

Keeping close watch on new season ratings
Latest ADI's: how TV's markets rank

Broadcasting Sep 24

The newsw Weekly of broadcasting and allied arts

Our 48th Year 1979

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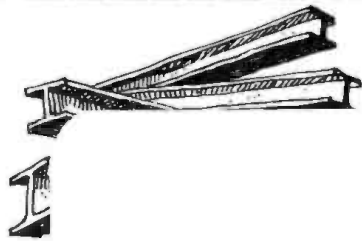
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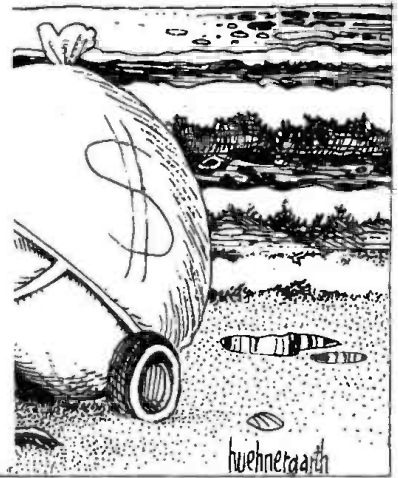
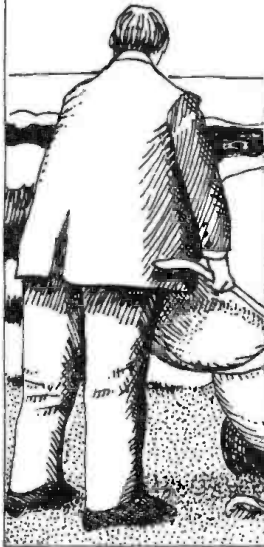
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Who's going to meet the growing need for steel in this country— and at what price?



Broadcasting
September 24, 1979



If there's one lesson to be learned from America's oil crises, it's this: You can't always depend on foreign sources to supply how much of what you want, when you want it, and at a price you can afford to pay.

Unless we soon start expanding our domestic steelmaking capacity, 25 to 30 million tons of steel imports could be entering the U.S. market annually by 1985. (Compared to 12 million tons in 1975.) And then America could find itself at the mercy of foreign steel producers, as it is at the mercy of foreign oil producers.

What's needed to meet the growing need for steel in this country with *domestic* steel? Governmental policies that will allow the American steel industry to generate the additional funds needed to modernize and expand.

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The Week in Brief

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THE RACE IS ON □ NBC-TV shows surprising strength and CBS weakness in the first full week of the new season. **PAGE 23.**

WHO'S WHERE □ Latest ADI rankings contain no surprises in the top 12 markets, but more than two dozen changes in the next 38. **PAGE 24.**

INFORMATION PLEASE □ Fred Silverman, in a speech at Washington's National Press Club, says society will need more news and information in the 80's, and the networks, his in particular, will be working to provide them. **PAGE 26.** Pfeiffer seconds the motion in Hollywood and says the network also intends to strive for quality first in all its operations. **PAGE 30.**

CHARTING THE PROGRESS □ At its fourth annual gathering, the National Association of Black Owned Broadcasters reviews its successes and points out the distance it still has to go. **PAGE 30.**

FINANCIAL FORECASTS □ Economic experts tell the annual conference of the Broadcast Financial Management Association that broadcasting faces continued financial growth, but with some audience erosion from new media. **PAGE 32.**

NERVOUS DAYS AT THE FTC □ House and Senate committee hearings look at proposals to cut the commission's funds for many matters, including the children's advertising inquiry. Another proposal would give Congress veto over FTC actions. **PAGE 38.**

RETRANSMISSION CONSENT AS SAVIOR □ In comments on an FCC proposal to lift the cable distant-signal and exclusivity rules, the majority argue for some form of retransmission consent. **PAGE 42.**

DEBATE SNAFU □ The Senate vetoes Federal Election Commission plan on sponsorship of political debates

that would have limited broadcaster involvement. **PAGE 44.**

STATING THEIR CASES □ Cox and GE answer charges by cable and citizen groups that object to their proposed merger. They tell the commission the public will benefit from the deal through spin-offs and a minority fund. **PAGE 44.**

LAST SHALL BE FIRST, HE HOPES □ The last in a three-part series of BROADCASTING "At Large" interviews, features the programming thoughts of NBC's Mike Weinblatt. **PAGE 54.**

CRITIC'S FALL FIELD DAYS □ As the new TV season gets under way, the nation's television critics sharpen their pencils. While there's some disagreement among them, most picked ABC's *Benson* as their favorite so far. **PAGE 58.**

IN-HOUSE TV □ Six months after the start of television feeds from the House, the networks are still not happy over their lack of control of the cameras. They say the House-run coverage often misses the action. **PAGE 61.**

PAPAL PREPARATIONS □ The networks and local stations are gearing up for Pope John Paul II's visit next month. **PAGE 61.**

LOOKING AHEAD □ At the BFM meeting in New York, experts spell out some of the new developments in technology for satellites, cable and radio that broadcasters can expect in the next decade. **PAGE 64.**

4A'S UPSON □ The chairman of Dancer-Fitzgerald-Sample and chairman of the American Association of Advertising Agencies is an avowed fan of both advertising and television. His goal for his administration at the association is to spread that enthusiasm and help project a more positive image of advertising in the media. **PAGE 69.**

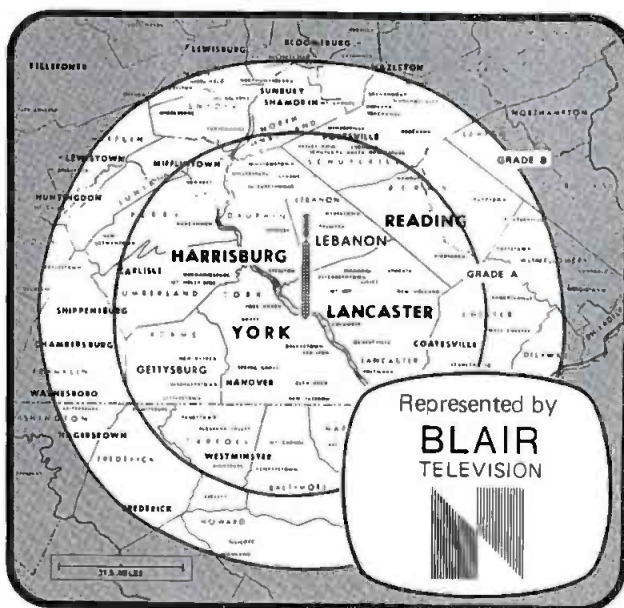
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WGAL-TV 8

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Insider report: behind the scene, before the fact

Renewal riders

Carter administration is sounding out broadcasters and citizen groups on proposal to eliminate comparative renewal proceedings by amendment of Communications Act. There'd be substitution of standards to measure whether licensee had aired enough nonentertainment programming to merit renewal. Petitioners to deny renewal would be granted discovery rights before renewal was set for hearing. Radio license terms would be extended from present three years to at least five. No change for TV license terms. Separate amendment to act would authorize government funding of public intervention in rulemakings.

Henry Geller, director of National Telecommunications and Information Administration, and Steve Simmons, White House aide, have talked to some citizen groups and NAB officials about proposal, which Geller characterizes as "modest." Neither, however, will discuss details with press. There's indication no draft will be submitted unless there's reasonable assurance of support and then only if Congress seems likely to favor common carrier amendments, to which broadcast renewal matters could be attached.

Wouk's whopper

What may be biggest budgeted TV production ever, earmarked for 12 one-hour segments on ABC-TV, reportedly is being underwritten by Paramount and ABC Inc. for \$25 million, or \$2 million-plus per hour. Vehicle is "The Winds of War," Herman Wouk's best-selling novel, with Pulitzer prize-winning author himself now doing scripting.

Wouk, whose "The Caine Mutiny" won Pulitzer for fiction in 1952, has taken over writing of scripts for series following recent death of Jack Pulman, British writer, who scripted *I, Claudius*, syndicated series currently being carried in U.S. Before his career as novelist, Wouk, 64, was radio comedy writer. *Roots II*, on ABC-TV last season, was budgeted at \$16 million, then record. *Masada*, now in production for ABC-TV, is pegged at \$18 million.

Spot spurt

It may be too early to be sure, but some of spot TV's leading sales authorities are bullish about business for fall, despite general recession. One said he wanted to see results of next week or so before going out on limb but that, as of middle of last week, October and November business looked to exceed last year's period by "double-digit" percentage, possibly in

13% area. Another predicted his fourth-quarter sales would be up by 10% to 15% over last year's fourth quarter. "I'll be able to pinpoint it better a little later," he said, "but it will be in that range."

Lifting lids

At meeting tomorrow, FCC is expected to repeal rule limiting subscription TV broadcast stations to one to market. In further proceedings expected later this year, staff is expected to recommend that commission eliminate requirement that four free TV signals be available in market before STV comes in.

Still births

Neither has made its season debut yet, but two CBS-TV shows are already said to be on shaky ground—Lorimar Productions' *Big Shamus*, *Little Shamus* and Warner Bros.' *California Fever*. Both, now in production, are said to have failed to live up to original promise with newer episodes. It's still far too early to put them on any definite hit lists, but word from CBS is that both will have to do very well if they are to remain on schedule for long.

Both production companies have replacement shows well along in production. At Lorimar, executive producer David Jacobs is just finishing sixth episode of *Knott's Landing*, spin-off of *Dallas*. At Warner, Robert Van Sooyk is as far along with *Young Maverick*, television's initial re-entry into western genre that fell out of fashion.

Reciprocity

China's number-one broadcasting official, Zhang Xiangshan, will visit United States beginning Oct. 30 for about three weeks to inspect radio and television operations, looking toward modernization of China's systems. This was word brought back from Peking by U.S. broadcasters' mission that spent 16 days on China's mainland. Mission, headed by WCVB-TV Boston's Robert M. Bennett, reported that Chinese TV is selling spots in prime time between programs on national network (Central China Broadcasting Service), as well as spots on local broadcast operations.

Bennett recruited following broadcast executives for trip: John Kluge, chairman, Metromedia; Robert King, Capital Cities Broadcasting, chairman of NAB television board; Lawrence Grossman, president, PBS; Richard O'Leary, president, ABC-owned television stations; Alvin G. Flanagan, president, Gannett's Combined Communications division; Robert L. Glaser, president (TV), RKO General, and Jack Hausman, member ABC Inc. board. Others on trip were: Sonja Hamlin,

WCVB-TV staff producer, and Tom Baer, Denver freelance photographer, formerly with Combined Communications.

Helpers

Appointments to Broadcasters Census Committee of 80 (80 members for '80 U.S. census) have been completed, and group will assemble for all-day briefing in Washington Oct. 11. Committee is to aid in distribution of information about 1980 enumeration that officials hope will be more thorough than 1970 count. Morning session Oct. 11 will feature general briefings by high-ranking White House aides. Afternoon will feature Secretary of Commerce Juanita Kreps and Director of Census Vincent P. Barabba.

Newly named vice chairmen of census committee are Rene Anselmo, Spanish International Network; Kathryn Broman, Springfield Television Corp., Springfield, Mass.; Ragan Henry, Broadcast Enterprises Inc., Philadelphia, and Vincent T. Wasilewski, NAB, Washington. Jack Harris, KPRC Inc., Houston is chairman (BROADCASTING, April 23).

Falling out

In his public statements on Ralph Nader attack on FCC in connection with its radio deregulation proposal (BROADCASTING, Sept. 17), FCC Chairman Charles D. Ferris was generally low key, but privately he was seething. Paragraph in Nader statement describing FCC as one of worst agencies in Washington—low morale and Nixon administration-type regulations—sent Ferris through roof, as Sam Simon, executive director of Nader's National Citizens Committee for Broadcasting, discovered on delivering copy of statement.

Ferris called Simon into his private office and denounced statement as personal attack, in loud-voiced dressing down that, according to one report, went on for some 45 minutes.

Geller under glass

Representative Lionel Van Deerlin (D-Calif.), who has announced his Communications Subcommittee will be holding FCC oversight hearings soon, now has new target on list: National Telecommunications and Information Administration headed by Henry Geller. Van Deerlin is reported to think time has come for close look at NTIA—which has been getting bigger budget and more responsibility—since such scrutiny has never been undertaken.

In fact, NTIA's appearance before Van Deerlin subcommittee may precede FCC's. Latter is tentatively set for November.



BARNATHAN



"I think we should always have a network film capability."

Julius Barnathan, President of Broadcast Operations and Engineering, American Broadcasting Company, talks about the "easel he provides for his artists."

"I will tell you there is nothing more exciting than being in television and being able to communicate with people. There is tremendous power. I think we have to be aware of this. I learned a long time ago that it is not yours; it belongs to the public, and you develop a feeling about it. You've got to get on the air because there are people out there expecting you to be on the air.

"I think there is a film look and there is a live look. If you are on tape, the psychological appearance is that it is a live show. On the other hand, when you are doing an adventure show, you want a film look. This tells the audience: 'This is a fantasy.' A large percentage of our prime-time programming is on 35 mm film.

"Film and tape both have certain inherent qualities, and we should recognize them and use them to their best advantage. Tape gets us on the air fast with a live look. Film is very flexible, reliable and convenient. I think we should always have a network film capability.

"The dream of a broadcaster is to do something that is good for the people and gets a high rating. I think the Olympic Games fit this best. It is an overwhelming assignment.

"When we returned from the '72 Olympics, we were honored at a big dinner for us on the 40th floor of ABC. Everyone was involved, from the guy on the bottom, right up to the top. I was asked to speak, and I said that it was an honor to prepare a great easel for great artists. That's what I did—what my people did, prepared the easel. We gave our artists the paint, brushes, the easel, and they did the job.

"To someone starting out in the engineering end of the business I would say get a good technical background, good training. Learn computers and computer programming. Learn systems. The best candidate for my area (broadcast operations) would be a person who takes an undergraduate engineering degree and then goes to business school and gets an MBA.

"You have to make sure you have good people around you who are going to be able to speak their piece and do their job. Give them their heads and let them make decisions. Tell them what the guidelines are and your policies, and let them go out and do it. I want people who will make decisions, right or wrong. People have the right to make the wrong decision. If you operate out of fear, then you are not making the right

decisions; you are simply making the decision the boss will agree with. That is not my way of operating.

"I think this is a great business, an exciting one, with a great future. I just don't think we should ever take our future for granted. We have a big job to do, and I don't want to see any limits or restraints on the things we can do to get on with it."

In our publication, TELEK, broadcasters talk about their experience, and we tell you about our latest technical and product developments. If you would like to be on our mailing list, write: Eastman Kodak Company, Dept. 640, Rochester, NY 14650.



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Kodak... Official motion picture consultant to the 1980 Olympic Winter Games.

Business Briefly

TV ONLY

Hanes □ Twenty-two week campaign for Hanes Two hosiery begins Oct. 15 in Greenville-Spartanburg, S.C., Albany-Schenectady-Troy, N.Y., Wichita, Kan., Birmingham, Ala., Denver and Memphis. Agency: Dancer Fitzgerald Sample, New York. Target: total women.

Del Labs □ Ten-week campaign for Nutritonic conditioner starts Oct. 1 in seven markets with spots in fringe and prime time. Agency: Royce & Rader, Farmingdale, N.Y. Target: women, 18-34.

Bolens □ Eight-week campaign for snow blowers begins Oct. 15 in 17 markets with spots running during late fringe and news. Agency: Foote, Cone & Belding, Chicago. Target: men, 35 plus.

Burlington □ Eight-week corporate campaign for textile manufacturer begins Oct. 15 in nine markets including New York, Los Angeles, San Francisco, Chicago and Philadelphia. Spots are placed in prime time, early news and late

fringe times. Agency: Warwick, Welsh & Miller, New York. Target: adults, 18 plus.

ECP □ Six-week TV campaign for Auto Armor rustproofing begins Oct. 15 in 22 markets. Spots will be placed during fringe, news and sports times. Agency: BBDM, Chicago. Target: men, 25-49.

Gordon Jewelry □ Six-week campaign for Traditional jewelry stores begins Nov. 5 in 23 markets including Los Angeles, Indianapolis, Houston and Tampa, Fla. Agency: Ketchum, MacLeod & Grove, Houston. Target: adults, 18-34.

National Enquirer □ Six-week campaign for weekly tabloid starts Oct. 1 in 12 markets with spots running during day, fringe and prime access times. Agency: McCaffrey & McCall, New York. Target: women, 18-49 and men, 18-49.

Schwinn □ Seven-week campaign for bicycles begins Oct. 22 in 22 markets. Spots will run during children's programming and prime access times. Agency: George Bond, Chicago. Target: children, teens and adults.

Gino's □ Six-week campaign for restaurant chain begins Oct. 8 in approximately 25 markets including Philadelphia, Washington, and Baltimore. Agency: Lewis & Gilman, Philadelphia. Target: adults, 18-34.

Wolf Brand □ Six-week campaign for chile begins Oct. 15 in 12 southwestern markets. Agency: Sumner & Berry, Dallas. Target: women, 18-49.

Family Kitchen □ Six-week campaign begins in October for frozen gravies in eleven markets during fringe times. Agency: Dilorio Wergeles, New York. Target: women, 18-49.

Mercedes-Benz □ Five-week campaign for cars begins Nov. 12 in 60 markets. Spots are placed primarily during prime time and sports programming. Agency: McCaffrey & McCall, New York. Target: men, 35 plus.

Abbott Labs □ Five-week campaign for Selsun Blue shampoo begins Oct. 1 in 32 markets. Agency: Robert L. Cohn, Northbrook, Ill. Target: adults, 18-49.

Magnavox □ Five-week campaign for color TV sets begins Oct. 8 in 33 markets with spots running during fringe and sports times. Agency: William Esty, New York. Target: adults, 25-54.

Pentax □ Five-week campaign for Pentax ME cameras starts Oct. 22 in 22 markets with spots running during news and sports programming. Agency: Ally & Gargano, New York. Target: men, 18-34.

SeaPak □ Five-week campaign for frozen food starts Oct. 15 in about 40 markets with spots in day and fringe times. Agency: Healy-Shutte, Buffalo, N.Y. Target: women, 25-54.

Pizza Hut □ Four-week flight to promote taco pizza starts in early November in 55 markets with some spots in fringe and prime times. Agency: Foote, Cone & Belding, Chicago. Target: adults, 18-34.

Interstate Brands Corp. □ Three-week campaign for Millbrook bread begins Nov. 12 in about 13 markets including Chicago, Cleveland and Buffalo and Syracuse, both New York. Spots will run during day, fringe and prime times. Agency: Foote, Cone & Belding, Chicago. Target: women, 25-49.

Mink International □ One-week campaign for mink furs begins Nov. 11 in New York, Chicago, San Francisco, Dallas-Fort Worth, Washington, Los Angeles, Boston, Philadelphia, Detroit and Cleveland. Agency: J. Walter Thompson,

Radio only

MASLA MEANS BUSINESS

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K-101 AM/FM, San Francisco

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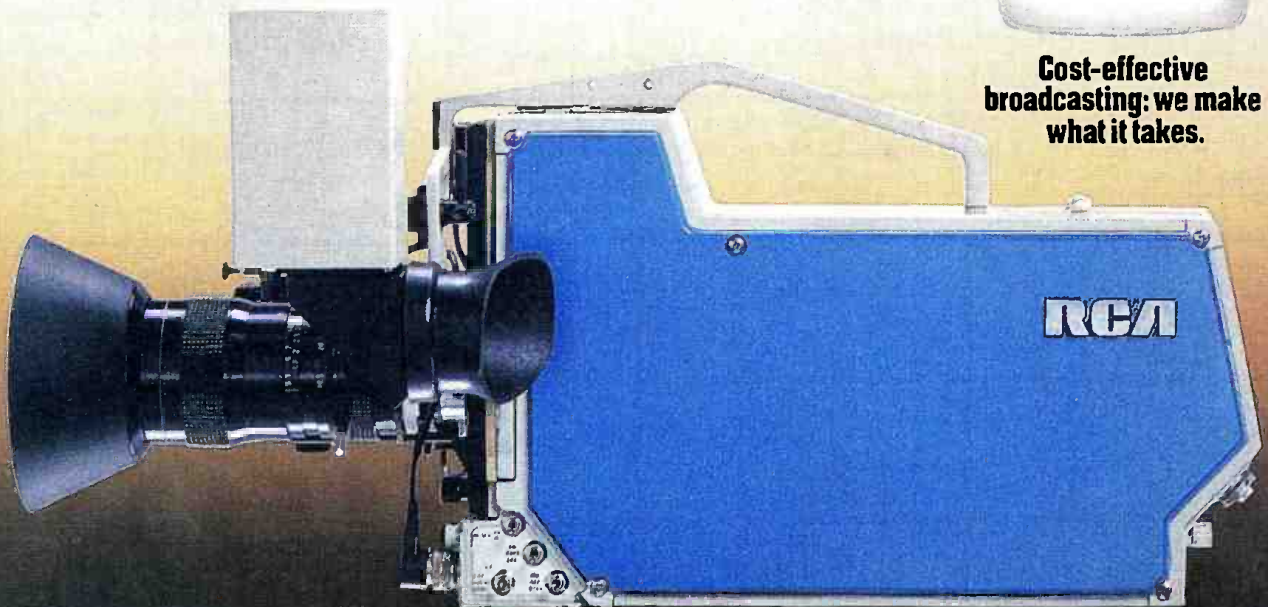
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September 4, 1979

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Our stations aired the series in prime time, directly opposite network competition, and the rating results were even higher than I had hoped for. It's very rewarding to know that truly quality programming can attract such a large and loyal audience.

Thanks to you and your company for the fine promotion support you gave us on behalf of "Against The Wind."

Sincerely,

Dick
Dick Woollen

DW:df



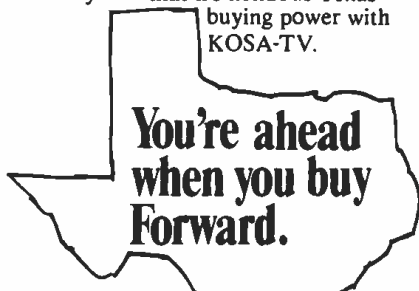
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New York. Target: women, 25-39.

Jergen's □ Three-week campaign for Spring Feeling shampoo begins Oct. 1 in eight markets concentrating on Southwest and New Orleans. Spots will run primarily during daytime. Agency: Cunningham & Walsh, New York. Target: total women, teen-agers.

RADIO ONLY

Land O' Lakes □ Eight-week campaign for butter begins Oct. 1 in eight markets with spots primarily in morning and afternoon drive times. Agency: Campbell-Mithun, Minneapolis. Target: women, 25-54.

Richardson □ Six-week campaign for mints starts Nov. 12 in Boston, Philadelphia, New York, Hartford-New Haven, Conn., and Providence, R.I. Agency: J.M. Korn, Philadelphia. Target: women, 25-49.

Winchell's □ Four-week campaign for Winchell's donuts begins Oct. 8 in about 15 markets. Agency: Foote, Cone & Belding, Los Angeles. Target: adults, 25-54.

Lloyd J. Harris □ Three-week campaign for frozen pies begins Oct. 29 in 15 Midwestern markets. Agency: Nader-Lief, Chicago. Target: men, 25-54.

RADIO AND TV

Marantz □ Fifteen-week, \$5 million national TV and radio campaign for stereo components begins this month. TV and radio commercials will feature "good for your system" theme in 36 markets including Los Angeles, San Francisco, Chicago, Dallas and New York. Agency: Chickering/Howell, Los Angeles. Target: adults, 18-49.

Rep:Report

WBOQ(AM) Cleveland: to H-R/Stone from Bernard Howard.



WVIR-TV Charlottesville, Va.: To Avery-Knodel Television from Spot Time Ltd.



KLTE(FM) Oklahoma City: To H-R/Stone from Pro Radio.



KZAK(AM)-KTYL(FM) Tyler, Tex.: To H-R/Stone from Riley Representatives.



KZUN-AM-FM Opportunity, Wash.; KXXV(AM)-KINX(FM) Colorado Springs: To H-R/Stone (no previous reps).



Torbet expands. Torbet Radio, New York, has acquired radio division of Creed Associates, Boston regional representative, and has retained all personnel, including Dick Luetters, manager, and Dick Keating, co-manager.

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The newsweekly of broadcasting and allied arts
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Phone: 213-463-3148.
James David Crook, *assistant editor*.
Sandra Klausner, *editorial-advertising assistant*.

London: 50 Coniston Court, Kendal Street, W2.
Phone: 01-402-0142.
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, *Teletast** in 1953 and *Television** in 1961. *Broadcasting—Teletasting* was introduced in 1946. □ *Reg. U.S. Patent Office. □ Copyright 1979 by Broadcasting Publications Inc.

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Mon.



Tues.



Wed.



Thurs.



Fri.



Sat.



Sun.

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And what your subscribers see in September will be just the start. We'll bring you over 500 top NCAA events in 18 sports, including over 50 major football games and nearly 200 key basketball games. Plus pro golf and pro tennis. Plus a host of other sports, amateur and professional, national and international.

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because it'll give you the right to sell 4 commercial minutes per program to local advertisers.

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Monday Memo®

A broadcast advertising commentary from A. Ross, music director, J. Walter Thompson, New York

Start the music and enhance the ad

The Ayatollah Khomeini has seen fit to ban music from the Iranian airwaves. The act should make us wonder what he is seeing (or hearing) that we aren't. What threat to his regime does he see in the public broadcasting of music? Probably his action is part of the paranoia and xenophobia that seem to accompany political revolutions. And probably he has overreacted.

Still, the notion that music is a strong communicator of thought and emotion is neither new nor overexplored. The question is, "What does music communicate?" and further, for those of us in broadcast advertising, "How do we use this form of communication?"

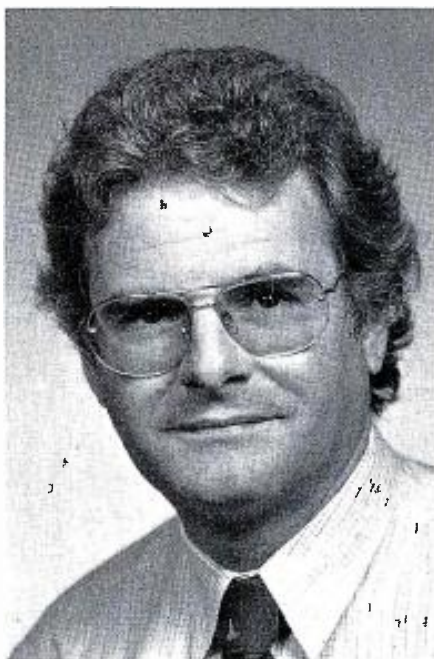
The J. Walter Thompson Co. music department produces a lot of advertising music. In the two years of our existence we have provided 20 accounts, 43 products and six offices with music. To fill this demand we interviewed 160 suppliers, listened to 250 reels and employed 33 composers and arrangers. We feel we are learning something about what good advertising music is and what it should do.

Music should help us break through clutter, not add to it. Rather than trying to sound like other entries in a product category, we do everything we can to give a product its own personality. In a current beer campaign we used a solo male singer and a small John Denver-ish acoustic rhythm section to set us apart from the dense orchestration and macho vocals characteristic of most beer music.

For a soft drink, we refrained from using a mass of boys and girls celebrating in song their carbonated adolescence in favor of specialized versions of a simple melodic theme. For the TV spots, which picture romanticized figures playing out fantasies in an ice forest, we used very little rhythm and a lot of shimmering high-end tonality; bell tree, orchestra bells, car keys, triangle, electric keyboards and violins and a single female vocalist.

For the black exposition of the same melody we studied the playlists of black radio stations in the major markets and let this information dictate our orchestration and arrangements. There should be no confusing this music with that of any other soft drink. And the care taken to provide customized music for different groups should reflect well on our client's product.

In music, authenticity is synonymous with credibility. The ear is very quick to detect counterfeit elements in identifiable musical idioms—drums in bluegrass, for instance—so it is important always to get the real thing, even if it means bending



Al Ross joined J. Walter Thompson Co. in 1977 as music director after 15 years as a musician, bandleader, composer and film-scorer. A graduate of the UCLA music and film departments, Ross moved to New York in 1975 where he opened his own jingle house and was active in documentary filmmaking.

copy or structure to accommodate the idiom.

When a beer client needed music for its Cuban and Puerto Rican markets, we were able to find it here in New York because of the large concentration of island Latins in this city.

But when it came time to do Chicano versions there was no alternative but to go to Los Angeles, where another substrain of Latin music thrives. We knew we were in the right place when the lead singer introduced himself as "Willie G. of the Southern California Dukes" and asked if our music was going to be salsa or lowrider. It makes musical and advertising sense to have people in the subculture speak to the subculture.

But it is up to the agency, through its music department, to make the final determination on authenticity.

When we were creating the Johnny Cash campaign for STP we started with the person and the song and worked from there.

We had asked Johnny Cash to write a song with the same feel and phrasing as "I Walk the Line," and he got close, but no cigar. One section of the song sounded a little too much like "Ghost Riders in the Sky" and was pulling away from country toward Hollywood western movie music. It

was a delicate situation: He was a revered country music artist who had written a country song which didn't quite satisfy a New York ad agency.

Enter the music director, who had been a country musician himself, and was probably just waiting for a chance to play with Johnny Cash anyway. Knowing the Nashville mode of communication, the director had brought his own guitar to the recording date. During an early break in the session he went out onto the recording floor and just started picking with one of the other guitarists. After a while the rest of the band and Johnny Cash joined the jam, and the bothersome line just sort of disappeared by collective, unspoken consent. The session resumed, the change was incorporated, the agency was happy, and no egos were punctured.

Giving a client or product a public personality is a task tailor-made for music. But just how to do it is not always obvious, as in the case of the campaign for the American Federation of State, County and Municipal Employees.

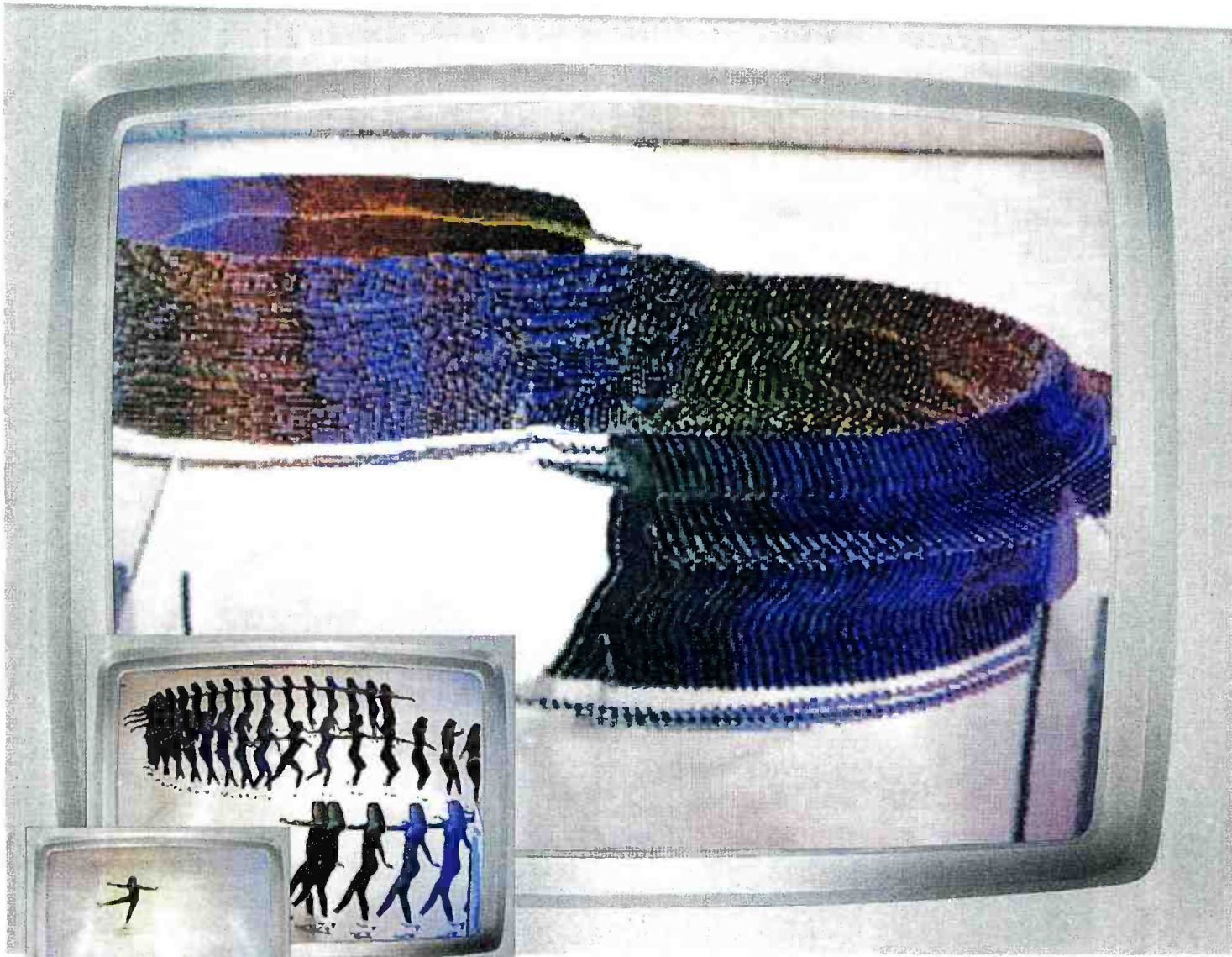
At first, it seemed ludicrous to write a jingle for a labor union. But AFSCME was having several problems, not the least of which was getting its name remembered. Other concerns: a large membership of varied ethnic composition not confined to either urban or rural areas; a less-than-respected public and self-image of government service employees; and a variety of jobs that were not dramatic and often not visible. We decided to write a song.

First we dropped the "C" in the pronunciation of the acronym. "AFSME" seemed easier to sing than AFSCME. Then we got composer/lyricist Jake Holmes, who has a lot of experience in public service commercials, to write a melody and lyrics from our copy that would appeal not only to the pride of the union members but also let the public know that these "invisible" jobs were being done by people like themselves.

For the instrumentation we used a rhythm section with strong percussion and a small horn section to back up the singing of Holmes, who has a frank, unornamented delivery, and Vivian Cherry, who has a distinctly black sound. On the spell-out of A-F-S-C-M-E we used a small mixed group of singers, black and white, male and female.

The lyric started, "After the parades, after the promises, someone's got to work to keep our states and cities running." The result was a proud, no-frills song which the union membership liked enough to press into records and the public enjoyed hearing.

And, after a short time, most people could even remember the name of the union.



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Datebook

■ indicates new or revised listing

This week

Sept. 23-25—Pennsylvania Association of Broadcasters first fall convention. Pocono Hershey Resort, White Haven, Pa.

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

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

Sept. 26-28—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, *American Women in Radio and Television*. Speaker: NBC News Correspondent Jessica Savitch. St. Moritz hotel, New York.

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

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

■ **Sept. 28-30**—*Massachusetts Association of Broadcasters* meeting. Sheraton Sturbridge, Sturbridge.

Sept. 29—Deadline for entries in *U.S. Television Commercials Festival*. Information: U.S. Festivals, 841 North Addison, Elmhurst, Ill. 60126; (312) 834-7773.

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. 1-2**—Southwest region convention of *National Religious Broadcasters*. Camelot Inn, Tulsa, Okla.

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. 2-4—Kentucky chapter of *Society of Broadcast Engineers* third annual State of the Art convention. Bluegrass Convention Center, Ramada Inn, Louisville.

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—*National Association of Broadcasters* legal workshop. Century Plaza hotel, Los Angeles.

Oct. 4-5—*American Association of Advertising Agencies* account executive seminar. Host International hotel, Houston.

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

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

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

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

■ **Oct. 6-8**—*Florida Broadcasters Association* fall conference. Thunderbird Motor hotel, Jacksonville, Fla.

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 Broadcasters* meeting. Mayflower hotel, Washington.

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

Oct. 10-12—Fourth annual Conference on Satellite Communications for Public Service, sponsored by *Public Service Satellite Consortium*. Washington Hilton, Washington. Information: Polly Rash, PSSC, 1660 L Street N.W., Washington 20036; (202) 659-2277.

■ **Oct. 11**—*Southern California's Broadcasters Association* 16th annual Public Service Workshop in Hollywood. California Museum of Science and Technology, Kinsey Auditorium, Hollywood.

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 noncommercial educational FM 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—Deadline for entries for third annual media awards sponsored by *Odyssey Institute* for "excellence in reporting and programing concerns of children." Information: Office of Public Information, Odyssey Institute, 656 Avenue of the Americas. New

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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.

Oct. 15-17—*CBS Radio Spot Sales* seminar. Montauk 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—*National Association of Broadcasters* legal workshop. Sheraton Tara hotel, Framingham, Mass.

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

Oct. 18-19—*Alabama Cable Television Association* fall meeting. Lake Guntersville State Park Lodge and Convention Center, Guntersville, Ala.

Oct. 18-20—Athens Video Festival with competitions in video art, drama, educational video and documentary sponsored by *Ohio University College of Fine Arts*. Information: Athens Video Festival, Box 388, Athens, Ohio 45701; (614) 594-6888.

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

Oct. 19—*Hollywood Academy of Television Arts and Sciences* luncheon. Speaker: Elton Rule, ABC Inc. president. Century Plaza hotel, Los Angeles.

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. Speakers include FCC Commissioner Anne Jones, Tom Jarriel, ABC News; Ohio Chief Justice Frank Celebrezze, Erwin Krasnow, NAB senior vice president & general counsel.

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. 24-27—*American Association of Advertising Agencies* Western region convention. Marriott Rancho, Las Palmas, Calif.

Oct. 25-28—*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. MacLauchlin, Department of Speech and Theater Arts, Colorado State University, Fort Col-

lins 80523.

Oct. 28-27—*Broadcasters Promotion Association* board meeting, Waldorf-Astoria hotel, New York.

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

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

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

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

November

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

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

Nov. 1-2—*American Association of Advertising Agencies* central region annual meeting. Radisson Cadillac hotel, Detroit.

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

Nov. 2—*National Association of Broadcasters* legal workshop. Condado Hilton Inn, San Juan, P.R.

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

Nov. 4-7—*National Association of Broadcasters* third annual labor relations seminar. University of Colorado, Boulder.

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

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

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

Nov. 7-8—*Audit Bureau of 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. 9—*Hollywood Academy of Television Arts and Sciences* luncheon. Speaker: Newton Minow, PBS chairman. Century Plaza hotel, Los Angeles.

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. 14-15—*American Association of Advertising Agencies* Eastern annual conference. New York Hilton.

Nov. 15-18—*Arizona Broadcasters Association* fall convention and annual meeting. The Pointe Resort, Phoenix.

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

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

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

Nov. 28-29—*Advertising Research Foundation* Bus-

Major Meetings

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

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

Oct. 7-10—*National Radio Broadcasters Association* annual convention. Washington Hilton hotel, Washington. Future conventions: Oct. 5-8, 1980, Bonaventure hotel, Los Angeles; Sept. 20-23, 1981, Marriott hotel, Chicago.

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

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

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

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

Dec. 12-14—Western Cable Show. Disneyland hotel, Anaheim, Calif.

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. 18-21, 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 13-18, 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.

■ **Aug. 24-27, 1980**—*National Association of Broadcasters* radio programming conference. Hyatt Regency, New Orleans.

■ **Sept. 14-17, 1980**—*Broadcasting Financial Management Association* 20th annual conference. Town and Country hotel, San Diego. Future conference: Sept. 20-23, 1981, Sheraton-Washington.

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

Dec. 3-5, 1980—Radio-Television News Directors Association international conference. Diplomat hotel, Hollywood-by-the-Sea, Fla.

ness Advertising Research Conference. Stouffer's Inn on the Square, Cleveland.

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

Nov. 29—*Hollywood Academy of Television Arts and Sciences* luncheon. Speaker: Gene Jankowski, president, CBS Broadcast/Group. Century Plaza hotel, Los Angeles.

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

December

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

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

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

Dec. 7—*Hollywood Academy of Television Arts and Sciences* luncheon. Speaker: Jane Fonda. Century plaza hotel, Los Angeles.

Dec. 12-14—Western Cable Show. Disneyland hotel, Anaheim, Calif.

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

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

January 1980

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

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

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

Jan. 16-17—First Amendment Congress, sponsored by 12 organizations including *National Association of Broadcasters, Radio-Television News Directors Association and Society of Professional Journalists, Sigma Delta Chi*. Hall of Congress, Philadelphia.

Jan. 17—*International Radio and Television Society* newsmaker luncheon featuring NBC President Fred Silverman. Waldorf Astoria hotel, New York.

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

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

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

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

February 1980

Feb. 3-5—*Louisiana Association of Broadcasters* convention. Baton Rouge Hilton.

Feb. 5-6—*Society of Cable Television Engineers* fifth annual conference on CATV reliability. Adams hotel, Phoenix.

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

Feb. 7-8—*National Association of Broadcasters* television conference. The Century Plaza hotel, Los Angeles.

Feb. 13—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

Feb. 16-21—*National Association of Television Program Executives* conference. Hilton hotel, San Francisco.

Errata

In the Sept. 10 special report on radio, **Arbitron figures for two markets** in the top-50 rankings beginning on page 50 were incorrect; cume numbers were provided for **Nassau-Suffolk, N.Y.**, and **Anaheim-Santa Ana-Garden Grove, Calif.**, instead of average quarter-hour data. The following corrected tables should be substituted.

19. Anaheim-Santa Ana-Garden Grove, Calif.

Rank	Station	Average persons (000)
1	KMET(FM) Progressive	22,500
2	KBIG(FM) Beautiful music	21,100
3	KABC(AM) Talk	17,000
4	KMPC(AM) Adult contemp.	13,700
5	KRTH(FM) Adult contemp.	12,800
6	KFII(AM) Adult contemp.	10,100
7	KJOI(FM) Beautiful music	9,800
7	KLAC(AM) Country	9,800
7	KLOS(FM) AOR	9,800
10	KNX(AM) News	9,500

9. Nassau-Suffolk, N.Y.

1	WNBC(AM) Contemporary	24,100
2	WOR(AM) Talk	23,200
3	WBLS(FM) Adult contemp./disco	19,100
4	WCBS(AM) News	18,300
5	WABC(AM) Contemporary	17,600
6	WBLI(FM) Adult contemp.	16,500
7	WRFM(FM) Beautiful music	15,000
8	WPLJ(FM) Rock	14,500
9	WKTU(FM) Disco	14,400
10	WLIR(FM) Progressive rock	13,400

Also, the format of **WBAI-FM Cincinnati** is album rock, not country as was reported in the same listings.

Story on upcoming **World Administrative Radio Conference** contained typographical error that changed the sense of a sentence dealing with a proposal being offered by several Third World countries to redefine broadcasting. The proposal is seen by the U.S. as raising the issue of whether governments have the right of "prior consent" regarding the broadcast of information into their territories. The sentence, a quote from Ambassador Glen O. Robinson, should have read, "**That's the kind of thing we've been fighting in the UN for years,**" not "in the U.S. for years," as printed.

Broker in sale of WCMF(FM) Rochester, N.Y. ("Changing Hands," Sept. 10) was **Chapman Associates** which worked with Cecil L. Richards Inc.

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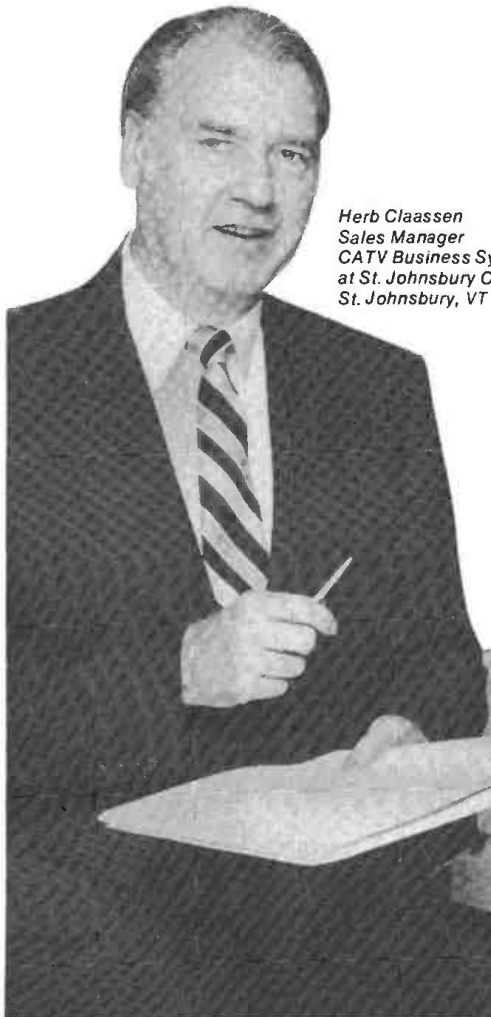
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Broadcasting Sep 24

Vol. 97 No. 13

TOP OF THE WEEK

CBS off to a weak start in new season

Last week, when all three networks were into fall schedules, NBC won Monday, took strong second on Tuesday and Wednesday and, from local overnights, could do same on Thursday; ABC's 'Benson' does best among freshman shows

If the first few days of its new season are any indication, NBC-TV may be back in the running as a competitive force in the ratings race.

Following ABC-TV's headstart a week earlier, both NBC and CBS-TV launched their premieres last Monday. NBC showed a good deal of promise, CBS a good deal of problems.

On its first night out, NBC scored an average 25.7 rating and 40.3 share, with CBS next at 17.9/28.3 and ABC at 16.6/26.5.

Tuesday, ABC was the leader at 20.5/32.9 but NBC took second-place with 19.5/31.3 and CBS trailed at 15.9/26.0.

Wednesday again saw NBC in second. The line-up was ABC 26.2/42.4; NBC 16.7/27.0 and CBS 13.6/21.7.

And in the local overnights for Thursday, (nationals were not available by Friday), ABC took New York and Chicago, but it was NBC that won Los Angeles.

How representative NBC's early improvement is of the future remains to be seen. The network's Monday night win, for example, was buoyed by the Academy Award-winning movie, *Coming Home*, which took a 26.4/41 in prime time (and a 25.9/42 over-all (including the ending which ran beyond 11 p.m.)). Nevertheless, the premiere of NBC's regularly scheduled *Little House on the Prairie* scored its best opening ratings in six seasons with a 24.1/39.

The full ratings for the previous week, however, when ABC was alone in premiering its new shows, sounded like a familiar story. The week ended Sept. 18, the ratings averages were ABC 20.9/35.8, CBS 16.4/28.1 and NBC 15.4/26.4.

