

Aug. 6, 1979

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**Local TV journalism in 1979:  
Rising to meet the expectations**

# Broadcasting Aug 6

The newsweekly of broadcasting and allied arts

Our 48th Year 1979

*announcing...*

**volume**



*38 great motion pictures*

Warner Bros. Television Distribution  A Warner Communications Company

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**PAPER**

# HE'S ROAMING FREE IN DEEPEST, DARKEST NORTH CAROLINA



North Carolina may be a long way from Africa, but to him it looks like home. That's because the North Carolina Zoological Society is finally realizing its dream: to create a natural habitat zoo where animals can roam without the restrictions of bars and cages. Even some of the rocks are man-made in this unique zoological park.

Thanks to a pair of Zoo Telethons originated by WFMY-TV in Greensboro, more than a half-million dollars in private contributions have been collected.

More importantly, the success of the telethons has heightened public awareness and legislative concern. This has resulted in an on-going zoo appropriation from the North Carolina General Assembly.

WFMY-TV has plans for another "wild" telethon early in 1980 to raise more funds to complete the zoo. That's the kind of commitment all Harte-

Hanks stations make to help the community and contribute to the quality of life of the people we serve. And that goes for the animals, too.

## **HARTE-HANKS COMMUNICATIONS, INC.**



**TELEVISION GROUP**

KENS-TV, San Antonio, TX; WTLV-TV, Jacksonville, FL;  
WFMY-TV, Greensboro, NC; KYTV, Springfield, MO.

Opening New Channels of Understanding

# The Week in Brief

**SKY WAVE OF THE FUTURE?** □ Comsat announces plans for a satellite-to-home pay service. It intends to provide the programing. **PAGE 27.**

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**RADIO SPOT IS SPOTTY** □ An erratic pattern of time sales is puzzling. Business is up in some markets, down in others, and there are no discernible reasons for the variations. Reps hope that radio will get a boost from auto makers in the fall. **PAGE 80.**

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□ General Accounting Office's mmission points a finger at a ers deficiencies in the agency's cts promptly to deflect some of

**TION** □ Character qualifications hallenged by consumer groups competitor. **PAGE 91.**

□ e citizen group that sought to TV stations in that state reaches p owner Midnight Sun

□ A House and Senate conference ie FCC should get \$72.5 million **GE 94.**

**AHEAD** □ The group owner buys oris for each of its seven TV

**TOP** □ Jerry Perenchio liked the i in his mouth at birth. So when it it by family financial reverses, the st no time in making a comeback

strictly on his own. Today, he is chairman of Chartwell Communications and keeps chalking up successes in every endeavour he undertakes. **PAGE 129.**

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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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**KTXL – STILL THE ONLY MAJOR MARKET  
UHF INDEPENDENT WITH A NIGHTLY  
ONE HOUR, PRIME-TIME NEWSCAST:**

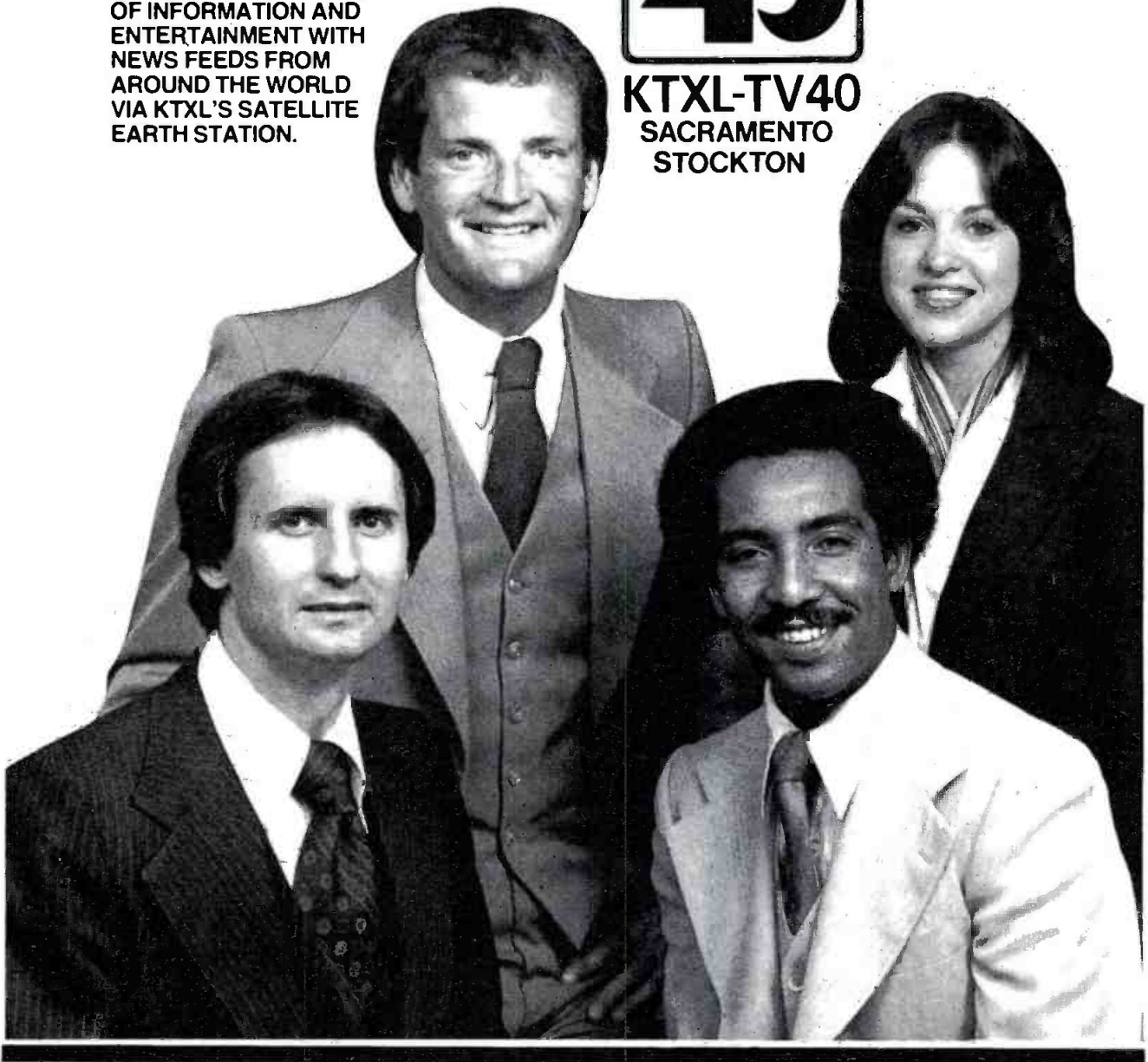
# **NEWSPLUS**

**WEEKNIGHTS 10 PM**

AN INNOVATIVE BLEND  
OF INFORMATION AND  
ENTERTAINMENT WITH  
NEWS FEEDS FROM  
AROUND THE WORLD  
VIA KTXL'S SATELLITE  
EARTH STATION.



**KTXL-TV40**  
SACRAMENTO  
STOCKTON



Represented Nationally by MMT sales  
KTXL — Serving Sacramento/Stockton

# Closed Circuit®

Insider report: behind the scene, before the fact

## Ethnic politics

Spanish-surnamed Americans feel they have commitment from Carter administration for next Democratic vacancy on FCC, meaning successor to James H. Quello, whose term expires June 30, 1980. Although Quello is being urged by many friends and several colleagues to seek reappointment, based on his record as hard-working, knowledgeable former broadcaster in Michigan, he hasn't yet announced plans. Quello is 65 and under law would reach retirement age of 70 with last two years of new seven-year term still to go. He could serve on year-to-year after that by presidential designation.

When Anne P. Jones, Republican, was named by President Carter last April, quest had been on for qualified Latino woman non-Democrat, but none was found. As recently as last week, inquiries were being made about qualified Latino Democrat, but quest now is for male since FCC has woman. Notion, however, is that Commissioner Quello will receive strong backing from Italo-Americans and many members of Congress as well as professional communicators, if he decides to seek reappointment.

## Will tell them so

Chairman Lionel Van Deerlin (D-Calif.) of House Communications Subcommittee will be opening speaker at first luncheon of new season of International Radio and Television Society in New York Sept. 13. That curtain-raiser is usually performed by FCC chairman, but this year Charles D. Ferris declined.

Word is that Van Deerlin will express good-humored disappointment over undoing of his Communications Act rewrite, will tell broadcasters they're apt to be less happy with amendments now being drafted in various congressional offices (he estimates some 30 in work) than they would have been with his H.R. 3333, which influential broadcasters worked hard to scuttle.

## Swing vote

Question of whether FCC will appeal radio format decision of U.S. Court of Appeals in Washington was left hanging at week's end. Following discussion, during which Deputy General Counsel David Saylor urged commission to ask solicitor general to petition for review by Supreme Court, commissioners appeared to be split. Chairman Charles D. Ferris and Commissioners Joseph Fogarty and Tyrone Brown seemed prepared to live with decision that reversed commission

policy statement leaving licensees' decisions on formats to marketplace, not to FCC oversight. Commissioners James H. Quello, Abbott Washburn and Anne P. Jones indicated they favored appeal.

If those lines hold, swing vote would be held by Commissioner Robert E. Lee, who is currently touring Europe but whose vote was to have been solicited by long-distance telephone.

## New brooms

Does National Association of Broadcasters fulfill its mission as defender of broadcasters' interest on all fronts, particularly with legislative and regulatory bodies? That was major point raised at last week's NAB executive committee's first meeting in Washington since its election last June (BROADCASTING, July 2). Board's Futures Committee, named at January meeting of full board in Hawaii, met concurrently and will make recommendations in November, following its evaluation of all NAB staff operations.

With Thomas E. Bolger, Forward Communications, Madison, Wis., presiding for first time as joint board chairman, what might have been fiery meeting ended with no frayed nerves. Vincent T. Wasilewski, who rose from junior lawyer in 1949 to presidency in 1965, staunchly defended his staff and their stewardship. There had been talk of O&O defections, but no network hostility was expressed.

## City cable company?

Atlanta city council may be trying end run to develop cable in that city. City has asked two University of California at Los Angeles urban planners to come up with study for municipally owned broadband communications system. At their most ambitious, plans could call for two-way system to serve entire half-million persons in city. Only known system of comparable size is now being built in Vienna, Austria. UCLA's Robert Jacobson and Walter Siembab will be meeting with council this week to discuss initial \$10,000, six-week feasibility study.

Franchises to build cable systems in Atlanta were issued six years ago to Cox Broadcasting Co. and Inner City Communications. Atlanta councilman who heads city development committee has been critical of pace of cable construction (BROADCASTING, July 2). Cox system, now with 7,700 subscribers, has been sold to Cable America Inc., subsidiary of Canadian firm, for \$5.5 million (BROADCASTING, June 18). Transfer is subject to approval of city council.

## Standards to new hands

Herminio Traviesas, NBC's vice president for broadcast standards policy, is about to retire after 10 years as company's "chief censor" but will retain NBC consultancy, may take on others if nonconflicting.

NBC officials say no final decision yet on his successor. Generally assumed to be front-runner is Ralph Daniels, department's number-two man, who's in charge of day-to-day administration while Traviesas operates on policy level.

## Homegoings

Broadcasters looking for congressional ears to bend during August recess will find plenty of key legislators in home districts. On House side, Representatives James Collins (R-Tex.), Edward Markey (D-Mass.), Marty Russo (D-Ill.), Marc Marks (R-Pa.) and Timothy Wirth (D-Colo.) are planning to stay in districts entire time. Representatives James Brodyhill (R-N.C.) and Allan Swift (D-Wash.) will be home part of time. Toughest to catch up with may be Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.), who, in addition to time in district, will be on two-day raft trip in northern California and then, on Aug. 13, off to China for another two weeks with Commerce Committee members.

Two senators to look for in home states during entire recess are Ernest Hollings (D-S.C.) and Barry Goldwater (R-Ariz.). Aide to Hollings, though, says he'll be tough to catch up with: He'll start at 7 a.m. with speeches and meetings running all day, every day.

## Syndication ante

Worldvision Enterprises, in beefed-up effort to acquire worldwide TV rights, now is putting money upfront before theatrical films go into production. Two such investments already have been made—in "Breakthrough" and "The Shape of Things to Come." A third's expected shortly; in 1980, Worldvision hopes to contribute to five, and after that, perhaps 10 a year.

## Dropped drop-ins

VHF drop-in issue, which was to have been resolved by FCC at meeting last December, has lost some of urgency with which it had been regarded. Matter was turned back to staff—which had recommended rejecting four proposed drop-ins—for further studies (BROADCASTING, Jan. 1). Now issue seems dormant. Other matters have been given higher priority.

# Business Briefly

## TV only

**Nissan Motor Corp.** □ One-week push for Datsun cars and trucks begins Sept. 17 in 14 markets. Agency: William Esty, New York. Target: men 18-49.

**Michelin** □ Five-week drive starts Aug. 20 for tires in 18 markets in fringe and prime times. Agency: Al Paul Lefton, New York. Target: women 18-49.

**Rusflers** □ Three-week flight starts Aug. 6 for steak house chain in Providence, R.I.; Richmond, Va.; Champaign, Ill. and Chicago, with spots placed in prime, day and fringe times. Agency: Lewis & Gilman, Philadelphia. Target: adults 18-49.

**San Giorgio** □ Eight-week campaign will begin Sept. 10 for spaghetti in about 17 Northeastern markets during fringe, day and prime times. Agency: Creamer, New York. Target: women 25-49.

**Playboy magazine** □ Two-week flight

starts Aug. 10 for September issue in 25 markets including New York, Chicago and Los Angeles during late fringe and late news. Agency: Scali, McCabe, Sloves, New York. Target: men 18-49.

**Gold Seal** □ Four-week push starts Sept. 4 for Snowy liquid bleach in Boston; Philadelphia; Hartford/New Haven, Conn.; Providence, R.I., Dallas; Denver and Scranton and Harrisburg/Lancaster/York, Pa., during day and fringe times. Agency: Ammirati Puris AvRutick, New York. Target: women 25-54.

**Nationwide Law Firm** □ Four-week direct response campaign starts Aug. 6 in Philadelphia and Albany, N.Y. Agency: Ogilvy & Mather, New York. Target: adults 18-49.

**American Home Products** □ Six-week co-op campaign begins Aug. 6 for Home Research Institute's rug-cleaning equipment in Los Angeles. Agency: Cunningham & Walsh, New York. Target: women 18-49.

**Tetley** □ Four-week flight begins Aug. 6 for tea in eight markets with spots running in daytime. Agency: Hicks & Greist, New York. Target: women 18-54.

**Gulf Oil Co.** □ Two-week flight begins Aug. 20 for lighter fluid. Campaign will promote Labor Day weekend barbecues in 80 markets during early and late news. Agency: Erwin Wasey, Los Angeles. Target: women 25-54.

**Nalley's Fine Foods** □ Four-week flight begins Aug. 6 for potato chips in four Pacific Northwest markets including

## AdVantage

Arbitron has created new hyphenated TV ADI (area of dominant influence) in Virginia: **Charlottesville-Harrisonburg**. Market will consist of 95,000 TV homes in six counties and, in addition to aforementioned cities, will include Staunton and Waynesboro, both Virginia. Arbitron last week estimated that new ADI would fall in 150's in market rank. WVAZ-TV Charlottesville is NBC affiliate in market; WHSV-TV Harrisonburg is ABC, and WVPT(TV) Staunton is PBS. Charlottesville had been part of Richmond, Va., ADI (ranked 56); Harrisonburg had been separate ADI (199).

Analysis by Blair Radio shows that **18-34** segment of radio audience was **most sought-after age group** by advertisers in first six months of 1979. This demographic experienced sharp increase in radio business opportunities, rising from 11.6% of availability in the first half of 1978 to 21.8% this year. In second place in Blair's evaluation is 25-54 demographic, which moved from 18.9% of availabilities last year to 20.6% in first six months of 1979. Other age groups ranked by Blair in order were 18-49, up to 20.0% from 19.5% last year; 25-49, down to 13.4% from 15.7% and 18 plus, down to 6.4% from 8.9%

**Nielsen Station Index** last week released **annual county/coverage study**, about two months earlier than in past years. According to Nielsen, study—showing TV station audiences on county-by-county basis—has "unique feature" of being based on entire broadcast year with November 1978 and February and May 1979 sweeps included. Nielsen said delivery was speeded up because of "growing client use."

## Radio only

# MASLA MEANS BUSINESS

Ask Frank Feller  
WYSP, Philadelphia

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

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



## Gentle giants.

For 2 years on NBC, more than 26 million weekly prime-time viewers have watched Grizzly Adams and his bear, Ben, encounter perils and adventure as they roam a vast and spectacularly beautiful wilderness.

Both have hearts as big as the mountains they roam. And, so, their adventures are touched with warmth and an uncommon love for all living things.

Their frequent companions, Mad Jack the trapper and Nakoma the Indian, are cast in the same mold.

With such content and characterization, it is not surprising that this splendid family series receives TVQ popularity scores, among the demographic groups, 10 to 30 points higher than average scores for prime-time programming.

And that star Dan Haggerty earns higher Performer Q scores than Ron Howard, Burt Reynolds, Walter Cronkite or John Travolta—to name only a few.

Now, "The Life and Times of Grizzly Adams," filmed entirely on location in the mountains of Utah and Arizona, is available for September.

There are 35 hours and two 90-minute specials, "Once Upon a Starry Night" and "The Renewal," ideally suited for Christmas and Easter broadcasts.

Call for this proven all-family favorite.

## "The Life and Times of Grizzly Adams"

Source: NTI/NAC (II Feb.-II May '77, I Oct. '77-I Apr. '78), TVQ (Feb. '77, '78), Performer Q (Apr. '78). Audience estimates subject to qualifications available on request.



**Viacom**

# It's News!

What you have been hearing is true. It's news, your station's news, that makes the difference between being number one or out of the running in your market.

Well-executed local television news develops a bond between the audience and the station which is essential to success, and it does it on a daily basis. This feeling overflows into almost all the other areas of programming. If you doubt it, just check how many stations are first in total day share that don't lead in local news—very few, and almost none in key markets.

McHugh and Hoffman is the most experienced broadcasting consultant in the United States. We are staffed by professionals with years of front-line, working experience in news, programming, promotion and research.

Through McHugh & Hoffman, you will learn in detail about your news personalities, content and visual presentation based on in-home research with your audience, as analyzed by our experts.

We tailor a plan with specific suggestions for your improvement. We monitor your station and your competitors throughout the year and advise on how the objectives you set for news superiority can be established and maintained.

**Please call us today for a no-obligation presentation.**

**McHUGH AND HOFFMAN, INC.**

**THE FIRST IN  
COMMUNICATIONS CONSULTING**

3970 Chain Bridge Road  
Fairfax, Virginia 22030  
(703) 691-0700

Spokane, Wash., and Portland, Ore., with spots in daytime, prime and a combination of early and late fringe. Agency: Della Femina, Travisano & Partners, Los Angeles. Target: adults 18-49.

**Diamonair** □ One-week flight begins Aug. 12 for Diamonair costume jewelry in 11 markets. Agency: Marschalk, New York. Target: women 25-54.

**Control Data** □ Six-week campaign starts Aug. 13 in five test markets: Denver, Philadelphia, Atlanta, Columbus, Ohio, and Orange county/Los Angeles. Campaign is for learning center program aids; designed to improve basic math, language and reading skills for children 10 to 16 years old. Agency: E.H. Brown, Chicago. Target: women 25-49.

**Empire Carolina** □ Seven-week campaign begins in September for various toys in 15 markets including Chicago and New York and several in California in day and fringe times. Agency: Advertising Media Services, New York. Target: women 18 plus.

**Dress Barn** □ Six-week campaign begins Aug. 20 for women's clothing store in New York, Hartford and New Haven. Spots will be placed during early and late fringe and daytime. Agency: Winner Communications, New York. Target: working women.

## Radio only

**Martin-Senour Paints** □ Three-week flight starts Aug. 22 for paints in about 35 markets including San Francisco, San Antonio, Tex.; Dallas, Baltimore, Pittsburgh and New York during drive times. Agency: Wyse Advertising,

Cleveland. Target: adults 25-54.

**Japan Airlines** □ Six-week campaign begins mid-September for air travel in San Francisco, Los Angeles and New York, with spots placed primarily in news. Agency: Ketchum, MacLeod & Grove, New York. Target: adults 35-64.

**Campbell's** □ Six-week campaign begins Aug. 27 for Swanson take-out chicken dinners in three test markets, Philadelphia, Boston and Los Angeles, during fringe times. Agency: Ogilvy & Mather, New York. Target: women 25-54.

**Northwestern Bell** □ Four-week flight begins today (Aug. 6) in 21 markets with heavy concentration on Minnesota. Agency: Bozell & Jacobs, Minneapolis. Target: adults 18 plus.

**Chicago Mercantile Exchange** □ Sixteen-week campaign begins Aug. 20 in Chicago, Minneapolis, Des Moines, Iowa, and markets in Missouri during early and afternoon drive times and farm reports. Agency: Cohen & Greenbaum, Chicago. Target: farmers; men 25-54.

## Radio and TV

**Purolator Courier Corp.** □ Four-week push begins Sept. 10 for courier service in approximately 25 markets with TV spots running during fringe times. Agency: Kurtz & Tarlow, New York. Target: adults 18-49.

**GTE Commercial Yellow Pages** □ Thirteen-week drive begins Aug. 8 in Atlanta for the C-book containing business listings. Spots will be broadcast during drive times on radio and in fringe, prime and sports time on TV. Agency: Eisaman, Johns & Laws, Houston. Target: men 35 and over.

## BAR reports television network sales as of July 1

ABC \$798,520,500 (36.2%) □ CBS \$724,316,600 (32.9%) □ NBC \$680,140,700 (30.9%)

Day parts	Total minutes week ended July 1	Total dollars week ended July 1	1979 total minutes	1979 total dollars year to date	1978 total dollars year to date	% change from 1978
Monday-Friday Sign-on-10 a.m.	153	\$ 1,251,200	4,090	\$ 32,072,000	\$ 27,909,100	+14.9
Monday-Friday 10 a.m.-6 p.m.	1,014	16,955,100	26,111	460,557,200	425,549,700	+8.2
Saturday-Sunday Sign-on-6 p.m.	293	6,767,100	8,681	243,433,400	215,279,000	+13.1
Monday-Saturday 6 p.m.-7:30 p.m.	99	4,267,100	2,555	126,362,800	110,926,300	+13.9
Sunday 6 p.m.-7:30 p.m.	23	932,100	624	38,684,500	32,766,000	+18.1
Monday-Sunday 7:30 p.m.-11 p.m.	412	37,639,700	10,731	1,150,251,500	1,014,596,900	+13.4
Monday-Sunday 11 p.m.-Sign-off	221	5,681,400	6,090	151,616,400	124,124,900	+22.1
<b>Total</b>	<b>2,215</b>	<b>\$73,493,700</b>	<b>58,882</b>	<b>\$2,202,977,800</b>	<b>\$1,951,151,900</b>	<b>+12.9</b>

Source: Broadcast Advertisers Reports



16 DAYS OF SELLING  
29 MARKETS SOLD\*

INCLUDING 16 OF THE TOP 25

# THE 12 BATTLESTAR GALACTICA MOVIES



**MCA TV**

†As of July 27, 1979.

\*See pages 11, 13, and 15.

# Where Things Stand

An every-first-Monday status report on the unfinished business of electronic communications

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□

**AM allocations.** FCC has initiated rulemaking that could result in addition of 125 or even more AM stations in clear and adjacent channels. Comments were filed second week in July; they mostly supported maintaining clear channels (BROADCASTING, July 16). There also has been increased discussion about converting daytime radio operations into full-time operations, with several actions pending.

Among them: House Communications Subcommittee Chairman Lionel Van Deertin (D-Calif.) has sided with Daytime Broadcasters Association and its chief spokesman in Congress, Representative Paul Findley (R-Ill.), in advocating conversion of daytimers. National Telecommunications and Information Administration has proposed reducing AM spacing to 9 khz to create more radio channels, and FCC has adopted notice of inquiry on subject (BROADCASTING, June 25). Joint board of National Association of Broadcasters has proposed that FCC form industry-government ad-

visory committee to study all proposals leading to universal full-time radio service for all, but without diminishing operation of existing full-time stations. Board of National Radio Broadcasters Association has called for industry-government committee to study 9 khz proposal. Comments on AM channel spacing are due Oct. 1.

□

**AM stereo.** FCC last year instituted formal inquiry looking to development of standards for AM stereo broadcasting (BROADCASTING, Sept. 18, 1978). Included in proceeding are five proposed systems—Belar, Harris, Kahn, Magnavox and Motorola. Final comments in proceeding have been filed (BROADCASTING, May 28).

□

**Antitrust/networks.** Justice Department, which originally filed suit against ABC, CBS and NBC in 1972 for alleged monopoly practices, has reached out-of-court settlement with NBC, and that agreement has been approved by presiding judge in case (BROADCASTING, Dec. 5, 1977). Agreement imposes number of restrictions on NBC in programing area, but some of those restrictions are not effective unless other two networks also agree to them. ABC and CBS, however, have asked court to dismiss suits, and last fall, judge in case refused (BROADCASTING, Nov. 6, 1978). Federal Trade Commission also has begun preliminary inquiry into broadcast antitrust questions (BROADCASTING, July 31, 1978) and late last year held seminar on media concentration (BROADCASTING, Dec. 18, 1978).

□

**Antitrust/TV code.** Department of Justice has filed suit against National Association of Broadcasters' television code, charging that it unfairly manipulates marketplace by restricting number of advertising availabilities (BROADCASTING, July 18).

□

**AT&T rates.** FCC has rejected increased AT&T charges for occasional networks, contending that Bell did not sufficiently justify increases and did not follow procedures laid down by commission in earlier proceeding for allocating costs among AT&T services. Commission indicated it would designate existing tariff for hearing, after which commission could prescribe rates. FCC's rejection of occasional use tariff, however, is seen by some as legally risky and commission's order rejecting rates, which was issued last spring, reflects that view as it attempts to plug every loophole in decision (BROADCASTING, April 10, 1978). Commission has rejected AT&T petition for reconsideration.

□

**Automatic transmission systems.** FCC has allowed automatic transmission service for nondirectional AM and FM stations (BROADCASTING, Jan. 3, 1977). Commission expects also to permit ATS at AM directional and TV stations soon.



## Wang Time Tunnel™ because: What they don't hear can't hurt you!

All it takes is one inadvertent obscenity or ethnic slur and away goes a chunk of the market you are trying so hard to nail down.

Time Tunnel™ solves the problem for 26 cents an hour with a six second digital delay that lets you drop, chop or bleep anything you don't like, long before it hits the air.

Call the gang at Wang at 800-258-1034

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.

**WANG**

Wang Voice Communications, Inc., Hudson, NH 03051

**Blanking intervals.** FCC in June 1978 issued public notice on problem of growing number of tapes produced by ENG equipment that exceed commission standards for horizontal and vertical blanking intervals. It said that for period of one year it would allow two-line tolerance (from 21 to 23) for vertical and .56 microsecond tolerance (from 11.44 to 12 microseconds) for horizontal to give industry time to correct problem. Last June 7, FCC adopted notice of inquiry concerning television waveform standards. In view of changes in the industry since rules were adopted in 1941 and 1953, FCC intends to examine whether competitive marketplace forces would serve the public interest or if there is need for continued FCC regulation. Comments are due Dec. 19, 1979, and replies on Feb. 19, 1980. No advisory notices or notices of apparent violation for blanking in excess of standards will be issued during period of inquiry. The Broadcasters Ad Hoc Committee on Television Blanking Widths was formed last August and is working to "identify problem areas and recommend corrective action" to FCC. Group is made up of representatives of three commercial networks, Public Broadcasting Service, National Association of Broadcasters and several station groups (see "In Sync," Oct. 23, 1978).

**Broadcasting in Congress.** House of Representatives has been on live television feed since March (BROADCASTING, March 26), ending its traditional ban on electronic news coverage of its floor proceedings. Only organization making regular use of feed is Cable Satellite Public Affairs Network (C-SPAN), beaming proceedings in full to cable subscribers across country. Network news departments, having lost their battle to control feed, grudgingly say they will use pieces of it, but only during big events and with "super" that identifies material as being House-produced. In Senate, resolutions have been introduced to suspend ban on TV coverage during debate on Strategic Arms Limitation Treaty, expected in fall, but they have received no action yet.

**Cable deregulation.** FCC is embarked on course that may take it to eliminating last remaining rules cable industry considers restrictive—distant-signal and syndicated exclusivity regulation—but has opened possibility of establishing some kind of marketplace regulation through program equities (BROADCASTING, May 7).

**Carter use of broadcasting.** President has held 51 televised press conferences since assuming office. But he has abandoned his twice-a-month Washington press conferences in favor of town hall meetings, regional press conferences and possibly other formats in which he hopes to turn around his political fortunes (BROADCASTING, July 30).

