

Oct. 8, 1979

Step by step with John Paul II
NRBA takes center stage in Washington

Broadcasting Oct 8

The newswEEKly of broadcasting and allied arts

Our 48th Year 1979

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Only Eyewitness News covers Twin Cities' stories in places like Des Moines, England and China.



KSTP-TV's EYEWITNESS NEWS, the only local television news operation in the state to accompany the Minnesota delegation on their recent visit to mainland China.



KSTP-TV's EYEWITNESS NEWS with exclusive live local coverage from Des Moines, Iowa as Pope John Paul II visits America's heartland.



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NEWS, no matter where or when it happens. It's one reason more people watch KSTP-TV's EYEWITNESS NEWS than any other Twin Cities' evening news.*

*1979 July NSI

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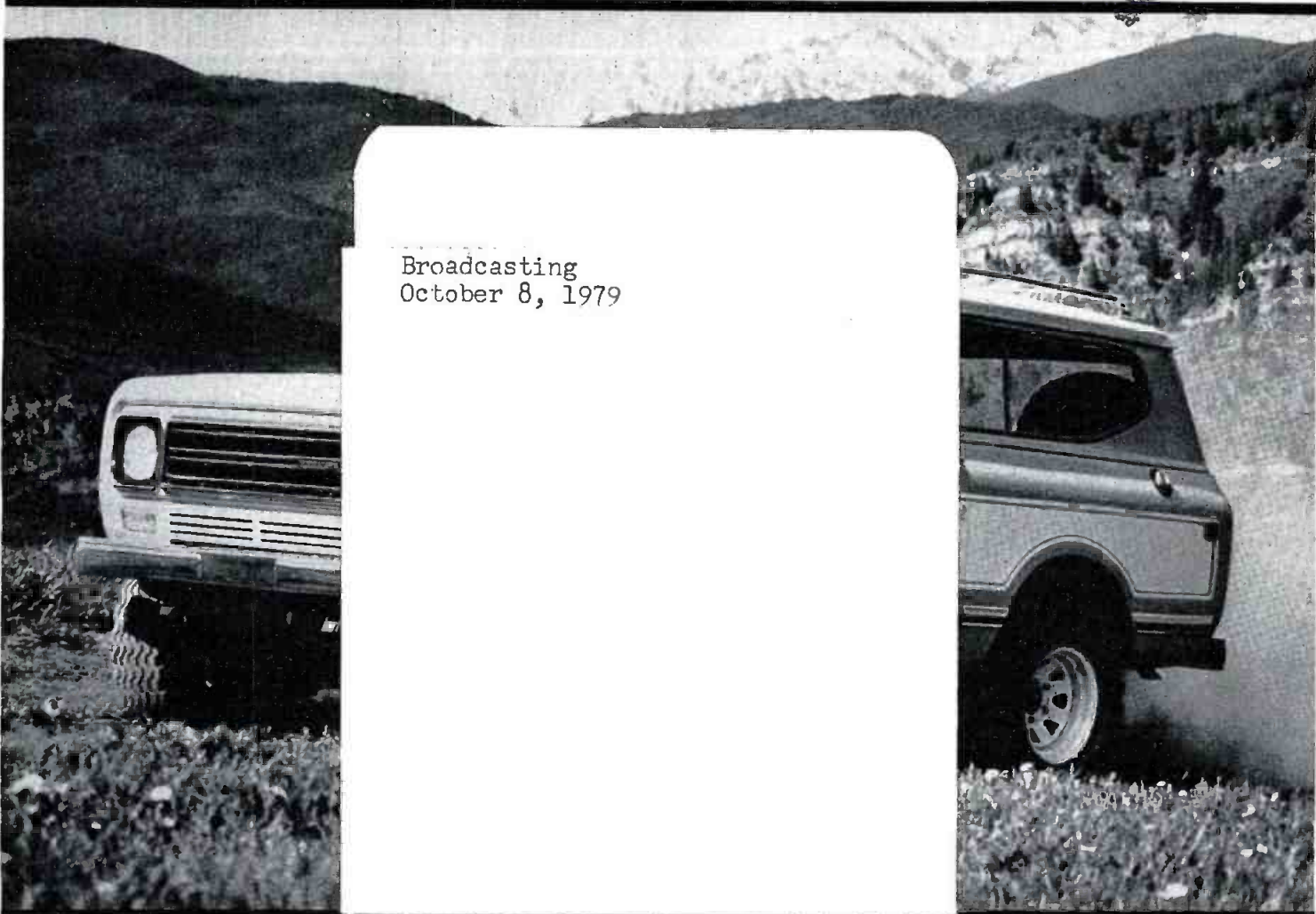
taken "Not far by car from where you are." After all, it was reasoned, "Pictures give you more memories per gallon."

We agree. So does Fotomat. They're hooked on radio. Les Goldberg is too. Because he knows that producing radio spots is just one more way to produce radio sales.

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Broadcasting
October 8, 1979

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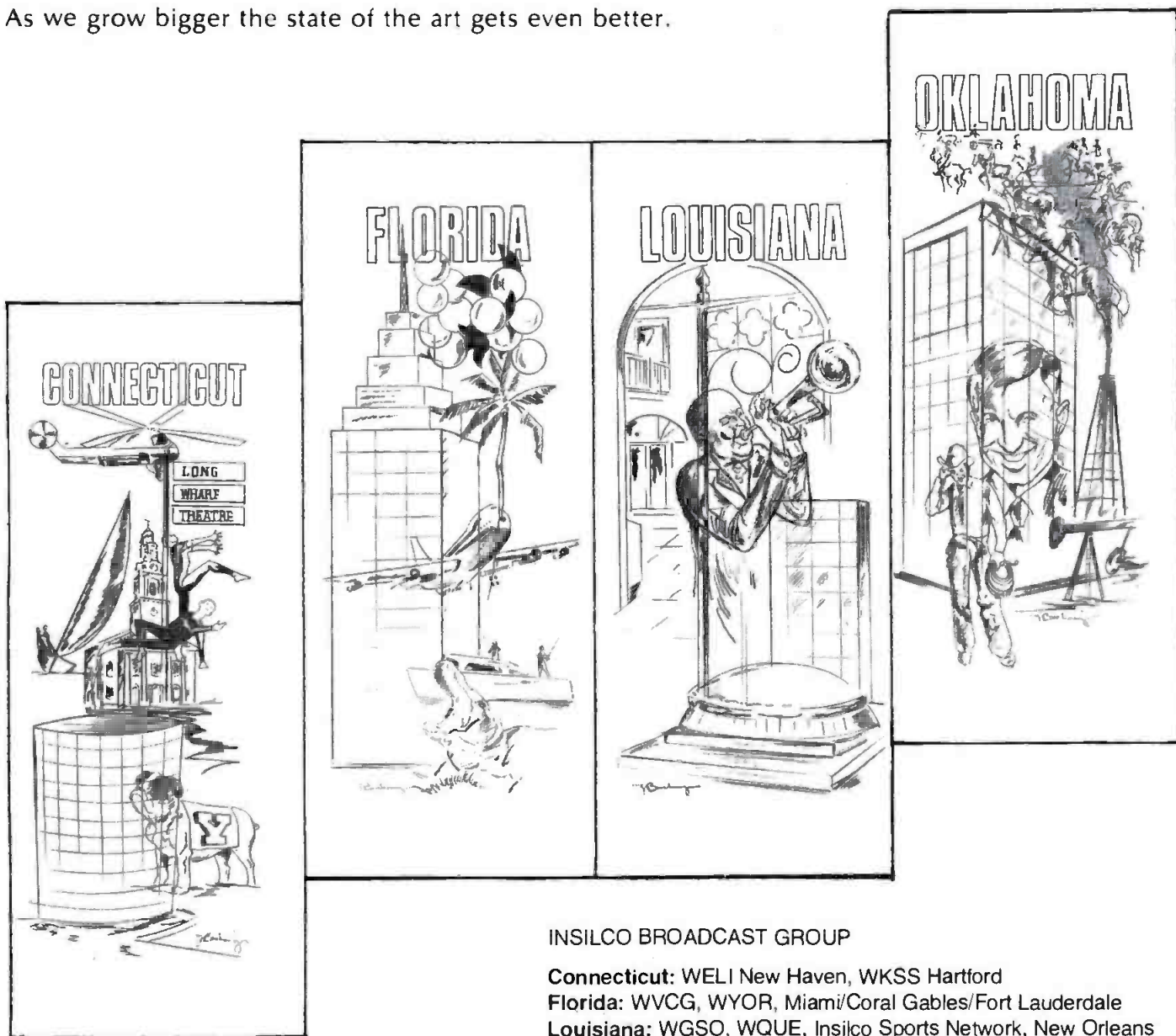
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The Week in Brief

JOHN PAUL'S JOURNEY □ The Pontiff arrives in America, for a week's tour of U.S. cities, and if millions of people saw him in-person, many millions more were seeing him on TV, as local stations and networks mounted a massive, expensive effort to detail the Pope's visit. **PAGE 27.**

BLACKS WANT IN □ The National Black Media Coalition meets in Washington, takes the occasion to drop off at the FCC a massive petition seeking breaks for minorities in all areas of communications. **PAGE 30.**

BUT HOW? □ The FCC is gearing up to deregulate radio—but that means different things to different commissioners. It's a mixed bag of options from which the commission will choose, and the specter of court challenges hangs over them all. **PAGE 32.**

DESTINATION: D.C. □ Along with Pope John Paul II, some 1,200 radio broadcasters were heading for Washington over the weekend. The station people were going to the National Radio Broadcasters Association annual convention for four days of meetings keyed to the theme of the challenge they face in the 1980's. A complete agenda begins on **PAGE 35**, equipment exhibitor listings start on **PAGE 38** and hospitality suites follow on **PAGE 51.**

PEAK OR PLATEAU? □ Brokers feel, and recent deals indicate, that the value of AM stations isn't what it used to be—or at least it isn't going up like it used to—while FM's have become the glamour acquisition in radio. **PAGE 52.**

VICTORY FOR VCR'S □ Sony survives first court test; federal judge rules that home videotape recording of off-the-air free programming doesn't violate copyright and doesn't hurt program producers—one of which at least says it will appeal decision. **PAGE 63.**

IT'S RED HOT □ Radio is, that is, according to RAB's

newest promotion for the medium, which will be backed by Dick and Bert on-air spots and "radio radio" sets. **PAGE 68.**

JUST IN CASE □ Newspapers come up with First Amendment insurance policy; NAB says it's looking into similar provision for broadcasters. **PAGE 71.**

NBC HOLDING UP □ ABC wins first place in second full week of new season, but last year's also-ran is still this year's strong number two. **PAGE 73.**

TRYING HARDER □ In response to extensive criticism of its management practices, the FCC tells the GAO that it's working on improvements, particularly the shifting of more responsibilities to the commission's executive director. **PAGE 76.**

YES, BUT □ Appeals court upholds some of the particulars of the FTC's children's advertising proceeding, but indicates it has some doubts about it over-all. **PAGE 79.**

GO SLOW □ Comments to the FCC in its inquiry into the possibility of reducing AM channel spacing to 9 khz agree generally on one thing: the commission should take a cautious approach to this question. **PAGE 82.**

OFFENSIVE INTERFERENCE □ The FCC says it's going to look into the problems home computers are causing TV set reception and come up with limits on interference. **PAGE 88.**

PGW'S CHUCK KINNEY □ The rep firm president was fascinated by the advertising business as a youngster, and still is, as he manages one of the largest broadcast sales firms. **PAGE 113.**

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

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The Pulitzer family of TV and radio stations has always stood for the best in broadcasting.

And Blair has always been proud to be the national sales rep for every station on their roster.

For TV, that's meant KSDK (formerly KSD-TV) in St. Louis, KETV in Omaha, and KOAT-TV in Albuquerque. In radio, it's KTAR (AM) and KBBC (FM), both in Phoenix.

And now with Pulitzer's newest additions, WTEV in Providence/New Bedford and WGAL-TV in Lancaster, Pennsylvania, the Pulitzer stations now make up an even larger group. And we at Blair are proud to be part of that growth.

Like all the other Pulitzer stations, WTEV and WGAL-TV are important factors in their respective markets.

Blair Television will be glad to give you all the details. We have the people and resources that make us the definitive source for fast, accurate market data. A source that the Pulitzer group can depend on to make its quality performance known to advertisers across the nation.



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Reliable people, reliable data

Closed Circuit®

Insider report: behind the scene, before the fact

Tube stays on

It's probably too early to detect trends, but homes-using-television (HUT) levels seem to have strengthened since all three networks got their new seasons launched. First week of September, total HUT was off 3% from year earlier. Second week, when ABC premieres started, drop-off grew to 4%. Third week, when all three networks were offering new programming, HUT was 2% above year-earlier level. None of those percentages are considered statistically significant, but "at least," as one observer noted, "they've begun to move in the right direction."

Whatever HUT is in general, it's higher in pay cable homes. Nielsen's pay cable audience report (BROADCASTING, Oct. 1), based on homes in company's February 1979 sweeps, puts prime-time HUT in pay cable homes at 70 in average prime-time quarter hour for that month. In total homes measured in February sweeps, including pay cable homes, prime-time HUT was 64.3.

Quello draft

Michigan broadcasters want James H. Quello to seek reappointment to FCC when his present term expires next June 30. They have asked state's senators, two key House members and others in public life to urge former WJR-AM-FM Detroit chief to say he'll run and to support his renomination as Democrat. By direction of his board, Thomas J. Cleary, Michigan Association of Broadcasters executive director, has written Senators Donald W. Reigel Jr. and Carl Levin and Representatives John Dingell and Lucien N. Nedzi to get behind Quello.

Turbulence at top

Television action last week was in high offices in New York. At CBS, Board Chairman William Paley was closeted with West Coast program executives—including Robert Daly, president of entertainment division; Bud Grant, vice president for programs, and Harvey Shephard, vice president for program administration and chief scheduling strategist. Across street, it's reported, ABC Television President Fred Pierce had meeting with ABC Entertainment President Tony Thomopoulos and number of division vice presidents and delivered dressing down about network's performance thus far in new season. Pierce was said to have been especially critical of ABC's fall advertising and promotion campaign touting: "We're Still the One."

Which was proved false last Tuesday

(Oct. 2) when ABC came in third on one of its traditionally strongest nights. CBS led pack with *California Fever* and made-for-television movie, "Portrait of a Stripper," while NBC ran very close second with major league baseball playoffs. Long anchored by powerful but now broken *Happy Days-Laverne and Shirley* block, ABC's Tuesday started strong but, with exception of *Three's Company*, grew progressively weaker as night dragged on.

Unveiling SSTV

Details and deadlines are hard to come by, but Communications Satellite Corp. hopes to have its satellite-to-home subscription television plan designed—and application with FCC filed—by February. Work on project is proceeding under task force drawn from Comsat subsidiary, Comsat General. Personnel include John A. Johnson, chairman and chief executive officer; Warren Zeger, general counsel, and Leon Keane, chief engineer. But person in day-to-day charge is Richard M. Galkin, who for past year has been consultant to Comsat on SSTV. Galkin is former Time Inc. executive, both in broadcast service and as president of Manhattan Cable (when Home Box Office concept was being developed), and is former executive vice president of Hollywood Home Theater, pay television operation.

Comsat has been explaining its new project in briefings around Washington. Presentations have been made at National Telecommunications and Information Administration and for staffs of Senate and House Communications Subcommittees. Briefing for FCC is planned.

Fourth World?

No matter what emerges from FCC proposal for 9 khz separations in AM band to increase station population (see story on comments, page 82), U.S. would be bound to lose both technologically and economically, according to engineers with no axes to grind. Notion is that whatever prospects for additional stations in Western Hemisphere (Region II), shorter separations would inexorably increase interference in AM band already populated domestically with more than 4,600 stations.

But, say these experts, Region II conference in Buenos Aires starting next March 10 might prove counterpart of current WARC '79 where Third World nations are asking for bigger slice of overall spectrum pie. Canada and Mexico want more AM allocations along their U.S. borders to serve their growing centers of

population (along with audiences they pick up in lucrative U.S. markets). They might benefit more than U.S. from AM increases.

Call from Carter?

Juanita Kreps's sudden resignation last week as secretary of commerce promptly generated speculation regarding NBC Chairman Jane Pfeiffer as possible successor. Pfeiffer, former IBM executive who joined NBC last year (BROADCASTING, Sept. 18, 1978), had been under consideration for commerce post at start of Carter administration. She took herself out of contention because of health problems, which have since been resolved.

Help wanted

Citizens Communications Center of Washington is having difficult time finding sources to replace Ford Foundation which is phasing out its support of public interest law firms. Approaches to other foundations, corporations and law schools thus far have been unsuccessful. Citizens' director, Nolan Bowie, plans to ask Federal Communications Bar Association to fund Citizens' internship program. He notes that over past several years, Citizens has helped train hundred young lawyers who have gone into private practice and government service.

Meanwhile, Citizens has not given up on retaining Ford as funding source. Bowie has written supporters, urging them to contact Ford in Citizens' behalf. Attached to Bowie appeal is copy of letter Harry M. (Chip) Shooshan, general counsel of House Communications Subcommittee, wrote to foundation. It contains strong plea for continued funding.

Heavy reading

FCC's network study staff is preparing to provide commission with substantial reading material for its meeting on Oct. 16. Six reports dealing with TV network structure—which is what Phase I of study is about—will be issued for comment at that time. Reports are on history of television networks, proceedings leading to adoption of prime-time access rule, commission rules regulating network behavior, business activities of networks' parent corporations, commission jurisdiction over networks and network-affiliate relations.

For most part, reports are factual. But last two contain some analysis. Report on jurisdiction addresses question of commission's direct authority over networks, apparently concludes it has some.

Business Briefly

TV ONLY

Kenner □ Eight-week campaign for Battle Command game begins this week in about 25 markets. Agency: Sive & Associates, Cleveland. Target: teenagers, 12-17; adults, 18-34.

Webber □ Eight-week campaign for sausages begins this week in seven markets including Indianapolis and Columbus and Dayton, both Ohio. Agency: Pringle Dixon Pringle, Atlanta. Target: women, 18-49.

Amtrak □ Seven-week campaign for business transportation begins Oct. 15 in approximately 25 markets including New York and Chicago. Agency: Needham, Harper & Steers, New York. Target: men, 25-49.

Knickerbocker □ Seven-week campaign begins Oct. 22 for plush toys in seven markets including Detroit and Chicago. Spots will run during day and fringe times. Agency: Ed Libov, New York. Target: total women.

Brandywine □ Six-week campaign for mushrooms begins Nov. 7 in Los Angeles, Houston, Phoenix, and Tucson, Ariz., with spots running in daytime. Agency: J.M. Korn & Son, Philadelphia. Target: women 25-49.

Jimmy Dean Meat Co. □ Six-week campaign for sausages begins Oct. 22 in about 50 markets, most of them in Southwest and Midwest. Agency: Sumner & Berry, Dallas. Target: women, 25-54.

General Electric □ Six-week campaign for Spacemaker microwave oven begins Oct. 15 in 26 markets. Agency: Young & Rubicam, New York. Target: total adults.

Luden's □ Five-week campaign for cough drops begins Nov. 12 in 85 markets with some spots to run in fringe times. Agency: Manoff Geers Gross, New York. Target: adults, 18-49.

Canon □ Six-week campaign for calculators begins Oct. 29 in New York,

AdVantage

Ridin' with rodeo. Four sponsors have signed for participations in telecasting of finals of State Fair of Texas Rodeo to be carried on 91 stations for one hour in prime time during week of Oct. 24. Taped telecast was arranged by Blair Pro-Rodeo Enterprises, New York. Advertisers committed to date are Adolph Coors, Levi Strauss, Firestone Tire & Rubber and Curtis Mathes. This will be third rodeo to be telecast under auspices of Blair Pro-Rodeo.

SFM moves. Coincident with its 10th anniversary, SFM Media Corp. has moved to new offices at 1180 Avenue of the Americas, New York 10036, tripling space of its former office. (212) 790-8400.

RepReport

XETRA-AM-FM Tijuana (San Diego): To Major Market Radio from Buckley Radio Sales.

□
WROX(FM) Washington: To Blair Radio from McGavren Guild.

□
New home. Regional Reps Corp. has moved its corporate headquarters to 13226 Gulf Boulevard, Madeira Beach, Fla.

Radio only

MASLA MEANS BUSINESS

Ask Mike Raymond
KRLY, Houston

JACK MASLA & COMPANY, INC.
MAJOR STATIONS IN KEY NATIONAL AND REGIONAL MARKETS

New York, Chicago, Detroit, St. Louis, Atlanta, Dallas, Los Angeles, San Francisco

Chicago, Miami, Houston and Minneapolis. Spots are placed in late fringe, prime access, news and sports times. Agency: Dentsu, Inc., New York. Target: men, 25-54.

Pillsbury □ Four-week campaign for Speas apple juice begins this week in 11 West Coast markets and New York. Some spots will run during day and early fringe times. Agency: W.B. Doner, Southfield, Mich. Target: women, 18-49.

California Almond Growers □ Four-week campaign begins Nov. 12 for almonds in 14 markets including New York and Los Angeles. Agency: Busse & Cummins, San Francisco. Target: adults, 25-54.

American Tourister □ Four-week campaign for luggage begins Nov. 23 in 25 markets with spots in late fringe and news. Agency: Doyle Dane Bernbach,

"We're now the #1 FM country in the country."

—Don Bell, Program Director
WSOC-FM, Charlotte



Don Bell, with the ad we ran a year ago. His share has doubled since then.

According to the April/May Arbitron, WSOC-FM has more quarter-hour listeners than any FM country station in the entire nation.* That makes Don Bell and TM Country the most successful FM country programming team around. Listen, as he tells how it's done.

For the Apr/May '78 sweep, WSOC had a live announcer during morning drive, only. This was good for a 9.8 share in the book.

But Don felt his afternoon drive numbers were a little soft. So he added another live announcer for the 3:00 P.M. to 7:00 P.M. drive time. This resulted in a jump in men 18+ from a 6 in the Oct/Nov book to a 21.6 in the Apr/May '79 book.

While Don was busy upgrading the operation of the format, TM was busy upgrading the music, itself.

"TM keeps the music very contemporary."

Don has been very impressed with the way TM's country consultant has reworked the library. First, the "oldies" file has been changed. The cut-off date is now 1967, with exceptions for oldies that still fit the definition of "modern."

Then we overhauled the library of

"current" hits. The result is a completely new current library every six weeks. That's twice as fast a turnover as before.

"We're an adult contemporary radio station that plays country music."

You put it all together: the improved TM Country library, the attention to detail on the part of a Program Director and his TM consultant, and what do you get? Don Bell got the biggest FM country audience in the nation. Maybe you could do the same. Why not call us, and find out?

Call 214-634-8511 for free market analysis.

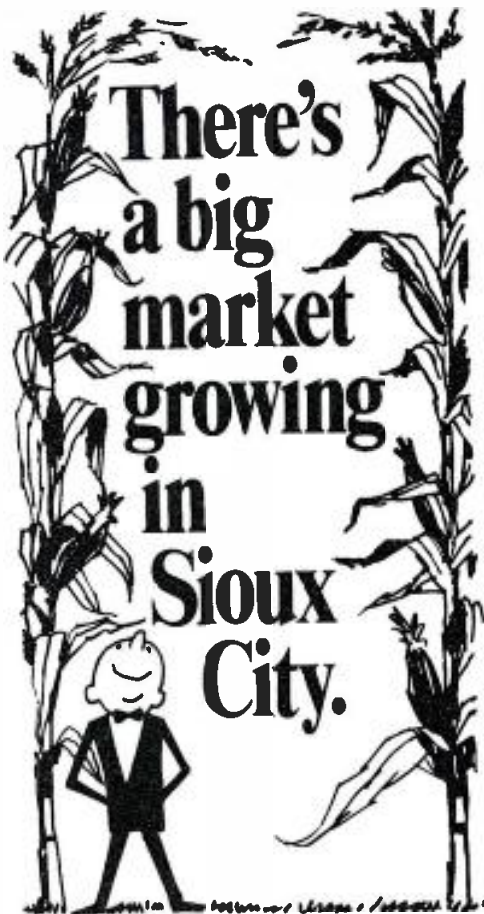
This research system probes your market and finds its soft spot. TM Programming is the only music consulting service that can offer you this sophisticated market analysis. And it's FREE.

Call collect, 214-634-8511, right now. Ask for Tim Moore, Vice President.

TM COUNTRY

TM TM Programming
1349 Regal Row
Dallas, Texas 75247

A subsidiary of Shamrock Broadcasting Company, Inc.



Sioux City is a 2.25 billion dollar market and it's still growing. Television households increased 19% last year. In this emerging market the leader is clearly KCAU-TV, a Forward station.

KCAU-TV — #1 in the 6 and 10 o'clock news slots consistently scoring two to one over the competition.

KCAU-TV and ABC — #1 in prime time.

KCAU-TV — the outstanding buy in Siouxland.

You're ahead when you buy Forward.



KCAU-TV

SIoux CITY, IOWA
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MEMBER... FORWARD GROUP



WTRF-TV Wheeling
KOSA-TV Odessa-Midland
KCAU-TV Sioux City
WRAU-TV Peoria
WMTV Madison
WSAU-TV Wausau

New York. Target: adults, 25-54.

Sambo's □ Three-week campaign for restaurant franchise begins in early November in 30 markets in Florida and California and Washington, D.C. Agency: Larson/Bateman, Santa Barbara, Calif. Target: adults, 35 plus.

Regal Ware □ Three-week flight for Home Security division begins Oct. 15 in five markets including Dallas-Fort Worth, Denver and Chicago. Agency: Scannel, Inc., Brookfield, Wis. Target: total adults.

Warner-Lambert □ Two-week campaign begins Oct. 15 for various pharmaceutical products in about 40 markets including Los Angeles, San Francisco, Dallas and Indianapolis. Agency: Ted Bates, New York. Target: total adults.

Firestone □ Two-week campaign for snow tires starts Nov. 7 in 36 markets including New York, Boston, Baltimore, Chicago, Detroit, Cleveland, Washington, and Buffalo, N.Y. Spots are placed in all dayparts. Agency: Sweeny & James, Cleveland. Target: men, 25 and over.

King Seeley □ Two-week campaign for vacuum products begins Nov. 26 in about 67 markets with spots running in day and fringe times. Agency: Winterkorn, Hammond & Lillis, Rochester, N.Y. Target: adults 18-34, 35-49.

Firestone □ Two-week campaign for snow tires begins Oct. 14 in 36 markets including New York, Chicago, Detroit,

Cleveland, Milwaukee and Minneapolis. Spots will run in all dayparts. Agency: Sweeny & James, Cleveland. Target: men, 35 plus.

Pierre Cardin □ Two-week campaign for men's fragrance begins this week in about 12 markets including Chicago with spots running during prime time and late fringe. Agency: SFM, New York. Target: men, 18-49; women, 18-49.

RADIO ONLY

Ravarino & Freschi □ Six-week campaign for spaghetti begins Oct. 15 in Denver and El Paso. Agency: Batz Hodgson-Neuwoehner, St. Louis. Target: women, 25-49.

New York State Dept. of Commerce □ Six-week campaign for business development begins this week in nine markets in state including Albany-Schenectady-Troy, Syracuse and Watertown. Agency: Wells, Rich, Greene, New York. Target: men, 25-54.

Mt. Madonna □ Six-week campaign for natural juices begins Nov. 5 in various California markets including San Francisco. Some spots will be placed in morning and evening drive times. Agency: The Dakis Concern, Orinda, Calif. Target: women, 25-54.

Mountain Bell Telephone □ Three-week campaign for phone centers begins this week in Denver, Phoenix, Salt Lake City, El Paso, Albuquerque, N.M., and Tucson, Ariz. Agency: Tracy-Locke, Denver. Target: adults, 25-49

Keeping up the pace. Network television spending in August rose by 14.1% over August 1978 to more than \$303.5 million, according to Broadcast Advertisers Reports figures released by the Television Bureau of Advertising. For the January-through-August period, network TV investment climbed by 13.1% over the comparable 1978 period to almost \$2.8 billion. For the first eight months, spending on ABC-TV amounted to \$1,009,240,400, followed by CBS-TV, \$924,787,100, and NBC-TV, \$858,938,500.

	August			January-August		
	1978	1979	% change	1978	1979	% change
Daytime	\$93,252,600	\$109,268,000	+17.2	\$848,662,400	\$947,565,700	+11.7
Mon-Fri.	72,972,300	81,080,200	+11.1	594,652,100	649,956,200	+9.3
Sat.-Sun.	20,280,300	28,187,800	+39.0	254,010,300	297,609,500	+17.2
Nighttime	172,676,500	194,262,800	+12.5	1,621,560,600	1,845,500,300	+13.8
Total	\$265,929,100	\$303,530,800	+14.1	\$2,470,223,000	\$2,792,966,000	+13.1

	ABC	CBS	NBC	Total
January	\$118,635,300	\$113,706,300	\$127,330,800	\$359,452,400
February	131,397,400	118,682,200	103,456,700	353,536,300
March	138,522,600	118,829,900	113,657,600	371,010,100
April	143,151,700	127,959,800	114,959,300	386,070,800
May	146,483,100	133,350,900	118,907,200	398,741,200
June	116,842,300	108,053,600	99,193,000	324,088,900
July	104,006,200	101,583,300	90,946,000	296,535,500
August	110,201,800	102,621,100	90,707,900	303,530,800
Year-to-date	\$1,009,240,400	\$924,787,100	\$858,938,500	\$2,792,966,000

THE VERSATILE TK-760. IT'S REALLY THREE CAMERAS FOR ONE COST-EFFECTIVE PRICE.

With its 38-pound (17 kg) camera head, the TK-760 has the heft you need for smooth studio work, and the lightness for easy transport to the field either as an ENG or EFP camera.

You get big-camera performance plus the capability to convert it in minutes to the lightweight champ, TK-76.

It's a camera that delivers outstanding picture quality in the studio, on-location, or in portable operation. That's cost effectiveness!

New features make TK-760 a smarter buy than ever.

The TK-760 starts with the great camera design and performance features that have been proved in more than 1500 TK-76's in worldwide use. Add to that a full complement of operational conveniences for efficient studio and field production. And now, more improvements to

further expand the camera's capability:

Electronic comet tail suppression (CTS) for enhanced performance, improved picture quality. Multi-core cable extends remote control of the camera to 3,000 feet; Triax operation to 5,000 feet. And the system adapts to wireless operation with full EFP remote control capability. Plus reduced-width horizontal and vertical blanking to help you meet the most rigid picture specifications.

RCA offers more cameras, and more than cameras.

The full range of RCA cameras is built on quality performance and unique capabilities. Start with the TK-47, the world's first fully automatic studio camera. Next, the studio standard, the popular TK-46. The TKP-46 is the production portable that provides studio quality pictures. For ENG, the TK-76C, a lighter-weight version of

the preferred portable, with new features added. And, of course, the improved TK-760, the versatile one—three cameras for one cost-effective price.

RCA offers a wide scope of TV broadcast equipment: cameras, VTRs, projectors, film chains, antennas, transmitters, and much more.

Quality is the key to true cost-effectiveness.

RCA design quality gives you advanced equipment. RCA also offers upgrading on many items, to expand and extend cost-effectiveness.

And RCA TechAlert Service will protect your investment 24 hours of every day, for many a day to come.

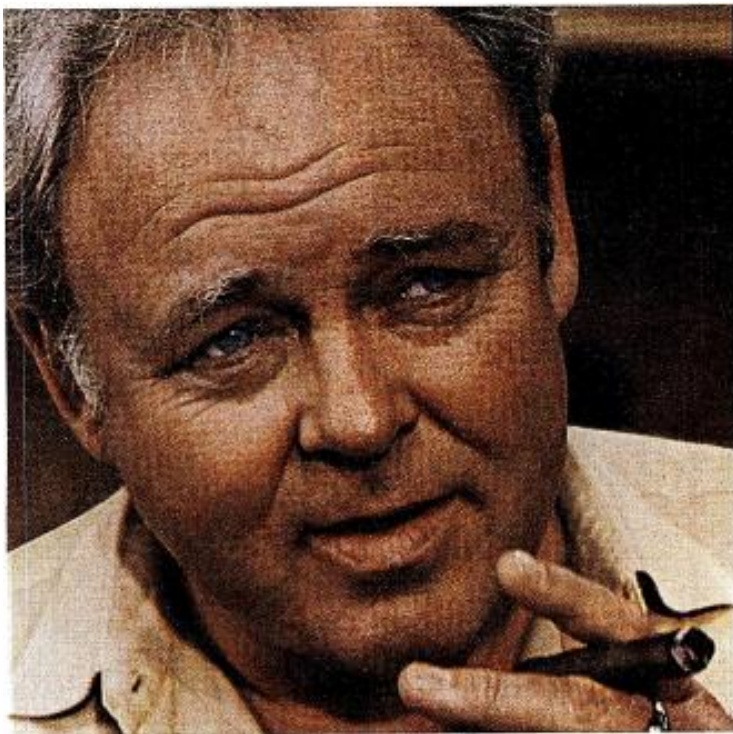
That's cost-effectiveness. From RCA. To find out more, just call your RCA representative, or write us. RCA Broadcast Systems, Building 2-2, Front & Cooper Streets, Camden, NJ 08102.



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



Archie Bunker's spot buying in



**Here's where the biggest
and best crowds will gather
for the new television season.**

**Check Viacom for late
additions to Archie's list.**

**Check stations and reps
for time of broadcast.**

**And call early for avails.
While they last.**

**WNEW-TV New York
KTTV Los Angeles
WFLD-TV Chicago
WKBS-TV Philadelphia
WDIV Detroit
WCVB-TV Boston
KBHK-TV San Francisco-Oakland
WDCA-TV Washington, D.C.
WTAE-TV Pittsburgh
KPLR-TV St. Louis
KRIV-TV Houston
WPLG Miami-Ft. Lauderdale
WTBS Atlanta
KMSP-TV Minneapolis-St. Paul
WFLA-TV Tampa-St. Petersburg
WMAR-TV Baltimore
KIRO-TV Seattle-Tacoma
WTTV Indianapolis
WFSB-TV Hartford-New Haven
KMBC-TV Kansas City
WXIX-TV Cincinnati
KOVV Sacramento-Stockton
KWGN Denver
WVTV Milwaukee
WZTV Nashville
KTVK-TV Phoenix-Flagstaff
WREG-TV Memphis**

guide to successful 80 markets.

WLOS-TV Greenville-Spart-Asheville
WSOC-TV Charlotte
KOKH-TV Oklahoma City
KCST-TV San Diego
WFTV Orlando-Daytona Beach
WKEF Dayton
WVEC-TV Norfolk-Ports.-N.N.
**WXII-TV Greensboro-High Point-
Winston Salem**
KTVX Salt Lake City
KARK Little Rock-Pine Bluff
WXT Syracuse
WDHO-TV Toledo
WTVR-TV Richmond-Petersburg
WLUK-TV Green Bay
WOI-TV Des Moines-Ames
WJXT Jacksonville
WOKR Rochester
WSLS-TV Roanoke-Lynchburg
WDEF-TV Chattanooga
WYTV Youngstown
KMJ-TV Fresno
WRBT Baton Rouge
WCSH Portland-Poland Spring
**WITN-TV Greenville-New Bern-
Washington**
WPTA Ft. Wayne
WTVM Columbus, Georgia
KRDO-TV Colorado Springs-Pueblo
WCIV Charleston, South Carolina
WLTX-TV Columbia, South Carolina
KJAC-TV Beaumont-Pt. Arthur
KTVE Monroe-El Dorado
WJBF Augusta

WIFR-TV Rockford
KSBW-TV Monterey-Salinas
KTSM-TV El Paso
KAUZ-TV Wichita Falls-Lawton
WPEC West Palm Beach
WECT Wilmington
WEAU-TV La Crosse-Eau Claire
WJCL Savannah
KSHO-TV Las Vegas
KBCI-TV Boise
KVAL Eugene
WOAY-TV Beckley-Bluefield-Oak Hill
KRGV-TV Harlingen-Weslaco
WBBH-TV Ft. Myers
KTVN-TV Reno
WUTR-TV Utica
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WXLT-TV Sarasota
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WNDU-TV South Bend-Elkhart

Tandem Productions'
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Family”**





KKYX
Great Country 68
San Antonio

The Voice of South Texas

#1, men 18+, #2, adults 18+ and women 18+, 6AM-midnight, Mon-Sun, average quarter-hour and cume, total survey area, Arbitron, Spring 1979.

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Datebook

■ indicates new or revised listing

This week

Oct. 6-9—North Carolina Association of Broadcasters fall meeting. Asheville, N.C.

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

Oct. 8-9—Southern Educational Communications Association board of directors planning retreat. Hilton hotel, Myrtle Beach, S.C.

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

■ **Oct. 10**—Reception for members of Inter-American Association of Broadcasters. Organization of American States, 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. California Museum of Science and Technology. Kinsey Auditorium, Los Angeles.

Oct. 11—Broadcasters Census Committee of 80 all-day briefing. Old Executive Office Building, Washington.

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.

Also in October

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. Luncheon speaker is Senator Barry Goldwater (R-Ariz.).

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 York 10010; (212) 691-8510.

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

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

Oct. 15-17—CBS Radio Spot Sales seminar. Montauk Yacht Club, Montauk, N.Y.

Oct. 16—Radio Bureau of Advertising Co-op Confi-

dential workshop on co-op sales. Hyatt Regency, Atlanta.

■ **Oct. 16**—Inauguration of Kathryn Nettles of Cox Broadcasting as president of D.C. chapter of American Women in Radio and Television. Federal Reserve System building, Washington. Information: Dorothy Townsend, CBS. (202) 457-4503.

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—Radio Bureau of Advertising Co-op Confidential workshop on co-op sales. Dallas Hilton.

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, president, ABC Inc. Century Plaza hotel, Los Angeles.

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

Oct. 20-21—Pacific Northwest regional conference of Investigative Reporters and Editors. Jantzen Beach Thunderbird, Portland, Ore. Contact: Jerry Uhrhammer, (503) 485-1234.

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

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

Oct. 21-25—Society of Motion Picture and Television Engineers 121st technical conference and equipment exhibit. Century Plaza hotel, Los Angeles. Information: SMPTE, 862 Scarsdale Avenue, Scarsdale, N.Y. 10583.

Oct. 22-23—Advertising Research Foundation 25th annual conference. Waldorf-Astoria, New York.

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

Oct. 32—Radio Bureau of Advertising Co-op confidential workshops on co-op sales. Sheraton Airport, Denver.

Oct. 24—Connecticut Broadcasters Association annual meeting and convention. Hotel Sonesta, Hartford.

Oct. 24—Radio Bureau of Advertising Co-op Confidential workshop on co-op sales. San Francisco Airport Hilton.

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

The Professional

He Works For You: Lamar Matthews

Lamar just about wrote the book on broadcast news.

In 30 years of news and sales with the AP, he's pioneered the computerized newsroom... directed coverage of the turbulent Civil Rights decade in Georgia... and kept pace with the latest trends in broadcast programming.

He knows how to make news work for AP stations in Georgia.

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Professional.

AP

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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—*Radio Bureau of Advertising* Co-op Confidential workshop on co-op sales. Holiday Inn Seattle-Tacoma Airport.

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

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

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

Oct. 26-27—*Puerto Rican Broadcasters Association* semiannual convention. Parador Guajataka hotel, Quebradillas.

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

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

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

Oct. 30—*Radio Bureau of Advertising* Co-op Confidential workshop on co-op sales. Sheraton LaGuardia, New York.

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

Inflation!

A word on everybody's mind. But, it is foolhardy for any broadcaster to react by curtailing his news budget during a time when the audience is, more than ever, deeply dependent on the news provided by electronic media.

Today, it is essential to build your broadcast facility into a strong Number One position in your market. As ad dollars slack off in many areas of the country, the Number One stations will continue to get the prime share of spendable dollars; so it makes good economic sense to become and to stay Number One. This is even more true in smaller markets than in the top fifty.

We can help you determine how to become Number One and stay that way. Please call us today for a no-obligation presentation.

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November

Nov. 1—*Radio Bureau of Advertising* Co-op Confidential workshop on co-op sales. Holiday Inn City Center, Chicago.

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. 8-11**—*American Advertising Federation*, Western region conference, Hyatt Regency hotel, Phoenix.

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*

Major Meetings

Sept. 24-Nov. 30—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 Picture 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.

■ **March 18-20, 1980**—*National Public Radio* annual conference. Crown Center hotel, Kansas City, Mo. Future conferences: Phoenix, May 3-7, 1981; Washington, April 18-22, 1982.

April 13-16, 1980—*National Association of Broadcasters* annual convention. Las Vegas. Future conventions: Las Vegas, April 12-15, 1981; Dallas, April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 14-17, 1985; Kansas City, Mo., April 13-16, 1986; Atlanta, April 5-8, 1987; Las Vegas, April 10-13, 1988.

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

May 18-21, 1980—*National Cable Television Association* annual convention. Convention Center, Dallas. Future conventions: Los Angeles, May 29-June 1, 1981; Las Vegas, May 25-28, 1982; New Orleans, May 1-4, 1983; San Francisco, May 22-25, 1984; Atlanta, April 28-May 1, 1985.

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 7-11, 1980**—*American Advertising Federation*, annual convention, Fairmont hotel, Dallas.

June 11-15, 1980—*Broadcasters Promotion Association* 24th annual seminar and *Broadcast Designers Association* second annual seminar. Queen Elizabeth hotel, Montreal. Future seminars: June 10-14, 1981, Waldorf-Astoria hotel, New York; June 6-10, 1982, St. Francis hotel, San Francisco; June 8-12, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesar's Palace, Las Vegas; 1985, Chicago.

Sept. 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.

Oct. 26-30, 1980—*National Association of Educational Broadcasters* 56th annual convention. Las Vegas Hilton.

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

When does a portable color camera become an affordable studio camera?



When it's a Panasonic ENG/EFP camera.

Now you can stop admiring ENG/EFP color cameras, and start owning one! The surprisingly affordable Panasonic AK-750. Thanks to its impressive list of options, our three-tube Plumbicon® portable camera doubles as a studio camera.

In the field it's a fully self-contained portable camera that weighs only 20 lbs. (with our optional 12:1 zoom lens shown), so it's easy to handle. It's just as easy on the power, using only 23 watts. You can interface the AK-750 with any EFP system, because it can be externally synchronized with a single cable. Timing and phase adjustments are built right into the camera head. Or connect it to any studio system, simply by adding the optional Remote Control Unit and studio viewfinder.

Indoors or out, you can look forward to impressive performance: With an S/N ratio of 49 dB, and horizontal resolution of 500 lines center at the recommended illumination of 200 footcandles at f/4. There's even a +6 dB gain for a minimum illumination of just 15 footcandles at f/1.8.

Some impressive circuitry was built into the camera: Like a Y I/Q encoder, an RS-170A sync generator with genlock for studio or EFP use, and a color bar generator.

It also features an optical black, and automatic white balance. And there's electronic color conversion, as well as a filter wheel behind the lens.

Horizontal and vertical blanking are both adjustable to meet a variety of recording or playback requirements. And your picture is always crisp and clear thanks to horizontal aperture correction and 1-line vertical aperture correction built right into the camera head.

Not only do you get a long list of standard features with the AK-750, there's also a long list of camera options available. Such as 2-line vertical aperture correction, a chroma key unit, and more.

So if you're pricing both studio cameras and portable cameras, price one camera that can do both. The Panasonic AK-750.

Plumbicon is a registered trademark of N.V. Philips of Holland for TV camera tubes.

For more information, write: Panasonic Company, Video Systems Division, One Panasonic Way, Secaucus, N.J. 07094. In Canada, Panasonic Video Systems Department, Mississauga, Ontario.

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Outlet Broadcasting is pleased to welcome WIOQ-FM, Philadelphia, to one of the nation's fastest-growing broadcasting groups.

WIOQ is Philly's popular album-oriented rock station with well-known personalities and the same quality news and public affairs programming that are the hallmarks of Outlet Broadcasting stations from Washington, D.C. to Los Angeles.

WIOQ-FM—our sixth radio station, and our third acquisition in America's top ten markets in the last 18 months. Our tenth is top ten!

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WJAR-AM	Providence, R.I.
WDBO-AM	Orlando, Fla.
WTOP-AM	Washington, D.C.
WDBO-FM	Orlando, Fla.
KIQQ-FM	Los Angeles, Cal.
WIOQ-FM	Philadelphia, Pa.

Television

WJAR-TV	Providence, R.I.
WDBO-TV	Orlando, Fla.
KSAT-TV	San Antonio, Texas
WCMH-TV	Columbus, Ohio

television conference. Hyatt Regency hotel, Houston.

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

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

■ **Nov. 26-27**—*Society of Cable Television Engineers* cable construction seminar. Hartford Hilton, Hartford, Conn.

Nov. 28-29—*Advertising Research Foundation* business advertising research conference. Stouffer's Inn on the Square, Cleveland.

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

Nov. 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. Century Plaza hotel, Los Angeles.

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

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

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

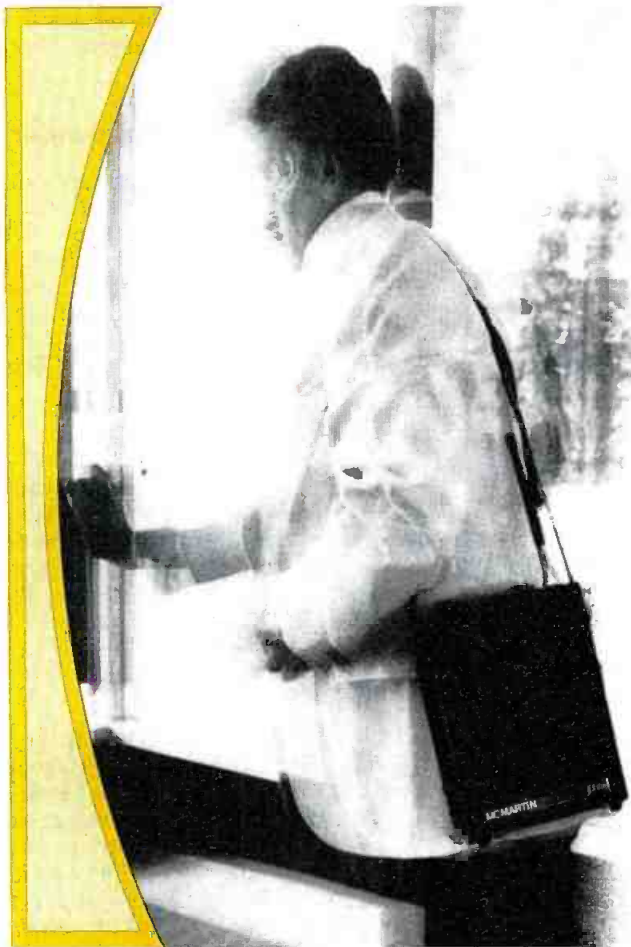
Feb. 26—*Southern Baptist Radio and Television Commission's* 11th annual Abe Lincoln Awards banquet. Wilson C. Wearn, Multimedia Inc., will be keynote speaker. Green Oaks Inn, Fort Worth.

March 1980

March 5—*International Radio and Television Society* anniversary banquet. Waldorf-Astoria, New York.

March 12—*Hollywood Academy of Television Arts and Sciences* luncheon. Speaker: Frederick Pierce, president, ABC Television. Century Plaza hotel, Los Angeles.

March 16-18—First Amendment Congress, sponsored by 12 organizations including *National Association of Broadcasters, Radio-Television News Direc-*



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tors Association and Society of Professional Journalists, Sigma Delta Chi. Williamsburg, Va.

■ **March 18-20**—National Public Radio annual conference. Crown Center hotel, Kansas City, Mo.

■ **March 24-25**—Society of Cable Television Engineers mid-Atlantic technical meeting and workshop. Hyatt House, Richmond, Va.

■ **March 28**—International Radio and Television Society newsmaker luncheon. Waldorf-Astoria, New York. Speaker to be announced.

■ **March 26-28**—Viewdata 80, international exhibition and conference on video-based systems and microcomputer industries, sponsored by British Post Office. Wembley Conference Center, London.

April 1980

■ **April 10-11**—Broadcast Financial Management Association/Broadcast Credit Association boards of directors meetings. Marriott hotel, New Orleans.

■ **April 18-24**—MIP TV international program market. Cannes, France. U.S. office: John Nathan, 30 Rockefeller Plaza, New York 10020; (212) 489-1360.

■ **April 22**—International Radio and Television Society newsmaker luncheon. Waldorf-Astoria, New York.

May 1980

■ **May 12-14**—World Communications: Decisions for the Eighties, conference sponsored by University of Pennsylvania's Annenberg School of Communications. Philadelphia.

■ **May 19-20**—Society of Cable Television Engineers Northwest technical meeting and workshop. Rodeway Inn, Boise, Idaho.

June 1980

■ **June 3-7**—American Women in Radio and Television 29th annual convention. Hilton Palacio del Rio and San Antonio Marriott, San Antonio, Tex.

■ **June 5-6**—Missouri Broadcasters Association spring meeting. Holiday Inn, Lake of the Ozarks.

■ **June 7-11**—American Advertising Federation, annual convention, Fairmont hotel, Dallas.

■ **June 12-14**—Annual convention of Iowa Broadcasters Association. Holiday Inn, Ottumwa.

■ **June 19-20**—Broadcast Financial Management Association/Broadcast Credit Association boards of directors meetings. Sheraton-Washington, Washington.

July 1980

■ **July 16-19**—Summer convention, Colorado Association of Broadcasters. Keystone Resort, near Dillon.

August 1980

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

Open Mike®

Dallas footnote

EDITOR: Re your Sept. 10 piece about Fairchild's sale of KLIF(AM) Dallas, to Susquehanna, some personal comments from a close observer:

KLIF's transition from "the KLIF of yesterday" (younger appeal) is continuing. In 1978, its primary target was 18-34; in 1979, a primary target of 25-34 was set.

Considering this redirection, Susquehanna Senior Vice President Art Carlson's statement, "it's an ideal time for building (KLIF) back," is pertinent to new investment by a committed and healthy broadcast group.

Meanwhile, the present operating staff of KLIF will continue to try to make it better for the station and looks forward to the

arrival of additional resources.—*Charlie Macatee, station manager, KLIF.*

Robbing Peter?