The top eight shows belonged to ABC, led by a two-hour *Charlie's Angels*, (28.0/45), a two-hour *Love Boat* (27.3/49), *Three's Company* (27.2/44),

On the up and up. The Television Bureau of Advertising couldn't contain itself any longer last week and had to announce that August made it eight out of eight months of this year in which TV daily viewing levels set records, according to A.C. Nielsen data. Roger D. Rice, president of TVB, attributed the increased viewership to inflation and the energy situation. "When people see rising prices at the fuel pumps," he said, "they are likely to reconsider their travel and entertainment plans . . . and for more and more Americans, this means more time spent with television." Rice said that since inflation and the energy crisis show no signs of easing, it is likely that high viewing levels will continue throughout 1979. If the present pace continues, he said, the year-end daily average could reach six hours and 20 minutes—20 minutes more than 1978's high of six hours and 10 minutes. The chart below shows monthly viewing levels from January 1972 through August of this year. Boldface times indicate all-time highs.

	1972	1973	1974	1975	1976	1977	1978	1979
Jan.	7:01	6:58	6:56	7:04	6:59	7:16	7:08	7:20
Feb.	6:52	6:52	6:49	6:55	6:49	6:55	7:00	7:11
March	6:31	6:30	6:37	6:31	6:35	6:32	6:36	6:41
April	6:12	6:13	6:16	6:20	6:11	6:05	6:05	6:26
May	5:35	5:50	5:49	5:39	5:52	5:32	5:46	5:53
June	5:28	5:29	5:32	5:31	5:36	5:24	5:28	5:50
July	5:14	5:29	5:19	5:12	5:33	5:13	5:32	5:46
Aug.	5:26	5:35	5:31	5:16	5:44	5:35	5:42	5:55
Sept.	6:02	6:08	6:08	5:55	6:03	5:55	6:09	
Oct.	6:28	6:31	6:24	6:04	6:28	6:12	6:25	
Nov.	6:50	6:46	6:39	6:26	6:49	6:30	6:44	
Dec.	6:48	6:38	6:46	6:36	6:52	6:46	6:51	
Yearly average	6:12	6:15	6:14	6:07	6:18	6:10	6:17	
Year to date	6:03	6:07	6:06	6:04	6:10	6:04	6:10	6:23

20/20 (25.7/43) and an hour *Mork & Mindy* (25.2/43).

Following that came a new entry, *Benson* (25.2/43); then *Angie* (25.0/43), *Barney Miller* (24.3/40), CBS's *60 Minutes* (24.2/45) and back to ABC for a 10th-place tie between *Taxie* and *Soap* (23.6/38).

(Outside of prime time, ABC's *World News Tonight* was claiming its highest share and largest weekly lead over NBC for the second-place evening news slot. The scores were CBS 13.0/28, ABC 11.7/25 and NBC 10.0/22.)

The fact that *Benson* was the only new series making it into the top 10 or, indeed, the top 25 that week demonstrates the strength of returning shows as opposed to new entries. And that trend seemed to be continuing early last week as well.

Of the new shows, *Benson* appeared to be the leading hit, scoring a 25.2/43 in its premiere. Overnights the following Thursday in New York gave it a strong 24.6/41 and in Chicago a 25.5/45. But even for *Benson*, success might not be that clear-cut. In the Los Angeles overnights, the show fell to NBC's two-hour *Buck Rogers in the 25th Century* premiere. *Benson* took a 17.6/29 and *Buck Rogers* a 21.6/36.

Among other new shows, ABC's *Detec-*

tive School and NBC's *Misadventures of Sheriff Lobo* both looked promising, scoring at or above the 30-share mark with a 16.6/34 and 18.7/30 respectively.

Elsewhere, however, there were disappointments, and at times, disasters.

ABC's early Sunday-evening show *Out of the Blue* was the lowest rated of the week, in 57th place with an 8.6/17, proving perhaps that the show cannot stand without Mork (Robin Williams), who appeared on its hour premiere a week before, when it earned a 15.2/32.

The ABC show preceding *Out of the Blue* didn't fare much better. *A New Kind of Family* was 53d, with 10.5/19.

On Saturday, CBS earned a 55th place with only a 9.7/21 for *Working Stiffs*, and its returning *Bad News Bears* did worse, ranked 56th with a 9.4/19.

And for the first days of the next week, CBS had severe problems with Wednesday's *Last Resort* (10.7/18) and *Struck by Lightning* (10.5/16).

Two other shows may not have sunk that far but were turning in discouraging performances. ABC's *240-Robert* continued to drop, pulling only a 15.8/26 last Monday. *Lazarus Syndrome* was relatively stable last Tuesday with a 16.6/28 as opposed to its premiere at 16.1/28, but well off its 90-minute preview at 23.1/39.

Standings in the TV marketplace

Arbitron's newest rankings for its ADI's show plenty of movement

Shifts in market rankings are frequent in Arbitron Television's new TV-households estimates for its 213 areas of dominant influence (ADI's).

There are no changes in position among the top 12 markets but more than two dozen in the next 38 alone.

The new estimates cover the 1979-80 TV season and go into effect with Arbitron's October and November measurements of local TV audiences.

The new list has 213 ADI's, one more than the 1978-79 rankings. The addition is Dubuque, Iowa, split off from Cedar Rapids-Waterloo. The Dubuque stations' share of home-county audience reached or passed the 20% share level required for creation of an independent ADI. With an estimated 28,600 TV homes, Dubuque comes in as the 202d market. The Cedar-Rapids-Waterloo market, which had an estimated 296,000 TV homes and ranked 70th when Dubuque was included, dropped to an estimated 256,800 and 79th.

In another change, Charlottesville, Va., was linked with the Harrisonburg, Va., market to form the Charlottesville-Harrisonburg ADI, ranked 157th. Harrisonburg alone had ranked 199th. Charlottesville formerly was part of the Richmond, Va., market. With the move, Richmond dropped from 56th to 64th.

In the rankings, the first changes occur in positions 13 and 14. Minneapolis-St. Paul, 14th last year, moves up to 13th, and St. Louis drops from 13th to 14th.

The only other change in the top 20 is at number 20. Hartford-New Haven, Conn., which had been 23d, moves to 20th. Indianapolis, which was 20th, slips to 22d, below Denver, which remains 21st.

Other changes in markets 21 to 30 include Sacramento-Stockton, Calif., advancing from 24th to 23d. Portland, Ore., goes from 22d to 24th. San Diego rises from 28th to 25th. Milwaukee slips from 25th to 26th, and Cincinnati from 26th to 28th.

In the rankings from 31st through 40th, Orlando-Daytona Beach, Fla., stays where it was, at 40, but all other positions

change. Phoenix moves into 31st place, up from 33d. Charlotte, N.C., which had been 24th, becomes 32d. Memphis moves up from 35th to 33d, and New Orleans goes from 36th to 34th.

Columbus, Ohio, drops from 32d to 35th. The South and North Carolina ADI of Greenville-Spartanburg-Asheville advances from 37th to 36th, and Grand Rapids-Kalamazoo-Battle Creek, Mich., goes from 39th to 37th. Providence, R.I., slips from 31st to 38th and Oklahoma City from 38th to 39th.

Changes are almost as frequent in the 41-to-50 market group. Raleigh-Durham, N.C., and Charleston-Huntington, W. Va., move into a tie for 41st place, the former rising from 42d and the latter from 44th. Dayton, Ohio, rises from 46th to 44th; Harrisburg-York-Lancaster-Lebanon, Pa., from 47th to 45th; Norfolk-Portsmouth-Newport News-Hampton, Va., from 48th to 46th and Salt Lake City from 49th to 47th.

Albany-Schenectady-Troy, N.Y., drops from 45th to 48th, Birmingham, Ala., goes up to 49th from 50th, and Wilkes-Barre-Scranton, Pa., ranked 41st last year, drops to number 50.

The complete list follows:

'79 Rank	Market	ADI TV HH	% of U.S.	'78 Rank	'79 Rank	Market	ADI TV HH	% of U.S.	'78 Rank
1.	New York	6,398,000	8.44	1	41.	Raleigh-Durham, N.C.	480,500	.63	42
2.	Los Angeles	4,050,700	5.34	2	41.	Charleston-Huntington, W. Va.	480,500	.63	44
3.	Chicago	2,849,700	3.76	3	43.	Louisville, Ky.	473,400	.62	43
4.	Philadelphia	2,399,300	3.17	4	44.	Dayton, Ohio	454,400	.60	46
5.	San Francisco	1,883,600	2.49	5	45.	Harrisburg-York-Lancaster-Lebanon, Pa.	453,500	.60	47
6.	Boston	1,807,200	2.38	6	46.	Norfolk-Portsmouth-Newport News-Hampton, Va.	447,100	.59	48
7.	Detroit	1,600,100	2.11	7	47.	Salt Lake City	443,200	.58	49
8.	Washington	1,397,600	1.84	8	48.	Albany-Schenectady-Troy, N.Y.	440,500	.58	45
9.	Cleveland	1,343,900	1.78	9	49.	Birmingham, Ala.	436,200	.58	50
10.	Dallas-Fort Worth	1,175,100	1.55	10	50.	Wilkes Barre-Scranton, Pa.	435,300	.57	41
11.	Pittsburgh	1,137,100	1.50	11	51.	San Antonio, Tex.	419,300	.55	51
12.	Houston	1,104,300	1.46	12	52.	Flint-Saginaw-Bay City, Mich.	408,100	.54	55
13.	Minneapolis-St. Paul	994,300	1.31	14	53.	Greensboro-Winston Salem-High Point, N.C.	402,400	.53	53
14.	St. Louis	980,200	1.29	13	54.	Wichita-Hutchinson, Kan.	392,700	.52	54
15.	Miami	943,500	1.24	15	55.	Little Rock, Ark.	388,700	.51	58
16.	Atlanta	936,100	1.24	16	56.	Toledo, Ohio	387,200	.51	57
17.	Tampa-St. Petersburg, Fla.	899,000	1.19	17	57.	Tulsa, Okla.	382,800	.51	52
18.	Seattle-Tacoma	882,100	1.16	18	58.	Shreveport, La.-Texarkana, Tex.	378,000	.50	59
19.	Baltimore	806,500	1.06	19	59.	Knoxville, Tenn.	367,900	.49	60
20.	Hartford-New Haven, Conn.	758,600	1.00	23	60.	Mobile-Pensacola, Fla.	350,300	.46	82
21.	Denver	755,600	1.00	21	61.	Roanoke-Lynchburg, Va.	343,400	.45	67
22.	Indianapolis	744,600	.98	20	62.	Des Moines, Iowa	342,800	.45	63
23.	Sacramento-Stockton, Calif.	701,400	.93	24	63.	Syracuse, N.Y.	340,100	.45	61
24.	Portland, Ore.	682,900	.90	22	64.	Richmond, Va. ¹	333,300	.44	56
25.	San Diego	675,100	.89	28	65.	Omaha	330,900	.44	68
26.	Milwaukee	655,600	.86	25	66.	Jacksonville, Fla.	329,800	.44	64
27.	Kansas City, Mo.	652,800	.86	27	67.	Green Bay, Wis.	329,800	.44	66
28.	Cincinnati	647,200	.85	26	68.	Rochester, N.Y.	328,800	.43	65
29.	Buffalo, N.Y.	628,600	.83	29	69.	Fresno, Calif.	321,100	.42	69
30.	Nashville	579,100	.76	30	70.	Davenport, Iowa-Rock Island-Moline, Ill.	301,700	.40	74
31.	Phoenix	575,200	.76	33	71.	Chattanooga, Tenn.	297,000	.39	73
32.	Charlotte, N.C.	549,700	.73	34	72.	Springfield-Decatur-Champaign, Ill.	294,000	.39	71
33.	Memphis	537,200	.71	35	73.	Spokane, Wash.	292,400	.39	75
34.	New Orleans	529,600	.70	36	74.	Portland-Poland Springs, Me.	285,800	.38	79
35.	Columbus, Ohio	528,100	.70	32	75.	Albuquerque, N.M.	284,800	.38	77
36.	Greenville-Spartanburg, S.C.-Asheville, N.C.	523,900	.69	37	76.	Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	283,900	.37	76
37.	Grand Rapids-Kalamazoo-Battle Creek, Mich.	518,100	.68	39	77.	West Palm Beach, Fla.	266,300	.35	81
38.	Providence, R.I.	512,700	.68	31					
39.	Oklahoma City	495,100	.65	38					
40.	Orlando-Daytona Beach, Fla.	482,300	.64	40					

'79 Rank	Market	ADI TV HH	% of U.S.	'78 Rank	'79 Rank	Market	ADI TV HH	% of U.S.	'78 Rank
78.	Johnstown-Altoona, Pa.	259,400	.34	72	145.	Macon, Ga.	122,000	.16	147
79.	Cedar Rapids-Waterloo, Iowa ²	256,800	.34	70	146.	Chico-Redding, Calif.	116,200	.15	145
80.	Jackson, Miss.	256,100	.34	83	147.	Bangor, Me.	114,600	.15	146
81.	Youngstown, Ohio	255,300	.34	80	148.	Quincy, Ill.-Hannibal, Mo.	114,300	.15	144
82.	South Bend-Elkhart, Ind.	253,500	.33	78	149.	Odessa-Midland, Tex.	112,300	.15	149
83.	Springfield, Mo.	248,700	.33	85	150.	Albany, Ga.	110,500	.15	150
84.	Bristol, Va.-Kingsport-Johnson City, Tenn.	248,600	.33	84	151.	Port Smith, Ark.	109,300	.14	162
85.	Lincoln-Hastings-Kearney, Neb.	229,200	.30	82	152.	Abilene-Sweetwater, Tex.	103,700	.14	155
86.	Springfield, Mass.	221,300	.29	86	153.	Medford, Ore.	102,400	.14	156
87.	Peoria, Ill.	221,100	.29	88	154.	Utica, N.Y.	101,600	.13	151
88.	Evansville, Ind.	218,100	.29	87	155.	Bakersfield, Calif.	101,400	.13	154
89.	Lexington, Ky.	216,400	.29	89	156.	Missoula-Butte, Mont.	99,500	.13	153
90.	Tucson, Ariz.	208,600	.28	91	157.	Charlottesville-Harrisonburg, Va.	95,700	.13	199
91.	Lansing, Mich.	205,300	.27	93	158.	Dothan, Ala.	92,800	.12	157
92.	Baton Rouge, La.	201,500	.27	95	159.	Idaho Falls-Pocatello, Idaho	90,100	.12	163
93.	Fargo, N.D.	200,500	.26	101	160.	Florence, S.C.	85,300	.11	159
94.	Fort Wayne, Ind.	199,700	.26	98	161.	Salisbury, Md.	83,900	.11	168
95.	Sioux Falls-Mitchell, S.D.	199,400	.26	92	162.	Clarksburg-Weston, W. Va.	83,000	.11	165
96.	Huntsville-Decatur-Florence, Ala.	197,700	.26	96	163.	Alexandria, Minn.	82,700	.11	152
97.	Columbia, S.C.	195,500	.26	99	164.	Rapid City, S.D.	82,100	.11	166
98.	Burlington, Vt.-Plattsburgh, N.Y.	194,900	.26	90	165.	Elmira, N.Y.	81,900	.11	160
99.	Austin, Tex.	194,200	.26	97	166.	Tyler, Tex.	77,800	.10	158
100.	Waco-Temple, Tex.	184,800	.24	102	167.	Watertown-Carthage, N.Y.	77,000	.10	164
101.	Colorado Springs-Pueblo, Colo.	182,400	.24	103	168.	Laurel-Hattiesburg, Miss.	75,400	.10	167
102.	El Paso, Tex.	176,700	.23	105	169.	Anchorage	67,100	.09	170
103.	Madison, Wis.	176,200	.23	104	170.	Meridian, Miss.	66,600	.09	169
104.	Rockford, Ill.	172,500	.23	100	171.	Alexandria, La.	66,000	.09	171
105.	Greenville-New Bern- Washington, N.C.	171,900	.23	94	172.	Lake Charles, La.	64,700	.09	173
106.	Duluth-Superior, Wis.	168,700	.22	107	173.	Jonesboro, Ark.	64,500	.09	172
107.	Amarillo, Tex.	162,700	.21	117	174.	Ardmore-Ada, Okla.	64,200	.08	174
108.	Terre Haute, Ind.	162,200	.21	109	175.	Great Falls, Mont.	63,900	.08	175
109.	Augusta, Ga.	160,600	.21	108	176.	Billings, Mont.	61,600	.08	161
110.	Wichita Falls, Tex.-Lawton, Okla.	160,000	.21	110	177.	Panama City, Fla.	55,800	.07	178
111.	Monroe, La.-El Dorado, Ark.	159,900	.21	106	178.	Gainesville, Fla.	54,600	.07	177
112.	Joplin, Mo.-Pittsburgh, Kan.	159,300	.21	113	179.	Marquette, Mich.	52,800	.07	178
113.	Columbus, Ga.	157,800	.21	121	180.	Casper-Riverton, Wyo.	52,700	.07	178
114.	Salinas-Monterey, Calif.	157,000	.21	112	181.	El Centro, Calif.-Yuma, Ariz.	51,300	.07	184
115.	Lafayette, La.	156,000	.21	115	182.	Jackson, Tenn.	51,000	.07	190
116.	Santa Barbara-Santa Maria-San Luis Obispo, Calif.	155,400	.21	116	183.	Biloxi-Gulfport-Pascagoula, Miss.	50,300	.07	183
117.	Charleston, S.C.	154,800	.20	124	184.	Eureka, Calif.	50,100	.07	185
118.	Wilmington, N.C.	153,100	.20	129	185.	Roswell, N.M.	50,100	.07	182
119.	Beaumont-Port Arthur, Tex.	153,000	.20	120	186.	Palm Springs, Calif.	49,000	.06	187
120.	Savannah, Ga.	150,500	.20	114	187.	Cheyenne, Wyo.	48,400	.06	176
121.	Sioux City, Iowa	149,600	.20	123	188.	St. Joseph, Mo.	48,200	.06	181
122.	Montgomery, Ala.	149,500	.20	119	189.	Grand Junction, Colo.	44,100	.06	188
123.	La Crosse-Eau Claire, Wis.	149,000	.20	126	190.	Greenwood-Greenville, Miss.	41,600	.05	192
124.	Binghamton, N.Y.	147,700	.19	122	191.	Lafayette, Ind.	39,700	.05	193
125.	Lubbock, Tex.	144,700	.19	125	192.	Tuscaloosa, Ala.	39,100	.05	189
126.	Las Vegas	141,100	.19	137	193.	Anniston, Ala.	37,900	.05	191
127.	Eugene, Ore.	140,000	.18	128	194.	Mankato, Minn.	36,200	.05	186
128.	Wausau-Rhineland, Wis.	138,700	.18	130	195.	Lima, Ohio	35,200	.05	194
129.	Fort Myers-Naples, Fla.	137,600	.18	142	196.	Bowling Green, Ky.	33,200	.04	198
130.	Wheeling, W. Va.-Steubenville, Ohio	136,900	.18	111	197.	Bellingham, Wash.	32,700	.04	197
131.	Corpus Christi, Tex.	136,400	.18	133	198.	Parkersburg, W. Va.	31,800	.04	200
132.	Yakima, Wash.	135,800	.18	127	199.	San Angelo, Tex.	30,500	.04	196
133.	Topeka, Kan.	135,500	.18	131	200.	Twin Falls, Idaho	29,800	.04	195
134.	Columbia-Jefferson City, Mo.	135,200	.18	139	201.	Presque Isle, Me.	29,000	.04	201
135.	Columbus-Tupelo, Miss.	134,900	.18	136	202.	Dubuque, Iowa	28,600	.04	—
136.	Traverse City-Cadillac, Mich.	133,800	.18	118	203.	Zanesville, Ohio	28,300	.04	203
137.	Rochester, Minn.-Mason City, Iowa-Austin, Minn.	132,200	.17	134	204.	Ottumwa, Iowa-Kirksville, Mo.	28,100	.04	202
138.	Erie, Pa.	131,100	.17	135	205.	Laredo, Tex.	26,600	.04	204
139.	Bluefield-Beckley-Oak Hill, W. Va.	128,800	.17	132	206.	Farmington, N.M.	22,900	.03	205
140.	Tallahassee, Fla.	128,700	.17	140	207.	Flagstaff, Ariz.	19,700	.03	207
141.	McAllen-Brownsville-Lower Rio Grande Valley, Tex.	128,200	.17	138	208.	Victoria, Tex.	19,600	.03	206
142.	Boise, Idaho	128,100	.17	141	209.	Selma, Ala.	17,700	.02	208
143.	Minot-Bismarck-Dickinson, N.D.	123,000	.16	143	210.	North Platte, Neb.	16,200	.02	209
144.	Reno	122,200	.16	148	211.	Helena, Mont.	14,400	.02	210
					212.	Alpena, Mich.	10,900	.01	211
					213.	Miles City-Glendive, Mont.	9,700	.01	212

¹Formerly included Charlottesville, Va., now paired with Harrisonburg, Va., at number 157.

²Formerly included Dubuque, Iowa, now at number 202.



Silverman would rather talk about news

NBC president says society will need networks more and more for information programing as it moves into the 80's

Television's job now and for the 1980's is "to try to bring the complexities of life in America into clearer focus for everybody," Fred Silverman, NBC president, told the National Press Club in a luncheon speech in Washington last Wednesday.

American society, he said, is moving "in a direction that will make the service of national network television much more vital to the audience of the 1980's."

"Whether we broadcast a documentary or a situation comedy," he asserted, "our goal must be to help our audience better understand themselves and each other."

Silverman said society is in "a period of painful transition," in which people "are facing problems of increasing complexity and difficulty." And this is happening, he said, at a time when "the institutions that

traditionally have helped people cope with change—the family, schools, the church, political leadership—are themselves changing.

"Future shock is having an impact on all of us, and it becomes increasingly more difficult to put our own lives into some understandable context."

That, he said, is where television faces an opportunity and extra responsibility.

"The glue that holds a democratic society together is a common base of information which all citizens can draw on," he said. "Newspapers, magazines and broadcasting will continue to supply that base. They will be joined by the new technologies—videodisks, cassettes, cable, home databanks and the rest—the advanced electronic tools of this and the next decade.

"The diversity of their service is to be welcomed, but the role of national television will continue to be vital. The sub-publics which will be served by each of the

new technologies will themselves be fractions of the entire American public. And it is that larger public, virtually everyone living in this country, that will continue to rely on television's instantaneous national information service . . .

"... Television in the 1980's is going to have to help people reach a better understanding of their lives and of the events crowding in on them. That means doing more of what many people believe television does best—news and information programing."

He renewed earlier commitments to make news a bigger part of NBC's output—and said it is already happening—and reiterated that news would be "the most important service we provide" in the '80's. "Our philosophy on airtime," he said, "is very simple: When Dick Salant [NBC vice chairman] and Bill Small [NBC News president] say they need it, they'll get it."

"We also plan," he continued, "to have more live prime-time debate programs on issues of immediate importance, as we did in July with a debate from Washington on the SALT treaty. We have under consideration a number of other news projects, ranging from a series on our national space effort to one focusing on the positive aspects of people and places that give America its unique qualities."

Eventually, he said, he'd like to see *NBC Nightly News* expanded and he thought it inevitably would be expanded "at some point in the 1980's," though "we have not found the way yet."

InBrief

Five motion picture companies, in what appears to be part of major effort to block what they say is **Time Inc.'s growing domination of pay-television market**, have urged FCC to deny Time subsidiary's application to acquire control of wsns-tv (ch. 44) Chicago. Paramount Pictures Corp., in petition supported by Columbia Pictures Industries, MCA, MGM and United Artists, says Time is already "monopolist" in pay-cable and MDS programing markets and is attempting to extend domination to over-air subscription television. Wsns-tv, whose licensee, Video 44, has applied for subscription television authorization, is "potentially" Time's "most serious" competitor in providing pay television in Chicago, petition says. What's more, petition says that Time, through its Home Box Office, which serves as network for distribution of pay programing to cable television, MDS and subscription television operations, has achieved **degree of program control that requires remedial action**. Pay-television market is at stage of development similar to that of radio broadcasting in 1940's, when commission adopted its chain-broadcasting rules, petition says. Public interest considerations leading to adoption of those and subsequent rules "restraining" radio and television networks petition says, "are equally relevant" to the pay-television market." □

Big topic at NAB executive committee meeting in Toronto last week was **radio deregulation**. Committee has decided to hold special full board meeting Oct. 16 to discuss options for deregulation and legislative levels. Radio board will meet in morning; television board will join it in afternoon. Executive committee also agreed to hold additional, third full board meeting next year because of crunch of major issues. It will be Sept. 23-26 at NAB headquarters in Washington. □

Homes-using-television (HUT) levels declined 4% during first of premiere week ended Sept. 16, but nobody seems worried. In prime

time, 58.6% of sets were in use as opposed to same week year ago when 60.8% were on. Major drop came on Friday, Sept. 14, when HUT level was down 10%, but that's attributed to abnormally high year-earlier figure as result of TV coverage of Ali-Spinks heavyweight fight. Nevertheless, Monday was down 3%; Tuesday, 5%; Saturday 3% and Sunday, 6%. Early indications for last week, however, was that HUT's had stabilized and may be up somewhat. Monday showed 3% gain, Tuesday was up 1% and Wednesday down 1%. □

President Carter on Friday sent message to Congress endorsing efforts being made there to reform telecommunications regulation. But in **calling for legislation "to eliminate needless regulatory controls, encourage competition and innovation** and keep telephone service affordable throughout the country," President **did not address broadcasting issues**. Asked why, at press briefing on message, Stuart E. Eizenstat, President's adviser on domestic affairs, indicated White House was determined to avoid jeopardizing chances of passage of legislation to reform common carrier provisions of Communications Act. "The current strategy in the House and Senate is to get this [common carrier regulatory reform] out of the way, and not get broadcasting matters mixed up in it," he said. However, observers pointed to one section of message dealing with assignment of nonbroadcast frequencies which, if it led to enactment of legislation, might constitute precedent for action in broadcasting area. Section says assignment systems are needed that are "fast, flexible and that provide incentives to use the spectrum efficiently," and adds that legislation should give FCC authority to use devices such as **auctions, leasing and resale**. □

Storer Broadcasting has completed arrangement for **\$120 million** in long-term financing to be used primarily for company's **cable TV expansion**. Prudential Insurance Co. of America and Teacher's Insurance Annuity Association of America have jointly purchased \$60 million of Storer 10 1/8% promissory notes due 1995. Lehman Brothers Kuhn Loeb

Other media can serve people and help them, Silverman said, but television "is the only medium capable of reaching the whole country at one time, the only medium that can communicate a shared experience to all levels of society. In the rush of today's specialized technology and theory, we must not lose sight of this unique ability."

In addition, he said, "I think news and public affairs is the one commodity network television has that the new technologies will not be able to duplicate"—a commodity on which the three networks together spent more than \$300 million last year.

Entertainment programming as well as news and public affairs can contribute to the clarification of life's complexities, Silverman continued. He noted that through the years many programs have done so but said there's a need for more.

"There is plenty of pure escapism on television," he said. "It's relaxing and it's needed. But more and more programs must be crafted as quality efforts that contribute to contemporary thought as well as to contemporary entertainment. This is the direction NBC is determined to move in the 1980's. We are convinced there is a great need for programs which aim high, which probe human problems and which promote better understanding of life as it really is."

At the same time, he added, "we intend to provide more entertainment programs that explore and celebrate America's cultural heritage," such as the recently an-

Embattled programmer. It was uphill most of the way for NBC President Fred Silverman at his National Press Club appearance last Wednesday (see story). An extended introduction by club president Art Wiese of the *Houston Post* recited many of the derogatory remarks made against Silverman during his broadcast career (including references to the most recent print media criticism: *Chicago Tribune* columnist Gary Deeb's article in the October *Playboy* entitled "The Man Who Destroyed Television"). And most of the questions following the speech were pejorative in tone. Nevertheless, it was in that portion of his appearance that he made most of the news, and in which he scored a number of points with his audience.

Asked if it was too tough for the new Fred Silverman to compete with the old Fred Silverman whose shows are still on ABC and CBS, he remarked: "Every show has a projectable life of five or six years. After that the public gets tired. If we get lucky with a couple of shows we can turn prime time upside down."

Asked about Johnny Carson's remark that NBC was offering a \$400 rebate to viewers who would watch that network, Silverman jibed back: "Starting with *his* show." He then said: "There will continue to be a *Tonight Show* with or without Johnny Carson. We're not going to go dark at 11:30."

Asked about the troubles of NBC's news division, Silverman cited three reasons: (1) NBC could be doing better. (2) ABC is doing better. (3) There has been important erosion in the line-up of affiliates carrying the evening news. The appointment of Bill Small as president of NBC News "addresses point one," Silverman said.

How would NBC cover next year's political conventions? "Gavel to gavel," he said.

Asked about the competition from new technologies, Silverman said that although NBC "may be providing three or four simultaneous services 10 years from now," the company's basic business will continue to be broadcasting: the distribution of programs on a national basis with time sold to advertisers. New technologies will enlarge the total pie, not take away the existing audience, he said.

About radio, he remarked that NBC had poured large sums into its owned and operated AM and FM stations and was beginning to see rewards. He also noted that NBC was test marketing a radio news service intended for the 18-24 demographic. "We're serious about radio, we intend to stay in radio and we intend to be a leader in radio," he said.

nounced *Live From Studio 8H* specials (BROADCASTING, Sept. 17).

Television has been doing "a lot of good programming for a long time," some of it acclaimed, some not much recognized, Silverman said. "From all of it we have

been learning and maturing," he continued. "I think our country has been maturing too, and that in the 1980's the 'public interest' will refer to a public much more interested in programs of substance and lasting impact."

Inc. acted as agents for Storer in this direct placement. Group of U.S. banks, led by Chase Manhattan of New York, have agreed to provide other \$60-million financing. Storer described arrangement last week as largest unsecured financing provided cable TV industry to date. Storer also said financing, plus anticipated proceeds from disposition of company's radio stations and internally generated cash flows, assure ample funding for Storer's previously announced \$250-million expansion program in cable (BROADCASTING, May 7).

National Telecommunications and Information Administration says FCC has authority to grant construction permit by lottery, but only if it is unable to distinguish among two or more qualified applicants from public interest standpoint. NTIA expressed that view in response to commission request for comments on that question in proceeding dealing with comparative hearing in which two applicants are seeking FM station in Media, Pa. (BROADCASTING, Aug. 13). NTIA said commission could use lottery method in that proceeding, since applicants have already had full opportunity to be heard. However, NTIA says commission has not yet made finding that applicants are essentially equal or explained reasons for that decision.

FCC is moving toward creation of **industry advisory committee** that would work with commission in **preparing for Region II (Western Hemisphere) conference** on planning use of AM radio spectrum. Commission staff is preparing agenda time for commission consideration, in first of several steps needed for establishing committee. First stage of conference, on technical matters, will be held in Buenos Aires, in March 1980. Second session, on administrative matters, will be held in November 1981, at site yet to be picked.

Independent Insurance Agents of New York, which has been out of television since 1977, will return to medium in 1980 with **\$10 million national campaign** to educate American consumers on independent

agency and agency system. Project was approved at IIAA's convention in Las Vegas last week. **Hicks & Greist,** New York, has been named to create and implement campaign.

Richard Shiben, chief of FCC Broadcast Bureau, told members of Federal Communications Bar last week that "bottom line" during his tenure as chief of bureau will be **"how to create more and better services for the public."** He says bureau will examine spectrum issues such as clear channel, 9 khz and VHF drop-in proceedings. Shiben also said **bureau will give "increased attention" to equal employment opportunity matters.** "I will recommend that the commission establish an EEO branch in the Renewal and Transfer Division," he said.

CBS's evening news edition last Thursday drew cry of outrage from White House Press Secretary Jody Powell for network's **six-minute lead item** on review of **allegations of Hamilton Jordan's use of cocaine** at Beverly Hills, Calif., party two years ago. Powell said it was the **"most horrible thing I've seen in my life."** White House has repeatedly denied allegations concerning President Carter's chief of staff, and Powell had urged Sandy Socolow, executive producer of program, to hold off on piece. He said Jordan's attorneys have statements from people at party asserting cocaine was not used by Jordan or other White House aides at party. Display given piece raised eyebrows in Washington even among members of press, who saw little new in report. Bill Leonard, CBS News president, and Socolow justified play in part on ground that it contained first TV footage of two individuals discussing party and its aftermath. Leo Wyler, who was party host, described White House aides as "licentious" and said they talked of "hits," which he understood to mean use of drugs. And Harold Willins said he reported activity to high White House official whom CBS identified as Dr. Peter Bourne, then President Carter's adviser on drug policy. Socolow said report of White House knowledge within week of party was also new. As for length of piece, CBS officials said it was not unusual; "it happens all the time" on stories with number of elements, said spokeswoman.

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Outstanding Comedy Series

TAXI
James L. Brooks, Stan Daniels, David Davis,
Ed. Weinberger, Executive Producers. Glen
Charles and Les Charles, Producers.



Outstanding Drama or Comedy Special

FRIENDLY FIRE
Martin Starger, Executive Producer. Philip
Barry, Producer. Fay Kanin, Co-producer.



**Outstanding Lead Actress in a Comedy Series
for a Continuing or Single Performance in a
Regular Series**

RUTH GORDON
Taxi: Sugar Mama



**Outstanding Supporting Actor in a Comedy
or Comedy-Variety or Music Series for a
Continuing or Single Performance in a
Regular Series**

ROBERT GUILLAUME
Soap



**Outstanding Supporting Actress in a Drama
Series for a Continuing or Single Performance
in a Regular Series**

KRISTY MCNICHOL
Family



**Outstanding Lead Actor in a Limited Series
or a Special for a Continuing Role in a Limited
Series, or for a Single Appearance in a Limited
Series or a Special**

PETER STRAUSS
The Jericho Mile



**Outstanding Directing in a Limited Series or
a Special for a Single Episode of a Limited
Series, or for a Special**

DAVID GREENE
Friendly Fire



**Outstanding Supporting Actor in a Limited Series
or a Special for a Continuing Role in a Limited
Series, or for a Single Appearance in a Limited
Series or a Special**

MARLON BRANDO
Roots: The Next Generations



**Outstanding Directing in a Comedy or Comedy-Variety
or Music Series for a Single Episode of a Regular
Series**

NOAM PITLIK
Barney Miller: The Harris Incident



Outstanding Program Achievement

51ST ANNUAL AWARDS PRESENTATION OF THE
ACADEMY OF MOTION PICTURE ARTS AND SCIENCES
Jack Haley, Producer.



**Outstanding Writing in a Limited Series or
a Special for a Single Episode of a Limited
Series, or for a Special, Whether the Writing
is an Original Teleplay or an Adaptation**

PATRICK NOLAN and MICHAEL MANN
The Jericho Mile



**Outstanding Individual Achievement— Informational
Program**

JOHN KORTY, Director.
Who Are the DeBolts and Where Did They Get 19 Kids?



Outstanding Limited Series

ROOTS: THE NEXT GENERATIONS
David L. Wolper, Executive Producer. Stan
Margulies, Producer.



**Outstanding Film Editing for a Limited Series
or a Special for a Single Episode of a Limited
Series, or for a Special**

ARTHUR R. SCHMIDT
The Jericho Mile



**Outstanding Achievement in Film Sound Editing
for a Single Episode of a Regular or Limited
Series or for a Special Program**

WILLIAM H. WISTROM
Friendly Fire



**Outstanding Film Editing for a Series or
for a Single Episode of a Regular Series**

M. PAM BLUMENTHAL
Taxi: Paper Marriage



**Outstanding Individual Achievement—Creative
Technical Crafts**

JOHN DYKSTRA, SPECIAL EFFECTS COORDINATOR.
RICHARD EDLUNDS, DIRECTOR OF MINIATURE PHOTOGRAPHY.
JOSEPH GROSS, MECHANICAL SPECIAL EFFECTS.
Battlestar Galactica: Saga of a Star World



**Outstanding Costume Design for a Series or for
a Single Episode of a Regular Series**

JEAN-PIERRE DORLEAC
Battlestar Galactica: Furlon



**Outstanding Achievement in Choreography for
a Single Episode of a Regular or Limited Series,
or for a Special**

KEVIN CARLISLE
The 3rd Barry Manilow Special



**Outstanding Music Composition for a Limited
Series or a Special for a Single Episode of
a Limited Series, or for a Special**

LEONARD ROSENMAN
Friendly Fire

ABC TELEVISION NETWORK

Pfeiffer seconds the motion

Day after Silverman speech, she appears in Hollywood with similar message—that network wants programing it's proud of

"We want programs that entertain, we want programs that inform, we want programs that speak to the issues, to the mind, to the heart and to the times. And we are determined to build an operational procedure within the network that is responsible to NBC corporate management for more and more quality efforts."

Thus did Jane C. Pfeiffer, chairman of NBC, lay out for the Academy of Television Arts and Sciences last week the objectives that she and other members of NBC's management have laid out for NBC-TV in the 1980's.

Speaking at an academy luncheon in Hollywood on Thursday, Pfeiffer echoed and elaborated on some of the main themes that Fred Silverman, NBC president and chief executive officer, had stressed in a speech in Washington the day before—that society and people are changing and television must do more, both in news and public affairs and in entertainment programing, to recognize the changes and help the people (preceding page).

"Network television cannot afford to be half a step behind its changing audience," she said. "It must keep pace with the people's desire to be good citizens. That means programs that take into account their capacity to think and feel, that broaden their cultural enjoyment and their understanding of an increasingly complex world.

"In short, we must recognize the public's right to be exposed to more programs that are, in every sense of the word, 'worthwhile.' And that is the course that NBC intends to follow in the months and years ahead."

Pfeiffer said series programing would continue to be the base of the NBC schedule "right through the '80's," but that "more and more, these series will contain elements" that reflect real life. "Along with contemporary entertainment," she said, "we'd like to contribute to contemporary thought."

She said NBC is looking for excellence in every program area. "If we've learned anything at NBC this year," she asserted, "It's the right answer to the old Hollywood question: 'Do you want it Tuesday or do you want it good?' We want it good."

Beginning early next year, Pfeiffer said, NBC-TV will schedule each month "a minimum of several" programs that are "particularly outstanding in their cultural, artistic and journalistic reach."

NBC News, she said, will get "substantially more" air time, and expects to "breathe new life into the documentary form" with attempts to match "the powerful documentaries that we remember from television's formative years.

"While we expect to be fully competi-

live in our day-in, day-out operations," she continued, "we are going to do some important things without worrying about the ratings . . . We must recognize that we have a responsibility to reach all people, and that includes those who want a SALT debate, a symphony orchestra or a serious drama . . . America is not just one audience. It is many.

"We believe we can do something valuable by aiming higher. We are not going to force-feed quality or oversell it. Audiences today have an infallible sense of what is authentic and what is contrived. We are not, nor do we want to be, public broadcasting. We are commercial broadcasting, and we intend to be very successful in the competition for audience and for profits. But we know what we can be proud of and are determined to have more of it."

NABOB meeting marks strides in black ownership

Gathering notes that gains have been made, but points to distances still to be covered

The National Association of Black Owned Broadcasters, an organization that is seeing growth in its ranks, joined with the National Association of Broadcasters last week for its fourth annual broadcast management seminar.

NABOB members, now numbering 56, turned out in force for the two-day conference Thursday and Friday, as did a delegation of FCC officials including Chairman Charles Ferris and Commissioners Tyrone Brown and Joseph Fogarty. Also present—and on the spot—were representatives of the advertising industry and the rating services, who bore the brunt of NABOB's dissatisfaction.

In a luncheon address the first day, Ferris told the audience he considered the FCC's programs to foster minority ownership—the tax certificate and the distress sale—have proved a success. (Since Sept. 1, 1978, 10 tax certificates have been issued and two sales have been arranged under the distress-sale policy.) In addition, Ferris said private-sector initiatives such as Storer Broadcasting's \$1 million Minority Enterprise Small Business Investment Corp. and NAB's Minority Investment Fund should contribute significantly to minority ownership. But Ferris said he was disappointed that many "highly profitable licensees and major group owners" have not participated in the NAB program.

Earlier in the day, Fogarty and Brown laid out their thoughts on how responsive the commission has been in the area of minority ownership.

"FCC policies are beginning to have an

effect," Brown said. "They're working." He added that five years ago, even minorities with money couldn't find available properties, but the tax certificate has changed that, and he predicted the distress sale policy will also in the future. But Brown advised the NABOB membership to look beyond broadcasting to the general telecommunications industry, which, he said, "has exploded."

Fogarty said that for many years no one in government really cared about minority ownership, but progress was finally being made. "We've come to the point where black ownership is a reality, and now we have to talk about how to get the money to get blacks involved in broadcasting in a real manner," he said.

Both Brown and Fogarty agreed that the real answer to increasing minority ownership was to find more capital, and there was talk of getting banks and insurance companies to meet with FCC officials to devise strategy in this area.

NABOB President Ragan Henry was keynote speaker on Thursday, and he took the opportunity to implore his group to work harder to foster greater solidarity in its membership.

"What we need in NABOB is a fuller, more supportive cooperation between all black owners," Henry said. "There is every reason to believe that if we don't all pull together towards a common goal of a strong black segment in the broadcast industry, then we all may remain static together or separately, or, in some cases, go down the tube together because of our lack of cooperation."

Under Henry's leadership, NABOB recently opened a Washington office, and there were repeated calls from FCC officials that it become a strong voice in Washington on legislative and agency matters.

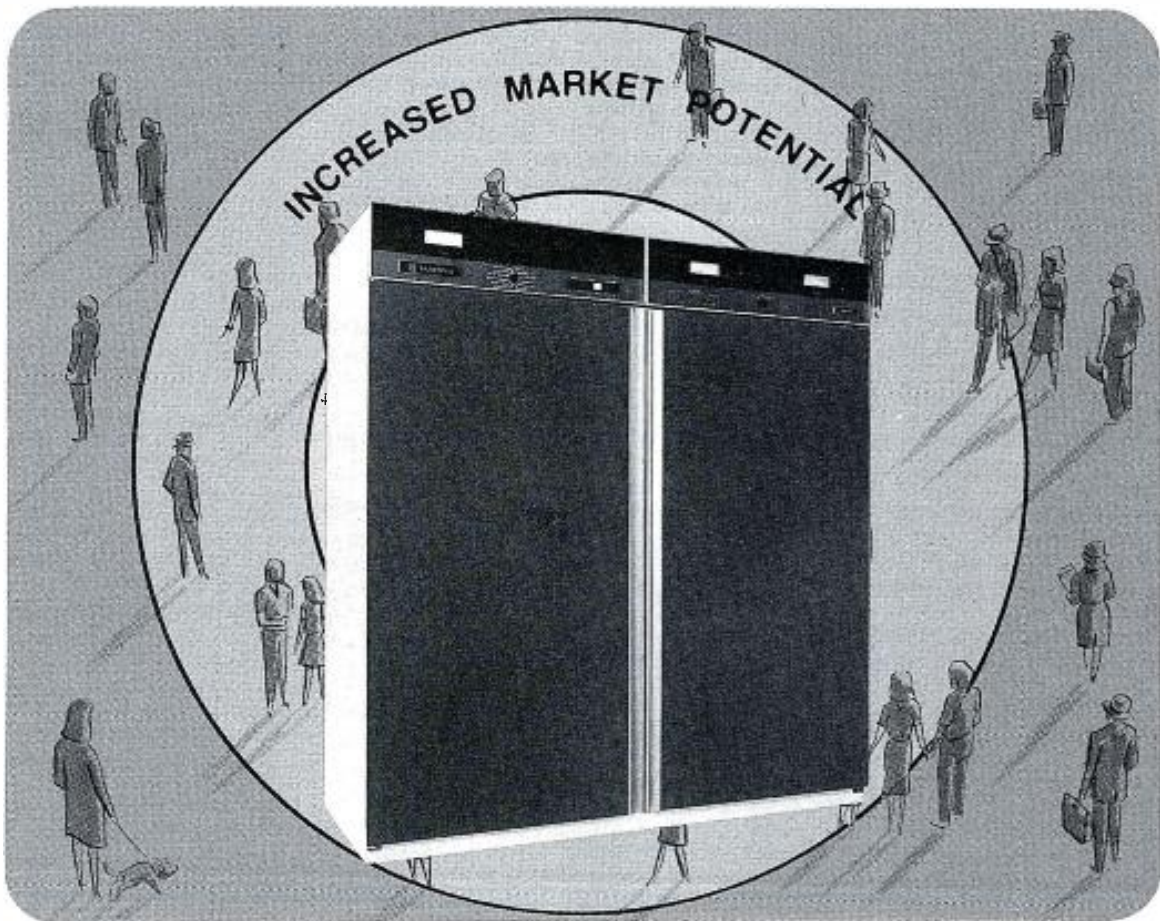
The group's greatest concerns centered on advertising and ratings. In a heated panel session Wednesday there were complaints that national advertisers are bypassing black-owned stations. On Thursday it was the same scene at a ratings workshop, where Arbitron received most of the criticism. There were accusations that Arbitron's methods of determining listenership in the black community were invalid.

John Dimling, of Arbitron, said the company had just completed a major study on black radio, and he was optimistic it would come up with a solution to underrepresentation of blacks. "We're at the point now where we can take a giant step forward," he said.

Willie Davis, president of KACE-FM Inglewood, Calif., said he didn't think the problem was whether Arbitron used a telephone survey or diaries, but whether it should be standardized for all broadcasters—not having it one way for black broadcasters and a different way for others.

Additional panels featured explanations by officials of the FCC's Broadcast Bureau on policy decisions; "Is There Life after Disco for Black Broadcasters?"; and the future of black participation in broadcasting, from a legal point of view.

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HARRIS
COMMUNICATION AND
INFORMATION PROCESSING

Forecasters see a mixed outlook for broadcasting in the eighties

BFM session hears predictions of continued financial growth for the industry, but new media making further audience inroads

There was good news and bad news last week for broadcasters at the Broadcast Financial Management Association's 19th annual conference in New York. Most speakers at a session, "Bottom Line—Broadcasting Industry Economics for the 1980's," made those distinctions within the wealth of facts and figures they each presented.

Providing a general economic overview, Dr. David Blank, vice president and chief economist of CBS, said the country is halfway through the current recession, which he said started in April and will be protracted but mild. Blank said a persistent inflationary spiral would continue through the next decade with the inflation rate averaging 6%-8%, and real economic growth 2%-3%. Turning his attention to broadcasting, Blank anticipated a lag effect from the recession holding 1980 revenues slightly behind his estimates for 1979 of 15% growth at the network level, 11% in spot and 14% in local. Until the late 80's, Blank's figures for annual gains in all three categories range between 12% and 15%, "with spot on the low end."

