (BROADCASTING, June 25). Stockholders of AIP who held about 65% of AIP shares elected to receive equity in Filmways for their AIP shares; remaining shareholders will receive debt. In connection with merger, Filmways will issue approximately 391,000 common shares, 1,043,000 shares of preferred stock and \$10,626,000 principal amount of 10% subordinated debentures.

Litigation tab cuts profit. Tribune Co., Chicago, second-quarter net income dropped 25% to \$14 million from record \$18.8 million in same period year ago—decline that company attributed to its payment of \$10 million to settle litigation in connection with renewal of its WPIX-TV New York. Privately owned company, which has newspaper, broadcasting and newsprint operations, said second quarter drop also caused first-half net slump of 3% to \$27 million. Revenue for second quarter was up 8% to \$282.7 million and for half was up 9% to \$533 million.



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			% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
Burnup & Sims.....	year 4/30/79	\$137,400,000	+44.3	\$4,300,000	+35.6	.51	\$95,200,000	\$3,170,000	.38
Chris-Craft Industries.....	9 mo. 5/31	79,669,000	+22.7	5,820,000	+32.1	1.47	64,936,000	4,407,000	.75
Gannett Co.....	6 mo. 6/30	507,090,000	+10.8	60,385,000	+20.8	1.70	458,325,000	49,995,000	1.43
General Electric.....	6 mo. 6/30	10,969,300,000	+14	685,500,000	+21	3.02	9,604,400,000	567,200,000	2.49
General Instrument.....	3 mo. 5/27	150,481,000	+19.9	10,407,000	+52.4	1.27	125,466,000	6,827,000	.85
Media General.....	6 mo. 6/30	134,781,000	+14.9	11,651,000	+45.7	1.56	117,325,000	7,995,000	1.07
Multimedia.....	6 mo. 6/30	61,505,925	+19.5	8,486,697	+21.9	1.27	51,477,298	6,962,008	1.05
A.C. Nielsen Co.....	9 mo. 5/31	289,722,000	+21.9	18,774,000	+7.2	1.71	237,574,000	17,507,000	1.59
Time Inc.....	6 mo. 6/30	1,165,679,000	+55.8	68,948,000	+10.1	2.47	747,940,000	62,641,000	2.90
Scripps-Howard Broadcasting.....	6 mo. 6/30	33,555,000	+8	7,454,000	+9.5	2.89	31,086,000	6,800,000	2.63
Walt Disney Productions.....	9 mo. 6/30	553,206,000	+10.8	73,851,000	+2.28	21.2	499,384,000	60,915,000	1.88

\$41,788,000, on revenues of \$501,819,000, up 11% from 1978 revenues of \$451,996,000. Earnings per share were \$2.03 as against \$1.51 in the 1978 second quarter.

The 1979 second-quarter earnings include a pretax gain of about \$2.8 million from the May 15 sale of the Historic Smithville Inns operation. In 1978, second-quarter earnings included \$13 million of costs associated with the disposition of the ABC Record and Tape Sales Corp.

For the first six months of 1979, net earnings totaled \$82,423,000, up 27.4% from \$64,691,000 in last year's first half. Revenues were \$953,426,000, up 9.95% from \$867,141,000 in the comparable 1978 period. Earnings per share were \$2.94, up from \$2.35 a year ago.

"The ABC television network, buoyed by the continued strength of the over-all network economy and its own strong ratings, posted increased profits on excellent revenue gains during the quarter," Goldenson and Rule said.

"The ABC-owned television stations experienced very strong revenue gains during the period as well, and posted increased profits. ABC Radio recorded a modest increase in revenues but a decline in profit due to a discernible slowdown in the over-all radio economy and to increased competition within the industry."

Goldenson and Rule said ABC Publish-

ing increased its profits on "substantial revenue gains" in the second quarter and that the leisure-attractions division also posted better results despite the impact of the gasoline shortage. Earnings also benefitted, they said, from increased interest income from the company's "strong cash position" and from a lower effective tax rate.

"As for the remainder of the year," the executives continued, "we are very pleased by the enthusiastic advertiser acceptance of our fall network schedule and the strong demand for network time well into 1980. Our owned television stations also are currently experiencing a strong sales environment. Although we are mindful of increasing evidence of the long-predicted recession, our basic businesses still show every sign of continued strength."

Burnett hit with EEOC suit charging age discrimination

Leo Burnett Co. Inc., the third largest advertising agency in the country, has been accused by the government of discriminating against employees on the basis of age.

The Equal Employment Opportunity Commission, in a suit filed last week, alleged that Burnett, based in Chicago,

violated the law by "its voluntary termination of more than 15 employees at age 62."

EEOC Director Eleanor Holmes Norton said the suit, and another, charging a Chicago manufacturing company with sex discrimination, were the first to be filed under the Discrimination in Employment Act and the Equal Pay Act.

Ad challenge scorecard

The National Advertising Division of the Council of Better Business Bureaus reported that since its inception in mid-1971 through June 30 it had processed 1,437 challenges to national advertising, exclusive of challenges to children's advertising.

NAD said the claims in 563 of these cases were found to be substantiated; 517 were either modified or discontinued; 14 were referred to the National Advertising Review Board for panel adjudication and 295 matters were closed for administrative reasons.

NAD said that as of last June, 48 investigations were still pending.

During the same period, 123 challenges to advertising directed to children also were handled. The claims in 27 of these were found to be substantiated; 79 were either modified or discontinued; 11 were closed for administrative reasons and six matters were still pending.

During the first six months of 1979, NAD said, its staff monitored the advertising messages in more than 410 hours of television and radio broadcasts and in more than 250 issues of national weekly and monthly magazines.

During June NAD found a television commercial for Bristol-Myers's Ban Roll-On Antiperspirant to be misleading. The advertiser did not agree and the matter was referred to the National Advertising Review Board for final adjudication.

The division found acceptable, after review, a TV commercial for ITT Continental Baking's Wonder Bread. Discontinued or modified were TV commercials for American Home Products' Dry and Clear medicated acne cleanser and McGraw-Edison's Speed Queen washing machine.

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D.C. court due for two additions

Justice lawyer Patricia Wald is approved by Senate; Congressman Abner Mikva expected to be confirmed; they'll add weight to liberal side of bench

The Senate last week completed action on the first of two judicial appointments whose addition to the U.S. Court of Appeals in Washington is expected to strengthen the liberal—or, perhaps, humanist—wing of the court that hears appeals from the regulatory agencies, including the FCC. Certainly the backgrounds of President Carter's nominees have made for interesting, though not precarious, passages through the confirmation process.

Confirmed as the first woman member of the court was Patricia M. Wald, who was picked from the Justice Department as assistant attorney general for legislative affairs but whose background includes service in public interest law and legal aid.

The Senate vote was 77-21, indicating the degree of opposition to the nomination that had been generated. Usually, judicial appointments win approval more easily.

The next appointment coming up—that of Representative Abner Mikva (D-Ill.)—has drawn at least as much opposition, but his ultimate approval by the Senate is also expected. He is widely respected in the Senate as well as the House, where he has served nine of the last 11 years. (He lost a bid for re-election in 1972 when, because of redistricting, he ran in a new district. He came back to win two years later, however.)

Opposition to Wald, 50, was led by Senator Gordon Humphrey (R-N.H.), primarily on the basis of a speech she gave in 1974, and later reprinted in several publications, which suggested reforms in the legal rights of adolescents. Opponents, who have included fundamentalist preacher Bob Jones, have called her “anti-family” and an “instrument of the devil.”

In response, supporters have cited her marriage to Washington lawyer Robert Wald (of Wald, Harkrader & Ross) and their five children, two of whom are law school graduates (Yale and Harvard).

The speech on adolescents' rights was not the only writing that reflected Wald's interest in social issues. She has published articles on drug abuse, bail reform, law and poverty, and advocacy for mentally retarded children.

Wald's public interest law record was also cited by opponents who questioned whether anyone with a background as an



Mikva

“activist” lawyer could be an “impartial jurist.” Her supporters said the same argument could be made for attorneys representing private interests.

Wald's public interest law activities spanned seven years. She was with the Center for Law and Social Policy from 1971 to 1972, then shifted to the Mental Health Law Project, where she worked until 1977, when she joined the Justice Department. Her legal aid work was done between 1968 and 1970, when she was returning to the practice of law after taking out about 10 years to raise her family.

She had graduated from Connecticut College for Women, in 1948, and Yale Law School, (where she met her future husband), in 1951, clerked for a year on the U.S. Court of Appeals in New York, then practiced law with what was then known as Arnold, Fortas & Porter for a year before her first child was born.

Wald says she is “not defensive” about her background. “I am interested in social issues,” she said. And she expects the full range of issues coming before the D.C. circuit court to be “fascinating.”

Mikva's problems do not stem from what he has written but what he has done as a congressman. His record as a liberal, in the Illinois legislature, where he served five terms, as well as in Congress, has been described as “classic.”

The principal opposition to his nomination is the National Rifle Association. Mikva earned its enmity by his support of handgun control. Some conservatives also oppose him because of the generally vigorous brand of liberalism he has practiced as a member of two important committees—the tax-writing Ways and Means and Judiciary, where he has worked on the proposed revision of the Criminal Code.

However, the Senate Judiciary Committee is virtually certain to recommend confirmation when it meets in executive ses-



Wald

sion this week. And the NRA campaign in the Senate appears not to have attracted substantial support.

Mikva, who is 53, is quoted as saying that he had been having difficulty “revving up” for re-election campaigns and that he probably would not have run again. His campaigns in the district he first won in 1974 have been increasingly hard fought and expensive.

The Wald and Mikva nominations are to fill new positions on what will now be an 11-member court. And President Carter will be given the opportunity of appointing at least one more member to the court. Since former Chief Judge David Bazelon, who was appointed to the court by President Truman in 1949, is now semi-retired as a senior judge, his seat is now available for a new appointment.

FCC on course, if a slow one, for radio deregulation

Commission set to consider in September a two-part package that would eliminate much of the paperwork imposed on stations

The cause of radio deregulation may have been set back in Congress, where the Communications Act rewrite has been scrapped. But it is still alive and well at the FCC.

The deregulation package the commission will consider in September—moved back from an expected Aug. 1 date (BROADCASTING, July 23)—is said to contain as much good news as broadcasters

Washington Watch

Day in court. National Association of Broadcasters will get hearing after all on merits of its appeal from agreement reached by FCC and Equal Employment Opportunity Commission in memorandum of understanding agencies completed year ago. NAB contended that memorandum, which outlines manner in which agencies will deal with broadcasters who are subject of complaints to EEOC, assigns functions to each agency that are not authorized by law and deprives broadcasters of their rights to due process in EEOC proceedings. Commission urged U.S. Court of Appeals in Washington to dismiss complaint, but court has rejected commission's motion.

Scrutiny. Although FCC has decided there's no reason to change decision on Gannett/Combined merger (BROADCASTING, July 23), Broadcast Bureau staff has been directed by commission to keep eye on any involvement by Carl Lindner or American Financial Corp., which he controls, in Gannett operations. AFC, biggest stockholder in Combined before merger, wound up with 5.01% of Gannett stock. FCC review of the approval of merger last June 7 was prompted by SEC allegation charging violations of anti-fraud, reporting and proxy provisions of SEC Act.

New and old. Sept. 17 conference, Aging with Television, has been scheduled in Washington to explore findings of two-year project researching issues on TV and elderly. Program will include round-table discussion and presentation of research findings on topics including how TV portrayals affect experience of aging and support for public policy toward aged, and what viewers of different ages have learned about aging and aged from dramatic presentations. Information: Aging Conference, Annenberg School of Communications, University of Pennsylvania, 3620 Walnut Street, Philadelphia 19104.

had been led to hope would be in it.

Actually, the package contains two notices of inquiry and proposed rulemaking.

One would eliminate regulation of non-entertainment programming and commercialization. It would repeal the processing standards the commission staff uses at renewal time to review those aspects of a broadcaster's performance.

Along with those matters, the commission would jettison its ascertainment and program log-keeping requirements. Without the processing standards, they would be superfluous.

The commission indicated it was interested in considering such a wide-ranging proposal when, at a meeting in May, it debated a staff draft of a proposed deregulatory experiment in major markets (BROADCASTING, May 14). Staff members said then the data they had developed indicated that the marketplace was a sufficient regulator in terms of nonentertainment programming and commercial practices. The only question was whether that argument

could apply to the smallest markets. The staff draft now before the commission is said to indicate that it could.

The draft is said to contain other deregulatory options for commission consideration. But across-the-board deregulation is said to be the staff's recommendation.

The second notice deals with a host of intra-industry conduct rules and policies—those dealing with fraudulent billing, the use of coverage maps, misuse of ratings, joint sales practices, use of a station's facilities to promote the owner's nonbroadcast business interests and the like.

Those practices that do not directly affect the public and for which, staff members argue, the parties involved have other remedies, including civil suits.

And although the notice is said to indicate a preference for eliminating such rules and policies, an earlier report leaves open the question of whether the commission can legally ignore matters like double billing, given the long history of commission and court cases relating consideration of

“character” to the public interest determination the commission is required to make in renewing licenses (BROADCASTING, May 7). The notice reportedly leaves to a subsequent proceeding the full consideration of the issue of character qualification.

NRBA's knocking on doors

Van Deerlin and Broyhill are presented with proposed legislation, association plans grass-roots push

The National Radio Broadcasters Association, keeping true to its plans of quickly pressing for radio deregulation legislation, has offered two key congressmen proposals to accomplish that goal.

In a meeting with Representatives Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, and James Broyhill (R-N.C.), ranking minority member of the parent Commerce Committee, NRBA proposed legislation that would extend radio licenses to seven years and limit ownership to 10 AM and 10 FM stations, with no restrictions on co-located crossownership of AM's and FM's.

The meeting with Van Deerlin and Broyhill came after the rewrite of the Communications Act of 1934 was dropped, replaced by a bill (still to be finalized) concentrating only on common carrier amendments to the act. Although Van Deerlin said common carriers would be his top priority, he left the door open to broadcast amendments by agreeing to consider any proposals subcommittee members offered.

In addition to these provisions, other elements of NRBA's plan included:

- License revocation would be invoked only in cases of willful and intentional reporting of false information to the FCC.

- The FCC would be prohibited from evaluating program content, format, presentation or topics covered in nonentertainment programming in renewal proceedings.

- If a renewal application is designated for hearing, competing applications will not be entertained.

- The FCC would be required to set standards for petitions to deny or revoke and to establish sanctions for abuse of these processes.

- A fund would be established, administered by the FCC, to make money available to minority applicants qualified to own and operate a radio stations.

Voron said NRBA members will probably be in touch with subcommittee members in their home districts after the start of a month-long recess next Friday to lobby for the legislation. He said there should be indications by September as to whether radio deregulation will receive serious consideration, but he added that any such consideration will likely only come after the common carrier provisions of the bill have been ironed out in a markup session.

Mutual Broadcasting System

has purchased the assets of radio station

WCFL-AM

from the Chicago Federation of Labor for \$12,000,000

The undersigned acted as agent for the
Chicago Federation of Labor in this transaction

R. C. CRISLER & CO., INC.

Cincinnati, Ohio

The commissioner suggests a law

FCC Commissioner Abbott Washburn has urged Senator Barry Goldwater (R-Ariz.) to closely consider the question of multiple ownership, which is not addressed in either Senate bill that would amend the Communications Act of 1934.

"The Congress may wish to endorse the current FCC restrictions on broadcast multiple ownership and, in addition, impose restrictions on the number of cable systems a single individual or organization may own," Washburn said. "I have no specific figure to recommend as the cut-off point for cable system ownership. But it is obviously inconsistent to limit ownership of conventional TV stations to seven, while permitting the ownership of several hundred cable TV systems."

Washburn also said he hoped that the

Senate Communications Subcommittee would look at crossownership of AM, FM, TV, cable TV, publishing and telephone properties—also omitted from S. 611 and S. 622.

Washburn's remarks came in a letter in answer to questions from Goldwater's staff on the pending bills to amend the Communications Act.

PTL wants it out in the open at FCC

The PTL Television Network has asked the FCC to open a closed hearing on the subject of PTL's solicitation of public funds.

In a statement released last week, PTL said "PTL did not ask that [the inquiry] be nonpublic and doesn't know for sure why the commission has not made it a public proceeding." An FCC spokesman con-

firmed that it has received a formal request from PTL to make the inquiry public. However, he did not say how it will act on the request.

The FCC is being cautious with the investigation, which could involve First Amendment issues regarding separation of church and state.

Specifically, the commission wants to determine whether WJAN(TV) Canton, Ohio, licensed to PTL of Heritage Village Church and Missionary Fellowship Inc., broadcast announcements concerning solicitation of funds for specific projects, and whether the funds were indeed used for those projects.

PTL's statement said that "all documents, books and videotapes that were requested were made available to the government attorneys and they were permitted to interview any and all PTL employees that they desired." The FCC still maintains that "there has been a failure to cooperate."

Journalism

ABA showcases cameras in the courtroom

Mock hearing and trial to be held at annual meeting in Dallas

The nation's judges and lawyers will be afforded another opportunity to observe the effects of television, radio and still-photography coverage of judicial proceedings. A demonstration will take place Aug. 12 during the American Bar Association's annual meeting in Dallas.

According to ABA President S. Shepherd Tate, there will be a showcase program using cameras in the Dallas county courthouse. The program is being developed by the ABA in cooperation with the National Association of Broadcasters, Radio-Television News Directors Association, National Press Photographers Association and WFAA-TV Dallas. The ABA is also being advised by the American Newspaper Publishers Association and American Society of Newspaper Editors.

The showcase program will include a mock state supreme court hearing in which four trial lawyers will debate the effects of camera coverage of judicial proceedings. Participants will include Lee Loevinger, former FCC commissioner now in private practice; Floyd Abrams, New York communications lawyer; Robert F. Hanley, Chicago lawyer and former head of the ABA litigation section, and former ABA President Whitney North Seymour, now a New York practitioner.

Hearing the case will be a bench composed of: Justice William H. Erickson of the supreme court of Colorado (presiding); Justice Joe W. Henry of the supreme court of Tennessee; Wade H. McCree Jr., solicitor general of the U.S.; Paul H. Roney, chairman of the ABA Appellate Judges Conference and judge in the U.S. Court of Appeals in New Orleans, and Mary M. Schroeder, judge of the Arizona court of appeals.

In another courtroom, there will be a mock criminal trial, with U.S. District Court Judge Patrick E. Higginbotham of Dallas presiding. Defense counsel will be John Burgess of Montpelier, Vt. Andrew Barr of Dallas will prosecute the case.

Both mock sessions will be covered by a single live TV camera, microphones and a still photographer with two cameras and using existing lighting. The mock criminal trial will be shown on television monitors in another courtroom, enabling observers to move from one courtroom to another to compare their live observations with the picture that is being transmitted. In addition, audio and visual signals will be transmitted to a media room, typical of press pool arrangements, where journalists can cover the demonstrations.

Those attending the Sunday demonstrations will also be offered an opportunity to view videotaped history of camera coverage of judicial proceedings that begins with the Bruno Richard Hauptmann trial of the early 1930's. This history is being prepared by Norman Davis, area vice president of Post-Newsweek at WPLG-TV Miami, and will include samplings of reports from a number of states where such coverage is permitted.

A special display will afford members of the legal profession a chance to examine an array of audio and TV equipment, both outdated and up-to-date.

According to the ABA, nine states permit broadcast and photographic coverage in their courts. Another 12 states have authorized experiments in this area, and another 13 states are considering whether to open judicial proceedings to all media, ABA also said.

Following receipt of the invitation to the NAB to participate, NAB President Vincent T. Wasilewski expressed his confidence that the demonstration "will show how effectively the electronic media can operate without any interference to the dignity and decorum of proceedings."

Three Mile Island investigators query news media on editorials

At least in terms of numbers, the news media are responding to a request by the President's Commission on the Accident at Three Mile Island for editorials on nuclear energy that may have been broadcast or printed before and after the incident at the Pennsylvania reactor site ("In Brief," July 23).

Wilma Hill, project director for the commission's Task Force on Public Information, said the response rate ran about 50%-60% and that she was "extremely pleased with the response, interest and generosity to supply information." Responses were due by July 20.

Requests went to 500 news editors,

about 200 of them broadcasters, seeking "any editorials . . . on the public's right to know what was happening during the accident, or on the general availability of information during the accident." Hill said that the task force's mission was "to determine whether the public's right to know was adequately served at Three Mile Island—who told what to whom, when and how that information filtered out to the public."

She also said that the responses from broadcasters indicated that for the most part, they didn't editorialize on any subject, but she said they did supply comments and suggestions on how the flow of information to and from the media could best be managed in a nuclear emergency.

Making newsgathering even more electronic

SBS newsroom system interfaces journalism with the computer

Station Business Systems says its Newscom computer system is designed for "the electronic newsroom of the future." The future is due to arrive at the Sept. 6-8 convention of the Radio-Television News Directors Association, when SBS will officially unveil the new system ("Closed Circuit," July 2).

Vic Burton, SBS project consultant for Newscom, says the system is designed to "get rid of the grunt work"—in other words, to "reduce the repetitive and non-creative newsroom duties."

The SBS system is based on a three-module software concept. The first handles basic newsroom functions such as writing, editing and printing. The second ties in a station's archives and wire services. And the third interconnects with studio equipment.

For the smaller, fully redundant stand-alone system that uses only Module I software, costs are about \$24,000, with \$206 monthly maintenance. Equipment is from Datapoint, based in San Antonio, Tex. Equipment includes two Datapoint 1500 work stations (small microprocessors/computer terminals).



Screening. Jerry Baker (l), manager of software development for Station Business Systems, and Vic Burton, project manager, Newscom, with a workstation.

Each has 32,000-character user memory and 500,000-character storage. Two high-speed printers also come with the package.

The foundation unit, with Module I software, can be used to write stories, electronically edit and revise, write and update daily logs, make program layouts, time stories, as well as provide print for teleprompter copy. There's also split-screen capacity for cuing instructions at left and copy at right, or for comparisons between wire stories and rewrites.

Module II, the next step up, allows for greater information storage. For example, the system could interface with wire services. Station videotape and film indexing also could be programed.

Module III would go further, providing for computer connection among bureaus and, if optioned, interface with control room switchers, character generators and other equipment. Basic functions, however, would provide interface with the teleprompter and pick-up of coded election results direct from the News Election Service and the wire services, and allow for management reports, an internal message system, and housekeeping functions.

If an interconnection among bureaus is

not wanted, the typical hardware needed to use Modules II and III is expected to run about \$76,000 (with \$752 monthly maintenance). This configuration involves one Arcpac processor with 40-million character disk storage and five model 3810 work stations. Again, there are two Datapoint 9621 printers.

Module I will be introduced at the RTNDA meeting. SBS expects that Module II will be available in the fall and Module III next year.

RTNDA winners announced

Four radio and four television stations have been named winners in the annual international awards competition of the Radio-Television News Directors Association. The awards will be presented during the RTNDA convention in Las Vegas Sept. 6-8. The winners:

Spot news

KSFO(AM) San Francisco □ Coverage of events in Jonestown, Guyana.

WISN-TV Madison, Wis. □ Coverage of a University of Wisconsin student demonstration that turned violent.

Investigative reporting

WBBM(AM) Chicago □ Investigation of an educational testing system being used in Chicago, involving a possible invasion of privacy.

KYW-TV Philadelphia □ An investigative team's report on handling of city contracts by a city commissioner.

Excellence in editorials

KCBS(AM) San Francisco □ A series in opposition to Proposition 13.

KSL-TV Salt Lake City □ Editorials covering a range of local and regional issues.

Edward R. Murrow Awards for reporting and documenting significant community problems

CFAX(AM) Victoria, B.C. □ A "compelling" program on alcoholism with audio tapes of affected local families.

WCCO-TV Minneapolis □ For a documentary, "A Death in the Family," which involved station payments of \$500 each to five local families to surrender their television sets for one month.

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CMS

Networks ho-hum as possibility of AT&T satellite is opened to them

They're glad to have competition in the field, but still don't see the move as cost-efficient now

The FCC's action two weeks ago lifting restrictions on AT&T's use of its domestic satellite system again raises the question of whether the major television networks will switch to satellites for distribution of programming.

A moratorium had been imposed by the FCC for three years that restricted the telephone company's use of three Comstar satellites it leases from the Communications Satellite Corp. (General Telephone & Electronics also leases space on the satellites through AT&T.) Under the moratorium, AT&T was permitted to offer only regular telephone and government private line services. Since July 23, when the moratorium expired, AT&T has been free to provide any service it wishes, although any new service offering will have to be approved by the FCC.

All three major television networks—ABC, CBS and NBC—are interested in satellites as a possible means of distributing programming and all three welcomed the entry of another competitor into the field. The networks filed joint comments at the FCC opposing petitions seeking to extend the moratorium. In those comments, the networks said they “have had a continuing interest in the use of domestic satellites for the purpose of radio and television transmission” and that they “favor open entry of potential suppliers” of satellite services into the marketplace.

The news, however, did not seem to have any immediate impact on the networks' plans and none of them attached special significance to the fact that the new member of the broadcast satellite fraternity was the company that currently distributes the networks' programming and operates the most extensive communications system in the nation.

For NBC, the lifting of the moratorium simply confirms the plans it announced at its affiliate convention in May to go to a satellite system some time before 1983 (BROADCASTING, May 21). At that time, NBC asked RCA and Western Union (which already carry a good deal of broadcast and cable programming on their satellites) and AT&T to present it with proposals for a satellite network. AT&T's participation in the plans was contingent on the moratorium ending on schedule.

For CBS and ABC the news induced little excitement. Gene Mater, vice president of the CBS/Broadcast Group, said that CBS-TV looked at bids from Western Union and RCA three years ago and found them “not to be cost-efficient,” but that the company is still interested in satellite distribution. He said the end of the moratorium should have “no particular impact” and called AT&T “just one more competitor.”

At ABC the reaction was much the same. A spokesman said that ABC “was continually studying the situation, but not ready to go to satellite yet.” As to the entry of AT&T into the marketplace, he said he can't “tell how it is going to affect us.”

Richard Sonnenfeldt, executive vice president of operations and technical services for NBC, said AT&T has at least one advantage over its competitors in the “huge unused capacity of its satellites.”