EDITOR: Within the last several weeks I have listened to very interesting reports of Hurricane David moving up the East Coast over WBT(AM) Charlotte, N.C., and WBAL(AM) Baltimore, reports of Hurricane Frederic hitting the Gulf Coast over WWL(AM) New Orleans, and play-by-play of the exciting games between the Expos and Pirates for the Eastern division pennant over KDKA(AM) Pittsburgh.

If the FCC does away with clear-channel stations, I'll be able to listen to some teenager reading wire service copy of events like these over local stations. What a tremendous improvement in service to the listener.—*Robert L. Garrabrant, Neptune City, N.J.*

Backgrounder's backgrounder

EDITOR: Thank you for the very professional coverage of our St. Louis radio programming conference in your Sept. 17 edition. I learned more from reading your description of what happened at my conference than I did trying to run it from the background.—*Wayne Cornils, radio vice president, National Association of Broadcasters, Washington.*

Refinement

EDITOR: In your Sept. 10 issue, you list WAKY(AM) as "adult Top-40." We take issue with that description. "Contemp/AC" would be more accurate.—*George R. Francis Jr., general manager, WAKY, Louisville, Ky.*

'Memo' memo

EDITOR: Thank you for bringing us the "Monday Memo" by Louis Hagopian, board chairman of NW Ayer [Sept. 3]. This regular feature of your magazine is excellent, allowing the industry to be exposed to varied and worthwhile opinions, ideas and comments from sources that might otherwise be unavailable.—*Richard M. Walker, vice president/southeast, Eastman Radio, Atlanta.*

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The newsweekly of broadcasting and allied arts

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Executive and publication headquarters
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Monday Memo®

A broadcast advertising commentary from John E. O'Toole, president, Foote, Cone & Belding Communications, New York

Gone but not forgotten: the quality of memorability

I commented once in an article about the phrase, "the girls in their summer dresses." Every spring along Park and Michigan and a hundred other avenues, as females appear in brighter and more revealing raiment, middle-aged men smile and murmur this observation.

A few may have read the short story by Irwin Shaw of which the phrase is the title, but they've most likely forgotten it. It's relegated to dusty anthologies now. Yet those six words bloom with the lilacs year after year.

I wonder why. And I'll bet Irwin Shaw does, too.

The phenomenon of the memorable phrase is occupying the minds of President Carter's speechwriters these days as they strain to achieve what Roosevelt, Kennedy and Johnson did with such apparent ease. Try as they might, they can't come up with anything that sticks like "the New Deal," "the New Frontier" or "the Great Society." Their "moral equivalent of war" didn't quite make it as a household phrase, although I think the acronym, MEOW, might have stood a chance.

If writers of speeches and fiction are interested in the dynamics of memorability, we who write advertising should be fascinated. It is not our entire job. It may not even be the most important part. But if we've created an exciting idea that's launched from a sound strategy, then synthesizing that idea into a set of words that will lodge indefinitely in the prospect's mind has to be immensely valuable.

Conventional wisdom will tell you it all has to do with frequency of exposure. The more they hear it, the better they'll remember it. That's only partially true, at best. How many campaigns have been rolled out on \$20-million or \$30-million or, in some recent cases, \$40-million dollar budgets, only to go largely unnoticed, and die unremembered?

Conversely, there are campaign lines which, without a dollar's worth of exposure behind them for years, live on in the public memory and leap forth at the mere mention of the product name.

These are the ones I marvel at, the hardy survivors that are so securely rooted they endure as season after season of lavishly nourished newcomers dry up and blow away.

A Philadelphia advertising man named Al Kalish told me recently about a campaign he did some years back for a local exterminating company, Terminix. It was a



John E. O'Toole has been president and chief creative officer of Foote, Cone & Belding, New York, since 1970. He joined FCB in Chicago in 1954 as a copywriter, and was named a vice president in 1961. He has served as creative director of both FCB's Los Angeles and Chicago offices. O'Toole was named senior vice president and elected to agency's board of directors in 1968.

radio campaign that punctuated the copy points with a jingle that went "Termites? Call Terminix." Rather insubstantial, right? Yet it began working immediately, producing more calls, better leads and increased sales.

In 1971, after eight years, the jingle was dropped for reasons that remain obscure to me. Yet today, eight years later, Kalish still hears that line played back whenever he mentions the client's name. In new-business presentations in Philadelphia he asks people to complete the line "Termites? Call _____." He has yet to get an incorrect response.

Kalish thinks that phrase can't be killed without driving a stake through its heart.

Here's an even stranger one. In 1959 I wrote a campaign for Delsey, a brand of what we in advertising call "bathroom tissue" and consumers call toilet paper.

This was a television campaign, and it, too, featured a jingle. The line was

"There's a definite difference in Delsey" which summed up the benefits of the product's unsurpassed softness in a way sufficiently oblique to offend no viewer's sensibilities.

The campaign ran for one season on one network. Sales increased. Share-of-market increased. Then, for reasons which, in this case, are not obscure but too painful to recount, I was ordered to come up with another idea to replace "definite difference."

That was 20 years ago. And to this day when I ask people old enough to have noticed such things two decades ago to complete "There's a definite difference in _____," most respond "Delsey." They refuse to believe it hasn't run for 20 years.

It was 33 years ago when Bob Koretz wrote "Which twin has the Toni?" It's been 26 years since any advertising has carried that line. But I suspect more people remember it than remember the name of the Vice-President of the United States.

There are many more examples: phrases or sentences so firmly implanted that they cling to the cerebral cortex for years, for decades, with no media reinforcement.

But why? What is the essential difference between those and the forgotten legions?

Taking the three cited, the most obvious shared characteristic is that they include the name of the product, a simple conclusion but one that is curiously resisted by many copywriters.

There are other distinguishing attributes.

Those that endure are usually short and simple. And they have a clear cadence.

Sometimes they employ rhyme. Can you complete this one: "You'll wonder where the yellow went when you brush your teeth with _____,"? At least 20 years have gone by since you heard it on the air.

Many feature alliteration—all our examples thus far, in fact. Consider the letter "F" alone? "There's a Ford in your future." "Filter, flavor, flip-top box." "Fly the friendly skies of United."

Condensation, rhythm, rhyme, alliteration are all tools of the poet's art. This is surely a profitable beach to comb in the search for what makes words memorable. But it's not the complete answer. Contemporary poems must have a poorer survival rate than baby sea turtles. And, while tools may help us partially with the "how," they reveal little of the "why."

Most likely the real insights can only be found where we have found so many others: in a deeper understanding of how our prospects think and feel and respond. Person by person.



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Opryland Productions is one of the largest video production houses east of the Mississippi. The company's facilities have been used for shows as varied as "Nashville on the Road," "Big Ten Basketball," and "Dance in America."

David Hall, General Manager of Opryland Productions, has been using the Sony BVH-1000 video recorder for close to two years and two BVH-500 portable recorders for about six months.

"Sony one-inch equipment has expanded our capabilities considerably," says Hall. "With a BVH-500, we were able for the first time to get broadcast quality tape on a roller coaster for an upcoming special."

"We also took the BVH-500 on a ferris wheel and in a helicopter to tape 'Superstars at the Ohio State Fair.' It performed as well as they did."

"Now we're using Sony on almost all shows we tape in the field. The big advantages are portability and cost. Durability, too. Sony even bailed us out when we were taping a quad production and our equipment broke down. We used Sony to finish the job, then transferred the results to quad. The client was more than satisfied."

"And when the Dominican Republic asked us to tape the visit of Pope John Paul II, we couldn't have done it without our Sony video recorders," Hall adds.

"Because they travel so well, we could get down there fast and do a professional job."

Of course, Sony makes a full line of one-inch broadcast equipment, all of it backed by state-of-the-art technology. We have video recorders, cameras, editors, and the BVT-2000 digital time base corrector.

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Broadcasting Oct 8

Vol. 97 No. 15

TOP OF THE WEEK

Television makes instant history of Papal visit

Local stations in cities on itinerary band together in cooperative spirit for monumental and costly coverage

For broadcast journalists in Boston, New York, Philadelphia, Des Moines, Chicago and Washington last week, there was one overriding story: the U.S. visit of Pope John Paul II and his stop-overs in those cities.

All else was secondary. In Boston, news directors and producers were claiming that coverage of the Pope's first stop was the most extensive undertaking of its kind the city had ever seen. Similar words were coming out of newsrooms in Philadelphia and Chicago.

The papal visit was said to have been the biggest thing to hit Des Moines, Iowa, since Russian Premier Nikita Khrushchev stopped off there in 1959. One network veteran compared the effort to the mounting of coverage for a presidential trip abroad. Depending on whom was asked, covering the Pope's trip was an effort equal to reporting on the funeral of President John F. Kennedy or bigger than the Bicentennial.

It was not unusual to hear that stations had involved every reporter in some aspect of the event. Carole Clancy, executive producer at WNBC-TV New York, said it was fortunate that there were no disasters in the city to detract from the coverage plan for John Paul II. "God was with us," she said, "The only thing that didn't shine on us was the sun."

There was a similar commitment at the network level. When ABC News needed a team to get the reaction of Cuban Premier Fidel Castro to President Carter's Monday night speech on the Russian troop presence in Cuba, the closest available producer it could send was in California; a reporter was sent from Washington.

How much of a dollar commitment all this amounted to won't be known for weeks, but large sums were being projected.

There were reports that ABC, with pool responsibility, was spending \$134,000 just to cover the Mass on the Washington Mall. (ABC said it had no estimate on the cost.) And aside from pooling, estimates of individual network expenses ranged

BOSTON



NEW YORK



PHILADELPHIA



Papal progression. Cooperation was the watchword last week as broadcast journalists turned out in force to cover John Paul II's journey. **Top:** WNBC-TV Boston anchor Mary Richardson covering the Pope's arrival, and greeting that station's Mike Taibbi, who had returned to the U.S. on the papal plane after reporting from Ireland the week before. **Center:** WPIX-TV New York's cameras were on the Pope in Harlem—part of the 24 hours that station devoted to papal coverage. **Bottom:** KYW-TV following the papal entourage enroute to Philadelphia International Airport. The station used over 130 technicians, reporters, producers, engineers and directors in playing its part in the city's TV coverage.

from \$750,000 to upwards of \$1 million.

In Boston, pool costs were estimated to have run between \$100,000 and \$200,000. Beyond his station's contribution, Dick Graf, WNBC-TV news director, is expecting bills to run "somewhere over \$20,000." His counterpart at WBZ-TV, Don Ross, wouldn't be surprised if his additional costs go as high as \$40,000.

Elsewhere, various dollar figures were being tossed around. At WCBS-TV New York, news director Stephen Cohen expects the effort to set back his station \$100,000 to \$150,000 including the expenses incurred for related stories before the Pope arrived in that city.

In Philadelphia, one news director said the pool committee was talking about "upwards of \$200,000." In Des Moines a \$50,000 figure was being bandied about.

WGN-TV Chicago's Don Ravencroft, noting that some of his staffers have been with the station for all of its 31 years, said they've never engaged in anything "quite as monumental in number of people or pieces of equipment."

The individual efforts of WPIX-TV New York are anticipated to cost \$250,000, when pre-emptions and loss of advertising revenue are totalled in.

WPIX went with 21 hours of live coverage and three hours of specials, dropping practically all of its regularly scheduled programming.

The public appreciated it. For the

Yankee Stadium mass (WPIX says it was the only station to broadcast live), prime-time Arbitron ratings and shares gave WPIX, with a 16.7/25, second place to WABC-TV in the market. Nielsen showed only a 13.7/20 for WPIX, still considerably higher than normal. From 8 a.m.-2:30 p.m. the following day, WPIX's continuous coverage was slotted number-one by Arbitron with a 6.6/23.

While WPIX had reason for its enthusiasm about its reporting, and other stations were quick to point out what they were doing and others not doing, the overall tone expressed was not one of competitive frenzy.

At the root perhaps was that all the stations, with pools in each market, were truly in it together.

WNAC-TV's Graf said the pool arrangement there was the smoothest working in his 20 years in the business, noticeably lacking in any expression of "competitive jealousy." WBZ-TV's Ross said there was a "great feeling" from the cooperative effort. Noncommercial WGBH-TV's producer Mark Mills cited the example of his crew shooting a standup report for a competitor.

Mark Monsky, WNEW-TV New York news director, said he'd never before seen such cooperation between stations in the city—"unprecedented in New York television."

It may well have had something to do

with the event itself. Jon Rosen, assistant news director at WABC-TV, said it's been a long time since he saw the "chill of excitement," with reporters feeling like they were a part of history, and as a result, a "sense of unity that was rare."

In Chicago, WBBM-TV communications director Lilly Eide said approximately 250 staffers were involved in their coverage. The Chicago pool had more than 25 cameras, according to WLS-TV program director, Jeff McGrath, while WLS-TV itself had five cameras for its independent coverage. He couldn't estimate how many employees were assigned, but said one indication was that virtually all of the stations' technical personnel, numbering more than 100, were on the Pope John Paul story.

Washington was still awaiting the Pope toward the end of the week. But David Nuell, news director of WRC-TV, said that people looking for a miracle during his visit, would find one in the cooperation among broadcasters.

By no means, however, was there so much unity that stations completely abandoned their competitiveness. Stations sent their own reporters and crews out to pool events, not only as a backup but also to build individual coverage around what was commonly available.

In Des Moines, WHO-TV used about 50 staffers and six of its own cameras. Philadelphia's KYW-TV reported assembling a

InBrief

As one source confidently predicted (BROADCASTING, Oct. 1): ABC-TV's move of *Fantasy Island* from Saturday to Friday "was a mistake. I'll bet you a nickel it will be back on Saturday." He wins; network, being chased by NBC-TV for prime-time ratings leadership (see page 73), became **first of three to announce 1979-80 schedule changes**. Effective Oct. 20, *Fantasy Island*, awash in its new Friday 8-9 p.m. NYT spot, **will return to scene of earlier success, Saturday at 10-11. *Hart to Hart*, now in spot to be taken by *Fantasy Island*, moves Oct. 23 to Tuesday at 10-11, replacing *Lazarus Syndrome*, which will be pulled for "refocusing." ABC said *Lazarus* will return but that no date has been set. Friday 8-9 period vacated by *Fantasy Island*'s move will be filled with series of family, sports and holiday specials for indefinite period.**

World. Administrative Radio Conference, which got off to slow start two weeks ago because of controversy over selection of conference chairman, **was having trouble picking up speed last week because of its sheer size**. Almost 2,000 delegates of 149 countries have registered, with result that **some conference committees have hundreds of members**. This has resulted in committees being split into several subgroups—and that has caused problem for countries with small delegations that lack personnel to cover all meetings at conference. Problem is particularly acute in key allocations committee, which has membership of 500 and has been divided into five subgroups. Task of resolving scheduling problem that presents was not expected to be completed until this week. Atmosphere at conference was described by one U.S. official as "workmanlike." But some observers said **political controversy might break out again on Thursday**, at meeting of credentials committee. Fights over seating delegates of several countries—Egypt, Israel, South Africa and Cambodia—are possibility.

Taft, H-B International Inc. has sold former NBC-TV series, "The Man from Atlantis," to People's Republic of China, marking first U.S.-made series to be sold to that country, according to Taft. Package includes 13 one-hour, three two-hour and one 90-minute episodes. Pro-

duced by Taft's Solow Productions Co., series was sold by Regina Dantas, new vice president and general manager of corporation's foreign sales arm. Clarence Chang, executive in charge of foreign relations for HKTVB, Hong Kong-based network, acted as liaison between principals.

King Broadcasting has purchased **KTVB-TV Boise, Idaho**—ch. 7 NBC affiliate—for price reported in **\$13 million-\$15 million** range. Purchase, subject to FCC approval, would give Seattle-based King its fourth VHF (it also owns five AM's and four FM's); Ancil Payne is president. KTVB is being sold by Georgia M. Davidson, chairman, and Robert Krueger, president.

WZZD(AM) Philadelphia was purchased last week from Fairbanks Broadcasting by **Communicom Corp. for \$4.5 million**. Station cost Fairbanks \$2.9 million in 1979, when it acquired outlet from Buckley Broadcasting; Buckley had acquired it seven years earlier for \$5.7 million from Storer. Broker in latest deal, which is subject to FCC approval, was Ted Hepburn Co. Sale is cited as example of "yo-yo effect" in AM prices; see story page 52.

Supreme Court has rejected CBS petition that it review court order issued in November 1977 approving **consent decree that NBC signed with Department of Justice in one of three antitrust suits** Justice has filed against networks (BROADCASTING, Dec. 5, 1977). CBS had petitioned high court to review decision of U.S. Court of Appeals for Ninth Circuit denying CBS's petition, which argued that U.S. district court in Los Angeles had erred in accepting decree. Still pending before high court are petitions by CBS and group of motion picture producers seeking review of ninth circuit court's action affirming district court's order denying their motions to intervene in consent decree proceeding.

NBC-TV's "Nightly News" is returning to single-anchor format, with Washington co-anchor **David Brinkley switching to commentary** at least three times per week and devoting time to coverage of 1980 political campaign, effective tonight (Oct. 8). **John Chancellor**, co-anchor in New York, **will be sole anchor**. Brinkley will also anchor political convention and election coverage and anchor documentaries. It is first major on-air news change since William J. Small

staff of 135, with more than 20 cameras in the pool and for unilateral coverage. Don Dunphy, executive producer of special reports at WABC-TV, said the station had about 200 people working on individual station coverage and about 100 to 150 on the pool, which meant that the station "had to borrow a lot of people" from the network operations and engineering department.

Spence Gregory, executive producer at WCVB-TV Boston, said the station was forced to use "everything we could beg or borrow."

In advance of the mass on the Washington Mall, the Public Broadcasting Service was preparing for what it believes to be the first national, live, captioned program. PBS—through WGBH-TV Boston, WNET(TV) New York, Iowa Public Broadcasting, WHYY-TV Philadelphia and WETA-TV Washington—was expecting an over-all commitment of 36 hours of air time to the Pope's visit.

Another providing service was SIN National Spanish Television Network, which was participating in the pools and was scheduling 52 hours of coverage. Not only was SIN transmitting to its U.S. affiliates but sending the signal to Mexico and South America as well.

As the week progressed, no horror stories emerged. For a set of events compressed into so little time, broadcasters were surprised at how relatively smoothly

things were going.

That's not to say however that there weren't snafus and problems. During the Pope's visit to Battery Park in New York, heavy rains knocked out four of the seven pool cameras. When the Pope arrived in Boston, microphones were blocking his face.

Transportation for reporters and crews was difficult through roadblocks and crowds. In Des Moines, Ed Hart, WOI-TV news director spent \$5,000 to hire a helicopter to get reporters back and forth from rural and city sites.

Coverage from the air was a problem. Helicopters were banned in Boston. CBS News had wanted to use the Goodyear Blimp for camera and microwave but FAA restrictions kept it too far away to do much good. And late in the week, Washington broadcasters were looking for clear guidelines from the FAA about using helicopters for shots of traffic and crowd details.

In Chicago, those restrictions kept broadcasters from getting an airplane or helicopter close enough to the motorcade to establish a microwave link for live coverage. Instead, cassettes had to be dropped to couriers by crews in the caravan. A blimp would have been permitted, but there was none in the Chicago area.

But it was the cooperation—station to station and network to station—not the

problems, that broadcasters were quickest to bring up in describing the coverage.

And for WCBS-TV New York, at least, that meant new ground in its relationship with its parent network. For the coverage of the Battery Park speech, according to WCBS-TV's Cohen, the network allowed the station to go with its own local effort while CBS News was providing its national report elsewhere.

NBMC's big week in Washington

As it gathers for its sixth annual meeting, group files 35-point petition with FCC aimed at improving position of blacks in communications

The National Black Media Coalition went to Washington last week for its sixth annual meeting and left behind a monumental proposal with the FCC.

The 35-point petition for rulemakings and notices of inquiry, presented to Commissioner Tyrone Brown on Friday morning, requests that the commission adopt rules that would advance the status of black Americans in all phases of mass communications.

The petition says that with the growth in

took over NBC News presidency last month. Small said **change was requested by Brinkley**, who "believes 1980 will be one of the most 'decisive political years of our lives,' and like all reporters of high calibre he wants to get out from behind that Washington desk and cover it." Chancellor, who in past has made known his own wish to get out of anchor role, said in response to question at news conference earlier in week that he would continue as anchor through 1980 elections. He then may be free to return to reporting.

□

Political historian **Theodore H. White** has been named consultant-commentator for **NBC News 1980 election-year coverage**. He will appear as commentator in conversations with NBC News anchors and will also help plan political coverage. "I won't be a field reporter," he said, though he'll be in field researching his fifth "Making of the President" book—on which NBC will base TV documentary for broadcast in early 1982 when book is published.

□

Justice Department has disputed National Association of Broadcasters' contention that department, in past, has **supported commercial time standards in NAB television code**. NAB made assertion last month in petitioning U.S. Court of Appeals in Washington to dismiss antitrust suit that Justice has filed against NAB because of time standards. Justice notes NAB's contention is based on Oct. 30, 1961, letter from then-Antitrust Division chief, Lee Loevinger, expressing sympathy for ends NAB was trying to achieve through code. But, it adds, NAB's president at time, Leroy Collins, said in reply, "We were hopeful your response could be much stronger." In any case, department said that **even if government had supported time standards, such support would not "transform illegal action into reasonable conduct"** under antitrust law. Department also disputed NAB's contention that courts and FCC have endorsed time standards. Department contends that NAB petition to dismiss is "fatally deficient" in failing to show that complaint did not state claim on which relief can be granted. Justice says NAB merely argued that its conduct is reasonable and thus legal.

□

With \$12 million at stake, and parties still not in agreement on how to divide money, **Copyright Royalty Tribunal** will begin process this

Thursday to determine formula for **splitting funds paid by cable companies**. Tribunal has one year to resolve dispute. Some say it could take full year to work formula out, but others predict parties will push for quick settlement, since cost for hearings on matter come from general fund. Last time sports, broadcasting, motion picture and music licensing interests submitted proposals, they ended up putting in for nearly five times amount that was in fund. Tribunal meeting this week will examine procedural matters, such as how hearings should be conducted. Subject is complicated, causing some—including National Association of Broadcasters—to retain outside counsel to keep on top of issue.

□

Sonderling Broadcasting/Viacom merger plan, already approved by Sonderling shareholders (BROADCASTING, Jan. 1), **now faces challenge from two dissidents**. Class action suit filed in Delaware Chancery Court charges that Chairman Egmont Sonderling and son Roy, who hold approximately 25% of company, are receiving more than fair share in transaction related to basic merger terms of \$28 or one Viacom convertible preferred share for each Sonderling share. Two Sonderlings are to get company's theater operations as well as Chicago-area radio stations WOPA(AM)-WBMX(FM) Oak Park for their holdings. Plaintiffs want December shareholders' vote nullified and damage award.

□

Latest escalation of feud between San Francisco station owner **Jim Gabbert** and Bay Area media activist **Marcus Garvey Wilcher** is **\$10.5-million libel-slander suit** against Gabbert filed by Wilcher's Community Coalition for Media Change. Suit, filed in California superior court, cites letter Gabbert wrote to FCC Commissioner Tyrone Brown in June. Missive referred to Wilcher's activities to make point that citizen group petitions against renewals and transfers "inevitably" lead to "substantial payoff" to petitioners to avoid delays (BROADCASTING, July 2). Suit also refers to remarks reportedly made by Gabbert at workshop on radio deregulation. For his part, Gabbert thinks suit "is a good thing ... The defense for libel is the truth."

□

"Plans for an addressable and/or interactive" 36-channel system are sought in New York City **request for bids for cable franchises** to serve boroughs of **Brooklyn, Bronx and Staten Island**.



Planning strategy. Pluria Marshall, chairman of the NBMC, delivers an opening-day luncheon address to delegates. Joining Marshall are (l to r) Ronald Townsend, station manager, WDM-TV Washington; Ernie Fears, general manager, WRQX(FM) Washington; Juanita Anderson, vice chairperson, National Black Programming Consortium, and Nate Long, executive director, Television for All Children.

media, the nation must assure commitments of air time, resources, jobs and spectrum space for blacks.

"To fail in this is to insure for America a future of racial misunderstanding, dishonesty, hatred and hostility, and for black America a future of neglect, powerlessness, confusion and menticide in a communications-based society," it said.

("Menticide" is defined in Webster's Third New International Dictionary as "a systematic and intentional undermining of a person's conscious mind for the purpose of instilling doubt . . .")

With 80 affiliates nationwide, NBMC has seen its ranks double since it presented its first petition in November 1973, the date of its founding.

This petition covers eight major areas, including EEO, license renewals, cable technology and minority ownership.

According to NBMC research director David Honig, one of the most important proposals made is for a policy of set-asides for radio and TV frequencies derived from spectrum rearrangements, such as clear-channel breakup and expansion of the AM band. The petition asks that allocations to areas with substantial minority populations be set aside for minority bidders for five years. If no minority bidders came forward, the frequency would be opened up for general bidding.

Pluria Marshall, chairman of the NBMC, told a gathering of delegates that blacks in the media are now at a crossroads, and could either go forward or lose any momentum gained.

Predictions on where that path may lead came from a Thursday panel on blacks in management. The consensus was that it was important to get blacks into sales and management-level spots to bring about any significant changes.

Ronald Townsend, station manager of WDM-TV Washington, said it was necessary to provide a groundwork so numbers at all levels could be increased. This could be done, he added, by formulating some kind of network to increase communication and bring blacks together.

Ernie Fears, of WRQX(FM) Washington, said it was crucial for blacks to understand that broadcasting is, above all, a business, and unless a person can do the job, someone else will take the spot.

Fears said people tend to dwell too much on the negative and, as a result, often don't perform as well as they can. He added that it was in fact tough for blacks to get a footing in the broadcasting business, but it's tough for everyone.

The conference delegates took up advertising and children's programming on Thursday, and spent Friday morning with FCC officials.

FCC Commissioner Tyrone Brown was Friday's luncheon speaker. The common thread of Brown's talk was the impact of citizen group efforts on commission proceedings.

Brown believes that the FCC is more vibrant and open than ever before and said "it is not the time for slacking, but increased participation" of public interest groups in commission proceedings. Brown said such groups should extend their participation from broadcast to other less visible areas, such as common carrier.

Brown is concerned, however, about recent cuts in funding of citizen groups. He cited the anticipated loss of Ford Foundation money by the Citizens Communication Center as an example. He said he believes in private funding rather than government support, since government funding "has strings."

Brown cited the increased openness of the FCC in the last year, pointing to sunshine meetings and agendas and the consumer assistance office's public participation workshops as ways in which the agency has responded to the public's needs.

Long-beleaguered FTC defends itself in Hill hearing

Pertschuk argues that commission should be judged by rules it makes; Schmitt, Exon remain skeptical

The Federal Trade Commission last week got a chance to rebut some of the recent criticism fired its way as a Senate subcommittee moved toward the conclusion of FTC oversight hearings.

FTC Chairman Michael Pertschuk, ac-

companied by Commissioners Paul Rand Dixon, David Clanton and Robert Pitofsky, offered his perspective on the charges leveled in the past three weeks against the commission before Senator Wendell Ford's (D-Ky.) Consumer Subcommittee. Pertschuk said the commission is cognizant of complaints against the agency, and has worked to make reforms where appropriate. "Sometimes, I think, people underestimate just how much we've learned and the degree to which we have responded," he said.

Not all subcommittee members, however, were convinced that the FTC's efforts at reform are succeeding. Senator Harrison Schmitt (R-N.M.), who has been a vocal critic of the agency, continued his push for the legislative veto as a means of FTC scrutiny. "On the basis of the testimony received from a great number of witnesses in this series of hearings it seems clear that congressional action is necessary to restore the faith of the public in the ability of the Congress to control the delegated law-making actions of the FTC," Schmitt said.

Pertschuk countered Schmitt's argument, calling it a proposal "whose constitutionality is at best clouded." He added that although the FTC has been severely criticized for its zeal, its performance should be judged on the quality of the rules it promulgates. "And here we submit that the record demonstrates that the commission is carrying out the intent of Congress with judiciousness and restraint," he said.

A number of the agency's rules and procedures, including public participation funding, came under the microscope, with commission members claiming across the board that all actions taken are done as fairly as possible, with affected industries given opportunity to comment.

What sort of action the Congress might take to check the commission's powers, if any, is still uncertain. While the House seems more favorable to the one-house legislative veto idea, there still appears to be resistance to the concept in the Senate.

Senator James Exon (D-Neb.), a co-sponsor of Schmitt's amendment to implement this provision, said he thought that passage of the amendment might bog down Congress by forcing it to review every FTC action. But Exon said he sensed an attitude that the FTC believed it was more concerned about consumers than he was—which he said wasn't so. He added that it might be appropriate to draw back on some authority Congress granted the FTC.

Commissioner Dixon said that if the Congress didn't think the FTC was doing a good job it should abolish the agency.

Schmitt said he didn't think that drastic a step was necessary, but rather the implementation of some sort of "safety valve," such as the veto.

The subcommittee winds up its scrutiny of the FTC this Wednesday with testimony by House and Senate members. It is anticipated that the legislative veto issue will be further explored at that time.

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The mixed bag of deregulation

The commission's proposals for reducing radio rules raise a lot of questions, including how to do it and whether such action by the FCC will stand up in court without a test run

"Our goal in this proceeding is to maximize the benefits of radio services to the public. If that goal can be achieved with a minimum of regulation on our part, we will increase the public benefit, for then we will have reduced the delays and costs of regulation without sacrificing service to the public. From this perspective, the option of eliminating the commission's ascertainment obligations as well as the guidelines on nonentertainment programming and commercial matter is the most attractive."

Thus begins a section on "Preferred Options" in the FCC's notice of inquiry and proposed rulemaking that looks to the deregulation of commercial AM and FM broadcasting, the most sweeping proposal of its kind the commission has ever issued. As such, it is bold.

But it was issued by an uncertain, even an uneasy band of commissioners. And its fate is far from clear. Even broadcasters who long have urged such action on the commission may find problems with it; some already have. Certainly some citizen groups have.

The notice itself, issued in text on Sept. 27, three weeks after the commission voted on the matter (BROADCASTING, Sept. 10), is an imposing document. It runs to 106 pages, plus appendices and statements by each commissioner. It contains a historical overview of governmental regulation of broadcasting since 1912, an economic analysis of broadcasting in terms of that regulation, and a discussion of the various options being considered.

At bottom, the notice says, the changes that have occurred over the years and the evidence presented by the staff make it "appropriate to initiate the substantial deregulation" of radio.

It notes that in 1927, at the adoption of the Federal Radio Act, there were 681 radio stations, but today there are 8,654 AM and FM outlets (including 993 educational FM). And while radio has slipped to second place, behind television, as an informational medium, the notice says, marketplace competition has forced radio stations to specialize—to seek out audiences not served, or not served well, by competitors. And that change, the notice adds, has occurred at a time when the "old melting-pot" theory of American life is challenged by what the notice calls "a growing awareness of diversity"—of increased emphasis "on ethnic, racial and sexual identities."

Nor is that all. The notice contains data indicating that radio stations are providing more news and public affairs programming—and devoting less time to commer-

cials—than called for in the commission's guidelines on such matters. (The guidelines call for 6% of an FM station's broadcast hours and 8% of an AM's to be devoted to nonentertainment programming, and generally limit the time devoted to commercials to 18 minutes each hour.)

But for all of that, only two commissioners—Chairman Charles D. Ferris and James H. Quello—endorse the notice without qualification. (And the coupling of those two frequently antagonistic members on an issue so controversial is in itself enough to give some observers pause.)

The main problem appears to be the notice's obvious preference for the most extreme of the various options that are explored—one that would remove renewal guidelines on nonentertainment programming and commercial matter and eliminate ascertainment of community needs and logging requirements.

For the only common thread running through the statements of all seven commissioners is a willingness to obtain comment on the matters raised—and even then, not all of the matters. Commissioner Abbott Washburn dissented to the pro-

NTIA's legal consensus on the U.S. Court of Appeals:

"That court has a soft spot in its heart for public trustee regulation."

posed removal of commercialization guidelines. The public, he said in his statement, "expects [the commission] to indicate reasonable limits beyond which a broadcaster is overcommercializing and imposing an undue burden on the listening and viewing audiences." Washburn raised questions about each of the other deregulatory proposals as well.

Commissioner Joseph Fogarty also dissented in part. He does not accept the legal analysis in the notice, which holds that the commission has the authority to adopt sweeping deregulation.

Commissioner Tyrone Brown also expressed some doubt about the legality of lifting programming responsibility from broadcasters, though his "current view" is that the commission has the necessary authority. His principal concern, however, stems from his view that—contrary to the assumption stated in the notice—marketplace competition is not sufficient to warrant the commission's washing its hands of involvement in nonentertainment programming. He would substitute for present guidelines a fixed minimum percentage of local public service programming broadcast "at reasonable times" during the day—a proposal that was incorporated in one of the options on which the commission invited comments. Meeting that

obligation would be a requirement for renewal.

What's more, although Brown would repeal the existing "mechanistic approach" to the ascertainment requirement, he would retain its "substance," as a means of enabling broadcasters to meet "their local public service obligation."

As for Commissioners Robert E. Lee and Anne P. Jones, they simply do not favor any particular option.

As Lee has said, "All options are open. It's like jumping on a horse and riding off in all directions."

The notice makes clear that there is no intent to eliminate the public interest standard, which in any case is imposed by statute. The notice says that if marketplace regulation fails to assure adequate service to the public, the commission "would have to be prepared to take appropriate action"—though it does not say what that would be. And, it notes, the commission would continue to enforce the fairness doctrine.

Nevertheless, as was expected, citizen groups see the commission's action as a disaster. Ralph Nader, in his relatively new role as chairman of the National Citizens Committee for Broadcasting, denounced the deregulation proposal as a further entrenchment "of federally protected monopolies for a few hundred corporations at the expense of 220 million Americans" (BROADCASTING, Sept. 17).

And Dr. Everett Parker, of the Office of Communication of the United Church of Christ, after his first reading of the notice, described it "as the worst document" he has seen issued by the FCC in his 45 years of watching the agency. He mocked the economic analysis section of the notice as one that "would be worth a C—if it were submitted in a small Midwestern college." And, he said, some of the underlying assumptions—particularly one that blacks and other ethnics might identify more closely with their respective groups in other cities than with the communities in which they live—"blow your mind."

If the notice outrages some citizen-group types, it has made some broadcasting industry representatives nervous.

There is, for instance, the message they read in the notice that—Nader's views to the contrary notwithstanding—the commission would not be acting out of a feeling of charity for broadcasters. They cite the passages describing the deregulation proposals as emerging largely from structural changes in the industry—and those that say future deregulatory efforts should emphasize more changes of that kind. And the commission, as the notice and Chairman Ferris, in a speech last month to the National Association of Black Owned Broadcasters, made clear, is referring to tough enforcement of equal employment opportunity rules, vigorous application of minority ownership policies and, particularly, steps to enhance competition in an industry the notice says is already vigorous.

The commission has endorsed a U.S.

proposal at the World Administrative Radio Conference in Geneva calling for expansion of the AM spectrum, which now ends at 1600 khz, to 1860 khz, and is considering proposals to break down the clear channels and to reduce AM channel spacing from 10 khz to 9 khz—all to increase the number of AM stations. And it is virtually certain to end, at least prospectively, the exceptions to the commission's one-to-a-market regulation that permit co-ownership of UHF television-radio and AM-FM combinations in the same market.

Adoption of such structure-changing proposals, NAB officials say, would not be consistent with the "stability" the industry feels it needs.

Even in its own terms, the most far-reaching proposal, NAB's senior vice president and general counsel, Erwin Krasnow, feels, may be offering too much

too soon. The Brown approach, at least as it involves local public service programming, Krasnow said last week, would be more likely to withstand court review; it would also, he added, provide the kind of certainty on which a broadcaster could hang a defense against a competing application or a petition to deny at renewal time ("Closed Circuit," Oct. 1).

The NAB has support for that view at the National Telecommunications and Information Administration. Henry Geller, the administrator, and Gregg Skall, the general counsel, both have warned that broadcasters might be setting themselves up if they relied on a commission action removing standards for determining public interest performance in terms of nonentertainment programming and commercial matter.

NTIA has supported legislation eliminating the public trustee concept

from the Communications Act. But as long as it remains in the law, they say, broadcasters have an obligation to provide a reasonable amount of local and informational programming, and not to flood the airwaves with commercial messages.

Neither Geller nor Skall had yet read the notice last week, so they were not ready to issue a final judgment. But they said broadcasters who ignore their public trustee responsibilities could be "sandbagged" by a competing applicant or a petitioner to deny. For although the commission might renew such a broadcaster, they were not sure the U.S. Court of Appeals in Washington would not reverse. "That court," Skall observed, "has a soft spot in its heart for public trustee regulation."

So, while deregulation has its appeal, broadcasters, in Skall's view, would be better off with guidelines. "They'd know what's expected of them," he said.

Straus quits VOA

He'll return to family's WMCA; he cites 'plateau' in his accomplishments and limitations on innovation in election year, denies link with any Kennedy run for the presidency

After two and a half years as director of the Voice of America, R. Peter Straus has decided to return to private life and family-owned WMCA(AM) New York. It was, he said, "a life-style decision." But he also indicated he was no longer satisfied in his job; he felt as though he were "stuck in neutral" after two and a half years of what he regarded as successful and rewarding work.

His resignation was treated in some press accounts as having been motivated at least in part by politics—he was pictured as interested in working for Senator Edward M. Kennedy (D-Mass.), if Kennedy decides to seek the Democratic presidential nomination—and frustration with the White House staff.

Straus, however, insisted in an interview that his decision essentially involved a wish on his part to spend more time with his wife of 30 years, Ellen, who, during his tour as VOA director, has been running WMCA as president and general manager.

The wish to get off the public payroll and to spend more time with his wife was reinforced, he indicated by his feeling of having reached "a plateau" of activity. "It wasn't fair to ask taxpayers or Ellen or me to stay on as caretaker."

Straus said the last year of any presidency is never one for innovation. But he also indicated the Carter administration has a special problem—Kennedy. Concern over a Kennedy challenge, he said, has made "innovative or creative activity that much more unlikely in the final year."

Indeed, his letter of resignation reflects disappointment at having been unable to talk to President Carter personally on

VOA matters. He said he "would have welcomed the opportunity to discuss with you some innovations needed to continue the forward thrust of motivation and creativity at the VOA." But, he added, "I understand the present constraints of other priorities on your agenda."

Straus, has been complimentary of the President, describing him as "brilliant" and "dedicated." But he does not think Carter is well served by his staff. "The presidency is not a one-man job. He's not getting the support or dedicated effort any President is entitled to." Straus backed Carter in the 1976 campaign.

Straus, whose resignation is effective Oct. 21, looks back on what he considers three major accomplishments—achieved with a staff he describes as skillful and dedicated—during his tour as director.

"We finally established news independence" at the Voice, he said. Commentary—expressing the administration's view—is separate and distinct from the news, he said.

The Voice has been brought "to the state of the art" in satellite transmission,

he said, with the result that news broadcasts are of "far more timely."

And, he said, the Voice's worldwide audience has expanded substantially—from about 50 million listeners weekly three years ago to some 100 million.

Straus was not alone in remarking on the accomplishments of the Voice under his stewardship. John E. Reinhardt, director of the International Communication Agency, the Voice's parent, was another. Said he: "The International Communication Agency and the Voice were very well served by the energy, enthusiasm and innovative spirit which [Straus] brought to his task of strengthening the Voice of America as a source of timely, accurate and objective news for millions of listeners around the world."

Straus will continue to maintain a base in Washington, where he will develop and teach a course in public diplomacy at the Johns Hopkins School of Advanced International Studies.

But he will also become active again at WMCA. His wife will continue as president and general manager, while he serves as chairman of the board. He will devote most of his time to looking after the station's real estate holdings in New Jersey, checking into possible acquisitions—both in broadcasting and publishing—and working with the sales people.

As for political activity, he was noncommittal.

Straus has long been close to the Kennedy family—WMCA endorsed John F. Kennedy in his bid for the presidency in 1960, and Straus headed the late Robert F. Kennedy's successful Senate campaign in New York in 1964—but he said he has no plans to work for the surviving Kennedy brother if he seeks the presidency. But neither did he rule it out. "That's a long way off," he said.

Straus said he had talked to Kennedy, as did several other people, about his decision to resign. "But I didn't ask if he was going to run, or offer any advice. And he didn't ask me about my plans."



Straus

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Special Report



Along with Pope John Paul II, more than 1,200 radio broadcasters were heading for Washington and the annual meeting of the National Radio Broadcasters Association, which began yesterday (Oct. 7) and runs through Wednesday.

Jim Gabbert, outgoing NRBA president, said the theme of this year's convention, to be held at the Washington Hilton, will be how to meet the challenge of the '80's. "It will be a bottom-line convention," he said last week.

Gabbert, who has been NRBA's president since its inception in 1974, will turn over his gavel to NRBA's newly elected president on Monday. The seat, which will be filled at the executive committee meet-

ing on Sunday, is expected to go to Harriett (Sis) Kaplan, of WAYS(AM)-WROQ(FM) Charlotte, N.C.

The bottom-line notion is carried out in the convention's workshop sessions. Every morning, starting today (Monday), there will be five concurrent workshops covering promotion, sales, management, engineering and programming. Monday's luncheon speaker will be Eric Severeid, former CBS commentator and recipient of the NRBA's 1979 Golden Radio award.

Tuesday is radio deregulation day, and will feature a workshop on the proposals to expand the AM dial, reduce channel spacing on the AM band, directionalize FM antennas and break down the clear chan-

nels. That panel will be moderated by Gabbert, with Douglass Crombie, director of the Institute for Telecommunications Sciences, National Telecommunication and Information Administration as a panelist.

The luncheon speaker that day will be Senator Barry Goldwater (R-Ariz), and his remarks are expected to be on radio deregulation.

Radio deregulation also will be the focus of a Tuesday afternoon FCC session featuring Commissioners Joseph Fogarty and James Quello and FCC bureau chiefs.

The convention will wind up Wednesday afternoon at 1:30. The complete agenda follows. Listings of exhibitors and hospitality suites begin on page 38.

Sunday, Oct. 7

Registration. 9 a.m.-5 p.m. Concourse level.

Exhibit hall open. 10 a.m.-6 p.m.

Small market group operators meeting. 1:30-3 p.m. Military Room.

Reception. 6 p.m. Ballroom Center.

Monday, Oct. 8

Registration. 8 a.m.-5 p.m. Concourse level.

Exhibits open. 10 a.m.-6 p.m.

Five concurrent sessions. 9-10:30 a.m.

Promotion: The Major Market Promotion Jungle. Monroe Room. Moderator: Jim Connor, WWSH(FM) Philadelphia. Panelists: Harry Cole, Arent, Fox, Kintner, Plotkin & Kahn, Washington; John Furman, Cox Broadcasting, Atlanta; Ron Kempff, WHIO-AM-FM Dayton, Ohio; Hal Stein, WKTU(FM) New York.

Sales: The Feminine Ms.tique—the Vital Role of Women in Sales. Georgetown Room. Moderator: John Gorby, Youngs-Walker Co., Chicago. Panelists: Gina Gallagher, WBCS-FM Milwaukee; Jan Kantor, WLEQ(FM) Bonita Springs, Fla.; Claire Shaffner, WAYS(AM)-WROQ(FM)

Charlotte, N.C.; Andrea Polisky, Pacific FM Inc., San Francisco.

Management: Maximizing Cash Flow Through Good Times and Bad. Jefferson West. Moderator: Robert Herpe, General Communicorp, New Haven, Conn. Panelists: Tony Gonzales, WWNR(AM) Beckley, W. Va.; Burton Levine, WROV(AM) Roanoke, Va.; Cary Simpson, Allegheny Mountain Network, Tyrone, Pa.

Engineering: New Audio Concepts. Jefferson East. Moderator: Raymond Rask, Mutual Broadcasting, Arlington, Va. Panelists: Gregg Ogonowski, Gregg Laboratories, Anaheim, Calif.; Bill Sachs, Inner City Broadcasting, New York; Craig Siegenthaler, KISW(AM) Seattle.

Programming: Focus on Country. Lincoln Room. Moderator: Claude Hall, International Radio Report, Los Angeles. Panelists: Ted Cramer, WDAF(AM) Kansas City, Mo.; Bill Hennes, WMAQ(AM) Chicago; Craig Scott, Plough Broadcasting, Memphis.

Break. 10:30-11 a.m.

Five concurrent sessions. 11 a.m.-12:30 p.m.

Promotion: Special Problems and Unique Solutions in Small Markets. Monroe Room. Moderator: Reg Streeter, Concerned Communications, Yuba City, Calif. Panelists: Dave Bernstein, WHUM(AM) Reading, Pa.; Bob Lockhart, KOOL(AM) Great Falls, Mont.; Lou Westendorf, WARK(AM)-WWCS(FM) Hagerstown, Md.

Sales: Full Disclosure (Almost) . . . What Media Buyers Want To Know But You Never Tell Them. Georgetown Room. Moderator: Jack Bolton, Bolton Associates, Atlanta. Panelists: Jim Duncan, Gilmore Advertising, Kalamazoo, Mich.; James Rice, Richardson, Myers & Donofrio,

Baltimore; Judy Vaugh Westlake, Cargill Wilson & Acree, Atlanta.

Management: the Carrot, the Stick and Win One for the Gipper . . . Personnel Motivation Techniques. Jefferson West. Moderator: Steven Trivers, Fairfield Broadcasting, Kalamazoo, Mich. Panelists: Dave Klemm, Blair Radio, New York; Kim Pyle, WGLD(AM)-WOKX(FM) High Point, N.C.; Burt Sherwood, WMAQ(AM) Chicago; Norman Wain, Metroplex Communications, Cleveland.

Engineering: Getting the Most from Your Tape Machine. Jefferson East. Moderator: Dennis Ciapura, Greater Media, East Brunswick, N.J. Panelists: G. Mark Durenberger, consulting engineer, Minneapolis; Frank Dickenson, Number Nine West, Bloomfield, N.J.; Ken Stout, WPAT-AM-FM Paterson, N.J.

Programming: Focus on AOR. Lincoln Room. Moderator: Mike Harrison, Good Phone Communications, Sherman Oaks, Calif. Panelists: Eric Hauenstein, Sandusky Newspaper Broadcast Division, Phoenix; Denis McNamara, WLIR(FM) Garden City, N.Y.; John Platte, WRVR(FM) New York; Eric Stevens, WWWW(FM) Cleveland.

Luncheon. 12:30-2:30 p.m. Ballroom Center. Guest Speaker: Eric Severeid, former CBS News correspondent and recipient of NRBA's Golden Radio Award. Presentation of Major Armstrong Awards.

Membership meeting. 2:30-4:30 p.m. Military Room.

State directors meeting. 4:30-6 p.m. Thoroughbred Room.

Tuesday, Oct. 9

Registration. 8 a.m.-5 p.m. Concourse level.

Exhibits open. 10 a.m.-6 p.m.

Five concurrent sessions. 9-10:30 a.m.

Promotion: Promotion Mileage Through Public Service. Monroe Room. Moderator: John Bayliss, Combined Communications, San Diego. Panelists: Sherri Brennan, WTAR(AM)-WKEZ(FM) Norfolk, Va.; Stanley Kaplan, WAYS(AM)-WROQ(FM) Charlotte, N.C.; Robert E. Richer, WNCN(FM) New York.

Sales: Spinning Gold from Straw, or Selling When Your Numbers Are Zip. Georgetown Room. Moderator: Dick Logan, Arbitron, New York. Panelists: Jim Ridings, WRJZ(AM) Knoxville, Tenn.; Herg Saltman, WVNJ-FM Newark, N.J.; Richard Scholem, WGSN(AM) Huntington, N.Y.

Management: Efficient Organization of Executive Time. Jefferson West. Moderator: Bernard Mann, Mann Media, Raleigh, N.C. Panelists: John Boden, Blair Radio, New York; Martin Greenberg, ABC FM Stations, New York; Ralph Guild, McGavren-Guild, New York; Gary Stevens, Doubleday Broadcasting, Minneapolis.

Engineering: Special Problems in FM. Jefferson East. Moderator: Lew Wetzel, Flash Technology, Nashua, N.H. Panelists: Wayne Hetrich, National Public Radio, Washington; Bob Organ, Orban Associates, San Francisco; Craig Sigenthaler, KISW(FM) Seattle.

Programming: Focus on Adult Contemporary. Lincoln Room. Moderator: Bill Gavin, *The Gavin Report*, San Francisco. Panelists: Elmo Ellis, WSB(AM) Atlanta; Bob Hughes, WASH(FM) Washington; Jack London, KDOWN(AM) Las Vegas; Michael O'Shea, KMPC(AM) Los Angeles.

Sales: True Confessions of a Radio Sales Streetfighter. Georgetown Room. John Thacker, WMUM(FM) Marathon, Fla. Panelists: Tom Joyner, WPVA-FM Petersburg, Va.; George Mamas, WCUE(AM) Akron, Ohio; Wayne Moss, WLRG(FM) Roanoke, Va.; Dick Young, KIOA(AM)-KMGK(FM) Des Moines, Iowa.

Management: EEO and You . . . the ABC's of Compliance and Survival. Jefferson West. Stephen B. Forman, Arent, Fox, Kintner, Plotkin & Kahn, Washington. Panelists: Kathy Bonk, National Organization for Women, Washington; Ragan Henry, Broadcast Enterprises National Inc., Philadelphia; Pluria Marshall, National Black Media Coalition, Washington; Gary Smithwick, communications attorney, Winston-Salem, N.C.; Glenn Wolfe, FCC.

Engineering: Challenges and Opportunities of the 80's . . . the NTIA Proposals. Jefferson East. Moderator: James Gabbert, KIOI(FM) San Francisco. Panelists: Douglass Crombie, Institute for Telecommunications, National Telecommunications and Information Administration, Boulder, Colo.; Lou Dorren, Microelectronics Technology Inc., San Francisco; Leonard Feldman, Institute of High Fidelity, New York.

Programming: Radio Programming for the 80's. Lincoln Room. Moderator: Jerry Del Colliano, *Inside Radio*, Mount Laurel, N.J. Panelists: Lee Abrams, Burkhart-Abrams, Atlanta; George Burns, Burns Media Consultants, Studio City, Calif.; Shelley Grafman, Century Broadcasting,

Chicago; Jim Schulke, Schulke Radio Productions, South Plainfield, N.J.; Marlin Taylor, Bonneville Broadcast Consultants, Tenafly, N.J.