The CBS economist also made some predictions about the impact of new technologies. By the end of the 80's, he said, basic cable should be in 40% of television households, pay cable and STV in up to 20%, and he guessed that videocassettes and disks would penetrate 10%-15% of television homes.

Blank said the over-all effect of that growth in those technologies will be a 10 percentage point drop in share for network programs, with the loss being evenly distributed among the new competitors.

The impact on local stations will vary, but Blank felt that on the average they'll experience an equal drop.

His good news was that "there seems to be more viewing by people with gadgets," and that, since broadcasters are "talking dollars, not viewers," moderate changes in share won't change dollars, until there is an advertising alternative. Blank put any such development outside the coming decade.

Bill Donnelly of Young & Rubicam went beyond Blank's cautious remarks to state

Janeway's jibes. Those not lucky enough to be able to borrow money to run a broadcast station should put their money into South African gold and uranium stocks. That was some of the advice outspoken economist Eliot Janeway had for those attending Tuesday's luncheon at the BFM conference.

The country is not experiencing a recession, said Janeway; if this were a recession "it would be the first in history in which you could not get a room in a hotel or a seat on a plane." What we have is "gas pains," and a "political crisis with overtones of a constitutional crisis" that he blamed on the "lame duck quacking in the White House."

Regarding the country's fuel troubles, Janeway chastised broadcasters as having committed a "disservice to the country" with all the film [they] wasted" reporting on the gasoline situation. He said they failed to inform the audience that the root of the problem was that when "the previous administration rolled over for the environmentalists," and took lead out of gasoline, it wasn't replaced with alcohol, which Janeway called a "one-word solution to the oil crisis." Taking lead out of gasoline, according to Janeway, cuts the yield of gasoline from oil by 15%.

The syndicated columnist placed significant emphasis in his talk on President Carter's failure to control inflation. With the current inflation, "borrowing has been made the single most profitable action in the economy" in Janeway's view. The way to run a business shrewdly is to borrow "while money is a give-away," reserving the right to repay by 1982, when Janeway feels the "fever rash" of inflation will be brought down and interest rates will collapse. His advice about gold stock was his suggestion for "riding the gold boom" without getting "suckered" into owning gold. Gold in his opinion "has no value" and its price is skyrocketing simply as a backlash to the dollar's troubles. "When we get an administration in Washington," Janeway anticipates there will be a "tremendous boom," the market will take off and the price of gold will collapse.

positively that "cable doesn't hurt broadcasting; it helps." His research shows viewing levels are higher in cable homes and he attributed this to an increase in the attraction of video in general as choices of programming increase. The new media, Donnelly claimed, are incremental to broadcasting, bringing "new and different people to the tube." In this expanding marketplace, he said, shares may decrease but unit sales of broadcasting's commodity, its audience, can still increase.

Entertainment securities analyst Hal Vogel, of Merrill Lynch, Pierce, Fenner & Smith, though saying he is optimistic about broadcasting's prospects over the next 20 years, struck a more pessimistic note. He said fragmentation of the audience is the inevitable consequence of what he termed "technological termites." In 10 to 15 years, Vogel said the days of programming for the masses will be limited.

By 1985, his projections call for 30% cable penetration, 25 STV systems serving three million households, 12 million VCR's and 14 million videodisk units in homes, with the disks evenly split between the MCA/IBM type and RCA's version. Vogel said he thinks the response television broadcasters should offer to the challenge lies in specialization by format type as has happened in radio.

Viacom's Ken Gorman detailed how his company is preparing for the future, following a management philosophy of "watch, listen, learn to innovate." Innovation at Viacom, Gorman explained, has taken the company into program production and pay cable operations as well as

broadcasting. Taking advantage of new technologies, the firm is experimenting with fiber optics in cable applications and satellite delivery of programming, which Gorman believes will replace the bicycling of tapes by the mid 80's.

Bill Suter, an analyst with Merrill Lynch, Pierce, Fenner & Smith, who moderated the panel, gave a Wall Street overview to wrap up the session. Admitting that "the street tends to be shortsighted," he saw 1980 as a good year for broadcasters, with little effect on them from the economic slowdown. Venturing projections for the long term, Suter didn't see the new technologies as having much impact within the decade, and pointed to the New York and Los Angeles markets, with their present cable penetration, as indicative of future national trends.

Network share totals in these areas, he said, have only dropped from highs of 92% or 94% down to 86% or 88% since the advent of cable. Moreover, Suter said he believes increases in television homes will make up for any fractionalization.

Advertising won't be carried on cable and STV, he assumed, because those audiences don't want it. Two key questions Suter posed: Can the new media match the network expenditures for new programming (which he pegged at \$2 billion annually), and what will be the impact of increasing numbers of multiset households? The latter issue, he said, "cries out for better research."

The final measure of good news that Suter had was his projection for a continuing demand for advertising time in the



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This danger is real
and is becoming
more and more
acute every day.***

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White, 1930

*With these words
William Allen White
encouraged us to enter
the libel insurance field
nearly 50 years ago.*

*Since that time new
court decisions, new
technology, and a new
eagerness to sue for libel
make these words just
as true today as when
they were first written.*

*Which makes it all the
more important to
have the company that
pioneered the idea of
libel insurance standing
behind you.*

*Because while other
things may change, your
need for libel insurance
remains the same.*

*And so does our
commitment to meet-
ing those needs.*

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foreseeable future, with new advertisers entering the field and existing advertisers spending more.

Stick together

NAB's Bolger tells BFM that the two groups must be united in their fight against intrusion by the government into the industry's financial affairs

Various "vested interests" would like to have the government set rules governing broadcast revenues and must be resisted "with all our power," Thomas E. Bolger, president of WMTV(TV) Madison, Wis., and chairman of the National Association of Broadcasters, said last week.

In a luncheon speech to the 19th annual conference of the Broadcast Financial Management Association, Bolger cited such actions as the Federal Trade Commission's moves to restrict broadcast advertising and the Justice Department's suit against the NAB's television commercial time limitations. He said:

"Our industry is indeed the victim of a mixed message in this area. The only common denominator being that all these vested interests want to determine *how* broadcast revenues are achieved and to what amount. If the government rules broadcast revenues, we surrender all prerogatives. The media will be liable to total government control. We must resist these intrusions with all our power."

Bolger called for continued cooperation

Bottom Line

Further on IBM/MCA. In development related to IBM/MCA joint venture into videodisk market through DiscoVision Associates (BROADCASTING, Sept. 10), MCA's interest in separate joint venture with Japan's Pioneer Electronics has been turned over to DiscoVision Associates. That effectively gives IBM 25% interest in Universal Pioneer disk-player manufacturing operation.

□

From little acorns. San Diego-based Oak Industries has registered with Securities and Exchange Commission for sale of 850,000 shares of common stock. Company says funds will be used initially to reduce "long-term domestic bank borrowings" (which total roughly \$20.8 million) with any remaining applied to working funds and capital needs. Underwriters named for sale include Drexel Burnham Lambert Inc. and Bateman Eichler Hill Richards Inc.

□

Called off. Ashland Oil Co. said it will not exercise its option to buy approximately three million shares of NLT Corp., Nashville-based insurance firm whose properties include WSM Inc. and Grand Ole Opry, both also in that city. Ashland announced its option to purchase block of NLT common stock held by American General Co. last June (BROADCASTING, June 18). NLT, which has about 34.6 million shares outstanding, immediately voiced its opposition to any takeover. Ashland spokesman declined to elaborate on its Sept. 13 one-sentence announcement calling off idea, though that company had qualified its exercise of option on arrangements for a combination of Ashland and NLT that would be satisfactory to stockholders of both companies.

between NAB and BFM—to fend off newly introduced performer's royalty legislation, for instance, and to oppose a provision in the Communications Act revision introduced by Senator Ernest Hollings (D-S.C.) that would require financial disclosures by broadcasters seeking cable signal-carriage restrictions.

He noted that an "NAB-promoted mail campaign" last winter led the FCC to reconsider a plan to require broadcasters to

publish lists of employees ranked by salaries. "We might be called to act collectively again," he said, "and hopefully we will have the same effect on financial disclosure whether it be salaries or licensees' profit and loss.

"Nothing is more personal in any size community than one's salary or a business's full financial information. Any business person knows that."

Bolger called for support for NAB's



Promoting electronic sales aids. Radio Advertising Bureau's new plans committee has several ideas to spur sales growth, and one involves the use of new electronic devices to speed sales information from RAB to station sales departments.

The committee said last week that at its meeting held during the National Association of Broadcasters Programming Conference in St. Louis two weeks ago, the group called on RAB to explore the use of such devices as computer terminals, facsimile transmission and related rapid communications. RAB has agreed to explore the proposal and intends to conduct a survey of radio stations to ascertain which systems they have or plan to acquire so that any method RAB tests will be compatible with existing systems.

The committee also urged RAB to continue expanding its range of cop services to stations, particularly in sales tools that show radio's ability to reach and influence specific demographic and target audiences. The committee also asked RAB to launch a new program of sales seminars

specifically for management and to continue its campaign to raise the level of sales professionalism throughout the industry.

The committee is composed of (seated, l to r): James McQuade, wcaz-FM New York; William Glover, WHOT(AM)-WSRD(FM) Youngstown, Ohio; Miles David, RAB; Glenn Bell, KSO(AM)-KGGO(FM) Des Moines, Iowa; Michael O. Lareau, WGod(AM) Grand Rapids, Mich.; Cullie Tarleton, WBT(AM)-WBcy(FM) Charlotte, N.C.; Bill Stakelin, WHOO-AM-FM Orlando, Fla.; R. David Ridgeway, WDOE(AM) Dunkirk, N.Y.; Mort Nasatir, WLAC(AM)-WKOB(FM) Nashville; Richard J. Montesano, RAB. Standing (l to r): Lynn Christian, WLOO(FM) Chicago; John Morris, WWH(AM)-WPST(FM) Princeton, N.J.; Lee Leicinger, WWJ(AM) Detroit; Bruce Buchanan, WFBC-AM-FM Greenville, S.C.; Robert McKune, KTRR(AM)-KZNN(FM) Rolla, Mo.; Charles Murdoch, WLW(AM) Cincinnati; Frank Gunn, KAKE(AM) Wichita, Kans.; Robert H. Alter, RAB; Bill Haig, WTMJ(AM) Milwaukee; Joe Vincent, RAB; Don Smith, WEAQ(AM)-WIAL(FM) Eau Claire, Wis. Attending the meeting but not in the picture was Monty Grau, KOMO(AM) Seattle.

WWDL-FM and WICK-AM

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Doug Lane operates two fine radio stations in Scranton with just *one* fine broadcast staff, *two* Cetec System 7000 automation systems, and a minicomputer-based station business system. And a lot of creative management.

"Our System 7000s let us do the things we want to do in broadcasting in a cost-effective way," Doug Lane says. That means almost unlimited program flexibility, live, remote sports and news coverage, seven days of programming "memorized" in advance, consistently superior audio quality. Network "joins" and "cutaways" that are clean and precise. Voice tracks recorded within minutes of on-air time. Automatic logging/printing of every broadcast event.

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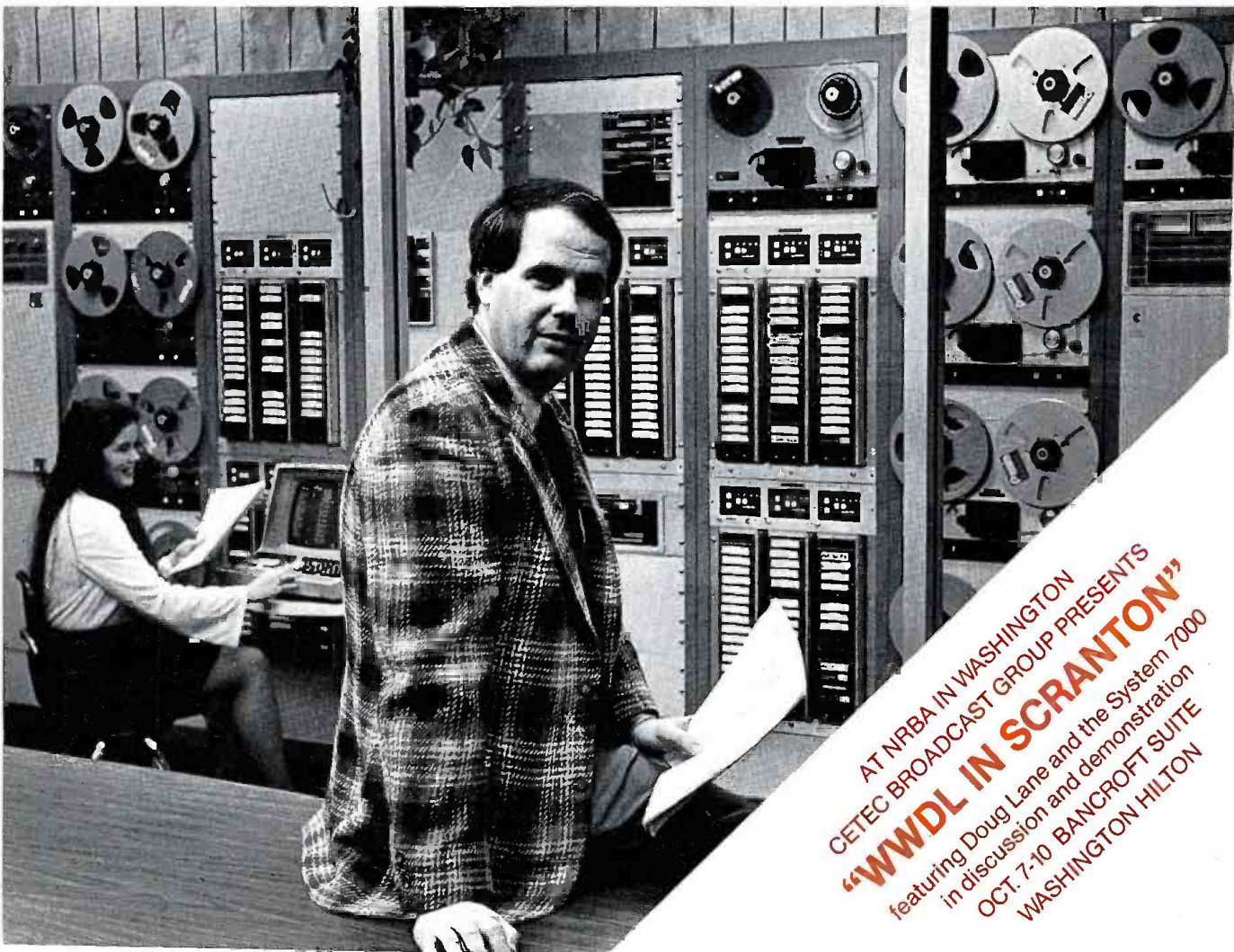
Fifteen people operate two radio stations with top-quality style and versatility. Thirteen of them operate the System 7000 keyboards. Small wonder that WWDL-FM and WICK-AM are getting so much attention from listeners. And advertisers. And radio broadcasters from across the nation.

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Minority Investment Fund, which he said now has pledges of \$9 million.

"There is a real bottom-line reason to support this effort," he said. "Clearly, broadcasting as an industry should have a higher percentage of minority ownership. It is more appropriate for the industry itself to embark on a free-enterprise solution to this recognized need than to invite the government to formulate a program complete with tax burdens and accompanying paperwork. The goal is achievable."

He also expressed the wish that less paperwork—and less regulation—would emerge from the FCC's proposed deregulation of radio. "Our hopes are high," he said.

Burke's going to stay in business

Burke Broadcast Research is going to stay in business after all.

The firm announced last August that it might have to cease operations unless it obtained additional support from radio broadcasters by Sept. 14 (BROADCASTING, Aug. 6). Burke said last week it had lined up sufficient new station business to keep its syndicated radio ratings operations going.

Among Burke's new station group clients are Metromedia Radio, Cox Broadcasting and Century Broadcasting, raising

the total number of stations to 95. He added that a number of leading agencies also have agreed to list Burke as one of the rating services they use in seeking availabilities.

Field work will begin on Oct. 1 in the 20 markets that previously have been measured. The report will be out in January. During its period of uncertainty, Burke did not issue its July-August report scheduled for eight markets.

Burke said its staff is in order. An official said that 70 of the 75 staffers had been reassigned to other duties within Burke Broadcast's parent company, Burke International Research, Cincinnati, and now will take up duties at BBR.

Blair goes on satellite

John Blair & Co., has completed a test of delivering TV commercials by satellite and is proceeding with plans to launch such a service on a widespread basis.

Jack Fritz, president of Blair, has sent a letter to TV stations in the top 30 markets to line up outlets that would serve as distributors in their markets. Blair's plan is to arrange and coordinate transmission of commercials via satellite while earth-station-equipped outlets would take reels of commercials off the satellite, transfer them to separate masters and handle delivery in their markets to other TV stations. Each of these stations would be paid for its work.

Old order restored. The FCC, as anticipated, has announced revisions of the New York market data that was contained in the commission's report on 1978 television finances ("Closed Circuit," Sept. 10). According to the commission, a "key punch error" resulted in a "serious understatement" of New York market revenues, which in turn resulted in that market losing out for the first time to Los Angeles as the top-billing market in the country (BROADCASTING, July 30). Under the revised data, New York regained its number-one status in revenues; Los Angeles remains, however, tops in profits.

The commission also said that omission of some data from the tabulations for the Greensboro-Winston-Salem-High Point, N.C., market resulted in an understatement of that area's money picture, with the result that the market's revenues declined from 1977. The correct 1978 figures for both markets follows:

	New York (000)	Greensboro- Winston Salem-High Point (000)
Time sales:		
Network	\$ 17,162	\$ 1,590
National-regional	164,227	8,808
Local	150,550	9,484
Net revenue	282,696	17,080
Expense	208,797	11,225
Income	73,899	5,855
Barter	7,420	275



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Nervous days at the FTC

House and Senate committee hearings look at proposals that would cut commission funding for many matters, including children's ad inquiry, and plan to create congressional veto power over agency's actions

The Federal Trade Commission kept a watchful eye on Capitol Hill last week, as subcommittees of both the House and Senate took up matters that may result in a change in the way the agency does business.

On Monday, the House Appropriations Committee approved legislation that would bar the FTC from either spending funds on new activities or issuing final rules for 45 days, beginning Oct. 1. The

previous week, an appropriations subcommittee with responsibility for FTC funding approved language that would have prohibited the agency from spending money in fiscal 1980 on most regulatory actions now under consideration, including its children's advertising proceeding. The full committee, however, rejected the language, and a compromise was worked out.

The action was intended to allow time for the bill authorizing the FTC's existence to come to the floor of the House and Senate, where it has been stalled. The authorization bill includes an amendment that would subject actions of the commission to a one-house congressional veto, which the House has favored, but which the Senate has rejected.

But a Senate subcommittee took another look at the notion last week, as it held two days of FTC oversight hearings, with three additional days still to come. Senators Wendell Ford (D-Ky.), and Howard Cannon (D-Nev.) opened the

hearings by noting that the FTC has received a good deal of criticism, and something should be done to address those concerns.

The Magnuson-Moss Act, which gives the FTC authority to promulgate trade regulation rules in the consumer protection area, was examined Tuesday (Sept. 18), although the legislative veto issue managed to creep in from time to time, with Senator Harrison Schmitt (R-N.M.) pursuing the viability of the procedure.

Schmitt said the legislative veto, which gives Congress the opportunity to override an FTC action, but denies the President the opportunity to exercise his veto, would be an interim solution "to a serious problem." He added that the general feeling today is that the bureaucracy is "running away" with the making of new laws, and the veto process would help keep the FTC in check.

Bruce Terris, an attorney who has represented organizations in FTC rulemakings suggested to Schmitt that the one-house



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WJIM-TV

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Gross Telecasting, Inc. — Lansing, Michigan

veto was not necessary. If Congress doesn't agree with a regulation the FTC promulgates, Terris said, it can simply pass legislation to overrule it.

Terris said the problem with Magnuson-Moss procedures was not that they were unfair, as some have suggested, but rather that they are long and cumbersome.

William LaMothe, president of Kellogg, said he thought Congress, rather than the FTC, "is the proper forum for the resolution of any extreme social and political theory." LaMothe expressed particular concern about the children's advertising proceeding, claiming that the agency functions as an advocate, rather than an impartial investigator.

(A similar view came in comments

filed with the agency. Final comments filed by some with hearing judge Morton Needelman suggested that the children's proceeding be canceled.

ABC, for example, said the FTC was not the place to examine the matter, but instead Congress should resolve it. The National Association of Broadcasters asked that the inquiry be abandoned, because the policy questions involved "are unsuited for commission consideration.")

Robert Anthony, chairman of the Administrative Conference of the United States, which is conducting a lengthy study of FTC procedures, recommended some ways of streamlining and improving the rulemaking process, such as informing potential participants early on about the in-

tent of an inquiry.

Anthony said the Conference is in the midst of examining the public participation funding mechanism, and while no conclusions have been reached, the general drift of the study is that the program is being administered efficiently and fairly. "It's doing a good job," he said.

Also testifying on Tuesday was Newton Minow, former FCC chairman, who was representing the American Medical Association.

Minow said he did not think Congress intended the FTC to be able to prevent a voluntary professional association from setting standards of responsible advertising by its members. He suggested that the Congress make even more explicit the law that states the FTC lacks jurisdiction over professional associations. A second possible solution to the problem, he said, would be to review the FTC's authority over "unfair" practices.

On the second day of hearings, the subcommittee zeroed in on the public participation and legislative veto issues.

Leading off the witnesses was Senator Alan K. Simpson (R-Wyo.), long a critic of public participation funding. Simpson accused the agency of "tossing about" taxpayer money in efforts to seek the public's point of view. To support his claim, he cited the fact that more than \$482,000 has been given to various special interest groups that would "echo the FTC chairman's opinions" to ban advertising to children.

Simpson's main concern with the program is that he feels the FTC is not fair to all groups that apply for public participation money—that the agency puts first those applications from groups that support the commission's point of view. Cannon, who sees a certain value to the program, said if it is "going to be continued, then it must be curtailed and tightened up."

Simpson said this could be achieved by a "fairness" amendment to the funding process, by which 50% of the funds go to groups supporting the agency's decision, and 50% to those against it. He also suggested a \$5,000 limit on the size of the grant, and a restriction on its use to those participating in the hearing process.

Esther Peterson, director of the White House Office of Consumer Affairs, however, defended the commission's public participation process. She said it is an important tool for improving agency decisions and said it was "an overwhelming success." While admitting that criticism was valid in the early phases of the program, she said that the FTC's current outreach efforts to make small businesses aware of the program has helped its effectiveness.

She did, however, think that there should be some statutory adjustments to allay some of the concerns, and suggested changing the language in the 1975 statute to eliminate the possibility of "pro-agency bias," and prohibit any staff members who have program responsibility for a rulemaking from taking part in approving any public participant applications. She did

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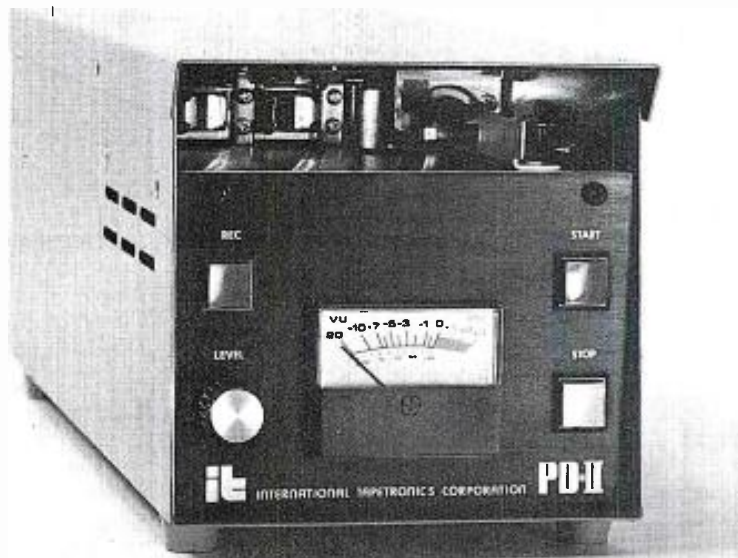
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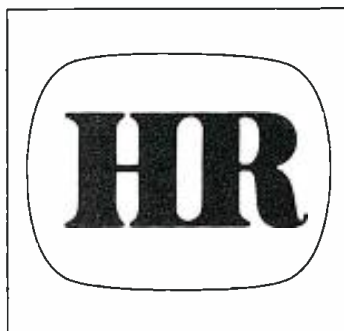
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agree with Simpson's proposal for setting a limit—but suggested a limit of \$75,000.

Cannon suggested that perhaps Peterson's office could be expanded to accommodate the consumer whose opinions cannot otherwise be expressed. He felt this would eliminate many of the problems associated with a particular agency's involvement in the programs.

Also supporting the commission's program was Mark Silbergeld, director of Consumer Union's Washington office, and Charles Halpern, director of the Institute for Public Participation, who believes that the most persuasive argument in favor of public participation is that it helps make the administrative process work better, views presenting the socio-economic consequences of any proposed rules.

Halpern and Senator John Danforth (R-Mo.) debated the value of intervenor funding. Danforth feels that "groups such as Consumer's Union should pass the hat to their constituents rather than seek funding from the government." He also questions what value "the guy in the loft in Washington with a typewriter and a mimeograph machine" has in presenting the public interest viewpoint. Danforth, did, however, support the use of funds to help small businesses present their views.

William Rogal, speaking on behalf of the American Advertising Federation, said his group is "fundamentally opposed to the government paying one group of citizens to prepare and prosecute a case against another group of citizens engaged in a fight for their economic lives." He said that "if the interest is sufficiently strong, the time and funds will be found." Rogal said one way of insuring that groups have a viable interest in FTC proceedings is to administer the funds on a matching basis, dollar-for-dollar.

The issue of the legislative veto received criticism from two of the three witnesses who testified. Larry Simms, a deputy assistant attorney general for the office of legal counsel of the Justice Department, said that the veto is a major departure from the manner in which the constitution frames legislative power. Simms found it "remarkable that one would achieve political accountability by assigning judicial review to the legislative arm of government."

The other critic was Antonin Scalia, a professor at the University of Chicago Law School. Scalia said more important than the proposed veto's incursion on the executive branch was its incursion on the rights of the people. "It provides a ready means for avoiding the people's right to know, to have their representatives take a record vote upon governmental actions which are not regarded by the Congress as sufficiently controlled by legislated standards...."

But the real debate will begin this Thursday, when the Chamber of Commerce takes the stand. The chamber is a strong backer of establishing a check on the FTC. Also to be discussed this week will be the children's advertising proceedings.

Broadcasters look to retransmission consent as savior

In comments as FCC ponders lifting distant-signal and exclusivity rules, it's argued that some mechanism would be needed in their stead

Should the FCC decide to repeal its rules governing cable distant-signal carriage and syndicated program exclusivity, it should adopt some form of retransmission consent. Such a proposal received substantial support in comments received last week in the FCC rulemaking aimed at repealing the cornerstone of its cable regulation policy.

Last April the commission voted to initiate a rulemaking that, if adopted, would repeal existing limits on the number of distant signals a cable system can import. In addition, it would abandon the rule designed to benefit program producers as well as broadcasters, one requiring cable systems to afford stations protection against duplication of their syndicated programs (BROADCASTING, April 30).

The retransmission consent proposal was initially proposed by the National Telecommunications and Information Administration. In its comments filed last week with the FCC, NTIA said "if there is a marketplace desire for this advertiser-based programming, the programming will be supplied. If there is not, then cable must make its way in those large cities with what the market will supply—pay, Qube services, etc."

But another executive agency, the Justice Department, opposed the NTIA proposal in its comments. Justice feels that the FCC does not have the legal authority to adopt retransmission consent. The department argued that the 1976 Copyright Review Acts placed such authority with the Copyright Tribunal—a contention disputed in NTIA's comments. Justice, however, said that the public interest would be furthered if the FCC eliminated restrictions on the "number and composition" of nonlocal broadcast signals that cable systems can transmit. Justice stated that "cable TV clearly offers both viewers and advertisers a range of potential alternatives to the conventional broadcast services now overwhelmingly dominated by three firms—the national TV networks."

The U.S. Copyright Office cautioned the commission that while the FCC may consider rule changes, they should not be based on the added protection afforded under new statutes to copyright owners whose works are retransmitted by cable systems. In its opposition to retransmission consent, the Copyright Office said the "FCC would control signal distribution by cable systems as part of a national allocation policy and would protect some exclusive rights while copyright law would prescribe degree and nature of the cable

operator's liability for the use of the copyright programming that FCC rules permitted them to retransmit."

The proposal received support from other groups.

The Motion Picture Association of America said that repeal of the rules would send cable profits "already swollen, soaring through the roof." Should the FCC delete the rules, a retransmission provision would "serve the public interest as well as the interest of cable subscribers," it said.

The Association of Independent Television Stations said the current rules serve a purpose: to correct unfair competition. However, should the FCC adopt its proposals, INTV would support retransmission consent, which it believes would be necessary because of the "rapid development of program distribution by satellite mandates such protection."

NBC also believes that repeal of the rules would constitute "drastic revisions of communications policy," and said it would support the NTIA proposal. If the FCC were to retain the rules, NBC said they should be strengthened. The network also supported INTV's motion for an evidentiary hearing to examine the issues in the proceeding.

The National Association of Broadcasters argued that repeal of the rules would, by harming a local station's economic base, be "inconsistent with the FCC's mandate to maintain and develop a nationwide system of locally oriented, over-the-air broadcast service."

The Association of Maximum Service Telecasters accused the FCC of taking a "laissez faire" approach to cable. But it agreed that a retransmission consent was needed if the FCC was to take a marketplace approach to regulation.

The National Cable Television Association and a group of 71 CATV companies supported the deregulatory proposals. NCTA called them a "watershed" in the FCC's efforts towards cable deregulation.

The joint statement filed by the 71 CATV companies said the current rules have no basis in fact. They said that there is no such thing as "free TV." The filing said that "free TV is financed by all Americans to the tune of \$8.06 billion which is collected as a repressive tax, hitting hardest... the lower income groups."

Cox Broadcasting said that it was "time that the industries can get about their own businesses, substantially free of the constant need to engage in interminable battles with each other." Cox, while supporting the elimination of the distant signal rules, opposed repeal of syndicated exclusivity saying "importation is coupled with program protection rules and this adds... to the diversity of programming made available to an increasing number of television homes utilizing cable and does not materially effect the structure of television broadcasters, on whose broadcast schedules CATV presently depends for its primary monthly service offerings." Cox also believed there was no benefit to retransmission consent.

Storer Broadcasting said it would sup-

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port the elimination of the distant signal rules if "reasonable market exclusivity is respected" and a simplified version of syndicated program exclusivity rules is retained. Storer said "the public interest is not served by polarization between the broadcast and cable industries."

Westinghouse's Group W feels that the present rules are a "fair compromise" and serve the public interest. Its comments advocated retaining, strengthening and simplifying the existing provisions of syndicated program exclusivity rules. Group W also urged the FCC to undertake further proceedings to demonstrate the need for the continued requirement of distant signal carriage rules which it believes "do prevent audience erosion and diversion."

Metromedia opposed repeal of syndicated exclusivity saying such an action would have no effect unless there was repeal of "network exclusivity rules."

Debate snafu

FEC proposal on sponsorship of face-off by candidates is vetoed by the Senate after objections by FCC and broadcasters

Congress and the Federal Election Commission last week were back to square one on the issues of political debates and their coverage by the media. The Senate on

Tuesday vetoed FEC regulations that the election commission said were intended to make the holding of such debates easier but that the media and the FCC said would have the opposite effect.

The proposed regulations, adopted in June subject to a veto by either House of Congress, were a response to a request from the League of Women Voters. The league was concerned about the problem of obtaining funds to defray the costs of the kind of presidential debates it sponsored in 1976 between President Jerry Ford and his challenger, Jimmy Carter.

The federal election law was seen as barring corporate and union funds for such purposes. And the regulations, the FEC maintains, would have permitted the contribution of such funds for debates between candidates for federal office if the sponsoring organization were nonpartisan and nonprofit, such as the league.

However, the language employed in the regulations was interpreted by some as barring broadcasters and newspapers from staging debates that they would then cover, as well as sharply limiting the use that could be made of corporate and union funds to pay the costs of televised political debates.

The FEC, in response to complaints by broadcasters that the regulations would violate their First Amendment rights, made several attempts to rewrite the regulations, but without success. Finally, the FCC two weeks ago urged Congress to veto the proposal, contending it would

reduce the amount of time broadcasters would devote to public issues. The FCC said that, since most broadcasters are corporations, they would be unable to stage debates in their studios since that would constitute a contribution to the candidates. Nor could broadcasters sell time to corporations or unions to defray the cost of a debate, the commission said.

Representative Frank Thompson (D-N.J.), chairman of the House Committee on Administration, then asked for clarification of the proposed regulations, and was told by the FEC: They "were never intended to address the issue of news media sponsorship of candidate debates." The FEC said it planned to initiate a rulemaking to deal with the issue.

But Senators Claiborne Pell (D-R.I.) and Mark Hatfield (R-Ore.), chairman and ranking minority member, respectively, of the Senate Rules Committee, were not satisfied. They introduced a resolution of disapproval on Tuesday, and it was approved.

The disapproval action leaves open two possible solutions to the problem the FEC attempted to address. That agency could try again to write regulations. Or Congress could amend the law itself to deal with the questions raised, and that seemed a real possibility.

A Senate Rules Committee aide noted that such an amendment could be attached to similar bills pending in the Senate and House that propose technical amendments to the federal election law.

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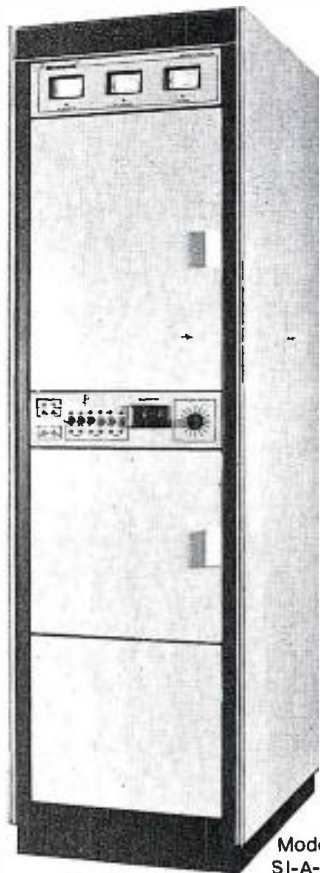
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Cox and GE make cases at FCC for their merger

Companies answer charges in citizen-group and cable filings, and point to benefits they see in spin-offs and minority fund

General Electric and Cox Broadcasting have fired back at petitions aimed at blocking their proposed merger. In several hundred pages of pleadings, the two companies last week stated their view that the public interest would be better served by the merger than without it.

And in the process, they sought to knock down the idea that the merger would create a behemoth of the broadcasting industry; the new company, they said, would not even rank among the top 15 in terms of prime-time households.

Two principal petitions had been filed against the Cox-GE deal—one by the National Citizens Committee for Broadcasting and the Committee for Open Media and one by Virginia Beach Telecommunications Corp. (VBTC), as an outgrowth of a cable television franchise battle it fought and lost with Cox's cable subsidiary, Cox Cable, in Virginia Beach, Va.

Among other things, the petitions allege that GE and Cox lack the character qualifications to be licensees, that the resulting merger would result in an undue

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Robert MacNeil, the award-winning television journalist and co-host of the acclaimed MacNeil/Lehrer Report, provides special commentary for the series. *Lord Mountbatten: A Man for the Century*, presented by WQED, begins November 16 on PBS.

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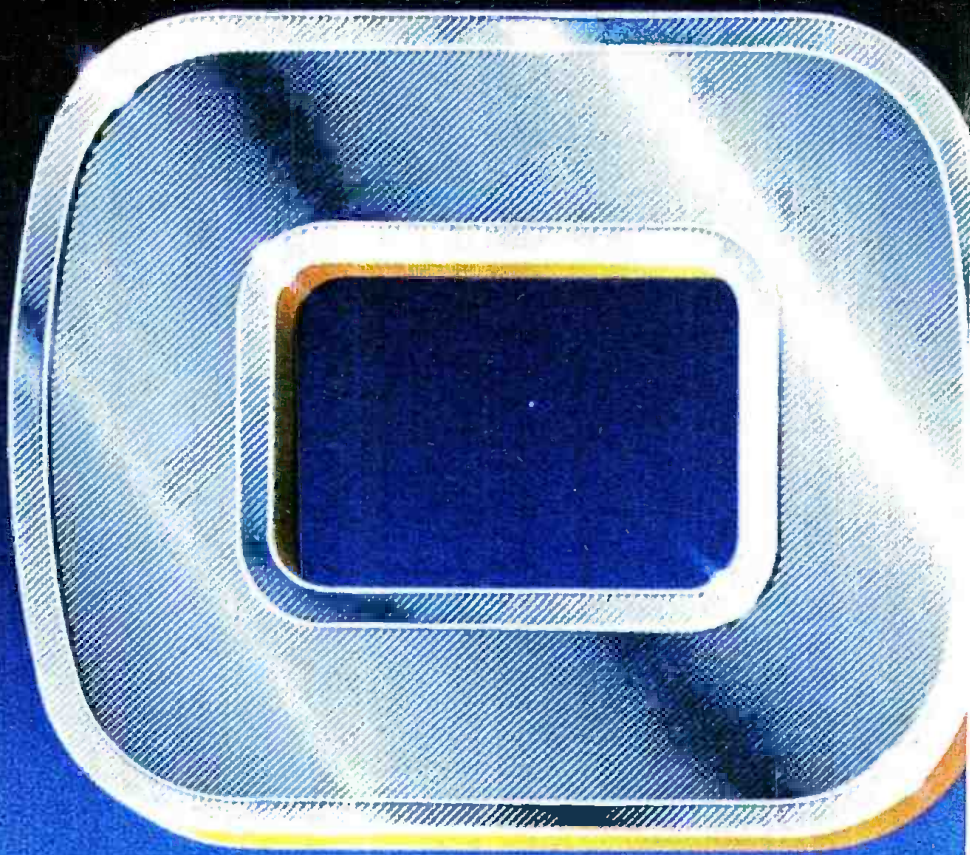
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ON TV is a service of National Subscription Television, a joint venture of Oak Industries, Inc. (NYSE:OAK) and Chartwell Communications Group.

concentration of control and that the parties failed to make the "compelling public interest" showing required of a broadcaster seeking more than two VHF stations in the top-50 markets (BROADCASTING, Aug. 6).

The character issue NCCB and COM seek to raise against GE mainly involves the company's antitrust record. GE notes that criminal antitrust convictions were obtained against GE and a number of its officers in 1964. But, it says, the FCC found that the violations did not involve the company's broadcasting operations and that the renewal of the station licenses then and since was in the public interest. It also pointed out that no criminal antitrust action has since been filed against the company, although several civil suits have been brought.

Cox, which maintains that none of the petitioners have standing to petition to deny the merger, contends VBTB's action is intended to serve only "private and narrow interests"; VBTB, citing its franchise battle with Cox, claims to have suffered "grievous financial injury."

The character qualification issue raised by the cable company was based largely on the allegation that Cox made misrepresentations to federal agencies and local officials in connection with its cable activities in Virginia. Cox says the charges are unfounded. It also says that the Virginia Beach city council, following hearings during which VBTB's charges were aired, was satisfied that Cox had demonstrated its "character, financial and other qualifications."

Nor does the charge that the merger will result in an undue concentration of control have any substance, according to GE and Cox. The \$500-million transaction—which would be the largest in broadcasting history—would result in GE owning six AM, seven FM and five VHF television stations. But the combined prime-time TV households involved—3,170,000—would rank GE 16th among the companies in broadcasting.

What's more, they note that the merger involves the spin-off of a number of GE and Cox stations and the break-up of media combinations—including newspaper-broadcast crossownerships in three markets—now grandfathered under FCC diversification rules. Indeed, Cox says the merger "constitutes the greatest proposed diversification of the ownership of mass media in commission history." It says 28 radio and television stations controlled by two companies before the merger will be broken up among 10 separate owners, six of them black-controlled.

The parties cite those effects as among those constituting the "compelling public interest" showing required in top-50-market cases. Others include GE's commitment to establish a foundation for minority broadcasting development and, along with Metromedia, which is acquiring Cox's WSB(AM) Atlanta, a center to aid minorities in the production of programming. The fund would be administered through Clark College, in Atlanta. Each company has pledged \$375,000.

Two other petitions have been filed against the merger, both by Marcus Garvey Wilcher, of the Community Coalition for Media Change. One petition expresses concern about the "danger and threat" that "giants" like GE will abuse the "thought processes" of viewers and listeners, while the other focuses on alleged antiblack prejudices of Cox.

Cox deals with the petitions in some detail, rebutting the various charges in a 35-page pleading. But GE says the petitions are "vague to the point of being nearly incomprehensible" and so "woefully inadequate" that they should be dismissed.

GE and Cox received support in comments filed by the National Black Media Coalition which is concerned about implementation of an agreement it reached with GE that assumes commission approval of the merger. NBMC said the agreement's benefits to black media consumers "are monumental"—they include a 9% jump, at one time, in the number of black-owned stations. As a result, it said, it cannot remain silent "while friends . . . in the media reform movement" attempt to have the commission place "important" (but largely theoretical) diversification goals ahead of the more basic goal of strong local program service."

Kaiser, ABC and senators caucus on ad controversy

Kaiser Aluminum & Chemical Corp.'s campaign to call attention to the TV networks' refusal to clear Kaiser public-issue commercials resulted last week in a private luncheon on Capitol Hill attended by 10 senators and representatives of Kaiser and ABC. That network still has not agreed to carry the commercials, but the meeting was described as having "cleared the air" for the senators.

Senator Jesse Helms (R-N.C.) set up the luncheon after receiving in the mail a copy of one of the advertisements Kaiser has placed in newspapers across the country, asking the question, "Can a corporation speak its mind in public?"

Kaiser has also been seeking help from Congress. Kaiser representatives have talked to members of the Senate and the House in what Kaiser's chairman, president and chief executive, C. C. Maier, had indicated was Kaiser's hope of stimulating a congressional investigation ("Closed Circuit," July 23).

ABC, CBS and NBC had rejected the commercials, which deal with free enterprise, the energy crisis and governmental red tape, on the grounds that they involve the kind of controversial issues the networks insist on treating in their news and public affairs programs. They say the issues also raise fairness doctrine problems. Kaiser intended to place the commercials on network affiliates in markets where its plants are located.

Helms, who before his election to the Senate in 1972 was an executive with

WRAL-TV Raleigh, N.C., an ABC affiliate, wrote ABC Chairman Leonard Golden, whom he knows well, in hopes of arranging a meeting on the issue involving the heads of all three networks.

Goldenson, however, replied that the networks prefer to deal with such matters on an individual basis, and offered three ABC executives for the proposed meeting—Everett H. Erlick, senior vice president and general counsel; Alfred Schneider, vice president for standards and practices, and Eugene Cowen, Washington vice president.

Kaiser was also represented at the luncheon, which was held on Monday in a room at the Capitol, by three officials—Ronald Rhody, vice president for public affairs, Tom Singer, Washington vice president, and Charles Brown, Kaiser's Washington counsel.

And nine senators accepted Helms's invitation, including three members of the Commerce Committee—Howard W. Cannon (D-Nev.), chairman; John W. Warner (R-Va.), and Larry Pressler (R-S.D.). Six members of the Republican Steering Committee—Strom Thurmond (R-S.C.), Gordon J. Humphrey (R-N.H.), Orrin G. Hatch (R-Utah), Malcolm Wallop (R-Wyo.), and Roger Jepsen (R-Iowa). The remaining senator present was Walter Huddleston (D-Ky.), a former broadcaster.

According to those present, Singer recounted Kaiser's inability to have the commercials cleared. He said Kaiser did not believe the rejection was valid and that it was entitled to have its views aired.

Erlick, however, said the commercials posed a problem for ABC. He said the network is bound by the law and that it was at least "a close call" that the commercials could trigger fairness doctrine complaints. ABC, he said, could be required either to give time for reply (a broadcaster's obligation to provide reply time does not end if he cannot sell the time) or to include responses in news or public affairs programs, regardless of the network's news judgment. ABC, he said, wants to do neither.

A Helms aide, Ralph Hill, called the exchange "useful and constructive," one that "cleared the air" for the senators present. "They have a better understanding of broadcasters' problems with the issues."

Whether the meeting will produce results remains to be seen. But both sides promised to work on possible solutions.

ABC agreed to attempt to draft an amendment to the Communications Act that would permit broadcasters to carry issue-oriented commercials without incurring a fairness doctrine obligation. And the Kaiser representatives said the company would attempt to modify the three commercials in a way that would avoid the fairness issue, and then discuss the matter with ABC again. Rhody said later that Kaiser had already resubmitted the commercials with changes, and was turned down a second time by the networks. "But," he said, "we'll be happy to talk to ABC on this."

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Angel for Citizens is about to fly away

Ford Foundation is moving out of public interest law; center will seek other sources of funds

Citizens Communications Center, Washington, the oldest and best known public interest law firm in the broadcasting field, is facing an uncertain financial future. The Ford Foundation, Citizen's principal source of money, is tapering off its assistance to Citizens and other public interest law firms.

After supporting public interest law for about 10 years, the foundation has determined to move the funds it has used for that purpose to other areas. But, said Sanford Jaffe, a Ford loan officer in public interest law, the foundation wants to make the shift in a "responsible" manner. He noted that Ford has made its intentions known over the past several years.

"We've discussed with our grantees the possibility of their becoming self-sufficient or getting by on funds from other foundations or other sources," he said. Citizens is one of the firms with which he has conducted negotiations.

The talks, Jaffe said, could lead to one

of several possibilities: another grant, larger or smaller than Citizens has received, that would be matched by other sources; merger with another firm, or attachment to a major institution, such as a university. Yet another possibility, Jaffe said, is "a termination" of Citizens, though with funds provided for a "phase-out period," during which time it would complete pending cases.

Wilhelmina Ruben Cooke, a Citizens attorney, said the center is attempting to find alternate sources of funding. And she appeared to harbor no resentment of Ford. She said it has funded public interest law longer than most foundations fund any given interest. "Normally, foundations provide seed money for a project until it can take on a life of its own," she said.

Jaffe said a number of environmental law firms have been set adrift after being established with Ford assistance. "Some have succeeded in becoming self-sufficient," he said. "Some have not."

