

Aug. 27, 1979


Selling of the President, 1979
Why things are looking so good at ABC-TV


Broadcasting Aug 27

The newswweekly of broadcasting and allied arts

Our 48th Year 1979

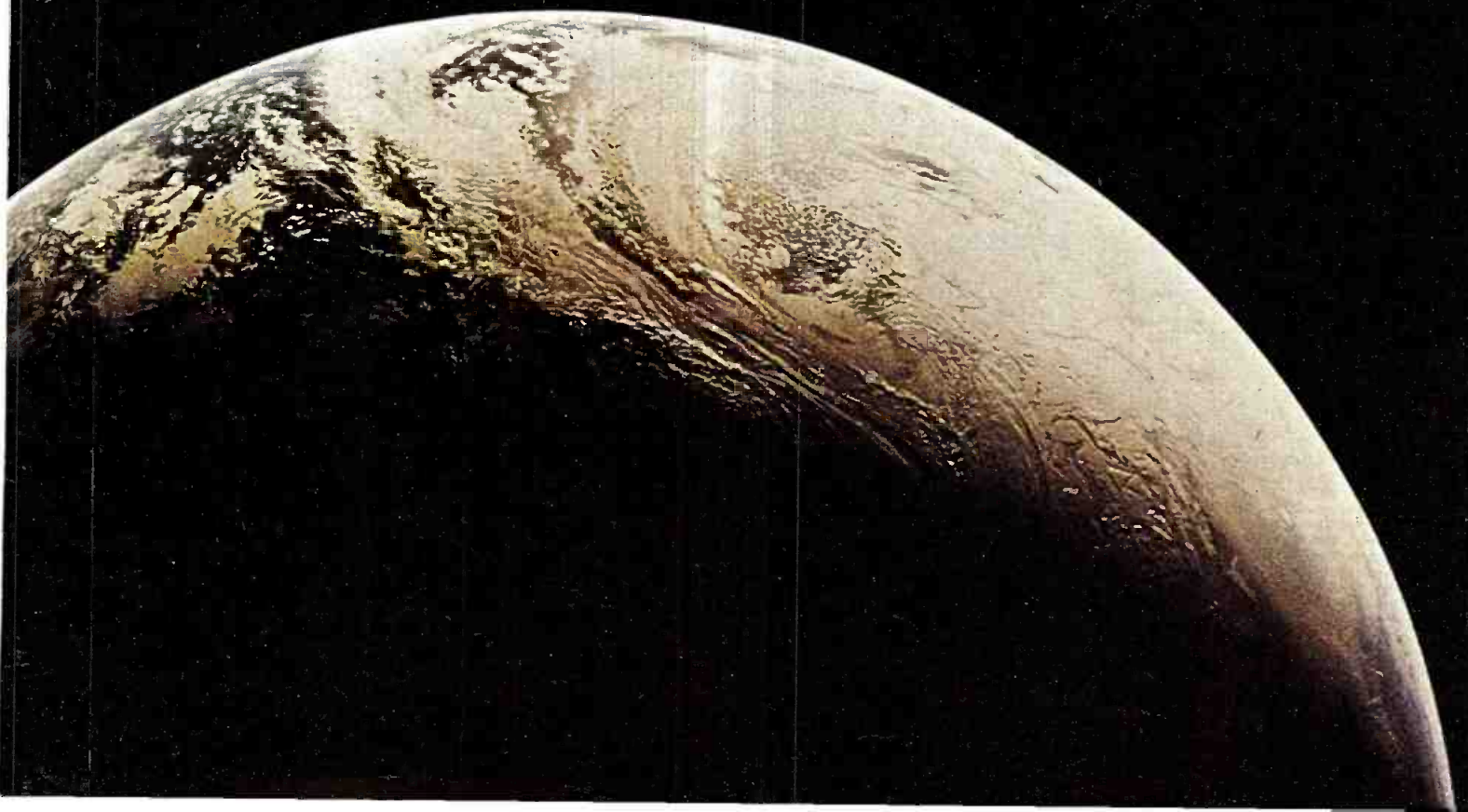
MORNINGSIDE COLLEGE
LIBRARY
SIOUX CITY, IOWA 51106

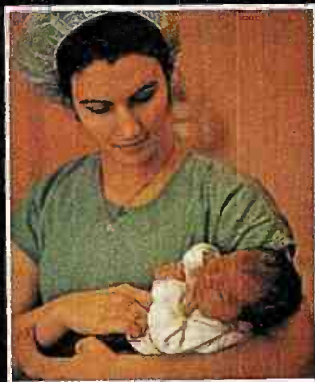
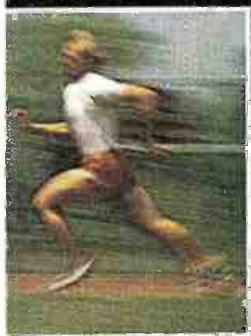


LIFESTYLE RADIO™
HAS COME TO CHICAGO
 **MUTUAL/CFL** ™
AM 1000

A MUTUAL BROADCASTING SYSTEM OWNED STATION. FOR MORE INFORMATION CALL WCFL AT (312) 836-1000.
OR YOUR NEAREST MAJOR MARKET RADIO OFFICE.

51106 B9253 MQK FEB/82
MORNINGSIDE COLLEGE
LIBRARY
SIOUX CITY IA 51106
PAPER





OCTOBER 1, 1979 A NEW LIFESOUND THE RKO RADIO NETWORK

A new dimension in sound. It's called Life.
The RKO Radio Network. Giving young Americans
an edge on their new decade. A fresh approach to news...
the personal impact of global events. Demographic
features on issues and trends...programmed to
touch and inform. Entertainment specials to bring
music stars and super novae down to earth.

The RKO Radio Network. A new Lifesound. October 1, 1979.
Previews at the NAB in St. Louis.

THE TEST OF TIME

That's what counts. "The Voice of St. Louis" has passed that test with mid-America listeners for more than half a century. Every day brings a new test . . . another opportunity for service and growth.

Only a balance of the timely and timeless can meet this challenge. That's why we make our broadcast time count with innovative approaches to news, sports, information, entertainment and community service. This makes listening time count for more . . . today and tomorrow.

KMOX 1120

The Voice of St. Louis

Represented Nationally by CBS RADIO SPOT SALES

The Week in Brief

MORNINGSIDE COLLEGE
LIBRARY
SIOUX CITY, IOWA 51106

OPERATION OUTREACH □ President Carter returns to his meet-the-people media ways, does a local radio call-in show, plans a national one on NPR and will hold a town meeting in Tampa. It's part of a plan to drive his messages home without doing it through the national media and to boost his sagging ratings. **PAGE 20.**

GANGING UP ON GANNETT DECISION □ News media rally around an appeal by Richmond Newspapers, hoping to overturn a Supreme Court ruling that gives judges the power to bar the press and public from their courtrooms. **PAGE 21.**

BOARD BACKS CPB □ NPR doesn't get increase in funds that it sought as budget is approved. Restructuring plan is also passed. **PAGE 23.**

PROGRAMMER'S PROGNOSTICATIONS □ Mike Dann, former network programmer, now consultant, examines the fall line-ups and sees ABC, with the strongest comedy block dominating, not because of the shows' content, but because of scheduling. He also decries the lack of creative input from the New York community since the networks shifted programming bases to Los Angeles. **PAGE 24.** An updated version of the new-season line-ups appears on **PAGE 25.**

STEREO VIA SATELLITE □ RKO reaches an agreement to share in AP's proposed satellite distribution system to deliver its new 15 khz stereo radio network starting Oct. 1. **PAGE 26.**

HO HUM □ While the merger between RCA and CIT Financial is one of the larger in history, it's being viewed on Wall Street with not much excitement, but as a safe deal, providing cash and stability in earnings. **PAGE 29.**

SEEING SPOT. □ National and regional advertisers

spent \$778.5 million in spot television in the second quarter of this year — up 6.9% over last year — with, guess who, Procter & Gamble leading the list. **PAGE 31.**

INTERPUBLIC GROUP REGROUPS □ Following the loss of long-time client, Miller Brewing, Interpublic and its McCann-Erickson unit announce management changes. **PAGE 33.**

ONE DOWN, FOUR TO GO □ In preparation for the proposed merger between GE and Cox Broadcasting, the companies settle one of five petitions to deny that are snagging the deal. This one, involving Cox's wsb stations, calls for more programming aimed at blacks, increased EEO efforts and a grant of \$375,000 by GE to a trust fund. **PAGE 34.**

ONE TO WATCH □ The three-year-old Washington Association for Television and Children has become a force to be reckoned with in children's TV with its opposition to the \$15.5-million sale of WDCA-TV Washington. **PAGE 34.**

LATEST SATELLITE WRINKLE □ SIN files applications for a network of 1 kw translators in 40 cities connected via satellite. **PAGE 37.**

SEGELSTEIN STEPS UP □ The NBC executive vice president for broadcasting is named president, NBC Television Stations/Radio while Walworth and Walsh are also promoted. **PAGE 38.**

MOORE FOR B&B □ Mike Moore joined Benton & Bowles in 1962 and it's been a profitable association for both parties. He's now the senior vice president and director of media management, overseeing media and TV programming with the agency now aiming to produce about six made-for-TV movies a year and spending more than 75% of its \$300-million billings in TV. **PAGE 65.**

Index to departments	Datebook.....	14	Law & Regulation.....	34	Profile.....	65
Bottom Line.....	Editorials.....	66	The Media.....	37	Programming.....	24
Business.....	Fates & Fortunes.....	59	Monday Memo.....	12	Stock Index.....	63
Business Briefly.....	For the Record.....	44	Monitor.....	28	Technology.....	42
Changing Hands.....	In Sync.....	42	Open Mike.....	19	Top of the Week.....	20
Closed Circuit.....	Journalism.....	43	Playlist.....	41	Washington Watch.....	35

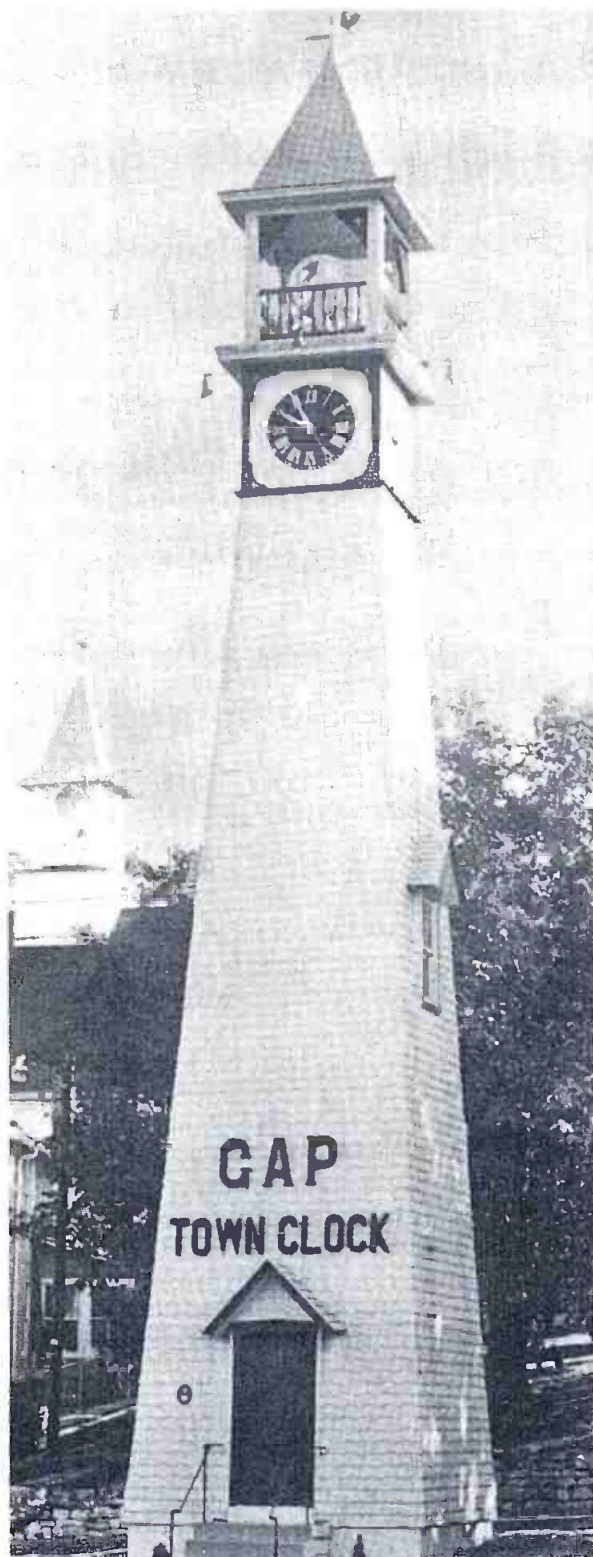
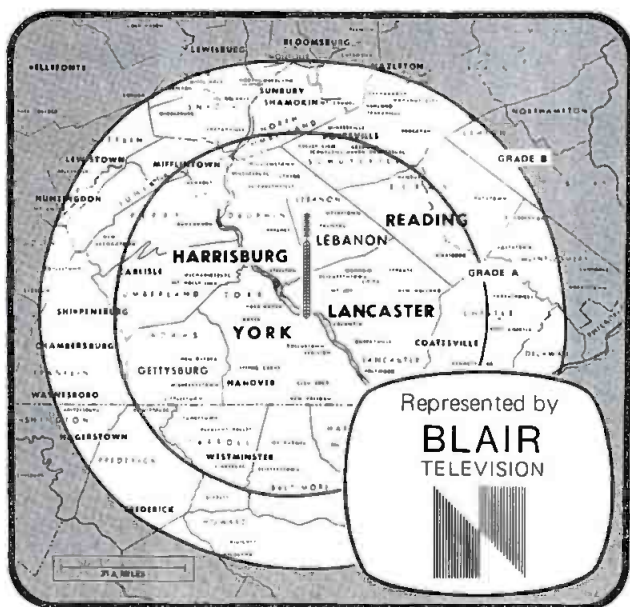
Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$1.50 except special issues \$2.50. Subscriptions, U.S. and possessions: one year \$40, two years \$75, three years \$105. Canadian and other international subscriptions add \$12 per year. U.S. and possessions add \$140 yearly for special delivery, \$90 for first class. Subscriber's occupation required. Annually: *Broadcasting Yearbook* \$42.50, *Cable Sourcebook* \$20, *Across the Dial-Around the Channels* \$3.95, prepaid only. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year, \$35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year \$27.50).

Index to Advertisers ■ Accuracy in Media 27 □ AP Radio 14 □ Blackburn 38 □ Broadcast Personnel 59 □ Continental Electronics 36 □ Delta Airlines 8 □ Dolby Labs 11 □ Eastman Radio 13 □ Forward Group 10 □ Harris 43, 45, 47 □ KMOX-AM 4 □ Kaman Sciences 9 □ McMartin Industries 37 □ NEC Back Cover □ O'Connor Creative Services 19 □ RKO Radio Network Inside Front Cover, Page 3 □ Cecil L. Richards 39 □ Shamrock Broadcasting 17 □ Howard E. Stark 42 □ D. L. Taffner 31, 33, 35 □ 20th Century-Fox TV Sports 15 □ Versatile Video 16 □ WCFL Front Cover □ WGAL-TV 6 □ WWSH Inside Back Cover □

There's no gap in the WGAL-TV coverage in GAP

In fact, the WGAL-TV impact on viewers in this thriving Lancaster County community is typical of the strong coverage it consistently delivers in hundreds of other Pennsylvania towns and cities in this prosperous 9-county DMA. 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 results.

Source: Nielsen 1979 County Coverage Report



WGAL-TV 8

LANCASTER-HARRISBURG-YORK-LEBANON, PA.

Closed Circuit®

Insider report: behind the scene, before the fact

Favorites

Although White House-imposed budget constraints have slowed growth of FCC in recent years, two units have shown fairly rapid expansion since Charles D. Ferris became chairman in October 1977. Office of Plans and Policy has increased its strength from 19 positions to 31, and Consumer Assistance Office, from four to 10. (Commission hopes to provide OPP with two more positions and CAO, four more, in fiscal 1981, but agency has yet to clear its budget requests with Office of Management and Budget.)

Ferris relies heavily on OPP, headed by Nina Cornell, as analytical resource, particularly in economics. And although OPP was subject of at least implicit criticism in General Accounting Office report for failure to provide long-range planning service, Ferris praised office as one that implements innovations rather than talking about them (BROADCASTING, Aug. 6). CAO, under Belle O'Brien, is becoming increasingly significant factor in FCC scheme of things. Its visits to cities around country to educate public in how to participate in commission proceedings have won high marks from chairman.

Networking by bird

More satellite activity: ABC has provided specifications and asked AT&T, Western Union and RCA to come up with proposals looking to distribution of ABC-TV programs to central and mountain zone stations by satellite. How proposals rank against current terrestrial delivery in service and price will help shape final decision on whether to stay ground-based or go satellite. Either way, it's ABC's view that conversion to satellite, whenever it comes, will be in stages, "evolutionary, not revolutionary."

If NBC's experience gives any clue, it'll be months before ABC gets those proposals it's requested. NBC asked same companies late last April for proposals "for an orderly changeover from landlines in a phased approach" (BROADCASTING, May 21). Target time for their receipt, NBC engineering leaders say, is October. NBC would like to make conversion by 1983. CBS is still in preliminary exploration of satellite delivery.

Chairman's choice

FCC Chairman Charles D. Ferris, who pleaded busy schedule in declining to make traditional appearance by agency head at season-opening luncheon of International Radio and Television Society in New York Sept. 13, has accepted bid from other forum week later. He'll

take podium Sept. 19 for luncheon address on opening day of two-day management seminar co-sponsored by National Association of Broadcasters and National Association of Black-Owned Broadcasters. Also slated for appearances are FCC Commissioners Tyrone Brown and James Quello.

Road show on children

Noncommercial WPBT-TV Miami is joining forces with U.S. International Communication Agency to sponsor 36-day international (and traveling) symposium on books and broadcasting for children. Beginning on Sept. 13, experts in those areas from more than 30 countries will travel to four cities as they visit offices of noncommercial and commercial networks and Children's Television Workshop, in New York; WGBH-TV and Action for Children's Television, in Boston; FCC (where U.S. participants will appear in seminar on effects of government policy on children, and how it is made), in Washington, before summing up session at WPBT-TV, in Mid-October.

Idea was conceived at WPBT-TV, which obtained \$200,000 funding from ICA, as well as some additional support from Exxon. Project director is Cecily Truett, producer at station. Sponsors will disclose plans in detail at press conference at PBS headquarters in New York on Sept. 6.

Keeping up with T-M TV

When Times-Mirror acquires full complement of TV stations with FCC approval of its purchase of Newhouse Stations for \$82,380,000 (BROADCASTING, Dec. 11, 1978), choice to head operations is expected to be John J. McCrory, president-general manager of ch. 4 KDFW-TV Dallas. McCrory, who reports to Bill Williams, T-M group vice president in Los Angeles, is T-M stations' senior broadcaster with eight years at helm of Dallas CBS-TV outlet, acquired in 1970.

In addition to Dallas station, T-M owns ch. 7 KTBC-TV Austin, Tex. (CBS), acquired in 1973. Newhouse stations awaiting FCC clearance are: ch. 13 WAPI-TV Birmingham, Ala. (NBC); ch. 2 KTVI-TV St. Louis (ABC); ch. 3 WSYR-TV Syracuse, N.Y. (NBC); ch. 18 WSYE-TV Elmira, N.Y., satellite of WSYR-TV, and ch. 27 WTPA-TV Harrisburg, Pa. (ABC).

Opening the West

Show will go on. Today (Aug. 27) marks beginning of new Western edition of *CBS Evening News* with *Walter Cronkite* with Los Angeles anchor Terry Drinkwater. After week of dry runs, Drinkwater reports all systems are go for today's

telecast to CBS affiliates in six Western states. Last week closed-circuit tests were conducted with updates coming from New York, San Francisco, Las Vegas and San Diego. CBS has added nine persons to its Los Angeles staff to work on new edition.

Now it can be told

Katharine Graham, chairman of Washington Post Co. (Post-Newsweek Stations), had more than cursory interest in establishing cable news network, although plan is now scrubbed (BROADCASTING, Aug. 20). She first contacted retired CBS vice chairman, Frank Stanton, who in turn suggested J. Leonard Reinsch, recently retired chairman of Cox Broadcasting Co., as knowledgeable pioneer in developing Cox TV and cable facilities.

After Reinsch had several sessions with Post company brass, conclusion was reached that cable news network wasn't Post-Newsweek's cup of tea. Reinsch, before, during and after Graham consultancy, had been sought out by other corporations interested in cable news, with satellite distribution as key, as well as in ferreting out cable system availabilities.

Sky watch

Among those whose interest was engaged by announcement that Communications Satellite Corp. plans to establish satellite-to-home subscription television service (BROADCASTING, Aug. 6) was National Telecommunications and Information Administration. NTIA has begun to focus on engineering and policy issues raised by statement—and not only in relation to subscription television; prospect of satellite-to-home advertiser-supported programming also figures in NTIA's review.

Hooks: peacemaker?

Benjamin L. Hooks, who left FCC as its first black member in 1977 after five-year tenure to become executive director of then faltering National Association for the Advancement of Colored People, may emerge as stabilizing force in eruption between blacks and Jews following resignation of UN Ambassador Andrew Young. In appearances on networks, former commissioner emphasized NAACP isn't on all fours with Southern Christian Leadership Conference and that all must work doubly hard to eradicate schism. He has deplored shattering of "long and close relationship" between Jews and blacks, pointing out that until recently whites, including Jews, have headed NAACP.

Business Briefly

RADIO ONLY

K-Mart □ Twenty-week campaign for apparel department begins Nov. 26 in 46 markets including Chicago, Boston, Detroit and New York. Spots are scheduled to run in morning and evening drive times. Agency: Ross Roy, Detroit. Target: men, 18-34.

Automatic Data Processing □ Eleven-week campaign starts Sept. 24 for computer services in 39 markets including Los Angeles, San Francisco, Seattle, Milwaukee, Nashville, Atlanta, New Orleans, Baltimore, New York and Boston. Agency: Schaefer Advertising, Valley Forge, Pennsylvania. Target: men, 35-54.

Victoria Station □ Eight-week campaign for restaurant franchise starts Sept. 10 in three test markets: Atlanta, Detroit and Los Angeles. Agency: Regis McKenna, Palo Alto, Calif. Target: adults, 25-49.

Hormel □ Four-week campaign for Little

Sizzler sausages begins Sept. 17 in about 20 markets with a Southern concentration including Atlanta and Dallas. Agency: BBD&O, Minneapolis. Target: women, 25-49; women, 50 plus.

Air Jamaica □ Four-week campaign starts in September in New York, Miami-Fort Lauderdale, Fla., Philadelphia, Chicago and Toronto. Spots will be placed primarily in morning and evening drive times. Agency: Ketchum, MacLeod, Grove, New York. Target: adults, 25-49.

Hughes Airwest □ Four-week campaign begins Aug. 29 for air travel in eight markets including Denver, Houston, Los Angeles and Phoenix. Agency: Foote, Cone & Belding/Honig, San Francisco. Target: adults, 18-54.

Lenox □ Three-week campaign begins Aug. 29 for china rings in 11 markets including St. Louis and various Florida markets. Agency: LeberKatz Partners, New York. Target: teen-agers.

Gray Drug Stores □ One-week

Rep Report

Ch. 3 Las Vegas (formerly KORK-TV, new call letters not yet assigned): To Blair TV from Peters, Griffin, Woodward.

WGAL-TV Lancaster, Pa.: To Blair Television from Meeker Co.

WTEV(TV) Providence, R.I.: To Blair Television from Katz Television.

KOB(TV) Medford, Ore., and satellite KOTI(TV) Klamath Falls, Ore.: To Peters Griffin Woodward from Meeker Co.

KJOY(FM) San Diego: To The Christal Co. from Torbet.

KNAC(FM) Long Beach, Calif.: To Roslin Radio Sales from Radio Time Sales.

WJBO(AM)-WFME(FM) Baton Rouge, La.: To Blair Radio from Torbet Radio.

campaign begins Aug. 27 for retail drug store chain in Miami-Fort Lauderdale, Fla., and Cleveland, Columbus and Youngstown, all Ohio. Agency: Marcus Advertising, Cleveland. Target: adults, 18 and over.

Seventeen Magazine □ One-week campaign starts Aug. 29 in approximately 15 markets including Boston, Washington, Houston, Atlanta, Dallas, Miami-Fort Lauderdale, Fla., St. Louis, Chicago and Cleveland. Agency: Needham, Harper, Steers, New York. Target: teen-agers.

Lloyds Bank □ Thirteen-week campaign begins Sept. 3 in various California markets with spots in fringe, prime and sports times. Agency: Della Femina Travisano, Los Angeles. Target: adults, 25-49.

Delta Faucet □ Nine-week campaign starts Sept. 3 for faucets in 100 markets including New York, Los Angeles, Chicago and Boston. Agency: Atwood Richards, New York. Target: adults, 25-54.

Ralph Lauren □ Nine-week campaign begins Sept. 17 for Chaps men's cologne in six markets including Chicago and San Francisco with some spots in prime time. Agency: Kurtz & Tarlow, New York. Target: adults, 18-49.

Weaver □ Eight-week campaign begins today for frozen fried chicken in Baltimore, Chicago, Detroit, Pittsburgh, New York,

DELTA DASH.[®] SAME DAY DELIVERY ON SMALL PACKAGES.



Delta DASH (Delta Airlines Special Handling) gives you same day delivery if we receive your small packages during normal business hours. If your package arrives after normal business hours, we will deliver it the first thing next morning—generally no later than 10am. And DASH serves 86 U.S. cities plus San Juan.

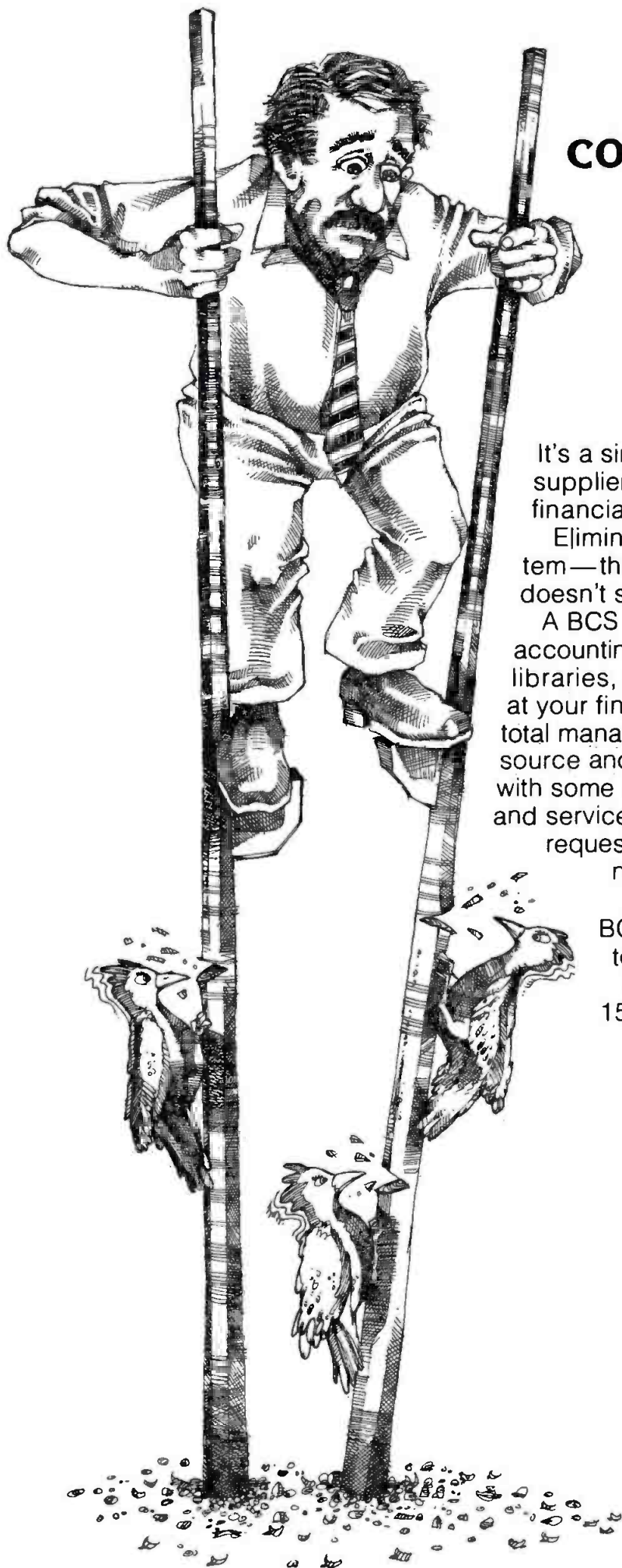
Packages (up to 50 lbs.) are accepted at airport ticket counters up to 30 minutes before flight time. Up to 60 minutes at cargo terminals. Size limit is 90 inches: width + length + height.

The airport-to-airport rate between any two of Delta's domestic cities is \$30 (\$25 between Dallas/Ft. Worth and Los Angeles or San Diego or San Francisco). Pick-up and delivery is available at extra charge. Call (800) 638-7333, toll free. (In Baltimore, 269-6393.)

You can ship via DASH between Delta cities in the U.S. and Montreal, Nassau, Bermuda, Freeport, London, England and Frankfurt, Germany. For full details, call your local Delta cargo office.



DELTA IS READY WHEN YOU ARE[®]



**The more
computing suppliers,
the merrier?**

Wrong.

It's a simple fact. An abundance of computing suppliers just pecks away at your station's financial stability—as well as your nerves.

Eliminate these jitters with our BCS 1100 system—the powerful management tool that doesn't stop at just traffic and billing.

A BCS 1100 can also put complete automated accounting, control of carts, news and film libraries, and demographic information right at your fingertips. What's more, because this total management capability is available from one source and one system, we can provide you with some timely extras. Like reduced hardware and service costs. Unlimited demographic requests at no additional charge. And a significant drop in aggravation.

So get back on firm ground with the BCS 1100. For complete details, call us today at (303) 599-1601, or write Kaman Sciences Corporation, P.O. Box 7463, 1500 Garden of the Gods Road, Colorado Springs, Colorado 80933.

bcs
SYSTEMS

KAMAN SCIENCES CORPORATION
A KAMAN COMPANY

Our systems belong in your station.



**There's
a foxy
market
in the
Fox River
Valley.**

A million people live in seven cities along the Fox River Valley in Wisconsin. That's a four and a half billion dollar market.

In the middle of this affluence, between Green Bay on the north and the Appleton-Oshkosh metropolis on the south, is WKAU-AM/FM.

Everyday our simulcast beams our contemporary programming towards adult men and women, but also attracts a large audience among the area's affluent teenagers. This **Forward Station** has rapidly built a dominance in the valley according to Arbitron. That's why WKAU-AM/FM is a foxy buy in the Fox River Valley.

**You're ahead
when you buy
Forward.**

WKAU-AM/FM
KAUKAUNA, WISCONSIN

MEMBER... FORWARD GROUP



WTRF-FM Wheeling
WKAU-AM-FM Kaukauna
KVGB-AM-FM Great Bend
WONS-AM Tallahassee
WBGH-FM Tallahassee
KVOX-AM-FM Fargo-Moorhead
WSAU-AM Wausau • WIFC-FM Wausau

Washington, Cincinnati and Dayton and Columbus, both Ohio. Spots are in early fringe and prime times. Agency: Marschalk, New York. Target: women, 25-54.

Taco Bell □ Six-week campaign for restaurant chain begins Sept. 10 in about 30 markets with spots running in prime and fringe times. Agency: Grey Advertising, Los Angeles. Target: adults, 18-34.

Noxell □ Four-week campaign begins Sept. 17 for Noxema skin cleanser in 10 markets including Boston, Chicago, Detroit, Philadelphia and San Francisco. Spots will be placed primarily during fringe times. Agency: SSC&B, New York. Target: women, 18-34.

Gillette □ Four-week campaign starts Sept. 3 for Good News disposable razors in 50 markets including Los Angeles, New

York, Boston and Philadelphia. Spots will run during fringe times. Agency: Grey-North, Chicago. Target: men, 18-49.

Hudson Vitamins □ Four-week campaign begins Sept. 3 for Spiderman vitamins in seven markets including New York and Los Angeles with spots in early fringe, prime and day times. Agency: Wonderman, Ricotta, Kline, New York. Target: women, 18-49; women, 25-54.

RADIO AND TV

Dell Publishing □ Two-week campaign begins Sept. 3 for Howard Fast's book, "Second Generation," in New York, Chicago, Los Angeles, Houston and Detroit with spots running 10 a.m.-3 p.m. and 6-10 p.m. Radio campaign budget is nearly \$35,000. Agency: Franklin Spier, New York. Target: adults, 18 plus.

BAR reports television network sales as of July 29

ABC \$891,617,300 (36.1%) □ CBS \$814,687,600 (33.0%) □ NBC \$762,233,200 (30.9%)

Day parts	Total minutes week ended July 29	Total dollars week ended July 29	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.	170	\$ 1,028,000	4,763	\$ 36,073,500	\$ 31,437,700	+14.7
Monday-Friday 10 a.m.-6 p.m.	1,041	16,684,100	30,191	525,786,900	487,065,500	+7.9
Saturday-Sunday Sign-on-6 p.m.	305	6,320,200	9,884	268,724,100	233,516,500	+15.1
Monday-Saturday 6 p.m.-7:30 p.m.	96	3,453,400	2,944	140,423,100	124,486,000	+12.8
Sunday 6 p.m.-7:30 p.m.	25	888,500	724	42,080,400	35,539,600	+18.4
Monday-Sunday 7:30 p.m.-11 p.m.	400	31,320,600	12,362	1,278,409,200	1,138,301,300	+12.3
Monday-Sunday 11 p.m.-Sign-off	238	6,392,700	7,057	177,040,900	143,578,700	+23.3
Total	2,275	\$66,087,500	67,952	\$2,468,538,100	\$2,249,710,800	+9.7

... as of Aug. 5

ABC \$916,584,600 (36.2%) □ CBS \$837,159,100 (33.0%) □ NBC \$781,737,600 (30.8%)

Day parts	Total minutes week ended Aug. 5	Total dollars week ended Aug. 5	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.	172	\$ 989,200	4,937	\$ 37,062,700	\$ 32,290,600	+14.8
Monday-Friday 10 a.m.-6 p.m.	1,020	16,336,700	31,210	542,123,600	502,027,400	+8.0
Saturday-Sunday Sign-on-6 p.m.	308	6,633,500	10,192	275,357,600	238,425,700	+15.5
Monday-Saturday 6 p.m.-7:30 p.m.	101	3,817,900	3,045	144,241,000	128,076,500	+11.7
Sunday 6 p.m.-7:30 p.m.	26	1,239,600	750	43,320,000	36,690,300	+18.1
Monday-Sunday 7:30 p.m.-11 p.m.	410	32,545,400	12,770	1,310,954,600	1,168,621,600	+12.2
Monday-Sunday 11 p.m.-Sign-off	228	5,380,900	7,284	182,421,800	148,008,500	+23.3
Total	2,265	\$66,943,200	70,188	\$2,535,481,300	\$2,254,140,600	+12.5

Source: Broadcast Advertisers Reports



DOLBY FM: QUALITY CALL LETTERS

These stations, and many others, broadcast Dolby FM. Their engineers know the difference Dolby FM makes in sound quality, and their managers know how widely recognized the name Dolby is among today's sound-conscious listeners.

These stations will be conducting brief demonstrations of the Dolby FM system.

But not everyone has heard the difference Dolby FM can make. That's why at the NRBA convention Dolby Labora-

Hear the difference for yourself. Discuss with us the possibility of your broadcasting Dolby FM experimentally, without obligation. In time you too may want to add your call letters to the growing list of Dolby FM broadcasters.

Hear the difference: Dolby at NRBA Washington D.C. October 7-10
The Dupont Suite, located on the Terrace Level, one floor above the Exhibit Hall.



'Dolby' and the double-D symbol are trademarks of Dolby Laboratories
731 Sansome Street, San Francisco, CA 94111
Telephone (415) 392-0300. Telex 34409

Monday Memo®

A broadcast advertising commentary from Julius Harburger, associate creative director, Compton Advertising, New York.

Following the vibes for successful spots

There are a lot of ways to evaluate a TV commercial. Day-after recall, focus groups, comprehension and reaction studies . . . as well as the "Rule Book". Rules like: the product should be introduced in the first 15 seconds of a 60-second commercial. Five product mentions are better than four. An issue, preferably an issue over which there is conflict, should be introduced at the outset and resolved at the . . . inset or endset or something like that.

There are lots of rules. And you really ought to break all of them at one time or another or you're not really trying. There's only one evaluation of television commercials that should never be broken: That's the vibrational evaluation . . . the commercial's vibes.

All living things have vibes. The doberman pinscher that evil guy has on a leash, the pussycat basking in the sun, your boss when he's angry—or if you're the boss, your customer when he's angry—all living things have vibes, and commercials are definitely living things.

Just what are vibes? A nonverbal form of communication. What do they communicate? They communicate character. For example: a big ugly looking guy comes into your office, frowns at you, pounds his big fist on your desk and says: "I'm friendly." You understand what he is saying in words. But you understand a lot better what his vibes are telling you. Emerson said it . . . He said to an obnoxious fellow: "What you are shouts so loud that I cannot hear what you say."

So vibes are important. But how do you evaluate them? I've broken down many production elements that go into commercial making and assigned vibe qualities to them. And I think that's helpful. But evaluation of vibes is mainly an intuitive thing. And subjective. It's the feeling you get in your gut. And everybody's gut is different. But that's good. It's what makes Bill Bernbach's advertising different from David Ogilvy's. Different but equal. It's tough to rely on gut feelings. But you just gotta have faith.

So you have faith in your intuition and you feel those vibes. But it's not all occult. There are things that make the vibes happen. Just as there are things in people that make the vibes happen. Let's take an example. You're selling fashion. Now what kind of a character sells fashion best? A guy with some class, right? He looks pretty well-dressed himself. His manner inspires confidence in his judgment on things sartorial.

He talks quietly but confidently and with warmth. He takes the suit jacket off



Julius Harburger started in advertising shortly after World War II writing live television commercials for Pabst Blue Ribbon's *Wednesday Night Fights*. Since that time he has worked for agencies in Los Angeles, Minneapolis and New York, including Cunningham & Walsh, Norman, Craig & Kummel and Compton, where he is an associate creative director on several package goods accounts.

the hanger with elan. Tenderly puts it on your back as if it were priced about three times as high as it is. You feel the vibes of elegance. And they help sell you. The vibes of elegance are down vibes. Kind of slow and majestic. Kings walk to that kind of rhythm. Sure of themselves.

Now that's a character with good vibes for a clothing sale.

Who's the best guy to sell women perfume? Probably a Frenchman. Tall. Handsome. Smooth talking. Confident. He has a soothing manner. His vibes are mainly down. You know, slow. Even if his rhythms are fast and bouncy, his vibes are down. Now that sounds like a contradiction, doesn't it. But it's not. When this Frenchman is happy, he's happy like Louis Jourdan. There's something mellow and smooth about even his happy moods. Not at all like Buddy Hackett's vibes. But who'd buy perfume from Buddy Hackett?

Take the famous Jontue commercial. Look at all the down vibes in that baby. Slow motion. Diffusion filter. Soft lighting. All down, soft and mellow. Tender. That's Louis Jourdan at his sexiest. Even the music. Soft tinkling. Slow. Very down.

Then there's a perfume commercial that plays it bouncy, and lively. And yet the vibes are still down. The soft lighting. The soft focus. The music is bouncy but has a sweetness that's definitely down. That's Louis Jourdan being impish. And any

woman will tell you that Louis Jourdan being impish is sexy.

Now there are examples of vibes that are out of sync with the message on purpose. For humorous effect. When you use things wrong, they can be funny. Like when Mork of *Mork & Mindy* puts on a coat backwards or sleeps standing on his head. Now the message of that commercial for LaPalina is that LaPalina is an all right cigar. It lends itself to a light breezy treatment. I could see a commercial with Ed McMahon, Johnny Carson's announcer, laying that line on you in his jolly tones. Up vibes. Very happy. So what did LaPalina do? They gave the thing down vibes. Ominous, fearful. It's a kind of shaggy dog joke. Not a real belly laugh but pretty good humor.

Now here's an interesting case. An interesting study in vibes. I want to discuss three of our commercials that represent stages in the development of a campaign. We start out with up vibes and wind up with down vibes and yet I think all three commercials are right.

The first commercial, for Ivory Liquid, a dishwashing liquid that sells women via the hand-care route. What they offer is "young looking hands"—that's what Compton calls an ownable idea. So basically they're selling youth. Now that's important. The vibes must agree with what you are selling, not just with the product. So here you're not just selling a dishwashing product. You're selling youth. Youth is up vibes. Fun, laughter, enthusiasm. This commercial is called "Majorettes."

"Majorettes" does the job. We did a lot of commercials like that. But then came the day when we were ready to improve on our campaign. Our analysis was, yes we were selling youth . . . but youth in the sense of young beauty. After all what we mean by young-looking hands is beautiful-looking hands. So we want to keep the youth but serve it up in a beauty treatment. So the vibes should be beauty vibes. The vibes here ought to be down. Beauty is down vibes. Soft, delicate, quiet. So we went to soft dissolves, long lens photography, some slow motion.

Well, we liked that commercial. But you never rest in this business. What do you do next? Well we took the down vibes all the way. . . . Soft lighting, soft focus, double exposures, soft poetic readings of the lines and a bed of music throughout. Soft lovely music. The only question here is, have we gone too far? Have we wandered too far from the dishpan? We don't have the answer to that yet.

So watch those vibes. Try to make them up and keep them vibrating the same way and above all keep that faith in your gut feelings.



FM

EASTMAN RADIO

proudly announces
its appointment
as national sales rep

WPAT AM & FM

New York

Capital Cities Communications Stations

AM



The Professional

Broadcasting Leads Mark Smith to Hot Spots

Mark Smith needs to be where the action is. And that's just where he ends up in his jobs as APR's Weekend Supervisor, general assignments reporter and news editor.

Mark travels and reports on presidential trips, Capitol Hill and the State Department. He's a computer ace who can determine how to transmit news from one spot on the globe to affiliates nationwide. He also covered what may be 1979's hottest story—the Three Mile Island Crisis. We like that. We're like Mark Smith.

Professional.

AP Radio

Associated Press
Radio Network (212) 242-4011



Datebook

■ indicates new or revised listing

This week

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—*Action for Children's Television* regional ACT on the Arts workshop. Spring Hill Conference Center, Minneapolis.

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. Speaker: Representative Lionel Van Deerlin (D-Calif.).

Sept. 13-14—Eastern convention. *National Religious Broadcasters*. Sheraton-Valley Forge hotel, Valley Forge, Pa.

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

Sept. 13-14—Media Lab '79, Eastern convention of *National Religious Broadcasters*. Sheraton Valley Forge hotel, Valley Forge, Pa.

Sept. 14—Deadline for reply comments in FCC inquiry on improvement of UHF television reception.

Sept. 14-15—Thirteenth annual *South Dakota Broadcasters Day*. South Dakota State University campus and Holiday Inn, Brookings.

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. 15—North Carolina chapter of *American Women in Radio and Television* fall conference. University of North Carolina, Chapel Hill. Speaker: Betty Hudson, vice president of corporate projects, NBC.

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—Deadline for receipt of entries in *Atomic Industrial Forum's* Forum Award competition to honor nuclear energy reporting. Prizes are \$1,000 each in broadcast and print media. Information: Mary Ellen Warren, AIF, (301) 654-9260.

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 Center and ITU headquarters, Geneva.