Luncheon. 12:30-2:30 p.m. Ballroom-Center. Speaker: Senator Barry Goldwater (R-Ariz.). Presentation of NRBA Promotion Awards.

General session. 2:30-5:30 p.m. Jefferson and Lincoln Rooms.

Radio Deregulation . . . What, Where, When and How? Moderator: Tom Schattenfield, Arent, Fox, Kintner, Plotkin & Kahn, Washington. Panelists: Harry M. Shooshan, House Communications Subcommittee; James Gabbert, KIOI(AM) San Francisco; Andrew Jay Schwartzman, Media Access Project, Washington; Frank Washington, FCC Broadcast Bureau.

FCC Forum. 4 p.m. Moderators: James Gabbert, KIOI(FM) San Francisco, and Tom Schattenfield, Arent, Fox, Kintner, Plotkin & Kahn, Washington. Guests: FCC Commissioners James Quello and Joseph Fogarty and Bureau Chiefs Richard Shiben, Carlos Roberts, Phillip Vermeer, C. Phyll Horne and Kenneth Nichols.

Wednesday, Oct. 10

Exhibit hall open. 10 a.m.-1 p.m.

Six concurrent sessions. 9-10:30 a.m.

Promotion: Maximum Results at Minimum Cost. Monroe Room. Moderator: Jack Gennaro, WFHR(AM)-WWRW(FM) Wisconsin Rapids, Wis. Panelists: Tom Bowring, WCLR(FM) Chicago; Joe Buys, WVIC-FM East Lansing, Mich.; Sandra Scott, WJBC(AM)-WBNO(FM) Bloomington, Ill.

Sales: 21 Proven Money-Making Ideas. Georgetown Room. Moderator: David Fuelhart, WPOC(FM) Baltimore. Panelists: Susan Breakfield, WASH(FM) Washington; Godfrey Herwez, WYBG(AM) Massena, N.Y.; David Lyman, CJRN(AM) Niagara Falls, Ont.

Management: Small Market Idea Exchange. Jefferson West. Moderator: Dutch Doelitzch, WDDD(FM) Marion, Ill.

Engineering: the 9 Khz Debate. Moderator: Harvey Rees, Carl T. Jones Associates, Falls Church, Va. Panelists: Ed Buterbaugh, CKLW(AM) Windsor, Ont.; Douglass Crombie, Institute for Telecommunications Sciences, National Telecommunications and Information Administration, Boulder, Colo.; Harold Kassens, A.D. Ring & Associates, Washington; Ray Livesay, Daytime Broadcasters Association, Mattoon, Ill.

Programming A: Beautiful Music . . . Where Is It Heading? Lincoln East. Moderator: Bob Chandler, WGAJ-AM-FM Washington. Panelists: Bill Clark, KABL-AM-FM Oakland, Calif.; Tony Rizzini, WLKW-AM-FM Providence, R.I.; Jim Schlichting, Starborne Productions, Van Nuys, Calif.; Ed Winton, WWBA-AM-FM Tampa, Fla.

Programming B: Focus on Disco. Lincoln West. Moderator: Doug Hall, *Hall Radio Report*, Washington. Panelists: Chuck Dunaway, *Radio Music Report*, Atlanta; John Parikhal, Joint Communications, Toronto; Wanda Ramos, Burkhart-Abrams, Atlanta; Sonny Joe White, WXXS(FM) Boston.

Break. 10:30-11 a.m.

Five concurrent sessions. 11 a.m.-1:30 p.m.

Promotion: Superstars Forum. Monroe Room. Moderator: Sis Kaplan, Sis Radio, Charlotte, N.C. Panelists: winners of NRBA's 1979 Promotion Awards.

Sales: Making Money with Your Network. Georgetown Room. Moderator: Frank Murphy, Mutual Broadcasting, Arlington, Va. Panelists: John Casey, WSGW(AM) Saginaw, Mich.; Tad Fogel, WINH(AM) Georgetown, S.C.; Robert Russo, WBEN-AM-FM Buffalo, N.Y.

Management: the Price Is Right . . . Or Is It? Evaluating Your Station's Worth. Jefferson West. Moderator: Gary Pease, General Communicorp, New Haven, Conn. Panelists: Barry Dickstein, Aetna Business Credit, Hartford, Conn.; Richard Shaheen, Richard A. Shaheen Inc., Chicago; Joseph M. Sitrick, Blackburn & Co., Washington; Ray Stanfield, Chapman Associates, Atlanta.

Engineering: Antennas, Bandwidth and AM Stereo. Lincoln West. Moderator: Benjamin Dawson, Harfield & Dawson, Seattle. Panelists: Ed Buterbaugh, CKLW(AM) Windsor, Ont.; Herman Hurst, Carl T. Jones Associates, Falls Church, Va.; Ogden Prestholdt, A.D. Ring & Associates, Washington.

Programming: Focus on Top 40. Lincoln Room. Moderator: Buzz Bennett, *Fred* magazine, Monterey, Calif. Panelists: C.C. McCartney, programming consultant, San Diego; Bruce MacGregor, WAKX-AM-FM Duluth, Minn.; Scott Shannon, WPGC-AM-FM Morningside, Md.; Bill Tanner, WHY(FM) Fort Lauderdale, Fla.

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- 3 Listeners' Attitudes toward and Perceptions of Station Format, Station Sound, Music, Disc Jockeys/Personalities, News Policy, Content, Newscasts
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- 5 Trace Effectiveness of Internal and External Promotions
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NY, NY 10017
212 758-8765
Tom Dale
Sid Shapiro
Myra Stark

In the booths

Included among the companies occupying booths on the NRBA exhibit floor are equipment, programming and service firms. A complete list of the exhibitors follows with booth locator numbers. An asterisk indicates a new product.

American Quotation Systems 523

DataScreen, ProData **Staff:** Dean Robinson, Rogies, Stan Tipsord.

Ampro-Scully 302-305, 400-404

Andrew Corp. 205

Helix coaxial cable, earth station antennas, STL microwave antenna systems. **Staff:** Tom Hewlett, John Pryjma, Rene Savalle, Raymond Schmit.

Audio and Design Recording 605

Ex-Press limiter*, SCAMP 202 transformerless mic preamp*, E-950 paragraphic equalizer*, combination equalizer/compressor-peak limiter-expander, compressor-limiters, music-voice ratio limiter, selective band processor. Standardized Compatible Audio Modular Package. **Staff:** Nigel Branwell, Len Lewis, Chris Walden.

Auditronics 304

Broadcast consoles. **Staff:** Steve Sage, Jim Woodworth.

Automated Broadcast Controls 401,403,-500

Staff: Terrence Trump, Jack Neff.

Automated Music 610

Automated Processes 26-27

Consoles*, microprocessor-based audio processing modules. **Staff:** H. Charles Riker, Robert Blair.

Automation Electronics 410

Superstar minicomputer system for radio*, Star and Star-Plus systems. **Staff:** Larry E. Zaiser, Thomas R. Ransom, Edwards E. Reed, Richard W. Edyvean, Jody A. Zaiser, Gerry L. Williams.

Belar Electronics Labs 513

Bloomington Broadcasting 213, 215, 312,314

Business automation system. **Staff:** Tim Ives, Don Newberg, Dave Wolfenden, Brad Scott, Carol Munson, Gary Sullivan, Don Munson, Colleen Moser, Tom O'Connor, Jim Wood, Ron Wilson, Larry Shoel.

Bonneville Data Systems 115,117,119

Bonneville Radio Systems 12, 13

Broadcast Consultants 107

**31 of the 40 nominees
for
1979 CMA Awards
are BMI writers.**

Another reason why over

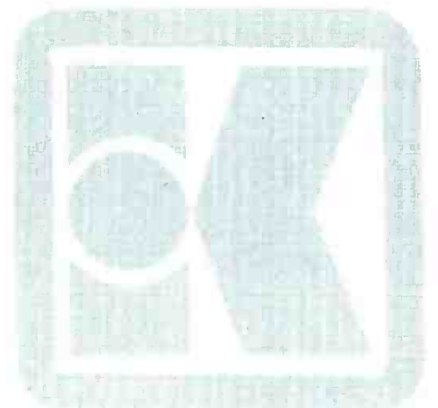
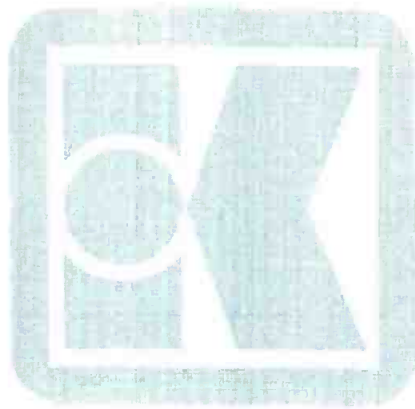
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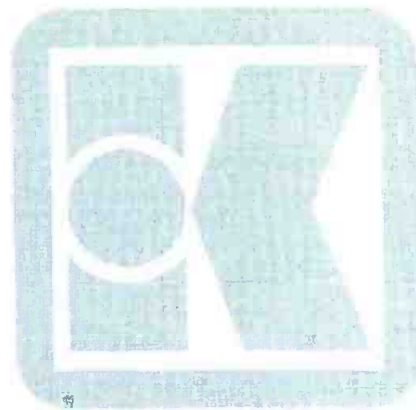
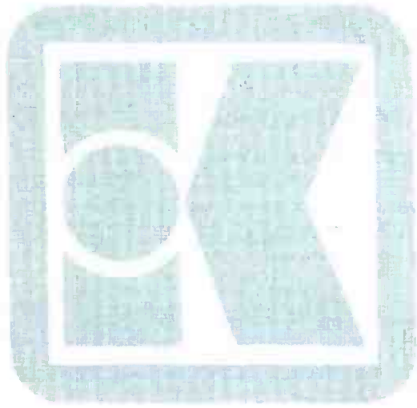
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charts are licensed by
BMI**

BMI

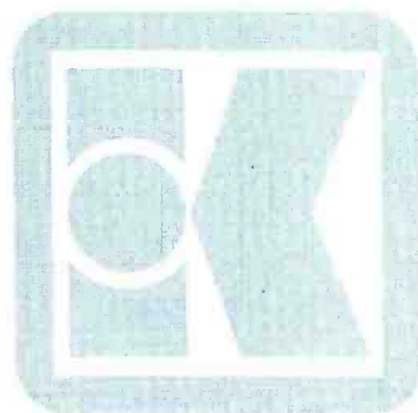
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the world's largest music licensing organization.

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leading
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radio stations
are now
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The best.**



Broadcast Electronics 217

Cartridge machines, audio consoles, Control 16 automation system, Econo-Control 16 automation system, studio accessories, audio processors, amplifiers. **Staff:** Lawrence Cervon, Curtis Kring, John Burtle, Bob Davis, J.T. Malone, Dow Jones, Tom Warning, Jim Tucker, Barry Howard.

Broadcast Programing International 1, 2

Bureau of the Census 508

Cablewave Systems 311

Capitol Magnetics 306

Cavox Stereo Productions/Tape-Athon 211

Cavox music formats, Tape-Athon audio systems*. **Staff:** Lee Tate, Bob Mayfield, Philip Walter.

CCA Electronics 104, 106

ST-25, 25 kw FM transmitter with direct exciter*, AM and FM transmitters. **Staff:** Richard Groves, Joseph Consalvi, E. Pezirtzoglou, Hugh Anderson, Norman Crowder, Juan Chiabrande, Robert Bousman, David Orienti, Gus Spyrou, Mike Atallah, Alice Soltysiak, Susan Hayes,

Dominique Susini, Randy Dawson, William Theckston.

Century 21 Programing 501

Programing services for automation and/or live-assist radio, including rock, easy listening, country, album rock, disco and beautiful music. **Staff:** Tom McIntyre, Dave Scott, Tami Reister, Jim Dooley, Dick Maynard, Don Thomson, Bob Shannon, Dan Rau, Tommy Walker.

Cetec Broadcast Group 424

Series 2000 five and eight channel audio consoles*, 690 PLL FM exciter*, System 7000 two program automation, FM antenna. **Staff:** Andy McClure, Doug Sterne, Gene Bidun, Bob Dix, Hugh Wilcox, Mike Shafer, Dave Hill, Tom Copeland, Rick Fisher, Greg Pine.

Computer Concepts 505, 507

Broadcast traffic and accounting systems. **Staff:** Greg L. Dean, Loren D. Wibben, Klover Iverson, Grant Cowan.

Computer Management Systems 409

Broadcast Management Information System for radio station sales, traffic and accounting*. **Staff:** James O. Moneyhun, Jack Carnegie, Sally Huffine, Myron Keeney, Suzi Ross.

Comrex 417, 419

Low frequency extender for telephone line remotes. **Staff:** John F. Cheney, Lynn E. Distler, Tim Brown, Erik Thoresen, Janet Day.

Concept Productions 317

Automation radio programing. **Staff:** Dick Wagner, Mary Wagner, Dale Tucker.

Consolidated Electronic 405, 407

Cuerac cart handling system, reel to reel tape recorder, cart machines, computer assisted FSK log, station format programer. **Staff:** R. Medding, O. Buhagiar, J. Herman, H. Pliscof, B. Meed, T. Knaus, R. Dagenais.

Custom Business Systems 710,712

Broadcast business computer system. **Staff:** Jerome Kenagy, Steve Kenagy, Wes Lockard, Kay Bowman.

Delta Electronics 319

Amplitude modulation controller, automatic power controller, RF ammeter systems, antenna monitors, remote control system, operating impedance bridges, receiver/generator, digital panel meter, remote meter panels, toroidal current sampling transformers, meter jacks. **Staff:** Stephen W. Kershner, Charles S. Wright, Russell E. Geiger, Joseph S. Novak, John Wright, John P. Bisset, John T. M. Lyles, William R. Fox, Tom Wright, George Oong.

Dolby Labs 315

Drake-Chenault 24

Programing services for live or automated stations, jingle packages, special features. **Staff:**



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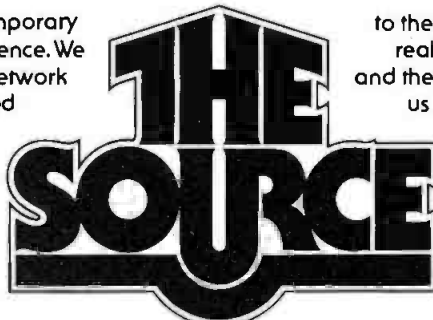
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to the programming, not within. Is The Source for real? Burkhart and Abrams helped us get born and they do continuing audience research to keep us on track. Our chief "Sourcerers" are Big Jim Cameron, former News Director, WCOZ, and John McGhan, former Program Director, WDVE. We also keep our heads straight by listening to what our stations have to say. Looking for a sound alternative? Come to The Source. Write to: Chuck Renwick, VP, Affiliate Relations, The Source, NBC Radio, 30 Rockefeller Plaza, New York, New York 10020.

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Gene Chenault, James Kefford, Buddy Scott,
B.J. Anderson, Bob Ardrey.

Fidellpac 11

Audio tape cartridges, cart storage racks,
alignment tapes and gauges, splicing tape,
blocks and kits, certified lubricated cartridge
tape, H.O.T. tape, program delay carts, cart
labels, Blank-It tape erasers*. **Staff:** Arthur
Constantine, Frank Di Leo, Robert Gosciak,
Justin Herman, Dan McCloskey.

The From Studio B Co. 506

Radio programing, multi-media audience and
sales promotion for beautiful music stations*
Staff: Merrill Barr, Jim Kirby.

Groton Computer 600

High-speed, greater capacity terminal*, on-line
training system for first time computer users,
equipment to remotely load automated equip-
ment. **Staff:** Richard Salews, Alice Wilcox,
Robert Bernecky, Donald MacDougall.

Harris 3-7

Broadcast equipment. **Staff:** John Klecker,
Ken Schwenk, Jerry Preston, Jim Ariana, Rol-
land Looper, John Harper, Hal Kneller, Kin
Jones, Mark Hutchins, Wally Kabrick, Joe De
Angelo, Gene Whicker, Ed Gagnon, Dan
Maase, Andy Juettner, Jerry Collins, Terry Hick-
man, Dale Bostrom.

IGM/NTI 406,408

BASIC A computer system, live-assist MARC
VIII, Instacart and Go-Cart multiple cartridge
playback units. **Staff:** Darrell D. Wichers, Don
Van Every, Jim Drummond, Carl Peterson, Scott
Burkhart, JoAnn Burkhart.

International Tapetronics 214, 216

Series 99 tape cartridge recorder/reproducer*,
1K cartridge library storage system*, reel to
reel recorders, eraser/splice locaters, cartridge
delay system. **Staff:** Andy Rector, Larry
Cutchens.

Jennings, McGlothlin 514, 516

Staff: Jason W. Jennings, L. Guilford Daugh-
erty, Laurence R. Haughton, Lou CasaBianca.

Irv Joel & Associates 609

Johnson Electronics 22

Kahn Communications 604

AM stereo equipment, Symmetra-Peak,
method providing effective asymmetrical
amplitude modulation*, remote pickup*. **Staff:**
Leonard R. Kahn, Edward P. deLutio, Ira Salz-
man, Luis Carrillo, Juan Biosca, Alejandro
Rodriguez, James E. Barr.

Kaman Sciences 307,309

BCS 800R and 1100R computer systems for
radio station traffic and accounting functions.*
Staff: Richard E.W. Smith, George Beattie,
Tom Roper, Bob Hoeglund, Bev Trentz, Susanne
Perrine, Dick Trapp.

LPB 412, 414

Staff: Richard Crompton, Harry Larkin, James
Malone, Bud Yankowski, Jerry Womer, James
Beissel, Richard Burden, Al Helm.

Magnefax Manufacturing 709

60 ips, five slave common Mandrel tape
duplicator, endless belt automatic degausser.
Staff: Dennis W. Tallakson.

McCurdy Radio 411

Audio consoles, intercoms, audio distribution
amps, turntables, equalizers, telephone equip-
ment. **Staff:** Ron Mitchell, Ralph Gould, Cliff
Rogers, Darwin Johnson, Stan Maruno.

McMartin Industries 109,111,113

AM and FM transmitters, FM antennas*, con-
soles, RPU equipment, FM exciter*, SCA prod-
ucts, turntables*, monitors, amps. **Staff:** Ray B.
McMartin, Leonard Hedlund, Robert Switzer,
Tom Butler, Charles Goodrich, Howard West,
Rich Marshall, John Tollefson, Roland Coppola,
Ed Huber, Jay McMartin, Joe Krier, Don.Denver.

Microprobe Electronics 218

Log 4 automation system. **Staff:** Dave Collins.

Money Machine 16

Moseley Associates 413-415

TAL-320 AM stereo audio limiter*, TGR-340
audio gain rider*, TRL-1 telemetry return link*,
microprocessor remote control, STL systems,
RPL systems, FM audio limiter, stereo gener-
ator. **Staff:** John E. Leonard, Mark G. Fehlig,
Earl Hatt, Fred Zimmermann, Jim Tonne, Al
Crocker, Bill Ticen.

Motorola 601

AM stereo equipment*. **Staff:** Dick Harasek,
Frank Hilbert, Norm Parker, Ken Steiner, Chuck
Marik, Larry Ecklund.

Musicworks 509

Country and pop radio programing formats.
Staff: Jon Potter.

Mutual Broadcasting 101-105, 200-204

Fred A. Nudd Corp. 421

Staff: Fred A. Nudd, Rick Nudd, Myrtle L.
Nudd, Geneva Nudd.

Orban Associates 221,223

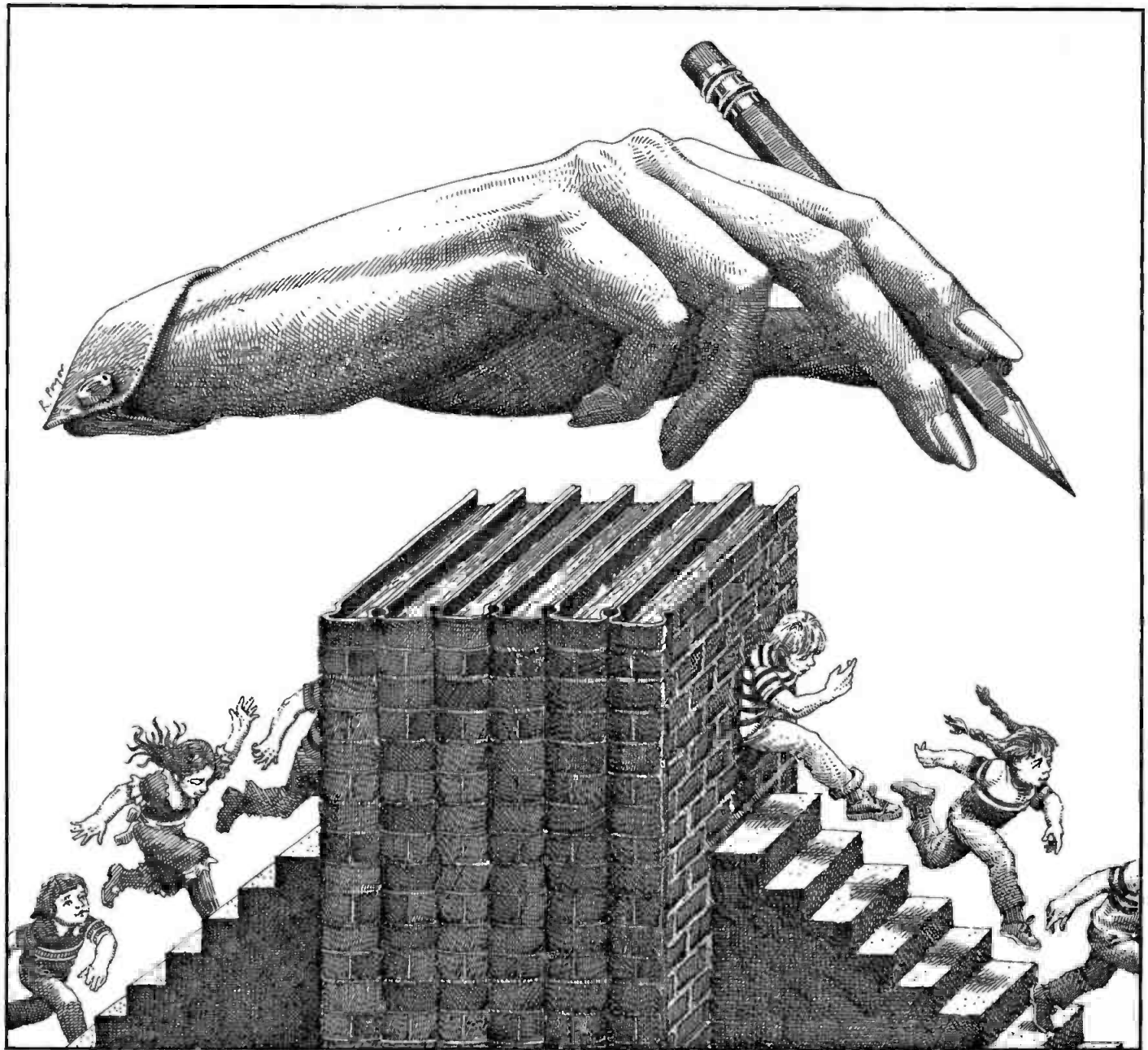
Optimod-AM and FM, equalizers, stereo syn-
thesizers, stereo limiters. **Staff:** Bob Orban,
John Delantoni, Jesse Maxenchs, Mark
Mougel, Kevin Tam.

Otari 308, 310

Professional audio recorders, in-cassette
duplicator*, cassette, cartridge and open reel
duplicators. **Staff:** Steve Krampf, Jack Soma,
Michael Bernard, Greg Wintrup.

Phelps Dodge Communications 313

FM antennas, transmission lines, harmonic



HOW TO GRADE AN ELEMENTARY SCHOOL

SALEM, Oregon—What difference does it make which elementary school your child attends?

What are the differences in schools in the same districts?

These are the questions that were explored by reporter Sally Bly during 80 hours of interviews at the 37 elementary schools in the district serving Salem, Oregon.

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In an 11-article series, Bly examined the advantages and disadvantages of the different types of schools, and she dug into such issues as teaching methods, new discipline techniques, the influence of atmosphere on a child's performance. And she explained that composite test scores, for example, cannot be used to judge a school because they reflect the nature of the community as well as the quality of the education.

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At Gannett, we have a commitment to freedom in every business we're in, whether it's newspaper, television, radio, outdoor advertising or public opinion research.

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and Encores | <input type="checkbox"/> Classical |

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filters, directional couplers. **Staff:** Saul Escocoff, E.F. Boehm.

Philadelphia Resins 502

Staff: Bernard W. Williams, Rosely Stronski, Ken Knight, Wynne Wistar.

Progressive Radio Network 423

*News Blimp, Sound Advice, News Spots**.
Staff: Richard Barna, William Quinn, Susan O'Connell.

QEI 18

Staff: Charles Haubrich, Bill Hoelzel, Ed Etschman, John Pilman.

QRK Electronic Products 512

Staff: Robert D. Sidwell, Charles Hallinan, Don Powers, Jim Campbell, James Muller.

Ramko Research 100,102

Audio mixing consoles, audio router/amplifiers, distribution amps, portable mixers, turntable preamps, mic and line amps, monitor amps, meters, turntables, reel to reel tape decks, PhaseMaster cart/cassette recording center*.
Staff: Ray Kohfeld, Jack Ducart, Don Neal, Dick Anderson, Jack Neff, Bob Steart, Doug Cook, John Govreau, Bob Champagne, Tom Hill, Jack Rickle, Bob Cauthen.

RCA 201,203,300,302

Rockwell-Collins 206,208,210,212

Staff: John Abnour, Dave Chenoweth, Ray Evans, Carl Fosmark, Glenn Galiga, Wayne Helberg, Dave Hultsman, Keith Leach, Jack Sellmeyer, Steve Schott.

Sharepoint Systems 507

Upstart tape cartridge controller*, Teles transmitter control and management system, peak program meter, studio intercom*. **Staff:** Edward Schober, Eric Small, Arthur Silver.

Sintronic 515, 517

AM and FM transmitters. **Staff:** John Hayes, Tom Humphrey, Joe Ponist, Joe Novik.

Sono-Mag 8-10

ESP-1 automation system with video terminal*, carousel random access control. **Staff:** William E. Moulic, Stephen S. Sampson, Pete Charlton, Bob Popke.

Stainless 19

Staff: Henry J. Guzewicz, Jess C. Rodriguez, Owen F. Ulmer, H. William Guzewicz.

Station Business Systems 321,323,325

Business automation systems, Newscom computerized information processing system for radio and TV newsrooms. **Staff:** Joe Coons, Larry Pfister, George Pupala, Don Gordon, Jerry Baker, Dick Lamoreaux, Warren Middleton, Morrie Beitch, John Humphreys, Delane Bell, Jim Morgan, Lee Facto, Jim Lang, Herb Claassen, Vic Burton.

Telex Communications 14-15

Audiocom intercom system*, tape transports*,



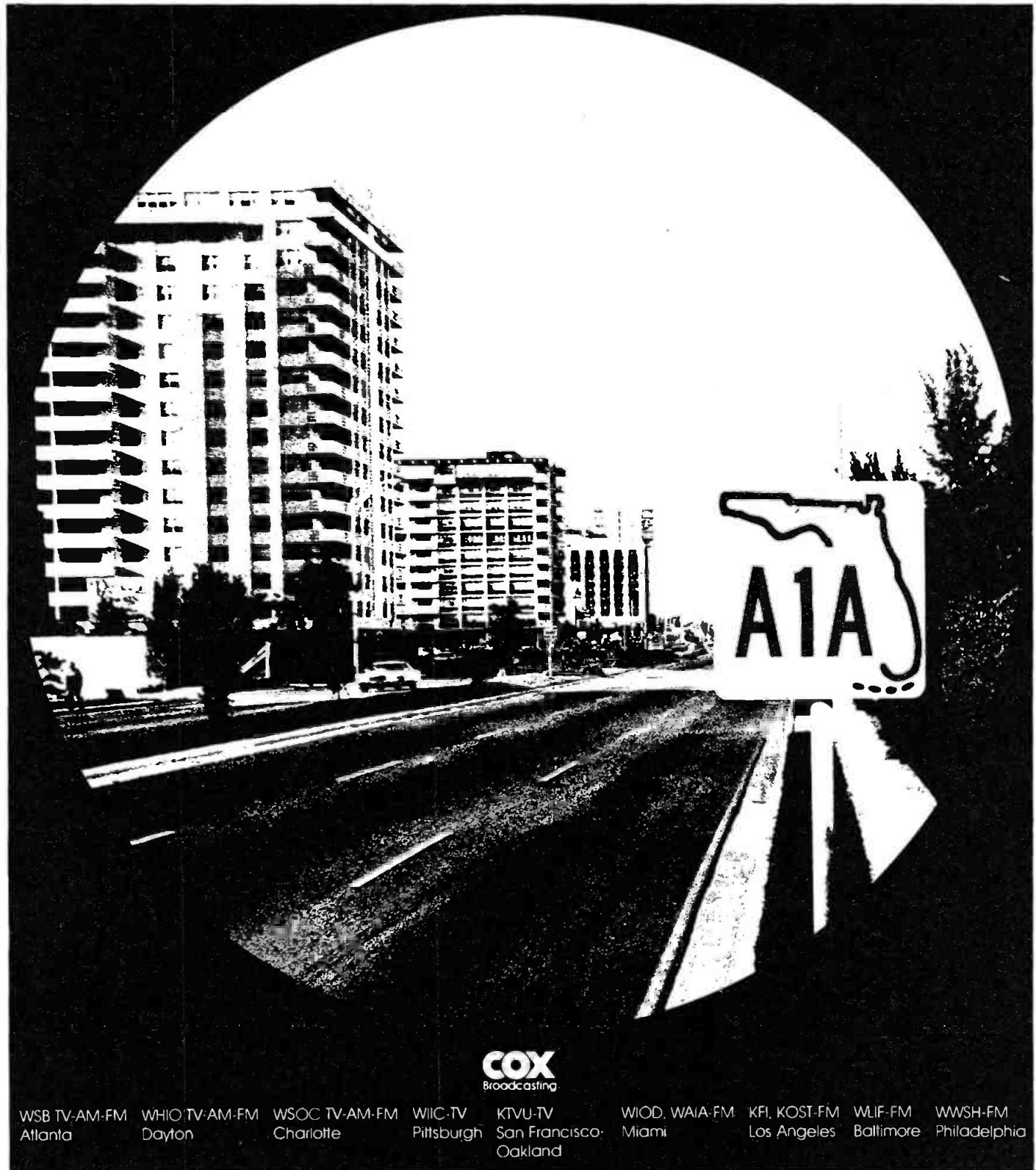
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Broadcasting

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Atlanta

WHIO TV-AM-FM
Dayton

WSOC TV-AM-FM
Charlotte

WIC-TV
Pittsburgh

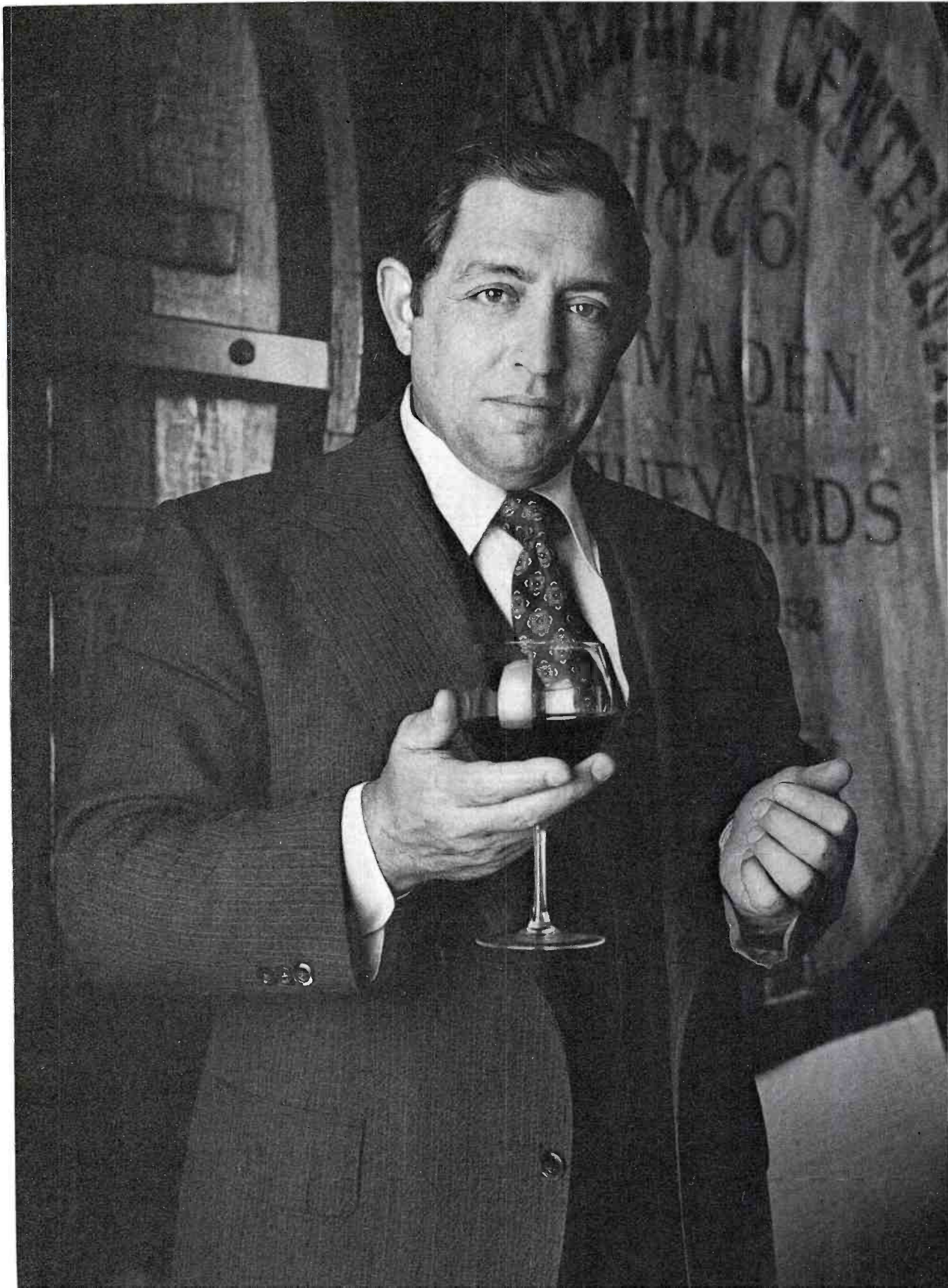
KTVU-TV
San Francisco-
Oakland

WIOD, WAIA-FM
Miami

KFI, KOST-FM
Los Angeles

WLIF-FM
Baltimore

WWSH-FM
Philadelphia



**“Xerox offers a rare blend
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Sophisticated,
yet surprisingly affordable.”**

*John McClelland,
President, Almadén Vineyards*

For Almadén Vineyards, 1973 was a very good year.
For wine.

But not for paperwork.

Success meant more profits. But it also meant more
inventory to keep track of, more bills to prepare, more
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Where does a wine expert go when he wants help
managing information?

To an information expert: Xerox.

With the help of Xerox Computer Services, Almadén
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efficiency of a computer. But without the expense of
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We help them manage their payrolls and keep track
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All of which helps Almadén spend less time managing
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Which, as we see it, is the whole idea behind information
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Not just to help keep your paperwork in proper order.

But to help keep your priorities in proper order.

XEROX

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"I've had a lot of broadcast accounting experience and have worked on our BAT® Systems for some time. I know the importance of completing an installation as soon as possible, even if it means I have to put in long hours.

"Recently, I installed one of our BAT Systems at a major Ohio station. It was satisfying for me to help the station controller get the financial reports out right after the month-end, especially since they were all done on a brand-new BAT System which was still being installed. I think our efficient, prompt conversion meant as much to me as it did to the station's management.

"Actually, I'm not unique at Station Business Systems. We have over 25 people committed just to Client Service, all with broadcasting backgrounds, all getting constant training. And all of us are ready, willing, and able to help our customers get the most out of their BAT Billing, Accounting, Traffic Computer Systems. This may be

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Business Broker Associates	C-328
Capitol Magnetic Products	4186
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Chapman Associates	4174
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 See Page 85

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The Media

AM station values: At a peak or on a plateau?

Brokers and recent deals suggest one or the other, and that FM is the glamour acquisition these days; others counter that any radio station is good business

Two weeks ago the Outlet Co. agreed to swap its 57-year-old WJAR(AM) Providence, R.I., a station that according to the last April-May ratings ranks fifth in the market, for WRML(FM) Taunton, Mass., a station that ranks 29th in the same ratings book.

The swap is the latest evidence of a trend away from AM to what some feel to be the more competitively viable alternative—FM. And although the reasons behind the trend—and indeed behind the Providence swap—are many and complex, they are now being felt in the radio marketplace where demand for FM is outrunning that for AM, and where, as a consequence, the values of some AM stations have suffered.

The rise of FM radio in the last five years is a well documented fact. It can be seen in the revenue and earnings figures reported by the FCC and the audience levels reported by Arbitron. And, according to a survey of station brokers, the effect of FM emergence as a strong competitive force on AM station trading has been negative.

Perhaps the most damaging to AM is the feeling that FM is the wave of the future. As one broker put it: "The psychology of the marketplace today says bet on the FM, not on the AM. The FM has greater potential."

It is also felt that FM, in general, offers better technical facilities. This is one of the prime reasons why Outlet gave up WJAR for an FM. According to David Henderson, executive vice president of Outlet, WJAR's full-time 5 kw signal no longer covers Arbitron's expanded survey area. He also cited one of the maxims of radio: Music sounds better on FM.

In addition, FM stations don't suffer from the artificial

limitations imposed on many AM's. FM's don't reduce power at night and FM's don't manipulate their signals with complicated antenna rays.

The most dramatic example of what can happen to a station that fails to adjust to the new competitive pressure coming from FM is KLIF(AM) Dallas. In eight years the value of that station fell from the \$10.5 million Fairchild Industries paid for it in 1971 to the \$4.25 million it sold it for last month (BROADCASTING, Sept. 10). Although much of the station's decline has been blamed on management, none will deny that the emergence of FM in the market made an impact.

The case of KLIF takes on even more significance when contrasted against the success of KOAX(FM) there. Metroplex Communications purchased that station three

years ago, rode the crest of the FM wave and sold it—just a couple weeks after KLIF was sold—to Westinghouse Broadcasting for \$7 million, the most ever paid for an FM station. It should be noted that KOAX is not the strongest FM in town.

Westinghouse earlier this year purchased another Texas FM, KODA-FM Houston, for \$5 million (BROADCASTING, April 30).

Richard Harris, president of the Westinghouse radio group, said that Westinghouse, which has long thrived on the strengths of its powerful major-market AM's, is "coming into FM radio at just the right time." He said that FM has a "great growth potential" that has "not begun to level off."

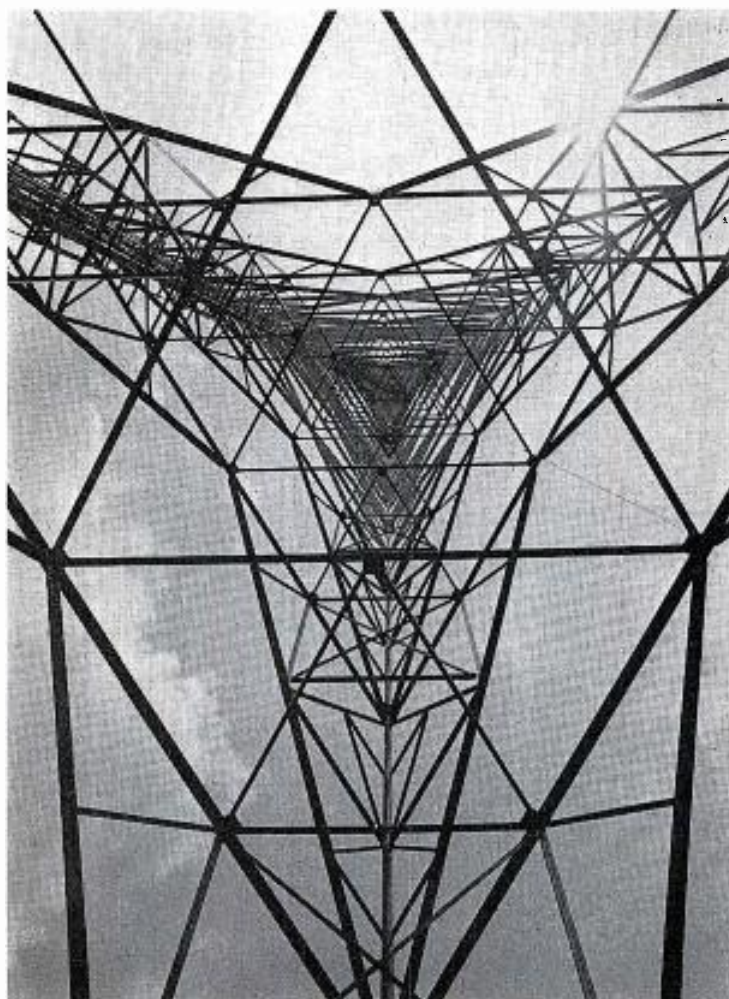
According to Harris, some of KOAX's potential derives from the lagging of FM

revenues behind FM listenership. In the Dallas-Fort Worth market, he said, FM is attracting 60% of the radio audience, but is getting only 30% of the advertising revenues. He said an FM in the market should be able to "double its business" just by cashing in on the ratings that are already there.

Clyde Haehnle of R.C. Crisler & Co. is one broker who thinks AM has seen its best days. Although he doesn't agree with the people who "think AM prices are going to collapse," he paints a gloomy picture of AM's future. "It's going to be a gradual erosion—faster in the larger markets and slower in smaller markets."

Haehnle feels that AM prices in general have already peaked. He said "an AM doesn't bring what it used to." As late as two or three years ago, he said, it was possible to sell an AM station for 10 times cash flow; today, he said, "it is difficult to get much over eight."

"This is why Jay Thompson sold WLW," Haehnle said, "because he thought it was going down in value. He sold it at its peak." WLW(AM) Cincinnati was sold along with its companion, WLWS(FM)



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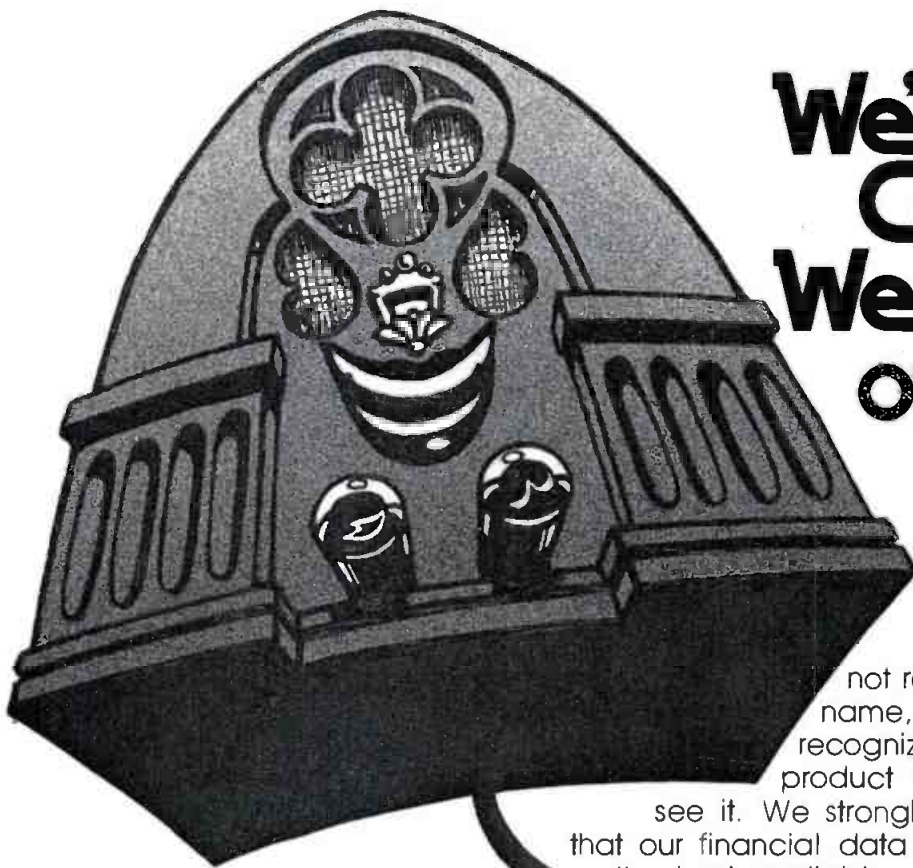


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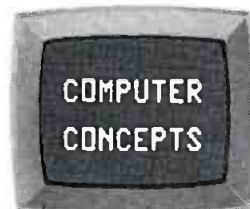
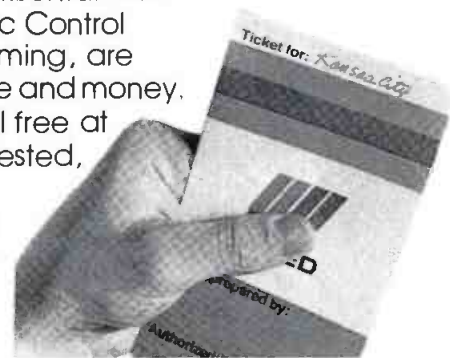
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UNITS BY PRODUCT CODE												
#	UNITS	%	#	UNITS	%	#	UNITS	%	#	UNITS	%	
1	2	88.50	9	5	12.50	17	3	7.50	25	2	5.00	
2	2	5.00	10	0	0.00	18	1	2.50	26	1	2.50	
3	1	2.50	11	5	12.50	19	3	7.50	27	0	0.00	
4	5	12.50	12	6	15.00	20	0	0.00	28	15	37.50	
5	4	10.00	13	4	10.00	21	2	5.00				
6	4	10.00	14	1	2.50	22	0	0.00				
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Hamilton, Ohio, for \$17 million in June. The AM had been bought for \$8.5 million in 1976 and the FM for \$650,000 in 1977.

There are others who feel as Haehnle does. Jack Harvey of Blackburn & Co. said "AM-only stations are gradually decreasing in value since their high point of five years ago."

Paul Chapman of Chapman Associates said that AM values "took a downturn" during the 1974-75 recession and never fully recovered. FM, he adds, is selling at a much higher multiple of earnings now than it was prior to the recession.

Others feel that AM values, if they haven't peaked, have stagnated. "I would say instead of peaked, values have plateaued," Keith Horton Sr. of Keith Horton Co. said, suggesting that once the demand for FM has slackened AM stations will command higher prices. He said that the infatuation with FM will pass, there will be a return to basics and FM values, like AM's, will begin to bear a closer resemblance to the balance sheet.

Horton distinguished between how AM and FM are currently being sold in the current marketplace. "AM's are selling very much on the basis of consistent performance." The value of an FM station, on the other hand, "does not relate to past performance, but to potential," he said.

There appears to be a willingness among buyers to go out on a limb and buy FM in the belief that that is where the future of radio lies. "People feel that FM can increase its audience and revenues," said Dick Shaheen, a Chicago broker, "and are consequently paying higher multiples for them. They are riding the crest of the wave." He said they believe FM will one day be "the dominant medium."

While there is no question that AM stations have already felt the effects of the FM raids on listenership levels, indications are they haven't felt the full effect on the bottom line. "Revenues are always two or three years behind audience," Bill Prikryl of the R.D. Hanna & Co. said.

Advertisers "buy out of habit and it takes two or three years to break those habits. ... In two or three years FM revenues will surpass AM."

Harvey concurred. "The surge in audience has preceded FM business," he said. "Obviously this is going to hurt AM" when revenues finally catch up. Hor-

ton also believes FM revenues may be lagging and for good reason. FM rate cards were so low for so long that rates cannot be raised as quickly as audience levels warrant, he said.

Though this may be true, it doesn't fully explain the current interest in FM. Haehnle said that AM-FM combination owners come to him with the idea that "AM has peaked," seeking to sell their AM and keep their FM. And, he added, "I have a difficult time selling AM-only stations." Haehnle does not believe the interest in FM will be short lived. "We are approaching a time when the technical superiority of FM is beginning to show."

Cecil Richards is one broker who, while conceding that FM has made significant inroads, believes it hasn't done quite the damage that other brokers have suggested. "In the case of AM stations whose signals are fully competitive in terms of signal coverage with FM—day and night—they need not suffer in terms of value." But, he added, the comparable FM would probably be a little more valuable because of the "interference-free characteristics of the FM signal."

In other words, Richards feels regional stations with good nighttime signals and clear channel stations will not be unduly affected by FM. He does not extend this optimism, however, to lesser stations—daytimers and Class IV's.

If there was any consensus among the brokers, it was that the Class IV stations and daytimers in competitive markets were in serious trouble.

Said Richards: "They can't compete. Before the advent of FM, the going was tough. But when you add FM, something has to give. The weaker have to give way and this has certainly shown up in prices."

Dick Kozacko of Keith Horton Co. cites, as an example, a daytimer in the Boston market that is currently on the trading block. He said interest in the station "has been minimal" mainly because of the large number of FM's in the market that have duplicated or fragmented its format. He said that interest in the station "would have been much higher" a few years ago.

Even Dick Blackburn, of Blackburn & Co., who describes himself as "bullish on AM" admitted that "the rise of FM pushes down on prices and it pushes har-

Watch out in Cleveland



Paul Aaron
WWWE/WDOX Cleveland
See Page 85

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The whole story. The Providence swap is rather complicated, involving four groups and three stations. If all goes according to plan, Franks Broadcasting, licensee of WHIM(AM)-WJYL(FM), will buy WRLM(FM) from Audio-Air Inc. for \$2.2 million and, on FCC approval, swap it for WJAR(AM). At the same time it will sell WHIM to a minority-controlled company headed by Henry Hampton for \$900,000. According to Outlet's David Henderson, the whole deal is contingent on the FCC accepting its request for a waiver of the crossownership rules, which forbids an owner from acquiring a radio station in a market where the owner already owns a television station (Outlet also owns WJAR-TV there and the co-existence of the AM and TV there now is a result of the grandfather clause in the rule). In its request, Outlet will argue that nothing in the market is really changing—Outlet will still own one TV and one radio, and Franks will still own an AM-FM combination—and that as a result of the deal there will be one more minority-controlled broadcast station. Henderson said that he hopes the fact that the purchaser of WHIM is a minority "will answer the question: Is the deal in the public interest?" and that the FCC will consider minority ownership "more pertinent" than the crossownership rules. John Franks of Franks Broadcasting said once the deal is completed call letters will also be switched. The calls letters of WJAR will be changed to WHIM and those of WRLM will be changed to WJAR. (See "Changing Hands," page 56.)

dest on the daytime stations." But Blackburn said that he has no doubt that daytime stations can still be run profitably. "Daytimers are the first to get hurt, but with good management you can still do it."