The AT&T in-orbit satellite capacity consists of three Comstar satellites, two in active service and the third held in reserve as a back-up. Each satellite has 24 transponders and each transponder is capable of transmitting one color TV channel with audio. According to Sonnenfeldt, “only three out of the 48” transponders are cur-

rently in use. He added that space on the RCA satellites and Western Union Satellites is virtually all sold out.

He also thought AT&T, with its extensive terrestrial system, might be able to provide the system with the most flexibility and back-up capability, but that this in no way excludes RCA and Western Union from the competition. They can lease necessary land lines from any common carrier.

He said that no network can “jump overnight to satellite” because earth stations and uplinks have to be installed and dependable back-up systems have to be worked out.

Like the other networks, Sonnenfeldt said the most significant impact of the lifting of the moratorium is the advent of a third competitor. NBC, he said, is “extremely anxious to get three bids.”

As for AT&T, a spokesman said the newly acquired satellite capability will be used “whenever it will make economic and engineering sense,” but he was unwilling to discuss what specific uses AT&T has in mind. Those uses should become clear in September, when the company will report back to the FCC on how it plans to use its satellites, he said.

In Sync

New market. According to study conducted by New York research firm, Frost & Sullivan, 41 countries of black Africa will invest as much as \$15 billion in telecommunications systems by 1990. Broadcasting's share of high estimate is \$1.83 billion. Most of communications development will take place in Nigeria, which has already made \$5.2 billion commitment.

Whole thing. Microdyne has introduced new model in its line of receive-only satellite receivers, one capable of tuning in all 24 transponders in 3.7 ghz to 4.2 ghz range. New receiver (X-24) will make it possible (with antenna aimed at RCA satellite at 135 degrees) to receive most programming currently going out over satellite by simply flipping dial. It can be operated by remote control with use of BCD interface. Cost of X-24 is \$4,040. According to Microdyne's Earl Currier, current cost of installed receive-only earth station (including 5-meter dish and X-24) is \$13,990, “lowest price is going to get for a while.”

Joint project. Under licensing agreement, EMI Ltd. of England supplies technology and MCI Inc., Fort Lauderdale, Fla., supplies hardware in development and production of digital audio recording and editing systems. First project is two-channel stereo tape recorder JH220, intended for stereo mastering. Prototype uses transport similar to that of MCI JH110 analog recorder and has four tracks. Production model, expected to cost around \$20,000, will have six tracks.

Over there. Ampex Corp., Redwood City, Calif., will begin producing VPR-2 helical scan videotape recorders and TBC-2 digital time base correctors at its Nivelles, Belgium, plant. Plant, which will produce new recorders in PAL and SECAM formats, began making Ampex products in 1964.

Brazilian buy. RCA has signed deal to provide Televisao Guaiba Ltda. with approximately \$1.1 million worth of equipment for expansion of newsgathering and program production capabilities for Brazilian firm's television station in Porto Alegre. Order includes seven TK-76B ENG cameras, portable videocassette recorders and microwave relay systems for newsgathering operations and two TK-760 cameras, one-inch video tape recorder and switching and audio equipment for station's new production studio.

The Broadcasting Playlist™ Jul 30

Contemporary

<i>Last This week</i>	<i>This week</i>	<i>Title</i> □ <i>Artist</i>	<i>Label</i>
1	1	<i>Bad Girls</i> □ Donna Summer	Casablanca
2	2	<i>Good Times</i> □ Chic	Atlantic
4	3	<i>She Believes In Me</i> □ Kenny Rogers	United Artists
3	4	<i>Ring My Bell</i> □ Anita Ward	TK
11	5	<i>I Want You To Want Me</i> □ Cheap Trick	Epic
5	6	<i>Logical Song</i> □ Supertramp	A&M
16	7	<i>Gold</i> □ John Stewart	RSO
13	8	<i>Main Event</i> □ Barbara Streisand	Columbia
6	9	<i>Hot Stuff</i> □ Donna Summer	Casablanca
10	11	<i>Shine a Little Love</i> □ Electric Light Orchestra	Jet
15	12	<i>Makin' It</i> □ David Naughton	RSO
7	13	<i>Boogie Wonderland</i> □ Earth, Wind & Fire/Emotions	Col.
8	14	<i>Ain't No Stoppin'</i> □ McFadden & Whitehead	Phila. Int'l.
19	15	<i>My Sharona</i> □ The Knack	Capitol
18	16	<i>You Can't Change That</i> □ Raydio	Arista
14	17	<i>Chuck E's In Love</i> □ Ricky Lee Jones	Warner Bros.
20	18	<i>I Was Made For Lovin' You</i> □ Kiss	Casablanca
24	19	<i>After the Love Is Gone</i> □ Earth, Wind & Fire	Columbia
22	20	<i>Mama Can't Buy You Love</i> □ Elton John	MCA
25	21	<i>Lead Me On</i> □ Maxine Nightingale	Windsong
30	22	<i>Let's Go</i> □ Cars	Elektra
17	23	<i>You Gonna Make Me Love</i> □ Jones Girls	Phila. Intl.
28	24	<i>Sad Eyes</i> □ Robert John	EMI/America
21	25	<i>Is She Really Going Out With Him</i> □ Joe Jackson	A&M
38	26	<i>Lonesome Loser</i> □ Little River Band	Capitol
47	27	<i>Don't Bring Me Down</i> □ Electric Light Orchestra	Jet
26	28	<i>I Can't Stand It No More</i> □ Peter Frampton	A&M
27	29	<i>Rock 'n' Roll Fantasy</i> □ Bad Company	Swan Song
37	30	<i>Devil Went Down To Georgia</i> □ Charlie Daniels Band	Epic
29	31	<i>Heart Of the Night</i> □ Poco	ABC
44	32	<i>Goodbye Stranger</i> □ Supertramp	A&M
12	33	<i>You Take My Breath Away</i> □ Rex Smith	Columbia
33	34	<i>Shadows In the Moonlight</i> □ Anne Murray	Capitol
39	35	<i>I'll Never Love This Way Again</i> □ Dionne Warwick	Arista
31	36	<i>Do It Or Die</i> □ Atlanta Rhythm Section	Polydor
43	37	<i>I Do Love You</i> □ G.O.	Arista
50	38	<i>Pop Muzik</i> □ M.	Sire
41	39	<i>Does Your Mother Know</i> □ Abba	Atlantic
48	40	<i>Dance the Night Away</i> □ Van Halen	Warner Bros.
46	41	<i>Born To Be Alive</i> □ Patrick Hernandez	Columbia
42	42	<i>One Way Or Another</i> □ Blondie	Chrysalis
45	43	<i>Bad Case Of Lovin' You</i> □ Robert Palmer	Island
36	44	<i>Days Gone Down</i> □ Gerry Rafferty	United Artists
32	45	<i>Getting Closer</i> □ Wings	Columbia
40	46	<i>Up On the Roof</i> □ James Taylor	Columbia
49	47	<i>Suspicious</i> □ Eddie Rabbitt	Elektra
-	48	<i>Drivers Seat</i> □ Sniffin' the Tears	Atlantic
-	49	<i>Heaven Must Have Sent You</i> □ Bonnie Pointer	Motown
-	50	<i>Young Blood</i> □ Rickie Lee Jones	Warner Bros.

Playback

Mystery, music, money. *Pop Muzik* (MCA), currently the number-one record in many countries around the world, is the creation of British recording artist and producer, Robin Scott (who prefers to be known simply as "M"). Scott produced the single and recorded most of its vocal and instrumental tracks himself. Scheduled to be released in the U.S. this week on Sire Records, *Pop Muzik* in its imported version is already making a strong showing on "Playlist." It slipped on last week at number 50 and bolts this week to 38. "It's our number one pick this week," reports John Rook, program director at KFI(AM) Los Angeles. "In two months it will be number one nationally." Scott Shannon, program director at WPGC(AM) Morningside, Md., describes the record as "different from anything else out there. We're very happy with it." **New waves over New Haven.** Top 40 station WAVZ(AM) New Haven, Conn., switched formats with co-owned variety station WKCI(FM) and gained the highest FM antenna in its state. Accompanying the switch to the FM band, the station's management is joining the search for a new image currently being undertaken by top 40 stations all over the U.S.: "We're focusing in on a target audience of 18-to-30-year-old, babyboom young marrieds," explains music director, Curt Hansen. "We'll be playing oldies with current top 40 hits and our announcers will sound like real people rather than disk jockeys." Pete Stone, operations manager for the new WKCI(FM), which has a power radius covering most of Connecticut, attributes the programing changes to a "need for something truly mass appeal in Connecticut."

Country

<i>Last This week</i>	<i>This week</i>	<i>Title</i> □ <i>Artist</i>	<i>Label</i>
2	1	<i>You're the Only One</i> □ Dolly Parton	RCA
-	2	<i>Coca-Cola Cowboy</i> □ Mel Tillis	MCA
7	3	<i>Ghost Riders In the Sky</i> □ Johnny Cash	Columbia
3	4	<i>Shadows In the Moonlight</i> □ Anne Murray	Capitol
-	5	<i>Til I Can Make It On My Own</i> □ Rogers & West	U.A.
20	6	<i>Pick the Wildwood Flower</i> □ Gene Watson	Capitol
-	7	<i>Devil Went Down To Georgia</i> □ Charlie Daniels Band	CBS
1	8	<i>Amanda</i> □ Waylon Jennings	RCA
6	9	<i>Suspicious</i> □ Eddie Rabbitt	Elektra
5	10	<i>Save the Last Dance</i> □ Emmy Lou Harris	Warner Bros.
4	11	<i>Della and the Dealer</i> □ Hoyt Axton	Jeramial
15	12	<i>No One Else In the World</i> □ Tammy Wynette	Epic
10	13	<i>When a Love Ain't Right</i> □ Charley McClain	Epic
8	14	<i>I Can't Feel You Anymore</i> □ Loretta Lynn	MCA
11	15	<i>Play Together Again</i> □ Owens/Harris	Warner Bros.
-	16	<i>Family Tradition</i> □ Hank Williams Jr.	Elektra
-	17	<i>Since I Fell For You</i> □ Con Hunley	Warner Bros.
-	18	<i>Reunited</i> □ Mandrell/Bannon	Epic
14	19	<i>Spanish Eyes</i> □ Charlie Rich	Epic
9	20	<i>Nobody Likes Sad Songs</i> □ Ronnie Milsap	RCA
-	21	<i>Stay With Me</i> □ Dave & Sugar	RCA
23	22	<i>Heartbreak Hotel</i> □ Nelson/Russel	Columbia
12	23	<i>She Believes In Me</i> □ Kenny Rogers	United Artists
-	24	<i>I Love How You Love Me</i> □ Lynn Anderson	Columbia
24	25	<i>I Just Want To Love You</i> □ Eddie Rabbitt	Elektra

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.

For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period July 16 through July 20.

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 applications

■ Alpharetta, Ga.—North Fulton Broadcasting Inc. seeks 1400 khz, 250 w-D. Address P.O. Box 2606, Peachtree City, Ga. Estimated construction costs \$92,300; first quarter operating cost \$26,100; first quarter revenue \$26,800. Format: MOR. Principal: Ann Marie Baker (51%), her husband Ronald (39%) and William Dorminey (10%). Ronald Baker is president of a broadcast equipment sales and consulting firm in Peachtree City; his wife Ann Marie is also employed there. Dorminey owns retail meat sales companies in Atlanta and Marietta, Georgia. Ann. July 19.

■ Needham, Mass.—Radio Needham Inc. seeks 910 khz, 500 w-D. Address: 78 Sargent Street, Needham. Estimated construction costs \$127,768; first quarter operating cost \$27,540; first quarter revenue \$42,000. Format: MOR. Principal: Roland J. Boucher, Jr. (50%), George D. Forsythe (10%) and David Rodman (40%). Boucher is director of corporate communications for Millipore Corp. of Bedford, Mass. Forsythe is a radio-television specialist for Boston's Dept. of HEW and Rodman is a reporter for WNAC(TV) Boston. None have other broadcast interests. Ann. July 19.

FM applications

■ Fairbanks, Alaska—Northern Television Inc. seeks 102.5 mhz, 3 kw, HAAT: 10 ft. Address: P.O. Box 2200, Anchorage 99510. Estimated construction cost \$6,200; first quarter operating cost \$11,250; revenue \$60,000. Format: easy listening. Principal: Northern Television Inc., which is also the licensee of KTVA(TV) Anchorage, KTVF(TV) Fairbanks, KBYR(AM) Anchorage, KFRB(AM) Fairbanks and KNIK(AM) Anchorage. A. G. Hiebert is president.

■ Gunnison, Colo.—Gunnison Broadcasting Co. seeks 98.3 mhz, 3 kw, HAAT: 304 ft. Address: 113 East Georgia, Gunnison. Estimated construction cost \$35,400; first quarter operating cost \$900; revenue \$50,000. Format: adult contemporary. Principals: Roger W. Pepper and his wife Enid are sole applicants. They are also the licensees of KGUC(AM) Gunnison. Ann. July 19.

■ *Frederick, Md.—Ethnic Public Broadcasting Foundation seeks 88.1 mhz, 11.2 kw, HAAT: 204 ft. Address: 1204 Half Street SW, Washington, D.C. Estimated construction cost \$13,000; first year operating cost \$4,000; revenue \$21,000. Principal: A nonprofit organization with no other broadcast interests. J. Morgan Hodges is president. Ann. July 19.

■ Hart, Mich.—Alpine Broadcasting Co. seeks 105.3 mhz, 53.55 kw, HAAT: 640 ft. Address: P.O. Box 190 West Main, Gaylord, Mich. Estimated construction cost \$57,600; first quarter operating cost \$24,000; revenue \$84,000. Format: variety. Principals: John D. DeGroot (45%) and five others (11% each). DeGroot

is president of Alpine Broadcasting Co., the licensee of WWRM(FM) Gaylord; WKZY-FM Escanaba; and WGRY Grayling, all Michigan. Ann. July 19.

■ Starkville, Miss.—Charisma Broadcasting Co. seeks 92.1 mhz, 1.08 kw, HAAT: 500 ft. Address: 707 20th Ave. N., Columbus, Miss. Estimated construction cost \$82,604; first year operating cost \$7,900; revenue \$90,504. Format: easy listening. Principals: Charles B. Cooper (62%) and Donald R. DePriest (30%) and 2 others. Cooper is General Manager of WKOR(AM) Starkville and DePriest is president of Humboldt Products Corp., Columbus. Neither have other broadcast interests. Ann. July 19.

■ Sullivan, Mo.—Four Rivers Broadcasting Co. seeks 100.9 mhz, 1.639 kw, HAAT: 390 ft. Address: P.O. Box 99, Sullivan. Estimated construction cost \$10,000; first year operating cost \$59,100; revenue \$63,440. Format: easy listening. Principals: Charles D. Strauser and wife, Barbara (50%) and John C. Rice and wife, Linda (50%). The Strausers and Rices also own 50% each of Meramec Valley Broadcasting, the licensee of KTUI(AM) Sullivan. Ann. July 19.

■ *Shelton, Neb.—Union College seeks 90.5 mhz, 100 kw, HAAT: 925 ft. Address: 3800 South 48th Street, Lincoln, Neb. Estimated construction cost \$460,413; first year operating cost \$121,556; revenue \$121,556. Principal: Nonprofit organization, which is also licensee of KUCV(FM) Lincoln. Eric Graham is general manager. Ann. July 19.

■ Las Vegas—Galaxy Broadcasting Corp. seeks 96.3 mhz, 100 kw, HAAT: -11 ft. Address: 401 S. 3rd Street, Las Vegas. Estimated construction cost \$147,910; first year operating cost \$60,000. Format: good music & news. Principals: Alvin J. Borkin (15.8%); Arthur G. Linkletter (12.25%); Irvin S. Atkins (17.35%); John C. Koster (14.8%); Ralph G. Taylor (10.20%) and six others. Linkletter is author, entertainer and TV personality. Others are Southern California businessmen. None have other broadcast interests. Ann. June 8.

■ Rome, N.Y.—CLW Communications Inc. seeks 102.5 mhz, 50 kw, HAAT: 404 ft. Address: 6815 Shallowford Road, Chattanooga, Tenn. Estimated construction cost \$128,138; first quarter operating cost \$150,938; revenue \$150,000. Format: MOR. Principal: AMG International, a religious nonprofit organization. Spiros Zodiatis is president. CLW has applied for a CP for a TV station in Atlanta, and also owns 40.12% of WJEE(FM) Jacksonville, Fla. Ann. July 19.

■ Savannah, Tenn.—Tennessee River Broadcasting Co. seeks 93.5 mhz, 3 kw, HAAT: 300 ft. Address: 111 Guinn Street, Savannah. Estimated construction cost \$31,750; first quarter operating cost \$15,000; revenue \$80,000. Format: MOR. Principals: Granville Hinton, Melvin Carnal and Loyd Stricklin each one-third. Hinton owns an insurance agency in Savannah. Carnal and Stricklin are former employees of WORM(AM) Savannah. None have other broadcast interests. Ann. July 19.

■ Rock Springs, Wyo.—Imperial Broadcasting Co. seeks 99.5 mhz, 100 kw, HAAT: 1630 ft. Address: P.O. Box 30311, Billings, Mont. Estimated construction cost \$117,177; first quarter operating cost \$29,840; revenue \$35,000. Format: MOR. Principals: Thomas E. Cheney (51%) and Darrel Brunson (49%). Cheney is a landscape contractor in Billings and Brunson is a Rapid City, S.C. businessman. Neither have other broadcast interests. Ann. July 19.

TV applications

■ *Terre Haute, Ind.—Indiana State University seeks ch. 26; ERP 1520 kw vis., 335 kw aur., HAAT 475 ft.; ant. height above ground 539 ft. Address: 216 N. 6th Street, Terre Haute. Revenue \$379,670. Consulting engineer: Donald Mier. Principals: Board of Trustees of Indiana State University. Charles W. Ainlay, an attorney, is president. The board is also licensee of *WISU-FM Terre Haute. Ann. July 19.

■ *Houma, La.—The Way of Life Television Network seeks ch. 11; ERP 316 kw vis., 63.20 kw aur., HAAT 470 ft.; ant. height above ground 497 ft. Address: Hwy.

90 W. Rt. 1, Box 492 N. Houma. Estimated construction cost \$40,500; first quarter operating cost \$43,050; revenue \$83,550. Legal counsel: Midlen & Reddy, Washington, D.C. Consulting engineer: John H. Mullaney. Principals: Rev. John A. Graves, Evangel Temple of Monroe, La., is president. There are no other broadcast interests. Ann. July 19.

■ Tomah, Wis.—Tomah Television Co. seeks ch. 43; ERP 94.5 kw vis., 98.64 kw aur., HAAT 660 ft.; ant. height above ground 400 ft. Address: 1008½ Superior Avenue, Tomah. Estimated construction cost \$101,950; first year operating cost \$27,747. Consulting engineer Lyle Evans. Principals: Tomah-Mauston Broadcasting Co., licensee of WTMB(AM/FM) Tomah. Hugh W. Dickies is president. Ann. July 19.

FM actions

■ Safford, Ariz.—Broadcast Bureau granted KSIL Inc. 94.1 mhz, 100 kw, HAAT: -32 ft. Address: Drawer L., Safford. Estimated construction cost \$58,797; first year operating cost \$42,800; revenue \$60,000. Format: easy listening. Principals: Harry S. McMurray (51%), Paul R. Smith (40%) and Roger K. Hamilton (9%). McMurray is manager and stockholder of KATO-AM Safford. Smith is Arizona farmer and Hamilton is employee of KREX(AM) Grand Junction, Colo. (BPH-11148). Action May 14.

TV actions

■ Gadsden, Ala.—FCC granted the application of Gadsden Television Inc., for CP for new UHF television station on ch. 44 Gadsden. Grant was made subject to condition that program test authority will not be issued until J. Frank Helderman, a principal in Gadsden Television Inc., has certified to the Commission that he has severed all interest in and connection with The Gadsden Times Publishing Company. Helderman is vice president, director and 13% stockholder of The Gadsden Times Publishing Company, which publishes Gadsden's only newspaper.

Ownership Changes

Applications

■ WQWD(FM) Tallahassee, Fla. (103.1 mhz, 3 kw)—Seeks transfer of control of Amrad Corp. from all stockholders (100% before; none after) to Maurice Negrin and George Jacobsen (50% each). Consideration: \$500,000. Principal sellers are Claud Anderson and his wife, Joann (52% held jointly). Claud also owns 50% of WNPS(AM) New Orleans. Negrin is account executive for WAOK(AM) Atlanta. Jacobsen is 72% owner of Portland, Ore., industrial tool manufacturer. Ann. July 19.

■ WDOL(AM) Athens, Ga. (1470 khz, 1 kw-D)—Seeks assignment of license from WDOL Broadcasting Inc. to B&W of Georgia Broadcasting Co. for \$262,500. Seller is owned by Tolliver R. Rivers, who also owns 62% of WTJH(AM) East Point and 12 2/3% of WJIZ(AM) Albany, both Georgia. Buyer is owned by William O. Woodall and Frank Bird Jr. (50% each). Woodall owns 100% of WGA(AM) Valdosta, 25% of WGRA(AM) Cairo, both Georgia, and 33 1/3% of WPTM(FM) Roanoke Rapids, N.C. Bird is Valdosta insurance agent. Ann. July 19.

■ WMPP(AM) Chicago Heights, Ill. (1470 khz, 1 kw-D)—Seeks transfer of control of Seaway Broadcasting Co. from Estate of Charles Pinckard Sr. (100% before; none after) to James M. Benages (none before; 100% after). Consideration: \$150,000. Seller is debtor in bankruptcy; Charles Pinckard Jr. is administrator of estate. Benages is Melrose Park, Ill., physician, who has no other broadcast interests. Ann. July 19.

■ WYER-AM-FM Mt. Carmel, Ill. (AM: 1360 khz, 500 w-D; FM: 94.9 mhz, 37 kw)—Seeks transfer of control of Jel-Co Radio Inc. from John F. Hurlbut and his wife, Emmy (100% before; none after) to David Hurlbut (73%) and Gregory W. Goodson (27%). Con-

sideration: \$640,000. Sellers have no other broadcast interests. David Huribut is their son and general manager of stations, where Goodson is salesman. Ann. July 19.

■ WSLV-FM Shelbyville, Ind. (97.1 mhz, 34 kw)—Seeks assignment of license from Shelby County Broadcasting Co. to Emmis Broadcasting Corp. for \$1.2 million. Seller is owned by Robert D. Ingram (32.5%), John A. Hartnett (27.5%) and Willard Pickett (25%) and two others. They also owned WSVL(AM) Shelbyville. Buyer is owned by Jeffrey H. Smulyan and Michael S. Maurer (28 1/3% each) and four others. Smulyan is Indianapolis attorney who owns 20% of WNTS(AM) Indianapolis and KOWH(AM) Omaha, Neb. Maurer is Indianapolis businessman who has varying interests in several Indiana cable systems. Ann. June 18.

■ WGNN-TV Winston-Salem, N.C. (CP for ch. 45)—Seeks assignment of license from Good News TV Network Inc. to Good News TV Inc. for \$698,000. Seller is nonprofit religious organization with no other broadcast interests; Wesley Bailey is chairman. Buyer is wholly owned by Piece Goods Shops Inc., Winston-Salem fabric retail chain, owned by John L. Simms and family. It has no other broadcast interests. Ann. July 9.

■ KLV(AM) Beaumont, Tex. (560 khz, 5 kw, DA-N)—Seeks assignment of license from Radio Beaumont to KLV Radio Inc. for \$2 million. Seller is principally owned by John H. Hicks and his wife, Madelyn, who also own WTAW-AM-FM College Station, Tex., and 12.77% each of KLAR(AM) Laredo, Tex. Buyer is owned by Hickes's sons, Steven (60%) and Thomas (40%). They already own small interest in KLV and WTAW-AM-FM and have purchased KYKR-FM Port Arthur, Tex., subject to FCC approval (BROADCASTING, July 23). Ann. July 19.

Actions

■ KTNQ(AM) Los Angeles (AM: 1020 khz, 50 kw-U)—Broadcast Bureau granted assignment of license from Storer Broadcasting Co. to K-Love Radio Broadcasting Inc. for \$8 million. Seller is group owner in process of selling all its broadcast holdings. It has also sold KHTZ(AM) Los Angeles (see below). Buyer is owned by Adolfo (13.2%), Jose (20%), Julio (33.3%) and Elias (33.3%) Liberman, who also own KLVE(FM) Los Angeles. (BAL790104EC). Action July 11.

■ KHTZ(FM) Los Angeles (97.1 mhz, 55 kw)—Broadcast Bureau granted assignment of license from Storer Broadcasting Co. to Greater Media Inc. for \$4 million. Seller also sold KTNQ(AM) Los Angeles. Greater Media owns WTCR(AM) Ashland, Ky.; WGAY(AM) Silver Spring, Md.-WGAY-FM Washington; WMJC(FM) Birmingham and WHND(AM) Monroe, both Michigan; WGSM(AM) Huntington and WCTO(FM) Smithtown, both New York; WCTC(AM)-WMOGQ(FM) New Brunswick, N.J.; WPEM(AM)-WMOGK(FM) Philadelphia and WHEZ(FM) Huntington, W. Va.; CATV systems in Massachusetts, and publishes East Brunswick, N.J., *Sentinel-Spokesman*. It is principally owned by Peter Bordes, president, and Joseph Rosenmiller, board chairman. (BALH79011ZEI). Action July 11.

■ KACY(AM) Port Hueneme and KACY-FM Oxnard, both California (AM: 1520 khz, 1 kw-D, 250 w-N; FM: 104.7 mhz, 2.85 mhz)—Broadcast Bureau granted assignment of license from Western States Radio Corp., respectively, to the Channel Islands Radio Co. for \$1,940,000 plus \$20,000 for agreement not to compete. Sellers are subsidiary of Children's Television Workshop, producer of *Sesame Street* and other children's television programming. Having purchased the stations in spring of 1977, CTW was granted waiver of three-year rule on grounds it lacks managerial ability to operate station. Buyer is principally owned by Franz Allina, senior vice president of CTW Communications, who will leave CTW. He purchased WBAB-FM Babylon, N.Y. last January (BAL790430HT, BALH790430HU). Action July 11.