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

Sept. 25-28—Annual meeting and election of new officers of *Public Radio in Mid-America*. Inns of Mackinac, Mackinac Island, Mich. Information: Ted Eldredge, KBIA(FM), 409 Jesse Hall, Columbia, Mo. 65211; (314) 882-3431.

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

■ **Sept. 26-28**—*Pennsylvania Cable Television Association* annual fall meeting. Greentree Marriott, Pittsburgh.

■ **Sept. 26-26**—Fall meeting of *Minnesota Broadcasters Association*. Holiday Inn, Fairmont. Guests include Senator Barry Goldwater (R-Ariz.) and Earl Nightingale.

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.



FIRST L.A. WOMEN'S MARATHON

RUNNING

ON STATIONS ACROSS THE COUNTRY

There's no question about it. Running has become one of the country's fastest growing pastimes. From magazines to sportswear, from bestsellers to "bestbuys," running is big business with big rewards. And in today's running world, women are a special part of the sport. And "special" is what the L.A. Women's Marathon is all about.

A certified 26 Mile/385 Yard race following the exact route of the 1932 Olympic Games Marathon, the event will start and finish at the Los Angeles Memorial Coliseum on Nov. 3, 1979. Limited to 300 of the world's top women runners, it's hoped that this event will encourage the International Olympic Committee to include a women's marathon in the '84 games.

This special sports event is available on a tape delay for scheduling on or after Saturday, Nov. 17, 1979. The edited program will run one hour with additional interview inserts covering outstanding

entrants and clips of past track performances of women track stars. Use of Fox Movietone film clips will round out a spectacular coverage of women in sports from the 1932 Olympics to date. Twentieth Century-Fox Sports offers this historical Marathon on a barter basis.

Already confirmed:

New York	Minneapolis/St. Paul
Los Angeles	Tampa/St. Petersburg
Chicago	Indianapolis
San Francisco	Denver
Boston	Hartford/New Haven
Washington, D.C.	San Diego
Cleveland	Grand Rapids
Dallas/Ft. Worth	San Antonio
Houston	Wichita

For further information, contact Bob Buchanan
at: (213) 277-2211



FIRST in the San Francisco Bay Area

WE BACK-UP THE
BROADCASTER!

with

- TWO STUDIOS
- FOUR REMOTE TRUCKS
- MACH ONE
COMPUTER EDITING
- CMX 50
COMPUTER EDITING
- RANK CINTEL
FLYING SPOT SCANNER

Now Serving

ABC	CBS	PBS
KBHK	KNTV	KVIE
KCRA	KOME	KYA
KEMO	KOLO	WDIV
KFRC	KPIX	WLWT
KGO	KQED	WMAR
KMEL	KRON	WNET
KMSP	KSAN	WPXI
KMST	KTEH	WQLN



Versatile Video Inc.

151 Gibraltar Court, Sunnyvale, Ca. 94086

(408) 734-5550

Syracuse, N.Y. Information: Gary Hartman, WSYR-TV
Syracuse: (315) 474-3911.

October

Oct. 1—Postmark deadline for entries in *Fiscal Policy Council's* Martin R. Gainsbrugh Awards for excellence in economic news broadcasting. Information: (305) 845-6065.

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. 3-5—National Broadcast Association for *Community Affairs* annual conference. Century Plaza hotel, Los Angeles. Information: Howard Sturm, KNBC(TV) Los Angeles, (213) 845-7000.

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. Asheville, N.C.

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

Oct. 9-13—Inter-American Association of *Broad-*

casters 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. 12-14—Third annual *National Student Broadcasters* convention sponsored by University of Massachusetts's WUMB. Boston Park Plaza hotel. Information: Patricia Monteith, (617) 282-2074.

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. 14-16—Second national conference of "action line" journalists, sponsored by *Action Line Reporters Association*. Key Bridge Marriott motel, Arlington, Va.

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. 15-16—Annual convention and exhibit, *Common Carrier Association for Telecommunications*. Sheraton Inn Washington-Northeast.

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

Oct. 15-17—CBS Radio Spot Sales seminar. Mon-

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, 1981, 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 Center 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—Broadcasters *Promotion Association* 24th annual seminar and *Broadcast 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.

Shamrock Broadcasting Company, Inc.

is pleased to announce the acquisition of the
STARR BROADCASTING GROUP, INC.
Effective July 18th 1979 with headquarters at
6464 Sunset Boulevard, Hollywood, CA 90028
(213) 462-7711

SHAMROCK BROADCASTING CO. INC.

KITV

Honolulu (ABC)

WTVQ

Lexington, KY (ABC)

KABL/AM-FM

San Francisco

W/WW-FM

Detroit

KMGC-FM

Dallas

KYOK-AM

Houston

KUDL-FM

Kansas City

WBOK-AM

New Orleans

KXLR-AM

Little Rock

TM Productions &

Programming

Dallas

Le-Bo/Omni Products

New York

Arlthus Publishing

New York



Roy E. Disney, Chairman of the Board

Bruce F. Johnson, President and

Chief Executive Officer

BROADCASTING PUBLICATIONS INC.

Sol Taishoff, *chairman*.
Lawrence B. Taishoff, *president*.
Edwin H. James, *vice president*.
Lee Taishoff, *secretary*.
Irving C. Miller, *treasurer*.

Broadcasting TELEVISION

The newsweekly of broadcasting and allied arts
Executive and publication headquarters
Broadcasting-Telecasting building
1735 DeSales Street, N.W., Washington 20036.
Phone: 202-638-1022.

Sol Taishoff, *editor*.
Lawrence B. Taishoff, *publisher*.

EDITORIAL

Edwin H. James, *executive editor*.
Donald V. West, *managing editor*.
Rufus Crater (New York), *chief correspondent*.
Leonard Zeidenberg, *senior correspondent*.
J. Daniel Rudy, *assistant managing editor*.
Frederick M. Fitzgerald, *senior editor*.
Mark K. Miller, *Kira Greene, assistant editors*.
Alan Green, Harry A. Jessell, *staff writers*.
Stephen T. McClellan, Kathleen Haley,
editorial assistants.
Pat Vance, *secretary to the editor*.

YEARBOOK □ SOURCEBOOK

John Mercurio, *manager*.
Joseph A. Esser, *assistant editor*.

ADVERTISING

David Whitcombe, *director of sales and marketing*.
Winfield R. Levi, *general sales manager* (New York).
John Andre, *sales manager—equipment and engineering* (Washington).
David Berlyn, *Eastern sales manager* (New York).
Linda Petersen, *classified advertising*.
Doris Kelly, *secretary*.

CIRCULATION

Kwentin Keenan, *circulation manager*.
Kevin Thomson, *subscription manager*.
Cynthia Carver, Byron V. Day, Sheila Johnson,
Patricia Waldron.

PRODUCTION

Harry Stevens, *production manager*.

ADMINISTRATION

Irving C. Miller, *business manager*.
Philippe E. Boucher.

BUREAUS

New York: 75 Rocketteller Plaza, 10019.
Phone: 212-757-3260.
Rufus Crater, *chief correspondent (bureau chief)*.
Rocco Famighetti, *senior editor*.
Jay Rubin, *assistant editor*.
Diane Burstein, *editorial assistant*.
Winfield R. Levi, *general sales manager*.
David Berlyn, *Eastern sales manager*.
Harriette Weinberg, Marie Leonard, *advertising assistants*.

Hollywood: 1680 North Vine Street, 90028.
Phone: 213-483-3148.
James David Crook, *assistant editor*.
Sandra Klausner, *editorial-advertising assistant*.

London: No. 1, 22 Embankment Gardens, S.W. 3
Phone: 01-352-8009.
William J. Sposato, *correspondent*.



Founded in 1931 as *Broadcasting**—*The News Magazine of the Fifth Estate*. □ *Broadcast Advertising** was acquired in 1932. *Broadcast Reporter** in 1933, *Telecast** in 1953 and *Television** in 1961. *Broadcasting—Telecasting* was introduced in 1946. □ *Reg. U.S. Patent Office. □ Copyright 1979 by Broadcasting Publications Inc.

tauk Yacht Club, Montauk, Long Island, New York.

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. 21-22—Fall convention, *Kentucky CATV Association*. Hyatt Regency, Lexington.

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—*Connecticut Broadcasters Association* annual meeting and convention. Hotel Sonesta, Hartford.

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

■ **Oct. 24-25**—25th annual *University of Wisconsin-Extension Broadcasters Clinic*. Wisconsin Center, Madison. Information: Don Borchert, UW-Extension Telecommunications Center, 821 University Avenue, Madison 53706; (608) 263-2157.

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

Oct. 26-27—*Broadcasters Promotion Association* board meeting. Waldorf-Astoria hotel, New York.

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

Oct. 26-28—Mideast area conference of *American Women in Radio and Television*. Fairmont hotel, Philadelphia.

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

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

November

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

Nov. 1-2—*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, PR.

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

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

Nov. 7-8—*Oregon Association of Broadcasters* con-

ference. 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 Circulations* annual conference. Royal Sonesta hotel, New Orleans. Speaker: FCC Chairman Charles D. Ferris.

■ **Nov. 7-8**—*Society of Cable Television Engineers* conference on cable and fiber optics. Doubletree Inn, Monterey, Calif.

Nov. 8-11—*National Association of Farm Broadcasters* annual meeting. Crown Center hotel, Kansas City, Mo.

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.

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.

Errata

In the July 9 story on the sale of **WLW(AM) Cincinnati** and **WLWS(FM) Hamilton, Ohio (Cincinnati)**, an interpretation of the FCC's **three-year-rule** by an FCC attorney was incorrect. The rule prohibits the sale of a station owned by the seller less than three years, except in extenuating circumstances. If one of the stations in an AM-FM combination being sold has been held more than three years and the other less, the package is considered transferable within the rule, as was pointed out in the story by the station's general manager, Charles Murdoch. The FCC source incorrectly told BROADCASTING that the stations would be treated individually.

□

Radio rights to games of the **Buffalo Bills** in the AFC East are owned by **WBEN(AM)** Buffalo, N.Y., not **WKBW**, as reported in BROADCASTING's annual football Special Report, Aug. 13.

Open Mike®

NBC on Kaiser

EDITOR: In his letter (Aug. 6), Cornell C. Maier, chairman of Kaiser Aluminum & Chemical Corp., makes a number of statements about the positions of the television networks on editorial advertising that we believe are incorrect.

Maier first suggests that the networks, presumably including NBC, support the fairness doctrine—a suggestion that we find surprising both in the light of our public statements in this regard and our dealings with his company. While NBC does indeed agree with the fairness doctrine's objectives, we have consistently opposed all government regulation that intrudes on broadcast content.

Maier also states that the networks "... consider themselves in the self-appointed position on what is best communicated to the public." NBC and other broadcasters know that they are not "self-appointed." They are licensed by the federal government, and pursuant to their licenses, they have a responsibility to broadcast in the public interest.

NBC-TV recently made a judgment not to air Kaiser's editorial advertising—a judgment that prompted Kaiser's criticism. We believe that the public interest is best served when controversial issues, such as those on which Kaiser sought to comment, are covered, not in advertising, but in news programs produced by disinterested news professionals.

NBC's position is in accordance with the Supreme Court's decision upholding the right of broadcasters to decline editorial advertising. As the court recognized, not only would journalistic discretion be compromised if broadcasters were required to accept editorial advertising, there also is a danger that the views of those advertisers with the most money would dominate the airwaves.

NBC's policy is not directed against Kaiser or designed to censor its particular views. It is based on sound journalistic judgment and a recognition of the public interest, and it is uniformly applicable to all advertisers.—*M.S. Rukeyser Jr., executive vice president, public information, NBC, New York.*

For the record

EDITOR: The following message was sent to all of our represented television stations today and reflects the attitude of Blair Television as it related to the story in this week's "Closed Circuit."—*Walter A. Schwartz, president, Blair Television, New York.*

You may have read in the 8/20 issue of BROADCASTING magazine's "Closed Circuit" the

quote attributed to a "Blair executive" that the recent NBC programing moves are "irresponsible and disgraceful" and that the network was "acting like a bunch of amateurs."

This is to advise you that no top executive of Blair Television made such a statement and that our diligent pursuit of this story has uncovered no one from Blair TV who talked to any representative of BROADCASTING. Executives of BROADCASTING steadfastly refuse to "reveal their source."

I want to assure you that it has not been, is not and will not be the policy of Blair TV to publicly criticize network program decisions. We may not always agree, but public name calling is neither our style nor method of operation. As a matter of fact it is our belief that strong networking and strong stations in every area are the essence of the American broadcasting system and we totally support the diligent efforts of all three networks in their continuing effort to afford the American public strong competitive programing fare.

For your information I have also today instructed all Blair Television employees to refuse any contact with any publication in an effort to preclude the recurrence of the "unnamed source" experience. Henceforth all queries from the trade press will be handled by Harry Smart, Joe Rosenberg or myself.

If there are any questions please do not hesitate to call me.

Regards,

CC: Fred Silverman, president, NBC; Fred Pierce, President, ABC Television; Gene Jankowski, president, CBS/Broadcast Group; Jack Fritz, president, John Blair & Co.; Harry Smart, chairman & chief executive officer; Pat Devlin Sr., VP/sales operation; Jim Kelly Sr., VP/national sales; Bill Morris Sr., VP/sales support & strategy; Art Stringer Sr., VP/sales administration.

Taking chances

EDITOR: Your editorial, "Spin the wheel?", in the Aug. 13 issue suggests that holding a lottery to choose a winner in a comparative proceeding for a new broadcast facility after a long hearing process has already taken place is an idea that has been proposed before. This is not correct. What has been suggested in the past is holding a lottery in place of a comparative hearing.

The idea of replacing the hearing with a lottery is to remove the twin burdens of time and expense from the applicants and the FCC and could be a desirable change in the law, were it approved by Congress.—*Daniel M. Lerner, president, Greater Media Radio Co., Bala Cynwyd, Pa.*

Editor's note: Lerner's company is one of three applicants for a new FM in Media, Pa. The FCC has requested comments on the possibility of deciding the case by lottery.

291 STATIONS SIGNED IN 85 DAYS!

HEALTHLINE is a record-breaker! Almost 300 radio stations signed

for this challenging, innovative feature in less than 90 days.

HEALTHLINE is written and hosted by Dr. Fredrick Stare and



Dr. Elizabeth Whelan of Harvard's Department of Nutrition. They

bring your audience vital and timely health information in this daily 2-1/2 minute program.

HEALTHLINE is offered

without charge to quality stations in ARB rated markets and at nominal cost to others.



O'CONNOR
Hollywood • Sydney

O'CONNOR

Box 8888 Universal City,
CA 91608

Please send full details on
HEALTHLINE:

Name _____ Title _____

Station _____ City _____

State _____ Zip _____

Broadcasting Aug 27

Vol. 97 No. 9

TOP OF THE WEEK

Carter goes back to his media roots

Pounded in the popularity polls, the President seeks rebirth by reaching out to the people through his power to command the media, both local and national

President Carter, down in the polls and down on the national press, is making good on his promise to go directly to the people. Formal, bimonthly televised press conferences have been shelved. Instead, as the President looks ahead to what promises to be a difficult primary campaign, he is turning to radio and local television. In the process, he is making use of some of the public relations techniques that served him so well in the early days of his administration.

On Oct. 13, a Saturday, for instance, he will do a two-hour radio call-in show on National Public Radio. On an earlier Saturday, March 5, 1977, he had scored what was generally regarded as a major success in a two-hour call-in show over CBS Radio.

But there are new wrinkles, too. Last week, Carter left the Delta Queen steamboat on which he was traveling down the Mississippi river to play talk-show host for about 40 minutes on KSTT(AM) Davenport, Iowa, and its FM affiliate, WXLN. (The AM interrupted its contemporary sound and the FM, its album rock, for the occasion.)

This week, it's local television.

The President will be in Tampa, Fla., on Thursday for another in a series of town meetings. The one-hour session, beginning at 5:30 p.m., will be covered live by the three VHF stations in the city—WFLA-TV, WTVT and WTSP-TV. Not only is the session designed to help the President sell his energy program—the meeting is restricted to that subject—but, presumably, to help him offset a rising tide of support among Florida Democrats for Senator Edward Kennedy (D-Mass.) as the party's presidential nominee next year. The state is an early primary battleground.

The President's plans beyond this week remain to be announced, but White House aides say his current routine of spending at least one day a week on the road will be continued for another six



Jimmy here. The President takes a call in the studio of KSTT. At right is station news director H.L. Jackson; behind Carter is program director Jim O'Hara.

weeks. And regional press conferences and more town meetings are expected.

Whether Carter will do more radio call-in shows has not yet been decided. But he would have no trouble finding a microphone if he chooses that route—and some aides hope he does. Carter received a large number of invitations to do call-in shows after his televised speech last month—on his return from Camp David—in which he said he planned to keep in close, direct contact with the American people. (How better to do that than as host of a call-in show, the stations said, in effect.) Another spurt followed his appearance on the Davenport station. (If he wants to talk to the folks in Washington, for instance, he can appear on NBC's WRCIAM there. The station's vice president and general manager, Frank Scott, last week wired the President an invitation to appear on the station to answer listeners' questions during the afternoon drive-in program that features liberal Tom Braden and conservative Pat Buchanan.)

Thus, Carter is experiencing one of the advantages of being President. No matter what the polls say, his ability to gain access to the media is formidable. Indeed, the "working holiday" on the Mississippi River—for which the Carters are paying \$1,800; the taxpayers are picking up the support costs—is generating a considerable amount of publicity. The network evening news programs and the nation's major newspapers are filled daily with news of the trip, as are the papers and the news shows of the radio and television stations along the way.

And if for President Carter the White House Press corps is something of an un-

certain trumpet these days (he took the time on his trip down the river to accuse the news media of "grossly exaggerated" reports of disarray among the administration's Middle East policymakers), why, then, he will go the Davenports and the Tampas and speak directly to the people over the local media.

The question remains, however, whether Carter can enjoy the success that attended his use of the media in the early days. Recalled against the harsh backdrop of the present, when it seems he can do nothing that does not generate criticism, those were the golden days of the Carter Presidency. Professional newsmen described him, admiringly, as a "master of television." In the view of President Kennedy's press secretary, Pierre Salinger, Carter was dominating public opinion as had no recent President (BROADCASTING, March 28, 1977).

In Davenport, at least, the President apparently still had his touch. KSTT's H.L. Jackson, who anchored the Carter talk show, said it "went extremely well." The *Washington Post* described the program, as well as four hours of the President's other activities, as an "image maker's delight." And the Associated Press said the program "could not have been more folksy."

All the while, the President was making his points. With the support of the industry's consumers, he told one caller, "we'll have a windfall profits tax."

KSTT, whose studio is within sight of the Mississippi, offered the call-in show idea to the White House when plans for the President's river cruise were announced. White House deputy press secretary Pat

Bario, who handles media outside Washington, liked the idea. So did White House aides who advanced the trip and the President's other media advisers. Eventually, the President signed off on the project.

Technically, it was not a "call-in" program. The local telephone company feared its system would collapse under the weight of the calls that would be made to the President. Instead, the station placed calls to persons who had written in expressing a desire to ask a question. Of some 1,000 cards received, the League of Women Voters selected 100 at random. Ultimately, the signers of 13 were called during the program.

NPR's invitation to the President was pending a great deal longer than KSTT's. NPR had contacted the White House on the matter shortly after the CBS program. But it wasn't until NPR's president, Frank Mankiewicz, and its news director, Barbara Cohen, brought the matter up on several occasions with White House media adviser Jerry Rafshoon that the idea was finally passed along to the President. He approved it earlier this month.

Coincidentally, NPR had also hit on the idea of inviting postcards from persons interested in talking to the President as a means of selecting questioners. A toll-free number, as CBS had provided for its call-in show with the President, would cost some \$500,000, according to NPR, far more than the public network was prepared to pay. Callers will be selected just prior to the broadcast. (Estimated cost of the telephone lines: \$2,000.)

Like Carter's call-in show on the CBS

radio network, his NPR program will originate in the Oval Office. And where Walter Cronkite anchored the CBS program, Susan Stamberg, co-host of NPR's *All Things Considered*, will anchor the public radio program. However, unlike the CBS program, the President won't have the last word. NPR political correspondent Linda Wertheimer will wrap up the program with a half-hour analysis of the President's remarks.

No one is accusing the President of wag-

ing a media blitz. But it seems the White House is looking for the formula it had early on, when, instead of registering in the 20's in the polls, the President scored in the 70's. That was a time when the *Washington Post's* David Broder wrote that the President "has transformed himself from the very shaky winner of a bungled campaign into a very popular President, whose mastery of the mass media has given him real leverage with which to govern."

Ganging up against Gannett decision

Media groups will file briefs in Richmond Newspapers case, which is attempt to clarify Supreme Court's decision that opened possibility for judges to bar press and public from trials

Media groups are organizing in an effort to persuade the Supreme Court to clarify its Gannett decision and, in the process, guard against the kind of interpretation some lower-court judges are giving it.

Focal point of the effort is the appeal by the Richmond Newspapers Co., publisher of the *News Leader* and *Times Dispatch*, and two reporters of a trial judge's order excluding press and public from a murder trial (BROADCASTING, Aug. 20). The state courts cited a state law and the Supreme Court Gannett decision in affirming that decision.

The Reporters Committee for Freedom

of the Press has decided to file a friend of the court brief in the case. And last week, lawyers representing nine media organizations met with Jack Landau of the Reporters Committee and its lawyer, Barret E. Prettyman Jr., to discuss the draft of a brief Prettyman had prepared.

None of the organizations represented have yet decided whether to join the Reporters Committee in the case—and no commitments will be made until after their lawyers review a final draft of the brief, probably this week. But the Radio-Television News Directors Association, at least, is regarded as among those likely to join. Two of the other groups—the American Newspaper Publishers Association and the American Society of Newspaper Editors—are expected to file a joint brief, independent of the Reporters Committee action.

Considerable confusion as well as controversy have surrounded the Supreme Court's Gannett decision since it was issued, in July, on a 5-4 vote (BROADCASTING, July 9). It dealt with the question of whether courts may close pretrial proceedings in criminal cases. But in holding that the Constitution does not bar such action, the majority decision has led some judges to conclude that the Constitution does not bar excluding press and public from trials themselves. Chief Justice Warren Burger, in a concurring opinion and later in informal remarks reflecting concern with the manner in which the Gannett decision was being applied, maintained it dealt only with pretrial proceedings.

The two-day murder trial that figures in the Richmond Newspapers case was the fourth one that had been initiated against the defendant, who was accused of murdering a hotel manager in Hanover county. The first, resulting in conviction, had been reversed on appeal. Two subsequent trials ended in mistrial.

The final trial which resulted in the defendant's acquittal was held behind closed doors at the defense attorney's request.

His only argument was that "I don't want any information being shuffled back and forth when we have a recess as to what—who testified to what." The prosecutor did not object. And the trial judge, Richard H.C. Taylor, after hearing objections by the newspaper publisher's

Media musings. Hugh Sidey, White House columnist for *Time* magazine, took an inside look at Jimmy Carter's image expert, Gerald Rafshoon, with a column about the presidential image-maker's remarks to an assemblage of Capitol Hill not-so-heavyweights. The questions that followed Rafshoon's remarks drifted to Jimmy Carter's dismal ratings, and Sidey described how Rafshoon succeeded in not really answering, focusing instead on his feelings about the President. The word filtered out, Sidey added, that Rafshoon was leaving his White House post believing he had failed Carter—something neither Sidey nor Rafshoon believes. The column continues:

"Rafshoon knows that the man is his own image and sometimes it plays and sometimes it does not. You do what you can to reconcile the fellow with his times. When Rafshoon moves back to his communications firm to run the 1980 campaign media for Carter, he will take considerable good will with him because without the civilizing influence of Rafshoon the White House landscape now would have been too horrible to contemplate. Jimmy Carter's slender hold on political life may be in part the work of the wizard, *numero uno*.

"All of this does nothing so much as raise again one of the principal abominations of this town and its professional practitioners. The belief persists, particularly at the White House, that when things go bad it cannot possibly be the fault of the candidate or his policies but some conspiracy in the mystic world of media, and that the answer is to bring in a bright young fixer and then sit back and watch the ratings rise.

"Funny thing. The ratings almost never do rise. Another funny thing. The media wizards all become national folk heroes. Rafshoon will go back to a business much lustier than when he put it in trust. His face is near household status. His name is a verb. And lecture agents will pant after him for \$10,000 a stand. Jimmy Carter is probably not devious enough to wonder about such things.

"But as in most Washington irony, there is a colorful echo from the days of Lyndon B. Johnson. As his popularity rating plummeted and his press secretary, Bill Moyers, prepared to leave the White House (pushed out by Johnson), LBJ marveled at the lamentations delivered over the demise of the young man.

"'I can't figure it out,' said Johnson, or something like that. 'When Bill Moyers came to the White House nobody had ever heard of him and my ratings were near 70%. Now, everybody knows who Bill Moyers is, and they are going around saying what a great man he is and my ratings are down near 40%.'"



Strategy session. Media lawyers conferred on Thursday on the possibility of joining forces in a Supreme Court appeal aimed at obtaining clarification of the Gannett Co. decision. At the head of the table is Barrett E. Prettyman Jr., counsel for the Reporters Committee for Freedom of the Press, which has decided to file a friend of the court brief in the case. Counterclockwise from Prettyman, the participants are J. Laurent Scharff, counsel for the Radio-Television News Directors Association; Terry Maguire, associate general counsel of the American

Newspaper Publishers Association; Arthur Sackler, representing the National Newspaper Association; John Sturn, of NBC; Robert Lewis, of the Newhouse Newspapers, representing Sigma Delta Chi, the Society of Professional Journalists; Arthur McKey, outside counsel for the ANPA; Vivian Vahlberg, of the *Daily Oklahoman*, representing the National Press Club, and Jack Landau, of the Reporters Committee. Steve Nevas, of the National Association of Broadcasters, and Mark Johnson, representing CBS, arrived at the meeting after the picture was taken.

counsel that closing the court would amount to censorship, granted the request. He said that, given the courtroom's "layout," having "people in the courtroom is distracting to the jury." And while he conceded that might not be a good reason, he said that after the failure at three previous attempts to try the defendant, every effort should be made to assure that his rights "are not infringed in any way."

Judge Taylor relied on the state statute

authorizing courts in criminal cases to "exclude from the trial any persons whose presence would impair the conduct of a fair trial." And the Virginia state supreme court, in upholding the judge's action, on July 9, cited the Supreme Court's Gannett decision.

Richmond Newspapers, in its appeal, said it gives the high court "a ripe opportunity" to determine whether its decision in the Gannett case "may be invoked to sanction the wholesale exclusion of the

public and the press from entire criminal trials—to install a regime of secret prosecutions alien to our history and to our traditions." The appeal noted that a number of courts have already relied on the Gannett decision to close trials. "As this case demonstrates," the appeal said, "the need for this court's guidance is urgent."

The appeal's major argument is that "public access to criminal trials is a fundamental constitutional right," even though

InBrief

Prime-time network pricing for 1979-80 season reflects "significant increases," with cost of 30-second spot in regularly scheduled show during this year's fourth quarter ranging from \$45,000 to \$150,000 and averaging \$67,000, BBDO says in new booklet, "BBDO Reports On: Prime-Time Network Television 1979-80." Agency sees "no signs of slackening" of advertiser demand and, with supply tightened by 1980 Olympics and election, "rates as high as \$400,000 for one minute of commercial time are being asked and paid for blockbuster advertising vehicles such as the movie 'Jaws' and the Super Bowl." BBDO regards new schedules as more stable than usual but expects "aggressive reshuffling once the new season's ratings begin to surface." It does not predict outcome.

FCC has decided on 5-2 vote to **seek Supreme Court review of appeals court decision in format change case.** U.S. Court of Appeals in Washington, following hearing by full nine-court bench, on June 29 overturned commission policy statement that entertainment format was matter within licensee's discretion and should be left to marketplace regulation (BROADCASTING, July 9). Court held that commission must, under certain conditions, hold hearings on transfer—and presumably renewal applications—when proposal is made to abandon unique format. Dissenters in commission's vote to appeal were Commissioners Joseph Fogarty and Tyrone Brown. Fogarty, in statement, said commission's statutory mandate to encourage larger and more effective use of radio requires agency to interest itself in potential loss of unique format that has been "responsive to the needs and interests of a substantial segment of the community." National Association of Broadcasters previously announced its intention to appeal court's decision.

NBC may announce **new president of NBC News**, replacing Lester

Crystal, as early as this week, NBC sources said Friday. They acknowledged search was on, in effort to get NBC's news ratings—which on several recent occasions have been surpassed by ABC News—on upward course. NBC-TV President **Robert E. Mulholland**, prominent NBC News executive before taking current post, was among names mentioned in speculation, but possibility of outsider's being chosen was not ruled out. Nor did NBC sources rule out possibility that NBC Vice Chairman **Richard S. Salant**, former CBS News president, might himself take post at least temporarily if search elsewhere failed. Crystal is expected to be offered another NBC position.

National Subscription Television's over-air pay service, **On TV**, passed **200,000 subscribers** last week in Los Angeles area. Service, seen on KNSC-TV there, has been adding subscribers at rate of 12,000 monthly, according to president Jerry Perenchio.

MCA TV Program Enterprises, development arm of MCA TV/Universal, has entered into **exclusive pact with Hill-Eubanks Group** (*All Star Secrets*, *Guinness Game*). Agreement, according to Al Rush, Program Enterprises president, marks "new entry for MCA TV" into daytime programming as well as game shows, comedies and other new programs for stripping in early fringe, access and late-night." Hill-Eubanks president is Michael Hill; partner is Bob Eubanks, who is host of *Secrets* as well as Chuck Barris's *Newlywed Game*.

New technologies pose no threat to commercial television—**unless they get help from regulators**, CBS-TV President James H. Rosenfield told audience at Thursday dedication of new facilities at WHCC-TV Rochester, N.Y. He said FCC Chairman Charles Ferris has shown "extraordinary enthusiasm" for new technology. "Enthusiastic support for 'opening up the spectrum' is all very well," Rosenfield said, "but what if it opens one spectrum and closes another? It is possible that instead of bringing something new and different to your set, this alternate

there is no constitutional provision guaranteeing that right. "Derogation of that right," the appeal said, quoting a 1979 Supreme Court decision, "would undermine the logic of the constitutional scheme," a logic that relies crucially upon the publicity and openness of the state's ultimate confrontation with its citizens."

The appeal also contains some fall-back positions that would give the Supreme Court an opportunity to clarify other aspects of the Gannett case that have left lawyers and judges confused. For instance, what kind of a showing of need to protect a significant interest must be made before a courtroom can be closed? Or what kind of showing must be made that less drastic measures would not be adequate?

Besides the arguments, the appeal invokes celebrity and historical irony in its effort to persuade the Supreme Court. The celebrity is the presence on the brief of Lawrence H. Tribe, of the Harvard Law School faculty, regarded as one of the country's leading constitutional experts. The irony involves the courthouse in which the trial was held. It was in that building, erected in 1735, that 27-year-old Patrick Henry, on Dec. 1, 1763, denounced the British king as a "tyrant."

Until the Stevens trial, in September 1978, the appeal said, the courthouse had never been closed. "It would be ironic indeed," the appeal added, "if the Hanover County Courthouse, long remembered in a bright light, should find its place in American history as the seat of secret trials—the symbol of a dark period in the annals of justice."

NPR loses out in CPB battle of the budget

New board approves 1980 outlays, but radio side won't get increase it had sought; restructuring OK'd

The management of the Corporation for Public Broadcasting last week received a strong vote of confidence as the CPB board unanimously approved its proposed fiscal 1980 budget.

By a vote of 13 to 0, with one absent, the board approved a proposal that will give the Public Broadcasting Service \$107.4 million and National Public Radio \$31.6 million. The total CPB budget, \$152.5 million, represents a \$19.68-million jump over last year's appropriation.

The focus of debate leading up to last Thursday's vote centered on whether to increase NPR's budget. NPR President Frank Mankiewicz had asked for \$36.8 million, and the board directed management at its last meeting to look for a way to increase radio's share by \$3 million-\$4 million. PBS management, however, expressed concern that an increase for radio would come from its funds, and PBS lobbied hard to keep its funding at the proposed level.

CPB management, however, did not find additional funds for NPR, and the board approved the budget as proposed.

Cowan's measure failed by a vote of 8 to

6, with the new members voting as a block in favor of the increase. This vote of confidence for radio was greeted with optimism by NPR officials, who believe CPB management will now have to take a closer look at radio, and, they hope, come up with additional funds in the future.

But NPR's long-term optimism was undoubtedly tempered by the fiscal outlook for the near future. At the July board meeting, Mankiewicz said that without additional funds NPR would likely have to cut back on public affairs and classical music programming. In a presentation to the board last week, he added that, without the funds, NPR's momentum, at a time when its satellite interconnection was being readied, would be curtailed sharply.

Mankiewicz agreed with PBS President Larry Grossman that some sort of formula should be worked out so the annual bickering over funds could cease. "We have to develop a way of providing some sort of rational policy that doesn't pit us against each other," Grossman said.

He suggested that an impartial examiner be brought in to hold hearings and discussions aimed at providing criteria for allocating money.

In other actions last week, the board approved a restructuring plan that will divide CPB operations into a management services division and a separate program fund (BROADCASTING, June 25). The plan had been previously approved in a slightly different form, but the board voted unanimously at its July meeting to reconsider the plan to allow new board members a say in the proposal.

technology will bring you something quite familiar—only now you'll pay for it. Movies and major sports are the first that come to mind."

International Association of Machinists and Aerospace Workers has announced year-long media project that will involve training of at least 500 full-time union representatives who are, in turn, to recruit union members and their families to **monitor television**, from local news reporting to network programming, in more than 25 cities. IAM President William W. Winpisinger said television image of wage earners, including union members, has resulted in "**bum rap**" for American worker.

United States Chief Executive Television Tour leaves Wednesday (Aug. 29) for **People's Republic of China**, returning Sept. 16. Arranged by China Educational Tours of West Newton, Mass., trip took year to schedule, and in addition to sightseeing, will bring group of TV executives into television studios in Peking and Shanghai for look around. Host of tour and head of delegation is Robert Bennett, general manager of wcvb-TV Boston. Group will include John Kluge, president of Metromedia; Robert King, of Capital Cities Television; Robert Glaser, president, RKO TV Division; Alvin Flanagan, president, Combined Communications; Richard O'Leary, head of ABC TV stations division, and Larry Grossman, president, Public Broadcasting Service. Tour group is already arranging next trip, tentatively scheduled for next spring. Director of tour is Sonya Hamlin, associate producer for wcvb-TV, who visited China year ago as part of delegation of American journalists.

Continental Telephone and **Fairchild Industries** have established **joint venture to expand satellite communications business** currently conducted by Fairchild subsidiary, American Satellite Corp. ASC is domestic satellite communications carrier with concentration in commercial services. This joint venture is part of Continental's efforts to become broad-based telecommunications corporation. Continental last year purchased one-third interest in Omni Corp., operator of six CATV systems in small communities.

National Association of Broadcasters has told FCC that "**AM-FM stations** are not inimical to public interest, but their **dissolution would overturn** the commission's long-standing **goal of insuring the best practicable service to the public.**" Comments were in response to National Association for the Advancement of Colored People's petition for rulemaking, filed June 27, requesting amendment of AM-FM crossownership rules to prohibit ownership of more than one AM-FM combination in same market and require divestiture of others. ABC, Meredith Corp., and 26 licensees in joint statement, also sent in comments saying petition is premature in light of pending allocations proceedings.

Board of Corporation for Public Broadcasting pulled **surprise move** at end of meeting last week (see this page) and set aside \$3 million earmarked for program advertising for Public Broadcasting Service. Led by group of new members, board decided to study proposal for month—which was to give PBS schedule exposure in half-page ads in *TV Guide*—before allocating money. Frank Mankiewicz, president of National Public Radio, had asked during meeting that \$500,000 of fund be given to NPR, but board rejected idea.

ABC News Washington bureau sent courier to office of presidential hopeful Senator Howard Baker (R-Tenn.) to pick up copy of his travel itinerary next week. Courier returned with envelope clearly marked for ABC, but inside was **\$16,500 in cash and checks**—campaign contributions. ABC, after taking few souvenir pictures, returned money.

Jane Deknatel, executive producer, motion pictures for television, NBC Entertainment, Los Angeles, named VP, motion pictures for television and miniseries. She succeeds Deanne Barkley, who resigned and is expected to go into independent production (BROADCASTING, Aug. 13).

Daniel L. Brenner, attorney with Wilmer, Cutler & Pickering, has been named legal assistant to FCC Chairman Charles Ferris.

Programing



Dann's state of the fall address

ABC, with the strongest comedy block in history, will dominate prime time, says program consultant, but due not to shows' content as much as scheduling; he sees that network capturing more than 58% of the pretax profits of the three, and decries the lack of creative input from New York in the production of new show types

From the scheduling alone, ABC-TV will be a runaway winner in the prime-time ratings this fall, Michael Dann, a former head of programing at CBS-TV, one-time program executive at NBC-TV and now a consultant, predicted last week.

Out of 44 prime-time half-hours a week he gave NBC-TV about four, CBS-TV a dozen and ABC most if not all of the rest.

On the sales side, he predicted that ABC "will claim more than 58% of the three-network pretax profits—over \$242 million"—with CBS and NBC sharing the remaining 42%. Already, he estimated, advertisers have spent \$170 million more on ABC's prime-time schedule than on NBC's or CBS's.

"Today," Dann told a Thursday luncheon of the New York chapter of the National Academy of Television Arts and Sciences, "the content of shows is so similar that predicting hits on any basis but scheduling is unproductive."

And the reason the shows are so similar in content, he suggested, is that production has become concentrated in Hollywood, where the creative society—because of its motion-picture background and surroundings—"simply doesn't think in terms of television's total potential, but essentially in the film form."

New York's own creative and cultural

communities, which once contributed to a diversity of programs and program concepts, he said, have been "disenfranchised."

Dann said "you've never seen" such widespread shuffling of programs as will occur in the first few weeks of the new season, after early ratings are in. But because turnarounds come so slowly, he said he was "reasonably certain" ABC's rule would continue "for the next six or seven years" if not for a decade.

He considered the networks' fall schedules one by one.

The question with NBC, he said, is not whether it will pass CBS, but whether it will halt its "continued slide in the marketplace."

"We all know that comedy is king," he said, but NBC was not able to muster even one new comedy entry.

"Not being able to even try for a *Diff'rent Strokes*, let alone a *Mork & Mindy*, is an unbelievable disadvantage," Dann said. "Certainly, most new shows fail, but without the chance to find an *All in the Family* or a *Three's Company*, you automatically fail."

Even assuming that NBC's new dramatic series, *From Here to Eternity* and *A Man Called Sloane*, are the most successful new dramatic shows of the year, he continued, their 10 p.m. scheduling "would hardly be effective in supporting other parts of the schedule."

"Out of 44 prime-time half-hours," he estimated, "it appears that the hour-long *CHiPs* and *Little House on the Prairie* will probably account for the only periods NBC will win this fall."

Dann doubted that NBC President Fred Silverman "or anyone else" could "strengthen NBC before the fall of 1980."

He scoffed at the notion that NBC's coverage of the Olympics next summer would provide a unique opportunity to promote the ensuing fall schedule.

"There has never been a problem of adequate promotion for new fall series when you have all summer to do it," he asserted. "After NBC's July Olympics, there will be almost two months before the fall series start, which is plenty of time for the other networks to promote their fall series as well."

"The importance for NBC about the Olympics is that it is proving to be an extraordinarily wise financial investment. Sales figures indicate NBC will net approximately \$15 million, which is a far cry from some of the doubting Thomases' reaction when they bought it for \$100 million."

CBS, Dann said, "played the most conservative game possible" in planning its fall schedule. "Hammocking" new shows between existing hits, he continued, has been "fundamental to the upgrading of a network's ratings" for 20 years or so, yet "not one" of CBS's three new comedy series is thus protected.

"*Last Resort* and *Struck by Lightning* are going against the top-rated *Eight Is Enough* [ABC]," he continued. "*Working Stiffs* now precedes the marginal *Bad News Bears* and goes against the highly rated *Ropers* on ABC and one of NBC's most successful shows, *CHiPs*. Certainly Jimmy the Greek would give you big odds on the chances of the CBS comedies beating such formidable competition. The odds for a runaway from the three new CBS comedies are no better or worse than they are for any network—50 to 1."

Dann said CBS's new dramas—*Trapper John, M.D.*; *Big Shamus*, *Little Shamus*

To page 26.

Sunday

	ABC	CBS	NBC
7:00	Out of the Blue (Miller-Milkus-Boyette)	60 Minutes (CBS News)	Wonderful World of Disney (Walt Disney)
7:30	New Kind of Family (Gordon/Eisner)		
8:00	Mork & Mindy (Paramount/Miller-Milkus/Henderson)	Archie Bunker's Place (Tandem)	The Big Event (Various)
8:30	The Associates (Paramount)	One Day At a Time (TAT)	
9:00	The ABC Sunday Night Movie (Various)	Alice (Warner Bros.)	
9:30		Jeffersons (TAT)	
10:00		Trapper John, M.D. (20th Century Fox)	Prime Time Sunday (NBC News)
10:30			
11:00			

Ready, set (maybe), go. Network schedules are written in chalk more often than cast in concrete, but spokesmen at all three networks insisted last week that when the 1979-80 season opens next month their series line-ups should be as shown in the accompanying charts—as far as they knew.

There has been relatively little tinkering with the schedules—in comparison with overhauls made in some past years—since they were announced last spring. In the last three weeks, NBC-TV has jiggled some of its 1978-79 early-season specials, CBS-TV has moved four of its comedies around and ABC-TV has shelved one scheduled series, *Nobody's Perfect*, to make room for a new one, *Detective School* (BROADCASTING, Aug. 13, 20). Those changes are reflected in these charts.

Though the schedules may be recognizable, however, it will be hard to tell exactly when the new season starts. ABC, for instance, says its premiere week will be the week of Sept. 10. But it will also premiere *240 Robert* on Sept. 3, *Eight Is Enough* on Sept. 5, *Fantasy Island* on Sept. 7, and *Out of the Blue* on Sept. 9, and will have a special 90-minute preview of *Lazarus Syndrome* on Sept. 4, a two-part *Breaking Up Is Hard To Do* miniseries on Sept. 5 and Sept. 7 and the Emmy awards on Sept. 9. ABC's first full premiere night will be Sept. 11. CBS calls the week of Sept. 17 its premiere week but will get started before then with a special preview of *Working Stiffs* on Sept. 15. It will also have at least two major specials in its pre-premiere week: "Can You Hear the Laughter?", a made-for-TV biography of the late comedian Freddy Prinze (Sept. 11), and a two-and-a-half-hour drama starring Carol Burnett, "The Tenth Month" (Sept. 16). NBC, too, calls the week of Sept. 17 its premiere week, but has scheduled the premiere of *Real People* for Sept. 5 and the opening presentation of *Disney's Wonderful World*, the "Absent-Minded Professor" theatrical film, for showing in two parts on Sept. 9 and 16. NBC will also have at least two pre-premiere-week specials: It's repeating its high-rated *Holocaust* miniseries Sept. 10-13 and will have a three-hour Bob Hope special on Sept. 16.