Shaheen gave an example that illustrates Blackburn's point. He said he knows of a religious-formatted station in a major market that is grossing \$17,000 or \$18,000 a month and operating at \$9,000. "If you can find the right niche, it can work."

Richards said that although the value of the large-market daytimer "has peaked" someone coming in at a lower investment basis "can find some way to serve the public and make a profit." And he added that same station can increase in value even when inflation is discounted.

On the other end of the AM broadcasting domain are the clear channels, which have so far escaped the competitive pressures from FM because of their much broader coverage contours. Horton said that "clear channels are in a class by themselves" and Harvey said that clears "are always increasing in value. They still have a substantial facilities advantage."

The only voice to disagree with this view of clear channels was that of Haehele, the AM doomsayer. He said the values of the Class I stations "will hold for a while" but eventually go down though at a slower rate than other AM's.

Though all of the brokers interviewed said that FM competition was having a detrimental effect on AM prices, they

also, almost without exception, warned against applying the general trend to the particular station. Blackburn said that value "is still a function of management. . . . If you're good, you can make any radio station good."

He said "stations fail because of increased competition and not adjusting to it."

Keith Horton Jr. said: "People are still buying businesses and the AM business—where it's good—is still going to bring top dollar relative to its revenue."

"You have to look at each station individually," Shaheen said, "and what it can do in its market. Every deal has to be looked at by itself; no two are the same."

And the brokers feel that if AM is to thrive in the years ahead, it will have to accept the challenge from FM and try harder. Prikryl compared AM's situation today

with the one it experienced in the mid-1950's when it had to make changes to counteract the commercial debut of television. "AM operators will have to become more innovative" and "serious decision will have to be made by programming directors."

Prikryl said: "AM isn't dead. Values have peaked, but it isn't the end." He predicted "a re-emergence of AM in three of four years characterized by more news, talk and sports programming. But, he said, "turning it around" is going to require a great effort." (For latest example of an AM price turnaround, see this issue's "In Brief" on pages 28-29.)

And to that, Chapman added: "AM is still a good investment" and the prices AM's bring are still high "relative to other types of businesses. AM is doing much better than the stock market."

Changing Hands

PROPOSED

■ **KLWW(AM)** Cedar Rapids, **KCBC(AM)** Des Moines, **KTIV(TV)** Sioux City, **KWWL-AM-TV-KFMW(FM)** Waterloo, all Iowa, and **KAAL(TV)** Austin, Minn.: Sold by Black Hawk Broadcasting Co. to American Family Corp. (AFC) for \$45 million in common and newly issued preferred AFC

stock ("In Brief," Oct. 1). Deal also includes six cable television franchises in Dallas-Fort Worth area and industrial catering firm and outdoor advertising company in Waterloo. To comply with FCC duopoly and crossownership rules, all but KTIV, KWWL-TV and KCBC will be spun off by AFC. Seller, closely held company headed by Chairman Robert Buckmaster and President Harry G. Slife, will become subsidiary of AFC. Buyer is Columbus, Ga.-based holding company whose principal subsidiaries are in insurance business. AFC has purchased four other stations since February 1978: WYEA-TV Columbus and WTOG-TV Savannah, both Georgia; KFVS-TV Cape Girardeau, Mo., and WAFF-TV Huntsville, Ala. AFC is publicly traded but controlled by John B. Amos, chairman and chief executive officer, and family. KLWW is on 1450 khz with 1 kw day and 250 w night. KCBC is on 1390 khz with 1 kw full time. KWWL is on 1330 with 5 kw full time. KFMW is on 107.9 mhz with 100 kw and antenna 1,800 feet above average terrain. KWWL-TV is NBC affiliate on ch. 7 with 316 kw visual, 27 kw aural and antenna 1,980 feet above average terrain. KTIV is also NBC affiliate on ch. 4 with 100 kw visual, 20 kw aural and antenna 1,920 feet above average terrain. KAAL is ABC affiliate on ch. 6 with 100 kw visual, 10 kw aural and antenna 1,031 feet above average terrain. Broker: Blackburn & Co.

■ **KAYO(AM)** Seattle: Sold by Washington Telecasters Inc. to Obie Broadcasting Corp. for \$2.6 million. Seller is principally owned by Jessica L. Longston, who is also principal owner of KSEM(AM) Moses Lake, Wash., and CP for new FM there. Buyer, principally owned by Brian B. Obie, also owns KUGN-AM-FM Eugene, Ore. KAYO is on 1150 khz with 5 kw day and 1 kw night.

■ **WJAR(AM)** Providence, R.I.: Outlet Co., publicly owned clothing retailer and group broadcaster, is swapping WJAR for



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WRLM(FM), being purchased by Franks Broadcasting (see below). Outlet also owns WJAR-TV Providence; WDBO-AM-FM-TV Orlando, Fla.; WCMH-TV Columbus, Ohio; KSAT-TV San Antonio, Tex.; WTOP(AM) Washington; KIQQ(FM) Los Angeles, and WIOQ(FM) Philadelphia and has also purchased, subject to FCC approval, KOVR-TV Stockton-Sacramento, Calif. (BROADCASTING, July 9) and WQRS-FM Detroit (BROADCASTING, May 28). Bruce Sundlun is president and chief executive officer. Franks is owned by John E. Franks, who has sold WHIM(AM) Providence (see below). He also owns WHJY(FM) Providence. WJAR is on 920 khz with 5 kw full time.

■ WRLM(FM) Taunton (Providence), R.I.: Sold by Audio-Air Inc. to Franks Broadcasting for \$2.2 million ("In Brief," Oct. 1). Seller is owned by John McCarthy and his wife, Lucy. They have no other broadcast interests. Buyer will swap station for WJAR(AM) Providence, R.I., under agreement with Outlet Co. (see above). WRLM is on 93.3 mhz with 50 kw and antenna 240 feet above average terrain.

■ WIRA(AM)-WOVV(FM) Fort Pierce, Fla.: Sold by Indian River Broadcasting Co. to David A. Roth for \$1,850,000. Seller is owned by Hudson C. Millar Jr. and family, which has also sold its only other broadcast interest, WKUL(AM) Cullman, Ala. (BROADCASTING, Sept. 3), subject to FCC approval. WIRA is on 1400 khz with 1 kw day and 250 w night. WOVV is on 95.5 mhz with 100 kw and antenna 440 feet above average terrain. Broker: Blackburn & Co.

■ KMNS(AM)-KSEZ(FM) Sioux City, Iowa: Sold by Siouxland Broadcasting Inc. to Sentry Broadcasting Inc. for \$1,762,500. Seller is subsidiary of Stuart Broadcasting Co., principally owned by James Stuart. Parent also owns KOEL-AM-FM Oelwein, Iowa; KSAL(AM)-KYEZ(FM) Salina, Kan.; KWTO-AM-FM Springfield, Mo., and KRGI-AM-FM Grand Island and KFOR(AM)-KFRX(FM) Lincoln, both Nebraska. Buyer is subsidiary of Sentry Insurance Co., Mutual company, of Stevens Point, Wis. John W. Joanis is chairman of parent and Donald M. Colby is president of broadcasting subsidiary. Sentry also owns WXYQ(AM)-WSPT(FM) Stevens Point, WRJN(AM) Racine and WBIZ-AM-FM Eau Claire, all Wisconsin, and WTAX(AM)-WDBR(FM) Springfield, Ill., last purchased last April (BROADCASTING, April 30). KMNS is on 620 khz with 1 kw full time. KSEZ(FM) is on 97.9 mhz with 38 kw and antenna 280 feet above average terrain. Broker: Richard A. Shaheen Inc.

■ WSOM-AM-FM Salem, Ohio: Sold by Lee Dixon and his wife, Iva Mae, to Rust Communications Group Inc. for \$1.1 million. Dixons also own 40% of WBBN(AM) Clarksburg, W. Va. Buyer, principally owned by William F. Rust Jr., also owns WHAM(AM)-WHFM(FM) Rochester and WPTR(AM) Albany, both New York; WAEB(AM)-WXXW(FM) Allentown and WNOW(AM)-WQXA(FM) York, both Pennsylvania, and WRNL(AM)-WRXL(FM) Rich-

mond, Va. Rust is also principal owner of WFLY(FM) Troy, N.Y. WSOM(AM) is 500 w daytimer on 600 khz. WSOM-FM is on 105.1 mhz with 100 kw and antenna 400 feet above average terrain. Broker: Cecil L. Richards Inc.

■ WHIM(AM) Providence, R.I.: Sold by Franks Broadcasting to East Providence Broadcasting Co. for \$900,000. Seller is selling WHIM and buying WRLM(FM) Taunton, Mass., which it will swap for WJAR(AM) Providence (see above). Buyer is minority-controlled company, principally owned by Henry Hampton, founder and president of Blackside Inc., Boston-based television and film production company. Hampton has no other broadcast interests. WHIM is 1 kw daytimer on 1110 khz.

■ KULA(FM) Waipahu, Hawaii: Sold by Royal Hawaiian Radio Co. to Hefstel Broadcasting Corp. for \$482,000 plus \$180,000 for consultancy agreement and \$20,000 for agreement not to compete. Seller is owned by Russell Withers Jr., who also owns WMIX-AM-FM Mount Vernon, Ill.; KGMQ-AM-FM Cape Girardeau, Mo.; WDTV(TV) Weston, W. Va., and KAUS-AM-FM Austin, Minn. He has sold, subject to FCC approval, KAHU(AM) Waipahu (BROADCASTING, Sept. 24). Buyer, principally owned by Representative Cecil Hefstel (D-Hawaii) and family, owns WXXS-AM-FM Medford, Mass.; WLUP(AM) Chicago; WIKS(AM) Greenfield, Ind., and KGMB(AM) Honolulu and KGMD-TV Hilo,

both Hawaii. Hefstel and his wife, Joyce, also own KJQY(FM) San Diego and KGMV(TV) Maui, Hawaii. KULA is on 92.3 mhz with 100 kw and antenna 163 feet above average terrain.

■ KSIH(FM) Pocatello, Idaho: Sold by Southern Idaho Stereo FM Corp. to Zukin-Fox for \$650,000. Seller is owned by Wesley L. Clark (40.58%), Eugene A. Piquet (46.20%) and Steven R. Porter (13.09%). None has other broadcast interests. Buyer is partnership of James Fox (60%) and Cleaveland Outdoor Advertising (40%), Fresno, Calif. Fox also owns KWIK(AM) Pocatello; Cleaveland, owned by John Zukin and family, also owns 49% of KLBS-FM Los Banos, 3% of KARA(FM) Santa Clara, 3% of KLIV(AM) San Jose and 100% of KAHU(AM)-KHYL(FM) Auburn, all California. KSIH is on 94.9 mhz with 100 kw and antenna 990 feet above average terrain.

■ WIBG(AM)-WSLT(FM) Ocean City-Somers Point, N.J.: Sold by Salt-Tee Radio Inc. to Shore Broadcasting Inc. for \$650,000. Seller is principally owned by William C. Layton Jr., who has no other broadcast interests. Buyer is principally owned by T. Richard Butera (70%), who also owned interest in WIOQ(FM) Philadelphia, recently sold to Outlet Co. (BROADCASTING, Sept. 3). WIBG is 1 kw daytimer on 1520 khz. WSLT is on 106.3 mhz with 2.9 kw and antenna 310 feet above average terrain.

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■ **WTAW-AM-FM College Station, Tex.:** Sold by John Hicks and family to Radio Brazos Inc. for \$625,000. Hicks family also owns KLUF(AM) Lufkin, KLAR(AM) Laredo and KLV(AM) Beaumont, all Texas. They have sold, subject to FCC approval, KLUF-FM Lufkin (BROADCASTING, Sept. 24). Buyer is owned by Rodger Watkins who already owns 25% interest in WTAW-AM-FM. He also owns 25% interest in KLAR and 20% in KLUF-AM-FM. WTAW(AM) is 1 kw daytimer on 1150 khz. WTAW-FM is on 92.1 mhz with 3 kw and antenna 275 feet above average terrain.

■ **KOLS(AM)-KKMA(FM) Pryor, Okla.:** Sold by Communication Marketing Consultants Inc. to Earl P. Butler (33.3%) and his

wife, Margaret (16.67%), and Don L. Gould (33.3%) and his wife, Toni (16.67%) for \$550,000. Sellers are R. M. Candlin, J. C. Carnahan and J. W. Rhea, who have no other broadcast interests. Earl Butler owns Parsons, Kan., automobile dealership, where Don Gould is sales manager. Margaret Butler is housewife and Toni Gould is Moran, Kan., schoolteacher. KOLS is 1 kw daytimer on 1570 khz. KKMA is on 104.5 mhz with 100 kw and antenna 320 feet above average terrain.

■ **WIRZ-AM-FM Johnstown, N.Y.:** Sold by Street Broadcasting Corp. to P&L Broadcasting Inc. for \$550,000. Seller is owned by Richard Street, who has no other broad-

cast interests. Buyer is owned by Norman Pinkard of Clifton, N.Y., deputy commissioner of New York State Department of Commerce, and Breverly Littles of Albany, N.Y., business consultant. They have also purchased, subject to FCC approval, WGVA(AM) Geneva, N.Y. (BROADCASTING, May 28). WIRZ(AM) is 1 kw daytimer on 930 khz. WIRZ-FM is on 104.9 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Keith W. Horton Co.

■ **WHGI(AM)-WAUG-FM Augusta, Ga.:** Sold by The Hunter Group Inc. to Alexander M. Fitzner for \$450,000. Sellers are Nancy Hunter (24%) and her sons, Robert and William (38% each). None has other broadcast interests. Fitzner owns 83% of WLOW-AM-FM Aiken, S.C., but plans to sell interest in those stations prior to closing. WHGI is 5 kw daytimer on 1050 khz. WAUG-FM is on 105.7 mhz with 50 kw and antenna 83 feet above average terrain.

■ **WFFG(AM) Marathon, Fla.:** Sold by WFFG Inc. to Marathon Wireless Communications Inc. for \$350,000. Seller, owned by Emil Lockwood, James C. Lockwood (brother) and Francis J. Coomes, has asked for waiver of three-year rule, citing financial difficulties. (It purchased station in February 1977). None of principals has other broadcast interests. Buyer is owned by William G. Evans (50%) and John F. Thacker and his wife, June (25% each). Evans is general manager (no ownership) of WRCB(TV) Chattanooga, Tenn., and has small interest in WEZF-FM-TV Burlington, Vt., and WHOS(AM)-WDRM(FM) Decatur, Ala. Thackers owns 90% of WMUM(FM) Marathon. WFFG is on 1300 khz with 500 w day and 250 w night.

■ **WBHT(AM)-WTBG(FM) Brownsville, Tenn.:** Sold by B&P Properties Inc. to Brownsville Wireless Corp. for \$320,000. Seller is owned by Harold D. Butler and William L. Pope who also own 50% each of WHDM(AM) McKenzie and 25% each of WALR(FM) Union City, both Tennessee. Buyer is owned equally by A. Carlton Viers, Lyle Reid and James T. Haynes. Viers is general manager of WBHT-WTBG. Haynes and Reid are Brownsville businessmen with no other broadcast interests. WBHT is 250 w daytimer on 1520 khz. WTBG is on 95.3 mhz with 3 kw and antenna 150 feet above average terrain.

■ **WVNH(AM) Salem, N.H.:** Sold by Salem Broadcasters Inc. to J. W. O'Connor for \$315,000. Seller, principally owned by Lewis Soule, has no other broadcast interests. O'Connor has also purchased WNUS(AM) West Springfield, Mass. (BROADCASTING, Sept. 17), and WQQT(AM) Savannah, Ga. (BROADCASTING, Feb. 26). WVNH is 5 kw daytimer on 1010 khz. Broker: Blackburn & Co.

■ **KTOW(AM) Sand Springs, Okla.:** Sold by Proud Country Entertainment Inc. to Music Sound Radio Inc. for \$250,000. Seller is subsidiary of American Entertainment Corp., owned by Jim Halsey, Roy Clark, country music artist and star of syndicated *Hee Haw*, and Hank Thompson, who also own KGOW(FM) Broken Arrow,



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With \$4.29 billion in total retail sales, the Grand Rapids—Kalamazoo—Battle Creek ADI is ranked 41st in the nation.** Your retail message needs to be delivered here. And WKZO-TV delivers.

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* Melody Schick of Dallas, Texas, voluntarily remained motionless for 5 hours, 43 minutes on December 9, 1976.
** Arbitron ADI, May 1979

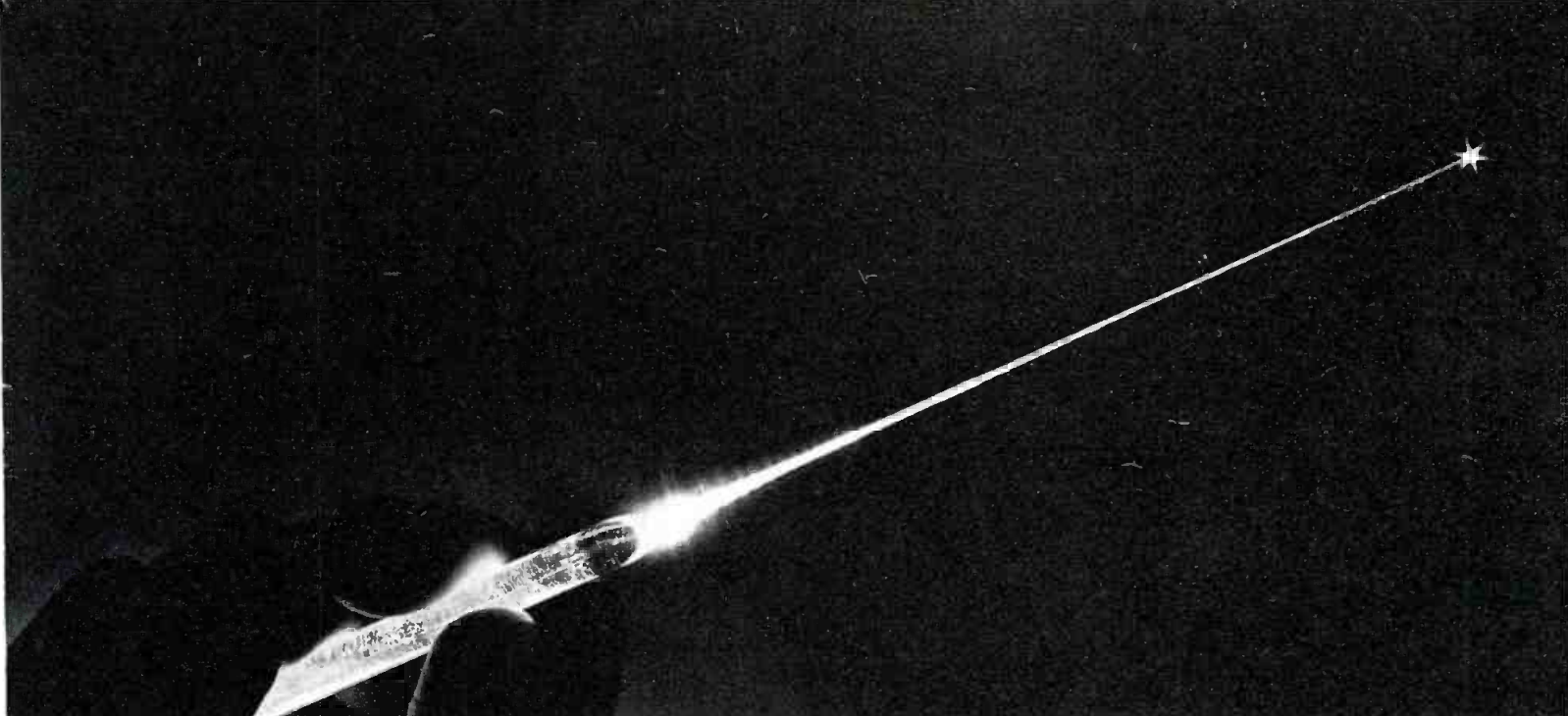


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Every new invention needs another new invention—the one that can mass-produce it at an affordable cost.

For example, Bell Labs invented a process for making the glass rods from which hair-thin fibers used in lightwave communications can be drawn. The fibers have far greater capacity than conventional copper wires, so they'll help keep costs down. In fact, they've been carrying voice, data, and video signals under city streets for about two years in a Bell System demonstration.

But standard lightwave systems will require *miles* of the fiber, produced at low cost and to specifications nothing short of microscopic.

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The Center is devoted exclusively to manufacturing research.

Here, a highly trained team of scientists and engineers probe fundamental questions about materials and processes. They provide Western Electric factories with pre-tested,



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For example, while Bell Labs scientists were inventing new glass fibers, Western Electric engineers and scientists were tackling the manufacturing problems involved.

The fibers had to be drawn from molten glass at high speeds, with less than a 1% deviation in diameter.

But how do you control a "thread" of glass being spun at rates up to 15 feet per second?

Scientists and engineers at the Center discovered that laser light beamed onto the fiber cast a characteristic pattern.

By correlating the pattern to the fiber's diameter, they were able to build a monitoring system into the fiber drawing machinery. It measures the fiber 1000 times per second, automatically adjusting production to keep the diameter constant.

The system works so well that in all the miles of fiber produced by Western Electric, the diameter varies by no more than 30-millionths of an inch.

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Okla. Buyer is owned by John B. Jarrett III, Luther C. Graham and Joe Bowen (33.3% each). Jarrett and Graham own Sand Springs steel fabrication, investment, sand mining and land development companies. Neither has other broadcast interests. Bowen is Sand Springs carpet

retailer and former general manager of KTOW. KTOW is on 1340 khz with 500 w day and 250 w night.

■ Other newly proposed station sales include: KVOK(AM) Kodiak, Alaska;

WXLN(FM) Willimantic, Conn.; WLCK-AM-FM Scottsville, Ky.; KMSR(FM) Sauk Centre, Minn.; WTYN(AM) Tryon, N.C.; WTGF(AM) Pickens, S.C.; WZEZ(FM) Nashville; KIBL(AM)-KCWW(FM) Beeville, Tex., and KVAC(AM) Fork, Wash. (see "For the Record," page 90).

Business

Betamax case: VCR's win out in court text

Judge holds that copyrights aren't violated when individuals tape off the air, but says that programs delivered for pay are another matter

Programs broadcast free of charge may be recorded without infringing on the copyrights of program producers or suppliers, a federal judge in Los Angeles ruled last week. Handed down last Tuesday, the ruling in the so-called Betamax case draws a distinction between the copyrights to programs broadcast via the traditional radio and television media and those delivered to homes for a fee by cable television or subscription TV.

The decision upheld the rights of individuals to record for noncommercial, private use programs delivered over the air, but it left open the possibility that another set of legal criteria may apply when persons have paid to have programs delivered to their homes.

The ruling was delivered last week by Judge Warren J. Ferguson of the U.S. District Court for the Central District of California. It is the result of a three-year-old case brought by Universal City Studios Inc. and Walt Disney Productions against Sony Corp. of America and its Japanese parent company, the Doyle Dane Bernbach advertising agency and a number of California retail firms that sold Sony Betamax videotape recorders.

The production companies claimed that Sony's Betamax home recorders contributed to individual infringements of their copyrights and that Sony and the other firms were, as a consequence, contributory infringers themselves. The plaintiffs also accused Sony of interfering in their business relations and of unfair competition. The retail firms were said to have infringed on the program suppliers' rights by recording programs while demonstrating Betamax units to prospective purchasers.

Judge Ferguson found in favor of the defendants on all counts raised in the suit and on the primary issue declared that neither the 1909 nor the 1976 Copyright Acts "gave copyright holders monopoly power over an individual's off-the-air copying in his home for private, noncommercial use."

The judge declined to broaden the scope of the ruling to include a number of other legal points surrounding tape recording, however, and said that "this court is not deciding whether tape duplication or copying from pay television is prohibited. Nor is this court ruling on off-the-air recording by individuals or groups for use outside the home.

"Neither pay nor cable television stations are plaintiffs in this suit," Ferguson wrote elsewhere in the 102-page decision, "and no defendants recorded signals from either.

"Betamax owners use plaintiffs' works noncommercially and privately. This use increases the owners' access to material voluntarily broadcast to them free of charge over public airwaves. Because this occurs within private homes, enforcement of a prohibition would be highly intrusive and practically impossible. Such intrusion is particularly unwarranted when plaintiffs themselves choose to beam their particular programs into these homes," the judge ruled.

The ruling held that individual, non-commercial recording constitutes "fair use" of copyrighted material when it is broadcast. When the material is delivered free of charge to the home, the judge ruled, the doctrine of fair use—a concept developed by the courts under the 1909 act but codified under the 1976 law to immunize some forms of copying from the literal implications of the law—is applicable. Home recording, then, was declared by the judge to have no adverse economic impact on the copyright holders.

Indeed, the judge ruled that the producers had failed to demonstrate any potential financial harm due to the recordings, and "their profits have increased yearly, including the years in which VTR technology was introduced and growing." He pointed out that "networks pay them substantial sums of money for their product before it even reaches the television viewer who copies it." The producers "exploit their material in many ways other than free television" and "they stand ready to make their product available in cassettes and compete with the VTR industry.

"The Betamax and other technological

advances will undoubtedly change the industry and introduce new considerations into plaintiffs' marketing considerations," Ferguson said.

The ruling was greeted quickly with a statement issued by the legal department of Universal saying that it would "immediately appeal" the decision to the Ninth Circuit Court of Appeals in Los Angeles.

In New York, Sony issued the following statement:

"People use Betamax videocassette recorders because they provide the means to enjoy television programs without concern of the time of day or competitive scheduling.

"It would have been contrary to the



public interest to have deprived the American people of such an exciting product that makes life more convenient and provides access to a greater diversity of television programming.

"We believe that the decision will encourage future development of video technology, of which Betamax is an important part ..."

VCR-recorded shows given viewing credit in Arbitron surveys

Arbitron Television is changing its policy on treatment of videocassette recordings

in determining both TV viewing levels and station ratings.

In the past, Arbitron credited VCR as viewing only when viewing was simultaneous with the recording. No credit was given for the taping of one show while another was being viewed, for the automatic recording of a show or for the playback of a previously recorded program.

Beginning this month, Arbitron said last week, it "will give credit for the recording of television programs without simultaneous viewing, both for homes-using-television (HUT) levels and for individual station ratings." Credit will still not be given for playback of a recording.

Arbitron said that based on a study it made last fall, fewer than 1% of TV homes

The bench looks at the business. In the summary of his 102-page decision on the Betamax case, Judge Warren J. Ferguson offered one perspective on the changing world of television that has been brought on by the introduction of new video technologies such as the home cassette recorder.

"The new technology of videotape recording does bring uncertainty and change which, quite naturally, induce fear. History, however, shows that this fear may be misplaced. As Lewis Wasserman, chairman of MCA, observed at trial: 'People that have constantly forecast the doom of a particular industry have historically been wrong ... They forecast the doom of radio stations when television developed on the horizon. Radio stations are more profitable today than they have ever been.' Television production by plaintiffs today is more profitable than it has ever been, and in five weeks of trial, there was no concrete evidence to suggest that the Betamax will change the studio's financial picture."

were believed to have VCR's but that the number appeared to be growing rapidly. The study found that regular TV series were most often chosen for recording, followed by movies and sports (BROADCASTING, April 2).

Arbitron said it is "designing procedures and materials to fully capture" usage of home VCR's and that "a major study" is planned for next spring.

Outsider and insider fill top Fox slots

Alan J. Hirschfield, who was forced out of the presidency of Columbia Pictures Industries, has been named vice chairman and chief operating officer of Twentieth Century-Fox Film Corp.

Fox Chairman Dennis Stanfill made the announcement in Beverly Hills, Calif., last Tuesday, at the same time promoting C. Joseph LaBonte to president of Fox. Up to that time, Stanfill held the title of president; he retains the positions of chairman and chief executive officer.

Hirschfield most recently has been a consultant to Warner Communications Inc. in New York. His responsibilities at Fox will include feature film production and marketing, TV production, record, music and film processing operations.

LaBonte joined Fox in August after serving as executive vice president of ARA Food Services Co. in Philadelphia. He had been responsible for ARA, Fox's resort and bottling subsidiary, and has been given the added responsibility for the company's television stations operations. Both Hirschfield and LaBonte will report to Stanfill.

Fox recently suffered the defections of Alan Ladd Jr. and two of his top colleagues, who were widely considered to be principle creative forces behind the Fox movie business.

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Broadcast Electronics new 2100 Series direct drive cart machines are loaded with features, yet economically priced.

Two cue tones (1 kHz and 150Hz) are standard in the Series 2100 machines. A new head assembly, the Phase Lok IV, is incorporated for extremely tight control of stereo phasing. Modular construction assures ease of maintenance. Wear-resistant front panel graphics extend that "new machine" look for years. And, the performance specifications are equal to those of much more expensive machines!

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Company	Period/Ended	Current and change				Year earlier			
		Revenues	% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
Columbia Pictures.....	year 6/30/79	\$613,296,000	+6.7	\$38,988,000	-43.3	4.01	\$574,839,000	\$88,824,000	7.40
Fuqua Industries.....	6 mo 6/30	1,010,741,000	+31.1	28,534,000	+118.7	2.18	770,934,000	13,046,000	.98
Harris Corp.....	year 6/30/79	928,111,000	+6.4	63,089,000	+20.9	2.45	872,249,000	52,169,000	2.11
Outlet Co.....	6 mo 7/31	131,309,000	+1.2	-457,000	-125.7	-.35	129,871,000	1,773,000	.54
Turner Communications.....	6 mo 6/30	18,533,000	+9.5	-582,000	-247	-.06	15,096,000	395,000	-.04
New York Times Co.....	6 mo 6/30	311,138,000	+9	17,077,000	+11.9	1.44	285,261,000	15,253,000	1.31
Westinghouse Electric.....	6 mo 6/30	3,703,200,000	+14.9	4,200,000*	-97.3	.05	3,222,100,000	141,000,000	1.62
Wrather Corp.....	6 mo 6/30	24,238,000	+29.1	14,000	-98	.01	18,762,000	695,000	.30

*Settlement of four uranium supply contract suits incurred extraordinary loss of \$169,962,000.

Warner Cable to sell ad time on Star Channel

Warner Cable Corp., New York, intends to break new ground in the pay cable field by offering advertising time for sale on its Star Channel system.

Warner doesn't have a target date for the start of the ads. John Lack, executive vice president for marketing and programming of Warner Cable, explained that commercials will be inserted in clusters, as in Europe, probably at the beginning or end of a program. Present thinking is to run Star Channel on a 24-hour-a-day basis.

Star Channel now offers subscribers an assortment of feature films and some special programming. It operates about 14 hours a day on RCA Satcom I and services 17 affiliates, most of them Warner-owned. Warner intends to step up its effort to attract additional cable systems.

Subscribers now pay about \$8 a month for the pay service and receive more than 16 features during that period. Star Channel serves about 150,000 subscribers.

Pitching baseball

An effort to stimulate greater interest in spot radio by making it easier to buy sponsorships in major league baseball broadcasts was unveiled in New York last week.

The project has been undertaken by The Advisory Group (TAG), a joint Station Representatives Association/Radio Advertising Bureau committee whose mission is to increase spot radio sales. The key sales tool is a 25-page brochure, "Major League Baseball Radio Sports Report."

It lists for each team such information as a description of the originating station, names of sportscasters, national sales representative contact, SRA/RAB contact, estimate for season packages and information on baseball networks.

Don MacFarlane, director of market development for CBS Radio Spot Sales, said the report is expected to answer many of the questions raised by prospective radio sports advertisers. TAG expects to issue other reports on radio opportunities in major league basketball, football and hockey.



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Call the gang at Wang collect at (603)889-8564 for information on our free trial offer.

It could be the last time you ever have to worry about your station airing the wrong words at the wrong time.

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Bottom Line

Record sale. Columbia Pictures Industries received "in excess of \$50,000,000" through sale of Arista Records to Bertelsmann AG. According to company president and chief executive officer, Francis T. Vincent Jr. Columbia will make initial use of cash "to reduce outstanding bank debt." Final terms yielded gain of \$4 million, or 41 cents per share, less than original \$7-million estimates.

□

Flat. General Tire & Rubber, Akron, Ohio, parent of RKO General, reported 29.2% drop in income for third quarter as compared to last year. Income was \$20,849,000, or 89 cents per share, down from \$29,428,000. Sales showed a 5.8% drop, from \$588,231,000 to \$554,056,000. Nine-month figures showed sales gain of 6.8%, to \$1,675,619,000, but income drop of 22.6% to \$66,157,000. Company said RKO "showed increased revenues and earnings" for quarter and half, but did not report figures.

□

Action acquisitions. Massachusetts-based Acton Corp. has completed ownership and management agreements with 42 "underdeveloped" CATV systems in eight states. Systems are principally located in California, Utah and Florida. Company acquired 80% interest in 23 joint ventures, has options to purchase remaining 20%. Acton also signed agreement with Norwalk, Conn.-Phoenix Communications to manage 19 systems. Announcement said Acton plans to spend about \$25 million over three to five years to complete the systems.

□

Sell-off. Allied Artists Industries, struggling to reorganize in Chapter 11 proceeding, has agreed to sell subsidiary Allied Artists Pictures Corp., majority interest in Allied Artists Video Corp. (pre-recorded videocassettes) and interest in theatrical feature, "The Betsy." Sales are reportedly to James Robinson of International Productions Inc. and are subject to definitive agreement. Chapter 11 allows company to operate while preventing lawsuits by creditors as it repays debts.

□

Repayment option. Community Equity Associates, Tampa, Fla., has placed \$3 million in subordinated debt for National Telephone Co. Inc., Acton, Mass. CEA, representing lender, Telecommunications Inc., said that as consideration for placement of funds, National will grant lender option to purchase certain of National's cable television assets owned by its subsidiary, General Communications Inc. Should Telecommunications exercise its option, effective in 1980, outstanding balance of subordinated debt would be applied to purchase price.

□

Buy-out. Canadian Cablesystems Ltd., Toronto-based MSO, has agreed to buy assets of its 50% owner, Rogers Telecommunications Ltd., for \$34.6 million. Those assets include systems in Toronto, Brampton and Leamington, all Ontario. Transaction is subject to approval by Canadian-Radio Television Telecommunications Commission. Canadian Cable systems holdings include system in Syracuse, N.Y.

□

Matching pair. Reeves Teletape Corp. now has East Coast version of its West Coast subsidiary, Alan Landsburg Productions, which produces TV programs and theatrical features. New company, located with parent in New York, is Grant-Reeves Entertainment. It will be headed by Merrill Grant, former vice president of media and programming for Case & McGrath, New York agency, and president of Grant Case McGrath, TV producer there.

Currency problems hit Sony third quarter

Foreign exchange losses seriously affected profits in Sony Corp.'s third quarter, with consolidated net earnings down 40% for the period ending July 31 compared with the year earlier.

At the same time, the company's operating income rose from \$30 million to \$87 million, a gain of 190%, on a sales climb of 19% to \$726 million. The drop in net earnings, \$26.8 million as opposed to \$44.8 million, reflected the company's accounting of a foreign exchange loss for the quarter of \$32 million, where last year Sony benefited from a foreign exchange gain of \$47.6 million.

Sony, which has previously voiced objections to the accounting procedures involving currency exchange losses and gains (BROADCASTING, July 9), pointed to consolidated net income and operating gains as compared to the second quarter as well as a reduction of foreign exchange losses over the period. The company said those changes indicate "that the earnings picture is on the way to improvement."

The sales increases reported by the company were led by a 32.2% growth in videotape recorder sales, which now account for 19.1% of the company's net sales. Overseas sales represented 59.8% of net sales.

The company's nine-month results showed consolidated net income of \$62.3 million on sales of \$2 billion, with a foreign exchange loss of \$91.1 million.

Watch out in St. Louis



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Warming up for a red hot promotion

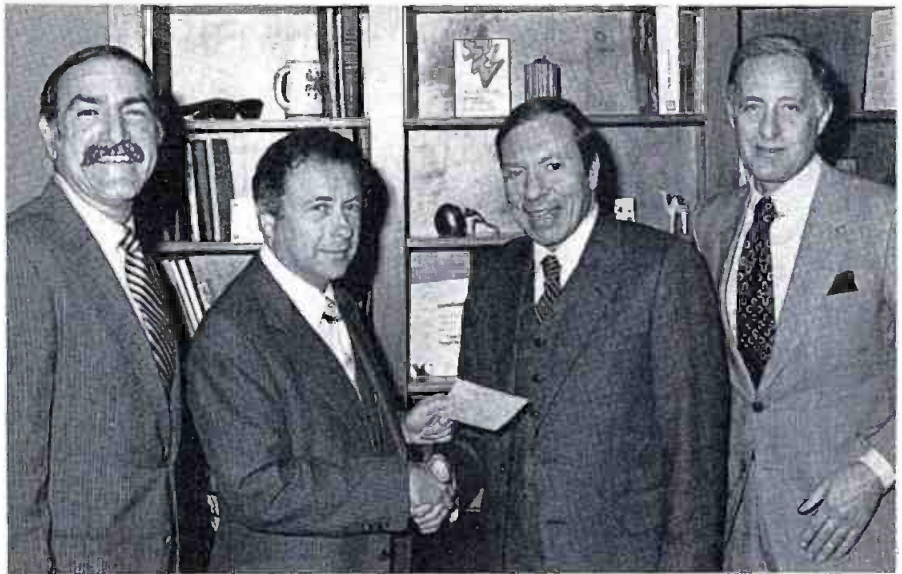
RAB's media blitz will get under way Oct. 21 with multimedia promotions, print ads and Dick & Bert campaign

"Radio. It's Red Hot" will be a message that radio listeners can't avoid, even when they're not listening, if the Radio Advertising Bureau has its way.

Seven "commercials" by the award-winning team of Dick Orkin and Bert Berdis will begin airing on thousands of radio stations—locally and through the networks—when RAB's new sell-radio campaign kicks off on Sunday, Oct. 21.

To back up the campaign, RAB is also making available to stations a variety of merchandise with the "Radio. It's Red Hot" imprint, including T-shirts, sweatshirts, bumper stickers, match books and candy.

Centerpiece of the support is a red "radio radio"—a radio set in a cabinet that spells out the word radio—that is the visual symbol of the campaign. RAB officials said they obtained the receivers in Hong Kong, where they're manufactured, at a price to stations about half that advertised in prestige retail catalogues. The price to stations: Around \$21, exact price dependent on quantity. RAB officials said they ordered 5,000 sets and already have



Cold cash for hot campaign. On hand at RAB headquarters in New York when NRBA contributed \$5,000 to the "Radio: It's Red Hot" promotion effort were (l to r): Bernard Mann, Mann Media, NRBA secretary; Robert Herpe, General Communicorp, NRBA board chairman; Miles David, RAB president, and Robert Alter, RAB executive vice president. In addition to NRBA's contribution, RAB has collected about \$13,000 from four other sources.

received commitments for approximately 2,500 but if necessary can reorder, provided commitments are received promptly.

In a more serious bid to sell radio to advertisers and agencies—which is the objective of the campaign—print ads will be scheduled in business and advertising publications.

The big thrust, however, will be in the Dick and Bert messages on the reel that RAB member stations are due to receive well in advance of the Oct. 21 kickoff date. Miles David, RAB president, said the announcements include a mix of Dick and Bert humor and straight sell.

"The goal of this year-long campaign,"

Get the most



Maximum Power
APC-1 Automatic Power Controller



Maximum Modulation
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Exxon and home heating oil:

Exxon's home heating oil is sold to homeowners through independent distributors.

Our wholesale price to distributors averages about 62¢ per gallon. This is now 5% below the industry average.

We offer the same credit terms we had before the oil shortage. They are equal to or better than those of competition.

We expect to make available as much home heating oil this winter as last winter.



he said, "is to convince major national, regional and local advertisers they can do the whole job with radio. We already have three-quarters of the top 200 advertisers using some radio. By the time we're finished we want radio to be a primary medium for every advertiser in America."

One of the straight-sell messages in the group tells listeners:

"If you're an advertiser, you should be using radio as your primary medium. Why? It's primary with your customers. Every day radio reaches more people than any other medium. And the average American listens to radio three hours and 23 minutes a day. Local advertisers who really know when a medium works have increased their use of radio 185% in the

past 10 years . . . Radio . . . It's red hot. Get more facts. Call this station or the Radio Advertising Bureau. They brought you this message."

Retail ad hints

The importance of positioning and the use of personalities in television advertising were underlined during a presentation in New York at the Retail Advertising Management Seminar.

The presentation was coordinated by Tom McGoldrick, vice president/retail, Television Bureau of Advertising, and TVB's Retail Development Board. The segment featured retail advertising success

stories presented by Bruce Thomas, director of sales development, wwl-TV New Orleans; Don Oscarson, senior vice president/advertising director, Famous Barr, St. Louis, and Fred Schwartz, president, Mademoiselle Furs, New York.

Thomas cited the John F. Lawhon and Hurwitz Mintz establishments as examples of effective television positioning in the New Orleans retail furniture market. While Lawhon aims for the economy market, Thomas said, Hurwitz Mintz positions itself in the prestige market.

He presented four rules for successful TV positioning: Commit to TV as an integral part of marketing plans; decide on a store's identity and how it is perceived by the buying public; sell the store, because, with positioning, the store is the product, and find a conceptually solid approach with a comfortable look, and go with it.

Oscarson said that Famous Barr's has used such national personalities as Pat and Shirley Boone, Phyllis George and Ted Simmons of the St. Louis Cardinals in its commercials—and the approach worked. He offered specific advantages of using national personalities in local department store TV advertising: It's unexpected and grabs the viewer's interest; continuity and memorability are reinforced in every spot; store acquires a special image of quality and sophistication.

Although not a national personality, "Fred the Furrier" Schwartz has become well known in the New York area because of his TV advertising campaign for the Fur Vaults located in three of Alexander's department stores. Schwartz, a furrier, stars in the commercials, surrounded by real customers who are not actors or models.

Katz thinks radio-TV won't suffer by comparison

The Katz Agency is introducing a computerized planning system for newspaper advertising on the theory that providing accurate information on a competitive medium will prove, in the end, to be beneficial to spot television and radio advertising.

Called "CircAnalysis," the system is an addition to the Katz PROBE/Marketing Systems. Katz said it offers media planners a method of analyzing newspaper circulation in terms of demographic reach and frequency for an unlimited number of newspapers and for a single county, a cluster of counties or an entire ADI.

Don McCarty, Katz PROBE/Marketing vice president, said the system will enable advertisers to "buy the right combinations of media." He agreed that in some cases the combinations might swing the media weight into newspapers. But he added that in other instances "CircAnalysis" will pay dividends in advertising for Katz-represented stations using PROBE.

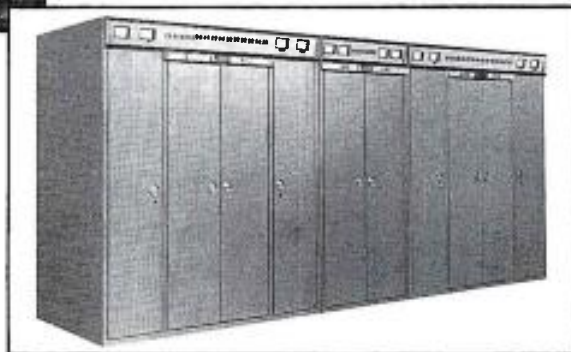
The "CircAnalysis" programs are designed to operate on a Texas Instruments 59 portable computer so that calculations can be made at the media planner's or buyer's desk.



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President,
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"Who needs a sexy looking model to sell handsome Townsend UHF Transmitters?"

Townsend UHF television transmitters outshine Harris and RCA in styling and technology. Even though we all use the same klystrons and employ I.F. modulation, Townsend is the *only* company that provides two beam power supplies, complete metering and many more extras. But where Townsend really stands out is in performance and high reliability. And a *handsomely lower price!*



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A different kind of 1st Amendment policy

Newspapers get insurance plan to cover legal costs; NAB is working on one for broadcasters

Newspapers concerned about litigation costs arising out of efforts to cover the news will soon be offered a "First Amendment defense" insurance policy by the Mutual Insurance Co. Ltd., of Bermuda. It would be a first. Nothing comparable is generally available to broadcasters, although the National Association of Broadcasters is in the process of studying broadcasters' insurance needs, in terms of libel, slander, invasion of privacy and the First Amendment.

The First Amendment defense insurance program, which was endorsed by the board of the American Newspaper Publishers Association, will provide maximum coverage of \$1 million to cover legal fees in cases involving prior restraint, reporters' access to information, newsmen's privilege and other matters involving First Amendment issues. The protection would be available in cases involving government agencies as well as Congress and the courts.

Allen H. Neuharth, chairman and president of Gannett Co., who is also chairman and president of the ANPA, said the plan was "a great step forward in providing newspapers throughout the United States, particularly smaller newspapers, the opportunity and the means to fight for and to defend freedom of speech and of the press."

Mutual will provide the coverage as an additional element in a policy it now writes for libel insurance. Exact terms and premiums for the new policy will be determined later this year.

The First Amendment protection also will be available to the television stations, radio outlets and cable television systems owned or controlled by ANPA members.

The insurance is not available, however, to other broadcasters, at least at present. Arthur B. Hanson, who is U.S. general counsel for Mutual as well as counsel for the ANPA, said that "something could be worked out" with the NAB, if it were interested in the program.

NAB officials were interested and have talked to Hanson about the matter, but they are not ready to make a recommendation to the board. Since last spring, the NAB has been surveying the insurance needs of its members, and, with the aid of a computer, is in the process of analyzing the answers received. Once that is done and insurance companies are contacted on

Read the rights. The National Association of Broadcasters has passed along to its members a modified copy of a card used by the *Boston Globe* to challenge motions to deny public and journalistic access to courtroom proceedings. The newspaper has provided its reporters with the printed card to present to the court when any motion to close a trial is made. The reason for the card, NAB says, is that a reporter may be uncertain how or when to act in the face of an attempt to close the proceeding; it provides time to get a lawyer to the court, and may cause the judge and defense to reconsider efforts to seal the courtroom, and it creates an immediate and permanent record of an objection to closure. To use the card, a reporter may rise when a motion to bar coverage is made and request permission to read it to the court, or the journalist may hand the card to the court clerk and request that it be passed immediately to the judge.

The NAB, in cooperation with the Reporter's Committee for Freedom of the Press and nine other news organizations, has joined in an effort to document all attempts to exclude the press from courtroom proceedings.

(Name of station)
(Address)

Judge, I am a reporter for (name of station). As I understand from counsel to the (name of station), the United States Supreme Court's Gannett decision requires, among other things, a hearing before a courtroom can be closed to the press. I respectfully request such a hearing. Because I cannot make the appropriate legal arguments myself, I also request that this proceeding be suspended briefly so that I can arrange for counsel to come to this courtroom and make those arguments to you. Finally, I request that this card be made a part of the record of this proceeding. Thank you.

(Date)

(Reporter's signature)

the matter, NAB's senior vice president and general counsel, Erwin Krasnow, said, the staff will be able to say whether insurance companies are meeting members' needs. "There might be a need for an NAB-created fund," he said.

The NAB staff expects to complete its analysis and report in about six weeks.

Public TV to expand nightly news feed

WGBH-TV is producing; It's an extension of DEF service to begin by the end of the year

By December, a national and international news program will be available to Public Broadcasting Service member stations from WGBH-TV Boston.

The 15-minute broadcast, to be fed at 6 p.m. and updated between 10 and 11 p.m., will be an outgrowth of PBS's DEF, the daily exchange feed already coordinated by WGBH-TV.

Through the DEF, stations for the past two years have been sharing news reports as well as receiving material from such sources as Visnews, the Canadian Broadcasting Corp., the BBC and Reuters. A new major contributor will be the PBS Washington bureau being launched this month by WETA-TV there.

Now WGBH intends to provide a packaged broadcast as well. For the first six



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country will be
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ROCKIN' OUT

The coast-to-coast rock 'n' roll hookup — the top hits reported each week by DJs across the nation — plus exclusive appearances by rock's superstars.

Rockin' Out is available to one station per market on a barter basis in Arbitron measured markets, and on a cash basis in unmeasured and foreign markets.

You won't believe your ears. See — and hear — us on the exhibit floor, or visit us in suite 5189

(food and cocktails Monday at 6).

months, it will be free to stations, with WGBH-TV picking up the "couple of hundred thousand dollars over and above" the DEF, according to Peter McGhee, the station's program manager for current affairs. The primary added expenses are for studio work and an anchor, McGhee said.

The program at first will be available to the 80 PBS members who share the costs of the DEF. Others can join in the cooperative arrangement.

After the first half-year, McGhee expects other funding arrangements to be made, such as offering the program itself to those stations willing to help pick up the tab. In the meantime, however, WGBH-TV will be paying for it through its news budget, made up of local discretionary funds not tied to any particular program.

Likely to anchor the program is Christopher Lydon, who has held that responsibility for WGBH-TV's local news since 1976.

Reviews of various branches of journalism featured in publication for SDX convention

The *Journal* of this year's convention of the Society of Professional Journalists, Sigma Delta Chi, is being developed as "a review of the state of journalism in America today," with 15 major articles by people well-known in their fields.

Russ Tornabene, NBC News director of public affairs, who is publisher of the convention journal, said last week that

ABC News strides. In network news competition, ABC's *World News Tonight* has the momentum. ABC is claiming its seventh second-place weekly showing since April, this last coming closer to the *CBS Evening News with Walter Cronkite* than ever before. While NBC's prime-time line-up stayed out of the basement for the week ended Sept. 30 (page 73), the *NBC Nightly News* showed up there. The news ratings and shares were CBS 12.5/26, ABC 11.5/25 and NBC 10.9/23.