■ KIIQ-AM-FM Manitou Springs, Colo. (AM: 1490 khz, 500 w-D, 250 w-N; FM: 102.7 mhz, 50 kw)—Broadcast Bureau granted assignment of license from Mountain States Broadcasting Corp. to Wiskes/Abaris Communications for \$1,792,500 plus \$25,000 for agreement not to compete. Seller is owned by Dan Lacy and Charles L. Oliver, who are applicants for new FM in Durango, Colo. They have no other broadcast interests. Buyer is principally owned by John Higgins and Don J. Wiskes, who also own KIXY-AM-FM San Angelo, Tex., and KQIZ-AM-FM Amarillo, Tex. Higgins is president of Abaris Inc., Chicago real estate development company. Wiskes is Chicago financial consultant and real estate developer (BAL790416EA,

Summary of broadcasting

FCC tabulations as of June 30

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4519	5	24	4548	81	4629
Commercial FM	3059	2	53	3114	172	3286
Educational FM	959	0	34	993	88	1081
Total Radio	8537	7	111	8655	341	8996
Commercial TV						
VHF	514	1	2	517	8	525
UHF	216	0	4	220	58	278
Educational TV						
VHF	94	1	10	105	5	110
UHF	152	2	4	158	7	165
Total TV	976	4	20	1000	78	1078
FM Translators	273	0	0	273	94	367
TV Translators						
UHF	1177	0	0	1177	340	1517
VHF	2426	0	0	2426	209	2635

*Special temporary authorization

**Includes off-air licenses

BALH790416EB). Action July 11.

■ WBBH-TV Fort Myers, Fla. (ch. 20)—Broadcast Bureau granted transfer of control of Broadcasting-Telecasting Services Inc. from all stockholders (100% before; none after) to Waterman Broadcasting Corp. of Texas (none before; 100% after). Consideration \$7,887,240. Sellers are William N. Dakos (16.77%), Howard L. Hoffman (5.63%) and 31 other individuals, trusts and investment groups. Buyer is owned by Bernard E. Waterman (90%) and his wife Edith (10%). They also own KTSA(AM)-KTFM(FM) San Antonio, Tex. (BTCTV790406KE). Action July 9.

■ WMBO(AM)-WRLX(FM) Auburn, N.Y. (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 106.9 mhz, 45 kw)—Broadcast Bureau granted assignment of license from Auburn Media Inc. to Scott Broadcasting Co. for \$750,000 plus \$250,000 for agreement not to compete. Seller is owned by Floyd Keese, president, and five others. None have other broadcast interests. Buyer is principally owned by Herbert Scott, who also owns WTRY(AM) Troy and WSHS(FM) Albany, both New York; WJWL(AM)-WSEA(FM) Georgetown, Del.; WTTM(AM)-WCHR(FM) Trenton, N.J., and WKST(AM) New Castle, WFEW(FM) Elwood City, WPAZ(AM) Pottstown and WFEC(AM) Harrisburg, all Pennsylvania (BAL790523ER, BALH790523ES). Action July 11.

■ *WSWM(FM) Memphis (91.7 mhz, 165 w)—Broadcast Bureau granted assignment of license from Southwestern at Memphis to Memphis State University for \$35,000 plus agreement by which Memphis State withdraws application for new FM that is mutually exclusive with Southwestern's application to increase power of its other Memphis noncommercial station, WLYX(FM). Seller is private college; buyer is state university. Neither has other broadcast interests. (BALED790514GP). Action July 11.

■ WAGG(AM) Franklin, Tenn. (950 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Williamson County Broadcasting Inc. to London Broadcasting Inc. for \$390,350. Seller is owned by William R. Ormes (91.6%) and family. None has other broadcast interests. Buyer is owned by Luther A. Weese (30%) and Starling D. Crabtree (70%). Weese (Paul Allen) is director of public relations for Tennessee Department of Transportation. Crabtree is state social worker. Her husband, David, is Nashville financial consultant and president of London Broadcasting. None has other broadcast interests. (BAL790514GN). Action July 11.

■ KBBQ(AM)-KBBY(FM) Ventura, Calif. (AM: 1590 khz, 5 kw; FM: 95.1 mhz, 28 kw)—Broadcast Bureau granted assignment of license from Tri-Counties Public Service Inc. to Forrest Broadcasting Co. for \$1,200,000. Seller is owned principally by William Rea, his wife and daughter, Marjorie and Annabelle; Andy Corliss, station's vice president, and Mike Thomas, former manager. They have no other broadcast interests. Buyer is owned by Robert A. Forrest who also owns KDON-AM-FM Salinas and KZOZ(FM) San Luis Obispo, both California. (BAL781122EB, BALH781122KF). Action July 10.

■ WCMX(FM) Fort Wayne, Ind. (101.7 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Fort Wayne Radio Inc. to Fairfield Broadcasting

of Indiana for \$600,000. Seller is owned by John Haynes and eight others; Max Armshier is president. It is being forced to sell station as consequence of defaulting on payment to Fort Wayne Broadcasting, which sold station to it in May 1976. Fort Wayne Broadcasting is owned by Edwin Moore and family, who also own WCMR(AM)-WXAX(FM) Elkhart, Ind. Buyer is owned by Fairfield Broadcasting Co. (90%) and Howard Karlin (10%). Fairfield, owned by Stephen C. Trivers and William J. Wertz, is licensee of WQLR(FM) Kalamazoo, Mich. Karlin is sales manager at WQLR (BALH790404FH). Action July 11.

■ WHAL(AM) Shelbyville, Tenn. (1400 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Bedford Broadcasting Co. to Shelbyville Broadcasting Corp. for \$600,000. Price includes WTCV(FM) Shelbyville (see below). Seller is owned by Edward M. Johnson, Millard V. Oakley and Robert W. Gallaher (33-1/3% each). Johnson and Oakley own WTCV (see below) and WCSV(AM) Crossville, Tenn. Johnson and Gallaher are principals in WKYR(AM) Burkesville, Ky. Oakley and Gallaher are principals in WKXN(FM) Greenville, Ala. In addition, Johnson owns WTNR(AM) Kingston, Tenn. Oakley owns 33 1/3% of WLIV(AM) Livingston, Tenn., and Gallaher 70% of WUCR(AM) Sparta, Tenn. Buyer is owned by Thomas H. Strawn of Fayetteville, Tenn., banker and part owner of car dealership and electrical supply company. He has also purchased WTCV (see below) (BAL790416EM). Action July 10.

■ WTCV(FM) Shelbyville, Tenn. (102.9 mhz, 100 kw)—Broadcast Bureau granted assignment of license from The Christian Voice Inc. to Bedford County Broadcasting Corp. for \$600,000. Price includes WHAL(AM) Shelbyville (see above). Seller is owned by Millard Oakley and Edward M. Johnson (see WHAL above). Buyer is owned by Thomas H. Strawn (see WHAL above) (BALH790404FH). Action July 10.

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; install new trans. and make changes in ant. sys. Action July 17.

■ KMEN(AM) San Bernardino, Calif.—Seeks CP to make changes in which radiation limits are specified both day and night and change type trans. Action July 17.

■ WPLA(AM) Plant City, Fla.—Seeks mod. of license to operate trans. by RC from: 1507 South Collins St., Plant City. Action July 17.

■ WFTG(AM) London, Ky.—Seeks mod. of license to change hours of operation from specified to unlimited time. Action July 17.

■ WSAO(AM) Senatobia, Miss.—Seeks CP to change frequency from 1550 khz to 1140 khz. Action July 19.

■ KGAR(AM) Vancouver, Wash.—Seeks mod. of license to change SL to: 5620H N.E. Gher Rd., Vancouver and operate trans. by RC from proposed SL. Ac-

tion July 17.

FM applications

- WQHQ(FM) Andalusia, Ala.—Seeks mod. of CP to make changes in ant. sys.; change TL and SL to: Hwy. 84 E., Andalusia; change type trans.; change type ant.; decrease HAAT: 234.75 ft. (H&V) and change TPO. Action July 17.
- KZAP(FM) Sacramento, Calif.—Seeks CP to install aux. trans. and ant. and locate trans at: 4 mi. southeast of Folsom, Calif.; change SL and RC to: 924 9th Street, Sacramento; to be operated on: ERP: 39kw (H); HAAT: 275 ft (H) and change TPO. Action July 17.
- *WFTU-FM Orlando, Fla.—Seeks mod. of license to change name of licensee to: University of Central Florida. Action July 17.
- WABE(FM) Atlanta, Ga.—Seeks CP to change TL: Stone Mtn., Atlanta; install new ant.; change ERP: 100KW (H&V) HAAT: 955 ft. (H&V). Action July 19.
- WOEL-FM Elkton, Md.—Seeks CP to change frequency from 88.3 mhz to 89.9 mhz. Action July 19.
- *KSGR-FM Port Huron, Mich.—Seeks CP to increase ERP: 120 watts; HAAT: 14 ft. install new ant.; redescribe TL and SL; St. Clair Ct. Community College, 323 Erie St., Port Huron. Action July 19.
- KCFM(FM) St. Louis—Seeks CP to make changes in ant. sys.; change TL to: 6871 Heege Rd., St. Louis; change SL and RC to: 10155 Corporate Sq., Creve Coeur, Mo.; change type trans.; change type ant.; increase HAAT: 856 ft. (H&V) and change TPO. Action July 17.
- *WCCE(FM) Buies Creek, N.C.—Seeks mod. of license to change name of licensee to: Campbell University Incorporated. Action July 17.
- WVPH(FM) Piscataway, N.J.—Seeks CP to increase ERP: 200 watts; HAAT: 7.6 ft. and install new trans. Action July 19.
- *WHPC(FM) Garden City, N.Y.—Seeks CP to change TL; Nassau Community College, Administration Tower, Garden City; install new ant.; change ERP: 1.25 kw, HAAT: 170 ft. Action July 17.
- WCBS-FM New York, N.Y.—Seeks CP to make changes in ant. sys.; change type trans.; change type ant.; increase ERP: 7.5 kw (H&V); decrease HAAT: 1280 ft. (H&V); utilize existing ant. sys. as aux. and change TPO. Action July 17.
- WLWS(FM) Hamilton, Ohio—Seeks CP to utilize former main trans. and ant. for aux. purposes only, to be located at former main TL and SL: 770 New London Road, Hamilton. Action July 17.
- KLOO-FM Corvallis, Ore.—Seeks CP to make changes in ant. sys.; change TL to: North summit of Vineyard Hill, Corvallis; change type trans.; change type ant.; increase ERP: 100kw (H&V); increase HAAT: 1253 ft. (H&V) and change TPO. Action July 17.
- KIEA(FM) Ethete, Wyo.—Seeks mod. of CP; increase ERP: 100 watts and HAAT: 25 ft. Action July 19.
- WMUL(FM) Huntington, W. Va.—Seeks CP to increase ERP: 176 watts. Action July 19.

TV applications

- KNXV-TV Phoenix, Ariz.—Seeks mod. of CP to change ERP to vis. 1084kw(M) 635kw(H), aur. 63.5kw(H); specify SL as 3722 E. Chipman Rd., Phoenix; make changes in ant. structure (increase height); and HAAT: 1715 ft. Ann. July 17.
- WIPB(TV) Muncie, Ind.—Seeks CP to change ERP to vis. 671.5kw(M) 559.8kw(H), aur. 55.98kw(H); change SL to 820 E. 29th St., Muncie (same as TL); change type trans. and utilize present trans. as an aux. trans. at present site; change type ant.; and HAAT: 497.65 ft. Ann. July 16.
- *KAVT-TV Austin, Minn.—Seeks CP to change ERP to vis. 1680 kw, aur. 252 kw; change TL; type ant.; and HAAT: 377.4 ft. Action July 19.
- *WGTE-TV Toledo, Ohio—Seeks CP to change ERP to vis. 1000kw, aur. 150kw; change type trans.; make change in ant. structure (increase height); and HAAT: 1030.5 ft. Ann. July 16.
- KGMC(TV) Oklahoma City, Okla.—Seeks mod. of CP to change ERP to vis. 1167kw(M) 785kw(H), aur. 78.5kw(H); and change type trans. Ann. July 20.

AM actions

- WHIY(AM) Moulton, Ala.—FCC Chief ALJ Lenore G. Ehrig has granted Moulton Broadcasting

Company Inc., a CP to change freq. of WHIY(AM) from 1530 khz to 1190 khz. Action July 19.

- WQBA(AM) Miami, Fla.—Broadcast Bureau denied request for waiver of Sections 73.37(a) and 73.182(o) of rules and returned as unacceptable for filing application for CP to increase nighttime power of station WQBA(AM) on 1140 khz, Miami. Action July 13.
- WVCG(AM) Coral Gables, Fla.—FCC has granted the application of Insilco Broadcasting Corp. of Florida for CP to increase the daytime power of its station from 10 kw to 50 kw. Insilco's original application, filed January 6, 1976, violated the prohibited overlap provisions of the North American Regional Broadcasting Agreement (NARBA) with respect to the notification by the Bahamian Government of a proposed operation on 1070 khz which would utilize the same directional ant. array day and night. The Commission granted the application subject to a number of conditions designed to alleviate interference problems with its monitoring station, and provided that if WVCG(AM) failed to comply with the conditions it would be required to either reduce power or cease operation immediately or take necessary corrective action. Action July 19.

Translators

Applications

- Lovell, Wyo.—Duhamel Broadcasting Enterprises seeks CP for new VHF translator on ch. 7 (TPO: 10 w, HAAT: 20 ft.) to rebroadcast directly KSGW-TV Sheridan, Wyo. Ann. July 19.
- Greybull, Wyo.—Duhamel Broadcasting Enterprises seeks CP for new VHF translator on ch. 9 (TPO: 10 w, HAAT: 20 ft.) to rebroadcast directly KSGW-TV Sheridan, Wyo. Ann. July 19.
- North Bergen County, N.J.—Wometco Blonder-Tongue Broadcasting Co. seeks CP for new UHF translator on ch. 28 (TPO: 100w, HAAT: 257.3 ft.) to rebroadcast directly WTVG(TV) Newark, N.J. Ann. July 19.
- Ocala, Fla.—Hubbard Broadcasting Inc. seeks CP for new UHF translator on ch. 29 (TPO: 1000w, HAAT: 435 ft.) to rebroadcast indirectly WTOG(TV) St. Petersburg, Fla. Ann. July 19.
- Ft. Pierce, Vero Beach & Stuart, Fla.—Hubbard Broadcasting Inc. seeks CP for new UHF translator on ch. 21 (TPO: 1000w, HAAT: 535 ft.) to rebroadcast indirectly WTOG(TV) St. Petersburg, Fla. Ann. July 19.
- Fenton & Ringsted, Iowa—The Kiwanis Club of Ringsted seeks CP for new UHF translator on ch. 56 (TPO: 20w, HAAT: 344 ft.) to rebroadcast directly WHO-TV Des Moines. Ann. July 17.

Actions

- K13PX Ganado, Ariz.—Broadcast Bureau granted Ganado Community Television Club Inc. CP for new TV translator station on ch. 66 to rebroadcast signal of KGGM-TV Albuquerque, N.M. (BPTTV-780724IS). Action April 30.
- K67BS Chester, Westwood & Canyon Dam, Calif.—Broadcast Bureau granted Almanor TV Club Inc. CP for new TV translator station on ch. 40 to rebroadcast signal of KTXL-TV Sacramento, Calif. (BPTT-780724IO). Action April 30.
- K02JP, K04JM Heritage Ranch, Calif.—Broadcast Bureau granted Heritage Ranch Owners Association CPs for new TV translator stations on ch. 11 to rebroadcast programs of KNTV-TV San Jose and ch. 12 to rebroadcast programs of KCOY-TV Santa Maria, both California. (BPTTV-6139, BPTTV-6140). Action April 30.
- K54AI Twenty Nine Palms & Twenty Nine Palms Marine Base, Calif.—Broadcast Bureau granted Morongo Basin TV Club Inc. CP for new TV translator station on ch. 5 to rebroadcast programs of KTLA-TV Los Angeles (BPTT-781120IA). Action April 30.
- K12LM Divide Creek & Riffe Creek, Colo.—Broadcast Bureau granted Garfield County CP for new VHF TV translator station on ch. 6 to rebroadcast programs of KBTB-TV Denver (BPTTV-780919IB). Action May 7.
- *W66AM Cawood & Cranks Rural Area, Ky.; W67AN; Lecher, Ky.—Broadcast Bureau granted Kentucky Authority for Educational Television CPs for new TV translator station on ch. 35 to rebroadcast programs of WKHA-TV Hazard, Ky. (BPTT-78-928IG, BPTT-780922IB). Action April 30.

- *W57AJ Hopkinsville, Ky.—Broadcast Bureau granted Kentucky Authority for Educational Television CP for new TV translator station on ch. 35 to rebroadcast programs of WKMA-TV Madisonville, Ky. (BPTT-780724IE). Action May 7.
- W55AL Thompkinsville & surrounding area, Ky.—Broadcast Bureau granted CP for new UHF TV translator station on ch. 29 to rebroadcast programs of WKSO-TV Somerset, Ky. (BPTT-780724IQ). Action May 7.
- W09BA Felch, Mich.—Broadcast Bureau granted Felch Area TV Corp. CP for VHF TV translator station on ch. 75 to rebroadcast programs of WLUK-TV Green Bay, Wis. (BPTTV-780915IA). Action May 7.
- *W45AA Columbia, Miss.—Broadcast Bureau granted Mississippi Authority for Educational Television CP for new TV translator station on ch. 19 to rebroadcast programs for WMAH(TV) Biloxi, Miss. (BPTT-3239). Action May 2.
- K12LN Howard Rural Community, Mont.—Broadcast Bureau granted Howard T.V. Club CP for new TV translator station on ch. 8 to rebroadcast programs of KULR-TV Billings, Mont. (BPTTV-780905IF). Action April 30.
- K05GM Plains & Paradise, Mont.—Broadcast Bureau granted Plains—Paradise TV District CP for new TV translator station on ch. 8 to rebroadcast programs of KPAX-TV Missoula, Mont. (BPTTV-780825IT). Action April 30.
- *W19AE Jacksonville, Camp Lejeune and Geiger New River, N.C.—Broadcast Bureau granted University of North Carolina CP for new UHF TV translator station on ch. 25 to rebroadcast programs of WUNK-TV Greenville, N.C. (BPTT-3644). Action May 7.
- K07PP Camas Valley, Ore.—Broadcast Bureau granted Southwest Oregon Television Broadcasting Corp. CP for new VHF TV translator station on ch. 4 to rebroadcast KPIC-TV Roseburg, Ore. (BPTTV-780907IB). Action May 7.
- K04JN Paisley & Valley Falls, Ore.—Broadcast Bureau granted Paisley TV Inc. CP for new TV translator station on ch. 10 to rebroadcast programs of KTVL-TV Medford, Ore. (BPTTV-6150). Action April 30.
- *K56AZ Antimony, Utah—Broadcast Bureau granted University of Utah CP for new TV translator station on ch. 7 to rebroadcast programs of KUED-TV Salt Lake City (BPTT-780905IE). Action April 30.

Allocations

Actions

- Reform, Ala.—Broadcast Bureau, in response to petition by REGO Broadcasting Co. effective Aug. 22, 1979, assigned 101.7 mhz there. (BC Docket No. 79-161, RM-3230). Action July 9.
- Rosamond, Calif.—Broadcast Bureau, in response to a petition by Israel Sinofsky, assigned 105.5 mhz to Rosamond as its first FM channel assignment. (BC Docket No. 78-79). Action July 17.
- Santa Barbara, Calif.—Broadcast Bureau, in response to petition by Classical Radio of Santa Barbara, proposed assigning 88.7 mhz to Santa Barbara as its fifth FM and second noncommercial educational FM assignment. The assignment requires coordination with the Mexican Government since Santa Barbara is within 199 miles of the U.S.-Mexico border; comments are due September 7, replies September 27 (by Notice of Proposed Rulemaking) (BC Docket No. 79-171, RM-2948). Action July 9.
- Bonita Springs and Homestead, Fla.—Broadcast Bureau denied petition by Gold Coast Broadcasting Corp. to substitute 96.1 mhz for 95.9 mhz, on which its station operates in Bonita Springs (Docket 21239, RM-2803, RM-2927). Action July 9.
- *Royston and Warm Springs, Ga.—Broadcast Bureau, in response to petition by Georgia State Board of Education, reassigned noncommercial educational television ch. 22 from Warm Springs to Royston as its first television assignment. (BC Docket No. 79-42, RM 3287). Action July 9.
- Camden, Me.—Broadcast Bureau, in response to petition by Penobscot Bay Broadcasting Co., proposed assigning 102.5 mhz to Camden as its first FM assignment. Proposed assignment requires coordination with the Canadian Government since Camden is within 250

miles of the Canada-U.S. border; comments are due September 7, replies September 27 (by Notice of Proposed Rulemaking) (BC Docket No. 79-169, RM-3270). Action July 9.

■ **Kalamazoo, Mich.**—Broadcast Bureau, in response to petition by Thomas E. Pace requesting deletion of educational reservation on television ch. 52 at Kalamazoo to permit it to be used commercially, proposed assigning television ch. 64 to Kalamazoo since it can be assigned there without deleting the reservation on ch. 52; comments due Sept. 7, replies Sept. 27 (by Notice of Proposed Rulemaking) (BC Docket No. 79-170, RM-3321). Action July 9.

■ **St. Louis**—Broadcast Bureau, in response to petition by Double Helix Corporation, assigned UHF television ch. 46 to St. Louis as its ninth television and third noncommercial educational assignment (Docket 20902, RM-2642). Action July 9.

Petitions

■ **Tucson, Ariz.**—Southwest Television Ltd. requests amendment of TV table of assignments to assign ch. 41 to Albuquerque (RM3394). Ann. July 11.

■ **Pinedale, Calif.**—Sanger Telecasters requests amendment of TV table of assignments to assign ch. 59 to Sanger, Calif. (RM3400). Ann. July 11.

■ **West Buxton, Me.**—Harry B. Bailey Jr. and Remi S. Rioux request amendment of FM table of assignments to assign 95.9 mhz to Saco, Me. (RM-3391). Ann. July 11.

■ **Chapel Hill, N.C.**—University of North Carolina requests amendment of TV table of assignments to assign as follows: Jacksonville, N.C. ch. in lieu of 19; Roanoke Rapids, N.C. ch. *36; Rockingham, N.C. ch. *52 and Lumberton, N.C. ch. *31 (RM3393). Ann. July 11.

■ **Trenton, N.J.**—The New Jersey Public Broadcasting Authority requests amendment of TV table of assignments to assign ch. 66 to Sussex, N.J. Change offset to minus for Ch. 66 at Worcester, Mass. (RM3398). Ann. July 11.

■ **Chatham, N.J.**—North Jersey Television Corporation requests amendment of TV table of assignments to assign ch. 26 in lieu of 60 at Bethlehem, Pa.; assign ch. 60 to Netcong, N.J. (RM3392). Ann. June 11.

■ **Albuquerque, N.M.**—Albuquerque Radio Broadcasters Association requests amendment of TV table of assignments to assign ch. 42 in lieu of ch. 14 to Albuquerque. (RM-3396). Ann. July 11.

■ **Portland, Ore.**—Cascade Video, Inc. requests amendment of TV table of assignments to assign ch. 40 to Portland (RM3399). Ann. July 11.

■ **Crossville, Tenn.**—WCPT, Inc. (WCPT-TV) requests amendment of TV table of assignments to specify ch. *20 as a commercial channel; reserve ch. 55 for educational use at Crossville (RM3395). Ann. June 11.

■ **El Paso, Tex.** Marsh Media of El Paso and El Paso Public Television Foundation request amendment of TV table of assignments to change the educational reservation in El Paso from ch. 7 to ch. 13. (RM-3390). Ann. July 11.

■ **Washington, D.C.**—National Association for the Advancement of Colored People, et. al. requests to amend the FCC's network affiliation rules and employment practice rules to provide that all networks that serve broadcast licensees and all headquarters organizations of multiple licensees submit Annual Employment Report that will be publicly available for their network or headquarters operations and comply with FCC's EEO rules and policies (RM3397). Ann. July 11.

Other

■ **WSN-TV Chicago**—FCC has affirmed March 14 action by Chief of Cable Television Bureau waiving signal carriage rules and authorizing Midwest Video Electronics, Inc. to add signal of WSN-TV Chicago, to its cable system serving Rhinelander, Wis. Forward Communications Corporation, licensee of WSAU-TV Wausau, Wis., petitioned the Commission for review of the staff action. Forward argued that it should have been entitled to service of the waiver request since Rhinelander is within its service area and because its signal is carried on Rhinelander cable system.

■ **KLEF(FM) Houston**—FCC granted Entertainment

Communications Inc. special temporary authority to operate FM station KLEF(FM) Houston with facilities proposed in pending application to relocate station's ant. trans. site. FCC also denied objection to temporary relocation filed by D. Garry Munson and John C. Larch. Proponents for assignment of first-adjacent FM 94.7 mhz to Lockhart, Tex. They also petitioned to deny KLEF's CP application, contending that proposed relocation, which would result in a short-spacing of 8.17 miles with proposed Lockhart channel, is merely to accommodate the economic interests of the Houston station.

■ **WGTU(TV) Traverse City, Mich.**—FCC set aside May 31 staff grant of assignment of license of WGTU(TV), Traverse City, Mich., and the CP for its 100 percent satellite WGTQ(TV) Sault Ste. Marie, Mich., from Michigan Television Network, Inc. to Panax Television Inc. An appropriate inquiry will follow to determine what further action, if any, should be taken.

In Contest

Initial decisions

■ **Lewisburg, W. Va.**—FCC ALJ Reuben Lozner, in initial decision, granted CP to Lewisburg FM Broadcasters for new FM station on 105.5 mhz serving Lewisburg, W. Va., while denying competing application of Radio Greenbrier Inc., licensee of WRON(AM) serving Ronceverte, W. Va., for the same facility. Both of the proposed station's studios would be located at Fairlea, W. Va. Lozner concluded that the grant of Lewisburg's application would provide first radio service to Lewisburg, the county seat of Greenbrier County. Whereas a grant of Greenbrier's application would provide second service to Ronceverte, grant of Lewisburg's application would best serve the objective of fair, efficient and equitable distribution of radio service. Ann. July 20.

FCC actions

■ **Stockton, Calif.**—FCC has denied McLean Communications Corp. review of Dec. 15, 1978 review board decision granting Carson Communications new FM station on 100.1 mhz at Stockton, Calif., and denying McLean's competing application. Review board upheld June 20, 1978, initial decision of FCC ALJ Walter C. Miller, who concluded Carson was "comfortably best" under comparative issue. He found that Carson was entitled to substantial preference over McLean under integration of ownership and management criterion and was also entitled to decisional advantage for its proposal to install auxiliary power supply. Ann. July 20.