Monday

	ABC	CBS	NBC
8:00	240-Robert (Filmways TV/Rosner TV)	White Shadow (MTM)	Little House on the Prairie (NBC/Friendly)
8:30			
9:00	Monday Night Football	M*A*S*H (20th Century Fox)	Monday Night at the Movies (Various)
9:30		WKRP in Cincinnati (MTM)	
10:00		Lou Grant (MTM)	
10:30			
11:00			

Tuesday

	ABC	CBS	NBC
8:00	Happy Days (Paramount/Miller-Milkus)	California Fever (Warner Bros.)	The Mis-Adventures of Sheriff Lobo (Universal)
8:30	Angie (Paramount)		
9:00	Three's Company (Nicholl/Ross/West)	The CBS Tuesday Night Movies (Various)	Tuesday Night at the Movies (Various)
9:30	Taxi (Charles Walter/Paramount)		
10:00	Lazarus Syndrome (Blinn/Thorpe Productions)		
10:30			
11:00			

Wednesday

	ABC	CBS	NBC
8:00	Eight is Enough (Lorimar)	Last Resort (MTM)	Real People (George Schlatter)
8:30		Struck by Lightning (Fellows/Keegan)	
9:00	Charlie's Angels (Spelling/Goldberg)	The CBS Wednesday Night Movies (Various)	Different Strokes (TAT)
9:30			Hello, Larry (TAT)
10:00			From Here to Eternity: The War Years (Columbia)
10:30	Vegas (Aaron Spelling)		
11:00			

Thursday

	ABC	CBS	NBC
8:00	Laverne & Shirley (Paramount/Miller-Milkus/Henderson)	The Waltons (Lorimar)	Buck Rogers in the 25th Century (Universal)
8:30	Benson (Witt/Thomas/Harris)		
9:00	Barney Miller (Four D)	Hawaii Five-O (CBS/Leonard Freeman)	Quincy (Universal/Larson)
9:30	Soap (Witt/Thomas/Harris)		
10:00			
10:30	20/20 (ABC News)	Barnaby Jones (Quinn Martin)	Kate Columbo (Levinson/Link Universal)
11:00			

Friday

	ABC	CBS	NBC
8:00	Fantasy Island (Spelling/Goldberg)	The Incredible Hulk (Kenneth Johnson/Universal)	Shirley (Jon Epstein)
8:30			
9:00	The ABC Friday Night Movie (Various)	The Dukes of Hazzard (Warner Bros.)	The Rockford Files (Universal)
9:30			
10:00			
10:30		Dallas (Lorimar)	Eisched (David Gerber)
11:00			

Saturday

	ABC	CBS	NBC
8:00	The Ropers (Nicholl/Ross/West)	Working Stiffs (Universal)	CHiPs (NBC/MGM)
8:30	Detective School (Kukoff/Harris)	Bad News Bears (Silver/Bruner)	
9:00	Love Boat (Aaron Spelling)	Big Shamus, Little Shamus (Lee Rich and Phil Capice)	BJ and the Bear (Larson/Universal)
9:30			
10:00	Hart to Hart (Spelling/Goldberg)	Paris (Steve Bochco)	The Man Called Sioane (OM Productions)
10:30			
11:00			

and *Paris*—could succeed but even if they did they would give CBS “no more than a weekly half-point [rating] gain in its attempt to catch up with ABC.”

“Remember, too,” he added, “that CBS held onto marginal shows like *Hawaii 5-0* and *The Waltons* . . . Therefore, of the 44 weekly prime-time half-hours, I feel that CBS will win only 12.”

He also asked his audience to remember that “in the history of network broadcasting, networks have only moved up by introducing new, stronger shows—never by the stupidity of their competition’s scheduling moves.”

As for ABC, Dann said, it is “coming into the fall season with the strongest comedy line-up in the history of modern television”—nine established hits to support three of its five new comedy entries, thus virtually guaranteeing a dozen hit comedies, “unprecedented in our business.”

“I haven’t seen *The Associates*, *Detective School* or *Benson*,” he said, “but operating under the hammock philosophy, these three shows will be successful simply because of where they’re scheduled. Can anyone doubt that *Carter Country* was successful last year because it followed *Barney Miller*? Or *Soap* because it followed *Three’s Company*? On NBC or CBS these shows would have failed.”

He said there was “no question” that in their new time periods *Laverne and Shirley*, *Ropers* and *Fantasy Island* will be weaker than before, “but look how much stronger ABC will be over-all than they were last year in those critical early-evening time periods.”

Dann said he was willing to accept that ABC’s new dramatic shows are “no better or worse” than CBS’s or NBC’s, but that ABC’s weekend programing “is so much stronger that ABC could add a half to a point to their weekly ratings.”

“Incidentally,” he estimated, “each rating point difference for ABC this fall will be worth about \$75 million in pretax profits.”

He also noted that ABC will have the World Series this fall and the Olympics this winter:

“Just imagine, ABC in the coming season will have between 15 and 20 nights of maximum-rated sports events, which means that in those weeks they do not have to run big movies to win the week easily. In addition, ABC can use those prime-time sports events scheduled in the heart of their regular season to promote their immediate upcoming schedules.”

Dann turned to a subject never far from the hearts of his New York academy audience—production in New York.

“Twenty years ago,” he said, “we had many kinds of programing [from] New York. Such flexibility that permitted a \$64,000 *Question*, or a *Show of Shows*, or an *I’ve Got a Secret*, or a *Philco Playhouse*, or a *Captain Kangaroo*, or a *Wide, Wide World*, or a *Today* or *Tonight*—all developed from here . . .

New York, as certainly the intellectual, creative, cultural center of the Western world, was able to make a constant and

daily contribution to network television planning and production. When the creation and production of television schedules moved practically 100% to the West Coast, whole groups of people who would have been able to make some contribution to new program concepts and regular shows became disenfranchised unless they wanted to move themselves and their families to the West Coast to live.”

Hollywood’s creative community is “the best in the world” in the film form, he continued, “but conventional story forms on film, or recorded situation comedies are not the only forms that could be successful on television.”

Moreover, he said, Hollywood currently is busier than ever before—so much so that it is “forced to do a poorer job at what it does best.”

From television’s standpoint, he asserted, the result is “a real sense of sameness. For the first time since the inception of our industry, there isn’t a single variety show in any of the three schedules. Also no new live game forms of any kind, no dramatic anthology series to tap New York’s legitimate theater writers. And finally, and most important of all, no one in New York is thinking about television program production except for when the next plane leaves for the Coast.”

Asked about frequent reports that he would return to some network post, Dann quipped: “After today’s speech, there are two networks that wouldn’t take me and one that doesn’t need me.”

Meet them in St. Louis

NAB’s second conference on radio programing begins Sept. 5

Two weeks from now, St. Louis will be host to an estimated 1,000 radio broadcasters as the National Association of Broadcasters holds its second radio programing conference at Stouffer’s Riverfront Towers.

The conference will run from Sunday, Sept. 9, through Wednesday, Sept. 12. As of last Wednesday, registration was over 800, with about 80% of those signing up representing radio stations, groups and networks.

The NAB has scheduled 26 workshops, more than double last year’s, along with 10 format rooms. The workshops will be informal and leave participants time to exchange ideas. The one complaint about last year’s conference was that there was not enough time to do this. “This year,” an NAB spokesperson said, “we’ve left enough time for the broadcasters in a small market to meet and speak with his big-city counterpart.”

One of the new workshops will be on syndicated programing. Others include “News: a Radio Tune-In Factor,” “Does Madison Avenue Know About You?” and “Promotion and Contests in Small Markets.”

The format rooms are designed to provide specific answers to questions and

allow participants to compare techniques and solutions to problems. Two of the new format rooms will be the “no-format format” and disco.

The keynote speaker on Monday afternoon will be the celebrated “professional amateur” George Plimpton, who will speak on motivation. Tuesday afternoon’s luncheon will feature “The Birth of a Jingle,” with Otis Conner of Otis Conner Productions in Dallas. Tuesday evening will close with a Kenny Rogers concert.

Getting set for satellite

RKO will share bird with AP to deliver its new stereo radio network; debut is scheduled for Oct. 1

The RKO Radio Network, scheduled to launch operations Oct. 1, has reached an agreement in principle to share in AP’s proposed satellite distribution system.

Pending FCC approval of the AP system, involving Western Union’s Westar satellite and 15-foot earth stations in 50 cities, RKO is banking on becoming the “first full 15 khz stereo network” in the country.

That word came last week from Thomas F. Burchill, vice president and general manager of RKO’s new networking venture (BROADCASTING, May 14). At a New York press luncheon, Burchill claimed the RKO Radio Network would enter the field as the first to “fully address the coming decade.”

On another technological front, RKO claimed it would be providing another first with “an instantaneous computer link between the affiliate and its network.” Called “Interkom,” the service, developed by Digital Broadcasting Corp., is said to allow 24-hour point-to-point and multipoint message transmission.

RKO will install two-way keyboard terminals at affiliated stations; the system interconnects through telephone lines. Beyond message hook-up, Interkom also will offer *The New York Times* information bank, UPI news, syndicates, weather services, stock and commodity services and self-instruction programs, as well as being capable of including services ranging from biorhythms and horoscopes to ticket sale information.

Burchill is aiming to sign 250 affiliates within two and a half years. He said 60% of the country’s radio stations currently have no network affiliation. Beyond that, and as “a pretty good starting point,” he claimed that RKO’s 12 owned radio stations alone have a 10-million-person delivery.

The network, which is to begin operations from RKO’s WOR(AM) New York and then move into its own studios in the same building at 1440 Broadway, will be geared toward an 18-49 demographic, 25-34 in particular. Newscasts will be three minutes in length, packaged to allow for a two-minute cut-off if stations choose. Burchill

ABC SHOULD FIRE GERALDO RIVERA

Accuracy in Media sent the following mailgram to Leonard H. Goldenson, Chairman of the Board of ABC, on August 9, 1979:

ABC'S 20/20 HAD A SEGMENT ON WATERGATE TONIGHT, BUT IT OVERLOOKED ABC'S OWN WATERGATE. I REFER TO THE CONTINUED EMPLOYMENT OF GERALDO RIVERA, WHO HAS ADMITTED SLANTING THE NEWS IN ORDER TO ACHIEVE HIS POLITICAL OBJECTIVES. AT THE ABC ANNUAL SHAREHOLDERS' MEETING, WHEN YOU WERE ASKED WHY YOU HAD NOT FIRED RIVERA FOR HIS ADMISSION THAT HE PRACTICED ADVOCACY JOURNALISM, YOU SAID HE HAD BEEN MISQUOTED BY PLAYBOY MAGAZINE.

YOUR SUBORDINATES HAVE SINCE CONFIRMED THAT PLAYBOY DID NOT MISQUOTE RIVERA. WHY THEN DOES ABC CONTINUE TO EMPLOY HIM? IT CANNOT BE BECAUSE HE HAS GIVEN UP ADVOCACY JOURNALISM.

IN TONIGHT'S 20/20 SEGMENT ON JANE FONDA AND JOAN BAEZ RIVERA DISPLAYED HIS TALENT AS AN ADVOCATE. HE DELIVERED A PERSONAL COMMENTARY CRITICAL OF THE CALIFORNIA STATE SENATE. HE ECHOED FONDA IN ACCUSING IT OF MC CARTHYISM IN REJECTING HER APPOINTMENT.

IN INTERVIEWING JANE FONDA RIVERA DID NOT ASK THE MOST OBVIOUS QUESTION. WHY DID SHE REFUSE JOAN BAEZ'S REQUEST THAT SHE JOIN IN CONDEMNING THE COMMUNIST REGIME IN HANOI FOR ITS MASSIVE VIOLATIONS OF HUMAN RIGHTS?

RIVERA ASKED JOAN BAEZ TO OUTLINE HER POLITICAL PHILOSOPHY. HE MADE NO SUCH REQUEST OF JANE FONDA. WHY DIDN'T HE ASK HER ABOUT HER STATEMENT AT MICHIGAN STATE UNIVERSITY THAT IF WE ONLY KNEW WHAT COMMUNISM REALLY WAS WE WOULD GET DOWN ON OUR KNEES AND PRAY THAT WE WOULD SOMEDAY BE COMMUNISTS?

WHY DIDN'T HE ASK FONDA IF THAT EXPLAINS HER REFUSAL TO CONDEMN THE COMMUNIST REGIME IN VIETNAM EVEN THOUGH IT HOLDS OVER 200,000 POLITICAL PRISONERS AND HAS MADE LIFE SO INTOLERABLE THAT FOR THE FIRST TIME IN HISTORY HUNDREDS OF THOUSANDS OF VIETNAMESE ARE RISKING THEIR LIVES TO FLEE THEIR COUNTRY?

RIVERA'S STATEMENT THAT HANOI HAD BEEN REDUCED TO RUBBLE BY THE 1972 "CHRISTMAS" BOMBING IS ADDITIONAL PROOF THAT HIS JOURNALISM IS OF THE ADVOCACY VARIETY. HANOI WAS NEVER REDUCED TO RUBBLE. THE "CHRISTMAS" BOMBING WAS DIRECTED AGAINST MILITARY TARGETS WITH GREAT ACCURACY, AND THE DAMAGE TO NON-TARGETED AREAS WAS SLIGHT.

YOUR WHITE HOUSE CORRESPONDENT, SAM DONALDSON, HAS SAID THAT RIVERA SHOULD BE FIRED IF THE PLAYBOY QUOTE WAS CORRECT. IT IS.

I SUGGEST THAT YOU ASK FOR RIVERA'S RESIGNATION--JUST AS JUDGE SIRICA SAID ON 20/20 THAT NIXON SHOULD HAVE PROMPTLY DEMANDED RESIGNATIONS OF THOSE INVOLVED IN WATERGATE.

REED IRVINE, CHAIRMAN
ACCURACY IN MEDIA, INC.

FREE

A lively daily 3-minute radio commentary, "Media Monitor" featuring Reed Irvine of AIM and Les Kinsolving, Editor of Washington Weekly, is available free as a public service to radio stations. For further information or a sample tape, contact Bernie Yoh, AIM, 777 14th St., N.W., Washington, D.C. 20005. Phone: 202-783-4406.

stressed that the network would be allowing stations flexibility. He explained that stations would be free to go live, delay or integrate the feed into their own newscasts.

No more than one minute of national advertising will be included each hour, and there too, Burchill said, stations would be free to run the commercials at other comparable times, if they wish to fill with locally sold spots. He said affiliate compensation would be equivalent to that offered by other networks.

In the early network stages, from Oct. 1 to Jan. 31, 1980, RKO will be providing three minutes of news on the half-hour from 6:30 a.m. to 8:30 p.m. weekdays, excluding 12:30 and 1:30. Saturday hours will run 7:30 a.m.-8:30 p.m. and Sunday, 11:30 a.m.-8:30 p.m., with 12:30 and 1:30 silent on both days.

Ninety-second "Lifesound" features—using music and actualities on subjects ranging from reviews to "interaction of the sexes"—will be offered at 11:15 a.m., 12:15 and 1:15 p.m.

A 24-hour operation is set to begin Feb.

1, with weekday news on the hour and half-hour from 6 a.m. to noon and on the half-hour thereafter. "Lifesound" will be offered at 15 minutes past the hour from 11:15 a.m. to 7:15 p.m. Two-minute sports reports will be added at 7:45 a.m. and 8:45 a.m.

The network also will then go around the clock on Saturdays, with news on the half-hour and a heavier sports schedule at 45 minutes past the hour from 3:45 p.m. to 8:45 p.m. The Sunday schedule will have the same features, but won't start up until 11:30 a.m.

'Mork' shows his stuff for ABC on Sunday

'All in the Family' can't win, even with huge lead-in from '60 Minutes'; network also wins week for fourth in a row

Helped along by a clear win by *Mork and Mindy* in its second head-to-head go against CBS-TV's *All in the Family*, ABC-

TV took the prime-time ratings race for the fourth straight week in the seven days ended Aug. 19. Score for the week: ABC 16.2 rating and 30.9 share; CBS 14.0 rating and 26.8 share; NBC 13.5 rating and 25.6 share.

A rerun of *Mork* outdid a rerun of *All in the Family* by a bigger margin than in their first encounter in the Sunday 8-8:30 p.m. NYT-spot the week before. Coming off an *ABC News Closeup* that managed only a 3.7 rating and 8 share, *Mork* built the rating to 17.7 and the share to 36, while *Family* squandered a 20.1/45 inherited from *60 Minutes*, dropping to 14.8/30. The week before it had been *Mork* 17.3/34 to *Family's* 16.1/32.

CBS managed to salvage Sunday night, however, with repeats of its regular comedy line-up. For the evening, CBS averaged 18.3/34.8 to ABC's 15.2/28.6 and NBC's 12.9/24.5. CBS also won Monday and Friday nights, while ABC took Tuesday, Wednesday and Thursday and NBC took Saturday.

ABC's *Fantasy Island*, making its first appearance in the Friday 8-9 p.m. period it will occupy this fall, didn't fare as well as *Mork*. *Fantasy* pulled an 11.1/24, down from a 16.0/32 in its last appearance, the preceding week, in the Saturday 10-11 spot. It lost to NBC's *Diff'rent Strokes* (15.6/34) but nosed out CBS's *Incredible Hulk* (10.9/24).

ABC's move of *Laverne and Shirley* to the 8 p.m. Thursday period continued to look good, scoring a 17.5/39 that, with an 18.9/38 from *Angie* in the following half-hour, swamped CBS's *The Waltons* (9.5/20) and NBC's *UFO* (7.5/16).

Detective School, whose performance in the last few weeks has promoted it to a regular spot in the ABC fall line-up (BROADCASTING, Aug. 20), scored a 22.1/41 again in the 8:30-9 Tuesday spot following *Happy Days* (20.9/42). Together those two easily outdistanced a CBS News special, *Sunday Morning Tonight* (8.0/15), and a *Runaways* original on NBC (11.0/21).

Opening a limited summer run, *Carole Burnett and Co.* delivered a 16.1/34 for ABC at 8-9 p.m. Saturday, winning the period. In the following two hours the National Football League game between Houston and Dallas scored a 12.4/25.

Among the news magazines, CBS News's *60 Minutes* pulled a 20.1/45 to rank 12th for the week; ABC News's *20/20* had an 18.3/34 (tying for 17th) and NBC News's *Prime Time Sunday* scored 12.5/22 (tying for 46th).

The week's top 10 shows were *Three's Company* (ABC), *WKRP in Cincinnati* (CBS), *Taxi* (ABC), *M*A*S*H* (CBS), *Detective School* (ABC), *Charlie's Angels* (ABC), *Happy Days* (ABC), *Lou Grant* (CBS), *Vega\$* (ABC) and *The Jeffersons* (CBS). All but *Detective School* were repeats.

The bottom five, in ascending order, were *ABC News Closeup*: "Battleground Washington: Politics of Pressure"; *Project UFO* (NBC); *Sunday Morning Tonight* (CBS); *Dorothy* (CBS) and *Hanging In* (CBS). All but *UFO* were originals.

Monitor

OPT strips for 1980. Operation Prime Time has signed agreement with 20th Century-Fox Television for new project, *Tourist*, based on novel by Gerald (*Holocaust*) Green ("In Brief," Aug. 13). Show, set for 1980 airing, will be first of six OPT projects designed for airing either as two-hour feature or as five half-hours of stripping. Evan Thompson, general manager of KCOPTV Los Angeles, is overseeing production for OPT and says group expects all or some of these 1980 shows to be turned into regular series for 1981. Other projects in works for new OPT format are: *The Girl, the Gold Watch and Everything*, *Federal Case* (both by Paramount Television), *Yogi's Snow Job* (animated special by Hanna-Barbera Productions), *Jubilee Stakes* (Martin Erlichman Productions) and as yet unnamed documentary about Washington's Smithsonian Institution by Time-Life Television. According to Thompson, 80 stations have already signed to join in OPT's 1980 projects, and he expects that number to increase through year—especially because of programming flexibility offered by new format.

□

Not quite classics. Stations may not look on them as "first-line fights," says New York's Perin Distribution Corp. of its 45-feature film package, *Cannon Fodder I*, but movies could come in handy for "rear-guard action." British-produced films include such forgettable titles as: "Angel Who Pawned Her Harp," "Black Lighthouse," "Chinese Bungalow," "Excuse My Glove" and "Women Aren't Angels."

□

From the Arctic to Indonesia. In March, Public Broadcasting Service will begin 13-part run of hour shows on anthropology and archeology. Five originals will come from Public Broadcasting Associates (led by Michael Ambrosino, creator and former executive producer of *Nova*), with remainder tapped from such series as British *Disappearing World* and *Chronicle*. Financial support comes from National Endowment for the Humanities; Corporation for Public Broadcasting and Polaroid Corp.

□

Second time around. Capital Cities Television Productions, which claimed more than 130 stations for its four half-hour *Family Specials* this past season, now reports more than 110 markets renewed for new batch (including 23 of top 80 markets). First up for 1979-80 is "A Friend in Deed" with Paul Sorvino, scheduled for November-December telecast; it deals with "misguided love which develops into true friendship." Following that in January-February is subject of teen-age suicide in "A Family of Winners" with Efrem Zimbalist Jr. Two others will deal with school violence and divorce. Programs, produced in association with Paulist Productions, are barter (two local, two national minutes). Bristol-Myers will be back, too.

□

Underground radio. Political activist and fugitive Abbie Hoffman makes broadcast this week via DIR Broadcasting's *Direct News*. Five 15-minute interviews with Hoffman, who has been in hiding to escape drug sentence, will be made available today. DIR claims tape's an exclusive.

RCA

CIT



GRIFFITHS



HOLMES

RCA merger with a 'sleepy' CIT produces yawns on Wall Street

Observers see it as safe deal, providing ready cash and stability in earnings

The news that an agreement in principle has been reached for one of the largest merger deals ever hasn't put anyone in the financial community to sleep, but even though the announcement came in the middle of the August doldrums, the details of the RCA/CIT merger proposal aren't generating the excitement usually created by deals of that size.

It's not simply that developments proceeded in an anticlimactic fashion, with the first round of talks, confirmed after weeks of rumors, being abruptly broken off, and the quick second round concluding with a statement of agreement late on a summer Friday (BROADCASTING, Aug. 20). Rather, the merits of the deal that CIT Chairman Walter S. Holmes says will bring "the best of both worlds for the stockholders and employees of both companies" are viewed with a measure of

cautious reserve by specialists who follow the fate of RCA.

There's no argument that the purchase of CIT's stock at \$65 a share is, as one analyst said, "a sweet deal" for those holding it. In addition, the transaction is structured to permit CIT shareholders to obtain tax-free treatment by opting for a package of RCA straight preferred and convertible preferred stock instead of cash. It's reported the tax-free option was put together expressly for the benefit of H. Anthony Littleton, grandson of CIT's founder, and holder of the largest block of shares. Finally, CIT will remain a separate and independent company with its own board of directors. But whether it's a good deal for RCA to be paying 15 times earnings for a financial concern that isn't one of the hottest performers in the field, when investors on the street are only paying a price-earnings ratio of seven to one for the top of the line is one question that has been advanced. At least, says one Wall Street analyst, \$1.35 billion isn't "a bargain price." The tax-free preferred stock feature will add further to the cost, with one source pegging the increase at perhaps as much as seven cents a share.

The released statement of Edgar H. Griffiths, RCA's president and chief executive, announcing his pleasure with the deal is about as far as RCA will go in discussing the merger proposal. "Excited"

about the prospects it offers for the future, the company, according to a spokesman, thinks it's a "very good deal" and doesn't intend to enter into a "a dialogue" with those who may disagree. There's also been no word forthcoming on the RCA view of CIT's \$200 million-plus bid for Integon Corp., which came during the hiatus in the RCA/CIT talks. Investor response has seen CIT shares climb \$4.25 to \$57.75 through last Wednesday following the previous Friday's announcement. RCA's shares closed Wednesday \$.125 below the Friday figure, at \$25.50.

Cash is what RCA says it wants and expects from the proposed merger. Griffiths has gone on record as saying he believes "the merger will provide RCA with a better balanced portfolio of businesses and its prospects for long-term stable growth will be greatly enhanced. The noncyclical nature of CIT's earnings can provide a valuable offset to the cyclicity of earnings swings."

Indeed, CIT (whose 1978 earnings were \$86,464,000) would edge out Hertz as the number-one earnings unit in RCA. That's a role that used to belong to NBC, prompting an industry observer to suggest that a major benefit of the merger is to take the company's mind off the broadcasting business.

CIT is also seen by some to be "a sleepy company" whose earnings have not been

fully exploited. One analyst feels this is a key point in assessing the ultimate value of the merger. In his view, with good management, the CIT acquisition is a good deal; if the company is poorly managed, it can be a bad one. Under the announced terms, of course, CIT management would appear to be remaining the same. Along the same line, another analyst sees a nega-

tive influence on RCA's future arising from the fiscal conservatism of CIT. The financial concern's earnings growth has edged along at 3% a year, while RCA, on its own, is viewed as having the potential for 10%-12% growth. With CIT added to the picture, RCA's growth, by this theory, could be expected to be trimmed to 7%-9%.

A general perception is that this merger isn't a high-risk action. Being a "sleepy" company, CIT simply isn't exposed enough, as one observer put it, "to be blown out of the water." Thus, even those pointing out negative elements in the deal for the most part tend to take a neutral position in their ultimate assessment of the merger's worth. What is considered perhaps most necessary for RCA is to restore some of the credibility it lost through the problems of its records unit and the revision in NBC's earnings projections that left Griffiths with "egg on his face," as one put it, in the eyes of the financial community. He has to make good on his pledges to reduce the volatility of RCA's earnings swings.

The Griffiths move to pursue CIT could be construed as a decision to sacrifice growth in order to obtain a measure of surety in meeting his promises on volatility. Several intriguing possibilities are seen to exist for internal development of markets within the combined company. A significant factor in the Hertz business has been the resale of fleet cars to individuals. Up to now Hertz has had to refer consumers elsewhere to finance their purchases, and CIT could be a future source of that financing within the RCA family. Similarly, CIT's resources could be used for wholesale inventory financing for dealers in RCA's consumer product lines.

Of course, the principal use to which RCA would put CIT-generated cash is expected to be research and development. The company has plans to gear up for video disk production, and is looking at the domestic satellite field. Both ventures would require a large volume of cash, and would have to be started soon to maintain a competitive edge. There is some dispute among analysts as to how necessary CIT is to those plans. Some see NBC's poor earnings, not to mention the projected costs of its Olympic coverage, as necessitating the CIT infusion. On the other hand, there are those who feel the company could continue to finance R&D internally. That view holds that the cash need is simply a publicly stated motive, with the real impetus the ego of RCA's president, out to acquire the largest financial company.

Two final notes are commonly sounded regarding the merger proposal. Adding a financial concern to the RCA fold is felt to be a move that "complicates" the company, making it more difficult for analysts to assess its future performance. Of course, this is partly a function of the specialization within the securities field where RCA isn't usually studied by the same people looking at CBS and ABC. Then, although neither company appears too concerned about the possibility, there is always the potential for governmental objection to the merger.

In any case, the next hurdle for the transaction comes Sept. 5, which both companies have announced as the date for meetings of their respective boards of directors to "act on a definitive merger agreement."

BottomLine

Dollars did it. Foreign exchange losses of \$1,026,000 held J. Walter Thompson to six-months earnings increase of 4%. Company's net income for half grew just \$222,000 over year-earlier figure for period, reaching \$5,762,000 or \$1.91 a share. Income rise was on 11.2% revenue boost, from \$102.6 million in last year's first half to \$114.1 million this year. Conversely, JWT posted 1978 foreign exchange gain of \$22,000 in first six months. Figures for second quarter showed income rise of 1.4% over last year, \$5,072,000 compared with 1978's \$5,003,000. This was on revenue of \$62.6 million, up 6.8%. Foreign exchange loss for quarter was \$462,000.

□

Here, too. Foreign exchange adjustments also played role in Ogilvy & Mather second quarter tallies. Firm reported record income jump of 36.9% for quarter, hitting \$4,488,000 over 1978's \$3,277,000, for \$1.10 a share. Revenues for quarter were up 26.6% to \$56,606,000. However, for half, income was up only 4.6%, from \$5,053,000 to \$5,285,000, on revenues that rose 19.9% to \$100,217,000. Numbers reflect net translation and exchange gains in second quarter of \$36,000, against same period losses of \$261,000 in 1978. For half, both years showed translation and exchange losses, \$176,000 this year, \$327,000 last year.

□

Blair's best. With impetus from its broadcasting division, John Blair & Co. registered record net income of \$5,578,000, or \$1.50 per share, in first half of 1979, as against \$4,859,000, or \$1.29 per share, in 1978 period. Revenues for first half totaled \$88,541,000, up 11% over last year. Broadcasting revenues for first six months grew to \$20,999,000 from \$17,230,000 in 1978.

□

High-water mark. Harris Corp. profits jumped 21% in fiscal year 1979 (ended June 30) as sales increased 13%. Equipment maker reported sales of \$982.1 million and net income of \$63.1 million, both records, and up from \$872.2 million and \$52.2 million in preceding year. For last quarter of fiscal 1979, sales were \$273.2 million, profits \$34.8 million.

□

More for Storer. Finance and planning committee of Storer Broadcasting, which recommended two-for-one stock split ("In Brief," Aug. 20), also proposed 72 cents-per-share annual dividend after split, equivalent to \$1.44 per share on current shares. Current annual dividend rate is \$1.30 per share.

□

Buying in the Big Apple. TPC Communications, Pittsburgh, production house, has reached agreement in principle to acquire Unitel Production Services, New York, in stock deal worth in excess of \$1 million.

□

MJA makes it. Marvin Josephson Associates, talent agency group that also owns *WWKR*(AM)-*WNIC*(FM) Dearborn, Mich., and *Captain Kangaroo* production company, reported 28% earnings increase for fiscal year ended June 30. Income was record \$5,230,000, up from year-earlier \$4,088,900, on revenue increase of 19%, from \$31,752,900 to \$37,654,900. Fourth-quarter results showed earnings increase of 4% on revenue rise of 18%, with income \$854,000 and revenues \$8,909,600.

□

Aborted acquisition. Fuqua Industries last week signed consent agreement with Securities and Exchange Commission after SEC charged Fuqua with violations of laws regulating tender offers in its attempt to acquire Hoover Co. for more than \$240 million. SEC complaint said Fuqua did not tell stockholders other than Fuqua family members that its offer to purchase stock from Hoover family members would not be for cash. SEC also said Fuqua failed to disclose that it intended to withdraw \$40 million in Hoover funds after acquisition to cover expenses of takeover or that it intended to replace Hoover board of directors. Settlement, in which Fuqua neither admitted to nor denied SEC allegations, came day after withdrawal of offer for Hoover. Atlanta-based Fuqua is involved in petroleum distribution, transportation, farm and home products, and through subsidiaries, owns *WROZ*(AM)-*WTVM*(TV) Evansville, Ind.; *WTAC*(AM) Flint, Mich.; *WTVM*(TV) Columbus, Ga.; *WTV*(TV) Chattanooga, Tenn., and is principal of H-R Television rep firm. Chairman and chief executive officer, J.B. Fuqua, also owns 77% of *WJBF*(TV) Augusta, Ga.

Spot spending in the second

TVB compiles the top-100 companies and details outlays by categories

Spot television investments by national and regional advertisers reached \$778.5 million in the second quarter of 1979, the Television Bureau of Advertising reported last week, based on estimates compiled for it by Broadcast Advertisers Reports.

This represented a gain of 6.9% over the \$728.5 million estimated for the comparable 1978 period. The figures are not directly comparable, however, because BBDO, the agency that furnishes basic rate data to BAR, lowered its rate estimates in the third quarter of last year. Thus the quarterly totals since then have been lower than they would have been under the old system (BROADCASTING, Dec. 18, 1978, et seq.).

TVB's own surveys of stations have indicated that in the first half of 1979, spot sales were running about 10% ahead of last year's and that for the full year they're expected to be about 12% ahead (BROADCASTING, Aug. 20).

Eight of the second quarter's top 10 spot advertisers increased their spot spending above 1978 levels, led by ITT, with a 37% gain. Procter & Gamble, spot's—and television's—biggest spender, increased its spot outlays 5%. General Foods was

also up 5%, Coca-Cola up 7%, Pepsico up 16%, Lever Brothers up 14%, General Mills up 20%, and American Home Products up 22%.

The top 10 members that spent less were Kraftco, down 22%, and General Motors, down 18%.

TVB said four advertisers joined the top 100 quarterly rankings for the first time: Asahi Optical Co. (Pentax cameras) spent \$4.3 million in spot to rank 30th; General Cinema Corp. (Sunkist soft drink) with almost \$2.6 million was 65th; Canon USA (cameras and calculators) at almost \$2.3 million was 74th and Sun Cleanser Co. (Sun chlorine products and pools) at \$2 million was 89th.

Nighttime continued to be the daypart with the biggest dollar volume. Its estimated \$241,261,900 in spot accounted for 31% of the spot total. Early evening was second with \$199,683,300, or 25.7%, followed by daytime with \$173,091,100 or 22.2% and late night with \$164,462,600 or 21.1%.

The 30-second commercial remained by far the most popular length, accounting for \$679,745,600 or 87.3% of the spot total. The one-minute length represented \$73,553,500 or 9.4%; the 10-second unit \$24,008,600 or 3.1% and the 20-second spot \$1,191,200 or 0.2%.

SPOT'S TOP 100

1. Procter & Gamble	\$41,184,400	45. Squibb	3,398,500
2. General Foods	26,759,200	46. American Can	3,380,500
3. Coca Cola	17,327,700	47. Toro	3,354,800
4. Pepsico	16,884,400	48. Adolph Coors	3,345,100
5. Lever Brothers	12,350,300	49. Chrysler	3,243,600
6. General Mills	12,028,300	50. K. Hattori & Co.	3,194,500
7. IT&T	11,861,400	51. Royal Crown	3,154,700
8. American Home Products	10,950,400	52. Morton-Norwich	3,119,300
9. Kraftco	10,571,100	53. Ford Auto Dealers	3,059,600
10. General Motors	9,795,400	54. Trans World	2,969,100
11. AT&T	9,498,100	55. Alberto Culver	2,966,800
12. Bristol Myers	9,052,300	56. Standard Brands	2,939,100
13. Mars	8,885,000	57. Dr Pepper	2,879,800
14. Ford	8,597,600	58. Borden	2,862,800
15. Toyota	8,372,800	59. American Cyanamid	2,848,300
16. Philip Morris	7,430,400	60. Ponder & Best	2,749,500
17. Nestle	7,199,100	61. Fugua Industries	2,733,200
18. American Motors	6,379,900	62. Campbell Soup	2,700,900
19. Kellogg	6,315,500	63. Volkswagen	2,694,200
20. Colgate Palmolive	6,214,100	64. Stroh	2,644,100
21. Gillette	5,770,000	65. General Cinema	2,590,400
22. Revlon	5,686,500	66. Reed-Union	2,473,000
23. Schlitz	5,233,500	67. Pillsbury	2,461,900
24. Esmark	5,202,300	68. General Electric	2,445,300
25. Warner-Lambert	4,806,300	69. Greyhound	2,420,400
26. Scott Paper	4,789,300	70. Teledyne	2,412,400
27. Wrigley	4,615,100	71. Faberge	2,410,100
28. Beatrice Foods	4,520,300	72. Toyo Kogyo	2,316,300
29. Nabisco	4,392,200	73. American Airlines	2,313,700
30. Asahi Optical	4,321,000	74. Canon U.S.A.	2,290,800
31. Time	4,123,100	75. Oldsmobile Auto Dealers	2,260,200
32. Anheuser Busch	4,074,800	76. S.C. Johnson & Son	2,215,600
33. Triangle Publications	3,988,400	77. K-Tel International	2,208,400
34. Norton Simon	3,793,700	78. United Brands	2,197,100
35. Ralston Purina	3,765,500	79. UAL	2,184,000
36. Consolidated Foods	3,668,100	80. Mobil	2,165,800
37. Datsun	3,668,100	81. G. Heilman Brewing	2,148,900
38. American Dairy Association	3,579,500	82. Sterling Drug	2,148,400
39. Toyota Auto Dealers	3,512,900	83. IC Industries	2,134,600
40. Schering-Plough	3,476,700	84. IFI International	2,096,300
41. F&M Schaefer	3,471,700	85. Mattei	2,083,300
42. A.H. Robins	3,461,100	86. Eastern Air Lines	2,070,200
43. Pabst	3,442,600	87. Dodge Auto Dealers	2,031,400
44. CPC International	3,408,500	88. Atlantic Richfield	2,030,800

Benny Hill scores again!

N.Y.

WOR rating up 150%
over previous 11 PM show
Share up 150%
Adds 154,000 adults 18-49*

L.A.

KCOP rating twice previous
11 PM show—
highest ever in time period
Adds 131,000 adults 18-49*



*Feb 79 - May 79 ARB, 11 - 11:30 PM

The Benny Hill Show

Produced by

Thames Television

Distributed by

D.L. Taffner/Ltd.

1370 Ave. of the Americas
New York, N.Y. 10019 (212) 245-4680
5900 Wilshire Blvd., Suite 1450
Los Angeles, Ca. 90036 (213) 937-1144

89. Sun Cleanser	2,027,100	93. Federal	1,931,800	97. Carnation	1,796,300
90. Cadbury Schweppes	2,023,300	94. Estee Lauder	1,875,300	98. Kimberly Clark	1,793,300
91. International Harvester	1,981,800	95. Olympia Brewing	1,863,100	99. Gulf Oil	1,744,200
92. American Express	1,965,400	96. S.C.M.	1,855,100	100. Olin	1,727,200

SPOT SPENDING BY CATEGORIES

	2nd Quarter '79	Jan-June '79		2nd Quarter '79	Jan-June '79
AGRICULTURE AND FARMING	\$9,137,300	\$16,094,500	Furniture	3,393,100	6,610,100
Fertilizers and seed treatment	5,103,300	7,501,300	Household fabrics and finishes	144,000	681,100
Pest controls	3,035,600	7,041,100	Miscellaneous household furnishings	459,100	663,600
Miscellaneous agriculture and farming	998,400	1,552,100	INSTITUTIONAL AND CORPORATE PROMOTION*	1,650,300	3,937,000
APPAREL, FOOTWEAR AND ACCESSORIES	19,792,000	33,688,700	INSURANCE	9,818,400	24,253,300
Apparel fabrics and finishes	573,400	727,600	Fire and casualty insurance	4,106,600	7,951,500
Footwear	7,071,100	10,612,700	Life insurance	5,711,800	16,301,800
Hosiery	1,663,200	3,308,300	JEWELRY, OPTICAL GOODS AND CAMERAS	21,137,700	26,982,800
Ready-to-wear	3,405,400	6,080,800	Cameras and photographic supplies	11,989,800	13,711,600
Underwear, foundations and bras	6,200,800	10,697,300	Jewelry, watches and optical goods	9,147,900	13,271,200
Miscellaneous apparel, accessories and notions	878,100	2,262,000	OFFICE EQUIPMENT, STATIONERY AND WRITING SUPPLIES	1,785,000	5,101,900
AUTOMOTIVE	84,827,200	152,519,700	Office machines and equipment	1,664,900	4,132,300
Passenger cars	66,018,300	124,359,000	Stationery, pen and pencils	120,100	969,600
Tires and tubes	5,653,300	7,412,200	PET FOODS AND SUPPLIES	13,069,900	22,130,800
Trucks and mobile homes	7,760,300	12,963,100	Pet foods	9,926,000	17,800,000
Miscellaneous auto accessories and equipment	5,395,300	7,785,400	Pet supplies	3,143,900	4,330,800
BEER AND WINE	44,372,200	66,352,800	PROPRIETARY MEDICINES	22,794,700	55,506,200
Beer and ale	34,861,000	52,083,600	Cough, cold and sinus remedies	2,706,300	16,422,400
Wine	9,511,200	14,269,200	Digestive aids and antacids	1,394,700	2,836,100
BUILDING MATERIAL, EQUIPMENT AND FIXTURES	19,622,000	28,744,700	Headache remedies and sedatives	4,884,800	9,607,200
Building materials	3,952,000	4,769,300	Laxatives	395,300	654,000
Equipment fixtures and systems	9,326,300	16,426,700	Medical equipment and supplies	2,209,900	3,067,200
Protective coating and finishes	6,343,700	7,548,700	Reducing aids	876,100	1,404,300
CONFECTIONERY AND SOFT DRINKS	84,532,100	128,785,500	Skin products and liniments	5,360,600	13,439,100
Confectionery	23,593,300	51,296,700	Vitamins	1,962,400	3,561,300
Soft drinks	60,938,800	77,488,800	Miscellaneous proprietary medicines	3,004,600	4,514,600
CONSUMER SERVICES	18,712,300	42,595,400	PUBLISHING AND MEDIA	17,100,500	54,975,500
Communications and public utilities	8,881,400	16,860,800	Books	5,185,800	15,537,100
Engineering and professional services	2,465,200	10,305,800	Magazines and newspapers	11,914,700	39,438,400
Financial	1,457,700	2,265,000	RECORDS AND TAPES, RADIOS AND TV SETS	17,984,100	63,215,300
Schools and colleges	2,303,200	7,519,000	Musical instruments	48,400	130,000
U.S. Government	3,604,800	5,644,800	Records and tape recordings	13,535,600	51,835,500
FOOD AND FOOD PRODUCTS	157,552,200	293,486,900	Radios, TV sets, phonographs and recorders	2,879,200	7,581,400
Appetizers, snacks and nuts	5,856,100	8,546,100	Miscellaneous components and supplies	1,520,900	3,668,400
Bakery goods	19,181,900	38,749,700	SMOKING MATERIALS	2,177,900	3,316,900
Cereals	18,011,400	34,951,100	Cigars and tobacco	1,913,800	3,023,300
Coffee, tea and cocoa	19,867,700	41,201,800	Miscellaneous smoking materials and accessories	264,100	293,600
Condiments	5,065,200	8,117,900	SOAPS, CLEANSERS AND POLISHES	42,644,100	78,459,900
Dairy products	21,318,800	32,617,900	Cleansers and polishes	16,538,900	26,688,500
Desserts and dessert ingredients	2,763,300	4,542,200	Laundry preparations	6,537,000	11,854,600
Flour and baking mixes	599,500	2,504,200	Soaps and detergents	19,568,200	39,916,800
Fruit and vegetable juices	3,820,300	6,353,600	SPORTING GOODS AND TOYS	21,837,600	39,924,000
Fruit and vegetables	5,661,000	11,329,000	Games, toys and hobbycraft	15,055,200	25,748,200
Health and dietary foods	2,981,000	5,033,200	Sporting goods	6,782,400	13,545,800
Meat and poultry and fish	21,442,400	37,050,500	TOILETRIES AND TOILET GOODS	68,734,100	115,250,500
Pasta products and dinners	4,202,700	11,374,100	Cosmetics and beauty aids	20,006,200	34,730,400
Prepared dinners and dishes	6,058,700	11,266,700	Dental supplies and mouthwashes	11,909,500	21,420,000
Salad dressings and mayonnaise	6,301,100	8,603,800	Dipilatories and deodorants	3,438,500	5,766,900
Shortening and oil	5,132,400	10,382,300	Feminine hygiene products	1,043,600	1,676,300
Soups	655,000	4,439,400	Hair products	19,139,100	33,671,100
Sugars, syrups and jellies	601,900	2,381,000	Men's shaving equipment	2,972,100	3,099,300
Miscellaneous food and food products	8,031,800	14,042,400	Men's toiletries	2,682,200	3,159,100
GASOLINE, LUBRICANTS AND OTHER FUELS	11,707,000	19,785,300	Toilet soaps	4,611,500	8,321,200
HORTICULTURE	16,488,200	18,518,000	Women's shaving equipment	202,500	236,300
HOUSEHOLD EQUIPMENT AND SUPPLIES	41,013,400	70,953,000	Miscellaneous toiletries and toilet goods	2,728,900	3,169,900
Cooking utensils	2,232,900	5,803,600	TRAVEL, HOTELS AND RESORTS	20,414,100	39,678,500
Deodorizers and air fresheners	620,500	1,067,800	Airlines	16,174,300	32,692,600
Food wraps and foils	816,300	1,441,900	Buses and trains	2,213,400	3,175,600
Household paper products	16,308,600	28,947,400	Car and truck rental	315,100	1,072,100
Insecticides and disinfectants	4,823,300	5,713,200	Hotels and resorts	1,478,500	2,407,400
Major appliances	6,422,700	10,666,600	Steamships	232,800	330,800
Patio and barbecue equipment	1,076,800	1,390,400	MISCELLANEOUS	4,571,900	7,717,100
Small appliances and equipment	3,932,100	5,855,500	TOTAL	778,498,900	1,422,222,600
Miscellaneous accessories and supplies	4,780,200	10,066,600			
HOUSEHOLD FURNISHINGS	5,022,700	10,878,400			
Floor covering	1,026,500	2,923,600			

*Not classified elsewhere

Interpublic Group is regrouping

Following loss of Miller account, company announces management changes for it and McCann unit

A series of "management strengthening" moves was announced last week by the Interpublic Group of Companies Inc. and McCann-Erickson Worldwide, its largest operating unit, after the loss of executives and the \$85-million Miller Brewing Co. account to Backer & Spielvogel Inc. (BROADCASTING, Aug. 13, 20).