**Children's advertising.** Federal Trade Commission concluded legislative phase of inquiry examining proposals to limit or ban advertising aimed at children. First two weeks of hearings were held in San Francisco in January; four additional weeks came in Washington in March. Next phase, if recommended by hearing judge Morton Needelman, is disputed-issues hearings. Schedule is tentative, pending completion of Needelman's report, and pending achievement of commission quorum. FCC, meanwhile, has received reply comments in its

inquiry into children's programming and advertising (BROADCASTING, Jan. 22). And Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) has announced that his unit will be looking into matter, although there has been no movement.

**Closed captioning.** FCC has adopted order opening door to system of closed captioning of television programs for benefit of hearing impaired. (Closed captioning involves transmission of TV signal on line 21, field 1, and available half of line 21, field 2, of television blanking interval for captions that are visible only to those with decoding equipment.) At end of March, Joseph Califano Jr., secretary of health, education and welfare, announced initiation of program by ABC, NBC and Public Broadcasting Service to operate captioning project which will get under way early next year (BROADCASTING, March 26). ABC and NBC will eventually caption about five hours a week (mostly prime time) and PBS more than 10 hours. Sears, Roebuck & Co. will manufacture and distribute decoding equipment for home sets. Adapter for set will cost about \$250, while 19-inch color set with one built in will sell for about \$500. CBS declined to participate, saying it is more interested in proceeding with its work with teletext process to provide not only captioning, but other information services as well (BROADCASTING, March 12).

**Communications Act.** Representative Lionel Van Deerlin has given up hopes of getting Communications Act rewrite, H.R. 3333, through Congress, and is instead pushing for passage of amendments to 1934 act (BROADCASTING, July 16, 23). New bill would replace Title II of Act, concentrating on common carrier and cable provisions. Dates for markup haven't been established. In Senate, two bills under consideration are S. 611 by Senators Ernest Hollings (D-S.C.) and Howard Cannon (D-Nev.), and S. 622 by Senators Barry Goldwater (R-Ariz.) and Harrison Schmitt (R-N.M.). Staffs are expected to meet to resolve issues and work out legislative language, although no date has been set.

**Crossownership (newspaper-broadcast).** Supreme Court has upheld FCC policy grandfathering most such existing crossownerships, disallowing future crossownerships and requiring breakup of 16 "egregious" crossownership cases (BROADCASTING, June 19, 1978). Nine of 16 have either separated or been freed from divestiture order because of changed circumstances. Of seven remaining, six have waiver requests before FCC and one is asking commission to delay judgement on divestiture.

**Crossownership (television broadcasting-cable television).** FCC amended its rules to require divestiture of CATV system co-owned with TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, March 8, 1976). National Citizens Committee for Broadcasting appealed, arguing rule should be broader. Two system owners involved also appealed on other grounds (BROADCASTING, April 26, 1976). In December 1978, court sent case back to commission at FCC's request. FCC's Cable Television Bureau is studying recommendations for further action.

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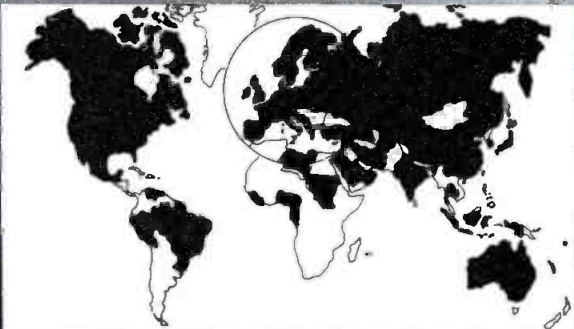
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**EEO.** Supreme Court, in decision involving Federal Power Commission and its role—or lack of one—in EEO matters, appears to have cast doubt on FCC authority to impose EEO rules on cable systems, but commission has adopted report and order resolving in its favor question of whether it has necessary authority and laying out program for monitoring cable systems' EEO performance and for dealing with violators (BROADCASTING, Oct. 2, 1978). In broadcast EEO area, commission has tentatively voted to amend Form 395, commission's annual employment reporting form, to require licensees to rank employees according to salary and to identify minorities and women (BROADCASTING, Nov. 6, 1978). However, after that action generated considerable criticism, commission abandoned salary-ranking idea, at least for present (BROADCASTING, Jan. 1). Final order, denying in part and granting in part, petitions for reconsideration, was adopted in May (BROADCASTING, May 28).

□

**Family viewing.** Judge Warren Ferguson of U.S. District Court in Los Angeles has ruled that family-viewing self-regulatory concept is unconstitutional (BROADCASTING, Nov. 8, 1976) and National Association of Broadcasters could not enforce concept, which was embodied in its television code. ABC, CBS and FCC are appealing basic decision; NBC is fighting only liability for damages to Tandem Productions, one of plaintiffs in suit against family viewing. Arguments on appeals were held in June (BROADCASTING, June 18) at U.S. Court of Appeals for Ninth Circuit. In light of court decision, NAB dropped its policy of mandatory subscription to TV code, and rewrote code to prohibit broadcast of material that subscribers "determine to be obscene, profane or indecent" (BROADCASTING, Sept. 19, 1977).

□

**FCC fees.** Commission has adopted report and order providing for refund of fees in excess of \$155 for radio and television stations. Refund program began in June. (BROADCASTING, June 25).

□

**FM quadraphonic.** National Quadraphonic Radio Committee (NQRC) was formed in 1972 by industry groups. It submitted its conclusions to FCC in 1975, and commission has conducted tests at its laboratory division since then. FCC issued notice of inquiry in June 1977 to study merits of various quadraphonic techniques. Comments were filed over year ago (BROADCASTING, Dec. 19, 1977); second notice of inquiry was issued early this year, and final comments have now been received (BROADCASTING, Jan. 15). Reply comments are due Aug. 10.

□

**Format changes.** FCC more than two years ago ended inquiry to determine whether it can or should be involved in regulating program formats with order concluding that it can't and shouldn't (BROADCASTING, Aug. 2, 1976). Commission said determination should be left to discretion of licensee and to regulation of marketplace. But this was contrary to several previous appeals-court decisions and expectation is that Supreme Court will ultimately decide issue. U.S. Court of Appeals reversed commission after most recent appeal was taken by citizen groups, but commission is considering appeal to Supreme Court.

**License renewal legislation.** Broadcasters' effort to win license renewal legislation with longer licenses and insulation from challenge for such reasons as ownership structure became more urgent after Washington appeals court's WESH decision in October, although that decision was later amended (BROADCASTING, Jan. 22). Issue is treated in Communications Act revisions bills introduced in Senate (BROADCASTING, April 2), and it appears any action on renewal issues will take place within context of those bills. Introduction of renewal measures, reaching flood stage in previous years, is limited to just two bills this year; both are reruns from last Congress.

□

**Minority ownership.** Carter administration has announced wide-ranging push to increase participation of minorities in radio and TV station ownership (BROADCASTING, April 24, 1978). FCC also has adopted policies aimed at assuring minorities path to ownership (BROADCASTING, May 22, 1978). Small Business Administration changed its policy against making loans to broadcasters, ostensibly to help minority owners, but only seven of first 32 broadcast loans last year went to nonwhite-owned enterprises (BROADCASTING, Nov. 13, 1978). In private sphere, National Association of Broadcasters has raised about \$9 million from networks and other broadcast organizations, its nonprofit Minority Broadcast Investment Fund, through which it hopes to raise \$45 million for direct loans and loan guarantees to minority broadcast owners (BROADCASTING, Jan. 1). National Radio Broadcasters Association has created program where its members help minorities learn station operations.

□

**Music licenses.** All-Industry Radio Music License Committee and American Society of Composers, Authors and Publishers have agreed, subject to court approval, on new licenses for radio stations' use of ASCAP music, retroactive to March 1, 1977, and extending through Dec. 31, 1982, and expected to save broadcasters \$6.5 million to \$8 million over full term (BROADCASTING, Aug. 21, 1978). Committee also has negotiated new agreement for Broadcast Music Inc. licenses retroactive to Jan. 1, 1979, and extending through Dec. 31, 1983 (BROADCASTING, March 12). In TV, similar all-industry committee has quit negotiating for new TV-station licenses with ASCAP and BMI, and has filed a class-action suit in U.S. Southern District Court in New York against the two music-licensing firms, charging that blanket licenses are monopolistic and anticompetitive (BROADCASTING, Dec. 4, 1978). In network TV, Supreme Court has overturned appeals-court decision siding with CBS in its demand for "per use" licenses as alternative to current blanket licenses and ordered lower court to review case from different legal perspective (BROADCASTING, April 23).

□

**Network inquiry.** FCC's network inquiry has resumed, with commission issuing further notice of inquiry (BROADCASTING, Oct. 16, 1978). Proceeding is in response to petition by Westinghouse Broadcasting seeking examination of network-affiliate relationships.

□

**Network standings.** Prime-time TV ratings

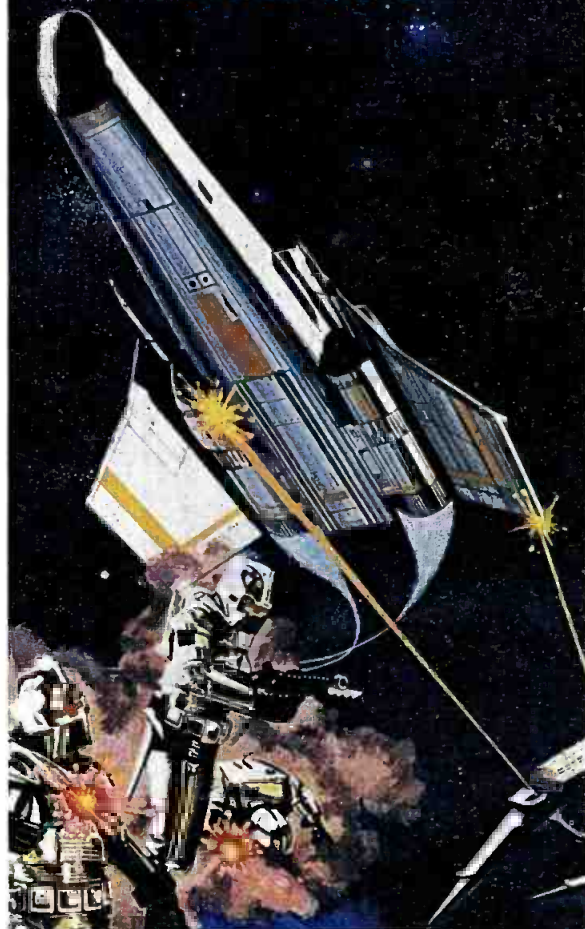
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averages, Sept. 18, 1978-July 29: ABC 19.3, CBS 17.7, NBC 15.8.

□  
**Noncommercial broadcasting rules.** FCC has instituted rulemaking and inquiry designed to bring regulatory policies for public broadcasting up to date (BROADCASTING, June 12, 1978). Inquiry is aimed at helping commission determine standards for who can be noncommercial licensee. Rulemaking proposals concern underwriting announcements and solicitation of funds, establishing FM table of allocations for educational assignments and new classes of stations and extension to non-commercial licensees of limits on ownership applicable now only to commercial licensees. New deadline for comments is October 15. Replies are due Nov. 30.

□  
**Operator licensing.** FCC has dropped requirement for special tests for what are now third-class radio operator licenses; holders of such permits can now perform routine technical chores at radio stations (BROADCASTING, Jan. 1). Commission has not yet acted, however, on proposal calling for dual license structure—one series for routine operation and one for maintenance of various classes of radio stations—for retitling of licenses and for new class of license for operation of television transmitters. On June 12, the Georgia Institute of Technology presented a report to the commission recommending that the FCC stop regulating the day-to-day "how-to" technical aspects of broadcast station operations, and instead place more regulatory emphasis on the actual characteristics of the signal stations broadcast. The report was entitled "Broadcast Regulation Tradeoff Study" and was prepared under FCC contract.

□  
**Pay cable, pay TV.** U.S. Court of Appeals in Washington has overturned FCC rules designed to protect broadcasters against siphoning of sports and movie programming (BROADCASTING, March 28, 1977) and Supreme Court has refused FCC request for review. FCC's authority to pre-empt pay-cable rate regulation has been upheld by U.S. Court of Appeals in New York (BROADCASTING, April 10). As industry, pay cable reaches 4.5 million subscribers (BROADCASTING, May 28). There are four over-air pay TV stations currently telecasting: WTVG(TV) Newark, N.J., WBSG-TV Corona, Calif., WQTV(TV) Boston and KWHY-TV Los Angeles.

□  
**Performer royalties.** Legislation to require broadcasters and other users of recorded music to pay royalties to record performers and manufacturers has been reintroduced as H.R. 237 by Representative George Danielson (D-Calif.). Bill is before Representative Robert Kastenmeier's (D-Wis.) Subcommittee on Courts, Civil Liberties and Administration of Justice, which has not scheduled hearings yet.

□  
**Public broadcasting.** Congress passed new legislation last year authorizing increased federal funds for Corporation for Public Broadcasting through 1983 and making them easier

to win through matching grant system (BROADCASTING, Oct. 9, 1978). Bill also contains incentives for more money to go to program production, especially by independent producers, and to public radio. Membership of Public Broadcasting Service approved plan (BROADCASTING, July 2) to create multiple program services under auspices of one system president and reduce size of board of directors. Second Carnegie Commission (first led to initial public broadcasting legislation) released its report on the medium, recommending sweeping changes in structure and funding (BROADCASTING, Feb. 5).

□  
**Radio deregulation.** Last October FCC Chairman Charles Ferris asked Broadcast Bureau, Office of Plans and Policy and General Counsel to revise existing scope of radio regulation and supply commission with set of options for potential reduction or elimination of regulations which no longer fit economic marketplace of radio in major markets. He also directed staff to prepare notices to implement major-market experiment in radio deregulation. NAB urged FCC to move to deregulation in all markets rather than conduct "major market experiment." FCC staff is presently preparing notice of proposed rulemaking on matter. Commission plans to discuss matter at Sept. 6 meeting (BROADCASTING, July 30).

□  
**Retransmission consent.** Henry Geller, head of National Telecommunications and Information Administration, has proposed this idea to FCC as means of introducing marketplace factor into distant-signal importation equation. Cable systems would have to obtain permission of either originating station or copyright owner for signals that are brought in.

□  
**Shield legislation.** Supreme Court's ruling in *Stanford Daily* case (which holds that police need only search warrant to search newsrooms and private homes and offices, even if occupants are not suspected of crimes) and jailing of *New York Times* reporter M. A. Farber (for refusal to turn over notes to New Jersey court), have spurred new wave of bills in Congress to protect press (BROADCASTING, Jan. 29). After *Stanford Daily* decision, House Government Operations Committee endorsed legislation to restrict police to subpoenas for obtaining information from third parties; subpoenas, unlike search warrants, can be contested in court. Senate Subcommittee on the Constitution will hold more hearings on similar legislation. Representative Philip Crane (R-Ill.) has introduced bill to prohibit use of search warrants or subpoenas against news media, including broadcasters (BROADCASTING, Aug. 28, 1978). And Carter administration has introduced legislation to overcome effects of *Stanford Daily* (BROADCASTING, April 9). It underwent recent hearings in House (BROADCASTING, May 28). Still, Supreme Court has refused to review case of San Francisco TV reporter ordered to jail for refusal to divulge sources in connection with story he did while with KAKE-TV Wichita, Kan. (BROADCASTING, Feb. 26). And court's *Herbert vs. CBS* decision opens journalist's thought processes to scrutiny in libel cases (BROADCASTING, April 23).

□  
**UHF.** FCC's May 1975 notice of inquiry on UHF

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taboos to determine whether proximity of stations could be reduced is still outstanding (BROADCASTING, June 2, 1975). Texas Instruments has delivered prototype receiver, built under FCC contract, which is aimed at overcoming UHF taboos (BROADCASTING, Feb. 20, 1978). Commission also has adopted new, tighter noise figure standards aimed at improving reception of UHF pictures (BROADCASTING, May 22, 1978). Earlier this year, it set up new task force to work toward UHF comparability, and made plans for spending up to \$610,000 on project (BROADCASTING, Jan. 8).

□

**VHF drop-ins.** This FCC proceeding, of several years' standing, looks to short-spaced TV assignments in four markets and anticipates possibilities of further rulemakings for drop-ins in other markets (BROADCASTING, March 14, 1977). Comments, most of them negative from broadcasters, were filed with commission (BROADCASTING, Dec. 19, 1977). Commission had matter on agenda in one of last meetings of last year, but postponed action (BROADCASTING, Jan. 1).

□

**WARC.** U.S. and 153 other member nations of International Telecommunications Union are in home stretch in developing national positions to present to World Administrative Radio Conference in 1979 (BROADCASTING, Dec. 11, 1978).

U.S. delegation of 64 members representing government, industry and public interest groups are meeting every other Wednesday at State Department. WARC '79 international spectrum allocations are expected to remain in place for 20 years. Conference, which is scheduled to run for 10 weeks, starts Sept. 24. U.S. concern about gaining additional frequencies for HF broadcasting and for winning agreement for proposal for increasing satellite allocations, as well as speculation about "politicalization" of conference by Third World countries has dominated advance discussion of conference.

□

**WESH.** FCC renewal of license for Cowles Communications' WESH-TV Daytona Beach, Fla., and denial of competing challenge by Central Florida Enterprises has been remanded by U.S. Court of Appeals in Washington (BROADCASTING, Oct. 2, 1978). Court decision then threw into disarray commission's policy on comparative renewals, but in clarification of its order, court, in view of commission and private attorneys, restored flexibility to commission's method of handling comparative renewal matters (BROADCASTING, Jan. 22). Cowles and competitor arrived at out-of-court settlement (BROADCASTING, May 21), but agreement was rejected by court (BROADCASTING, July 25).

## Datebook

■ indicates new or revised listing

### This week

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

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

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

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

### Also in August

■ **Aug. 12**—Special mock hearing and trial during American Bar Association's annual meeting to allow further study of broadcast and photographic coverage of courtrooms. Dallas county courthouse.

■ **Aug. 13-15**—Seminar. National Cable TV Administration and Marketing Society, on role of cable as advertising medium. Denver.

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

**Aug. 16**—National Association of Broadcasters legal workshop. Sheraton Airport hotel, Atlanta.

**Aug. 16-18**—Idaho State Broadcasters Association

convention. Shore Lodge, McCall, Idaho.

**Aug. 20**—Week of one-day Missouri Broadcasters Association sales clinics, beginning Monday at Ramada Inn, Sikeston. Tuesday's will be at the Hilton Inn, Springfield; Wednesday's at Holiday Inn, Jefferson City; Thursday's at Holiday Inn, Hannibal, and Friday's at Ramada Inn, St. Joseph.

**Aug. 20-21**—Society of Cable Television Engineers regional technical meeting. Logan Airport Hilton, Boston.

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

**Aug. 22-25**—Michigan Association of Broadcasters annual convention. Hidden Valley Resort, Gaylord; Mich.

**Aug. 23-26**—West Virginia Broadcasters Association meeting. Greenbrier. White Sulphur Springs, W. Va.

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

**Aug. 24-Sept. 2**—International Radio and TV Exhibition 1979 Berlin, promoted by the Society for the Promotion of Entertainment Electronics of Frankfurt-on-Main with executive handling by the AMK Company for Exhibitions, Fairs and Congresses Ltd. Berlin Exhibition grounds.

**Aug. 26-28**—Illinois Broadcasters Association annual convention. Ramada Inn, Champaign, Ill.

**Aug. 26-Sept. 2**—National Association of Broadcasters sales management seminar. Harvard University, Boston.

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

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## September

**Sept. 5-7**—Second International Fiber Optics and Communications Exposition. Hyatt Regency O'Hare, Chicago. Information: (617) 739-2022.

**Sept. 6-8**—Radio Television News Directors Association international conference. RTNDA board will meet Sept. 5 and 9. Caesar's Palace, Las Vegas.

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

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

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

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

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

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

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

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

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

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

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

**Sept. 15**—Deadline for entries in 14th annual Gabriel Awards of *UNDA-USA* for radio and TV programs that creatively treat issues concerning human values. Information: Charles J. Schista, (317) 635-3586.

**Sept. 16-18**—*Nebraska Broadcasters Association* convention. Old Mill Holiday Inn, Omaha.

**Sept. 16-19**—Broadcast Financial Management Association's 19th annual conference. Waldorf-Astoria, New York.

**Sept. 17**—Aging With Television conference sponsored by *Annenberg School of Communications*, University of Pennsylvania. Hyatt Regency hotel, Washington.

**Sept. 17-18**—*Society of Cable Television Engineers* regional technical meeting. Marriott Twin Bridges-National Airport, Arlington, Va.

**Sept. 19-20**—Regional meeting, *Mutual Black Network* affiliates. Peachtree Plaza hotel, Atlanta.

**Sept. 19-21**—Annual broadcast symposium of *IEEE Broadcast, Cable and Consumer Electronics Society*. Washington hotel, Washington. Contact: George Jacobs, (202) 254-8040.

**Sept. 19-21**—Forum '79, sponsored by *International Telecommunication Union* for telecommunications executives and investment bankers. Geneva.

**Sept. 20-22**—Western area conference of *American Women in Radio and Television*. Washington Plaza hotel, Seattle.

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

**Sept. 21-22**—*Maine Association of Broadcasters*

## Major Meetings

**Sept. 6-8**—Radio Television News Directors Association international conference. Caesar's Palace, Las Vegas. 1980 conference will be Dec. 3-5 at Diplomat hotel, Hollywood-by-the-Sea, Fla.

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

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

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

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

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

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

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

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

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

**Jan. 13-16, 1980**—*Association of Independent*

*Television Stations (INTV)* convention. Galleria Plaza, Houston. Future convention: Jan. 18-21, 1981, Century Plaza, Los Angeles.

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

**Feb. 16-21, 1980**—*National Association of Television Program Executives* conference. San Francisco Hilton. Future conferences: March 13-18, 1981, New York Hilton; March 12-17, 1982, Las Vegas Hilton.

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

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

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

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

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

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

# **WCBS ALL-NEWS 88 HAS JUST MADE RADIO HISTORY**

**WCBS ALL-NEWS 88 HAS MORE ADULT LISTENERS THAN ANY OTHER RADIO STATION IN AMERICA.**

**FOR THE FIRST TIME IN RADIO HISTORY, AN ALL-NEWS STATION IS NO.1 IN THE NATION.**



## **WCBS ALL-NEWS 88**

Source: Historic data based on Arbitron radio measurements. Current audience data, New York Arbitron, April/May 1979, TSA, Weekly Cumulative Estimates, Adults 18+, 6AM-Midnight, Mon-Sun. Subject to qualifications which CBS will supply on request.

meeting. Sebasco Estates, Bath.

**Sept. 21-23**—West Central area conference of *American Women in Radio and Television*. Clayton House, Lincoln, Neb.

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

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

**Sept. 26-28**—Public Service Advertising Conference, sponsored by *International Advertising Association* and *The Advertising Council*. Brussels, Belgium. Information: IAA World Headquarters, 475 Fifth Avenue, New York 10017; (212) 684-1583.

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

**Sept. 26-29**—*Tennessee Association of Broadcasters* annual convention. Opryland hotel, Nashville.

**Sept. 27**—*National Association of Broadcasters* license renewal workshop. Holiday Inn, Fairmont, Minn.

**Sept. 27-29**—Northeast area conference of *American Women in Radio and Television*. St. Moritz hotel, New York.

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

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

## October

**Oct. 2-4**—International Electrical, Electronics Conference and Exposition, sponsored by the *Canadian region of Institute of Electrical and Electronics Engineers*. Exhibition Place, Toronto.

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

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

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

**Oct. 5-7**—Fall conference, *Florida Association of Broadcasters* Thunderbird, Jacksonville.

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

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

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

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

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

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

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

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

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

**Oct. 14-15**—*North Dakota Broadcasters Association* fall convention. Ramada Inn, Minot, N.D.

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

**Oct. 15**—New deadline for FCC comments on proposal establishing table of assignments for FM-ED stations and new classes of stations (Docket 20735). Previous deadline was May 2. Replies are now due Nov. 30.

**Oct. 15**—*National Association of Broadcasters* legal workshop. Austin Marriott hotel, Austin, Tex.

**Oct. 15**—New deadline for filing comments in FCC's noncommercial educational FM proceeding (Doc. 20735).

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

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

**Oct. 17**—*Association of National Advertisers* corporate advertising workshop. Plaza hotel, New York.

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

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

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

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

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

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

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

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

## Errata

In the report of relative TV network standings in the **May Arbitron sweeps**, published in the July 16 issue, ABC's prime-time households in **Rochester, N.Y.**, were said to have declined 12% from 1978 to 1979. In fact, **ABC gained 12%**. ABC Research, which compiled the figures for BROADCASTING, erroneously included the Elmira, N.Y., market in Syracuse in 1978, thus inflating the Syracuse figures for that year.

□

NBC's projection for 1988 anticipates that **20% of the U.S. homes** will then have **videodisk players**, not 10% as reported in coverage of NBC President Fred Silverman speech in July 30 issue.

□

In "For the Record" July 23, Harry J. Pappas was identified as president of Pappas Television Inc. The name of the company is **Pappas Telecasting Inc.**

□

*Donahue* show, syndicated by Multimedia Program Productions, began its current run on **WNBC-TV New York Sept. 19, 1977**, not June 19, 1978 as reported in July 23 issue.

□

Target audience for **Brown Photo** advertising campaign is **women, 18-49**, not 24-54 as stated in "Business Briefly" item July 9.

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

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

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

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

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

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

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

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

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

## November

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

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

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

# GOOD TIMES

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

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

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

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

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

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

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

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

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

**Nov. 13**—*Association of National Advertisers* new-

product marketing workshop. Plaza hotel, New York.

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

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

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

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

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

## 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.

# Open Mike®

## Kaiser comes back

EDITOR: "Fair's fair," BROADCASTING's editorial of June 25, makes an obsequious defense of network television as the victim of misinformed abuse with Kaiser Aluminum as the culprit. Our [newspaper] advertisement reported that the networks rejected our commercials because they were controversial or not acceptable material. Even without the fairness doctrine, it's my opinion that ABC, CBS and NBC would have rejected our commercials outright. Why? Because they consider themselves in the self-appointed position on what is best communicated to the public.

You actually say that we should tell the public to demand repeal of the fairness doctrine. At the same time, your editorial is fully sympathetic to network television because it must labor under this disabling and discriminatory law. If this is the hapless position of these three companies, then why don't they go to the public telling them to demand repeal of the doctrine? They don't, I contend, because the fairness doctrine works conveniently into the hands of ABC, CBS and NBC censorship. (We do support the repeal of the fairness doctrine!)

We have received over 1,200 letters, postcards, wires and telephone calls from Americans as a result of our advertisement: "Can a corporation speak its mind in public?" Ninety-six percent of these responses express surprise, dismay, frustration, anger at the monopolistic power that the three networks possess over the nation's airwaves.—*Cornell C. Maier, chairman, Kaiser Aluminum & Chemical Corp., Oakland, Calif.*

## Rights in conflict

EDITOR: I must take issue with your July 23 editorial in reference to the broadcasting industry's "right" to trial coverage. Most commentators on the subject define this issue simply as a matter of the confrontation of constitutional amendments, but there is another aspect to it: the personal one.

Your editorial stated that Judge Cowart [of the Bundy trial] felt cameras in trial courtrooms "make life easier for witnesses and other participants." What about the defendant? Does it really make life easier for him?

Put this issue on a personal level. What if you or a loved one were being tried for something? Whether you were found innocent or guilty, you would always carry the stigma of being suspected of carrying out a certain crime, be it tax evasion or child molestation.

Granted, the public may have the right to know about judicial workings, but it does not have the right to pry into a person's private life, as often happens in trials, causing unnecessary emotional trauma.—*Timothy L. Marsh, continuity director, KHOK(AM) Hoisington, Kan.*

## Fan of Phil's

EDITOR: Congratulations on the five fine pages devoted to *Donahue*.

So few of today's TV stars are so down-to-earth. The success of *Donahue* goes to show what can happen when a station takes the time and effort to create local programming, rather than punch up the network or air reruns.—*Bill Nance, WING(AM) Dayton, Ohio.*

## BROADCASTING PUBLICATIONS INC.

Sol Talshoff, *chairman*.  
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Edwin H. James, *vice president*.  
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Leonard Zeidenberg, *senior correspondent*.  
J. Daniel Rudy, *assistant managing editor*.  
Frederick M. Fitzgerald, *senior editor*.  
Mark K. Miller, Kira Greene, *assistant editors*.  
Alan Green, Harry A. Jessell, *staff writers*.  
Stephen T. McClellan, Kathleen Haley, *editorial assistants*.  
Pat Vance, *secretary to the editor*.

## YEARBOOK □ SOURCEBOOK

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

## ADVERTISING

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

## CIRCULATION

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

## PRODUCTION

Harry Stevens, *production manager*.