■ **Gainesville, Fla.**—FCC has denied the applications of Gainesville Media Inc. (GMI) and Gainesville Broadcasting Inc. (GBI) for review of two FCC review board decision respectively granting application of University City Broadcasting Company for new FM station on ch. 26.5 Gainesville, Fla., and denying reconsideration of that action. The board had denied the competing GBI and GMI applications for the frequency. Ann. July 20.

■ **WHAV-AM-FM Haverhill, Mass.**—FCC has set for hearing applications of WHAV Broadcasting Company Inc. for renewal of licenses for its stations WHAV-AM-FM Haverhill. Action July 12.

■ **WJLB(AM), WMZK-FM Detroit**—FCC has ordered Booth American Company to show cause why its licenses for WJLB(AM) and WMZK-FM, both Detroit, should not be revoked. FCC said information going to its attention since grant of renewals for stations, would, if substantiated, warrant refusal to grant license or permit or original application, and raises serious questions best resolved in hearing to determine whether Booth has qualifications to be licensee of the FCC.

■ **WHAM(AM)-WHFM(FM) Rochester, N.Y.**—FCC, in decision prepared under direction of Commissioner Tyrone Brown, imposed sanction of short-term (one-year) license renewals on stations WHAM(AM) and WHFM(FM) Rochester as result of Rust Communications Group Inc.'s deficient equal employment opportunity (EEO) performance at stations. Stations also subjected to periodic EEO reporting requirements. FCC also announced change in policy concerning its consideration of post-license term EEO data. New policy applies to all future renewal applications, and selectively, to pending renewal applications.

Cable

■ **Alert Cable TV of South Carolina Inc.** for Lee and Bishopville, both South Carolina (SC0113, 029) add signal.

■ **Teleprompter of Simi Inc.** for Ventura, Calif. (CA0714) add signal.

■ **Asbury and James TV Cable Service Corp.** for Hershaw, Rand, Chelyan, Chesapeake, Marmet, Witcher, Belle, West Belle, Quincy, Holly Lawn, Dry Branch, Dupont City, Cabin Creek and Diamond, all West Virginia (WV0053, 66, 40, 95, 7, 100, 94, 71, 65, 54, 46, 7, 37, 38) add signal.

■ **Princeton Cable TV Inc.** for Princeton, Wyandot and Bureau, all Illinois (IL0130, 266, 281) add signal.

■ **Tele-Media Company of Addil** for East Palestine, New Waterford and Negley, all Ohio (OH0245, 80, 435) add signal.

■ **Suburban Cablevision Inc.** for Perth Amboy and Kenilworth, both New Jersey (NJ0350, 1) new system.

■ **Douglas Television Company** for Payson, Ariz. (AZ0041).

■ **Tri-County Cable Television Inc.** for Seymour and Jackson, both Indiana (IN0068, 159) add signal.

■ **Coldwater Cablevision Incorporated** for Quincy, Coldwater, Batavia and Girard, all Michigan (MI0104, 3, 035, 6, 284, 518) add signal.

■ **Watkins Glen TV Corp.** for Watkins Glen, N.Y. (NY0518) add signal.

■ **Total CATV Inc.** for Baton Rouge and East Baton Rouge, both Louisiana (LA0055, 50) add signal.

■ **Rex TV Inc.** for Rexburg, Idaho (ID0053) add signal.

■ **Sommons Communications Inc.** for University Park and Highland Park, both Texas (TX0545, 6) add signal.

■ **Warner Cable Corp.** for Washington, Va. (VA0215) new system.

■ **Wacco Incorporated** for Wayne, W. Va. (WV0352) add signal.

■ **Continental Communication Corp.** for Sulphur, La. (LA0064) add signal.

■ **Hancock County Cablevision** for Hawesville, Cloverport and Livermore, all Kentucky and Rockport, Ind. (KY0391, 2, 0, IN0210) new system.

■ **Colonial Cablevision Ltd.** for Central Ann Arundel, Md. (MD0133) new system.

■ **NTC Inc.** for Park Falls, Lake, and Eisenstein, all Wisconsin (WI0032, 73, 2) add signal.

■ **Clear Vision Cable Co.** of McKenzie for McKenzie, Tenn. (TN0009) add signal.

■ **R and S Cable Inc.** for Southeastern Laurel, Ky.

■ **Dublin Associates Ltd.** for Dulaski and Dublin, both Virginia (VA0045, 199) add signal.

■ **American Video Corp.** for Broward, Lighthouse Point, Pompano Beach, Wilton Manors, Lauderdale, Lamarac and Sunrise, all Florida (FL0337, 297, 302, 280, 185, 153, 207) add signal.

■ **AMCOMM Minnesota Balaton Cable TV** for Balaton, Minn. (MN0176) new system.

■ **Colville TV Cable Co.** for Colville, Wash. (WA0073) add signal.

■ **Vucom Inc.** for Emerado and Grand Forks AFB, both North Dakota (ND0017, 0) add signal.

■ **Tri-City Cable TV Co.** for Allesan, Otsego and Plainwell, all Michigan (MI0020, 199, 8) add signal.

■ **Cablevision** for La Grande, Ore. (OR0148) add signal.

■ **Tele-Media Company of Addil** for Flushing, Ohio (OH0438) add signal.

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RADIO

HELP WANTED MANAGEMENT

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. New York State medium market AM/FM. Experienced in all phases. Strong sales and leadership background. EOE. Write Box G-151.

Group Broadcaster who is expanding into a highly competitive market needs general manager who is not afraid of selling but is a good administrator. Looking for right person ready to move up. Send resume to Command Broadcasting Group, PO Box 1703, Poughkeepsie, NY 12601. E.O.E.

Sales Manager needed for top-rated station in thriving market near San Francisco. Successful applicant must have unique mixture of drive, intelligence and ambition. Very strong sales team, excellent staff, and attractive compensation package with fringes awaits right person. Resume to Gordon Zlot, KZST, Box 2755, Santa Rosa, CA 95405. Equal Opportunity Employer. M/F.

A Goal-Achieving experienced sales manager needed for 5,000 watt AM full-timer in competitive New York State middle market. Person will train, motivate, supervise staff plus carry number one list. Group operation. Excellent salary, bonus arrangement, benefits! Resume and sales history to Box G-198.

Business Manager—major market AM-FM station, group owned. Will be responsible for accounting, computerized traffic/billing, work closely with general manager on budget, fiscal planning. Salary commensurate with experience. An Equal Opportunity Employer. Send complete resume in confidence to Box G-203.

Florida Major Market FM seeks highly qualified, experienced general sales manager. Great track record, excellent management skills and full experience on national level necessary. Ownership potential with expanding group. E.O.E. Resume, references, and expectations to Box G-219.

Sales Manager AM/FM. Need good organizer with Radio sales background to keep our excellent sales department humming. Salary, commission, override, fringes. Small market Indiana. Box G-222.

Opportunities with growing broadcast group located in the Sunbelt. Seeking experienced (1) Radio Announcers, (2) Station Managers, Sales Managers, and (3) Sales Persons. Excellent benefits. Please send resume and tape if applicable. Contact: Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352. 919-276-2911.

HELP WANTED SALES

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.

2 Positions: Sales Manager and Sales person. N.W. fulltime, high power AM & FM. Medium size multiple station market. ARB sweeps show 90% weekly come. Sales Manager: Salary plus percentage of gross. Sales Person: Existing account list over \$10,000/mo., draw against 20% commission on collection. Experienced people only. EOE. Send resume to Box G-146.

We are looking for an enthusiastic and experienced radio salesperson—a qualified professional with comprehensive knowledge of industry research techniques and their proper applications. Please forward a complete resume including your reasons for leaving and your current monthly billings. We offer better-than-industry-average income, excellent incentives, and fringe benefits. Send all replies to Wynn Alby, Vice President, Columbia Pictures Radio, Suite 410, 2112-11th Avenue, South, Birmingham, AL 35205. We are an equal opportunity employer.

Southern California—We are looking for an energetic, ambitious pro who wants to grow with a winner. The two top stations in the area offer an excellent opportunity. Apply now. Larry Thomas, Sales Manager, KUDE/KJFM, PO Box K-1320, Oceanside, CA 92054.

Leading station in central Virginia market is looking for salesperson. If you're aggressive, creative, and intelligent, we can make a lot of money together. Experience preferred; hard work required. Can start at once. Send resume, track record to WCHV Radio, PO Box 5387, Charlottesville, VA 22905, Attn: Bryant. EOE.

If you know you're a great sales person, we may have a job for you! WGIG and WSBI FM needs two very sharp sales people, female or male, to sell on the street in this great coastal area. We're part of a chain, pay very good money, and are located on the ocean 75 miles from Florida. Call Alan R. Bishop, Vice President, 912-265-3870, or rush your resume to 801 Mansfield Street, Brunswick, GA 31520 now! This could be the best job you'll ever have.

Growing Radio Group with new acquisitions has awaits for Sales People with management potential. Already have 4 station managers advanced from sales departments. You set earnings goal. RAB/Welsh training. Box 1423, Sioux Falls, SD 57105. Equal Opportunity Employer.

WSGA/WZAT AM & FM powerhouse in beautiful Savannah, Georgia is looking for a young, aggressive account executive on the way up who'd like to take over an A-list. If you think you're the man or woman we're looking for, send a resume now to: General Manager, Box 8247, Savannah, GA 31412.

Denver area AM-FM beautiful music stations seeking experienced account executive. Prefer radio, television, print or agency background to call on agencies and direct accounts. Experience in media planning, traffic and production procedures helpful. Good list of accounts. We offer a good compensation plan, stability and an association with an outstanding staff of professionals of well respected stations. Send resume and references to Dick McMahon, Local Sales Manager, KOSI AM-FM, PO Box 98, Aurora, CO 80040. If you've wanted to settle down in one of the greatest family living areas, act now. An equal opportunity employer M/F.

Now staffing new radio station in Anamosa, Iowa. All positions. Call Mark or Dick at 608-935-2302. E.O.E.

Laredo, Texas, Gateway to Mexico, has immediate opening for experienced Sales Person who seeks opportunity, not security. Right person will be making \$25,000 plus within year. Must be able to write and produce good commercials. Advancement opportunities unlimited. Send resume and tape to Thomas Mitchell, KOYE FM, Box 1731, Laredo, TX 78041.

Sales Pro for Chicago Metro FM. Very high commission against draw. \$25,000 first year potential. Roger Kaplan, WEFA, 4 South Genesee, Waukegan, IL 60085. Equal Opportunity Employer.

Opportunities with growing broadcast group located in the Sunbelt. Seeking experienced (1) Radio Announcers, (2) Station Managers, Sales Managers, and (3) Sales Persons. Excellent benefits. Please send resume and tape if applicable. Contact: Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352. 919-276-2911.

Just acquired new station in a competitive market. Need sales persons. Good salary and benefits. Send resume to Command Broadcast Group, PO Box 1703, Poughkeepsie, NY 12601. E.O.E.

HELP WANTED ANNOUNCERS

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

Announcer, with good production skills for well respected Central Virginia Modern Country music station. Some sales a possibility. EOE. Send tape, resume, salary requirements to WPED, Box 8, Crozet, VA 22932.

Kentucky—Top 40 announcer (night shift). Must be self-starter and interested in making the extra buck. Call Jim Ballard 606-248-5842.

Station reshuffling staff. Opening for announcer/salesperson. Good pay. Phone WLEA, Hornell, NY 607-324-1480.

Phila. suburban, full-time 5kw AM seeks strong announcer. Requires experienced person who can program MOR adult music. Good salary and benefits. Resumes and tapes to WCOJ, Coatesville, PA 19320. An affirmative action/EOE.

WXYQ, Stevens Point, Wisconsin is looking for the best "undiscovered" morning personality. Applicants must sound warm, friendly, and believable. The best equipment, benefits, and working conditions. Tapes and resumes to

50,000 watt country music radio station has opening for a full-time announcer. Must be a "personality", have good voice, sharp production skills, and enjoy working remotes. Only experienced persons should apply. Send tape, resume, and references to KWKH, PO Box 21130, Shreveport, LA 71120. Salary commensurate with experience and ability. Equal Opportunity Employer.

5,000 Watt Northern Arizona daytimer looking for two air personalities, with possibility of PD and MD openings. Bright, self-starters wanted for these unusual opportunities, with attitude more important than experience. Call Max Busby 602-524-3994. KDJI, Holbrook, AZ.

10 KW MOR AM/ 100 kw beautiful music FM in eastern North Carolina needs a person for the 7 pm to 1 am shift. First class radio telephone operators license is mandatory. Call Reeves Fowler between 9am and 5 pm Mon-Fri 919-758-1070 or send tape and resume to WNCT Radio, Box 7167, Greenville, NC 27834. Equal Opportunity Employer.

Morning AC Entertainer with good pipes and production needed in August at KRKK, Rock Springs, WY 82901. Tapes and resumes to Rod Tucker, PD, PO Box 2128.

One of Northern California's top beautiful music stations needs a morning announcer. Good voice, good production. Send resume and tape to Charles Hancock, KZST, Box 2755, Santa Rosa, CA 95405. EOE, M/F.

Now staffing new radio station in Anamosa, Iowa. All positions. Call Mark or Dick at 608-935-2302. E.O.E.

Wanted: Experienced, strong voice for Adult Contemporary air shift, heavy production at top notch AM/FM. Experience with automation to your advantage. Send letter, resume, tape to Box 603, Crawfordville, IN 47933. EOE.

Needed Now! Creative, mature morning person for adult contemporary Northwest Ohio leader. Need someone that can localize. Good working conditions with full company benefits. Extra \$ for PBP. Send T&R's to Joe Gallagher, PD, WFIN, 101 West Sandusky Street, Findlay, 45840. EOE.

HELP WANTED ANNOUNCERS CONTINUED

Classical Music Announcer. Evenings. 3rd. FCC. Production and editing. \$8,500. Send resume immediately to Margie Laskoski, WSKG Public Radio, Box 97, Endwell, NY 13760. EOE/M-F/AA.

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

If you're a good communicator, at home in the production studio, and have a desire to do some exciting on-air work, then you could be the person to fill a rare opening at a large small market operation in the Upper Midwest. We're looking for someone with at least a year's experience in production and on air work for a new concept in nighttime radio. If you're an energetic person looking for creative recognition, rush resume to Box G-223.

Applications now being taken for News Director, minimum 3 years experience; computer type operator able to write copy and do good commercial production; account executive with some experience in advertising or radio time sales. Send resume to Gulfstream Broadcasting Company, PO Box 277, Ft. Pierce, FL 33450. EOE. Minorities encouraged to apply.

Modern Country—Experienced air personality needed for AM or FM drive. A great opportunity for the right person. Contact Curtis King, WKKK, 1901 Reid-farm Road, Rockford, IL 61111. 815-877-3075.

Ready to move up? A challenging position in West Texas for air personality that loves contemporary music and good production. Send resume to Box G-258.

WCZY is expanding again. Need smooth, relaxed voices for Detroit's top beautiful music team. Warm, natural delivery and ability to communicate humanly are essential. This is a fabulous growth opportunity. If you're experienced in any adult format and looking for the best company in radio, send tape, resume, and anything else you think I need to know to: Bob Gaskins, 15401 West Ten Mile Road, Oak Park, MI, 48237. WCZY is a company of Combined Communications Corporation, an equal opportunity employer M/F.

Adult contemporary needs 7 to midnite air talent and news reporter/anchor for recently expanded operation. Excellent salary, benefits. Available in about one month. Box G-205.

Non-commercial religious station needs experienced announcer with background in religious radio. News writing required. EOE. If qualified, send resume and tape to WIBI, PO Box 126, Carlinville, IL 62626.

Patten Communications is expanding its radio properties and is on the lookout for sharp people in the following areas: AOR/Top 40 disc jockeys, production, news in some very good markets in the country. Patten is also looking for sales people looking for future management opportunities. Excellent company—with an employee stock program and other fine benefits. Contact: Carl Como, PO Box 3470, Madison, WI 53704, c/o 92 FM. Tapes, resumes, references, NOW please!

Morning drive witty personality needed. Good pay/benefits. EEO. Mellow rock upstate NY. Box G-227.

Announcer/MD with good production skills for top rated South West Virginia Modern Country Music Station. Some sales possible. EOE. Send tape, resume, salary requirement to Henry Beam, WAHY Radio, PO Box 1011, Princeton, WV 24740.

Looking for an experienced, adult contemporary jock with good production skills to fill our PM drive slot. Send tape and resume to Flinn Hackett, WOTT, Box 63, Watertown, NY 13601.

Morning Announcer—40 hour week. Experienced only. Heavy news/easy listening music. California Central Coast. KSMA AM/FM, PO Box 1240, Santa Maria, CA 93456. 805-925-2582.

Production director for number 1 Texas country station. Excellent position in rapid growing market. EOE. Send resume to Box G-257.

Opportunities with growing broadcast group located in the Sunbelt. Seeking experienced (1) Radio Announcers, (2) Station Managers, Sales Managers, and (3) Sales Persons. Excellent benefits. Please send resume and tape if applicable. Contact: Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352. 919-276-2911.

HELP WANTED TECHNICAL

Chief Engineer, So. Calif. Public FM. Studio and transmitter, satellite receive, RPU. Min. 3 years experience. Management level position, salary approx. 18K depending on experience. Benefit package rated at 30%. Contact: Admin. Services, Saddleback College, 28000 Marguerite Parkway, Mission Viejo, CA 92692. 714-831-5730.

We need the right Engineer! Great opportunity in Midsouth. Must be capable studio and transmitter person. Aggressive quality oriented firm seeking engineer to fit into exciting high challenge environment. Multi facility in new building offering super potential to the person who can fit. Who feels comfortable with all kinds of challenges, has good attitude and good personality. Box G-118.

Chief engineer for 100,000 watt FM. Must have First Class License, digital and analog automation experience and high power FM transmitter experience. EOE. Minorities encouraged to apply. WLQY, PO Box 277, Ft. Pierce, FL 33450. 305-464-5465.

New 100,000 watt public station is looking for a Chief Engineer. Will be responsible for all technical aspects of operation including, maintenance on transmitter, micro-wave, studio equipment and automation system. Will assure compliance with all FCC requirements. 1st phone, B.A. in electronics and two years full-time experience required. Additional experience may substitute for degree. Experience in remote recording technique involving high quality music performance very helpful. Salary \$13,500-\$15,000. One month vacation. Send resume to David M. Horning, General Manager, KHCC-FM, 1300 North Plum, Hutchinson, KS 67501. Deadline: August 10, 1979.

Chief Engineer needed for long-established full-time AM broadcast station in Tucson. Our former chief was stolen by a big Washington consulting firm! Complete responsibility for proper operation and maintenance of all technical equipment. Directional experience required. \$12,000-\$15,000. Paid insurance/vacation. Warm sunny climate and excellent recreation area. Contact Charlie Olson, Radio Station KCEE, PO Box 5886, Tucson, AZ 85703, 602-623-7556. E.O.E. All replies confidential.

Chief Engineer: Group owned 100KW FM/1KW AM-South. Modern equipment, great place to live and work. Resume to: Frank Bilotta, WGLD, PO 2808, High Point, NC 27261.

Chief Engineer or First Class License ready to move up. 500 Watt, DA-D 2 tower, new studio equipment. Send resume, salary history, and studio maintenance knowledge. AM antenna proof experience not necessary. WTCL, 1295 Lane West Road, S.W., Warren, OH 44481. Opening August 1, 1979.

Assistant Chief looking to become chief engineer or a chief engineer looking for new opportunity. Beautiful college town, 30 miles outside of Pittsburgh, Pennsylvania. A.M. and FM. Must have transmitter and audio maintenance experience. Send resume to Mel Goldberg, WHJB, 245 Brown Street, Greensburg, PA 15601.

Assistant Engineer for KLAZ AM/FM: First class ticket holder or EE graduate required. Position open immediately. Excellent opportunity for the right person to advance with growing company. Contact: Norm Laramie, KLAZ, 1501 N. University, Suite 768, Little Rock, AR 72207 or call 501-661-9850.

Wanted: Experienced Chief Operator (engineer) for a California resort radio station. Starting pay \$1,500 per month for 32 hour week. Possible overtime. D.J.'s need not apply. Box G-241.

1/2 time chief 1/2 announcer. AM with new 100KW FM in 1 mo. 605-996-1490 & resume: Mike Edwards, Box 921, Mitchell, SD 57301.

HELP WANTED NEWS

Radio-TV Sports—WMBD-Radio-TV seeking sports anchor with experience in play by play. Duties include radio-TV play-by-play, TV sports anchor, regular radio sports talk show. Send resume & Audition tape (Vtr/ pbp) to Duane Wallace, News Director, 3131 No. University, Peoria, IL EOE/M-F.

Group Broadcaster needs digging news director to form two person news staff. Must have good voice. Send resume & tape to Command Broadcast Group, PO Box 1703, Poughkeepsie, NY 12601.

You can become an award winning, No. 1 rated small market News Department. Growing AM/FM needs News Director now. Includes opportunity to serve on station management team. Tape, resume to: WRXO, Box 1176, Roxboro, NC 27573. EOE M/F.

Immediate opening for creative copy and production person to handle commercial production plus some news and announcing for small automated station in beautiful New England coastal community. Send tape and resume to Charles Smith, WNBK Radio, PO Box 310, Newburyport, MA 01950. EOE.

Serious about news? Work with a top Kentucky news station—voted best state news operation for market size three of last four years. College degree, Midwest resumes only. EOE. Box G-193.

News Director for small market station with big market professional standards. Some Play by Play and color helpful. Number one News and Sports source for delightful, growing town of 30,000 population. Resume/Tape. KGRO, Box 1779, Pampa, TX 79065. 806-669-6809.

Newsperson with at least one year's experience. Local news a must! Good opportunity for right person looking to advance. Send tape and resume to: WLDM, 249 Union St., Westfield, MA 01085.

Colorado's only All News station KDEN-AM is expanding! Applications now accepted for on air anchors-reporters. You must have a minimum 2 years news experience in top 50 markets. Send cassette aircheck and resume to Tony La Monica, Program Operations Manager, KDEN, 5660 South Syracuse Circle, Englewood, CO 80111. No calls please. KDEN is an EOE employer.

News Director for NPR Affiliate. 28 KW public radio station with award-winning news and public affairs department seeks strong news and public affairs director. Requirements include extensive broadcast journalism experience including some management background. Writing ability, excellent on-air voice, experience in public radio, small market reporting of governmental affairs preferred. Salary range: \$9500-13,000, all applications must be received by August 10, 1979. Send resume and tapes to: WKGC-FM, Attn: Earl Cochran, Vice President, Gulf Coast Community College, 5230 West Highway 98, Panama City, FL 32401. Gulf Coast Community College is an equal opportunity employer.

Florida AM/FM accepting applications for news positions. Tape, resume to: John Picano, Fairbanks Broadcasting, 1500 North Flagler Drive, West Palm Beach, FL 33402.

News Director for small market station in Northern New Mexico. Tape and resume to Dan Kelley, KBSQ, Box 970, Espanola, NM 87533.

All news radio station looking to fill reporter/anchor position. Professional presentation required. Send tape and resume to Radio News Director, WSOX, Box 34665, Charlotte, NC 28234. An equal opportunity employer M/F.

News Person: Experienced news person for four person staff at station strong on news and public affairs. CBS affiliated good salary and benefits. Send tape and complete resume to News Director, WSOY, PO Box 2250, Decatur, IL 62526. Equal Opportunity Employer.

News Director: small-market, community oriented station near D.C. Authoritative delivery, clear concise delivery and aggressive reporting required. Send resume, aircheck ASAP: WKIK, POB 346, Leonardtown, MD 20650.

HELP WANTED NEWS CONTINUED

News Director for AM/FM in Southeast, top 100 market. Looking for experienced professional willing to make a commitment. Box G-239.

Help Wanted: News Director for gathering and reporting local news. Also to host weekly public affairs programs. WVSC, Box 231, Somerset PA 15501. 814-445-4186.

Future need for news director. Small market AM-FM facility seeking someone who can gather, write, and deliver news in a professional manner. Good potential for right person. Complete resume to Box G-206.

KOY, Phoenix, is looking for an experienced radio news communicator. Writing style and delivery are paramount considerations for this drive-time slot. Send tape, resume and writing samples to Paul McGonigle, 840 N. Central Ave., Phx. AZ 85004. An equal opportunity employer.

Broadcast journalist to gather, write and report news for dominant AM-FM stations in north Texas market of 25,000. Produce and host weekly public affairs show. Must be self starter, imaginative in editing, production; solid journalistic foundation with minimum two years experience and strong on-air sound. Negotiable salary in \$11M range. EOE. Send resume to Box G-246.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Operations Director. Top 25 Midwest No. 2 contemporary black-oriented station seeks No. 1 position. Duties include: daily air-shift; employing/supervising/evaluating dj's; promotional involvement; screening commercial copy; general supervision of all programming personnel and activities, including news and public affairs. Knowledge of current FCC programming regulations a must. Must be team-oriented, with positive attitude towards management and ability to take directions. Paperwork, planning and commercial orientation important. Successful management and employee motivation experience desirable. 3rd ticket. Send resume stressing above qualifications plus air check to: C. Burns, WLUM, 12800 W. Bluemound Rd., Elm Grove, WI 53122. No phone calls. WLUM is an Equal Opportunity Employer.

Down-home, folksy, country personality with strong programming skills to PD. Country AM. Need driving force to make our country station dominant. Top facilities. Medium market pay. Benefits. Bonus. Send resume to KQIL Radio, Box 340, Grand Junction, CO 81501.

Operations Manager promoted to GM position within our company. Need top-rate announcer/producer with strong administrative skills for this growth spot immediately. Engineering-computer-FCC Rules & Regs experience helpful. Cassette tape and resume to: Bill Hoverson, KFGO Radio, Box 2966, Fargo, ND 58108 701-237-5346. EOE.

Program Director for fringe Washington, D.C. adult contemporary station. Outstanding opportunity to move into major market. Experience in programming, production and promotion. Short air shift. 1st class. E.O.E. Contact R. McKee, WPRW, Manassas, VA 22110.