Interpublic Chairman Paul Foley and President Philip H. Geier Jr. said the moves had "long been planned," designed to "accommodate recent rapid growth of both Interpublic and McCann-Erickson Worldwide," but that the timing was being advanced because of the "unanticipated events." The changes are effective Sept. 1.

Richard S. Lessler, vice chairman of M-E Worldwide and chief operating officer of McCann-Erickson (USA), was named a vice chairman of the board of Interpublic, to report to Geier.

James K. Agnew, executive vice president and manager of McCann-Erickson, Los Angeles, will become president and chief executive of M-E (USA), a post that has been vacant. David L. Geyer, a senior vice president of M-E, will be deputy man-

ager of the Los Angeles office, continuing to report to Agnew, who remains acting manager until a full management transition is completed.

Charles J. Hamm, executive vice president, will be vice chairman of M-E (USA), retaining his management responsibilities on the Coca-Cola account and as a member of the M-E executive committee.

Willard C. Mackey, vice chairman of M-E Worldwide and chief operating officer of McCann-Erickson International, will become president and chief executive of M-E International. Barry Day, executive creative director of M-E International, will continue in that post and also be vice chairman for professional operations of M-E International. Day also continues as president of the McCann Group Ltd. in the United Kingdom.

A new group, the McCann-Erickson Worldwide management council, was also created in view of the unit's "unprecedented" growth rate and a resultant need to shorten lines of communications. Officials said M-E Worldwide had doubled its billings in four years. Members of the council will be Eugene H. Kummel, chairman of M-E Worldwide and a member of the board of Interpublic, and Agnew, Mackey, Hamm and Day.



Lessler



Agnew



Hamm



Mackey



Day



Kummel

Benny Hill scores again!

Phila.

WTAF triples rating of
previous 11 PM show
Share up 200%
Adds 66,000 adults 18-49*

Boston

WLVI doubles rating
of previous 11 PM show
Adds 34,000 adults 18-49**



*Nov 78-May 79 ARB, 11-11:30 PM
**Feb-May 79 ARB, 11-11:30 PM

The Benny Hill Show

Produced by

Thames Television

Distributed by

D.L. Taffner/Ltd.

1370 Ave. of the Americas
New York, N.Y. 10019 (212) 245-4680

5900 Wilshire Blvd., Suite 1450
Los Angeles, Ca. 90036 (213) 937-1144

Atlanta snag out of way of Cox merger with GE

Local groups settle over petition against WSB stations; deal calls for programing, EEO concessions; corporate marriage still hangs on four other protests filed at FCC

For General Electric and Cox Broadcasting and their efforts to clear the way for FCC approval of their proposed merger, the count now is one petition to deny down and four to go.

The companies last week notified the FCC of an agreement under which the American Civil Liberties Union of Georgia and the Atlanta branch of the National Association for the Advancement of Colored People will dismiss their three-year-old petition to deny the renewal of Cox's WSB-AM-FM-TV Atlanta.

The agreement covers a number of issues that figured in the petition to deny, including programing and minority and female employment.

But it also discloses GE's grant of \$375,000 to a trust for an educational institution—yet to be named—for the establishment of a communications facility. The facility would be used both for educational purposes and for the production by members of the public of programing to be presented on WSB-TV under the terms of a provision for public access.

Nor is \$375,000 all that the trust would receive. Metromedia Inc., which is to acquire Cox's WSB(AM) while GE picks up the television station, would match that amount. (A black-controlled group, BENI of Georgia, would acquire WSB-FM.)

The communications facility would be in addition to the foundation that GE, in its application to acquire the Cox stations, promised to establish. The foundation would be designed to train minorities and women interested in broadcasting as a career and to foster the development of public access and public advocacy. GE has promised to contribute to the project some \$7 million-\$9 million to be obtained from the sale of some of the stations being spun off in the merger.

Other provisions of the agreement commit GE to policies aimed at assuring "objective presentation of news" by GE stations; to present on WSB-TV programs (including one between the hours of 6 p.m. and 11:30 p.m. weekly) devoted to matters of local concern, including minorities in the community, and to broadcast at least

160 public service announcements weekly on the station.

The EEO section of the agreement requires WSB-TV to reach a level of minority employment consistent with the percentage of minorities in the Atlanta metropolitan area. In addition, the station "will exert its best efforts to fill 25%" of the expected openings in the top four job categories with minorities over the next three years. And it will "exert good faith efforts" to employ women in all top job groups.

The agreement also provides for reimbursement of the expenses—up to \$125,000—incurred by NAACP and ACLU in prosecuting the petition to deny renewal of the Atlanta stations.

But the agreement does not take effect unless the commission approves the merger, and four petitions to deny the merger—valued at an estimated \$500 million—are still pending. One was filed jointly by the National Citizens Committee for Broadcasting and the Committee for Open Media, and another by the Virginia Beach Telecommunications Corp. The two others were filed by Marcus Garvey Wilcher, of the Community Coalition for Media Change (BROADCASTING, Aug. 6).

WATCH: wound tightly for the fight over WDCA-TV

Another force to be reckoned with in children's TV rises up

To some members of the Washington Association for Television and Children, Taft Broadcasting did not seem to be taking them seriously when they were protesting Taft's proposed acquisition of WDCA-TV (ch. 20) Washington. If that was the case, Taft now has reason to regard the group with some seriousness. So does the FCC.

WATCH, a three-year-old group with several hundred members (including schools, churches and other institutions), is preparing to go to court to force an unscrambling of the sale, which the commission approved, 4-3, and which the parties promptly consummated (BROADCASTING, Aug. 20). In the process, WATCH hopes to show the commission's top-50 policy to be meaningless.

That wasn't what WATCH's founders had in mind in setting up the organization in the spring of 1976. They were con-

cerned about the programing local television stations were providing their children. And Action for Children's Television, while perhaps effective on a national level, was not organized to deal with local issues—it does not, for instance, petition to deny renewals of license. With a gift of \$27,000 from the Junior League—Townes Osborn, one of the founders of WATCH and still one of its principal strategists, was on the league's board—WATCH was launched.

It arrived at its present position not because of concern over the top-50 policy or other multiple ownership matters. It was concerned over what its members felt was the lack of effectiveness of the commission's 1974 policy on children's television programing and advertising, a policy designed as the answer to those demanding government action to force an upgrading of the service television was offering children. ("We thought it would be helpful if we showed it had no meat," said one member.)

WATCH decided to monitor the children's programing of Washington's six television stations in an effort to substantiate members' suspicions that the stations were doing less in the way of programing and more in the way of advertising than the statement envisaged.

Monitoring efforts in 1976 and 1977 produced reports supporting those views. WATCH's report on its 1977 monitoring, issued last year, said that, with the exception of noncommercial WETA-TV, Washington stations were not complying with the policy (BROADCASTING, Sept. 11, 1978).

As a result of that exercise, WATCH filed its petition to deny the renewal of WDCA-TV, which had ranked lowest of all the stations on the basis of the factors studied. The commission denied that petition, as well as a petition for reconsideration, before finally approving the station's sale, by the Improvement Leasing Co., for \$15.5 million.

WATCH, which is represented by the Citizens Communications Center, did not make it easy for the commission. Opposition to the sale almost led to the first rejection of a transfer on the basis of the top-50 policy. Three of the seven commissioners voted to deny the sale on the ground that Taft, which already owned six stations in major markets, had not made the "compelling public interest showing" required of applicants seeking a fourth station—or a third VHF—in the top 50 markets. In the 11 years the policy had been on the books, the commission had approved all 18 applications, involving 38 stations, that had triggered the policy. And the approval was usually routine.

WATCH, said Osborn, wants to demon-

Small world. Townes Osborn, who played a leading role in the opposition of the Washington Association for Television and Children (WATCH) to the renewal and transfer of WOCA-TV Washington (see story this page) also is playing what some in Washington are calling a leading role in a "media reform soap opera."

Osborn, who is divorced from Wilton (Chip) Osborn, now the owner of KJLA(AM) Kansas City, Mo., gave birth to a baby boy on Aug. 10, and named him Alexander Lavidge Johnson. The father is former FCC Commissioner Nicholas Johnson, with whom she had worked at the National Citizens Communications Lobby, which Johnson heads.

The couple are not on good terms. Osborn filed suit with the D.C. Department of Human Rights charging NCCL with sex discrimination because, she says, Johnson said she could not work with the lobby while she was pregnant. The case was closed in May for lack of jurisdiction, according to the department.

To some, Osborn's activities called to mind stories of frontier women, as well as soap opera heroines. Very pregnant, she went to a special commission meeting called on Aug. 2 to consider the proposed sale of WOCA-TV, only to see the commissioners postpone action. The next time the commission met on the subject, on Aug. 16, Osborn was there again, just six days after giving birth.

Johnson last week had "no statement one way or another" on the matter. He was reached in San Francisco, where he was addressing the scientific session of the California Dental Association on the subject of television's impact on the nation's dental health.

strate in court that the commission approved the sale even though "no compelling public interest showing" had been made. And a decision in WATCH's favor, she said, would assume that "subsequent petitions for waiver would be a lot better."

Taft, she said, did not take WATCH "seriously." It originally offered only a couple of programs in support of its compelling public interest showing, she said. (Indeed, Taft lawyers, looking at the history of the top-50 cases, were confident the commission would approve the sale.) Nor did the amendment beefing up Taft's showing impress WATCH, even though one provision called for a commitment of \$250,000 to a fund to develop programing specifically for children. Osborn said WATCH is prepared to provide "input" but would not be "bought off."

WATCH, then, may not look as it did when it was established three years ago. There are more men, more Hispanics, more blacks on the 16-member board than

was the case originally. It has a 10-member advisory board—including George Gerbner of the University of Pennsylvania's Annenberg School of Communications and Kathy Bonk of the National Organization for Women—and an eight-person speakers bureau. Its members maintain contact with local stations, and take some credit for what they see as an upgrading of children's programing at most of them. And it manages to support itself by members' dues, foundation grants and help from private businesses. But it has not lost track of the objective it had when it began monitoring the Washington stations' children's programing.

The commission, Osborn noted, is scheduled to review its children's television policy this fall. When it does, she said, there will be a case study of what happens when a citizen group tries to apply it to local stations. To Osborn, the policy statement "is just a public relations gimmick."

Washington Watch

Making it easier. Before leaving for its August recess, Congress cleared way for industry representatives to serve as spokesmen for U.S. delegation to general World Administrative Radio Conference beginning in Geneva next month. Congress adopted amendment to State Department authorization measure conditionally exempting members of WARC delegation from statutory ban on private-sector members serving as spokesmen for U.S. delegations to international conferences. Amendment, proposed by Senator Harrison Schmitt (R-N.M.), requires that such individual file financial disclosure statement and that secretary of state certify that person is most qualified on delegation to speak on particular subject. Glen Robinson, who heads delegation with rank of ambassador, is expected to make use of freedom congressional action gives him.

FOB's McKinney to WARC. There is new face on U.S. delegation to World Administrative Radio Conference. James McKinney, deputy chief of FCC's Field Operations Bureau, was named to fill vacancy created by departure from State Department, on year's leave of absence, of Jay Katzen. Katzen, in Office of International Communications Policy, was listed as political advisor on delegation.

On schedule. NBC President Fred Silverman's luncheon address to Washington's National Press Club on Sept. 19 will adhere to plans calling for no more than four speeches per year and will be his sixth since assuming NBC's presidency 15 months ago. There's no inkling of content, but it's expected it will be review of his stewardship, with emphasis on news and promises of things to come. Sellout crowd of 450 is expected.

Benny Hill scores at 11:30, too! San Fran.

KTVU doubles rating
of previous 11:30 PM show*
NTI overnights 7/10 and 7/11/79
give Benny a 6 rating!

Cleveland

WUAB rating up 50% over
previous 11:30 PM show
Adds 22,000 adults 18-49*



*Feb-May 79 ARB, 11:30 PM-12 M

The Benny Hill Show

Produced by

Thames Television

Distributed by

D.L. Taffner/Ltd.

1370 Ave. of the Americas
New York, N.Y. 10019 (212) 245-4680
5900 Wilshire Blvd., Suite 1450
Los Angeles, Ca. 90036 (213) 937-1144

Wilcher wants FCC to clear his name

He asks commission to investigate charges made by Gabbert, who alleged that activist groups are forcing 'payoffs' by stations in return for dropping protests

Marcus Garvey Wilcher, of the Bay Area Community Coalition for Media Change, has asked the FCC to investigate charges made by Jim Gabbert, owner, KIQI(AM):KIOI(FM) San Francisco, that petitions to deny transfers of stations "inevitably" lead to "substantial payoff" to petitioners "solely to prevent the delay" they could cause.

The charges were made in a letter Gabbert sent to Commissioner Tyrone Brown, with copies to the other commissioners. The letter cited Wilcher's activities to make its point. Gabbert mentioned several cases in which payments made to CCMC as part of a settlement were reported to the commission, and also alleged payment was demanded in case of the proposed GE-Cox Broadcasting merger (BROADCASTING, July 2).

(Wilcher has filed suit in court in San Francisco to block the GE-Cox merger, following GE's refusal to pay him \$145,000 as "reimbursement" of expenses and to set up a \$25-million fund to finance minority ownership in broadcasting [BROADCASTING, July 23].)

QUALITY TALKS FOR KXL

Portland, Oregon



Continental's 317C is the best measure for any 50 kW AM transmitter purchase. Performance, 125% positive modulation and reserve power capabilities are unbeatable. Today's best sound in 50 kW AM is Continental.

Write for brochure: Continental Electronics Mfg. Co. Box 270879 Dallas, Texas 75227 (214) 381-7161

Continental
Electronics

Gabbert's letter, Wilcher concluded, "was an attempt to intimidate me and CCMC into backing off in our efforts to have local stations be more responsive to the tastes, needs and interest of the black community." Wilcher alleged harassment on Gabbert's part, including attacks in local newspapers and magazines, and wiretapping of Wilcher's telephone.

Brown has asked the Broadcast Bureau to look into the "problem," which he said was "serious," but stressed that he had no basis for judging the accuracy of Gabbert's statements (BROADCASTING, Aug. 13).

In a similar vein, Wilcher sent a letter to Commissioner James Quello expressing "extreme concern" over Quello's remarks to the Rocky Mountain Broadcasters Association last month, in which he called on broadcasters to stand firm against attempted "extortion" by persons who file petitions to deny. Quello said that "broadcasters with greatest resources haven't shown much stomach" for opposing settlement involving payment of "consultancy fees" or "settlement costs" (BROADCASTING, July 30).

Wilcher wrote Quello that the commissioner's remarks "will no doubt be taken to heart by GE and other licensees who will now cite your views as a reason either not to negotiate reimbursements or to selectively determine which group, whether local and indigenous to the community license or not, with which to enter into dialogue."

GE and Cox have reached a settlement with the Atlanta groups that filed a petition to deny renewal of Cox's WSB-AM-FM-TV Atlanta (see page 34).

FEC lets Rafshoon's former ad agency off one campaign hook

Election commission says there's no evidence that it purchased more advertising for Carter than contract called for; Justice investigation is still pending

The Federal Election Commission, in a 4-2 decision has found "no reasonable cause to believe" that Gerald Rafshoon's advertising agency made illegal contributions to President Carter's 1976 general election campaign.

The FEC had undertaken an investigation after a commission audit showed that Rafshoon's agency had purchased \$10,516,484.12 in advertising, almost \$16,000 more than was stipulated in its contract with the Carter campaign committee. This discovery led some members of the commission to question whether this excess payment constituted "an extension of credit outside the ordinary course of business."

The report, issued after last week's decision, said the Rafshoon agency had exceeded the contract amount because it had contracted for advertising it had not used, and that the agency expected to re-

ceive refunds from the radio and television stations that had not run the ads. The agency received a 14.9% commission, less than the 15% called for in the contract. "The agency's failure to receive the commission rate of 15% is normal business practice for this type of vendor and this type of contract," the report said.

Rafshoon, currently the president's chief media advisor, sold his Atlanta ad agency last year. It is still under investigation by the Justice Department because of the credit it extended the campaign committee in the primary. Corporations are barred by federal law from extending credit to political candidates except in the normal course of business.

FTC law judge overrules staff in complaint on milk ads

California organization's 'Every Body Needs' campaign held as consistent with government pronouncements on nutritional benefits and not endangering those allergic or sensitive

A Federal Trade Commission administrative law judge has dismissed an FTC staff complaint against the California Milk Producers Advisory Board and its advertising agency, Cunningham & Walsh. The complaint charged that an advertising campaign, conducted in California in the early 1970's, was false and misleading.

Judge Daniel A. Hanscom found unreasonable the FTC's charge that the campaign, "Every Body Needs Milk," which was discontinued five years ago, was misleading because milk is detrimental to "individuals with health problems such as certain allergies and symptomatic lactose intolerance."

Hanscom said that while some small percentage of the population may be allergic to milk, it was unreasonable to condemn the milk board's advertising on that basis. In addition, he said there were no health-threatening symptoms that resulted from milk for those individuals unable to digest lactose, a milk sugar.

The campaign used TV, radio and print ads and featured such celebrities as Mark Spitz and Abigail Van Buren. The TV ads were estimated to reach 92% of southern California households 13 times or more a month and 92% of northern California homes over four times monthly.

In his ruling, Hanscom cited government publications that urged adults to drink milk, noting its dietary benefits. "An order would be wrong if that advice is proper, and an order would be unjust if the dietary advice of the Department of Agriculture and other federal agencies is incorrect," Hanscom wrote.

The proceeding was delayed by court challenges to the FTC's jurisdiction in the case, but Hanscom, while dismissing the false advertising claims, rejected that argument.

Newest wrinkle in the satellite link: a translator network

SIN wants to set up minorities in 40 cities; FCC taking its time

There is growing evidence of the attractiveness of the use of satellites for distributing the signals of TV stations. First there were satellites relaying programs of superstations to cable systems around the country. Then there was the announcement by the Communications Satellite Corp. that it planned to enter the satellite-to-home subscription television business (BROADCASTING, Aug. 6).

Now satellites are being eyed as a means of transmitting programs to translators.

Several applications for satellite-to-translator service are pending at the FCC. And if the SIN National Spanish Televi-

sion Network is successful in an effort now under way, applications will be filed for that kind of service in more than 40 markets.

Rene Anselmo, president of the network, discussed the plan with commission staff members several weeks ago. He received no encouragement; the applications, he was told, would be considered when they were filed. Indeed, staffers say that commission policy on satellite-to- translators is not yet fully formed. But SIN is understood to be proceeding with what constitutes an effort to build a network of translators—a network, in which, moreover, affiliate owners would be Hispanic Americans.

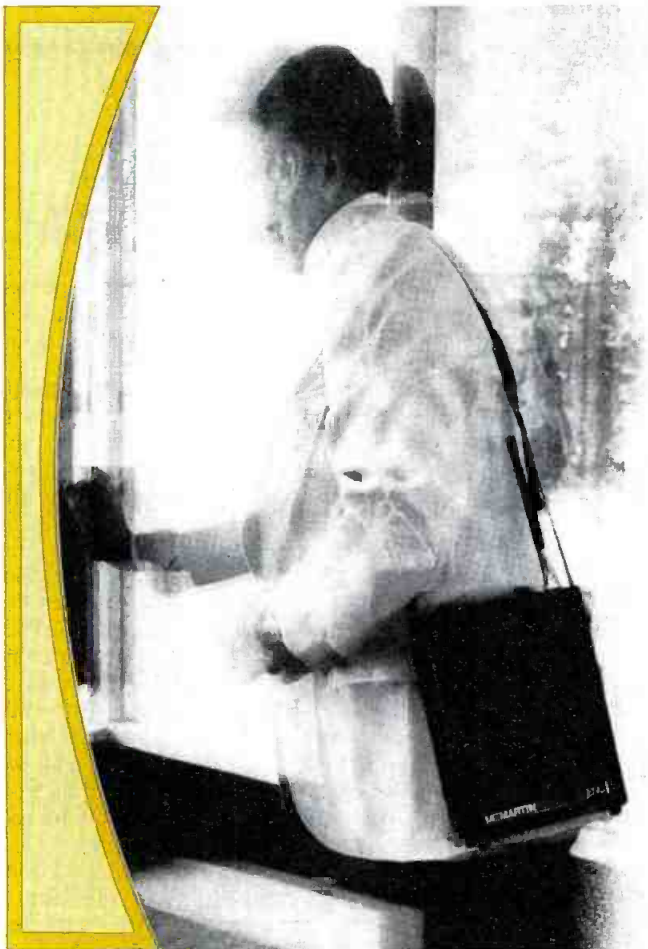
SIN already distributes its Spanish-language programming to stations in 10 markets by satellite. Its plans for expanding the network by means of 1 kw translators were sketched in a draft newspaper ad Anselmo left at the commission (but which will not be published; SIN lawyers say it would require a registration with the

Securities and Exchange Commission).

It calls for small groups of Hispanics in each market to join together and contribute an estimated \$10,000 for engineering, legal and other expenses connected with establishing a translator station.

For its part, SIN, according to the draft ad, would aid in preparing the FCC application, secure equipment financing for a turnkey technical facility, and provide each group with "a minimum guarantee of network income sufficient to cover lease payments on equipment financing and basic operating costs."

The translator network is already taking shape. In June, the commission approved applications for translators that would receive SIN programming in five cities. Only one translator—in Denver—is to receive programming by satellite; the others would receive it by microwave. But translator applications have been filed by would-be SIN affiliates in Dallas, Washington and Detroit whose programming would be delivered by satellite.



Break Out of the Studio with McMartin RPU

Hand-held, mobile and fixed-base transmitters. Portable and studio receivers. McMartin Industries has everything you need to cover any news story, sports event or entertainment happening. No need for phone lines.

150 MHz and 450 MHz bands available. All specifications exceed FCC requirements.

Write for more information or contact your McMartin salesman.

New stripe for Segelstein

NBC executive VP moves up to president of TV stations and radio; also upped are Walworth, to executive VP, and Walsh, to head of TV stations

Irwin Segelstein, NBC executive vice president for broadcasting, got a new, bigger title last week, along with new top-management support.

Segelstein was named president, NBC Television Stations/Radio, and Theodore H. Walworth Jr., president of the NBC television stations division, was named executive vice president, NBC Television Stations/Radio.

Robert S. Walsh, executive vice president of the television stations division, was promoted to succeed Walworth as president of the division, reporting to Segelstein.

NBC President Fred Silverman, announcing the changes, said that "the areas that have been under Irwin Segelstein's executive responsibility, NBC's owned television stations and our Radio Group, are among the most rapidly growing parts of the company." The new appointments, he said, "recognize the excellent job Irwin has been doing and strengthen the top management of these areas by the addi-



Segelstein



Walworth



Walsh

tion of Ted Walworth, whose broadcasting experience will now be applied to NBC Radio as well."

Segelstein's job is unchanged by the new move, NBC sources said, but he now has the prestige of a presidency. The Walworth change was seen as a move up into broader areas of concern. Walsh's elevation to the stations division presidency capped a rise that took him to the executive vice presidency of the division less than six months ago.

Segelstein joined NBC in 1976 as executive vice president, programs, after eight years in programming at CBS-TV, three years as president of CBS Records and 18 years at Benton & Bowles. When Silver-

man took over as president in June 1978, his first appointment named Segelstein as his right-hand man. In addition to the TV stations division and the radio group, he has been and is responsible for all NBC research functions.

Walworth joined NBC in 1953 and served in a number of NBC-owned station and stations division posts before being named president of the division in 1971.

Walsh was vice president and general manager of NBC's WMAQ-TV Chicago from January 1978 until named executive vice president of the division last March. He formerly held a similar post with NBC's WRC-TV Washington and had served in various other sales and administrative positions since joining NBC in its radio spot sales unit in Chicago in 1962.

No summer reruns in Britain

Strike by technicians against commercial ITV network closes 14 stations, with no end in sight

Virtually all of Britain's commercial television network (ITV) has been shut down by a labor dispute, and there is no sign of any settlement in the near future.

With the exception of the smallest of the 15 stations in the Channel Islands, the entire network has been off the air since Aug. 10. The stations are estimated to be losing nearly a million pounds (2.2 million dollars) a day.

The unions involved represent most technicians and support staff. They have rejected a 16% wage increase offered by management and have demanded 25%.

The main beneficiary of the management's refusal to give in to the wage demand is ITV's competition, the BBC. Aside from the obvious benefit of temporarily having a television monopoly with its two channels, the BBC would be worse hit by a high wage settlement by the commercial stations.

The BBC is already in serious economic straits, and competes with ITV for the same labor pool. Last fall, BBC staff members went on strike demanding closer pay parity with their commercial colleagues.



**FEATURED BY
AMERICA'S OUTSTANDING
MEDIA BROKER**

SUNBELT-WEST

Owner of many years will reluctantly sell his fully-automated FM and non-directional AM situated in a rapid growth good climate sunbelt area that probably has the least number of stations per capita of any city in the West. Home of large expanding university. Entire operation works from convenient real estate owned location. Stations profitable but ready for new enthusiastic energy. Priced realistically at \$930,000. Terms available if well-qualified.

BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.
20006
1725 K Street, N.W.
(202) 331-9270

CHICAGO 60601
333 N. Michigan Ave.
(312) 346-6460

ATLANTA 30361
400 Colony Square
(404) 692-4855

BEVERLY HILLS 90212
9465 Wilshire Blvd.
(213) 274-8151

8/27/79

Changing Hands

PROPOSED

■ **WCOR-AM-FM Lebanon, Tenn.:** Sold by Andrew Jackson Hendrickson Jr. to Triplett Broadcasting Co. for \$1,025,000. Seller has no other broadcast interests. Buyer, owned by Wendell A. Triplett (51%) and his wife, Donna (49%), also owns WTOO-AM-FM Bellfontaine, Ohio. It has sold, subject to FCC approval, WYAN-FM Upper Sandusky and WPNM(FM) Ottawa, both Ohio (see below), and purchased, subject to FCC approval, WBLG(AM) Lexington, Ky. (BROADCASTING, March 16), and WRWR-FM Port Clinton, N.Y. (see below). WCOR(AM) is 500 w daytimer on 900 khz. WCOR-FM is on 107.3 mhz with 18 kw and antenna 175 feet above average terrain.

■ **WPNM(FM) Ottawa, Ohio:** Sold by Triplett Broadcasting Co. to WPNM Inc. for \$400,000. Triplett is also buying and selling number of stations, including WCOR-AM-FM Lebanon, Tenn. (see above). Buyer is principally owned by Charles R. Earl, station's general manager, who is also buying Triplett's WYAN-FM Upper Sandusky, Ohio (see below). WPNM is on 106.3 mhz with 3 kw and antenna 267 feet above average terrain.

■ **WRWR-FM Port Clinton, Ohio:** Sold by Ohio Radio Inc. to Triplett Broadcasting for \$381,000. Seller is principally owned by Annette W. Reider as beneficiary of late husband's estate (26%); rest of stock is held by large group of local residents. Seller also owns WKTN(FM) Kenton, Ohio, and is selling, subject to FCC approval, WLKR-AM-FM Norwalk, Ohio (BROADCASTING, July 16). Triplett is also buying and selling number of stations, including WCOR-AM-FM Lebanon, Tenn. (see above). WRWR-FM is on 94.5 mhz with 6.7 kw and antenna 165 feet above average terrain.

■ **WYAN-FM Upper Sandusky, Ohio:** Sold by Triplett Broadcasting Co. to T.P. Communications Inc. for \$350,000. Triplett is also buying and selling number of stations including WCOR-AM-FM Lebanon, Tenn. (see above). Buyer is principally owned by Charles R. Earl, general manager of Triplett's WPNM(FM) Ottawa, Ohio, who is also buying that station (see above). WYAN-FM is on 95.9 mhz with 3 kw and antenna 300 feet above average terrain.

■ **WYNA(AM) Raleigh, N.C.:** Sold by North Carolina Electronics Inc. to Moonshadow Broadcasting Co. for \$250,000 plus \$50,000 noncompete and consultancy agreement. Seller is owned by John F. Maurer, who owns 55% of WYNN(AM) Florence, S.C. Buyer is owned by Robert N. Bander, consultant to U.S. Environmental Protection Agency, Washington, who has no other broadcast interests. WYNA is 1 kw daytimer on 1550 khz. Broker: Reggie Martin & Associates.

■ **WTAB(AM)-WKSM(FM) Tabor City, N.C.:**

Sold by Tabor City Broadcasting Co. to Sunbelt Broadcasting Inc. for \$284,500. Seller is owned by Willie Ward (22½%), William A. Culpepper (15%), Joe N. Ross (22½%), William D. Benton (22½%), Buford Griffin (7½%) and J.G. Worrell (10%). All but Worrell are principals of WDZD(AM) Shallotte, N.C. Ross, in addition, owns 30% of WIXE(AM) Monroe, N.C. Buyer is owned by Donald W. Curtis, who owns WEWO(AM)-WSTS(FM) Laurinburg, N.C., and 22% of WPSJ(AM) Orangeburg, S.C. WTAB is 5 kw daytimer on 1370 khz. WKSM is on 104.9 mhz with 3 kw and antenna 160 feet above average terrain.

■ Other proposed station sales include: KXIC(AM)-KICG(FM) Iowa City, Iowa, and KVVC(FM) Cabool, Mo. (see "For the Record," page 44).

APPROVED

■ **KCEY(AM)-KMIX(FM) Turlock, Calif.:** Sold by John M. Hall and his wife, Mary, to Behan Broadcasting Co. for \$1,375,000, including \$250,000 for consultancy and agreement not to compete. Halls have no other broadcast interests. Buyer is owned by Dennis Behan (40%), Marvin Strait (30%) and Sam Young (30%). Group

owns KTAN(AM)-KTAZ-FM Sierra Vista, Ariz. Behan and Strait also own KLMR-AM-FM Lamar, Colo. KCEY is on 1390 khz with 5 kw full time. KMIX is on 98.3 mhz with 1.6 kw and antenna 390 feet above average terrain.

■ **WPDQ(AM) Jacksonville, Fla.:** Sold by Mel-Lin Inc. to Broadcast Enterprises Network Inc. for \$1,360,000. Seller is owned by Larry Picus and Willie J. Martin who also sold WKUE(FM) Green Cove Springs, Fla. (see page 40). Buyer, which has also purchased WJNJ-FM Atlantic Beach, Fla. (see below), is owned by Ragan A. Henry and 23 others. It also owns WTAN(AM)-WOKF(FM) Clearwater, Fla.; WAOK(AM) Atlanta; WGIV(AM) Charlotte, N.C.; WCIN(AM) Cincinnati; WOKV(FM) Hamilton, Ohio, and WHEC-TV Rochester, N.Y. It has purchased, subject to FCC approval, WSB-FM Atlanta. WPDQ is on 1460 khz with 5 kw.

■ **WJNJ-FM Atlantic Beach, Fla.:** Sold by WKTJ Inc. to WAOK Inc. for \$920,000. Seller is principally owned by Investment Diversified Inc. (44%) and William Bivens, Jack Donnell and Gerald Brown (18% each). Investment Diversified is investment firm headed by Joseph E. Walle, chairman of United Fire Insurance of Chicago. Messrs. Bivens, Donnell and Brown are executives at station and at co-owned WJNJ(AM). Buyer is owned by Broadcast Enterprises Network Inc., which has also purchased WPDQ(AM) Jackson-

- *Negotiations*
- *Appraisals*
- *Radio*
- *T. V.*
- *Newspapers*
- *CATV*
- *Financing*

(703) 821-2552

**Cecil L.
Richards,**
inc.
media brokers

Suite 408, 7700 Leesburg Pike
Falls Church, Va. 22043

Medium Market

AM/FM in Northeast
Excellent Owner/
Operator Opportunity

\$1.3 Million with good
terms to qualified buyer

*A Confidential Service
to Owners
and Qualified Buyers*

ville, Fla. (see above). WJNJ-FM is on 104.9 mhz with 3 kw (CP pending for 100 kw) and antenna 285 feet above average terrain.

■ WIRB-AM-FM Enterprise, Ala.: Sold by Wiregrass Broadcasting Co. to Q A Three Inc. for \$725,000. Seller is owned by R. E. James, who has no other broadcast interests. Buyer is owned by Jerry P. Newton, who also is principal of WBGY-AM-FM Tullahoma, Tenn. WIRB(AM) is 1 kw daytimer on 600 khz. WIRB-FM is on 96.9 mhz with 100 kw and antenna 295 feet above average terrain.

■ WELK(AM) Charlottesville, Va.: Sold by WELK Inc. to Latora Broadcasting Inc. for \$599,240. Seller is owned by Robert W. Stroh (62.5%), J.T. Graves (18.18%), Alton F. Martin (9.09%) and Harold B. Wright Jr. (10.23%). Wright is general manager and minority stockholder of wvir-TV Charlottesville. None of others has other broadcast interests. Buyer is owned by Richard P. Latora, New York financial and business management consultant, who has no other broadcast interests. WELK is on 1400 khz with 1 kw day and 250 w night.

■ KVMT(FM) Vail, Colo.: Sold by Radio Vail Inc. to Vail Mountain Broadcasters Inc. for \$575,000. Seller is owned by John H. Gayer (48%), his wife, Dorothy (32%), and John A. Dobson (20%). Gayers sold KAAT(AM) Denver last November (BROADCASTING, Nov. 27, 1978). Mrs. Gayer also owns 31.25% of KBCR(AM) Steamboat Springs, Colo. Dobson also owns 12.5% of WCAX-TV Burlington, Vt. Buyer is owned by Scott K. Anderson and family (67%), David B. Toy (16%) and Leon Lowenthal (17%). Anderson is vice president of Global Marine Development Inc., Newport, Calif., ocean engineering firm. He has no other broadcast interests. Lowenthal is president (with no ownership) of KSNO(AM) Aspen, Colo. Toy is Los Angeles attorney, who has no other broadcast interests. KVMT is on 104.7 mhz with 80 kw and antenna 1,186 feet above average terrain.

■ KXXR-FM Spokane, Wash.: Sold by Independent Broadcasting Corp. to Monroe Broadcasting Co. for \$567,321. Seller is principally owned by Edward F. Kelley, who also owns KXXR(AM) Spokane. Buyer, principally owned by Wesley L. Monroe (32%) and Delbert Bertholf (33%), owns KGA(AM) Spokane and recently sold KEED(AM) Eugene, Ore. (BROADCASTING, July 16). KXXR is on 93.7 mhz with 56 kw and antenna 2380 feet above average terrain.

■ WYIG(AM) Jackson, Miss.: Sold by Fogelman-Thomas Broadcasting Inc. to Golden South Broadcasting Corp. for \$567,000. Seller is owned by Bill H. Thomas and Avram Fogelman, who have no other broadcast interests. Buyer is owned by Dave McCormick and William B. Moran (50% each) who own KLIC(AM) Monroe, La. WYIG is on 1590 khz with 5 kw day and 1 kw night.

■ WKUE(FM) Green Cove Springs, Fla.:

Sold by Mel-Lin Inc. to Radio Corp. of the South for \$500,000. Seller is owned by Larry R. Picus (90%) and Willie J. Martin (10%). They have sold WPDQ(AM) Jacksonville, Fla., (see above). Buyer is owned by Reagan C. Smith, announcer at WDOK(FM) Cleveland, who sold WSYX(FM) London, Ohio (BROADCASTING, Jan. 22); Phil McLean, former announcer at WWWE(AM) Cleveland; Dick Conrad, program director at WJW(AM) Cleveland; Howard S. Stern, Cleveland attorney, and Scott Simon and Paul Sweatland, Cleveland businessmen. WKUE is on 92.7 mhz with 3 kw and antenna 300 feet.

■ Other approved station sales include: WATM-AM-FM Atmore, Ala.; WQSI(FM) Union Springs, Ala., and KBJM(AM) Lemon, S.D. (see page 45).

Gabbert, 'bored' with radio, looks to UHF television

NRBA president puts his stations on the block, wants to buy KEMO-TV, push stereo for U's; he'll step down at association

James J. Gabbert is branching out and is looking to do for UHF television what he helped to do for FM radio. Long one of radio's more vocal advocates and a founder and driving force in the National Radio Broadcasters Association, Gabbert is getting out of that medium. He has agreed to buy KEMO-TV San Francisco, agreed to sell three of his radio stations and is looking for a buyer with \$15 million for his flagship, KIOI(FM) San Francisco (BROADCASTING, Aug. 20).

Gabbert, who has served as president of the NRBA since its founding in 1975, told BROADCASTING last week that he had grown "bored" with the audio medium and that he was prepared to tackle the job of running a channel 20 independent. In Honolulu last week, Gabbert said in a telephone interview that he intended to direct the same energies to UHF that he has in pioneering FM stereo broadcasting and in fighting radio regulation.

"Basically," he said, "I want to make UHF comparable with VHF." He is especially intrigued with the possibility of moving quickly ahead with the long-discussed idea of stereo television sound. He sees it as a way of narrowing the gap between the two types of television. "We should move along with UHF to have stereo, but hold back on VHF," he said.

Although Gabbert will be stepping down as president of NRBA, he will continue to serve on the association's board for one year as its past president. After that, barring any unforeseen delays in disposing of the radio properties and acquiring the television station, Gabbert will be out of radio for good.

NRBA's new president will be elected at its convention this fall, which runs Oct. 7-10 at the Washington Hilton.

Those years began while he was still a



Gabbert

senior at Stanford University and he and his former partner, Gary Gielow, built a small radio station in Atherton, Calif. Then called KPEN(FM), the station later moved to San Francisco and became known nationwide as K-101 (a coinage Gabbert copyrighted). The Gabbert stable of stations now includes KIQI(AM) and KIKI(AM)-KPIG(FM) Honolulu. Subject to FCC approval, he has sold the San Francisco AM for \$3 million and the Honolulu combination for \$1.2 million. His asking price for KIOI is more than double the top price ever paid for an FM station.

Gabbert has been a vocal advocate for radio while at NRBA (and its predecessor, the National Association of FM Broadcasters). "I don't think anybody has been more of a spokesman for radio," he said last week. In that role, he has pushed hard to separate the regulation of radio from television's.

He cited the developing recognition of radio as a separate medium in terms of its regulatory requirements as something of which he has been especially proud.

McGoff backs off again

John McGoff, president of Panax Corp. and chairman of the Sacramento Union Corp., agreed to drop his antitrust suit against McClatchy Newspapers' *Sacramento Bee*, after refusing to answer allegations that he has received a multimillion dollar loan from the South African government.

The suit, filed in 1977, contended that the McClatchy-owned *Bee* and radio and TV stations monopolized the Sacramento market. The *Bee*, then an afternoon newspaper, switched to a morning paper in 1978, so that it was in direct competition with McGoff's morning *Union*.

Early in July, the FCC set aside staff approval of the sale of WGTU(TV) Traverse City, Mich. and its satellite, WGTO(TV) Sault Ste. Marie, Mich., to Panax Corp. after allegations of McGoff's South African ties had appeared in a South African government report. (BROADCASTING, July 16).

The Broadcasting Playlist Aug 27

Contemporary

Last week	This week	Title □ Artist	Label
1	1	<i>My Sharona</i> □ The Knack	Capitol
2	2	<i>Good Times</i> □ Chic	Atlantic
3	3	<i>When You're In Love</i> □ Dr. Hook	Capitol
4	4	<i>Main Event</i> □ Barbra Streisand	Columbia
8	5	<i>After the Love Has Gone</i> □ Earth, Wind & Fire	Columbia
7	6	<i>Sad Eyes</i> □ Robert John	EMI/America
11	7	<i>Lead Me On</i> □ Maxine Nightingale	Windsong
5	8	<i>Bad Girls</i> □ Donna Summer	Casablanca
10	9	<i>Is She Really Going Out With Him</i> □ Joe Jackson	A&M
12	10	<i>What Cha Gonna Do</i> □ Stephanie Mills	20th Century
21	11	<i>Devil Went Down To Georgia</i> □ Charlie Daniels Band	Epic
23	12	<i>Don't Bring Me Down</i> □ Electric Light Orchestra	Jet
13	13	<i>Makin' It</i> □ David Naughton	RSO
22	14	<i>I'll Never Love This Way Again</i> □ Dionne Warwick	Arista
6	15	<i>You Can't Change That</i> □ Raydio	Arista
17	16	<i>I Was Made For Lovin' You</i> □ Kiss	Casablanca
16	17	<i>Let's Go</i> □ Cars	Elektra
15	18	<i>Mama Can't Buy You Love</i> □ Elton John	MCA
20	19	<i>Lonesome Loser</i> □ Little River Band	Capitol
14	20	<i>Ring My Bell</i> □ Anita Ward	TK
26	21	<i>Heaven Must Have Sent You</i> □ Bonnie Pointer	Motown
31	22	<i>Rise</i> □ Herb Alpert	A&M
30	23	<i>Sail On</i> □ Commodores	Motown
27	24	<i>I Do Love You</i> □ G.Q.	Arista
25	25	<i>Sniff 'n' the Tears</i> □ Driver's Seat	Atlantic
32	26	<i>Hot Summer Nights</i> □ Night	Planet
33	27	<i>Pop Muzik</i> □ M.	Sire
28	28	<i>Bad Case Of Lovin' You</i> □ Robert Palmer	Island
35	29	<i>Cruel To Be Kind</i> □ Nick Lowe	Columbia
9	30	<i>Gold</i> □ John Stewart	RSO
24	31	<i>Goodbye Stranger</i> □ Supertramp	A&M
29	32	<i>Suspicious</i> □ Eddie Rabbitt	Elektra
34	33	<i>Get It Right Next Time</i> □ Gerry Rafferty	United Artists
50	34	<i>Spooky</i> □ Atlanta Rhythm Section	Polydor
39	35	<i>Born To Be Alive</i> □ Patrick Hernandez	Columbia
-	36	<i>Don't Stop 'Til You Get Enough</i> □ Michael Jackson	Epic
36	37	<i>Shine a Little Love</i> □ Electric Light Orchestra	Jet
45	38	<i>Different Worlds</i> □ Maureen McGovern	Warner Bros.
18	39	<i>Hot Stuff</i> □ Donna Summer	Casablanca
48	40	<i>Rolene</i> □ Moon Martin	Capitol
46	41	<i>Boss</i> □ Diana Ross	Motown
49	42	<i>Lovin' Touchin' Squeezin'</i> □ Journey	Columbia
42	43	<i>Where Were You When I Was Falling In Love</i> □ Lobo	MCA
40	44	<i>She Believes In Me</i> □ Kenny Rogers	United Artists
19	45	<i>I Want You To Want Me</i> □ Cheap Trick	Epic
-	46	<i>Dim All the Lights</i> □ Donna Summer	Casablanca
41	47	<i>Ain't That a Shame</i> □ Cheap Trick	Epic
38	48	<i>Ain't No Stoppin'</i> □ McFadden & Whitehead	Phila. Int'l.
43	49	<i>You Gonna Make Me Love</i> □ Jones Girls	Phila. Int'l.
47	50	<i>Oh Well</i> □ Rockets	RSO

Playback

Peoples' choice. Spectacular sales of Michael Jackson's *Don't Stop 'Til You Get Enough* (Epic) spurred many contemporary radio programmers to introduce the single on their charts this week. "It's a smash," says Jerry Steele, music director at Houston's new top-40 outlet, KFMK(FM). "Last week it was the fourth biggest selling single in Houston, and the results we're getting in now indicate it's doing even better this week." Gerry Reed, program director at WINR(AM) Binghamton, N.Y., says: "It has the sound that makes you want to get up and dance, but it's much different from most formula disco. It's more soul than anything else." Jackson bolts onto "Playlist" this week at 36. **Ready for blast-off.** *Oh Well* (RSO), the Rockets' second single, and their first to achieve a position on "Playlist," is gaining support among programmers this week. "It's doing very well for us," reports Todd Chase, music director at WPJB(FM) Providence, R.I. "It's still new, but requests are active on it. It will go at least top 20." Steve Cooper, program director at WIFE(AM) Indianapolis, also reports "good phones" on the record and Roslyn Schwartz, music director at WIRK(AM) West Palm Beach, Fla., predicts the Rockets' current tour will bring them the national recognition necessary to boost *Oh Well* to success. **Small talk.** Soon to enter "Playlist" is Dave Edmunds's *Girls Talk* (Swan Song), which Chase predicts is a "top-10 record." This week KHJ(AM) Los Angeles joins KFRC(AM) San Francisco and WPJB(FM) Providence, R.I., as one of the few contemporary stations already playing the single, written by Elvis Costello.