Katharine Graham, chairman of the Washington Post Co., was writing a general review of the press in the U.S., and that others writing major articles include Julius Barnathan, president, ABC Broadcast Operations and Engineering, on TV technology; Keith Fuller, president of AP, and Rod Beaton, president of UPI, on the news associations; William Payette, former president and chairman of United Media Enterprises, on syndicates; Edwin Diamond of Massachusetts Institute of Technology, on criticism; Norman Isaacs, chairman of the National News Council, on newspapers; Floyd Abrams, noted First Amendment lawyer, on law and the press; Charles Novitz, managing director of Independent Television News Association, on newsfilm services; Robert Moskin, author and former foreign editor of *Look*, on magazines; Tina Press, former WCBS(AM) New York director of editorials, now on leave at Columbia University, on broadcast editorials, and Neil Hickey of *TV Guide* on television news.

The Sigma Delta Chi convention is scheduled Nov. 14-17 in New York.

NewsBeat

JWMC chairman. Steve Nevas, National Association of Broadcasters' specialist on First Amendment matters, has been elected chairman of Joint Washington Media Committee. JWMC is composed of 20 print and broadcast media organizations whose representatives meet to consider matters of mutual concern—legislation and court decisions affecting press, for instance.

□

Shana signs off. Shana Alexander, liberal side of "Point Counterpoint" on CBS News's *60 Minutes*, has quit show. There were points and counterpoints about her departure: According to Don Hewitt, *60 Minutes* executive producer, her agent had asked for two-and-a-half times amount CBS pays her former opponent, James Kilpatrick, per appearance (said to be \$600). Hewitt said he "never" heard from Alexander about her resignation but rather first read about it in newspaper column. Alexander, off to Europe last week, reportedly said she didn't ask for that much but rather "a little more than \$600" and with raise also to apply to Kilpatrick. In earlier address before North Carolina State University, she claimed it was two days work for 60-second spot and she was tired of being "house liberal."

□

Wants in. Hearst Corp.'s Baltimore stations—WBAL-AM-TV and WYY-FM—have petitioned Maryland Court of Appeals to allow still and television cameras and microphones in state's courts. Stations contend that cameras and microphones will not hinder progress of court proceedings but will in fact reduce public's misconceptions about them and improve reporting of judicial decisions.

□

ITNA to Atlanta. Independent Television News Association Inc. has signed Turner Broadcasting's WTBS-TV Atlanta to its daily, on-air TV news service, raising total subscribers to 20. Another new subscriber is KMPH-TV Fresno (Tulare), Calif. INTA president John Corporon of WPX(TV) New York noted subscribers have doubled in four year, pointing up growth of independent TV stations and need for fourth national TV news force.

Programing

ABC takes first but NBC finishes a strong second

Silverman's network continues its improved showing, with new shows pulling it to a close No. 2 while CBS languishes in third with poor results from its freshmen series

Two weeks into its new season, NBC-TV showed little sign of losing the momentum that has brought the network out of the basement and into a strongly competitive position.

Without such blockbuster films as "Coming Home" and "The Outlaw Josie Wales," NBC couldn't hold onto first-place honors (BROADCASTING, Oct. 1). ABC-TV grabbed back the title, its usual one last season.

Nevertheless, a much improved NBC picture continued. The network that hardly ever made it out of third last season dropped only as far as a close second for the week ending Sept. 30.

CBS, on the other hand, continued to be plagued for the most part by its new-season entries. Three premieres, for example, *Big Shamus*, *Little Shamus*, *Paris* and *California Fever*, joined five other CBS shows for the unfortunate distinction of populating eight of the bottom 10.

The prime-time averages for the seven days were ABC: 19.4 rating/33.0 share; NBC: 19.1/32.3, and CBS: 16.4/27.7.

ABC won Tuesday through Friday; NBC took Monday and Saturday, and CBS, Sunday.

Viewers clearly were keeping their preference for established shows. Among the top 10 of the week, the only new entry was CBS's *Trapper John M.D.*, in ninth place with a rating of 22.3 and share of 39. Continuing down the list, the only other new show in the top-25 was ABC's *Benson* at 21.

While new to the schedules, both of these have ties to familiar hits, with *Trapper John*, older perhaps, but still a character born on *M*A*S*H*, and *Benson*, the domestic first employed on *Soap*.

The other top-10 shows for the second week of three-network competition were, from the top, *Three's Company* (26.2/42) and *Charlie's Angels* (25.5/40); NBC's *Little House on the Prairie* (25.4/41), CBS's *60 Minutes* (24.7/44) and *M*A*S*H* (24.5/37); ABC's *Eight is Enough* (23.5/40); NBC's *CHiPs* (23.4/45); ABC's *NFL Monday Night Football* (22.7/38), and CBS's *Dallas* (21.9/38).

Although NBC had only two in the top 10, *Little House* and *CHiPs*, most of its other shows, if not overwhelming hits, generally appeared to be on solid ground. In contrast to last season, those scoring below a 30-share were in the minority. Lowest rated on the NBC schedule was the news magazine, *Prime Time Sunday*, (12.8/22) in 55th place. Other soft spots were *Disney's Wonderful World* (14.7/26) and *Eisched* (15.1/26). Significantly, however, it was NBC's second week without a show in the bottom 10.

The true test of NBC's muscle, however, may well depend on continuing strides in long-form and successful reception of its series yet to premiere—*Kate Columbo*, *Shirley*, *Hello Larry* and *The Best of Saturday Night Live*. Last week NBC's five two-hour blocks performed well. Monday through Wednesday's 9 p.m. outing of *The Last Convertible* miniseries brought in a 19.2/30, 20.0/33 and 19.3/32 respectively. Thursday's two-hour *Buck Rogers in the 25th Century* special episode earned an 18.3/31 and Sunday's *Kid from Left Field* a 21.4/33.

But there were other indications of NBC's newly found strength, ranging from *Real People*, which earned its highest-ever share (20.6/35), to *B.J. and the Bear*, which premiered with a 19.9/37. And in the one time period—Saturday at 10—where all three networks have new series battling one another, NBC came up victorious with *The Man Called Sloane* (17.4/34) against ABC's *Hart to Hart* (16.7/33) and the CBS debut of *Paris* (11.3/22).

At CBS, the over-all third-place showing couldn't have brought any pleasure but apparently was no great shock. Earlier this year, CBS officials told security analysts that they were prepared for it and pointed out that the network generally has been a

From here to there. NBC-TV has put *From Here to Eternity: the War Years* on hold and instead will offer *The Best of Saturday Night Live*, 60-minute reruns of the late-night success, beginning Wednesday, Oct. 24, at 10 p.m. The move will create a full comedy night on NBC's schedule. Wednesday will continue to start with *Real People*, followed by *Diffrent Strokes* and *Hello Larry*, which move into their regular time period, then *The Best of Saturday Night Live*.

Earlier this year, NBC presented two 90-minute *Best of ...* specials, pulled from various *Saturday Night Live* shows. However, new prime-time series will trim individual shows by a half hour. As for *From Here to Eternity*, NBC said it is "postponed for presentation at a later date."



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and exclusive interviews
with the great musical stars.
Two hours every week.

The Great American Musical is available to one station per market on a barter basis in Arbitron measured markets, and on a cash basis in unmeasured and foreign markets.

You won't believe your
ears. See — and hear —
us on the exhibit floor,
or visit us in suite 5189

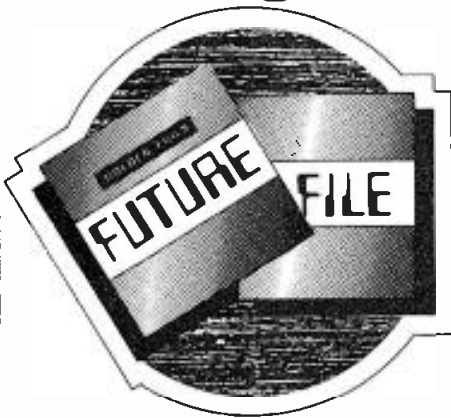
(food and cocktails Monday at 6).



1980: The Year Of The Egg

and 1980 starts at the
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convention

Hear what the
country will be
listening to:



Future File

The world of tomorrow —
from UFOs to fashions —
with the thinkers and the
dreamers who will take
us there. Ten 3-minute
features weekly.

Future File is available to one
station per market on a barter basis in Arbitron
measured markets, and on a cash basis
in unmeasured and foreign markets.

You won't believe your
ears. See — and hear —
us on the exhibit floor,
or visit us in suite 5189

(food and cocktails Monday at 6).

slow starter in past seasons.

But whether CBS was prepared for six new shows and two old ones to show up in the bottom 10 is questionable. From bottom up it was CBS's new *Working Stiffs* (7.7/15), *Last Resort* (9.3/16), *Struck by Lightning* (9.4/15), *Big Shamus, Little Shamus* (9.4/17) and returning *Bad News Bears* (10.1/19); ABC's *Out of the Blue* (10.8/20) and *New Kind of Family* (11.3/20), and CBS's *Paris* (11.3/22), *Wednesday Night Movie* ("The Betsy") (12.0/20) and *California Fever* (12.3/21).

Most but not all new vehicles stalled out for CBS. Besides *Trapper John, Archie Bunker's Place*, although not winning its time period as it did premiering the week before, managed an 18.7/31.

ABC, carried to victory for the week on the success of its returning shows, also was experiencing problems with new programs. *Detective School* and *The Associates* both improved but only up to 12.7/24 and 17.2/27, respectively. Both *240-Robert* and *Lazarus Syndrome* continued to drop, to 13.9/22 and 13.8/24.

And even among the returning shows, there were changes. *Laverne & Shirley* scored a solid 19.5/35 but that only amounted to 30th place. *Fantasy Island*, which has fallen off dramatically since its time period was switched, was preempted. But another previous hit, *The Ropers*, continued sliding with only a 14.2/28 for 51st.

Critical differences

The 1979-80 prime-time season's crop of new-show introductions was petering out last week, as were the critics' reactions to them. There were three premieres—CBS's *Paris* and *Big Shamus, Little Shamus* and NBC's *Buck Rogers*. Reaction, as usual, was mixed. Only one all-new show has yet to make its appearance, and it's being held off until Oct. 26—NBC's *Shirley* (Fridays at 8-9). As for last week:

Paris (CBS, Saturday, 10-11)

"... has two strong assets. The lead role of Woodrow Paris is played by James Earl Jones. And, at least in the first show, this is a cop format with a minimum of violence ... With better scripts, *Paris* could survive in the ratings jungle." John J. O'Conner, *New York Times*.

"James Earl Jones is an imposing figure [but] I will reserve judgment on this one until I've caught a couple of episodes. Tomorrow night's plot is telegraphed right from the start, so watching Paris solve the case is pointless. Better scripts are needed in a hurry." Kay Gardella, *New York Daily News*.

Big Shamus, Little Shamus (CBS, Saturday, 9-10)

"... The series will probably be swept out to sea on the first rating wave." Kay Gardella, *New York Daily News*.

"It is a show that needs work and focus. And time. Time to get better creative people at work on the script, ideas and dialogue. Time for them to sit down and

decide which direction they want to travel." Judy Flander, *Washington Star*.

Buck Rogers in the 25th Century (NBC, Thursday, 8-9)

"... If his show can survive for a few weeks against the intimidating opposition of last season's number one series, *Laverne and Shirley*, [star Gil Gerard] may turn out to be the most successful video space commander since William Shatner captained the Enterprise on *Star Trek* a decade ago..." Lee Winfrey, *Boston Globe*.

"... doesn't look like a terrible TV show. It's another comic book number for the kids with some camp for the parents. But sitting on NBC without a lot of hype or a good lead-in, it's just not going to attract much of an audience beyond the sci-fi junkies who have repeatedly shown themselves unable to sustain a TV show in the ratings..." Michael Hill, *Baltimore Sun*.

NATPE votes to shift action out of suites

By 1984, program exhibitors will be moved into convention halls; this year's meeting, however, will be in the current style

The National Association of Television Program Executives board, meeting late last month in San Francisco, decided to go the convention-hall route for exhibitors during its annual conference. Full transition to that style, however, won't take place until at least 1984.

Already booked are meetings through 1983. Next year, it's the San Francisco Hilton, where the suite tradition will continue. For the next three years—at the New York Hilton and twice at the Las Vegas Hilton—both suites and convention-hall space will be used.

Sites currently are being investigated for 1984, with the San Antonio, Tex., convention center a contender.

While the convention-hall style leads to comparisons with the Marche Internationale des Programmes de Television (MIP) held annually in Cannes, France, NATPE envisions a different arrangement. The organization says it will not have corridors of exhibitors jammed side by side; it wants to space them apart on the convention floor.

The board also firmed up its plans to hire a full-time executive director, with an annual salary up to \$50,000. The search committee, led by Lew Klein, executive vice president of Gateway Communications, is looking to have the field of candidates narrowed by late December, with an executive director in place by next year's mid-February conference.

The board also voted to bring programmers from Public Broadcasting Service stations up to full voting membership status. Previously they had held the more limited "educational" membership.

Monitor

Star wars. When history of 1979-80 television season is written, it may just go down as season of stars—big stars. ABC-TV pulled coup last week, for example, announcing it had teamed film greats Ginger Rogers and Douglas Fairbanks Jr. for mid-November episode of *Love Boat*, Spelling/Goldberg show. Episode will mark first project by idols of yesteryear since their 1937 film, "Having a Wonderful Time." Both have done talk and variety shows in recent years, but they have avoided regular series appearances. Fairbanks last was on small screen in dramatic role in 1972 ABC made-for-television movie, "The Crooked Hearts." ABC also announced last week that Henry Fonda will make his series television debut and Joanne Woodward her directorial debut on Nov. 20 episode of *Family*, "A Special Family Thanksgiving."

ABC's only most recent. NBC-TV has gone after big names, too, this season—in regular series as well as specials and limited runs. *The Rockford Files* is one NBC series that seems to be getting number of well-known leading ladies to play-off star James Garner. Premiere of show's sixth season featured up-and-coming Emmy winner Mariette Hartley, known for witty Polaroid commercials with Garner. Others on *Files* list of guest stars include Lauren Bacall, Rita Moreno and country music star Barbara Mandrell. For specials and miniseries, NBC's stable includes: Muhammed Ali and Kris Kristofferson (*Freedom Road*), Rock Hudson and Roddy McDowell (*The Martian Chronicles*) and Lee Grant (*Thou Shalt Not Kill*).

In series category, CBS-TV runs bit weaker, but big names still grace lists for one-time programs: Bette Davis (*White Mama*), John Gielgud and Patricia Neal (*All Quiet on the Western Front*), Joanne Woodward (*Streets of L. A.*) and Henry Fonda, Fay Wray, John Houseman and Jose Ferrer (*Gideon's Trumpet*).

□
'Roots' rerun. To reach younger viewers who may have missed original ABC-TV network showing in January 1977, ABC's five owned TV stations will present *Roots* in nine 90-minute late-afternoon (local time) episodes, Nov. 5-9, 12-13 and 15-16. Stations are also sponsoring *Roots* study guides prepared by Prime Time School Television, Chicago, and from now through early November will promote showings with 60-second spots preceding features in theaters in five O&O markets. Theater advertising campaign is expected to reach 5 million persons.

□
Pushing books. CBS and Library of Congress have united in joint project to encourage public to read books. At end of certain CBS programs, brief announcements from performers in shows will mention several books titles on subject of telecasts, as suggested by library. Among CBS television programs to be used in project are *All Quiet on The Western Front* and *Mayflower: The Pilgrims' Adventure*. The project is called "Read More About It!"

□
Protesting. Board of directors of B'nai B'rith's New York Advertising Lodge has joined those condemning CBS for casting Redgrave as half-Jewish Nazi concentration camp survivor in upcoming *Playing for Time* TV movie. Board resolved that Advertising Lodge members recommend that clients not participate in sponsorship of film. Lodge President Jack Geller, of Weiss & Geller, claims Redgrave is "avowed foe of the Jewish people and of Israel," and is an active supporter "of the Palestine Liberation Organization."



All told. Benjamin Hooks, former FCC commissioner now executive director of National Association for the Advancement of Colored People, is host of new Post-Newsweek series, *Go Tell It*, which will debut this month in about 60 markets. There are six programs in first season (stations are running it biweekly or monthly): shows investigate role of blacks in American society. Sponsors signed include Scott Paper and Pepsi-Cola. P-N is handling distribution. Above, Hooks and Rachel Robinson, widow of baseball star Jackie Robinson, in scene from one edition of *Go Tell It*.



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Law & Regulation

FCC responds to GAO's criticisms

Commission management technique will be improved, says Lichtwardt, who as executive director will be given wider range of responsibilities

The FCC plans to get its act together. To start, the commission will implement programs to improve its management control, planning processes and automatic data control systems. These actions were prompted by the General Accounting Office's top-to-bottom study of FCC management practices and procedures, in which GAO found deficiencies virtually everywhere it looked and then recommended changes for the commission.

The FCC last week replied to the report, saying it "concur[s]" with GAO's basic findings and endorses its recommendations.

GAO had said the FCC should delegate greater authority to the executive director to enable him to supervise, direct, coordinate, and control effectively the activities

of the staff and to work with the various bureau and office managers to strengthen their management functions, such as planning, program evaluation and personnel management (BROADCASTING, Aug. 6).

Don Lichtwardt, FCC executive director, says the commission acknowledges the importance of program managers functioning as administrators. Lichtwardt says his office will provide the management expertise needed to guide these new managers in their initial stages.

In responding to the GAO, the FCC said "the bureau chief and his subordinate line managers must be held responsible for the over-all performance of the bureau. In the future, we see less of an opportunity at the FCC to separate an individual from his or her management performance."

The commission, in its 1981 budget request, is seeking \$1.2 million to hire 46 persons to strengthen management resources.

The commission, in its response to

GAO, also delineated matters to be considered by the full commission and those delegated to the chairman and the executive director. Matters considered to be of sufficient import to be considered by the full commission include all budget estimates and supplementals prior to submission to the Office of Management and Budget; reprogramming of funds from one project to another; major organizational changes within bureau or staff offices; appointments to senior executive service and supergrade positions and performance ratings of high-level executives.

The commission delegated all other matters to the chairman and executive director and said "the commission authorized the chairman to delegate to the executive director as appropriate the necessary authority to enable him to more effectively supervise, direct, coordinate and control the administrative activities of the commission."

Lichtwardt said the commission is also committed to introducing a planning process that will anticipate technological changes. However, as the FCC's reply

This Thanksgiving serve your listeners food for thought.

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stated, it does not view "the planning process as one in which we are able to develop master long-range plans for the course of telecommunications, but rather as a continuing process where we attempt to determine the future trends of the telecommunications sector and determine what steps to consider to minimize artificial barriers to growth and change ... while always taking into account the public interest."

A third major thrust of the commission's new look will be the reactivation of the Automatic Data Processing Steering Committee.

The ADP steering committee will decide whether the commission is spending money on automation in the right way. Every bureau and office has been asked to determine whether its current operational systems should be continued, discontinued or increased to improve their effectiveness. All current and future systems will be assigned priorities.

Lichtwardt believes these three moves toward improved basic management functions will lead the FCC toward an over-all new management policy. The FCC has also made proposals to improve its personnel management functions by instituting systematic upward mobility opportunities for FCC employees. The executive director's staff will coordinate efforts of the management staff in each bureau in forecasting long-range personnel requirements to meet the agency's needs.



Showing his hand. FCC Broadcast Bureau Chief Richard Shibben and aides met on the matter of radio deregulation with members of National Association of Broadcasters Small Market Radio Committee last week. Seated l-r: Shibben; Robert McKune, KTTR(AM)-KZNN(FM) Rolla, Mo.; Richard Painter, KYAS-AM-FM Mankato, Minn.; Karen Maas, KIUP(AM)-KRSJ(FM) Durango, Colo.; J. T. Whitlock, WLBN(AM) Lebanon, Ky.; Frank Washington, Broadcast Bureau deputy chief; Mary Katherine Kilday, Shibben's legal assistant; James Hulbert, NAB senior vice president; George Gray, NAB government relations special representative; Thomas Young, KVON(AM)-KVYN(FM) Napa, Calif.; Wayne Cornils, NAB vice president for radio; Douglas Tjapkes, WGHN(AM)-WFMG(FM) Grand Haven, Mich., and Chuck Thornton, WEPM(AM)-WESM(FM) Martinsburg, W. Va.

Krasnow: FCC talks and plays different games

Erwin G. Krasnow, senior vice president and general counsel of the National Association of Broadcasters, thinks the FCC, under Chairman Charles Ferris, should be

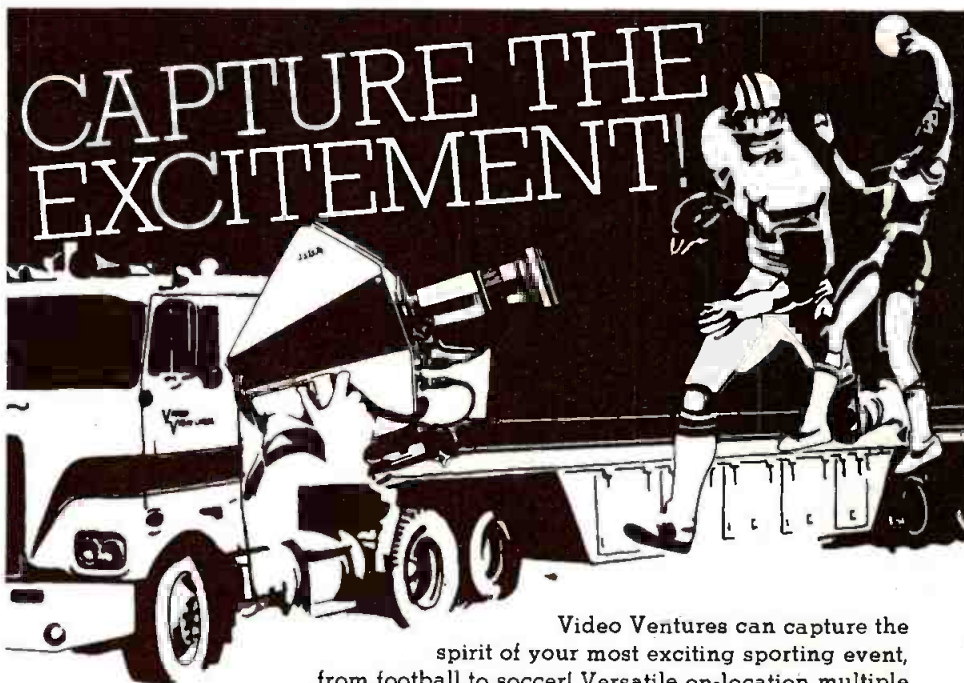
judged by what it does, not by what it says.

In remarks before the Massachusetts Association of Broadcasters, Krasnow said: "The Ferris commission talks about deregulation, the First Amendment and less paperwork. But at the same time, the Ferris FCC has instituted rulemaking proceedings on ... public service announcements ... community service programming ... ascertainment of gays ... children's TV programming and advertising ... loud commercials ... the list goes on and on."

Krasnow said that while the agency talks about fostering the growth of UHF television, it seems intent on dismantling cable rules to the detriment of U's. And he quoted a UHF operator as saying: "The FCC has done as much to foster the viability of UHF as Cinderella's social life was fostered by her stepmother."

Krasnow also criticized the FCC for its "burdensome paperwork requirements" and the number and complexity of its rules.

The NAB counsel called the FCC a "creature" of Congress, and said it is important to realize it is a political body, subject to pressures from "the industries it regulates, other branches of government and the public interest it was created to protect." And the public interest, said Krasnow, is "whatever four commissioners, at a given point in time, say it is."



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Calif. deregulates cable TV rates

New law is intended to spur rebuilding and expansion of CATV systems in state

California Governor Jerry Brown has signed into law a cable rate deregulation bill that is expected to have a major impact

on expansion of that medium in the already heavily wired state. In addition to allowing California's larger systems to elect to set their own rates, the bill is likely to encourage rebuilding and updating of existing cable systems by making it economically attractive for operators to increase their capital investments.

Furthermore, the provisions of the new law are such that the public, which ultimately will be paying higher rates for its cable service, will reap benefits in more community and public-access channels on local cable systems.

The California Community Television Association estimates that system operators will invest \$250 million in improvements and expansion over the next five years as a result of the passage and signing of the new law.

Cable systems that serve less than 70% of the homes in their counties may now set their own rates provided they meet the following criteria:

- Offer viewers 20 or more television channels.
- Own or have regular access to a satellite earth station.
- Operate in a county or part of a county with at least three significantly viewed over-the-air television signals or two significantly viewed signals and one educational station.
- Have at least three public-access or community service channels.

Ray Joslin, vice president of the CCTA,

said that of the state's 300 systems, approximately half have 12 channels or fewer and could be expected to begin upgrading their existing facilities to the level large enough to qualify for deregulation.

The state has retained a modicum of control over rates for exceptionally large systems. Those that serve in excess of 70% of a county's homes may raise their rates at an annual rate equal only to 75% of the rise in the consumer price index.

There are approximately 2 million cable subscribers in California.

Particulars of FTC kidvid proceeding are upheld in court, but doubt is cast on other maneuverings

D.C. bench says appeal by ANA and manufacturers is premature, but casts shadow over 'validity of some of commission's actions'

An attempt to invalidate procedures used by the Federal Trade Commission in its children's advertising inquiry has been rebuffed by the U.S. Court of Appeals in Washington. The court upheld a district court decision of last November.

In the original case, the Association of National Advertisers, Kellogg and the

Chocolate Manufacturers of America had argued that the commission should have sought comment on the rules for the proceeding, that the required submission of all pertinent studies by rulemaking participants violates their rights and that the rule governing ex parte contacts violates due process.

Judge Gerhard Gesell, in the lower court ruling, expressed reservations about some of the FTC's actions, but said that the appellants' claims were premature. He added that although the district courts have jurisdiction over this type of matter, a final trade regulation rule would have to be promulgated before the appellants could press their claims.

The appeals court decision, written by Circuit Judge George MacKinnon, agreed that court action was premature, and the matter would first have to be resolved at the commission level.

But the court also expressed some reservations about the way this rulemaking, under the Magnuson-Moss Act, was fashioned. "Whether or not the commission has overestimated its power . . . is far from clear—some of the commission's activities at least suggest that it long ago settled on what it had in mind and deliberately fashioned its special rules to achieve that result with the fewest possible outside intrusions from precisely the parties Congress intended to have participate in a proceeding of this kind."

The court concluded that it had "serious

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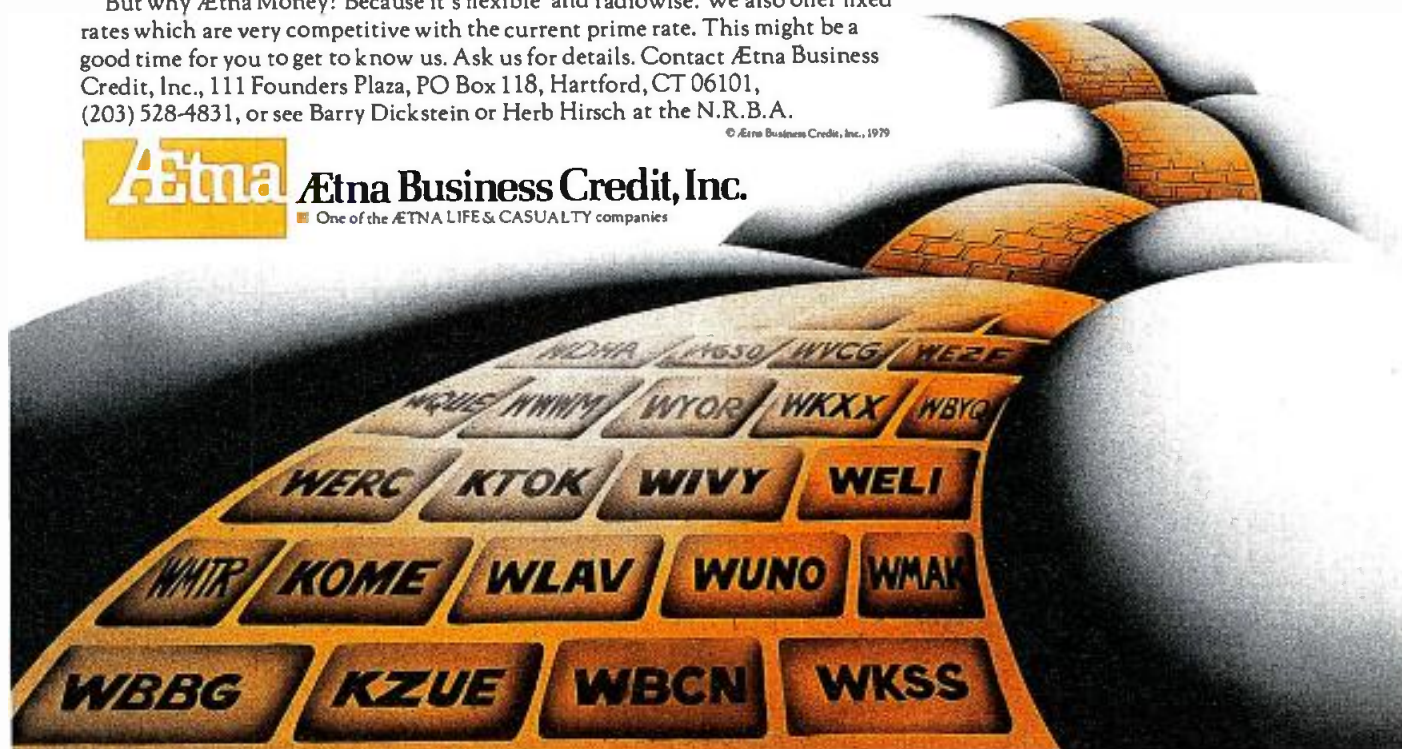
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doubts about the validity of some of the commission's actions," and a number of the claims in the action "raise some genuine and nonfrivolous questions" about the FTC's rights to adjust the rules in such a proceeding.

Jay Davis, an attorney for the ANA, called the ruling "a very encouraging development." Davis said the opinion shows that the court of appeals believes the proceeding "is built on a shaky foundation."

Code is all that's needed, FCC is told

Broadcasters contend NCCB petition for commission guidelines for advertising, even in light of Justice Dept. suit, is redundant

Broadcasters' self-regulatory efforts in the commercialization area have been effective in the past, and will continue to be so, said the three TV networks, the National Association of Broadcasters, and a group of 12 broadcasters in comments filed with the FCC last week.

The comments were filed in response to a petition from the National Citizens Committee for Broadcasting urging the FCC to "end governmental inattention about commercialization ... to insure that the airwaves are not drowned in advertising chatter." The proposal calls for a ceiling of 10 minutes per hour on nonprogram material in television, with five minutes an hour during children's programming (BROADCASTING, Aug. 13).

NCCB filed its petition out of concern that the NAB's television code, under antitrust fire from the Justice Department, would be held illegal by the courts. NCCB contends that broadcasters would not self-regulate in the absence of a code.

NBC contends that NCCB's petition is premised on the assumption that the NAB code will soon disappear. Not so, said NBC. Any rulemaking petition at this time is premature and would represent an "unjustified departure from the commission's long-standing support of individual licensee responsibility and industry self-regulation."

CBS restated its support of industry self-regulation and said the "filing of an antitrust action which remains unresolved should not alter the commission's approach" which has been long-standing.

ABC believes the FCC "should use the occasion of ruling on the NCCB petition to reaffirm the benefits to the public interest of the television code's advertising limits. It should make clear once again that its own regulatory program, with respect to overcommercialization which relies upon the code, has been carefully balanced to protect the public interest while also respecting important First Amendment and other values."

NAB said "the specifics of the NCCB plan are no more or less arbitrary than those of the code. And the variances reflect differing perceptions of the needs of advertisers, broadcasters and the public.

Washington Watch

Handing it over. FCC has agreed again to provide House and Senate Communications Subcommittees with financial reports of individual TV licensees. Both units requested 1977 information and received it; they sought it to develop model for spectrum fees. Information for 1978, they said, would be used to update files. Such data normally is held confidential by FCC.

□

NTIA and AT&T. National Telecommunications and Information Administration has submitted draft legislation to Congress that would bar AT&T from engaging in cable television or other mass media services. Proposal is in line with testimony given by NTIA Administrator Henry Geller earlier this year before House Communications Subcommittee, when it was considering Communications Act rewrite. Provision should not disturb AT&T, whose chairman, Charles Brown, told same subcommittee AT&T is not interested in getting into entertainment programming business.

□

Count them in. FCC has joined U.S. Regulatory Council, which was created in 1978 to inform public and Congress about cumulative impact of regulations on national economy. Members submit calendars every six months, listing goals and benefits of major regulations and estimates of economic impact. FCC Chairman Charles Ferris, however, has reserved right to make modifications in format—for instance declining to "predict the direct and indirect costs of a proposed regulation ... including such information ... prior to public comment ... that could subsequently compromise the commission's position by evidencing prejudgment of some of the critical issues open for public comment." First FCC regulatory calendar is expected within next two weeks.

□

Commissioner questioning. Senate Commerce Committee will hold hearing this Wednesday (Oct. 10) on nomination of Patricia Bailey to serve as commissioner of Federal Trade Commission. Bailey is expected to have little trouble with confirmation process, meaning FTC will soon have quorum in children's advertising proceeding, now stalled pending recommendation by commission on how to proceed.

Such highly subjective determinations must remain in the private sector."

The joint filing of the 12 licensees agreed with the NAB and said the NCCB petition "rests on no more than NCCB's own preconceived notion of what is 'right' for TV broadcasters."

Another format protest

A coalition of foreign-language program producers at WHBI(FM) Newark, N.J., and a number of ethnic groups have banded together in an attempt to block the sale of the station.

The coalition's petition to the FCC noted that WHBI broadcasts in 35 languages and said it provides a "unique" service to the New York metropolitan area. It said the station is being sold for \$1.75 million by Cosmopolitan Broadcasting Corp. to Unique Radio Group under FCC's distress-sale policy, which permits broadcasters in danger of losing their licenses to sell to minority-group buyers at reduced prices.

The ethnic groups charge that the New York area already has three radio and two TV Spanish language stations. Nevertheless, they continue, Unique Radio's application to the FCC proposes that WHBI broadcast substantial Spanish-language programming.

An attorney for Unique Radio said the company intends to devote a "significant" part of its schedule to non-Spanish ethnic programming.

Watch out in Los Angeles



Filings in 9 khz inquiry urge caution

But NTIA, which started ball rolling, says there are numerous benefits in reduced AM spacing; broadcasters and manufacturers say there's need for thorough study

Comments are in on the FCC's notice of inquiry on 9 khz channel spacing for AM broadcasting, and they're as varied as the interests that would be affected. But there was one line of agreement among them, and that was that the FCC ought to conduct a thorough study of the impact on the total radio marketplace of all AM allocations proceedings and prepare a careful position for the Region II conference in Buenos Aires next spring, which will plan the use of the AM band in the Western Hemisphere.

The proposal to reduce AM spacing from 10 khz to 9 khz was introduced by the National Telecommunications and Information Administration in a petition for rulemaking last January as a means of making room in the spectrum for several

hundred more stations, and thus opening the door to station ownership by minorities as well as to full-time operation by daytimers (BROADCASTING, June 15).

NTIA's filing last week said that reduced channel spacing would insure more efficient use of spectrum space, create more full-time stations and thus diversity of programming and ownership, make Region II allocations on a par with Regions I and III, and would lower the cost of digitally tuned receivers by insuring common manufacturing standards and stimulating competition.

NTIA also said common AM allocation throughout the world would eliminate the possibility of heterodyne interference (whistles) due to incompatible spacing. It also said no change in protection against adjacent channel interference would be necessary, except in limited geographical areas, and urged the commission to generate a proposed table of assignments.

The National Association of Broadcasters neither supported nor opposed the

proposal, but restated its request for the establishment of a joint government-industry advisory committee to address the related issues of restructuring of the clear channels, AM stereo and FM directional antennas. The committee would prepare in-depth studies of various methods for assuring that "all radio stations (present and future) be authorized to provide full-time service without significantly diminishing service by other classes of stations."

The Clear Channel Broadcasting Service supported NAB's proposal, and urged the FCC not to "push precipitously" into adopting 9 khz and to prepare a thorough study for the Region II conference. CCBS said that from an engineering viewpoint, the present 10 khz allocation is preferable, but it realizes there is an "unsatisfied demand for new unlimited-time AM stations," which a reduction in channel spacing could help alleviate.

However, CCBS warned that "there will be some loss of service due to adjacent channel interference, even if bandwidth limiting filters are installed in all transmit-

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ters in the nation . . . There will be losses in terms of receiver incompatibility, audience confusion, and out-of-pocket costs of actually making the frequency switch and installing any necessary filters." CCBS also said any FCC position should "recognize the realities of the negotiation process" to be expected at Region II.

The Daytime Broadcasters Association, which has made a proposal similar to NTIA's, said "the fact that 9 khz is working successfully in all the world except North and South America is proof enough that it is not a 'pipe dream' for Region II." DBA says the proposal is a "step forward," but requests that any new allocation plan include provisions to keep newly created channels from being "gobbled up" by the bigger markets.

The Association for Broadcast Engineering Standards said answers to the 9 khz question are too important to be based "on assumptions or inferences drawn from an inconclusive record," and therefore it opposes the proposal until "all the facts are in." ABES believes the ultimate answer to any channel-spacing plan must "harmonize with international usage as embodied in treaties and bilateral agreements . . . There is a distinct possibility that the United States could come away from the bargaining table at Buenos Aires saddled with all of the detriments of 9 khz spacing and with few, if any, of the offsetting benefits which the proponents of that change appear to take for granted."

The Association of Federal Communications Consulting Engineers agreed that a decision should be based on sound engineering studies since it will "affect AM broadcasting for decades." AFCCE also supported NAB's proposal for a joint committee.

The three TV network parents all agreed that the FCC cannot, as ABC's filing said, "be committed to ad hoc decision-making in this vitally important field." Each of their filings stressed the need for an all-encompassing radio inquiry.

The Corporation for Public Broadcasting, on the other hand, believes the proposal is a good idea and said diversity could be created by concentrating the additional stations in the hands of public broadcasters and minority companies. CPB said there are currently 28 AM public stations in the country, and sees a projected need of 500 by the year 2000.

Cox Broadcasting and Multimedia Corp. filed joint comments in opposition to the proposal. Specifically, their filing said, "To compensate for the impact of 9 khz by diminishing the quality of AM broadcast standards would create a serious handicap for AM licensees in competition with other broadcast services and could stamp a second-class status on standard broadcast licensees." Both broadcast groups thought expanding the AM band would do away with the disruptions that the channel spacing would cause.

The Consumer Electronics Group of the Electronics Industries Association preferred the "evolutionary" approach of band expansion to the "revolutionary" approach of 9 khz. The group also said that

Watch out for KIIS, WVON/WGCI, KSD/KCFM, WWWE/WDOK, WCZY AM/FM & Selcom



Selcom Management shown left to right: Bill McHale, Executive Vice President, Barbara Crooks, Vice President—Dallas. Bill Smither, Vice President—Los Angeles. Donn Winther, Vice President—Chicago. Tom Klement, Vice President—New York. Lynn Picadio, Vice President—San Francisco. Linda LaPlant, Vice President—New York. John Wilson, Vice President—Atlanta. Jim Forrer, Vice President—Detroit. Andy Rainey, Vice President—New York. Lou Faust, President.

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InSync

Increase refused. FCC, in what it says is house-cleaning effort, returned applications to eight Class I-A AM stations that had requested authorization to operate with super power—more than 50 kw but not to exceed 750 kw. FCC said applications, which have been pending for 15 years or more, are inconsistent with present rules regarding clear channels. FCC spokesman said, however, this is not to be considered as indication FCC is leaning toward breaking down clears.

What, we worry? Part of the National Cable Television Association's ostensible casualness concerning Comsat's direct-to-home satellite plans (BROADCASTING, Aug. 6) are result of thinking of Bob Luff, organization's resident engineer. Luff considers Comsat's announcement "extremely premature" and guesses that one of reasons it was made was to "flush out some answers to some very difficult problems," some of which result from using 12 ghz band. Signals, he says, beamed to earth at that frequency are readily absorbed by moisture, so that rain storm can black out programing. Problem is aggravated since satellites are placed low on horizon and storm anywhere along line of sight can cause interference.

And what if? National Association of Broadcasters will debut new quarterly publication, *i.f.*, sometime this month. Featuring articles solicited from engineering experts, publication will address technical issues affecting communications field.

Half as many. Commerce Department reported last week that importation of color TV has dropped off by 49.7% during second quarter from same period in 1978. Department reported "substantial" decline in imports from Japan, Taiwan, Korea and Canada.

Sit home. Scientific-Atlanta is offering earth station aimed at Satcom I for home use through own subsidiary, Homsat, and through Neiman-Marcus, Dallas department store. Neiman-Marcus price is mere \$36,000, but it includes shipping, installation, preparation of FCC license, authorization from and payment of first year fees to program distributors.

3-D showing. Citing talk of London broadcaster trying out "noncompatible" 3-D TV system, Scarsdale, N.Y.-based Ancom Co. decided to take advantage of New York Film Festival technology exhibit invitation to demonstrate its "compatible" 3-D system (BROADCASTING, April 16) to Americans. "Compatibility" means viewers without special 3-D glasses still see normal picture over regular receiver. Called DOTS, optical/electronic system is slated for broadcast test in Australia next year. Ancom's Nat Myers says he's talking here to networks, independents and cable systems. Myers says broadcasters are "cooperative," with sports and feature films, possibilities for extra-dimension treatment.

Keeping the door open. Association of Maximum Service Telecasters gave teletext boost in its reply comments to FCC inquiry on improving television receiver standards. AMST said that "before any decisions are made regarding the feasibility or desirability of taboo reducing techniques"—one of the main thrusts of entire inquiry—"how it will affect teletext's potential" must be determined. If trade-off between teletext and reduced taboos cannot be avoided, AMST said, detailed study of cost and benefits of each would have to be undertaken.

one effect of reduced spacing is that it might drive nighttime listeners to FM because of the interference in AM adjacent channels.

Tandy Corp., parent of Radio Shack, said it did not oppose the change "so long as any changes are implemented with minimum disruption to manufacturers and consumers of radio equipment."

General Electric, however, is concerned about the effects of the proposal on the electronically tuned radio. As a major designer and vendor of AM radio receivers, GE said such a change could have disastrous effects on manufacturers and consumers if it is not implemented in "a way which will minimize the effects of the change within a market." It added that "any changeover must be scheduled to take place within a reasonable period after adoption of a frequency assignment plan by the Region II Radio Conference."

General Motors, as a radio manufacturer for motor vehicles, agreed with GE, saying "the total time necessary for conversion to 9 khz must be such as to minimize obsolescence of the several million automotive receivers already in the field."

Engineering excellence

The Society of Motion Picture and Television Engineers has announced the winners of its 1979 awards. SMPTE President Robert M. Smith will present the honors at a luncheon ceremony on Oct. 23 during the society's 121st technical conference Oct. 21-26 at the Century Plaza hotel in Los Angeles.

The winners are:

Douglas V. Dove, Colorfilm Ltd. □ For outstanding service to the society.

David K. Fibush, Ampex Corp. □ Journal Award for paper, "SMPTE Type 'C' Helical-Scan Recording Format."

Donald G. Fink □ Progress Medal for "many years of continuous and significant contributions to the television field."

W. T. Hanson Jr., Eastman Kodak □ Honorary Membership Award for "his contributions, including his inventions ... greatly simplifying the production of motion pictures."

John D. Millward, Rank Cintel □ Agfa-Gevaert Gold Medal for "his outstanding contribution to the telecine design art" in heading the team "responsible for the development of the Mark III Rank Cintel flying spot scanner" with digital frame store capability.

Norman T. Praisement, Magna-Tech Electronic □ Samuel L. Warner Memorial Award for "his noteworthy interest and contributions in the field of sound reproduction and transfer mechanisms by means of high speed interlocking systems."

Irving Rosenberg, CBS Television □ Citation for outstanding service to the society.

Judith A. Schwan, Eastman Kodak □ Herbert T. Kalmus Memorial Award for her research which contributed significantly to the development of Eastman color negative film, color print film, color intermediate film and Ektachrome movie films.

Joseph A. Semmelmayer, Eastman Kodak □ Citation for outstanding service to the society.

Hallock F. Swift, International Applied Physics Inc. □ Photo-Sonics Achievement Award for "his outstanding contributions in the field of photonics instrumentation."

William E. Youngs □ Citation for outstanding service to the society.

Jacques-Yves Cousteau □ John Grierson International Gold Medal for "his research, design and development of equipment which gave humanity the possibility of truly exploring the ocean."

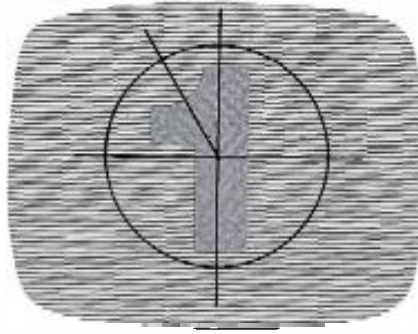
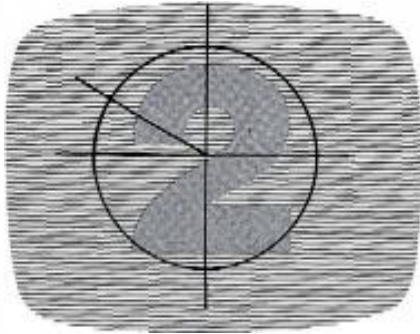
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WPHL	WTVT	WNGE	KMOL	WICS	KZAZ	KEYT	WDHN
KBHK	WMAR	WBNS	WNEM	WJNL	KELO	WPBN	WBTW
WSBK	KOA	KNXV	WWBT	WDEF	WOWL	WICZ	KFPW
WGPR	WFSB	KGMC	WDHO	WQAD	WFFT	WCSC	KPLC
WJLA	KTXL	WKZO	WHO	KOAT	WLTX	KCBJ	KECC
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Fixing radiation rules

FCC will issue rulemaking notice based on staff recommendation for limits on interference to TV from home computers

An FCC staff study has concluded that there is a "real potential" for interference to broadcast signals from home computing devices and has persuaded the FCC to issue a new set of classifications and specifications for computing equipment. The commission has also proposed a rulemaking to revise present Class I television device rules.

The FCC action was prompted by a request by Texas Instruments for a waiver of certain FCC rules to clear the way for the sale of TI's Model TI-900 modulator with an associated home computer. It is also in line with the National Association of Broadcasters' caution to the FCC that "now is the time to control . . . the radiation levels of personal home video devices while this newly emerging technology is in its embryonic stage." (BROADCASTING, May 7).

The FCC staff believes that the present rules are "too protective" and "place too much burden" on computer manufacturers, since there was no differentiation made between a computer with its own display device and one with a television in-

terface device. Under the proposed rules, the Class I classification will be dropped in favor of TV interface device rules, which will accommodate all former Class I equipment, stand-alone modulators and videotape recorders. Concurrently, the commission will issue an order establishing specifications and certification requirements for all computing devices (which currently emit more radio frequency energy than the proposed standards would allow)—which will be classified Class A (commercial) and Class B (personal).

Members of the FCC's Office of Science and Technology provided a visual representation of interference caused by home computers during an FCC meeting. The staff chose to demonstrate interference to TV rather than to radio broadcasts because its studies have shown TV interference to be "more significant."

The demonstration consisted of three personal computer-systems hooked to two TV receivers at different distances—three meters and 10 meters—within the meeting room. The receivers displayed the interference created by the computers and a ch. 4 (WRC-TV Washington) signal at different levels of undesired radiation.

The first unit complied with present Class I standards, so the level of radiation above 50 mhz did not exceed 5uV/m at a three-meter distance, the distance proposed for measurement of the radiation levels (10-meters was the distance

assumed for a residential environment and used in establishing proposed limits). The second unit met proposed limits for Class B devices, which for emissions interfering with ch. 4 are 100uV/m at three meters. The third unit significantly exceeded both limits.

When viewing the two television screens, reception was increasingly marred from "little interference" to "quite marked" interference with computers one to three, respectively, at a three-meter distance. At a distance of 10 meters, with the highest level of radiation (computer number three), there was only "some" displayed interference. The staff concluded that "displayed interference is of course, a function of the ratio of the levels of the desired and undesired signals. It will be less apparent if the desired signal is increased and more apparent if the undesired computer radiation is increased."

In ordering the new specifications for Class A and Class B equipment, the commission has deemed that commercial computer manufacturers will not have to apply for certification, but will have to test their equipment and label it as meeting FCC requirements. And the limits for commercial equipment will be less stringent than those set for home computers, which will have to be certified. The staff believes that because the limits will be relaxed, the cost of manufacturing the items will also be decreased.

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B

The Broadcasting Playlist™ Oct 8

Contemporary

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

Playback

Old faithful. "Smash" and "interesting" were words many programmers used last week to describe *Ships* (Arista), Barry Manilow's new single, which bolts onto "Playlist" this week at 32. His first single to enter "Playlist" this year since *Somewhere In the Night* rose to number 16 in mid-January, *Ships* is Manilow's version of the ballad written by rock 'n' roll artist, Ian Hunter. "It's a top five record," predicts Gary Moore, program director at WGN(AM) Bowling Green, Ky. "After six days of airplay, it's one of our five most requested songs. The production's there and it's as beautiful as anything he's ever done." Bob Rall, music director at WJDX(AM) Jackson, Miss., comments on Manilow's musical approach in *Ships*, which differs from his usual style: "He surprised everyone this time with a father-son theme instead of a boy-girl theme. We added it immediately." **Uniting forces.** Success for Brenda Russell's *So Good So Right* (Horizon) has been regional until this week, when a flurry of new adds carried the single—the title track from her first solo LP—to the number 42 position with a bolt on "Playlist." "It's an all-around good record with broad appeal," comments Rall, who reports increasing requests for the single. Dan Jackson, program director at KYSN(AM) Colorado Springs, also reports significant phone response, much of it from adults, and Moore notes the single is following a pattern of success many ballads have traced recently in Bowling Green. "Russell's is a good, uptempo ballad, and ballads are very popular right now," he says. "We're finding listeners who used to call in for Ted Nugent are now asking for ballads at night."