Co-Host for daily entertainment and public affairs program at quality TV station in medium market, to complement long-established male co-host. TV news/feature background and producing experience helpful, as well as work on similar shows. Sparkling personality a must. Equal Opportunity Employer. Send resume to: Box G-214.

Extension Information Specialist—Radio. Master's degree required. Develop and coordinate production and distribution of radio materials. Closing September 1, 1979. Contact: Hugh E. Cameron, College of Agriculture, Washington State University, Pullman, WA 99164. An equal opportunity/affirmative action employer.

Program Director—Dominant AC station in competitive midwest secondary is seeking a strong PD. with experience. Must have management ability, good on-air ability, and interest in news and community events. Salary \$15,000-\$20,000. Send resume to Box G-243.

WKBW Radio, Buffalo, a Capital Cities Station, has a rare opening for an experienced Production Director. We are looking for a creative and talented person to write and produce commercial copy. You would also work in part with the Programming Department. Send produced samples of your work and complete resume to Sandy Beach, WKBW Radio, 695 Delaware Avenue, Buffalo, NY 14209. No calls please. An equal opportunity employer.

Script Editor, earplay, academic specialist, WHA Radio. Primary responsibilities: delivery of production-ready scripts to EARPLAY, the radio drama production center for public broadcasting. Other areas of responsibility include supervision of the packaging of the EARPLAY season of dramas, some post-production and some directing. Requires BA degree; some graduate level work in theatre or playwriting preferred; two years professional experience in radio drama production and in script editing required; must demonstrate broad knowledge of literature especially contemporary American playwrights and recent developments in American theatre; must demonstrate ability to recognize literary quality and potential in rough drafts of work and work not written specifically for the radio medium and the ability to train others to do the same; experience supervising the work of others preferred. Salary based on annual rate of \$21,000. Application deadline August 24, 1979. Write for application details to: Jack W. Mitchell, Station Manager WHA Radio, 821 University Avenue, Madison, WI 53706. An equal opportunity employer.

Operations Manager—Take over full management of successful high quality class C contemporary format computer activated station. Train announcers, create fantastic local production & voices, supervise precise engineering. Big responsibility for well motivated skilled pro with high personal goals. Call Beaumont Texas, the 98th market, 713-755-6155.

P.D. strong air personality for competitive market. Send resume to Box G-172.

SITUATIONS WANTED MANAGEMENT

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.

General Manager who will make you best, most profitable ballgame in town available for final permanent position. Track record, outstanding background, qualifications, abilities! In no hurry. Will wait for right position. Box G-131.

Program Manager . . . first phone, fourteen years experienced professional, college, AM, FM including automation, relocate, looking for challenging position with equal compensation. Box G-162.

Assistant Manager: Over ten years experience in sales, programming, operations, FCC. Stable, married, family. Desire growth position with challenge and responsibility. All replies considered. Box G-160.

General Manager. Heavy sales oriented with multiple market experience including AM & FM operations. 16 years experience. A dedicated professional with lots to offer. What do you have to offer? I am looking for a challenge and above average opportunity. There are a lot of excellent operations that lack a strong leader. If you have that situation let's get together. Outstanding references available. Box G-202.

General Manager of small manufacturer with three years radio sales desires to manage and sell for small market station in Maine, New Hampshire, or Vermont. Would like option to buy piece of station. 31; Degree in Business; Family. Box G-225.

Top Programming Executive in major chain wishes management position in California or Northwest. Box G-250.

General Manager. Lengthy experience with exceptional, documented performance record in major and medium markets. Availability due to sale of station. Current and previous owners will attest to ability. Excellent administrator, strong sales management. Intelligent and articulate. Hard working, devoted and stable. Carefully looking for long term association with quality organization. Box G-259.

Wanted, station or sales dept. to manage. 10 year veteran. 5-years sales, presently assistant manager. Former ch. engineer—directional station, announcer, program director. Prefer warm climate. Box G-199.

SITUATIONS WANTED SALES

Transplanted New Yorker wants to return. Currently GM Small Market. 3 yrs Broadcast Management; 5 yrs. sales, married. degreed. Joe Rossano 602-526-2687.

Sales Manager. West Coast small to medium market. Can lead and motivate others and carry own list. FM or fulltime AM, turn-around situation or will assume responsibility for your established sales staff. Box G-237.

SITUATIONS WANTED ANNOUNCERS

First job wanted. Broadcast trained. Third ticket. Phone weekdays 716-834-4459.

Female D.J., 21. 3rd ambitious, dependable, disciplined. Resume and audition tape available. Call or write: Ladwynna Thomas, 312-285-7251, 4332 So. Michigan Chicago, IL 60653.

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.

Dependable, ambitious, dedicated, hard worker. Can relocate anywhere, immediately Any format. Have third. Resume & tape available. Can also do sports reporting and/or play by play. Call or write: Kevin Horan 312-889-6618. 1624 North Austin Ave., Chicago, IL 60639.

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.

Announcer with one years experience looking for air shift/production. College Graduate. Third Endorsed. John Ehlinger, 2636 N. 53rd Street, Milwaukee, WI 53210. 414-873-5366.

Your problems are over! Highly-trained (EOE) "minority" newscaster-D.J. smooth friendly delivery. Relocate anywhere, tape available. 201-433-5458.

15 yrs experience, 3rd, married, prefer country any shift, any size mkt. Johnny 602-941-1640.

10 yrs M.O.R. Seeking M.O.R., Jazz. 31. 1st. Box G-167.

I'm a pro who will keep em listening and talking about your station. 10 years experience. Can also write, produce and do PBP. Looking for medium market, will consider good paying small market. Good man to have around. Respond Box G-169.

Experienced Top 40 Announcer looking to join your T-40 or AOR "Air Force". Prefer late night. Call Mark Thompson 414-463-4405 or 414-251-4994.

Looking for Top-40 or country format. Experienced as PD/MD. Stable work history with excellent references. Box G-210.

Available now. 16 year professional announcer, production, news. Randy Galliher, 3907 Angol Place, Jacksonville, FL 32210. 904-771-7386.

Attention Nevada. Mature, experienced, announcer. Country or MOR. Excellent production and news. Available now. Box G-211.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Young, professional announcer. 10 years MOR. Beautiful music experience. Phone 216-725-0212.

Rock n Roll! Experienced, talented D.J. wants air shift for non-conservative AM or FM in top 40 market. If your act's together, let's talk. Mike Ward 716-837-9964.

Air Personality—3rd Endorsed expertly trained Disco or MOR. Can relocate anywhere immediately. Tape and resume available upon request. Call Frank Portlock at 312-643-6371 between 6 pm-1am or write 7046 Chappel, Chicago, IL 60649.

Disc Jockey, R&B, jazz, rock. Married, family, looking for good local Calif. station. Roger S. Mitchell, 1709 89th Ave., Oakland, CA 94621. 415-261-2723(eve) 530-1005(day).

Versatile Air Personality, 3rd Class License. Resume and audition tapes available. Creative and full of pep. R and B or disco. Box G-249.

SITUATIONS WANTED NEWS

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.

Sports Director with p.b.p. available now. Can combine with news or announcing. Call Al 317-474-2753.

Experienced Reporter, 4 years. Ready for major market. Small market ND with major market experience. Street reporting, PA production and features my strengths. B.S. in Communications. Box G-236.

8 years news experience. TV assignment editor wants back in radio as morning anchor/editor or news director. Emphasis on "People News". Former News Director. Creative, innovative. Prefer move to top 50 market. Wayne Hackbarth, 4833 Ford Ave., N.W. Cedar Rapids, IA 52405. 319-396-5380 after 7 p.m.

Sportscaster, top notch PBP, dramatic and exciting. Top biller at medium market station. Box G-232.

Award winning Sports Director looking for a top medium or major market challenge. Excellent PBP reporting, writing. College grad, six years experience as morning drive. Dick, 602-265-1462.

Take your pick—young dedicated pro ready to move. Currently medium market ND & SD. First-rate PBP football, basketball, baseball. 2 yrs major market talk experience. Former trial attorney. Bright, imaginative. Tom 803-224-3424 or 225-7846. Box G-240.

If you've got a medium market sports and news position and won't settle for less than high quality, please call me, 516-781-0037, Larry.

Dedicated Pro Sports Director/PBP, 10 years experience, seeking PBP, Sports Director and/or Management opportunity. Professional, productive and personable. Box G-200.

Aggressive, highly motivated. Play by Play Announcer seeks station with sports commitment—level of competition unimportant. Western States preferred. Mike Hart 714-233-8833, PO Box 1221, La Mesa, CA 92041.

Experienced Pro seeking growth opportunity as News Director, Can write, deliver, organize and lead and do Public Affairs/talk. Now Near NYC. Box G-248.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Medium (top 50) market programmer seeks stimulating position in larger East Coast city. 703-339-5795.

Successful Communicator seeking 500,000 plus market job with an aggressive Country Music Station. Experience as PD/MD. 13 year pro. Family man. 1st. Prefer mornings but considering all day areas. Call after 6 p.m. 502-845-4776.

Radio Active for eight years, 1st Phone Exp. MOR. POP. & C&W-PD, MD, Prod. Call Harry Dierks 214-245-3194.

Sales Oriented PD—Excellent background, seeking medium/large market programming department. No disco/country/automation please. Energetic-creative-career-broadcaster. Vietnam vet. Box G-226.

KLOS Los Angeles is where I've been for the past four years. Six years in Los Angeles. Nine years in broadcasting. I'm 32, married, with one son. First Class License. References from each station. I've made it as a jock. Now, I'm going to succeed in programing AOR or Soft-Rock. If your station is in a competitive market, has the stuff to win, and is in a western state, please call. All market sizes considered. Opportunity is the most important qualification. Keith Lowe, 850 South Mansfield, No. 4, Los Angeles, CA 90036. 213-936-2797.

Pennsylvania announcer with five years production experience, and who is a jingle fanatic, wants to learn jingle production. Looking for production trainee type opening at jingle company. Eager to learn. Write to Rob at Box G-233.

TELEVISION

HELP WANTED MANAGEMENT

Nonstandard managerial job at new VHF public TV station in the Denver metro area. This station is intended as a laboratory for new ideas in television: we'll be controversial and challenge people's expectations about TV. General manager needed for strong fund-raising background and personnel skills suited to an individualistic workplace. Salary based on incentive formula keyed to station income. Applications encouraged from women and members of minority groups. Write: John Schwartz, President, KBDI-TV; Box 4262; Boulder, CO 80306.

Program Manager—Public Television. Includes production responsibilities. Innovative staff and excellent technical facilities. Write for more information to: General Manager, KUAC-TV, University of Alaska, Fairbanks, AK 99701. EEO/AA Employer.

Promotion/Assistant Manager. Sunbelt network TV affiliate needs promotion assistant manager. This person will be responsible for on-air and print advertising. Position requires solid technical writing, a creative flair and strength in ratings analysis. Prior experience in sales promotion and graphics layout a plus. By August 15, reply to Box G-244.

HELP WANTED SALES

Expanding operation of well-established independent UHF station in South-Central area creates outstanding growth opportunity for account executives. An Equal Opportunity Employer. Please reply to Box G-156.

Southeastern VHF network affiliate needs Local Sales Manager. Must have demonstrated strong local TV sales experience and ability to supervise and motivate five-person local sales department. Salary plus commission. Car furnished. Send resume and salary requirements to Box G-163.

Station in major mid-west market has an immediate opening for a creative salesperson. Candidate should have a good sales background and not be afraid of hard work. Knowledge of radio industry helpful but not mandatory. Draw against commission. An Equal Opportunity Employer. Reply in writing with references and sales track record in first letter to Box G-164.

Top 50 net affil. seeks experienced television sales pro for agency/direct accounts. Position made available through promotion. M/F EOE. Letter and resume to: Box G-209.

Experienced Broadcast Account Executive for ABC affiliate. Dynamic growth area. Salary, commission, benefits. Send resume to M. Ledet, Local Sales Manager, WEVU-TV, PO Box 6277, Ft. Myers, FL 33901. E.O.E.

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 Broadcast Technicians. Established public television station moving to new color facility. West Virginia University and WWVU-TV has vacancies for persons experienced in master control operations, production and maintenance including all phases of transmitter and/or microwave transmitting/receiving maintenance. Send resume of qualifications and salary history to: Jack Podeszwa, Personnel Officer, West Virginia University, Morgantown, WV 26506. An Equal Opportunity/Affirmative Action Employer.

Assistant Chief Immediate Opening. NBC/ABC Affiliate in beautiful southwest. 3 hours from San Diego. Must have maintenance experience with TV transmitters, preferably RCA TT-10, TT-25. Microwave and studio experience desirable. Call K.C. Jones, Chief Engineer. 602-782-5113.

Engineering Manager to supervise transmitter and maintenance personnel in Top 40 Southern market. Future projects will include circular polarization and automated master control. FCC First Class license and union experience required. An Affirmative Action/E.O.E. M/F. Submit application to Box G-170.

TV Broadcasting Transmitter Technician I. The N.H. Network is expanding its operations and has four immediate openings. Must possess associate degree in electronics or equivalent, one year technical experience and first class license. Salary range \$8772-\$13,620, depending on experience. Forward resume by August 6, 1979 to Ken McGowan, Director of Engineering, N.H. Network, Box Z, Durham, NH AA/EEO.

Mairite Broadcasting is looking for an assistant chief engineer for a new TV-FM-AM operation. Help in the construction of a new UHF scheduled for late '79 air date. Excellent living conditions in large medium market. Salary commensurate with experience and ability. Profit-sharing. Life Insurance included in generous fringe-benefit package. A job with a future with a growing corporation. If you qualify call Jim Somich, C.E. at 216-781-3010.

Control Room Operator-First Phone. Northeast UHF ABC affiliate. Responsible for on-air operations and to assist in production. Will train. Reply to Box G-157.

TV Maintenance Engineer: Network VHF in Sunbelt seeks experienced maintenance engineer. Must have 1st class license and 3 years minimum experience. Salary open, benefits good. Contact Lee Walton, Chief Engineer, KTRE-TV, PO Box 729, Lufkin, TX 75901. 713-634-7771. EOE M/F.

Chief Engineer for South Florida Group Owned TV Station. Must be a hands on individual knowledgeable in RCA equipment and Sony ENG. Resume to Box G-191.

Asst. Chief Engineer for South Florida Group Owned TV Station. Must be a hands on individual knowledgeable in RCA equipment and SONY ENG. Resume to Box G-192.

Chief Engineer & Asst. Chief Engineer. Growing sunbelt station needs a know-it-all, hands-on chief for three year old UHF affiliate. RCA package. Beautiful station, grounds, and work environment. Located in small market in Florida. Yankoes welcome. Winter is coming. Call Jim Matthews, WECA-TV-904-893-3127.

Licensed Engineer (Lansing/Jackson, Michigan) Must be 18 years of age or older and hold a First Class Radiotelephone FCC. License, Technical schooling or experience desired. Equal Opportunity Employer. Please write ... Personnel, WILX-TV, PO Box 30380, Lansing, MI 48909.

Assistant Chief Engineer (Lansing/Jackson, Michigan) Must be strong in maintenance. Some management experience helpful. Medium size Michigan station equipped with latest state of the art RCA, Sony, Hitach and Harris equipment. Good salary and excellent company benefit package. Equal Opportunity Employer. Send resume to Personnel, WILX-TV, PO Box 30380, Lansing, MI 48909.

HELP WANTED TECHNICAL CONTINUED

TV maintenance engineer—1st class license—familiar with Angieux and Sony VTR equipment. 4 to 6 years broadcast experience. Salary \$278 to \$350 per week. Equal Opportunity Employer. TV engineer—minimum 2 to 3 years experience, 1st class FCC license required. Salary \$179 to \$276 per week. Equal Opportunity Employer. Apply—Personnel, WFTV, PO Box 999, Orlando, FL 32802.

Wanted—A Chief Engineer to one of America's leading television stations. Top pay for top individual. Must be able to handle personnel and know his stuff technically. Station heavy in remotes, ENG and studio production. We are looking for a leader who can create a healthy atmosphere and maintain a sharp operation. EOE/M/F Write Box G-213.

Video Tape Technician: RCA American Communications Inc., has an opening at our Vernon Valley Video Tape Center, Vernon Valley, New Jersey (near Great Gorge) for a Video Tape Technician. Our Video Tape Technicians are responsible for: Real-time tape playback operations using 2-inch quad machines (TR 600); operating all equipment and machines associated with a video tape operating center including TK 28 Color Teletext Camera and related equipment, routing switchers, and audio-cart or live operation. The ideal candidate will have 1 to 2 years of related experience. We offer an excellent starting salary and a full range of company benefits. For immediate consideration, please forward your resume and current salary to: Mrs. S. Sator, Dept. LS, RCA American Communications, Inc., 201 Centennial Avenue, Piscataway, NJ 08854. RCA. Equal Opportunity Employer, F/M/V/H.

TV Maint. Supervisor/Technician: We are a medium market, commercial, VHF television station, in need of a sharp and experienced person to put in charge of all transmitter maintenance and to assist in planning and installation of new, fully remote controlled transmitter facility. We will pay \$17,000 plus annual starting salary, depending on your qualifications. Equal Opportunity Employer. If you are qualified and interested in a challenge and career advancement send your resume to Box G-251.

Radio-Television Engineering Manager. University of Florida Public Television. Position responsible for assisting in the planning and directing of the engineering operations for a public television station. Duties include directing technologists to set up operations, installation and preventive maintenance schedules. Strong background in engineering maintenance preferred. Requires graduation from high school and five years experience in the field of radio and/or television electronics. Also requires a 1st class license. Send complete resume and salary history by August 15, 1979 to Ms. Connie Fort, University of Florida, 2nd Floor HUB, Gainesville, FL 32611. Equal Employment Opportunity/Affirmative Action Employer.

1st. phone, tech school or equivalent. Chance to gain experience in all facets of TV broadcasting. New studio facility. Send resume to KABY-TV, Box 1520, Aberdeen, SD 57401 or call chief engineer. EOE.

Chief Engineer needed for new Public Television Station scheduled to begin operations shortly. Individual accepted must possess a First Class FCC License, have had television broadcast experience, and be able to supervise installation, maintenance, and operational activities. We are searching for a working chief who has the ability to function within a university atmosphere and who is dedicated to building a first class television station. All new equipment is being installed and station is part of PBS satellite interconnect system. Qualified applicants contact Dr. Harold L. Young, Vice President for Administrative Affairs, Central Missouri State University, Warrensburg, MO 64093. CMSU is an Equal Opportunity Employer.

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 inter city microwave. Budgeting experience and good supervisory skills important. EOE. Please contact Geri Mackey, 815—987-5301.

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.

Aggressive station looking for top-notch weekend sportscaster/general assignment reporter. Must have sportscasting experience and knowledge of 16mm film and ENG. Position will be filled quickly. Equal Opportunity Employer. Send resume to Box G-117.

Dominant medium market station in beautiful sunny South looking for managing editor. Must have strong ENG/Journalism background. You are probably already an assignment editor or assistant N.D., creative and able to communicate with young, aggressive staff. EEO Send resume and salary requirements to Box G-190.

Number One news station expanding staff. Need reporters with minimum of 2 years experience; photographers experienced with film and ENG. Tapes and resumes to Gary Long, ND, KARK-TV, PO Box 748, Little Rock, AR 72203. EOE.

Radio-TV Sports—WMBD-Radio-TV seeking sports anchor with experience in play by play. Duties include radio-TV play-by-play, TV sports anchor, regular radio sports talk show. Send resume & Audition tape (Vtr/ pbp) to Duane Wallace News Director, 3131 No. University, Peoria, IL. EOE/M-F

Meteorologist: Strong on-air presentation with the credentials to make weather segment believable and interesting. Expanding operation looking for someone to grow with us. Equal Opportunity Employer. Resume and your approach to weather first letter. Box G-175.

TV News Photographer. Shoot and edit ENG for top rated station in sunny South Carolina. 1 year minimum experience. Send resume and recent tape to Gary Anderson, N.D. WIS TV, Box 367, Columbia, SC 29202 EEO.

Top Notch Assignment Editor/Producer for 6 p.m. news. Sunbelt CBS affiliate. Mature, creative news pro and administrator. Job leads to news director's post. Call News Director 601—328-1224 after 1:30.

Cinematographer/Editor—Looking for someone who is familiar with 16mm film cameras both sound and silent. Send resume and samples of work: News Director, WOWK-TV, 625 Fourth Ave., Huntington, WV 25701. Equal Opportunity Employer.

ENG Photographer for TV station documentary unit. Should have experience shooting ENG television news. ENG editing experience desirable. College preferred. Samples of work necessary. Send resume and cassette to Linda Hunt, Office B, WNED-TV, 184 Barton Street, Buffalo, NY 14213. An Equal Opportunity Employer.

Field Reporter/Weather Anchor combo for deep South CBS affiliate committed to First-class news effort. Minimum experience required. Tell all in first letter to Box G-194.

Assignment Editor/Bureau Chief to run news office in capital city of West Virginia. Must have strong film and journalism background. Send resume and videotape cassette to News Director, WOWK-TV, 625 4th Avenue, Huntington, WV 25701. Equal Opportunity Employer.

100 Midwestern Market: Two positions. Experience required. Reporter/Photographer: Able to shoot film, edit and produce hard hitting packages. Photographer: Able to shoot film, edit and write scripts. No calls accepted. Audition tape or film & resume on first reply, c/o Linda Fuoco, WTVO-TV, Box 470, Rockford, IL 61105. E.O.E.

Photographer/Editor with gumption. Shoot film, tape and live feeds. We like people, not accidents or fires. We like nat sound, not 30 sec. VO's. Call WLUK-TV, 414—494-8711.

Weekend Anchor wanted for major east coast market. Must have prior TV on-air anchoring experience and street reporting background. Equal Opportunity Employer. Detailed resume to Box G-234.

News Director—Experience, journalism degree required. Top 40 market in Sunbelt. Dynamic person to manage News staff of over 30. EOE. Send resume to Box G-224.

News Producer for local TV station. Writing & news production experience in top 50 market preferred. Send resume and/or tape to Personnel Office, 3 Constitution Plaza, Hartford, CT 06115. We are an Equal Opportunity Employer!

Weekend Weather/Reporter for major West Coast market. Must have previous major market experience. Prefer AMS credential. Applicant must be able to do stories on Environment, Health, Science as well as live reports from the field. Send resumes and tapes to News Director, KRON-TV, Box 3412, San Francisco, CA 94119. E.O.E. No phone calls.

Sportscaster. Must be opinionated, loud, brash, and loveable. A love of pro football and outdoor sports would help too. Get the picture? Replies to Box G-252.

We are restructuring our News operation. We need a News Director satisfied only with a number one market position. Experience with energetic and successful News operation as Director or assistant needed as proof of performance. We also need a resourceful assignment editor who can teach packaging, help develop good field pieces and stay on top of developments with a strong hand in velvet glove approach. Applicant should be capable of on-air performance for up-dates. For either or both positions, tell all in first communication to Operations Manager, WBRE-TV, Wilkes-Barre, PA 18773, an EEO employer.

Top 50 Market News. Get in on the ground floor of a new 5 camera ENG news operation. WKEF television is seeking tapes and resumes from experienced news directors, reporters, photographers and assignment editors. Send needed information to James Graham, Station Manager, WKEF-TV, 1731 Soldiers Home Road, OH 45418. EEO M/F/H.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Operations/Program Manager . . . Midwest top 50, network affiliate, looking for experienced person in programming, production and promotion. EOE. Send resume to Box G-90.

Reporters, Anchors, Hosts. Do you love producing stories about people and working outdoors with minicams? We're a top ten nightly feature magazine and we want producers/cohosts who sparkle. E.O.E. Resume to Box G-148.

Program Manager: Network affiliate in top 50 sunbelt market seeking applicants with minimum 5 years experience in programming and promotion. Excellent salary and benefits along with opportunity for advancement. An Equal Opportunity Employer. Send resume with salary requirements to: Box G-171.

Promotion Manager for major NE network VHF affiliate. Must have minimum of three years experience in promotion. Position involves hands-on work in all phases of promotion, on-air, newspaper, and other print media. Salary commensurate with experience and ability. Equal Opportunity Employer. Reply to Box G-188.

Writer/Publicist-TV-San Francisco. Unusually creative opportunity in San Francisco television. Requires substantial writing (stories, press releases, etc.) and ability to deal successfully with press and public. Other duties will include special events and research activities. Salary: Mid-teens. Previous experience is required, as are writing samples. Please send with resume to: Enid Goldstein, Director of Public Relations, KRON-TV, Box 3412, San Francisco, CA 94119.

Video Promotions Associate: The Public Broadcasting Service seeks individual in Video Promotion group to create national promotional announcements. Position requires strong creative writing and production ability with high technical expertise. Minimum of three (3) years experience in television writing and production required. B.A. in Broadcast Communications, Liberal Arts, or equivalent preferred. Please submit copy of resume, salary requirement and three (3) references to: Carole Dickert-Scherr, Public Broadcasting Service, 475 L'Enfant Plaza, SW, Washington, D.C. 20024. Equal Opportunity/Affirmative Action Employer.

TV Program Editor: Illinois Farm Bureau is seeking a person with a minimum of one to two years experience to write and direct broadcast and corporate television programming. The successful candidate will also serve as on-air talent for commercial and corporate Farm Bureau television programs. We prefer a minimum of a bachelor's degree, preferably in communications or a related field, and a minimum of one year's experience. To apply, submit a resume and salary requirements, in confidence to: Jack Fowler, Director of Employment, Illinois Farm Bureau, 1701 Towanda Avenue, Bloomington, IL 61701.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS CONTINUED**

Television Producer/Director: Work with instructors to write, produce, direct, and edit programming for classroom and community cable, under minimal supervision. Bachelor's plus minimum 3 years studio and EFP experience. Competitive salary. Send resume and creative 3/4 inch samples to Personnel Office, Johnson County Community College, College Blvd. at Quivira Road, Overland Park, KS 66210. An Equal Opportunity Employer.

ENG Photographer top 10 Programming Dept. Experienced in shooting, editing ENG documentaries. Film experience also preferred. Resume and demo to: Production Mgr., WDVN-TV, 4001 Brandywine St. NW, Washington, DC 20016.

Staging/Lighting: Need quality, experienced S & L pro to design and light TV and Cine productions in 3 studios, 1 remote center. Must build sets, maintain records and inventory, train and supervise grips and shop crew. \$16,000 to \$20,000 for experience. Start October 1. Apply to Dr. James B. Tintera, Wayne State University, Detroit, MI 48202. Equal Opportunity Employer.