## ADMINISTRATION

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

## BUREAUS

New York: 75 Rockefeller Plaza, 10019.  
Phone: 212-767-3260.  
Rufus Crater, *chief correspondent (bureau chief)*.  
Rocco Famighetti, *senior editor*.  
Jay Rubin, *assistant editor*.  
Diane Burstein, *editorial assistant*.  
Winfield R. Levi, *general sales manager*.  
David Berlyn, *Eastern sales manager*.  
Harriette Weinberg, Marie Leonard, *advertising assistants*.

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

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



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

# Monday Memo®

A broadcast advertising commentary from Stephen K. Jackson, VP advertising and public relations, Georgia-Pacific Co., Portland, Ore.

## A crisis of identity, solved with television

Georgia-Pacific could be the name of a southern railroad—and there are those who think it is. That fact alone doesn't bother the company. But Georgia-Pacific customers who are aware of only one segment of this company's broadly diversified activities, are something else, for they can influence future growth.

Several years ago, too many Georgia-Pacific customers fell into this category, and we took action to correct the problem. Awareness of our corporate image came to the fore when a customer's chance remark indicated a lack of knowledge about our various corporate enterprises. This was the step-off point for a study designed to find out what Georgia-Pacific customers knew about us.

The study found that the customer who sparked the research was typical. Some customers knew G-P as the largest forest products company; others recognized it as an industrial chemical supplier, a producer of building materials or a factor in the tissue-paper business. But rarely did they know much about the company apart from their specific business with Georgia-Pacific.

With this information in hand, goals were set to explain the depth and breadth of the company. Carefully chosen words were incorporated in a positioning statement: "Georgia Pacific is a natural-resource-based company that is continuing to grow through its diversification and the responsible management of the resources it controls." Later, this statement was reworked into the advertising line "Georgia Pacific . . . oil, gas, coal, gypsum, timber and the skill to manage them."

Target of the campaign was the mid-level businessman, not upper management. We wanted to make our first-line trade customers and potential customers—builders, dealers, chemical suppliers, grocery store managers and others like them—aware of what the corporation does outside their normal area of business.

Our purpose was to instill with these customers a sense of scope and credibility about Georgia-Pacific, and have them appreciate what we're doing and pave the way for future growth.

Demographically, the sought-after audience was the upscale male, age 25 to 54—the customer base—although in a practical sense, it also would include the upscale female decision-maker.

The financial community was not a primary target. As the largest forest products company in the world, Georgia-Pacific already was well known among analysts, portfolio managers, investment advisors



Stephen K. Jackson has been vice president, advertising and public relations, Georgia Pacific Co., Portland, Ore., for two years. Earlier he had worked for McCann-Erickson Inc., as senior vice president and general manager of its Portland office between 1975 and 1977. He had served earlier with Georgia Pacific in various advertising and sales promotion capacities before joining M-E.

and bankers.

Our main goal was not the chief executive officer, either. We're dealing for the most part in commodity products. When we're selling plywood, we're dealing with the entrepreneurial building-materials dealer or a building contractor. With base chemicals, it's the purchasing agent. When we're selling tissue products, we're working with the supermarket manager or buying committee, not the president of the chain.

Television was the primary medium chosen to communicate the G-P story, with selected business magazines supplementing the program. Sports—baseball, football, golf, tennis—plus morning news were the vehicles to reach the target audience. Commercials, developed by McCann-Erickson Inc., under the supervision of Lloyd Febri, senior vice president and Portland creative director and general manager, zeroed in on the various aspects of Georgia-Pacific, with the "oil, gas, coal, gypsum" tag line in each message to remind viewers of the total dimensions of the company.

One commercial, featuring a log cabin, told a utilization story: "If we built the way pioneers did, there wouldn't be a tree left in America. The pioneers used wood for everything. The wood it took to build a one-room log cabin would build a 3,500-square-foot home today." Basically, that's

what we said in the TV commercial, and then we took the same message and developed a magazine advertisement.

A chemical commercial showed how the company started making chemicals from wood waste—leading up to the fact that Georgia-Pacific is now operating oil rigs in the Gulf of Mexico where there isn't a tree in sight. The print ad shows the oil rig and asks "What's a tree company doing out here where there isn't a tree in sight?"

Starting in January 1977, the advertising ran continuously with the exception of May, June, July and August, and was concentrated in the spring and fall.

Benchmark studies conducted prior to the start of the campaign in the fall of 1976 and a year later showed many changes. The first study gave high marks to customers on Georgia-Pacific businesses with which they were familiar and low marks on activities with which they were not associated. In the second study, increases were notable in awareness of activities customers were not associated with and of the diversification of the company.

The benefits went well beyond the customer target, however. Chief executive officer types and the financial community were most positive in their comments on our television advertising. But the greatest residual benefit of the program may have been employee reaction. That's been overwhelming. Without a doubt, the money we're spending is best measured through employees—they're proud to be a part of the company.

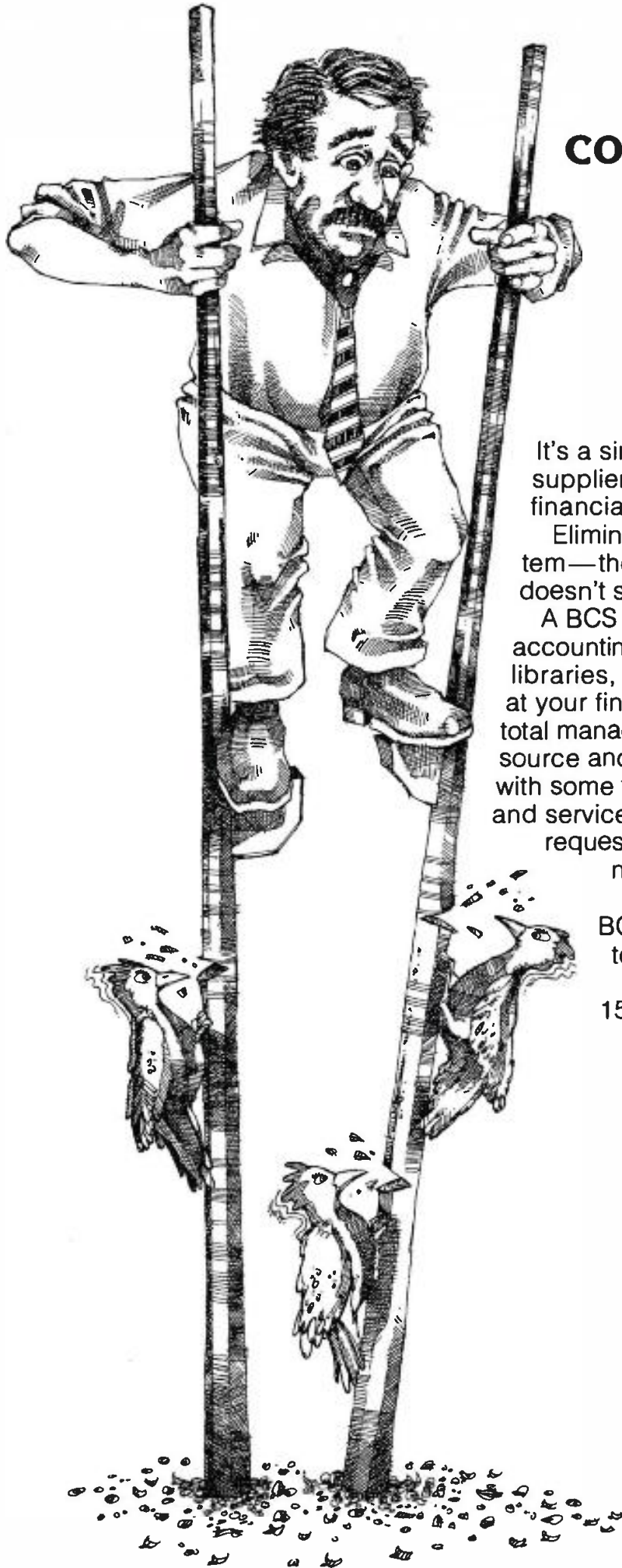
There's no special secret about the use of television for Georgia-Pacific advertising. Having the need to do a lot of things, show a lot of things, say a lot of things, we chose TV. If you're talking about Georgia-Pacific and the paper business, you need more than a page or two to be able to do it. Another reason: the audience that TV delivers. In addition, television has matured in its ability to communicate something other than a product message, both in programing and commercial content.

Another lesson we learned: Production values are important. We've not spared the horses. If you're going to do corporate advertising, you can't scrimp and save. If you have a complex message to tell, you have to do it with production quality and good people. What you're doing is presenting your corporation. If you try to save money doing it, it comes out looking cheap. We did what it took to do the job.

Advertising expenditures for the corporate program alone in 1977 totalled \$2.1 million, including \$1.6 million in television, according to the Television Bureau of Advertising. In 1978, corporate investments in measured media rose to \$6.4 million, including \$5.5 million in television.

It's an investment that has paid off.





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

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

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# Award for Excellence

**wsyr-tv3**  
SYRACUSE

The New York State Broadcasters Association has awarded WSYR-TV, Channel 3, Syracuse, the 1979 award for "Outstanding Public Affairs Program Series" dealing with issues or events indigenous to New York State. The series "Focus 3" is a monthly presentation of WSYR-TV3 Total News.

## THE NEWHOUSE BROADCASTING CORPORATION

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Syracuse, N.Y.

**WSYE-TV**  
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**KTVI**  
St. Louis, Mo.

**WTPA**  
FM/TV  
Harrisburg, Pa.

**WAPI**  
AM/FM/TV  
Birmingham, Ala.

# Broadcasting **4** Aug 6

Vol. 97 No. 6

TOP OF THE WEEK

## From out of the blue: Comsat designs direct-to-home subscription TV

**Major satellite entity commits \$200 million to revolutionary project that would make up to six channels of pay service available to every U.S. home**

The Communications Satellite Corp., created by act of Congress in 1963 to usher America into the space age of communications, now has hopes of ushering the country into the era of direct satellite-to-home broadcasting—a prospect that has long haunted broadcasters fearful of being rendered obsolete.

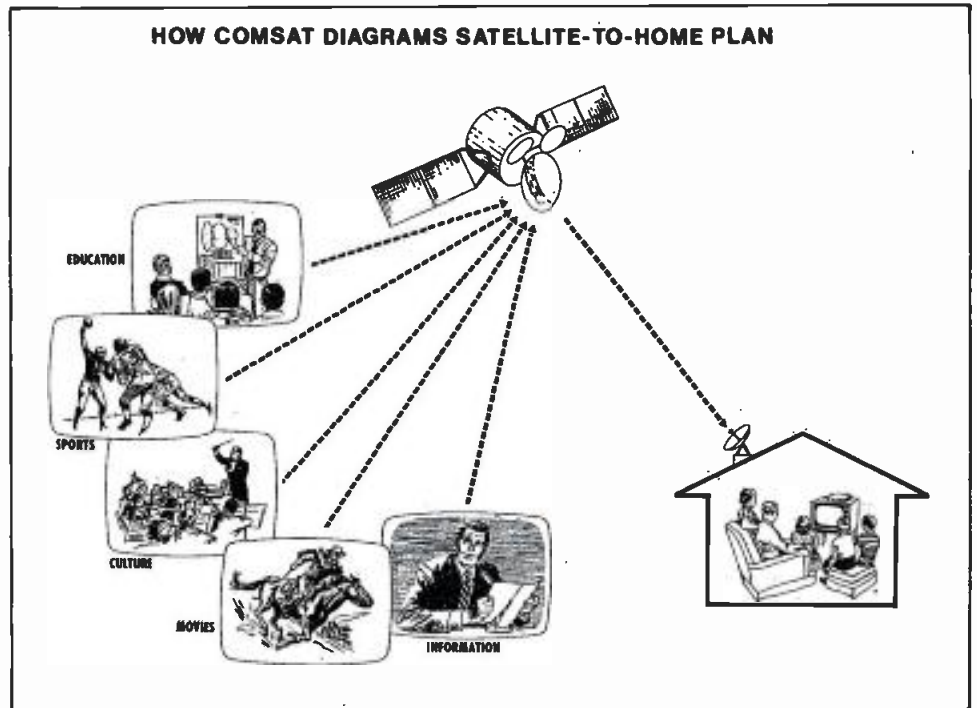
Comsat disclosed last week that it is considering the development of a system to provide pay television by satellite to homes across the country. And it would not simply be a common carrier, as it is now. Comsat would, in collaboration with other companies, provide the programming—and over as many as six channels (the exact number remains to be determined)—simultaneously. The satellite, with sufficient reach to cover the country, is now being designed.

“We’re putting together the total service,” Judith S. Elnicki, a spokesperson for Comsat, said. “We’re talking with motion picture people, programing people . . . on developing a programing package, antenna manufacturers and a service organization to install and service [rooftop] antennas. . . . It’s a new venture for Comsat.”

Comsat envisions a system in which subscribers pay a monthly charge of between \$15 and \$22.50 that would include the use and maintenance of small (three feet or less) antennas for programing, with no commercial interruptions, that could consist of first-run movies, sports events, educational and cultural material, data and text transmission.

“The technology for such a system already exists, and we are investigating the business potential for satellite-to-home TV service,” said Dr. Joseph V. Charyk, Comsat president and chief executive officer.

Comsat noted that satellite-to-home television service is being tested in Japan



and that Canada and the U.S. have experimented with the technology. Comsat has conducted demonstrations using Canada's CTS satellite and a small antenna developed by Comsat.

Comsat now provides the link for U.S. common carriers to Intelsat, the international satellite consortium, and its subsidiary, Comsat General, controls Marisat, a system of three satellites over the Atlantic, Pacific and Indian oceans, linking ships and off-shore facilities with land-based communications networks, and owns Comstar, a domestic communications satellite it leases to AT&T. And business has generated sufficient revenue to enable the company to commit what is said to be \$200 million to the project.

Dr. Charyk said the new service could be introduced as early as 1983. But government authorization would not come before the profound regulatory, economic and political issues the concept poses are resolved by the FCC and possibly Congress.

Comsat intends to apply to the commission for authority to operate its proposed system in an orbital arc and on a frequency in the 12 ghz band that has been set aside for direct-broadcast satellite service. However, it does not plan to file until the conclusion of the World Administrative Radio Conference to be held in Geneva for 10 weeks beginning on Sept. 24. And if the WARC modifies the international table of allocations as it applies to broadcast

satellites, as the U.S. will urge it to do (it wants to divide the band between broadcast and fixed satellites), Comsat's engineers say only small technical changes would be required in the design work now going forward.

However, more than technical issues are at stake. Direct satellite-to-home broadcasting threatens the concept of localism on which the present system of broadcast allocations—radio and television—is based, and poses a major competitive threat to all existing pay services. Indeed, the monthly charge Comsat is suggesting for its service is the range of fees charged by multipoint distribution service operators for their rooftop-to-rooftop program service.

Comsat appears anxious to avoid arousing the concern and worry of broadcasters. Charyk said the proposed service “would be different from and not a substitute for existing commercial network and local television service.” And the application the company will file with the commission, Elnicki said, will be for a subscription television service. One question broadcast industry representatives are bound to ask is: If direct satellite-to-home pay television service is authorized, can nonpay service be far behind?

For the moment, at least, the National Association of Broadcasters' reaction is low-key. It is informing questioners through a spokesperson that it does not believe the Comsat proposal poses “a ma-

major problem" for broadcasters. The reason: the concept of localism which will prevail; it is still a major factor, the NAB feels. NAB officials believe it is the pay cable operators who should be concerned.

And Robert Schmidt, president of the National Cable Television Association, conceded that the proposal is "fraught with a lot of problems." But as the head of a trade association that has made it an article of faith to oppose government barriers to the introduction of new communications technology, he avoided suggesting that government protect the new but growing pay cable industry. He noted that pay cable already faces competition from over-the-air subscription television and MDS.

But he indicated NCTA would have questions to raise and strategy to employ. "There has to be a question about the impact on existing communications systems and on Comsat's role," he said. Interference problems that might result, particularly with "a dish on everybody's house," would also have to be analyzed, he said. And he predicted that the commission would not be the sole arbiter of the issues. "Congress will get involved," he said.

Comsat is aware of the problems ahead, but is taking encouragement from statements of commissioners, including Chairman Charles D. Ferris, and the commission itself. Charyk said, "The technology is proved and the FCC itself has been encouraging the initiation of new, innovative and competitive communications services for the American public." Indeed, the current network inquiry being conducted by the commission is examining the prospects for new networks employing means of program delivery or financing that are different from those now in use.

Comsat's announcement caught by surprise not only those with whom the company would be competing, but FCC

officials, as well. Staffers who would be expected to deal with Comsat's application were unable to comment.

But it seemed intriguing at least to Chairman Ferris. "The specifics of this proposal and how it will be implemented, I haven't focused on," he said. But, in terms of providing the public with another video service by means of a new technology, he added, "it has all the elements of an exciting proposal."

## Little chance on the Hill for change in broadcast law

**Van Deerlin commits to amendments on common carrier and cable, but indications are that any regarding radio and TV will get lost in the rush to wrap up this session**

Congress headed home last week, leaving behind the remains of a comprehensive bill that would have rewritten the Communications Act of 1934. When members reconvene Sept. 5, they will consider amending that same act. And although it was believed that the most controversial matters—the broadcast provisions—had been removed from the agenda, the controversy appears to be anything but over.

Representative Lionel Van Deerlin's (D-Calif.) decision to kill his rewrite bill, H.R. 3333, came July 13 without warning, with an announcement that his main priority would be passage of legislation to replace Title II of the Communications Act and modify the regulation of the common carrier industry.

Van Deerlin's Communications Subcommittee staff was working hard to get the new bill finished before members left for their home districts last week—but to no avail. When Van Deerlin announced the demise of H.R. 3333, he said he hoped to get a markup of the new bill under way before the August recess. But the legislation has run into some curious problems, with final language expected next week at the earliest, and with no markup dates planned as yet.

With a version of the bill nearing completion, Van Deerlin circulated a memo outlining what the legislation would likely resemble. Staff members cautioned, however, that the language could change—which it did, although unexpectedly.

A copy of the new proposal showed up in the subcommittee office last week with substantial changes, with no one quite certain exactly where the document came from.

The altered version actually came from AT&T, which supposedly made suggested changes that would grant it antitrust immunity forever and lift provisions of a 1956 consent decree, which would require the FCC to preserve AT&T's national network.

According to Van Deerlin, Charles L. Brown, chairman of AT&T, told him he considered the new language *sine qua non*. Van Deerlin said, however, he did not take Brown's remark as an ultimatum.

Some members reportedly liked the language AT&T recommended, while others reacted negatively. Van Deerlin said he couldn't believe parts of the proposal, adding that it read like "a Christmas list" for AT&T. But he added he was not ready to give any presents; he said he would push ahead as planned on common carrier legislation.

Included in the draft, though, were cable provisions, which apparently came as a surprise—and not a happy one—to most.

This fueled speculation that other members would eventually come forth with their own common carrier bills, minus the cable proposals. Some believe that the provisions to deregulate cable will take steam out of the bill and siphon off support.

In the meantime, however, AT&T was denying that its proposed language, which, it said, was requested by the subcommittee, was unfair. James Olson, vice chairman of the board, issued a statement last Thursday explaining its position. "Nowhere in our suggested language is there anything that would possibly be interpreted as granting the Bell companies perpetual antitrust immunity," Olson said. "As we have said repeatedly, we are not in violation of any antitrust laws and are confident we can so demonstrate in court."

Across Capitol Hill, though, at least one senator was taking a new look at AT&T. Senator Howard Metzenbaum (D-Ohio), in a letter to Senator Ernest Hollings (D-S.C.), chairman of the Communications Subcommittee, asked to examine the two pending bills, S. 611 and S. 622, before they reach the Senate floor because they

**Moving on up.** Radio stations set a new financial high, in 1978, according to the National Association of Broadcasters. A "typical" station's pre-tax profit was \$26,400 in 1978, a 40.43% jump over 1977, according to figures released last week by NAB. The association's annual survey of radio also reported that the typical station's time sales and net revenues grew 19.9% and 19.4%, respectively, "bettering even 1976's then-record performance"; before-tax profit margin was 8.2%.

FM station profit growth outpaced the industry as a whole. FM stations in the survey reported a 53% growth in national-regional sales and a 43.2% increase in local advertising. And 66% of the FM's reported profits, up 3.8% from 1977.

	1978	1977	Percent change
Total time sales	\$331,900	\$276,800	19.91
From:			
Network compensation	0	0	0.00
National and regional	38,200	31,000	23.23
Local advertising	293,700	245,800	19.49
Total broadcast revenue	321,300	269,000	19.44
Tradeouts and barter	9,000	6,500	38.46
Total broadcast expense	294,900	250,200	17.87
Total salaries	147,200	127,600	15.36
Profit margin (before tax)	8.22%	7.00%	1.22
<b>The bottom line (profit)</b>	<b>\$ 26,400</b>	<b>\$18,800</b>	<b>40.43</b>

have "significant implications for antitrust enforcement."

Metzenbaum was referring to matters concerning AT&T, which he said worried him about the company. Hollings, however, rejected the request.

If Van Deerlin's new bill, the Telecommunications Facilities and Services Act of 1979, looks like the memo, it will have five parts. Part A, which outlines general provisions, directs the FCC to rely extensively on competition, rather than regulation, to maintain the availability of telecommunications services at reasonable rates.

Part B details the general authority of the commission, taking up tariffs, rate hearings, and employe protection programs. In addition, it prohibits telephone companies from offering cable television service unless there are 30 or fewer subscribers per mile in an exchange area, or if the carrier is eligible for assistance from the Rural Electrification Administration, or if it has been granted a waiver by the FCC. Also included are provisions that prohibit cable systems from providing local exchange telephone service. Phone companies and cable systems could compete in offering all nonrestricted services.

The cable provisions grew out of an arrangement between the National Cable Television Association and the telephone industry on cable-telephone competition (BROADCASTING, June 25). The negotiations, which were in the works for three months, were held with the full knowledge of Van Deerlin and Senator Ernest Hollings (D-S.C.), chairman of the Senate Communications Subcommittee.

Part C deals specifically with the regulation of cable, outlining the division of regulatory responsibility between federal and nonfederal authorities.

This section spells out crossownership rules—which are similar to current FCC standards—and states that controversial programs originated by cable must be presented in a manner that serves the public interest, while opportunities to present conflicting views must be offered.

Under this section, the FCC is prohibited from requiring cable operators to lease channel capacity or facilities to a third party. Franchising bodies could impose a franchise fee to cover the costs of regulation, although the fee would be limited to three percent of a system's gross subscriber revenue. Franchising authorities would also have the right to require cable operators to provide channel capacity for use by local governments, educational agencies and the general public, although cable companies could charge for such facilities.

Part D provides for a task force on international telecommunications facilities planning, its chairman to be the administrator of the National Telecommunications and Information Administration.

The final section deals with FCC administrative provisions, authorizing \$500,000 for fiscal year 1980 for compensation to people otherwise unable to afford participation in commission proceedings.

While members will have a month to

mull over these provisions, they will likely be asked to consider broadcast provisions as well. Both the National Association of Broadcasters and the National Radio Broadcasters Association have members geared up for August lobbying efforts, with deregulation of radio high on the list of priorities.

But whether radio deregulation—or any other broadcast amendments—will make it into law in this session of Congress is uncertain. Even though there seems to be some sympathy for broadcast amendments, some familiar with the subcommittee privately express doubts that NRBA will get the wide-ranging legislation it seeks. The sentiment is that even though members are interested in the provisions, NRBA had more to gain from H.R. 3333, and it didn't push hard enough for its passage.

In addition, with the schedule for marking up the new legislation pushed back, time now becomes a crucial factor that may work against broadcast amendments ("Closed Circuit," July 30). Van Deerlin has reiterated his pledge that the new bill will receive his undivided attention, with consideration of broadcast amendments coming only after this legislation has received full scrutiny. With only five weeks available after recess before the end of the session, it may be difficult to move legislation through full committee if time is spent on broadcast provisions.

If broadcast amendments are introduced, those groups that lobbied against them previously will undoubtedly raise their voices again.

Van Deerlin said he believes that, given the interest in radio deregulation, it's

possible it will be taken up again. But he also believes that with the introduction of such amendments, public interest organizations "will start jumping up and down again."

Van Deerlin added that he has already seen sample language for amendments "from a number of directions," but he won't be the one to introduce any such legislation. "My period of pushing and trying to get something moving in the broadcast area is over," he said.

□

The Senate, meanwhile, apparently is feeling no urgency to move ahead on pending legislation.

Senator Barry Goldwater (R-Ariz.), ranking minority member of the Communications Subcommittee, has requested that the staffs on both sides get together to resolve remaining issues, but no meeting has yet been planned.

Goldwater, in the meantime, has been looking at various proposals by which a spectrum fee could be devised. One possibility he asked the staff to explore would be using a station's power as a basis for charges. The proposal is being studied initially by the Congressional Research Service, which is exploring legal and technical consequences of such a proposal. According to a CRS researcher, hearings were held on the idea as far back as 1929.

There was a good deal of confusion last week, and some were again speculating that the entire bill in the House would fall apart. Others were not going so far out on a limb, but there was not a lot of optimism. "The whole thing is a mess," said one congressional aide.

## Verdict is in favor of TV in Bundy trial

**Judge Cowart says medium did a professional job; defendant says he was victim of media 'sharks'**

The judge who presided over the Miami murder trial of Theodore R. Bundy and sentenced him to death last week said that the in-the-courtroom television coverage of the proceedings, in his opinion, was "great."

"I think they did a great job," Judge Edward Cowart said of the TV news crews in an interview with BROADCASTING.

"There was one incident the night the verdict came in that I wish hadn't occurred," he added, "but we talked to them about it and, being the professionals that they are, they saw to it that it didn't happen again."

The incident was "overcrowding" of the courthouse halls by camera crews awaiting the verdict. Their presence "defeated the purpose" of the pool-camera setup that was in operation throughout the five-week trial, Judge Cowart said.

But he felt their presence was also understandable, that being the critical point in a long and sensational trial, and did not



**Critical moment.** Bundy just after the sentence was pronounced in Miami last Tuesday. Photo courtesy NBC-TV

detract from his judgment that the television coverage was orderly, created no problems in the courtroom and, with the lone exception just before the verdict was announced, kept camera crews out of the hallways.

At his sentencing last week, Bundy claimed that he had been victimized by "sharks" in the news media. "The media," he said, "was a constant threat to me and my attorneys in the preparation of my defense. They jeopardized, and I think

succeeded in affecting the outcome."

Judge Cowart did not comment on those claims in the courtroom. But he said afterward he would deal with them in a written order as soon as time permits.

Others said Bundy had not complained about television specifically and in fact had named only one medium—a Miami newspaper. Beyond that, Steve Tello of ABC News, who ran the television pool for the trial, said Bundy had agreed to a TV pool interview but had been overruled by his attorney.

The trial was the focus of what is believed to have been the most television station newsmen ever sent to cover a single event. In addition to the networks, an estimated 25 TV stations participated in some or all of the coverage. Some of these shared with others, so that in all about 35 stations were said to be carrying "local" coverage.

The local newsmen were not only from Florida stations but from stations in Washington state, Colorado and Utah, where Bundy has been named as a suspect in more than 30 sex killings in addition to the murders of two Florida sorority sisters for which he was tried in Miami (BROADCASTING, July 16).

For the Bundy trial, Judge Cowart set aside a large wing of the courthouse for newsmen and their gear. It became what one newsmen called "basically a mini television broadcast station," with hundreds of thousands of dollars worth of equipment (BROADCASTING, July 16).

Last week the room was being dismantled, the equipment removed. ABC's Tello said it was still too early to tell what the television coverage had cost but that until all the bills are in and added up, he would stick with earlier estimates that, counting everything—equipment, manpower salaries, housing, transportation and the like—the total cost would probably be around \$2 million.

## Last-minute push at the FCC

**Commission's final meeting before breaking for August features long list of items; WDCA-TV is renewed, but sale to Taft is held up; KOVR, KCOP and KTTV also pass**

It was a long summer's day as the FCC discussed 43 items in its last scheduled open meeting before the traditional August recess. Broadcast-related items ranged from budget priorities for fiscal 1981 to the renewal of WDCA-TV Washington's license and sale to Taft Broadcasting.

In most cases, the six commissioners present (Robert E. Lee was absent) agreed with the staff's proposals. However, in others there was much discussion, as in the matter of the Taft purchase of WDCA-TV.

One of the first matters on the agenda was the submission of the commission's priorities in its 1981 budget, to the Office of Management and Budget. The staff presented the commission with 106 programs, ranking them in order of priority.

Highest priority was given the budget for the commissioners' offices and staffs. The last is cable television rules and research.

The first 68 priorities are current programs, not allowing for the \$9.2 million increase requested for 1981. A commission spokesperson defined current level as "maintaining current output, with the expected increased input." Should OMB approve the additional monies requested, first priority would be the addition of 17 positions to the Broadcast Bureau (BROADCASTING July, 23).

Renewal matters on the agenda generated the most discussion.