Country

Last This week	This week	Title □ Artist	Label
13	1	<i>You Ain't Whistlin' Dixie</i> □ Bellamy Bros.	Warner Bros.
19	2	<i>Half the Way</i> □ Crystal Gayle	Columbia
3	3	<i>It Must Be Love</i> □ Don Williams	MCA
16	4	<i>Last Cheater's Waltz</i> □ T.G. Sheppard	Warner Bros.
2	5	<i>Dream On</i> □ Oak Ridge Boys	MCA
22	6	<i>Sweet Summer Lovin'</i> □ Dolly Parton	RCA
6	7	<i>All the Gold In California</i> □ Larry Gatlin	Columbia
1	8	<i>Before My Time</i> □ John Conlee	MCA
9	9	<i>There's a Honky Tonk Angel</i> □ Elvis Presley	RCA
20	10	<i>You Decorated My Life</i> □ Kenny Rogers	United Artists
4	11	<i>In No Time At All</i> □ Ronnie Milsap	RCA
10	12	<i>Fools</i> □ Brown & Cornelius	RCA
8	13	<i>Fooled By a Feeling</i> □ Barbara Mandrell	MCA
5	14	<i>You're My Jamaica</i> □ Charley Pride	MCA
7	15	<i>Just Good Ol' Boys</i> □ Moe & Joe	Columbia
17	16	<i>Ain't Got No Business</i> □ Rezy Bailey	RCA
15	17	<i>Only Love Can Break a Heart</i> □ Kenny Dale	Capitol
11	18	<i>I Don't Do Like That No More</i> □ Kendelle	Ovation
21	19	<i>If I Fell In Love With You</i> □ Rex Allen Jr.	Warner Bros.
23	20	<i>Robinhood</i> □ Billy "Crash" Craddock	Capitol
—	21	<i>Dancin' Round 'n' Round</i> □ Olivia Newton-John	MCA
18	22	<i>My Silver Lining</i> □ Mickey Gilley	Epic
14	23	<i>I May Never Get to Heaven</i> □ Conway Twitty	MCA
25	24	<i>Til I Can Make It On My Own</i> □ Rogers & West	U.A.
—	25	<i>Blue Kentucky Girl</i> □ Emmylou Harris	Warner Bros.

These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each has been "weighted" in terms of Arbitron audience ratings for the reporting station on which it is played. A ■ indicates an upward movement of five or more chart positions between this week and last.

For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Sept. 24 through Sept. 28.

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

New Stations

FM applications

■ Ft. Walton Beach, Fla.—SJK Inc. seeks 96.5 mhz, 100 kw, HAAT: 588 ft. Address: 2218 De Russey Rd. SE Huntsville, Ala. 35804. Estimated construction cost \$301,600; first year operating cost \$75,000; revenue \$300,000. Format: Contemporary. Principals: Smith Broadcasting Inc. (99%), of which M. Davidson Smith III is chairman and 66.25% owner and his son, M. Davidson Smith IV is president and director and 13% owner. The elder Smith is also chairman of the board of SJK. Smith family also owns Smith Radio Inc., licensee of WNUE(AM) Ft. Walton Beach. Smith III is chairman of Rocket City Television Inc., licensee of WAAY-TV Huntsville. Son is president and director of same. Ann. Sept. 14.

TV applications

■ Buffalo, N.Y.—Anax Broadcasting Inc. seeks ch. 49; ERP 1000 kw vis., 100 kw aur., HAAT 966 ft.; ant. height above ground 999.8 ft. Address: 30 Longleat, Eggertsville, NY 14226. Estimated construction cost \$1,574,000; first quarter operating cost \$600,000; first quarter revenue \$300,000. Legal counsel: James E. Greeley Esq., Washington, D.C. Consulting engineer: Robert Purcell, Washington, D.C. Principals: Alfred E. Anscombe and Paul A. Willax 1/3 each; John W. Koessler, Jr. and Paul J. Koessler 1/6 each. All are New York businessmen. Koesslers are brothers. Willax has 4% interest in WBEN-AM-FM, Buffalo. Ann. Aug. 31.

■ Des Moines, Iowa—220 Television Inc. seeks ch. 17; 3715 kw vis., 168 kw aur., HAAT 1769 ft.; ant. height above ground 1,756 ft. Address: 4935 Lindell

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	86	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

Blvd., St. Louis, Mo. 63108. Estimated construction cost \$2,831,438; first-quarter operating cost \$342,783. Legal counsel: Koteen & Burt, Washington, D.C. Consulting engineer: James W. Honsey. Principals: Koplar Enterprises, Inc., St. Louis (100%). Harold Koplar is chairman of 220 Television and president and 48% owner of Koplar. His sisters, Lilian Shenker and Betty Bennett own 25.625% and 15.6% respectively. Son Edward is member of board of both companies. There are no other broadcast interests. Ann. Aug. 31.

■ *Kannapolis, N.C.—Community Action Communications Inc. seeks ch. 64; ERP 12.42 kw vis., 1.24 kw aur., HAAT 318 ft.; ant. height above ground 293 ft. Address: 1908-A North Main Street, Kannapolis 28081. Estimated construction cost \$12,500; first-quarter operating cost \$47,370; first-quarter revenue \$59,870. Legal counsel: Layton, McNeese, Stone & Perry. Consulting engineer: Scott Baxter & Associates. Principals: Joel Fowler, president; Floyd Fry Jr., vice president; Dick Schoff, treasurer; Sharon Powell, secretary. All are officers of Community Action Communications, which is wholly owned by Truth Temple Inc., a non-profit organization. None has any other broadcasting interests. Ann. Aug. 31.

AM actions

■ Bowman, N.D.—Broadcast Bureau granted Larry L. Kemnitz 1340 khz, 1 kw-D, 250 w-N. Address: 508 West Turnpike, Bismarck, N.D. 58501. Estimated construction cost \$41,474; first three months operating

cost \$21,372; revenue \$110,000. Format: MOR. Principals: Kemnitz is one of three partners in accounting firm in Bismarck. He has no other broadcast interests. (BP-781108AG). Action Sept. 13.

FM actions

■ *Toccoa Falls, Ga.—Broadcast Bureau granted Falls College 90.9 mhz, 100 kw, HAAT: 333 ft. Address: Toccoa Falls, Ga. 30557. Estimated construction cost \$108,807; first-year operating cost \$102,378. Applicant is private college; Dr. Paul Alford is president. (BPED790518AB). Action Sept. 12.

■ *Richardson, Tex.—Broadcast Bureau granted St. Luke's Educational Foundation 88.1 mhz, 10 w. P.O. address: 1210 W. Belt Line Rd., Richardson 75080. Estimated construction cost \$1,600; first-year operating cost \$1,600. Principal: Ernest T. Ankele Jr., president of nonprofit, unincorporated association. (BPED-2323). Action Aug. 29.

■ Highland Springs, Va.—Broadcast Bureau granted Henrico County Schools 91.1 mhz, 3 kw, HAAT: 103 ft. Address: P.O. Box 40, 201 E. Nine Mile Rd., Highland Springs 23075. Estimated construction cost \$44,733; first-year operating cost \$19,864; revenue \$21,128. Principal: Henrico County School Board (BPED790312AC). Action Sept.

Ownership Changes

Applications

■ KVOK(AM) Kodiak, Alaska (560 khz, 1 kw-U)—Seeks assignment of license from Loren Bridges to Katchemak Broadcasters Inc. for \$146,226. Seller has no other broadcast interests. Buyer is principally owned by Joe P. Josephson and Howard S. Truckey, Anchorage law partners who have no other broadcast interests. Ann. Sept. 25.

■ WXLs(FM) Willmantic, Conn. (98.3 mhz, 3 kw)—Seeks assignment of license from X.L.S. Broadcasting Corp. to Delta Communications Corp. for \$175,000. Seller is principally owned by Kenneth Dawson who is selling WXLs and WKND(AM) Windsor, Conn., under FCC distress sale policy. Buyer is owned by Frank A. Jacobs Jr., Jeffrey A. Menzel, Trevor E. Thorington, Jose Oaks and Bradford Carson (17.2%) and Sullivan Brown (13.9%). Jacobs is Windsor, Conn., realtor; Menzel is employe of Hartford, Conn., broadcast training school; Thorington and Brown work for Hartford insurance companies; Oaks is supervisor of jet engine plant in Hartford, and Carson is Hartford investment banker. None have other broadcast interests. Ann. Sept. 18.

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RADIO SYNDICATION

■ **WFFG(AM)** Marathon, Fla. (1300 khz, 500 w-D, 250 w-N)—Seeks assignment of license from WFFG Inc. to Marathon Wireless Communications Inc. for \$350,000. Seller, owned by Emil Lockwood, James C. Lockwood (brother) and Francis J. Coomes, has asked for waiver of three-year rule. (It purchased station in February 1977.). None of principals has other broadcast interests. Buyer is owned by William G. Evans (50%) and John F. Thackor and his wife, June (25% each). Evans is general manager of WRCB(TV) Chattanooga, Tenn., owned by Ziff Davis Broadcasting, has small interests in WEZF-FM-TV Burlington, Vt., and WHOS(AM)-WDRM(FM) Decatur, Ala. Thackers own 90% of WMUM(FM) Marathon. Ann. Sept. 21.

■ **WHGI(AM)-WAUG-FM** Augusta, Ga. (AM: 1050 khz, 5 kw-D FM: 105.7 mhz, 50 kw)—Seeks transfer of control of The Hunter Group Inc. from stockholders (100% before; none after) to Alexander Mills Fitzner (none before; 100% after). Consideration: \$450,000. Principals: Sellers are Nancy Hunter (24%) and her sons, Robert and William (38% each). Fitzner owns 83% of WLOW-AM-FM Aiken, S.C., but will sell interest in stations prior to closing of WHGI(AM)-WAUG-FM. Ann. Sept. 25.

■ **KIKI(AM)-KPIG(FM)** Honolulu (AM: 830 khz, 10 kw; FM: 93.9 mhz, 72 kw)—Seeks assignment of license from Pacific FM Inc. to John Parker and his wife, Kathleen, for \$1.2 million. Seller is owned by Jim Gabbert, who is buying KEMO-TV San Francisco and selling off radio interests. Buyers are also principal owners of KOWL(AM) South Lake Tahoe, Calif. Ann. Sept. 27.

■ **KULA(FM)** Waipahu, Hawaii (92.3 mhz, 100 kw)—Seeks assignment of license from Royal Hawaiian Radio Co. to Hefiel Broadcasting Corp. for \$482,500 plus \$180,000 for consultancy agreement and \$20,000 for agreement not to compete. Seller is owned by Russell Withers Jr., who also owns WMIX-AM-FM Mount Vernon, Ill., KGMO-AM-FM Cape Girardeau, Mo.; WDTV(TV) Weston, W. Va., and KAUS-AM-FM Austin, Minn. He has also sold KAHU(AM) Honolulu, subject to FCC approval. Buyer, principally owned by Representative Cecil Hefiel (D-Hawaii) and family, owns WXKS-AM-FM Medford, Mass.; WLUP(AM) Chicago; WIKS(AM) Greenfield, Ind. and KGMD(AM) Honolulu and KGMD-TV Hilo, both Hawaii. Hefiel and his wife also own KJQY(FM) San Diego and KGMV(TV) Maui, Hawaii. Ann. Sept. 25.

■ **KSIH(FM)** Pocatello, Idaho (94.9 mhz, 100 kw)—Seeks assignment of license from Southern Idaho Stereo FM Corp. to Zukin-Fox for \$650,000. Seller is owned by Wesley L. Clark (40.58%), Eugene A. Piquet (46.20%) and Steven R. Porter (13.09%). None has other broadcast interests. Buyer is partnership of James Fox (60%) and Cleveland Outdoor Advertising (40%). Fox also owns KWIK(AM) Pocatello, Cleveland, owned by Joseph Zukin and family, also owns 49% of KLBS-FM Los Banos, 3% of KARA(FM) Santa Clara, 3% of KLIV(AM) San Jose, 100% of KAHH(AM)-KHYL(FM) Auburn, all California. Ann. Sept. 25.

■ **KEYN-AM-FM** Wichita, Kan. (AM: 1410 khz, FM: 103.7 mhz)—Seeks transfer of control of Mr. D's Radio Inc. from stockholders (100% before; none after) to Long-Pride Broadcasting (none before; 100% after). Consideration: \$3.5 million. Sellers are Robert D. Freeman, Lowell D. Denniston, Frank L. Carney and Gary L. Dick. They have also sold KOFM(FM) Oklahoma City and KEYN-AM-FM Wichita, Kan. Buyer is joint venture of Jim Long, Charley Pride and Joseph J. Lastelick. Pride is part owner of KFOG(FM) San Francisco. Long owns 25.1% of group that has purchased KLRA(AM) Little Rock, Ark., and is consultant. Lastelick is Nashville and Dallas music publisher and concert promoter. He has no other broadcast interests.

■ **WCM1(AM)** Ashland, Ky. (1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Rebel Resources Inc. to Stereo 94 Inc. for \$250,000. Seller is owned by William Beerbower and his wife Elizabeth (50% each), who have no other broadcast interests. Buyer, principally owned (83.3%) by W. Richard Martin, also owns WAMX(FM) Ashland. Ann. Sept. 18.

■ **WLCK-AM-FM** Scottsville, Ky. (AM: 1250 khz, 500 w-D FM: 99.3 mhz, 3 kw)—Seeks transfer of control of State Line Broadcasting Co. from stockholder (100% before; none after) to J. B. Crawley and his wife, Elizabeth and Dean Harden and his wife, Daris (none before; 100% after). Consideration: \$178,750. Principals: Sellers are Redman L. Turner and his wife, Naomi, and Louis Keltner, who also own interest in WPTN-AM-FM Cookeville, Tenn. Redman Turner is

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also 30.58% owner of WTCO-AM-FM Campbellville, Ky. J. B. Crawley owns 100% of WMSK (AM) Morgantown, Ky., 50% of WPTN (AM) Cookeville Tenn. and WCND (AM) Shelbyville, Ky. His wife owns 8.33% of WPTN. Harden, employees at WCND, and has no other broadcast interests. Ann. Sept. 14.

■ **KMSR (FM) Suak Centre, Minn.** (94.3 mhz, 3 kw)—Seeks assignment of license from Dairyland Broadcasters Inc. to Country Broadcasting Inc. for \$190,000. Seller is owned by Ken Eidenschink who also owns KEYL (AM) Long Prairie, Minn. Buyer is owned by Melvin E. Paradis and Eugene G. Randolph (50% each). They also own KLGR-AM-FM Redwood Falls, Minn. Ann. Sept. 18.

■ **KESM-AM-FM El Dorado Springs, Mo.** (AM: 1580 khz, 500 w-D; FM: 107.1 mhz, 3 kw)—Seeks assignment of license from Cedar County Broadcasting Corp. to Martin Associates Inc. for \$250,000. Seller is owned by Marvin Bredemeir and his wife, Norma (71.5%), and Dave Ruff and his wife, Rose (28.5%). None has other broadcast interests. Buyer is owned by William and Barbara Martin (50% each). William is employed at RCA Broadcast Systems Sales, St. Charles, Mo. Barbara is housewife who will take over management of stations. Ann. Sept. 27.

■ **WIBG (AM)-WSLT (FM) Ocean City-Somers Point, N.J.** (AM: 1520 khz, 1 kw-D; FM: 106.3 mhz, 5 kw)—Seeks assignment of license from Salt-Tee Radio Inc. to Shore Broadcasting Inc. for \$655,000. Seller is principally owned by William C. Layton Jr. who has no other broadcast interests. Buyer is principally owned by T. Richard Butera (70%), who also owned interest in WIOQ (FM) Philadelphia, which has been sold to Outlet Co. Ann. Sept. 25.

■ **WTYN (AM) Tryon, N.C.** (1550 khz, 1 kw-D)—Seeks assignment of license from Gene A. Milstien to Polk County Broadcasting Corp. for \$157,000. Seller has no other broadcast interests. Buyer is owned by Kenneth C. Smart (66.6%) and Thomas C. Simpson (33.3%). Smart (station manager) and Simpson (salesman) are former employees of WHVL (AM) Hendersonville, N.C. Ann. Sept. 21.

■ **WSOM-AM-FM Salem, Ohio** (AM: 600 khz, 500 w-D; FM: 105.1 mhz, 100 kw)—Seeks transfer of control of Salem Broadcasting Co. from Lee Dixon and his wife, Iva Mae (100% before; none after) to Rust Communications Group Inc. (none before; 100% after). Consideration: \$1.1 million. Dixons also own 40% of WBBN (AM) Clarksburg, W. Va. Buyer, principally owned by William F. Rust Jr., also owns WHAM (AM)-WHFM (FM) Rochester and WPTR (AM) Albany, both New York; WAEB (AM)—WXKW (FM) Allentown and WNOW (AM)-WQXA (FM) York, both Pennsylvania, and WRNL (AM)-WRXL (FM) Richmond, Va. Rust is also principal owner of WFLY (FM) Troy, N.Y. Ann. Sept. 25.

■ **KTOW (AM) Sand Springs, Okla.** (1340 khz, 500 w-D, 250 w-N)—Seeks assignment of license from Proud Country Entertainment Inc. to Music Sound Radio Inc. for \$250,000. Seller is owned by American Entertainment Corp. Buyer is owned by John B. Jarrett III, Luther C. Graham and Joe Bowen (33.3% each). Jarrett and Graham own Sand Springs, Okla., steel fabrication investment, sand mining company and land development companies. Neither has other broadcast interests. Bowen is Sand Springs carpet retailer and former general manager of KTOW. Ann. Sept. 21.

■ **KOLS (AM)-KKMA (FM) Pryor, Okla.** (AM: 1570 khz, 1 kw-D; FM: 104.5 mhz, 100 kw)—Seeks transfer of control of Communication Marketing Consultants Inc. to Earl P. Butler (33.3%) and his wife, Margaret (16.67%), and Don L. Gould (33.3%) and his wife Toni (16.67%). Consideration: \$550,000. Sellers are R. M. Candlin, J. C. Carnahan and J. W. Rhea, who have no other broadcast interests. Earl Butler is owner of Parsons, Kan., auto sales company, where Don Gould is sales manager. Margaret Butler is housewife and Toni Gould is Moran, Kan., school teacher. Ann. Sept. 25.

■ **WKSP (AM) Kingstree, S.C.** (1090 khz, 500 w-D)—Seeks transfer of control of Williamsburg County Broadcasting Corp. from stockholders (100% before; none after) to Kenneth Knop and his son, Gregory (none before; 100% after). Consideration: \$200,000. Principal sellers are H. Y. Hodges and M. H. Jacobs (38.4% each) who have no other broadcast interests. Kenneth Knop is Chicago sales engineer. His son is Chicago sightseeing helicopter pilot. Neither has other broadcast interests. Ann. Sept. 21.

■ **WTGF (AM) Pickets, S.C.** (1540 khz, 1 kw-D)—Seeks assignment of license from TGF Broadcasting Co. to Mark Media Inc. for \$171,084, including \$109,000 owned by TGF to Mark Media. Seller, which purchased station from Mark Media in July 1977, has asked for waiver of three-year rule. It is owned by Larry E. Turner, George Gatlin and Lowell E. Fletcher. Buyer, principally owned by J. Ardell Sink, also owns WKYK (AM) Burnsville and WCSL (AM) Cherryville, both North Carolina. Ann. Sept. 25.

■ **WBHT (AM)-WTBG (FM) Brownsville, Tenn.** (AM: 1520 khz, 250 w-D; FM: 95.3 mhz, 3 kw)—Seeks assignment of license from B & P Properties Inc. to Brownsville Wireless Corp. for \$320,000. Seller is owned by Harold D. Butler and William L. Pope who also own 50% each of WHDM (AM) McKenzie, Tenn., and 25% each of WALR (FM) Union City, Tenn. Buyer is owned equally by A. Carlton Viers, Lyle Reid and James T. Haynes. Viers is general manager of stations. Haynes and Reid are Brownsville businessmen with no other broadcast interests. Ann. Sept. 18.

■ **WZEZ (FM) Nashville** (92.9 mhz, 100 kw)—Seeks transfer of control of Stereo Ninety-Three Inc. from William O. Barry (51% before; none after) to South Central Broadcasting Corp. (49% before; 100% after). Consideration: \$350,000. Barry is also 100% owner of WAMB (AM) Donelson, Tenn. Buyer, principally owned by John D. Engelbrecht, who also owns WIKY-AM-FM Evansville, Ind., and WEZK (FM)-WTVK (TV) Knoxville, Tenn. Ann. Sept. 14.

■ **KIBL (AM)-KCWW (FM) Beeville, Tex.** (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 104.9 mhz, 3 kw)—Seeks transfer of control of Wacker Broadcasting Corp. Watters Wacker, principal owner, to Lovelace Associates Inc. (none before; 100% after). Consideration: approximately \$500,000. Wackers have no other broadcast interests. Buyer is owner by Edwin T. Lovelace, who sold KOGT (AM) Orange, Tex., in 1977. He has farmer interests in Beeville. Ann. Sept. 14.

■ **WTAW-AM-FM College Station, Tex.** (AM: 1150 khz; FM: 92.1 mhz)—Seeks transfer of control of Radio Bryan Inc. from Hicks family (75% before; none after) to Radio Brazos Inc. (25% before; 100% after). Consideration: \$625,000. Hicks family also owns KLUF (AM) Lufkin, and KLAR (AM) Laredo, both Texas, and has sold, subject to FCC approval, WTAW-AM-FM College Station, and KLV1 (AM) Beaumont,

both Texas. Buyer is owned by Rodger B. Watkins, who also has minority interest in three other Hicks stations: KLAR (25%) and KLUF-AM-FM (20%). (KLUF-FM has been sold, subject to FCC approval.) Ann. Sept. 27.

■ **KLUF-FM Lufkin, Tex.** (105.1 mhz, 57 kw)—Seeks assignment of license from 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, and KLAR (AM) Laredo, all Texas, and have also sold WTAW-AM-FM College Station, and KLV1 (AM) Beaumont, both Texas, subject to FCC approval. Buyers, Osborn and Reynolds, also own KYKX (FM) Longview and KEAN-AM-FM Abilene, both Texas. Ann. Sept. 27.

■ **KVAC (AM) Forks, Wash.** (1480 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Ben Howard and his wife, Marjorie to Ices' Inc. for \$190,000. Sellers have no other broadcast interests. Buyer is owned by Donald E. Ice and his wife Eola. Donald is general manager of KYAK (AM)-KGOT (FM) Anchorage, and KIAK (AM) Fairbanks, both Alaska.

■ **KAYO (AM) Seattle** (1150 khz, 5 kw-D, 1 kw-N)—Seeks assignment of license from Washington Telecasters Inc. to Obie Broadcasting Corp. for \$2.6 million. Seller is principally owned by Jessica L. Longston, who is also principal owner of KSEM (AM) Moses Lake, Wash., and CP for new FM there. L. Bernice Brownlow minority owner of KAYO also owns 65% of KOHI (AM) St. Helens, Ore. Buyer, principally owned by Brian B. Obie, also owns KUGN-AM-FM Eugene, Ore.

■ **WETZ (AM) New Martinsville, W. Va.** (1330 khz, 1 kw-D)—Seeks transfer of control of Magnolia Broadcasting Co. from Harry G. Bright and his mother, Reta (100% before; none after) to Wayne Thomas (none before; 100% after). Consideration: \$205,000 plus lease (\$600 per month) for real estate. Brights have no other broadcast interests. Thomas is general manager (no ownership) of PBM Outdoor Advertising, Vienna, W. Va. Ann. Sept. 21.

Actions

■ **WRAC-AM-FM Williamsport, Pa.** (AM: 1400 khz, 1 kw-D, 250 w-N; FM: 102.7 mhz, 53 kw)—Broadcast Bureau granted assignment of license from Wright Mackey Corp. to Stainless Broadcasting Co. for \$500,000 plus \$100,000 for agreement not to compete. Seller is principally owned by Wright Mackey who is retiring from broadcasting. Buyer is owned by Henry J. Guzewicz (38%), Richard J. Eberle (26%) and 39 others. It also owns WICZ-TV Binghamton, N.Y., and WCDL-AM-FM Carbondale, Pa. Guzewicz and Eberle are principals of broadcast tower manufactory in North Wales, Pa., and leasing companies in Massachusetts and New York. Mr. Guzewicz also has interest in bank in Lansdale, Pa., and Eberle is director of investment fund. Action Sept. 13.

Facilities Changes

Actions

■ **WKEA (AM) Scotsboro, Ala.**—Granted CP to increase power to 5 kw and install new trans. (BP781109AE). Action Sept. 13.

■ **WTLS (AM) Tallahassee, Ala.**—Granted CP to make changes in ant. sys.; change TL to Alabama Highway 14, Tallahassee and change type of trans. (BP790511AE). Action Sept. 20.

■ **KJEM (AM) Bentonville, Ark.**—Granted mod. of CP increasing power to 500 w; install new trans. (BMP781226AG). Action Sept. 12.

■ **KTVW-TV Phoenix**—Granted mod. of CP to change ERP: 676 kw; ant. height: 1710 ft.; change type trans. and ant. (BMPCT790305LF). Action Aug. 29.

■ **KIRV (AM) Fresno, Calif.**—Granted CP increasing power to 10 kw; install new trans.; make changes in ant. sys.; change from DA to DA daytime; conditions (BP790124AF). Action Sept. 12.

■ **KFSN-TV Fresno, Calif.**—Granted CP to change ERP: 316 kw; max. ERP: 3720 kw (BPCT780418KF). Action Aug. 29.

■ **KGMS (AM) Sacramento, Calif.**—Granted CP to increase night and day power to 5 kw; make changes in DA-2 system; change TL; conditions (BP-21,203). Action Sept. 14.

■ ***KBDG (FM) Turlock, Calif.**—Granted CP making changes in ant. sys.; ERP: 0.135 kw (H); ant. height:

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76 ft. (H); conditions (BPEID-790126AE). Action Sept. 12.

■ KAIDE(AM) Boulder, Colo.—Granted CP to increase power to 5 kw; change SL and remote control to 4840 River Bend Rd., Boulder, Co.; install new trans. and make changes in ant. sys. (BP-790123AF). Action Sept. 14.

■ KJCT(TV) Grand Junction, Colo.—Granted mod. of CP to change ERP: 100 kw; max. ERP: 120 kw; ant. height: 2720 ft. (BMPCT-790424KF). Action Aug. 29.

■ WLQY(FM) Fort Pierce, Fla.—Granted CP to change ant. height: 1390 ft. (H&V); change TL: 7.3 miles SW of Palm City, Fla.; install new type trans. and ant.; make changes in ant. sys. (BPII-781107AI). Action Aug. 30.

■ WKGC-FM Panama City, Fla.—Granted CP changing TL to highway 98, 1 mile W of Thomas Ave., Panama City; install new ant.; make changes in ant. sys.; ERP: 28.5 kw (H&V); ant. height: 380 ft. (H&V) (BPEID-790212AI). Action Sept. 14.

■ WIDYX(AM) Buford, Ga.—Granted CP changing TL to 2.9 mi. from Buford R.R. station-Radio Park Rd., Buford; make changes in ant. sys.; conditions (BP780809AJ). Action Sept. 19.

■ KISU(AM) Pocatello, Idaho—Granted CP increasing ant. height (BP790419AE). Action Sept. 19.

■ KSNN(FM) Pocatello, Idaho—Granted CP to make changes in ant. sys.; ERP: 38 kw (H&V); ant. height: 105 ft. (H&V); (BPII790419AF). Action Sept. 19.

■ *KINF(FM) Dodge City, Kan.—Granted CP installing new trans.; ERP: 2.60 kw (H); ant. height: 125 ft. (H); conditions (BPEID-790118AG). Action Sept. 12.

■ KMRC(AM) Morgan City, La.—Granted CP to make changes in ant. sys. and change SL and remote control to 409 Duke Street, Morgan City (BP790604AT). Action Sept. 19.

■ KFXF(FM) Morgan City, La.—Granted CP to make changes in ant. sys.; change type of ant.; change SL to 409 Duke St., Morgan City, La.; ERP: 1.65 kw (H&V); ant. height: 390 ft. (H&V) (BPII790604AN). Action Sept. 19.

■ KQWB(AM) West Fargo, N.D.—Granted CP increasing daytime power to 10 kw; changing TL to T140 North R47 West, Clay county, N of Glyndnn, N.D.; and change ant. sys.; conditions (BP-21, 190). Action Sept. 12.

■ WTVH(TV) Syracuse, N.Y.—Granted CP to change type trans. and make changes in ant. sys.; ERP: 83.2 kw; max. ERP: 83.2 kw; ant. height: 950 ft. (BPCT-790322LD). Action Aug. 29.

■ KCLR(FM) Edmond, Okla.—Granted CP to make changes in ant. sys.; change type of trans.; change type of ant. (BPII790801AR). Action Sept. 20.

■ KLTF(FM) Oklahoma City—Granted mod. of license covering change of main studio location to 2814 Quail Plaza Dr., The City of the Village, Okla. (BMLI790823AC). Action Sept. 13.

■ WGBY-FM Tullahoma, Tenn.—Granted CP changing TL to 1.3 mi. NW of Junction of Mountview Rd., near Tullahoma; install new ant.; and make changes in ant. sys.; ERP: 100 kw (H&V); ant. height: 640 ft. (H&V) (BPII790131AB). Action Sept. 12.

■ KCIK(TV) El Paso, Tex.—Granted mod. of CP to change ERP: 214 kw; max. ERP: 402 kw; ant. height: 1980 ft. (BMPCT-790628KE). Action Aug. 29.

■ WITN-TV Washington, D.C.—Granted mod. of CP to change ERP: 288 kw; max. ERP: 316 kw; ant. height: 1950 ft.; change type trans. and ant. (BMPCT-790131LN). Action Aug. 30.

■ WRNR(AM) Martinsburg, W. Va.—Granted CP to increase power to 500 w and make changes in ant. sys.; conditions (BP781212AC). Action Sept. 12.

In Contest

Procedural rulings

■ Fremont, Calif. (Sylvia Ah You and Wade W. Ah You) **Revocation Proceeding:** (RP Docs. 79-240-41)—ALJ Lenore G. Ehrig designated ALJ Joseph Chackin as presiding judge and scheduled prehearing conference and hearing for Nov. 19 at 9:00 A.M. in or near San Francisco. Action Sept. 20.

■ Gaithersburg, Md. (Radio Gaithersburg Inc. et al.)

AM Proceeding: (Docs. 21219, 21224-25)—Chief, Office of Opinions and Review granted motion by Broadcast Bureau and extended through Oct. 22 time for filing replies to applicants for review filed by Montgomery County Radio Inc. and Radio Gaithersburg Inc. Action Sept. 26.

■ Henderson, Nev. (Henderson Radio Inc. et al.) **FM Proceeding:** (BC Docs. 79-123-26)—ALJ Joseph Chackin, by two separate actions, granted motion by SAS Inc. and accepted its amendment; granted motion by Pitman Broadcasting Co. to supplement its enlargement petition; denied motion by Henderson to strike; granted motion by Henderson for acceptance of pleading and accepted its statement concerning comments of Pitman; denied motion by SAS to enlarge issues, and enlarged issues to determine facts and circumstances surrounding failure of Edward Strawther, principal of Henderson, to file federal income tax returns, as required by Internal Revenue Code, and to determine, in light of evidence adduced from above, its effect on basic and/or comparative qualifications of Henderson to be broadcast licensee; and ordered that burden of proceeding with introduction of evidence

and burden of proof is placed upon Henderson. Action Sept. 21.

■ Portland and Beaverton, Ore. (Portland Communications Corp. et al.) **FM Proceeding:** (BC Docs. 79-200-03)—ALJ Edward Lutton granted petition by Gaviota Wireless Communications Co. and amended its application to reflect fact that Federal Aviation Administration has approved proposed construction of new Gaviota tower and ant. Action Sept. 21.

■ KHYM(AM) Gilmer, Tex. (KHYM Broadcasting Co. and Daniels Broadcasting Inc.) **FM Proceeding:** (Docs. 21281-82)—Office of Opinions and Review dismissed appeal by Broadcast Bureau of order by ALJ James K. Cullen, Jr., released Nov. 7, 1978, granting motion by KHYM to dismiss its application, and dismissed opposition by KHYM to Bureau's appeal. Action Sept. 18.

■ St. Paul, Va. and Blountville, Tenn. (Yeary Broadcasting Inc. and Morgan Broadcasting Co.) **AM Proceeding:** (BC Docs. 79-118-19)—ALJ Joseph Chackin granted motion by Morgan and cancelled procedural dates including hearing scheduled for Oct.

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and set new procedural schedule including hearing for Nov. 5 at 10:00 A.M. in Washington, D.C. Action Sept. 26.

FCC decisions

■ WHNT-TV Huntsville, Ala.—FCC has renewed licenses of North Alabama Broadcasters Inc., for WHNT-TV Huntsville, Ala. and Central Alabama Broadcasters Inc., for WSLA-TV Selma, over objections of Food and Beverage Trades Department of AFL-CIO. Union contended that both licensees violated Fairness Doctrine when they refused earlier this year to sell union advertising time for editorials advocating consumer boycott of Winn Dixie Stores Inc. It also alleged that WHNT-TV's principals were in position to exercise some control over WAFF-TV Huntsville, in violation of FCC's duopoly rule. Action Sept. 13.

■ WTTT(AM) Amherst, Mass.—FCC has granted application of Amherst Broadcasting Inc., for renewal of its license for WTTT(AM) Amherst, Mass. It denied objections to renewal by Hampshire County Broadcasting Co., competing applicant with licensee for new FM station at Amherst. Hampshire contended that WTTT's public reference file was incomplete and it failed to provide any ascertainment material in renewal application. Action Sept. 27.

■ Quitman, Miss.—FCC has upheld earlier action by its Review Board in granting application of A.C. Elliott, Jr. for new FM station on 98.3 mhz at Quitman, Miss., after determining that Elliott's efforts in ascertaining community problems complied substantially with FCC's Primer on Ascertainment of Community Problems by Broadcast Applicants. Proceeding originally involved mutually exclusive applications for FM station filed by Elliott and Melvin Pulley, whose application was later dismissed due to Pulley's failure to prosecute. Action Sept. 13.

Designated for hearing

■ Atlantic City, N.J.—Broadcast Bureau designated for hearing in consolidated proceeding mutually exclusive applications of Atlantic City Television Corp. and World's Playground Broadcasting System Inc. for CP for new television station at Atlantic City, N.J., to determine whether tower height and TL proposed by World would constitute hazard to air navigation; which of proposals, on comparative basis, would better serve public interest; and in light of evidence adduced from above, which application should be granted; and ordered that Federal Aviation Administration is made party respondent in respect to issue involving World's tower (BC Docket Nos. 79-242-43). Action Sept. 27.

Fines

■ WQQT(AM) Savannah, Ga.—Notified of apparent liability for forfeiture of \$2,000 for repeated violation of rules by issuing false invoices and affidavits. Action Sept. 4.

■ WXLM-FM Savannah, Ga.—Admonished for unfair business practices and violation of FCC's conflict of interest policies and requested to submit within 30 days of receipt of FCC's letter statement concerning measures it proposes to adopt to prevent future recurrences of similar violations. Action Sept. 4.

■ WXLM-FM Savannah, Ga.—Notified of apparent liability for forfeiture of \$2,000 for repeated violation of rules by issuing false invoices and affidavits. Action Sept. 4.

■ WBTE(AM) Windsor, N.C.—Bertie County Broadcasting Co. notified of apparent liability for forfeiture of \$300 for repeated violation of rules for having an unlicensed operator in charge of transmitting system and for failure to make required equipment performance measurements between Aug. 20, 1976 and July 3, 1978. Action Sept. 4.

■ WSPL(FM) La Crosse, Wis.—Notified of apparent liability for forfeiture of \$500 for repeated violation of rules including failure to calibrate required indicating instruments at remote control point against their corresponding instruments at trans. site at least once each week since Oct. 1, 1978. Action Sept. 4.

Allocations

Petitions

■ Riverside, Calif.—Greater Riverside Chambers of

Commerce requests amendment TV Table of Assignments to assign UHF ch. 62 to Riverside. (RM3493). Ann. Sept. 27.

■ Santa Ana, Calif.—Trinity Broadcasting Network Inc., requests amendment TV Table of Assignments to reassign UHF ch. 40 from Santa Ana, to Riverside, Calif. to assign UHF ch. 62 to Santa Ana. (RM3494). Ann. Sept. 27.

Actions

■ Morrilton, Ark.—Broadcast Bureau granted joint request for approval of settlement agreement filed by Morrilton Broadcasting Co. and Security Communications Corp., granted application of Morrilton Broadcasting Company for new FM station on 101.7 mhz at Morrilton, and dismissed mutually exclusive application of Security for same facilities (File Nos. BPH-10760 and 11007). Action Sept. 14.

■ Bonita Springs, Goulds and Homestead, Fla.—Broadcast Bureau in response to petition by Radio South Dade, Inc. to assign 95.7 mhz to Homestead, proposed assigning 98.3 mhz to Goulds, or, alternatively, substituting 95.7 mhz for 98.3 mhz at Homestead; comments due Nov. 20, replies Dec. 10 (Docket 21239, RM-2803, RM-2927). Action Sept. 21.

■ Elk City, Okla. and Childress, Tex.—Broadcast Bureau, in response to petition by Beckham Broadcasting Co. licensee of full-time KADS(AM) Elk City, substituted 96.5 mhz for 94.3 mhz at Elk City, and substituted 95.9 mhz for 96.7 mhz at Childress, effective Nov. 5 (BC Docket No. 78-225, RM-3077). Action Sept. 21.

■ FCC has assigned UHF-TV ch. *56 to Fairfax, Va. and retained ch. 14 in Washington, D.C. Action was result of rulemaking in which FCC proposed three alternative channel assignment plans designed to improve coverage of noncommercial educational television station WNVTV(Goldvein, Va., in northern Virginia. Action Sept. 27.

Translators

Applications

■ Bird Point, interfacing with Girdwood, Alaska—Northern Television Inc. seeks CP for new UHF translator on ch. 57 (TPO: 10w, HAAT: 28.5 ft.) to rebroadcast directly KTVA(TV) Anchorage. Ann. Sept. 25.

■ Greer, Ariz.—Greer Community TV Association seeks CP for new VHF translator on ch. 11 (TPO: 1w, HAAT: 15 ft.) to rebroadcast directly KOLD-TV Tucson, Ariz. Ann. Sept. 25.

■ Hartwell and Royston, Ga.—State Board of Ed. of State of Georgia seeks CP for new UHF translator on ch. 22 (TPO: 1000 w, HAAT: 400 ft.) to rebroadcast directly WCES-TV Wrens, Ga. Ann. Sept. 14.

■ Atwood, Kan.—City of Atwood seeks CP for new VHF translator on ch. 13 (TPO: 1 w, HAAT: 220 ft.) to rebroadcast directly KLNE-TV Lexington, Neb. Ann. Sept. 14.

■ Big Fork, Marcell and rural areas, Minn.—EZ-TV Inc. seeks CP for new UHF translator on ch. 67 (TPO: 100w, HAAT: 415 ft.) to rebroadcast directly KDLH-TV Duluth, Minn. Ann. Sept. 14.

■ Big Fork, Marcell and rural areas Minn.—EZ-TV Inc. seeks CP for new UHF translator on ch. 69 (TPO: 100 w, HAAT: 415 ft.) to rebroadcast directly KBJR-TV Duluth, Minn. Ann. Sept. 14.

■ Max and surrounding rural areas, Minn.—EZ-TV Inc. seeks CP for new UHF translator on ch. 60 (TPO: 100w, HAAT: 362 ft.) to rebroadcast directly WIRT(TV) Hibbing, Minn. Ann. Sept. 14.

■ Max and surrounding rural areas, Minn.—EZ-TV Inc. seeks CP for new UHF translator on ch. 62 (TPO: 100w, HAAT: 415 ft.) to rebroadcast indirectly KDLH-TV Duluth, Minn. Ann. Sept. 14.

■ Fish Lake Valley, Nev.—Fish Lake Valley Television District seeks CP for new UHF translator on ch. 55 (TPO: 20w, HAAT: 20 ft.) to rebroadcast indirectly KCRL-TV Reno, Nev. Ann. Sept. 25.

■ Iron County, Utah—Iron County seeks CP for new UHF translator on ch. 61 (TPO: 100 w, HAAT: 20 ft.) to rebroadcast indirectly KBYU-TV Provo, Utah. Ann. Sept. 25.

■ Rural Summit County, Utah—Summit County seeks CP for new UHF translator on ch. 43 (TPO: 100w, HAAT: 60 ft.) to rebroadcast directly KSTU(TV) Salt Lake City. Ann. Sept. 25.

■ Grays River and Lebam, Wash.—Tacoma School District No. 10 seeks CP for new UHF translator on ch. 65 (TPO: 100w, HAAT: 30 ft.) to rebroadcast directly KTPS-TV Tacoma, Wash. Ann. Sept. 14.

Cable

■ Teleprompter Southeast Inc. for Largo, Fla. (FL0047) and signal.

■ Com-Tel Inc. for Menomonie, Wis. (WI0197) new system.

■ North Star Communications Co. for Nome, Wrangell, Valdez, Kotzebue, Cordova, Petersburg, all Alaska (AK0015, 04, 6, 20, 07, 05) add signals.

■ Falcon Communications Inc. for Lower Hastings Ranch, Calif. (CA0796) new system.

■ Community Antenna Co. for Batesville, Independence, both Arkansas (AR0006, 101) add signal.

■ Citizen Cable of Allen County Inc. for Fort Wayne, New Haven, St. Joseph, and Adams, all Indiana (IN0203, 128, 14, 26) add signal.

■ Southside Cable TV for Independence, Ark. (AR012) add signal.

■ Tele-Media Company of Key West for Key West and Monroe, both Florida (FL0022, 36) add signal.

■ Total Television Inc. for Sedalia, and Pettis, both Missouri (MO0014, 147) add signal.

■ Community Communications Corp for Monticello, and Drew, both Arkansas (AR0081, 6). Add signal.

■ Pawhuska Cable TV Services Inc. for Pawhuska, Okla. (OK0093) add signal.

■ Brockway Television Inc. for Brockway, and Snyder, both Pennsylvania (PA0087, 88) add signal.

■ Tele-Media Co. of Adill for Irondale, and Hammondsville, both Ohio (OH0402, 04) add signal.

■ Salina Cable TV System Inc. for Salina, Kan. (KS0052) add signal.

■ Cable Haven TV Inc. for Stafford, Eagleswood, Tuckerton, Little Egg Harbor, Barnegat, Ocean, Lacey, all New Jersey. (NJ0008, 117, 8, 9, 90, 216, 153) add signal.

■ Cable Service Inc. for Blue Springs, and Wymore, both Nebraska (NE0046, 45) add signal.

■ Harbor Videocable for Leavenworth Wash. (WA0298, 99) new system.

■ Cable TV of Paola Inc. for Louiseburg, Kan. (KS0195) add signal.

■ Suburban Cablevision Inc. for Winfield, and Cranford, both New Jersey (NJ0360, 1) new system.

■ Columbia Cablevision for Passaic, NJ (NJ0359) new system.

■ Cable Associates Inc. for Strashburg, PA. (PA1802) new system.

■ Northwest Translator TV Inc. for Freedom, Okla. (OK0178) and Kiowa, Kan. (KS0196) new system.

Other

■ FCC has denied Bettervision systems Inc. waiver of signal carriage rules to carry the signal of WTBS(TV) Atlanta, Ga., on its cable television system serving Shinnston and specified portions of Harrison County, W. Va., located in Clarksburg-Weston, W. Va., television market. Under FCC signal carriage rules, Bettervision may carry only one independent signal. It presently carries WPGH(TV) Pittsburgh, Pa. FCC said that Bettervision has not made prima facie showing that carriage of additional television signal would not unduly harm either WDTV(TV) Weston or WBOY-TV Clarksburg. Action Sept. 18.

■ FCC by Chief of Broadcast Bureau, has granted two applications of KIXV Inc., for new FM broadcast stations in Mountain Pass and Yermo Calif. KIXV Inc., proposes local transmission services for two California communities, but also proposes specialized service designed to be of particular interest to travelers on Interstate Highway 15 which is principal highway between Los Angeles area and Las Vegas. Action Sept. 26.

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RADIO

HELP WANTED MANAGEMENT

General Manager with strong sales background wanted by progressive, expanding group broadcaster. Send resume with salary requirements to: Entercom, One Bala Cynwyd Plaza, Suite 225, Bala-Cynwyd, PA 19004.

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.

Midwest Radio Company, Fargo, N. Dak. has an opportunity for a quality person as Sales Manager of KQWB AM (rated No. 1 - Adults 18-49). Former Sales Manager has purchased a station in another market! Compensation includes: percentage of sales, bonus plan, car, family insurance plan, expense account, and car expense allowance. A 5 person sales staff, Sales Secretary, and Co-op Coordinator are hired, trained, and ready to cook. All we need is a turned on, motivated leader with experience on the streets, and knowledge of handling people. Fargo is a 7 station market, billing over 4 million! Write Jim Lakoduk, Box 2893, Fargo, ND 58108 or phone 218-236-7900.

General Manager—\$30,000, plus over-ride, plus stock interest in this station as well as any other stations purchased in the future. The individual we are looking for must have impeccable references and be currently employed as a General Manager in Country formatted station in top 100 markets. This is a 20 yr. old financially sound company. Do not answer this ad unless you meet above requirements. Box J-8

Looking for your first management slot? We need a Sales Manager for our full time AM Contemporary format station in Montgomery, Alabama. You should have a good track record in radio sales, and a big desire to win. Salary, Commission override and Annual Bonus. Potential first year earning \$19,200 to \$20,000 or greater. Call Gene Moorhead: 205-832-4295.

South Florida fast growing medium market station seeks sales manager who is a street fighter. Broadcast sales experience required. An Equal Opportunity Employer. Send resume and monthly billing record last two years to Box J-39.

Wanted Station/Sales Manager for WMBH, Joplin. Pat Demaree 417-623-1450. EOE.

Medium to small market sales manager... Here's your chance to move up if you have a good management track record. We would like you to come to the sixth largest growing city in the United States—Sun City, El Paso, Texas, and help us grow profitably. Salary and over-ride, first year potential \$25,000 to \$40,000 to right person. Contact Garrett Haston, General Manager, KPAS, Area Code 915-533-8211.

Sales Manager with successful track record, for top rated radio station in large Florida market. \$30,000 plus opportunity to grow. Box J-84.

General manager with successful sales track record in a competitive metropolitan market needed for a central East Coast AM station. Must show strong leadership, mature judgment and overall management experience. (Our employees are familiar with this ad.) An equal opportunity employer. Send resume and salary requirement to Box J-52.

Radio Station Manager with strong sales experience for quality AM facility in small Midwest market. MOR, network, news and sports. Quality facilities with aggressive ownership. First and leading station in area. Self-starter with good track record required. An unusual and outstanding opportunity. Send resume with full info and references to Box J-59.

West! Beautiful medium growth market with fine climate. Adult MOR with excellent profile and ratings. Must be a total local sales pro who loves to hustle! \$18,000 per year plus bonus incentives. Potential first year \$25,000... second year \$35,000. Company car provided. Prefer applicants from Western states only. EOE/MF. Please reply to Box J-56.

Sales Manager for radio station in one of America's loveliest areas, Napa Valley, California, just 45 miles from San Francisco, a market of 150,000. Perfect climate and a successful radio operation. Contact Thomas Young, PO Box 2250, Napa, CA 94558.

General/Sales Manager—Missouri resort area, AM-FM. Good year-round economy and growth. Successful applicant must be sales oriented and able to manage. Advancement possibilities with group broadcaster. Send resume to PO Box 1101, S.S.S., Springfield, MO 65805. EEO.

HELP WANTED SALES

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.

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-25.

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 VP & Sales Mgr. Paul Hamel at 617-548-3102. E.O.E.

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.

Salespeople Wanted. Move up to a larger market—bigger income—with advancement opportunities in major Radio chain. If you can sell Black Format Radio, we have the opportunity for you. Send resume to: Bernard Walker, President & General Manager, KYOK-AM, 3001 La Branch, Houston, TX 77004. EOE/M-F

South Florida stations seek salesperson with minimum of two years radio sales experience. Send resume with monthly billing record and minimum income required to Bill Brown, WIRA/WOVV, Box 3032, Fort Pierce, FL 33450, An Equal Opportunity Employer.

100,000 people, one station, looking for salespeople to turn into sales managers. Education and experience both count. WMMW, Meriden, CT 06450.

Salespeople needed: For Jacksonville Florida's Number One AM-FM Beautiful Music Radio Station. Excellent salary, commission and fringe benefits. Call Bill Powley, WKTZ-904-743-2400.

Sales Manager, Top rated AM-FM station, Southern Rocky Mountain location, 2 years previous experience, send resume and salary history to Box 80693, Lincoln, NE 68501.

118,000 watt FM in Cleveland/Akron Market needs an experienced A.E. with Agency and Retail experience. Excellent list, good growth potential. Management opportunities for the right person. Send resume to: WDBN-FM, 4986 Gateway Drive, Medina, OH 44256 E.O.O.

Creative Sales Manager for No. 1 rated AM (C&W) on North Coast of California. Must be interested in advancement and future ownership. Call James Hoff 707-443-1621.

Need sales people for Central Texas automated AM, MOR station. Good salary plus fringes. Prefer experience but will train right person. Reply in confidence to Box J-70.

Sea, Sun, Sales Manager. LA area station needs energetic sales manager. Live and work in prime area. EOE. Resume to Box J-63

Money... money... money, an aggressive account executive needed immediately. Opportunity to advance within chain. In Racine/Kenosha market, second largest in Wisconsin, only country station between Milwaukee and Chicago. Excellent opportunity for the right sales pro! Contact Dennis Plinska or Andrew Ashwood, Broadcast Management of Wisconn., WWEG-AM, 2200 N. Greenbay Road, Racine, WI 53405. 414-552-7359.

Florida Gold Coast. Unique AM in Palm Beach County has immediate opening for experienced, energetic, aggressive salesperson. Contact Jack Byram, WBSR, 10250 Bergen Ct., Boca Raton, FL 33433. EOE.

Salespeople and manager needed. Over 21 thousand salary plus extra benefits. Constructing new facilities. Southern resort. 803-496-5352. Wayne Koons.