Writer/Producer of radio and TV newscasts, television show inserts, public service spots, documentaries, and discussion programs for major land-grant university. College degree plus two years experience (including on-air) desired. Salary starts at \$10,992. Contact Leonard Herr, Personnel Office, Virginia Tech, Blacksburg, VA 24061, by August 15, 1979. An Equal Opportunity and Affirmative Action Employer.

Operations Manager: New UHF independent in Oklahoma City is taking applications for an Operations Manager to assume responsibility for all studio production and on-air functions. Prefer someone from the Southwest who is now a production manager or senior director who wants to get in on the ground floor of a new station. New building and equipment and a great place to live. Send resume with salary requirements to: Ted Baze, VP & Gen Mgr, KGMC-TV, 2520 N.W. 39th Street, Suite 201, Oklahoma City, OK 73112. EOE M/F.

Associate Producer: For daily, live talk show in top-ten market. At least 2 years experience in in-studio and field production. Strong research and writing skills are an absolute. Must be a take-charge person offering strong, creative input. Equal Opportunity Employer. Send resume to Box G-228.

Announcer/Director: To direct, coordinate, plan and supervise performers, technicians, camerapersons and floorpersons. Must have good voice and minimum of two years' experience. Resumes to Claude Evans, WALA-TV, PO Box 1548, Mobile, AL 36601. No telephone calls, please! EOE M/F.

Staff producer/director in "state of the art" corporate AV facility at Ohio Bell. Responsible for directing studio and remote television productions. Must have at least five years' experience in all phases of TV production including EFP lighting and editing. Must be proven creative thinker who can transfer ideas to results. Scriptwriting skills and experience in film and videotape production a definite plus. College degree desirable. Send resume to: Ohio Bell, Room 761, 55 Erieview Plaza, Cleveland, OH 44114.

Promotion Director—We're looking for a person with the ideas and energy to make our station a solid No. 1 in the market. You will be responsible for the concepts and production of our promotion. News is our highest promotion priority, but we also place heavy emphasis on episodic promotion of our syndicated programs and on community-involvement promotions. You must be an idea person with television production and promotion experience. You'll have access to our new 1" tape mobile production unit. E.E.O. employer. Send resume and samples of work to Howard L. Hoffman, General Manager, WBBH-TV, 3719 Central Avenue, Fort Myers, FL 33901. No phone calls, please.

Host: We're searching for a bright, articulate personality to host live, daily talk show in top-ten market. Must have warm, on-air manner, strong production skills and experience in writing, booking and research. Program variety requires someone with an interest in everything. Equal Opportunity Employer. Send resume to Box G-230.

SITUATION WANTED MANAGEMENT

I want to make you No. 1! Young, experienced program/operations/promotion manager; solid credentials; B.A. Available immediately. Box G-177.

SITUATIONS WANTED TECHNICAL

TV-FM-AM Field engineering service, 29 years experience... installation—maintenance—system design—available by the day-week or duration of project. Bruce Singleton 813-868-2989.

Seeking position as assistant/chief engineer in western U.S.; 20 years experience television, radio-FM, both studio and transmitter. 422 S. Richland, Olney IL 62450.

F.C.C. First class licensed technician four years experience in television and audio-visual organizations young man, well educated, realistic goals, cooperative, salary negotiable. Box G-204.

First Phone, CIE Graduate, Three years experience all operational phases. Presently with ABC Affiliate. Desire change of area. Box G-253.

SITUATIONS WANTED NEWS

Editorial director. Major awards winner. Strong community involvement. Box G-155.

Meteorological Personality. Television is a visual media, and I do a very visual weathercast. I am looking for quality, if you are too, lets get together. AMS seal. Box G-178.

Sports ... small or medium market anchor. Prefer p-b-p, but not necessary. Five years radio, one year television experience. Box G-189.

Sportscaster looking for new challenge. Have done PBR, TV and radio sports. Box G-208.

Creative, Young Cable Producer/Writer wants to move up to broadcast news and features. Experienced in copywriting, research, community relations, humor, promotion, video production. I can make a difference. Box G-238.

Is your news dull? I'm a sportscaster who isn't. Colorful, aggressive, professional. Box G-232.

Major market pro reporter/anchor desires evening anchor. Knowledgeable, 34, degree, family. Box G-215.

Former TV Reporter wishing to get back to news. Excellent background and references. Please reply Box G-216.

Experienced Producing Sports Shows and experience in editing videotape. Detail work is also a strong point. Presently working at a major market network affiliate part-time. Resume and videotape available on request. Reply Box G-217.

Consumer Reporter, 24, female, Masters Degree, on-air experience, bright conversational style seeks position with creative TV news team. Consumer Reporters hit viewers pretty close to home. C. O'Neil 617-864-2644.

Looking for whimsy? Ex-Radio ND can handle features in ironic style as well as straight stuff. Cultural reporting, too. Box G-218.

Major market award winning news director with national reputation available for Group news consultancy; top news management or media/communications related field. Best credentials. Contact Box G-247.

Young, ambitious, award winning Sportscaster looking for a challenging position in News or Sports in a small or medium market. Have Produced, Anchored, and can write as good as anyone. Contact John Arezzi 617-536-1588. If no answer call 212-277-2919 and leave message. With three broadcast related college degrees, I'm offering what you're looking for.

Four years experience reporting, news analysis, documentaries. Journalism B.A., highest honors. Ready now as reporter/photographer any market. Mark Doremus. 7011 Lewison Dr. San Diego, CA 92120 (answerphone: 714-582-7676).

**SITUATIONS WANTED PROGRAMING,
PRODUCTION AND OTHERS**

Experienced in ENG field—pre-post production producing, public affairs, PM Magazine, childrens programming. V. Flores 415-581-6694.

Program Director. Early 30's with diverse background: audience/sales promotion, news, sales & operations. Talented, creative, congenial. Seeking long term growth opportunity in southwest or west. Box G-221.

Production Manager desires a return to producing-directing. News (No. 1), sports, remote, commercial and remote productions. Award winner. Experienced in commercial and ETV. Box G-255.

Talented Ten Year Professional seeking responsible production position. Produce, direct, switch, camera, lighting, audio, ENG, film, operations. Graham Brinton 215-664-3346.

Need a right hand person to a talented program manager? Try a little sparkle with an experienced take charge production manager. Hands on experience in news, commercial, studio and remote productions. Box G-256.

Pennsylvania Radio announcer with five years production experience wants to learn television programming, production, and directing. Eager to learn. Write Rob Sprankle, WHUN Radio, Huntingdon, PA 16652.

**For Fast Action Use
BROADCASTING'S
Classified Advertising**

ALLIED FIELDS

HELP WANTED SALES

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.

SITUATION WANTED SALES

Transplanted New Yorker wants to return. Currently GM Small Market. 3 yrs. Broadcast Management; 5 yrs. sales, married, degreed. Joe Rossano 602-526-2687.

HELP WANTED ANNOUNCERS

Radio openings available. All formats. Nationwide. Instant contact service. If interested call 1-207-782-0947. The Aircheck Guide, 8 Constance Avenue, Lewiston, ME 04240.

HELP WANTED TECHNICAL

Regional Plant Supervisor: We need an innovative person to: 1) Assist Corporate and field personnel in solving technical problems, 2) Monitor technical programs & OSHA practices, 3) Ensure that Corporate engineering standards are met, 4) Establish and administer technical training and performance program. Travel is required. Attractive compensation package commensurate with background and experience. Please send resume and compensation requirements to: Personnel Department, United Cable Television Corporation, 7995 E. Prentice Ave., Englewood, CO 80111. We are an equal opportunity employer.

HELP WANTED INSTRUCTION

One-year instructor appointment to teach introductory courses including Business and Professional Speech and Principles of Speech. Opportunity to teach some specialized courses in Telecommunications (especially broadcast journalism) and Speech Communication, depending on qualifications. PhD preferred; MA required. Nine-month appointment commencing Sept. 15, 1979. Salary \$12,500 plus employer-paid Blue Cross and Major Medical. State Retirement System. Closing date for applicants: August 15, 1979. Send letters of application with complete credentials to: Dr. Daniel J. O'Neill, Chairman, Dept. of Speech Communication & Theatre, Youngstown State University, Youngstown, OH 44555.

HELP WANTED
INSTRUCTION CONTINUED

Assistant or Associate Professor: Teach basic and advanced undergraduate TV production. Must have thorough knowledge of radio production and promotion and be able to assist in advising. Ph.D. preferred, Master's mandatory. Teaching and professional experience necessary. Application deadline: August 15, 1979. Begin September 1, if possible. Salary: \$16,000-\$18,000 for 10 months. Send resumes and references to: Dr. Philip E. Paulin, Chairman RTVF, Oklahoma State University, Stillwater, OK 74074. OSU is an Equal Opportunity Employer. Women and Minorities are encouraged to apply.

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 5kw or 10kw AM transmitter to use as a standby. Prefer something no older than 10-12 years. Call John Gober, WVOK Radio 205-785-5111.

FOR SALE EQUIPMENT

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

5" Air Hellaz 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 TP86 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.

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.

Six (6) Norelco PC-60 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 V.P. & Dir. of Op., The Video Center, 6605 Eleanor Ave., Hollywood, CA. 213-467-6272.

Stolen: Sony BVT-1000 TBC, ser. No. 10739, and BVG-1000, ser. No. 10008, in Minneapolis on 6/27/79. If you have information, call New Life Communications 612-235-6404, or MPD 612-348-2345.

SPARTA 703-B 2.5 KW AM Transmitter. Three years old, excellent condition. Available in fall. Going to higher power. Call Mr. Hess (703-988-4150).

5 broadcast studios full of professional equipment. Much is new, all is for sale. Call for list and prices 813-955-6922.

Two Houston-Fearless 16mm Mini-color Film Processors, process VNF-1 and ME-4. Both work well. Call Stu Seibel, 307-634-7755.

CDL 860-7 bus switcher with preview key, 3 separate effects systems each with circle wipe & positioner, quad split, 3 auto transitions, add-non add, 3 background generators, RGB chroma key, borderline, proc amp. Excellent condition. Contact Jack Shultis, EUE Screen Gems, 222 E. 44th St., NY, NY or 212-867-4030.

Need a combination Production and ENG Van? Just completed fully equipped mobile production studio is priced far below its market value. Dave Castellano 209-957-1761.

CBS Mark II Model 502 Image Enhancer \$750. Video Ventures, PO Box 2795, Rocky Mount, NC 27801 919-446-8734.

Magnacord 1048 low Mileage tape decks solid state electronics four channel \$350. Audio Tape ten inch reels 18 for \$18. Leonard Healy, 710 E. State St., Delmar, DE 19940. 301-896-2000.

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.

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.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Custom, client jingles in one week. PMW, Inc. Box 947, Bryn Mawr, PA 19010. 215-525-9873.

Original Jingles, comedy spots, and music background by Dirty Lips Productions. Complete studio facilities. 111 Presidential Blvd., Bala Cynwyd, PA 215-667-1003.

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.

For Sale. Complete record collection of Billboard's Top 20 from 1955 through 1979. All 2700 records are in perfect condition. Call anytime. Memory Bank Inc. 203-847-5158.

Three Thousand 78's records for sale. Radio station collection, on-air from 1941. Sample listing available. Your price entire collection F.O.B. Japa PO Box 3, Clinton, IA 52732.

Radio and TV Bingo. Oldest promotion in the industry. World Wide Bingo—PO. Box 2311, Littleton, CO 80160, 303-795-3288.

INSTRUCTION

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

1979 "Tests-Answers" for FCC First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin July 30 and September 10. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577, 813-955-6922.

San Francisco, FCC License, 6 weeks 9/4/79. Results guaranteed, Veterans Training Approved. School of Communication Electronics, 612 Howard St., San Francisco. 94105. 415-392-0194.

RADIO
Help Wanted Sales

ATLANTIC CITY
SALES MANAGER,
SALESPERSON

We're looking for (2) experienced professionals willing to work, with a desire to make good money, and live by the shore in fast growing Atlantic City, the best of all worlds.

WOND
15 Shore Road
Linwood, N.J. 08221
Phone: Ray Holbrook
609/641-1400
No Collect Calls
Equal Opportunity/Affirmative Action
Employer



BE A PART OF A GOOD GROUP

In Wheeling and Hollywood, growing sales and promotions result in current opportunities for senior and new account executives desiring fulfilling careers and excellent earnings. Experience in radio sales is nice but not necessary. We provide personalized training. We have had great success with experienced account executives and recent college graduates. Ability to think and work hard are essential. WGMA, Hollywood/FT. Lauderdale FL, WKWK AM/FM and MUZAK, Wheeling WV, WDXI, Jackson TN, WMCL McLeansboro IL. EOE M/F Write in confidence to:

Bill Musser, General Manager
WKWK
1201 Main St, Wheeling WV 26003

Jim Glassman, General Manager
WGMA
PO. Box WGMA, Hollywood FL 33024
Community Service Broadcasting, Inc.

GENERAL SALESMANAGER

Expanding group now looking for General Sales Manager. Must take complete charge of local sales department and work with GM on National. Staff now four persons. Medium market in Northeast. If you are bottom line oriented with ideas, write to us at Box G-231.

Help Wanted Management

GENERAL MANAGER KHOW AM/FM DENVER COLORADO

General Manager for one of America's great station operations in the magnificent mountain west. A rare opportunity to join one of the country's major radio groups. It is unlikely that the successful candidate will have less than several years experience as general manager of a major station.

Replies to: Gary Stevens President,
Doubleday Broadcasting Company
PO Box 9338
Minneapolis MN 55440
EOE/M-F

Help Wanted Announcers Continued



Norfolk's top rated Adult Contemporary has a rare opening for talented drive or mid-day personality. One to one communicator with first rate production skills needed immediately for Top 50 market. Send air check, production sample, references, resume and salary requirements to Dale Parsons-PD, 79/WTAR, 720 Boush Street, Norfolk, VA 23510. EOE.



THERE MAY BE A HOLE FOR YOU IN THE BIG APPLE.

**New York City station
has money and will
pay for top on-air
talent. This could be
your big break...
a place for you in the
Big Apple. We're
seeking strong
personalities to fit an
adult-oriented music/
information format.
Send tapes of your
best shows and
resume to Box 744,
Radio City Station,
New York, NY 10019.**

Station Manager

TEMPLE UNIVERSITY is seeking a Station Manager to administer day to day operation of the University's radio station, WRTI.

The Station Manager is a chief executive in the station and recommends policy, deals creatively with radio production and programming, trains and counsels student staff members. Responsibilities also include meeting the legal requirements of the Federal Communications Commission, maintaining liaison with the station attorney, and administering the station budget.

The successful candidate should have Bachelor's Degree, Master's Degree preferred; at least 2 years administrative experience with commercial or educational radio, preferably as a paid professional; working knowledge of radio programming, production and broadcast law, and ability to teach basic broadcasting courses.

We offer competitive salary and excellent fringe benefits including tuition plan. Send resume and salary history, in confidence to: ELLEN SCHEITRUM, Personnel Department.

TEMPLE UNIVERSITY

University Services Bldg., Rm. 203
1601 North Broad Street
Philadelphia, PA 19122

An Equal Opportunity Employer

Help Wanted Programing, Production, Others

OPERATIONS MANAGER

Replacement for present department head. If you are just a jock, forget it. If you are a nut on detail—know the FCC and preparation of all their needs—sound great on the air and can do production OK. Can you control your staff? If you can say yes to all these, then send all details to this medium market station in Northeast. Box G-231.

PROGRAM DIRECTOR

Looking for medium market Program Director. Adult contemporary format, solid signal, fine facility. Decent pay and fair management await the best candidate. So rush resume and salary requirements to Box G-220. EOE.

Help Wanted Announcers

FRIENDLY VOICE FOR TOP RATED COUNTRY FM IN TOP-10 MARKET

KSCS, Strictly formatted country FM, in Dallas-Ft Worth is looking for the right pleasant voice to fit our style. Minimum 3 years experience. Background in Beautiful Music or M.O.R. announcing helpful. T & R's to Tom Casey, PD., KSCS, 3900 Barnett St., Ft Worth, Texas 76103. An E.O.E.

Help Wanted News

RADIO NEWS ANCHOR

Strong radio news anchor voice needed by top-rated radio station in top-50 market. Send complete resume and air check tape to: James R. Madden, Personnel Director, WHIO AM/FM, 1414 Wilmington Avenue, Dayton, Ohio 45401. An Equal Opportunity Employer M/F.

Help Wanted Technical

OPERATIONAL/ MAINTENANCE ENGINEER

Opening for maintenance operational engineer in leading, good music station in New York Metropolitan area. Excellent benefits and compensation for the right person. First phone and heavy maintenance experience necessary. Call Ken Stout (201) 345-9300. An Equal Opportunity Employer.

Help Wanted Technical Continued

FIRST CLASS ENGINEER AND CHIEF

Expanding group needs young-aggressive 1st Class Engineer. Must be maintenance and audio oriented. Directional experience a must. East coast medium market. Chief Engineers at all stations may also apply. Possibly replacing Chief also. Box G-231.

Situations Wanted Management

BROADCAST PROFESSIONAL

Over 9 years experience as PD, M.D. Jock, Operations Dir, at top 12 market 100,000 watt station. Well versed in promotion, management, sales, programming. Looking for G.M. position in medium or small market. 314-726-0809. Community service oriented.

Situations Wanted Announcers

TWO MAN RADIO TEAM WANTS MONEY

We'll work for it if you insist although it goes against everything we stand for. Send (money or if you simply must, a job offer) to Box G-201.

ADULT FORMATS ONLY

TOP RATED TALK SHOW HOST

If you are a top ten market station, can pay top dollar, and want a daytime personality who is informative, controversial and entertaining, I AM AVAILABLE. Box G-235.

Situations Wanted News

AWARD WINNER ...

... in sports coverage. Daily programming, interviews, PBP, Commentary, honored as the state's best. I can do the same for you. Fourteen years of experience ready to move up. Box G-245.

Situations Wanted Programing, Production, Others

SEEKING OFF-AIR OPERATIONS OR P.D.-M.D. POSITION

Top 30 market experience in Top 40, MOR, Country and Disco. Successful ARB's in San Antonio, Chicago and Cleveland. Call Ron Dennington 314-343-7834 mornings.

TELEVISION

Help Wanted Sales

ACCOUNT EXECUTIVE

WTVJ, Miami has an opening for an Account Executive with prior television sales experience. Applicants must be aggressive and creative. Excellent pay, benefits and working conditions for the right person. Send resume to Manager of Employment, P.O. Box 010787 Miami, Fla. 33101.

Help Wanted News

NEWS/PUBLIC AFFAIRS DIRECTOR

Very few times in a career will this position be open. The only reason this position is open now is because our current news director is moving to a top thirty market.

Our station has the number one rated local news. Emphasis on quality with a 100% commitment from management. Excellent staff. Superb facilities, including complete live ENG with a program capable color mobile unit, Ikegami HL-77 cameras, Sony BVU editing facilities, etc. This position offers a major salary, plus automobile and many additional company benefits. This is an award winning news operation with best "Newscast of the Carolinas" and "The Sigma Delta Chi Award" to its credit.

An equal opportunity employer - M/F

Send complete resumes to:
Gus Bailey, Jr. Vice President, General Manager,
WCSC-Television, P.O. Box 186,
485 E. Bay Street, Charleston, S.C. 29402.

No phone calls please.

WCSC-TV 5
CHARLESTON S.C.

Help Wanted Technical

TELEVISION MAINTENANCE/ OPERATIONS TECHNICIAN

WCVB-TV, Boston, seeks a full-time broadcast technician with maintenance credentials for initial operations assignment which could develop into full-time maintenance shift during first year. A background in digital electronics, repair, and preventative maintenance of camera, tape and audio systems is prerequisite.

Applicant must have first-class FCC license and a minimum of 3-5 years in television operations and maintenance. An engineering degree would be a plus.

If qualified and interested, send resume (no telephone calls please) to Personnel Department, E0730, Boston Broadcasters, Inc., 5 TV Place, Needham, MA 02192

An Equal Opportunity Employer M/F

INCREASING STAFF

We have openings as a result of a management decision to expand our staff. We are looking for qualified people in almost all phases of the operation.

ENGINEERING:

(4) Engineers—First Class FCC license required and experience in maintenance of TK-46, TK-76, TR 70's, BVU-100, BVU-200, Time Code, Grass Valley, Telemation, etc. We have two full remote production units and are involved with live ENG.

Transmitter Maintenance—First Class FCC license required. For Coweta location.

NEWS:

Assignments Editor—Experienced.

Producer—Experienced.

(2) Photographers or Minicam Operators—Experienced.

3/4" VTR Editor—Experienced.

Film Editor—Experienced.

General Reporter—Hard news experience.

PRODUCTION:

Producer/Director—Experienced in field (2 years) remote and studio.

Audio Technician/Booth Announcer—2 years experience. Music mix and editing background.

ENG Operator—1 year experience or comparable studio and remote experience. Hand-on experience TK-76 and Sony BVU editing equipment.

Studio Camera—Experienced. Prefer lighting background.

Film Makeup—1 year experience with 16mm film, splicing and film projection.

PUBLIC AFFAIRS:

PA Assistant—Experience preferred. Work under Public Affairs Director. Job involves community work, speech making, production of public service announcements and public affairs programming with eventual on-air work if qualified.

APPLY TO Gary Ricketts
EEOC Officer
KTUL-TV
P.O. Box 8
Tulsa, OK 74101



If applying for Producer/Director, Reporter, Photographer, or Public Affairs job please include VTR's of work.

Sample audio tapes for Audio Technician should be included.

KTUL-TV Channel 8 Tulsa
America's No. 1 Television Station
Equal Opportunity Employer (EEO/MF)

CHIEF ENGINEER

Needed immediately for 6 camera, 2 VTR mobile Unit. Top Salary. Philadelphia's oldest and largest video tape facility. E. J. Stewart, Inc., 388 Reed Rd., Broomall, PA 19008 215-543-7600. Ask for Hal Lipman.

**Help Wanted Technical
Continued**

**TV BROADCAST
TECHNICIANS**

Established public television station moving to new color facility. West Virginia University and WWVU-TV has vacancies for persons experienced in master control operations, production and maintenance including all phases of transmitter and/or microwave transmitting/receiving maintenance.

Send resume of qualifications and salary history to:

Jack Podeszwa
Personnel Officer
West Virginia University
Morgantown, WV 26506

An Equal Opportunity/Affirmative Action Employer M/F

**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.

BROADCAST TECHNICIANS

Wanted immediately, Maintenance Supervisor, for new operation. Above average salary for solid state - digital experience on VTR and camera equipment. Full benefits. Call 203-747-6847. An equal opportunity Employer.

**Broadcast Service
Engineer**

Sony Broadcast, Compton CA has a position open for an engineer with extensive experience in the service and maintenance of Sony Broadcast VTR, color camera, TBC and related professional products. To work with installation at customer's location and on the bench in Sony Compton SVC Lab. Candidate should have a minimum of 3 years direct maintenance experience. Please call or send resume to:

Tomo Wada
Sony Broadcast
700 West Artesia Blvd.
Compton, CA 90220
(213) 537-4300 Ex. 379

**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 Management

**ASSISTANT GENERAL
MANAGER
STATE PTV NETWORK**

Minimum of 6 years in TV broadcasting, at least 3 years in public TV at management level. Must be strong in administration, including personnel and fiscal management; be familiar with public TV program production, development, scheduling, communications rules and regulations, and electronic hardware of television broadcasting. Reply only in writing, by August 24, 1979, to: H. Sheldon Parker, Jr., General Manager, PA Public TV Network, P.O. Box 397, Hershey, PA 17033. (An Equal Opportunity Employer)

**NEWS DIRECTOR
WANTED**

For a network affiliated station in a top fifty market. We are looking for someone special; an innovative broadcast journalist with drive, flair, and substance who knows the elements of television news intimately from experience. This person must be able to inspire and give leadership to a dedicated staff and be an integral part of a station dedicated to professionalism in news. We are an equal opportunity employer. Send resumes to Box G-207.

**GENERAL MANAGER
FLORIDA CATV SYSTEM**
Send Resume to Box
G-182
eoe m/f

**Help Wanted Programming,
Production, Others**

PM MAGAZINE

Executive Producer, co-hosts positions available immediately, experience a must. Send resume, tape to Dave Miller, Program Manager, WCMH-TV, P.O. Box 4, Columbus, OH 43216. EOE/MF

PRODUCTION MANAGER

We are seeking an experienced Production Manager. Responsibilities include: supervision of Producer/Director personnel; announcers, set-up, and film department personnel. Coordinates the production requirements of the station and insures a consistent high quality on-air look. Three years production experience desired. Send resume and salary requirement to John Stoddard, WDTN TV2, 4595 S. Dixie, P.O. Box 741, Dayton, Ohio 45401.

An Equal Opportunity Employer M/F/H

DATA PROCESSING MANAGER

Independent television station looking for experienced data processing manager. Applicant must be experienced on PDP-11, IBM 407 and other data processing equipment. Must also be able to program. Send resume with work and salary history to Box G-195. Equal Opportunity Employer M/F.

**PROGRAM
MANAGER**

Boston's fastest growing independent television station is seeking a dynamic people-oriented pro to take charge of station programming efforts. Good production knowledge and administrative skills are essential.

Send resume to: Steve Bell, VP & General Manager, WLVI-TV, Box 56, Boston, MA 02101.

An Equal Opportunity Employer M/F

Situations Wanted News

TOP RATED ANCHOR

- A proven winner now pulling a 55 share!
- Solid growth with 6 consecutive record setting rating periods!
- Strong in ALL demographics!
- 10 yrs. experience all phases of news!
- Immediate availability!

Fall is just around the corner—write now! Box G-212.

CABLE

**Help Wanted Programing,
Production, Others**

DIRECTOR OF COMMUNITY SERVICES

Current expansion has created an opening for an articulate individual to be responsible for planning local programming and other community services in several locations. This is a top level corporate position, planning programs to be implemented at the local level. We are a California based company and the sixth largest CATV operator with systems in 14 states. We are seeking an individual with hands-on experience in television production as a director/producer, who is a top notch writer and speaker with a background in community relations.