Country

Last week	This week	Title □ Artist	Label
2	1	<i>Devil Went Down To Georgia</i> □ Charlie Daniels Band	Epic
4	2	<i>You're My Jamaica</i> □ Charley Pride	MCA
1	3	<i>'Til I Can Make It On My Own</i> □ Rogers & West	U.A.
3	4	<i>I May Never Get To Heaven</i> □ Conway Twitty	MCA
20	5	<i>You Kisses Will</i> □ Crystal Gayle	United Artists
19	6	<i>Don't Let Me Cross Over</i> □ Jim Reeves	RCA
7	7	<i>Family Tradition</i> □ Hank Williams, Jr.	Elektra
12	8	<i>Heartbreak Hotel</i> □ Nelson/Russell	Columbia
9	9	<i>You're the Only One</i> □ Dolly Parton	RCA
6	10	<i>Pick the Wildwood Flower</i> □ Gene Watson	Capitol
21	11	<i>Here We Are Again</i> □ Statler Bros.	Mercury
8	12	<i>Coca-Cola Cowboy</i> □ Mel Tillis	MCA
-	13	<i>Just Good Ol' Boys</i> □ Moe & Joe	Columbia
5	14	<i>Only Way To Say Good Morning</i> □ Ray Price	Monument
10	15	<i>All Around Cowboy</i> □ Marty Robbins	Columbia
14	16	<i>Stay With Me</i> □ Dave & Sugar	RCA
11	17	<i>No One Else In the World</i> □ Tammy Wynette	Epic
16	18	<i>I Love How You Love Me</i> □ Lynn Anderson	Columbia
13	19	<i>Barstool Mountain</i> □ Moe Bandy	Columbia
17	20	<i>Suspicious</i> □ Eddie Rabbitt	Elektra
23	21	<i>Liberated Woman</i> □ John Wesley Ryles	MCA
22	22	<i>Shadows In the Moonlight</i> □ Anne Murray	Capitol
15	23	<i>Save the Last Dance</i> □ Emmylou Harris	Warner Bros.
25	24	<i>Fools For Each Other</i> □ Johnny Rodriguez	Epic
-	25	<i>Fooled By a Feeling</i> □ Barbara Mandrell	MCA

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.

AM's the issue in comments on position for Region II meeting

Comments are in on an FCC inquiry to develop a United States position for the International Telecommunication Union

Region II conference in Buenos Aires next March, and of the six received, four endorsed the establishment of an industry-government advisory committee to help formulate the U.S. proposals.

The conference will plan the use of the AM band (535-1605 khz) in the western hemisphere. And the FCC, together with the National Telecommunications and In-

formation Administration, will submit proposals to the State Department for the formulation of the U.S. position. The results of the conference may have an impact on the future distribution of radio services and on technical innovation.

The conference will run in two sessions beginning in March. The first will be devoted to developing parameters for station service areas, devising ways to calculate and prevent interference, and drafting an agreement governing the use of AM radio. The second and concluding session is tentatively scheduled for November 1981, a date the U.S. hopes to have moved forward (BROADCASTING, June 25).

Among the subjects on which the FCC asked for comment were technical standards for use of the band and four proceedings already before the commission: the 9 khz spacing inquiry, proposals for use of 1 kw nighttime power for Class IV stations, AM clear channel breakdowns and AM stereo broadcasting.

The six commenters—the National Association of Broadcasters, ABC, NTIA, Association for Broadcast Engineering Standards, the Community Broadcasters Association and the Clear Channel Broadcasters Association—each voiced distinct proposals.

The NAB questioned the timeliness and usefulness of any information obtained during the inquiry. NAB feels that actions taken at the World Administrative Radio Conference in Geneva this fall may affect what can be done at the Region II conference next spring. "Any consideration of AM technical criteria based upon the present allocation structure could be seriously lacking in the absence of consideration of actions taken at WARC," the NAB said.

ABC stressed the need for a joint advisory committee that would "provide an excellent mechanism for permitting a timely and direct dialogue between regulatory decision makers and industry experts on complex technical issues." ABC noted that the U.S. preparations for WARC were criticized for failure to include adequate broadcast industry representatives.

ABES and NTIA commented on proposals for a number of technical issues in the inquiry, including 9 khz spacing. ABES cautioned that the U.S. is virtually alone in this hemisphere in its support of the proposal.

CCBS said that the "U.S. has a great deal to lose if the wrong kind of agreement is reached." The clear channel group urged the development of continental or bilateral agreements for AM broadcasting.

CBA addressed only the issue of 1 kw power for Class IV stations. It advocated FCC approval of the nighttime power for these stations.

InSync

Across the ocean. Sinclair Radionics, small British electronics firm, has seen TV receiver future, and it looks flat. According to *The Economist*, Sinclair has spent past two years attempting to squash cathode-ray tube, with result being paperback-sized TV set with three-inch black and white screen, three-quarters of an inch thick. Electronic beam creating picture comes in from side of set; beam is focused and steered in normal way, then is deflected through right angle by electronic field to impinge on phosphor screen placed on side. Viewer sees picture exactly as it is beamed on phosphor screen, with tube said to be three times brighter than equivalent-sized conventional TV. Production of unit should be easy to automate, but cost could be factor. Sinclair doesn't have capital to set up production plant, and it's uncertain whether other manufacturers will get into production of tube. Sinclair wants to market complete pocket-sized TV for under \$200.

And back at home. Advent has introduced new style VideoBeam television set, Model 760. Six-foot diagonal screen is lower than other models, as is console, which measures 17½ inches high. Speaker is aimed at screen, reflecting sound back to viewer.

Sounds good. New VHS videocassette recorders with two audio channels will have Dolby B-type noise reduction system. JVC, Akai, Hitachi, Matsushita, Mitsubishi and Sharp will provide Dolby system as standard feature on new two-channel VHS format. Decision to go with system was made because consumers are expected to listen to audio tracks on new machines over stereo systems rather than TV speakers.

Show and tell. Space for next January's International Winter Consumer Electronics Show is sold out, with over 850 exhibitors planning to descend on Las Vegas for four-day show. Featured will be 12 hours of conferences and workshops, with morning sessions, "Outlook 1980," examining audio, video and communications product developments.

For you, a deal. Cinema Products, Los Angeles, has introduced new Coax Control, digital remote control system for electronic news gathering cameras, for \$7,500. Available for immediate delivery in configuration for Ikegami HL-77 and HL-79A series cameras, system includes mini-CCU modulator, digital encoder and camera mounted decoder. System is also available for RCA's TK-76B and Nippon Electric's MNC-71 series cameras.

*More than a decade of Constructive Service
to Broadcasters and the Broadcasting Industry*

HOWARD E. STARK

Media Brokers—Consultants

575 Madison Avenue

New York, N.Y. 10022

(212) 355-0405



Westin ▲ Gralnick ▼



Westin takes on a broader role

Executive producer of ABC News's evening broadcast will work on all news programing; Gralnick given day-to-day responsibility

Av Westin, an ABC News vice president and executive producer of *World News Tonight*, last week took on an expanded role with the news division as vice president for program development.

In the newly created position, Westin takes on responsibility for overseeing the network's evening news broadcast, the prime-time newsmagazine, *20/20*, and "the development of currently planned ABC News programing."

Moving into the *World News Tonight* executive producer slot is Jeff Gralnick, who retains his duties as vice president, special events, as well. Before that, Gralnick had been executive producer for ABC's weekend news broadcasts.

ABC News President Roone Arledge said in announcing the appointments that Westin "has been most instrumental in bringing *World News Tonight* to its highly competitive position in the industry in just a little over a year.

"It is now time to free Av from his specific responsibilities for our nightly newscast so that his proved talents and years of experience may be more broadly employed."

According to Westin, discussions about "other opportunities" for him at ABC

News began about three months ago when *World News Tonight* had its first success in overtaking the *NBC Nightly News*.

Westin said ABC is looking into new formats for news and information programs, citing late-night, daytime, fringe and weekend hours as possible times.

Kidnap victim, husband sue WNEW-TV on news

Metromedia's WNEW-TV New York, embroiled in a journalistic controversy for following a New Jersey man while he was acting on abductors' instructions to secure the release of his kidnapped wife (BROADCASTING, Aug. 13), now faces legal action from the couple.

William Dedrick, a banking executive, and his wife, Joan—who was freed safely after \$217,000 ransom was paid—have filed suit in federal district court in Newark, N.J., asking \$600,000 in damages. Defendants are Metromedia; Mark Monsky, WNEW-TV news director, and five unnamed crew members.

The station aired the controversial footage of Dedrick July 22, after his wife's release. Since then, Dedrick has maintained that the station endangered his wife's life by trailing him.

The suit charges the defendants with "reckless, wanton disregard of the life, safety and well-being" of Joan Dedrick. In addition, it claims that the station "willfully intercepted and received interstate radio communications which were private" and "knowingly divulged the contents." The latter allegation involves the monitoring of FBI transmissions.

The FCC also is looking into that charge, on the possibility that the station violated Section 605 of the Communications Act by unauthorized interception of the nonbroadcast frequency. A staff letter

of inquiry has been sent to the station, which has until about mid-September to respond.

Prior to the filing of the suit, Roger Hagle, the station's news managing editor, had said that the film was "responsibly done, fair and accurate." News director Monsky had refused to explain the logistics of the coverage, and claimed that others in the news business who were critical of such coverage were basing their arguments on "hypothesis."

WNEW-TV had no comment on the suit itself.

More ousters from Iran

Following the ejection of an NBC camera crew (BROADCASTING, Aug. 13), the Iranian government has ordered the BBC resident correspondent in Tehran, along with five other foreign journalists, to leave the country.

Towyn Mason, who works for the BBC's External Service, said he was told the government had no complaints about his reporting but disapproved the BBC's over-all coverage of the Islamic revolution. The government added it would not allow any other correspondents to take Mason's place. He is the only BBC reporter permanently in the country. The Ministry of National Guidance also said the dismissal might be only temporary, depending on the BBC's future coverage of the Islamic government.

The other journalists expelled are two reporters from West German television, two from the London *Financial Times* and one from the French magazine, *L'Express*.

The government's move is the latest in a series of steps to restrict press freedom in Iran. Along with the ejections came the closing of 22 Iranian newspapers.

Buford Television, Inc. Goes Harris!

Buford Television, Inc., Tyler, Texas goes Harris with their new BT-50H3, 50kW VHF high band color television transmitter.

For complete information, write Harris Corporation, Broadcast Products Division, P O Box 4290, Quincy, Illinois 62301



For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Aug. 13 through Aug 17.

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

■ Cobleskill, N.Y.—Schoharie Communications Corp. seeks 1190 khz, 500 w-D. Address: 30 Main Street, Dundee, N.Y. 14837. Principals: Donald L. Stork (45%) John C. Clancy (45%) and two others. Stork, insurance executive in Penn Yan, N.Y., also owns 51% of WFLR(AM)-WFLR-FM Dundee and 35% of WWJB(AM) Brooksville, Fla. Clancy owns 49% of WFLR(AM)-WFLR-FM and 30% of WWJB(AM). They have no other broadcast interests. Ann. Aug. 10.

■ Sisters, Ore.—Rice Broadcasting Corp. seeks 980 khz, 5 kw-D. Address: 888 West Evergreen, Redmond, Ore. 97756. Estimated construction costs \$158,608; Format: country/western. Principal: Garrett M. Rice (70%), Robert L. Eberhard, Ronald L. Bryant and Lynn M. Martin, each 10% Rice is Bend, Ore. restaurateur; Eberhard has 50% holdings in dairy and real estate businesses in Redmond; Bryant is Redmond attorney with various other business holdings in Redmond, Bend and Portland, Ore., and Martin is communications consultant and vice-president and general manager of WWCK(FM)-WLQB(AM) Flint, Mich. None have other broadcast interests. Ann. Aug. 10.

AM actions

■ Gaithersburg, Md.—FCC Review Board granted Baro Communications Inc. 1150 khz, 1 kw-DA-2. Format: MOR. Principals: Robert E. Gobbins, Olin D. Hester, James T. Reeder and Richard A. Bowis (25% each). Gobbins owns advertising sales company, Hester is employe of WPIK(AM)-WXRA(FM) Alexandria, Va., Reeder is announcer and salesman for WDON(AM) Wheaton, Md., and Bowis is representative for stock brokerage firm. Review Board grant affirms ALJ John H. Conlin's initial decision of March 12 (Docs. 21219, 21221-5). Ann. Aug. 15.

FM applications

■ King City, Calif.—Ralin Broadcasting Corp. seeks 92.1 mhz, 3 kw, HAAT: 59 ft. Address: 421 South Agate St., Anaheim, Calif. 92804. Estimated construction cost \$61,333.08; first-quarter operating cost \$10,000; revenue \$35,000; Format: MOR. Principals: Renaldo Rodriguez, 52% and Linda McGuire Mauras, 48%. Rodriguez is account representative for credit company in Anaheim. Mauras is in demonstrator sales in El Toro, Calif. Neither have other broadcast interests. Ann. Aug. 6.

■ Burlington, Iowa—Town and Country Broadcasting Corp. seeks 93.5 mhz, 3 kw, HAAT: 300 ft. Address:

408 North Main Street, Burlington 52601. Estimated construction cost \$62,850; first-quarter operating cost \$3,193; revenue \$60,000; Format: easy listening. Principals: James H. Honaker and Gerald R. Mast, each 50%. Town and Country Broadcasting is also licensee of KCPS(AM) Burlington. They have no other broadcast interests. Ann. Aug. 10.

■ *Albion, Mich.—Albion College seeks 88.9 mhz, 100 kw, HAAT: 100 ft. Address: 611 E. Porter Street, Albion 49224. Estimated construction cost \$37,099; first-year operating cost \$20,000; Principal: nonprofit educational institution. Bernard T. Thomas is president. Ann. Aug. 15.

■ Florence, Ore.—Cecilia Murphy seeks 104.7 mhz, 100 kw, HAAT: 1082 ft. Address: 955 S. 7th Street, Coos Bay, Ore. 97420. Estimated construction cost \$183,000; first-year operating cost \$219,782; revenue \$300,000. Format: modern country/pops. principal: Cecilia Murphy, Oregon businesswoman, owns 25% of KOOS Radio Inc., licensee of KHSN(AM) Coos Bay. She has not other broadcast interests. Ann. Aug. 10.

■ Sweet Home, Ore.—James D. and Mercedes F. McDaniel seeks 107.1 mhz, 3 kw, HAAT: -143 ft. Address: 32849 Berlin Road, Lebanon, Ore. 97355. Estimated construction cost \$33,855; first-quarter operating cost \$3,000; Format: Adult contemporary. Principals: James D. McDaniel and wife Mercedes F., 100%. James is educator and Mercedes is physician. Both have other business holdings in Lebanon and are assignees in an application for assignment of license of KFIR(AM) Sweet Home from Cambell Broadcasting Corp. They have no other broadcast interests. Ann. Aug. 15.

■ *Nashville—Tennessee State University seeks 91.7 mhz, 813 w. HAAT: 580 ft. Address: 3500 Centennial Blvd., Nashville 37203. Estimated construction cost \$17,095.00; first-year operating cost \$6,000; Principal: Nonprofit educational institution, Dr. Frederick S. Humphries is president. Ann. Aug. 15.

■ Laredo, Tex.—Good News Broadcasting Co. seeks 92.7 mhz, 3 kw, HAAT: 176 ft. Address: Rt. 5 Box 15, Yukon, Okla. 73099. Estimated construction cost \$29,267.32; first-year operating cost \$31,110.00; revenue \$60,377.32. Format: easy listening. Principal: Gary L. Acker, 100% Acker also owns 100% of KWAS(FM) and KJTV(TV), both Amarillo, Tex.; 80% KJAK(FM) Slaton, Tex.; 25% KLFJ(AM) Springfield, Mo. and 50% applicant for KEPT(FM) Shreveport, La. Ann. Aug. 10.

■ *Ashwaubenon, Wis.—Ashwaubenon School District seeks 88.3 mhz, .414 kw, HAAT: 21 ft. Address: 1055 Griffiths Lane, Green Bay, Wis. 54304. Estimated construction cost \$6,615; first-year operating cost \$2,500; revenue \$2,500. Principal: Nonprofit educational institution. Dr. James B. Henderson is superintendent. Ann. Aug. 10.

■ Buffalo, Wyo.—KBBS Inc. seeks 92.7 mhz, .48 kw, HAAT: 740 ft. Address: 90 South Main Street, Buffalo 82834. Estimated construction cost \$50,028; first-year operating cost \$12,500; revenue \$50,000. Format: MOR. Principal: KBBS Inc. is licensee of KBBS(AM) Buffalo. Jeanette Maxwell is president and general manager full-time, in conjunction with KBBS(AM). Ann. Aug. 10.

FM actions

■ *Baton Rouge.—Broadcast Bureau granted Louisiana State University and A&M 107.3 mhz, 10 w HAAT: 130 ft. Address: LSU System Offices, Baton Rouge 70803. Estimated construction cost \$17,680; first-year operating cost \$27,870. Applicant is public university, Jon E. Fisher is director, office of student media (BPED781113AW). Action June 21.

■ Belhaven, N.C.—Broadcast Bureau granted Roach-Pennington Communications 92.1 mhz, 3 kw, HAAT: 280 ft. P.O. Address: Box 351, Belhaven 27810. Estimated construction costs \$54,134; first quarter operating cost \$6,243; revenue \$65,000. Format: variety. Principals: Robert R. Roach and William J. Pennington (50% each). Roach is half owner of record

store in Liberty, N.C., and part time announcer for WGBG(AM) Greensboro, N.C. Pennington is general manager of WASU(FM) Boone, N.C. (BPH-790112AD). Action Aug. 13.

■ Raton, N.M.—Broadcast Bureau granted Raton Broadcasting Co. 94.3 mhz, 3 kw, HAAT: minus 528 ft. P.O. address: 1128 State St., Raton 87740. Estimated construction cost \$33,482.90; first-year operation cost \$3,600; revenue \$3,600. Format: variety. Principals: James T. Roper (100%), licensee of KRTN(AM) Raton (BPH-11002). Action Aug. 13.

AM licenses

■ The following new AM station has been granted license:

■ KMMZ Greybull, Wyo.

FM licenses

■ The following new FM stations have been granted licenses:

■ WTOH Mobile, Ala., KQKK Manteca, Calif., *WEAX Angola, Ind., KTTL Dodge City, Kan., WJSN—FM Jackson, Ky., WZZX Jeffersonton, Ky., *WBPV Charlton, Mass., WGUY-FM Brewer, Me., WELF, Presque Isle, Me., *WWIH High Point, N.C., *WVRM Hazlet, N.J., KFMG Albuquerque, N.M., KREK Bristow, Okla., KSLE Seminole, Okla., *WFSE Edinboro, Pa., WQVE Mechanicsburg, Pa., WYSS Saegertown, Pa., *WVCP Gallatin, Tenn., *WUTZ Summertown, Tenn., KYTX-FM Amarillo, Tex., KVRN-FM Sonora, Tex., WGTB Richlands, Va., *WIUJ St. Thomas, V.I.

Ownership Changes

Applications

■ KXIC(AM)-KICG(FM) Iowa City (AM: 800 khz, 1 kw-D; FM: 100.7 mhz, 26.5 kw)—Seeks transfer of control from Johnson County Broadcasting Corp. to Red River Broadcasting Co. for \$975,000. Seller is owned by Gene Clausen and Elliott Full (50% each), who have no other broadcast interests. Buyer is owned by Tom Ingstad, who also owns KKRC(AM) Sioux Falls, S.D., KXXL(AM)-KKDQ(FM) Grand Forks, N.D., and KQDI(AM)-KOOZ(FM) Great Falls, Mont. Ann. Aug. 14.

■ WQRS-FM Detroit (105.1 mhz, 50 kw)—Seeks assignment of license from Fine Arts Broadcasters Inc. to Outlet Co. for \$2 million. Seller is owned by Phyllis M. Aker, president (40%), and her husband, Stanley (60%). They have no other broadcast interests. Buyer is publicly traded owner of department stores, three AM's, two FM's and four TV's. In addition, it has purchased, subject to FCC approval, WIOQ(FM) Philadelphia (BROADCASTING, March 5). Ann. Aug. 16.

■ KVVVC(FM) Cabool, Mo. (106.3 mhz, 3 kw)—Seeks assignment of license from Cabool Broadcasting Corp. to KVVVC Broadcasting Inc. for \$90,000. Seller is owned principally by Viola Caudill, who has no other broadcast interests. Buyer is owned by Frank J. Kresl and his wife, Dorothy (50% each). Kresl is engineering supervisor at KPLP-TV St. Louis. He has no other broadcast interests. Ann. Aug. 14.

■ WHN(AM) New York (1050 khz, 50 kw)—Seeks assignment of license from Storer Broadcasting Co. to Mutual Broadcasting System for \$14 million. Seller is group broadcasters, selling radios and retaining TV's. Buyer is Arlington, Va.-based radio network, owned by Amway Corp. (Richard DeVos and Jay Van Andel, principals), mass marketer of home products. Gary Worth, executive vice president of MBS, is to oversee

owned stations under planned acquisition program. Mutual also has purchased, subject to FCC approval WCFL(AM) Chicago, its first step into broadcast ownership (BROADCASTING, April 10, 1978). Ann. Aug. 16.

■ WYNA(AM) Raleigh N.C. (1550 khz, 1 kw-D)—Seeks assignment of license from North Carolina Electronics Inc. to Moonshadow Broadcasting Co. for \$250,000 plus \$50,000 for noncompete and consultancy agreements. Seller is owned by John F. Maurer, who owns 55% of WYNN(AM) Florence, S.C. Buyer is owned by Robert N. Bander, consultant for U.S. Environmental Protection Agency, Washington. He has no other broadcast interests. Ann. Aug. 16.

■ WTAB(AM)-WKSM(FM) Tabor City, N.C. (AM: 1370 khz, 5 kw-D; FM: 104.9 mhz, 3 kw)—Seeks assignment of license from Tabor City Broadcasting Co. to Sunbelt Broadcasting Inc. for \$284,500. Seller is owned by Willie Ward (22½%), William A. Culpepper (15%), Joe N. Ross (22½%), William D. Benton (22½%), Buford Griffin (7%) and J.G. Worrell (10%). All but Worrell are also principals of WDZD(AM) Shallotte, N.C. Ross, in addition, owns 30% of WIXE(AM) Monroe, N.C. Buyer is owned by Donald W. Curtis, who owns WEWO(AM)-WSTS(FM) Lavrinburg, N.C., and 22% of WPJS(AM) Orangeburg, S.C. Ann. Aug. 16.

■ WPNM(FM) Ottawa, Ohio (106.3 mhz, 3 kw)—Seeks assignment of license from Triplett Broadcasting Co. to WPNM Inc. for \$400,000. Seller, owned by Wendell A. Triplett (51%) and his wife, Donna (49%), also owns WTOO-AM-FM Bellefontaine, Ohio. It has also sold, subject to FCC approval, WYAN-FM Upper Sandusky, Ohio (see below), and has purchased, subject to FCC approval, WCOR-AM-FM Lebanon, Tenn. (see below); WRWR(AM) Port Clinton, Ohio, and WBLG(AM) Lexington, Ky. (BROADCASTING, March 16). Buyer is owned by Charles R. Earl (51.6%) and seven others. Earl is also buying Triplett's WYAN-FM (see below). Ann. Aug. 16.

■ WYAN-FM Upper Sandusky, Ohio (95.9 mhz, 3 kw)—Seeks assignment of license from Triplett Broadcasting Co. to T.P. Communications Inc. for \$350,000. Seller, owned by Wendell A. Triplett (51%) and his wife, Donna (49%), also owns WTOO-AM-FM Bellefontaine, Ohio. It has also sold, subject to FCC approval, WPNM(FM) Ottawa, Ohio (see above), and purchased, subject to FCC approval, WCOR-AM-FM Lebanon, Tenn. (see below); WRWR(AM) Port Clinton, Ohio, and WBLG(AM) Lexington, Ky. (BROADCASTING, March 16). Buyer is principally owned (80%) by Charles R. Earl, general manager at Triplett's WPNM(FM), which he is also buying. (see above). Ann. Aug. 16.

■ WCOR-AM-FM Lebanon, Tenn. (AM: 900 khz, 500 w-D; FM: 107.3 mhz, 18 kw)—Seeks transfer of control of WCOR Broadcasting Corp. from Andrew Jackson Hendrickson Jr. (100% before; none after) to Triplett Broadcasting of Tennessee Inc. (none before; 100% after). Consideration: \$1,025,000. Hendrickson has no other broadcast interests. Buyer, owned by Wendell A. Triplett (51%) and his wife, Donna (49%), owns WTOO-AM-FM Bellefontaine, Ohio. It has sold, subject to FCC approval, WYAN(FM) Upper Sandusky and WPNM(FM) Ottawa, both Ohio (see above), and purchased, subject to FCC approval, WBLG(AM) Lexington, Ky. (BROADCASTING, March 16), and WRWR(AM) Port Clinton, Ohio. (see above). Ann. Aug. 16.

Actions

■ WATM-AM-FM Atmore, Ala. (AM: 1590 khz, 5 kw-D; FM: 104.1 mhz, 29 kw)—Broadcast Bureau granted assignment of licenses from Southland Broadcasting Co. to Talton Broadcasting of Escambia County for \$350,000. Seller is equally owned by Tom C. Miniard and Grady L. Ingram, who have no other broadcast interests. Buyer is owned by Julius E. Talton (65%) and four others. Talton is also principal owner of WHBB(AM)-WTUN(FM) Selma and WBIB(AM) Centreville, both Alabama. (BAL790614HL, BALH790614HM). Action Aug. 10.

■ WIRB-AM-FM Enterprise, Ala. (AM: 600 khz, 1 kw-D; FM: 96.9 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Wiregrass Broadcasting Co. to Q A Three Inc. for \$725,000. Seller is owned by R.E. James, who has no other broadcast in-

terests. Buyer is owned by Jerry P. Newton, who also is principal of WBGY-AM-FM Tullahoma, Tenn. (BAL790607FY, BALH790607FZ). Action Aug. 8.

■ WQSI(FM) Union Springs, Ala. (100.9 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Union Springs Broadcasting Inc. to Better Broadcasting Inc. for \$90,000. Seller is owned by Joe F. Hagler (98%), Katherine T. Hagler (wife) and William A. Stewart (1% each). They also own WQIM(AM) Prattville, Ala. Buyer is B. L. Williamson, who also owns WLOV-AM-FM Washington and WBLW(AM) Royston, both Georgia, and is 51% owner of applicant for new AM at Portland, Tenn. (BALH790607FX). Action Aug. 10.

■ KCEY(AM)-KMIX(FM) Turlock, Calif. (AM: 1390 khz, 5 kw; FM: 98.3 mhz, 1.6 kw)—Broadcast Bureau granted assignment of licenses from John M. Hall and his wife, Mary, to Behan Broadcasting Co. for \$1,375,000, including \$250,000 for consultancy and agreement not to compete. Halls have no other broadcast interests. Buyer is owned by Dennis Behan (40%), Marvin Strait (30%) and Sam Young (30%). Group owns KTAN(AM)-KTAZ-FM Sierra Vista, Ariz. Behan and Strait also own KLMR-AM-FM Lamar, Colo. (BAL790618EA, BALH790618EB). Action Aug. 8.

■ KVMT(FM) Vail, Colo. (104.7 mhz, 80 kw)—Broadcast Bureau granted assignment of license from Radio Vail Inc. to Vail Mountain Broadcasters Inc. for \$575,000. Seller is owned by John H. Gayer (48%) and his wife, Dorothy (32%) and John A. Dobson (20%). Gayer recently sold KAAT(AM) Denver. Mrs. Gayer owns 31.25% of KBCR(AM) Steamboat Springs, Colo. Dobson owns 12.5% of WCAX-TV Burlington, Vt. Buyer is principally owned by Scott K. Anderson Jr., chairman, and family. Anderson is vice president of Global Marine Development Inc., Newport, Calif. ocean engineering firm. He has no other broadcast interests. President of buying corp., Leon Lowenthal, is president (no ownership) of KSNO(AM) Aspen, Colo. (BALH790509FQ). Action July 23.

■ WJNJ-FM Atlantic Beach, Fla. (104.9 mhz, 3 kw)—Broadcast Bureau granted assignment of license from WKTJ Inc. to WAQK Inc. for \$920,000. Seller is principally owned by Investment Diversified Inc. (44%) and William Bivens, Jack Donnell and Gerald Brown (18% each). Investment Diversified is investment firm headed by Joseph E. Walle, chairman of United Fire Insurance of Chicago. Bivens, Donnell and Brown are executives at station and at co-owned WJNJ(AM). Buyer is owned by Broadcast Enterprises Network Inc., principally owned (50.5%) by Ragan A. Henry. Broadcast Enterprises, through various subsidiaries, owns WAOK(AM) Atlanta; WGIV(AM) Charlotte, N.C.; WTAN(AM)-WOKF(FM) Clearwater, Fla., and WCIN(AM) Cincinnati, and 25% of WOKV(AM) Hamilton, Ohio. It has purchased, subject to FCC approval, WSB-FM Atlanta; WMJX(AM) Miami; WPDQ(AM) Jacksonville, Fla., and 65% of WHEC-TV Rochester, N.Y. (BALH790417ER). Action Aug. 10.

■ WKUE(FM) Green Cove Springs, Fla. (92.7 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Mel-Lin Inc. to Radio Corp. of the South for \$500,000. Seller is owned by Larry R. Picus (90%) and Willie J. Martin (10%). They have sold WPDQ(AM) Jacksonville, Fla., subject to FCC approval (BROAD-

CASTING, March 26). Buyer is owned by Reagan C. Smith, announcer at WDOK(FM) Cleveland, who recently sold WSYX(FM) London, Ohio (BROADCASTING, Jan. 22); Phil McLean, former announcer at WWWE(AM) Cleveland; Dick Conrad, program director at JWV(AM) Cleveland; Howard S. Sjorn, Cleveland attorney, and Scott Simon and Paul Sweatland, Cleveland businessmen. (BALH790605FL). Action Aug. 10.

■ WPDQ(AM) Jacksonville, Fla. (1460 khz, 5 kw)—Broadcast Bureau granted assignment of license from Mel-Lin Inc. to Broadcast Enterprises Network Inc. for \$1,360,000. Seller is owned by Larry Picus, who has also sold WKUE(FM) Green Cove Springs, Fla., subject to FCC approval (see above). Buyer is owned by Ragan A. Henry and 23 others. It also owns WTAN(AM)-WOKF(FM) Clearwater, Fla.; WAOK(AM) Atlanta; WGIV(AM) Charlotte, N.C.; WCIN(AM) Cincinnati; WOKV(FM) Hamilton, Ohio, and (BALH790417EU) Action Aug. 10.

■ WYIG(AM) Jackson, Miss. (1590 khz, 5 kw-D, 1 kw-N)—Broadcast Bureau granted assignment of license from Fogelman-Thomas Broadcasting Inc. to Golden South Broadcasting Corp. for \$567,000. Seller is owned by Bill H. Thomas and Avram Fogelman, who have no other broadcast interests. Buyer is owned by Dave McCormick and William B. Moran (50% each), who own KLIC(AM) Monroe, La. (BAL790615HT). Action Aug. 10.

■ KBJM(AM) Lemmon, S.D. (1400 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Lemmon Broadcasting Co. to Mid-States Broadcasting Inc. for \$130,000. Seller is owned by Wayne D. Tisdale. He purchased station in November 1976 and has asked for waiver of three-year rule. He has no other broadcast interests. Buyer is owned by Michael D. Troshynski and his wife, Evelyn (25% each), and Gilbert L. Poes and his wife, Welma (25%). Poes owns 56% of KBRX-AM-FM O'Neill, 30% of KBRB(AM) Ainsworth and 26% of KSDZ(AM) Gordon, all Nebraska. His wife is 10% owner of O'Neill stations, where Troshynski is announcer and salesman. Troshynski's wife is business administrator of alcohol and drug center (BAL790504FA). Action Aug. 10.

■ WELK(AM) Charlottesville, Va. (1400 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted transfer of control from WELK Inc. to Latora Broadcasting Inc. for \$599,240. Seller is owned by Robert W. Stroh (62.5%), J.T. Graves (18.18%), Alton F. Martin (9.09%) and Harold B. Wright Jr. (10.23%). Wright is general manager and minority stockholder of WVIR-TV Charlottesville. None has other broadcast interests. Buyer is owned by Richard P. Latora, New York financial and business management consultant, who has no other broadcast interests. (BTC790605EW). Action Aug. 8.

■ KXXR-FM Spokane, Wash. (93.7 mhz, 56 kw)—Broadcast Bureau granted assignment of license from Independent Broadcasting Corp. to Monroe Broadcasting Co. for \$567,321. Seller is principally owned by Edward F. Kelley, who also owns KXXR(AM) Spokane. Buyer, principally owned by Westley L. Monroe (32%) and Delbert Berthoff (33%), also owns KGA(AM) Spokane. (BALH790427HX). Action Aug. 10.

WSBT, INC. Goes Harris!

WSBT-TV, South Bend, Indiana
goes Harris with two
TC-80 Plumbicon Live Color Cameras

For complete information, write Harris Corporation, Broadcast Products Division, P.O. Box 4290, Quincy, Illinois 62301



Facilities Changes

AM applications

- **KDJQ(AM)** Mesa, Ariz.—Seeks CP to increase ant. input power. Ann. Aug. 13.
- **KCRE(AM)** Crescent City, Calif.—Seeks CP to change hours of operation to unlimited by adding nighttime service with 1 kw DA-N; make changes in ant. sys. Ann. Aug. 15.
- **KWIZ(AM)** Santa Anna, Calif.—Seeks mod. of CP to make changes in ant. sys. and change daytime directional ant. pattern. Ann. Aug. 13.
- **KSTR(AM)** Grand Junction, Colo.—Seeks CP to change TL to: 2236 H Road, Grand Junction and decrease height of tower to: 300'. Ann. Aug. 13.
- **WCCC(AM)** Hartford, Conn.—Seeks CP to increase power to 5 kw; change TL: approx 1/2 mi SW of Glastonbury Town Hall, Glastonbury, Conn.; install new trans.; install directional ant. Ann. Aug. 10.
- **WMEL(AM)** Melbourne, Fla.—Seeks CP to increase daytime power to 5 kw; change TL and SL: corner of Turtle mound and Whites Rd., Aurora, Fla. Ann. Aug. 15.
- **KCCV(AM)** Independence, Mo.—Seeks CP to change hours of operation to unlimited by adding nighttime service with 1kw; install DA-2; increase daytime power to 10 kw; TL: Bundschu Rd. 1/2 mi. E of Powell Rd., Independence, and make changes in ant. sys. Ann. Aug. 10.
- **KXLF(AM)** Butte, Mont.—Seeks CP to change TL to: 4.5 mi. W of Butte at Nisler Junction; change SL and RC to: 1003 South Montana Street, Butte, and change type trans. Ann. Aug. 13.
- **WPAY(AM)** Portsmouth, Ohio—Seeks CP to change TL to: U.S. 23 and Hwy. 10, Portsmouth and install skirt feed system. Ann. Aug. 16.
- **KLUF(AM)** Lufkin, Tex.—Seeks CP to increase daytime power to 5 kw; install new trans. Ann. Aug. 10.
- **WGOE(AM)** Richmond, Va.—Seeks CP to make changes in ant. sys. and reduce hght. of tower to: 250'. Ann. Aug. 16.

FM applications

- **KKLF(FM)** Conway, Ark.—Seeks CP to change TL: 0.4 mi W of I-65, 3.4 mi N of Mayflower, Ark.; increase ERP: 100 kw (H&V) HAAT: 530 (H&V); install new ant.; make changes in ant. sys. Ann. Aug. 10.
- **KUTE(FM)** Glendale, Calif.—Seeks CP to make changes in ant. sys.; change type trans.; increase ERP: 10kw (H&V); and HAAT: 2775' (H&V). Ann. Aug. 16.
- **KPEN(FM)** Los Altos, Calif.—Seeks CP to change TL: on Kaiser Cement plant property 2 mi W of Monte Vista, Calif.; install new ant.; increase HAAT: 300' (H&V); make changes in ant. sys. Ann. Aug. 10.
- **KOVA(FM)** Ojai, Calif.—Seeks CP to make changes in ant. sys.; decrease ERP: 0.115kw (H&V); increase HAAT: 1255' (H&V) and change TPO. Ann. Aug. 13.
- **KCAL-FM** Redlands, Calif.—Seeks CP to make changes in ant. sys.; change type trans.; change type ant. decrease ERP: 2.1kw (H&V); increase HAAT: 356' (H&V) and change TPO. Ann. Aug. 16.
- ***KYDS(FM)** Sacramento, Calif.—Seeks CP to increase power to ERP: 300 watts; HAAT: 31.7'; install new ant.; make changes in ant. sys. Ann. Aug. 10.
- ***KCPB(FM)** Thousand Oaks, Calif.—Seeks mod. of CP to make changes in ant. sys.; change TL to: 8228 Sulphur Mtn. Rd., Ojai, Calif.; change type trans change type ant., decrease HAAT: 1275' (H&V) and change TPO. Ann. Aug. 13.
- **WHPO(FM)** Hoopston, Ill.—Seeks mod. of CP to make changes in ant. sys.; change type trans.; change type ant. change SL and RC to: 627 N. Market, Hoopston, and change TPO. Ann. Aug. 13.
- ***WLNK(FM)** Lincoln, Ill.—Seeks CP to change frequency to 88.9 mhz, increase ERP: 225 watts, HAAT: 65' Ann. Aug. 10.
- ***WARG(FM)** Summit, Ill.—Seeks CP to increase ERP: .500 kw; HAAT: 83.5'; make changes in ant. sys.; install new ant. Ann. Aug. 15.
- **WNDI-FM** Sullivan, Ind.—Seeks mod of CP change TL: 1.3 mi W of Sullivan on extension of Washington St.; install new ant.; make changes in ant.

sys. HAAT: 148' (H&V). Ann. Aug. 10.

- ***WCSG(FM)** Grand Rapids, Mich.—Seeks CP to change TL: 0.3 mi W of Eastern on 92nd St., Byron Center, Mich.; increase HAAT: 580'. Ann. Aug. 15.
- ***WSAE(FM)** Spring Arbor, Mich.—Seeks CP to change frequency to 89.7 mhz; increase ERP: 4 kw (H&V); HAAT: 238' (H&V). Ann. Aug. 10.
- ***KZUM(FM)** Lincoln, Neb.—Seeks CP to change frequency to 89.3 mhz; increase ERP: 3 kw; HAAT: 109'; install new ant.; make changes in ant. sys. Ann. Aug. 10.
- ***KSLC(FM)** McMinnville, Ore.—Seeks CP to increase ERP: 315 watts; HAAT: minus 46' Ann. Aug. 10.
- ***WARC(FM)** Meadville, Pa.—Seeks CP to increase ERP: 116 watts; HAAT: 92'; install new ant.; make change in ant. sys. Ann. Aug. 10.
- ***KBHU-FM** Spearfish, S.D.—Seeks CP to increase power to: 100 watts and add amplifier to trans. Ann. Aug. 16.
- **KZOM(FM)** Orange, Tex.—Seeks CP to increase ERP: 100kw (H&V); increase HAAT: 401.6' (H&V); change type trans.; change type ant., and change TPO. Ann. Aug. 16.

AM actions

- **KKAP(AM)** Aptos Capitola, Calif.—Granted CP increasing power to 10kw; change TL: 2600 Mar Vista Dr., and install alternate trans.; conditions (BP-20,721). Action Aug. 7.
- **WSBT(AM)** South Bend, Ind.—Granted CP to make changes in ant. sys. conditions (BP780714AM). Action Aug. 8.
- **WKCM(AM)** Hawesville, Ky.—Granted mod. of CP to increase critical hours power to 2.5 kw; condition (BMP-790201AD). Action Aug. 14.
- **KLEB(AM)** Golden Meadow, La.—Granted CP to install new trans.; make changes in ant. sys.; conditions (BP-21,243). Action Aug. 10.
- **WSLG(AM)** Gonzales, La.—Granted CP to increase power to 10 kw and make changes in directional ant. sys., and correct coordinates; conditions (BP-20862). Action Aug. 14.
- **WIDE(AM)** Biddeford, Me.—Granted CP to change ant.: TL to north of intersection Pomerleau St. and Alfred Rd., Biddeford Industrial Park (BP-21083). Action Aug. 14.
- **WCLE(AM)** Cleveland, Tenn.—Granted CP to increase power to 2.5 kw (BP-20435). Action Aug. 13.

FM actions

- **KHYL(FM)** Auburn, Calif.—Granted CP installing new ant.; make changes in ant.; ERP: 50 kw (H&V); ant. height: 460 ft. (H&V); conditions (BPH-790126AF). Action Aug. 9.
- **WOK-FM** Washington, D.C.—Granted CP to make changes in ant. sys.; change type of trans.; change type of ant.; change TPO; and ERP: 40 kw (H), 38 kw (V); ant. height: 330 ft. (H&V); conditions (BPH-790529AM). Action Aug. 10.
- ***WFIT(FM)** Melbourne, Fla.—Granted CP changing frequency to 89.5 mhz; changing type of trans.; ERP: 2.9kw (H); ant. height: 93 ft. (H); conditions (BPED-2620). Action Aug. 10.
- ***KHKE(FM)** Cedar Falls, Iowa—Granted CP to make changes in ant. sys.; change SL and remote control to: 3rd Floor, Communications Art Center, University of Northern Iowa, Cedar Falls; ERP: 10 kw (H&V); ant. height: 410 ft. (H&V) (BPED-790628AO). Action Aug. 9.
- **WIBI(FM)** Carlville, Ill.—Granted CP changing TPO: ERP: 44 kw (H&V); ant. height: 260 ft. (H&V); conditions (BPED-2380). Action Aug. 9.
- **KENO-FM** Las Vegas—Granted CP changing TL: Black Mountain, near KLAS-TV site; change type trans.; make changes in ant. sys. ERP: 100 kw(H&V); ant. height: 1520 ft. (H&V). (BPH-780726AG). Action Aug. 9.
- **WQXR-FM** New York—Granted CP to make changes in ant. sys. change TPO, ERP: 7.5 kw (H&V); ant. height: 1280 ft. (H&V); conditions (BPH-790117AQ). Action Aug. 15.
- **KUGN-FM** Eugene, Ore.—Granted CP to change ERP 100 kw(H), 75 kw(V); ant. height 750 ft. (H&V); change type trans.; make changes in ant. sys. (BPH-11176). Action Aug. 13.
- **KSDN-FM** Aberdeen, S.D.—Granted mod. of CP to change TL and SL to U.S. Hwy. 281, 3.3 miles S. of

Aberdeen; make changes in ant. sys.; change type trans.; change type ant.; decrease ERP 41 kw (H&V); increase ant. height 210 ft. (H&V); and change TPO; conditions (BMPH-790423AR). Action Aug. 14.