Experienced Salesperson needed to handle established accounts for No. 1 station in New York's Hudson Valley. Annual comp \$16K to \$18K first year. Expense allowance. Liberal commission plan or billing. Write Walter C. Maxwell, WGHQ, CPO 1880, Kingston, NY 12401. E.O.E.

HELP WANTED ANNOUNCERS

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.

Announcers Wanted... Lost 'em to bigger markets, need good personality voices, long established dominant station, adult contemporary. Call or send resume to Red Davis, KOLT, Box 660, Scottsbluff, NE 69361.

WBBO AM/FM, Augusta, Georgia, has opening for strong personality announcer for contemporary format night show. Must have experience and good ratings record as well as production ability. Excellent working conditions including profit sharing. Send non-returnable tape and resume to Harley Drew, Box 2066, 30903. EOE/MF.

Wisconsin AM/FM seeking experienced announcer, willing to learn engineering under capable training. No floaters. Excellent opportunity for conscientious person. Salary commensurate with experience. Complete resume to Box J-13.

WSTU, Stuart, Florida, is seeking an experienced announcer well versed in air work, news and production. We are a successful adult contemporary operation located north of West Palm Beach on the Gold Coast. Send air check and resume to Hamp Elliott, Operations Manager, WSTU, Stuart, FL 33494. Equal Opportunity Employer.

KLMS is looking for a mature communicator to join our morning team. Experience in talk and interviews helpful. Good Salary & Benefits. E.O.E. Call Gary Claus 402-489-3855.

Morning Drive. Seeking experienced, enthusiastic talent. Listener awareness, and program execution vital. Modern country, medium market. Send tape and resume to Dave Maurer, PO Box 1250, Bay City, MI 48707.

Eastern North Carolina 100KW Beautiful Music FM and 10KW Beautiful Music and Information AM seeks reliable person to fill evening shift, 7pm to 1 am, with one weekend shift. First Class Radio Telephone Operators License is mandatory. Call Reeves A. Fowler, G.M. for appointment or send tape and resume to WNCT Radio, PO Box 7167, Greenville, NC 27834. WNCT is an Equal Opportunity Employer.

Drive Time Personalities—Competitive Market Modern Country outlet with new facilities in southeast seeking an experienced drive communicator. Send resume to Box J-38.

Top 5 Market AM Station actively seeking newsman or newswoman to co-anchor morning drive information format. Equal Opportunity Employer. Resume to Box J-22.

HELP WANTED ANNOUNCERS CONTINUED

50,000 watt FM, Ocean City, Md. seeks experienced announcer with strong promotion and production ability. Number one in market. Tape and resume to: PO Box 758, Ocean City, MD 21842. E.O.E.

Rock Springs, WY needs a morning communicator. Very contemporary P/A formatted KRKK needs someone with minimum 2 years experience. Tapes and resume to Rod Tucker, KRKK, Box 2128, Zip 82901. EOE M/F

Experienced Air Personality with strong production needed immediately for afternoon drive. Must know country music and want to be a part of a winning team. Tape, resume and salary requirements to Ken Martin, WCOS-FM, Box 748, Columbia, SC 29205. EOE.

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.

Announcer-Salesperson. Easy listening FM. Half: air hours. Half: sales/service calls. Sales training provided. Salary plus commissions. WLRB, Box 379, Rehoboth Beach, DE 19971.

Immediate Openings for several announcers to direct shows, do production, etc. \$4 hour start. New York studios 212-279-2360. Philadelphia studios 215-665-8744.

Small market adult contemporary AM needs morning drive announcer to jock and anchor news block. Call 302-422-7575. EOE.

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.

Combo PD Morning Personality: immediate opening for take charge quickwitted production pro. Close family atmosphere. Mod Country format, and money is very green. Rush tape-resume to Rich Petersen, WLKK, 3204 State Street, Erie, PA 16508. EOE.

Expanding staff. Announcer with good delivery and production ability. Send resume and tape to KWEL Radio, 410 W. Missouri, Midland, TX 79701. EOE.

Highly rated small market FM near shore seeks country music jock. Call 302-422-7575. EOE.

Production Person for 50kw Small Market FM. Work with students and professionals. Manager, WVUB, Vincennes, IN 47591 EOE.

Western Pa. station now looking for mature one on one type Modern Country DJ. Must be good at production and creative programming. Morning and midday personalities interested, send resume to Don Evans, program director, WJAC Radio, Hickory Lane, Johnstown, PA 15907. Station offers excellent pay, great facilities, fringe benefits and pension. We are an E.O.E. employer.

WRBR number one FM station. Contemp format. South Bend Indiana. Needs air person—now. One year experience. No calls, tapes only. R.C. Rogers, Program Director, WRBR Radio, 100 Center, Mishawaka, IN 46544. E.O.E.

Mid-Day air personality for adult Top-10 central Pennsylvania. Minimum three years experience. Good production voice desired. Send air check to WMRF, 5 West Market Street, Lewistown, PA 17044 c/o Frank Troiani. WMRF is E.O.E.

Midwest station needs announcer from 6-10 PM. Must have experience, be neat and willing to live in pleasant community of 23,000. Send resume to WTTT, PO Box 338, Tiffin, OH 44883.

Station director for automated station. Announcer with production ability. Located in an exciting Texas city. EOE Send resume to Box J-87.

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 (Ft. 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.

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, WDFW Radio, Box 524, Marion, OH 43302 E.O.E.

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 for leading facilities in beautiful medium market. Immediate start. 5kw directional AM and class A FM. Must be thoroughly experienced in DAs, FM, audio, automation, remote control, maintenance, design, construction, proofs, and FCC rules and regulations. Work under way on new studio and office complex. Aggressive, young ownership committed to quality engineering in expanding station group. Rubber band, bailing wire, and alligator clip specialists need not apply. Excellent compensation/benefit package. EOE. Rush resume with references and letter of application with salary requirements to: Steve Moravec, President, Radio Station KWEB and KRCH(FM) Rochester, MN 55901. No phone calls, please.

Chief Engineer for new FM station in New Orleans. Management experience desirable. Send resume to Dr. McLean, PO Box 4409, New Orleans, LA 70118.

Our good Chief Engineer is leaving for a larger market and we need another. Is that you? Must be experienced in everything involving our 5kw AM, 100kw FM, DA, STL, Automation, installation of already-purchased Control and Production Room new equipment, and all professional engineering responsibilities at a solid operation. We are part of a group so we offer a future to the right CE. EOE. Call or write GM, KLMR, Lamar, CO 81052, 303-336-2206.

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.

Engineer/Announcer for top FM in fast growing beautiful Colorado City. Must have 1st, hands on experience. KPLV 303-564-5450.

Kentucky—unique multi-station engineering situation. 3 stations, one market. Pay equal to effort. Call Jim Ballard 606-248-5842.

Chief needed for 5kw AM directional, 100,000 watt FM audio transmitter and antenna maintenance a necessity. Automation experience desirable. Resume and salary requirements to Bob Bell or John Galanses, WRBD-WCKO, 4431 Rock Island Rd, Fort Lauderdale, FL 33319.

West Coast ... Assistant Chief for AM-FM combo in the Seattle/Tacoma area. Should be experienced in directional, remote control and audio processing. E.O.E. Send resume, with salary requirements to: KTAC, PO Box 11335, Tacoma, WA 98411.

Chief Engineer for AM 5 KW directional suburban station good salary and benefits reply Box J-60.

Engineer/Production Palm Springs 1000 Watt MOR station needs talented first with good preventive maintenance program. Would double as head of production. Good voice and production talent desired, maintenance talent required. Equipment in good condition and would like to keep it that way. Send resume and voice tape to Personnel, KPSI Radio, 174 North Palm Canyon Drive, Suite 145, Palm Springs, CA 92262.

HELP WANTED NEWS

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.

Professional broadcast journalist for reporter/editor/newscaster position at WJR, Detroit. Must have college degree, 3-5 years experience in broadcast news and demonstrable excellence as a field reporter, writer and broadcaster. Please send letter, resume, writing samples and tape to: Dave White, News Director, WJR, Fisher Building, Detroit, MI 48202. No telephone calls please.

News Director/Announcer. Local news reporting experience essential. Good starting salary and fringes. Tape and resume to: Station Manager, WCVA, Box 672, Culpeper, VA 22701. EOE.

News—Modern Country outlet with news emphasis is looking for an experienced leader. Brand new—best facilities. Send tape & resume to Bill Murray, WBHP, PO Box 547, Huntsville, AL 35804.

Newsperson wanted ... Long established dominant station looking for a top rate news director to continue our leadership. Contact Red Davis, KOLT, Box 660, Scottsbluff, NE 69361.

AM/FM separate stations in southern small market needs experienced news go getter for expanding staff and area. Call 304-235-3600. EEO.

Just minutes from New York City ... and looking for one of America's top radio journalists. Send tape and resume to: Robert Louis, Operations Manager, WBIO, PO Box 1310, Parsippany, NJ 07054.

If you're a self-starter who would like to work a small market news beat that has produced over 200 by-lined stories on the KY AP broadcast wire this year, send tape and resume to John Berkeley, Box 818, Harlan KY 40831, or phone 606-573-1470.

News & public affairs producer (WMUB) Responsible for production and delivery of news and public affairs programming. Train and supervise large student news staff. Must have experience in public or commercial broadcast journalism. BA required; MA desired. MA will hold rank of instructor in department of communication and theatre teaching broadcast journalism. Priority will be given to employment of a competent broadcast journalist. Position is open; consideration of applications start Nov. 16, 1979, and continue until position filled. Applications, resumes, audition tape and three confidential references to be sent to Jimmie D. Trent, Telecommunications Center, Miami University, Oxford, OH 45056.

Sports Reporter—Must have minimum 3 years Major Market broadcast experience. Strong reportorial skills required. College degree preferred. Apply by mail only to: Frank Beckmann, WJR Radio, 2100 Fisher Bldg., Detroit, MI 48202.

Texas station needs News Director—Announcer. Journalism training required. Advancement opportunity with growing organization. Galen Gilbert, 12118 Landlock, Dallas, TX 75218. EOE/M/F

Upstate New York, Binghamton market. News reporter, announcer for fast-growing AM & FM. Minimum two years college or training school. Will consider recent grad. Salary negotiable. Send tape and resume to Jay Purdy, WEBO-3WT, Box 399, Owego, NY 13827. 607-687-0371.

Experienced Anchor/Reporter—anchor shift, general assignment street work. Send tape, resume, salary needs to John Strickling, News Director, WAPI Radio, PO Box 10502, Birmingham, AL 35202.

HELP WANTED NEWS CONTINUED

Producer/Host, Telephone Programing for WHA Radio. Primary duty will be producing and hosting a statewide telephone forum program and related features for magazine program. Bachelor's degree and one year's experience in broadcast journalism; or some college and three years' experience in broadcast journalism. Candidates with at least one year full-time experience at a CPB Qualified public radio station, preferred. Experience in State of Wisconsin preferred. Salary based on a minimum annual rate of \$14,000. Application deadline November 2, 1979. Write for application and details to: Jack Mitchell, Station Manager WHA Radio, 821 University Avenue, Madison, WI 53706. An equal opportunity employer.

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

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Experienced Commercial Copywriter for top MOR station. Send letter and resume to Art Martin, PO Box 518, Marion, OH 43302. An Equal opportunity employer; female applicants encouraged.

Program Director for Contemporary Top-40 station in key North Carolina market. Need someone who has excellent qualities for this type format, to also be the D.J. on the 3-7 PM slot. Need someone with first phone ticket. Person hired must have management qualities and promotion ideas, plus a knowledge of music for contemporary format. Good salary. If interested call James Poston at 919-299-0346.

5000 Watt AM in medium sized Southern market seeks experienced program director. Contemporary format. Excellent opportunity. EOE. Send resume to Box J-26.

NYC radio production company needs to fill creative position. Must have writing and radio production/programming background, with the ability to sell your ideas to others. Box J-29.

Copy Writer/Traffic, Palm Springs, MOR station needs talented copywriter with ability to handle traffic. Resume and writing example to Personnel, KPSI Radio, 174 North Palm Canyon Drive, Suite 145, Palm Springs, CA 92262.

KBOX, Dallas needs experienced, strong production person with on-air capabilities, as well as continuity ability. No calls. Send tapes & resumes to Jack Weston, KBOX Radio, Dallas, TX 75238. EOE.

Programmer-Announcer. Easy Listening Stereo FM new in Altoona market. Creative production. Good organizer. Immediate. Apply: Dave Bithel, WHPA, PO Box 464, Hollidaysburg, PA 16648. Phone 814-696-1000.

Wanted: not just anyone. Top-notch west central Indiana AM/FM needs good production person with patience and perseverance. Late night shift. Experience in automation definite help. Resume, tape. WCVL, Box 603, Crawfordsville, IN 47933 or call 317-362-8200. EOE.

Unique broadcasting company has several part time, full time, evening, weekend shift openings to direct radio shows, do production, etc. Board experience required. \$4, hour start. New York studios 212-279-2360. Philadelphia studios 215-665-8744.

SITUATIONS WANTED MANAGEMENT

General Manager who excels in programming as well as sales available for permanent move! Outstanding qualifications! In no hurry, will wait for right opportunity! Box J-15.

Country Operations Professional! Extensive programming, promotions and sales experience. Copy, production and air work. Seeking small or medium market to settle down. Top references. Box J-78.

38 year old General Manager with 20 plus experience in all facets of broadcasting seeking stable organization to grow with. Strong on local sales, programming and community involvement. Box J-71.

Experienced radio man seeks managerial position Florida, California. Thirty years exp. as radio personality, programming, sales, traffic. Good knowledge of FCC regulations. Louis. Box 345, Addison, IL 60101.

Assistant GM, experienced in Detroit/surrounding area. Radio/TV, FCC 1st, BS Accounting, please write Box I-166.

Attention: first rate, stable operations. Pro in sales and management wants same position in southeast. 20 plus. 703-466-4130.

Workaholic, religious station general manager to be available soon. 28 year vet., sales, programming, renewals, excellent track record. Motivator and self starter, will re-locate. Present employers know of this ad. Box J-83.

SITUATIONS WANTED SALES

Dynamic woman, ten years radio experience, five years NYC, seeks sales position metro NY area. Box J-69.

SITUATIONS WANTED ANNOUNCERS

Looking for PBP-Sports Director-air shift. 4 years experience. Call Mark (406-727-2455) or (406-453-0336). Professional PBP experience.

D.J./Newscaster available who will give you more than just an other "air talent" is available immediately and will relocate. Matthew Mangas 215-922-2530.

Experienced, sharp, PBP man, hustlin sports director, cheerful announcer, creative copywriter willing to put in lots of legwork to put ... or keep you on top. Looking for medium market or better. Pref. east coast. Call Walt Fowler: 516-889-5317.

Solve your energy problems with this motivated, responsible announcer. Experienced in many formats plus news and production. Will relocate anywhere. You're the boss. Box J-45.

Former Big Band Leader, huge Big Band record library. 20 years DJ, News anchor. Ideal for Big Band or Bonneville that needs added dimension. Florida preferred. Box J-55.

Beautiful Music/Pop Adult, 7 year pro. currently number one station/top 20. Want operations manager/announcer position. Box J-51.

Looking for MOR personality position in medium or secondary market. Extensive oldie research and artist interviews. Will relocate. Experienced. Box J-64.

Commercial Experience: D J prefers New England area station. Available immediately. Keith, 414-769-6966.

This is not a "lure Ad" minority broadcaster, fine tuned performer. Have tape that sells with professionalism. If you don't agree I'll (ugh) go into the Post Office for life. Phone mornings Jheri Young 212-798-1930.

First Phone, looking for first radio job, prefer talk or country format, will relocate anywhere call Stan, 907-243-2220 (early).

5 yrs. experience, last 4 years Medium Market, Major Market Suburban personality. Employed, married, looking for stability. Call Carl 518-477-8169 after 6 p.m.

DJ, experienced, good board work, news and commercials, can follow directions any format. Box J-61.

SITUATIONS WANTED TECHNICAL

28 yrs. chief engr. AM FM DA SMC Automation installations a specialty. Western states only. Box I-185.

SITUATIONS WANTED NEWS

News Director. Strong on-air, experienced. White, male, at No. 1 rated station, San Francisco to Seattle preferred. Aircheck and resume. Box I-223.

Sports Director, all phases radio sports. Knowledgeable—innovative—hard working. 1979 first place sports state award. Exciting pbb, daily sportscasts and talk. Seeking major or major college market. 314-434-0931-Jay.

Be an Innovator! Hire an experienced female sports reporter for your medium or major market staff. 4 year pro. Good talk and PBP. 3rd endorsed. Single. Available now. Box J-12.

Sports Specialist/DJ, presently working, seeks mainly sports position. Journalism graduate—December. Experienced in news, production, etc. 3rd endorsed. Willing to re-locate with salary negotiable. Tim Mote, WLTA-FM, 1459 Peachtree Street, N.E. Atlanta, GA 30357. 404-941-9788.

When are you people going to stop hiring ex jocks to do your sports when they can't say three words without making Noah Webster turn over and hire an informed, competent, polished sportscaster? If your answer is "Now" reply Box J-46.

Newman with 1 1/2 years experience, looking for a reporting position in the Binghamton area but will relocate. Call evenings, weekends 717-828-7187.

Sports Journalist. Thorough knowledge and experience for complete coverage with heavy audio content and solid PBP College grad, well read with exciting delivery and involved approaches seeking sports conscious environment. Bob 516-741-1298.

News Director for station with commitment to news. No offer below Thirty-five thousand dollars considered. Box J-70.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Top 10 Market Announcer, MD, and assistant PD looking to move up to Program Director. All Replies Confidential. Box I-143.

Community involvement spells higher ratings and profits and I am the programmer to make your station the only station your market will ever need. Box J-67.

Dedicated, hard working pro with major market experience seeking programming position. 415-573-8093.

Sharp, Spanish speaking female, 3rd. Have to leave attractive radio career in Puerto Rico for family reasons. Available Florida Oct. 10. Current Musical Director; experience automation, announcing, copywriting, public affairs, traffic. Conchita Martinez 305-444-7592, Box 340831, Coral Gables, FL 33134.

Outstanding AOR/Top Tracks Programmer is looking for a move up ... you get the sound, image, promotion, creativity, motivation, and numbers. I get the challenge. We both get more successful. If I'm what you're looking for, we'll have to start meeting this way: with your response to Box J-65.

General Managers: Exceptional Programmer who can put your station far ahead of the competition in every area of programming. Box J-76.

TELEVISION

HELP WANTED MANAGEMENT

Immediate opening. Local sales manager for KFYYR 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-KFYYR TV, Box 1738, Bismarck ND 58501. 701-223-0900. Equal Opportunity Employer.

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 TECHNICAL

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 TECHNICAL CONTINUED

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 (Lansing/Jackson, Michigan) Must be strong in maintenance. Some management experience helpful. Medium size Michigan station equipped with latest state of the art RCA, Sony, Hitachi and Harris equipment. Good salary and excellent company benefit package. First class FCC License required. Equal Opportunity Employer. Send resume to Personnel, WILX-TV, PO Box 30380, Lansing, MI 48909.

KPBS-TV seeks Chief Engineer. Responsible for technical operations and maintenance of public TV station, ITFS system, closed-circuit TV system, and production facilities. Equivalent of a BS Degree in electrical engineering or physics. Minimum of 6 years TV engineering experience, supervisory or management experience, and 1st phone required. Salary \$29,424 to \$35,556. Secure application from the Employment Division, San Diego State University, San Diego, CA 92182. Position closes October 26. San Diego State is an Equal Opportunity/Affirmative Action/Title IX Employer.

Maintenance Engineer. Southeastern educational station seeks experienced engineer with First Class FCC License. Experience must include two years or more of Electronics Technology at a reputable institution or equivalent Military experience, and at least five years experience in Television Operations and Maintenance. Salary in the \$19,000 range with excellent fringe benefits. EOE. Send resume and salary requirements to Box J-31.

We need a First Class License and person with background in TCR-100 video tape machines, experience with RCA TK45 cameras and maintenance of microprocessor based equipment. EEO employer. Resumes to Box J-6.

EFP Production Technician. Camera and editing experience required. Will be on the road with single EFP Camera. Imagination and Production flair a must. Midwest location. Box J-42.

Maintenance Engineer for VHF television station in Colorado Springs, Colorado. Excellent chance for growth with a strong corporation. Applicants should have experience with VR 1200, AVR 2, ACR-25 and GE PE 350 cameras. Send resume to: Rick Craddock, KKTU (CBS), PO Box 2110, Colorado Springs, CO 80901. E.O.E.

Engineer. EE or ET degree and considerable "hands-on" operating and maintenance experience for new ABC affiliate. Experience in design and construction a plus. Station will reflect the latest state-of-the-art in EDP/ENG/EFP/VTR, and satellite systems. Salary open. AA/EOE. No phone calls, please. Send resume to WMDT(TV), PO Box 321, Salisbury, MD 21801.

Video Engineer required by quality production facility. Experience and client interaction are necessary requirements. Call or write Don Faso, C.E., Video Tape Associates, 1733 Clifton Road, N.E., Atlanta, GA 30329, 404-634-6181.

TV Maintenance Engineer—major west coast independent. 4 years TV maintenance or related experience required. BSEE, TV and digital experience preferred. EOE. Send resumes to Personnel, KTVU Television, 1 Jack London, Sq., Oakland, CA 94607.

Television Maintenance/Remote Engineer: Expanding commercial production company needs a unique person to maintain and operate their Quad and 1" remote production units. Equipment includes RCA TR-600, TKP-45, TH-200, TH-50 and CEI-310. Component-level repair and maintenance abilities with analog and digital systems is a must. Film-style commercial production experience is desirable. Some in-house maintenance as well. Negotiable salary, company-paid insurance program, profit-sharing and Florida living. Call or send resume with salary history to Tony Kennedy, Ted Johnson Productions, 150 Riverside Avenue, Jacksonville, FL 32202. 904-354-7000.

Radio/TV engineer. Help maintain 2 TV studios, remote van, 5 radio studios. First required, University benefits. Chief, WVUT-TV, Vincennes, IN 47591. EOE.

TV Engineer—Wanted two broadcast television engineers for closed circuit government television facility. Must have maintenance as well as operational capabilities to operate and maintain Quads, TV TK-44's, TK-45, TK-76, film chain and general support system equipment. First Class FCC license preferred, with at least five years maintenance experience. Will defer license requirement if more than adequate experience is shown. Hayes International Corporation, Huntsville, Alabama—A Subsidiary of City Investing Company. Please send resume or contact: Geroge R. Frame, PO Box 1568, Huntsville, AL 35807. Telephone 205-859-3105. An Equal Opportunity Employer.

Experienced Maintenance Engineers to work with state of the art equipment at modern production facility. Digital expertise a definite plus. Salary open. Call or write Don Faso, C.E., Video Tape Associates, 1733 Clifton Road, N.E., Atlanta, GA 30329, 404-634-6181.

Television Maintenance Engineer: ABC Network Affiliate needs an Engineer with strong background in all areas of commercial TV Engineering. TCR 100 cartridge tape equipment, ENG experience and First Phone required. Salary commensurate with experience/Excellent Benefits. E.O.E. Contact Lewis Gordon, WTVC, Inc. Chattanooga, TN 615-756-5500.

TV Technicians. UHF Public TV station under construction looking for engineers with first class license. Help to design and install equipment now—act as operating/maintenance engineers after sign-on. Experience required. Salary competitive, good benefits. Send resume and salary history to: Donald L. Balcom, Chief Engineer, WFUM-TV Channel 28, The University of Michigan-Flint, Flint, MI 48503. The University of Michigan-Flint is an Affirmative Action, Equal Opportunity employer.

Broadcast Engineer for public licensees. Requires maintenance abilities and FCC first. Salary \$14,796. Send detailed resume to A. R. Hook, KUID-TV, Radio-TV Center, Moscow, ID 83843. Closing date October 20, 1979. An EO/AA employer and educational institution.

Opportunity for aggressive, "on the move" maintenance/operations engineer in new post production facility in New York City. Must be a "Fixer" with video experience and strong knowledge of computers. Send resume to: Box J-75.

Assistant Radio-TV Engineer. 2nd class license or 2 years experience minimum. To service campus FM radio, modern TV facilities, cable TV, and related A-V functions. Exciting college atmosphere. Send resumes by October 8 to Humanities, Wayne State College, Wayne, NE 68787.

Transmitter Supervisor: Top-20 group owned VHF affiliate in sunbelt seeks engineering supervisor to manage and maintain new transmitter and microwave facilities. First-phone, 3-to-5 years in-depth transmitter maintenance experience and good working knowledge of solid-state electronics required. Experience maintaining Harris VHF transmitters desirable. Excellent compensation/benefits package. Company-owned home in beautiful well-maintained residential community available. If your career goals include increasing responsibilities and have the requisite qualifications, we invite your resume. EOE. Director of Engineer, Box J-89.

Teletronics is Expanding. Maintenance Engineers ... are needed with electronics experience that can adapt readily to the equipment used by a television post production company. Those with backgrounds in closed circuit TV, military radar or communications are likely candidates. Digital knowledge is helpful. Excellent benefits. Send resume to: Maintenance Engineer, Teletronics, 231 East 55th St., NY, NY 10022. An equal opportunity employer M/F.

HELP WANTED NEWS

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.

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.

Sportscaster for Northeast radio and television sports active stations. No beginners. If you can anchor, do features, basketball and football play-by-play, prove it with complete resume and video/audio tapes of all facets in both media. Good opportunity for the mature and talented. An equal opportunity employer. Prior applicants for this position need not reapply. Send all material now to Dean McCarthy, Harrington Righter and Parsons, Inc. 280 Park Avenue, New York, NY 10017.

WJCL-TV has an immediate opening for an experienced on-camera street reporter. All ENG station. Send resume & video tape, apply in person, or call Stan Bowman, ND, 10001 Abercorn St., Savannah, GA 31406. 912-925-0022. EOE. M/F.

Mini-Cam Tape Editor to edit weekly half-hour news documentary. Must have mini-cam news editing experience, background in journalism and TV production, and ability to edit for content. ENG camera experience desirable. Samples of work required. Submit resume and cassette to Wiley Hance, Department B, WNED-TV, 184 Barton Street, Buffalo, NY 14213. An Equal Opportunity Employer.

Major Market TV station seeks an aggressive, experienced individual to take on responsibilities in all areas of station operations. We will pay top dollar for the right person, previous management experience is important but age is not. Equal Opportunity Employer. If you qualify, please send your resume to Box J-23.

Weather Reporter: Knowledgeable and personable weather personalities step forward. Southeast ABC affiliate seeking the right combination. Top 75 E.O.E. Box J-30.

Upper Midwest Top 100 CBS-TV affiliate with strong news commitment requires television news director to assume total responsibility for news operation. Must be experienced in production and administration. Excellent salary and fringe benefits including profit-sharing. An Equal Opportunity Employer. Send resume to Box J-85.

Producer for Northeast NBC affiliate in competitive market. Need producer with strong background in TV news production who is creative and energetic. An Equal Opportunity Employer. Resumes and salary requirements to Box J-54.

News Director for a Sun Belt medium market network affiliate. Must have strong leadership and news judgment capabilities. Send resume, references and financial requirements. An Equal Opportunity Employer. Write Box J-80.

Professional Meteorologist wanted for nightly anchor position in major Midwest market. Must have extensive on-air experience, and be a Certified Meteorologist. Excellent opportunity for right person. An equal opportunity employer. Please reply to Box J-86.

Sports Anchor/Producer/Reporter. Medium market, upper midwest, all ENG. Benefits. Reply to Box J-58.

Sports Announcer wanted for anchor position in large Midwest market. Must have strong track record and ability to produce top-notch on-air material. Excellent benefits and the opportunity to work with Major League teams in all sports. An equal opportunity employer. Please reply to Box J-88.

News Director. Ground floor opportunity to develop aggressive news operation for new ABC affiliate. Heavy experience as a TV news director or assistant is a must. AA/EOE. Salary open. Do not phone. Send resume, and 3/4" videotape, if available, to WMDT(TV), PO Box 321, Salisbury, MD 21801.

We have openings for a Chief Photographer and Reporter/Photographer. Total ENG station with "live" capability in warm Southeast. Group owned. Send resume, tape and salary requirement to: Paul McCaye, WAFF-TV, Box 2116, Huntsville, AL 35804. E.O.E. Minorities encouraged.

HELP WANTED NEWS CONTINUED

ENG photographer—needed immediately. Prior TV news experience required. Tape and resume to Scott Lynch, KDKA-TV, One Gateway Center, Pittsburgh, PA 15222. Equal Opportunity Employer.

South Florida television station is looking for an experienced street reporter for a total ENG station. Also interested in a reporter to do weekend weather and 3 day scientific reporting. Send resume and air check to Bob Howick, Director of News, PO Box 510, Palm Beach, FL 33480. EOE.

South Florida Network Affiliate is looking for experienced and entry level reporters... experienced interviewers and experienced news anchors, for present and future openings. Tapes and resumes to: News Director, Box 3434, Ft. Pierce, FL 33450. No calls, all applicants will be contacted. E.O.E.-M.F. Minorities and veterans encouraged.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

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.

Continuity Director: Need creative take charge person to supervise department. Will also do creative copywriting and production. Experience necessary. Small Market station in the Northern Plains. Salary open. EOE. Write KMOT-TV, Box 1118, Minot, ND 58701.

Producer/Director: Major market Network VHF needs producer/director for daily talk show. Must have at least three years experience. All replies confidential. An equal opportunity employer. Send resume and salary requirements to Box J-18.

Director of Programming: State public television network seeks aggressive, creative individual to develop and administer its program service. Includes recommending long and short range goals, developing budgets, conducting ascertainment, assuring conformity to FCC regulations and overseeing local production. Supervise staff of 29. Successful programming experience necessary. Send resume and salary requirements to A. Fred Frey, executive director, Louisiana Educational Television Authority, 2618 Wooddale Blvd., Baton Rouge, LA 70805. Application deadline: October 15, 1979. LETA is an Equal Opportunity Employer.

Technician. Experienced in studio operations and tape editing. Maintenance helpful, but not mandatory. Midwest location. EOE Box J-43.

Manager of Public Information: Public Television Station. Responsible for all publicity, promotion, advertising and monthly program guide. Qualifications: Good writing skills. Two years experience in television promotion and public relations. Bachelor degree. Application deadline: October 22. Send resume, references and example of writing ability to: Wendell D. Jones, Northeastern Educational Television of Ohio, Inc., 1640 Franklin Avenue, Kent, OH 44240. Equal Opportunity/Affirmative Action Employer.

Studio Supervisor. PTV station southern New Mexico. Requires BA in TV or related, 2 yr. full-time professional TV production experience, ability to train staff, competence in all crew positions, FCC regs. related to TV operations. Preference to persons with teaching experience, TV directing experience, supervisory experience. Supervises studio operations including crew scheduling, lighting, set construction, crew training, etc. and teaches TV prac. course. Letter & resume to Production Manager, KRWG-TV, Box 3-J NMSU, Las Cruces, NM 88003 by Oct. 24. KRWG-TV is EEO/AA employer at N.M.S.U. 9,000-11,000/yr.

Producer/Director: Minimum five years directing experience with heavy emphasis on commercial videotape production, 16mm film, location shooting, remotes. Sample reel must be sent with resume to Tom Scott, WTCN-TV, 441 Boone Avenue N., Minneapolis, MN 55427 612-546-1111. Equal Opportunity Employer.

TV Producer/Director, adjunct instructor university PTV in Southern New Mexico. Duties: Develop, write, research, produce & direct on tape, film or live both in studio & on location. Design proposals, prepare budgets, post production. Teach college level TV production course. Requires relevant bachelor's degree, 3 yr. full-time professional TV production experience, 1 yr. as producer/director. Preference to persons with master's, teaching experience, and/or supervisory experience. Letter & resume to: Production Manager KRWG-TV, Box 3-J NMSU, Las Cruces, NM 88003 by Nov. 15. Salary 10,500-13,500. KRWG-TV is an EEO/AA Employer at N.M.S.U.

Producer/Director. WXXI TV, Rochester, New York, seeks highly motivated individual to work with top notch staff and facilities to create and direct major productions for local and national distribution. Ideal opportunity for imaginative, quality-oriented professional to demonstrate talent and abilities. 2-4 years experience, including 3/4-, 1-, 2-inch tape, live studio and remote productions. Strong directing background and writing skills a must. Send resumes to: WXXI Personnel Dept., PO Box 21, Rochester, NY 14601. EOE.

Creative producer-director needed for PTV station. Experienced in all phases of video and film production. Coordinates elements of production from initial concept to final presentation. ITV/PTV responsibilities. College degree or equivalency. \$14,484/yr base, plus benefits. Send resume to Production Manager, WDCN-TV, Box 120609, Nashville TN 37212 by October 29. Affirmative Action/Equal Opportunity Employer.

Director of Programming, KPTS, Wichita: Responsible for all programming operations to include: selection, acquisition, production, promotion, scheduling, and evaluation; developing sources of program underwriting and contract income; planning, scheduling and supervision of instructional programming for pre-school, K through 12, post-secondary and adult; liaison with all appropriate agencies, organizations, institutions and individuals consistent with above responsibilities. College degree and/or applicable experience and personal qualifications necessary. Annual salary \$23,652 to \$31,908, depending upon qualifications and experience. Send resume to: Dept. P, KPTS, Box 288, Wichita, KS 67201, prior to October 22. Position available October 29. Equal Opportunity Employer.

Promotion Manager for top-rated group-owned ABC station in the south. Duties include print advertising, on-air promotion, publicity writing and liaison, department administration. Station is Equal Opportunity Employer. Send resume and salary requirement to Box J-53.

SITUATIONS WANTED ANNOUNCERS

I know you're out there somewhere. Photogenic vocal technician top major market radio announcer desires TV staff announcing and production position. Excellent references. Tape, resume and photo's upon request. Box J-74.

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.

TV-FM Engineer—1st phone/radar, 3 yrs. exp. 2 yrs. technical school. Seeking prod. engineering/maintenance in Northwest prefer Portland or Seattle. Available Jan. 14th. Box J-77.

SITUATIONS WANTED NEWS

Sportscaster, 6 years TV experience wants to relocate. Solid delivery and energetic. 1-701-839-5159.

Documentary/News Magazine Producer. Award winning, high production value, people oriented. Looking for move to larger market. Nine years experience. Box J-21.

Top 5 Producer, experienced. Seeks exec. prod., special projects, documentaries. Reply Box J-28.

Anchor/Reporter—experienced—commercial TV News/Sports/50KW operations. Strong journalistic skills. Sharp appearance. Dedicated, Mature. Degree. Employed. Full credentials. Box J-47.

Looking for small market sports anchor spot... five years experience in radio, including p-b-p, one year TV Sports. Box J-57.

Dynamic woman, journalism degree, ten years radio experience, five years NYC, seeks TV position, prefer metro NY area. Box J-90.

Weather-Sports talent with heavy credentials seeks opportunity in Texas or nearby state. Box J-62.

Terrific female radio reporter wants to break into TV. I write well, produce creative features, ask tough questions. Any location. M.A. broadcast news. 212-225-1830.

ALLIED FIELDS

HELP WANTED SALES

Business oriented, successful salesperson with good credit and character. This is a straight commission opportunity involving substantial dollar amounts. We'll train in brokerage. Chapman Company, Inc., 1835 Savoy Drive, Atlanta, GA 30341.

HELP WANTED TECHNICAL

Chief Engineer: Towson State University, located in the suburbs of Baltimore, is seeking a chief engineer for the Department of Communications and Media Services. Responsibilities include management, maintenance and repair of color TV studio, 12-channel RF cable distribution, and electronic A-V repair shop. Must be familiar with state of the art electronics and engineering involving DTL, HTL, TTL, ETL, MOS and CMOS fundamentals; as well as RF spectrum analysis and time domain reflectometry. Bachelor's in Electronic Engineering First Class FC license with broadcast endorsement and two years experience required. Salary range \$14,571 to \$19,133 plus excellent fringe benefit package, including tuition waived education for employees and families. Send resume and complete transcript from fully accredited institutions to: Personnel Department, Towson State University, Towson, MD 21204. An Equal Opportunity/Affirmative Action Employer.

HELP WANTED PROGRAMING, PRODUCTION AND OTHERS

Assistant Media Coordinator Western N.D. District of American Lutheran Church. Applicant should be comfortable translating Lutheran theological positions thru variety of media, have verbal communication skills, knowledge in media education, production background. Write for application, enclosing resume: ALC Media Coordinator, Box 370, Bismarck, ND 58501. Applications due 11/15.

HELP WANTED INSTRUCTION

Job Vacancy Announcement: Search Reopened. Instructor, Assistant Professor to teach three broadcasting courses each semester, with emphasis on television production. Appointee will also serve as producer of cable programming originating in cable TV facilities. Doctorate preferred with professional broadcasting experience. Appointment date: 8-29-80; deadline for applications: 11-15-79. Affirmative Action/Equal Opportunity Employer. Send resume and references to: Dr. Robert T. Ramsey, Department of Communication, Box 3048, Stephen F. Austin State University, Nacogdoches, TX 75962.

Faculty Opening in Broadcast Law, Management, Critique. Supervising graduate program offerings. Assistant or Associate Professor. Ph.D. required. salary based on previous experience. Send letter, resume, three recommendations, official transcripts to: Dr. Joe Misiewicz, 341 Moore, Central Michigan University, Mt. Pleasant, MI 48859. Deadline: October 30, 1979. All persons, including women, minority groups members and handicapped encouraged to apply. CMU is an Equal opportunity/Affirmative Action Employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Ilurbide 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.

Paul Schafer wants to buy RCA, Collins or Continental 250, 1000, 5000 and 10,000 watt AM transmitters and RCA or Collins 5 or 10KW FM transmitters and Schafer automation systems. Contact Schafer International, 5801 Soledad Mtn Rd., La Jolla, CA 92037. Tel. 714-754-1154.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

5' Air Heliaz Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

RCA TR-22 VTR's: Hi-band, CAVEC, Doc, \$16,000 ea.

Collins MW-408D Microwaves: 7 Ghz, audio channel, \$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.

Eastman 285 Projectors: Reverse, good condition, \$6,000 ea.

Marconi Marc VII Color Cameras: Pedastals, very good condition, \$6,000 ea.

GE PE-350 Color Cameras: All accessories, good condition, \$7,000 ea.

RCA TR-50 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.

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.

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.

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.

Cash for used RCA TK-27's, TP-6's, TP-15's, TP-7's. 205-956-2200.

CBS Image Enhancers—Model 8000 (New) \$2,275. Model 526 (Used) \$625. Call 703-836-0091. Mon.-Fri. 9 to 5.

For Sale: Gates Stereo Automation System 2 R-R, 2 Cart PB, 1 Carousel, SC48 Programmer, Silence Sensor, Logging System, Production Accessories, and Racks. Offered only as a system. Jeff Stoll, CE; KUMR, G-6 Library; University of Missouri: Rolla, MO 65401. 314-341-4386.

20KW FM Collins 831G Transmitter 6 yrs old. Available immediately, excellent. \$23,000 FOB Florida. Call Paul Schafer, Schafer International 714-454-1154.

Varitol Lens (RTH)—Model XX (Demo Unit) \$2,695 Call 703-836-0091. Mon.-Fri. 9 to 5.

Ikegami HL-33 Camera. Good working condition with AC and battery supplies, battery supply needs nicads. Priced at \$9,000. J. D. Weigand, KFMB Stations, PO Box 80888, San Diego, CA 714-292-5362.

Automation Equipment by microprobe electronics. Model 100 programmer with four reel to reel Otari A.R.S. 1000 playback units. Two custom interface units by D & D Engineering, mounted in six foot double rack. Manuals included. \$7,000. Call: 703-466-9511.

Jamieson 35/16 Film Processor—VNF process, 15 feet per minute, 17 minutes dry-to-dry, well maintained. WICD-TV, 250 Country Fair Dr. Champaign, IL 217-351-8528.

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.

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.

RADIO

Help Wanted Sales

KACY AM/FM

is recruiting an exceptional person to help sharpen skills of our fine sales staff in a Southern California growth market of 750,000 pop. We are looking for a natural motivator, leader, and teacher who is not easily satisfied, and has high standards of performance, business, and personal conduct. A crack local salesperson who has proven it, wants to continue in it, and is ready to share his/her skills and enthusiasm with others. EOE. Please send resumes to Don Davis, KACY AM/FM, P.O. Box 1520, Oxnard, CA 93034.

Help Wanted Technical

CHIEF ENGINEER

Chief Engineer for major group-owned AM and power FM Applicant should be familiar with directional antennas, audio processing, STLs, and personnel management. A degree in electrical engineering or equivalent experience is preferred and a First Class license is necessary. Salary is commensurate with experience. All replies held in strictest confidence. EOE. Send resumes to Box J-32.

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.

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.

National magazine seeking subscriptions now offering fl. arrangement with generous terms. Conversion to cash arrangement possible. Tape supplied. Great for midnite-to-dawn, movies, etc. All replies confidential. Box I-198.

Radio and TV Bingo. Serving over 1000 stations, oldest promotion in the industry. World Wide Bingo—P.O. 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.

Help Wanted Announcers

We're Accustomed To Being Number 1

and we're looking for a Program Director/Morning Drive personality and adult voiced announcers that know country music inside and out, we're a full time \$KW in a market of over 200,000 population. Are you ready to be Number 1? Reply with resume to Box J-50. Air checks after 1st conversation.

Situations Wanted Management

Broadcast Management

I would like to get back in to broadcasting with a professional company the consulting business not my cup of tea former group vice president, successful owner, former CEO broadcasting division of a national company FM AM CATV same Company over 20 years. 49 years old. Box J-36.

Success Available Now GENERAL MANAGER

Major 5 KW AM, Class C FM sold for more than \$4,000,000 capital gain. In two years gross increased \$1,000,000, cash flow up proportionally in one of most competitive markets. New owners have own management team.

Seeking corporate or station management position in radio or allied field. Top 75 market. Prefer West, but not essential. Experience includes other successful radio management positions, consultations in music, promotion, newspaper management, ad agency problems, other forms of business and property acquisitions. Excellent reputation in trade. Still employed but available at mutual convenience. Resume, references, interview upon request. Write Box J-2 or call (505) 842-6099.

Situations Wanted Announcers

SPORTS TALK

Pep up early evening, late night or weekend hours on your AM station. Witty, knowledgeable, opinionated. After hosting all night talk show on top 10 market station for three years it's time for a change. Want SPORTS ONLY responses - Will consider all inquiries Box J 34

TELEVISION

Help Wanted Technical



TELEVISION MAINTENANCE ENGINEERS

Retirements and expansion have created a number of permanent openings in NBC's New York studios for experienced Maintenance Engineers. Candidates must be capable of maintaining and troubleshooting state-of-the-art switchers, cameras, type C 1" and QUAD VTR's and other broadcast related equipment.

Digital/computer background extremely helpful. Minimum 2 years experience in a large broadcast or similar environment necessary. Should also have a minimum of 2 years training. Degree in electrical technology or engineering preferred. We offer competitive salaries and benefits package. Send resume, in confidence to: V. Branker-JK, Personnel Dept., Rm 1680, NBC, 30 Rockefeller Plaza, New York, N.Y. 10020. We are an equal opportunity employer m/f.

Maintenance Engineer

for ABC affiliate in beautiful Great Lakes area. Excellent salary and fringe benefits. Equal Opportunity Employer.

Box I-207

ENGINEERING MANAGEMENT

Manager of Facilities Maintenance of Midwest Network-Owned Station will retire in December. We are seeking a people-oriented person who has a strong background in maintenance and installation, and who is looking for a good future. This is an excellent position for the right person. Tell us about yourself. Send resume to: Director of Engineering, WKYC-TV, 1403 E. 8th St., Cleveland, OH 44114, E.O.E.

LeSea Ministries Television Stations

In need of qualified Engineers: Chief Engineer, Maintenance Supervisors, Technicians. Miami & Midwest Locations. Equal Opportunity Employer. Send Resume to: Dar Monesmith, 61300 S. Ironwood, South Bend, Indiana 46614.

Help Wanted Management



PUBLIC TV PROGRAM FUND DIRECTOR

The Program Fund Search Committee invites nominations and applications for the position of Director of the Program Fund, the Corporation for Public Broadcasting.

The Director of the Program Fund reports to the President of the Corporation and the Board of Directors and is responsible for the establishment of methods and procedures for the financing of public television programs under broad policy guidelines established by the CPB Board. The procedures will incorporate a comprehensive review and evaluation process, including the use of advisory panels, as a means of awarding funds. The approved budget for the Program Fund in Fiscal Year 1980 is \$24.5 million.

The successful candidate will have proven leadership and accomplishments at a high-executive level, an orientation toward public service, and demonstrated ability and experience to stimulate television programs of high quality, diversity, creativity, excellence and innovation. The candidate must be sensitive to the audience needs and interests of minorities and women. Salary range: \$55,000 to \$66,000.

Applications or nominations accompanied by current resumes must be received no later than October 29 and be addressed to:

Program Fund Director Search Committee
c/o Douglas F. Bodwell
Executive Secretary
Corporation for Public Broadcasting
1111 16th Street N.W.
Washington, D.C. 20036

An Affirmative Action and Equal Opportunity Employer M/F/H/V

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 I-201.

Help Wanted Programing, Production, Others

Assistant Commercial Producer

unit. Strong lighting and editing skills a must. Engineering background helpful. No beginners please. An equal opportunity employer. Send resume to Cliff Fisher, WKWB-TV 7 Broadcast Plaza, Buffalo, NY 14202.

Help Wanted News

SPORTSCASTER

for Northeast radio and Television sports active stations. No beginners. If you can anchor, do features, basketball and football play-by-play, prove it with complete resume and video/audio tapes of all facets in both media. Good opportunity for the mature and talented. An equal opportunity employer. Prior applicants for this position need not reapply. Send all material now to Dean McCarthy, Harrington, Richter and Parsons, Inc., 280 Park Avenue, New York, NY 10017.

Promising Opportunity for TV News Director

Excellent opportunity with growing Illinois communications company. We're looking for a person with a good background in news, ability to deal effectively with people and a desire to grow with our company. Managerial ability and potential primary, on-air skills secondary. An equal opportunity employer. M/F. Send resume to Box J-79.

Help Wanted News

NEWS DIRECTOR

Must be exp. News Dir. (not assistant) in Top 100 Market. Immediate Opening. Call Jack Mahoney, G.M. between 9 A.M. and 12 noon mtn. time to determine if you should send resume. 505-243-2285. E.O.E.

Producer For Northeast NBC Affiliate

in competitive market. Need producer with strong background in TV news production who is creative and energetic. An Equal Opportunity Employer. Resumes and salary requirements to Box J-54.

Situations Wanted News

NEWS DIRECTOR/ ANCHOR

Unique personality, nationally known for fresh, different approach. Now top-rated anchor/writer/producer in top ten market, delivering one of the nation's largest audience shares. Seeking news director or news director/anchor position with aggressive station committed to winning. Top references.

Reply Box J-5

NEWSMAN

John Lyons, TV/Radio Newsmen. Experience: Nationally syndicated TV News Feature, New York and Network Radio. Heavy on Hard News and Investigative Reporting. Looking for Reporter/Anchor or ND. Call 212-338-0185 or 516-324-1457.

Situations Wanted Progaming, Production, Others

"THE BAXTERS"

If you strip this show & need a local moderator to ask the tough questions, I am available for one or several markets.

Stan Major—Miami
305-596-2890

ALLIED FIELDS

Help Wanted Management

Controller/Director of Administration

to work in N.Y.C. for major television production-syndication Co. (N.Y.S.E. listed). Applicant should have Accounting degree and a minimum 3 years experience involving billings and collections with either ad agency, TV station, TV syndicator or related area. Salary open. Send resume and salary requirements to Box J-81.

Help Wanted Sales

Sales Manager

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
Broadcasting Publications Inc.
1735 DeSales St., NW
Washington, DC 20036

SALES ENGINEER TRANSMITTERS

The Broadcast Division of NEC America, Inc. an international leader in the electronics industry has a unique opportunity for an intermediate level Sales Engineer with 5 or more years in transmitters TV & FM.

The individual we seek should have either a BSEE or equivalent industry experience in analyzing, promoting and selling RF products. This position commands a high base salary plus attractive commission plan in addition to a full range of company-paid benefits, including pension program.

If you meet the high standards we require and are ready to step into a rewarding career, please submit resume including current earnings to:

V.P. & General Manager
Broadcast Equipment Division
NEC America, INC.

130 Martin Lane,
Elk Grove Village, IL 60007

An Equal Opportunity Employer M/F

NEC
NEC AMERICA

Director of Marketing and Promotion

National Captioning Institute, Inc., Wash., D.C.
and Los Angeles

Top level management position reporting to the President. Responsibilities include:

- Marketing Captioning Services to television broadcast organizations;
- Business planning and development of new services;
- Implementation of public relations programs; and
- Coordination with the hearing impaired community.

Candidates should have a track record of success in marketing in the television production and broadcast industry. Please send resume in confidence to:

National Captioning Institute, Inc.
5203 Leesburg Pike, Suite 1500
Falls Church, VA 22041

Attention: Theresa Novitsky Personnel Manager

EOE/Affirmative Action Employer.

Employment Service

**B
A
L**

BROADCASTER'S ACTION LINE

The Broadcasting Job you want
anywhere in the U.S.A.

1 Year Placement Search \$25.00
Call 812-889-2907

R2, Box 26-A, Lexington, Indiana 47138

For Fast Action Use
BROADCASTING's
Classified Advertising

MOVE AHEAD IN ELECTRONICS

Join this leading electronics firm which is always at the forefront of its field! We have an immediate opening for:

ELECTRONIC ENGINEER/ BROADCAST

We're seeking a BSEE with specialized talents in the analysis and design of solid state, analog and digital circuits. Some knowledge of microcomputers would be a definite asset. Our product-line is color TV cameras for broadcast and CCTV as well as high quality video-tape recorders. Your background should include up to 3 years' related experience. Supervisory skills highly desirable.

Philips Broadcast offers very attractive salaries plus liberal benefits. If you're interested in this career opportunity, please call Ethel Brooks collect at 201-529-3800, Ext. 230—or send your resume in confidence.