Citizens, which was established in 1969, relies on the foundation for two-thirds of its present two-year budget of \$671,000, or \$441,000. The grant runs out early next year. Jaffe, who pointed out that decisions regarding funding are made by the board and officers of the foundation, said one regarding Citizens would probably be made before Christmas.

Moving over in Meridian

CBS-TV announced last week that it had signed WHTV(TV) Meridian, Miss., as an affiliate effective about next April 1—when it loses WTOK-TV Meridian to ABC.

Though the station CBS is taking on is a UHF outlet (channel 24) and the one it is losing is a V (channel 11), CBS-TV President James Rosenfield said CBS's audiences should be as strong as ever because the network covers "all but the core of Meridian" through WJTV(TV) Jackson, Miss., and recently signed WCBI-TV Columbus, Miss., plus affiliates in Mobile and Selma, Ala.

WHTV is also affiliated with NBC, but CBS officials said the station planned to carry only two NBC programs, *Today* and *Tonight*.

WHTV is principally owned by Frank Spain, chairman, who also owns WTVX(TV) Fort Pierce, Fla., also a CBS outlet.

NCTA sets meeting sites, puts off decisions on bylaws, restructuring

The National Cable Television Association board met in Washington last week and acted on the whens and wheres of future conventions, but deferred question of board restructuring.

The 1984 meeting was scheduled for May 22-25 in San Francisco and the 1985 gathering was slated for April 28-May 1 in Atlanta. The board previously set dates for 1980-1983 conventions which will be held in Dallas, Los Angeles, Washington and New Orleans, respectively.

An attempt to change the bylaws and the make-up of the organization was tabled until the next board meeting, in December at the Western cable convention. The proposed reorganization would have increased the number of board members from 31 to 34, by reducing the number of at-large directors from 17 to nine and adding a new category of directors who would represent the 11 top dues-paying members—the major multiple system operators.

According to a spokesman for NCTA, one reason behind substituting at-large directors with representatives of the major MSO's is that they are the groups "most strongly affected by the NCTA actions."

The present board includes nine district directors elected by region, 17 at-large directors, the chairman of the independent operators board, two associate directors representing equipment manufacturers, the NCTA president and the NCTA chairman.



Social Security surprise. John W. Kluge, chairman of Metromedia, was feted at a Washington party Sept. 16 hosted by his pre-broadcasting partner in the food brokerage business, David Finkelstein of Columbia, Md., to celebrate Kluge's 65th birthday (actual date: Sept. 21). Among distinguished guests at that city's Gaslight Club were (l to r): Lord Lew Grade of Associated Television Ltd., who flew in from London and returned the next day; Kluge; Leonard Goldenson, chairman of ABC Inc., and Norman Lear, Tandem Productions Inc. Other guests included Dr. Armand Hammer, octogenarian chairman of Occidental Petroleum and former owner (1957-58) of the Mutual Broadcasting System; former Ambassador Mark Evans Austed, Metromedia vice president, and Washington attorney Leonard Marks, a former director of the U.S. Information Agency. (Photo by DeLaurence)

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Changing Hands

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■ **WAPT(TV) Jackson, Miss.:** Sold by Television American Sixteen Inc. to Clay Communications Inc. for \$7,905,878. Seller, owned by Louis C. Hopper and family, Louis A. Farber, Robert G. Nichols and family, Curtis D. Roberts, William Neville III and Russell Birmingham (16.6% each), bought station three years ago for \$500,000 plus assumption of about \$3 million liabilities (BROADCASTING, March 29, 1976). Buyer, owned by Lyell B. Clay and family, also owns WWAY(TV) Wilmington, N.C., and KFDX-TV Wichita Falls and KJAC-TV Port Arthur, both Texas, and three West Virginia newspapers. George Diab is vice president in charge of television operations. WAPT is ABC affiliate on channel 16 with 794 kw visual, 155 kw aural and antenna 1,170 feet above average terrain.

■ **KOAX(FM) Dallas:** Sold by Metroplex Communications to Westinghouse Broadcasting Co. for \$7 million, most ever paid for FM ("Top of the Week," Sept. 17). Seller is owned by Norman Wain and Robert Weiss, who also own KEZK(FM) St. Louis; WHYI(FM) Fort Lauderdale, Fla., and WWOK(AM) Miami. Buyer is subsidiary

of Westinghouse Electric Co. and major group broadcaster. It owns seven AM's, two FM's and five VHF TV's and has also purchased, subject to FCC approval, KODA-FM Houston. KOAX is on 105.3 mhz with 100 kw and antenna 1560 feet above average terrain. Broker: The Ted Hepburn Co.

■ **WVWQ(AM)-WPFM(FM) Panama City, Fla.:** Sold by Radio Panama City Inc. to Media South Inc. for \$1,260,000, including real estate. Seller is owned by William G. Brown and Clifton G. Moor, who also own WTIF(AM) Tifton, Ga. Buyer is owned by Jayne A. Woods, John Dorris and James Broaddus. Woods, former revenue commissioner of Tennessee, and her husband, Frank, own 51% of WSEV-AM-FM Sevierville, and WBRY(AM) Woodbury and 49% of WTBP(AM) Parsons, all Tennessee. Dorris is Nashville certified public accountant. Broaddus is Nashville broadcasting consultant. Neither Dorris nor Broaddus has other broadcast interests. WVWQ is on 1430 khz with 5 kw full time. WPFM is on 107.9 mhz with 89.3 kw and antenna 740 feet above average terrain. Broker: Blackburn & Co.

■ **WQIZ-AM-FM St. George (Charleston),**

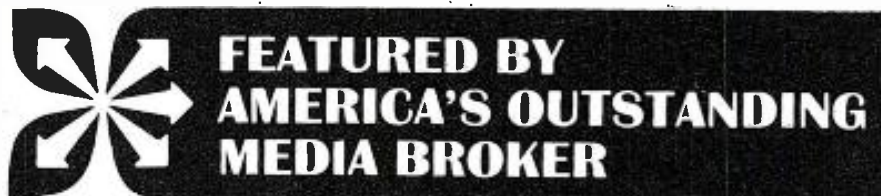
S.C.: Sold by Soundamerica Corp. to Paul Neuhoﬀ (49%) and Mary Forbes (51%) for \$1 million. Seller is owned by Clarence Jones, who has no other broadcast interests. Neuhoﬀ has minority interest in WERE(AM)-WGCL(FM) Cleveland and Forbes is Cleveland real estate investor with no other broadcast interests. WQIZ(AM) is 5 kw daytimer on 810 khz. WQIZ-FM is on 107.5 mhz with 100 kw and antenna 440 feet above average terrain. Broker: Cecil L. Richards Inc.

■ **KVML(AM)-KROG(FM) Sonora, Calif.:** Sold by Herold Broadcasting Co. to Portuguese American Communications Corp. for \$750,000. Seller is partnership of Joseph and Charles Herold, brothers, who have no other broadcast interests. Buyer is owned by Albano G. Oliveira and Decio de Oliveira, brothers (20.3% each); Joe Quadros (20.3%); Anthony D. Azevedo (18.7%); John V. Cardadeiro (17.3%), and Alfred DiJulio (3.1%). Albano Oliveira, Azevedo and DiJulio own *The Portuguese News*, published in San Leandro, Calif. Decio Oliveira is San Jose, Calif., dentist. Quadros is Hayward, Calif., pipelayer. Cardadeiro is Emeryville, Calif., freight dispatcher. KVML is on 1450 khz with 1 kw day and 250 w nights. KROG is on 92.7 mhz with 3 kw and antenna 650 feet above average terrain.

■ **KKIM(AM) Albuquerque, N.M.:** Sold by Christian Enterprises Inc. to Albuquerque Broadcasting Co. for \$600,000. Seller is nonprofit corporation; Harold Erickson is president of board of directors. It also owns KKOZ-AM-FM Billings, KGLE(AM)-KIVE(FM) Glendive and KGWV-AM-FM Belgrade, all Montana. Buyer is owned by Thomas B. Smiley Jr., his son Thomas, and John T. Fay (33.3% each). Elder Smiley is one-third owner of Lakeside, Calif., aircraft parts factory. His son is partner with Fay in Houston real estate firm and is 51% owner of KFEL(AM) Pueblo, Colo. KKIM is 10 kw daytimer on 1000 khz.

■ **KESI(FM) Edinburg, Tex.:** Sold by Valley Broadcasters Inc. to Tippie Communications Inc. for \$478,000. Seller is owned by W. Lloyd Hawkins (24%) and his son, Lawrence (9%); Cloyed O. Kendrick (24%); Charles D. Rankin (17%), and Jimmie R. Champion and Gene P. Hobart (13% each). Hawkinses also own KURV(AM) Edinburg, Tex. Kendrick owns 42.5% of KENN(AM) and 40% of KRWN(FM), both Farmington, N.M. Buyer is owned by Henry B. Tippie, former chairman of board of publicly owned Kingstip Communications (KHFI-FM-KTVV(TV) Austin, Tex.) which merged into LIN Broadcasting (BROADCASTING, May 7). He also owns 55% of KBER(AM) Abilene, Tex., and less than 1% of Rollins Inc., owner of five AM's, one FM and three TV's. KESI is on 107.9 mhz with 100 kw and antenna 490 feet above average terrain.

■ **WRBX(AM) Chapel Hill, N.C.:** Sold by Stuart W. Epperson to Johnston Broadcasting Inc. for \$390,000. Epperson, along with his wife, Nancy, owns 100% of WKBA(AM) Vinton, Va., and KCFO(AM)



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Tulsa, Okla.; 50% of KMFM(AM) San Antonio, Tex., and 47% of WEZE(AM) Boston. Buyer is owned by Hugh Johnston, who also owns WDUZ(AM) Green Bay, Wis. WRBX is on 1530 khz with 10 kw days. Broker: Kepper, Tupper & Co.

■ KLUF-FM Lufkin, Tex.: Sold by Radio Lufkin Inc. to Dick Osborn and Rusty Reynolds for \$350,000. Seller is owned by Ralph Ridinger; John Hicks and his son, John, and Rodger B. Watkins. They also own KLUF(AM) Lufkin, KLVI(AM) Beaumont, WTAW-AM-FM College Station and KJAR(AM) Laredo, all Texas. Buyers, Osborn and Reynolds, also own KYKX(FM) Longview and KEAN-AM-FM Abilene, both Texas. KLUF-FM is on 105.1 mhz with 57 kw and antenna 660 feet above average terrain. Broker: R. D. Hanna Co.

■ KAHU(AM) Waipahu (Honolulu), Hawaii: Sold by Royal Hawaiian Radio Inc. to Westwood Broadcasting Corp. for \$310,000. Seller is owned by W. Russell Withers Jr., who also owns KULA(FM) Waipahu; WMIX-AM-FM Mount Vernon, Ill.; KGMO-AM-FM Cape Girardeau, Mo.; WDTV(TV) Weston, W. Va., and KAUS-AM-FM Austin, Minn., the last purchased last December for \$800,000 (BROADCASTING, Dec. 18, 1978). Buyer is owned by David Joseph (20%) and Toby Broadcasting Corp. (80%). Toby is owned by Marvin Cohen and Joel Jackson, Los Angeles businessmen. None has other broadcast interests. KAHU is on 940 khz with 10 kw full time. Broker: Blackburn & Co.

■ WURD(FM) Georgetown, Ohio: Control (51%) sold by Barbara N. Stratman to Jerry Kiefer and his wife, Carol, who already own 49% of station, for \$210,000 plus \$32,250 for agreement not to compete. Stratman has no other broadcast interests. Jerry Kiefer also owns one-third interest in WAVV(AM) Vevay, Ind. WURD is on 97.7 mhz with 1.6 kw and antenna 390 feet above average terrain.

■ Other newly reported station sales include: WARI(AM)-WXLE(FM) Abbeville, Ala.; WNVL(AM) Nicholasville and WLPQ(AM) Pittsburg, both Kentucky; KXBQ(FM) Ontario and KORE(AM) Springfield, both Oregon; WCSF-FM Warminster, Pa., and WJZM(AM) Clarksville, Tenn. (see "For the Record," page 66).

APPROVED

■ WBLG(AM) Lexington, Ky.: Sold by Village Communications Inc. to Triplett Broadcasting Co. for \$800,000. Seller, principally owned by James A. Heavner, is also owner of WKQQ(FM) Lexington. Heavner also owns 37.25% of WCHL(AM) Chapel Hill, N.C. Buyer is owned by Wendell A. Triplett (51%) and his wife, Donna (49%). They also own WTOO-AM-FM Bellfontaine, Ohio, and have sold, subject to FCC approval, WYAN-FM Upper Sandusky and WPNM(FM) Ottawa, both Ohio (BROADCASTING, Aug. 27). WBLG is on 1300 khz with 1 kw full time.

■ WOWD(FM) Tallahassee, Fla.: Sold by Amrad Corp. to Maurice Negrin and George Jacobsen (50% each) for

\$500,000. Seller is principally owned by Claud Anderson and his wife, Joann. He also owns half interest in WNPS(AM) New Orleans. Negrin is account executive at WAOK(AM) Atlanta. Jacobsen is 72% owner of Portland, Ore., industrial tool manufacturer. WOWD is on 103.1 mhz with 3 kw and antenna 300 feet above average terrain.

■ Other approved station sales include: KMCD(AM)-KBCT(FM) Fairfield, Iowa; WFRC(AM) Reidsville, N.C., and KMER(AM) Kemmerer and KASL(AM) New Castle, both Wyoming (see "For the Record," page 66).

NABET strikes cable system

Technicians, cameramen and news writers have struck the Pompton Lakes, N.J., studio of UA-Columbia Cablevision of New Jersey in a dispute centering on a National Association of Broadcast Employees and Technicians' effort to unionize the facility.

NABET said about 30 employees walked off the job on Sept. 12 after two employees were discharged because of union activity. The workers were technicians, cameramen and news writers engaged in the production of locally originated programs and access shows. The cable system has other studios in Oakland, N.J., its headquarters, and in Clifton, N.J.

The company asserted the two employees

were fired not because of union pro-seletyzing but because they did not fit in well with other employees.

The union claimed the two workers were discharged shortly after New York Local 15 of NABET filed a request with the National Labor Relations Board to hold an election at the studio. The union added that the company has refused to discuss an election.

A spokesman for UA-Columbia contended the company is not antiunion and said that some of its employees belong to the International Brotherhood of Electrical Workers. He added that the Pompton Lakes facility is not a profit-making venture, and its employees are primarily inexperienced technicians who move on subsequently to better-paid jobs at TV networks and stations.

The union disputed this argument. It contended that some of the employees have as much as eight years experience and that workers are "poorly paid" and often are not compensated for overtime. It said the union is not seeking network scales but wants an improvement over present rates which "are three to four times lower than they are at the networks."

The spokesman added that the IBEW staffers at UA-Columbia are not studio production personnel but electricians and installers.

Local live and access programming from Pompton Lakes has been curtailed, but the studio continued operations with personnel from other departments.

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The last shall be first, he hopes

Myron (Mike) Weinblatt, 50, became president of NBC Entertainment in September 1978 just as NBC-TV was beginning what would become its worst-rated prime-time season ever. The uphill battle from third Weinblatt faced then is steeper today.

His job and division were created as the first major reorganization by NBC President Fred Silverman, who had gone aboard three months earlier. Weinblatt had been NBC-TV executive vice president and general manager. With NBC since 1957, Weinblatt also has headed both sales and talent and program acquisition.

Clearly Weinblatt isn't expecting miracles from the 1979-80 season. But he's confident about improvement as NBC tries to rebuild with slow and careful steps—be it patience with returning series or more comedy off in the wings.

The following interview was conducted on Sept. 6 in New York where Weinblatt is based. He expects, however, to be spending 40%-50% of his time in Los Angeles this season. This concludes a three-part BROADCASTING series that featured ABC Entertainment President Tony Thomopoulos Sept. 10 and CBS Entertainment President Robert Daly Sept. 17.

A lot of people have made a lot of predictions about what they think is going to happen at NBC. What's your point of view?

The people at NBC are the ones who don't

predict. The people at NBC are willing to let the results answer for us. But there is a point of view. I think the networks in general and NBC perhaps in specific have tried to do too much too soon. Sometimes you get so caught up in your own activities that you start to believe and predict that a lot's going to happen overnight. I don't think it happens that way. And I don't think it's a good way to plan your business. I think you've got to step back and not try to do a million things at one time which will diffuse your efforts. And not mesmerize yourself into a feeling that you can strike the pot of gold in one clip. The mentality of 'let's just throw as many things on the air because who knows we may just hit a *Laugh-in* or an *All in the Family* or a *Sanford and Son* or a *Mork & Mindy* is a dangerous philosophy to have. So we have adjusted our philosophy to do fewer projects or concentrate on fewer once we get through development. We put on nine shows last February and I think we overdid it because you find yourself losing those little edges.

Is that why you had fewer new series this

year than people had expected?

Yes, but I think that needs a further clarification. If you look back at last season, if you go by the percentages of shows that are renewable out of your development, we came out very well. Five out of 15 shows got renewed. Two major things stand out. Of the 10 that didn't, they failed so badly that our averages were terrible and it got all the attention. We failed so badly that what I don't think got picked up was that we actually had developed a high percentage of renewable shows. The next thing was were they soaring hits? We have read that we have renewed shows that didn't deserve renewal like *BJ and the Bear* and *Kate Columbo*, just to name two.

What's your answer to that?

The comments were: 'Well they weren't 35-40 share shows; why'd you pick them?' We decided they were really good shows that had the elements that could be good series. We knew some of the problems in putting them on when we did and we knew they were correctable. If you look at *Kate Columbo*, she was a 30 share by the last week of the six she was on. *BJ* has slowly built up. So here are cases where we actually could see growth and that's why we did it. Just like with *CHiPs* a year before which incidentally didn't hit a 30 share until April and it went on at the beginning of the season. We didn't do it because we didn't have some pretty good pilots we could have put on. It's kind of

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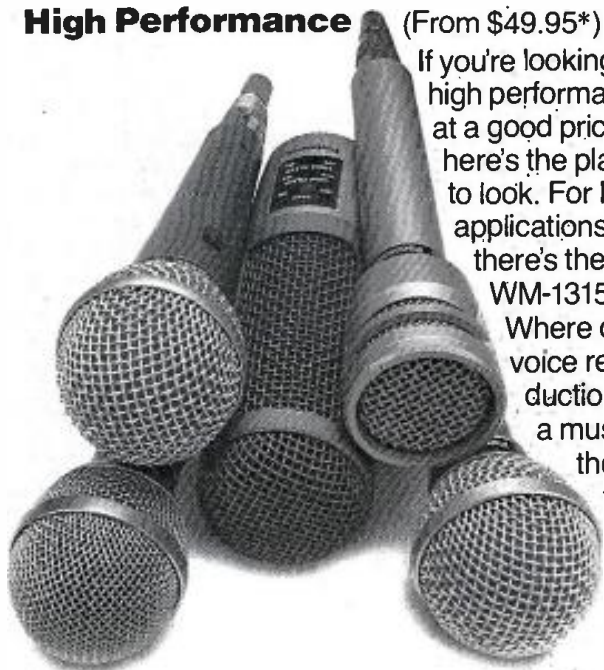
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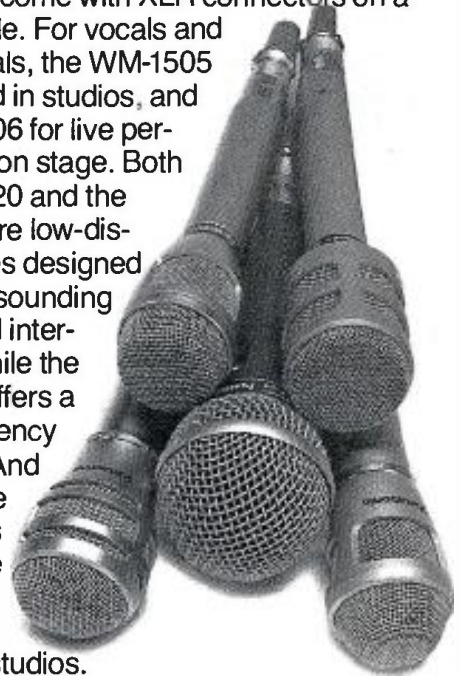
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amusing to be criticized for staying with shows and at the same time, if you hadn't, you'd be criticized for pulling them off too fast.

You've only scheduled two half-hour shows this season. Why so few?

We had half-hours but we made a conscious decision not to try and premiere them against proved, solid half-hours whether it be *Mork & Mindy* or *Laverne & Shirley* or *Happy Days*. That's not really giving your half-hours much of a chance. The way half-hours have been built almost on every network that's ever built a night of half-hours is to split your proved half-hour product and start to build behind and in between in the hammock position. But we decided we wanted to do that 9 o'clock tentpole kind of scheduling and we didn't want to split our half-hours.

Be a little more specific on that.

We wanted to have every 9 o'clock show on more solid structure, a returning show that had a built-in audience level and let that be the spine of the schedule. That's why we have *Diff'rent Strokes* at 9 on Wednesday and *Quincy* at 9 on Thursday and *Rockford* back and then *BJ*. And then we didn't want to introduce the half-hours the way I just said. So we decided to go with counterprogramming. So if you look at shows like *Buck Rogers* on Thursday and *Misadventures of Sheriff Lobo* on Tuesday,

we went with shows of the hour form. We wanted the hour form given the circumstances of the competition. We want some humor in it. We didn't want total female appeal; we wanted some male appeal because we believe it's good counterprogramming to the almost predominantly reverse appeal where the strength of the time period was. We put on a show [*Buck Rogers*] we think has more urban appeal and yet it's the hour form. It's also an adventure alternative as opposed to a family [*Waltons*] as opposed to a strong kid-appeal half-hour [*Laverne & Shirley*]. Also if you look carefully, ABC broke up *Happy Days* and *Laverne & Shirley*.

What do you think about that?

I think it's a risk.

Is it a risk that you might benefit from?

I think it's a risk that we might benefit from because if you look at those half-hours, even at best, there have always been satellite situations where the second half-hour gets a pretty good rating but falls off from the first. The classic example is all the shows that have followed *Mork & Mindy*. ABC put in a whole slew of pilots there and they got very good numbers. Then they'd move one to its regular time period and it would go from here to here. It was obviously riding the coattails of the strength of the earlier show. So we were

looking for shows that people will join in progress, particularly an hour adventure. We also wanted shows that had enough fun appeal. You can join a *Buck Rogers* or a *Sheriff Lobo* in progress and you're not going to have difficulty knowing what's going on. These are not Shakespearean dramas. We wanted to see if we could take advantage of some crossover. We used to put *Emergency* up against *All in the Family*, and the first half of *Emergency* used to get a 22 share but the second half-hour got a 38 share.

Is all this going to be enough to get you out of third?

Look, our aim is obviously at some point to be out of third. What we are looking for is steady improvement. We have no precise timetable about when we must be at a certain rating level or a certain competitive position. We just want to see improvement. We figure if we just go at it carefully, do the best we can, give the shows a chance to breathe, work with them, plan out what we want to do when, have enough back-up material, then we will show steady improvement. And that is really the basic plan we have.

What about comedy development?

We ordered up over the next month or two a number of comedy shows. As we're sitting here, we have a series commitment to Larry Gelbart [*M*A*S*H*] who may be the best, certainly one of the best, comedy writers in the business. For years, every network unsuccessfully has been trying to get Larry to come back and do series television and we were finally able to do it with him. We expect to have that on the air some time after the first of the year.

Do you think that could be a "Mork & Mindy" or an "All in the Family"?

I'd love to have *Mork & Mindy* but our development is not geared as much to kid appeal as it is to adult appeal. The Gelbart show [about a young contemporary mid-30's couple] is a total adult appeal show. It's well-crafted, well-scripted, well-acted and will be very literate. It'll be a post-9 o'clock show. We have a show with Ted Bessell, with again a very fine writer, Steve Gordon, which we think is going to be a very sharp, good, 9 o'clock show. We have the Charlotte Rae spin-off of *Diff'rent Strokes* and that's a candidate for our schedule. We have another show with the Norman Lear/TAT organization called *Joe's World*.

What's that about?

Joe's World is a blue-collar family in a Detroit kind of town. It's a guy who works as a painter and his family, his kids and how he copes. And how the family copes with today's life from the standpoint of a family in that socio-economic scale.

Does all this mean that your second season or midseason may be drastically different?

It certainly will have more comedy, more half-hour comedy. There's no question

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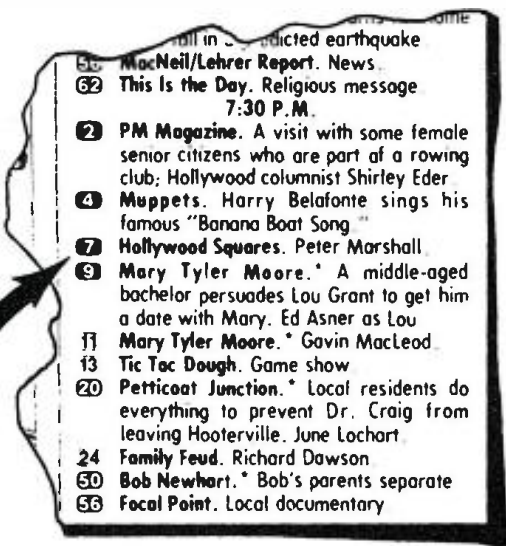
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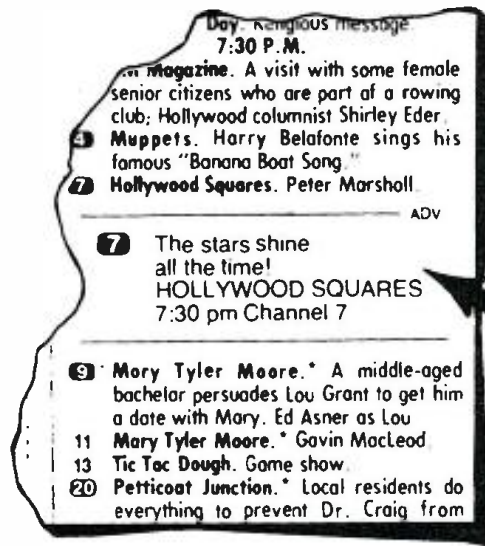


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that that is our plan. We're certainly looking to go from two half-hours to four in the next step. Whether the season will end up with six half-hours or not, I really don't know. We'd like it to. We have a lot of pilots, a lot of half-hours in the works. We're doing a lot of development. We have another important show, moving away from comedy, that's also committed, a show with Karl Malden that Abby Mann has developed which currently is called *Skag*—a very strong drama, really getting into contemporary issues.

Can the foundation you want to build be set down in one season? Is this grand plan two seasons, three seasons?

It depends if you're aiming at a precise goal. I think we certainly should see a recognizable improvement.

What is a recognizable improvement?

I'm not sure. I personally think you're going to see all three networks closer together. And ultimately whether it's this season or next, whether you are one, two or three may be less important. I don't have a precise improvement in mind. We're not saying 10% or 20% is the improvement. We're looking to stay with our shows as long as we think they make sense and we're looking to see obviously more shows become successful, 30-plus share. And we're looking to see more comedy.

From the schedule you have right now, what nights do you think you have a chance of taking?

The danger in the answer—but I will give you one—is always that it leads into your predicting success for one show and not for the next. That isn't quite the case because that also is a function of scheduling and competition. I think we have a chance to be the leader on Monday where typically we have been pretty much the leader up until this summer. I think Saturday is a very good chance. In theory you have a chance on every night. There's less likelihood on Tuesday. Wednesday might be a little tougher although I think we have a chance. Friday will also be a little tougher.

Why do you think there's a good shot on Saturday?

We started off with the fact that we have the leading show in its time period at 8 o'clock with *CHiPs*. At 9 o'clock we have a show [*BJ and the Bear*] that fits. It has some male appeal; it's rollicking fun, adventure, no great pretensions. At 10 o'clock we wanted to put the same kind of tongue-in-cheek adventure to make it a consistent night. And that's why we put *Sloane*. We like Bob Conrad. The show's going to have a lot of effects, adventure, and yet it's going to be played for laughs. There will be humor to it. We dominated 8 o'clock against both other networks. *Love Boat* is a strong show at 9 but we think we've now come up competitive. Then CBS has two-and-a-half new hours out of three. They've tried to build a schedule

based on all-new shows. We tried that once. We tried that on Friday this past season. It's very tough to do. And I think it's potentially a house of cards.

You've gotten rid of long form on Wednesday but you still have it on Monday, Tuesday and Sunday. How much long form will remain?

This season?

Yes.

The three nights of long form will stay all season. We are not giving up on long form. We've probably had as good and impressive a record in long form as any network ever has. We have not in recent years in the regular series. What we're just trying to do is redress the balance. We want those long forms to be as good as they ever were, like our movies and our shows like *The Last Convertible* and *Freedom Road*.

But with the long form, you have less room for series, and less room to come up with the hit that could produce the spin-off.

That's one of the reasons we went from four nights to three nights to open up two more hours for regular series. We'll take it one at a time. Ultimately I would think two nights of long form might be a desirable mix.

Of your new shows, which one do you think is the strongest?

I can only be a loser in answering that question. I'm certainly not going to predict one show's going to be a hit and then put up with other irate people. We generally feel good about our new shows.

You seem to be giving "Real People" a lot of attention. Why?

Because we believe in it. It is a different kind of show. We would like to see more variety back on the network. I guess everybody in theory says that. But I get the feeling that the others have more or less given up on it. We are heavily developing variety. We were pleased with what [George Schlatter] had done basically. We knew with more time it would be better. I think it's a grassroots kind of show. The very fact that its crews are out all over the country. We like the live talent on the show. It blends the taped remotes with the live live in the studio. So far our belief remains undiminished.

What's your programming philosophy?

The program philosophy we hope to evolve is not necessarily represented by the season as it starts. It is to have more comedy and more of a shift to upscale, contemporary, young adult appeal shows. A little more literate. A little sharper. A *Mary Tyler Moore* versus a *Green Acres*. That doesn't mean you can ever envision an entire schedule not having shows that also have a little more hokum or rural appeal. But we do have a philosophy that will shift us more toward the other direction.

But you're in a situation where it's said ABC has more superhits than any network has ever had. You're looking to build but you've got stiff competition.

That's right. I'm not saying it's easy. I'm just saying that we're going to show improvement. Things happen in cycles. Shows that look like hits today can be taken. *Flip Wilson* was a 45 and 48 when *The Waltons* went on the air. No one in the world predicted that *Waltons* would suddenly go like this and *Flip Wilson* would go like that. I think ABC's main strength is built on kid appeal and I think that may be a little more fragile. I'm not predicting dire failure for them. I'm just saying that we see areas where we think we have an opportunity to grow.

If ABC has kid appeal, what are you looking for?

Adult. In our development conceptually we would always go for the adult show, even at 8 o'clock, and that's basically what we're doing. If we saw a sensational, greatest performer in the world and it was basically a kid show, I'm not suggesting we would never put it on. You're talking about a point of view.

What is Fred Silverman's input?

Fred Silverman's input plays a role in everything I just said. You don't have a guy with his particular success, knowledge of programming and not have him play a role. Almost everything I have said involving attention to detail, planning, program philosophy and over-all sense of discipline has to start at the top and Fred clearly is a force in this.

Flood stage of critical ink on the new season

TV writers find 'Benson' to their liking, but not much else

Television critics reacted predictably to the new shows in the TV networks' 1979-80 prime-time premieres: They disagreed about virtually everything.

By midweek last week, only one new series was being hailed by anything near acclamation. That was *Benson*, ABC's spin-off from *Soap*. Most of the kudos went to star Robert Guillaume and writer Susan Harris, although the other principals were warmly received in most cases. But even *Benson* had its detractors.

CBS's *Struck by Lightning* and ABC's *Hart to Hart* and *New Kind of Family* seemed to be getting relatively even divisions between good and bad reviews in the early going, while NBC's *Misadventures of Sheriff Lobo*, ABC's *Lazarus Syndrome* and *Out of the Blue* and CBS's *Last Resort* seemed to be faring less well.

Network executives, producers and advertiser and agency people contemplating downbeat reviews could take comfort from

the thought that, a year ago, there were those who pronounced *Mork & Mindy* a flop.

A sampling of reviews as of last Wednesday:

Hart to Hart (ABC, Saturday, 10-11 p.m.)

"... Unfortunately, this is a Spelling-Goldberg production and it fails to rise above the intellectual level of some of this dynamic duo's other ABC hits: *Charlie's Angels* and *Starsky and Hutch* ... The pilot is a thinly laid-out one-hour show expanded to twice its size to accommodate the likes of Jill St. John and Roddy McDowell ..." Jeff Danberg, *Atlanta Journal* (review based on two-hour pilot).

"... It's a tongue-in-cheek series that doesn't take itself or the alluring world of the affluent too seriously. It's also one of the slickest, most stylish, intelligent and innately fun shows the networks have produced in years ..." Diane Marmigas, *Arlington Heights, Ill. Daily Herald* (review based on pilot).

Out of the Blue (ABC, Sunday, 7-7:30)

"... a soft, easy comedy about an inept angel sent to earth to look after five orphaned children. We hold little hope for it." Kay Gardella, *New York Daily News*.

"... is well intentioned enough ... And there's even an admission in the script that all this neatly wrapped problem-solving with happy ending is Shirley Temple nonsense. It's the level of craft in the service of such facile a formula that cries out for jaundiced judgment." Alexander Keneas, *Newsday*.

A New Kind of Family (ABC, Sunday, 7:30-8)

"... the way Eileen Brennan delivers a line she could make any series look good. She's one of the most adept comediennees around today." Kay Gardella, *New York Daily News*.

"There are encouraging moments, such as when, discovering no coffee in the cupboard, the Brennan character snarls, 'That's the trouble with L.A.—the people aren't nervous enough.'" Tom Shales, *Washington Post*.

The Misadventures of Sheriff Lobo (NBC, Tuesday, 8-9)

"Sheriff Lobo could learn something from Sergeant Bilko. He could learn something from Abbott and Costello. Indeed there is so much he needs to learn, and from so many, that he presents himself to America a patently hopeless case. ... The plot of the premiere is a convoluted mess. ..." Tom Shales, *Washington Post*.

"This sad collection of bad jokes and poor slapstick is almost as bad as the series that spawned it—*BJ and the Bear*. ... The writing is juvenile, the plot totally unbelievable, and the acting, aside from Akins and Mills (who we have to admit are fun to watch), is weak." Frank Torrez, *Los Angeles Herald-Examiner*.

"If *The Misadventures of Sheriff Lobo* is the shape of prime time to come, let's



Critics choice. Guillaume in *Benson*.

pull the plug and return to Fibber McGee and Molly." Howard Rosenberg, *Los Angeles Times*.

"... It's another nonsensical, time-wasting series that demands as much from a viewer as *Gilligan's Island*." Kay Gardella, *New York Daily News*.

"... The emphasis is hardly on logic. Content is designed to be what might be considered whacky or madcap, spiced up at regular intervals with some cheesecake or even beefcake ... Is television overdoing the exploitation of stereotypes? As Lobo would doubtlessly answer, does a porcupine have quills?" John J. O'Connor, *New York Times*.

The Lazarus Syndrome (ABC, Tuesday, 10-11)

"The acting needs a shot of adrenaline. The script could use a transfusion of creative blood. But generally, TV's newest hospital drama ... can be expected to pull through. ... [It] is scheduled opposite movies on NBC and CBS, and it could provide more good ratings medicine for an already healthy ABC." Gary Grossman, *Boston Herald American* (review based on 90-minute pilot shown Sept. 4).

"... A marvelous idea for a series is about to go right down the drain just when a series of its type is needed the most ... The reason that the new series is wrong is because of the casting. If Liberace as a football player sounds strange, try Louis Gossett Jr. as a heart surgeon ... Gossett has done some fine things in his television career [but he] is no heart surgeon, not by any stretch of anybody's imagination ..." Chris Wise, *Sacramento (Calif.) Union* (review based on pilot).

The Last Resort (CBS, Wednesday, 8-8:30)

"This farce, one of those willy-nilly breakneck sorts, may represent the last remnant of the 'Animal House' fad in TV comedy. Or so one hopes. ... Too many kooks spoil the froth, though. ... The saddest thing about the show is that it finds the boys at MTM Enterprises—chiefly producer-writer Gary David Goldberg—imitating the crass, noisy,

physical, brand of comedy churned out by the Garry Marshall crowd over at Paramount." Tom Shales, *Washington Post*.

"... a comedy out of the MTM production outfit that has as many faults as possibilities. ... it needs plenty of fine tuning. Still it's a notch above most of the other new entries, although that's not saying too much either." Kay Gardella, *New York Daily News*.

"At one point, someone shouts, 'That is the most disgusting thing I've ever seen.' Someone else retorts, 'Stick around.' I'd rather not." John J. O'Connor, *New York Times*.

"Fallout from 'Animal House' continues to drift across prime time. Fortunately, *The Last Resort* has a higher IQ than last season's campus flunk outs. Promising." Howard Rosenberg, *Los Angeles Times*.

"The strength of *The Last Resort* is some occasionally snappy dialogue delivered by a few standouts in an otherwise adequate cast." Frank Torrez, *Los Angeles Herald-Examiner*.

Struck by Lightning (CBS, Wednesday, 8:30-9)

"Yoo-hoo, Frankenstein's monster! You never looked lovelier than in *Struck by Lightning*, the minimally inspired but disarmingly performed new CBS comedy series. ... The show is gimmick comedy, reminiscent of *The Addams Family* and *The Munsters*, though a little less childish. But [star Jack] Elam's definitively frazzled characterization is priceless. ... Unfortunately the problem facing all writers of family-hour comedy ... is how to balance a script between kiddie appeal and adult appeal and as almost always happens, they've cast their lot with the tots ... but [Elam's] performance is still a joy." Tom Shales, *Washington Post*.

"The opening episode is ponderous as it sets up the characters and one-joke situations. ... the show will need a secret formula to keep itself alive." Kay Gardella, *New York Daily News*.

"It is distressing to watch a fine character actor like Jack Elam trapped in the caricature of Frank. The script even affords him an unintentionally touching line: 'I hate doing this—it's so demeaning.'" John J. O'Connor, *New York Times*.

"Once beyond Elam and the monster gimmick, the half hour is an insipid wasteland." Howard Rosenberg, *Los Angeles Times*.

"Elam does marvelous things with a script that intentionally or not supplies him with the best lines. ... The rest of the show leaves a lot to be desired." Frank Torrez, *Los Angeles Herald-Examiner*.

Benson (ABC, Thursday, 8:30-9)

"... one of the most successful comedy series to be unveiled so far this season. The script is bright, the pacing crisp and the execution polished ... *Benson* works with a seemingly effortless smoothness that has been a hallmark of television's best situation comedies. ..." John J.

O'Connor, *New York Times*.

"... should be one of the few hits of the new season... The series, sharply written by [Susan] Harris, can't miss... I think that NBC and CBS will draw mature viewers while NBC will walk off with the youth audience and undoubtedly will win the night." Kay Gardella, *New York Daily News*.

"... The biggest reason that *Benson* works [though the main characters are good] is the writing of Susan Harris... the best female comedy writer now at work in series television. Only a few men with much longer experience in the medium, such as Danny Arnold, the creator of *Barney Miller*, are better at the job..." Les Winfrey, *Philadelphia Inquirer*.

"Every so often a new series bears the stamp of success. Such is the case with *Benson*, preordained to be the hit of the new season..." Dan Lewis, syndicated entertainment writer.

"... By general agreement, *Benson* is the best of the new season's comedies, next to *Nobody Is Perfect*, which ABC removed from the schedule because, ABC said, it's not perfect. Picky, picky. Actually,

Benson is only a better version of *Hizzoner*. The difference between *Soap* and *Benson* says how markedly TV has declined in only two years. We are marching backward into the past at an alarming rate..." Marvin Kitman, *Newsday*.

"In the very early 50's, ABC televised a series called *Beulah* about a wise and lovable, mammy-like maid... However, the implicit message of the show was that blacks could harbor no nobler aspiration than to serve, comfort and mollycoddle whites. It was a counterfeit vision in 1950, and it's certainly no pleasure to find it resurfacing now—and on the same network even—with *Benson*... *Benson* looks to be a dishonorable smash." Tom Shales, *Washington Post*.

"*Benson*, at least in its pilot, roars out and grabs you. The laughter starts almost from the titles and keeps on throughout the shortest 30 minutes in TV history. It is a very, very funny show. Give at least three-quarters of the credit to riotous Robert [Guillaume]... The rest of the credit goes to Susan Harris, the creator of *Soap* and the spinner-off of *Benson*." Jerry Krupnick, *Newark (N.J.) Star-Ledger*.

TV criticized for poor portrayal of the elderly

Gerbner study contends that the old are underrepresented in programing, and that when they do appear, their roles are stereotypes

In its portrayal of the older person, television is not telling it like it is. That accusation is made in the findings of a two-year research project at the University of Pennsylvania's Annenberg School of Communications.

The findings were presented last Monday (Sept. 17) at a conference in Washington. The research team was headed by the university's Dr. George Gerbner, also known for his studies of violence on TV.

Gerbner and his associates said that at a time when older persons are making up an increasing part of the population, they continue to be underrepresented on TV dramas, leading viewers to believe that older persons are a vanishing breed.

The analysis is based on 1,365 programs and 16,688 characters that appeared in one week of prime-time and weekend-daytime programing in the fall of each year from 1969 to 1978.

The more television viewers watch, the study said, the more they believe that people, and especially women, reach old age earlier in life than others, that the total number of older people is declining rather than increasing, and that older people are inferior in many ways.

It was also contended that when they are present on television, older people are shown as less serious but more stubborn and eccentric than others, less active socially and sexually, and less effective in most other ways.

The findings also show that on TV:

- Older men are more likely to possess powers that are evil and punished by death.

- On the other hand, older women have no such power and are most likely to be victimized by violence.

- Drama is structured so that younger women play opposite older men, meaning that a disproportionate number of women shown are young.

Gerbner emphasized that all of the effects noted in the study were strongest in the under-20 age groups of TV viewers.

"Strikingly, young people are the most susceptible to television's influence," he said. "Therefore, the best and possibly only time to learn about growing old with decency and grace is in youth, in the everyday social and cultural environment."

Principal investigators in the Annenberg project with Gerbner were Larry Gross, an associate professor, and Nancy Signorielli, research coordinator. The study was funded by a \$200,000 grant from the Administration on Aging, Department of Health, Education and Welfare.

Monitor

Hat in the ring. Metromedia Producers Corp., production division of Metromedia Inc., has announced plans for first of four "Golden Circle" syndicated miniseries—*Wild Times*, story of wild west show king, Colonel Hugh Cardiff. Four-hour series will be produced in association with Douglas Netter's Rattlesnake Productions. Budget of \$3 million is planned. Tentative release date is late January. Plans are for MPC to put out four Golden Circle productions annually. Each will be backed with \$250,000 advertising and promotion outlay.

□

The ultimate list. Comedy-variety may be making comeback on network television with new show conceived by NBC President Fred Silverman and being executed by former CBS-TV President Jim Aubrey and producer-director Chris Bearde. *Top Ten* will air on NBC-TV as special in late October and is in running to be picked up as midseason replacement. Show will feature top 10 records of week along with presentations of various other top-10 items—such as eccentric athletic endeavors.

□

Special agent. CBS Entertainment has signed producer Norman Rosemont, through his own Norman Rosemont Productions, to agreement for development of miniseries, motion pictures for television, specials and series pilots. Rosemont is currently producing *All Quiet on the Western Front* in association with Marble Arch Productions for Hallmark Hall of Fame presentation on CBS-TV later this season. Rosemont's TV credits also include *Les Miserables*, *The Four Feathers*, *The Man in the Iron Mask* and *The Red Badge of Courage*.

□

Diversify. TAT Communications Co. has acquired U.S. distribution rights to Australian-made *The Sullivans*. Rights are for 550 half-hour episodes of dramatic series and 40 more currently in production. Deal marks TAT's entry into distribution of series other than those it has produced itself.

□

Behind the headlines. Gary L. Pudney was subject of ABC Entertainment announcement last week that he had been given expanded responsibilities as vice president, special projects and senior executive in charge of talent (see "Fates and Fortunes," page 84). Titles don't always tell all. Here's how one ABC insider reads promotion: "He's now very highly placed within the company and has authority to instigate the most sensitive talent negotiations." In past Pudney has delivered to ABC such stars as Johnny Carson (Emmy Awards host), Jane Fonda, Carol Burnett and Goldi Hawn. Move consolidates artist relations, casting and talent development in entertainment division.

□

'The Adventures of Garry Marshall.' That's subtitle for half-hour documentary scheduled for Oct. 3 Public Broadcasting Service run. Called *Sitcom* and produced by independent Television City Productions in association with WNET(TV) New York and KCET(TV) Los Angeles, show takes viewers behind the scenes "on the making of successful network prime-time comedy shows." Also featured will be "spots" by humorist Marshall Efron on business of TV.

In-House television

Six months after government-run feeds of legislative action began, the networks are still opposed to their lack of control; they haven't aired much yet but may air more as newsier debates occur in closing month

Six months after the red lights on six RCA TK-46 cameras went on and television coverage of the House of Representatives was begun, it would be too much to say that footage of House deliberations has become a staple of the network news shows. It has not. What's more, the dissatisfaction on the part of the network news executives with the system approved by the House—one that puts the cameras in the control of employes of the House—has not worn off.

CBS's Ed Fouhy, the only one of the three network bureau chiefs in Washington to have a precise count, said last week that CBS had used 19 pieces obtained from the feed made available. Twelve were on the *Evening News*, six on the *Morning News* and one on *Sunday Morning*, a 90-minute magazine show.

ABC's George Watson and NBC's Sid Davis estimated their respective networks had each used about 12 pieces in the first six months of camera coverage of the House.

Watson attributed the modest amount of material used from the House feed to the "relatively meager legislative activity." He said there had been "only a handful of major floor debates and key votes." However, CBS's Fouhy predicted interest in House coverage would pick up in the month ahead as the session draws to a close and major issues rise to the top of the legislative agenda.

But there is still what appears to be the resentment the network newsmen feel about what Davis refers to as "government-controlled cameras and direction." The House technicians almost invariably train their cameras on the Speaker's platform and the tables in the well of the House where the Democratic and Republican floor leaders operate. Cutaways to other portions of the House chamber are rare.

"It's like covering a football game with cameras that never focus on the coaches or the players on the sidelines," said Davis. "In the House, frequently, leaders and members are plotting strategy on the side of the chamber," he added. Said Fouhy: "We'd like to go in there and do what we do everywhere else, with professionals taking pictures wherever there is news."