■ **WDEF-FM** Chattanooga—Granted CP to make changes in ant. sys.; install new trans.; change type of ant.; change TPO; ERP: 97kw (H&V); ant. height: 1180 ft. (H&V); conditions (BPH790702AJ). Action Aug. 8.

TV actions

- **WWNY-TV** Carthage, N.Y.—Granted CP to change ERP 300 kw, max. 316 kw (H); ant. height 1030 feet; TL to Hayes Rd., 0.28 mi. W of State Route 194, 2.3 mi. SW of Copenhagen, N.Y.; type ant.; and ant. height (BPCT-790416KF). Action Aug. 13.
- **WJET-TV** Erie, Pa.—Granted mod. of CP to change ERP to 1150 kw, max. 2090 kw (H); change type trans.; type ant.; make changes in ant. structure; ant. height 950 feet; conditions (BMPCT-790411 KG). Action Aug. 2.
- **KSTU(TV)** Salt Lake City—Granted mod. of CP to change SL to corner 2100 S-3600 W. Salt Lake City; change trans.; make changes in ant. structure; change ERP 288 kw, max. 1290 kw (H); ant. height 3670 ft. (BMPCT-781004KF). Action Aug. 9.

In Contest

Procedural Rulings

- **La Puente, Calif. (Ronald A. Baker) Revocation Proceeding:** (PR Doc. 79-196)—ALJ David Kraushaar designated ALJ Joseph Stirmer as presiding judge and scheduled prehearing conference and hearing for Sept. 19 at 2:00 P.M. in or near La Puente. Action Aug. 14.
- **Pasadena, Calif. (Bloss Incorporated) Revocation Proceeding:** (PR Doc. 79-204)—ALJ Lenore G. Ehrig designated ALJ Joseph Stirmer as presiding judge and scheduled prehearing conference and hearing for Sept. 19 at 10:00 A.M., in or near Pasadena. Action Aug. 10.
- **KHOF-TV** San Bernardino, Calif. (Faith Center Inc.) **Renewal Proceeding:** (BC Doc. 78-326)—ALJ Edward Lutten set revised procedural schedule including Nov. 27 for commencement of evidentiary hearing at 10:00 A.M. in or near San Bernardino, and ordered that Faith Center may delay its formal response to Broadcast Bureau's July 30 motion to dismiss, pending further order of presiding judge. Action Aug. 13.
- **South El Monte, Calif. (Perry Cheney) Revocation Proceeding:** (PR Doc. 79-205)—ALJ Lenore G. Ehrig designated ALJ Joseph Stirmer as presiding judge; scheduled prehearing conference and hearing for Sept. 20 at 10:00 A.M. in or near South El Monte. Action Aug. 10.
- **Charlevoix, Mich. (New Broadcasting Corp. and Island View Broadcasting Corp.) FM Proceeding:** (Docs. 79-51-52)—ALJ Thomas B. Fitzpatrick granted petition by Island View and accepted its amendment; cancelled scheduled hearing date of Sept. 11 and set procedural schedule, including hearing for October 30 at 10:00 a.m. in Washington. Action Aug. 2.
- **Kalamazoo and Portage, Mich. (WHW Enterprises Inc. et al.) FM Proceeding:** (Docs. 21374-7)—ALJ James J. Cullon Jr. granted motion by Air-Borne Group Ltd. for summary decision and resolved trans. site availability issue and impropriety issue in its favor. Action Aug. 2.
- **Columbus, Ohio (Commercial Radio Institute Inc. and Christian Voice of Central Ohio) TV Proceeding:** (BC Docs. 78-395-96)—ALJ David Kraushaar ordered that motion to correct hearing transcripts shall be filed by Aug. 17, proposed findings of fact by Sept. 10 and reply briefs to proposed findings by Sept. 17. Action Aug. 9.
- **Greenville, Ohio (Lewel Broadcasting Inc. and Korin Broadcasting Co.) FM Proceeding:** (BC Doc. 78-91)—ALJ John H. Conlin, by two separate actions, dismissed motion to accept late filed comments, and granted request by Korin and reopened record to receive letter to Dayton MESBIC Inc., Korin stockholder, from official of Small Business Administration, and closed record. Action Aug. 15.
- **Portland and Beaverton, Ore.—Broadcast Bureau** designated for hearing, in consolidated proceeding, mutually exclusive applications of Portland Com-

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	8855	341	8996
Commercial TV						
VHF	514	1	2	517	8	525
UHF	218	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	387
TV Translators						
UHF	1177	0	0	1177	340	1517
VHF	2428	0	0	2428	209	2635

*Special temporary authorization

**Includes off-air licenses

munications Corp., Portland.; Columbia-Willamette Broadcasting Co. Beaverton; East-West FM Group Inc., Portland, and Gaviota Wireless Communications Co., Beaverton, for new FM station on 103.3 mhz, to determine: whether Gaviota is financially qualified, areas and populations which would receive primary service from four proposed services, and which application should be granted (by Memorandum Opinion and Order) (BC Docket Nos. 79-200-03). Action Aug. 6.

■ Enumclaw and Bremerton, Wash. (Robert J. Reverman and Ki-Pen-Bro Corp.) **AM Proceeding:** (BC Docs. 79-82-83)—ALJ Walter C. Miller set procedural dates for proposed findings of fact and conclusions of law (Oct. 5) and for reply findings (Oct. 15). Action Aug. 15.

Allocations

Petitions

- Lake Havasu City, Ariz.—Maurice W. Coburn requests amendment FM table of assignments to assign 105.1 mhz to Lake Havasu City (RM-3440). Ann. Aug. 17.
- Tucson, Ariz.—RFC Partners request amendment FM table of assignments to assign 105.5 mhz to Bernadillo, N.M. (RM-3444). Ann. Aug. 17.
- Tucson, Ariz.—Steven Russell and Thomas Curley request amendment FM table of assignments to assign 98.3 mhz to Marana, Ariz. (RM-3442). Ann. Aug. 17.
- Arcata, Calif.—Redwood Broadcasting Co. requests amendment FM table of assignments to assign 101.5 mhz to Eureka, Calif. Ann. Aug. 17. (RM-3432).
- Livermore, Calif.—Stanley L. Ross requests amendment FM table of assignments to assign 105.9 mhz to Boise, Idaho (RM-3433). Ann. Aug. 17.
- Pagosa Springs, Colo.—Frederick Daniel Marcy requests amendment FM table of assignments to assign 105.1 mhz to Santa Fe, N.M. (RM-3441) Ann. Aug. 17.
- Washington, D.C.—Garry L. Bowers, Eleanor I. Freed and Richard H. McGraw request amendment FM table of assignments to assign 95.3 mhz to Elkins, W.Va. (RM-3446). Ann. Aug. 17.

■ Washington, D.C.—Mifflintown Broadcasters Assoc. requests amendment FM table of assignments to assign 107.1 mhz to Mifflintown, Pa. (RM-3434). Ann. Aug. 17.

■ Momence, Ill.—Roger C. Elliott requests amendment FM table of assignments to assign 100.1 mhz to Vandalia, Mo. (RM-3438). Ann. Aug. 17.

■ Memphis, Mo.—Samuel Berkowitz requests amendment FM table of assignments to assign 96.7 mhz to Memphis, (RM-3437). Ann. Aug. 17.

■ Plymouth, N.C.—Pamlico Broadcasting Co. requests amendment FM table of assignments to assign 98.3 mhz to Washington, N.C. (RM-3435). Ann. Aug. 17.

■ West Tulsa, Okla.—Westside Communications Inc. requests amendment FM table of assignments to

assign 102.3 mhz to West Tulsa (RM-3447). Ann. Aug. 17.

■ Madison, Ohio—American Ethnic Voice of Northeast requests amendment FM table of assignments to assign 104.9 mhz to Geveva, Ohio. (RM-3452). Ann. Aug. 17.

■ Portland, Ore.—The Oregon State Board of Higher Education requests amendment TV table of assignments to reserve ch. 13 for noncommercial educational use at LaGrande, Ore. (RM-3449). Ann. Aug. 17.

■ Lewistown Pa.—Central Pennsylvania Broadcasting Co. requests amendment FM table of assignments to assign 107.1 mhz to Lewistown (RM-3436). Ann. Aug. 17.

■ Allendale, S.C.—Good Radio Broadcasting Co. requests amendment FM table of assignments to assign 93.5 mhz to Allendale, (RM-3439). Ann. Aug. 17.

■ Ridgeland, S.C.—J. Olin Tice, Jr. requests amendment FM table of assignments to assign 99.7 mhz in lieu of 104.9 at Beauford, S.C. and assign 104.9 mhz Ridgeland (RM-3443). Ann. Aug. 17.

■ Cornell, Wis.—Four Dimension Radio Co. requests amendment FM table of assignments to assign 105.7 mhz to Grover City, Calif. (RM-3431). Ann. Aug. 17.

■ Laramie, Wyo. Siesta Communications Corp. requests amendment FM table of assignments to assign 105.1 mhz to Pecos, N.M. (RM-3445). Ann. Aug. 17.

Rulemakings

Actions

■ FCC has directed staff to institute RM to delete Section 73.653 of rules, which prohibits separate operation of aural and visual trans. or presentation of different or unrelated material except in certain specified situations. Ann. Aug. 6.

Cable

■ Crawford County Cable Inc. for Frontenac, Kan. (KS0193) new system.

■ Crawford County Cable Inc. for Girard, Kan. (KS0194) add signal.

■ Vuecom Inc. for Larimore, ND. (ND0060) new system.

■ Cablesystems South Ltd. for Amite City, La. (LA0131) add signal.

■ Quincy TV Cable for Quincy, Wash. (WA0295) new system.

■ UA-Columbia Cablevision of Texas Inc. for Schertz, Guadalupe, Cibolo, Converse, Universal City, Live Oak, Selma, Windcrest, Comal, Bexar, Hill Country Village, Kirby, Leon Valley, Alamo Heights, Shavano Park, Terrell Hills, Balcones heights, Hollywood Park, Grey Forest, Castle Hills, San Antonio, and Olmos Park, all Texas (TX0494, 2, 1, 86, 7, 90, 89, 5, 78, 532, 3, 47, 27, 8, 18, 9, 20, 1, 2, 65, 4) add signal.

■ Peoples Cable Co. for Chili, N.Y. (NY0795) new system.

■ Orangetown Cablevision Inc. for Orangetown, N.Y. (NY0795) new system.

■ East Bank Cable TV Inc. for Kenner and Harahan, both Louisiana (LA0076, 9) add signal.

■ Hobbs Cablevision Inc. for Lea, N.M. (NM0079) new system.

■ Teleprompter Southeast Inc. for Winter Garden, Oakland, Ocoee, Clermont, Groveland, Lake, Mascotte, Minneola, St. Cloud, Osceola, New Smyrna Beach, Edgewater, Volusia, Holly Hill, Volusia, DeLand, De Bary, Deltona, Orange City, and Volusia, all Florida (FL0138, 4, 5, 266, 9, 8, 7, 70, 137, 201, 125, 18, 200, 15, 6, 116, 265, 4, 136, 43) add signal.

■ Austin and Associates Inc. for Mansfield, Midlothian, and Waxahachie, all Texas (TX0549,50,1,2) new system.

■ Upper Valley Telecable Co. for Shelley, and Rigby, both Idaho (ID0095,6) new system.

Other

■ Jackson, Ohio—FCC has denied Jackson County Broadcasting Inc., licensee WKOV(AM) Wellston, Ohio, authority to relocate WKOV(AM) main studio outside its community of license to site nearly eight miles away in Jackson. In support of its application, WKOV(AM) referred to inaccessibility of its present studio located at its trans. site two miles outside of Wellston, and fact that substantial economic support comes from communities other than Wellston. It added that its main business office is in Jackson and that it had not previously maintained studio facility in Wellston. Ann. Aug. 6.

■ FCC has directed staff to institute RM to delete Section 73.653 of rules, which prohibits separate operation of aural and visual trans. or presentation of different or unrelated material except in certain specified situations. Ann. Aug. 6.

Taft Broadcasting Goes Harris!

WKRC-TV, Cincinnati, Ohio
goes Harris with a
BT-50H3, 50kW, TV Transmitter

For complete information, write Harris Corporation, Broadcast Products Division, P.O. Box 4290, Quincy, Illinois 62301



HARRIS
COMMUNICATIONS AND
INFORMATION HANDLING

Professional Cards

ATLANTIC RESEARCH CORP.
Jansky & Bailey
Telecommunications Consulting
Member AFCCE
5390 Cherokee Avenue
Alexandria, Virginia 22314
(703) 354-3400

EDWARD F. LORENTZ & ASSOCIATES
Consulting Engineers
1334 G St., N.W., Suite 500
347-1319
Washington, D. C. 20005
Member AFCCE

A. D. Ring & Associates
CONSULTING RADIO ENGINEERS
1771 N St., N.W. 296-2315
WASHINGTON, D. C. 20036
Member AFCCE

COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
527 Munsey Bldg.
(202) 783-0111
Washington, D.C. 20004
Member AFCCE

CARL T. JONES ASSOCS.
(Formerly Gautney & Jones)
CONSULTING ENGINEERS
2990 Telear Ct., Suite 405
(703) 560-6800
Falls Church, Va. 22042
Member AFCCE

LOHNES & CULVER
Consulting Engineers
1156 15th St., N.W. Suite 606
Washington, D.C. 20005
(202) 296-2722
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCCE

SILLIMAN, MOFFET & KOWALSKI
Washington, D.C. Area
8701 Ga. Ave., Silver Spring, MD 20910
ROBERT M. SILLIMAN, P.E.
(301) 589-8288
1925 N. Lynn St., Arlington, VA 22209
JOHN A. MOFFET, P.E.
(703) 841-0500
Member AFCCE

STEEL, ANDRUS & ASSOCIATES
2029 K Street, N.W.
Washington, D.C. 20006
(301) 827-8725
(301) 384-5374
Member AFCCE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFCCE

JOHN B. HEFFELFINGER
9233 Ward Parkway, Suite 285
816-444-7010
Kansas City, Missouri 64114

JULES COHEN & ASSOCIATES
Suite 400
1730 M St., N.W., 659-3707
Washington, D.C. 20036
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-526-4386
Member AFCCE

VIR JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
345 Colorado Blvd., #0206
(303) 333-5562
DENVER, COLORADO
Member AFCCE

E. Harold Munn, Jr., & Associates, Inc.
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

ROSNER TELEVISION SYSTEMS
CONSULTING & ENGINEERING
250 West 57th Street
New York, New York 10019
(212) 246-3967

JOHN H. MULLANEY
Consulting Radio Engineers, Inc.
9616 Pinkney Court
Potomac, Maryland 20854
301-299-3900
Member AFCCE

HATFIELD & DAWSON
Consulting Engineers
Broadcast and Communications
3525 Stone Way N.
Seattle, Washington 98103
(206) 633-2885
Member AFCCE

MIDWEST ENGINEERING ASSOCIATES
Consulting Engineers
6934 A N. University
Peoria, Illinois 61614
(309) 692-4233
Member AFCCE

MATTHEW J. VLISSIDES, P.E.
STRUCTURAL CONSULTANT
TOWERS, ANTENNAS, STRUCTURES
Studies, Analysis, Design Modifications.
Inspections, Supervision of Erection
7601 BURFORD DRIVE McLEAN, VA 22102
Tel (703) 358-9504
Member AFCCE

C. P. CROSSNO & ASSOCIATES
CONSULTING ENGINEERS
P. O. BOX 18312
DALLAS, TEXAS 75218
Computer Aided, Design & Allocation Studies
Field Engineering,
(214) 321-9140
Member AFCCE

RADIO ENGINEERING CO.
Box 4399 RR 1, Santa Ynez, CA 93460
CONSULTANTS
ALLOCATIONS INSTALLATIONS FIELD
ANTENNA & TYPE ACCEPTANCE MEASUREMENTS
NORWOOD J. PATTERSON
(805)688-2333
Serving Broadcasters over 35 years

JOHN FX. BROWNE & ASSOCIATES, INC.
CONSULTING ENGINEERS
1901 Pennsylvania Ave., NW
Washington, D.C. 20006
525 Woodward Avenue
Bloomfield Hills, MI 48013
Tel: (313) 642-6226 (202) 293-2020
Member AFCCE

WILLIAM B. CARR & ASSOCIATES, INC.
DALLAS/FORT WORTH
WILLIAM B. CARR, P.E.
1805 Hardgrove Lane,
Burleson, Texas 76028. 817/295-1181.
MEMBER AFCCE

W. A. TRIPLETT & ASSOC.
Broadcast Engineering Consultants
1022 East Sandusky Avenue
Bellefontaine, Ohio 43311
513-592-0313

DON'T BE A STRANGER
To Broadcasting's 157,000* Readers
Display your Professional or Service
Card here it will be seen by the
decision-making station owners and
managers, chief engineers and technicians,
applicants for AM, FM, TV and buyers of
broadcasting services
*1977 Readership Survey showing 44
readers per copy

contact
BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington, D. C. 20036
for availabilities
Phone: (202) 638-1022

Services

COMMERCIAL RADIO MONITORING CO.
PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV
Monitors Repaired & Certified
103 S. Market St.
Lee's Summit, Mo. 64063
Phone (816) 524-3777

CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass 02138
Phone (617) 876-2810

DOWNTOWN COPY CENTER
FCC Commercial Contractor
AM-FM-TV & NRBA lists—tariff
updates-search services—mailing
lists, C.B., Amateur, etc.
1114 21st St., N.W.,
Wash., D.C. 20037 202 452-1422

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

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.

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. E.E.O. Employer.

East Texas Market of 15,000 seeking General Manager for AM/FM operation. Must be strong sales, and MUST be community oriented. Excellent salary/incentive package for the right man/woman, with a strong track record. If you're ready to make a permanent move to one of Texas' most beautiful and fastest growing areas, send complete resume to: William L. Walling, 8202 Braniff, Houston, TX 77087. 713-943-3509 after 6 p.m.

General Manager—Daytime within 50 miles of N.Y.C. Dynamic market—looking for dynamite general manager—track record—excellent opportunity. Box H-18.

Community Club Awards (CCA) Radio/TV/News—paper sales promotion requires California-based, West Coast sales manager, covering California, Washington, Oregon, Idaho, Arizona, Nevada territory. Full-time travel (Monday-Friday). Salary, Commission incentives provide unlimited earnings opportunity. Availability, background, references, first letter, please. Box 151, Westport, CT 06880.

Group owner is in need of a Sales Manager capable of applying research in local sales. "Rep" background helpful, but not essential. You must be able to mold a cohesive local sales force and maintain strong personal billing. This southeast station offers excellent base, incentives and fringe benefits. EEO. Box H-58.

Aggressive sales-oriented person to manage small-market AM/FM combo in Michigan's beautiful upper peninsula. Station is on the upswing with lots of growth potential. Excellent opportunity with possible ownership percentage for right person. Equal opportunity employer. T. L. Laidlaw, KNDK Radio, Langdon, ND 58249. 701-256-2146.

Branch Manager/sales-news. Midwest growing small market. Base + commission. E.O.E. Resume. Box H-128.

General Manager with strong sales background for West Coast major market FM wanted by progressive, expanding group broadcaster. Send resume with salary requirements to: Entercom, 555 City Line Avenue, Bala-Cynwyd, PA 19004.

General Manager—Are you bright, aggressive and like to work hard? You'll need to know sales, programming, promotions and how to motivate. Send resume, references and salary history to Dee Cignetti, WTRA, 315 Depot Street, Latrobe, PA 15650.

HELP WANTED SALES

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.

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. E.E.O. Employer.

Sales Manager, community oriented and active community participating, RAB/Weish either/or trained, who can sell and will, who can recruit, teach, motivate sales staff, strong on both on/off air promotions, prolific in merchandising, saturations, short and long term contracts, remotes. Great potential—growth area—great market. Great signal. Great bucks for the great SM, a proven winner. Resume, references Box H-4.

Six station group offers excellent sales opportunities. Broadcast education or experience required. Midwest natives preferred. E.O.E. Resume. Talley Stations, Litchfield, IL 62056.

Excellent List Available for aggressive, ambitious pro with growing group. Ground floor opportunity leading to management and equity. Tom Joyner, PO Box 87, Petersburg, VA 23803, EOE.

Young, Experienced Sales Representative sought for an AM/FM operation in rural New England. Relaxed, personable character vital. Last rep earned \$12,000+ in first year on 20% commission on collection. Send resume to Box H-116.

Sales professional needed.—At South Carolina AM Country Station, near Charleston, S.C. Send resume along with salary requirements to Joseph L. Cusaac, General Manager, WBER Radio, PO Box 67, Moncks Corner, SC 29461.

Excellent opportunity for the right salesperson who understands suburban radio. KRDR Gresham (Portland area market) and KGAA Kirkland (Seattle area market) successful suburban AM's each with one opening on the sales staff. Experience (2-3 years) an absolute necessity. High % commission structure; guaranteed draw; excellent prospect list. Both stations in growth markets. Current salespeople earn from \$10,000 to \$40,000 annually. Call or send resume to Charles W. Banta, KRDR, PO Box 32, Gresham, OR 97030 503-667-1230. EOE.

Springfield, Illinois' Country Powerhouse seeks recent college grad with 1-2 years sales experience. Strong in creative writing, campaign development. Join aggressive team in exciting radio market ... where big efforts earn even bigger rewards. Call now. WMAV, Jim Lundgren, 217-629-7077. EOE, M/F.

New future top-rated contemporary FM near San Francisco needs self-starters. KFMR, 1145 Willora, Stockton, CA 95207.

Augusta, Georgia new adult contemporary needs two sales people. Gary Morse, WKZK, 404-738-9191 or 502-554-1217.

Radio Sales Pro—NW Chicago Suburbs. Selfstarting, motivated. Retail and agency accounts. Car necessary. Salary/Comm. negotiable. Fastest growing market in USA. Resume to: Bill Dochterman, WMMM, 120 University Drive, Arlington Heights, IL 60004.

Very successful South Florida station seeking highly qualified, experienced sales manager. Must have radio sales background. Equal opportunity employer. Send resume to Box H-130.

Southeastern Arizona—Needed: experienced salesperson with management potential for growing small market AM & soon-to-be Class C FM. Send resume to Box H-142.

Five kilowatt fulltimer in Hobbs, New Mexico needs salesperson. Announcing experience helpful. Salary plus commission. Apply with resume to KWEW, Box 777, Hobbs, NM 88240.

KROD-AM/KLAQ-FM, Number one adult combo in El Paso, Texas, 6th fastest growing city in America is looking for two aggressive sales people with at least two years experience. An EOE. No phone calls please. Send resume and three references to: Bob Lunningham, General Sales Manager, 4141 Pinnacle, Suite 120, El Paso, TX 79902.

Beaumont, Nation's No. 1 growth market and 5th ranked Texas Metro. Opportunity for professional to earn \$30,000 plus first year with No. 1 list and move up in established group. Guaranteed salary and draw against commissions. John Wilson, Box 6067, Beaumont, TX 77705. 713-842-2210.

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.

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. E.E.O. Employer.

Wanted: Screamin' rock and roll disc-jockeys. Good dollars. WNDE, Indianapolis, IN. Tapes and resumes to: Bill Garcia. No calls. EOE.

Wanted: experienced and strong A.C. morning personality to work in a beautiful Rocky Mountain City!! No screamers, no jokers. Heavy on production. Resume and tape to: Bill Stebbins, PO Box 5023, Missoula, MT 59806. E.O.E. Affirmative Action Employer.

KFYE (Y94) Fresno is looking for a creative, exciting, enthusiastic personality ready for the San Joaquin Valley's most listened to radio station. 68,000 watts/adult rock FM/great city. Tapes, resumes, salary requirements to Mike Berlak, PD, 535 Fresno TowneHouse, 93721.

We're Cleaning House ... immediate openings for contemporary and country "personalities" for our Pa. stations. Call for details 717-748-4038 ... EEO employer.

Experienced announcer familiar with automation and strong in production needed for 100,000 watt FM in northern Wisconsin. Tape and resume to Roger Utneher, PO Box 310, Antigo, WI 54409.

Indiana-Ohio group owner needs hard working dedicated announcer for one of our small market stations. Come grow with us! EOE. Send resume, salary requested and anything else we should know to Box H-117.

Small Market MOR/Top 40 station in thriving community seeks experienced announcer with good production skills. Send tapes and resumes to Teresa Lamanca, WPKE, Box 2200, Pikeville, KY 41501.

Virginia small market radio, diversified format. Opening for well-rounded experienced announcer. Send tape (must include news) and resume to: Ross Hunter, WJMA, Box 271, Orange, VA 22960. EOE.

Major market AOR in northeast. Accepting tapes and resumes for future openings. Minorities and females encouraged. Send tapes & resumes to Jeff Appleton, Program Director, WBUF-FM, 1233 Main Street, Buffalo, NY 14209. No calls please. EOE.

Deejay—Southwest-career-minded, license. Minimum two years' experience prefer country music. Tape, resume, to: Harrell Banks, Box 20267, San Antonio, TX 78220.

Immediate opening for announcer/copywriter in Beautiful Music. Largest land coverage FM station needs good voice and skills. 5-day week. Send tape, resume, to: Peter Thing, WHOM, Rt. 26, Poland Spring, ME 04274.

HELP WANTED ANNOUNCERS CONTINUED

New FM in small market Virginia resort now interviewing announcers. Contact Randy Swingle 703-743-6551. EOE.

Beautiful rock-bound coast of Maine wants you! Looking for energetic, friendly personality to handle afternoon contemporary music shift. Tapes and resumes to Joe Martelle, WCSH Radio, Portland, ME.

Monterey, Calif.—operations mgr. for highly rated adult MOR. Must be very sharp on detail. Air-shift 10 a.m.-2 p.m. and production. Resume and tape to: Charlie Powers, Box 68, Moraga, CA 94556. EOE/MF.

A very successful radio station in South Florida needs an experienced announcer. Minorities encouraged to apply. Equal opportunity employer. Send resume to Box H-131.

Announcer for modern country format. Experienced should send air-check and resume to J. William Poole, WFLS AM-FM, Box 597, Fredericksburg, VA 22401. EOE.

Afternoon Drive talent needed immediately for major southeast radio station. Minimum four years of experience, large market preferred. Talent and good production and ability to deal with public a must. Tapes and resumes only to WAYS, 400 Radio Road, Charlotte, NC 28216. Equal Opportunity Employer.

Talk show host needed now for Northeast AM—If you're a good communicator who is informative and entertaining and can handle two way talk and desire to do some exciting air work then you could be the person to fill this position. Have the opportunity to work with creative people in brand new facilities, Excellent company with fine benefits. If qualified send resume and salary requirements to Box H-132.

Midwest—Adult Contemporary AM & FM looking for strong announcer for future openings. Send tape and resume to: Martin Sheridan, Manager, KBKB, PO Box 369, Fort Madison, IA 52627.

HELP WANTED TECHNICAL

Chief Engineer: 10 kw directional AM, 50 kw FM with automation. Strong maintenance, digital and RF background required. Salary approximately 24k, depending on experience. Contact David Gleason, Manager WQII/WZNT, GPO Box 71398, San Juan, PR. 00936. Include full resume and references. An Equal Opportunity Employer.

Chief Engineer in Medium sized Midwest Market. Must be proficient in AM, and Automated FM operation. Excellent opportunity. Salary commensurate with experience and ability. Reply to Box H-6.

South Eastern 50,000 Watt AM-Directional and 50,000 watt FM needs chief engineer. Only experienced need apply. EOE. Resume with monetary requirement to Box H-50.

Engineer/Announcer—1st Class Station in scenic part of midwest. KNEI AM-FM, PO Box 151, Waukon, IA 52172 or call 319-568-3476.

Chief Engineer needed for new 100,000 watt public station. Will be responsible for all technical aspects of operating including, maintenance on transmitter, microwave, 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. One month vacation. Send resume to David M. Horning, General Manager, KHCC-FM, 1300 North Plum, Hutchinson, KS 67501.

KOY, Phoenix, needs an assistant chief engineer with FCC first class license. The person we are interested in needs to have a solid background in radio. Must be quality conscious, self-starter, and have working knowledge of state-of-the-art technology. Excellent opportunity for the right person. Southern Broadcasting Company is an equal opportunity employer. Send full resume, references, and minimum salary requirements to: Roger Johnson, KOY, 840 N. Central Ave., Phoenix, AZ 85004. No phone calls please.

Chief Engineer needed part time to maintain transmitter and studio equipment. Must have FCC 1st class license. Radio Station WTMR, Camden, NJ 609-962-8000.

Assistant Chief, experienced AM/FM/SCA. Resume only. WSBC, 4949 West Belmont, Chicago, IL 60641.

If you're a good engineer who likes Southern small town living and don't need a whole lot of money, this AM-FM combo with a congenial staff and lots of equipment including automation needs help. Double in sales or announcing and you can do better. If you're capable, send resume. Box H-112.

Chief Engineer, Group Owned 5kw DA-2 Duluth, MN. Just have good electronics background and FCC First Class. Send salary requirements and resume to Steven Terhaar, Box 2983, Fargo, ND 58108.

Chief Engineer, directional AM-automated Class C-FM, N.E. Texas station with outstanding reputation. No board work. Send resume, references, salary requirements, Box H-90.

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

Chief Engineer: For student operated 1kw FM in 5-college community of 40,000, two hours from Boston. Applicants must have strong technical background and able to interact effectively with student broadcasters. First class license required; previous FM experience preferred. Salary up to \$13,000. Send three letters of recommendations and resumes by Sept. 7, 1979 to: Station Manager, WMUA 91.1 FM, 42 Marston Hall, Univ. of Massachusetts, Amherst, MA 01003. An affirmative action/equal opportunity employer.

Broadcast Engineer: Chief Engineer for combination AM/FM in one of the Southwest's fastest growing and most pleasant markets. Must have first phone and degree in electronics or comparable experience. Applications are especially desired from women and members of minority groups. Excellent salary and benefits with one of Texas' most respected broadcasting organizations. Call Bob Woodman 512-573-9171. KVIC and FM 95, Victoria. Equal Opportunity Employer M/F.

We've got first-phones. Now we need a person who knows how to install and maintain all kinds of commercial radio broadcasting and audio gear, for a fast growing station that's doing big things in a small Oregon market. Western applicants preferred due to moving distance. EOE. For interview, call Mr. Smith, 503-882-8833.

Chief engineer for stereo FM. Experience, thorough knowledge rules and regulations, strong maintenance required. Contact Harry Dunnagan or Bill Norman, WNMB, 429 Pine Avenue, North Myrtle Beach, SC 29582. Phone 803-249-3441. Equal Opportunity Employer.

Chief Engineer wanted for WRAP, Norfolk, Virginia's only DISCO station. First Class License and at least 3 years experience required. Send resumes to Steve Shrader, PO Box 647, Atlanta, GA 30301.

Chief Engineer. Transmitter and audio experience. AM-2 tower directional (Critical hours only) FM-automated. Medium size city of 65,000, Upper Midwest. Good living. Send resume and monetary requirements. E.O.E. Box H-159.

HELP WANTED NEWS

Wanted: immediate opening, news director. Looking for professional sounding, news director, to lead hard working crew. Also opening for, sports director, with play by play experience. Rush tapes and resumes to Jack Hansen, KCLD Radio, Box 1458, St. Cloud, MN 56301.

KFYE (Y94) Fresno wants experienced News Director for 68,000 watt adult rock FM. Strong voice, ability to 1) dig for hard local news, 2) deliver it in an exciting format, and 3) teach others to do the same. Tapes, resumes, salary requirements to Mike Berlak, PD, 535 Fresno TowneHouse, 93721.

News Director/Reporter/Anchor in Northern California. You'll do it all in this small, high growth market. 11 hours from San Francisco. Class A FM needs high profile local news dept. Run by well organized, highly interested person who loves news and hard work. 3 years news experience, good writing skills. 8 to \$10,000. KUIC, 419 Mason St., Vacaville, CA 95688.

Unusual opportunity. News-sales combination. Growing midwestern town. E.O.E. Resume. Box H-127.

Northeast Ohio News Opportunity. Top rated contemporary station looking for newperson. Sports experience helpful. Excellent vacation, pay, benefits. Equal opportunity employer. Box H-120.

Newsperson: Experienced, Dominate local news operation. CBS affiliated. Good salary and benefits. Tape and resume to News Director, WSOY AM-FM, Box 2250, Decatur, IL 62526. EOE.

New Jersey Shore ABC contemporary station has opening for experienced local Newpersons and News Director. Strong gathering, writing and announcing. Send tape and resume (No calls please) to Mr. Jefferson, WJRZ-FM, Box 100, Manahawkin, NJ 08050, EOE/MF.

Newsperson needed by highly rated "Beautiful Music" station. Morning news, public affairs programs and editorials included in responsibilities. Must have solid experience, excellent writing skills and mature voice. Equal Opportunity Employer. Tape & resume to WSRS, Box 961, West Side Station, Worcester, MA 01602.

Anchor/reporter sought for heavy news and adult contemporary combo in Pennsylvania's third largest market. Strong on-air to replace female staffer on five member department. CBS affiliate. Send resume and tape to: Tim Cain, News Director, WEST/WLEV, Box 81, Easton, PA 18042.

New FM in small market Virginia resort now interviewing newpeople. Contact Randy Swingle 703-743-6551. EOE.

News Director for small market radio. Experienced person should send tape, work references and salary requirements to WVSC AM & FM, Box 231, Somerset, PA 15501.

Midwest—Adult Contemporary AM & FM looking for someone to gather, write and present news on the air. Prefer college grad, experience helpful but not required. Send tapes and resume to: Martin Sheridan, Manager, KBKB, PO Box 369, Fort Madison, IA 52627.

Dominant Northeast Ohio Regional 5KW AM seeks news director, Strong on-air skills, management background and 3-to-5 years experience. Resumes to John Nagy, WKBN, Youngstown, OH 44501. An Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Production Expert with programming experience, also airshift, Tape and resume to Doug Matthews, GM, WFIR Radio, Box 150, Roanoke, VA 24002, no calls, EOE.

Advertising and Promotion Director ... WGMS AM & FM/RKO Radio, Washington, D.C. has immediate opening for aggressive, energetic professional with experience in radio promotion and merchandising; knowledge of radio sales area; creative writing experience necessary; knowledge of advertising print industry; salary plus incentives. Send resumes only to Personnel Administrator, WGMS AM/FM, 11300 Rockville Pike, Rockville, MD 20852. EOE, M/F/H/C/Vets.

Program Director needed for Pennsylvania Powerhouse AM. We need an innovative leader who knows how to get and hold an audience with Adult Contemporary programming. Air shift required. Good compensation package available. Send your resume, references and salary requirements. We are an equal opportunity employer M/F Box H-152.

SITUATIONS WANTED MANAGEMENT

General Manager, heavy experience, documented success record with group giant, small stations. Exceptional skills in organization, administration, programming, sales, promotion. General Manager, who's practical, profit producer. Family wants relocation. Hot line number: 615-878-3023.

Solid sales, programming and administrative experience. True professional who desires management level position. Mid-Atlantic area preferred. Box H-55.

GM has \$100,000 to invest + best track record in broadcasting. Reply H-158.

Manager, west coast small market. Motivator, Sales/Programing background. Box H-145.

SITUATIONS WANTED MANAGEMENT CONTINUED

Experienced salesmanager and general manager seeks either. Successful track record. Midwest preferred. Box H-162.

Manager who only understands success looking. Proven winner, track record, outstanding qualifications. Tired of mediocre applicants? Answer this ad. Box H-46.

Former KXLR, WUBE first class license fourteen years. PD, operations manager, adult country, other. Dave Boone, 518-482-8614, 518-456-0721.

SITUATIONS WANTED ANNOUNCERS

Versatile Air Personality, 3rd Class License. Resume and audition tapes available. Creative and full of pep. R and B or disco. Elwin Tobias, 4717 S. Greenwood, Chicago, IL 60615. 312-536-8129.

Personality, dedicated, dependable hard-worker, creative D.J. Pleasant voice, third. Will relocate. Immediately seeking Top 40, RB or Disco station. Contact Charles Robinson 312-787-8220, 348-8429.

Experienced DJ light board, good news, commercials and production, will go anywhere, now. Box H-64.

Male, D.J. 20, disciplined, ambitious. 3rd Phone, hardworker, dependable R, B or Disco Format. Resume and Tape available. Will relocate immediately. Call or Write Gethmus Lavender, 312-324-3926, 6551 South Ingleside, Chicago, IL 60637.

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.

Highly motivated trained black male broadcaster "can do" person. AOR, MOR, Top 40, progressive and commercials that really sell. Phone (days) David Bryant 201-247-7881.

Exp. 1st phone air personality looking for reputable station (small or med. market) in the New England area. Added exp. in music and programming. Call Jim Kapp 412-658-3587 (days) 412-654-7908 (Eves.)

Rock n Roll air personality. 3rd phone. Creative, dependable ambitious, tape and resume available. Call Brian 312-895-5668. 3002 182nd Pl, Lansing, IL 60438.

Need versatile announcer? Experience in top markets. Excellent voice, production, can handle variety on-air jobs. Willing to relocate in desirable community. Bob McGonagle, 99 Prospect St., Stamford, CT 06901 202-323-5828.

Sports Director with six years experience PBP morning drive. College grad 602-265-1462, Dick.

D.J. announcer, talented, experienced, excellent personality with ultimate weekend disco format for right music director. Box H-97.

D.J. news & sportscaster with good production and copywriting skills. Currently working in small market. 3 years experience. If you're tired of dealing with "Zombies" send for my "free tape and resume". Box H-146.

Rockin Rollin Graduate looking for opening. Call Frank at 312-373-5671.

Seasoned Pro. PD-MD experience. First phone. No drifter. Employed. Northeast preferred. Box H-160.

Please help me with my first break. Someone must have helped you. Have taken workshop, will work hard, and willing to relocate. Please call Don at 714-464-0850.

SITUATIONS WANTED TECHNICAL

Professional broadcast engineer seeks opportunity with similar organization. Excellent credentials include major market background, high power, and DA's. Well versed in financial considerations of engineering. West or Southwest. Box H-118.

Experienced Chief, gnd up. Directionals, proofs, tools & equipment, will relocate. Phone 617-665-7193 mornings or evenings.

Radio Station Engineer, with excellent technical references, is looking for employment as a chief engineer at a medium or major market radio station. Prefer station(s) that is planning or is automated. Maintenance is a prime concern, no board shift. I believe in professional engineering so no bailing wire, rubber bands, or paper clips. Robert King, 6615 Franklin Ave., No. 204, L.A., CA 90028, or phone 213-851-4062.

SITUATIONS WANTED NEWS

Still need a great sportscaster with experience? Medium market or college pbp? Call me! 516-781-0037. Larry.

News Announcer. Female. 3rd. Mature. Dependable hardworker. Will relocate. Write or call for resume and tape. Rochelle Estrada AS. 312-787-8220, 2146 N. Dayton, Apt. 204, Chicago, IL 60614.

News Director/Consultant. 10 years exp. Let me whip your news dept. into shape. 313-681-6788 or 312-246-1121 (messages.)

Reliable, sharp Female Journalist desires news reporting position at your station. B.S. in Jour, 1978; Radio news writing/reporting/announcing experience; Technical TV experience; proficient tape editor; FCC First Class License; Member Society of Professional Journalists; Sound references. Available immediately. Please contact K. L. Curry, PO Box 37, College Park, MD 20740.

Hispanic newsman with five years experience in Top 15 market. University graduate and bilingual. Box H-137.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Proven Communicator wants AOR Program Director/on-air slot. Hungry to make us both winners in your market. BS Broadcasting/Management. 4 years experience. Call Fred 914-354-1036 after 5.

Successful, talented, creative, and intelligent AOR-top tracks programmer with winning ways want to get it together for you with sound, image, and promotion. Positive attitude and positive results. Box H-136.

Program, Operations or Music Director position wanted in Adult Contemporary or Top 40. 3 years experience as MD, 7 years in radio. Extensive music research background. Strong on detail. B.S. Degree. Call Roger Davis 402-333-9777.

10 yrs Exp. On Air AM/PM Drive slots jocking, major mkt news, Program Director, heavy production, in demand for freelance Radio & TV. talent regionally. Ready to move to major market production position or on air work. Box H-150.

TELEVISION

HELP WANTED MANAGEMENT

General Television Manager for Upper Midwest group owner. Would be responsible for four TV stations. Must have considerable experience in broadcast management. Equal Opportunity Employer. Send Resume to H-104.

Executive Director of Regional Network: Position is chief operating executive responsible to Board of Governors for the administration of network services to 32 public television stations. Duties include implementation of board goals and objectives, personnel hiring and evaluation, budget development and control, project creation and management, representation of regional views on PTV issues at regional and national levels, administration of program activities including acquisition and distribution. Applicants should have broad experience in public broadcasting administration including programming, development and operations or equivalent experience. Position available September 17, 1979. Salary competitive. Resumes and letters of references should be sent to Screening Committee, Pacific Mountain Network, Suite 170 B, 2480 West 26th Avenue, Denver, CO 80211. An EEO/MF employer.

Assistant Director of Grants Development. Responsible for assisting the Director in research, coordination, writing and presentation of WHA Radio and Television production projects to potential funding agencies. Major responsibilities include: research and analysis of funding sources; proposal writing; client contact and presentation of selected proposals; monthly newsletter; manage routine administrative detail; manage funding coordination system; department liaison activities; assist in radio citizen support activities, function as Acting Director in absence of the Director. Bachelor's degree required. Master's in business or arts administration preferred; knowledge and experience in public broadcasting and demonstrated proposal writing ability required. Salary: \$14,000. Completed application deadline September 4, 1979. Write for application and details: Ronald C. Bornstein, Director and General Manager, WHA Radio and Television, 821 University Avenue, Madison, WI 53706. An equal opportunity/affirmative action employer.

HELP WANTED SALES

Immediate opening for broadcast sales representative. Number one VHF network affiliate in the south-east seeking an aggressive, experienced individual with solid sales background. Sales management experience desired. An equal opportunity employer. Female and male applicants from all races desired. Submit resume and starting salary requirements in confidence to Box H-102.

Unusual opportunity for energetic, knowledgeable, hands-on Sales Manager with small market experience. Call John Conte, General Manager, KMIR-TV, Palm Springs, CA 714-568-3636.

HELP WANTED TECHNICAL

Engineers with the highest level of technical expertise needed by Major Production Facility. Work with state of the art equipment. All applicants must have heavy digital experience. Call Don Faso, Chief Engineer at 404-634-6181 or write Video Tape Associates, 1733 Clifton Road, All., GA 30329.

Chief Engineer. Major West Coast market VHF seeks chief engineer with management experience, who is people-oriented and has a good grasp of the future technical needs of commercial broadcasting. EE helpful. Department is large, personnel excellent. Special projects numerous. EOE. Box H-45.

Experienced Television Engineer with FCC 1st Class License—varied duties—Heavy maintenance—temporary or permanent. EOE. Phone Phil Linn, 915-533-2911.

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.