Please rush resume and salary history in confidence to:

TM Communications/CPI
A Times Mirror Company
P.O. Box 2320
Costa Mesa, CA 92626

Equal Opportunity Employer M/F

ALLIED FIELDS

Help Wanted Management

MIDWEST MANAGER FOR NATIONAL MEDIA ORGANIZATION

We're a major national media organization looking for a communications executive to run our Midwest office based in Chicago. We seek an effective business professional with a working knowledge of sales, marketing and research, especially in Television. Must have ability to deal easily with top people in the Agency/Corporate world.

We offer an attractive salary to start, and an opportunity for solid growth in an important industry.

Interested candidates should send resume and salary history in confidence to:

Box G-254

Help Wanted Technical

DIRECTOR OF ENGINEERING

needed immediately. Must have experience in all phases of broadcasting equipment, including tube type, analog, and digital, as well as transmitter experience. Mature. Willing to travel anywhere in the world. EOE. Minorities encouraged to apply. Broadcast Automation Associates, PO Box 277, Ft. Pierce, FL 33450. (305) 464-5465.

Public Notice

PUBLIC NOTICE: APPLICATION FOR CABLE TELEVISION LICENSE, WINCHESTER, MA.

The Town of Winchester, Massachusetts will accept applications for a community antenna television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Winchester is a residential suburban community of 23,000 people located 8 miles northwest of Boston. Applications will be accepted at the address below until 4:00 P.M. on Wednesday, October 31, 1979.

All applications received will be available for public inspection in the Town Clerk's office during regular business hours and for reproduction at a reasonable fee. Each application should be accompanied by a \$100 non-refundable filing fee, payable to the Town of Winchester.

This is the first request for applications for a cable television license by the Town of Winchester. All interested applicants are urged to submit complete and fully detailed applications at their earliest convenience. The initial application should represent the most attractive proposal for the Town.

Richard N. Wilsack
Chairman
Board of Selectman
Winchester Town Hall
Winchester, Ma. 01890

The Town and Village of Skaneateles, in Onondaga County, New York invite applications for a cable television franchise. Applications shall be prepared and submitted (by 5:00 p.m., Friday, September 28, 1979) in accordance with a "Request for Proposals" available from the undersigned. A copy of each application received will be available for public inspection during normal business hours at the Town Clerk's Office, 24 Jordan Street, Skaneateles, New York following the public opening of all applications at 5:00 p.m., September 28, 1979.

Mrs. Juanita Newell
Town Clerk
Town Hall
24 Jordan Street
Skaneateles, New York 13152

Radio Programing



LUM and ABNER 5 - 15 MINUTE PROGRAMS WEEKLY Program Distributors

410 South Main
Jonesboro, Arkansas 72401
Phone: 501-972-5884

The MEMORABLE Days of Radio

30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
... included in each series



Program Distributors
410 South Main
Jonesboro, Arkansas 72401
501-972-5884



Business Opportunity

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.

Are you and your market ready

for Adult AM radio that is more than music? The future of AM radio is in the total service you provide. I can help you determine if there is more to your station's present and future than you might have thought. Network One, Inc., P.O. Box 6636, Denver, Colorado 80206. 303-757-0312.

Radio Surveys

Radio Surveys

Calls	Cost	Down	Per Mo
100	\$395	\$ 80	\$ 28
200	495	100	33
300	595	120	40
400	695	150	45
500	795	200	50

S-A-M-S

PO Box 2585 ... Augusta, Ga.
30903 ... (404) 733-0642

Employment Service

**B
A
L**

BROADCASTER'S ACTION LINE !! EMPLOYERS !!

Send us your job openings
We locate the personnel you need
!! FREE !!
812-889-2907

R2, Box 25-A, Lexington, Indiana 47138

\$ 2,000,000.00

IN SALARIES PLACED IN BROADCAST ENGINEERING and TECHNICAL SALES PERSONNEL

We specialize in the placement of well qualified technical people for Television & Radio Stations, Industrial Video Systems, Manufacturers & Production Facilities. All locations coast -to-coast, all levels & positions. Nationwide Data Bank for Employees & Employers. No fee to applicant professional, confidential. Employee & Employer inquiries invited. Phone/Resume-Alan Kornish.

key systems

NEW BRIDGE CENTER KINGSTON, PA. 18704
(717) 287-9635

For Sale Equipment

USED TK-44B CAMERA

Oral Roberts University has used RCA TK-44B camera for sale. New tubes. Schneider 11X1 TV7 zoom lens. ITE cam head, 100 ft. TV 81 cable, remote control. Houston Fearless PD-8 pedestal. 40K. Write ORU Director of Engineering, P.O. Box 3286, Tulsa, OK 74101 or phone 918-492-5535.

Wanted To Buy Stations

OWNER/OPERATOR EXPANDING PRIVATE NEGOTIATIONS

Somewhere there is an owner of a radio station who is enjoying the idea of retirement, and who is considering that maybe it is time to sell the station he has built.

I am looking to buy another property. The only hard and fast requirement that I have is that the station be located in a nice place to live. I'd prefer a medium market in a community suited for good family living. Everything else is negotiable.

If you are thinking about selling your station, you probably are also thinking that you sure don't need that news discussed all over town. Maybe that's why you haven't talked to anyone about selling. I understand the need for privacy. The station I now own was purchased with the most delicate discretion. I know the value of a closed mouth.

I'd like to buy another station, maybe yours. My price range is plus or minus \$1 million, with terms acceptable to seller. I'd like to see you get your price and your terms, with me obtaining a nice station in a good locale. Let's talk. My name is Mike Walton. You can call me at 414/458-2107; or write my at my station, WHBL/WVJR Radio, P.O. Box 27, Sheboygan, WI 53081; or if you would prefer, write me at home, 525 Clement, Sheboygan, WI 53081. No brokers, please.

For Sale Stations

MAJOR NORTHEAST MARKET

Full Time AM For Sale
By Owner

Contact: Berk Fraser, WICE Radio, Providence, R.I. (401) 273-7000.

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

FULLTIME AM-SW FLA!

FM possible! Group situation. Active or inactive. \$10,000 min. required. Single station market. Sandy Beach Communications, 100 Boylston St., No. 821, Boston, MA 02116. (617) 542-4444 anytime.

THE HOLT CORPORATION

APPRAISALS-BROKERAGE-CONSULTATION
OVER A DECADE OF SERVICE
TO BROADCASTERS

Westgate Mall, Suite 205
Bethlehem, Pennsylvania 18017

215-865-3775

For Sale Stations Continued



STATIONS

S	Small	Profitable	\$230K	\$50K
W	Small	FM	\$300K	\$87K
W	Small	AM/FM	\$530K	29%
W	Small	AM	\$590K	Terms
VW	Metro	AM/FM	\$1,250K	Cash

CONTACT

Bill Chapman	(404) 458-9226
"Corky" Cartwright	(303) 789-2195
Bill Whitley	(214) 387-2303
Dan Rouse	(214) 387-2303
Bill Chapman	(404) 458-9226

To receive offerings of stations within the areas of your interest, write Chapman Co., Inc., 1835 Savoy Dr., N.E., Atlanta, GA 30341

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455 PROMOTION & PUBLICITY HANDBOOK FOR BROADCASTERS, by Rolf Gompertz. A practical handbook for radio and TV station publicity and public relations departments: Planning a publicity campaign. Tools of the trade. Press agents. Organizing, preparing and disseminating a press kit. List of press outlets. The author is a publicist of NBC's West Coast Press & Publications Dept. His responsibilities include national publicity for "specials" originating on the west coast. 336 p., 105 illus. **\$14.95**

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Fates & Fortunes

Media

Jack Roblnette, director of television, Rollins Inc., Atlanta, named VP of television division, which includes WEAR-TV Pensacola, Fla., WPTZ(TV) North Pole, N.Y., and WCHS-TV Charleston, W. Va.



Roblnette



Barnett

Ray Barnett, general sales manager for CBS-owned KNX(AM) Los Angeles, appointed VP-general manager for co-owned KCBS(AM) San Francisco, succeeding **Peter McCoy** who resigned.

Richard S. Stakes, executive VP of WSPA-AM-FM-TV Spartanburg, S.C., is leaving at expiration of his contract tomorrow (July 31). Before joining stations two years ago, he had been president of *Washington Star* and before that of *Star's* broadcast group before it was dismantled.



McCord

Herbert W. McCord, president of CKLW-AM-FM Windsor, Ont. (Detroit), joins Greater Media, East Brunswick, N.J., as general manager of radio division, which includes 12 stations.

Walter Mattson, former executive VP of New York Times Co. and general manager of its newspaper, named

president of New York Times Co. succeeding **Arthur Ochs Sulzberger**, who continues as chairman, but assumes additional title of chief executive officer. He will also continue as publisher of newspaper. Mattson will be chief operating officer, new title, and become corporate director of company. Times owns WQXR-AM-FM New York and WREG-TV Memphis, and has bought KFSM-TV Fort Smith, Ark. (subject to FCC approval).

Arnold Schoen, VP-general manager of Outlet Co.'s WDBO-TV Orlando, Fla., retires September 1, after 22 years with station.

Joe Parish, general manager, KHOW(AM)-KXXK(FM) Denver, named VP-general manager, KSFJ(FM) San Francisco.

Gene Spry, general manager of Donrey Media Group's KORK-TV Las Vegas, assumes additional duties of VP-broadcast division, responsible for Donrey's KORK-AM-FM Las Vegas, KFSA(AM) Fort Smith, Ark., KBRs(AM) Springdale, Ark.,

KOLO-AM-TV Reno, Nev., and North Bay Cable Television, Vallejo, Calif. He succeeds **Robert Ordonez**, who resigned.

James Corcoran, secretary and general manager, KWWW(AM) Wenatchee, Wash., appointed president and general manager.

Lewis Edge Jr., president of L&E Greenhouses, Opelika, Ala., and former general manager of WHWH(AM) Princeton, N.J., named general manager of radio division of Nassau Broadcasting Co., licensee of WHWH and WPST(FM) Trenton, N.J.

Don Hoberg, sales manager, WEEB(AM) Duluth, Minn., appointed general manager.

Steve Smith, director of marketing, noncommercial KUED(TV) Salt Lake City, joins noncommercial WGBY-TV Springfield, Mass., as general manager.

Phil Riske, account executive, KPSA(AM) Alamogordo, N.M., joins KSA(AM) Casa Grande, Ariz., as VP-general manager. **Scott Young**, operations director, KOOO-AM-FM Omaha, joins KSA in same capacity.

Michael Wheeler, operations director, WGST(AM) Atlanta, named station manager.

Richard J. Lorenzo, director of market research and sales administrator for Buckley Radio Sales, New York, joins WYZZ(FM) Waterbury, Conn., as operations manager.

Herbert Brotz, director in various areas of business administration, NBC Radio Network, New York, since 1966, named director, business affairs. **Robert J. Ferro**, manager, financial forecasting and reporting, NBC-TV, New York, appointed director, business affairs, FM Radio, responsible for business activities of NBC's four FM stations.

James Sack, business manager, WPLI(FM) New York, named controller for ABC-owned WLS(AM)-WDAI(FM) Chicago and ABC Radio Network.

Stanley Landow, VP-controller, Metromedia, Secaucus, N.J., named VP-finance. **Robert Maresca**, treasurer, named controller. **John Boelte**, formerly with Babcock & Wilcox, succeeds Maresca.

New officers, California Broadcasters Association: **George Nicholaw**, KNX(AM) Los Angeles, chairman; **Stoddard Johnston** KMST(TV) Monterey, vice chairman; **Mickey Luckoff**, KGO(AM) San Francisco, vice chairman for radio; **Joe Lake**, KXTV(TV) Sacramento, vice chairman for television; **David Moorhead**, KMET(FM) Los Angeles, treasurer, and **James Wesley**, KFI(AM) Los Angeles, secretary.

New officers, Rhode Island Broadcasters Association: **Dave Russell**, WWON-AM-FM Woonsocket, president; **Sandy Davey**, WJAR-TV Providence, executive VP; **Bob Carson**, WLKW-AM-FM Providence, treasurer, and **Don Kane**, WJAR(AM) Providence, secretary.

Gloria J. Feinberg, assistant general counsel,

Public Broadcasting Service, Washington, and earlier, attorney with CBS, New York, named associate general counsel with PBS. **Gerald Rudman**, controller, B'nai B'rith International, Washington, joins PBS in same capacity.

Advertising

Robert Watson, New York sales manager for ABC American Information and Entertainment Radio Networks, named VP and central sales manager, based in Chicago, for ABC Radio. He succeeds Arthur Kriemelman, now sales manager, ABC's KAUM(FM) Houston (BROADCASTING, June 18). **David C. Logan**, sales manager for ABC American Contemporary and FM Radio Networks, named sales manager of ABC American Information and Entertainment Radio Networks. **Blaise Leonard**, account executive for ABC Radio, succeeds Logan. **Hal Rubenstein**, production coordinator, on-air advertising, ABC, named manager of on-air advertising, East Coast, ABC-TV, succeeding Frank Cuciti, now director of on-air advertising (BROADCASTING, July 16).

Dom Floravanti, VP-Eastern regional manager



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* The Wall Street Journal, 1977

of Metro Radio Sales, New York, which has ceased operations, appointed general sales manager of WNBC(AM) New York. **Ed Moir**, account executive, WNEU(AM) New York, named local sales manager, WNBC, succeeding **Larry Fischer**, appointed retail sales manager.

W. Dean LeGras, West Coast manager, CBS Radio Spot Sales, named general sales manager, KNX(AM) Los Angeles.



LeGras



Bench

Mark Bench, general and national sales manager, WRFM(FM) New York, and national sales manager for licensee of station, Bonneville International Corp.'s Radio Group, appointed VP-sales for WRFM.

John H. DeRoche, national sales manager, WTEN(TV) Albany, N.Y., joins KCMO-TV Kansas City, Mo., as general sales manager.

Mike Sobel, account executive, KHJ-TV Los Angeles, named national sales manager, replacing **Chuck Veiona**, who was named VP and director of sales July 2.

Don Hopke, local sales manager, WMTV(TV)

Madison, Wis., named VP-general sales manager. **Glen Morton**, account executive, succeeds Hopke.

Rob Jackson, national sales manager, WGST(AM)-WPCH(FM) Atlanta, named general sales manager. **Don Carle**, local sales manager, named director of commercial operations. **Carolyn Scott**, sales assistant, named account executive. **Paul Stone**, executive VP-general manager of Florida Network, joins WGST-WPCH as account executive.

John Karem, in national sales for WAVE-TV Louisville, Ky., named national sales manager, succeeding Houston Jones, retired (BROADCASTING, July 23).

Clint Culp, general sales manager, KTXQ(FM) Dallas, elected VP.

Eugene Lombardi, local sales manager, WLK-AM-FM Providence, R.I., named general sales manager.

Craig Sherwood, sales manager, WJOI(FM) Pittsburgh, joins WXRI(FM) Norfolk, Va., as general sales manager.

Richard Ramirez, in sales department of WRKO(AM) Boston, appointed sales manager. **Charlie Smith** and **Michael Wheeler**, account executives, named regional and local sales managers, respectively.

Greg Nolan, account executive, KPSA(AM) Alamogordo, N.M., joins KSAA(FM) Casa Grande, Ariz., as sales manager. **Brett Eisele**, former manager, KBFE(FM) Casa Grande, named account executive with KSAA.

Jonathan Booth, from CHOM-FM Montreal; **Sari Frey**, from WRVR(FM) New York; **Alan Silverman**, from WADO(AM) New York; **Victoria Wooters**, from WVIP-AM-FM Mount Kisco, N.Y., and **Michael Rondinone**, from WOR-TV New York, named account executives for WOR(AM) there.

Joan Baehler, Western district sales manager, McGraw-Hill, joins WLS(AM) Chicago as account executive.

John Witowski, graduate, Columbia College, Chicago, joins sales staff of WHNN(FM) Flint, Mich., as account executive.

Neil Kreisberg, VP-management supervisor, Grey Advertising, New York, elected senior VP.

Peter Yoars, senior VP-group management supervisor, Foote, Cone & Belding, New York, joins DKG Advertising there in same capacity. **Jack Mark Maged**, account supervisor, Grey Advertising, New York, joins DKG in same capacity.

William Yankus, senior account supervisor on General Electric account, BBDO, New York, joins Doyle Dane Bernbach there as VP-management supervisor on Mobil account.

Frank Donino, executive VP, McCann-Erikson, New York, named president of John F. Murray Advertising, New York, responsible for Anacin and Preparation H accounts.

Dick Johnson, creative director, BBDO, joins W.B. Doner & Co., Baltimore, as senior VP-creative director.

Sheldon Wilcox, VP-marketing, Broan Manufacturing, Hartford, Wis., joins R.L. Meyer Advertising, Milwaukee, as VP-marketing services.

Shirley Wesley, from Brand Advertising, and

Tom Koberna, from Griswold Eshleman, join Gray & Rogers, Cleveland, as art director and copywriter, respectively.



Sager

Donald Sager Jr., manager of broadcast production, D'Arcy-MacManus & Masius, St. Louis, elected VP. **R. Robin Carr**, account executive, BBDO, Detroit, joins DM&M, Bloomfield Hills, Mich., in same capacity.

Robert Scarpelli, copy supervisor, Needham, Harper & Steers, Chicago, appointed creative supervisor.

Wendell Abern, associate creative director, Tatham-Laird & Kudner, Chicago, named creative director. **Leo Hartz**, copywriter, succeeds Abern. **Janet Elkins**, art director, Creamer Inc., joins TLK in same capacity.

Charles Sheldon, freelance producer, joins Foote, Cone & Belding/Honig, San Francisco, as senior producer.

F. Owen McKeane, in Chicago office of Blair Television, named manager of CBS sales team.

Margaret Caputo, research analyst, Katz TV Continental's gold research team, New York, and **Don Micallef**, research analyst, Katz American red sales research team, named TV sales research team managers. **Ethel Bass**, assistant to national sales manager of bronze team and supervisor of bronze team's sales assistants, succeeds Micallef. **Sue Flynn**, sales assistant for TV Continental's bronze team, succeeds Caputo. **Kenneth Nanus**, from Buckley Radio Sales in New York, joins sales staff of Katz Radio there.

Robert Tiernan Jr., account executive WERE(AM) Cleveland, and **William Servick**, account executive, WEFM(FM) Chicago, join Selcom Broadcast Representatives, Chicago, as account executives.

Programming

Ronald W. Taylor, VP-current dramatic programs and miniseries, ABC Entertainment, given expanded responsibilities as VP-current



Taylor



Jellinek

programs. **Herb Jellinek**, VP-production operations and administration, ABC-TV, Los Angeles, named VP-production for ABC Entertainment and ABC Motion Pictures.

Irving Wilson, VP-program development, Charles Fries Productions, Los Angeles, named VP-special programs, NBC Entertainment there.

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Lee Polk, VP of King Features Syndicate, New York, joins Gold Key Entertainment there as VP of program development.

Robert S. Buchanan, president of Olas Corp., syndication firm, named manager of sports and syndicated sales, 20th Century-Fox Television Sports, Los Angeles.

Karen Carhart, assistant to president, D'Angelo/Bullock/Allen Productions Inc., Los Angeles, named VP in charge of development, Nephi Productions Inc.

Martin Boorstein, VP of investment banking and brokerage firm of E.F. Hutton & Co., New York, joins QM Productions as executive VP in charge of company's newly established New York office.



Sams

Norma Sams, director of operations and programming, promotion and personnel, WRFM(FM) New York, named VP-programing.

Mike Scott, from Burkhart/Abrams Consulting firm, joins K TSA(AM)-KTFM(FM) San Antonio, Tex., as program manager.

Bill Frink, from sports position with ABC

Radio, New York, joins WGN-AM-TV Chicago as sports reporter.

Sara Edwards, weekend anchor and reporter for KLAS-TV Las Vegas, named cohost of new *PM Magazine* program beginning on station in September.

Paul Norman Dicker, assistant program director, WDTN(TV) Dayton, Ohio, joins WOWK-TV Huntington, W. Va., as program manager.

Mike Mallernee Sr., producer-director, KHTV(TV) Houston, named production manager.

Lee Elsesser, producer with KXAS-TV Fort Worth, named director of special projects.

Ross Yockey, managing editor, WDSU-TV New Orleans, named director of special projects unit. **Ro Brown**, news production assistant, named sports reporter.

Marc McCoy, national programing consultant, Drake-Chenault Enterprises Inc., named operations manager of D-C subsidiary, KYNO(AM) Fresno, Calif. **John Lee Walker**, program director, KIOY(AM) Hanford, Calif., named to same post at KYNO-FM, succeeding **Doug Flodin**, who was named production administrator for D-C in Canoga Park, Calif.

Corinne Baldassano, program director, KAUM(FM) Houston, joins WSAI-AM-FM Cincinnati in same capacity.

David Hall, air personality and production director, KORJ(FM) Garden Grove, Calif., named music director, CBS-owned KNX-FM Los Angeles.

Two announcers have been added to staff of KBIG(FM) Los Angeles: **Ron Russ**, former production manager of Radio Arts Inc. there, and **Grant Nielsen**, former operations supervisor and morning announcer for co-owned KSEA(FM) Seattle.

Mary Paula Babich, sales assistant, KOMO-TV Seattle, named commercial producer.

Jim Knight, production director, KSON-AM-FM San Diego, named operations coordinator.

Janis Wojniak, graduate, University of Oregon, Eugene, joins KGW(AM) Portland, Ore., as music director.

Don Cohen, music director, WCAS(AM) Cambridge, Mass., named program director.

Glenn Colligan, music director, WWYZ(FM) Waterbury, Conn., named program director, but will continue to be air personality.

Karen Sevally, formerly with WABX(FM) Detroit, joins WRIF(FM) there as air personality.

Rob Baxter, general manager, WFSR(AM) Harlan, Ky., joins WSJM(AM) St. Joseph, Mich., as program director.

Paul Richardson, program host, WWDE-AM-FM Hampton, Va., named program director.

Jeff Tobin, senior producer and director, WECA-TV Tallahassee, Fla., joins WTSP-TV St. Petersburg, Fla., as producer-director.

James Tsalapinas, weekend announcer, KBMC(FM) Eugene, Ore., named full-time staff announcer.

Pat Whitehead, production manager, KPSA(AM) Alamogordo, N.M., joins KSA(AM) Casa Grande, Ariz., as production and music director.

David Kindem, producer-director, department of telecommunications, Mercer County Community College, Trenton, N.J., named production manager.

News and Public Affairs

Rick Kaplan, producer for *CBS Evening News with Walter Cronkite*, New York, joins ABC News there as senior producer of *World News Tonight*. **John Yarborough**, producer, editor and writer for ABC's Syndicated News Services, New York, named manager of Syndicated News Services.

Henry Florsheim, associate producer of WPIX(TV)'s *Action News* at 10 p.m., named producer, succeeding **Bill Diederich**, who is becoming associate producer of *Eyewitness News* at WABC-TV New York. **David Friend**, producer of WPIX(TV)'s *Mid-Day News*, named associate producer of *Action News* at 10 p.m. **Kevin Wendell**, producer of station's 7:30 p.m. *Sunday News*, named associate producer of *Action News* at 7:30 p.m.



Ahles

Richard Ahles, assistant news director and public affairs director, WFSB-TV Hartford, Conn., appointed news director, succeeding **Jim Topping**, now at WABC-TV New York (BROADCASTING, July 23.) **Curt Peters**, news director, WRET-TV Charlotte, N.C., joins WFSB-TV as assistant news director. **Mark**

Effron, senior news producer, WFSB-TV named executive news producer. **Ralph Eno**, ENG coordinator and associate director, named news operations manager.

Lloyd Wright, reporter, KRDO-TV Colorado Springs, appointed news director.

Margaret Graham-Smith, reporter, producer and co-anchor of noon news, and **Gabe Dalmath**, 6 and 11 p.m. anchor, WHEC-TV Rochester, N.Y., named co-anchors of new hour-long newscast at 6 p.m.

Brian Kense, general assignment reporter, WDSU-TV New Orleans. **Sean Dally**, general assignment reporter, WSAZ-TV Huntington, W. Va., and **Margaret Orr**, reporter and news magazine host, WBRZ(TV) Baton Rouge, La., named general assignment reporters for WDSU-TV.

Beverly Price, producer of *Morning Break*, WDMV-TV Washington, named executive producer of programing department. **Joyce Patterson**, freelance writer-producer, joins WDMV-TV as producer of monthly black-oriented public affairs program.

Rob Dean, assignment editor, KSAT-TV San Antonio, Tex., named executive news producer. **Jaime Coronado**, photographer, succeeds **Dean**.

Fred Allison and **Debbi Johnson**, reporters, KVOA-TV Tucson, assume additional duties as weekend anchors. **Tom Tanquary**, photographer, named chief photographer. **Mike McKee**, reporter, KTHV(TV) Little Rock, Ark., joins KVOA-TV in same capacity. **Stephanie Nichols** and **Randy Thornton**, photographer-reporters with KZAZ(TV) Nogales, Ariz., join KVOA-TV as photographers. **Jim Bess**, producer, KOB-TV Albuquerque, N.M., joins KVOA-TV in same capacity.

Joe Becker, from noncommercial WBGU-TV Lima, Ohio, joins WEAU-TV Eau Claire, Wis., as weekend anchor and weekday reporter. **Mary**

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Tordoff, anchor and reporter for WAYY(AM) Chippewa Falls, and co-owned WAXX(FM) Eau Claire, both Wis., joins WEAU-TV as news producer.

Rick Leonard, from WMT-TV Cedar Rapids, Iowa, joins KTXL(TV) Sacramento, Calif., as assignment editor. **Peter Wilson**, from WTMJ-TV Milwaukee, and **Pat McConahay**, from KTVN(TV) Reno, Nev., join KTXL as co-anchors.

Bruce Bowers, reporter, WBTV(TV) Charlotte, N.C., named assignment editor.

Neil Parker, anchor and reporter, WXRT(FM) Chicago, named director of news. **Charlie Meyerson**, news director and anchor, WMRO(AM)-WAUR(FM) Aurora, Ill., joins WXRT as anchor.

Diane Dowd, producer and writer at KTAR-TV Phoenix, Ariz., joins WPVI-TV Philadelphia as producer of *Action News at Noon*.

Jerry Anderson, news producer, WJZ-TV Baltimore, joins WLWT(TV) Cincinnati as 6 p.m. news producer.