An example of the kind of frustration

the system causes the broadcasters was provided during coverage of the House debate on whether Congress should be given a pay raise. "We used the tape on the debate and it was very good," said Davis. But on a key vote, Davis noted, "the cameras focused on the well, not the 34 congressmen" involved. Normally, cameras turn on a tote board to show the vote of the House, not on the members.

The incident, Davis said, demonstrates the "need for coverage of the House"—and that "the government shouldn't control it."

It was because of the unwillingness of the House members and leadership to risk embarrassment to a member who dozes off or reads a newspaper while a debate is raging about him that the present system was adopted.

Even with the restriction, the network news executives believe the coverage of the House provides a service to the public. "It adds an extra dimension," said Davis.

What's more, noted Fouhy, "it's better than the Senate"—where cameras have yet to be admitted.

Papal preparations

Local stations and networks ready for visit of Pope next month

When Pope John Paul II deplanes next week in Boston, he will find local broadcast journalists alongside their network peers and very much in evidence.

Boston, the first stop in the papal visit to six U.S. cities, offers the first example. Last week, local television and radio stations were feverishly working out details of joint and individual coverage of the Pope's stay there Oct. 1-2.

The major VHF's in the market have formed a co-op to share costs and to pool facilities and manpower. Jim Thistle, news director of WCVB-TV, is coordinating the TV effort. He said that the TV pool coverage is also available on a cost basis to other stations in New England. Additionally, radio stations will be permitted to use the audio pick-up.

Thistle broke down the basic co-op coverage plan: noncommercial WGBH-TV will be at the airport at noon, Oct. 1, three hours before the Pope's arrival, to provide an in-depth report on the start of the U.S. tour. WBZ-TV has been assigned coverage of the motorcade through town. WNAC-TV will take over next at the Cathedral of the Holy Cross, where the Pope is to meet with members of the clergy and the laity. WCVB-TV will handle the fourth major segment, when John Paul II celebrates mass on the Boston Commons. Plans were also being ironed out last week for special pick-

ups the balance of the day and the next morning (Oct. 2) when the pontiff leaves for New York.

Additionally, Boston's TV outlets were planning special and expanded news reports of their own. For instance, WNAC-TV will offer "The Pope in Boston: Preview" and "The Pope in Boston: Epilogue" on the days before and after the Pope's visit. WNAC-TV also said that its Mary Richardson, already in Ireland on another assignment, has been promised a seat on the papal plane from Ireland to Boston.

Independent WSKB-TV Boston, not a member of the co-op, has been exploring the possibility of providing a Spanish translation for the mass on the commons.

Ed Bell, news director of WHDH(AM) Boston, is pool chairman of the radio coverage there. He said that "dry sound" from the Boston airport, the cathedral and the commons TV coverage will be offered along with the radio pool's back-up coverage of the events. Bell said the service will be offered on a cost-sharing basis to all radio outlets in the region. He also said the audio reports will be provided in a manner that will enable radio outlets to

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take feeds while anchoring their own coverage from their studios.

At the networks, preparations were beginning to take final shape, not only for the Boston stopover but for all of Pope John Paul II's American tour.

All three commercial TV networks have announced plans for live coverage of the Pope's arrival in Boston, and his address before the UN General Assembly in New York the following afternoon (Oct. 2).

Coverage of other events, however, depends on the network. ABC-TV, for example, will be the only network to offer live coverage of the Pope's mass in Washington Sunday, Oct. 7 (BROADCASTING, Sept. 17). Both NBC-TV and CBS-TV are keeping their regularly scheduled football games (ABC-TV has none that day) but CBS-TV will offer a tape of the mass during halftime of its second football game.

Much of the minute details of the coverage remained to be planned last week but NBC-TV, in particular, was able to come up with an extensive outline. On Monday, it also will have a 90-minute news report at 11:30 p.m.; Wednesday coverage will include the parade in New York and the Pope's blessing and address; Saturday the network will cover the Pope's reception at the White House, and on Sunday, from various Washington locations, his address, audience with Catholic educators and prayer service. *Prime-Time Sunday* will wrap up the Pope's trip.

In addition, NBC-TV is planning on feeding affiliates 10-minute highlight reports on the Pope's mass on the Boston Commons and his arrival at St. Patrick's cathedral in New York.

Scheduled thus far for CBS-TV in addition to the arrival and UN address, were a half-hour special at 11:30 p.m. on Monday; White House coverage on Saturday, and broadcast of a portion of the mass during football halftime on Sunday.

ABC-TV also had coverage decisions still to come but was set for the arrival, the UN speech and the Washington mass. That network also was planning a half-hour special but had not yet slotted a time or day.

On Sept. 30, NBC Radio has scheduled *The Jeweler's Shop: A Meditation on the Sacrament of Marriage Passing at Times*

NewsBeat

Open court. New Hampshire state supreme court has won appreciation of journalists in that state as result of its ruling on fair trial-free press question. At issue was state superior court order concerning pretrial hearing on whether to suppress evidence against two defendants in murder-robbery case; court felt evidence might result in adverse publicity. Trial judge had originally closed trial—on motion of prosecutor, with concurrence of defense attorney—but later reopened it on intervention of Keene Publishing Co., publisher of *Keene Sentinel*. Judge, however, required that newspaper's counsel attend proceeding and advise client on information that might be published. Judge wanted to avoid publicity that might require "change of venue . . . or alternative actions by the court." Supreme court, however, overturned that order, stating that it constituted "an implied 'gag' order" of kind U.S. Supreme Court, in landmark Nebraska Press Association decision in 1976, found to be violation of First Amendment.

□

Peace in Washington. Gordon Peterson, WQVM-TV Washington anchorman who lost court battle to invalidate station's personal services contract with him (BROADCASTING, Sept. 17), will not pursue issue. Peterson, who originally planned to move to WRC-TV Washington, has now signed new contract with WQVM-TV that is understood to go long past former expiration date of July 1981 and give him more voice in station's news operation.

□

Battle in Baltimore. American Federation of Television and Radio Artists said it has received grievance complaint filed by Bill Markham, former anchorman of WMAR-TV Baltimore. Markham, who joins WSM-TV Nashville next month, was released by Baltimore station, reportedly after public criticisms of WMAR-TV's new news concept. Dale Wright, president and general manager of WMAR-TV, declined to comment other than to confirm Markham's dismissal for "gross misconduct"—cause that is infrequently used and one that permits firing without severance and other considerations. AFTRA spokesman said matter will be taken up at next board meeting in early October with emphasis on "gross misconduct" allegation.

□

Crosscountry. KRON-TV San Francisco, ch. 4 NBC affiliate, is setting up seven-person Washington bureau to supply five-day-per-week feeds via satellite. Bureau, expected to begin operation in late October, is headed by George Osterkamp, formerly news director at San Francisco's noncommercial KQED-TV. It will be staffed with two ENG crews and reporters Gail Christian, from KNBC-TV Los Angeles, and Jeff Hodes, from Independent Television News Association. Bureau will have \$500,000 budget.

into Drama, a three-act play written by the pontiff while was a priest in Poland.

NBC Radio says broadcast rights were secured from the Vatican. Cast in two major roles are Don Ameche and Kevin McCarthy. Music will be by the choir of St. Patrick's cathedral in New York. The play will be fed at 8:06-8:58 p.m.

Among the other local and syndicated programming planned in conjunction with the papal visit:

WPIX-TV New York not only is offering a 60-minute news special locally, but in syndication as well. In cooperation with

NYT Productions, a division of the *New York Times*, WPIX has produced *The Priest from Poland*, to be transmitted via satellite by The Robert Wold Co. the Sunday before his U.S. visit. WPIX expects a minimum of 20 stations on board and by mid-week last week had commitments from 11, with seven stations in the top-10 markets.

WOR-TV New York has scheduled an hour special, *The Journey of John Paul II*, without commercial interruption, for Sept. 30.

C-SPAN expansion

The Cable Satellite Public Affairs Network (C-SPAN), created to provide cable systems with live programming from the floor of the House of Representatives, announced last week it is expanding its operation beyond the walls of the Capitol.

Beginning Dec. 5, C-SPAN will televise three to five weekly hours of question-and-answer sessions involving high school students and government officials. The students will be participants in *Close Up*, a program that, since 1971, has been taking students and teachers to Washington to observe the workings of government.

Brian Lamb, president of C-SPAN, said the exact details of how the televised *Close Up* series would be packaged have not been worked out, but the programs will be televised when House is not in session.

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The Broadcasting Playlist Sep 24

Contemporary

Playback

Last This week week	Title □ Artist	Label
4 1	<i>Sad Eyes</i> □ Robert John	EMI/America
9  2	<i>I'll Never Love This Way Again</i> □ Dionne Warwick	Arista
6 3	<i>Lonesome Loser</i> □ Little River Band	Capitol
1 4	<i>My Sharona</i> □ The Knack	Capitol
7 5	<i>Rise</i> □ Herb Alpert	A&M
2 6	<i>After the Love Has Gone</i> □ Earth, Wind & Fire	Columbia
8 7	<i>Don't Bring Me Down</i> □ Electric Light Orchestra	Epic
5 8	<i>Lead Me On</i> □ Maxine Nightingale	Windsong
14  9	<i>Don't Stop Til You Get Enough</i> □ Michael Jackson	Epic
11 10	<i>Devil Went Down to Georgia</i> □ Charlie Daniels Band	Epic
17  11	<i>Sail On</i> □ Commodores	Motown
29  12	<i>Pop Muzik</i> □ M.	Warner Bros.
3 13	<i>Good Times</i> □ Chic	Atlantic
10 14	<i>Main Event</i> □ Barbra Streisand	Columbia
16 15	<i>What Cha Gonna Do</i> □ Stephanie Mills	20th Century
20 16	<i>Driver's Seat</i> □ Sniff 'n' the Tears	Atlantic
12 17	<i>Goodbye Stranger</i> □ Supertramp	A&M
26  18	<i>Bad Case Of Loving You</i> □ Robert Palmer	Island
—  19	<i>Heartache Tonight</i> □ Eagles	Elektra
—  20	<i>Come To Me</i> □ France Joli	Prelude
35  21	<i>Boss</i> □ Diana Ross	Motown
24 22	<i>Spooky</i> □ Atlanta Rhythm Section	Polydor
22 23	<i>Cruel To Be Kind</i> □ Nick Lowe	Columbia
—  24	<i>Tusk</i> □ Fleetwood Mac	Warner Bros.
23 25	<i>Heaven Must Have Sent You</i> □ Bonnie Pointer	Motown
28 26	<i>I Do Love You</i> □ G.O.	Arista
27 27	<i>Depending On You</i> □ Doobie Brothers	Warner Bros.
33  28	<i>You Decorated My Life</i> □ Kenny Rogers	United Artists
31 29	<i>Lovin' Touchin' Squeezin'</i> □ Journey	Columbia
34 30	<i>Get It Right Next Time</i> □ Gerry Rafferty	United Artists
15 31	<i>Let's Go</i> □ Cars	Elektra
37  32	<i>Where Were You When I Was Falling in Love</i> □ Lobo	MCA
38  33	<i>Dim All the Lights</i> □ Donna Summer	Casablanca
36 34	<i>Dirty White Boy</i> □ Foreigner	Swan Song
39 35	<i>Different Worlds</i> □ Maureen McGovern	Warner Bros.
40 36	<i>Good Girls Don't</i> □ The Knack	Capitol
—  37	<i>Found a Cure</i> □ Ashford & Simpson	Warner Bros.
32 38	<i>Born To Be Alive</i> □ Patrick Hernandez	Columbia
42  39	<i>Hold On</i> □ Ian Gomm	Epic
30 40	<i>Hot Summer Nights</i> □ Night	Planet
21 41	<i>You Can't Change That</i> □ Raydio	Arista
19 42	<i>Rolene</i> □ Moon Martin	Capitol
—  43	<i>Street Life</i> □ Crusaders	MCA
—  44	<i>Broken Hearted Me</i> □ Anne Murray	Capitol
—  45	<i>Good Friends</i> □ Mary MacGregor	RSO
— 46	<i>Gotta Serve Somebody</i> □ Bob Dylan	Columbia
44 47	<i>Arrow Through Me</i> □ Wings	Columbia
43 48	<i>I Know a Heartache</i> □ Jennifer Warnes	Arista
— 49	<i>This Night Won't Last</i> □ Michael Johnson	EMI/America
— 50	<i>So Good So Right</i> □ Brenda Russell	A&M


Splashdown. Fleetwood Mac broke the suspense last week with *Tusk* (Warner Bros.), the group's first single since the four that were drawn from their last LP, *Rumours*, all of which numbered among "Playlist's" Top 100 records in 1977). "It's a real shocker," comments Dick Thompson, program director at WHOT(AM) Campbell, Ohio. "Our FM listeners love it, but our AM listeners, who are a dyed-in-the-wool, top-40 audience, seem a little unsure." Jonathan Little, program director at WISM(AM) Madison, Wis., reports, "We started getting phone calls the day after we put it on the air and within three days, it was our ninth most requested record." Little describes the single as "a nice progression from *Rumours*" and "easily a top-five record." *Tusk* bolts onto "Playlist" this week at 24.

Landslide. Scoring a unanimously favorable vote from programers is the Eagles' newest single, *Heartache Tonight* (Elektra), which bolts onto "Playlist" this week at 19. "It's going to climb the mountain fast," predicts Don Perry, program director at WTRY(AM) Troy, N.Y., "and if the single is any indication of what's on the LP, they've got a megamonster on their hands." Jim Roberts, new program director at WKWK(AM) Wheeling, W. Va., describes the single as "the best in the last several releases from the Eagles" and "a good programming record that fits in all dayparts."

Spotlight. France Joli's highly successful disco single, *Come to Me* (Prelude), bolts onto "Playlist" this week at 20. "If it were [Donna] Summer's, it would be a number-one record," says Roberts. "It's different, well-produced and Joli's a great singer, but she's relatively unknown."

Country

Last This week week	Title □ Artist	Label
4 1	<i>Dream On</i> □ Oak Ridge Boys	MCA
—  2	<i>All the Gold In California</i> □ Larry Gatlin	Columbia
3 3	<i>It Must Be Love</i> □ Don Williams	MCA
9  4	<i>Fools</i> □ Brown & Cornelius	RCA
6 5	<i>There's a Honky Tonk Angel</i> □ Elvis Presley	RCA
5 6	<i>You're My Jamaica</i> □ Charley Pride	MCA
14  7	<i>Before My Time</i> □ John Conlee	MCA
7 8	<i>Daddy</i> □ Donna Fargo	Warner Bros.
1 9	<i>I May Never Get to Heaven</i> □ Conway Twitty	MCA
12 10	<i>You Ain't Whistlin' Dixie</i> □ Bellamy Bros.	Warner Bros.
2 11	<i>Only Love Can Break a Heart</i> □ Kenny Dale	Capitol
8 12	<i>My Silver Lining</i> □ Mickey Gilley	Epic
20  13	<i>I Don't Do Like That No More</i> □ Kendalls	Ovation
15 14	<i>In No Time At All</i> □ Ronnie Milsap	RCA
11 15	<i>I Know a Heartache</i> □ Jennifer Warnes	Arista
18 16	<i>Fooled By a Feeling</i> □ Barbara Mandrell	MCA
13 17	<i>Just Good Ol' Boys</i> □ Moe & Joe	Columbia
24  18	<i>Half the Way</i> □ Crystal Gayle	Columbia
10 19	<i>Til I Can Make It On My Own</i> □ Rogers & West	U.A.
19 20	<i>Last Cheater's Waltz</i> □ T.G. Sheppard	Warner Bros.
— 21	<i>All I Want and Need Forever</i> □ Vern Gosdin	Elektra
— 22	<i>If I Fell In Love</i> □ Rex Allen Jr.	Warner Bros.
17 23	<i>Devil Went Down to Georgia</i> □ Charlie Daniels Band	Epic
— 24	<i>You Decorated My Life</i> □ Kenny Rogers	United Artists
22 25	<i>Here We Are Again</i> □ Statler Bros.	Mercury

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.

On the verge of a technological revolution

At BFM meeting in New York, experts spell out some changes that new developments in satellites, cable, equipment and radio will bring in the 80's

Broadcasting in the 1980's will see profound changes in equipment, program production and distribution. That was the word passed along to those attending the first general session of the Broadcast Financial Management Association's 19th annual conference held in New York last week. Gathered in the Grand Ballroom of the Waldorf-Astoria hotel for an electronic and communication industry symposium, the audience heard a panel of experts detail how changes in technology may affect the industry. The presentations discussed not only costs, but the larger issues of broadcasting's survival in the face of developments in satellites and cable.

Perhaps the most provocative of the speakers was Warner Bros. Television's Ed Bleier, who indicated from the outset that provocation was his intention. Bleier castigated broadcasters for failing to keep in mind that "what we sell is audience" and said that the industry "will miss the mark" in the next decade if, in the face of fractionalization of the television audience by cable, pay cable and STV, it "doesn't look to attract the most eyeballs."

He accused broadcasters of preparing for the future the same way French generals built their Maginot Line, concentrating on "the thickness of concrete" instead of basic strategy. Bleier believes that networks are "the best vehicle for popular

mass programing" and that their importance to broadcasters will grow in the 80's. He also called on independent stations to use "network type" programing and to formalize ad hoc networking arrangements and become full-fledged additional networks. The critical question of the next decade, in his view, is whether creative talent will be banded together with enough money to generate the "critical mass" necessary to produce the quality of program needed to attract a general audience. He pointed to the programing that filled local access slots as an example of what broadcasters have to avoid in the 80's, saying "any time you degrade programing and cheat the audience, you chip away at the base" on which the industry rests.

Arno W. Mueller, vice president for finance and cable TV for Storer Broadcasting, detailed what can be expected in the cable area. He sees 50% to 60% of American homes as cable subscribers by the end of the decade, with systems in such major markets as Dallas and Pittsburgh by the mid-80's. Mueller tied the explosion of cable in the last few years to technological advances: satellites, improvements in digital processing and the development of reliable converters.

Satellites were discussed by Bob Bennett of Scientific Atlanta. However, he concentrated on their benefits to broadcasters. While it's widely known that CATV systems use satellites, with about 2,000 earth stations owned by CATV operators, Bennett said, there's been much less publicity regarding the number of broadcasters with earth stations. He put the figure at 146 public television stations with dishes, plus 42 commercial stations, with 10 more commercial stations soon to add satellite capability. Moreover, 19 common carrier earth stations are frequently used by broadcasters.

Graphically demonstrating the cost advantage of satellite feeds over land lines,

he showed how one station could cut its transmission costs for a two-and-a-half hour baseball game in half, if it owned an earth station. A further advantage, he noted, was that with a feed to multiple stations, the basic satellite time charge remains the same. Bennett indicated that the cost of satellite earth stations varies enormously, running from a low of \$15,000 for a receive-only station with a fixed five-meter dish up to \$150,000.

ABC Engineering's Michael Fisher detailed how rapidly advancing technology has made a basic change in the routine process of determining when to make equipment purchases. No longer can replacement simply be timed to the date old equipment wears out. Now, Fisher said, technical obsolescence has become the determining factor, with outmoded equipment threatening a station's competitive stance.

The benefits of circular polarization in transmission systems were used by Fisher as a prime example of a technical edge that could generate competitive advantages. He discussed other equipment areas, such as VTR's and ENG, where rapid developments are taking place and putting increased pressure on financial managers.

Radio was not ignored in this look into the future, with Mark Roth of ABC Radio prognosticating in that field. "More" will be the most important word for radio broadcasters in the coming decade, according to Roth. He saw more competition between AM and FM, more competition for listeners, more specialization and diversity of services, and finally, more stations.

While it won't "happen overnight," he felt "the direction the industry is being nudged is clear." At the same time, Roth said he believes the FCC has not heeded calls from a variety of sources for a total review of allocations, and he saw a very real question as to whether the marketplace could support the increase in outlets. Similarly, he warned that radio deregulation, with its attached price of a greater number of stations, may prove to be a Trojan Horse that could result in actions that would "undermine the industry's financial stability."

One other area reviewed at the symposium was teletext and the associated technologies for closed captioning and viewdata. John Ball of PBS not only outlined the closed captioning developments in this country, but also provided some details of the British viewdata system. One aspect of the British experience with such technologies has been its cool reception in commercial quarters. The systems utilize hand-held remote control units for viewers' convenience, and Ball indicated that viewers use the units to cut out the sound during commercials.

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Accepting for Sony. Masahiko Morizono (l), managing director of the Sony Corp. Video Products Division, and Koichi Tsunoda, president of Sony Video Products. **And for Ampex.** Donald V. Kleffman, vice president and general manager of the Ampex Audio-Video Systems Division (l), with NATAS chairman Robert Wussler, of Pyramid Productions.

A NATAS revel for two rivals

Ampex and Sony are honored with Emmys for development of one-inch C format helical VTR's

As the lights of New York sparkled into the distance 65 stories below, nearly 200 representatives and friends of Sony, Ampex and the Society of Motion Picture and Television Engineers gathered last Monday evening in the Rainbow Room atop the RCA building for the presentation of this year's Emmy Award for Outstanding Achievement in Engineering Development. National Academy of Television Arts and Sciences Chairman Robert Wussler and Academy President John Cannon officiated at the ceremony, which saw Sony and Ampex honored for their development of the compatible one-inch type C format for videotape recorders. SMPTE received an engineering citation from the academy for its work in establishing the technical standards of compatibility between the two companies' designs.

Wussler, who now heads Pyramid Productions and whose career includes stints as CBS-TV president and president of CBS Sports, praised the format as "another major step in loosening some of the constraints placed upon the creative artist." He called it "a prime example of the contributions that these two corporations have made and continue to make in the interest of providing a more economical environment, less encumbered by hardware, in which the creative artist will work."

Accepting the award for Ampex was Donald Kleffman, vice president and general manager of the company's Audio-Video Systems Division. Masahiko Morizono, managing director of the Video Products division of Sony Corp., and Koichi Tsunoda, president of the Sony Video Products Co., accepted for Sony. SMPTE's citation was presented to its television vice president, Fred Remley.

The two companies had each introduced VTR's using the type C format by early 1977, with the technical standards that permit complete tape interchangeability between their product lines formally es-

tablished in the spring of 1978. Sony and Ampex then retrofitted machines already in use to conform to the specifications.

Academy President Cannon said the Engineering Award "signifies the spirit of invention and creativity that prevails for the benefit of the viewing public."

Morizono praised the combined efforts of all three honorees, observing that broadcaster acceptance of type C machines "would have been unthinkable without the SMPTE standards—and the SMPTE standards would have been just another good idea without the cooperation of the people represented here tonight."

Griffiths floats idea on world domsat system

RCA president says globe could be covered from three orbit positions, suggests ITU take development lead

RCA President Edgar H. Griffiths last week proposed the formation of domestic satellite networks to serve the communications needs of all countries of the world.

In a speech before the World Telecommunications Forum in Geneva, he said that people in whole regions of the globe "remain ignorant of the simplest things that could improve their lives because there is no structured way to communicate to them . . . and trade between neighboring countries stagnates for want of information."

During this decade, he said, the primary thrust of satellite development has been toward a worldwide communications system. He argued that the emphasis should shift in the 1980's to the growth of domestic systems for national and regional use.

He contended that three domestic satellite locations positioned above continents should serve the need of all nations—one for both Americas; a second for Europe, Africa and the Middle East, and a third for the Asian continent, including the islands of the Pacific. He estimated that at the most a dozen satellites

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would be needed at the three locations.

Griffiths suggested that the International Telecommunications Union should be the organization to take the lead in organizing a worldwide domsat service. He added:

"The United Nations has proposed that 1983 can be designated as World Communications Year. That should provide us with a focal point around which we can mount an intensive appeal to government and political leaders for the necessary financial and technical support."

NAB engineering roster

The National Association of Broadcasters has announced the members of its 1979-80 engineering committees.

Engineering Advisory—Robert W. Flanders, McGraw-Hill Broadcasting, Indianapolis, chairman; Leslie Arries, WIVB-TV, Buffalo, N.Y.; William E. Garrison, Multimedia Broadcasting, Greenville, S.C.; Eugene R. Hill, Taft Broadcasting, Cincinnati; Albin Hillstrom, KOOL Radio and Television, Phoenix; Eugene Jackson, National Black Network, New York; Walter E. May, WPKE(AM)-WDHR-FM, Pikeville, Ky.; Martin Meany, NBC Television Network, New York; Robert A. O'Connor, CBS Television Network, New York; R. LaVerne Pointer, American Broadcasting Companies, New York; Doyle Thompson, Landmark Communications, Norfolk, Va., and William Wisniewski, Mutual Broadcasting System, Arlington, Va.

Broadcast Engineering Conference—Edward H. Herlihy, Golden West Broadcasters, Los Angeles, chairman; James Boyd, Scripps-Howard Broadcasting, Cleveland; Robert Butler, NBC Television Network, New York; Joseph P. Gill, Cosmos Broadcasting, Columbia, S.C.; William Honeycutt, KDFW-TV, Dallas; Pointer; Russell B. Pope, Golden Empire Broadcasting, Chico, Calif.; L.S. Stevens, Plough Broadcasting, Memphis; Richard G. Streeter, CBS Television Network, New York; Charles Wright, WBYS-AM-FM, Canton, Ill., and Wisniewski.

InSync

Off center. Listeners had to have supple wrist to keep dial tuned to KLAQ(AM) Lakewood, Colo., earlier this month. During two days of tests, station, which normally transmits at 1600 khz, shifted to 1596 khz, then to 1604 khz and finally back to 1600. Tests were conducted in conjunction with National Telecommunications and Information Administration, which is trying to determine practical effect of its 9 khz spacing proposal, currently before FCC, on stations with directional antennas. NTIA would like FCC to reduce spacing by 1 khz as means to increase number of AM stations. According to Gerard Westberg, technical director at KLAQ, shifting has negligible effect on coverage pattern and KLAQ incurred no additional cost in making shift because it used directional array.

Unveiling. CBS's teletext system will be demonstrated this week. CBS's teletext, which will use vertical blanking interval, was developed at its KMOX-TV St. Louis. CBS executives, including Broadcast Group President Gene F. Jankowski, will be on hand Monday at corporate offices in Washington for complete review of test results and demonstration of new teletext magazine. Presentation will be made on video tape, but real thing will be demonstrated Thursday at KMOX-TV. FCC Chairman Charles Ferris and other commissioners have been invited to Monday show.

Two into one. Electronics Industries Association has announced agreement to merge with Institute of High Fidelity. Union is subject to vote by full membership of IHF and board of governors of EIA.

Satellite goes to school. University of the Pacific's McGeorge School of Law, in cooperation with New York University School of Law, is giving communications policy and law course this fall via satellite and tape cassette. University of Pacific, in Stockton, Calif., receives 13 hours of seminar videotaped at NYU last springs; each 90-minute tape is supplemented by 60 minutes of class discussion with NYU law professor appearing live via satellite. Questions and answers are transmitted by Westar I; Viacom International is handling satellite arrangements.

For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Sept. 10 through Sept. 14,

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

FM applications

■ Evergreen, Ala.—Keith Holcombe seeks 93.5 mhz, 3 kw, HAAT: 235 ft. Address: Rt. 1, Box 411, Evergreen 36401. Estimated construction cost \$80,276; first-year operating cost \$29,120; revenue \$72,000. Format: country/pops. Principal: Holcombe is general manager for Evergreen manufacturer. He has

no other broadcast interests. Ann. Sept. 12.

■ Metropolis, Ill.—Owensboro on the Air Inc. seeks 98.3 mhz, 3 kw, HAAT: 300 ft. Address: Highway 60 West, P.O. Box 1828, Owensboro, Ky. 42301. Estimated construction cost \$205,489; first-quarter operating cost \$55,900; revenue \$27,000. Format: beautiful music. Principals: Pauline H. Steele and her son, Robert (100%, held as co-trustees under will of V.J. Steele). Applicant also owns WVJS(AM)-WSTO(FM) Owensboro, Ky. Ann. Sept. 12.

■ Goodrich, Mich.—Genesee County Educational Radio Inc. seeks 91.1 mhz, 117 w, HAAT: 100 ft. Address: 6116 South State Rd., Goodrich 48438. Estimated construction cost \$3,805; first-quarter operating cost \$10,981; revenue \$1,500. Applicant is non-profit corporation, created for purpose of operating station; Ron G. Whitwell is president of board of directors. Ann. Sept. 12.

■ Westerville, Ohio—Metro Broadcasting Inc. seeks 103.9 mhz, 2 kw, HAAT: 356 ft. Address: 365 Home Rd., Rt. 4, Delaware, Ohio 43015. Estimated construction cost \$118,643; first-quarter operating cost \$30,000. Format: jazz. Principals: Mark and Jerry Litton, brothers, and Paul Heinlein. Mark Litton owns Delaware, Ohio, telephone systems sales firm and is air personality for WRFD(AM) Worthington, Ohio. Heinlein is assistant chief engineer for WRFD and Jerry Litton is employe of Columbus, Ohio, restaurant operator. None has other broadcast interests. Ann. Sept. 12.

■ Lincoln City, Ore.—Brown Broadcasting Enterprises Inc. seeks 96.7 mhz, 3 kw, HAAT: 300 ft. Address: 1818 NE 21st St., Lincoln City 97367. Estimated con-

struction cost \$55,195; first-quarter operating cost \$5,187. Format: MOR. Principal: William G. Brown, who also owns KBCH(AM) Lincoln City. Ann. Sept. 12.

Ownership Changes

Applications

■ WARI(AM)-WXLE(FM) Abbeville, Ala. (AM: 1480 khz, 1 kw-D; FM: 94.3 mhz, 3 kw)—Seeks assignment of license from Abbeville Radio Inc. to Henry County Broadcasting Inc. for \$174,387. Seller is owned by James K. Sanders III (51%) and Robert G. Webb and his wife, Karen (49% held jointly). None has other broadcast interests. Buyer is owned principally by B. Carroll Eddins and his wife, Elsa. They also have controlling interest in WAGF(AM) Dothan, Ala., and WFMH-AM-FM Cullman, Ala. He also owns 33 1/3% of WMCI(AM) Columbia, Tenn. Ann. Sept. 6.

■ KQXE(AM)-KIOG(FM) Mesa, Ariz. (AM: 1310 khz, 5 kw-D, 500 w-N; FM: 104.7 mhz, 100 kw)—Seeks assignment of license from Al Rau, receiver for bankrupt Southwestern Media Corp., to Western Cities Broadcasting Inc. for \$2.5 million. Southwestern Media Corp. is owned by Lowell Homburger (21%) and nine others. Homburger and his wife are now buying WRDD(AM) Bay City, Mich. (BROADCASTING, Aug. 6). Earlier deal to sell Mesa stations to black group for \$1.85 million was called off by bankruptcy judge (BROADCASTING, Aug. 21, 1978). Buyer is owned by Peer Pederson, Howard Warren and Richard

and William Phalen (brothers), who own KZAP(FM) Sacramento, Calif., KMJJ(AM)-KLUC(FM) Las Vegas and KMGX(AM)-KRQQ(FM) Tucson, Ariz. Ann. Sept. 6.

■ KSLY(AM)-KUNA(FM) San Luis Obispo, Calif. (AM: 1400 khz, 1 kw-D, 250 w-N; FM: 96.1 mhz, 5.6 kw)—Seeks assignment of license from KSLY Inc. to San Luis Obispo Broadcasting Inc. for \$1,575,000. Seller is subsidiary of Sunbelt Communications Ltd., owned by C.T. Robinson, William C. Moyes, Michael Hesser and Robert Magruder. Sunbelt also owns KQEO(AM)-KZZX(FM) Albuquerque, N.M.; KVOR(AM)-KSPZ(FM) Colorado Springs, and The Research Group, San Luis Obispo market research firm, and has purchased, subject to FCC approval, KFYE(FM) Fresno, Calif. (BROADCASTING, March 12). Buyer is owned by Dudley A. White and family, who own newspapers in Ohio, Tennessee and Michigan. They have purchased four other stations since May 1978: KBPI(FM) Denver; KDKB-AM-FM Mesa-Phoenix, Ariz., and KZAM(AM) Bellevue, Wash. Ann. Sept. 6.

■ KVML(AM)-KROG(FM) Sonora, Calif. (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 92.7 mhz, 3 kw)—Seeks assignment of license from Herold Broadcasting Co. to Portuguese American Communications Corp. for \$750,000. Seller is partnership of Joseph and Charles Herold, brothers, who have no other broadcast interests. Buyer is owned by Albano G. Oliveira and Decio de Oliveira, brothers (20.3% each); Joe Quadros (20.3%); Anthony D. Azevedo (18.7%); John V. Cardadeiro (17.3%), and Alfred DiJulio (3.1%). Albano Oliveira, Azevedo and DiJulio own *The Portuguese News*, published in San Leandro, Calif. Decio Oliveira is San Jose, Calif., dentist. Quadros in Hayward, Calif., pipelayer. Cardadeiro is Emeryville, Calif., freight dispatcher. Ann. Sept. 10.

■ WKTZ(AM) Arlington-WKTZ-FM Jacksonville, both Florida. (AM: 1460 khz, 1 kw-D; FM: 96.1 mhz, 90 kw)—Seeks assignment of license from Jones College to Beck-Ross Communications Inc. for \$2.5 million. Seller is private college with no other broadcast interests; Ed Bell Oberle is president and general manager. Buyer is owned by Martin F. Beck and George Ross, who also own WHCN(FM) Hartford, Conn.; WKMF(AM)-WGMZ(FM) Flint, Mich., and WBLI(FM) Patchogue, N.Y. Ann. Sept. 6.

■ WKOQ-AM-FM Gordon, Ga. (AM: 1560 khz, 5 kw-D; FM: 107.1 mhz, 3 kw)—Seeks assignment of license from VanCo Broadcasting to Suncoast Broadcasting Inc. for \$180,000. Seller is owned by Dale Van Cantfort, who has no other broadcast interests. Buyer is owned by Marshall W. Rowland and his wife, Carol, who also own WQIK-AM-FM Jacksonville, Fla. Ann. Sept. 6.

■ WNVL(AM) Nicholasville, Ky. (1250 khz, 500 w-D)—Seeks transfer of control of Greater Kentucky Broadcasting Corp. from Walter E. May (50% before; none after) to Herman G. Dotson and Henry D. Stratton (33 1/3% before; 83 1/3% after). May is exchanging his 50% interest in WNVL as well as in WVKY(AM) Louisa, Ky., for Dotson's and Stratton's 10% interest each in WPKE(AM)-WDHR(FM) Pikeville, Ky. Dotson and Stratton will also pay May \$9,400 each. May also owns WJUT(AM) Jellico, Tenn. Dotson and Stratton also have interest in WLAF(FM) LaFollette, Tenn. (20% each); WVKY (16 2/3% each), and WFTG(AM) London, Ky. (8 1/3% each). Stratton also owns 34% of WCPM(AM) Cumberland, Ky., and 50% of WNRG(AM) Grundy, W. Va. Ann. Sept. 6.

■ WLPQ(AM) (CP, not on air) Pittsburg, KY. (1600 khz)—Seeks transfer of control of Q Radio Group Inc. from Mark A. Cole and David L. Hume (66 2/3% before; none after) to Tony M. Price (33 1/3% before; 100% after). Consideration is to be determined by FCC and based on expenses incurred by Cole and Hume is applying for construction permit. Price is Liberty, Ky., bank manager. Ann. Sept. 6.

■ WAPT(TV) Jackson, Miss. (ch. 16)—Seeks transfer of control of Television American Sixteen Inc. from stockholders (100% before; none after) to Clay Broadcasting Corp. of Mississippi Inc. (none before; 100% after). Consideration: 7,905,878. Sellers are Louis C. Hopper and family, Louis A. Farber, Robert G. Nichols and family, Curtis D. Roberts, William Neville and Russell Birmingham. Hopper and Roberts own 1/3 each in WLIN(AM) Jackson, Miss. Buyer is owned by Lyell B. Clay and family. It also owns WWAY(TV) Wilmington, N.C.; KFDX-TV Wichita Falls and KJAC-TV Port Arthur, both Texas, and three West Virginia newspapers. George Diab is vice president in charge of television operations. Ann. Sept. 10.

■ KKIM(AM) Albuquerque, N.M. (1000 khz, 10 kw-

D)—Seeks assignment of license from Christian Enterprises Inc. to Albuquerque Broadcasting Co. for \$600,000. Seller is non-profit corporation; Harold Erikson is president of board of directors. It also owns KKOZ-AM-FM Billings, KGLE(AM)-KIVE(FM) Glendive and KGVW-AM-FM Belgrade, all Montana. Buyer is owned by Thomas B. Smiley Jr. and his son, Thomas B., and John T. Fay (1/3 each). Elder Smiley is one-third owner and manager of Lakeside, Calif., aircraft parts manufacturer. His son and Fay are Houston real estate investors and brokers. Son also owns 51% of KFEL(AM) Pueblo, Colo. Others have no other broadcast interests. Ann. Sept. 6.

■ WRBX(AM) Chapel Hill, N.C. (1530 khz, 10 kw-D, D)—Seeks transfer of control of Carolina Triangle Broadcasting Corp. from Stuart W. Epperson (100% before; none after) to Johnston Broadcasting Inc. (none before; 100% after). Consideration: \$390,000. Principals: Epperson, along with his wife, Nancy, also owns 100% of WKBA(AM) Vinton, Va., and KCFO(AM) Tulsa, Okla.; 50% of JMFM(AM) San Antonio, Tex., and 47% of WEZE(AM) Boston. Buyer is owned by Hugh Johnston, who also owns WDVZ(AM) Green Bay, Wis. Ann. Sept. 11.

■ WABQ(AM) Cleveland, Ohio (1450 khz, 1 kw-D)—Seeks assignment of license from Booth American Co. to WABQ Inc. for \$600,000. Seller, owned by John L. Booth and family, also owns WJLB(AM)-WMZK(FM) Detroit, WSGW(AM)-WIOG(FM) Saginaw and WIBM(AM)-WHFI(FM) Jackson, all Michigan; WRBR(FM) South Bend, Ind.; WTOD(AM)-WKLR(FM) Toledo and WZZP(FM) Cleveland, both Ohio, WIOV(AM)-WZZW(FM) Kokomo, Ind. Buyer is owned by John R. Linn (75%) and his wife, Barbara (25%). John Linn also owns 50% of WLBO(AM)-WWCK(FM) Flint, Mich., and 30% of WCWA(AM)-WIOT(FM) Toledo, Ohio, and WKBZ(AM) Muskegon, Mich. Ann. Sept. 6.

■ WURD(FM) Georgetown, Ohio (97.7 mhz, 1.6 kw)—Seeks transfer of control of Brown County Radio Inc. from Barbara N. Stratman (51% before; none after) to Jerry Kiefer and his wife, Carol (49% before; 100% after). Consideration: \$210,000 plus \$32,250 for agreement not to compete. Stratman has no other broadcast interests. Jerry Kiefer also owns 33 1/3% of WAVV(AM) Vevay, Ind. Carol Kiefer has no other broadcast interests. Ann. Sept. 6.

■ WMOH(AM) Hamilton, Ohio (1450 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Raymar Communications Inc. to RaKel Inc. for \$900,000, including \$150,000 for consultancy and agreement not to compete. Seller is principally owned by R. Markey & Sons Inc., New York, principally owned by Hugh A. Markey. Bill R. McRae is president and minority shareholder. Raymar sold only other broadcast interest, WYCH(FM) Hamilton, Ohio (now WOKV), in March 1978. Buyer is wholly owned subsidiary of Superior Distributing Co., Tiffin, Ohio. It is principally owned by Robert Klepper, who has no other broadcast interests. Ann. Sept. 6.

■ KXBB(FM) Ontario, Ore. (96.1 mhz, 27 kw)—Seeks assignment of license from Ontario Broadcasting Co. (partnership) to Duane G. Kerttula and his wife, Wenona for \$139,000. Seller is owned by Duane D. Kressly; his wife, Edith, and his brother, Robert (20% each). Kerttulas already own 40% interest in KXBB. Neither has other broadcast interests. Ann. Sept. 6.

■ KORE(AM) Springfield, Ore. (1050 khz, 1 kw-D)—Seeks assignment of license from KORE Radio to Intercontinental Ministries for \$160,000. Seller is owned by Eldon L. Knight, who has no other broadcast interests. Buyer is non-profit corporation; Gary Randall is president. Ann. Sept. 11.

■ *WCSD-FM Warminster, Pa. (89.3 mhz, 10 w)—Seeks assignment of license from Centennial School District to Bux-Mont Educational Radio Association. Centennial has no other broadcast interests. Buyer is non-profit corporation created to operate WCSD-FM; Charles Loughery is president of board of directors. Ann. Sept. 6.

■ WJZM(AM) Clarksville, Tenn. (AM: 1400 khz, 1 kw-D, 250 w-N)—Seeks transfer of control from estate of Gladys W. Olson (60% before; none after) to John Bailey and Charles E. Malone (40% before; 100% after). Consideration: \$94,000. In accord with previous agreement, Bailey and Malone are buying 60% partnership interest from estate of Olson. She died in December 1978. Ann. Sept. 6.

■ KESI(FM) Edinburg, Tex. (107.9 mhz, 100 kw)—Seeks assignment of license from Valley Broadcasters Inc. to Tippie Communications Inc. for \$478,000. Seller is owned by W. Lloyd Hawkins (24%) and his

son, Lawrence (9%); Cloyd O. Kendrick (24%); Charles D. Rankin (17%), and Jimmie R. Champion and Gene P. Hobart (13% each). Hawkins also own KURV(AM) Edinburg, Tex. Kendrick owns 42.5% of KENN(AM) and 40% of KRWN(FM), both Farmington, N.M. Buyer is owned by Henry B. Tippie, who is former chairman of board of Kingstip Communications—licensee of KHFI-FM and KTVV(TV) Austin, Tex.—which merged with LIN Broadcasting, 55% owner of KBER(AM) Abilene, Tex., and less than 1% owner of Rollins Inc., owner of several TV and radio stations. Ann. Sept. 6.

Actions

■ WOWD(FM) Tallahassee, Fla. (103.1 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Amrad Corp. from all stockholders (100% before; none after) to Maurice Negrin and George Jacobsen (50% each). Consideration: \$500,000. Principal sellers are Claud Anderson and his wife, Joann (52% held jointly). Claud also owns 50% of WNPS(AM) New Orleans. Negrin is account executive for WAOK(AM) Atlanta. Jacobsen is 72% owner of Portland, Ore., industrial manufacturer. (BTCH790709EC). Action Aug. 31.

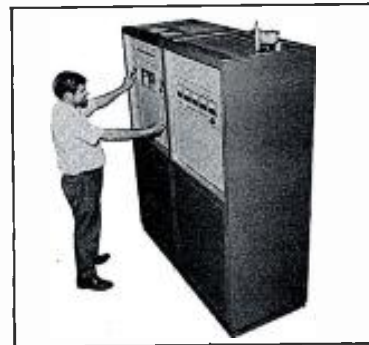
■ KMCD(AM)-KBCT(FM) Fairfield, Iowa (AM: 1570 khz, 250 w-D; FM: 95.9 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Carousel Broadcasting Corp. to Galesburg Broadcasting Co. for \$370,000. Seller is owned by Ray L. Sherwood, who has no other broadcast interests. Buyer is owned by Lester T. Pritchard, individually (25%) and as principal owner of Galesburg Printing & Publishing Co., Galesburg, Ill., which owns 75% of buyer. It also owns WGIL(AM)-WAAG(FM) Galesburg, Ill. (BAL790622FO, BALH790622FP). Action Aug. 31.

■ WBLG(AM) Lexington, Ky. (1300 khz, 1 kw)—Broadcast Bureau granted assignment of license from Village Communications Inc. to Triplett Broadcasting Co. of Kentucky Inc. for \$800,000. Seller, principally owned by James A. Heavner (61.70%), also owns WKQQ(FM) Lexington. Heavner also owns 37.25% of WCHL(AM) Chapel Hill, N.C. Buyer is owned by Wendall A. Triplett (51%) and his wife, Donna (49%) (BAL790504EZ). Action Aug. 31.

■ WFRC(AM) Reidsville, N.C. (AM: 1600 khz, 1


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Summary of broadcasting

FCC tabulations as of June 30

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

*Special temporary authorization

**Includes off-air licenses

kw-U)—Broadcast Bureau granted transfer of control of Travis Broadcasting Inc. from Charles C. Travis (45%) and his wife, Jessica (55%) (100% before; none after) to group (none before; 100% after). Consideration: \$385,000. Principals: Traveses have no other broadcast interests. Buyers are James E. Casto, William J. Baird III, Ralph E. Hacker and seven others. Casto is former general manager at WDHR(FM) Pikeville, Ky., and is currently owner of advertising firm in Pikeville. Baird is Pikeville attorney. Hacker is sales and general manager of WVLC(AM) Lexington, Ky. (BTC790621FG). Action Aug. 31.

■ KMER(AM) Kemmerer, Wyo. (950 khz, 5 kw-D)—Broadcast Bureau granted assignment of license from Lincoln Broadcasting Co. to Big Wyoming Broadcasting Corp. for \$190,000 plus \$40,000 for agreement not to compete. Seller is owned by Duveen H. Gunter, who has no other broadcast interests. Buyer is principally owned by Robert W. Campbell and his wife, Maria (65%). He owns 90% of KSGT(AM) Jackson, Wyo., where his wife is women's program director. (BAL790716FG). Action Aug. 31.

■ KASL(AM) New Castle, Wyo. (1240 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from NODOK Inc. to Radio Broadcasters Inc. for \$125,000. Seller is owned by Norman C. French (5.26%), William D. McCracken (31.57%), William D. Townsend and Mary Beckle (21.05% each), Delbert Northcutt and Ralph Ausman (10.52% each). McCracken has minority interest in KFBC-AM-FM Cheyenne and KVR5(AM) Rock Springs, both Wyoming. None of others has other broadcast interests. Buyer is owned by Kermit G. Kath, Donald E. Jones and six others. Kath and Jones own KCSR(AM) Chadron and KVSH(AM) Valentine, both Nebraska, and applicant for new FM at Chadron, Neb. Kath is also sole owner of KGOS(AM)-KERM(FM) Torrington, Wyo., and 37% owner of KWOR(AM) Worland, Wyo., and applicant for new FM there. Jones is also 50% owner of KFBC(AM)-KFBQ(FM) Cheyenne, Wyo. (BAL790605FM). Action Sept. 6.

Facilities changes

Applications

■ KRQK(FM) Lompoc, Calif.—Seeks Mod. of CP to move TL approx. 200 feet from present site; change type trans. and change type ant. Ann. Sept. 11.

■ *WAMU-FM Washington, D.C.—Seeks Mod. of CP to make changes in ant. sys. Ann. Sept. 11.