The commission granted unanimously WDCA-TV's application for renewal over the

protests of the Washington Association for Children and Television. WATCH had filed against WDCA-TV's renewal on grounds of insufficient educational programming for children and failure to ascertain the problems, needs and interests of children in its service area.

There was a split decision, initially, on the matter of Taft's application to purchase WDCA-TV Washington. Taft has requested a waiver of the commission's top-50-market policy to enable it to acquire its seventh major-market television station and its second UHF Chairman Charles Ferris and Commissioners Joseph Fogarty and Tyrone Brown felt that Taft did not present a "compelling enough reasonable showing" of how its control of WDCA-TV would be in the public interest.

WATCH took issue with Taft's application for WDCA-TV on the ground that Taft was not proposing for WDCA-TV a sufficient amount of educational programming for children. WATCH also disputed Taft's characterization of WDCA-TV's "marginal" financial status and contended that Taft did not disclose the information necessary to determine whether the station was losing money during the period Taft claimed it was. WATCH claimed that any changes in the station's financial posture "were decisionally significant to the commission's evaluation of whether the waiver was warranted."

The commission directed Taft to further explain in its application how its resources will be used to "further the public interest." The commission indicated it would like to take up the matter in its first meeting after summer recess.

However, Taft appealed to the commission later Wednesday evening to decide on the matter before its contract with Channel 20 Inc. expired on Aug. 17. Specifically, Taft wanted a decision the next day.

Taft presented amendments to its ap-

## In Brief

**Home Box Office**, which distributes programming by satellite to pay cable systems across country, issued statement Friday reflecting confidence in ability of cable industry to withstand satellite-to-home competition. **Communications Satellite Corp.** intends to provide (see page 27). Assuming broad-based direct satellite service could be in operation by late 1980's, statement said, "cable television's multiple-channel offering would, by that time, be available to more than two thirds of all American television homes." What's more, Home Box Office sees opportunity for cable in Comsat plans. Cable operators, it said, would be "well positioned" to provide national service for installing and servicing home satellite antennas—for Comsat or any other company in direct satellite-to-home business. **Gene F. Jankowski**, president of CBS/Broadcast Group, said details of Comsat plan needed analysis, but that CBS's position has been and still is that **local station is key** to conventional networking and that plan such as Comsat's poses no threat. "That's not to say it may not become a viable business, but not to an extent that would hurt the networks," he said.

**ABC opposes change in FCC's cable TV policy**, saying it would be "socially divisive and risk the danger of creating class television." In filing comments last week on FCC's inquiry to eliminate distant signal and syndicated exclusivity rules governing cable television, ABC also

charged commission with prejudging issue in selecting consultants with background favoring cable deregulation, whose economic analysis form the basis of commission's proposals. "Elimination of these rules would effect most severely the poor and small market broadcasters," ABC said.

**Gaylord Broadcasting assigned three TV stations to TeleRep**, moving KTVT(TV) Dallas-Fort Worth and KHTV(TV) Houston out of Katz TV and WVUE(TV) New Orleans out of Petry. Capping banner week, **TeleRep also landed** representation of Sonderling's WAST(TV) Albany, N.Y., formerly with PGW.

FCC has **renewed licenses for WDAS-AM-FM Philadelphia** and assigned licenses to Unity Broadcasting Network-Pennsylvania Inc. under distress sale conditions. Renewal application of previous owner, Max M. Leon Inc., had been designated for hearing. Eugene D. Jackson and Sydney L. Small, both from minority ranks (Jackson heads National Black Network), own 53% of Unity. Distress sale price was \$6,200,000, roughly one-third less than fair market value appraisals (from \$9.4 million to \$10 million).

**Los Angeles area**, with three pay television services (two over-air and one pay cable) will get **fourth pay service**—ATV Corp. home service and installation firm will begin multipoint distribution service Sept. 1. Programming will be same as Theta Cable Television's pay "Z" channel, and new MDS service will be provided to homes outside of cable

plication that provided for an advisory committee on children's programming, a minority and women's advisory committee to assist in its public affairs program and dismissal of its STV application for WDCa-TV to make way for a minority-owned STV application for unbuilt ch. 50 Washington. At the same time Taft delivered its amendments to the FCC, it hand-delivered them to WATCH and requested that the group respond to them the following day.

Last Thursday, in an emergency, open meeting, the commission decided to act on Taft's request this Friday (Aug. 10) and requested that WATCH reply to the amendments by Wednesday.

□

The commission also considered a petition to deny renewal of license for KOVR(TV) Stockton, Calif., licensed to McClatchy Broadcasting. San Joaquin Communications Corp.'s petition to deny was based on alleged discriminatory employment practices, undue concentration of media control in the Sacramento-Stockton area, failure to present all substantive reasons in filing an application to sell KOVR to the Outlet Co. (BROADCASTING, July 9), and assertions that McClatchy engaged in ex parte communications with the commission.

The commission denied the petition and granted renewal, but made it conditional on the outcome of a comparative hearing in which the petitioner, SJCC, is seeking to supplant McClatchy as licensee of KMJ-TV Fresno. Character issues have been raised against McClatchy in that proceeding.

The two sides are trying to resolve that case. McClatchy has agreed to sell the station to SJCC for \$13.5 million (BROADCASTING, May 28). And each applicant in September will file a motion for summary

dismissal of character qualification issues each faces.

□

In other renewal matters:

Service Broadcasting Corp.'s application for renewal of station KKDA(AM) Grand Prairie, Tex. was granted. However, its FM station in Dallas, KKDA-FM, was granted only a short-term renewal on grounds that its programming logs were inaccurate.

Renewals were also granted for KCOP(TV) and KTTV(TV), both Los Angeles. These applications were remanded by the U.S. Court of Appeals in Washington for further consideration of allegations of discriminatory employment practices towards women. The commission decided to grant the applications since the disputed license period (1970-73) is long past. However, when KCOP and KTTV apply for renewal next year, the staff will ask for further EEO information.

## FCC threatening to take hard line on top-50 policy

**By 3-3 vote, it denies waiver in Taft Broadcasting's bid to buy Washington UHF; if it stands, it would be first implementation ever of 11-year-old guideline**

The FCC may be tightening its reins in granting applications to exceed its top-50-market policy.

In an open meeting last week, the commission—for the first time in 11 years—denied an application to "waive" the policy on a finding that the applicant had failed to present a "compelling public interest showing." Victim of the turnabout: Taft Broadcasting Co.'s application to

waive the top-50-market policy in its proposed purchase of WDCa-TV Washington, which was denied on a 3-3 vote (Ferris, Brown and Fogarty against, Washburn, Quello and Jones in favor). At the same meeting, the commission granted renewal of WDCa-TV's license, which was being contested by the Washington Association for Children's Television on grounds of insufficient programming for children (see preceding story).

WDCa-TV is the only commercial UHF in a four-VHF station market. Its acquisition by Taft would give TBC five VHF stations and two UHF's. Taft feels that it has the finances to give WDCa-TV the program diversity it needs. And it was on promises to commit its resources to programming that Taft based its application for the waiver.

There was much discussion among the six commissioners present (Robert E. Lee was absent) on the merits of the application. Chairman Charles Ferris said: "The only thing on the record is the deep pocket—they're saying 'Trust me'—and I don't think that's enough." Commissioner Anne Jones, however, disagreed. Her point was that, according to previous waivers, Taft showed "no more or no less" a compelling showing than has anyone else. "If we refuse to grant it, why don't we give them [Taft] some guidelines?" she added.

Commissioner Tyrone Brown pointed out: "That is why we have the adjudicative process—to change the law, the policy." Commissioner Joseph Fogarty agreed that the record was not sufficient to show what Taft intended to do.

In March 1978, the FCC started up an inquiry to decide whether to continue, modify or terminate its top-50 policy. The policy was instituted in 1968 after the commission ended a proceeding to adopt a rule on the matter. (That proceeding went on for four years.) It was an effort to slow a trend toward concentration of ownership

system's franchise area. Theta is owned jointly by Hughes Aircraft and TelePrompster.

□

**CBS-TV has bought** Norman Lear's *Mary Hartman, Mary Hartman* from TAT Communications for one hour, once weekly late night showcasing starting after first of year. Series, in half hours, originally ran five nights weekly for 18 months, after Lear—failing to sell network on concept—put it in first-run syndication.

□

**KQXE(AM)-KIQG(FM) Mesa, Ariz., are being sold** by Al Rau, receiver for bankrupt licensee Southwestern Media Corp., to **Western Cities Broadcasting Inc. for \$2.5 million.** Southwestern was declared bankrupt in August 1978, but two of former shareholders—including its largest, Lowell Homberger are buying WRDD(AM) Bay City Mich. (see page 100). Earlier deal to sell stations to black group for \$1.85 million (BROADCASTING, Aug. 21, 1978) was called off by bankruptcy judge because of group's poor financial showing.

□

Half-hour **CBS News pilot, *Inside Yesterday***, possible series about "unreported, little reported or incorrectly reported aspects of recent history" **will be tested** Tuesday, Aug. 21 (10:30 NYT).

□

**Second quarter earnings** (before extraordinary items) of **TelePrompster Corp. jumped 49%** over last year, to \$4,342,000. Representing 25 cents a share, gain was posted on revenue rise of 14%, from \$34,529,000 to \$39,532,000. Tallied after extraordinary items, income gain was 34%, to \$5,153,000 from \$3,837,000.

**President Carter's media adviser team is breaking up**, at least temporarily. **Gregory Schneiders**, deputy assistant for communications, has resigned, effective Sept. 14. But he plans to do political consulting, including work with Carter's reelection campaign. His boss, **Gerald Rafshoon**, who signed on as special assistant for communications in July 1978, is expected to leave White House job in fall to return to his advertising agency and to run reelection campaign's advertising program.

□

**Jerry Perenchio**, subject of this week's "Profile" (see page 129), and Tandem Productions, of which he is chairman and chief executive officer, will exercise option to buy 80% interest in WJW-TV Linden (Newark), N.J., from Columbia Pictures for \$5 million.

□

**William F. Turner**, general manager of KCAU-TV Sioux City, Iowa, has been named new chairman of Television and Radio Political Action Committee (**TARPAC**), affiliate of National Association of Broadcasters. He succeeds his boss, **Richard D. Dudley**, president of KCAU-TV parent Forward Communications Corp., Wausau, Wis. Another Forward executive—Tom Bolger of WMTV(TV) Madison, Wis.—is chairman of NAB joint board.

□

**Erratum in errata.** First item in "Errata" on page 22—referring to Arbitron sweep in Rochester, N.Y.—should refer to **Syracuse, N.Y.**, throughout.

of television in major markets. And it requires an applicant for a fourth television station—or a third VHF—in the top 50 markets to demonstrate a compelling public interest in support of a grant.

Since 1968 the commission has had 18 cases, involving 38 stations, which have been waived. Until last week's meeting, each applicant had managed to persuade the commission that a grant would be in the public interest.

The commission has received all the comments and replies in the present proposed rulemaking and the staff should have an analysis for the commission by late October or early November.

## MPC ups ambitions in prime-time TV

**It hopes to link up stations for "Golden Circle"; four big-budget dramas in works**

Metromedia Producers Corp. is throwing its weight behind the fourth-network push. MPC announced last week the formation of "The Golden Circle," a prime-time programming effort to draw stations together to share expenses for original fare.

Four projects currently are planned, with an anticipated \$14 million budget. Each will be four hours, divided into two episodes of equal length. MPC says each release, drawing from novels or original material, will be backed by \$250,000 for advertising and promotion.

The only script committed is an adaptation of Brian Garfield's novel, "Wild Times," the story of Colonel Hugh Cardiff and his wild west show. A \$3 million budget is planned for this venture; shooting's to begin Sept. 10 for a tentative premiere in late January 1980.

In scheduling the projects, MPC is shying away from times of heavy network competition. The first January outing will be before the networks normally launch midseason replacements; MPC is hoping to have a second project in after the May ratings sweeps; a third in early September 1981 before the new season starts, and a fourth early after the November 1981 sweeps.

While MPC would not reveal the stations already on board, there are said to be about 25 so far. Commonly owned Metromedia TV stations will not necessarily be part of the consortium. Most are independents and MPC is looking to link its Golden Circle primarily with network affiliates.

However, it's a fair bet that Metromedia stations in New York and Los Angeles will be involved. The Golden Circle will require that affiliates pre-empt their networks, which owned and operated stations in those markets aren't likely to do.

Metromedia stations have not been participants in Operation Prime Time, the largest fourth-network effort to date.

## FTC law judge cites three issues for further study in ad ban case

**Next step is up to commission, which doesn't have a quorum to act on his recommendations**

Administrative Law Judge Morton Needelman has recommended to the Federal Trade Commission that three factual issues in its controversial children's advertising inquiry be explored further through cross-examination in a disputed issues hearing. In addition, Needelman recommended that oral and written rebuttal be allowed on these issues.

Needelman rejected the FTC staff's claim that no factual matters remaining at issue met the necessary criteria to be designated for the disputed issues hearing (BROADCASTING, June 18). Instead, he suggested three issues be subject to cross-examination by interested parties, with another four issues open for written rebuttal submissions.

Recommended for the disputed issues hearing were:

- To what extent can children between the ages of 2 and 11 distinguish between children's commercials and children's programs to the point that they comprehend the selling purpose of television advertising aimed at children?

- To what extent can children between the ages of 2 and 11 defend against the persuasive techniques used in these commercials, such as fantasy or cartoon presenters, premiums, limited information and various associative appeals?

- What health effects, actual or potential, attach to any proved lack of understanding of selling intent or inability to defend against persuasive techniques?

Needelman's report comes after six weeks of hearings—two weeks in San Francisco and four in Washington—that concluded March 30. During that phase of the inquiry, which is exploring whether to limit or ban advertising aimed at children, more than 200 witnesses entered over one million words into the record.

Participants subsequently submitted comments concerning whether or not issues central to the proceeding still remained unresolved. Broadcasters and advertisers generally argued that a wide variety of issues were indeed unsettled, and that Needelman should afford them the opportunity to cross-examine witnesses.

Whether they will get that opportunity, however, is still not certain. Needelman's recommendation now goes to the commission, which has the final say on whether such hearings are necessary, and what issues should be examined.

But the commission is without a quorum in this matter, and has decided it would not proceed until that is rectified. This can happen either by reinstatement of Chairman Michael Pertschuk to the case (his disqualification appeal is still pending) or the appointment of a new

commissioner to replace Elizabeth Dole.

It is believed the slot will be filled by Patricia P. Bailey, an attorney with the Merit Systems Protection Board, whose nomination by the White House had been expected by now. If Bailey is in fact nominated and confirmed, the inquiry can proceed, with reports eventually coming from Needelman and the staff, leaving the final decision on a rule to the commission.

In his report, Needelman said the crucial issues seemed to be the "cognitive issues"—the first two listed above. He said they "encapsulate what could be the central rationale of any rule which may conceivably emerge from this proceeding." The problem, he added, is that there is "a sharp difference" among interested parties concerning the age at which children can distinguish between commercials and programs.

Needelman said he did not know whether the special susceptibility of children would be an adequate basis for a commission rule. "I cannot, however, conceive of any rule emerging from this proceeding unless it is proved that essentially all television advertising directed to children is aimed at an audience which has been unfairly or deceptively treated because of the very nature of that audience," he said.

Needelman also outlined 16 specific issues which he said were not being recommended for disputed issues designation, as they were supported substantially by the record. Included was one conclusion contrary to the position taken by some in favor of the restrictions: "It has not been established that television advertising aimed at children causes significant psychological harm attributable to parent-child conflict, unrealistic materialistic notions, or overstimulation of desires."

Other factors that Needelman said needed no further elaboration included "the constitutional rights of advertisers and broadcasters, the effectiveness of self-regulation, and the authority of the FTC to regulate on the basis of an 'unfairness' standard rather than actual deception."

The areas that Needelman said warranted further written submissions included:

- Whether independents and UHF stations would be particularly hurt by a ban;

- The effect a ban would have on programming decisions;

- The impact of a ban on the price of products advertised to children; and

- Whether disclosing additional product information or emphasizing the distinction between programming and commercials would remove deception in children's TV advertising that may exist.

If the commission adopts Needelman's recommendations, an order will be issued setting the remainder of the rulemaking schedule.



# **KUNG FU** STRIKES HARD AND FAST ...WHENEVER IT PLAYS ON KTLA, LOS ANGELES

---

**KUNG FU** Monday-thru-Friday, 6 to 7pm

---



Boosts KTLA from No. 4 to No. 1,  
increases previous program rating 52%,  
lead-in rating 168%

**KUNG FU** Sunday, 6 to 8pm

---



Ranks No. 1 in its time period as a  
two-hour movie—even with “60 Minutes”  
among competition

**KUNG FU** Saturday, 6 to 7pm

---



Ranks a strong No. 2 against movies  
and news

***Ask your Warner Bros. Television Distribution  
representative for more rating details—better yet,  
ask KTLA!***

Source: Arbitron Television Meter Reports 6/11-7/6/79; Arbitron May 1979 and  
Los Angeles Overnight Arbitron rating for Saturday, July 14, 1979

Warner Bros. Television Distribution



A Warner Communications Company

# WHY ARE WE SO HAPPY?

## ARBITRON TELEVISION Top 25 PROGRAMS-ADI RATINGS

**MARKET:** MINNEAPOLIS/ST. PAUL  
**SURVEY:** May 2-May 29, 1979

Rank	Program	ADI Rating	Rank	Program	ADI Rating
1.	<u>Eyewitness News (Tues.-10PM)</u>	26	16.	<u>Family</u>	19
2.	<u>Eyewitness News (Wed.-10PM)</u>	24		Special Movie Presentation	19
	<u>Eyewitness News (Thurs.-10PM)</u>	24		10PM Report (Wed.)	19
	<u>Mork &amp; Mindy</u>	24		10PM Report (Tues.)	18
5.	<u>Eyewitness News (Mon.-10PM)</u>	23	20.	<u>Carter Country</u>	18
	<u>60 Minutes</u>	23		<u>Eyewitness News (Sat.-10PM)</u>	18
7.	<u>Happy Days</u>	22		<u>Fantasy Island</u>	17
8.	<u>Angie</u>	21	23.	<u>All in the Family</u>	17
	<u>Eyewitness News (Sun.-10PM)</u>	21		Barnaby Jones	17
	<u>Laverne &amp; Shirley</u>	21		<u>Love Boat</u>	17
	<u>Three's Company</u>	21		<u>M*A*S*H</u>	17
12.	<u>Barney Miller</u>	20		<u>Starsky &amp; Hutch</u>	17
	<u>Eight is Enough</u>	20		<u>Taxi</u>	17
	<u>Eyewitness News (Fri.-10PM)</u>	20		<u>Vega\$</u>	17
	<u>Lou Grant</u>	20		10PM Report (Thurs.)	17

These local Arbitron "Top 25" ratings are based on data obtained from the Arbitron diary survey of this market. The Metro ratings reflect viewing in the Arbitron Television Metro area, which in most cases corresponds to Standard Metropolitan Statistical Areas as defined by the U.S. Government's Office of Management and Budget. Estimates are subject to all the conditions and limitations

described in the Arbitron Television Market Report. This Arbitron Television survey covered a multiple-week period, and the Metro ratings are estimated average percentages of the total number of television households in the Metro area which viewed a particular program. The listed programs have been telecast at least two times during the survey period.

on the same day of the week. There are occasions when regular programs have been preempted during a survey period. In cases of preemptions, the data for the day(s) on which the preemption occurred have been deleted, and the ratings reflect the audience which viewed the regularly scheduled program only.

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Los Angeles  
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 (214) 522-2470

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 (202) 585-4644

## THAT'S WHY.

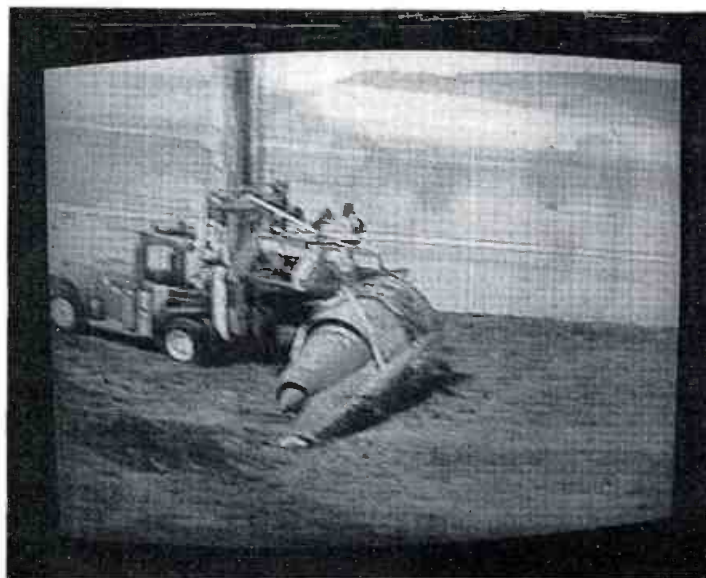
# KSTP-TV



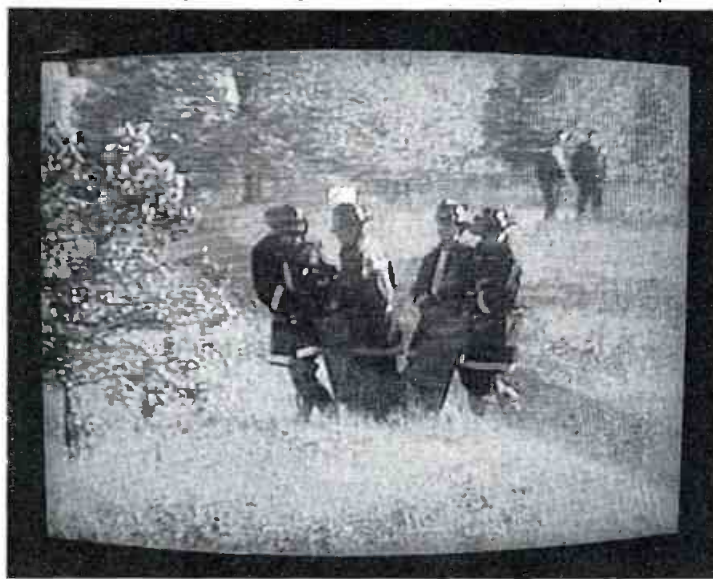
For more information call Jim Blake at KSTP-TV: 612-645-2724.

# Special Report

LOCAL TV JOURNALISM: 1979



WMAQ-TV Chicago's coverage of the DC-10 crash at O'Hare airport.



## The extraordinary is becoming routine

It's a case of rising expectations.

Offer viewers an investigative report one day and they'll look for more. Provide a consumer piece on how to cope with the gas shortage and they'll want one on inflation.

"The viewers are expecting more, and TV news is responding," says Eric Ober, news director at CBS-owned WBBM-TV Chicago. On one count, he explains, investigative journalism "used to be a luxury or a rarity; now it's required."

But, as news consultants in particular point out, it's more than just the featured investigative and consumer reports. Rather, it's the over-all product.

According to news consultant Frank

Magid, the "demands being placed on television news for something substantive" have grown considerably. Another from the consulting ranks, Al Primo, says the audience has "come to expect a level of sophistication ... as opposed to headlines of the day." Seconding that is Philip L. McHugh, chairman of McHugh & Hoffman, who adds that the top-40 concept of news, with some exceptions, "may be dying ... People need more than one-liners." George Skinner, vice president and director of the Katz News Service, talks about local news being "more people-oriented rather than just a platform for public officials."

Whatever the examples offered by news

directors and consultants, the common thread is content. And with audience expectations rising on that level, competitive pressures growing, and technology continuing to advance, newspeople are looking optimistically towards the 1980's.

Frequently mentioned as a case-in-point is advancing maturity in the use of electronic newsgathering equipment. Simply put by Jim Snyder, WDIV(TV) Detroit news director and vice president, news, for the Post-Newsweek Stations, broadcasters today are "less inclined to run out and go live at the flower show."

What had been the innovative technique of going live has now settled in as another tool of the trade. Earlier results of a Radio-

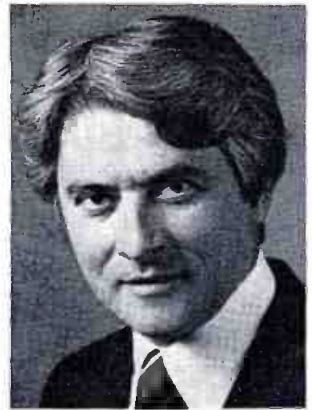
**Eleven expert opinions on local TV news**



Ober



Magid



Primo



McHugh



Skinner



Snyder



Davis



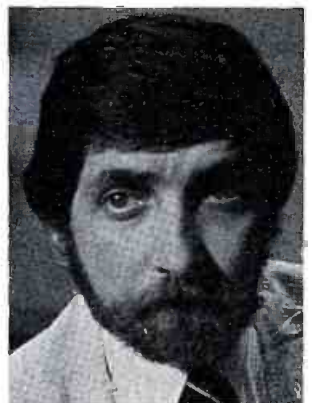
Sabreen



Schottelkotte



Herford



Mallary

Television News Directors Association survey bear that out. Of the 40% response already received, 86% of news directors say their stations are using ENG. (This, however shouldn't be interpreted to mean newscast is dead; 54% say they still use it regularly.) Paul Davis, WCIA-TV Champaign, Ill., news director and RTNDA president, observes that technologically "we were so busy making the newscast come of age" that "today we're going back to reassess what we're putting on the air and why."

That doesn't mean that stations are shying away from new technology. Far from it. Instead, as Primo says, "we are trying to take the electronic journalism apparatus and utilize it more journalistically than ever before." Already, he says, there are stations like KUTV-TV Salt Lake City that have been using satellite earth stations extensively, and "I see the day most TV sta-

tions will have their own dish or access to it."

A major push in that direction came two weeks ago when Westinghouse Broadcasting Co. announced plans for satellite interconnection of its stations (BROADCASTING, July 30). Also hooked up under the arrangement with Western Union will be the group's Washington bureau and its Group W Productions in Los Angeles. There will be other uses, aside from news, but Daniel L. Ritchie, Westinghouse Broadcasting's president and chief executive, has said: "The Three Mile Island nuclear accident convinced us that this was what we needed to do news effectively."

And last week, Storer Broadcasting announced that it, too, was gearing up for satellite reception, buying seven earth stations for its string of stations (story page 96). Their first use will be in news and public affairs programming.

As Rich Sabreen, formerly with Frank Magid Associates and now Westinghouse Broadcasting's vice president of television news operations, explained, the group was able to get coverage of the nuclear crisis near Harrisburg, Pa., but "with a great deal of difficulty and down to the second."

Satellite technology will make it easier but beyond that, Sabreen sees it as a way of filling "the midway point" between the national coverage by the networks and what's done locally by stations. Key to this, Sabreen says, is "custom coverage" for stations in the group. Through use of the satellite interconnection, for example, and without time delay, the group's San Francisco station could send its counterpart in Boston a tailored report on the gas crisis and what that might mean for the East Coast.

But again, it's substance that is Sabreen's concern, not technology for its

own sake. He says the idea is "not to be enamored by the technology ... The issue is coverage."

Technology, however, has been changing the definition of local coverage. No longer does an event have to occur on a station's home turf to be handled by local staffers. Rather it is the story itself—how it affects the viewer—that determines whether or not it's local.

Take the Miami trial of Theodore R. Bundy, sentenced to death last week for murdering two women (see "Top of the Week"). When some 25 TV stations (probably providing coverage for as many as 35) joined the three commercial networks and the Public Broadcasting Service, it was thought to represent the largest group of TV station newsmen ever sent to cover a single story. Aside from representing stations from Florida, others on the scene came from Washington, Utah and Colorado, states where Bundy faces other charges.

A couple of months earlier, local reporters were among those in Harrisburg covering Three Mile Island. And as the local news efforts from Rome for the papal successions demonstrated, a local story can also be found abroad.

At the time of the Bundy trial in Florida, Mike Youngren, executive producer of KUTV, guessed that it was costing the station \$2,000 to \$3,000 a week to cover it. Remotes may be an added expense but they're growing.

As news continues to show itself a leading station revenue producer, the adage that you have to spend money to make money has taken hold. At WCPO-TV Cincinnati, Al Schottelkotte, who is anchorman, director of news and special events as well as vice president, news, for Scripps-Howard Broadcasting, estimates that his news budget this year should be 30% or more above last year.

Among the things he has to show for it: six microwave units capable of live origination; full-time lease of a helicopter, and two-and-a-half hours of news a day including a new locally produced daily half-hour news magazine.

While news directors are tight-lipped about actual dollar figures, they do talk of rising budgets. Of the stations he deals with, consultant Frank Magid estimates that those in the top-10 markets are shelling out some \$2-\$6 million a year (with the figures not necessarily tied to market size); markets 11-20, \$1-\$3 million, and 21-30, some more than \$1 million and others in the high six figures. In the 30's, he knows of two stations spending \$1.5 million, and there are even said to be some below market 70 with budgets in excess of \$750,000.