Chief Engineer. For new UHF-TV Channel 56, Anaheim, Calif. Need known-it-all, hands-on chief, to make final selection of equipment & start construction. Send resume, references, salary requirements to Box H-122.

Wanted: Competent VTR and Switching maintenance Engineer for growing, aggressive SE TV market. Experience required: minimum of 4 years hands-on maintenance experience with RCA and Grass Valley equipment. Needs to be strong in digital and computer technology. Send resumes to Harold Johnson, Chief Engineer, WAAY-TV, 1000 Monte Sano Blvd., Huntsville, AL 35801. EOE.

Electronic technicians for maintenance positions in National Operation. Some positions available in major cities. Applicant should have experience on 1" and 3/4" format. Digital background a plus. Send resume and salary requirements to: Gene Wright, 1018 West Peachtree St., Atlanta, GA 30309.

Maintenance Technicians and Board Operators. FCC 1st required. Experience w/Quad, 3/4" helpful but will train. EOE. Resumes to Dean Turman, WQRF-TV, 128 Kishwaukee St., Rockford, IL 61104 or call 815-987-3950.

HELP WANTED TECHNICAL CONTINUED

Maintenance Engineer minimum 3 years in-depth studio maintenance experience. ENG experience desirable. Top 20 ABC affiliate on Florida's beautiful suncoast. Write or call Director of Engineering, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733 813-577-1010. EOE.

Nashville opportunity for licensed, experienced television studio equipment maintenance engineer, transmitter experience a bonus. Master control operator position with first phones also open. C.E. 615-385-1717.

Mobile unit engineers—Tel-Fax, Inc., an established and growing remote facilities operation, is seeking qualified mobile unit engineers. Duties will include maintenance and operation of equipment including quad and 1" VTR's, RCA, Ampex, Fernseh and Norelco cameras, HS-100, GVG switchers, etc. Send resume to: Greg Symanovich, Tel-Fax, Inc., 4654 Airport Road, Bath, PA 18014.

Licensed Engineer—Reading, PA. First class license-technical schooling or experience desired—be in on ground floor construction new UHF. An Equal Opportunity Employer. Contact GM WTVF, Box 3248, Reading, PA 19604 (215-372-8981).

Chief Engineer—Gulf Coast network VHF station looking for hands on chief with broad knowledge and experience with state-of-the-art equipment. Top salary and fringe benefits for the right individual. Car furnished. Relocation expenses. Send resume to Al Smith, KPLC-TV, PO Box 1488, Lake Charles, LA 70602 EOE.

First Phone Operator for master control and production switching or studio maintenance. Ideal living conditions, next to ocean, in the heart of the redwoods. Phone 707-443-3123 or send resume to Don Pope, Chief Engineer, KIEM-TV, PO Box 3E, Eureka, CA 95501.

TV Broadcast Technicians. Established public television station moving to new color facility. West Virginia University and WVU-TV has vacancies for technicians experienced in master control and studio maintenance and operations, or all phases of transmitter and/or microwave transmission systems. Send resume of qualifications and salary history to: Jack Podaszwa, Personnel Officer, West Virginia University, Morgantown, WV 26506. An Equal Opportunity/Affirmative Action Employer M/F.

Chief Engineer—Reading, PA. First class license. Supervise personnel and construction all phases new UHF—RCA Package—three to five years experience in TV station engineering and operations or equivalent. Prefer some station construction and UHF engineering experience or equipment layout and installation, however, this qualification evaluated in relation to total engineering background and technical knowledge. An Equal Opportunity Employer. Contact G M, WTVF, Box 3248, Reading, PA 19604 (215-372-8981).

Television Chief Engineer. For soon to be improved Mid-Atlantic station, and to supervise technical operation of second group station. Must know TV station construction. EOE. Reply Box H-110.

Maintenance Engineer—familiarity Transmitters, Video Tape, Studio and Eng. Good opportunity for an operations person ready to advance. Send resume to Al Scheer, V.P. Engineer, WLEX-TV PO Box 1457, Lexington, KY 45091. An Equal Opportunity/Affirmative Action Employer.

Asst. Chief Engineer for local TV station. TV engineering supervision experience & FCC First Class License required. Send resume Personnel Office, 3 Constitution Plaza, Hartford, CT 06115. We are an Equal Opportunity Employer!

Broadcast Engineering Supervisor: maintenance of UHF/cc public TV production facility, oversight of technical staff, operations. Send resume, references, salary required. Manager, WTVP-TV, 1501 W. Bradley Avenue, Peoria, IL 61625. An equal opportunity employer.

Engineer—Operating, maintenance, and equipment installation. VHF in sunny Florida. \$10,000 to 18,200. First Class required. EOE. Write Box H-144.

Television/Studio Technician: American University seeks experienced engineer to install, repair & operate TV cameras, switchers, VTR's, video & audio tape editing equipment, ENG TV equipment & other related hardware. Candidates must have 2 years technical school & 3 or more years experience working with above equipment. For consideration call 202-686-2591 or come to Personnel, 4451 Mass. Ave., N.W., Room 200 between 10 & 2. EOE/AA.

Public Broadcasting Service: Television Broadcast Technician. Our broadcast organization is seeking television operations technician. Position requires FCC 1st Class radio telephone license. Associate Degree in Electronics or equivalent plus 1-2 years experience operating and/or maintaining broadcast videotape equipment preferred. Excellent benefits. For consideration please send resume and salary requirement to: Carol Dickert-Scher, Public Broadcasting Service, 475 L'Enfant Plaza West, S.W., Washington, D.C. 20024.

Dallas—Maintenance Engineer for TV Production Facility Hands on experience with AVR-2, VR-2000, Norelco & RCA cameras. Send resume and requirements to Jimmie Fortnet, MCI Productions, 2500 Farrington, Dallas, TX 75207.

Assistant Chief Engineer for major market east coast independent to be responsible for studio production and remotes. Should have five years operations and maintenance experience and well schooled in electronics. Box H-155.

Closed Circuit Television Technician: University of Illinois seeking maintenance technician for small format television equipment. Starting \$13,270, raises to \$17,035 over two years, plus annual increases. Two years electronics study, two years electronics maintenance required. Contact: Don Swift, Personnel Services, University of Ill., Champaign, IL 61820 217-333-3109. Affirmative Action, Equal Opportunity Employer.

Master Control Room Operator for top independent. Must have knowledge of all equipment required to work on air operation. Minimum 1 year experience in control room situation. First Class FCC License required. Contact John Rosas, KMPH-TV, 2600 South Mooney Blvd., Visalia, CA 93277, 209-733-2600. EOE/M-F.

Chief Engineer wanted for TV-Radio station in the midsouth. Box H-133.

Operations/Maintenance/Remote person for major market production organization. FCC 1st and 3-5 years broadcast experience. Box H-156.

Director of Network Engineering. Under administrative supervision of Network Manager, direct and be responsible for the overall planning and coordination of all engineering operations of a public television network. Minimum qualifications: Associate degree in Electronics or equivalent plus 10 years of engineering supervisory experience in commercial or educational television broadcasting; First Class FCC radio-television broadcast license and familiarity with current state of the art procedures and equipment. Salary range: \$19,020-\$29,600 depending on qualifications. Forward resume by September 7, 1979, to Keith Nighbert, Manager, WENH-TV, Box Z, Durham, NH 03824. AA/EEO.

HELP WANTED NEWS

3-Time News Photography Station of the Year looking for qualified photojournalists. News reporting and photography experience preferred. Send resume and tape to George Tomek, KTVY, PO Box 14068, Oklahoma City, OK 73113.

Top fifteen sports mad southern city wants hustling creative weekend sports anchor/weekday sports reporter. Strong on human interest, fitness, reporter involvement. We are an equal opportunity employer. Box H-67.

Award winning news department looking for just the right aggressive reporter. Also have opening for photographer. 2 years experience. Send tape and resume to John Miller, WVEC-TV, 110 Third Street, Norfolk, VA 23510.

WALB-TV has immediate opening for anchor/reporter. All ENG station. Send resume and tape, apply in person, or call Jerry Cannady, N.D., 1709 Stuart Ave., Albany, GA 31706. 912-883-0154.

News Anchor. Good growth opportunity with new independent news operation. Prefer some ENG experience. EOE. Send resume and audition tape to Gen. Mgr. WQRF-TV, 128 Kishwaukee St., Rockford, IL 61104.

TV News Reporter—2 years field experience. Bachelor Journalism, ENG. Resume/Tape to Bert Roselle, WJKS-TV, Box 17000, Jacksonville, FL 32216. EOE.

Managing editor needed for committed news operation in S.E. Need strong news judgement and ability to direct award winning staff. E.O.E. Send resume-salary requirements to Box H-98.

Sports Director—2 years experience, ENG, reporting and on-air anchoring. Resume/Tape to: Bert Roselle, WJKS-TV, Box 17000, Jacksonville, FL 32216. EOE.

Sports Director ... Midwest. Emphasis on local coverage. Air work, appearance and personality must be top-notch. Box H-106.

TV News Reporter with experience. Top 50 market. Contact Kent Collins, News Director, WCHS Television, Charleston WV 25324. 304-346-5358. EOE.

Assignment Editor. We need an aggressive person familiar with a fast paced news format who knows film and ENG and who can help our reporters to cover news from the viewer's point of view. We're an outstanding network affiliate in the upper midwest with a complete dedication to news. An Equal Opportunity Employer. Come join us. Box H-101.

Weatherperson for three station network in central and western North Dakota. Well equipped operation including remote color radar. Prefer applicant also able to do stories on environmental and science subjects. Equal opportunity employer. Write for application: Dewey Heggen, News Director, PO Box 1738, Bismarck, ND 58501.

News Co-Anchor: Midwest UHF Network Station seeks experienced co-anchor to join exceptional female counterpart for six and ten PM news blocks. Must have strong "on air" appeal and experience. Applicants should have writing background and willingness to put forth the effort for continued news growth within the market. Please send resume listing experience, references, and salary requirements to Harry L. Strader, Station Manager, KTSB-TV, Box 2700, Topeka, KS 66601, 913-582-4000. An equal opportunity employer.

News Operations Manager for local TV station. ENG experience required. Supervisory experience preferred. Send resume Personnel Office, 3 Constitution Plaza, Hartford, CT 06115. We are an Equal Opportunity Employer!

Washington Bureau looking for three experienced television reporters. Local TV news reporting experience an absolute requirement. Good salary with opportunities for investigative reporting and in-depth series reports. Send tape and resume to Capital Broadcast News, 400 First Street, N.W., Washington, D.C., 20001.

Photojournalist with minimum of one year professional experience in news, features, documentary producing, editing and photography. Working knowledge of 16mm and ENG equipment necessary. Tapes and resumes to Charles Duncan, Exec., News Director, KAKE-TV, PO Box 10, Wichita, KS 67201. An EOE.

Weather/Environmental Reporter for Northern California CBS affiliate. Send tape and resume to Dan Adams, KHSL-TV, PO Box 489, Chico, CA 95927.

Co-Anchor Nightly News on KMVT Television, a progressive news station in southern Idaho "Gateway to Sun Valley" Salary negotiable ... Call immediately 208-733-1280, David Denault-News Director.

10:00 PM Producer: Must be able to write and produce 10:00 PM newscast with intimate knowledge of national and international affairs. Substitute technical director. Must also be able to edit both film and 3/4" videotape; and process film. Bachelors degree and one year producing experience required. Salary: \$12,000-\$14,000. Contact: KTVX News Director, 801-972-1776. An Equal Opportunity Employer.

HELP WANTED NEWS CONTINUED

Reporter ... for a medium market midwest station with a very strong news commitment. Must be a self starter who knows how to dig up real news and package it with a flair. Equal Opportunity Employer. Box H-153.

Reporter/Producer—A substantial background in television news reporting is required. Must be experienced in all phases of TV news operation. Reporting, 16 mm photography, electronic news gathering, writing, editing, etc. Heavy emphasis on reporting and writing. No telephone applications can be accepted. Send complete resume and video cassette to: News Director, WTVD, PO Box 2009, Durham, NC 27702. EOE.

Immediate Opening for experienced news reporter with leading NBC network affiliate. Applicant must be able to gather, edit and air radio and television news reports. Excellent opportunity for effective, articulate reporter. Many benefits. Successful applicant will work with professional staff using modern equipment. Send resume, salary requirements and 3/4" video tape to News Director, WSYR-AM-FM-TV, 1030 James Street, Syracuse, NY 13203. No phone calls please. An equal opportunity employer.

News Director. Immediate opening in land of enchantment. Must be full charge TV news director, presently in market size 85 or larger. Call Jack Mahoney, GM, 505—243-2285. KGGM-TV, Albuquerque, NM. EEO.

Weatherperson: Top 50 market in the East looking for creative weather presentation. Personality more important than experience. Equal Opportunity Employer. Send resume to Box H-134.

Reporter—KFSN-TV is looking for a general assignment reporter with anchor potential who can communicate through the TV screen. If you have good appearance and speaking voice and have reporting experience, you might be what we are looking for. Please send resume and video tape to John Howell, KFSN-TV, 1777 G Street, Fresno, CA 93706. Capital Cities Communications, Inc. is an Equal Opportunity Employer.

Eastern Top 50 Market opening for skilled sportsman with field packaging ability and bright anchor personality. EEO employer. Resumes to Box H-138.

Experienced Camera Operators, tape and film. Washington, D.C. News Service. We will call for tapes. Send resumes to Box H-163.

Producer—Looking for an experienced producer for our 11 p.m. news. Must have solid background in all phases of news and ENG, including live microwave. If you can produce a highly visual fast pace newscast and are a good writer who can also supervise scripts, send cassette sample of your work to Allen Jones, PO Box 2009, Durham, NC 27702. EOE.

Meteorologist: We need a meteorologist who can communicate, has prior television experience and can make weather come alive. Rush resume and tape to WILX-TV. Equal Opportunity Employer. Write ... Personnel, WILX-TV, PO Box 30380 Lansing, MI 48909.

News Anchor: A solid journalist with at least two years of reporting or anchor background. Strong writing and personality a must. Rush resume, tape and writing samples to WILX-TV. Equal Opportunity Employer. Write ... Personnel, WILX-TV, PO Box 30380, Lansing, MI 48909.

Reporter/Photographer: Professional journalist with at least two years experience in television or radio news. Good writing and production techniques essential. Rush resume, tape and writing samples to WILX-TV. Equal Opportunity Employer. Write ... Personnel, WILX-TV, PO Box 30380, Lansing, MI 48909.

News Photographer: An experienced cinematographer with minimum of two years background in television news. Solid knowledge of ENG shooting, editing and packaging necessary. Rush resume and tape to WILX-TV. Equal Opportunity Employer. Write ... Personnel, WILX-TV, PO Box 30380, Lansing, MI 48909.

Chief News Photographer. Ready to take charge of young staff and on-air video quality. 3-5 years experience with both ENG and film. Must have creative talents and be able to train others. An Equal opportunity Employer M/F Box H-147.

Reporter/Anchor: Seeking experienced anchor with field reporting background. Minimum two years experience in broadcasting. Will anchor Noon News and be available for field reporting. Strong writing, ENG editing and producing a must. Rush resume, tape and writing samples to WILX-TV. Equal Opportunity Employer. Write ... Personnel WILX-TV, PO Box 30380, Lansing, MI 48909.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Creative Services Director. A Northeast network affiliate is accepting applications for creative services director in television-radio. Must be creative, well-organized with a knowledge of all media. Must be experienced in television and radio production, newspaper advertising. Must have proven ability to produce TV and Radio on-the-air promos, write news releases, produce sales pamphlets and brochures. Excellent salary and benefits. An Equal Opportunity Employer. Send resume to Box H-47.

Producer-Director: Strong generalist for PTV public and cultural affairs programs. Studio, remote, ENG experience necessary. Writing skills desirable. On-air ability a plus but not required. B.A. and at least three years directing, one year producing experience required. Salary \$18,500-\$22,500, D.O.E. Station soon to move into new facility. Send letter, resume, and sample videotape to: Eric E. Wallace, Production Manager, KAKM-TV, 3211 Providence Dr. Anchorage, AK 99504. An EEO Employer.

Promotion Manager. KAKE-TV, the Wichita ABC affiliate, is seeking applications from exceptional individuals with a demonstrated record of achievement in broadcast promotion and marketing. Applicants must have a college degree; minimum of two years' commercial television experience; and proven on-air, print and public relations skills. Send resume, samples of work and salary requirements to Ron Loewen, Box 10, Wichita, KS 67201. EOE.

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 H-92.

Producer/Director: Two years experience in producing and directing public affairs programs, news programs and spot commercials. Equal Opportunity Employer. Write ... Personnel, WILX-TV PO Box 30380, Lansing, MI 48909.

Rare opportunity at Gulf Coast ABC affiliate in 62nd market for Assistant Creative Services Director. Must be enthusiastic, organized, hard working and creative. Must work closely, efficiently and in a positive fashion with clients. Spot writing skills, good voice, hands-on commercial EFP (TK-76), 35mm and commercial art background helpful. Excellent salary and benefits package to the right person. EOE/M-F. Resume and supporting materials to Production Manager, 3 Clearly Yours, WEAR-TV, Box 12278, Pensacola, FL 32581.

Experienced Producer/Director needed to direct and switch the number one rated early and late news in Philadelphia, PA. Must also have a production flair to handle other entertainment and public affairs programming. Please forward a current video tape of your work and a complete resume stating salary requirements to WPVI-TV care of Charles R. Bradley, 4100 City Line Ave., Philadelphia, PA 19131. An equal opportunity employer.

Promotion Director needed for eastern top 50 TV. Write and produce strong promos and coordinate multi media ad campaigns with agency. We need an idea person. EEO employer. Please send resume to Box H-148.

Director for KUSD-TV and the South Dakota Public Television Network. Responsible for directing studio and remote productions. Must have knowledge and experience in all phases of television production, including ENG production, quad and cassette editing, audio, lighting and set design. Minimum of two years experience and college degree or an equivalent combination of training and experience as a television director. Salary \$10,878. Application deadline, September 17, 1979. Apply to: USD Personnel Department, University of South Dakota, Vermillion, SD 57069. An Equal Opportunity Employer.

Cinematographer/EFP/Director position at broadcast and instructional production center. Will function as a senior, creative member of an interrelated film and television production unit. Requires strong 16mm scripting, shooting and editing skills. EFP experience highly desirable. Degree or equivalent experience in film or related area necessary. Must demonstrate advanced production skills through examples of work. Excellent benefits, salary to upper teens. Send credentials and work samples by September 30 to David Watkins, Assoc. Dir. Media Services, B-27 MVR Hall, Cornell University, Ithaca, NY 14853. All samples will be returned. An Equal Opportunity/Affirmative Action employer.

Director, 8 and 11PM News, Top Ten Market, Major Group, Northeast Network Affiliate. Candidate must be currently directing primary newscasts in top twenty-five market for minimum of two years. An Equal Opportunity Employer. Box H-135.

Traffic Manager—Enjoy the good life. Top 20 market station in Florida is seeking experienced Traffic person, currently a Traffic Manager in a smaller market or No. 2 person in major market. Experienced with computers (BIAS preferred). An Equal Opportunity Employer. Send resume and salary requirements to Box H-140.

SITUATIONS WANTED TECHNICAL

TV-FM-AM ... Field Engineering service, 29 years experience. Installation—maintenance—system design—survey and critique—interim maintenance or chief engineer. Phone Bruce Singleton 813—868-2989.

Aspiring First Phone Holder with two years as radio host/programmer/producer seeks introduction to television operation. Fast learner. Prefers Southern California. A. Hendricks 213—851-5951.

Major market professional, formerly with network, desires stable T.D., editing, or production position with station or production house. Family man with First Phone and excellent references. Box H-139.

SITUATIONS WANTED NEWS

Reporter-Law. Lawyer, 28, M.S. Columbia Journalism, prime interest legal-police beat. Also can cover consumer, political, energy and medical issues. Presently at PBS station. Libel experience. Dan Dobson, 1034 Summit, St. Paul, MN 55105 612—292-9143 (Answerphone)

Weekend Anchor-Reporter. Top-25, seeks similar slot, or full time anchor position. Tony 203—469-3439.

Hispanic newsmen with five years experience in Top 15 market. University graduate and bilingual. Box H-137.

SITUATIONS WANTED PRODUCTION, PRODUCTION AND OTHERS

Young, Creative Pro desires advertising/promotion manager position. Medium or small market. Don Cohen, 517—393-7606.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Cetec Broadcast Group seeks regional managers for two key U.S. sales territories. We're looking for experienced men or women to sell our fine radio products and systems; System 7000 program automation, transmitters, antennas, audio consoles. Excellent compensation program for sales professionals who can handle a first-quality line in midwest and northwest districts. Telephone Andy McClure 805—584-7686.

HELP WANTED ANNOUNCERS

Radio Announcers Needed. Good salaries available. Various formats. Nationwide. Contact 1—207—752-0947. The AIRCHECK Guide. 8 Constance Ave., Lewiston, ME 04240.

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.

**WANTED TO BUY EQUIPMENT
CONTINUED**

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

FOR SALE EQUIPMENT

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

5" Air Heliox Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfrs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

Towers—AM-FM-Microwave-CATV & TV. New and used. Terms available. Tower Construction and Service. 904-877-9418.

RCA TR-4 VTR's: Hi-band, new heads \$16,000 ea. **Collins MW-408D Microwaves:** 7 Ghz, audio channel, 2 available. \$4,500 ea.

Ampex 1200A VTRs: loaded with options \$24,000 ea.

GE PE-400 Color Cameras: Pedastals, scopes, racks, like new. \$14,000 ea.

RCA TP-6 Projectors: "Oldie but goodie." \$1,500 ea.

Ampex VPR 7800 VTR's: 1" format, 5 available \$1,000 ea.

Marconi Marc VII Color Cameras: Pedastals, very good condition, \$6,000 ea.

GE PE-350 Color Cameras: Enhancers, lens, good condition, \$7,000 ea.

RCA TR-50 HI-Band VTRS: CAVEC and DOC 1 with editor, \$22,500 ea.

GE 12KW UHF Transmitter: With Channel 14 antenna. \$18,000.

RCA TK27A Film Camera: Good condition, TP 15, available. \$12,000.

RCA TP66 Film Projectors: Optical and magnetic sound \$10,000 ea.

GE PE 240 Film Camera: Automatic gain and blanking \$8,000.

RCA-TT-10 AL VHF Television Transmitter: low band, spares, \$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.

50 KW AM GE BT-50—A4. 14 yrs old. Many new parts, many spares. Excellent condition. M. Cooper 215-379-6585.

Automation Systems. Control Units (1) Schafer 902, (1) SMC 3060, (1) Schafer 902 with (4) Revox (2) Random Carousels and automatic logging. Call collect for details 617-537-4706. Eastern Broadcast Supply, 46 Mechanic St., Leominster, MA 01453.

Complete 3/4" color video production and editing facility with customized video van. Excellent quality. Retail: \$40,500 Sale: \$21,500. 303-872-3790, 303-245-5400.

Hughes 300 helicopter. Narco Com 11A, King KT 78A, heater, oil cooler, strops, dual controls, third seat, luggage container ... even a CB radio. New upholstery, new alumigrip paint, new plexiglass. All components mid or low time. Exceptionally well maintained aircraft. Call Homer Lane for details. 602-257-1234.

For Sale: 400 feet Windcharger tower. Complete with lights, base insulator and guy wires. Available 3 to 4 months. Call Chris Defant, Tuscaloosa, AL 758-5523.

1 KW FM RCA BT-1D. 14 yrs old. On the air. Will guarantee. M. Cooper, 215-379-6585.

1 KW AM Collins 20-V3 w/500 watt cutback. On the air. Many spares. M. Cooper, 215-379-6585.

For Sale: 6 RCA TK 44A Cameras, includes: tubes, lens, cable, vinten head. Contact: KCET Engineering, 4401 Sunset Blvd., Los Angeles, CA 90027. 213-667-9262.

Eidaphor—Large screen professional television projector. Operational when removed from service. Complete—available immediately. \$14,500. Will take part in trade. International Cinema Equipment Co., 6750 N.E. 4th Ct., Miami, FL 33138. 305-756-0699.

Film Cameras/Film Processor. 2 Frezzi LW-16's. Scoopic 16 mm Silent Cameras. Houston Fearless Mini-Color, Converted for VHF Process, Tanks, Spare parts included. Some film editing equipment also available. Call Larry Beaulieu, KFDM-TV, 713-892-6622.

Two complete EFP vans fully equipped. One for each budget and style. Call Dave 209-957-1761. Professionally designed vans built by broadcasters.

COMEDY

Free sample of radio's most popular humor service! O'LINERS, 1448-C West San Bruno, Fresno, CA 93711.

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

Phantastic, Phunnies ... introductory month's 400 one-liners ... \$2.00! 1343-B Stratford Drive, Kent, OH 44240.

MISCELLANEOUS

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-438-0508.

Custom, client jingles in one week. PMW, Inc. Box 947, Bryn Mawr, PA 19010. 215-525-9873.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Original Jingles, comedy spots, and music background by Dirty Lips Productions. Complete studio facilities. 111 Presidential Blvd., Bala Cynwyd, PA 215-667-1003.

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.

PPSSSST ... You get FREE Station ID's plus great jingles at unbelievable prices. Believe it!! MusAD Media Productions. Department B1. 112 17th Street, Knoxville, TN 37916. Call 615-546-8006.

Radio and TV Bingo. Oldest promotion in the industry. World Wide Bingo—P.O. Box 2311, Littleton, CO 80160, 303-795-3288.

Cheeseburger radios. \$612/100 Sample \$10.95. Los Altos Mdse. Co. 399 Main Street, Los Altos, CA 94022.

Country Gold Library—\$25.00 per reel. 50 Gold, 15 Recurrent, two track stereo 25 hertz tones. Studio West, 1702 N. Main, Santa Ana, CA 92706. 714-972-2610.

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 September 10 and October 22. Student rooms at the school, 61 N. Pineapple Ave., Sarasota, FL 33577, 813-955-6922.

**RADIO
Help Wanted News**

**NETWORK NEWS
POSITIONS**

Very creative, aggressive, thorough, productive, articulate, thoughtful and well-informed News Writers, Producers and Editors are being sought for the RKO Radio Network.

Prior experience with a network or major market Radio or TV station is preferred. Ability to operate broadcast equipment is required. Send resumes, writing samples and/or tapes demonstrating experience and expertise.

RKO RADIO NETWORK

% Managing Editor
1440 Broadway, New York, N.Y. 10018

An Equal Opportunity Employer, M/F/F/Vets

Help Wanted Sales

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. Call Vern Kaspar, 317-659-3338.

**Help Wanted Programing,
Production, Others**

**PROGRAMMING
ASSISTANT/
PERSONALITY
ENTERTAINER**

needed for PM drive. Resume should be sent to Box H-143.

Help Wanted Programing, Production, Others Continued

MUSIC PROGRAMMER

Unique opportunity with fast growing Beautiful Music service now programming 8 stations. Enjoy the great Phoenix lifestyle while building a career in the radio syndication field. Qualified candidates will probably have a record of programming success. Replies confidential. Salary commensurate with experience. Tom Churchill, Churchill Productions, 1130 E. Missouri Suite 800, Phoenix, Az. 85014.

Help Wanted Announcers

TALK SHOW PERSONALITY

50,000 watt major radio station in Midwest looking to add additional Talk Host to current staff. Send resume to Box Number H-113.

An equal opportunity employer

Situations Wanted Announcers

Tired of Space Cadets, Elbow Benders and Stars?

Looking for a drive time team that are funny showmen, with excellent production skills, who can sell on the air? Box H-65.

Situations Wanted Programing, Production, Others

I'm A Dedicated, Professional Woman

In Broadcasting specializing in public affairs, ethnic & community relations, and news. I can help your station be No. 1 in the community—in fact, this will be my promise. Help yourself to my many years of experience and know-how ... Catch me quick! I'll be gone fast! Call me, Carole, anytime at (513) 745-3738 or (513) 661-4464.

Situations Wanted Management

AMAZING SUCCESS STORY

My name shall remain anonymous for obvious reasons. 5 1/2 years ago I entered the field of broadcasting. Within 8 short months I rose from Acct. Exec. to GM of a major-market radio station. In just 18 months, the station, under my direction, rose from zero to first (topping forty competitors) in audience, revenue and promotional awareness. I have been referred to as a "promotional & sales genius." My strengths lie in sales/promotion & programing/organization and motivation. I am 39 years old, above average in intelligence and appearance; and a workaholic. I may be reached at (305) 454-7979.

Situations Wanted Management Continued

EXECUTIVE POSITION

Hard working, dedicated general manager with proven track record in achieving and maintaining top positions for stations in sales and programming. Presently employed as general manager for a broadcast group, but must relocate due to sale of station. Outstanding credentials and references from current ownership and top national rep. Box H-161.

Situations Wanted News

RADIO NEWS

15 years in the business ... the last ten with a major network. Looking for afternoon drive anchor slot with all news operation or station with a serious news commitment. Right situation just as important as money. Box H-151.

TELEVISION

Help Wanted Sales

KBTV 9 DENVER

A station of the Gannett Broadcasting Group, an ABC affiliate and number one in Colorado is seeking a local television salesperson. Must have minimum 2 years television sales experience. Research oriented, management potential and ability to call on agency as well as direct accounts.

Call Larry Deutsch, Vice President, Local Sales Manager 303-825-5288.

Equal Opportunity Employer

Help Wanted Technical

TELEVISION ENGINEERING ASST.

MCCC needs individual for Department of Telecommunications to assist Chief Engineer with radio, TV, and cable equipment. Must have FCC second class radio-television license and practical experience with broadcast, cable or communication facility. AA Degree desirable. Salary range \$8,900-\$13,316. Send resume by Sept. 7th to: Mercer County Community College, Personnel Services, Dept. GS, PO Box B, Trenton, NJ 08690.

Equal Opportunity/
Affirmative Action Employer

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 Technical Continued

TELEVISION BROADCAST TECHNICIAN

Baltimore television station has an opening for a technician. Must have FCC 1st Class License and technical school education. Fringe benefits include Medical, Life Insurance and Pension Plan. Salary to \$22,900 depending on experience. Send resume to Chief Engineer WMAR-TV, 6400 York Road, Baltimore, Maryland 21212. E.O.E. M/F.

MAINTENANCE ENGINEER

Have 3 to 5 years experience maintaining Studio/ENG equipment? Want the professional environment of a competitive major-market operation without the big city hassle? Want to be in on the ground-floor of a major facilities renovation? We are a group-owned VHF affiliate in the sunbelt offering an outstanding opportunity with excellent wages and benefits. Interested? Resume to Box H-121. EOE.

TELEVISION MAINTENANCE TECHNICIAN

A top ten East Coast network affiliate is seeking qualified candidates for television engineering maintenance. Professional broadcast experience preferred but candidates with substantial technical credentials will be considered. Working knowledge of digital circuitry and EDP would be an asset. An exciting city, excellent compensation and a people oriented working climate are the rewards for the successful applicant. Detailed resume to Box H-149.

Help Wanted Management

DIRECTOR OF OPERATIONS & PROGRAMMING

Midwestern VHF network-affiliated, group-owned station in top 75 market. Strong No. 1 in all areas of local entertainment programming. Applicant must have experience in quality production, be sales oriented, have excellent program instincts and good track record, and must be knowledgeable in computer traffic. B.S. or B.A. degree preferred. An equal opportunity employer. Send resume to President, WMT-TV, Box 2147, Cedar Rapids, Iowa 52406.

DIRECTOR OF FILM OPERATIONS FOR MAJOR PUBLIC TELEVISION PRODUCTION CENTER

Responsibilities include business-oriented management of film services area; supervision of post-production film facilities; knowledge of editing and sound mixing practices; liaison with outside laboratories and services; and collaboration with producers in meeting budgetary, technical, and logistic requirements. Excellent salary and benefits.

Send resume and cover letter to: Personnel Department (A-5), WGBH Educational Foundation, 123 Western Avenue, Boston, MA 02134. WGBH is an Equal Opportunity Employer.

Help Wanted Programing, Production, Others

PRODUCER/DIRECTOR ...

Must have 3 to 5 years directing experience with heavy emphasis on news. Must have a thorough knowledge of switching and be familiar with all phases of control room and studio operations and state of the art equipment. E.O.E. Contact Steve Zappia, Production Manager, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202. 716-845-6100.

Executive Producer



WGBH-TV, one of the nation's leading public television stations, is looking for an Executive Producer for the NOVA series.

NOVA, the premier science program, is the only regular series with the length of air time and editorial latitude necessary to treat science subjects in depth.

The Executive Producer is responsible for selecting the subjects for the 20 new NOVA programs each year; appointing and training staff; and controlling and being accountable for a \$3 million budget.

The Executive Producer must have a demonstrated interest in and knowledge of science. An advanced science degree would be helpful. Candidates must have a proven record and considerable experience in TV production as well as the ability to manage a creative production staff of 25 people. Since the Executive Producer will be instrumental in arranging international co-productions, international experience and contacts would be an advantage. Salary negotiable.

Forward cover letter, resume, with relevant experience only, and salary history to: WGBH, Personnel Department, (A-11), 125 Western Avenue, Boston, MA 02134. An Equal Opportunity Employer.

WANTED: EXPERIENCED MANAGING EDITOR

...For aggressive station in highly competitive southwest television market. The person we seek will develop stories and direct the reporter's coverage. His decisions will determine what is covered and how it is covered. Please send resume to Box H-157. E.O.E.

IMMEDIATE OPENING

For experienced news reporter with leading NBC network affiliate. Applicant must be able to gather, edit and air radio and television news reports. Excellent opportunity for effective, articulate reporter. Many benefits. Successful applicant will work with professional staff using modern equipment. Send resume, salary requirements and 3/4" video tape to news director, WSYR-AM-FM-TV, 1030 James Street, Syracuse, NY 13203. No phone calls please. An equal opportunity employer.

TV DIRECTOR

KOOL-TV in Phoenix is looking for a director for 6:00 and 10:00 PM news programs. Must be qualified, completely experienced and currently directing major complex newscasts with state of the art equipment. Applicants must supply 3/4 cassette of newscasts they have recently directed. In addition, a complete resume and list of references required. Send cassette, resume and references to Maurie Helle, Production Manager, KOOL-TV, 511 West Adams Street, Phoenix, Arizona, 85003. We expect a minimum of two years directing experience. An Equal Opportunity Employer.

SPORTS ANCHOR

Top southeast market seeks Sports Anchor/Director/PBP. Needs thorough knowledge of ENG/PBP experience and expert on-air production technique. Send resume in confidence to Box H-85.

RADIO T.V. COORDINATOR

Experienced person to coordinate, develop, and plan broadcast efforts of the University Works within department's News Service to provide maximum input and production using other staffers. Possibility to develop innovative programs and seek grants for same. New York/Philadelphia markets. Requires extensive experience and familiarity with large university plus Bachelor's degree in Journalism, English or related area.

Comprehensive benefit program. Submit resume (Ref. No. 48) and salary requirements to:

Division of Personnel
RUTGERS UNIVERSITY
New Brunswick, N.J. 08903

Affirmative Action/
Equal Opportunity Employer

TALENT, PRODUCTION PERSONNEL-WANTED

WPLG/TV, Miami, needs an experienced Host and/or Producer for a local 5-day week entertainment/variety program. In addition, WPLG will accept applications from experienced Producers who are qualified to join our growing Production Team. A minimum of 3 years experience is required. A 3/4 inch cassette, resume and references are also required from all interested applicants. NO PHONE CALLS, PLEASE. An equal opportunity employer M/F.

Send confidential resume to: Toni Heydrich, Personnel Manager, WPLG/TV 10, 3900 Biscayne Blvd., Miami, Florida 33137.

CREATIVE SERVICES DIRECTOR

A Northeast network affiliate is accepting applications for creative services director in television-radio. Must be creative, well-organized with a knowledge of all media. Must be experienced in television and radio production, newspaper advertising. Must have proven ability to produce TV and radio on-the-air promos, write news releases, produce sales pamphlets and brochures. Excellent salary and benefits. Send resume to Box H-47.

An Equal Opportunity Employer.

FILM MANAGER

Washington, DC network affiliate station is seeking an experienced film manager for its Program Department. Duties include hiring, training, & critiquing a four-person film editing staff; maintaining the feature film/syndicated program inventory, supervising daily film operations as it applies to the on-air product and providing information and assistance to the Program Manager on scheduling and buying. Please send resume to Box H-154. EOE.

PROGRAM HOST

Dynamic personality wanted to host zany, lighthearted early morning magazine show. Must also handle news, weather, and sports capsules. Send resumes, tapes to: Donita Welsh, Program Director, WCTI-TV, P.O. Box 2325, New Bern, NC 28560.

Mairite Broadcasting is an equal opportunity employer.

NUMBER ONE NEWS

We are expanding our News Department, and will hire Experienced Reporters. Must know how to shoot and edit with the finest ENG equipment. Possible Anchorwork. Station is group owned, in Sunbelt Growth Market. Send tape and resume to Larry Beaulieu, KFDM-TV, P.O. Box 7128, Beaumont, Texas 77706. EOE.

Employment Service

B A L BROADCASTER'S ACTION LINE

The Broadcasting Job you want anywhere in the U.S.A.
1 Year Placement Search \$25.00
Call 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

ALLIED FIELDS
Help Wanted Technical

RCA - DESIGNING TOMORROW'S PRODUCTS TODAY

RCA Corporation, for over half a century a world leader in electronic communications, is looking for creative, ambitious, design engineers to develop the next generation of equipment in advanced areas of broadcast transmitters, automatic test equipment and hybrid processing. We have openings for engineers at all levels in the following areas:

RF CIRCUIT DESIGN:

BSEE and experience in solid state power RF amplifier and solid state video circuits design.

MICROPROCESSOR APPLICATION:

BSEE and experience in development, design and application of microprocessor hardware and software to automatic control.

TEST EQUIPMENT DESIGN:

BSEE and experience in test equipment design and process development. A background in computer programming for automatic test equipment or thick film hybrid process development desirable.

RCA Meadow Lands, is located in Southwestern Pennsylvania and within easy commuting distance to three excellent universities in Pittsburgh offering evening study towards a MSEE or MBA for ambitious engineers who take advantage of a liberal tuition refund program. In addition, all outdoor recreational activities and professional sporting events are at your doorstep.

We offer salaries commensurate with your experience, plus an excellent benefits package, and an income savings plan. If this sounds like the professional lifestyle that you're looking for, please send your resume with salary requirements to:

H.R. Earle - B 827
RCA Corporation
Meadow Lands, PA 15347

An Equal Opportunity Employer, M/F/V/H



A Tradition on the Move!

Radio Programming



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

SEVEN FEATURE FILMS FOR SALE

Need cash. Must sacrifice. Virgin For TV. Will pay brokerage fee. Albert Zugsmith, 1210 N. Wetherly Drive, W. Hollywood, CA. 90069.

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.

Free Film

FREE FILMS? CALL

MODERN TV

The leading distributor. We have the most PSA's & newsclips too. Call regional offices. Or general offices: 5000 Park Street North, St. Petersburg, FL 33709. (813) 541-7571.

Wanted To Buy Stations

OWNER/OPERATOR EXPANDING PRIVATE NEGOTIATIONS

Somewhere there is an owner of a radio station who is tiring with 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.

THE KEITH W. HORTON COMPANY, INC.

P. O. Box 948
Elmira, NY
14902
(607) 733-7138

Brokers and
Consultants
to the
Communications
Industry



For Sale Stations Continued

CHAPMAN ASSOCIATES
media brokerage service

STATIONS				CONTACT	
W	Small	AM	\$285K	\$79K	Dan Rouse (214) 387-2303
W	Small	FM	\$300K	\$87K	Corky Cartwright (303) 789-2195
W	Small	AM	\$350K	Terms	Peter Stromquist (218) 728-3003
S	Metro	Profitable	\$700K	29%	Bill Hammond (214) 387-2303
MW	Metro	Profitable	\$1,250K	Cash	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

- AM-FM in Kentucky. \$380,000. Terms.
- Daytimer. TN. R.E. No down payment. \$330,000.
- 100,000 Watt Stereo S.E. Metro area. \$600,000.
- South Alaska. Includes Real Estate. \$200,000. Terms.
- Fulltimer. Large metro area. R.E. Indiana. \$2,000,000. Terms.
- FM in Western Oklahoma. \$280,000.
- Fulltimer. N.W. Coastal. \$400,000.
- Powerful Fulltimer; N. Maine. \$450,000.
- Daytimer. Mass.; Large Metro. \$650,000.
- Fulltime. Dominant. Metro. TX \$1,000,000.
- Daytimer. Million + Pop. In coverage area.
- 1 kw AM in Southern Ga. Real Estate. \$250,000. Good terms.
- Southern Arizona. Fulltimer. Good county population. \$390,000. Terms.
- S. California. Spanish. \$520,000.
- N. Central Texas. Daytimer. \$400,000.

Let us list your station. Confidential!

BUSINESS BROKER ASSOCIATES
615-756-7635 24 HOURS

MEDIA BROKERS • APPRAISERS
AT YOUR SERVICE WITH OVER 20 YEARS EXPERIENCE

RICHARD A.
SHAHEEN, INC.
435 NORTH MICHIGAN AVE. • CHICAGO 60611

312/467-0040



RALPH E. MEADOR

Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 816-259-2544

H.B. La Rue, Media Broker

RADIO • TV • CMTV • 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 212/286-0737

BUYING? SELLING?
Contact the Carolina professionals
Listings throughout the east
Carolina Media Brokers
516 Fenton Place
Charlotte, NC 28207
704-376-1161

R.D. Hanna Company
Brokers-Appraisers-Consultants

5944 Luther Lane Suite 505 Dallas, TX 214-696-1022
8340 E. Princeton Ave. Denver, CO 80237 303-771-7675

SELECT MEDIA BROKERS

AL	Daytime AM	600K	Metro
FL	Daytime AM	390K	Medium
WA	Fulltime AM	265K	Small
AZ	Fulltime AM	360K	Small
NY	Daytime AM & CP-FM	450K	Medium
VA	Daytime AM	180K	Small
FL	Fulltime AM	170K	Small
NC	Daytime AM	225K	Small
GA	Daytime AM	385K	Small
LA	Daytime AM & Fulltime FM	450K	Small
NC	Daytime AM	205K	Small
GA	Daytime AM & Fulltime FM	350K	Small
SC	Daytime AM & Fulltime FM	600K	Medium

912-883-4917
PO Box 5, Albany, GA 31702

THE HOLT CORPORATION

APPRAISALS • BROKERAGE • CONSULTATION
OVER A DECADE OF SERVICE
TO BROADCASTERS
Westgate Mall, Suite 205
Bethlehem, Pennsylvania 18017
215-865-3775

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers

213/626-0385 Suite 214 11661 San Vicente Blvd. Los Angeles, CA. 90049
202/223-1553 Suite 417 1730 Rhode Island Ave. N.W. Washington, D.C. 20036

SUNBELT FM

Large market with sound economy. Well equipped with full power absentee owned money maker. Includes Real Estate \$1,950,000. No brokers please. Box H-141.

901/767-7980

MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS

"Specializing in Sunbelt Broadcast Properties"
5050 Poplar - Suite B16 - Memphis, TN. 38157

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only. (Billing charge to stations and firms: \$1.00).

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. *Blind Box* numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$80.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Fates & FortunesSM

Media



Bonner

Alex Bonner, national sales manager, WHBQ-TV Memphis, appointed VP-general manager.

Doug Elleson, VP-general manager of KNOE-TV Monroe, La., named general manager of channel three in Las Vegas. Call letters have not yet been granted by FCC, but it was formerly KORK-TV (BROADCASTING, Aug.

appointed general manager.

Roger McDowell, sales manager, KBZY(AM) Salem, Ore., named station manager.

Art Brooks, sales manager and sports director, KPOW(AM) Powell, Wyo., named station manager.