■ WRBD(AM) Pompano Beach, Fla.—Seeks Mod. of CP to modify nighttime standard pattern. Ann. Sept. 11.

■ WSPY(FM) Placano, Ill.—Seeks CP to make changes in ant. sys.; change type trans.; change type ant. decrease ERP: 1.2 kw (H&V); increase HAAT: 443 ft. (H&V) and change TPO. Ann. Sept. 11.

■ KGO-FM Dodge City, Kan.—Seeks CP to utilize former trans. and ant. as aux., to be located at: 1 mi. N. of Dodge City, on Ave. A, to be operated on: ERP: 25

kw (H); HAAT: 165 ft. (H) and change TPO. Ann. Sept. 11.

■ KICE(FM) Bend, Ore.—Seeks CP to make changes in ant. sys.; change type trans.; change SL and RC to: Waterside Bldg., 2445 N.E. First Street, Bend; increase ERP: 100.0 kw (H) and 40.0 kw (V) and change TPO. Ann. Sept. 11.

■ WZZO(FM) Bethlehem, Pa.—Seeks CP to increase ERP: 12.0 kw (H&V) and increase HAAT: 631 ft. (H&V). Ann. Sept. 11.

Actions

■ KNXV-TV Phoenix—Granted mod. of CP specifying SL at 3722 E. Chipman Rd., Phoenix; make changes in ant. structure; ERP: 631 kw; max. ERP: 1070 kw; ant. height: 1710 ft. (BMPCT790628KF). Action Aug. 14.

■ WDJC(FM) Homewood Ala.—Granted CP changing type of trans.; changing type of ant.; change TPO; ERP: 100 kw (H&V); ant. height: 870 ft. (H&V) (BPH790606AE). Action Sept. 7.

■ WSOL(AM) Tampa, Fla.—Granted CP to make changes in maximum expected operations values; conditions (BP790315AH). Action Sept. 7.

■ KQXL(AM) New Roads, La.—Granted CP to make changes in ant. sys. and correct north latitude coordinates (BP790207AB). Action Sept. 7.

■ WELY(AM) Ely, Minn.—Granted CP to make changes in ant. sys.; change TL to intersection of Center and Allaire Streets, Ely; install new ground system; increase ant. height (BP781121A1). Action Sept. 7.

■ WUHF(TV) Rochester, N.Y.—Granted mod. of CP changing TL to Pinnacle Hill Antenna Farm off Highway Ave., Rochester; change SL to: to be determined in Rochester; change type of ant. ERP: 759 kw; MAX-ERP: 100 kw; ant. height: 500 ft. (BMPCT-790104LC). Action Aug. 7.

■ KOKH-TV Oklahoma City—Granted CP changing TL and SL to 1228 NE Wilshire Blvd., Oklahoma City; change type of ant.; change aur 3.17 kw (H); ERP: 31.6 mhz.; MAXERP: 70.8 mhz.; ant. height: 1540 ft.; conditions. (BCPT-790625KE). Action Aug. 29.

■ WBGY(AM) Tullahoma, Tenn.—Granted CP changing TL to: Rock Creek Road, 0.5 mi. South of Highway 41A, Near Tullahoma; change type of trans. and decrease height of tower (BP790131AD). Action Sept. 7.

■ WNOR(AM) Norfolk, Va.—Granted CP to make changes in the aux. ant. sys. and main ant. sys.; conditions (BP-21,180). Action Sept. 7.

In Contest

Procedural Rulings

■ Tucson, Ariz. (Golden State Broadcasting Corp. et al.) **FM Proceeding:** (BC Docs. 79-56-60)—ALJ Frederic J. Coufal, by two separate actions, granted motion by Great Southwest Communications Inc. and

amended its application to increase ownership of Ms. Ruiz in voting stock of corporation from 10 to 25 percent, correct statement of number of shares of Great Southwest which have been issued, subscribed for, and unissued, show updated and additional interviews of community leaders, update listing of community needs and problems ascertained, update applicant's programming proposals, and provide EEO program, provided that none of information in amendments will accrue to Great Southwest's comparative advantage, Action Sept. 6; granted petition by Golden State and amended its application to show changes in officers, directors, and stockholders of company, including addition of two women as officers and one woman as director and stockholder, provided that no comparative advantage will accrue as result of the amendments. Action Sept. 7.

■ Tucson, Ariz. (Golden State Broadcasting Corp. et al.) **FM Proceeding:** (BC Docs. 79-56-60)—ALJ Frederic J. Coufal granted motion by Tucson FM Broadcasting Corp. and amended its application to revise financial showing (apparently occasioned by loss of Sarah S. Grace as prospective stockholder) and to show resignation of Ms. Grace as officer and director. Action Sept. 11.

■ WHAV-AM-FM Haverhill, Mass. (WHAV Broadcasting Company) **Renewal Proceeding:** (BC Doc. 79-172)—ALJ James J. Cullen Jr. granted motion by WHAV and postponed hearing scheduled for Oct. 23 and all other scheduled procedural dates; ordered WHAV to file application under rules and motion for relief by distress sale on or before Feb. 1, 1980, and ordered WHAV to file interim progress reports concerning its distress sale efforts on or before Nov. 1, 1979 and Jan. 7, 1980, respectively. Action Sept. 6.

■ WJLB(AM)-WMZK-FM Detroit (Both American Company) **Revocation Proceeding:** (BC Doc. 79-173)—ALJ Thomas B. Fitzpatrick set procedural schedule and scheduled hearing for Feb. 5, 1980 at 10:00 A.M. in Detroit, in lieu of Oct. 16. Action Sept. 10.

■ Henderson, Nev. (Henderson Radio Inc. et al.) **FM Proceeding:** (BC Docs. 79-123-26)—ALJ Joseph Chachkin by four separate actions: granted petition by Pittman Broadcasting Co. and amended Section III of its application to reflect current loan commitment letter from Valley Bank of Nevada which replaces previous loan commitment from same bank which expired by its own terms on June 16, 1979 and to revise estimate of legal costs necessary to prosecute its application from \$10,000 to \$25,000; granted petition by Pargo Broadcasting Corporation and amended its application to reflect new business address at 5100 Wisconsin Avenue, N.W. (Suite 520), Washington, D.C. 20016, to show that Pargo principal Larry De Benes relinquished his five percent interest in Hilton Head Media, and that on Aug. 15 assumed a 1.0 percent ownership interest as limited partner in Medford Channel 12 Limited Partnership, and to reflect certain past broadcast associations of Pargo principal Stanley J. Karas during period 1953-1961; denied motion by Henderson for enlargement of issues; and granted petition by Henderson and amended its application to report existence and circumstances surrounding chapter proceedings initiated by Edward Strawther in Federal Bankruptcy Court in December 1975, resignation of Evelyn Newman, mother of Joseph Newman, as part-time employee of KVOV Inc., licensee of KVOV(AM) Henderson, affiliation of Edward Strawther's wife, Betty Ann Strawther with Las Vegas Voice, and to reflect that Mr. Strawther was an officer and 8 percent shareholder in Venture III corporation. Actions Sept. 5, 6, 6 and 7.

■ Omaha, Neb. (Webster-Baker Broadcasting Co. et al.) **AM and FM Proceeding:** (BC Docs. 78-337-39, 78-341-42, 78-345)—ALJ Frederic J. Coufal, by three separate actions: denied petition by Nebraska-Iowa Broadcasting Corp. to enlarge issues; granted petition by Omaha Broadcasting Service Co. and amended its application to correct error with respect to description of one of its public service programs; granted petition by Webster-Baker and amended its applications to report certain litigation relating to Ash Grove Cement Co. Actions Sept. 11.

Review Board Decisions

■ Gaithersburg, Md.—**AM Broadcast Proceeding:** (Doc. 21219-21225)—FCC Review Board members Emerson, Zias and Ohlbaum adopted order granting motion to correct transcript of oral argument, filed Aug. 21 by Barto Communications Inc.; adopted order granting petition for leave to amend, filed Aug. 20, 1979, by Barto Communications Inc. Action Sept. 6.

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■ Ronceverte, W. Va.—**FM Broadcast Proceeding:** (Docs. 78-333-334)—FCC Review Board members Emerson, Kessler and Ohlbaum adopted order scheduling oral argument before panel of Review Board for Oct. 19 commencing at 10 A.M., in Room 856, Commission Meeting Room, 1919 M Street, N.W., Washington, D.C. Action Sept. 17.

FCC actions

■ FCC has set aside Broadcast Bureau's July 18 grant of renewal of license to Tennessee Valley Broadcasting Corp. for station WBRY(AM) Woodbury, Tenn., rescinded renewal, and remanded proceeding to Bureau for further consideration. FCC said that renewal was inadvertently granted before completion of ongoing investigation involving WBRY which may affect Tennessee Valley's qualifications to be FCC licensee. Ann. Sept. 16.

Allocations

Actions

■ St. Simons Island and Waycross, Ga.—Broadcast Bureau in response to request by Mattox-Guest Broadcasting Co., extended from Sept. 7 through Sept. 28 date for filing reply comments in matter of amendment of rules, FM Table of Assignments, St. Simons Island and Waycross. (BC Docket No. 79-149, RM-3343, RM-3465). Action Sept. 5.

■ Netcong, N.J.—Broadcast Bureau denied motion by North Jersey Television Corp. for extension of time to file replies to oppositions to its petition proposing to substitute TV ch. 26 for TV ch. 60 at Bethlehem, Pa., and to add ch. 60 to Netcong, N.J. (RM-3392). Action Sept. 7.

■ Canadian, Tex.—Broadcast Bureau in response to petition by Cable FM Six, assigned 103.1 mhz to Canadian as its first FM assignment (BC Docket No. 79-108, RM-3282). Action Sept. 7.

Translators

Applications

■ K296BH Anchor Point, Alaska—Broadcast Bureau granted Alaska Village Missions Inc. CP for new FM translator station on 107.1 mhz, to rebroadcast programs of KHVN-FM Anchorage, Alaska. (BPFT7810171B). Action June 29.

■ K62BA Flagstaff, Ariz.—Broadcast Bureau granted Trinity Broadcasting of Arizona Inc. CP for new UHF TV translator station on ch. 62, to rebroadcast programs of KPAZ-TV Phoenix (BPTT7808111B). Action Aug. 21.

■ K20AA Bear Valley Springs (East), Calif.—Broadcast Bureau granted Bear Valley Springs Property Owners' Association CP for new UHF TV translator station on ch. 20, to rebroadcast programs of KAIL-TV Fresno, Calif. (BPTT-7901031C). Action Aug. 21.

■ K33AD Bear Valley Springs, Calif.—Broadcast Bureau granted Bear Valley Springs Property Owners' Association CP for new UHF TV translator station on ch. 33, to rebroadcast programs of KBAK-TV Bakersfield, Calif. (BPTT-7901031D). Action Aug. 21.

■ K35AC Bear Valley Springs, Calif.—Broadcast Bureau granted Bear Valley Springs Property Owners' Association CP for new UHF TV translator station on ch. 35, to rebroadcast programs of KMTF-TV Fresno, Calif. (BPTT7901031E). Action Aug. 21.

■ K39AD Bear Valley Springs (East) Calif.—Broadcast Bureau granted Bear Valley Springs Property Owners' Association CP for new UHF TV translator station on ch. 39, to rebroadcast programs of KERO-TV Bakersfield, Calif. (BPTT-7901031F). Action Aug. 21.

■ K41AC Bear Valley Springs, Calif.—Broadcast Bureau granted Bear Valley Springs Property Owners' Association CP for new UHF TV translator station on ch. 41, to rebroadcast programs of KNXT-TV Los Angeles. (BPTT-7901031G). Action Aug. 21.

■ K45AD Bear Valley Springs, Calif.—Broadcast Bureau granted Bear Valley Springs Property Owners' Association CP for new UHF TV translator station on ch. 45, to rebroadcast programs of KMTF Fresno, Calif. (BPTT-7901031H). Action Aug. 21.

■ K48AG Bear Valley Springs, Calif.—Broadcast Bureau granted Bear Valley Springs Property Owners' Association CP for new UHF TV translator station on ch. 48, to rebroadcast programs of KEYT-TV Santa Barbara, Calif. (BPTT-7901031I). Action Aug. 21.

■ K51AJ Bear Valley Springs, Calif.—Broadcast Bureau granted Bear Valley Springs Property Owners' Association CP for new UHF TV translator station on ch. 51, to rebroadcast programs of KSBY-TV San Luis Obispo, Calif. (BPTT-7901031J). Action Aug. 21.

■ K54AJ Bear Valley Springs, Calif.—Broadcast Bureau granted Bear Valley Springs Property Owners' Association CP for new UHF TV translator station on ch. 54, to rebroadcast programs of KCOY-TV Santa Maria, Calif. (BPTT-7901031K). Action Aug. 21.

■ K56BC Bear Valley Springs (West), Calif.—Broadcast Bureau granted Bear Valley Springs Property Owners' Association CP for new UHF TV translator station on ch. 56, to rebroadcast programs of KMTF-TV Fresno, Calif. (BPTT-7901031L). Action Aug. 21.

■ K60BD Bear Valley Springs (West), Calif.—Broadcast Bureau granted Bear Valley Springs Property Owners' Association CP for new UHF TV translator station on ch. 60, to rebroadcast programs of KMJ-TV Fresno, Calif. (BPTT-7901031M). Action Aug. 21.

■ K62BB Bear Valley Springs (West), Calif.—Broadcast Bureau granted Bear Valley Springs Property Owners' Association CP for new UHF TV translator station on ch. 62, to rebroadcast programs of KMPH-TV Tulare, Calif. (BPTT-7901031N). Action Aug. 21.

■ K66BL Bear Valley Springs (West), Calif.—Broadcast Bureau granted Bear Valley Springs Property Owners' Association CP for new UHF TV translator station on ch. 66, to rebroadcast programs of KFNS-TV Fresno, Calif. (BPTT-7901031O). Action Aug. 21.

■ K68BN Bear Valley Springs (West), Calif.—Broadcast Bureau granted Bear Valley Springs Property Owners' Association CP for new UHF TV translator station on ch. 68, to rebroadcast programs of KJEO-TV Fresno, Calif. (BPTT-7901031P). Action Aug. 21.

■ K65BP Santa Barbara, Goleta and Carpinteria, Calif.—Broadcast Bureau granted Icthus Ministries Inc. CP for new UHF TV translator station on ch. 65, to rebroadcast programs of KTBN-TV Fontana, Calif. (BPTT-7904241A). Action Aug. 21.

■ K67BV Ukiah, Calif.—Broadcast Bureau granted Television Improvement Association CP for new UHF TV translator station on ch. 67, to rebroadcast programs of KGSC-TV San Jose, Calif. (BPTT-3641). Action Aug. 21.

■ K265AI Yreka, Calif.—Broadcast Bureau granted Sierra Cascade Communications Inc. CP for new FM translator station on 100.9 mhz, to rebroadcast programs of KTMT-FM Medford, Ore. (BPFT7901101C). Action July 31.

■ K50AE Wilson Creek, Meeker and White River Rural Area, Colo.—Broadcast Bureau granted Rio Blanco County TV Association CP for new UHF TV translator station on ch. 50, to rebroadcast programs of KRMA(TV) Denver. (BPTT-3588). Action Aug. 21.

■ K69CF Hawaiian Ocean View Estates, Hawaii—Broadcast Bureau granted Hawaii Public Broadcasting Authority CP for new UHF TV translator station on ch. 69, to rebroadcast programs of KMEB-TV Wailuku, Hawaii. (BPTT-7811011B). Action Aug. 21.

■ K280AZ Cook, Minn.—Broadcast Bureau granted Stereo Broadcasting Inc. CP for new FM translator station on 103.9 mhz to rebroadcast programs of WAKX-FM Duluth, Minn. (BPFT-7811141D). Action July 31.

■ K57BL Donnelly and Hermann, Minn.—Broadcast Bureau granted Tri-County UHF-TV Inc. CP for new UHF TV translator station on ch. 57, to rebroadcast programs of KTHI-TV Fargo/Grand Forks, Minn. (BPTT-7903071G). Action Aug. 10.

■ K59BT Donnelly and Herman, Minn.—Broadcast Bureau granted Tri-County UHF-TV Inc. CP for new UHF TV translator on ch. 59, to rebroadcast programs of KMSP-TV Minneapolis. (BPTT-7903071H). Action Aug. 10.

■ K61BJ Donnelly and Herman, Minn.—Broadcast Bureau granted Tri-County UHF-TV Inc. CP for new UHF TV translator station on ch. 61, to rebroadcast programs of KDLO-TV Florence/Watertown, Minn. (BPTT-7903071I). Action Aug. 10.

■ K288BN Orr, Minn.—Broadcast Bureau granted Iron Range Broadcasting Inc. CP for new FM translator station on 105.5 mhz, to rebroadcast programs of WEVE-FM Eveleth, Minn. (BPFT7811161D). Action July 31.

■ K12LR Forsyth and East Rural Area, Mont.—Broadcast Bureau granted Forsyth TV Tax District CP for new VHF TV translator station on ch. 12, to rebroadcast programs of KTVQ-TV Billings, Mont. (BPTTV-7901261E). Action Aug. 21.

■ K06JU Howard, Mont.—Broadcast Bureau granted Forsyth T.V. Tax District CP for new VHF TV translator station on ch. 6, to rebroadcast programs of KULR-TV Billings, Mont. (BPTTV-7901261C). Action Aug. 21.

■ K296BI Marysville and 3 Mile Creek Area, Mont.—Broadcast Bureau granted University of Montana KUFM-FM CP for new FM translator station on 107.1 mhz, to rebroadcast programs of KUFM-FM Missoula, Mont. (BPFT7901121D). Action July 31.

■ K09OK Rosebud and East Rural Area, Mont.—Broadcast Bureau granted Forsyth T.V. Tax District CP for new VHF TV translator station on ch. 9, to rebroadcast programs of KURL-TV Billings, Mont. (BPTTV-7901261D). Action Aug. 21.

■ K67BW Bowman and Surrounding Area, N.D.—Broadcast Bureau granted Bowman T.V. Booster Inc. CP for new UHF TV translator station on ch. 67, to rebroadcast programs of KHSD-TV Lead, S.D. (BPTT-7904091B). Action Aug. 21.

■ K69CE Bowman and Surrounding Area, N.D.—Broadcast Bureau granted Bowman T.V. Booster Inc. CP for new UHF TV translator station on ch. 69, to rebroadcast programs of KIVV-TV Lead, S.D. (BPTT-7904091C). Action Aug. 21.

■ K265AJ Incline Village, Nev.—Broadcast Bureau granted Lake Tahoe FM Inc. CP for new FM translator station on 100.9 mhz, to rebroadcast programs of KEZC-FM Truckee, Calif. (BPFT7812261I). Action July 31.

■ K265AK Round Hill, Nev.—Broadcast Bureau granted Lake Tahoe FM Inc. CP for new FM translator station on 100.9 mhz, to rebroadcast programs of KEZC-FM Truckee, Calif. (BPFT7812261J). Action July 31.

■ W07BI Schroon Lake, N.Y.—Broadcast Bureau granted Town of Schroon CP for new VHF TV translator station on ch. 7, to rebroadcast programs of WETK-TV Burlington, Vt. (BPTTV-7903121C). Action Aug. 13.

■ W09BB Schroon Lake, N.Y.—Broadcast Bureau granted Town of Schroon CP for new VHF TV translator station on ch. 9, to rebroadcast programs of WEZF-TV Burlington, Vt. (BPTTV-7903121D). Action Aug. 13.

■ K276AP Ashland and Jacksonville, Ore.—Broadcast Bureau granted Sierra Cascade Communications Inc. CP for new FM translator station on 103.1 mhz, to rebroadcast programs of KTMT-FM Medford, Ore. (BPFT7901181B). Action July 31.

■ K07PS Chemult and Crescent, Ore.—Broadcast Bureau granted Walker Mountain Translators Association CP for new VHF TV translator station on ch. 7, to rebroadcast programs of K0BI-TV Medford, Ore. (BPTTV-7809051D). Action Aug. 21.

Other

■ Rochester, N.Y.—City of Rochester, Air Line Pilots Association International (ALPA) and John E. Baldwin, have asked U.S. Court of Appeals for D.C. Circuit appellate court to review FCC Broadcast Bureau's April 23, 1975 grant of CP to Malrite Broadcasting Inc. Petitioners claimed that Federal Aviation Administration and FCC violated National Environmental Policy Act of 1969 by granting Malrite authority to build 600-foot radio ant. tower three miles directly north of Rochester-Monroe County Airport at Rochester, without examining environmental consequences and thereby altering flight paths of airport traffic. Ann. Sept. 11.

Complaints

■ Total of 2,281 complaints from public were received by FCC in July, an increase of 280 over June. Other comments and inquiries for July totaled 1,875, increase of 55 over previous month. FCC sent 1,007 letters in response to these comments, inquiries and complaints. Ann. Sept. 11.

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Station Manager to activate full power public FM station with 1980 air date. Initial duties include advanced planning, staffing, equipping of facilities, promotion, fund raising, and volunteer activities. Overall duties: administer station operation, including budgets, personnel and development matters. Familiarity with FCC/CPB/NPR. Experience with preparation of budgets/grant proposals essential. Requires: B.A. degree and 6 years experience in radio management, with demonstrated knowledge in Arts and public affairs. Send resume with salary requirements to: Dr. Tom Perry, General Manager, WUWF-FM, The University of West Florida, Pensacola, FL 32504. An Equal Opportunity/Affirmative Action Employer.

Wanted: Sales Oriented General Manager; small market group stations; resume, references: Kim Love, Box 5086, Sheridan, WY 82801.

Sales Manager. A major broadcast group is interviewing for the position of sales manager at a Midwest station. Applicants should have experience in selling news/talk format stations. If you are ready for broader challenges and a stimulating environment, send your resume and letter of application. An Equal Opportunity Employer. Box I-126.

Ground floor opportunities in dynamic San Diego County. Expanding adult contemporary daytimer with permit for 5kw days, 1kw nights, has immediate need for experienced salespeople and sales manager who sells and manages. Proven record essential. Resume to Gene Alfred, KMLQ, Vista, CA 92083.

General Manager—top ten N.E. market, FM, AOR format, looking for G.M. to move station to top of youth market. Prior management experience. Salary plus. E.O.E. Affirmative action. Send resume to Box I-183.

Program Director for fast growing, group owned medium market station. Excellent opportunity for the right person. Programming management experience preferred. Substantial production and operations experience necessary. Send a complete resume including salary requirements to David Dodds, General Manager, WLYH-TV, 1126 Park City Center, Lancaster, PA 17601. An Equal Opportunity Employer.

Wanted. S.E. Small FT. Needs GM-C.E. strong on sales. You call the shots. Great place to raise family. If you have a problem don't answer this ad. Box I-176.

General Manager with strong sales background. We are broadcasters with cable TV interests and are in process of building a strong management team. Purpose—future acquisitions. Immediate opportunity exists for energetic take-charge leader for existing AM/FM operation. Individual must have proven record in local/national sales and management. Send resume to Box I-186.

Small market Eastern KY. 1000 watt daytimer, looking for dynamic young general manager to make a leader out of a sleeper. The potential is here. Located in the heart of the nation's largest coal field. Desire applicants from Ky, Ohio, W. Va. or nearby states. Must have five years commercial experience, at least two years in sales. Starting salary \$150 per week, plus 5% override. If you produce you will be compensated accordingly. Resumes to: General Manager, Box 162, Inez, KY 41224.

Manager or sales manager—midwest-enjoy the good small town life. Separately programmed AM-FM-only stations in county. Retail sales county 125 million—stations doing \$280,000. Let's do \$400,000 and both make \$\$. Our staff knows of this ad. Send resume to Box I-205.

HELP WANTED SALES

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/Welsh 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.

Sales Manager who can and will sell, recruit, train and motivate. \$15,000 year plus override, bonus, hospitalization, pension. Central Pennsylvania. College area. All replies kept confidential. Box I-157.

AM-FM Midatlantic regional's veteran salesperson retiring. Replacement inherits existing list plus growing potential. EOE. Resumes to Box I-62.

Need Salesperson for automated country AM-FM. Will handle account list for retail clients in city of 100,000. Prefer salesperson from Montana, Wyoming, or Idaho area. Great living conditions. EOE M/F. Resume and past sales experience to Box I-125.

Media Investors LTD is looking for one or two experienced sales persons. Prefer someone with southern experience. EOE. Contact Ron Kight, PO Box 1330, Ft. Pierce, FL 33450.

Sales Manager for AM station in small Colorado mountain community. Good salary plus car and fringe benefits. Start Oct. 1979. MOR format. Good growth opportunity. Call 303-543-7570 or reply to Box I-144.

Sales Manager California. RAB/Welsh/or Jennings trained. Must be able to hire, train and motivate sales staff. If you believe in radio and want to do things right, this may be for you. If so, you'll earn over \$25,000 your first year. Send complete resume and references to Box I-145.

Radio Broadcasting: Great opportunity! 50,000 watt stereo station covering New England's 9th largest retail market and located on beautiful Cape Cod, Mass. Is looking for an experienced radio sales person with proven track record. Good base plus commission with desire for eventual management. Call WCIB V.P. & Sales Mgr. Paul Hamel at 617-548-3102. E.O.E.

Wisconsin AM/FM seeking proven, experienced salesperson, ready to move into sales management. Applications treated confidentially. Equal Opportunity Employer. Complete details, please to Box I-161.

Come join us in Beautiful Florida. Patten Communications has an opening at its newly acquired station in Palm Beach, Joy-94FM Fabulous opportunity. FM 100 plan program with a major market sound. 600,000 people in a two and a half billion dollar retail market. We want you to come make money with us. Great company with a solid future. Send all information to: Mr. Carl Como, FM 94, PO Box 10386, 100 West Blue Heron Blvd, Riviera Beach, FL 33404.

We guarantee you at least \$1000 a month. Ogden, Utah's number one station, KJQ, needs a super salesperson. Tough local retailers, but if you can handle 'em, call Tom Greenleigh, 801-392-7535. E.O.E.

Wanted. Salesperson/Announcer. If you can't sell then announce don't apply. You'll spend more time on the street than on the air. Production a must. Box I-177.

Sales Position for aggressive street fighter. Sales management for the right person. The person selected should make 20,000 plus in the first year. If you feel that you have outgrown your job or market we offer unlimited growth potential in central Pennsylvania. Send resumes to Box I-178.

Opportunity for announcer with two or more years experience to break into sales. Must be energetic, ambitious. Small southeast Adult Contemporary. 703-466-9511.

Central Illinois' fastest growing progressive FM seeks an experienced radio sales street-pro for a wide open territory. Market of 100,000 plus can be your territory! Complete resume to: Dave Williamson, WEEE, PO Box 387, Taylorville, IL 62568.

Experienced Local Sales Professionals needed for urban NYC market. "super potential", selling the "best of both worlds", with dominant North Jersey AM/FM combo. Send resume to WMTR, Box 1250, Morristown, NJ 07960.

Looking for sales person for AM-FM automated country station in Montana. You will live in beautiful Billings, Montana. Retail experience a must. EOE M/F. Send resume, and past sales history to Box I-193.

Sunbelt. The fastest growing broadcasting company in the Southwest has an immediate opening for a salesperson. EOE. Send resume, salary requirements to: Chuck Ashworth, KINT 98/KOL, Radio Center, 5710 Trowbridge, El Paso, TX 79925.

Top rated beautiful music FM and up and coming disco AM looking for experienced sales people to sell in competitive NE market. EEO. Resume to Box I-194.

Sales/Sales Manager, top FM in growing Colorado City. Exceptional promotional opportunity to grow with us. Draw plus future. Owner, KPLV 303-564-5450.

New England 100,000 Plus—Rapidly growing market. We need additional sales representative. Prefer RAB and/or Jennings. Will train ambitious person. EOE-M/F. Resume and letter to Box I-217.

Florida—Sales Manager—Equity Possible—key list—growth market—expanding company—E.O.E. Call 305-783-8660. Evenings.

HELP WANTED ANNOUNCERS

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.

Consistently Top-rated modern country station looking for conversational announcer. Contact Dick Grogg, KVOC, Casper, WY 82602.

We've sent dozens to the majors. Awesome AM-FM in the Rockies seeks newswoman. Tapes to Greg Boyce, KDZA-Z-100, Box 93, Pueblo, CO 81002. No Calls. EOE.

Immediate opening for air personality and sales. Mail tape and resume to Dave Davis, Manager, WXIT, 136 High Street, Charleston, WV 25311. E.O.E.

Media Investors Ltd is looking for an experienced announcer. Minority candidates are especially invited to send resume to Ron Kight, PO Box 1330, Ft. Pierce, FL 33450. EOE/MF.

Morning person with production skills for top-rated Adult Contemporary in growing Rocky Mountain chain operation. Ability to train announcers to sound big market required. Tapes, resumes and salary requirements to Mark Wallengren, Box 40, Pocatello, ID 83201. E.O.E.

HELP WANTED ANNOUNCERS CONTINUED

We're still looking for the right person to fill a vacancy on our announcing staff. The right candidate will have a mellow voice, good reading ability, and excellent production skills that are contiguous with the "Beautiful Music" format. Send tape and resume to: Manager, WVLE/WGLO, 28 South Fourth Street, Pekin, IL 61554. An Equal Opportunity Employer.

Syracuse's most-listened-to FM needs top voices for news, air production. Excellent pay for experience with rock or good music. Send tape to WKFM, Fulton, NY 13069.

This is an immediate opening for a Beautiful Music announcer. If you have a smooth, professional delivery we could make this position very attractive to you. And you would be stepping onto a career ladder within a successful and fast-growing broadcast group. Send tape and resume to Paul Knight, WEZN, 10 Middle Street, Bridgeport, CT 06604. EOE.

Morning person for small market news/information/music station. Should have willingness to involve self with community. Tape and resume to Dan Kelley, KBSQ, Box 970, Espanola, NM 87533.

Morning announcer needed by small market station for sign-on shift, as well as copy and production. Must have minimum of three years air experience. Call 616-842-8110.

Experienced announcer with excellent delivery and production expertise. Send tape and resume to Roger Fischer, WMRN, Marion, OH 43302. Phone 614-383-1131. An equal opportunity employer.

Experienced Personality wanted for air shift and as take charge program director for MOR station. Ideal living and working conditions in the beautiful Berkshires. Good salary. An excellent opportunity to move ahead. Contact Bob Catan, WUPE and WUHN, 501 E Street, Pittsfield, MA 01201.

South Florida MOR seeks strong morning personality with excellent voice. Minimum 5 years experience. An Equal Opportunity Employer. Send resume and salary requirements to Box I-131.

WWNY Radio & TV is looking for an all around professional. You'll work in the best facilities for the best pay and fringes. A/C Radio, Production, Television, PBP. If you can do it all, Call George Neher 315-788-3800. EOE.

Brand New No. 1 station in Ogden, Utah needs sharp Adult Top 40 jock/production person. You'll need a natural sound and some brains. Tapes and resumes to Tom Greenleigh, KJQ, 1506 Gibson Ave., Ogden, UT 84404. E.O.E.

WGIR-FM, a Knight Quality Group Station in New Hampshire, is accepting applications for full-time positions as we grow. We have the finest facilities in New England, and the best people. Creative candidates with positive attitude and solid experience in A.O.R. should send complete resume and telescoped air check to: Mark Lewis, Operations Manager, PO Box 101, Manchester, NH 03105. We are equal opportunity employers.

Top station in unique Mid-west community needs a morning personality who communicates and entertains a sophisticated audience. Must be good production person. Write Mike King, Box 709, Columbus, IN 47201. WCSI/WCSI-FM. Equal opportunity employer.

First phone announcer, Adult Contemporary, small southeast. Limited maintenance. Air shift. 703-466-9511—nine to five.

AC Morning drive: Personality, informational, community involvement. No Rock Hype. Good community. Tape, Resume. KTKN, Box 8500, Ketchikan, AK 99901.

Full time mid-day air personality needed immediately at well established Mid-western adult/contemporary station. Professional delivery required. Must be able to develop rapport with adult audience. Experience as air personality and good production voice desired. Good pay and benefits. Send air check tape and resume to Charlotte Webb, Administrative Assistant, WTTS/WGTC, 535 S. Walnut Street, Bloomington, IN 47401. WTTS/WGTC is a division of Sarkes Tarzian, Inc., an Equal Opportunity Employer.

Immediate Opening for classical announcer. Experienced only with strong commercial production background. Tape and Resume. P.D., KFSD-FM, 1540 Sixth Ave., San Diego, CA 92101. EOE.

Religious format, non-commercial station, located in pleasant small community near major cities, needs announcer. Contact WMPC, Box 104, Lapeer, MI 48446.

Beautiful Music FM/Disco AM looking for voice, intelligence and personality to fill either or both. Large, competitive NE market. Tape and resume to Dave Ross, WSOQ/WEZG, No. Syracuse, NY 13212.

Experienced Announcer for top rated country station. Must be sharp on the air with top production knowhow. Send resume and tape to: KLUR, PO Box 5344, Wichita Falls, TX 76307, 817-691-2311. An Equal Opportunity Employer.

Immediate Opening for experienced announcer to do early morning show on MOR format and possible sales. Must be bright, pleasant and able to communicate with audience. Production required. Send tape and resume to KBMN, Box 1230, Bozeman, MT 59715.

Established radio station, top 30 market, S.W., needs 2 top flight announcers who can execute the Beautiful Music format. Two years experience preferred. EOE. Reply in confidence with resume to Box I-192.

Beautiful Music FM in eastern Maine seeks full-time announcer for immediate opening. On-Air shift, production and public affairs interviews. Experience helpful, but not required. Tapes and resume to: Program Director, WPBC(FM), 27 State Street, Bangor, ME 04401. EOE.

Live and awake morning D.J. needed for Northeast Suburban station. E.O.E. Box I-179.

Wanted—Creative, modern MOR/adult contemp personality for America's best radio station! E.O.E./All tapes and resumes: Program Director, WIBC, 2835 North Illinois Street, Indianapolis, IN 46208.

Announcer for adult contemporary fringe Washington, D.C. station. Experience plus 1st. Air check and resume to Program Director, WPRW, Box 1460, Manassas, VA 22110. E.O.E.

New England Medium Market. Adult contemporary with strong news coverage is looking for unique individual with following qualities: 1) personality approach on air, no time and temp; 2) programming knowledge, willing to share programming and music responsibilities with management; 3) great production work, willing to do some copywriting; 4) supervise and work with air staff; 5) willing to get involved with community events thru station. If you have these qualities, growing station with aggressive management wants you. EOE-M/F. Send complete resume and letter to Box I-212.

Wanted: Experienced D.J. with good commercial voice. Minorities are encouraged to apply. Send audition tape and resume to Greeley N. Hilton, President, WBUY Radio, PO Box 668, Lexington, NC 27292.

HELP WANTED TECHNICAL

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, Live Stereo FM, N.E. Metro, STL. Send salary requirements, technical abilities, telephone number. EOE. Box I-20.

Opportunity for Beginner to become a broadcast engineer with station in northeast in top 50 market. Must have working knowledge of electronics. Immediate opening. EOE. Box I-150.

Chief Engineer (Fl. Pierce/West Palm Beach) 100kw FM. Must be strong in current state of the art sound and equipment plus construction and digital automation. Capable of putting together a strong engineering department. We are located 45 miles north of West Palm Beach on Florida's Atlantic Coast. Starting 20-plus, insurance, and benefits. EOE. Minorities encouraged to apply. WLQY, PO Box 277, Ft. Pierce, FL 33450. 305-461-0099, Bob Roberts.

Successful Wisconsin station seeking first class engineer who can handle some announcing or sales. Must have knowledge of FCC requirements, and experience with automation. Send resume to Box I-160.

Chief Engineer for AM Fulltime. Contact Len Kinney, WKIP, PO Box 1450, Poughkeepsie, NY 12602.

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-FM. Must be familiar with directional, STL, automation. Great working conditions in new studios. KOKX, Keokuk, IA 319-524-5410.

Assistant Chief Engineer needed by one of Northern California's top FM stereo stations. Send detailed resume and salary requirements to Gordon Zlot, KZST, Box 2755, Santa Rosa, CA 95405. Equal Opportunity Employer, M/F.

Chief Engineer for 93,000 watt stereo FM in 68th market TSA. Experience in FCC rules, maintenance of transmitters, microwave and studio equipment. Need a creative, self-starter who is proud of developing and maintaining an excellent quality signal from studio to airwaves. Top pay and benefits. EOE. Full resume and references to Operations Manager, WLRG, PO Box 8428, Roanoke, VA 24014.

KYA San Francisco-King Broadcasting has immediate engineering opening. Projects include installation of state-of-the-art studios, A.T.S., computer automation. Should have extensive broadcast engineering experience: Studio and transmitter. Familiarity with modern audio and digital circuitry; EE degree desirable; equivalent experience acceptable. Friendly atmosphere, excellent instrumentation, advancement possibilities. Resume to: Kevin Mostyn, Director of Engineering, 300 Broadway, San Francisco, CA 94133. EEO/M-F.

Self-Start Chief Engineer wanted for one of the most successful three KW FM live stereo facilities in the country. New one million, one hundred thousand dollar studio building to be completed in April 1980, new transmitters and generators, and drive-in transmitter building for mobil remote Marti work. Must be strong in studio maintenance. Need manager with excellent planning and personnel relationship abilities. Excellent salary. Send resume and reference in confidence to George Scantland, President, WDFI Radio, Box 524, Marion, OH 43302 E.O.E.

Chief Engineer for 2.5kw stereo FM Public Radio station... our Chief has been lured away after 10 years. Enthusiastic, creative professional staff with excellent facilities needs an enthusiastic, creative Chief to keep us functioning! Civil Service requires 1st phone, University degree and 3 years experience (or more experience, some college). Good salary, excellent benefits. Send resume to: G. Ben Paxton, Jr., Manager, WGLT, Illinois State University, Normal, IL 61761. An EEO/Affirmative Action employer.

Experienced Engineer with 1st class FCC license who can also handle board shift for 76kw Class C FM in terrific year round Rocky Mountain recreation area. Resume to President. KVMT-FM. PO Box 2179, Vail, CO 81657. EOE.

Studio Engineer Public TV station. First class FCC license required. Experience preferred. EOE. WBRA-TV, Box 13246, Roanoke, VA 24032, 703-344-0911.

Broadcast Radio Engineer: ASEE or Equivalent, 3-5 years broadcast radio experience, emphasis on maintenance and repair. FCC first class radiotelephone license required. Recording experience highly desirable. Salary: \$808 month plus fringe. Reply to: J. A. Doiron, KRWG-FM, Box 3J, NMSU, Las Cruces NM 88003. Deadline for applications, Oct. 15, 1979. NMSU is an equal employment opportunity/affirmative action employer.

Seeking 1st class engineer/announcer/salesperson for automated AM-FM country operation. Good money for the right person. 45 minutes from beautiful Billings, Montana. Great area to live. EOE M/F. Send resume to Box I-195.

Chief Engineer in medium sized market. Must be proficient in automated FM operation. Excellent opportunity. Salary commensurate with experience and ability. Reply to Box I-208.

HELP WANTED NEWS

Small Market News Director; resume, references, salary requirements; Kim Love, Box 5086, Sheridan, WY 82801.

We need good high school PBP and sports knowledge. Quality air work and production also important. Send T&R first reply to KLMR, Box 890, Lamar CO 81052. We have other stations in Arizona and California so advancement possible. EOE.

Reporter/Anchor for all news radio on Florida's sun-coast. At least four years broadcast news experience. Heavy street reporting and general assignment work. Writing/desk work plus anchor shift and regular street beat. Heavy background in local news coverage. Experienced in commercial production. Send tape, resume, salary needs to Jay Frank, Operations Manager, WQSA, Box 7700, Sarasota, FL 33578. No calls. EOE/MF.

Newsperson for aggressive established station. Good delivery and solid news principles a must. Contact Dick Grogg, KVOG, Box 2090, Casper, WY 82602.

Newsperson/morningperson: Small market station, heavy local news. Phone 209-935-2991. KOLI, Box 588, Coalinga, CA 93210.

News Director for AM/FM in Charleston, S.C. Looking for experienced professional willing to make a commitment. Tapes and resume to Bob Kaake, WKTM, PO Box 5758, N. Charleston, SC 29406.

We want the best for our news and sports position in Ohio's No. 1 non-metro award-winning news operation. We need a news reporter who knows how to dig, write clearly and creatively, cover sports, and work at a station committed to quality journalism. Print journalism and photo experience helpful. Rush a tape and resume to: Bob Bender, WDIF Radio, Box 524, Marion, OH 43302. E.O.E.

News Director needed to take charge of existing department. Will expand staff upon completion of power increase now underway. Experienced only, please. Contact Robert E. Powell, WBEU AM/FM, Beaufort, SC 29902.

WFLB, Fayetteville, NC has immediate opening for anchor/reporter. Must be experienced, aggressive, street-wise. Contact Mary Donne Peters 8AM-Noon 919-323-0925. Tapes/Resumes to Box 530, Fayetteville, NC 28302. EOE/MF.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Successful Western AM/FM Group station needs strong PD who can run inside operation. Capacity for detail and quality air/prod work vital. EOE. Reply Box I-164.

Program Director: See help wanted management.

Program Director/Announcer for automated country station in Ohio. Help us organize for 24 hour operation. Great opportunity for right person. Tell us about yourself and salary expectations. Box I-209.

Needed: Spark plug announcer wanting to move up to PD to head department at 10 kw Adult Contemporary CBS affiliate. Send tape and resume to H. Hove, KFRB, PO Box 950, Fairbanks, AK 99707. An equal opportunity employer.

Fast growing Southern California Country Station needs PD to grow with us. Administrative ability essential. Send full resume and audition. KCIN; Drawer AF; Victorville, CA 92392.

Creative copywriter who is experienced writer-producer to join award-winning team in top-rated medium market station. Send produced samples and complete resume to Jack Shuster, WHWH, Box 1350, Princeton, NJ 08540. EOE.

Program Director—must do on-the-air shift, work with promotions. We are a highly successful full time AM station, located in Pennsylvania. Excellent opportunity for right person. EOE. Send resume to Box I-220.

SITUATIONS WANTED MANAGEMENT

Experienced Manager looking for station(s) in Southeast. Commitment to Community Service a must. Box I-122.

I'll help you manage, sell, announce, write copy, renew, etc. or take complete charge. Twenty seven years radio. Last sixteen as G.M. varied formats, plus religion. 515-396-2720, after 5:30 p.m.

Corporate Executive Radio Group wants to utilize 14 years experience in broadcasting and advertising in far west or southwest—team man—strong salesperson centered. Box I-203.

Sales Management: qualified sales professional. Over 12 years experience in sales management, advertising and sales promotion. Successful track record in East Coast major market. Media/radio sales, both local and national. Bottom line oriented. An interview will demonstrate my managerial qualifications. Reply Box I-204.

Assistant GM, PD or MD experienced Detroit/surrounding area radio/TV. FCC 1st, BS Accounting. Rock Stations please write Box I-224.

Major Market Pro, strong on operations, programming and research wants management position in West. Box I-221.

For Fast Action Use BROADCASTING's Classified Advertising

SITUATIONS WANTED ANNOUNCERS

Five years solid experience at Medium Market of 350,000+, Major Market suburban. First Class License. 1474 Sacramento, Apt. No. 401, San Francisco, CA 94109.

Slightly used announcer-engineer for hire complete with first phone, combo experience, personality and will to work. Free resume with every tape. Call now: Charles Marcus 212-375-2066.

Young Announcer with first phone and experience, willing to go anywhere. Box I-148.

Award winning air personality seeks major market opportunity. Seven year professional. Vast musical knowledge. Communicator. Box I-151.

Howard Glantz: 3 yrs. experience all phases of radio emphasis on sports, music, sales. Willing to go anywhere 617-994-6650 after 5:00. 3rd class operator lic. B.S. degree.

Experienced DJ, rock and roller, read well, ambitious, looking for opening in Midwest. Bernie Popke, 414-463-8521, after 6. 3959 N. 70th Milwaukee, WI 53216.

Very funny, highly-talented, well-experienced morning man seeks larger market. Reply Box I-188.

Zealous Broadcast school grad. 1st phone. 2 years college hockey PBP. Knowledge in news, production and jocking. David Hinckley, 512 Corinthia, Elk Grove, IL 60007. 312-437-0357.

27 years experience includes program and sports directorship. Heavy on sports and news. Immediate availability! Box I-182.

Possible return. Former air personality with PD, and news experience. Currently retail sales. Want good pay, benefits, and stability. Prefer Midwest, South, with college opportunity. Brad 419-678-3138.

I'm a minority, honest and dependable, not to mention male and white. Experienced country announcer and knows the music. Do you need a new jock? Call Paul 312-824-0676.

Looking for pop adult position in medium or secondary market. Extensive oldie research and artist interviews. Experienced. Will relocate. Box I-202.

Warm, friendly, sensual, mellow voice announcer 31, hard working and stable, good background. Looking for Rock or MOR within 75 miles of Philadelphia. PO Box 17729 Phila. PA 19135.

SITUATIONS WANTED TECHNICAL

28 yrs. chief engr. AM FM DA SMC Automation installations a specialty. Western states only. Box I-185

SITUATIONS WANTED NEWS

Professional Journalist, seven years experience as radio news director, television anchor, sports play by play. Can do it all for you. Box I-130.

Seven years in news/public affairs, five as ND at small-market powerhouse. First-rate anchor/editor/writer; probing interviews, commentaries. Seek all-news or adult-oriented/heavy news commitment. Prefer northeast or Great Lakes. Len Iwanski, 118 N. 20th, Grand Forks, ND 58201. 701-775-0833.

Sports Director, all phases radio sports. Knowledgeable—innovative—hard working. 1979 first place sports state award. Exciting pbp, daily sportscasts and talk. Seeking major or major college market. 314-434-0931-Jay.

Talented young sportscaster looking for first break. Give me a try, you'll be satisfied. Box I-170.

News Director. Strong on-air, experienced. White, male, at No. 1 rated station. San Francisco to Seattle preferred. Aircheck and resume. Box I-223.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Two bad moves as PD and major market production director ... now at No. 1 major market station that's being sold. 13 year pro seeks solid operation challenge. Box I-113.

Program Director/Announcer seeks new challenge. 3 years experience in all facets of medium market radio. Prefer East Coast. Box I-120.

Top 10 Market Announcer, MD, and assistant PD looking to move up to Program Director. All Replies Confidential. Box I-143.

Program Director: motivator! 8 yr. pro experienced with FCC rules & regs. Sales and all formats. Great track record with references. Stable, just looking for right station & situation. Ready to take you up. Eastern U.S. preferred. 216-493-0194.

Program Director. Need that first job. Rock, AC, T40. Airshift okay. Currently major market. Detailed resume. Box I-210.