Much of this goes toward a beefed-up staff. The trend toward local news magazines has created such a need. Group W's *PM Magazine* consortium alone has a dozen stations currently on the air; 27 are set to be running by September and by next spring, 46. Others, like WCPO-TV and the other Scripps-Howard stations, are

going it alone.

Investigative units such as Westinghouse Broadcasting's I-teams are sprouting up, with newsmen freed from day-to-day responsibilities to pursue long-range stories. And at WBBM-TV, where news director Ober has found investigative journalism "required," three such units are at work.

WBBM-TV has co-anchor Bill Kurtis leading a "focus unit" that provides coverage outside the studios three-to-five times a week; co-anchor Walter Jacobson delivers "perspective" each day with the help of two investigative researchers, and Susan Anderson has regular consumer "finder" reports. Each feature is separately staffed with its own producers.

As of the May Nielsen sweeps, WBBM-TV has pulled into first place for its two early-evening and its late newscasts (Arbitron gave it first for only the 6 p.m. show but overnights continue to show major improvement). Ober doesn't credit the change to any differences in the news product. He says the hard news commitment has remained the same, but perhaps now "the viewers are coming around; they don't treat it [TV news] lightly" any more.

Philip McHugh doesn't yet see investigative reporting units dominating the scene. With some exceptions, he says "a lot of stations are talking about it more than doing it." However, he does add that it's a valuable effort because it gives the stations exclusives.

Nevertheless, Peter Herford, director, affiliate services for CBS News, believes that an emphasis on the investigative has increased the over-all quality of the news presentations—in a manner setting a standard to bring up the level of reporting.

And although every story doesn't have to be backed by an investigative team, some news directors are claiming a re-evaluation of what should be given air-time. Just as Katz's Skinner says local TV shouldn't be "just a platform for public officials," RTNDA's Davis says assumptions are changing about what makes news ... "It isn't just city hall today."

Richard Mallary, director of news for Cox Broadcasting, agrees that "we don't want to have our air used as unpaid commercial time." And he sees a major problem to be faced: "In virtually every case, the people we interview know more about the subject than we do." That's another reason for extra research. When the Atlanta police department, for example, announced last month that it was going to change the way it deals with murders arising from domestic situations, Cox's WSB-TV undertook its own study to see how many of the city's murders fell into that and other categories.

Aside from investigative, another catchphrase is reporter involvement. There's a packaging element Herford has seen. On feature stories, he says, the reporter is more likely to be "in the boat, in the car or climbing the tree." And for harder news, he explains, the reporter is made more visibly part of the scene with more cuta-

ways showing note-taking, for example.

But the involvement also is said to mean improved communications skills. As Davis says, "If you think people should know a story, you'll also have to explain why." Skinner talks about local anchors no longer making a "pronouncement from the mountain" but instead communicating "as peers." And as Frank Magid points out, the public now is expecting not only greater meaning and depth to stories but also the answer to "What does all of this mean?"

With these demands, McHugh says the need has become "much more apparent" for a major improvement in reporting skills—not necessarily an increase in the number of beat reporters but instead specialists. McHugh says Three Mile Island, in particular, proved this. WDIV's Snyder too agrees that a TV newsroom can't be just "made up of generalists any more."

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## Look, up in the sky: It's a TV journalist

**Helicopters are the latest fashion in local journalism, but they're not cheap; advocates, however, cite their mobility and even promotional values**

News consultant Frank Magid says it's a "helicopter war." They're flying in Phoenix, Oklahoma City, Los Angeles, Cincinnati, Washington, Dallas-Fort Worth, Denver and even Wilkes Barre-Scranton, Pa.

Over-all, Magid is aware of some 30 markets where stations own or have leasing arrangements for helicopters.

Peter Herford, director of affiliate services, CBS News, says it's "this year's version of going live."

Electronic newsgathering may be a commonplace tool on the ground; now the innovation's in the air. And there are those who believe it's just a matter of time before the helicopter becomes a standard. "Everybody's going to ultimately end up with a helicopter," says Philip McHugh, chairman of the McHugh & Hoffman consultancy.

The leading manufacturers thus far are Bell, with its Jet Ranger, and Hughes, with its Hughes 500. Leasing arrangements can vary but whatever the case, a chopper amounts to a major budget commitment for a station. Those who have bought helicopters or scouted the market say a new model amounts to about \$250,000 and if live microwave capability is built in, \$300,000.

Those who already have made the commitment are the biggest boosters. They claim a helicopter affords greater coverage of their markets with reports not possible on the ground and rapid news staff movement to the scene. On the technical side, a helicopter can provide an airborne



KOOL-TV Phoenix

## Ten members of TV's whirlybird news corps



WHIO-TV Dayton, Ohio



WJXT Jacksonville, Fla.



KPNX Phoenix



WLKY-TV Louisville, Ky.



WPLG Miami



WCPO-TV Cincinnati



WTVF Nashville



WEWS Cleveland



KSTP-TV Minneapolis-St. Paul

microwave relay to bounce the signal from ground locations that might be obstructed.

And there's the element of community involvement. When WCPO-TV Cincinnati used its leased Ranger II to take a police canine team into a remote area to search out stolen money, says news director Al Schottelkotte, the station had an exclusive report when the money was recovered. And there's the time when the station helicopter was part of the story, ferrying blood plasma to a hospital patient.

The same holds true in Phoenix, where both KOOL-TV and KPNX(TV) are called upon to participate in search and rescue missions. It's a market often referred to when newpeople talk of helicopter competition.

No stranger to airborne reporting there is KOOL-TV, which before going with a helicopter had been doing traffic reports with a plane. In 1971, the station went with a Hughes helicopter and hired Jerry Foster as a pilot/reporter. Last year, KPNX bought its own Hughes 500 and hired Foster away. Early this year, KOOL-TV changed vehicles, buying a Jet Ranger.

According to Bill Close, KOOL-TV's vice president and news director, the use of the helicopter can range from "something as

simple as shooting the skyline" for weather reports to coverage of floods. KOOL-TV's helicopter does not have microwave capability; however, by using a portable dish in the air, hovering over a ground station and staying in a compatible mode, it can go live.

At KPNX, News Director Al Buch has the microwave built in the helicopter and has an automatic tracking antenna on the ground. The Hughes 500D is used heavily, from *Today* show local cutaways to features and the primary spot news job. Reporter/pilot Foster also does the noon weather from the studio.

A newcomer to coverage by helicopter—and one that shows it isn't only the largest markets that are involved—is WNEP-TV Wilkes Barre-Scranton. News Director Jay Newman has had a full-time lease of a Hughes 500 for the past few weeks and already has found its advantages in reporting on a hyphenated market where 50% of the coverage area is outside the metro area. Another example: What used to be a four-hour round trip to the state capital of Harrisburg is sharply cut.

As a case in point on coverage, Newman had the helicopter track a chemical and oil

spill in the Susquehanna river and by that, he says, the station "was able to show the true magnitude" through an aerial perspective. Newman says that the helicopter is not a "gimmick" but rather "the next step" in coverage and he thinks it's the wave of the future.

Not every station has run out to purchase or lease a chopper. Richard Mallary, director of news for Cox Broadcasting, says that the advantages are still being weighed against setting up more microwave relay stations on the ground. Cox's WSB-TV Atlanta now rents a helicopter about twice a week. Mallary also wonders what the Federal Aviation Administration will have to say if the trend continues and helicopters are hovering over populated areas covering the same story.

But for those who are going ahead with helicopters now, there's also the promotable aspect. And consultant Magid claims that "unfortunately many are using them as promotional vehicles" and "trying desperately to justify the expenses" involved in purchasing a helicopter. That phenomenon, however, he expects will settle down, and the helicopter, in a year or 18 months, will become "another tool."



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**WSYE-TV  
Elmira**

**WSYR-AM-FM-TV  
Syracuse**

**WTPA-TV-FM  
Harrisburg**

## From the general to the specific: A story-by-story review of the last news year

### Spot News

**KUTV Salt Lake City** put its new earth station to good use with its coverage of the Bundy trial in Florida. (Theodore Bundy is the former University of Utah law student convicted of murdering two Florida coeds; earlier, he had been convicted of kidnapping in Utah.) Live coverage was sent back to Salt Lake City; the station's anchor could ask questions of the reporter in Miami and get answers back. The satellite also was used to cover a story in Laredo, Tex., of the return of a suspected murderer and religious cult leader from Mexico.

Another KUTV use of the bird was in covering the story of the decision to move the National Basketball Association's New Orleans Jazz to Salt Lake City. The station had crews in New Orleans and in Chicago when the NBA board of governors voted on the move.

With the Three Mile Island story the biggest in the country, **KPIX San Francisco** didn't let its being across the continent stop it from getting the story. The Group W station got satellite feeds from co-owned **KYW-TV Philadelphia** and used them to update both nightly newscasts and as inserts for breaking events such as Pennsylvania Governor Richard Thornburgh's news conference and reports on evacuations and the setting up of emergency centers.

Since approximately 75% of the people in the coverage area of **KGBT-TV Harlingen, Tex.**, are Catholic, the station decided to send a three-person crew—headed by News Director Mike Morgan—to cover the election of a new Pope. Reports during the election were transmitted from Rome via satellite to Harlingen through the facilities of CBS News and included an interview with the archbishop of Boston (a former bishop of Brownsville, Tex.).

Other reports were shipped back to New York and fed through the CBS line to the station. After returning, the crew also put together a one-hour special.

**WTSP-TV St. Petersburg, Fla.**, flew a two-man crew to Rome to cover the consecration of the new bishop of St. Petersburg. The crew spent four days on the assignment, taping both the consecration ceremony (conducted by the Pope) and the bishop's first mass as a bishop. Next-day coverage was provided via a satellite feed using ABC facilities. A half-hour special was also produced from the trip.

Another station to localize a far-away story was **WOR-TV Buffalo, N.Y.**, which sent co-anchor Sheila Murphy and cameraman John Wichrowski to Rome for the installation of Pope John Paul II. The coverage was fed using NBC's facilities and, after returning, Murphy put together a half-hour special.

Live overseas coverage was a first this past year for **WCSC-TV Charleston, S.C.**, when it covered both the installation of John Paul II in Rome and the SALT talks in Vienna via CBS facilities from New York to Charleston.

When American Airlines Flight 191 crashed at O'Hare Airport in May, a **WMAQ-TV Chicago** courier, there to pick up a videotape, reported the news via his two-way radio to the station's assignment desk. That was at 3:08 p.m. A camera crew was dispatched, and the bulletin was aired at 3:19. While waiting for the crew to arrive, a camera was positioned on the roof of the Merchandise Mart (where the station's studios are located) and another bulletin was aired, accompanied by visuals showing the smoke rising 21 miles away. At 3:43 the crew arrived at O'Hare and the station went live until 7 p.m.

Three Mile Island coverage by **KYW-TV Phil-**

**adelphia** resulted in 21 special reports in five days. The station hired two helicopters to shuttle reporters, crews and equipment to the site and back. One helicopter flew an editing deck to a Harrisburg, Pa., hotel for the staff to use in producing nightly reports. Safety of station personnel was a prime concern. A special radiation check room was set up at the station complete with Geiger counter to inspect personnel, tapes and gear when they returned.

**KDKA-TV Pittsburgh** had two crews covering the Three Mile Island accident—one covering the "official" side of the story (attending briefings by the Public Utility Commission, the Nuclear Regulatory Commission and the state government), the other assigned to report how people in the area were being affected. During the week of the emergency, KDKA-TV presented more than six hours of news and special coverage.

During the gas crisis, KDKA-TV used its ENG capability to combine feeds from Harrisburg, Pittsburgh and Washington for coverage at the governor's office, in area gas lines and interviews with senators.

Being first on the scene not only gave **WOR-TV New York** a story, but helped make the story. Reporter Judith Thomas and ENG operator Jim Quodomine arrived even before the emergency squad at a subway station after 17-year-old music student Renee Katz was pushed in front of a train; her hand was severed. Quodomine, whose brother had been in a similar accident, knew that the severed hand had to be recovered quickly and placed in cold storage if there was to be a chance that it could be reconnected. Using the lights from his ENG gear, he climbed down to the tracks and led the search that found her hand. Doctors said the fast action permitted the hand to be restored.

The shootout between police and mem-

### From near and far to Three Mile Island...



WDVM-TV Washington



WFSB-TV Hartford, Conn.



WPVI-TV Philadelphia



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**Rescuers.** A fast-thinking, fast-on-the-screen WOR-TV New York cameraman was credited not only with exclusive footage of a girl who had been pushed in front of a subway train, but with saving her hand, which

was severed. ENG cameraman Jim Quodomine lead rescuers with his camera light into the tunnel to find the hand. L-r: transit police comfort victim, light aids search, hand is recovered, officers rush it to hospital.

bers of the black MOVE organization in Philadelphia gave WCAU-TV some of its more dramatic coverage. When police tried forcibly to remove the group from the house it had occupied, and shooting began, the police moved all the reporters to a single location. But WCAU-TV film cameraman Joe Ross got to a fourth-floor apartment across the street where he had a good vantage point. When police came around to evacuate the building he hid and continued to film the action—which included scenes of one of the MOVE members being kicked while on the ground by police who thought he had a gun, and footage of policemen under fire moving their wounded into police vans.

**Louis.** The girl was the daughter of a woman who had also tried to free the man by commandeering a helicopter six months earlier and was shot to death by the helicopter pilot. KSD-TV had live reports from the airport from which the plane took off and had the only reporter in Marion, Ill., where the girl forced the pilot to land, near the prison. He telephoned in a report and stayed with the story until later that night when she surrendered and the passengers were freed unharmed.

and the outlook for the plant and for central Pennsylvania. WPVI-TV also claimed the first exclusive live interview with Governor Richard Thornburgh.

Another story that kept WPVI-TV's crews busy was the first trial in New Jersey to allow television coverage. The station provided pool coverage from the courtroom in Atlantic City for a murder trial as part of a year-long experiment by New Jersey courts. The feed was used by New York and Philadelphia stations and by New Jersey Public Television.

The hijacking of a TWA jet by a 16-year-old girl in an attempt to free a prison inmate was a bizarre story for KSD-TV St.

More than 25 staff members of WPVI-TV Philadelphia were sent to Harrisburg to cover the Three Mile Island accident. In addition to live coverage, a half-hour special hosted by anchor Jim Gardner was aired during the crisis; it included live reports, explanations from nuclear experts who described problems inside the reactor,

Last year WDIV Detroit began a regularly scheduled business report as part of its evening newscast. When then Transportation Secretary Brock Adams last February called an auto summit meeting in Boston with auto makers and scientists to discuss plans for engineering standards for cars of the future, Jennifer Moore, the station's

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# Number 1

**The people's choice**

**IN SPOKANE**

Source: May '79 Arbitron. Average Metro Rating & Share. (Surveys are based on audience estimates and should not be assumed as mathematically accurate.)

Station	Rating	Share
STATION 'R' LOCAL NEWS 5:30-6 p.m.	6	16
STATION 'X' LOCAL NEWS 5:30-6 p.m.	6	16
KHQ-TV LOCAL NEWS 5:30-6 p.m.	24	59

When you are rated number 1, it's something to talk about. When you do it 19 consecutive times, it speaks for itself!

Spokane, WA



# Here's your health

More than 25,000 Atlantans took advantage of the bargain of their lives when WSB Television, with Blue Cross and Blue Shield, Atlanta, sponsored a week-long Health Fair. Sixty-nine screening sites throughout the metro area offered residents health education and more than \$100 worth of free medical care, including tests for height and weight,

blood pressure, vision, anemia, and many other specific tests. In one-third of the people screened, abnormalities were detected and counseling and referral were provided. WSB-TV: letting Atlanta "Get Together with TV2" to insure the maximum chance for happiness and productivity through good health.

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Los Angeles

WLIF-FM  
Baltimore

WWSH-FM  
Philadelphia

## Going international via satellite with the election of a Pope ...



WCVB-TV Boston



KGBT-TV Harlingen, Tex.



WKBW-TV Buffalo, N.Y.

business editor, was the only broadcast reporter from Detroit to cover the conference. She filed daily reports, interviewed energy experts and auto industry officials and capped three days of coverage with an interview with Secretary Adams.

President Carter's visit to Elk City, Okla., in March gave **KTVY Oklahoma City** the opportunity to put its news department to the test. A microwave link was arranged to permit live coverage of the arrival of Air Force One at Clinton-Sherman airfield outside Elk City. Special telephone lines were constructed and leased to provide coverage of the President's town meeting in the Elk City gymnasium that night and the lines were left open until the President left the next day. **KTVY**, an NBC affiliate, arranged the pool coverage with staffers covering the President's arrival, motorcade and the town meeting. Engineers all over Oklahoma City were switching microwave and telephone feeds for all three Oklahoma City stations, several other Oklahoma stations, the three commercial networks and PBS.

Oklahoma is in the midst of a one-year experiment allowing cameras in its courts. The guidelines laid down require permission from the judge and defendant. Those proceedings and civil cases covered so far, according to **KTVY**, have caused no problems. Oklahoma radio and TV stations spent several thousand dollars on pool equipment to provide coverage, without requiring any additional lighting in the courtrooms.

The visit of President Carter to Wausau, Wis., for a March fund-raising rally for a Democratic congressman was the first presidential visit to that city in 50 years. For **WSAU-TV** to cover all the activity, timing was critical. The station sent a crew of three to the airport, two reporters and a photographer. This crew was to cover the arrival of Air Force One, the President shaking hands and his departure for Wausau. One reporter returned that cassette to the studio to start editing and developing the story. He arrived at approximately 4:20 p.m.—a little more than an hour from news time. The other two members of that crew remained at the airport to try to get sidebars for the 10 o'clock report.

A second photographer followed the presidential motorcade to Wausau, then teamed up with a reporter waiting at the scene to do a piece with the antinuclear, anti-abortion demonstrators. Upon completion of that effort, the reporter left immediately to return the tape to the studio for editing. He arrived 15 minutes before airtime. Indoors at the speech site, **WSAU-TV** covered the President's remarks live with multicamera coverage, including a mobile TK-76, and two stationary GE-PE-350's and served as the feed for the network pool. At the studio, a reporter was watching and taping the speech to package that part for insertion in the overall coverage. The President finished speaking at approximately 5 p.m.—30 minutes before airtime.

Upon concluding his remarks, the President visited briefly with supporters, and then started back to the airport, to be followed by the same photographers who followed him in. The two remaining members of the crew that had covered the arrival took care of the departure. The 5:30 p.m. report had the complete package.

The farmers went to Washington in February and everyone in that city was interested—not so much in the plight of the farmers, as in how the locals would get to work, since the farmers' tractors had the city effectively barricaded. **WJLA-TV** had more than a dozen cameramen out, as well as a helicopter, covering the disruption. It began with an extra early-morning newscast for motorists, warning them of the most severe traffic problems. Throughout the day live reports continued from the helicopter, the Capitol, the mayor's command center and the Mall, where many of the farmers were camped and where the station's cameras caught a U.S. Park policeman drawing his gun on one demonstrator, the angry reactions from other farmers and shots of police smashing the windows of a tractor cab. Reporter Chris Curle also presented a two-partner on the plight of a local farm family.

When the Three Mile Island story broke **WJLA-TV** rented planes daily to send reporters to the scene.

The newsroom at **KATU Portland, Ore.**, was mobilized last December when United

## ... and going national via satellite with the Bundy trial



KUTV Salt Lake City

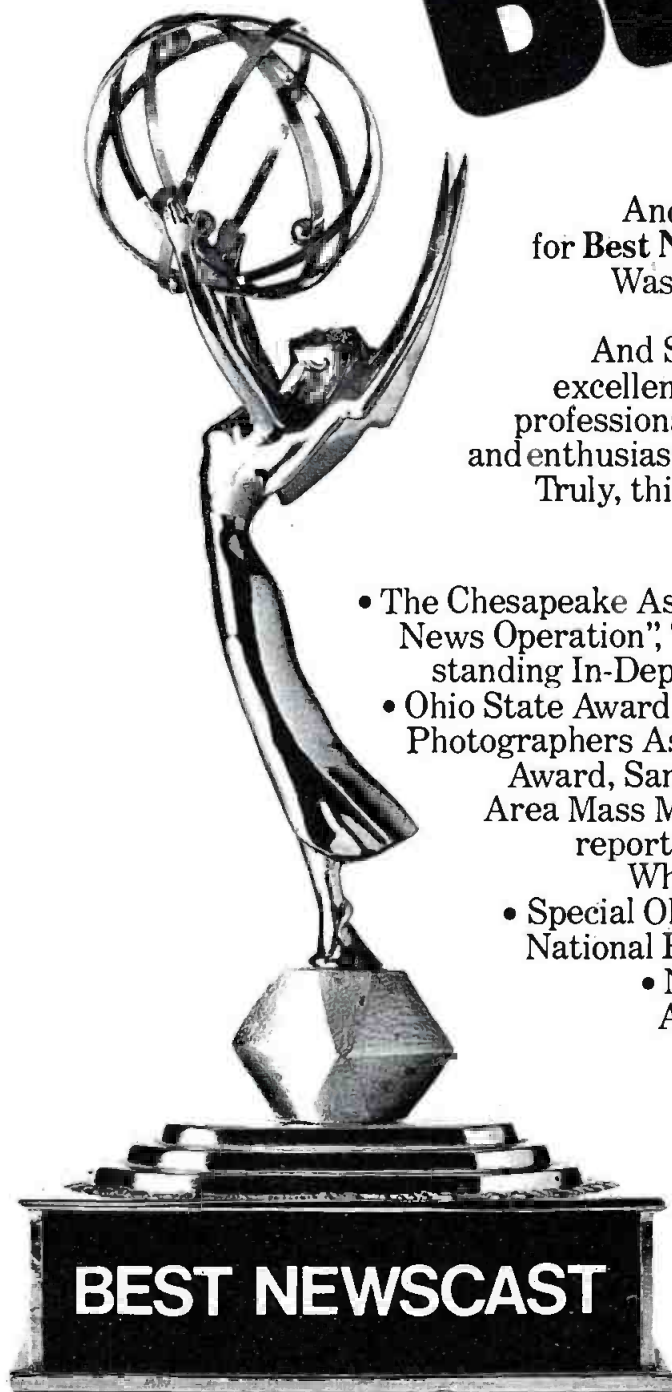


WFSU-TV Tallahassee, Fla.



KOMO-TV Seattle

# SEVEN'S BEST



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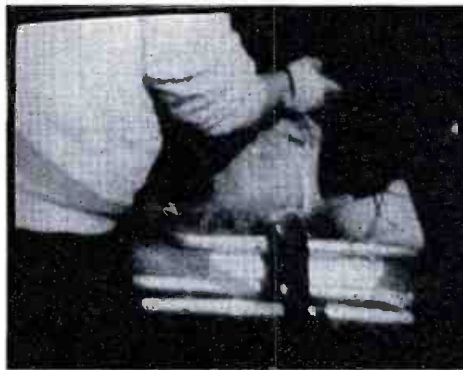
And Seven's Best won 12 more Emmys for overall excellence. We're especially proud of all the talented professionals on our staff whose experience, dedication and enthusiasm make TV-7 the leader in the nation's capital. Truly, this year is one of Seven's best. And joining the Academy in recognizing Seven's Best are:

- The Chesapeake Associated Press Broadcasters — "Outstanding News Operation", "Outstanding Public Affairs Program", "Outstanding In-Depth Reporting", "Outstanding Editorializing"
- Ohio State Award • Documentary Winner, White House News Photographers Association • Broadcast Industry Conference Award, San Francisco State University • Metropolitan Area Mass Media Awards presented to our veteran news reporter, Renee Poussaint • Several winners in the White House News Photographers Association
- Special Olympics National Award • Third place in the National Press Photographers Association
- National Headliner's Club Award for public service for "Inside St. E's."



Seven's Best in news, in people, in everything we do.

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**WABC-TV New York** sent a film crew to Lenox hospital when it learned former Vice President Nelson Rockefeller was ill, and was the only news team there when the ambulance and later his wife, Happy, arrived. Bulletins announcing his heart attack and death went on shortly.

Airlines Flight 173 crashed. The station had two crews at the airport after hearing reports of a plane in trouble; the plane crashed five miles from the airport at 6:15 p.m. Bulletins and updates were inserted all evening and the story led the 6:30 news. Staffers were at the airport providing live coverage and updates through the evening with nearly all of the 11 p.m. newscast devoted to the story. After the late news, a special team headed by news director Chuck Biechlin worked all night to produce an hour-long special report that aired at 9 a.m. the next day with live interviews with survivors. The next day another special was aired with new information including a look at safety practices at United Airlines.

The day the city of Cleveland went into default, **WKYC-TV** there opened its 6 p.m. newscast from the city council chambers with an interview of the city council majority leader, criticizing the handling of the city's finances. At the same time, the station's other anchor was live in the studio with the mayor, defending his policies. The debate ran for 10 minutes.

Washington was the scene for a spot news story for **WKYC-TV** last year. A local businessman was kidnapped and murdered and his wife injured. When word

reached the Cleveland station that one of the key suspects was going to surrender to his brother, a policeman in the Washington suburb of Arlington, Va., the station chartered a plane and sent a minicam crew. The story was covered live through the facilities of co-owned **WRC-TV** there, which used a secondary network line for the hookup.

A police strike in New Orleans made national news when it caused the cancellation of the Mardi Gras. **WWL-TV** there had 42 news staffers on the story full time, working two angles: (1) the hard news aspects of the stoppage and the efforts by the city and state to provide law enforcement protection, and (2) the complex story of the issues involved and the negotiations and legal maneuvers behind the scenes. The strike lasted for nearly three weeks, during which the station cut into regular programming 57 times, and expanded 16 newscasts as much as an hour. **WWL-TV** commissioned a local pollster to conduct daily public opinion polls. The station's two ENG vans fed more than 100 live remotes, at times from as many as five different locations during a single newscast. During the strike the station remained staffed 24 hours a day. Finally, early one Sunday morning, the police,

demoralized and financially broken, suddenly began drifting back to work. **WWL-TV's** overnight crew confirmed the development and claimed an on-air beat of four hours with the story.

In all, the station aired more than 11 hours of strike coverage outside its five daily newscasts and the staffers logged more than 1,000 hours of overtime during a 25-day period. According to **WWL-TV**, it was the station's most extensive and expensive coverage of a single story.

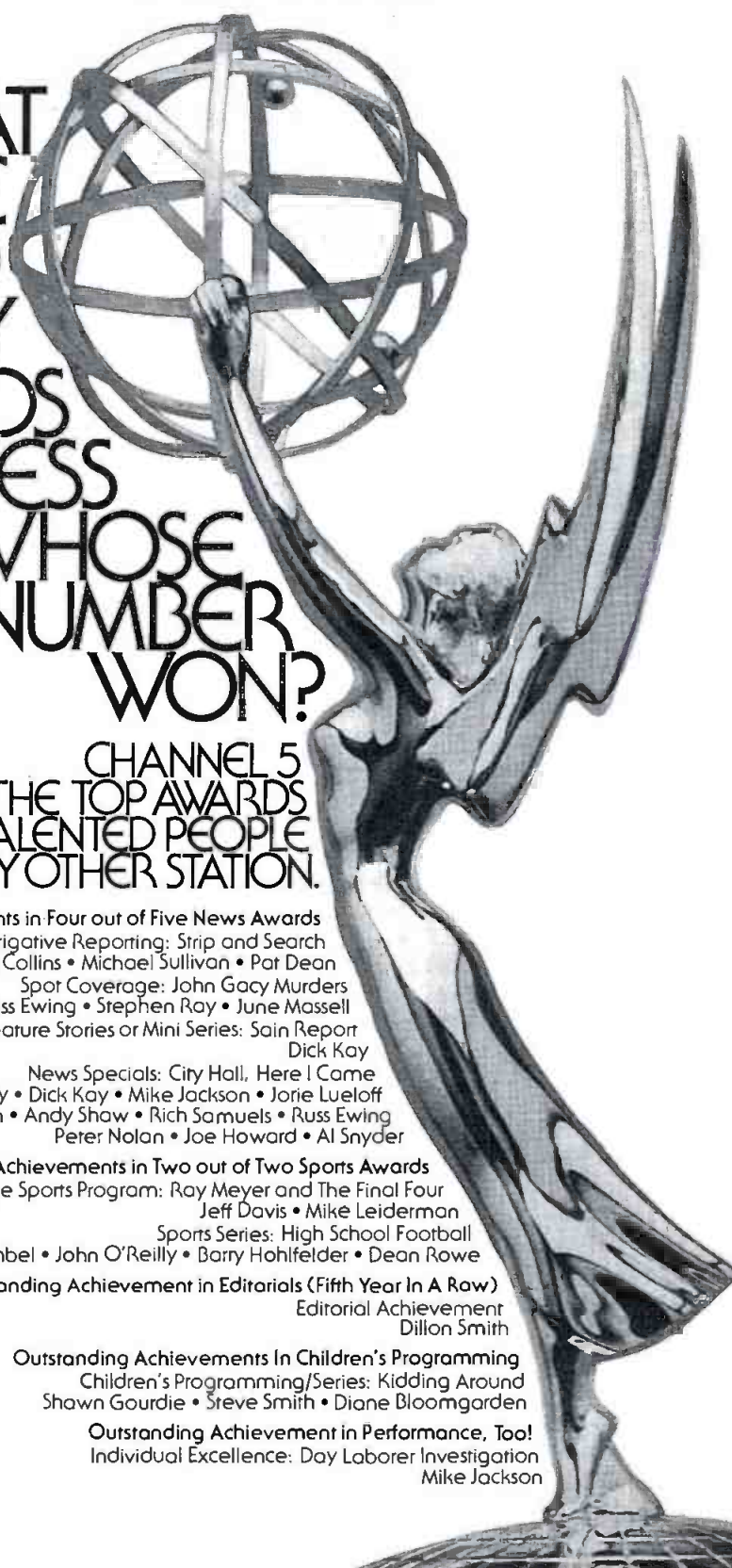
Becoming personally involved in a story is something reporters try to avoid, but it couldn't be helped in the case of seven of the 10 staffers at **KFDX-TV Wichita Falls, Tex.**, whose homes were destroyed by a tornado that hit north Texas and southern Oklahoma in April. The station worked all afternoon and past midnight getting information on the air until the power was knocked out, taking the station off the air. Twenty-four hours later, when the power was restored, **KFDX-TV** broadcast news and information uninterrupted for three hours and 40 minutes. Newscasts were expanded for the next five days, followed by an hour special documenting the storm that killed 62, injured over 3,000 and left 20,000 homeless.