PHILIP BROADCAST EQUIPMENT CORPORATION

91 McKee Dr., Mahwah, N.J. 07430
(Convenient to Rt. 17 & G.S.P.)
Equal Opportunity Employer M/F

Request For Proposals For Cable Television Franchise

The Town of Clarence, Erie County, New York, invites applications for a cable television franchise. Applications shall be prepared and submitted in accordance with a "Request For Proposals" available from the undersigned. Applications will be accepted until 11:00 A.M. on Tuesday, December 18, 1979, Eastern Standard Time, and all applications received will be available for public inspection during normal business hours at the Clarence Town Hall, One Town Place, Clarence, NY 14031.

DOROTHY J. HARBISON
Town Clerk, Town of Clarence
One Town Place
Clarence, NY 14031
716-741-2802

PUBLIC NOTICE

The Board of Directors of National Public Radio will hold its annual organizational meeting on Friday, October 19, 1979, at 10:30 a.m. in the Presidential Room of The Mayflower Hotel, 1127 Connecticut Avenue, N.W., Washington, D.C.

The election of corporate officers and appointment of Board committee for FY 1980 will be among the primary items of business.

The Membership and Programming Committees will meet on Thursday, October 18, 1979, at the NPR offices, 2025 M Street, N.W., Washington, D.C. 20036.

For information concerning these meetings, please contact: Ernest T. Sanchez, NPR General Counsel, at 202-785-5369.

Radio Programing



LUM and ABNER
5 - 15 MINUTE
PROGRAMS WEEKLY
Program Distributors
410 South Main
Jonesboro, Arkansas 72401
Phone: 501-972-5884

**The MEMORABLE Days
of Radio**
30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
...Included in each series
Program Distributors
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Jonesboro, Arkansas 72401
501-972-5884



**East
Saint Louis**

Illinois

CARL E. OFFICER, Mayor

Considering Religion?

Complete service—consulting; rep; program sales; collections—

GOSPELCAST ASSOCIATES
P.O. Box 2501
Knoxville, TN 37901
615-525-5552

Business Opportunities

For Sale: BROADCASTING SCHOOL

in New York City
Phone 212-245-2640 or Write: P.O.
Box 23, Radio City Sta., N.Y., N.Y.
10019. Serious buyers only.

BUSINESS OPPORTUNITY

Why seek a job with limited future, own your own business with an unlimited potential in the advertising field. Call (404) 546-6001 or write to: Franchise Director, 387 Old Commerce Road, Athens, Georgia 30607.

For Sale

WZZI—1250 500 Watt Daytimer.
Stable Billing—Growth Potential.
\$175K. Gary Hall, President, Mary
Hunt, Manager. 615-442-2902.

Public Notice

October 17, 1979, Public Broadcasting Service Transition Committee, O'Hare Hilton Hotel, Chicago, Illinois, 9 a.m., to consider reports on the development of three program services, and future PBS Board and Committee structure.

"CABLE TELEVISION FRANCHISE"

The City of East St. Louis is now accepting letters of interest from cable companies and individuals interested in building a cable t.v. system in the City of East St. Louis.

Individuals responding to this ad will receive the cable application package which has been prepared by the City of East St. Louis.

All letters of interest must be received no later than 12:01 p.m., Monday, October 15, 1979.

Letters of interest should be addressed to:

Frank C. Smith
City Clerk
City Hall
East St. Louis, IL 62201

The Villages of Great Neck, Great Neck Estates, Great Neck Plaza, Kensington, Kings Point, Lake Success, Russell Gardens, Saddle Rock and Thomaston, in Nassau County, New York, jointly invite applications for cable television franchises. Applications shall be prepared and submitted in accordance with a "Request for Proposals" available from the undersigned. Applications will be accepted until 4:00 p.m. on December 18, 1979, and all applications will be available for public inspection during normal business hours at the office of the undersigned.

Great Neck Peninsula Cable TV Advisory
Committee
c/o Village Clerk
Village of Lake Success
318 Lakeville Road
Great Neck, New York 11020
(516) 482-4411

The Country Doctor

A Country Specialist With A Proven Major Market Track Record.

If you have dizzy spells, from dropping cunes, shortness of breath because of low quarter-hours, sagging promotions, and constant headaches caused by reduced profit margins, we can help.

If you are country today or will be soon, call (817) 731-0218 for a professional prescription for good rating health.

The Country Doctor/Don Thomson
Radio Programming Consultant
Suite 1002, Ridglea Bank Building
Fort Worth, Texas 76116

Public Notice Continued

PUBLIC NOTICE: Application For Cable Television License, Wakefield, MA

The Town of Wakefield, Massachusetts will accept applications for a community antenna television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications will be accepted at the address below until 4:00 PM. on Tuesday, January 15, 1980.

All applications received will be available for public inspection in the Town Clerk's office during regular business hours and for reproduction at a reasonable fee. Each application should be accompanied by a \$100 non-refundable filing fee, payable to the Town of Wakefield.

This is the first request for applications for a cable television license by the Town of Wakefield. All interested applicants are urged to submit complete and fully detailed applications at their earliest convenience. The initial application should represent the most attractive proposal for the Town in order that the Board of Selectmen may act upon the initial applications should the licensing regulations of the Massachusetts Community Antenna Television Commission be amended to allow such action.

Alfred J. Yehba,
Chairman
Board of Selectmen

Board of Selectmen
One Lafayette Street
Wakefield, Mass. 01880

Public Notice

The City of Evanston, in Cook County, Illinois invites applications for a cable communication franchise. Applications shall be prepared and submitted in accordance with a "Request for Proposal" available from the undersigned. Applications will be accepted until *November 7, 1979 at 5:00 P.M.* and all applications received will be available for public inspection during normal business hours at the Civic Center, 2100 Ridge Avenue, Evanston, IL 60201.

Phyllis B. Azriel
Administrative Assistant
City Manager's Office
Evanston Civic Center
2100 Ridge Avenue
Evanston, IL 60201

For Sale Stations

H.B. La Rue, Media Broker

RADIO · TV · CATV · APPRAISALS

West Coast:
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750

East Coast:
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

SELECT MEDIA BROKERS

FL	Daytime AM	330K	Medium
FL	Daytime AM	165K	Small
TX	Daytime AM & CP Fulltime	630K	Metro
AL	Daytime AM	600K	Metro
FL	Daytime AM	390K	Medium
WA	Fulltime AM	265K	Small
AZ	Fulltime AM	360K	Small
NY	Daytime AM & CP-FM	450K	Medium
VA	Daytime AM	180K	Small
FL	Fulltime AM	170K	Small
GA	Daytime AM	385K	Small
LA	Daytime AM & Fulltime FM	450K	Small
NC	Daytime AM	205K	Small
GA	Daytime AM & Fulltime FM	350K	Small
SC	Daytime AM & Fulltime FM	500K	Medium

312-883-4917
PO Box 5, Albany, GA 31702

For Sale Stations Continued



STATIONS

S	Small	AM	\$100K	Terms
W	Small	AM	\$135K	SOLD
MW	Small	AM	\$168K	\$49K
S	Small	AM	\$200K	SOLD
S	Small	Profitable	\$230K	\$50K
W	Small	AM	\$250K	\$73K
W	Small	Fulltime	\$255K	SOLD
W	Small	AM	\$285K	\$79K
W	Small	AM	\$290K	SOLD
W	Small	FM	\$300K	SOLD
MW	Small	FM	\$300K	SOLD
MW	Small	AM	\$316K	Terms
W	Small	AM/FM	\$325K	SOLD
NW	Small	AM	\$330K	\$96K
W	Small	AM	\$350K	29%
Plains	Small	AM	\$350K	SOLD
Plains	Small	FM	\$400K	\$100K
S	Small	AM/FM	\$400K	SOLD
W	Small	AM	\$590K	Terms
NW	Medium	FM	\$650K	SOLD
W	Medium	AM/FM	\$1575K	SOLD
W	Suburban	AM	\$2MM	SOLD
S	Suburban	AM/FM	\$2450K	SOLD
S	Metro	AM	\$475K	\$125K
S	Metro	Profitable	\$700K	29%
W	Metro	AM	\$825K	SOLD
MW	Metro	FM	\$900K	Cash
MW	Metro	AM/FM	\$1250K	SOLD
MW	Major	AM	\$400K	Cash
MW	Major	AM	\$2607K	Terms
NW	Major	AM/FM	\$5100K	29%
W	Major	AM	\$8MM	SOLD
W	Major	AM/FM	\$9190K	Cash

CONTACT

Bill Chapman	(404) 458-9226
Dan Rouse	(214) 387-2303
Art Simmers	(617) 848-4893
Bill Hammond	(214) 387-2303
Bill Chapman	(404) 458-9226
Ray Stanfield	(213) 363-5764
Dan Rouse	(214) 387-2303
Dan Rouse	(214) 387-2303
Bill Whitley	(214) 387-2303
Corky Carlwright	(303) 741-1021
Peter Stromquist	(218) 728-3003
Paul Crowder	(615) 298-4986
Bill Hammond	(214) 387-2303
Evelyn Stanfield	(213) 363-5764
Peter Stromquist	(218) 728-3003
Bill Whitley	(214) 387-2303
Bill Hammond	(214) 387-2303
Paul Crowder	(615) 298-4986
Dan Rouse	(214) 387-2303
Ray Stanfield	(213) 363-5764
Ray Stanfield	(213) 363-5764
Ray Stanfield	(213) 363-5764
Art Simmers	(617) 848-4893
Bill Hammond	(214) 387-2303
Bill Hammond	(214) 387-2303
Ray Stanfield	(213) 363-5764
Bill Hammond	(214) 387-2303
Jim Mackin	(312) 323-1545
Peter Stromquist	(218) 728-3003
Bill Hammond	(214) 387-2303
Ray Stanfield	(213) 363-5764
Ray Stanfield	(213) 363-5764
Bill Hammond	(214) 387-2303

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Los Angeles, CA. 90049

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- AM/FM. S.W. Missouri. \$280,000. Low D.P.
- South Alaska. Includes Real Estate. \$200,000. Terms.
- Fulltimer. Large metro area. R.E. Indiana. \$2,000,000. Terms.
- FM in Western Oklahoma. \$280,000.
- Fulltimer. N.W. Coastal. \$400,000.
- Powerful Fulltimer; N. Maine. \$450,000.
- Daytimer. Mass.; Large Metro. \$850,000.
- Fulltime. Dominant. Metro. TX \$1,000,000.
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- 1 kw AM in Southern Ga. Real Estate. \$250,000. Good terms.
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- N. Central Texas. Daytimer. \$400,000.

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Fates & Fortunes

Media

Jess Mooney, sales manager, WTOG-TV Savannah, Ga., named VP-general manager. **Donald**



McGourk



Mooney

McGourk, general manager of WCHI-TV Columbus, Miss., joins WYEA-TV Columbus, Ga., as VP-general manager. WTOG-TV and WYEA-TV are American Family stations.

Dennis Blake West, station manager, WIFR-TV Freeport-Rockford, Ill., appointed general manager.

Bruce N. Harris, sales manager, WOXB(AM)-WSOX-FM West Yarmouth, Mass., named general manager.

Elizabeth Conway, station manager, KWEB(AM)-KRCH(FM) Rochester, Minn., elected VP of licensee, Rochester Communications Corp. **Peter Dean**, operations manager, WPDN(AM) Pontiac, Mich., joins KWEB-KRCH in same capacity.

Di Coleman Samut, assistant operations manager, WQVM-TV Washington, joins WJLA-TV there as operations manager.

Thomas Condon-Howe, writer, producer and director of educational and promotional programs for Educational Communications Department of Syracuse (N.Y.) Upstate Medical Center, joins WQTV(TV) Boston as operations manager.

Dale Kadavy, with WLOO(FM) Chicago, and **Ken Alexander**, announcer with co-owned WAIT(AM) there, named operations managers of respective stations.

E.E. (Jim) Eshleman, general sales manager, WGBS(AM) Miami, becomes president of WJCM(AM) Sebring, Fla., which he recently bought.

Larry Epstein, from Seagram Distillers, and former general manager of WVBR-FM Ithaca, N.Y., joins finance and planning department of CBS-TV New York.

Michael J. Lewellyn, director of personnel development, West Coast, ABC, Los Angeles, named to new post of director of personnel for company in Chicago.

William Lasky, contract administrator, RCA Cablevision Systems, joins Six Star Cablevision, MSO, as projects manager based in Los Angeles.

Wally Edwards, director of engineering, Vermont Educational Television, Winooski, named assistant station manager.

Eric Sass, director of future funding, Public Broadcasting Service, Washington, named director of development.

Fred Esplin, director of program development and corporate planning, noncommercial WITF-FM-TV Hershey, Pa., joins noncommercial KUED(TV) Salt Lake City as director of marketing.

Advertising



Andrews

Bruce P. Andrews, VP-management supervisor on Chrysler-Plymouth account, Kenyon & Eckhardt, Detroit, elected senior VP. **Lynn Vernon** and **Michael Howe**, account supervisors on C-P account, named VP's. **Lawrence D'Aloise**, head of his own communications planning company in New York,

and former senior VP with J. Walter Thompson, joins K&E in New York as VP-supervisor of future planning on Chrysler account.

Rick Fizdale and **Rob Nolan**, VP's and executive creative directors, and **Don Blair**, VP-controller, Leo Burnett Co., Chicago, named senior VP's.

Appointments in newly organized national broadcast department at Foote, Cone & Belding: **Sherman (Jack) McQueen**, VP-television programming for FCB in Chicago, named VP-national program director, based in Los Angeles, and responsible for directing network and syndicated program development and production for all U.S. FCB clients; in Chicago, **Bob Rogers**, manager of network relations for FCB, becomes associate national broadcast director, and **Rose O'Connell**, from Ogilvy & Mather, joins FCB as broadcast supervisor; in New York, **Jeffrey Manoff**, VP-director of broadcast, becomes VP-associate national broadcast director; **Dennis Witpen**, network negotiator from J. Walter Thompson, and **Gerri Donini**, with FCB as broadcast negotiator, named broadcast supervisors, and **Myrna Cohen**, formerly secretary to Manoff, named broadcast coordinator.

Erich Overkamp, associate creative supervisor, J. Walter Thompson, New York; **Selwyn Shillinglaw**, business manager, television commercial production, JWT, New York, and **Robert W. Shepard**, account supervisor, JWT, Miami, named VP's.

Victoria Amon, account supervisor, Benton & Bowles, New York, named VP.

Paul Jervis, VP-associate creative director, Della Femina Travisano and Partners, New

York, named senior VP-creative director for Manoff Geers Gross, New York.

Sam Hershfield, from Needham, Harper & Steers, Dayton, Ohio, transferred to New York office as account supervisor. **Ron Hartenbaum**, account executive, Grey Advertising, New York joins NHS there as account director.

Ronald J. Folsy, assistant to general manager, Seven-Up/Canada Dry Bottling Co. of Detroit, named account executive for Compton Advertising, Southfield, Mich.

Allen Tenenbaum, associate research director, J. Walter Thompson, New York, joins Dancer Fitzgerald Sample there as VP-research group head.

Lynn Greenberg, associate research director, Campbell-Ewald Inc., New York, named VP.

Enid Katz, broadcast producer, N W Ayer ABH International, Chicago, named executive broadcast producer.

Patrick J. O'Leary, U.S. budget director, Interpublic Group of Companies, New York, named VP.

Iiona M. Clevenger, account coordinator, Jansen Associates Inc., Irvine, Calif., named

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Joe Sullivan

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media director.

Daniel Ginsburg, account executive, Maxwell Sroge Co., Chicago, joins Kobs & Brady Advertising there in same capacity. **Sheila Stogol**, creative services manager for World Book Life Insurance Co., Chicago, joins Kobs & Brady as senior copywriter.

Frank Flanagan, sales manager of New York west team, Peters, Griffin & Woodward, and **Jan Cavanagh**, media buyer, Benton & Bowles, New York, joins Air Time there as TV spot buyers.

Barbara Vogt, local account executive for CBS-owned KMOX-TV St. Louis, named account executive with CBS National Television Sales.

Roger Goldhamer, VP-sales manager of Chicago office of MMT Sales, named VP-national sales manager, with responsibility for sales management for all offices except New York and Chicago. He will be based in New York. **John Turver**, account executive, WNEW-TV New York, joins MMT in same capacity.

Mel Diamond, director of market development, Metro Radio Sales, New York, joins RKO Radio Network there as account executive.

Arthur Kennedy, media director, Media Buying Services, New York, named VP. **Mary Jane Hoey**, with Media Buying Services, named manager of broadcast media.

Patrick Choate, former director of marketing for Data Communications Corp., named director of broadcast research for Focus Marketing, Memphis, market research firm.

Jonathan Klein, sales manager, WBZ-TV Boston, named general sales manager of KDKA-



Klein



Buckman

TV Pittsburgh. **Alan Buckman**, sales manager, WJZ-TV Baltimore, succeeds Klein at WBZ-TV (all stations are Group W).

John Llewellyn, manager of national sales for NBC-owned WMAQ-TV Chicago, joins co-owned WKYC-TV Cleveland as director of sales.

Douglas Cox, former Eastern sales manager for CBS-owned WBBM-TV Chicago, named Eastern-national sales manager for co-owned KMOX-TV St. Louis.

Bill Donahue, national sales manager, KTEW(TV) Tulsa, Okla., named general sales manager.

Raymond Seyler Jr., national sales manager, WIOQ(FM) Philadelphia, named general sales manager.

Dennis McGuire, account executive and air personality, WCLR(FM) Chicago, joins WCFL(AM) there as retail sales manager.

Bill Bacigalupi, account executive, KWGO(AM) San Francisco, named sales manager.

George Stoltz, assistant sales manager, KOIT(FM) San Francisco, named sales manager.

Tom Leslie, office manager for Blair Northwest, representative, joins KMKJ(FM) Portland, Ore., as sales manager.

Virginia Rush, traffic manager, WICS(TV) Springfield, Ill., named assistant general sales manager.

Michael Day, manager of Metro Radio Sales, San Francisco, joins KIRO(AM) Seattle as local sales manager.

Dave Harris, account executive, WHYI(FM) Fort Lauderdale, Fla., named local sales manager for co-owned WWOK(AM) Miami.

Frank R. Young, former national-regional sales manager, WRCN-AM-FM Riverhead, N.Y., joins WYFA(AM) Patchogue (Medford), N.Y., as VP-sales and assistant general manager.

Robert H. Clarke, in sales with WGAN-AM-FM Portland, Me., named local sales manager.

Duayne Boesch, account executive, KCCR(AM) Pierre, S.D., named sales manager.

Steve Feldman, formerly senior marketing consultant with Jennings, McGlothlin and Co., San Francisco radio consultants, joins WOCB(AM)-WSOX-FM West Yarmouth, Mass., as sales manager.

Kathleen Choren, senior account executive, KWEB(AM) Rochester, Minn., named sales manager for co-owned KRCH(FM) there.

Terrell Mayton, producer of sports programming and program host, WROZ(AM) Evansville, Ind., joins WSJP(AM) Murray, Ky., as marketing and promotion manager.

Charles Blake, manager of television network marketing design, NBC, named director of design for NBC Entertainment, New York.

Sandy Westerkamp, broadcast buyer, Wells, Rich & Greene, New York, joins KYUU(FM) San Francisco as account executive.

Karen Carroll, local sales manager, KSD(AM) St. Louis, joins WRTH(AM) Wood River, Ill. (St. Louis), in same capacity.

Chris Hodges, producer-director, WSOC-TV Charlotte, N.C., named local sales representative.

Corrine Perri, account executive, KSFX(FM) San Francisco, joins KOMF(FM) San Jose, Calif., as sales representative.

Robert Montgomery, station manager, WQNS(AM) Murfreesboro, Tenn., joins WQUE(FM) New Orleans as account executive.

Programming

Bonnie Adamson, director of servicing, 20th Century-Fox Television, Los Angeles, joins Telepictures Corp. there as director of operations.

Susan Perchonock, sales executive in licensing and merchandising division of Viacom Enterprises, New York, named marketing manager.

James O. Heyworth, senior VP, operations, and **Austin O. Furst**, senior VP, programming, Home Box Office, New York, named executive VP's. **Winston H. (Tony) Cox**, VP, affiliate relations, named VP, sales and marketing; **Michael Fuchs**, VP, specials and sports, named

VP, programming; **M. Jay Walkingshaw**, VP, program operations, named VP, corporate development; **Peter W. Frame**, VP and general manager, Eastern region, named VP, regional operations. **William G. Hooks**, central region VP and general manager, named VP and general manager, Eastern region; **Edward D. Horowitz**, director of mid-Atlantic and New York metro region, named central region VP and general manager; **Iris Dugow**, director of special programming, and **David L. Melster**, director of sports, named VP's. **Frank Biondi**, director of original program planning, named VP, programming operations.

Nathaniel Troy Kwit Jr., VP-marketing services, Warner Bros., joins United Artists Corp., New York, as VP-video and special markets.

Edward Niner, executive director of marketing, Teleprompter, New York, joins Warner Cable as director of marketing for its Qube system in Columbus, Ohio.

Jennifer Cashoty, director of new business development for Magna Verde Productions, division of Spanish International Television Network, named West Coast regional manager for GalaVision, new Spanish pay television service scheduled to begin service Oct. 26. She will be based in Hollywood.

Tom Klemesrud, videotape editor for non-commercial WNET(TV) New York (Newark, N.J.), joins Metrotape West in Los Angeles in same capacity.

Howard J. Stevens, production manager, WLVI-TV Cambridge, Mass. (Boston), named program manager.

Charlotte Hall, manager of program services, WTAF-TV Philadelphia, joins WTEV(TV) New Bedford, Mass., as program manager.



Roberts

Tony Roberts, sports director, WRC(AM) Washington, joins Mutual Radio there as sports anchor and reporter. He will handle daily morning sports reports and play-by-play assignments.

Beverly Price, producer of weekday public affairs program on WDVM-TV Washington, named executive producer in program department. **Juliann Martinez**, producer, WRC-TV Washington, succeeds Price at WDVM-TV.

Joyce Campbell, programming director, non-commercial WETA-TV Washington, named VP-programming. **Charles Hobson**, project director and executive producer of series on history of black music produced by WETA-TV, named VP-special projects.

Steve Womack, producer-director of *The Bob Braun Show* on Multimedia's WLWT(TV) Cincinnati, named executive producer of special programs for Multimedia Program Productions Inc. there.

Scott Larson, producer-cinematographer-editor, WJZ-TV Baltimore, named production manager.

Patricia Caso, producer of *A.M. New York* on WABC-TV New York, named staff producer of NBC News's *Tomorrow* program.

Mike Weisman, producer, NBC Sports, New

York, named coordinating producer for all NBC Sports major league baseball coverage. **George Finkel**, producer of NBC Sports prime-time colorcast of NCAA basketball championship game, named coordinating producer for NBC's coverage of college basketball. **Don McGuire**, associate producer, NBC Sports, named producer involved in prime-time coverage of Olympics.

Jeannette Hektoen, manager, talent, East Coast, NBC Entertainment, named director, talent relations, West Coast. **Eba Hawkins**, manager, guest relations, West Coast, named director. **Kathleen Mary Gately**, manager, executive office administration in New York office, named director, talent relations, East Coast.

Tina Reiman, account executive, WRC(AM) Washington, named manager of program administration for co-owned WRC-TV there.

Bill Perry, formerly with WCIV(TV) and WCBD-TV, both in Charleston, S.C., joins New Jersey Nightly News, joint presentation of New Jersey public television and noncommercial WNET(TV) New York (Newark, N.J.), as sports anchor.

Charlie Brown, former program director, KFMB-AM-FM San Diego, joins KCBQ(AM) there in same capacity.

Dan Daniel, former air personality for WMCA(AM), WNBC(AM) and WHN(AM), all New York, joins WYNY(FM) there as air personality.

Tom Shaer, sports correspondent, WITS(AM) Boston, named sports reporter and talk show host.

Art Saltsberg, news and sports director, WOWO(AM) Fort Wayne, Ind., named sports director.

Paul Stevens, announcer, KWWW(AM) Wenatchee, Wash., named operations manager.

Jessica Veimans, associate producer, Best Ventures, production company in New York, joins KYW-TV Philadelphia as producer.

Ted Clark, air personality, WMMJ(FM) Arlington Heights, Ill., assumes additional duties as program director.

Ken Strayhorn, sports director and weekend news anchor, WITN-TV Washington, N.C., joins WXEX-TV Petersburg, Va., as weekday sports reporter and weekend sports anchor.

Marsha Bartel, on news team of noncommercial KAET(TV) Phoenix, named producer.

Bruce Macgowan, sports reporter and weekend sports announcer, KPTV(TV) Portland, Ore., joins KVI(AM) Seattle as host of daily sports magazine program.

Scott Burns, from KREM-AM-FM Spokane, Wash., and **Steve Anthony**, from KNUS(FM) Dallas, join WRKO(AM) Boston as air personalities.

Gord Ambrose, announcer and executive producer, CFGM(AM) Richmond Hill, Ont., assumes additional duties as music director.

News and Public Affairs

Geoffrey Pond, director of news, Northeast, NBC News, named director of news, operations systems. **Richard Hunt**, correspondent based in Northeast bureau, succeeds Pond.

Pierre Salinger, ABC News correspondent in

Paris and former press secretary to President John F. Kennedy, appointed Paris bureau chief of ABC News. **John McWethy**, chief White House correspondent for *U.S. News & World Report*, Washington, joins ABC News there as general assignment correspondent.

Morton Silverstein, executive producer, WCBS-TV New York's *Eye On* documentary series, named documentary producer, NBC News, New York.

Larry Cooper, managing editor of KCBS(AM) San Francisco, named associate director, news and broadcast operations.

Kent Collins, news director, WTAD(AM) Quincy, Ill., and co-owned KHQA-TV Hannibal, Mo., joins WCHS-TV Charleston, W. Va., in same capacity. **Stan Jayson**, news director-anchor, WSET-TV Lynchburg, Va., joins WCHS-TV as anchor.

Gary Froseth, editor, writer and reporter for Group W's KFWB(AM) Los Angeles, named news director for co-owned WOWO(AM) Fort Wayne, Ind.

Collin F. McNeil, producer and reporter for WTVY(TV) Durham, N.C., appointed general assignment reporter for WPVI-TV Philadelphia.

Ross Crystal, general assignment and legal reporter, WISN-TV Milwaukee, named reporter and co-host of noon program on co-owned WBAL-TV Baltimore. **Jayne Miller**, from Pennsylvania Public Television Network, joins WBAL-TV as general assignment reporter. **Norm Lewis**, meteorologist, WAVE-TV Louisville, Ky., joins WBAL-TV in same capacity.

Larry Gellman, reporter, WISN-TV Milwaukee, named assignment manager. **Bonnie Baker**, formerly with WSBT-TV South Bend, Ind., joins WISN-TV as general assignment reporter.

Art Norman, reporter, WRET-TV Charlotte, N.C., joins WMAR-TV Baltimore in same capacity. **Rosalyn Anderson**, formerly with UPI Baltimore bureau, joins WMAR-TV as weekend night assignment editor. **Mark White**, master control director with WMAR-TV, named assistant director for news.

Ted Kavanaugh, news consultant and former VP and news director, WNEW-TV New York, named senior producer for news, Cable News Network, Atlanta.

Ileana Bravo, reporter, WCIX-TV Miami, joins WPLG(TV) there in same capacity. **Candy Altman**, associate news producer, WPLG, named news producer. **Deborah Parks**, news production assistant and ENG coordinator, WNAC-TV Boston, joins WPLG as associate news producer. **R.C. Lee**, photographer, WCKT(TV) Miami, **Mickey Holladay**, photographer, KTBS-TV Shreveport, La., and **Harry Stoiber**, graphic artist, WPLG, named photographer-editors for WPLG.

Linda Winslow, director of news and public affairs for noncommercial WETA-TV Washington, named VP.

Linda Schaeffer, weekend anchor-reporter, WRAU-TV Peoria, Ill., joins WREX-TV Rockford, Ill., as weekday anchor-reporter.

Gustav Heningburg, president of Greater Newark (N.J.) Urban Coalition, joins New Jersey Nightly News, joint presentation of New Jersey Public Television and noncommercial WNET(TV) New York (Newark), as correspondent.

Ed Gullo, morning-drive anchorperson at WGST(AM) Atlanta, appointed newscaster/correspondent of RKO Radio Network, New York.

Steve Katz, former news writer for WHEC-TV Rochester, N.Y., joins WAFF(TV) Huntsville, Ala., as reporter-photographer based in Decatur, Ala. bureau. **John Ferry**, former sports director, WSLA(TV) Selma, Ala., joins WAFF as sports assistant and weekend anchor.

Jackie Nedell, news editor, WTOP(AM) Washington, named reporter, WRET-TV Charlotte, N.C.

Lyn Yager, associate producer, WRC-TV Washington, joins WYTV(TV) Youngstown, Ohio, as reporter.

Aviva Diamond, producer, anchor and reporter, WRAL-TV Raleigh, N.C., joins KTVI(TV) St. Louis as medical reporter.

Paul Machesky, assignment editor, WJBK-TV Detroit, joins KSDK(TV) St. Louis as night assignment editor. **Mark McKeen**, director, WBT(TV) Charlotte, N.C., joins KSDK as director on weekend newscasts.

Tony Windsor, executive news producer and anchor, WTLV(TV) Jacksonville, Fla., joins KXTV(TV) Sacramento, Calif., as executive news producer.

James E. Smith, meteorologist, WDBO-TV Orlando, Fla., joins WFLA-TV Tampa, Fla., in same capacity.

Stan Case, from KVOO(AM) Tulsa, Okla., joins KEBC(FM) Oklahoma City as state capitol reporter. **Kim Hudson**, graduate, Central State University, Edmond, Okla., joins KEBC as overnight news editor.

New members of NBC News affiliates advisory board: **Don Rosa**, WBZ-TV Boston; **Bob Schaefer**, WTHR(TV) Indianapolis, and **Bill Vance**, KXAS-TV Fort Worth. They join continuing members **Peter Langlois**, KCRA-TV Sacramento, Calif., and **Mike Kattenring**, WSM-TV Nashville.

Promotion and PR

Larry Miller, manager of broadcast promotion, NBC Entertainment, New York, named director of creative services. **Art Badavas**, manager of creative services, licensing and merchandising, East Coast, named manager of creative services.

Ken Horning, managing partner of PacificComm Public Relations, Eugene, Ore., and former news director of KZEL-FM there, joins KEZI-TV there as promotion director.

Paul Romney Farmer, advertising manager, Western Union Telegraph Co., joins RCA American Communications, Piscataway, N.J., as administrator of public information.

Technology

James Vaughn, engineer with Viacom's pay cable subsidiary, Showtime, New York, named manager of engineering.

Charles Radloff, group VP-components, Oak Industries, San Diego, named group VP-materials, headquartered in Hoesick Falls, N.Y.

Robert E. Winn, TV transmitter and antenna engineering sales specialist for RCA, named manager of antenna product management.



Background. Producer Nick Vanoff (l) and partner Saul Pick are owners of the Sunset-Gower Independent Studios, where ABC-TV is expected to set up its broadcast center for the 1984 summer Olympics in Los Angeles (BROADCASTING, Oct. 1). They acquired the 16 sound stages and over 500,000 square feet of facility in 1977. It is the former Columbia Pictures studio. Vanoff, a long-time producer with deep roots at ABC, formerly produced for that network *The Julie Andrews Hour*, *The King Family* and *Hollywood Palace*. He is currently working on a two-hour special for NBC-TV, *Sunday Night*, that is slated to air Oct. 28.

RCA Broadcast Systems, Camden, N.J.

Carlos Diaz, engineering supervisor, Home Box Office, joins GalaVision, Spanish pay television service, as director of operations, based in Hollywood.

Richard Green, videotape post-production manager, ABC, New York, joins Times Fiber Communications, Wallingford, Conn., as director of engineering-fiber optics for fiber optics division.

John O'Donnell, who has worked in corporate planning, Video Products Group and Sony System Sales for Sony in Tokyo, transfers to New York as manager of product support services for Sony Video Products Co.

John Reno, assistant chief engineer, WFSB-TV Hartford, Conn., named chief engineer. **Dick Oeser**, maintenance engineer, succeeds Reno.

Greg Urbiel, special projects engineer, WWJ-AM-FM Detroit, named engineering supervisor.

David Chumley, director of engineering, WBKO-TV Bowling Green, Ky., elected VP-engineering for licensee, Bluegrass Media.

Lloyd Mintzmyer, chief engineer, Nebraska Television Network, Kearney, named director of engineering. **Gerald Fuehrer**, formerly assistant chief engineer for KCRG-AM-FM-TV Cedar Rapids, Iowa, succeeds Mintzmyer.

Daniel Niedzwiecki, studio and ENG maintenance engineer, WXYZ-TV Detroit, joins non-commercial WGTE-TV Toledo, Ohio, as chief engineer.

Donald R. Robinson, from Liberty Communications, joins Six Star Cablevision, multiple system operator, as district engineer of Tigard, Ore., office.

Willard (Kip) Campbell, assistant director of engineering, Vermont Educational Television, Winooski, named director of station services.

Carl Kravetz, post production consultant, joins Compact Video Systems, Burbank, Calif., as director of special projects.

Al Bishop, chief engineer, KOIN-TV Portland, Ore., retires after 26 years with station. **Herb Davidson**, technician crew supervisor, succeeds Bishop.

Michael Dollacker, video systems division district sales manager for eastern Texas, eastern Oklahoma and Arkansas, Panasonic, named regional manager, Northeast, for video systems.

Richard Dienhart, director of programming and production for New Trier Television, Winnetka, Ill., joins NEC America, Elk Grove Village, Ill., as manager of broadcast equipment division's marketing support group.

Thomas E. Owen, manager of Massachusetts, cable television unit, Adams-Russell Co., named manager of business development for A-R's cable division.

Allied Fields

M. Richard Asher, president, CBS Records International, named to new post of deputy president and chief operating officer of CBS/Records Group, reporting to President Walter Yetnikoff. Yetnikoff will continue to spend most of his time on records group but will also work on "new ventures" division formed to develop programming for video disks and other new technologies. **Allen Davis**, VP of international division and managing director of CBS Grammofoonplaten, Holland, succeeds Asher as president of CBS Records International. He and Bruce Lundvall, president of CBS Records division, will report to Asher.

Ray Miller, retired VP and news director and now consultant and public-affairs show host, KPRC-TV Houston, and **Franklin H. Williams**, president, Phelps-Stokes Fund, New York, and one-time ambassador to Ghana, elected to National News Council, filling seats vacated by Dorothy Height, president, National Council of Negro Women, who resigned, and Ralph Renick, VP and news director, WTVJ-TV Miami, whose term expires in November. One vacancy on council remains, and is expected to be filled at November annual meeting.

Ed Godfrey of WSB-TV Atlanta, elected to executive committee of Radio-Television News Directors Association for one-year term.

Andrew Litsky, director of government services, National Cable Television Association, Washington, named director of public affairs. He succeeds **Philip E. Clapp**, who has joined staff of Representative Timothy E. Wirth (D-Colo.), member of House Communications Subcommittee.

Allan Fox, formerly chief of staff for Senator Jacob Javits (R-N.Y.), joins Leighton Conklin & Lemov, Washington law firm.

Mark Blinoff, VP of Cypress Communications and president of Mark Blinoff Inc., Los Angeles, and former program manager for KMPC(AM) Los Angeles, joins Consolidated Communications Consultants, La Crescenta, Calif., as VP-general manager and chief operating officer.

Deaths

James S. Tighe, 53, VP-general manager of KTVE-TV El Dorado, Ark., died of heart attack Oct. 3 while on business trip in Little Rock, Ark. He had been with KTVE, subsidiary of Gray Communications Systems, Albany, Ga., since 1969. Before that, he was general manager of Gray's WJHG-TV Panama City, Fla., since 1960. Survivors include his wife, Joann, three daughters and one son.

Robert B. Jones Jr., 63, retired VP-general manager of WFBR(AM) Baltimore, died of viral ailment Sept. 27 at Johns Hopkins hospital in Baltimore. He joined station in 1953 and retired in 1967. Before that, Jones worked for WIRL(AM) Peoria, Ill., and KRMG(AM) Tulsa, Okla., as general manager. In 1962, he was president of Maryland-District of Columbia-Delaware Broadcasters Association and had also served on National Association of Broadcasters Radio Code Board. Survivors include his wife, Jane, one daughter and son.

Kimberly Jean Wiley, 7, daughter of former FCC Chairman Richard Wiley, died of cardiopulmonary arrest Sept. 30 at Arlington (Va.) hospital. She was stricken at Cherrydale United Methodist Church in Arlington while singing with children's choir. Survivors besides her father include her mother, Elizabeth, one brother and sister.

Katherine Miller, 77, wife of late Neville Miller, first paid president of National Association of Broadcasters (1938-44), Washington, died Sept. 27 of heart attack at her home there. Her husband died in 1977. Survivors include four daughters.

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (Act. of August 12, 1970; Section 3685; Title 39, United States Code)

1. Title of Publication BROADCASTING
2. Date of Filing: October 1, 1979
3. Frequency of Issue: 51 Mondays a year (combined issue at yearend)
 - 3A. No. of issues published annually 51
 - 3B. Annual subscription price: \$40.00
4. Location of Known Office of Publication: 1735 DeSales St., N.W., Washington, D.C. 20036.
5. Location of Headquarters or General Business Offices of the Publishers: 1735 DeSales St., N.W., Washington, D.C. 20036.
6. Names and addresses of the Publisher, Editor and Managing Editor:

Publisher—Lawrence B. Taishoff, 1735 DeSales St., N.W., Washington, D.C. 20036

Editor—Sol Taishoff, 1735 DeSales St., N.W., Washington, D.C. 20036

Managing Editor—Donald V. West, 1735 DeSales St., N.W., Washington, D.C. 20036
7. Owner:

Broadcasting Publications, Inc., Washington, D.C., Sol Taishoff, Washington, D.C. 20036; Lawrence B. Taishoff, Washington, D.C. 20036
8. Known bondholders, mortgages, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities (If there are none, so state): None
9. Not applicable
10. Not applicable
11. Circulation:

A. Total no. copies printed (net press run)	38,082*	38,700**
B. Paid circulation		
1. Sales through dealers & carriers, street vendors & counter sales	47*	—**
2. Mail subscriptions	34,445*	35,355**
C. Total paid circulation	34,492*	35,355**
D. Free distribution (including samples, complimentary and other free copies) by mail, carrier or other means	2,731*	2,452**
E. Total distribution (sum of C and D)	37,223*	37,807**
F. Office use, left-over, unaccounted, spoiled after printing	859*	893**
G. Total (sum of E & F—should equal net press run shown in A)	38,082*	38,700**











I certify that the statements made by me are correct and complete

LAWRENCE B. TAISHOFF
Publisher

*Average no. copies each issue during preceding 12 months.
**Actual number of copies single issues published nearest to filing date.

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 15  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: **programming, 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 programming.
- 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

Charles Kinney: riding the tides of change to the top at PGW

When Chuck Kinney was growing up in the coal mining town of Nelsonville, Ohio, he was entranced by the job held by his uncle, an executive for the old Maxon Inc. advertising agency in New York.

"I thought he had the greatest job because in the 1930's and 1940's he used to attend all the big boxing bouts and the World Series games," Kinney recalls. "I decided then and there I wanted to be an advertising man."

What he didn't realize at the time was that his uncle was with an agency that handled the Gillette account, which was heavily involved in sponsorship of sports events.

No matter. Kinney never lost his desire to become part of the advertising community. As it turned out, he never went to work for an agency, but has been involved on the advertising sales side for three decades.

Thirty years or so out of Nelsonville, Kinney, now 51, has climbed to a position among those at the top of the highly competitive field of national TV station representatives. He's president of Peters, Griffin, Woodward Inc., New York.

Charles R. Kinney is tall, athletically built and outgoing. In pursuit of a career in advertising, he attended Miami University in Oxford, Ohio, on a football scholarship and won letters in that sport.

Equipped with his BA degree in business administration, Kinney sought out a job in advertising and landed his first post with the *Cincinnati Enquirer* in 1950. He was assigned to the media research department.

"It was an inside job, and that wasn't for me," he recounts. After seven months there he started looking around for a selling job and was taken on by WVKO-FM Columbus, Ohio.

Later that year he joined the sales staff of WTVN-TV Columbus and in 1952 moved over to WLWT(TV) Cincinnati. In 1953 he was named general manager of WLIK(AM) Erie, Pa., and remained there for two years.

In 1955 Kinney left WLIK to try to develop his own regional rep firm. His rationale was that an organization that would develop business in Cincinnati, Cleveland, Pittsburgh, and Detroit had potential in the fast-growing TV medium.

He was talked out of the idea, however, by an agency friend, who instead told him of a job with PGW in Detroit. Kinney was interviewed in New York, was accepted, and at the last minute was sent to the New York office. "I never did get to Detroit."



Charles Robert Kinney—president, Peters, Griffin, Woodward Inc., New York; b. Oct. 2, 1928, BA in business administration, Miami University, Oxford, Ohio, 1950; research department, *Cincinnati Enquirer*, 1950; salesman, WVKO-FM Columbus, Ohio, 1951-52; salesman WLWT(TV) Cincinnati, 1952-53; general manager, WLIK(AM) Erie, Pa., 1953-55; with Peters, Griffin, Woodward since 1955 as salesman, New York, 1955-59; team sales manager, 1960-62; vice president, 1962-63; vice president and head of West Coast operations, Los Angeles, 1963-77; executive vice president, 1977-78; president since 1978; m. Peggy Cotner, 1950; children—Deborah Webster, 28; Craig, 26 (salesman for KGTV(TV) San Diego) and Jeff, 22.

He impressed his superiors in New York. In 1959 he was advanced to teams sales manager, in 1962 he was elevated to vice president and in 1963 he was moved to Los Angeles as head of West Coast operations and elected to the board of directors.

Kinney earned a reputation as a top-notch manager and administrator during his tenure in Los Angeles, and in 1977 he was moved back to New York as executive vice president. In 1978, he was elected president.

Kinney oversees a staff of 210 located in 12 offices in New York, Atlanta, Boston, Chicago, Dallas, Detroit, Los Angeles, Minneapolis, Philadelphia, St. Louis, Charlotte, N.C., and San Francisco. The company maintains sub-offices in Seattle and Portland, Ore., in association with Art Moore Inc.

Kinney is the first to acknowledge that PGW is in a period of transition in more ways than that one.

"The first generation of the company is

gone and we are now in the second generation," he observes. "This is something that already took place at Katz, Blair and Petry." And now, PGW, after 47 years as an independent rep is now part of a large station group, Corinthian Broadcasting.

The merger of PGW into Corinthian, a subsidiary of Dun & Bradstreet, took place last February. Kinney justifies the sale of PGW to Corinthian on two levels: (1) it provides finances and services to accelerate the company's growth at a pace it could not do on its own, and (2) enables those executives who held stock ownership to receive "a good return" on their investment.

Like many other national representatives, PGW, which had classified itself as a "selective rep" with a moderate station list, had to grapple with the problem of rising costs in the 1960's as clients demanded additional support services. Computer capability became a necessity and cash flow had to be upped accordingly. It met this challenge, Kinney said, by embarking on a decision to expand its station roster, and earlier this year set up PGW National to represent stations in markets below the top 60.

"We now have 52 stations both in PGW Television and PGW National, and we plan to grow even larger on a selective basis," Kinney observes. "Last fall we had 42 stations."

Kinney forecasts "an excellent year" for PGW, with a 12% increase in sales and adds:

"We had a tremendous surge of business in 1976 and that gave us large bases for 1977 and 1978. We look forward to another good year in 1980."

He notes the rapid rise in local TV sales, but thinks local business eventually generates spot.

"Products may start locally, then expand regionally and finally go national," he comments. "The more successful they are locally and regionally, the more likely they will go national."

For the future, Kinney expects TV costs to continue to rise, but says that as long as corporate profits continue to rise also, companies will continue to introduce new products and services and use television.

"I also anticipate that as competition stiffens and costs of operating keep climbing, more of the smaller TV reps will fall by the wayside," he predicts. "I think too that some rep firms will get into the business of representing cable TV systems as a way to add to their income. It is even possible that an outfit like PGW, through a subsidiary company, will some day handle cable systems."

Kinney and his company anticipate they'll be ready for that and any other challenge.

Editorials

Show and tell

If the Congress were unwisely to pass a bill introduced by Representative Ronald Mottl (D-Ohio), annual financial reports for all broadcast licensees would be made public. The congressman reasons that the public could then judge whether broadcasters were spending enough money on programing. This would be the ultimate indignity for broadcasters who put their operations to public vote with every rated program.

The supposed secrecy of financial reports submitted to the FCC has already been compromised with the release of the data to the Communications Subcommittees of the Congress (see story in this issue). If the secrecy is compromised, so is the legality of the FCC's collection. Are broadcasters going to go on submitting annual reports that may be misused against them?

Setting their own trap?

The NAB may be on the verge of accepting, indeed encouraging, governmental quotas for news and public affairs on radio. The idea is that stations meeting federal standards for programing time in those categories would be freed of some other governmental controls ("Closed Circuit," Oct. 1).

The same idea, in different form and on a larger scale, has been proposed for television, and enthusiastically endorsed by many major broadcast groups. This just may be an idea whose time is coming, whether it makes sense or not.

Program standards in one form or another have been used by the FCC for years as rules of thumb to guide the staff in deciding whether to renew radio and television licenses or refer renewals to the commissioners. Last year Henry Geller, director of the National Telecommunications and Information Administration, proposed that the FCC adopt formal rules establishing minimum percentages of television broadcast time to be devoted to local and informational programing (BROADCASTING, Nov. 6, 1978).

According to the Geller formula, television licensees meeting the standards would be judged to be providing meritorious service and, absent disqualification on other grounds, would be entitled to renewal. (In his formal petition for rulemaking, Geller proposed no precise percentages, but later, in a speech, he suggested that 15% for local programing and 15% for information, in all dayparts, would be about right.) Although the Geller petition evoked a prompt outpouring of comment, mostly favorable, it molders in the ever-mounting pile of unattended business at the FCC.

Revisions of television renewal standards may be out of sight and mind at the FCC right now, but radio deregulation is in. It is in the latter context that the NAB joint board will be asked to vote on radio standards for news and public affairs at its meeting in Washington next week. The NAB is hoping to get a more modest quota for radio than Geller wants for television—perhaps 6% for both news and public affairs.

To trade that commitment, which would be easy for radio to meet, for substantial deregulation of other operations would indeed be a good deal for the NAB and its radio members—assuming that such standards in the form of FCC rules are constitutional and that, if they are, the FCC would be content to quit there. Both assumptions are questionable.

The U.S. Court of Appeals has said there is a First Amendment problem with exactly the kind of standards Geller has proposed (BROADCASTING, Oct. 6, 1978). There may be broadcast lawyers

with a low opinion of that court, but they lack authority to overturn its decisions.

As to the assumption that the FCC could be counted on to say that 6% of news and public affairs was enough and stop at that, it is hardly bankable. Geller has observed that the only way to insure that his renewal formula for television retains its original simplicity is for Congress to write a law prohibiting the FCC from extending it to other programing.

It is not irrelevant to note that the FCC staff is about to recommend percentages for children's programing in television. In a speech two weeks ago, Commissioner Anne Jones, an able lawyer, remarked that she anticipated constitutional questions in such quotas (BROADCASTING, Oct. 1). There is no evidence, however, that her uncertainties are shared by an FCC majority.

At the least the NAB directors will want to ask themselves whether they are proposing a trade-off that could lead to harsher regulation in the end, even if it turned out to be legal.

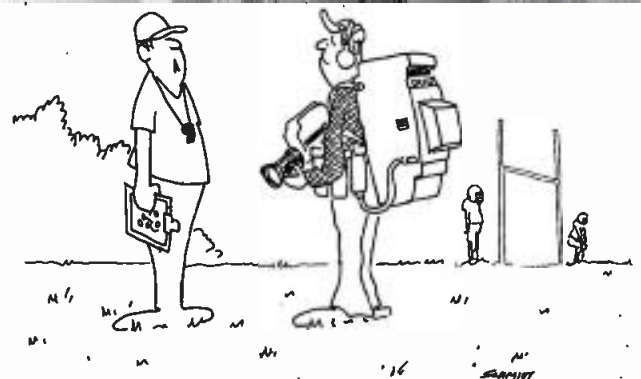
Fourth commercial network

The roster of underwriters that the Public Broadcasting Service has signed up for PBS's new prime-time season is studded with names of which any commercial network sales vice president could be proud.

Consider: . . . Ashland Oil, Atlantic Richfield, Continental Bank, Exxon, Firestone Tire & Rubber, Ford Motor, Getty Oil, W.R. Grace, Martin Marietta, Mobil, Polaroid, Prudential Insurance, Raytheon, Rockwell International, Texaco, TRW.

That is not a complete list but it is enough to make the point: These are big companies, sophisticated in the uses of advertising and marketing. They knew what they were doing when they made their grants, and their reason was not solely—as some public broadcasters would like people to think—to encourage "quality" television, however that may be defined. Their purpose also was to enhance their own images, no less so than in their admittedly commercial advertising.

Through the underwriting process, public broadcasting has for years been engaged in the sale of advertising in everything but name. As we have remarked from time to time, it is a strange occupation for a system that was created to be noncommercial. But the noncommercial salesmen do not stop there. In selling their own brand of advertising under a pseudonym, they malign the advertising that broadcasters sell under its right name. That is not strange; it is gall on an order almost to be admired.



Drawn for BROADCASTING by Jack Schmidt

"All you have to do is run alongside and tape every play."



**“The ultimate measure
of a man is not where he stands in
moments of comfort and
convenience, but where he
stands at times of challenge...”**

Martin Luther King, Jr.
1929-1968

A cold, dreary March day in Boston. The air is filled with chill and mist. It is a day for firesides, down quilts and warm hearty drink. But the day is not one of comfort and convenience, it is the day of the WROR “Run for the Green,” a ten kilometer road race for the benefit of the Easter Seal Society.

Hundreds of runners, including nine wheelchair entrants, covered the course to raise funds supporting such worthwhile Easter Seal efforts as swimming, camping and other recreational programs for handicapped children and adults in Massachusetts.

Prizes and refreshments were provided the participants by sixteen WROR sponsors while station staff members and other volunteers donated countless hours in preparation for the event.

Thousands of dollars were raised for Easter Seals through pledges secured by the runners, and the challenge of weather and discomfort was overcome by the listeners to WROR who would not stand still for comfort and convenience.



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KRTH Los Angeles/WHBQ Memphis/
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