1978 CLIO Finalist: Top 10 Production Director looking for new challenge. I've got 15 years in broadcasting and ad agency production. Currently employed ... but need megabucks and creative freedom. Love deadlines and pressure. My demo, resume and track record will dazzle you! Networks, Production/Jingle Companies and ad agencies with broadcast departments should write before midnight tonight. This is a limited time offer. Box I-82.

Programmer of top 25-49 stations in two West Coast majors wants station or group in California or Northwest. Box I-227.

TELEVISION

HELP WANTED MANAGEMENT

Immediate opening. Local sales manager for KFYP TV, Bismarck ND. Sales and management experience necessary. Must be fully conversant with up-to-the minute selling and pricing techniques. Contact Claire Anne Holmberg, Sta. Mgr.-KFYP TV, Box 1738, Bismarck ND 58501. 701-223-0900. Equal Opportunity Employer.

Program Manager—Creative in programming and production. Seek aggressive individual capable of assuming responsibility for all station programming including the creation and production of programs oriented to the community. Would also oversee the production of commercials for local advertisers and administrate a staff of thirteen employees. Equal Opportunity Employer. Send resume to Box I-133.

General Manager Television. Group with VHF network affiliate outlet in southeast market. Rank approx. 100 seeking G.M. Salary open. Excellent benefits. Must have minimum 10-years experience in middle/high level management, preferably three years prior experience general manager. Equal Opportunity Employer. All replies strictly confidential. Send complete resume, state present salary to Box I-201.

HELP WANTED SALES

Director of Commercial Marketing for leading children's TV agency. Requires extensive exp. in film-TV with broad knowledge of new technologies. Expand national and international markets for programs and merchandising tie-ins. Ability to generate results of prime importance. Salary commensurate with qualifications. Box I-172.

Top Ten Market, Group Owned Network Affiliate seeking a Local Account Executive. Equal Opportunity Employer. Send resume and salary requirements to Box I-175.

Sunbelt VHF network affiliate needs Local Sales Manager. Medium size market. Excellent opportunity for advancement for a go-getter who can sell, supervise and motivate a local sales team. Send complete resume and salary requirements in first letter. EOE. Reply to Box I-180.

HELP WANTED ANNOUNCERS

WWNY Radio & TV is looking for an all around professional. You'll work in the best facilities for the best pay and fringes. A/C Radio, Production, Television, PBP. If you can do it all, call George Neher 315-788-3800. EOE.

HELP WANTED TECHNICAL

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.

Assistant Chief Engineer with proven ability for Corpus Christi, Texas VHF. Good opportunity for right person. Box I-76.

TV transmitter engineer needed immediately. Experienced on UHF transmitters and associated equipment. Must have 1st phone license. Religious Broadcaster in South. Contact Gene Gibson, D.E., PO Box 1616, Greenville, SC 29602. Phone 803-244-1616.

Wanted, Video technician—1st phone required, ENG experience preferred. Live and work in South Texas resort community. Contact Louis Brown, KIII-TV, 512-854-4733.

Technician: Southeastern Educational Station seeks experienced Technician to be responsible for master control switching, VTR set-up, record, edit, and playback local and network programs. First Class FCC License required. EOE. Send resume and salary requirements to Box I-147.

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, PO Box 10,000, St. Petersburg, FL 33733 813-577-1010. EOE.

Chief Engineer: Major market public television station seeking first rate Director of Engineering for large VHF operation. Applicants should have good management skills as well as a minimum of BSEE and substantial television station experience. Deadline for receipt of applications is October 8, 1979. Reply to Personnel Director, WYES-TV, 916 Navarre Avenue, New Orleans, LA 70124.

TV/Maintenance Engineer: Competent, studio experience, First Class FCC License, for dominant S.E. VHF network affiliate. Reply to D. Brown or T. Bradford, Post Office Box 367, Columbia, SC, 29202 or call 803-799-1010. An equal opportunity employer.

Maintenance Engineer—should be familiar with Transmitters, Video Tape, Cameras, ENG. Opportunity for a operations person ready to advance. Send resume to Al Scheer, V.P. Engineering, WLEX-TV, PO Box 1457, Lexington, KY 40591. An Equal Opportunity/Affirmative Action Employer.

TV Broadcast Studio Technician I (Engineering) two positions available. Associate's degree in electronics or equivalent, two years appropriate electronic experience preferably with TV broadcasting equipment, First Class FCC license and experience preferred. Starting salary: \$9,820-\$11,017; range maximum: \$15,240. Forward resume by October 5, 1979, to: Director of Engineering, New Hampshire Network, Box Z, Durham, NH 03824. AA/EEO.

Immediate Opening for asst. Chief Engineer on California's Monterey Peninsula. CBS affiliate. Must have hands-on experience RCA studio and XMTR equipment. Salary negotiable. Contact Ron Fries, C.E., 46 Garden Court, Monterey, CA 93940. 408-649-0460.

Maintenance and Operation Engineer needed for Midwest Production Facility with National credentials. Must maintain state of the art broadcast VTR's and cameras. Call Bob Gerding Productions, Cincinnati, OH 1-513-861-2555.

Transmitter Maintenance Engineer: KOTA-TV requires an individual who has five years experience as television maintenance engineer, FCC regulations, transmitting systems testing, video and audio processing, knowledge of microwave equipment desirable. VHF NBC affiliate located in the Black Hills of South Dakota. Write or call Director of Engineering, PO Box 1760, Rapid City, SD 57709/605-342-2000.

Television Broadcast Maintenance Engineer. Applicant should be familiar with all types of television broadcast equipment. Knowledge of digital circuitry in addition to analog would be helpful. Submit resume to WESH-TV, PO Box 1551, Daytona Beach, FL 32015.

Studio Engineer: Competent VTR and studio maintenance engineer for VHF NBC affiliate. Experience required: Minimum of four years hands-on maintenance experience with Ampex VTR and state of the art switching equipment. Strong in digital technology. Located in the Black Hills area of South Dakota. Write or call Director of Engineering, KOTA-TV, PO Box 1760, Rapid City, SD 57709. 605-342-2000.

Television Engineer: At least three years professional experience preferred. Must have expertise in all facets of television engineering including operations and maintenance with primary responsibility for maintenance of helical video tape recorders and small cameras, switchers and monitors. Deadline for applications: October 19, 1979. Date of appointment: November 5, 1979. Salary: Minimum \$16,000. Letter of application, complete credentials and names of at least three professional references should be sent to: Bart Derby, Chief Engineer, Television Services, 510 Wright Hall, Kent State University, Kent, OH 44242. Kent State University is an Equal Opportunity/Affirmative Action employer.

Chief Engineer for network affiliate in Sunbelt. Must have extensive maintenance experience on TR-60's, TK-27 or other comparable studio equipment. Send resume to WHTV-TV, PO Box 5185, Meridian, MS 39301, Attention: Bob Horton.

HELP WANTED NEWS

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.

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.

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 visible 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.

KOAT-TV in Albuquerque, New Mexico one of the top news stations in the U.S. is expanding its operations and moving to a new 40,000 square foot facility. We need photographers capable of operating 16mm and ENG. equipment. Do not apply unless you have minimum 2 years experience with a commercial TV News operation. Resume and references required to apply by mail only. KOAT-TV PO Box 4156, Albuquerque, NM.

We're looking for a field reporter who knows that a package has time limits, who can write, ad lib, produce and be personable on air. Is this you? Top 50 eastern market and EEO employer. Box I-152.

KOAT-TV in Albuquerque NM one of the top news stations in the U.S. is expanding its operations and moving to a new 40,000 square foot facility. We need an experienced news writer. Do not apply unless you have a minimum of two years experience as a news writer or news writer-producer with a commercial TV news operation. Please send resume to KOAT-TV, PO Box 4156, Albuquerque NM.

KOAT-TV in Albuquerque NM one of the top news stations in the U.S. is expanding its operations and moving to a new 40,000 square foot facility. We need news reporters. Do not apply unless you have a minimum of 2 years experience with a commercial TV news operation. Resume, references, and a 3/4 inch, one inch, or two inch videotape are necessary. Please apply by mail only to KOAT-TV PO. Box 4156, Albuquerque NM.

WSJV-TV has immediate opening for Co-anchor/Reporter. Solid experience required. Send resume and tape, apply in person, or call Reg Miller, N.D., 58096 C.R. 7, Elkhart, IN 46624. 219-293-8616. EOE.

KOAT-TV in Albuquerque NM, one of the top news stations in the U.S., is expanding its operations and moving to a new 40,000 square foot facility. We need a news producer. Please do not apply unless you have a minimum of two years experience producing a newscast for a commercial TV station. Send resume and references to KOAT-TV PO. Box 4156 Albuquerque NM.

Reporter: Number one midwest net affiliate looking for strong, experienced Reporter. Must be solid journalist with a flair for production. The successful candidate will have backup anchor duties, too. This is a top operation looking for only the best. An Equal Opportunity Employer. Send resumes to Box I-132.

Do you know weather and report it in interesting manner? Do you reflect an interesting personality to add oomph to a capable pleasant chatting newsteam? Our person is moving up a notch and we'd like to talk with you. EEO employer. Box I-163.

Anchor-Producer. Excellent opportunity for strong newscaster with solid ENG and production experience. EOE. No phone calls. Send resume and audition tape to Broadcast Manager, WWNY-TV, 120 Arcade Street, Watertown, NY 13601.

News Director for New York State NBC affiliate. Previous news management experience necessary. Must have strong leadership abilities and responsible and professional news judgment. Immediate opening. Send resume and references to: General Manager, WROC-TV, 201 Humboldt Street, Rochester, NY 14610. No phone calls please. EOE.

11PM Producer: if your show is the best produced, creative, fast paced news cast KDKA-TV has an immediate opening for you. Resume and tapes to Scott Lynch, KDKA TV, 1 Gateway Center, Pittsburgh, PA 15222. Equal Opportunity Employer.

Highly committed midwest medium. two positions. Producer with air/reporting possibilities. Challenging position needs a pro. Lots of responsibility and room for growth. Sports reporter/co-sports anchor. Need a go-getter with good delivery who can also shoot/edit film and ENG. Send resume and tape to: Gary Reagen, WRAU-TV, 500 North Stewart, Creve Coeur, IL 61611. EOE.

Promising downstate Illinois market has opportunity for TV News Director. Rapidly growing Broadcast group with an innovative record. An excellent opportunity for the right person. Delightful Community ... good quality of life. An equal opportunity employer. Send resume and references to Box I-206.

TV News Reporter—Ability to write, package stories for ENG. 1-2 years experience preferred. Degree required. Excellent opportunity for right radio person looking for TV. Send tape & resume to News Director, WSBT-TV, 300 W. Jefferson Blvd., South Bend, IN 46601. EOE M/F.

Weekend Anchor: mature, conversational delivery. Must have strong reporting skills for weekday street assignments. Minimum two years solid TV news experience. Send tapes and resume to News Director, WTCN-TV 441 Boone Ave., North, Minneapolis, MN 55427. An Equal Opportunity Employer.

HELP WANTED NEWS CONTINUED

Producer needed for high quality top 30 market station. Market leader, innovator, seeking person with at least two years producing experience. Box I-181.

Opportunity to work for one of the best-equipped broadcast weather departments in the country. Meteorologist needed for weekend and morning weathercast, in addition to doing consulting work. Please send tape and resume to: Chief Meteorologist, Kansas State Network, PO Box 333, Wichita, KS 67201. An Equal Opportunity Employer.

Reporter—Top 50 northeastern No. 1 station ... needs aggressive reporter. Box I-211.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Northeast Television Network affiliate is seeking warm, aggressive, talk show host/hostess. Must be experienced and capable of handling controversial issues, live audience and telephone questions. Excellent professional opportunity for effective, hard-working person. An Equal Opportunity Employer. No tapes. Send salary requirement and resume to Box I-159.

Production Manager for 8-station public television network with good studio, remote, and film facilities. Supervises and schedules Producer/Directors, oversees production crews, film and art departments. Assists Director of Programming in analyzing feasibility of new production; directing and other duties as assigned. Requires extensive knowledge of and experience with modern production techniques and equipment. Ability to train and work with others and supervise their work is essential. Requires 4-year degree in TV or related field, and 4 years experience as Producer/Director or equivalent. Contact John White, Iowa Public Broadcasting Network, Box 1758, Des Moines 50306 or call 515-281-4521.

Producer/director for public television production center. Prior television production experience preferred. Initial emphasis on directing and post production editing skills. Application deadline October 1, 1979. Send resume to Auburn Educational Television Department, Auburn University, Auburn, AL 36830. An Equal Opportunity Employer.

Traffic Manager with knowledge of and experience in BIAS system for top 50 Eastern Station located in pleasant medium size city. Duties include supervision of other traffic clerks and coordination with all departments. Station is growing and this is a growth position. EEO. Reply to Box I-139.

Promotion Manager: group owned network affiliate in major Florida market seeks professional experienced in overall station promotion. Good idea person skilled in scripting, producing and scheduling creative on-air promos, preparing effective print advertising and press releases, analyzing research for program and sales purposes. Send tape, resume and salary requirements to: Business Manager, PO Box 1833, Orlando, FL 32802. We are an Equal Opportunity—Affirmative Action Employer.

Promotions Manager: 3-5 years experience, person will produce station promotion & plan effective on air campaign, coordinate newspaper & radio campaigns. Hands on experience of mini-cam and 3/4" editing helpful, creative ability & dedication a must. Box I-199.

Director. 3-5 years experience helpful, produce & direct local programming, some local sports, produce & direct local commercials in studio & location, mini-cam experience helpful, creative ability & dedication a must. Box I-218.

Artist; minimum of 3 years experience in TV Art. Must be knowledgeable in television and print layout, type, production, set design and construction. Send resume to: Vance Vasu, KTXL, TV-40, 4655 Fruitridge Road, Sacramento, CA 95820. Equal Opportunity Employer M/F.

Editors, 3/4" tape—high production oriented daily prime-time magazine. Top ten northeast network affiliate is looking for two top quality editors for an extremely challenging program. Candidates must have proven track record with numerous top quality "resume" tapes. An equal opportunity employer. Box I-184.

Program Director—KFSN-TV, a Capital Cities Station, is looking for a Program Director. The successful candidate will have an outstanding track record in some phase of broadcasting (not necessarily programming), a sound educational background and a keen interest in programming and entertainment in general. Knowledge of FCC Rules and Regulations as well as television film and studio production will be helpful. Please send resume to Richard Graham, KFSN-TV, 1777 G Street, Fresno, CA 93706. We are an Equal Opportunity Employer.

Assistant Promotion Director is needed for NBC affiliate in New Orleans. Applicants should have a minimum of two years experience with emphasis on print and on-air promotion. Excellent opportunity for advancement. Send resume and work sample to: Promotion Director, WDSU-TV, 520 Royal Street, New Orleans, LA 70130. An Equal Opportunity Employer.

Producer—WSIU-TV. Person must have three years of professional experience with strong background in shooting motion picture film and producing and directing television programs. Must have expertise in all facets of television studio production, including experience with shooting productions with videotape cameras, as well as film cameras. Master's degree in Radio-Television preferred. Ability to supervise students working for the television station in production of local studio, film, and ENG programs required. Salary: competitive—Date of appointment: November 1, 1979—Deadline for applications: October 15, 1979. Letter of application, complete credentials, and names of at least three professional references should be sent to: H. Eugene Dubvig, Director; SIU Broadcasting Service; Carbondale, IL 62901. WSIU-TV is an equal opportunity employer. Women and minorities are actively encouraged to apply.

Computer Operations Supervisor for major Southeast market independent. We are seeking an individual with broadcast computer experience, preferably BCS, familiar with all phases sales, program traffic, accounting, film, etc. to supervise and train personnel on established BCS-1100 system. An Equal Opportunity Employer. Send resume including salary history to Box I-213.

Top Rated Magazine, Top ten market wants energetic co-host who loves people, must have heavy field experience producing features and hosting. E.O.E. Resume to Box H-92.

SITUATIONS WANTED MANAGEMENT

General Manager with outstanding credentials! Television 24 years; Radio 13 years; Broadcasting 35 years, including MANAGEMENT 19 years. Now 49. Thoroughly experienced all aspects: co-ownership, administration, sales, programming, film-buying, news, promotion, community-involvement, etc. In small, medium and large markets, overcame overwhelming obstacles, achieved revitalization/rapid-turnarounds; produced spectacular sales and profits, plus prestige. *Very competitive!* Quality leader in industry. Accustomed to full responsibility. Produces outstanding ratings, sales, profits and prestige at accelerated pace which astounds competitors and delights stockholders! Weekend-interviews. Box I-189.

SITUATIONS WANTED SALES

10 years of radio sales, two years of newspaper advertising sales, now desire first television sales position, any location, any market. Salary open. Box I-173.

SITUATIONS WANTED TECHNICAL

TV Transmitter Maintenance Engineer: over 20 years experience. FCC First Class, knowledge of FCC TV transmitter regulations, VHF transmitter system testing, video and audio processing, accustomed to full responsibility. Call for resume. 309-762-1327.

Fully employed in top 10 prefers small or medium sunbelt market with future. AM/FM as well as TV. 1st Phone with radar. Box I-15.

SITUATIONS WANTED NEWS

If you're looking for an experienced anchor with authoritative news style combined with a broadcast journalism background in television and radio, a dedicated professional with creative ideas for a large market audience, contact Chuck Runyon, 390 Shamrock Ct., Evansville, IN 47715 812-476-0610 after 4 p.m.

Aggressive black reporter seeks position in competitive market. Experienced, talented and hard worker. Dependable, too. Degree. Tape available. Call 713-981-6449.

Experienced Sports Anchor—who communicates—seeks return to professional environment. Impressive credentials. Creative, versatile. Degree (Journalism). Employed. VTR, Resume, References. Box I-71.

Reporter-Masters candidate. 30, 1½ yrs reporter ETV, 2 yrs teaching. Can do it all. Seeks job as reporter. Would like to leave Midwest. Available now. Box I-138.

Former TV Reporter still looking for the right job. Good background and references. Please reply Box I-200.

Reporter-female. B.A. Broadcasting, with internship as TV Reporter. Experienced in all-news radio (Top 20 market) as reporter, writer, anchor. Alert, articulate, attractive. Let me prove my dedication, integrity, talent on your TV staff. Phone: 305-274-0483 or Box I-214.

Sportscaster, 6 years TV experience wants to relocate. Solid delivery and energetic. 1-701-839-5159.

SITUATIONS WANTED PRODUCTION, PRODUCTION AND OTHERS

Sports magazine show producer and host. Excellent at editing sports video to music. Solid play by play. Box I-154.

Producer—5 years experience with New York top 20 advertising agency and record promotion at network seeks challenging TV/radio creative staff position. Music, casting and writing forte. Box I-197.

Experienced Director-Switcher for evening newscasts seeks continued directing of news with the opportunity to progress to production sports and entertainment directing. Experience includes quad and cassette editing, remotes, and camera operation. Future goal: Program Director. Young, with a future at your station. Write Box I-190.

Versatile Production—Operations Specialist/Producer—Director, eleven years professional experience. No dazzling superlatives, just consistent quality television. Graham Brinton, 215-664-3346.

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 805-684-7686.

National Credit and Collection Manager: Corporate Headquarters of a group owner based in Los Angeles with broadcast properties throughout the United States and with interests in publishing and radio and television production has immediate opening for a Credit and Collection professional. This is a career opportunity with a diversified and expanding company newly based in Los Angeles. Excellent salary and benefits. Good visibility and upward mobility. EOE-M/F. Send resume to Box I-118.

Business Managers/Controllers needed for the Radio Station Properties of a diversified broadcast communications company newly headquartered in Los Angeles but with interests throughout the United States. Broadcast experience recommended but not absolutely necessary. These are career growth positions in an expanding diversified company and environment. EEO-M/F. Send resume to Box I-119.

HELP WANTED TECHNICAL

Film to tape transfer: immediate opening for an individual experienced in film to tape transfer. Candidate should have a good working knowledge of film and video tape. At least one year experience with scene to scene color correction, and the ability to work with clients a must. Send resume to: Mr. Ron Herman, Director of Technical Services, Cinetronics Ltd., 3131 North Halsted Street, Chicago, IL 60657.

HELP WANTED ANNOUNCERS

If your between jobs in the Md., D.C. area and looking for temporary employment—call us at 301-585-3314.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant Cash For TV Equipment: Urgently need transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404-324-1271.)

Need Film Cameras, 16mm & 35 mm, Lenses, Editing Equipment, Projectors etc. Call Erwin at 305-949-9084.

Wanted appropriate transmitter, antenna, cameras, VTR, chain. Everything for new UHF-14. Call 405-495-1065.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

5" Air Hellaz Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

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: Inhancers, 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.

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.

Tektronix 528 and 1480 Waveform monitors and 1420 and 520A Vectroscopes, new in factory cartons, in stock ready to ship. Call Ivey Communications Corp. 305-843-8982.

Complete Stereo STL System. Complete microwave studio/transmitter link with amplifiers and remote control. Everything needed for dual link AM stereo system or for FM stereo. Marti Electronics package in excellent condition. Complete package includes two transmitters type STL-8, two receivers type R-200/950, two amplifier compressor/limiters type CLA-40, transmitter and receiver combiners, and ten channel analog remote control system type RMC-2. Priced 35% below current list for a new system ... \$6,940 value new for only \$4,511 in excellent used condition. Holt Technical Services, Suite 205, Westgate Mall, Bethlehem, PA 18017. 215-865-3775.

2.5 KW AM, CSI under 3 yrs. Will tune and test. Like new. M. Cooper 215-379-6585.

10 KW FM CCA 9 yrs. old. \$1200 damage to PA. Will sell 1/2 used value. Also 2nd model perfect. Will guarantee. M. Cooper 215-379-6585.

RCA TT-5A Transmitter—air cooled—present auxiliary on channel 10. Best offer by October 9 takes it; must remove immediately. Call Jack Jones, 215-664-7200.

General Electric 50kw AM transmitter, excellent condition, tuned to 750 KHz with spare tubes, some spare parts. Model BT50A, installed in 1960. \$30,000. Contact Larry Wilson, 1415 S.E. Ankeny, Portland, OR 97214. 503-231-0750.

AMPEX VR-3000—All mods except dual audio. Have three units and wish to sell one. Spare rebuildable head available. Make offer. Bob Olsen 312-738-4181.

Automation system, unused, SMC DP2, logging package, time announce, ten stereo carousels, etc. 414-786-1594.

SMC DP-1 Stereo Automation system with (5) Revox reel-to-reels, (5) carousels, (4) single play cart decks, complete logging package, 25HZ tone generator. Many spare parts. Currently on-air. Will assist in set-up and personnel training. \$20,500 F.O.B. Carson City, NV 702-882-1319.

Dream Production Facility. Full stereo, 2 & 4 track tape, cartridge, mixers, limiters, equalizers, turntables, mics, and more. Assumable lease. Phone 208-734-2457 or 733-4840.

For Sale: Revox A-77's. New call 404-487-9559.

SMC 30-60 (3) Random access selectors, Sub Programmer, (2) Revoxes, (4) Carousels, Single play unit, Tone detectors, (2) Digital Clocks Remote control board, Automatic logging, All stereo. Clean and reasonable. Stan Hagan 318-281-1383.

Studio Recorder, Telefunken, monaural, 6 input mixer, flying start, etc. Showroom cond. \$575. Call Mass. 617-481-0884 eves.

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"—400 introductory topical one-liners ... \$2.00!! 1343-B Stratford Drive, Kent, OH 44240.

The funniest, professionally written, guaranteed laugh getting one-liners and topical gags—"Comic Relief" Bi-weekly service. Free sample. Whilde Creative Services, 20016 Elkhart, Detroit MI 48225.

EMPLOYMENT SERVICE

Reporters with specialized experience in energy, economics, health, consumerism, "Action Line", entertainment and/or recreation wanted for stations in all size markets. Send tape and resume to PO. Box 47035, Dallas, Texas 75247.

MISCELLANEOUS

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-438-0508.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Custom, client jingles in one week. PMW, Inc. Box 947, Bryn Mawr, PA 19010. 215-525-9873.

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.

Furniture Store Jingle—contemporary-easy to sell—customized for your client only \$250. Send \$2.00 for Demo cassette and info. The Warehouse Studio 2071 Emerson St., Jacksonville, FL 32207.

National magazine seeking subscriptions now offering Pl. arrangement with generous terms. Conversion to cash arrangement possible. Tape supplied. Great for midnite-to-dawn, movies, etc. All replies confidential. Box I-198.

Bill more, save time, with 31 religious and institutional Christmas Greetings. Plus Christmas music program o & c, and insert. \$15.00 NWE. Box 21534, Seattle, WA 98911.

Radio and TV Bingo. Oldest promotion in the industry. World Wide Bingo—PO. Box 2311, Littleton, CO 80160, 303-795-3288.

INSTRUCTION

Free booklets on job assistance. 1st Class FCC. license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

1979 "Tests-Answers" for FCC First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin September 10 and October 22. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577, 813-955-6922.

RADIO

Help Wanted Announcers

GOING LIVE COUNTRY DEC. 1st

Need PD, announcers with strong, adult voice, and top production. Start 13,000 to 18,000 with excellent fringes. Top company in the Business, Ohio, send resume. Prefer Midwest Applicants. Box I-72.

MAJOR MARKET ADULT CONTEMPORARY LOOKING FOR DRIVE TIME HEAVY HITTER!

Major market adult contemporary looking for an exciting, multi-dimensional talent. If you want to make a big splash in one of the nation's top ten markets send details to Box I-98. If you've got the creative personality ... we've got the facility that's right for you!

Help Wanted Technical

Chief engineer

retiring in approximately one year. Need bright, energetic, take-charge engineer with 1st class license for AM/FM radio stations. Must have complete maintenance background on transmitter and DA antenna; audio production equipment and automated FM. Equal Opportunity station. Outstanding opportunity; top wages and fringe benefits ... a once in a lifetime opportunity. Write William R. Williamson, Executive Vice President/General Manager, WIBX/WIBQ, PO. Box 950, Utica, New York 13503.

CHIEF ENGINEER

WLKW Providence Rhode Island ... 50 KW FM and 50 KW DAD seeks first class engineer with heavy transmitter, STL, automation and DA experience. Resume, to include salary requirements, to: William M. McCormick, President, McCormick Communications, One Beacon Street, Boston, Massachusetts 02108.

Help Wanted News

REPORTER/NEWSCASTER

Experienced person who can write and deliver the news. Audio check, resume, salary history immediately to: Fred C. Douglas, News Director, WKZO, 590 West Maple Street, Kalamazoo Michigan 49008. Equal Opportunity Employer.

Situations Wanted Management

Station Mgr. Available

My station sold & new owners will manage. Experienced since 1945/17 yrs. at KCMO, K.C. Know sales & programming & news fully. References: A. E. Dahl, owner, KAHL-AM & KELN-FM 308-532-1120 or Clarence Dickgrafe, Farmers Bank, Clinton, Mo., or Bob Ingram, owner KBEA, Kansas City, Kansas. I'm Bill Cannaday Area Code 913-648-5286. Ready now to go to work in the mid-west.

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.

TELEVISION

Help Wanted Programing, Production, Others

PRODUCER

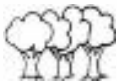
WCVB-TV (Channel 5 in Boston) is searching for a superb television producer with demonstrated experience in supervising the construction of documentary/news magazine programs to take charge of our hour-long, prime-time news magazine.

This individual must be creative, forceful, and an enthusiastic leader with a keen sensitivity to issues and total dedication to journalistic excellence. The program segments we expect must be substantial and influential in the (60 minutes) genre, and their quality of production must be consistently outstanding.

Please respond only if you can demonstrate such skills through a detailed resume and (if requested only) with a video cassette of your work to: Personnel Department, C0916, Boston Broadcasters, Inc., 5 TV Place, Needham, MA 02192.

An Equal Opportunity Employer M/F

Help Wanted Programing, Production, Others Continued



START YOUR MORNING WITH
COUNTRY DAY

REPORTER/FIELD PRODUCER

Regionally syndicated, rurally-oriented TV show needs self starter to research, write, report and produce features for, and about rural life and people. EFP and feature producing experience needed, as well as a warm "on-air" personality. Send resume and tape immediately to: Lee Kanten, Producer, Country Day, KSTP-TV, 3415 University Avenue, St. Paul, MN 55114

TELEVISION PRODUCER/DIRECTOR

Top ten independent is seeking enthusiastic individual with minimum of four (4) years directing and producing experience. Should include experience in the following areas: news, sports, talk/variety as well as remotes and commercial production. Applicants must have demonstrable record of achievements and strong positive motivation. Send resume to Box I-146. Equal Employment Opportunity Employer M/F

PRODUCER DIRECTOR

3-5 years Producer/Director experience. Must have excellent knowledge of Sports production and TV direction. Send resume including salary history to:

KHJ-TV
5515 Melrose Ave.
Hollywood, Ca. 90038
(213) 462-2133 ext. 231

Equal Opportunity Employer M/F/H/C/Vet

PM MAGAZINE TELEVISION CO-HOST / PRODUCER

WOKR-TV 13 is looking for a talented, on-air personality for a successful, established program. On-air experience a must. Send resume and audition tape to: PM MAGAZINE, WOKR-TV 13, Box L, 4225 W. Henrietta Rd., Rochester, NY 14623 EOE

NORTHEAST TELEVISION NETWORK AFFILIATE

is seeking warm, aggressive, talk show host/hostess. Must be experienced and capable of handling controversial issues, live audience and telephone questions. Excellent professional opportunity for effective, hard-working person. Send salary requirement and resume to Box I-159. No tapes. An Equal Opportunity Employer.



START YOUR MORNING WITH
COUNTRY DAY

TV PROGRAM HOST

Regionally syndicated early morning TV show needs in-studio host. This fast growing, live feature/talk show celebrates the rural life and its people and wants someone who likes folks and can show it. You'll introduce features from around the country and interview authors, economists, doctors and just plain folks. We want experience, polish and personality and can give you an exciting, growing vehicle. Send resume and tape immediately to: Lee Kanten, Producer, Country Day, KSTP-TV, 3415 University Avenue, St. Paul, MN 55114

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2nd Edition by Ward L. Quaal and James A. Brown

Considered the "standard" in radio/television station management, this book has been completely revised throughout, with considerable new material added.

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Address _____

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Help Wanted Technical

Maintenance Engineer

for ABC affiliate in beautiful Great Lakes area. Excellent salary and fringe benefits. Equal Opportunity Employer.

Box I-207

**Help Wanted Technical
Continued**

MAINTENANCE TECHNICIAN

WNAC-TV Boston, a CBS affiliate and Division of RKO General Broadcasting, Inc., has an immediate opening for a TV technician with a minimum of 2 years' experience with broadcast equipment, helical VTR, ENG and microwave. A strong background in electronics, video, VTR and digital as well as FCC first class license are also required.

RKO General offers a liberal benefit package and competitive starting salaries. For prompt consideration, forward your resume including salary requirements to Diane Puglisi, Division Personnel Manager, RKO General, Inc., RKO General Building, Government Center, Boston, MA 02114.

An Equal Opportunity
Employer M/F/H/Vets



WNAC-TV BOSTON
A CBS AFFILIATE

**Help Wanted Management
Continued**

TV GENERAL MANAGER

Group with VHF network affiliate outlet in southeast market, rank approx. 100 seeking G.M. Salary open. Excellent benefits. Must have minimum 10-years experience in middle/high level management, preferably three years prior experience general manager. Equal opportunity employer. All replies strictly confidential. Send complete resume, state present salary to Box 1-201.

Situations Wanted Management

Your medium or small market TV station

needs a complete broadcaster. A professional in news, sales, programming, promotion and community involvement, ready for first management position. Now employed major chain. Box 1-169.

Help Wanted News

NEWS DIRECTOR

For New York NBC affiliate. Previous news management experience necessary. Must have strong leadership ability along with responsible and professional news judgment. Immediate opening. Send resume and references to General Manager, WROC-TV, 201 Humboldt Street, Rochester, NY 14610. No phone calls please. EOE.

Television News Director

WKBW-TV in Buffalo is seeking an experienced television journalist for market's dominant news operation. Looking for a leader, with solid background in producing, ENG, and administration. An equal opportunity employer. Contact Philip Beuth, General Manager, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202.

Situations Wanted News

Anchor-Reporter

12 years experience. Now N.D. Small Market... Seeks Return to Major Market... Versatile, Professional, Excellent References. Box 1-191.

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.

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Dynamic growth opportunities for video engineers with experience in video switching systems. Enjoy Florida living. Work for hi-technology company. Send resume to: Dale Buzan, Vital Industries, Inc., 3700 N.E. 53rd Avenue, Gainesville, Florida 32601.

Help Wanted Management

BUSINESS MANAGER

Group owned Southeast station seeks experienced Business Manager to handle entire accounting and business activities. Excellent opportunity with growing company. Candidates should have extensive financial, administrative and supervisory experience. Send resume to I-158. Equal Opportunity Employer.

Assistant General Manager/ Program Director

Group owned Southeast station seeks experienced Program Director with top management skills ready for increased responsibility. If you have the experience and talent and want the opportunity to move up with a growing broadcast group, send resume and references to RMC, Post Office Box 367, Columbia, SC 29202. Equal Opportunity Employer.

ALLIED FIELDS Help Wanted Programing, Production, Others

ATTENTION TRAFFIC/OPERATIONS BUSINESS PERSONNEL

Station Business Systems, one of the nation's leading suppliers of minicomputer based systems for traffic, accounting, billing and payroll processing now has openings for installation specialists. Relocation may be required. These positions offer an excellent compensation and benefits package. Extensive travel throughout the United States and long hours under substantial pressure are some of the demands of these positions. These are offset by having free time between installations. We are very interested in hearing from you, if you have radio and/or T.V. experience in the areas of traffic and/or accounting, are a proven communicator and trainer, are free to travel extensively, understand human and work flow relationships clearly, and perform well under pressure. If accepted, you will be placed in a training program with an experienced installation specialist. If you have the above mentioned qualifications and wish to join a profitable growing firm, send a letter and a detailed resume to William Phillips:

STATION BUSINESS SYSTEMS
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HBO provides a unique and challenging environment in which to work and our medical, dental, profit-sharing, retirement insurance, education and vacation benefits are among the best.

Please submit resume including salary history to A. Egelman, Personnel Department 1110, Time Inc., Time & Life Building, Rockefeller Center, New York, NY 10020. An equal opportunity employer.

HBO The best seat in the house

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Audio Independents, Inc., a new national development and distribution organization for independent radio production, is seeking a dynamic director with organizational and management capabilities. Must have knowledge of commercial and/or public broadcasting. For further information call or write; send resume to: P.J. Anderson, Dept. A, RD No. 1, Fort Edward, New York 12828, (518) 695-6406.

Miscellaneous

RESULTANTS™

This advertisement is directed to the broadcaster or group who is not presently satisfied with billing, image, awareness, sound, etc., or you may be changing formats or assuming ownership. Whatever the problem, at last a consulting firm that ties sales, programing and promotions together. Have never failed to substantially increase billing—by as much as 200-300% in some cases—while at the same time, creating promotional awareness and image of the first magnitude. Interested parties should contact Bill Cunningham in our Miami office, (305) 454-7979, or address all correspondence to RESULTANTS, 500 Hibiscus Drive, Hallandale, FL 33009

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Momentum is in your favor

The trend to videotape in commercial, broadcast program and industrial TV has set the stage for a dynamic individual to create and spearhead new market strategies. A major East Coast video communications firm can put you on the leading edge of this rapidly-growing market with its exceptional potential for achievement and high earnings.

In this leadership role, you'll formulate your own planning, direct a small but professional sales staff, and add your personal drive to coverage of a sophisticated marketplace. At least 8 years experience in Advertising and/or Video facilities essential with 3 or more in a management position. Your record should clearly demonstrate a high level of control under sharply competitive pressures. Compensation commensurate with experience. Employees of the company know of this position. Send your resume and salary history in confidence to:

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search consultants, inc.

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Our client is an equal opportunity employer M/F



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Broadcasting Publications Inc. is accepting applications for a position as Western Sales Manager. Successful applicant will sell and service advertising space clients in 11 Western states. Background in broadcasting profession helpful but not required. Sales experience and/or desire to sell essential, with prime importance placed on ability to organize, plan and produce sales with a minimum of direct sales supervision. Excellent growth opportunity for the right person. Starting compensation based on experience and ability. Outstanding company benefits. Qualified applicants should send a job resume, including salary requirements, to:

David N. Whitcombe
Director of Sales and Marketing
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Washington, DC 20036

Public Notice

**PUBLIC NOTICE
RE: NIGHT OF THE LIVING DEAD**

The Laurel Group, Inc., announces that is now the exclusive agent for worldwide rights to George A. Romero's horror classic, "Night of the Living Dead." These rights were granted to Laurel by Image Ten, Inc., the owner of the film. Notice is hereby given that The Laurel Group, Inc. is now the only authorized source of the film with the exception of pre-existing licenses granted by the Walter Reade Organization or Image Ten, Inc. Laurel and Image Ten, Inc. intend to take all appropriate action to protect and enforce their rights in and to the picture. All inquiries with respect to the picture should be addressed to:

The Laurel Group, Inc.
150 East 58th Street
New York, N.Y. 10022
Att: Richard Rubinstein, President

LEGAL AD

Town of Millbury, Massachusetts

The Town of Millbury, Massachusetts will accept applications for a Cable Television license until November 23, 1979 at 4:00 PM. Applicants should be filed on the Massachusetts CATV Commission form 100 and should be accompanied by a fee of \$100. The Issuing Authority Report is available at the Town Hall. Applications should be submitted to: Mr. Larry Beatty, CAC, Municipal Office Building, 127 Elm St., Millbury, Ma. 01527.

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TRANSMITTERS**

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Business Opportunities

So. California daytimer

with full-time application pending, seeking sales-oriented working partner. Up to 40% equity available. You will need up to \$50,000 to invest, but balance can be paid out of future profits.

Contact—Ray Stanfield 213-363-5764
Chapman Associates

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Guaranteed return on your investment.

Painted and lighted 200 ft. SS tower for antenna space rental along with a new transmitter building for sale. Currently serving 7 customers provided by a large communications and electronics firm. Room for many more. The tower and building are ideally located on Rockton Mt. in Clearfield County, Pa. Interested inquiries to: Del's Tower Service, 192-94 S. Wyoming St. Hazleton, Pa. 18201.

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FOR SALE**

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For Sale Stations

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S	Small	CATV	\$675K	Terms	Bill Chapman	(404) 458-9226
W	Metro	Fulltime	\$900K	\$247K	Bill Whitley	(214) 387-2303
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- AM-FM in Kentucky. \$380,000. Terms.
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- FM in Western Oklahoma. \$280,000.
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- Powerful Fulltimer; N. Maine. \$450,000.
- Daytimer. Mass.; Large Metro. \$850,000.
- Fulltime. Dominant. Metro. TX \$1,000,000.
- Daytimer. Million + Pop. in coverage area.
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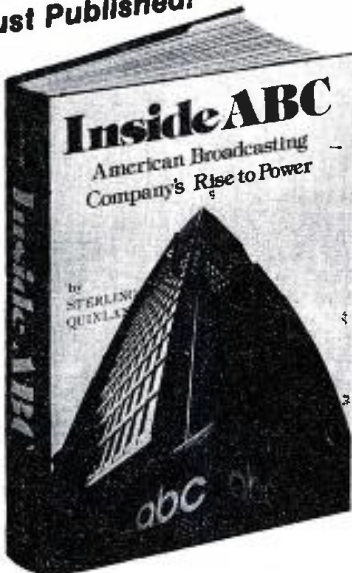
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WA	Fulltime AM	265K	Small
AZ	Fulltime AM	360K	Small
NY	Daytime AM	450K	Medium
	& CP-FM		
VA	Daytime AM	180K	Small
FL	Fulltime AM	170K	Small
GA	Daytime AM	385K	Small
LA	Daytime AM	450K	Small
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NC	Daytime AM	205K	Small
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For Sale By Owner

MIDWEST—SMALL MARKET AM & FM
Both automated. All real estate. Solid
profit & cash flow. Terrific growth. Gross
justifies 1-3m cash. Principals only.
Write (on company letterhead) to Box
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Payable in advance. Check or money order only.
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When placing an ad, indicate the EXACT category
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Help Wanted or Situations Wanted; Management,
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determine the appropriate category according to
the copy. No make goods will be run if all informa-
tion is not included.

The publisher is not responsible for errors in print-
ing due to illegible copy. All copy must be clearly
typed or printed.

Deadline is Monday for the following Monday's
issue. Orders and/or cancellations must be sub-
mitted in writing. (No telephone orders and/or can-
cellations 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 re-
quest 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 forwarda-
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Rates: Classified listings (non-display) Help
Wanted: 70c per word. \$10.00 weekly minimum.
Situations Wanted: (personal ads) 40c per word.
\$5.00 weekly minimum. All other classifications:
80c per word. \$10.00 weekly minimum. Blind Box
numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted:
(personal ads) \$30.00 per inch. All other
classifications: \$60.00 per inch. For Sale Stations,
Wanted to Buy Stations, Employment Services,
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tising require display space. Agency Commission
only on display space.

Publisher reserves the right to alter Classified
copy to conform with the provisions of Title VII of
the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of
city (Des Moines) or state (New York) counts as
two words. Zip code or phone number including
area code counts as one word. Count each ab-
breviation, initial, single figure or group of figures
or letters as a word. Symbols such as 35mm, COD,
PD, etc. count as one word. Hyphenated words
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Fates & Fortunes

Media



Wear

manager of WAPI-AM-FM-TV. **Henry Balch**, treasurer of WAPI-AM-FM-TV, named VP-finance and administration.

David Mintz, VP-general manager of Kvos Television Corp., licensee of Kvos-TV Bellingham, Wash. (Vancouver, B.C.), and president of Kvos-TV B.C. Ltd., Canadian sales branch, joins Global Television Network, Toronto, as president. **Frank Jank**, VP-station manager of Kvos-TV, named general manager. **Doug Davis**, VP-general sales manager of Kvos-TV B.C. Ltd., named president of Canadian sales office.

Ben K. West, VP-general manager of Blair Broadcasting of Oklahoma, named president of KOKH-TV Oklahoma City, owned by Blair. Station is scheduled to go on air Oct. 1.

Stephen Steck, executive VP-general manager, noncommercial WMFE-TV Orlando, Fla., named president.

Louis Buron Jr., general manager of KDWB-AM-FM Minneapolis, and **F. Craig Magee**, general manager of KWK(AM)-WWK(FM) St. Louis, named VP's of Doubleday Broadcasting, owner of stations.

Appointments, Western Broadcasting Co., Missoula, Mont., parent company of KGVO(AM) Missoula, KCAP-AM-FM Helena, Mont., KSEI(AM)-KRBU(FM) Pocatello, Idaho, and KMVT(TV) Twin Falls, Idaho: **Pete Kelly**, general manager of KGVO, elected president of licensee, KGVO Broadcasters, and VP of KCAP Broadcasters, licensee of KCAP-AM-FM: **Paul Spranger**, former general manager of Executive Aviation, Missoula, and president of Aviation Research Corp., elected executive VP for radio for Western, and VP of its KGVO Broadcasters, KCAP Broadcasters and KSEI Broadcasters, licensee of KSEI and KRBU; **Sandy Beall**, general manager of KSEI, and **Bob Thomas**, general manager of KRBU, elected VP's of KSEI Broadcasters, and **Douglas Moore**, general manager of KMVT, named president of KLIX Corp., which is doing business as KMVT.

James MacFarlane, formerly with Community Broadcasting Service, Bangor, Me., joins WWAM(AM)-WKJF(FM) Cadillac, Mich., as general manager.

Kim Pyle, general sales manager, WOKX(AM) High Point, N.C., named general manager.

James Ritter, VP-news consultant, TelCom Associates, New York, joins NBC-TV there as VP-affiliate services.

Lynn Underwood, senior consultant with New York consulting firm of Boyle/Kirkman Associates, joins ABC there as director of affirmative action.

Jim Rankin, production manager for noncommercial KETA(TV) Oklahoma City, joins KGMC(TV) there as operations manager.

Connie Seidl, business manager, WRCP(AM)-WSNI(FM) Philadelphia, joins WCFL(AM) Chicago as manager of business affairs.

Patricia Stalvey Sellars, controller, WCSC-AM-TV Charleston, S.C., named VP.

Susan Boe, assistant director of development, Wesleyan University, Middletown, Conn., joins New Jersey Public Television, Trenton, as director of development.

New officers, Georgia Association of Broadcasters: **Otto McDonald**, WLET-AM-FM Toccoa, president-elect; **Walt McCroba**, American Family Television, Columbus, VP for television, and **Esther Pruett**, WTOG-AM-FM-TV Savannah, secretary-treasurer.

Advertising

Kenneth Roman, executive VP of Ogilvy & Mather/U.S. and managing director of New York office, named president and head of that



Roman



Weed

office. **William Weed**, executive VP of O&M/U.S. and executive director of New York office, appointed chairman of Ogilvy & Mather/Europe, based in London, starting Jan. 1, 1980. **William Phillips** continues as chairman and chief executive officer of U.S. company, with heads of all domestic offices reporting to him.

Jan Jaffe, from Airwick Consumer Products, New York, and formerly VP-marketing planning and research, McCann-Erickson, joins Backer & Spielvogel, New York, as senior VP-director of marketing and research.

Charles Brandt, associate director in sales promotion department of D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., named senior account executive on General Motors parts division account. **George Brigandi**, account

supervisor on American Dairy Association account, DM&M in Chicago, named director of sales promotion services.



DeWitt

Eugene A. DeWitt, senior VP of media and network, BBDO, New York, named executive VP and director of media services for McCann-Erickson Inc. (USA), New York.

Joe DeVivo and **Don Spires**, VP's and executive creative directors, **Bill Smith**, VP-management director and **Cal Gage**, VP-director of research department, Leo Burnett Co., Chicago, named senior VP's.

Peter Horst, VP-executive creative director, Leo Burnett Co., Chicago, named to similar post at Kenyon & Eckhardt, Chicago. **Nancy Sullivan**, VP-media director, Wilson, Haight and Welch, Hartford, Conn., joins K&E in Boston as associate media director.

Peggy Tierney, media supervisor, Grey Ad-



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vertising/Twin Cities, Minneapolis-St. Paul, named associate media director.

Brian Haumersen, from Bozell & Jacobs, New York, joins Eisner & Associates, Baltimore, as account supervisor.

H. Jay Fields Jr., account manager, Price/McNabb Advertising, Asheville, N.C., named VP.

Jackie Cassidy, formerly with Liebel & Co. and Northlick/Stolley, joins Fahlgren & Ferriss, Cincinnati, as media planner-buyer.