The problems of election coverage for stations in cities away from the state capital where most of the candidates are headquartered were tackled by two South Carolina stations, **WFBC-TV Greenville** and **WIS-TV Columbia**. The two stations pooled their resources to cover the headquarters of the two gubernatorial and senate candidates in Columbia and local congressional candidates in both Greenville and Columbia. Close coordination between the two station producers allowed for reporter stand-ups using the pool video lines and microwaves. A separate audio network allowed each station to use its own reporters, with a mixer bringing in podium audio from the candidates as needed.

In election times, tempers often flare when opponents for political office confront each other. That happened in-studio at **WBBM-TV Chicago** when U.S. senatorial candidates Alex Seith and incumbent Charles Percy appeared on a Sunday-morning interview show. Seith arrived angry over a Percy-sponsored newspaper ad



**WCAU-TV Philadelphia** captured exclusive film footage of local police as they allegedly beat Delbert Africa, leader of a local cult called MOVE, after a shoot-out.



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Editorial Achievement  
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Mike Jackson

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**5** NBC  
WMAQ-TV CHICAGO

that had appeared the day before. The taping turned into an exchange of charges and countercharges about each other's ads. Press interviews continued in a hallway after the taping ended and—after Seith had left—Percy fainted. The entire confrontation, including the fainting, was shown that evening with commentary by reporters covering the campaigns. Seith had been leading in the polls, but Percy went on to win the election.

WITI-TV Milwaukee reporter Tom Hooper, who frequently appears with consumer-problem-solving stories, was covering the scene of a shooting when he was tapped on the shoulder and a man said, "I'm the

man the police are looking for." He then told Hooper, on film, that he had shot a man whom he thought was trying to break into his apartment. He had tried to tell the police who were surrounding the building, but they kept telling him to get out of the way. He said he saw Hooper in the crowd and knew he could go to him for help. Hooper finished the interview and then turned the man over to the police.

Not only does WCPO-TV Cincinnati's new Bell Jet Ranger helicopter complement the station's three mobile units by serving as an aerial microwave link and camera platform, it also goes to the aid of the public. It was pressed into public service on one

occasion to ferry blood to a woman undergoing an operation. Earlier the same day the unit had been used to deliver a police dog to the scene of a search for stolen bank money.

During a municipal employees' strike, WTOL-TV Toledo, Ohio's news crews covered the two-day confusion, including a series of fires that burned out of control in the absence of firemen. The station frequently went live and, in addition to the reporting, told viewers how to get ambulances or police protection.

WTLV Jacksonville, Fla., was one of the first stations to set up equipment to cover the execution of John Spenkelink; it provided pool arrangements and equipment until the networks could set up their own. The station had 15 people on scene feeding live reports and updates—including a claimed beat on the news that Spenkelink had won a stay. When the stay was lifted and he was executed, anchor Peter Burns reported on witness's descriptions while art director Chris Snider sketched the scene.

In January, two South Carolina TV stations pooled personnel and equipment to cover the inauguration of the state's governor. WSPA-TV Spartanburg-Greenville-Asheville and WCSC-TV Charleston put together a two-and-a-half hour live special using more than 40 people from both stations. The program was fed to Spartanburg and Charleston over leased lines. The stations pooled their two-person anchor teams, with one set handling the parade and the other the inauguration. With the program divided into parade and ceremony, the production of each segment was handled separately, the parade by WCSC-TV and the ceremony by WSPA-TV.

To cover the Middle East peace negotiations, WNEW-TV New York assigned correspondent Gabe Pressman to follow Anwar Sadat on his first trip to Israel, then to Camp David for the summit and to accompany the U.S. presidential party to Israel for the further negotiations and then to Washington for the treaty signing.

In covering Chinese Vice Premier Teng's visit to Atlanta, WAGA-TV's studio and facilities were used by the networks as well as the Chinese News Bureau to originate a feed to Peking. In covering Teng's visit including demonstrations and receptions, WAGA-TV used two ENG units, five film and tape units, four editors, two assignment desk operators, four producers and an anchor and interpreter. The story required more than 200 hours of preparation and coverage at an expense of nearly \$15,000. The result was an Emmy award for best daily news program in Georgia.

During the last two days of the New Mexico legislature's session, KOV-TV Albuquerque moved its newsroom to the state capitol at Santa Fe, 70 miles away, did the news from the state senate (including

a News Team First

a News Team Fast

that's News

that's KWTV 9

Midday  
5:00-6:00-10:00  
Weekends



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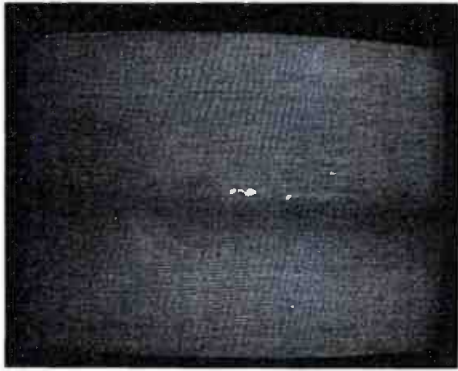
	Overall 7:00 AM-1:00 AM 7 days*		Total Homes (000)
	Rating	Share	
<b>WCCO-CBS</b>	7	30%	74
KMSP-Ind	4	16	45
KSTP-ABC	7	28	69
WTCN-NBC	5	20	49



\*Nielsen rating May 1979.  
\*\*Nielsen rating May 1978.  
Ratings subject to limitations.

# WCCO TV Minneapolis St. Paul

A CBS AFFILIATE 



**KPIX-TV San Francisco** reported nightly for a month as Skylab fell to earth; in **New York**, **WPIX-TV** carried exclusive coverage in the market of flaming Skylab debris entering the earth's atmosphere. The feed came from Australia via Visnews and ITNA.

sports and weather) and had a live insert from the governor's office three stories above the newscast's location. The station had to install telephone circuits for standard communications and coordination. Scripts were written in the studio and sent by data link to the remote site.

**WFLA-TV Tampa, Fla.**, reporter Kris Rebillot was chosen to witness the execution of John Spink as the representative of Florida's press corps. Her eyewitness account was broadcast on local news shows, *NBC Nightly News* and *CBS Reports*.

The assignment to cover the double

murder trial in Miami of Ted Bundy, formerly from Seattle, followed three years of research and investigation into the man by **KOMO-TV Seattle** anchor, Ruth Walsh. She first started investigating cases to which he was linked in 1974, and later, after gaining his confidence, was granted exclusive interviews. A number of her investigative pieces on Bundy were used as backgrounders during daily reports fed by satellite to Seattle during the Florida trial.

When the Conner hotel in Joplin, Mo., collapsed, trapping three workmen, **KOAM-TV Pittsburg, Kan.**, had its mobile unit on the scene and live reports on the air within

an hour. Over the next five days, 40 live reports were aired as the search continued, with live coverage when one of the men was found, hurt but alive. Bodies of two other men were unearthed two days later.

**KAUZ-TV Wichita Falls, Tex.**, was just beginning its 6 p.m. newscast when the city's warning sirens announced a tornado. Seven minutes later the storm had ripped through town and knocked the station off the air. The station sent its minicam crews out to gather footage (later making it available to other stations and the networks). When the station came back on a day later, the anchors went live for the rest of the evening. Over the next four days, more than 12 hours of regular programming was pre-empted for tornado coverage and emergency information. Later, a half-hour special on the storm was aired.

New Orleans's police strike put the staff of **WDSU-TV** through a hectic three weeks. Starting with live interviews with the police leaving the meeting where the strike vote was taken, the station broadcast more than 11 hours of strike coverage, picking up two UPI awards in the process.

Spring was a busy time of year for the news department of **WEAR-TV Pensacola, Fla.** In March a rain storm caused flash flooding and extensive damage. In April a train carrying chemicals derailed, forcing

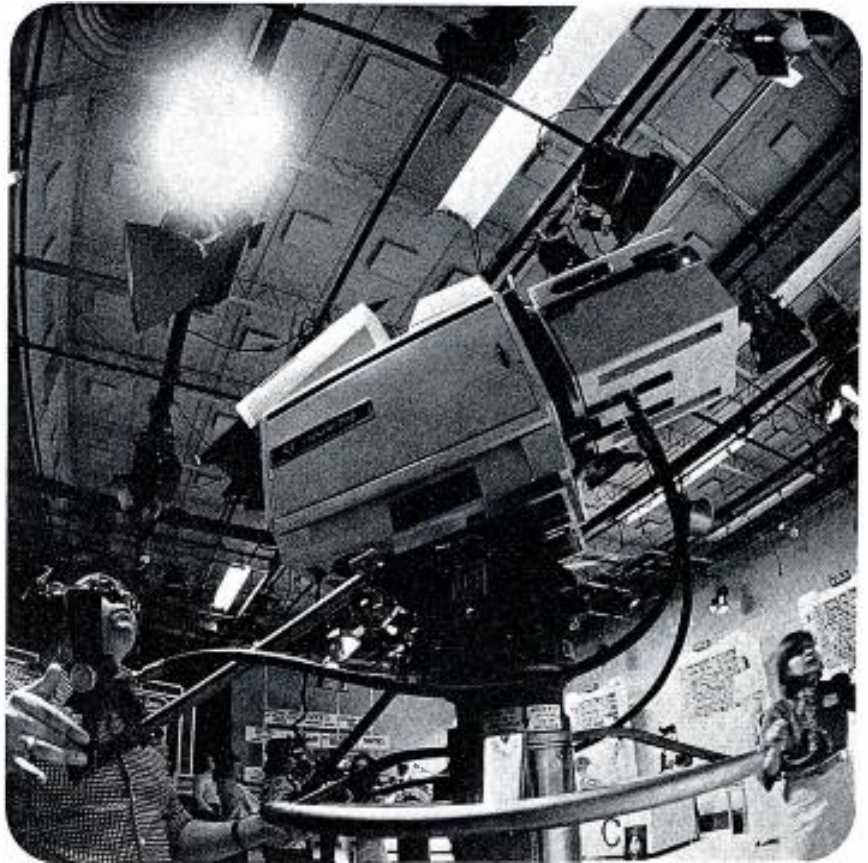
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News Awards.*



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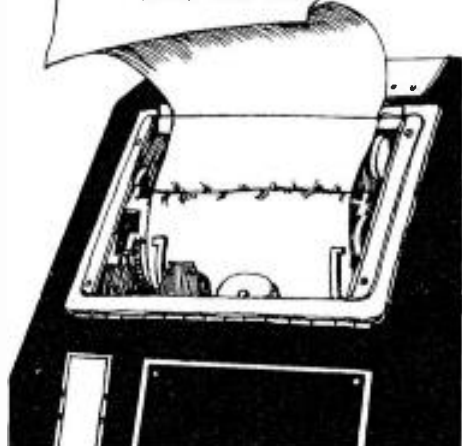
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**WPLG Miami** went to Havana to cover a dialogue between Cuban Premier Fidel Castro and Cuban exiles, then followed the story home, as, for the first time, political prisoners were allowed to emigrate to the U.S.



the evacuation of 1,500 persons. In May a National Airlines jet crash-landed in Escambia bay. Off-duty news staffers were called in to handle these stories and the station fed ABC News for its weekend reports.

□  
The "Blizzard of '78" was the name assigned by **WMAZ-TV Boston** to its coverage of the worst storm in that city in more than a century. It wasn't easy—working for three days with only half its staff, and using ENG equipment never tested at subfreezing temperatures. Besides shots of floods, high winds, thousands of abandoned cars and rescues, the news team provided viewers with special information for the elderly, train schedules, emergency phone numbers and live comments from the governor. Among awards for the coverage: citations from AP, UPI and RTNDA.

□  
**WCVB-TV Boston** needed some tricky engineering to cover the visit of President Carter to New Hampshire. A three-hop microwave system was set up to supply live coverage of the town meeting in Portsmouth and a later dinner in Manchester. **WCCB-TV** served as station and network pool feed.

A satellite link enabled **WCVB-TV** to feed live reports on the election of Pope John Paul. When he died a few weeks later, the station returned for the election of John Paul II, sending back nine special reports.

□  
Among the changes wrought by advances in ENG has been the establishment of Texas bureaus in Austin, Arlington and Fort Worth by **WFAA-TV Dallas**. The bureaus are fully staffed and capable of transmitting live feeds. The versatility of the arrangement was demonstrated in a broadcast last January when live reports were fed from Austin (a governor's inaugural ball), Fort Worth (a murder trial) and Dallas-Fort Worth (a report on a crippling ice storm) during a newscast that was split-anchored from Dallas and Miami, the site of the Super Bowl.

□  
Coverage of a shoot-out between police and a gunman who had kidnapped and

wounded a 12-year-old girl and killed her father won a regional UPI award for **WHYV-TV Springfield, Mass.** Rookie cameraman Rick Serrenho, his van halted at a police roadblock, backpacked his ENG gear past the officer and got the operator of a used-car lot inside the police perimeter to drive him to the shoot-out scene.

□  
**WPLG Miami** went to Cuba to cover a dialogue between Fidel Castro and Cuban exiles. The coverage began with Castro's news conference in Havana. And the station had a camera aboard a plane full of released political prisoners en route to the U.S.

□  
**WLKY-TV Louisville, Ky.,** added a Bell Jet Ranger helicopter to its news arsenal and put it to early use in taping the Bluegrass Stakes Race (a preliminary to the Kentucky Derby) and the Great Steamboat Race during derby week. It was also used during the National Governors Conference in following appearances of Mrs. Carter and Vice President Mondale over an extensive area of Kentucky.

□  
Some of the fast-breaking stories covered with half-hour specials by **WTCN-TV Minneapolis** included a report on a truckers' strike. When it was announced that fuel oil prices would double in Minnesota, the station had a report on the energy situation in the state on the air within 24 hours. Crews covered the accident at Three Mile Island and visited California and Washington to report on the future of nuclear energy in Minnesota and the U.S.

□  
**WBZ-TV Boston** was an early arrival on the scene at Three Mile Island, sending a crew in a rented plane shortly after the news broke. In six days of coverage, the station had 25 reports, including telephone updates to supplement the video coverage in the newscasts.

□  
**WFSB-TV Hartford, Conn.,** sent a reporter to cover the Three Mile Island story and then did a segment on Connecticut's energy situation anchored from a nuclear plant in that state.



# Thank you, KGO-TV

Three years ago we sent reporter Evan White into the Tenderloin to live among the aged. What he saw was shocking. He found people who were hungry and afraid—forgotten people living in filth and waiting to die. It made us angry.

We decided to do something about it. We produced the program **OLD AGE: DO NOT GO GENTLE**. We asked for support to pass legislation on behalf of our aged, and more than a half million people responded—the biggest response in the history of local television. Along

the way, we won the national EMMY, the Peabody, awards from the International Film Festivals in New York and San Francisco. In fact, it was the most nationally awarded local program of the year. And, best of all, we got results. Federal legislation was passed to help our aged.

It's nice to be so honored. What's more important and gratifying for us, is to get a smile and a thank you from people whose lives we've touched, like Agnes, and to know that KGO-TV has made growing old a little easier.



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For information, contact:

**GABRIEL AWARDS**  
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317-635-3586  
Charles J. Schisla, Chairman

## Public Affairs

Washington viewers were given a look into the history and operations of the Supreme Court when **wrc-tv Washington** presented *Supreme Court Odyssey*. Since no cameras are allowed in the court, WRC's artist Betty Wells, who has covered the court for NBC News for four years, spent a year-and-a-half on special assignment doing more than 200 preliminary sketches for the 60 acrylic paintings that were featured in the program. Anchor Jim Hariz was the host/narrator.

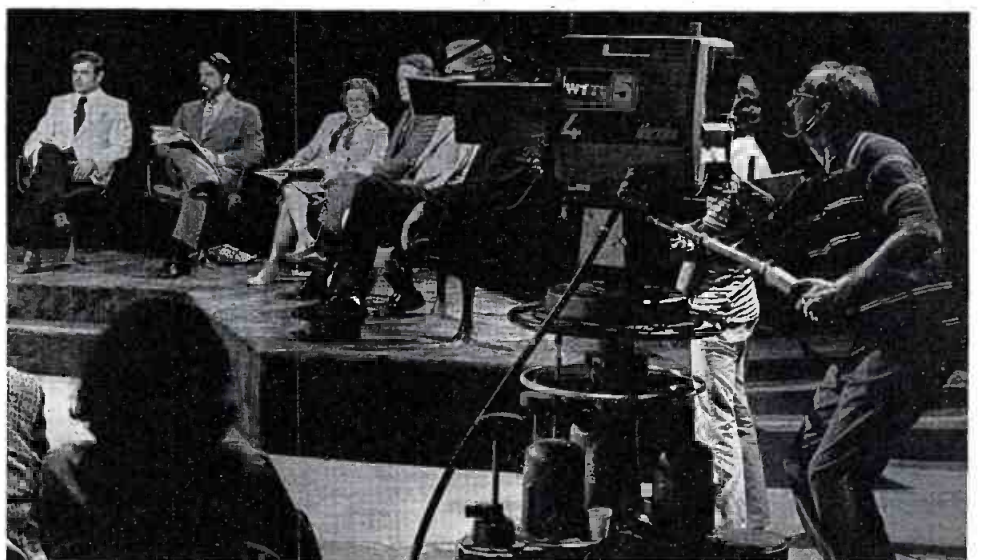
**Wcvb-tv Boston** launched *Energy Watch 5*, an extended series that reported energy news. It began with a 35-minute report live from a fuel farm 16 miles from the station, presented a history of the energy crisis and offered suggestions on coping with long gas lines and high prices.

**Wls-tv Chicago's** consumer unit, "7 on Your Side," did a number of stories in the past 12 months, including a rundown on comparative milk-pricing at various places in the city, a survey of the services and costs of over 30 area banks and a show on the simple and inexpensive procedures for filing a will and the reasons for needing one.

Talking to a variety of experts who discuss current topics and provide various viewpoints was a technique used by **krvu Oakland**. *The Tax Revolt* identified various moves to reform California property tax laws, with pro's and con's offered by legislators and citizens. The *Nuclear Game* began with a background on the Three Mile Island incident, presented interviews with representatives of two reactor manufacturers, a doctor, engineers, and the head of the governor's commission on emergency evacuation plans.

**Wcco-tv Minneapolis's** public affairs unit produced hour-long prime-time shows that focused on community concerns identified in the station's ascertainment process. In conjunction with each of these special programs, the station held a live "town meeting" in which viewers could phone in questions and comments to a panel in the studio. Some of the topics included one on the impact of television on the family, the energy situation in the country, especially the Midwest, adolescence, and the elderly.

With the gas shortage leaving viewers confused, **kpix San Francisco** consumer reporter Donna Deaner provided daily reports on the situation. In May one of her reports—that the energy department had agreed to change its complex and outdated



**Wfsb-tv Hartford, Conn.**, kept its viewers up on the fuel situation with "Gaswatch," **wcvb-tv Boston** did it with "Energy Watch" and **wttg-tv Washington** let its audience "Talk Back to the News" on energy with a panel of government and industry officials.





## These are their opinions of our opinions.

New York State Broadcasters Association Award  
for outstanding television editorials:

To WPIX for the last eight consecutive years,  
and nine of the last ten years.

Emmy Award for outstanding television editorials:

To WPIX for two of the three years Emmies have  
been awarded in this category in the New York area.

Year after year, WPIX won these awards in direct  
competition with the other New York television stations.

**11** *Alive*

**WPIX**  
**NEW YORK**

retail gas pricing rules—was exclusive and helped avert a threatened gas-station dealer strike by delivering this information to the dealers as they were considering whether or not to strike.

When more than 1,300 elderly and handicapped people were trapped in their homes by heavy winter snows, **WITI-TV Milwaukee** dropped promotion and public service spots from its schedule, rearranged some commercials and shortened regular programs in order to run more than 50 "Snow Desk" program inserts. Staff volunteers joined news department personnel in taking calls from those in need and in matching requests with volunteer helpers. In the first 48 hours, 625 persons were helped by volunteers who agreed to shovel snow, shop for groceries, provide essential transportation and perform other errands.

**WDTN Dayton, Ohio**, devoted three hours of prime time to *Rally '78*, a show featuring candidates for statewide offices explaining their platforms in the first hour, with local candidates appearing in the second and third hours. Another **WDTN** public affairs effort was a daily business-information segment in its newscast which took national and local stories and explained how viewers might be affected.

As voters had to make a decision as to whether to authorize an income tax increase and sell the municipal light system, **WKW-TV Cleveland** aired an hour-long debate between Mayor Dennis Kucinich and the city council president, George Forbes.

*Surviving*, a public affairs segment programmed by **WTHR Indianapolis**, aired during the station's 6 p.m. news and covered a number of topics including marriage in bad times, physical checkups, learning disabilities, car thieves, neighborhood crime, making a will, buying insurance, teen-age drinking and obesity.

In some of its newscasts, **KXAS-TV Fort Worth**, adopted a theme. The station at-

tempted to dissect the subject into several elements and assign a reporter to each, with enough advance time to allow for research. The portions were then shot the day they were to air, since the station does not have enough staff to pre-produce an entire program while still covering the daily news. Shooting the same day also helped to keep the program fresh, the station feels. Some of the themes: a follow-up on a tornado in Wichita Falls, Tex., and the energy crisis. Others being considered include inflation, crime and education.

When the city of **Roanoke, Va.**, hired an architectural firm to design a downtown revitalization plan, the architects came to **WDBJ-TV** in the hope of involving the public in the planning process. Four hour-long programs were developed, featuring banks of telephones for viewer comments and dialogues with officials and architects. Interviews, videotaped depictions of planned renovation, maps and charts were used to discover what would encourage a return to the core city of shopping, entertainment and residence.

A weekly half-hour program on **KMSP-TV Minneapolis** aimed at the interests of older people. *Senior Citizens Forum* contained no advertising or entertainment. It covered such topics as the economics of health care, nursing-home reform, women and social security, changes in the food stamp program and country services.

**KCRG-TV Cedar Rapids, Iowa**, had a problem: how to present farm news in a way that would appeal to an audience that was both rural and urban. The station's answer was to find a "typical" farm family and show its problems and successes through a series of ongoing reports aired once and occasionally twice a week. Topics included planting and harvesting crops, following a load of pigs to market and other operations of a small farm.

**WFRV-TV, Green Bay, Wis.**, created *Operation: Inflation*, a 29-part series aired last February. The project aimed to help consumers stretch their budgets for food,

clothing, housing, energy, medical-care and transportation. The station also developed the "WFRV Vacation Fuel Survey," designed for local residents traveling to neighboring states as well as for out-of-state motorists.

**WPRI-TV Providence, R.I.**, offered a different feature segment each night in its newscast. *Consumer File* featured reports on various "subjects of consumer interest, with an eye toward bargains and rip-offs, consumer rights and comparative experiments." *Police File* featured a re-enactment of a local unsolved crime with as much factual data and information as was known by the attorney general. A confidential phone number was given for anyone knowing further information. The series led to the solving of one murder, two robberies, an art theft and a decrease in fraud against senior citizens. *Leisure Time* aired on Thursday and looked to the weekend with suggestions for activities that were neither expensive nor required much travel.

**WHIO-TV Dayton, Ohio's Con of the Week** used a local acting group to represent a different con game operating in the area. The series was produced in cooperation with the county police fraud division. Another special presentation by the station was the monthly *30 Minutes*, which presented shows on various problems. One on breast cancer is now being used as a training film for hospitals and cancer organizations.

A week-long public affairs effort by **WTMJ-TV Milwaukee** was presented in April. During the week the station devoted all PSA's, all editorials, half its promotional announcements, a major part of its daily informational programming, a news minidocumentary and other efforts to explore juvenile crime, the courts and the correction system. One program originated from a state training center for boys and a maximum security prison. Viewers were able to call and ask questions of court officials, corrections officers and long-term inmates at the various locations.



**WKW-TV Cleveland** cleared a prime-time hour on a Saturday night to allow the city's mayor, Dennis Kucinich (to left of moderator Tim Taylor)

and the city council president, George Forbes, to debate the hotly contested issue of selling the Municipal Light System.



# Coal mining by bureaucracy.

The government rules and regulations that coal producers must comply with are making us an industry of puppets. There isn't one aspect of our business left untouched by some kind of federal agency.

Every move we make has a string attached somewhere in Washington. And those strings have made our work a lot tougher. And your electric bill a lot higher.

Because of regulatory intervention, the AMAX Coal Company has been forced to commit millions of dollars for new land reclamation equipment. And every year it will cost more millions of dollars just to operate and maintain that machinery.

All of us as consumers of coal-generated electricity will pay for these bureaucratic mandates in the form of higher electric bills.

Many of the laws affecting the coal industry are necessary for the common good. But we have reached the point where over-regulation threatens to drive the price of coal out of sight. Worse than that, we are rapidly losing control of our own business.

Coal is still America's best buy for electric power generation. But with continuing inflationary legislation, coal mining may become the biggest, most expensive puppet show on earth.

**AMAX COAL COMPANY**

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AS WELL UPSIDE DOWN**



# VIDEO RECORDER THAT WORKS AS IT DOES RIGHT SIDE UP."

DAVID HALL / OPRYLAND PRODUCTIONS

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.

For information, write Sony Broadcast, 9 West 57th Street, New York, N.Y. 10019. Or call us in New York at (212) 371-5800; in Chicago at (312) 792-3600; or in Los Angeles at (213) 537-4300.

Like David Hall at Opryland, you'll be impressed. Even if your productions don't have you going around in circles.

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BROADCAST**

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One of **WINK-TV Fort Myers, Fla.**'s weekly public affairs offerings dealt with efforts by residents to overcome government red tape and get a stretch of U.S. 41 widened to four lanes. A meeting with the advocates on the different sides was held and the station televised it in its 6:30 Saturday slot.

□

Collaboration between a commercial and noncommercial station provided viewers in Milwaukee with a behind-the-scenes look at how a television newscast is put together. Noncommercial **WMVS** presented *Anatomy of a Newscast*, a two-hour show. In the first hour **WMVS** focused on the newsgathering operations of **WISN-TV**, the city's ABC affiliate, as the department prepared for the evening newscast. The second hour was a simulcast. While **WISN-TV** was doing its news, **WMVS** was showing its viewers what was going on in the studio and control room. The **WMVS** telecast also provided an insert of the **WISN-TV** telecast so the viewers could compare the on-air product with the hectic pace and pressure occurring on the other side of the cameras. After the news was over **WMVS** presented a live half-hour critique of **WISN-TV**'s newscast with former CBS newsman Daniel Schorr and **WISN-TV**'s news director, assistant news director, anchor and producer.

□

Among the public affairs programs pro-

duced by noncommercial **WMHT Schenectady, N.Y.**, were two statewide, live call-in shows. One was with Governor Hugh Carey, the other with the state's senate majority leader, Warren Anderson. The shows originated in the **WMHT** studios and were fed to all public TV stations in New York. Both shows used the 900 area code, and 24 phone operators began taking questions several hours before air time with selected questioners called back during the program and allowed to speak directly to the guest. On the Carey show, 51,576 calls were attempted, 38,576 made it out of their local central offices to cut-off points around the state, 8,219 made it to the Albany central office, 1,888 made it to the studios and 36 people asked their questions of the governor.

□

Public affairs offerings by **WTVG Newark, N.J.**, included *Sixty-Plus*, a weekly series, produced and hosted by a senior citizen, that examined the needs, problems, activities and accomplishments of northern New Jersey's senior citizens.