Jay D. Goldstein, assistant regional counsel, labor relations, U.S. Environmental Protection Agency, Philadelphia, named attorney, labor relations and legal affairs, ABC, Los Angeles.

Dustine Davidson, account executive, KPTV(TV) Portland, Ore., joins Liberty Communications as director of corporate development, responsible for company's nationwide cable television franchise acquisition program. She will be based at company's Portland division, Liberty Cable Television.

Larry Marcus, director of business affairs, KPLR-TV St. Louis, named VP-administration.

Asa T. Spaulding Jr., corporate director of public affairs, Durham Life Broadcasting Service, licensee of WPTF(AM)-WQDR(FM) Raleigh, N.C., and WPTF-TV Durham, N.C., named VP-administration for company, based in Raleigh.

Douglas Leonard, associate executive director of New Jersey Public Broadcasting Authority, joins noncommercial KETC(TV) St. Louis as director of broadcasting. **Donna Charron**, VP-corporate communication and public affairs, HBE Corp., St. Louis, joins KETC as director of planning and development.

Laura Crandall, facilities and inventory coordinator, Mission Cable TV, San Diego, named system manager, co-owned Porterville (Calif.) Cable TV.

Lou Beard, manager of Davies Temporary Personnel, Bethesda, Md., joins WJLA-TV Washington as director of personnel.

Jack Emory, air personality, KSAK(AM)-KTYL(FM) Tyler, Tex., named operations director.

Advertising

John Cashwell, account supervisor, and **Anthony Alfano**, creative supervisor, Grey Advertising, New York, named VP's.

H. Malcom Bybee, VP-account supervisor, Kenyon & Eckhardt, New York, named management supervisor on The Wine Spectrum account, division of Coca-Cola. **Johnson Couch Jr.**, VP-account supervisor, named management supervisor on Colgate-Palmolive account.

Raymond Bethia and **Alan Reiss**, both with Keenan & McLaughlin, New York, named VP-creative director and VP-management supervisor, respectively.

Lou Bacig, senior VP-management supervisor, Carmichael-Lynch Advertising, Minneapolis, elected president and chief operating officer. **Lee Lynch**, former president, elected to newly

created position of chairman and chief executive officer. **Duane Johnson**, creative director, named executive VP.

Bill Malloy, VP-account service, GKD Advertising, Oklahoma City, elected executive VP.

Thomas Kettinger, partner and account executive, Tatham-Laird & Kudner, Chicago, named account supervisor.

Stanley Schumsky, associate research director, Doyle Dane Bernbach, New York, elected VP.

Bill Biderbost, owner of W. Biderbost Design, joins Needham, Harper & Steers, Chicago, as associate creative director.

Donald Blashford, assistant account executive, Cunningham & Walsh, New York, named account executive.

Robert J. Beatty, assistant media director of Media Communications Inc., New York, media buying service, appointed VP, associate media director.

Michael C.K. Lamm, creative director, and **Durenda Wilkens**, media director, Carlson & Co., Indianapolis, elected VP's. **Laszlo Balogh**, art director, named senior VP.



Sherlee Barish, Executive Recruiter

The best there is, because she's been doing it longer and better.

Television news is her specialty: Anchors, reporters, meteorologists, sportscasters, news directors and news producers.

Call her.

BROADCAST PERSONNEL, INC.
527 MADISON AVENUE
NEW YORK CITY, 10022
(212) 355-2672

20).

Chet Redpath, general sales manager, WCLR(FM) Chicago, named general manager. He succeeds **Mo Gardner**, who was named manager of Radio Data Systems, subsidiary of WCLR's parent company, Bonneville International.

Mitchell Saleed, general manager, WWAY(TV) Wilmington, N.C., named VP. **George Allen**, operations manager, named station manager.

Gary Chapman, director of research and marketing, Pulitzer's KSD-TV St. Louis, joins co-owned WTEV(TV) Providence, R.I. (New Bedford, Mass.), as general manager following acquisition of station by Pulitzer group ("In Brief," Aug. 20). **Harry Shaub Jr.** remains general manager of WGAL-TV Lancaster, Pa., under new Pulitzer ownership.

Kenneth D. Wolt, president and general manager of Lin Broadcasting's WBBF(AM)-WMJQ(FM) Rochester, N.Y., and VP of Lin, joins WNDE(AM)-WFBQ(FM) Indianapolis as VP and general manager.

Steve West, assistant general manager, KJR(AM) Seattle, named general manager of co-owned KISW(FM) there.

David Grigsby, executive VP of Drum Communications, and general manager of its WENZ(AM) Richmond, Va., elected president. He will continue as general manager.

Ken Hoag, sales manager, WDOK-FM Cleveland, joins KUDL(FM) Kansas City, Mo., as general manager.

Robert Walker, formerly with KFRE(AM)-KFRY(FM) Fresno, Calif., and most recently with KARM(AM) there, rejoins KFRE-KFRY as VP-general manager.

Robert E. Clark, co-owner and general manager of KDAV(AM) Lubbock, Tex., until it was sold in 1978 (now KRLB), joins KFYO(AM) there as general manager.

Charles E. Smith Jr., former VP and regional manager for Warner Cable, elected president of Six Star Cablevision, and will establish headquarters in Los Angeles.

Edward Winchester, acting general manager, Maine Public Broadcasting Network, Orono,

Mike Breazeale, in sales with Wilding Advertising, Southfield, Mich., named senior account executive. **Norman Pletz**, who formerly operated NPA Associates in Detroit area, joins Wilding as associate creative director.

Frank Weyforth, account supervisor on Bumper to Bumper, Jason-Empire and KCMO-TV Kansas City, Mo., accounts for Barkley & Evergreen, Kansas City, named VP. Agency is merger of Fromm Inc., Overland Park, Kan.; Yaffe Stone August, Detroit, and Allday & Associates, Dallas. **Holly Moore**, formerly with Fromm, named account executive for B&E.

Linda Kornblum, assistant media director, Grey Advertising, New York, joins North Castle Partners, Greenwich, Conn., as media director.

Richard J. Kelliher, president of Metro Radio Sales from 1975 until representative firm closed earlier this year and previously in number of executive posts with Metromedia, named executive VP, Bernard Howard & Co., New York, radio station representative.

Richard Owen, former VP, market research, Bolton Broadcasting Ltd., New York, named VP, marketing services, Meeker Television, New York. **Howard Selger**, Meeker's director of research and promotion, promoted to VP, research/promotion.

Steve Hill, account executive, McGavren-

Guild, Detroit, joins CBS-FM National Sales as Detroit sales manager. He succeeds **Rotha Maddox**, appointed national sales manager, WCBS-FM New York.

Susan Stanger, director of public relations, WBBM-AM-FM Chicago, joins CBS Radio Spot Sales, New York, as director of information services. She succeeds **Kathleen Mifsud**, who joins Television Bureau of Advertising there as director of special projects.

Dick Kvale, regional sales manager, RKO Television Representatives, Chicago, named sales manager of new RTVR office in Minneapolis. Other RTVR changes: **Matt Filla**, account executive in Chicago office, becomes manager of Atlanta office; **Sandra Rahimi**, account executive in New York, and **Frank Daly**, account executive in Chicago, named group sales managers in Chicago.

Michael Shaw, account executive in San Francisco office of Blair Television, joins Blair's ABC sales team in New York. **Patricia Whitcomb Yancovitz**, head of Blair TeleForce research team, named manager of company's ABC sales research section.

Andrew Feinstein, national sales manager, WABC-TV New York, named local sales manager there.

Raymond Hunter, former VP-sales manager, Peters, Griffin and Woodward in Detroit and St.

Louis, joins KHON-TV Honolulu as general sales manager.



Servodidio

Pat A. Servodidio, VP and New York sales manager, WOR-TV New York, named VP and general sales manager. **Peter J. Mitchell**, VP and national sales manager, WOR-TV named VP and sales manager. **Patrick J. Pennucci**, local sales manager, WOR-TV, named sales manager.

Peter Schmid, account executive, Blair Television, New York, named sales manager. WNBC-TV New York.

William T. Crowell, general sales manager, KPLR-TV St. Louis, named VP-sales.



Crowell



Bellows

Clair Bellows, local and regional sales manager, KDNL-TV St. Louis, appointed general sales manager.

Joseph Marcoe, account executive for Group W's Television Advertising Representatives, New York, named sales manager of co-owned WJZ-TV Baltimore.

Jack Bolton, local sales manager, WHBQ-TV Memphis, named national sales manager.

Ray Gill, national sales manager, WMC-TV Memphis, named to head local sales department. **Ron Bladon**, from Katz Agency in St. Louis, succeeds Gill.

Rick Wardell, account executive, KCMO-TV Kansas City, Mo., joins KUDL(FM) there as general sales manager.

Richard Lewis, executive VP of Bridal Fair Co., Omaha, joins WJBO(AM)-WFMF(FM) Baton Rouge as general sales manager.

Joseph Woodford, national and regional sales manager, WENZ(AM) Richmond, Va., named general sales manager.

Tony Colosimo, from Chicago office of MMT Sales, named national sales manager of co-owned WPRI-TV Providence, R.I.

Robert Arsenault, account executive, WGAN-TV Portland, Me., named national sales manager.

Douglas Elliott, formerly with KAKE-TV Wichita, Kan., joins KAUZ-TV Wichita Falls, Tex., as local sales manager.

Michael Dainard, former director of advertising and sales promotion with Korvettes Department Stores, New York, joins WCBS-TV there as retail developmental sales manager.

Charles Phillips, in sales department of WMAL(AM) Washington, named local sales manager.



Higher profile. Following its fourth annual meeting, held in Denver two weeks ago ("In Brief," Aug. 20), the Cable Television Administration and Marketing Society's new president, Thomas Johnson (above, r) announced the opening of a Washington C-TAM office and the appointment of Lucile Larkin, a former public relations vice president for the National Cable Television Association, as executive director. Johnson, vice president of Daniels & Co. is pictured with Trygve Myhren, senior vice president for marketing and programming of American Television & Communications and immediate past president of C-TAM (l), and Daniel Schorr, senior Washington correspondent for the planned Cable News Network. Schorr was among those who addressed the meeting. The former CBS newsman told the 350 cable executives attending that the Cable News Network, proposed by WTCG(TV) Atlanta's Ted Turner, "breaks the morass ... to reach those people who want to know what's going on. If it takes two hours to get the whole story out, we will give it two hours. It's a newsman's dream." Another who spoke at the meeting was former NBC President Pat Weaver, who predicted that conventional network TV would lose 50% of its combined audience during the next 10 years. At the same time, he said, cable will penetrate 60% of U.S. households.

Peter Smyth and **Jim Shea**, account executives, WROR(FM) Boston, named local and retail sales managers, respectively.

David Drum, sales manager, WAMO(FM) Pittsburgh, joins WEEP(AM)-WDSY(FM) there as local sales manager.

Deane Osborne, from WWQM-AM-FM Madison, Wis., joins WIBA-AM-FM there as general sales manager.

Paul Garbark, marketing manager, Tru-Foto Co., joins WPTT-TV Pittsburgh as account executive.

Pat Brown, account executive, WTOP(AM) Washington, named to same position at WDCA-TV there.

Thomas Aiyward and **Nicholas Pitasi**, from WTFM(FM) New York, and **Dan Dwyer**, formerly with WWRL(AM) New York, join WNEW(AM) there as account executives.

Jerry Ryan, account executive, WJJD(AM)-WJEZ(FM) Chicago, joins WLS(AM) there in same capacity.

Roy Bell, account executive, WDVR(FM) Philadelphia, joins KYW(AM) there in same capacity.

Alan Wilkins, from Fayetteville, Ark., public schools, joins KARN(AM) Little Rock, Ark., as account executive.

Janet Korte, sales representative, KDIQ(AM) Mesa, Ariz., assumes additional duties as sales representative for co-owned KDKB-FM there.

programming, NBC Radio network, New York.

Howard Malley, independent producer who most recently was associate producer of ABC prime time special "Guinness Book of World Records" and CBS's Kenny Rogers special, named producer of NBC's *Hot Hero Sandwich*, New York.

Jack Allx, president of Rock & Roll Roots Associates, Richmond, Va., firm that markets syndicated programming, and former regional sales manager of WRVQ(FM) Richmond, named director of sales and marketing for TM Special Projects, Dallas, division of TM Companies.

Paula Davis, producer, Lois Holland Calloway, joins Unitel Production Services, New York, as account executive.

Jeff Schiffman, VP, program operations, Westinghouse Broadcasting Co. TV stations, named director of broadcasting, WCBS-TV New York. In post, vacant for four years, he becomes station's chief program executive.



Schiffman



Alt

Larry G. Alt, assistant program director, WXYZ-TV Detroit, named program director.

Kenneth Kagen, director of programming services, RKO Television Representatives, New York, joins Ziff-Davis Broadcasting Co. there as director of programming and research. Ziff-Davis owns six television stations.

Kathy Banfield, program director, WUHQ-TV Battle Creek, Mich., joins WTVH(TV) Syracuse, N.Y., in same capacity. **Kevin Slo**, formerly with WBNG-TV Binghamton, N.Y., joins WTVH as director.

Russ Knight, program director, WHK(AM) Cleveland, joins WNEW(AM) New York in same capacity.

Fred Sole, film director, WMTV(TV) Madison, Wis., named operations manager. **Jim Patterson**, production manager, WRET-TV Charlotte, N.C., joins WMTV as production manager.

Zip Rzeppa, sports anchor, WNEM-TV Bay City, Mich., joins WLWT(TV) Cincinnati as sports director. **Buddy Pittman**, sports director, WESH-TV Daytona Beach, Fla., joins WLWT as sports reporter.

Tracy Mitchell, music director, KJR(AM) Seattle, named program director.

Rick Shaw Jr., engineer in charge of production, WSB-AM-FM Atlanta, named assistant program director. **Laura Burton**, network coordinator, The Voice of the South, named music programmer for WSB(AM).

Ray Nelson, film editor, KTXL(TV) Sacramento, Calif., named film director.

Hardy Lang, music director, WSOK(AM) Savannah, Ga., joins WENZ(AM) Richmond, Va., in same capacity.

Deble Kahn, air personality, WCAS(AM) Cambridge, Mass., named music director.

News and Public Affairs

Howard Glassroth, news director, WIVB-TV Buffalo, N.Y., joins WJLA-TV Washington in same capacity.

Larry Price, executive producer, KHOU-TV Houston, joins WAST(TV) Albany, N.Y., as news director.

Tom Rosenbaum, news director, WQAN-TV Portland, Me., joins WXYZ-TV Detroit as assistant news director.

Jim Hollis, 10 p.m. anchor, WIBW-TV Topeka, Kan., appointed news director for WIBW-AM-FM-TV, Topeka.

Jack C. Jones, co-anchor, KYW-TV Philadelphia, joins WLS-TV Chicago as weekend anchor. **Greg Krispin**, assistant news director, KTVI(TV) St. Louis, joins WLS-TV as executive producer in news department. **Pete Bordwell**, assignment editor, WLS-TV, named assignment manager.

Shara Fryer, noon anchor, KSAT-TV San Antonio, Tex., named co-anchor of 5 and 10 p.m. newscasts.

Gary Curtis, news director, KRDO-TV Colorado Springs, joins WFMV-TV Greensboro, N.C., as news manager.

Roberto Tschudin Luchene, reporter, "The People's Lawyer," WLUK-TV Green Bay, Wis., named reporter-at-large, WNBC-TV New York. **Dave Gilbert**, anchor, KOCO-TV Oklahoma City, named general assignment reporter, WNBC-TV.

Programming

Paul Bongston, casting director, Universal Television, Los Angeles, named director, casting, comedy programs, ABC Entertainment, there. **Jonathan Axelrod**, executive producer, motion pictures for television, named VP-dramatic series development. **Jud Kinberg**, independent producer, named executive producer, motion pictures for television, ABC Entertainment, Hollywood.

Edgar W. Hirst, production administrator, ABC Television, New York, named assistant director, production operations and administration, East Coast, ABC Television.

Mike Perez, business manager, ABC Sports worldwide sales and marketing, New York, appointed Latin America sales manager. **Tom Papini**, assistant business manager with ABC Sports, succeeds Perez as business manager.

Harold Brown, president of American International Television Inc., Los Angeles, named president of Filmways Worldwide TV Distribution, there.

Michael Severeid, director of miniseries, CBS Entertainment, and son of former CBS News correspondent Eric Severeid, named VP for motion picture production, MGM Inc.

Michael Pillar, from program practices division, and **Joyce Brötman**, producer with Universal TV, named executive producers, CBS Entertainment, Hollywood.

Carol Baum, VP in charge of acquisition and development for Jon Peters Organization, joins Lorimar Productions, Culver City, Calif., as VP in production.

Morrie Trumble, sports director of UPI Audio network since 1973, named director of sports

Please send

Broadcasting

The newswEEKly of broadcasting and allied arts

Name _____

Company _____

Business Address

Home Address _____

City _____

State _____ Zip _____

Type of Business _____

Title/Position _____

Are you in cable TV operations Yes No

Signature (required) _____

3 years \$105 2 years \$75 1 year \$40

(Canadian and international subscribers add \$12/year)

1979 Cable Sourcebook \$20.00

(If payment with order: \$15.00)

1979 Yearbook \$42.50

(If payment with order: \$37.50)

Payment enclosed Bill me

Across the Dial \$3.95

(Price includes postage and handling. Prepaid orders only.)

For Address Changes Place Most Recent Label Here.

1735 DeSales Street, N.W., Washington, D.C. 20036

Nancy Taggart, reporter and weekend anchor, WDIO-TV Duluth, Minn., named 6 p.m. weekday anchor.

Bruce Bartley, morning news anchor, WRNG(AM) Atlanta, appointed news director.

Len King, operations director, WGSO(AM) New Orleans, named news director.

Mike Turner, news director, KGON(FM) Portland, Ore., named to same post, KQFM(FM) there.

Bill Graham, news director, WSAI-AM-FM Cincinnati, joins WJBO(AM)-WFMM(FM) Baton Rouge in same capacity.

Bruce Parker, assignment editor, WDTN(TV) Dayton, Ohio, named news coordinator and producer. **Norm West**, anchor-reporter, WAVE(AM) Louisville, Ky., succeeds Parker. **Tom Mock**, anchor-producer, WYTV(TV) Youngstown, Ohio, and **Betty Smith**, reporter-anchor, KMVT(TV) Twin Falls, Idaho, join news staff of WDTN.

Bob Young, former anchor, WRCB-TV Chattanooga, joins WWAY(TV) Wilmington, N.C., as general field reporter and 6 p.m. co-anchor.

Gayle King, in news department of WDAF-TV Kansas City, Mo., named weekend co-anchor.

Angela Vierville, reporter, KSAT-TV San Antonio, Tex., named noon anchor.

Bob Scott, news director, KTHL-TV Fargo, N.D., joins WSBT-TV South Bend, Ind., as weekday anchor on 6 and 10 p.m. newscasts.

Denise LeClair, weekend co-anchor, WNGE(TV) Nashville, joins WJAR-TV Providence, R.I., as reporter and noon co-anchor.

Judi Moen, health reporter and morning anchor, WIFR-TV Freeport, Ill., joins WCBD-TV Charleston, S.C., as 11 p.m. anchor.

Linda Bryan, staff announcer and reporter, KCMO-TV Kansas City, Mo., joins KXAS-TV Fort Worth as consumer reporter.

Pat Riddle, weekend anchor, reporter and producer, WKRG-TV Mobile, Ala., joins WXEX-TV Petersburg, Va., as field anchor.

Norman Lumpkin, weekend anchor, WSFA-TV Montgomery, Ala., named special assignments reporter. **Michael Jones**, reporter, succeeds Lumpkin.

Jacqueline Boulden, weekend anchor and reporter, WNDU-TV South Bend, Ind., joins WNEP-TV Scranton-Wilkes Barre, Pa., as reporter.

Ed Kibbey, former news director for KPSS(AM) Palm Springs, Calif., and most recently disaster preparedness/communications coordinator for city of Palm Springs, rejoins KPSS as news director.

Tom Griffith, anchor, WDEL(AM)-WSTW(FM) Wilmington, Del., joins WTOV-TV Steubenville, Ohio, as reporter-anchor.

Jim Caldwell, reporter, KYTV(TV) Springfield, Mo., named executive news producer. **Rick Wagner**, education reporter, assumes additional duties as weekend anchor.

David Beadle, producer and anchor, WEAR-TV Pensacola, Fla., joins WDSU-TV New Orleans as producer of 10 p.m. news.

Joe Von Kanel, producer, KVOA(TV) Tucson, Ariz., joins WIS-TV Columbia, S.C., as producer of 7 and 11 p.m. news. **Lonnie Wehunt**, field producer, WIS-TV, named chief photographer.

Horace Freeman, photographer trainee, succeeds Wehunt.

Denny McBroom, AP broadcast executive for Ohio and Michigan, moves to Chicago as broadcast executive for Illinois and is succeeded by **Don Blohowiak**, formerly with number of Wisconsin radio and TV stations, who will be based at AP bureau in Detroit. McBroom succeeds **Bill Greer**, named earlier to head AP's new bureau at El Paso, Tex. **Bill Williams**, formerly with WTBC(AM) Tuscaloosa, Ala., named AP broadcast executive for Arkansas, Louisiana and Mississippi, based at Jackson, Miss. Williams succeeds **Bill Cook**, named earlier to be general broadcast executive for AP central division.

Bill Thompson, reporter-anchor, KELI(AM) Tulsa, Okla., joins KRMG(AM) there in same capacity.

Elizabeth Clancy, anchor, and **Gary Brown**, air personality, KRNA(FM) Iowa City, named news producers.

Promotion and PR

Dick Weisberg, acting promotion manager, WDIV(TV) Detroit, named promotion manager.

John Hidalgo, associate creative director-broadcast and account executive, Stakelum, Brown and Mizelle Advertising, New Orleans, joins WVUE(TV) there as promotion supervisor.

Technology

Joe T. Swaim, with RCA Global Communications, New York, elected VP-engineering. **Samir Ammari**, director of international development, elected VP-Middle East and Africa, responsible for marketing, sales and liaison activities with Middle East and African telecommunications administrations.

Anthony Severdia, marketing consultant in audio-visual and data display field, joins RCA Photophone Systems, Burbank, Calif., as manager of engineering and manufacturing.

Larry Vehorn, director of engineering, Lesa Broadcasting Co., Indianapolis, joins WLS-TV Chicago as manager of radio and frequency systems, responsible for FCC licensing of facilities and equipment for station and monitoring station transmitters and microwave links.

David Grover, sales engineer, RCA, Cincinnati, joins WXYZ-TV Detroit as assistant chief engineer.

Greg Miller, former chief engineer, WQRF-TV Rockford, Ill., joins KGMC(TV) Oklahoma City in same capacity. Station begins broadcasting Nov. 12.

Andy Anderson, director of engineering, Rocky Mountain Corporation for Public Broadcasting, joins noncommercial KRMA-TV Denver as chief engineer.

John P. Forde, in sales management position with Jerrold Electronics, Hatboro, Pa., named VP-sales. **Kenneth Coleman**, from Allied Van Lines, joins Jerrold as VP-marketing.

Emmanuel Perrotti, manager of project engineering department, International Telephone and Telegraph Corp., joins Phelps Dodge Communications, Marlboro, N.J., as chief engineer. He succeeds **William Bryson** who has been named director of research and

development.

Hiroyasu Sugimoto, VP of Nippon Electric Co., parent company of NEC America, named executive VP of NEC America, based in Falls Church, Va.

Ed Pessara Jr., video product manager, US JVC Corp., joins TDK Electronics Corp., Garden City, N.Y., as national video product manager.

Harvey Ray, VP, ITI Glendale, joins Commercial Electronics Inc., as Eastern regional sales manager, based in New York. **Dave Lindsey**, national product manager, GBC, joins CEI as Midwestern regional sales manager.

John Harasciuk, executive VP, Dialogue Marketing Corp., Peoria, Ill., joins Oak Communications, Rancho Bernardo, Calif., as director of marketing.

Allied Fields

Ray Jenkins, editor of *Montgomery* (Ala.) *Advertiser* and *Alabama Journal*, named special assistant to President Carter, assigned to press office, and will work with Press Secretary Jody Powell.

M. Diana Gurick, development director, Girl Scout Council of Nation's Capital, joins American Women in Radio and Television, Washington, as executive director.

James Cute, Northwest regional manager for Nielsen Station Index, Menlo Park, Calif., and **Stanley Petersen**, account executive for NSI in Chicago, elected VP's.

Deaths

Donald W. Severn, 70, retired VP for media relations, Ted Bates Co., New York, died Aug. 22 of cancer in Boca Raton, Fla., hospital. Native of Pennsylvania, he started career in broadcasting as researcher for *We, the People*, radio program at Young & Rubicam, New York, in 1938. He later worked for Kenyon & Eckhardt and Biow Co. before joining Bates—from which he retired eight years ago. He is survived by his wife, Natalie, in Del Ray Beach, Fla.











Mather M. Payne, 62, retired president of Rome Broadcasting Corp., former licensee of WRGA-AM-FM Rome, Ga., died Aug. 17 after long illness. He joined WRGA in 1935. Stations were sold in 1977. Survivors include his wife, Eleanor, son Morgan, with Fuqua Industries, son, Ken, manager of WQTU(FM) Rome, and daughter Elissa.

Norman Butler Morgan, 62, Air Force television producer-director at Pentagon, died of heart attack Aug. 11 at his home in Falls Church, Va. During his career, he worked as producer for ABC-TV, CBS-TV and NBC-TV in New York and Los Angeles. He also was producer for J. Walter Thompson, New York, Desilu Studios, Hollywood, and Jack Wrather Productions, Beverly Hills, Calif. He had held Pentagon position since 1972.

Gordon Goyette Jr., 58, chairman of board of noncommercial WTVS(TV) Detroit, died Aug. 16 at his summer home in Cape Cod, Mass., after long illness. He had been chairman since 1978 and had been member of board since 1975. He was also director of corporate affairs for Warner-Lambert Corp. Survivors include his wife, Margaret, and five children.

Added Attractions

In addition to its across-the-board coverage of the week's news—freshly reorganized to incorporate such "superdepartments" as *The Media, Business, Programing, Journalism, Technology* and *Law and Regulation*—BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects:

- Sep 3  In advance of the **RTNDA convention**, a special report on the high hazard responsibility of the local **news director**.
- Sep 10  Annual report on **radio**, with emphasis on the latest developments in formats, the most recent wrinkles in research, and including the latest Arbitron compilation of the top 500 in ratings (the top 10 stations in the top 50 markets). Timed for distribution at the **NAB conference on radio programing**.
- Sep 17  In advance of the opening of the World Administrative Radio Conference (**WARC '79**), BROADCASTING will plot the positions of all the major (and a number of the minor) powers that will be jockeying for spectrum advantage in Geneva this fall.
- Oct 1  An in-depth study of **minorities in broadcasting**, featuring a guide to today's minority ownership and a report on the prospects for tomorrow's. Along with a report on progress in the management, talent and technical ranks.
- Oct 15  A status report on **children's TV programing**: its trials, its triumphs and its prospects for the future.
- Nov 12  A looking-forward report on **the next quarter century of television**—coinciding with a looking backward at the first 25 years of the Television Bureau of Advertising.
- Nov 19  Annual special report on the **state of the art in broadcast equipment**.
- Dec 3  Annual special report on broadcasting's **top 50 agencies**.
- Dec 10  After the fact: the full story, reported on the scene in Geneva, of **what happened at WARC '79**, to whom, and to what eventual effect.
- Jan 7  Annual double issue, featuring BROADCASTING's exclusive report and analysis of the **top 100 companies in electronic communications**.

That's not all on our drawing boards, but it gives a general idea. BROADCASTING will update this list from time to time, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

You Belong in Broadcasting Every Week

* Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emptions by other breaking news developments.

Profile

Moore: the B&B TV connection

Mike Moore is in a rut—a very substantial and comfortable rut. He has worked for 17 years for only one employer, Benton & Bowles, making him atypical in a field in which mobility is the mode.

Moore says he likes it that way; job-hopping is not for him. He feels that B&B has rewarded him amply for his skills, hard work and loyalty. As a senior vice president and director of media management, he oversees both media and TV programming at B&B, an agency that attained domestic billings of more than \$300 million in 1978, more than 75% of it in broadcast.

Not bad for a person who wasn't sure of what he would do after he graduated as an English major at Washington and Jefferson College in Washington, Pa., in 1960.

"What can you do as an English major?" he asks with a shrug. "But I knew that in some way I wanted to be involved in business." That, however, would require further education, he realized. Moore enrolled at Columbia University's Graduate School of Business and two years later was ready to face the world with an MBA degree.

His first assignment at B&B, in 1962, was as a trainee in the media research department. He moved steadily up the ladder in the media area to buyer, assistant media director and associate media director, working on such broadcast-oriented accounts as Philip Morris and Procter & Gamble. He was elected a vice president in 1968.

In 1970 he was moved to the broadcast programming department as director. "I was out of media for the first time in eight years, but I was learning a completely new area," he recalls.

In this post Moore supervised network TV purchases for clients and was responsible for the production of two daytime serials, *As The World Turns* and *Edge of Night*.

In 1976 Benton & Bowles reorganized its media and programming sectors and named Moore director of media management, with both programming and media reporting to him. He was elevated to senior vice president in 1973 and elected to the agency's board of directors in 1977.

Moore's domain includes more than 200 employees, including buyers, planners, supervisors, network programming negotiators and a small unit set up to develop made-for-TV movies.

Moore points out that B&B is among the largest buyers of network TV programs out of a single office—New York. Among the broadcast-active accounts are P&G,



Michael David Moore—senior vice president, director of media management, Benton & Bowles, New York; b. Oct. 25, 1937, Brooklyn, N.Y.; BA, English, Washington and Jefferson College, Washington, Pa., 1960; MBA, marketing, Columbia University, 1962; with Benton & Bowles since 1962 as trainee, media research, 1962-63; assistant buyer, 1963-64; media planner, 1964-66; assistant media director, 1966-68; VP and associate media director, 1968-70; VP and director of broadcast programming, 1970; senior VP, 1973; present position since 1976; m. Karen Applebaum, 1961; children—David, 16; Jeffrey, 13.

General Foods, Morton-Norwich, Texaco, Fiat and AMF.

"And what pleases us is that we are agency of record for all TV buying for Vick Chemical and Morton-Norwich and for all prime-time buying of General Foods," he says. "We think this attests to the confidence that clients have in us."

Another development that Moore finds challenging is the role new communications technology will play. He is confident that no matter which form the communications structure takes in the future, the key element will be programming.

"I think the new technology will place an emphasis on more diversity and more programming," he contends. "And whoever has control of the programming is in a commanding position."

Benton & Bowles, he continues, has not overlooked the opportunity to develop its programming skills and has been urging its clients to participate in program development. Since 1976, the agency has been ac-

tive in developing and producing made-for-TV movies.

Benton & Bowles has been involved in the production of eight made-for-TV features: "Pinocchio" (CBS), "Once Upon a Brothers Grimm" (CBS), "Wilma" (NBC), "Cinderella at the Palace" (CBS), "Son Rise: A Miracle of Love" (NBC), "The Last Giraffe" (CBS), "Seizure" (CBS) and "My Old Man" (CBS). (The last two have not yet been telecast; they are scheduled for airing later this year.)

"From now on in, we intend to produce about six made-for-TV movies a year," Moore says.

In syndication, B&B was involved last year in the barter sponsorship of *Next Step Beyond* for P&G. The agency decided not to renew its commitment for 1979-80. "It's become more difficult to do a barter program in prime-access time because of all the stripping in that period," Moore says.

It's difficult for him to accept the escalating costs of television, particularly network TV. In a sense, he says, advertisers and agencies are being conditioned to pay higher prices each year. "It's like the price of gasoline," he remarks. "When it went from 30 cents to 50 cents a gallon, people screamed. As the price went up and finally reached a dollar, people grumbled but didn't scream as much."

"In television, as prices keep going up, there are some advertisers who have held back on launching new products because a certain level of advertising is needed. At some point they simply can't afford the investment."

At the same time, he discerns no major step forward in the quality of TV programming in recent years. The networks, he says, seem more concerned with juggling their schedules than with what's on those schedules.

"This is self-defeating," he says. "People simply don't know what's on television."

In light of this, Moore says he has urged some clients to consider radio. For some advertisers, radio makes sense, he says. The agency allotted about \$10 million to radio in 1978.

But for all that, Moore is a satisfied agency man. In a moment of self-analysis, he describes his 17-year association with B&B this way:

"Benton & Bowles has been the only place I've worked as an adult, and I think I'm a lucky guy for it. It's the best place for me, I think, because of its high professional standards and the warm, family atmosphere that exists here. My only ambition is to do as good a job for Benton & Bowles as I can."

Showdown coming

There were strange goings-on in the FCC's consideration and eventual approval, by a 4-to-3 vote, of Taft Broadcasting's acquisition of WDCB-TV Washington (BROADCASTING, Aug. 6, 20). Not many cases are decided by a swing vote cast from Germany by a vacationing commissioner connected by telephone to the FCC meeting room in Washington.

But then not many cases betray so obvious a determination by an FCC chairman to make a mark on policy. If Charles D. Ferris, with the ardent support of Joseph Fogarty and Tyrone Brown, had not set out to queer the WDCB-TV transfer and with it the realistic application of the top-50-market policy that has obtained for 11 years, Robert E. Lee could have gone about his European tour uninterrupted.

The role of a hitherto obscure organization, Washington Association for Television and Children (WATCH, natch), is also worth noting. The tactics WATCH used to obstruct the transfer could not have served the chairman more handily if they had been orchestrated by his office. In passing, it should be added that the FCC's Broadcast Bureau staff was somehow persuaded to change an original position and recommend a delay that would have extended the case beyond the expiration of the WDCB-TV sales contract.

WATCH's petition for a stay, filed the day after the squeaky approval of the transfer, brought out an especially revealing comment by the chairman. In an opinion concurring with the majority's denial of the petition, Ferris said he voted that way because there was nothing to stay. In his view, the vote of the day before was not a final action but merely an instruction to the staff to draft an order. Not only that, he all but invited WATCH to take the matter to appellate court, if the 4-to-3 decision stands, and he as much as predicted that the court would reverse the commission.

Ferris will have a chance to take another run at the top-50 policy when the staff has finished digesting comments received in a rulemaking on the subject begun in March 1978. Among the options under consideration are adoption of the policy as a firm rule (prohibiting the acquisition of more than three television stations or more than two VHF's in the 50 biggest markets), scrapping the policy or modifying it. Ferris, Fogarty and Brown are clearly for adoption of a rule with at most the present numbers and without the exceptions that have been invariably granted under the policy.

Whether the other four will vote as they did in the WDCB-TV case remains to be seen. The assumption is that Lee and James Quello would. Anne Jones voted for Taft, but how she feels generally about ownerships in major markets is undisclosed. Abbott Washburn voted to waive the top-50 policy for Taft, but he unexpectedly dissented to the approval of the merger of Combined Communications Corp. into the Gannett Co. (BROADCASTING, June 11) and has since then inveighed against bigness in broadcasting.

No sound economic or social reason has been presented to support a hardening of the top-50 policy into a rule or, for that matter, to support retention of the policy. The Ferris, Fogarty and Brown position is taken for the most naive of political beliefs, that small is necessarily better than big. Surely the others will rise to more sophisticated levels when it comes to a vote on the rule.

Into the fray once more

In the flurry of legislative activity that preceded the departure of Congress on vacation, Senator Harrison Williams (D-N.J.) dusted off a familiar piece of legislation that in one form or another has appeared intermittently on the Hill for 45 years. He introduced a bill that would require broadcasters and other commercial users of recorded music to pay royalties to record manufacturers and performers.

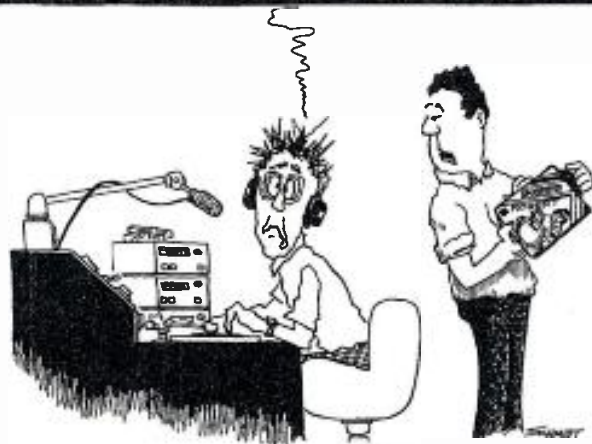
So far broadcasters have succeeded in preventing this kind of bill from becoming law, but sometimes just barely. They may face another fight if Williams arouses the interest of his colleagues. Such legislation falls under the jurisdiction of the Senate Judiciary Committee, now headed by Edward Kennedy (D-Mass.), who in the past has favored a manufacturer-performer royalty.

This time Williams is presenting the measure as overdue recognition that the performance or reproduction of a musical work is as creative an act as the writing of it. He is also presenting it as an obligation that broadcasters owe and can easily afford to pay. As he said in introducing the legislation (S. 1552), the scale of royalties would have "little, if any, impact on broadcasters' profit picture."

Williams's scale is less extractive than some proposals of the past. Radio stations with net revenues of \$25,000 to \$100,000 a year would pay \$250, with revenues of \$100,000 to \$200,000, \$750 and, with revenues of \$200,000 and more, 1% of net. Television stations with net revenues under \$4 million would pay \$750; those taking in more, \$1,500. But there is nothing to prevent an escalation of the scales by a future Congress, if the principle of copyright protection for performance and reproduction were established in the law.

And it is the principle that is the central issue in this legislation. If the Williams concept were enacted, there is no way to keep everybody else who is engaged in the performance or presentation of a literary or musical work from acquiring the same sort of right Williams urges for record performers and manufacturers. If Williams is correct, why not a copyright for every actor in a television film or for the studio that manufactures it?

Williams has dusted off the bill. Broadcasters must dust off their defensive strategies.



Drawn for BROADCASTING by Jack Schmidt

"Don't tell me we've been hit by lightning again."

WWSH
Stereo 106
Philadelphia

When you WWSH upon a star

In Philadelphia, when you wish upon a star, you get a whole "Summer Festival of Stars." Every summer, the Better Break Program provides Philadelphians with a plethora of culturally enriching experiences from the blarney of the Irish bands and the pageantry of the Polish dancers to the swinging sounds of Count Basie and Sarah Vaughan; 23 concerts reach out to educate and

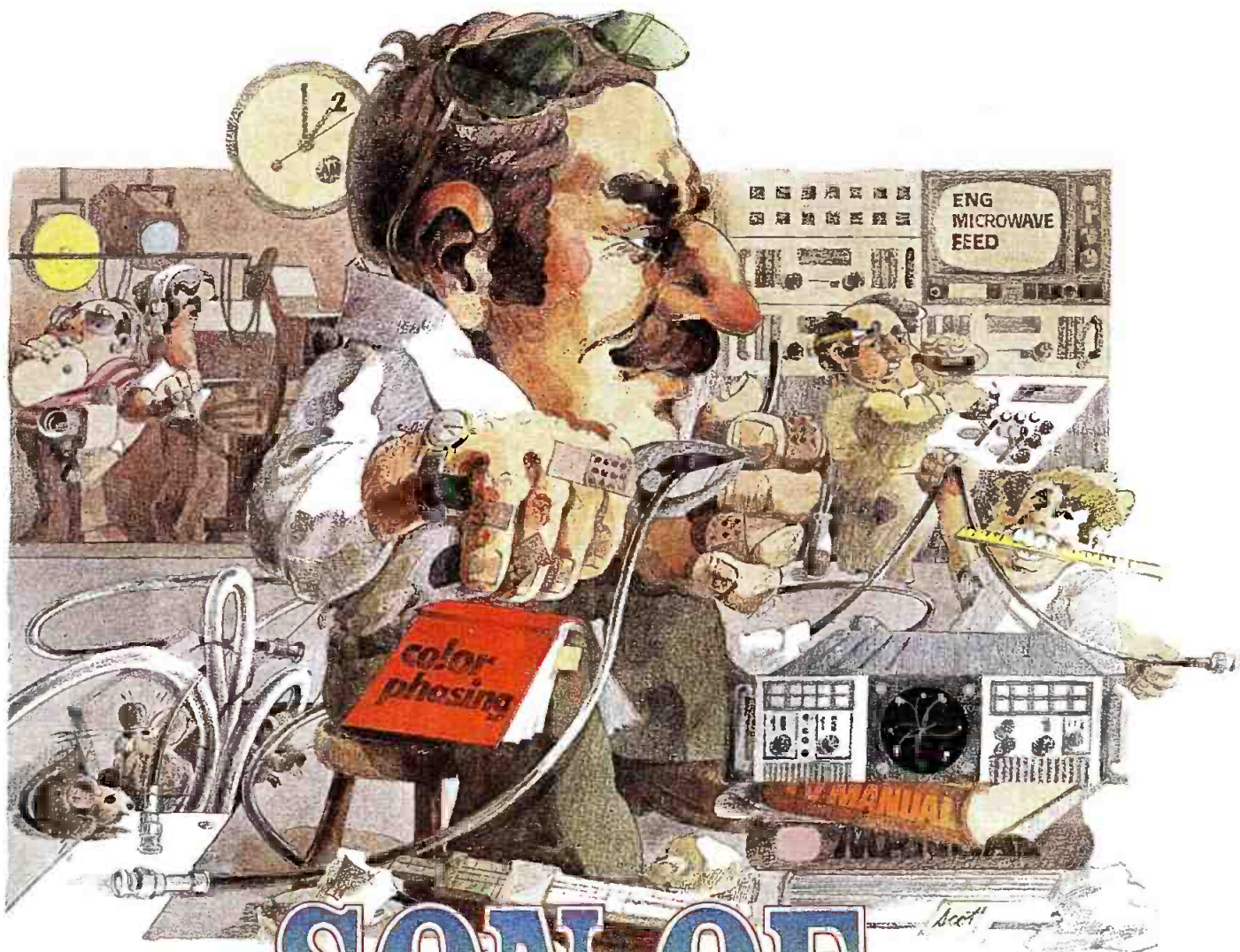
entertain the City of Brotherly Love. Held under the stars in the great rustic Robin Hood Dell East in Fairmount Park, these concerts draw over a quarter of a million people each summer, and thousands of free tickets are provided for Philadelphia's disadvantaged citizens. WWSH is proud to be a co-sponsor of Better Break's "Summer Festival of Stars."

represented by Christal



COX
Broadcasting

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



SON OF A SWITCH

As any engineer knows, the unholy marriage of dissimilar equipment in studio and field operations often results in color phasing of questionable integrity. To solve the problems of ENG cameras used next to studio cameras, and the resulting varying cable lengths, you no longer have to resort to cable cutters and slide rules.

The NEC TVPC-16 (Television Phase Corrector) gives you 360°



color correction in the vertical interval of a switch. It automatically adjusts color phase over a $\pm 180^\circ$ range. Phase control incorporates burst AGC and a reference sub-carrier limit during the vertical blanking period so that equipment will function with stability despite signal level change.

In addition, the TVPC's zero-hold circuit automatically switches to an internal fixed delay line when the input signal is monochrome or the input video signal and reference sync signal are not synchronized. NEC's application of LSI technology makes room for 2 TVPC-16's in 1-3/4" of rack space.

Stop cursing under your breath about color phase problems. Get the Son of a Switch from NEC.

Call Toll Free 800-323-6656
24 hours a day. In Illinois call
312-640-3792.

Free 18 x 22 inch "Son of a Switch" poster available upon request.

NEC

Nippon Electric Co., Ltd.

NEC America, Inc.

Broadcast Equipment Division
130 Martin Lane
Elk Grove Village, Illinois 60007