Chris Walsh, co-anchor, WWDE-AM-FM Hampton, Va., named news and public affairs director.

Frank Gentry, news director and anchor, WDEE(AM) Detroit, joins WKIX(AM)-WYYD(FM) Raleigh, N.C., as news and public affairs director.

Les Kerr, news director, WHSY-AM-FM Hattiesburg, Miss., joins WROA-AM-FM Gulfport, Miss., in same capacity.

JoAnne Young, from KOOO-AM-FM Omaha, joins KSAA(FM) Casa Grande, Ariz., as news director.

Donna Marie Latson, producer, WNAC-TV Boston, joins WCVB-TV there as director of community services.

David Lampel, news director, WLIB(AM)-WBLS(FM) New York, named director-at-large on board of Radio-Television News Directors Association. He fills unexpired term of **Tom Petersen**, who joins consulting firm of Reymer-Gersin Associates.

Anne-Marie Rowan, news announcer, WCBS(AM) New York, joins WITS(AM) Boston as anchor.

Tony Little, graduate, Eastern Illinois University, Charleston, joins WVLN(AM)-WSEI(FM) Olney, Ill., as news and sports director.

Margaret Ann Durante, formerly with McGraw-Hill Book Co., New York, joins WKRT(AM)-WNOX(FM) Cortland, N.Y., as reporter-anchor.

Promotion and PR

Jerry Kaufer, director of advertising, public relations and sales promotion, Paramount Television Distribution, New York, named director of creative services, Viacom Enterprises, New York.

Jan Kramer, promotion director of Metro Radio Sales, New York, which has suspended operations, named promotion manager of Radio Advertising Representatives Inc., New York.

Lee Sattler, assistant promotion director, KRON-TV San Francisco, named assistant to the promotion coordinator, KIRO-TV Seattle.

Cable

Chester Simmons, president of sports division of NBC, New York, joins Entertainment and Sports Programming Network, Plainville, Conn., as president and chief operating officer of cable network, scheduled to begin sports programming, via satellite, in September. **Tony Verma**, producer-director from Los Angeles, joins ESPN as producer of *Sports Hot Line*.

Technology



Wetzel

William A. Wetzel, partner in law firm of Plunkett, Wetzel & Jaffe, and assistant secretary and member of board of Reeves Teletape Corp., New York, joins Reeves Teletape as executive VP and chief operating officer. **Richard Alexander**, from Optimedia Systems, joins Reeves as manager of video applications group of Reeves AV Systems.

Robert J. Goldmann, VP-corporate development, Dymo Industries, San Francisco, joins International Video Corp., Sunnyvale, Calif., as president and chief executive officer.

Monson Hayes Jr., president of Northern Telecom Inc., Montreal, appointed president and chief executive officer of new unit of company, Northern Telecom Electronics, which will manufacture and supply electronics parts for parent, producer of telecommunications and computer equipment. **George W. Sullivan**, former president of commercial telecommunications group of Rockwell International, Pittsburgh, succeeds Hayes.

James C. Leu, president of international operation of U.S. Electrical Motors Division of Emerson Electric Co., appointed president of UMC Electronics, North Haven, Conn. **Philip Lohman**, assistant VP-international, U.S. Electrical Motors, named VP-marketing, UMC Electronics.

Daniel W. Harris, marketing specialist in professional audio products division, Sony Industries, New York, named manager of new market development for Sony Video Products Co., New York.

Herman Schloss, national sales manager, Pro Vid division of US JVC Corp., Maspeth, N.Y., named VP in charge of division.

Dean Cochran, VP for national accounts, Mura Corp., joins Switchcraft Corp., Chicago, as manager of distribution products.

Crawford Hawkins, producer-director in production sales, Pacific Video Industries, joins Vidtronics Co., Hollywood, as account executive for production and post-production.

Angus Crocker, senior manufacturing engineer, GTE Lenkurt, San Carlos, Calif., named to planning staff as senior staff engineer.

Edward Corn, in engineering position with KIOA(AM) Des Moines, Iowa, joins KORK-AM-FM Las Vegas as chief engineer.

Harvie Schwartz, formerly with JVC Corp., joins Brooklyn College department of television and radio, Brooklyn, N.Y., as chief engineer.

J. W. Margrave, announcer-engineer, KBCQ(AM) Roswell, N.M., joins KSAA(FM) Casa Grande, Ariz., as chief engineer and announcer.

Allied Fields

J. Richard Lamb, executive VP of Midwestern Broadcasting, Toledo, Ohio, licensee of WOHO(AM)-WXEZ(FM) there, joins Arbitron, New York, as division manager of Eastern Radio Station Sales. **Joseph Philport**, with Arbitron Research in Laurel, Md., on part-time basis, joins company full time as senior staff consultant.

Dr. Charles T. Lynch, chairman of radio-television department, Southern Illinois University, Carbondale, joins California State University at Northridge in same capacity.

Deaths

Tom Giordano, 27, director of broadcast standards at WHN(AM) New York, died July 19 in New York in motorcycle accident. He is survived by his wife, Candy.

John P. Knorr, 39, manager of WKBI(AM) St. Marys, Pa., died of apparent heart attack July 19 at his home there. He began his career as announcer with WKBI at age 14. Several years later, he joined WBLF(AM) Bellefonte, Pa., as program director, and also served as program director for WTRN(AM) Tyrone, Pa. He rejoined WKBI in 1966 as manager. Survivors include his wife, Judy, and one daughter.

William V. Karrenbauer, 59, morning man with WHBC-AM-FM Canton, Ohio, died July 4 of heart attack following open heart surgery in Cleveland. He had been sales manager for WHBC-FM since 1974 and worked as morning man 25 years. Survivors include his wife, Mary, and four children.



Bill LaRue Merritt, for 23 years BROADCASTING magazine's Western sales manager, died last Thursday (July 26) in Los Angeles's Cedars-Sinai medical center following a massive brain hemorrhage suffered two days earlier. He was 60.

Merritt joined the magazine in New York in 1956, moving shortly thereafter to the West Coast office. A native of San Francisco, he had worked as a radio announcer in San Francisco, Sacramento and Bakersfield, Calif., as well as on some of TV's earliest programs: *Queen for a Day*, *Heart's Desire* and others. He joined the old Dumont Television Network in the 1950's and later worked for the Wyatt & Schuebel advertising agency in New York.

During World War II Merritt was instrumental in establishing one of the first Armed Forces Radio stations in the Aleutians off Alaska. He entered the Army as a sergeant and was discharged four years later as a first lieutenant. He is survived by his wife, Helen.

Books for Broadcasters

- T403. AM-FM BROADCAST STATION PLANNING GUIDE** by Harry A. Etkin. A comprehensive guide to planning, building, and operating a radio broadcast facility—AM, FM, or combined operation. Based on a lifetime of experience and intimate association in broadcasting. 8 1/2 x 11", illustrated. **\$12.95**
- T404. THE ANATOMY OF LOCAL RADIO-TV COPY** by William A. Peck. Leading station executives have called this book the one that sets the standard for radio-TV copy at the local level. Loaded with hundreds of ways to increase station billing with sales-proven copy. 146 pages. **\$5.95**
- T405. BROADCAST STATION OPERATING GUIDE** by Sol Robinson. This comprehensive reference encompasses every level of broadcasting. The secret to success in broadcasting, as in any other business, is knowing what to do and how to do it. This book tells it like it is. 256 pages. **\$12.95**
- T406. THE BUSINESS OF RADIO BROADCASTING** by Edd Routh. How to operate a station as a profitable business and serve the public interest as well. This is the first text to deal with broadcast station operation from beginning to end. Clearly explains proven techniques to follow, and cautions to observe. 400 pages, illustrated. **\$12.95**
- T456. JOURNALIST' NOTEBOOK OF LIVE RADIO-TV NEWS**, by Phillip Keirstead, network news producer, adjunct prof., Fordham Univ. Written to provide broadcast journalists with a solid understanding of journalism concepts and techniques. Covers the techniques of gathering, processing, writing, and broadcasting live news, using the latest electronic equipment. Contains special sections on laws relating to journalism, documentaries, and editorials. 252 p., 29 ill. **\$12.95**
- T411. COMMERCIAL FCC LICENSE HANDBOOK** by Harvey F. Swearer. A unique study guide and reference manual, combining theory and applications with up-to-date questions and answers for 1st, 2nd, and 3rd Class Radiotelephone license exams plus broadcast and radar endorsements. Complete detailed answers to questions on virtually any subject you may be asked when you take your exam, plus sample questions on each element (with answers in the back of the book). Also for practical reference in your profession. 444 pages, 150 illustrations. **\$10.95**
- T417. GUIDE TO PROFESSIONAL RADIO & TV NEWSCASTING** Robert C. Siller. A practical, self study guide for those who want to get started or get ahead in broadcast journalism. 224 pages, illustrated. **\$9.95**
- T416. HANDBOOK OF RADIO PUBLICITY & PROMOTION** by Jack Macdonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words, over 1500 on-air promo themes adaptable to any format; and over 350 contests, stunts, station and personality promos! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages, 8 1/2 x 11" bound in long-life 3-ring binder. **\$29.95**
- T419. HOW TO BECOME A RADIO DISC JOCKEY** by Hal Fisher. Essentially a course in showmanship, this book teaches all the techniques needed to become a successful broadcast announcer (or disc jockey). 256 pages, illustrated. **\$12.95**
- T420. HOW TO PREPARE A PRODUCTION BUDGET FOR FILM & VIDEO TAPE** by Sylvia Allen Costa. A complete guide to determining finances for any video tape or film production, from TV commercials, to feature-length films. Jammed with facts covering every aspect of estimating costs. Tells how to estimate every cost associated with any size production, including the production location, cameras and accessories, sound equipment, light gear, raw film stock or video and sound recording tape, lab developing, printing and processing fees, personnel—(creative, technical, and talent), scenic elements, location expenses, surveys of remote shooting locations, film and tape editing, optical effects and animation, plus a host of miscellaneous expenses such as writer fees, animals, special effects requirements, and insurance. Also included are typical rate listings and eight sample budgets, representing TV commercials, documentaries, and feature-length films. 192 pages. **\$12.95**
- T421. HOW TO SELL RADIO ADVERTISING** by Si Willing. The right formula for sales depends on the individual and the prospective advertiser. Therein lies the secret as Si Willing illustrates it by theory and by practice. You'll hear all sorts of objections (including a few you haven't heard!) and how they've been successfully countered. From the dialog between salesman and prospect you'll learn the approaches and the clinchers, how to use available sales tools to the best advantage and how to deal with competition. You'll learn ways to sidestep objections, how to recognize the "opportune moment," and how to convert a "No" to a "Yes." 320 pages. **\$12.95**
- T423. MANAGING TODAY'S RADIO STATION** by Jay Hoffer. Outlines principles evolved by the author during his 20 years as a broadcaster. 288 pages, illustrated. **\$12.95**
- T426. MODERN RADIO BROADCASTING: Management & Operation in Small To Medium Markets** by R. H. Coddington. A comprehensive guide to successful practices of radio stations in small-to-medium-sized markets. 288 pages, illustrated. **\$12.95**
- T434. RADIO PRODUCTION TECHNIQUES** by Jay Hoffer. Here's an all-round book for everyone in radio—performers, producers and directors, and sales and engineering personnel. Covers every phase of radio production from announcements to the overall station "sound"—in fact, every creative aspect of today's radio ... with special emphasis on sales. Tells how to produce results for an advertiser, and how to develop production expertise, and how to use the elements of pacing and timing in every production. Covers record screening, jingle use, news, on-air promotion, public service, contests, public affairs, remotes, talk and farm shows, etc. Practical data on sales includes idea development, writing, and how to create more effective commercials. 240 pages, illustrated. **\$14.95**
- T453. TV LIGHTING HANDBOOK**, by Dr. Jemae A. Carroll & Dr. Ronald E. Sherriffs. Everyone involved in TV production should be familiar with effective lighting principles. This book is designed to train badly needed technicians and acquaint producers, directors, anyone involved in production, with the basics and specifics of TV lighting. In workbook format, with a multitude of photos (some in color) and diagrams, the reader learns to design lighting setups for all types of productions indoors and out. 228 p., including 4-color section. **\$12.95**
- T428. ORGANIZATION & OPERATION OF BROADCAST STATIONS** by Jay Hoffer. An exhaustive examination of the responsibilities and capabilities required in each job classification. 256 pages. **\$14.95**

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Pushing back the barriers to blacks in broadcasting

Ragan Henry is two up on most people: (1) He owns a VHF TV station, and (2) he thoroughly enjoys his work. "I'm relaxed most of the time," he says. "I really have never taken the viewpoint that I work. What I do, I like to do."

And what he does, he does well. As president of Broadcast Enterprises National Inc., Henry has spent the last five years parlaying an initial investment into an organization that operates four AM's, two FM's and, most recently, CBS-affiliated WHEC-TV Rochester, N.Y.—the first black corporation to claim title to such a piece of property. And chances are good the list will grow: If plans unfold as he hopes, Ragan Henry and Broadcast Enterprises could soon have 12 radio stations in eight markets.

Henry thinks, however, that the purchase of WHEC-TV, which was spun off the Gannett-Combined Communications merger last month for \$27 million, was an especially significant transaction. Significant not only because it put a VHF station in the hands of a minority group, but also because it should encourage other entrepreneurs to deal with minorities in the future.

Before that transaction, Henry said, people in the financial and broadcast communities didn't feel that minorities could conduct business at that level. But now that they see it being done—seeing a bank advance \$24.5 million to a minority group—it eases their minds.

Henry does not like to dwell on his role as a minority broadcaster; it is a fact of life, a fact that undoubtedly has affected his actions and responsibilities as a broadcaster. But there is more to it. "Perhaps being a black controlled company imposes some responsibilities and burdens on us that just being another company would not impose on us," he says. "On the other hand, we see ourselves as being just another broadcast company that wants to be as good as it can, and the fact that it's black has no special significance."

Henry's first encounter with broadcasting, which was strictly as an investor, came in 1971 when he obtained 12.5% of Sheridan Broadcasting, being put together at the time by an old friend, Ronald Davenport.

Prior to that, he focused primarily on his law practice, with the Philadelphia firm of Goodis Greenfield Narin & Mann, concentrating on lending and borrowing work and industrial real estate. His move to Philadelphia was preceded by law school at Harvard, where he also did his undergraduate work (his law classes were inter-



Ragan Augustus Henry—president, Broadcast Enterprises National Inc. (BENI), Philadelphia; b. Feb. 2, 1934, Sadieville, Ky.; BA, liberal arts, Harvard University, 1956; U.S. Army Signal Corps, 1957-59; LLB, Harvard, 1961; attorney, Narin Garfinkel & Mann, 1961-64; attorney, Goodis Greenfield Narin & Mann (which became Goodis Greenfield Henry & Edelstein), 1964-77; founded BENI as Broadcast Enterprises Network Inc., 1974; partner, Wolf Block Schorr & Solis-Cohen, 1977-present; m. Helen Smith, July 5, 1959; children—Vincent, 19; Joseph, 15; Richard, 12; Leah, 11.

rupted by service with the Army Signal Corps). He grew up in Hamilton, Ohio, and Sadieville, Ky.—"a sleepy little town that never changes"—where he was born and still occasionally visits.

Henry threw himself into the thick of the broadcasting business in May 1974. After selling off his Sheridan stock and forming BENI, he purchased WAOK(AM) Atlanta, and he hasn't looked back since.

Henry's experience with WAOK typifies the way he likes to do business. With the purchase, he says, he got more than a station. He also got skill and talent. The assistant manager of the station eventually moved to take over WGIV(AM) Charlotte, N.C., just as a legal secretary in his law office took over as controller of his corporation, and a former lender went on board as vice president for finance.

The key, Henry says, is intelligent people, even if they don't have specific experience in an area. To his way of thinking, they'll learn to do the job.

Henry, of course, had to put himself through the same sort of crash course in broadcasting. Radio was the first priority; now he has television on his mind, and this has drawn him more into the inner workings of the business, leaving less and less time for his law practice with Wolf Block Schorr & Solis-Cohen, which he joined as a partner two years ago.

The learning experience that Henry is

putting himself through means new responsibilities: keeping up with the news, for example, in cities where his properties are located. Trips to each market are frequent; when he is not traveling, a stack of out-of-town newspapers sits in his spacious suburban Philadelphia home.

But his schedule doesn't seem to leave a lot of time for reading these days. He admits the traveling isn't as enjoyable as it used to be, but with the prospects of acquiring new properties, he knows he has to "go where the action is." And with one of his four children along with him—at least two of whom are thinking of following in their father's footsteps—the trips are a bit more pleasant.

Even with the hectic schedule, though, Henry seems to remain unharried, carefully articulating each position, apparently able to leave business in the office. He talks with pride of the daylilies in the yard—a collection he has built up over the years. Vacations are often spent with the entire family off for a week of fishing, and a half-finished wooden doll house in his study is being built jointly with his daughter.

And while family and business occupy most of his time and interest, there are also other priorities—most important, it seems, civic activities. "You name it, I've done it in the local civic thing," he says. Like his law practice, though, the United Fund, the Chamber of Commerce and the Greater Philadelphia Partnership are being gently nudged from the picture by the broadcasting business. What he isn't giving up, though, are spots on the board of LaSalle College and the University of Pennsylvania hospital. And when asked about awards, of which he has received his share, Henry dismisses the entire concept as unimportant—a way to sell tickets to a dinner, he says—except, perhaps, for one award that did have some real meaning. As co-chairman of a campaign to raise money for three area YMCA's, he helped exceed the \$2 million goal by \$500,000. He was proud of that one, he says.

He's also obviously quite proud of his business accomplishments and the road he is helping to pave for other minorities to get into broadcasting, or for those already involved to expand their holdings. His role in this regard will no doubt be buoyed in the next two years with his presidency of the National Association of Black Owned Broadcasters.

Although he says he's reluctant to predict the future, Henry expects that BENI will continue to grow—not at the same rate, but it will grow nonetheless.

"I may want to settle back now and not have very much happen for a while," he says, "but that's not the way things go on around me..."

Editorials

Below the bottom line

A lot of heady earnings reports have been appearing lately, and they are supplemented, elsewhere in this issue, by the FCC's financial report for television in 1978. Television's critics may be trusted, if that is the word, to trot out the old one about a TV license being a license to you know what.

We try not to denigrate profits, but there is more to those earnings reports than the percentage figures signifying gains. Without two nonbroadcast transactions in 1978 and 1979, for instance, ABC's second-quarter gain of 36.3% would be erased. CBS's record second-quarter profits still did not offset the 47% decline that occurred, in good part because of heavy TV program outlays, in the first quarter. RCA, whose NBC subsidiary has been suffering profit declines—also because of costly program investments—managed a record second quarter only because of profits from the sale of RCA Alaska Communications. Nor should it be overlooked that the FCC's 1978 report shows that network operating profits, before taxes, actually declined by 8% from their 1977 level.

Among the other publicly held broadcasters, too, earnings records are being set. Probably more than the networks, these broadcasters—and others, too—are wondering how long the good days will last. They are concerned not only by the prospects of recession but also, and probably more, by uncertainty about a future full of new technologies. They, too, provide evidence that today's bottom line doesn't always tell all and tells least about the future.

Starting point

The FCC distributed last week a 218-page report reciting for every commercial television station in the nation its total operating minutes in a composite week of 1978 for all programs from sign-on to sign-off, all programs from 6 a.m. to midnight, local programs from 6 a.m. to midnight, all programs from 6 p.m. to 11 p.m., local programs from 6 p.m. to 11 p.m., and, for the same time categories, the percentage of each devoted to news, public affairs and all other nonentertainment.

Despite BROADCASTING's professed function as a magazine of record, readers will be unable to find here the text of the FCC's latest compendium of television program analysis. Suffice it to report that KABY-TV Aberdeen, S.D., the first on the FCC's alphabetical list by communities of license, devoted 5.2% of its total program time to local origination, a remarkable feat for a station that is a satellite of KSFY-TV Sioux Falls, S.D., and that WHIZ-TV Zanesville, Ohio, last on the FCC's list and also in Arbitron's areas of dominant influence (203d with 27,700 TV homes in its whole area), devoted 23.8% of its prime-time schedule to nonentertainment, considerably above the national average of 19.5%.

If FCC Charles Ferris is serious about his promise to eliminate useless regulatory exercises, the annual collection and compilation of this report by the FCC is as good a place as any to start. Indeed he could take political credit as a Democrat undoing the work of a Republican administration. It was during the chairmanship of Dean Burch, a Nixon appointee, that the FCC adopted its annual program reporting Form 303-A in 1973. As a historical footnote it may be said that the form was a toned-down version of programming requirements urged upon the commission then and now by Henry Geller, then special assistant to Chairman Burch, now director of the National Telecommunications and Informa-

tion Administration. Geller has always wanted a federal standard for the percentage of time television licensees must devote to news, public affairs and local originations.

At an FCC where backlogs in legitimate applications are mounting and enormous budgetary increases are being requested to enlarge the staff, it makes no sense to assign the manpower and computer time to prepare this pointless programming report. Ferris swore to Jimmy Carter he would be ruthless in eliminating unnecessary paper work. Surely he can get at least the necessary three colleagues to co-sign a note to the White House saying the process has begun with Form 303-A.

What else is new?

If at times it isn't clear these days exactly what is on Jimmy Carter's mind, there is no doubt that he has begun to distrust Washington reporting. Recalling the warmer welcomes and softer questions he has received in smaller towns, he is taking his show back on the road.

Carter ran for office that way and won. Whether the rerun will play as well remains to be seen. Whatever the outcome, Carter's falling-out with the Washington correspondent corps is far from an original experience.

Franklin Roosevelt, opposed by most publishers, tried unsuccessfully to get newspaper-radio crossownerships broken up, to keep the fledgling radio medium, which he used with great skill, from falling under editorial control of his critics.

Harry Truman had his ups and downs, but can anyone forget the photograph of his winning grin as he held up a copy of the *Chicago Tribune* declaring Dewey the victor in the 1948 election? Eisenhower had an arm's-length relation with radio and television. Kennedy's Camelot was occasionally sullied, as when he discontinued the White House subscriptions to the *New York Herald Tribune* and his brother's FBI agents roughed up news reporters. Johnson blamed television for distorting the American vision of the Vietnam war. Nixon . . . but why go on?

Carter may wish to reflect on the fact that some of the reporters and all of the media remain on the scene from which all of his predecessors have vanished.



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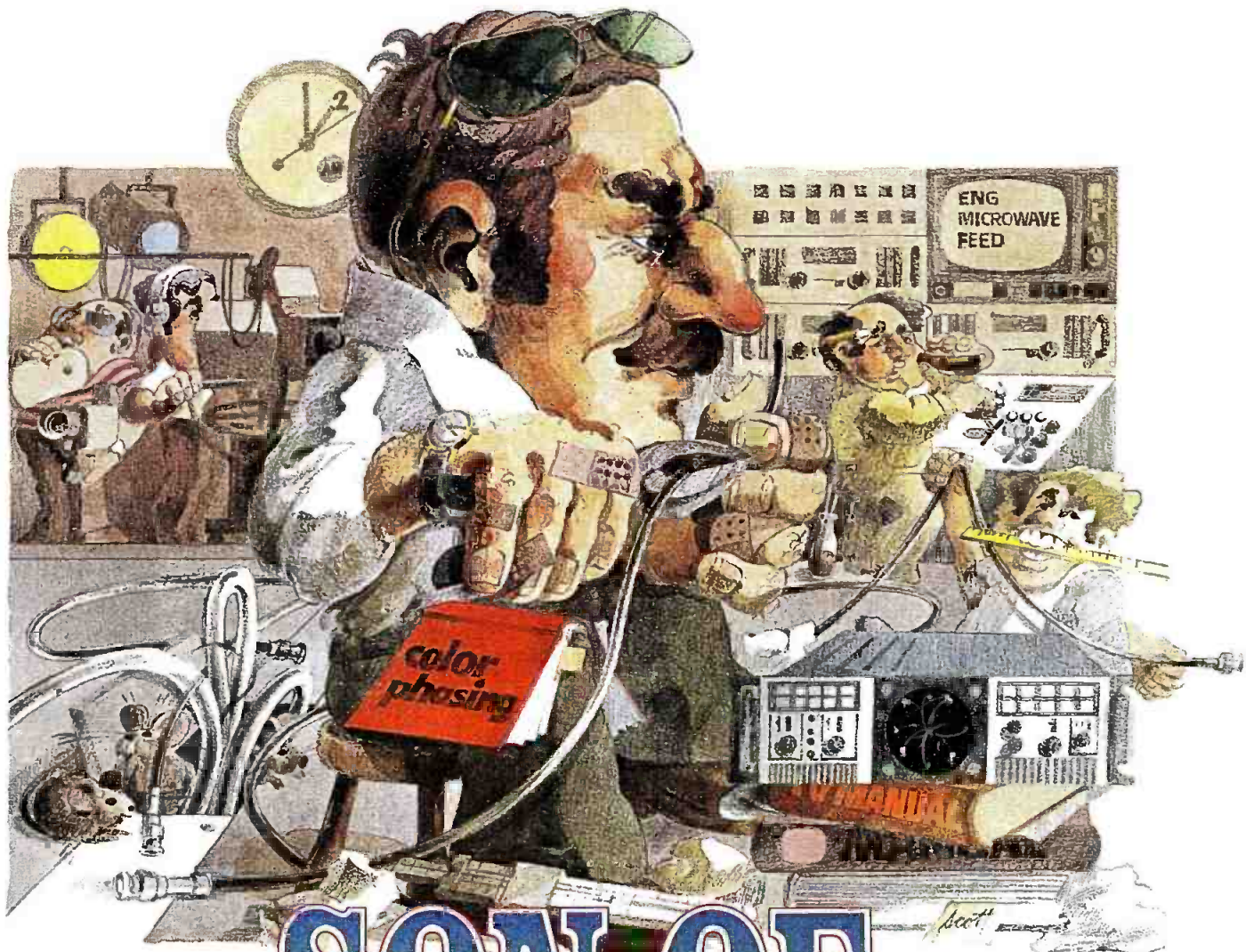
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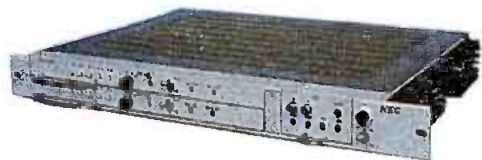




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