**WTVG's New Jersey Notebook** was another weekly series that looked at issues and problems in the state through local programs, organizations and facilities.

*Black Spectrum* on **WTVG** was hosted on a rotating basis by four members of the local black community.

Consumer problems are handled on **WTVG's You the Consumer**, a weekly pro-

gram that stressed how to stop fraud in the marketplace and where to go for help.

□

*Journal* was a nightly half-hour magazine show produced by noncommercial **WYES-TV New Orleans**. On some nights, three or four stories will be covered, on others the entire show was devoted to one subject. The show had live interview capability between the studio and that of **WLPB-TV Baton Rouge** in the state capital.

□

*An Informed Source* is the name of non-commercial **WCNY-TV Syracuse N.Y.**'s weekly public affairs program. The show featured a current newsmaker or person knowledgeable on a timely topic. This "source" is then questioned by a panel made up of a station staff member, a representative of one of the two local daily papers or an area weekly, and a radio or TV reporter from another station.

□

Three programs a day were broadcast by stations of the **Oregon Educational and Public Broadcasting Service** during the legislative session, which ran from January through July. The first show, from 9 to 10 a.m., featured committee hearings, press conferences, news highlights and interviews. Debates and/or hearings were aired from 11:30 a.m. to 12:30 p.m. and the final show was a half-hour wrap-up of the day's events.

# TOPS IN TEXAS

## Two Years In A Row

United Press International Broadcaster Association of Texas honored us this year with their top award: The 1979 Wendell Mayes Memorial Public Affairs Award for "Families in Crisis". In 1978, we won the Top Newscast Award in our category.

P.S. Our News Director, Anthony Hennes, has been elected President of U.P.I.B.A.T. for this year!

Rep: Blair Television



## Documentaries and investigative reporting

In its first month of existence, **WMAQ-TV Chicago's** investigative unit, using a female newsroom researcher who volunteered as a decoy, documented evidence that Chicago police were engaged in the wholesale practice of stripping and searching women—most of whom had been stopped for only minor traffic offenses or for not carrying a driver's license. After being arrested, the women were taken to a police station and subjected to humiliating strip and search procedures by police matrons. And there was evidence that the searches were being viewed by other officers on closed circuit cameras.

The station broke the story on its 10 p.m. news, dropping half of the show's commercials to accommodate the 11 minutes and 40 seconds of story. In short order the police department called for an immediate end to the procedure and rewrote its guidelines; the Illinois legislature banned strip-searches for minor offenses; the U.S. attorney ordered a full-scale FBI investigation; more than 100 women filed a class-action suit against the city seeking \$125,000 each, and some 450 women came forward to reveal that they, too, had been subjected to strip-searches. The story won a Chicago Emmy for investigative reporting.

□

**WNEU-TV New York** reporter Chris Jones, while investigating the murder of a nurse, uncovered a witness who said that he tried

to get two radio car patrolmen to help the girl as she was being chased by her molester/murderer and that the police did nothing. The police department denied the story. After more investigation, Jones—convinced that the story was true—broadcast it for several nights. Upshot: The police finally admitted it was true, suspended and charged the two policemen and reformed the 911 emergency system.

Investigative pieces on **WNEU-TV** have included stories on the municipal loan scandal, a nursing home scandal, an expose of bribery of welfare officials and abuses by federal treasury agents.

□

Last year **KYW-TV Philadelphia** launched its investigative unit, I-Team, whose first effort was a 17-minute report detailing an apparent conflict of interest by the city's water commissioner in his handling of some city contracts. The story resulted in both state and federal investigations.

□

**WBZ-TV Boston's** I-Team, using a "night eye" low-available-light lens, recorded repeated instances of on-duty uniformed police officers and detectives purchasing alcohol, placing the beverages in patrol cars and drinking on the job in Boston's Allston-Brighton neighborhood. The day after the report aired, 14 superior officers were transferred by the police commissioner.

Another **WBZ-TV** report detailed a histo-

# Bravo! Young People's Specials

Cheers from the kids.



Who Spooked Rodney?

Raves from their moms.



Melinda's Blind

Applause from their dads.



My Father, My Brother and Me

Hurrahs from their teachers...



The Americanization of Elias

... And 15 awards and tributes from educators and filmmakers—professional and community organizations. A unanimous “Bravo” across the board and across the country. The Young People's Specials, sensitive portrayals of young people's struggles in historical and modern America.

The show that 3 million children, 6-16, and over 4 million of their parents and teachers watch with rapt attention.

The prime access half-hour specials that more and more local and commercial organizations are sponsoring this season.

The Young People's Specials will earn you cheers, raves, hurrahs and applause from your viewing audience.

**Contact Don Dahlman:  
(513) 352-5955.**

This season's shows, now sponsored by Nabisco and Lifesavers, are airing monthly on 110 stations across the country.



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Cincinnati, Ohio 45202



Wbz-TV Boston's I Team caught the cops in the act of buying and consuming liquor during duty hours. The team used special equipment to



photograph in low light. The day after the report, 14 superior officers were transferred from the district involved.



ry of design flaws, mechanical breakdowns, safety hazards and questionable federal pressure involving 135 supposedly state-of-the-art light-rail vehicles (trolleys) maintained at considerable expense by the Massachusetts Bay Transportation Authority. No one would accept responsibility for the problems, but a month after the I-Team story aired, MBTA negotiated with the manufacturer to sponsor a \$5-million reconstruction project.

Other WBZ-TV investigative reports included series on judicial misconduct, widespread patronage, nepotism and conflict of interest in the disbursement of federal funds for special education.

A story broken by WRC-TV Washington that gained national media attention was the discovery by the station's investigative reporters, Jack Cloherly and Lea Thompson, that one out of every five hand-held hair dryers discharges cancer-causing asbestos. The station broke the story on Wednesday, March 28, on the 6 p.m. newscast. By the following Monday, Senator Wendell Ford (D-Ky.), chairman of the Consumer Affairs Subcommittee, had scheduled hearings. The story eventually prompted the recall of an estimated 12.5 million hair dryers.

The discovery began when the WRC-TV's consumer problem-solving service received a complaint from a photographer who used such a device to dry his pictures. He noticed it was blowing out particles of "something" on his prints. The station then had an independent laboratory run tests on 112 new and used dryers for documentation before airing the story.

In October 1978 WJZ-TV Baltimore's investigative team found that veterans hospitals in general, and Baltimore's Loch Raven hospital in particular, are ill-equipped to deal with patients with major vascular leg problems. This inadequacy poses the problem of whether Baltimore veterans with cardiovascular disease should seek medical attention at a non-military hospital, where techniques are available to save the limb and incur a large hospital bill, or to have the limb amputated, cheaply, at a veterans hospital. The station's *Must We Amputate?* was a 20-minute report that showed the problems faced by one veteran who was presented a bill for more than \$16,000 after the VA said it wouldn't pay for the non-VA-hospital operation that saved his leg. The report brought calls from several congressmen and state health officials; two investigations are currently under way.

Another WJZ-TV investigative report showed Baltimoreans how millions of dollars have been wasted in local Government Services Administration contracts. The reports, furthermore, indicated that the principal figures involved in the case were also the key figures in the political corruption conviction of former Governor Marvin Mandel. The story alleged that through various partnerships and the adroit use of political connections, these

individuals secured and then fattened the leasing contracts for some of the city's most prominent buildings to the extent of almost \$100 million.

WVUE New Orleans investigative reporter Richard Angelico won a Radio-Television News Directors Association regional citation for his work on a series uncovering police involvement with prostitution. Angelico was tipped that a number of police officers assigned to the city's French Quarter were regular customers at the Magic Touch Massage Parlor, a front for a house of prostitution. When he questioned police authorities, he was told an investigation was under way and that there was probably "nothing to the story." Angelico then located a former prostitute who revealed that she had been instructed to give certain officers free sex, that some officers also received cash payoffs and that the Magic Touch had an official police department computer printout listing vice officers, plus a set of their pictures in case they posed as customers. After more stories by Angelico, the district attorney began an investigation and the Magic Touch owner and a police sergeant were indicted. The owner pleaded guilty to pandering; the policeman was acquitted. A later internal investigation by a new police administration verified the charges. Five officers, two sergeants and three patrolmen were suspended and lost a total of \$15,000 in pay. Several other officers resigned and a federal grand jury also started investigating possible violations of federal racketeering statutes.

While the results of the series were impressive, the station says the cost wasn't. The tab consisted of \$40 for a rental van (so the station wouldn't have a marked news car on the scene), a few hundred dollars in overtime and \$20-\$30 in drinks for information Angelico got inside the bars used by the prostitutes.

At KPIX San Francisco, the I-Team is a six-member investigative unit. Among its stories in the last year was an investigation into the Federal Aviation Administration's failure to change or enforce airline crew fatigue rules written 44 years ago. The report resulted in congressional hearings into the FAA rules.

Another involved a missing San Fran-

*Mauve*

...for laughs,  
for ratings,  
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# WGBH engineers talk about the Ikegami HK-312

WGBH covers Boston Pops Orchestra concerts  
with Ikegami HK-312 cameras from Symphony  
Hall, Boston.

Eight Ikegami HK-312 studio color cameras are in service at WGBH, Boston, some dating back to October 1977 — long enough for intelligence on their performance. From recent interviews with key WGBH people, read these excerpts.

### **Pops without noise**

*Tom Keller, Director of Engineering:*

“The HK-312s have such high sensitivity that we were able to reduce significantly our light levels at the Boston Pops and Symphony telecasts. Yet, despite the major light reduction, we experienced no visible noise with the HK-312s . . . With their remarkable reliability record, we can depend on 6 cameras for 6-camera coverage, and not 7 for 6 as in the past. After all, you can't stop a live orchestra performance for a retake if you've lost a camera.”

### **2 IRE, but a complaint**

*Ken Hori, Senior Engineer for Advanced Development:*

“We tested several camera makes for RFI within a quarter-mile of a 50 KW radio transmitter. The HK-312 measured 2 IRE, whereas most others were in the 5 to 7 IRE area, and some as high as 20 IRE . . . For symphony remotes we'd need 2 to 5 hours for warm-up, but nowadays we're set up in less than an hour . . . We like its straightforward design — example, its truly high signal-to-noise ratio as compared to other cameras that resort to reduced bandwidth to attain a comparable ratio but wind up delivering noise too . . .”

We did get one complaint from the maintenance crew. They said that because they rarely found the problem of a down HK-312, they would never get to know the HK-312 well enough to fix it.

### **Washouts and dropouts**

*Bill Fairweather,  
Video Control Engineer:*

“During a lighting seminar staged here by Imero Fiorentino Associates, an actor in a normally lighted scene held up a sheet of white paper with printing on

it to show loss of detail in the case of more than 60 percent tv white reflectance. The HK-312, however, was able to retain enough detail for the printing to be readable on the monitor.

Next came a demonstration of the dangers of too much or too little light on a chroma-key background. The HK-312 held the key to such a low light level on the blank background that the lecturer grinned and said, “I guess WGBH has pretty good cameras!” and went on to the next subject.”

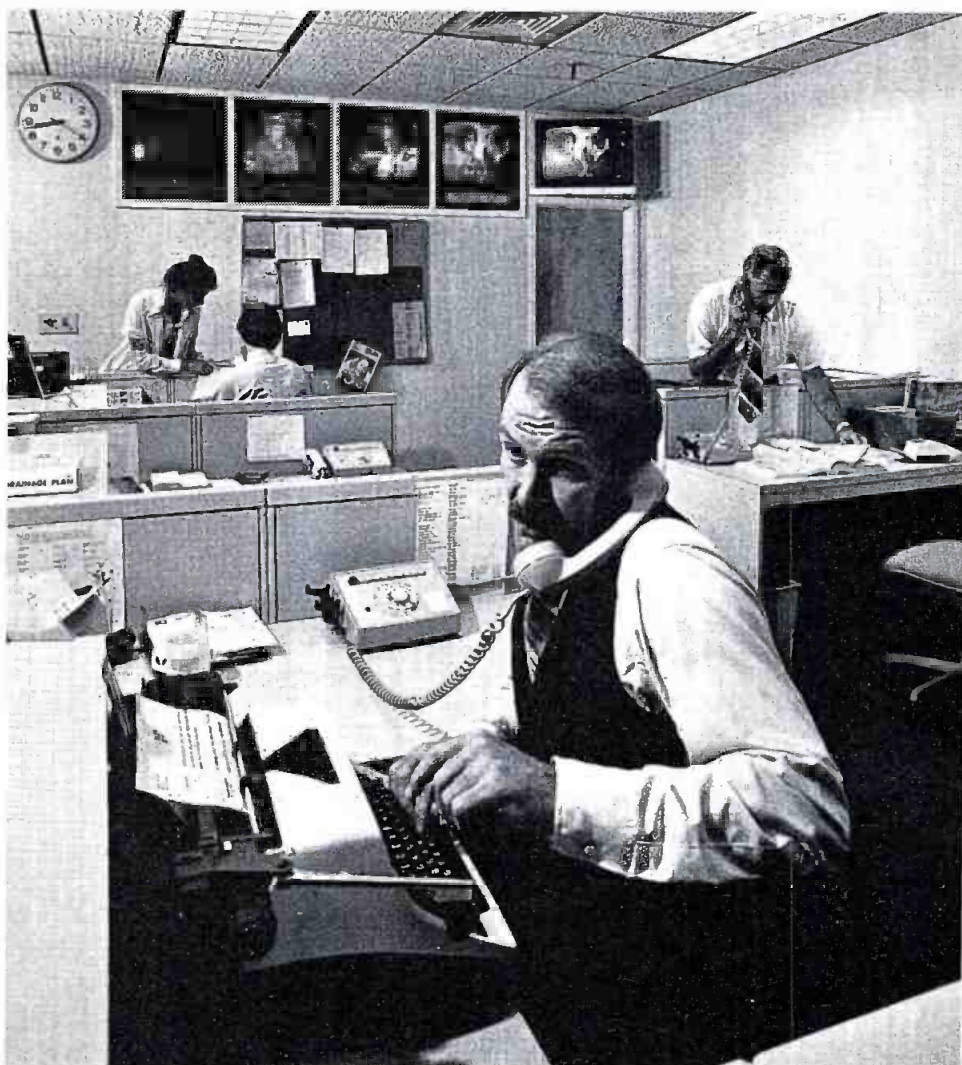
The HK-312 is the camera that met WGBH criteria for performance, stability, and reliability. They also have HL-53s, high-performance portable cameras that interface with HK-312 CCUs and can operate portably with their own CCUs.

Adapters for triax cable, using digital techniques, make their cameras remote-usable at nearly a mile from base stations, yet easily revertible to multi-core cable whenever needed.

In daily use, their HK-312s and HL-53s are interfaced with microprocessor-computer control units that automatically cycle them through all set-up adjustments, including black-and-white balance, flare and gamma correction, video gain, and eight registration functions, then recheck all those adjustments — all within 45 seconds. The cameras can also operate independently of the set-up computers, a feature that is an Ikegami exclusive.

If all of this suggests that the HK-312 is probably the best studio/field color camera in the industry, consider this: camera, set-up computer, and triax adaptor are not only operational, they are deliverable. For details or a demonstration, contact **Ikegami Electronics (USA) Inc.**, 37 Brook Ave., Maywood, NJ 07607, (201) 368-9171 / West Coast: 19164 Van Ness Ave., Torrance, CA 90501, (213) 328-2814 / Southwest: 330 North Belt East, Houston TX 77060, (713) 445-0100.

# **Ikegami HK-312**



## When you're up against a deadline, you don't have time for the corporate runaround.

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# Southern Company



*the southern electric system*

cisco priest who had "borrowed" \$150,000 from his parishioners and then gambled it away. The I-Team learned that the archdiocese of San Francisco had sought the district attorney's help in keeping the matter quiet. Reporter Joe Pennington located the priest, who had been missing for months, and got an exclusive interview before the latter's surrender.

Late last year **KXNT Los Angeles** set up an investigations unit headed by Karl Fleming, the station's managing editor, and David Corvo. It operates with two producers, two researchers, a full-time camera crew, the station's reporting staff and additional people as needed. Among its exposes: sales training classes by a major southern California car dealer that included instructions in illegal sales practices; stores that sell foods labeled organic but when tested by a chemist were found to contain the same level of pesticides as nonorganic foods that sell for much less; a 300% increase in five years in the number of retired city police and firemen claiming disability compensation; an illegal work force of aliens, estimated as large as 40,000, who work long hours for as little as 85 cents an hour under fear of discovery, and preachers and churches whose main goal is not saving souls, but raising money.

In November of last year, **WBBM-TV Chicago's** Factfinder investigative unit began airing a series of reports on the Chicago-area Office of the Public Guardian, headed by Jane Terrell. The Guardian is the office that assumes control of financial and other affairs of persons declared mentally or physically incompetent. (In Illinois it takes only one doctor's signed statement submitted to a state probate court judge to have someone declared incompetent.) WBBM-TV's report showed that Terrell and others were collecting hundreds of thousands of dollars from state contracts while providing few services for those under their care. As a result of the series, Terrell was fired by the governor two days later; the department of law enforcement began a criminal investigation, and legislation was proposed to abolish the office and transfer its powers to a newly create state guardian. The series won many awards, including a Broadcast Media Award and a Gavel Award.

A series by **WJLA-TV Washington** reporter Jim Clarke used hidden microphones and cameras to show the tactics of solicitors who mislead, harassed and insulted travelers at Washington's National Airport. After viewing the series, Senator Robert Morgan (D-N.C.) called for a congressional investigation, and the director of the Federal Aviation Administration took action to adopt new regulations to curb the kinds of solicitations Clarke highlighted.

Another **WJLA-TV** story also involved National Airport. Reporter Paul Berry, in a series investigating supposedly lax security, walked through a metal detector carrying a pistol and got on board an unattended plane which was scheduled to leave

# RADICAL CHIC.

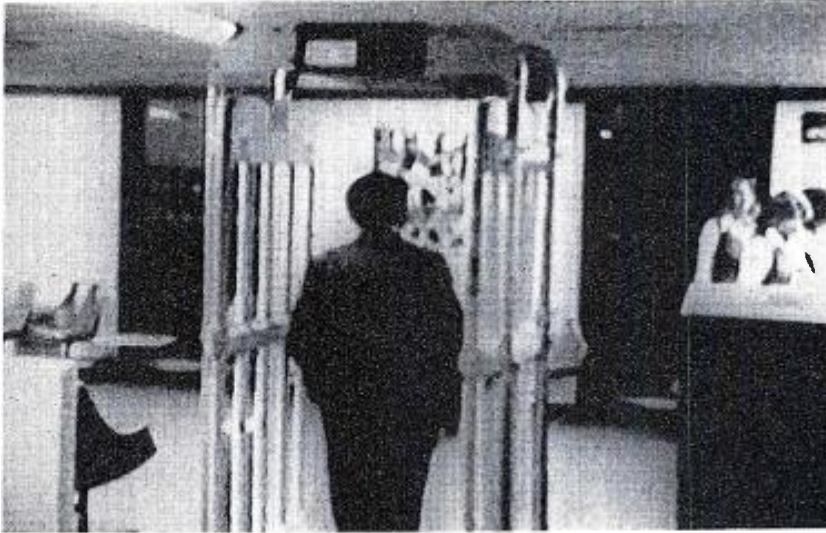


# L.A.T.E.R.

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**WJLA-TV Washington's** Paul Berry carries a hidden pistol through a metal detector in the city's National Airport. He also took it through several supposedly locked doors and all the way to the cockpit of a waiting plane to document lax security.

in an hour. After the story aired, the FAA increased the sensitivity of its metal detectors, locks were changed and more doors were locked.

**KING-TV Seattle's** Tacoma bureau crew of reporter Scott Klug and cameraman Steve Smith started unraveling a story on racketeering in Pierce county shortly after their bureau opened. Months later the story on the possibilities of links to the county prosecutor's office, ties to surrounding counties and the possibility of gang warfare involving organized crime in Seattle aired as the first arrests were being made. Follow-up stories continued and in January a 30-minute special on organized crime in the state and relations to figures in other parts of the country and Canada was shown to coincide with the opening of the racketeering trial in San Francisco. Klug also went to San Francisco to cover the 14-week trial, which culminated in sentences for the ring leaders totaling in the hundreds of years and fines in excess of a quarter of a million dollars. The series won awards from AP and Sigma Delta Chi.

During a six-month investigation, **WBZ-TV Boston's** investigative unit, the I-Team, found officials of the Massachusetts Division of Food and Drugs involved in apparent conflicts of interest with relatives and friends in the food industry and even ownership of business they were charged with regulating. The report showed how millions of dollars of salvaged food is annually purchased by consumers in the state without any warning of its possibly damaged or inedible condition. It was alleged that one food inspector not only owned two bakeries and other related business, but also used his position to give his businesses a competitive advantage.

Minidocumentaries are not just a once-in-a-while thing at **WXYZ-TV Detroit**. Under the banner of *Channel 7 Close-Up*, the station aired 26 minidocs in 1978 and is shooting for 30 this year.

"Close Up: Blood and Money" was a five-part story by reporter Rick Edlund which aired last October. It focused on the underground sport of dog fighting, a felony under Michigan law. Edlund spent more than a year investigating dog fighting rings. He attended special police briefings, worked with an undercover investigator who infiltrated the underworld, purchased a fighting bulldog and filmed police raids. The county prosecutor's office won convictions on arrests made at a dog raid shown in the series, and the local humane society set up special services to deal with the problem.

In "Close Up: Prescription Drug Abuse," reporter Steve Handelsman documented the ease with which young people can visit a doctor and, without an examination, obtain prescriptions for controlled drugs. The prescriptions then are filled and the drugs sold on the street. A follow-up show reported on a new federal program that had been set up to crack down on massive prescription drug abuse.

When two young recruits died of heat stroke at Fort Jackson Army training base in Columbia, S.C., within an hour of each other, **WIS-TV** there began an investigation. The station discovered that the recruits had been given extra physical training in temperatures over 100 degrees the day of their deaths—against Army regulations. The Army subsequently held a formal investigation, and two drill

**Trying something different.** What can an independent station do in the largest market to make a mark with its newscasts? **WPX** New York thinks it has found an answer with a half-hour weeknight show from 7:30 to 8 p.m., up against most stations' access entertainment. Although the market had an abundance of news between 5 and 7 p.m., **WPX's** research indicated that at 7:30, 50% of the homes watching TV had not yet seen a newscast. Also taken into consideration were the commuters who often don't arrive home in time to watch the other evening local news. It seems to be working. In May, the show averaged a 5 Nielsen, 6 ARB and an 11 share. For the first week of July its 6 rating and 13 share compared favorably with those of the network news at 7—ABC (7/18), CBS (6/15) and NBC (5/13).

The station is a member (and one of the founders) of the Independent Television News Association and scored a beat with the first New York coverage of the crash of Skylab, with coverage by Australian television relayed by satellite to **WPX** by Visnews and ITNA.

sergeants were court-martialed. The court-martial proceedings were covered by **WIS-TV**; afterward, a follow-up story was done that found several changes in basic-training procedures had been made.

**Detroit's New Americans** was the title of a 19-part series on that city's immigrant population by Mort Crim, **WOV Detroit's** anchor, who in addition to his anchoring and reporting chores also delivers regularly scheduled commentaries.

A documentary on a local organization involved in work far from the station took **KAIT-TV Jonesboro, Ark.'s** viewers to Guatemala. Public affairs director Jack Hill and chief photographer Ray Scales produced a series of reports on Heifer Project International, a relief organization based in Little Rock, Ark., that works with small farmers in underdeveloped areas of the world to help them produce food, expand livestock production and raise income. The story followed a shipment of farm animals from the project's ranch in central Arkansas more than 1,200 miles to Miami, another 1,000 miles by plane to Guatemala City and then through mountainous regions to the Mayan Indian town of San Lucas Toliman.

Other **KAIT-TV** documentaries reported on the loss of the family farm and transportation of hazardous materials.

**Fire For Sale** was the title of a **KTVU Oakland, Calif.**, arson report by anchor Barbara Simpson. The show examined the causes and damages involved, featured interviews with legislators involved in developing California's new fire information law and with a professional arsonist, and reported on San Francisco's arson task force.

Another **KTVU** report by Simpson examined a car-theft ring operating out of San Francisco involving stolen luxury cars that were sold and sent to the Philippines. Simpson included interviews with the San Francisco district attorney, the head of the California Highway Patrol theft division and a former car thief.

As one of its documentary efforts, **KABC-TV Los Angeles**, presented "Miracle on Skid Row," a five-part series focusing on the problem of acute alcoholism. Featured was an in-depth profile of a skid row resident and a study of his rehabilitation and return to a productive life.

A 10-part series on life in China took **WWL-**



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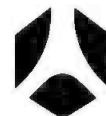
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tv New Orleans reporter Angela Hill, cameraman Bob Eutsler and managing editor Jim Boyer on a 17-day visit to that country. Film and narration tracks were prepared in China and shipped on scheduled flights from Peking and Shanghai to New Orleans via Tokyo and Los Angeles. With the flights crossing the international dateline, the film arrived at the station the same day it was shipped from China. The crew also put together a 30-minute documentary on the changes taking place in the country.

□

WPLG Miami reporter Clarence Jones discovered that the county was purchasing drugs from smugglers to set up the ring for arrests. To keep the operation under wraps until the state attorney was ready to move, the station was given permission to follow the story. Over a two month period, undercover agents were interviewed and a plane was chartered to islands used as a refueling stop for smugglers flying from Colombia to the U.S. There was also a companion piece done on the feud between federal drug agents and the local investigators. The federal agents felt the local officers should not have allowed the illegal drugs to enter the market, and there was a near shoot-out between federal and local agents while waiting for a drug plane to land. By the day arrests began, the station was ready with its package. In all, some 78 persons were arrested.

□

Seven months went into the development of an investigative report by WTVH Syracuse, N.Y. Reporter Jon Bowman was tipped off that police were operating a fencing operation. The police chief decided to confide in the station. He explained that the police had set up a warehouse under the name of Pace Catalogue Sales and were buying stolen goods to gather evidence against the thieves. Bowman and news director Andy Brigham were permitted to observe and use police videotapes of the operations. The theft operation was large, moving everything from truckloads of beer to new cars to guns. One thief even offered to steal WTVH's ENG van. When the day of the arrests came, the station had put together an hour-long program on the operation and the subsequent arrest of 82 suspects. The station plans to follow the suspects through the courts.

□

The investigative team of Joe Collum and Jim DePury at WFLA-TV Tampa, Fla., produced a 10-part series on special tax districts created by the state legislature to defray the spiraling costs of roads and sewers for new housing developments. In the five districts investigated, the station found enormous potential for deceit, mismanagement, conflict of interest and political manipulation. The approximate debt created by the five districts was \$30 million. Following the airing of the report, the legislature enacted legislation designed to help erase such abuses, the state filed civil and criminal charges against two prominent political and business figures, and more are under investigation for criminal culpability.

□

When KCRG-TV Cedar Rapids, Iowa, learned that a fortune teller was bilking people out of thousands of dollars without breaking any laws, the station's anchor, Doug Krile, took on the story. The station decided that although the legal ground was shaky, Krile would interview several of the victims. Despite several requests by KCRG-TV, the palm reader refused to appear on camera; after two of the station's reports, she left town. A month later she was arrested and jailed in Newfoundland, where she had set up a similar operation under stricter laws.

□

WABC-TV New York's investigative efforts included a report by Josh Howell on the sale of marijuana to young schoolchildren by various grocery and candy stores in Brooklyn, which led the district attorney to announce stricter policies in the prosecution of drug cases involving children.

Another story by WABC-TV uncovered a series of abuses and unethical practices by police tow-truck drivers. As a result, the police department announced changes in its policies and New York Governor Hugh Carey announced on the station's news that he would put pressure on the city to improve its towing program.

WABC-TV documentaries in the past year included an investigation of the Philippines, with special attention on the status

of human rights under martial law and featuring an interview with President Marcos.

Another WABC-TV documentary—this on the status of the all-volunteer Army—took anchor Roger Grimsby to Korea, West Berlin, West Germany and Fort Bliss, Tex., to compile the story.

□

Investigative stories by WAGA-TV Atlanta in the past year included an exclusive broadcast of the largest drug bust in Georgia history. The station spent a year and a half working on the story—monitoring a trawler from Colombia and building a case history. The morning of the arrests, wireless mikes were taped to police officers, and special night filming devices were used to record the action as the boat was impounded, the crew arrested and 26 tons of marijuana seized.

Another story revealed that two gas stations that were receiving allocations of 175,000 gallons were still under construction. The state energy department began an investigation following the report.

□

A five-part series on the infiltration of Canadian organized crime in south Florida was one of WCKT Miami's undertakings this past year. One crew went to Montreal to trace the criminals' origins; another crew examined their infiltration into legitimate businesses in south Florida. A copy of the series by reporters Vic Walter and Mark Potter was requested for viewing by a conference of law enforcement officers studying the problem.