Named VP's, Storer Television Sales: **Charles Lieber**, Midwestern sales manager, Chicago; **Joseph Mertens**, West Coast sales manager, Los Angeles; **J. William Mason**, Southern sales manager, Atlanta, and **Shawn McGreevey**, San Francisco sales manager.

Paddy Ramsey, VP and Los Angeles office manager for The Christal Co., named VP and West Coast manager, responsible for both Los Angeles and San Francisco offices. **Ronni Brand**, account executive in San Francisco office, named manager.

David Adams, manager of Los Angeles office of Jack Masla & Co., elected VP-West Coast manager.

Jacki Bennett, account executive, PGW Los Angeles, joins Avery-Knoedel Television, Los Angeles, in same capacity.

Jay Schimmel, account executive for Metromedia's KTTV(TV) Los Angeles, named account executive for co-owned Metro TV Sales.

Tim Gorman, sales representative, WPAT-AM-FM Paterson, N.J., named radio buyer, Air Time Inc., New York.



Butler

Bruce Butler, regional sales manager, KMOX-TV St. Louis, named general sales manager.

Len Tronick, VP-local sales manager, KTTV(TV) Los Angeles, joins Field Communications in newly created position of director of local sales for its five television stations. He will be based in New York.

Greg Bendin, national sales manager, WUC-TV Pittsburgh, joins WDVM-TV Washington in same capacity.

Jim Ross, local sales manager, WUC-TV Pittsburgh, named assistant general sales manager. **Bruno Graziano**, account executive, succeeds Ross.

Joe Middelburg, account executive, CBS Television National Sales, joins WTEV(TV) New Bedford, Mass. (Providence, R.I.), as general sales manager.

Richard Stahlberger, national sales manager, WCBS(AM) New York, appointed manager of special projects.

Peter Bloom, director of sales administration, ABC Radio, New York, joins Mutual Broadcasting System there in same capacity. **Marie Fischetti**, traffic-sales administration assistant for Mutual, named manager of sales proposals and planning.

Dave Mumford, associate director, sales research, Katz Television, New York, appointed

assistant director of research, KTLA (TV) Los Angeles.

Andrew Fessel, market research specialist and presentation writer, ABC-TV Spot Sales, New York, joins WLS-TV Chicago as assistant research director.

Stanley Justice, account executive, WTVQ-TV Lexington, Ky., joins WDRB-TV Louisville, Ky., in same capacity.

Ron Murphy, president of Oscar Watts Advertising, Chicago, joins WFYR(FM) there as account executive.

Anne Cothran, formerly with WMM(FM) Arlington Heights, Ill., joins WYEN(FM) Des Plaines, Ill., as account executive.

Dave Martin, account executive, KFH(AM)-KBRA(FM) Wichita, named local-regional sales manager.

Debbie Bernstein, account executive, WRNL(AM) Richmond, Va., named sales manager.

Stan Reed Jr., account executive, WPF(B) (AM)-WPF(B) (FM) Middletown, Ohio, named general sales manager. **Garry Mullins**, from WKS(TK) Indianapolis, joins WPF(B) as sales manager.

Neil Hart, formerly field sales representative for Pioneer Electronics in Pittsburgh, joins WAMQ(AM) Loretto, Pa., as general sales manager.

Tierney O'Neil, promotion assistant, WINX(AM) Rockville, Md. (Washington), named coop coordinator and senior account executive. **Bernie Latt**, formerly with Ardvark Advertising, Washington, joins WINX as senior account executive and graphic design supervisor. **Gall Pfistner**, from Capitol Records, Washington, joins WINX as account executive.

Martin Perrone, manufacturer's representative for T-shirt decal company in New York, joins WRYZ-AM-FM Jupiter, Fla., as account executive.

Dallas Rodriguez, in sales position with *Silktown Flyer*, Manchester, Conn., joins WPOP(AM) Hartford and co-owned WIOF(FM) Waterbury, both Connecticut, as account executive.

Ron Burton, from news bureau of Birmingham Southern College, Birmingham, Ala., and former program and news director with WGAD(AM) Gadsden, Ala., rejoins WGAD as announcer and account executive.

Cathy Ives, from WFEA(AM) Manchester, N.H., joins sales staff of WCGY(FM) Lawrence, Mass.

Programming

Gary L. Pudney, VP, special projects, ABC Entertainment, Los Angeles, named VP-special projects and senior executive in charge of talent. **John Kippycash**, program producer for ABC-TV's *Good Morning America*, named to newly created post of series producer of program. **Michael Sullivan**, editor in department of broadcast standards and practices, ABC, Los Angeles, named program executive, current dramatic series, ABC Entertainment.

David Goldsmith, VP, motion pictures and miniseries, Paramount Television, Hollywood, named VP, dramatic programs and motion pictures.

Andrew Susskind, director of comedy development in network division of Time-Life

Television, Los Angeles, has been transferred to company's video division in New York as assistant to Bruce Barnett, senior VP.



Ballinger

Richard M. Ballinger, VP and director of programming of Metromedia's WNEW-TV New York, appointed VP, director of programming for Metromedia Television, New York, succeeding **Chet Collier**, who is now consultant to BBI Communications, Boston, subsidiary of Boston Broadcasters Inc. involved in programming for commercial and cable television (BROADCASTING, Aug. 20).

Dick Robertson, VP-marketing for Telepictures Corp., New York, named to head acquisitions for Telepictures on West Coast.

Bob Lloyd, national sales manager, Gold Key Entertainment, New York, named VP of U.S. syndicated sales.

Stanley Thomas, executive with marketing and business strategy group of ITT, joins Home Box Office, New York, as assistant to N.J. Nicholas Jr., president of HBO. **Mark Cutten**, in network operations group of HBO, named regional manager for New York state, responsible for affiliate development and maintenance.

Donna Pode, executive director, creative affairs, New Ingot Productions, Los Angeles, named story editor, West Coast, Columbia Pictures Television, Burbank, Calif.



Rettig

Jerry Rettig, sales manager, WPIX(TV) New York, joins Worldvision Enterprises, New York, as director of sales planning.

Ralph Sanabria, program director, WPAT-AM-FM Paterson, N.J., joins Schulke Radio Productions, South Plainfield, N.J., as VP responsible for development of new

syndicated product for company, which syndicates beautiful music format.

Danielle Folquet, reporter and program host, WLWT(TV) Cincinnati, and **Gary Brasher**, associate program producer and director for *Evening Magazine* on WJZ-TV Baltimore, join WCMH-TV Columbus, Ohio, as co-host and executive producer of *PM Magazine*, respectively.

John Buran, sports anchor, WTVW(TV) Evansville, Ind., joins WRC-TV Washington in same capacity.

Brian Dampier, reporter, WISH-TV Indianapolis, joins WBBM-TV Chicago as co-producer of weekly magazine series, *Two on Two*. **Dennis Wilcox**, producer of consumer program for KTVI(TV) St. Louis, joins WLS-TV Chicago as producer of "Seven On Your Side."

Jim Berk, formerly with WJCS-TV Jacksonville, Fla., joins WJXT(TV) there as assistant sports director.

Marc Rosenweig, from WWL-TV New Orleans, joins WJBK-TV Detroit as producer-editor.

Linda Dosh, in promotion and public affairs department of WUHQ-TV Battle Creek, Mich., named program and promotion coordinator.

William Berg, director of program production, noncommercial WXXI(TV) Rochester, N.Y., joins noncommercial KUID-TV Moscow, Idaho, as program director.

Bill O'Sullivan, news director of Insilco Broadcast Group's WELI(AM) New Haven, Conn., named national commentator for Insilco, which will supply commentaries to be used on all its stations.

Herb Nesmith, formerly with Armed Forces Radio in Germany, joins KGMS(AM)-KFSM(FM) Sacramento, Calif., as program and production director.

Andy Barber, air personality, KULF(AM) Houston, joins KASH(AM)-KNSD(FM) Eugene, Ore., as program director and air personality.

Craig Miller, play-by-play announcer for Rochester, N.Y., Red Wings baseball team, joins WOKR(TV) there as weekend sports anchor.

Dave Boone, operations manager, WABY(AM) Albany, N.Y., joins WPRW(AM) Manassas, Va., as program director.

Dave Dillon, station manager, WQIQ(AM) Chester, Pa., joins WKAP(AM) Allentown, Pa., as operations manager.

Ed Sherlock, formerly with WWSW(AM), KDKA-AM-FM and WTAE(AM), all Pittsburgh, joins WAMQ(AM) Loretto, Pa., as program director.

Stan Warren, formerly with WUBE-AM-FM and WLQA(FM) Cincinnati, joins WPF(FM) Middletown, Ohio, as program director.

Joel Cash, formerly with WWDG(AM) Washington, joins WINX(AM) Rockville, Md. (Washington), as morning announcer and special projects director. **Bob Duchense**, from WTVL-AM-FM Waterville, Me., joins WINX as midday announcer and community sports director. **Bob Crockett**, from WMS(FM) Prince Frederick, Md., joins WINX as weekend and fill-in announcer.

Mike Burger, program director, WHOO-AM-FM Orlando, Fla., joins WDBO-AM-FM there as sports director.

Craig Sager, sports director, WINK-TV Fort Meyers, Fla., joins KMBC-TV Kansas City, Mo., as assistant sports director. **Bruce Wayne Hollensbe**, from KTUL-TV Tulsa, Okla., joins KMBC-TV as producer-director.

David Blake, owner of commercial production company, **Shelly Holmgren**, production assistant, KIVI(TV) Nampa, Idaho, and **Jeanne Maslowski**, from KYYX(FM) Seattle, join KVOSTV Bellingham, Wash., as production assistants.

Nigel Ann Shoaff, from Carlson & Co. Advertising, Indianapolis, joins WTHR(TV) there as art director.

Del Sharbutt, one of network radio's best-known announcers who retired in 1976 to desert area of California, appointed manager of Rancho Mirage, Calif., chamber of commerce. Sharbutt, who joined CBS in 1934, announced for many of top names in big-band era as well as Bob Hope's first radio series, *Lucky Strike Hit Parade*, *Jack Carson Show* and *Amos 'n Andy*, among others. "MMM-Good" commercial, in which his voice was combined with singing group and which was developed many years ago for Campbell's Soups, is still in use.

News and Public Affairs



Westerman

Sylvia Westerman, VP-special events and political coverage, responsible for primaries, conventions, elections, election and survey unit and specials, CBS News, New York, joins NBC News there as VP and executive assistant to NBC News president, William J. Small.

Sam Zelman, long-time newsman with CBS News and WJLA-TV Washington, resigns as executive news director, CBS Television Stations division, to join Ted Turner's Cable News Network as VP and executive producer, effective Oct. 10. **Ron Tindiglla**, news consultant and former news director of WABC-TV New York and WPVI-TV Philadelphia and 1972-75 producer of 11 p.m. news for WCBS-TV New York, is slated to succeed Zelman with new title of VP, news, CBS Television Stations.

Lee Thornton, White House reporter for CBS News, named correspondent, continuing to cover White House.

Jess (Skip) Haley, associate news director, WSB-TV Atlanta, joins WSFA-TV Montgomery, Ala., as news director.

Peter Leone, assistant news director, WKBW-TV Buffalo, N.Y., joins WTEV(TV) New Bedford, Mass. (Providence, R.I.), as news director. **Joseph Becker**, from KSD-TV St. Louis, joins WTEV as noon anchor.

Jay Jones, news director, WDBQ(AM) Dubuque, Iowa, joins WMTV(TV) Madison, Wis., as news operations supervisor. **Gary Probst**, weekend anchor-reporter, WHBF-AM-TV Rock Island, Ill., joins WMTV as anchor-reporter. **Debbie Portsche**, from WISM-AM-FM Madison, and **John Campbell**, reporter-anchor-producer, KOSA-TV Odessa, Tex., join WMTV as reporters.

Maggie Brock, news and public affairs director, WZZP(FM) Cleveland, joins WDAI(FM) Chicago as news director. **Steve McPartlin**, from WPIX-FM New York, joins WDAI as sports reporter.

Pete Taylor, anchor, WQXI-AM-FM Atlanta, joins WTIX(AM) New Orleans as news director.

Betsy Ashton, weekend anchor and field reporter, WJLA-TV Washington, named weeknight field anchor. **Lark McCarthy**, field reporter, assumes additional duties as weekend anchor. **Kathy Cunningham**, writer-producer in documentary film unit, named field producer.

Patrick Emory, anchor, KSD-TV St. Louis, joins WTHR(TV) Indianapolis as co-anchor and reporter.

Jane Brierley, reporter and noon co-anchor, WOTV(TV) Grand Rapids, Mich., named co-anchor of 6 and 11 p.m. news.

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Richard Maloney, reporter, KYW(AM) Philadelphia, named reporter for co-owned KYW-TV there.

Pamela Wilsey, producer, KRON-TV San Francisco, joins KPX(TV) there as reporter for investigative unit.

Jordan P. St. John, Statehouse reporter, WWLP(TV) Springfield, Mass., assumes additional duties as assistant news director.

Bob Inman, director of university relations, University of Alabama, and former news director for WBTV(TV) Charlotte, N.C., rejoins WBTV as co-anchor of 6 and 11 p.m. news.

Mike Power, senior reporter for New Jersey Nightly News, joins WOKR(TV) Rochester, N.Y., as senior reporter-producer. **Bobble Barnier**, reporter, WLUK-TV Green Bay, Wis., joins WOKR as medical reporter. **Jon Murray**, news producer, WOKR, named executive producer of public affairs. **Jack Ahearn**, photographer with WLUK-TV, joins WOKR in same capacity.

Jocelyn Warfield, reporter, KMJ-TV Fresno, Calif., joins WRGB(TV) Schenectady, N.Y., as weekend anchor and field reporter.

Bill Kucera, general assignment reporter and weekend anchor, KOCO-TV Oklahoma City, joins KUTV(TV) Salt Lake City as reporter.

Randy Wolfe, assignment editor-producer, WFMY-TV Greensboro, N.C., joins KTVI(TV) St. Louis as news producer.

Susan Jacobson, street reporter, WINX(AM) Rockville, Md. (Washington), named assistant news director. **Linda Falkerson**, part-time reporter, named full-time reporter. **Marion Thompson**, formerly with WINX, rejoins station

as public affairs and public service director.

Thom Wilborn, staff writer, *Virginian-Pilot*, Norfolk, Va., joins Arkansas Radio Network, licensee of KARN(AM)-KKYK(FM) Little Rock, Ark., as assistant news director.

Dale Mikolaczyk, engineer with International Association of Theatrical and Stage Employees in Scranton, Pa., joins WAZL(AM)-WVCD(FM) Hazleton, Pa., as anchor and engineer.

Linda Bouwman, studio cameraperson, WZZM-TV Grand Rapids, Mich., named news photographer.

Promotion and PR

Jan Zinman, manager of promotion and publicity, KTVU(TV) Oakland, Calif., joins KPX(TV) San Francisco as creative services director.

Richard Rasmussen, promotion director for Westinghouse Broadcasting's *Evening* and *PM Magazine*, joins WLWT(TV) Cincinnati as promotion manager.

Steven West-Rosenthal, creative services director, WRAU-TV Peoria, Ill., named promotion director. **Deborah Jurgelonis**, writer-producer in creative services department, succeeds Rosenthal.

Clark Grant, promotion director, KTVI(TV) St. Louis, joins KNTV(TV) San Jose, Calif., in same capacity.

David Steen, in media department of Carmichael-Lynch, Minneapolis, assumes additional duties for agency publicity.

Technology

Raymond Peirce, president of Oak Technology, Crystal Lake, Ill., named president of parent company, Oak Industries, San Diego. **E.A. Carter** relinquishes title of president to Peirce, but remains chairman and chief executive. **Gary Barbera**, group VP-materials, Oak Technology, succeeds Peirce.



McCoy

Dr. Donald S. McCoy, division VP, technical liaison, Selecta Vision VideoDisc Operations, RCA Corp., New York, is leaving RCA after 22 years to join CBS Technology Center, Stamford, Conn., as VP and general manager, succeeding J. Kenneth Moore, who died last February, (BROADCASTING, Feb. 26).

Christopher Donoyan, who has been operating Donoyan Enterprises, import-export firm in Los Angeles, and directing export sales for Vital Industries, manufacturer of television production and master control switchers, automation systems and video manipulation unit, in Gainesville, Fla., assumes presidency of Vital. He succeeds his brother, Nubar Donoyan, who died last May (BROADCASTING, June 11).

Don Forbes, formerly with RCA Broadcast Systems in Texas, named president of Broadcast Systems Inc., Austin, Tex., manufacturer's representative firm and stocking distributor of broadcast equipment. **Cary Fitch**, also from

RCA Broadcast Systems, joins BSI as field sales engineer.

James Keane, director of special projects for Chyron Corp., Melville, N.Y., named director of international marketing.

John Chow, staff engineer, U.S. JVC Corp., joins Ikegami Electronics, Maywood, N.J., as Eastern regional sales manager.

John Bozak, involved with long-range planning for technical operations of noncommercial WITF-FM-TV Hershey, Pa., named director of engineering.

Michael Laemers, director of engineering, WUHQ-TV Battle Creek, Mich., assumes additional duties as operations director.

Allied Fields

Robert A. Cook, owner of Selective Media Services, Pasadena, Calif., media buying firm, and earlier, manager, market development, CBS Television Stations Division, Los Angeles, named director of Marketing West, Los Angeles, for Association of Independent Television Stations (INTV).

Charles P. Roden, senior director of audience programs, Southern Baptist Radio-Television Commission, Fort Worth, appointed interim chief operating officer. He succeeds **Harold E. Martin**, former executive vice president, who had taken over responsibilities of Dr. Paul M. Stevens, president of SBRTC, when latter last winter announced planned retirement Oct. 31 (BROADCASTING, Feb. 19). Martin, who assumed duties to give SBRTC search committee time to select new president, becomes professor at University of Florida.

Carl Fisher, former president of KUGN-AM-FM Eugene, Ore., joins media broker firm of Ward Cook Inc., Portland, Ore., as head of media division. Fisher has not been involved in broadcast management for past seven years.

Belle O'Brien, chief of FCC's Consumer Assistance Office, joins U.S. Consumer Affairs Office, White House.

Wanda Townsend, legislative secretary in government relations department, National Association of Broadcasters, Washington, named coordinator of NAB's employment clearinghouse.

Patricia Dignam, analyst in data applications department of Nielsen Television Index, New York, named manager of Nielsen Search Index Analysis-information department.

Barry Nemcoff, faculty member of Temple University's school of communications and theater, named assistant dean of school.

Deaths

William L. Marrs, 68, air personality, WJCV(AM) Johnson City, Tenn., died of heart attack Aug. 31. He joined station in 1948 when it was WJHL. Survivors include his wife, Polly, and two daughters.

William M. Perry, 64, head of Senate periodical press gallery from late 1940's until retiring in 1972, died of heart ailment Sept. 17 at hospital in Bradenton, Fla. Survivors include his wife, Virginia, one son and two daughters.

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Stock Index

Exchange and Company	Closing Wed. Sept. 19	Closing Wed. Sept. 12	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	44 3/8	45 1/8	- 3/4	- 1.66	9	1,243
N Capital Cities	44 5/8	45 1/4	- 5/8	- 1.38	12	615
N CBS	53 3/8	52 3/4	+ 5/8	+ 1.18	7	1,499
N Cox	62 3/4	62 1/4	+ 1/2	+ .80	12	417
A Gross Telecasting	23 7/8	23 3/4	+ 1/8	+ .52	8	19
O Kingstip Commun.	36 1/2	38 1/4	- 1 3/4	- 4.57	65	16
O LIN	50	51	- 1	- 1.96	12	139
N Metromedia	68 1/2	66 1/2	+ 2	+ 3.00	10	314
O Mooney	9	9 1/4	- 1/4	- 2.70		3
O Scripps-Howard	50 1/2	50	+ 1/2	+ 1.00	9	130
N Storer	51 1/2	47	+ 4 1/2	+ 9.57	14	264
N Taft	30 1/4	29 7/8	+ 3/8	+ 1.25	10	258

Exchange and Company	Closing Wed. Sept. 19	Closing Wed. Sept. 12	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	21	22 1/8	- 1 1/8	- 5.08	17	26
A Affiliated Pubs.	26 1/2	26 5/8	- 1/8	- .46	9	92
N American Family	11 5/8	11 3/4	- 1/8	- 1.06	5	122
N John Blair	22 3/4	22 1/2	+ 1/4	+ 1.11	5	84
N Charter Co.	47 5/8	40 3/8	+ 7 1/4	+17.95	41	1,036
N Chris-Craft	19	20	- 1	- 5.00	11	81
N Coca-Cola New York	6 3/8	6 1/2	- 1/8	- 1.92	8	112
N Combined Comm.	11 3/4	12	- 1/4	- 2.08	4	124
N Cowles	24 1/2	24 5/8	- 1/8	- .50	20	97
N Dun & Bradstreet	38 1/2	38	+ 1/2	+ 1.31	15	1,071
N Fairchild Ind.	34 5/8	31 3/4	+ 2 7/8	+ 9.05	7	197
N Fuqua	14 1/8	13 1/4	+ 7/8	+ 6.60	4	178
N Gannett Co.	45 3/4	45 1/4	+ 1/2	+ 1.10	15	1,230
N General Tire	22	22 3/4	- 3/4	- 3.29	5	510
O Gray Commun.	29	28 1/2	+ 1/2	+ 1.75	9	13
N Harte-Hanks	24 1/4	24 1/4			14	224
O Heritage Commun.	9	9 1/4	- 1/4	- 2.70		14
N Jefferson-Pilot	35	35 3/8	- 3/8	- 1.06	9	801
O Marvin Josephson	14 1/2	14 3/4	- 1/4	- 1.69	8	37
O Kansas State Net	26 1/2	26 1/4	+ 1/4	+ .95	22	47
N Knight-Ridder	24 3/4	24 1/4	+ 1/2	+ 2.06	11	817
N Lee Enterprises*	22 5/8	22 5/8	1/2		12	164
N Liberty	38 1/2	38 1/4	+ 1/4	+ .65	8	260
N McGraw-Hill	25 7/8	25 7/8			10	641
A Media General	26 1/2	26 1/2			11	197
N Meredith	32 1/4	32 1/2	- 1/4	- .76	7	99
O Multimedia	31 1/4	31 1/4			13	208
A New York Times Co.	25 3/8	24 7/8	+ 1/2	+ 2.01	19	294
N Outlet Co.	21 1/2	22 3/8	- 7/8	- 3.91	6	52
A Post Corp.	23	22 1/2	+ 1/2	+ 2.22	10	41
A Reeves Telecom	5	5			56	11
N Rollins	25 5/8	28 1/8	- 2 1/2	- 8.88	12	343
N San Juan Racing	15 1/4	15 1/4			20	38
N Schering-Plough	32 7/8	32 3/4	+ 1/8	+ .38	9	1,760
A Sonderling	25 5/8	25 1/8	+ 1/2	+ 1.99	8	28
A Tech Operations	11	10 1/4	+ 3/4	+ 7.31	28	14
N Times Mirror Co.	33 1/8	33 1/4	- 1/8	- .37	9	1,124
O Turner Broadcasting*	11	11			108	10
A Washington Post	24 5/8	24 5/8			8	391
N Wometco	22	23 1/8	- 1 1/8	- 4.86	10	189

Exchange and Company	Closing Wed. Sept. 19	Closing Wed. Sept. 12	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
CABLECASTING						
A Acton Corp.	11	11 3/8	- 3/8	- 3.29	7	28
O Ameco+						
O Athena Comm.	6 1/4	6 1/4				13
O Burnup & Sims	7 1/8	7	+ 1/8	+ 1.78	38	60
O Cable Info.*	8	6			30	3
O Comcast	20 1/2	17 1/2	+ 3	+17.14	20	34
O Entron*	5	5			5	4
N General Instrument	42 3/4	42 1/4	+ 1/2	+ 1.18	11	336
O Geneve Corp.	21 3/8	20 1/2	+ 7/8	+ 4.26	9	23
O Tele-Communications	20 3/4	19 1/8	+ 1 5/8	+ 8.49	26	221
N Teleprompter	18 1/2	17	+ 1 1/2	+8.82	24	314
O Texscan	5	5			29	3
N Time Inc.	44 3/4	43 3/4	+ 1	+ 2.28	8	1,249
O Tocom	11 3/4	12	- 1/4	- 2.08	25	17
O UA-Columbia Cable	28 1/2	26	+ 2 1/2	+ 9.61	13	95
O United Cable TV	38 1/2	34	+ 4 1/2	+13.23	27	78
N Viacom	32 5/8	32 1/8	+ 1/2	+ 1.55	17	123

Exchange and Company	Closing Wed. Sept. 19	Closing Wed. Sept. 12	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
A Amer. Intl. Pics	9 3/4	9 3/4				23
O Chuck Barris Prods.	7 1/4	6 1/2	+ 3/4	+ 11.53	3	22
A Cinema 5 Ltd.	4 1/2	4 1/2				3
N Columbia Pictures	24 1/2	25 1/8	- 5/8	- 2.48	4	238
N Disney	40	40 3/8	- 3/8	- .92	13	1,296
N Filmways	14 7/8	15	- 1/8	- .83	9	79
Four Star*	1	1				10
N Gulf & Western	15 5/8	16	- 3/8	- 2.34	4	744
N MCA	52 1/2	49 3/8	+ 3 1/8	+ 6.32	10	1,224
N MGM	18	18 1/2	- 1/2	- 2.70	8	548
O Medcom	3 5/8	3 5/8			15	6
N Transamerica	19 5/8	18 3/4	+ 7/8	+ 4.66	6	1,295
N 20th Century-Fox	45 3/8	43 1/2	+ 1 7/8	+ 4.31	6	353
O Video Corp. of Amer.	9 3/4	9 5/8	+ 1/8	+ 1.29	33	9
N Warner	41 5/8	37 7/8	+ 3 3/4	+ 9.90	9	817
A Wrather	18	16 1/4	+ 1 3/4	+ 10.76	49	41

Exchange and Company	Closing Wed. Sept. 19	Closing Wed. Sept. 12	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
SERVICE						
O BBDO Inc.	35 1/4	34 3/4	+ 1/2	+ 1.43	8	88
O Compact Video	9 1/2	9	+ 1/2	+ 5.55		17
N Comsat	42 3/8	41	+ 1 3/8	+ 3.35	10	339
O Doyle Dane Bernbach	22 1/4	22	+ 1/4	+ 1.13	8	59
N Foote Cone & Belding	21 5/8	20 7/8	+ 3/4	+ 3.59	7	56
O Gray Advertising	37 1/2	37 1/2			4	23
N Interpublic Group	29 1/8	29 1/8			6	69
O MCI Communications	6 3/8	6	+ 3/8	+ 6.25	80	131
A MovieLab	5 1/4	5 1/4			9	7
A MPO Videotronics	5 3/8	5 3/8			5	2
O A.C. Nielsen	25 1/8	24 3/4	+ 3/8	+ 1.51	12	276
O Ogilvy & Mather	22	21 1/2	+ 1/2	+ 2.32	7	79
O Telemation	1 3/4	1 3/4			2	1
O TPC Communications	6 7/8	7 3/8	- 1/2	- 6.77	13	6
N J. Walter Thompson	27 1/8	26 3/4	3/8	+ 1.40	6	71
N Western Union	20 7/8	19 3/4	+ 1 1/8	+ 5.69	9	316











Exchange and Company	Closing Wed. Sept. 19	Closing Wed. Sept. 12	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
ELECTRONICS/MANUFACTURING						
O AEL Industries	6 1/4	6 1/2	- 1/4	- 3.84	5	10
N Ampex	18 3/8	18	+ 3/8	+ 2.08	13	209
N Arvin Industries	13 3/8	13 1/4	+ 1/8	+ .94	4	79
O CCA Electronics*	1/8	1/8			1	
A Cetec	5 1/8	5 1/8			11	2
A Cohu	5	5			17	8
N Conrac	16 3/4	16 3/8	+ 3/8	+ 2.29	27	34
N Eastman Kodak	54	55 1/4	- 1 1/4	- 2.26	10	8,714
O Farinon	11 1/2	12	- 1/2	- 4.16	11	56
N General Electric	50 3/8	51 1/4	- 7/8	- 1.70	9	9,298
N Harris Corp.	32 1/2	30 1/2	+ 2	+ 6.55	14	848
O Harvel Industries	6 3/4	6 3/4			18	3
O Intl. Video Corp.	1 1/4	1 1/4				3
O Microdyne	22	21 1/2	+ 1/2	+ 2.32	23	2
N M/A Com, Inc.	28 5/8	26 1/2	+ 2 1/8	+ 8.01	37	1,818
N 3M	52 5/8	53 3/8	- 3/4	- 1.40	11	6,129
N Motorola	48 7/8	48 1/2	+ 3/8	+ .77	12	1,395
N N. American Philips	30 3/8	30 1/2	- 1/8	- .40	6	365
N Oak Industries	29 1/2	30 3/8	- 7/8	- 2.88	20	106
O Orrox Corp.	6 5/8	6 1/2	+ 1/8	+ 1.92	9	13
N RCA	23 3/4	24 1/2	- 3/4	- 3.06	7	1,777
N Rockwell Intl.	42 7/8	41 3/4	+ 1 1/8	+ 2.69	7	1,509
A RSC Industries	3 1/8	3 1/4	- 1/8	- 3.84	17	7
N Scientific-Atlanta	33	30 5/8	+ 2 3/8	+ 7.75	19	140
N Sony Corp.	8 1/2	8 3/4	- 1/4	- 2.85	14	1,466
N Tektronix	59 1/4	58 1/4	+ 1	+ 1.71	15	1,066
O Valtec	13 1/2	12 7/8	+ 5/8	+ 4.85	29	53
N Varian Associates	23 7/8	23 1/4	+ 5/8	+ 2.68	133	163
N Westinghouse	20 7/8	20 1/2	+ 3/8	+ 1.82	6	1,805
N Zenith	12 5/8	12 7/8	- 1/4	- 1.94	12	237

Standard & Poor's 400 Industrial Average 120.82 120.07 +.75

Notes: A-American Stock Exchange, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson, Hayden Stone, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by *Broadcasting's* own research. Earnings figures are exclusive of extraordinary gain or loss. Footnotes: *Stock did not trade on given day, price shown is last traded price. **No P/E ratio computed, company registered net loss. ***Stock split. +Traded at less than 12.5 cents.

Added Attractions

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:

- 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 29  Status report on **children's TV**: its trials, its triumphs and its prospects for the future. Principal areas of interest: **programing, advertising, regulation.**
- 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.
- 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.
- Dec 17  Annual special report on the **state of the art in broadcast equipment and technology.**
- Dec 17  The **top 100 records** on pop radio playlists in 1979, plus the **top 50** in country. Just in time for yearend programing.
- Jan 7  Annual double issue, featuring BROADCASTING, exclusive report and analysis of the **top 100 companies in electronic communications.**
- Jan 21  Will it be another record year in TV, AM and FM station sales? Read all about it in the annual **station trading special**, playing back the "Changing Hands" track record of 1979.
- Feb 11  **Pre-NATPE.**
- Feb 18  **NATPE.**

That's not all on our drawing boards, but it gives a general idea. BROADCASTING will continue to update this schedule as appropriate, (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

4A's Upson: avid fan of TV and advertising

Aboard ship in the Far East after the close of World War II, a young man who'd grown up in the sheltered environment of a "well-compensated family" in a "happy city" realized, nevertheless, he was going to need a job when he left the service. So Stuart Upson decided to write to Cliff Fitzgerald, one of the founders of Dancer Fitzgerald Sample, and ask if Fitzgerald would like to "hire a dumb kid." Fitzgerald said yes, and that began Upson's long association with the agency, a career that's followed what Upson describes as "a very clear path for 33 years."

Now serving in the one-year rotation as chairman of the American Association of Advertising Agencies, Upson's handling of his duties there draws the praise of the permanent staff. He's considered an "articulate" and "enthusiastic" salesman of the advertising business, someone well suited to the task of advertising advertising. Upson talks of the difficulty in establishing any personal goals in a job with such a short tenure. Instead, he views his function as helping the advance of the continuing projects of the organization, which he says is "moving beautifully." Besides servicing agencies with research and data, and so providing the "lifeblood" of smaller agencies with limited resources, the current chairman sees to the AAAA's major tasks of "accelerating the advertising industry presence in Washington" and "enhancing" the industry's image.

AAAA's president, Leonard Matthews, has particular praise for Upson's abilities as a manager of time, believing that his capacity for "cutting off unnecessary verbiage" allows the group's meetings to move with more dispatch than under any other chairman. This is an important plus for an organization with relatively few gatherings during the one chairman's stewardship.

Matthews, who says he and the chairman work so closely together that it's difficult to separately identify their objectives, targets as a major thrust of their joint efforts a current drive to obtain "more balanced treatment" from those on the editorial side of the various media.

If anything, Upson started his climb to the chairmanship of DFS even before his letter to Fitzgerald. His was a "Procter & Gamble family"; his father was in sales at P&G. Young Stuart grew up with marketing and advertising; indeed, Fitzgerald was a friend of the family and a frequent guest in the Upson household. Upson's one divergence from an otherwise linear progression in what he calls the "interpersonal" field of advertising was his pursuit



Stuart Barnard Upson— chairman of the board, chief executive officer, Dancer-Fitzgerald-Sample, New York, and chairman, American Association of Advertising Agencies; b. Cincinnati, April 14, 1925; BS, Yale, 1945; USNR, 1943-46; assistant account executive, DFS, 1946-48; account executive, DFS, 1948-51; account supervisor, DFS, 1951-55; VP, DFS, 1955-63; senior VP, member of executive committee, DFS, 1963-66; executive VP, DFS, 1966-67; president and chief executive officer, DFS, 1967-74; present position since 1974; m. Barbara Jussen, 1946; children—Marguerite, Anne, Stuart.

of a bachelor's degree in chemical engineering. But an aptitude test answered the question of whether Upson should build his life's work in that field. Its advice, he says, was "get out!"

Upson, who describes himself as "a conservative guy" from "Ohio Republican stock," perceives DFS in a familial context. In speaking of the company's approach to its work, he stresses that one of the principal tenets of DFS is that "business is people, DFS people." The notion involves a degree of "paternalism," but he qualifies that saying it is not "blind paternalism," but rather "caring about employees, their lives, their training."

The two other basic principles he cites provide insights into Upson's personal philosophy of advertising. The first is that "good advertising comes from deep knowledge of your brands, deep client involvement, tight strategies." The second

is that "solutions to advertising problems start with the customer, the consumer, what they want, what they need and how we talk to them."

A man who gives the impression that he is not usually given to invective, Upson's identification of something as making him "impatient as hell" carries greater weight than it might first be accorded in these loose-tongued times. He has that response, he says, to people who "tell Americans what they should do in their lives, what they should see on television." Upson believes that "people are much too smart to accept any less than what they want to see."

This reflects Upson's interpretation of the basic nature of television in this country. He doesn't consider it an "educational" medium, but rather "the backbone of entertainment" for most of the country, and sees the "kind of programing and level of programing" as a reflection of the public taste.

In line with his sense of impatience with those he feels would dictate their tastes to the rest of the viewing audience, Upson is also upset by people who take issue with advertising on children's programs. Admitting he is "so positive and so biased" regarding this field, in which he is "deeply involved emotionally and financially," he still "can't understand or find any factual evidence that says this advertising is [even] minimally harmful."

Referring specifically to arguments advanced against the alleged "empty calories" of breakfast cereals, Upson points to what he sees as the large number of sports figures who ate cereals as part of their breakfasts when growing up as evidence that there is no negative impact on children's health from the products.

On the contrary, barring what he believes was a brief period when children's programs became excessively violent, and which he says was remedied by advertisers and networks themselves, he "can't find any harm and can find some good" in children's television. Advertisers are "not selling junk," according to Upson, but responsible products such as cereal, sneakers and T-shirts, and the advertising itself is entertaining.

Looking back on his 33 years in a "great business," Upson thinks there is no other field that would have been more fun or more challenging. Advertising has given him the opportunity to work with "thoughtful, professional, usually admirable people." That's a feeling that may have been helped by what he says is the DFS policy of turning down potential clients who are "people eaters." It's yielded DFS a list of clients who are "super," and besides whom Upson says "there are no nicer people."

Editorials

About time

The Federal Trade Commission is encountering difficulties with its budget in appropriations committees of both Senate and House. The difficulties are well earned. Under the chairmanship of Michael Pertschuk, the FTC has assumed the role of principal social engineer among governmental agencies and in the process has made enemies everywhere, except among the professional "citizen groups" that feed on regulatory agitation.

Members of both congressional committees are looking for ways to cut the FTC down to size. There is disagreement about how to do it but general accord that it must be done. Particular interest is being shown in the skillful way that the FTC has used the Magnuson-Moss Act of 1975 to extend its powers.

That act, named for Senators Warren G. Magnuson (D-Wash.), then chairman of the Commerce Committee, now chairman of Appropriations, and Frank E. Moss (D-Utah), whom the voters of his state had the good sense to defeat when he ran for re-election in 1976, considerably broadened the FTC's authority. Pertschuk has been singularly equipped to stretch the act to its limits since joining the FTC. As senior counsel to the Senate Commerce Committee in 1975, he was a principal figure in the writing of the legislation.

Among the witnesses who last week decried the FTC's abuse of authority was Newton Minow, now a Chicago lawyer representing the American Medical Association but in his day as FCC chairman as harsh a regulator as to be found in Washington. He will be remembered into the future for his denunciation of television, his principal regulatory interest, as a vast wasteland. When a Newton Minow says the FTC is overdoing things, legislators had better believe it.

Rewrite or repair?

It isn't quite clear what Lionel Van Deerlin had in mind two weeks ago when he disinterred the rewrite of the Communications Act that he had publicly buried two months ago. "Let me serve notice," he told the International Radio and Television Society in New York. "I wouldn't be running for re-election next year if I believed the rewrite were dead."

Maybe this is all a matter of semantics. Back in July when he and senior Republican colleagues agreed to withdraw their co-sponsored H.R. 3333, the proposed replacement for the Communications Act of 1934, and to proceed with amendments to the present law, it was assumed that "rewrite" had been abandoned in favor of revision. Yet Van Deerlin's revival of "rewrite" at the IRTS suggests also a revival of his original ambitions.

The guess here is that he will settle for legislation on a smaller scale than may have been envisioned when he hired a large staff a couple of years ago to chart the future of communications regulation. (That staff, still on the payroll, is probably doing nothing to cool Van Deerlin's ardor for an extended pursuit of legislation.) Indeed Van Deerlin has indicated a willingness to share authorship with others, including his opposite number at the head of the Senate Communications Subcommittee, Ernest Hollings (D-S.C.), sponsor of a communications bill of his own.

At the IRTS Van Deerlin quoted Hollings as predicting that differences in House and Senate legislation could be worked out and said he would gladly join Hollings at the conference table. Perhaps he would not object if the table were enlarged to accommodate the author of the most practical bill yet introduced to

modernize the Communications Act of 1934—Senator Barry Goldwater's S. 622.

In the same week that Van Deerlin was optimistically promising action, Goldwater was saying that he saw no chance of Senate movement on communications legislation while matters of higher priority, the SALT debate, for example, remained unresolved. Without a special staff to prod him on behalf of its own career planning, Goldwater probably sees things more realistically than Van Deerlin these days.

Whatever the timetable, if there is to be significant modification of the Communications Act, it will require compromise among majority and minority leaders of both subcommittees. Perhaps in the end there could be a Goldwater-Hollings-Van Deerlin bill to bring regulation up to date with an explosively expanding marketplace in communications.

At the flip of the switch

Though it's still months away from its scheduled start-up date, Ted Turner's Cable News Network is showing real signs of promise. Commitments for carriage by Cox, Storer and United Cable Television systems get it well over the million-subscriber mark (BROADCASTING, Sept. 17) and, as things usually work, will induce others to sign up. And the CNN management has been taking on some solid professionals including, last week, Sam Zeiman, executive news director of the CBS Television Stations.

What it will mean is, of course, a mystery, because nothing on this scale has been tried in cable before. As television network people like to point out, cable news services are not likely to match or even rival the news services on which the networks collectively spend \$300 million a year. And cable's maximum potential audience, at present, is about one-fifth the size of the networks'. Cable news, however, can perform a solid service without spending network-size money.

CNN's plans also call for a big advantage that the networks lack: around-the-clock news. Professionally done, such a service is bound to pick up viewers. Whether they will watch CNN instead of network news, or in addition to network news, is part of the mystery that will begin to unravel when CNN starts operations next June.

The mere accessibility of news at moments of the viewer's choice will introduce a new element in television service. If the news is done well and attracts adequate financial support, the innovations on the cable are certain to spark innovations on the air. Once again it will be the public that benefits.



Drawn for BROADCASTING by Jack Schmidt

"You must be the new cameraman."

KFI 64

Los Angeles

High scorer for special needs

When there's a special need in the Los Angeles area, KFI is quick to respond. Particularly, the station wants to help children get off the sidelines and into enjoying more normal lives. Recently, the Police Department contacted Lohman and Barkley—popular KFI morning personalities—and explained the special need for rare O negative blood

for a young patient. KFI, Red Cross Blood Services and Childrens Hospital of Los Angeles were a responsive team on the youth's behalf. In a letter thanking Lohman and Barkley for their "kind and thoughtful act," the boy's mother commented, "Needless to say, the response was instantaneous and large." KFI: a winning team in the community.

represented by Christal



COX
Broadcasting

WSB TV-AM-FM
Atlanta

WHIO TV-AM-FM
Dayton

WSOC TV-AM-FM
Charlotte

WIBC-TV
Pittsburgh

KTVU-TV
San Francisco-Oakland

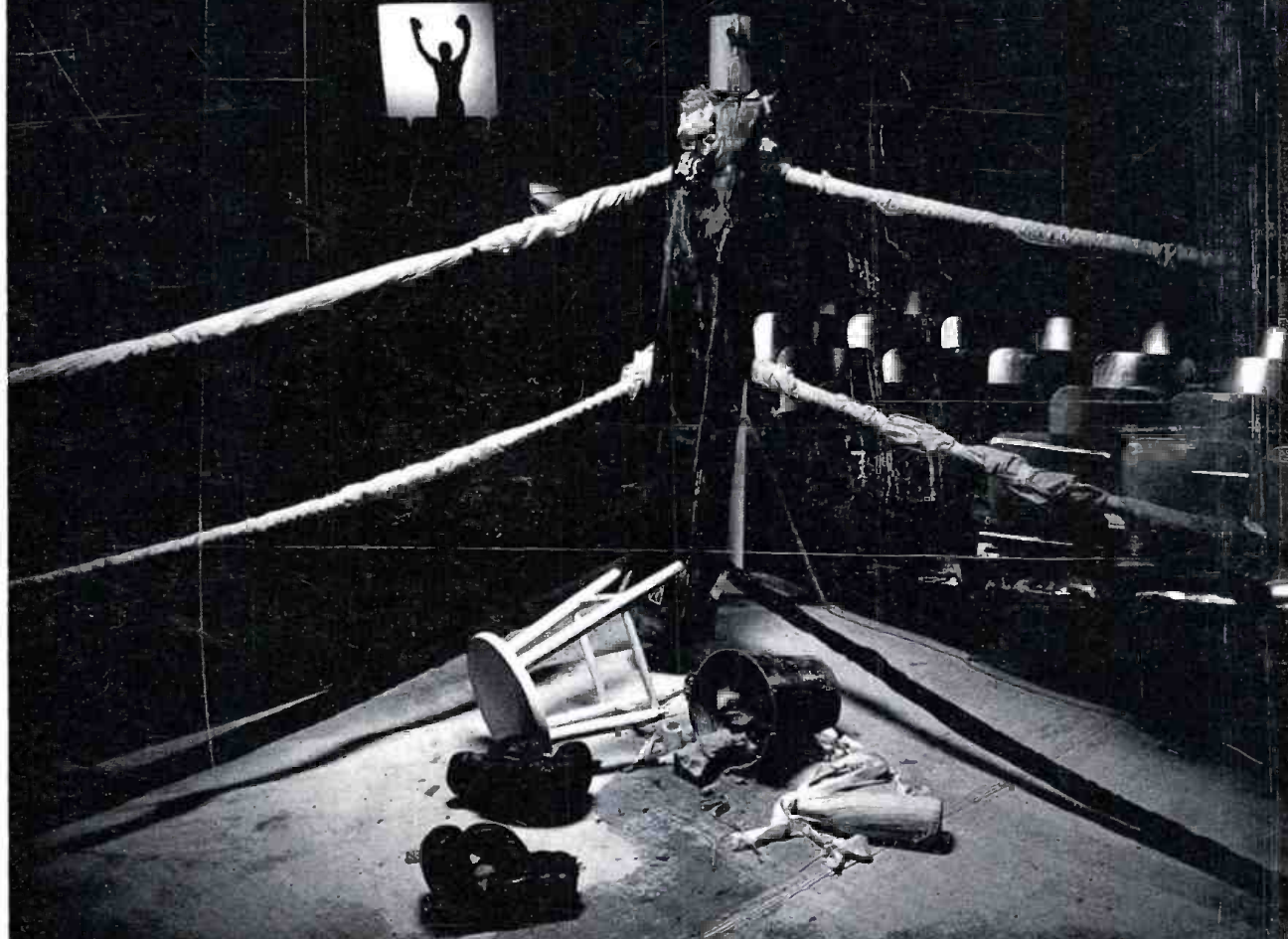
WIOD WAIA-FM
Miami

KFI, KOST-FM
Los Angeles

WLIF-FM
Baltimore

WWSH-FM
Philadelphia

THE FIGHT IS OVER



KHOW is still #1*

In Denver's fierce ratings fight, they came at KHOW from all sides. There was a lot of talk in the industry about who was going to lick whom. But talk is easy. The tough part is winning. And KHOW licked 'em fair and square. At Doubleday Broadcasting, we're enjoying a winning feeling in more than one arena these days. In Minneapolis, KDWB AM/FM is Number One* in music. And the same goes for KWK/WWWK in St. Louis.* Good music and great personalities—it's a knockout combination for building audience.



DOUBLEDAY BROADCASTING

We're getting tougher on the competition

KHOW AM/FM
Denver

KDWB AM/FM*
Minneapolis/St. Paul

KWK/WWWK***
St. Louis

*Source: Arbitron. April-May 1979. Total persons 12+ Monday through Sunday 6 a.m.-Midnight. Metro Survey Area. Qualifications on request.

**KDWB-FM Richfield, Minnesota

***WWWK-FM Granite City/St. Louis