Another investigative story also took WCKT reporters away from Florida. Reporter Mark Londner and photographer Bob Corbett toured the country to find out what innovative programs exist to deal with juvenile delinquents. The 10-part *Juvenile Justice: The Sentence That Serves*, showed some alternatives to the detention system used in Florida.

□

Teen-age alcoholism was the subject of anchor Bill Walker's *The Juvenile Drinker* on WSOC-TV Charlotte, N.C., focusing on the accessibility of alcohol for minors. Walker clandestinely watched while a 16-year-old boy purchased beer from numerous convenience stores around the city. He discovered that the youngster was rarely turned down. Other facets of the special concerned the difficulties of enforcing laws that prohibit alcohol sales to minors, the effectiveness of limited school programs and the role of alcohol at teenage parties. It also highlighted how one set of parents dealt with the problem, organized religion's influence on juvenile drinking habits, and professional counseling for teen-age alcoholics.

□

Reporter Bill Jacocks of WEWS Cleveland discovered a halfway house for mentally retarded adults in which the supervisor had abandoned the residents, who could not care for themselves. As a result of the story, the residents were placed in appropriate housing by authorities.

Another WEWS story had the station's

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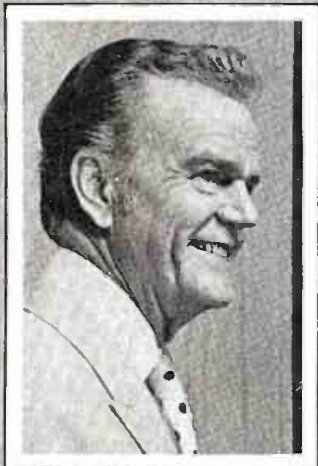
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WHEREAS, The KELO Land Stations have provided convenience and necessity in

“ WHEREAS, KELO-LAND TV has provided one of the main sources of news, weather and entertainment for many thousands of people . . . has given freely of its people, facilities and air time to keep the public advised in times of flood, blizzard and other natural disasters . . . has provided outstanding programming for all our citizens, especially for children and minority groups, and inaugurated the first news program in the nation signed for the deaf . . . has provided informative programming for our farm families and outstanding religious programming, including one of the first long-standing and continuing ecumenical programs in the country . . . has served generously all branches of State and Local Government . . . has helped in the establishment of Educational Television Stations for the State of South Dakota, prior to which it donated free time weekly for the broadcast of educational programs directly to schools . . . is worthy of public recognition in the State of South Dakota. ”



IN WITNESS WHEREOF, I have hereunto set my hand and affixed the Great Seal of the State of South Dakota, in Pierre, the Capital City, this First Day of June, in the Year of Our Lord, Nineteen Hundred and Seventy-Eight

*R.F. Knief*  
RICHARD F. KNEIF, GOVERNOR

*Lorna B. Herseeth*  
LORNA B. HERSEETH, SECRETARY OF STATE



The 74,000 sq. mi. market lying between Minneapolis and Omaha—and beyond the tv reach of either. Represented nationally by H-R In Minneapolis by Wayne Evans

Linda Dawson apply for a job at a Cleveland massage parlor and revealed that she was encouraged to engage in acts that would violate the city's prostitution laws.

Other WEWS reports covered the dangers of transportation of hazardous substances and the lack of preparedness by safety officials in the event of an emergency, problems involved in adoptions, and juvenile crime.

“On Your Behalf, one of KSTP-TV Minneapolis-St. Paul's two investigative series, focused on consumer-interest stories. For example, a two-part series charged fraud by a clothing store in improperly labeling clothing as down-filled. After tests in a laboratory revealed the material was not down, the story aired and the state attorney general forced the firm to properly label the garments. The company sued KSTP-TV and the case is still pending.

Another story revealed that both the St. Paul city hall and state capitol buildings lacked access for handicapped persons. Within 24 hours, wheel chair ramps were installed. The station later showed that, with two weeks to go before elections, very few polling places had access for the handicapped. Ramps were installed shortly after the story aired.

KSTP-TV ran a story on a cab company that raised its rates two weeks before the increase should have taken effect. The company was taken to court for overcharging after the story aired and the station filed a complaint with the city.

Another money-related investigation by the station revealed that several Minnesota banks were adding service charges to savings and checking accounts without informing the customers, and found one that didn't pay interest on some small accounts and eliminated some of the accounts through service charges. The state attorney general's office is investigating.

Documentaries and minidocumentaries aired by WLOS-TV Asheville, N.C., have included a program on the safety record of a local nuclear generating plant that is the counterpart of the one at Three Mile Island, a five-part story on drug use prompted by the overdose death of a local high school student, the changing role of women and high school sports, and the movement of women into positions of political and economic power in the Carolinas. A three-part investigative series by executive producer Dick Canter exposed an illegal chain letter get-rich-quick scheme that required a \$1,000 investment. The report ended the chain letter and led to the establishment of a receivership to aid injured parties.

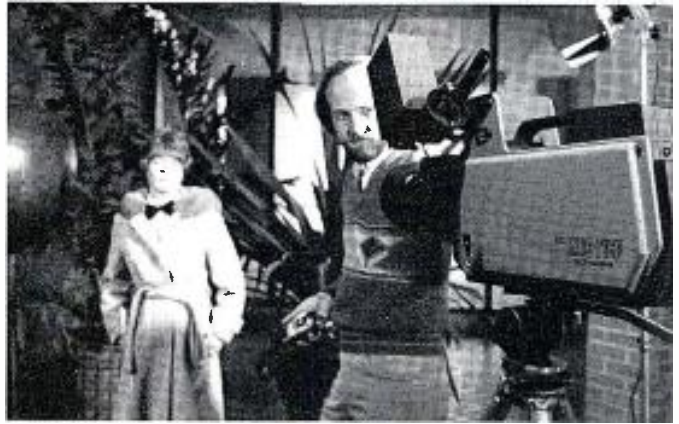
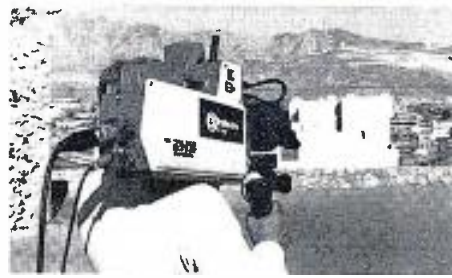
The dumping of toxic wastes into the Love canal area of Niagara Falls was a story assigned to WKBW-TV Buffalo, N.Y.'s Miranda Dunne. An environmental author and investigative reporter, Michael Brown, was brought in to assist in the investigation. In April, they came across a classified document from a chemical company that

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Alan Sheffield (right), Victor Duncan's Director of Video Sales and Rental, seen with Dan Garcia of KVII-TV during a recent video equipment seminar held at Duncan's Dallas headquarters.

"User training and preventive maintenance programs are the backbone of Victor Duncan's total commitment to the video industry," says Sheffield.



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**WVUE-TV New Orleans** reporter Richard Angelico uncovered police involvement with prostitutes, using hidden microphone and camera techniques.

revealed illegal and potentially dangerous dumping. The team went on to discover and report on more classified material. The station later agreed to a request from federal authorities to turn over its information to a congressional committee that is investigating the problem.

Producing its documentaries took **WDVM-TV Washington** far from home. Correspondent Carl Rowen went to Rhodesia and Iran to develop two prime-time specials. Reporter Susan King visited Israel and Egypt during the peace negotiations. In following the progress of an amendment that would give residents of Washington voting rights in congressional elections, **WDVM-TV** sent reporters to various states to find out how the amendment would fare in state legislatures, and produced a 30-minute special. In the aftermath of the farmer's strike, correspondent Gordon Peterson went to the Deep South to get the opinions of farmers who did not share the views of those demonstrating in the capital.

Members of Congress and the California Governor's Advisory Committee on Child Development requested screenings of a documentary produced by **KRON-TV San Francisco**. *Politics of Poison* investigated a herbicide, 2,4,5-T, which contains dioxin, a fetus-deforming agent more powerful than Thalidomide. The chemical has been widely used on forests near several northern California towns where there has been an abnormally high incidence of birth defects, miscarriages and skin disorders. The program also took a critical look at the policies of the Environmental Protection Agency, which has allowed the use of the herbicide for nine years.

*New Jersey Nightly News*, a joint presentation of that state's public television stations and noncommercial **WNET New York** features a minidocumentary spot that has

included: a report on the growing influence of organized crime in the trucking industry, an exclusive interview with President Carter during his visit to New Jersey, an interview with the president of General Public Utilities after the Three Mile Island accident, a report on a specialized hospital program for treating cancer in children and a documentary on two mentally retarded men who function outside a state institution.

Some documentary series aired on **WTMH Indianapolis** included a look at the effects of the Jonestown massacre on religious cults in Indiana, a story on the effects of radiation and another that led to a change in a federal law concerning requirements for a federally funded hot lunch program.

A month-long series entitled *Operation Energy* by **WLS-TV Chicago** reporter Jay Levine covered energy matters at the local, national and international levels with stories from Paris, Stockholm, Detroit and Houston.

Other documentaries produced by **WLS-TV** include series on drug smuggling, nursing home abuses, breast cancer, investor fraud and a heroin substitute.

**WVEC-TV Hampton, Va.'s Focus** documentary series took a lot of time and travel to investigate Carter administration plans to overhaul the aircraft carrier Saratoga in Philadelphia rather than nearby Newport News. The station spent several months researching the story, traveled more than 4,000 miles and interviewed Vice President Walter Mondale, congressmen and others. The investigation uncovered confidential Navy documents that showed the project would cost \$120 million more in Philadelphia than in Newport News.

To shoot a documentary on the lack of maritime officers on Great Lake ships, **WWTV Cadillac, Mich.**, used different re-

porters and photographers over a several-week period so as not to tie up a full crew. The story was filmed at various training academies in the state and on board a ship on which one of the academy graduates was working. The show was put together for a total of \$200 in expenses—much less, said news director Bob Lee, than if a crew had been assigned to it full time.

Following the Jonestown mass suicide, which involved many former **San Francisco** residents, **KGO-TV** went to Guyana and traced the story from the jungles there to the church headquarters in San Francisco for a half-hour investigative report.

Another **KGO-TV** investigation revealed that one in five cars in the state was not insured. The show prompted the state assembly to pass a bill requiring insurance on all vehicles.

An unusual addition to **WTCN-TV Minneapolis's** newsroom was Michael Breen, a physician. In addition to reporting on health and medical news, he does documentaries. In a five-part series, *Marijuana as Medicine*, Breen reported on the therapeutic use of the drug as a pain reliever for cancer patients and examined recent legislation that would legalize such treatments. Another of his stories reported on abuses in local nursing homes.

In the aftermath of the Jonestown incident, **WTOL-TV Toledo, Ohio**, began an investigation of religious cults in its area. The story turned up one local cult that maintained its own para-military police force and conducted marksmanship training. The county prosecutor was discovered to be a member of the cult and serving as its legal counsel. An offshoot of a similar investigation turned up a bogus reporter who said he was with a Miami station but was really a member of the Unification church seeking information from the families of former church members.

**KCAU-TV Sioux City, Iowa's** Debbie Ely reported in a two-part investigation on the violation of several housing laws by a large corporate landlord. After the series aired, the firm sold the majority of its apartments. The station followed up with a series of editorials on the problem.

**WOKR Rochester, N.Y.**, had its trouble-shooter Al White take a three-month look into bait-and-switch operations at local meat dealers. He was able to link the local operation to a widespread network that is being investigated by a grand jury.

The station also sent a four-person crew to Lake Placid, N.Y., to produce a 10-part series on the impact on the region of the upcoming winter Olympics.

**WIXT Syracuse, N.Y.**, wanted to devote more time to in-depth stories to complement the breaking stories in its newscasts. It came up with an umbrella title, *Nine News Magazine*, under which features and series reports are aired. It usually airs two series a month, and topics have included: "The Energy Puzzle" (10 parts), "New

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- \* **OUTSTANDING ACHIEVEMENT FOR BEST DAILY NEWSCAST**
- \* **OUTSTANDING ACHIEVEMENT FOR BEST EDITORIAL**

The city of New Orleans and WDSU-TV's NewsCenter 6 team were put to the test last February during the Police Strike. NewsCenter 6 broadcast more than eleven hours of StrikeWatch coverage in addition to our three hours and ten minutes of regularly scheduled newscasts each day. And we took a firm stand on the litter problem in New Orleans in a recent editorial.

We are honored to have won these prestigious UPI awards. This sort of award-winning news coverage doesn't just happen. To get the job done, we've put together the right combination of news professionals, street-savvy reporters, cameramen and technicians. Our job at NewsCenter 6 is covering the news. And we win awards in the process.

## **NewsCenter 6**

WDSU-TV  
NEW ORLEANS  
**TV 6**

Cosmos Broadcasting Corporation

York's Nuclear Dilemma," "Working Mothers" (10 parts), "Toxic Wastes" and a five-part series on changes in the state's high school graduation requirements.

□

**WPVI-TV Philadelphia** investigative reporter Joe Sanchez turned in a timely story just before the city's May primary election for mayor. His three-part story on voting fraud contained many examples of "dead" and nonexistent people for whom ballots were cast in previous elections. The district attorney's office is investigating.

□

**WJXT-TV Jacksonville, Fla.**, aired a series on the malfunctioning of that city's multimillion-dollar sewage treatment plant. The investigations conducted by Ernie Mastroianni prompted an investigation by the Environmental Protection Agency into possible fraud and misuse of federal funds.

Reporter Bill Baxter examined the economic and social impact of offshore drilling by major oil and exploration companies off the Georgia-Florida coast.

□

Since there are more than 72,000 people of Polish descent in Pittsburgh, **wnc-tv** there sent a news team to Rome to cover the installation of Pope John Paul II. The crew returned and produced a half-hour special, *We Have a Pope*, which depicted the travels and impressions of the Pittsburgh Polish delegation during its stay in Rome, highlighted by the group's audience with John Paul II.

□

**WKYC-TV Cleveland's** Probe investigative unit looked into the Ohio ambulance business and discovered abuses in the Medicaid payment system. As a result of the story, the state attorney general is considering forming a grand jury to investigate.

□

Chris Condon of **KSD-TV St. Louis** put together a series of special reports on possible misuse of city employees and property by a city hospital administrator.

□

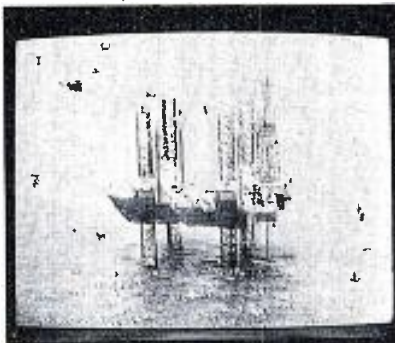
**WTVG Newark N.J.'s** *Close-Up: New Jersey* is a news show with a feature that airs each night. Topics have included an examination of economic and social health programs of various New Jersey cities, child abuse, Vietnam veterans and mass transportation.

□

A **wfsb-tv Hartford, Conn.**, special report, *Jai Alai: Credible or Crooked*, looked at charges of game fixing, delved into the history of organized gambling in the state and interviewed officials involved in an investigation of the sport.

□

In the wake of Three Mile Island, anchor Bob Thronsdon of **KOMO-TV Seattle** spent two months in research and investigation for a series on Washington's Hanford Reservation nuclear installation and produced a five-part look at the 570 square-mile area that was to be the dumping



**WJXT Jacksonville, Fla.**, documented oil drilling off the Florida-Georgia coast—or the lack of it. In a five-part series, the station examined the economic and social impact of the industry on local communities, and the station's cameras were on the scene when the first well turned up dry.

ground for the waste from Three Mile Island.

□

Documentaries produced by **WAVE-TV Louisville, Ky.**, included one on child abuse that received a Peabody award, one that showed how the city's water treatment plant wasn't equipped to remove many of the chemicals that pollute the river, one that took a critical look at a dangerous local expressway and another on the use of marijuana by teen-agers, the last cited as the incentive for starting Louisville's first residential drug treatment facility for adolescents.

□

Energy stories were in the news at **KOM-TV Portland, Ore.** "Special Assignment" reports informed viewers of the gasoline supply problem in March before the problem became critical. Nuclear power in the Northwest was the subject of a two-part series. That was followed by a specially commissioned poll on Oregonians' attitudes on nuclear energy. After that was a series on alternate energy sources.

□

After reading a suspicious ad for an escort service, **WENT Evansville, Ind.**, reporter John Murovich called for an interview. He was equipped with a wireless microphone and small tape recorder for the interview and two cameramen were filming from outside the building where the service was located. The conversation included Murovich's questions concerning the possibility of sexual activity with his escort. The "date" was also recorded and filmed, including discussion of the escort's prices. After the story aired, the service left the city.

□

For more than four months, **WTVF Nashville** reporter Judy Anderson investigated the CETA employment program in Nashville. The resulting 18-part series was cited by a grand jury investigating the program. The station also went to Puerto Rico for a story on the cocaine connection to Nashville and to Nevada for a report on nuclear power and a program on storing

nuclear wastes.

□

*Impact Week* was the umbrella title given by **wjtk-tv Detroit** to a week-long investigation of the oil crisis. For background, the station shot footage in Alaska, Chicago, Miami and Washington; interviews were taped with oil industry and automobile executives. Other reports included commentary and opinion, a public opinion poll and viewer feedback.

□

A five-part series by **WNAE-TV Boston** co-anchor Mary Richardson called *Street Kids* took her cruising in five typical Boston neighborhoods exploring housing projects and teen-ager hangouts.

□

**KNTV San Jose, Calif.**, sent a news crew to Dayton, Ohio, to develop a series on James Alloway, the former Dayton city manager who had been named to the same post in San Jose.

The station also went to Washington to film a day in the life of the city's local congressional delegation.

A five-part series on home robberies contained antiburglary tips and footage of the apprehension of a suspect moments after an actual burglary attempt.

□

**WGN-TV Chicago's** Muriel Clair did a story on a Colorado land scandal that brought in more than 700 inquiries from viewers. When her investigation ended, it was determined that more than 3,000 Chicagoans had lost millions of dollars in the land deal. Clair is still receiving inquiries about the fraud months after the series aired.

□

Some of **WNEM-TV Bay City, Mich.**, efforts in the documentary field included series on emergency medical care, women in sports, headaches, prostitution, heart disease, male menopause, teen-age pregnancies, tax proposals, the farmers' strike, nuclear waste, the gasoline shortage, aging, unemployment and downtown development.

□

A special report called *Behind the Scenes* produced by **WSBT-TV South Bend, Ind.**, news director Frank Deaner was the anatomy of a newscast. One part of the report was kept open to include a story that took place that day to show the immediacy of ENG for local news gathering.

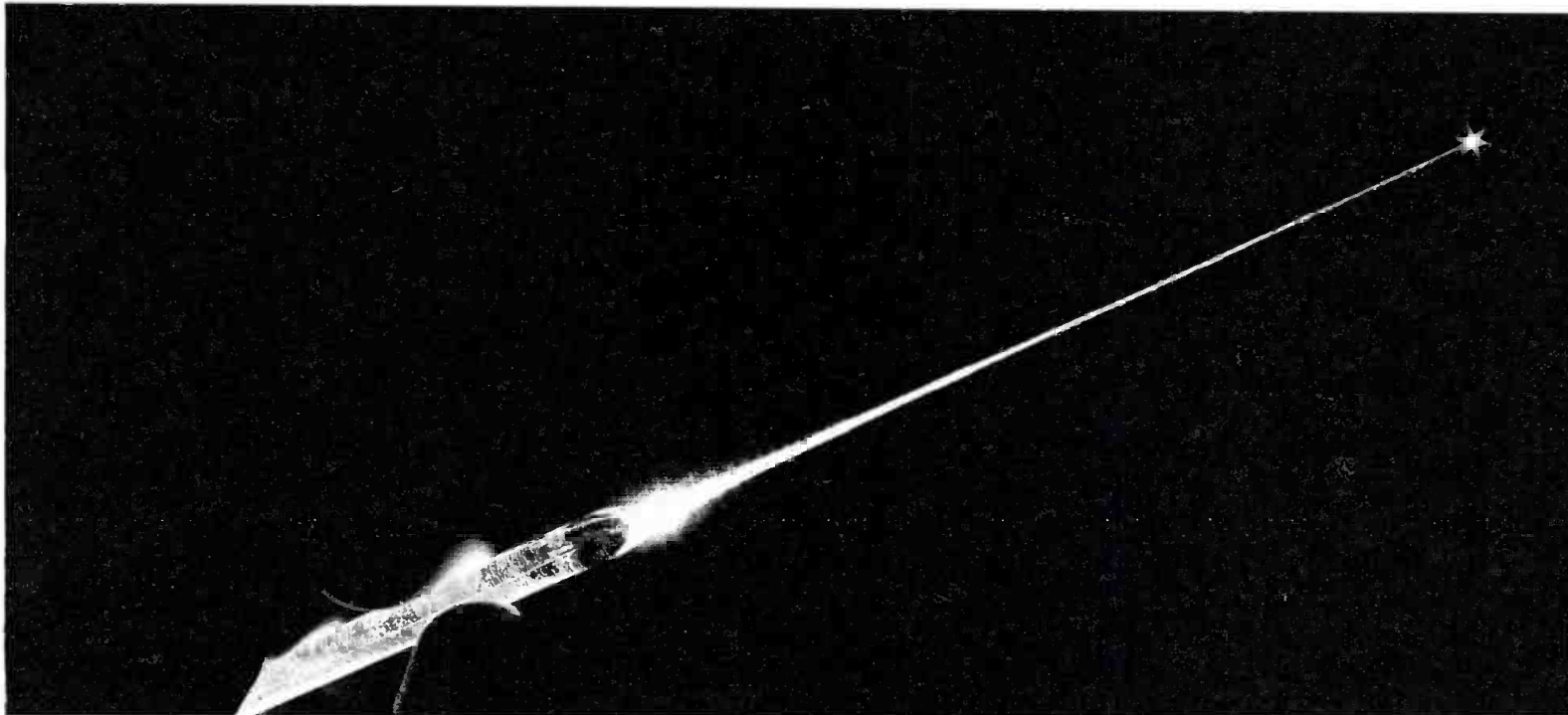
□

After returning from a trip to Israel, **WWLP Springfield, Mass.**, news director Keith Silver put together a six-part series, *Israel: 31 Years Later*.

WWLP's reporter Beverly Horne developed a five-part documentary on adolescent pregnancies.

□

"Special Reports" is the name of **KMOX-TV St. Louis's** documentary unit. Some of the stories it has produced were on the influence of women in the military, cancer operations, the problems involved in transporting dangerous cargo by truck and train and the gas shortage.



# Why this one-of-a-kind invention didn't end up as the only one of its kind.

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.

That's where Western Electric's Engineering Research Center comes in.

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## A Unique Center

---

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,



proven ways to manufacture products based on the latest technology coming out of the laboratory.

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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## The Key to the Future

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In the Bell System, technology is the key to keeping costs down. It is the key to constantly improving your phone service.

And Western Electric's Engineering Research Center is an essential link between the ideas of the laboratory and the realities of the factory.

So your Bell Telephone Company can make the best one-of-a-kind inventions a part of your phone service.

*Keeping your communications system the best in the world.*



**Western Electric**

## Radio spot's spotty

**Sales are up in some markets, down in others, with no discernible pattern; reps hope for boost from auto manufacturers in fall**

An erratic pattern of radio time sales is puzzling many broadcasters.

Generally, they say, revenues are running somewhat ahead of last year's pace, but the trends are uneven and uncertain—and this at a time when, by most accounts, television sales are moving at a record rate.

In radio, a canvass of broadcasters found the situation varying markedly—and unaccountably—from market to market, with gains in one often needed to offset a shortfall in another. Joseph Kjar, executive vice president of Bonneville International, summarized it as “nip and tuck with last year, though corporately we're up slightly in total.”

M.S. Kellner, managing director of the Station Representatives Association, estimated that radio national spot business, through June, was 4%-5% ahead of the comparable 1978 period. July figures are expected to show what Kellner called “a nice bump,” thanks especially to a \$5-million, five-week Chrysler Corp. campaign that broke in mid-month.

Chrysler and other auto makers “were very soft for the first five months,” as one broadcaster said, but began to come alive in June and July in an effort to move backlogs of 1979 cars and trucks before the start of the new model year, which they have now delayed by two weeks.

Broadcasters are counting on continued activity by the car makers through most of the year, both to clear out the 1979 leftovers and to introduce the 1980 models, beginning in October. If it happens, many say, it could mean the difference between a fair radio year and a fairly good one.

George Beasley of the Beasley Broadcast Group, which has radio stations in small medium and large markets, found first-quarter business “about like last year” but said the second quarter was “disappointing.” May and June in particular were softer than in 1979, with the softness affecting national spot in some markets, local business in others.

Like many other broadcasters, Beasley could find no ready explanation for the spottiness except perhaps for an advertiser fear of recession. “There was just a hesitancy, a wait-and-see attitude, especially in our smaller markets,” he said. “Our collections were off too. But July picked up—in sales and also in collections—and now total business is running ahead in all of our markets.”

He's projecting that sales for the full

year will run about 10% ahead of last year's. That, he said, would be maybe 1% or 2% above inflation in our case.”

Joseph P. Dougherty, executive vice president of Capital Cities Communications and president of its broadcasting division, also characterized radio business as spotty. For the first six months, he said, some Capcities markets were down from last year in national business while others were up—though the latter tendency, he added, “seems to be slowing down.” Local sales have been “pretty good” and are running ahead of business of a year ago, he said.

One problem in national business, in Dougherty's view, is that “there are too many stations.” When there are 15 to 40 stations in a market, he said, “a national advertiser can pick and choose. It's a real dogfight if you're not one of the top six stations or so.”

There is also competition with other media as well as other stations, he noted. He likened group radio operation to “being in the retail business—operating a group of discount houses or a supermarket chain.” But, he added, “it's still a very good business to be in.”

Alvin G. Flanagan, president of the Gannett Broadcasting Group (formerly the broadcast division of Combined Communications), said this group's radio sales have been good in San Diego, St. Louis and Los Angeles, fair in Cleveland and disappointing in Chicago and Detroit.

Jack Herr, vice president, administration of the Susquehanna Broadcasting radio group, also reported that “corporately we're ahead of last year” but said that sales have not been “as strong as we had anticipated.” Like many others, Herr said that “local is taking up the slack” where national spot has slumped.

Not all radio people are displeased with the way things are going. Cy N. Bahakel, for instance, head of the Bahakel Broad-

casting group, reported that “generally, our radio stations are doing satisfactorily.”

In one Bahakel market, he said, there are too many stations and in this “over-stationed market” his outlet is not meeting its projections, while in two others there have been format changes and the stations have not yet reached their potential, “but we know they will.”

In total, Bahakel said he is looking for at least 20%-25% higher radio sales this year than last. And he's pretty sure he knows why. “We've been hiring more people and spending more on news and promotion. I think that's responsible.”

## Advertisers warned against faint hearts in hard times

**ABP study, analyzing company behaviour in past recessions, draws increased interest**

Recession fears are fueling growing interest in a report on advertising trends released by American Business Press Inc. at the end of the first quarter but little publicized at that time. Latest in a series that goes back to the post-World War II recession in 1949, the study again indicates that companies that continue to advertise in a recession post markedly better sales and earnings during and after the recession than do competitors who cut ad budgets. Reflections of that philosophy in the TV networks' just-completed upfront selling season are buoying the confidence of broadcasters in their ability to weather this year's predicted downturn in the economy.

This latest study focused on trends displayed in the 1974-75 recession. J. Wesley Rosberg, currently senior vice president, administration, of Cleveland-based Meldrum & Fewsmith, has overseen all four surveys, which together have looked at six recessionary periods: 1949, 1954, 1958, 1961, 1970, and 1974-75.

The principal conclusion the authors draw is that “these studies have repeatedly shown that maintaining or increasing advertising budget levels during recessionary periods may, in fact, be necessary in terms of protecting market position vis-a-vis ‘forward-looking’ competitors—those who consider advertising an integral component of the total marketing mix.”

A mail survey of American Business Press advertisers was used to obtain the data. Of 4,786 companies to which questionnaires were mailed, 177 returned them by the Feb. 2, 1979, cutoff date, with 143

**Migration.** An Eastman Radio analysis of spot radio shows movement of dollars from east to west and north to south. In the first six months of this year, the rep firm found, the East has slipped 5% from 1978 levels, the central area has fallen 1% while the West has increased 8%. Within these broad regions, Eastman did breakdowns for individual geographical areas. In the East, for example, the northern portion fell 9% while the southern tier grew 1%. In the central area, the northern part declined 5% and the southern portion increased 7%. In the West, the northern section rose 7% and the southern 8%. In the northern half of the country, spot radio decreased by 6%; in the southern half it increased 5%.



# KCRA-TV NEWS

**#1 at Noon**  
**#1 at Five**  
**#1 at Six-thirty**  
**#1 at Eleven**

*The audience measurements show that Northern Californians have once again selected Channel 3 as their first choice for news.*

*For the audience . . . for the advertiser.  
KCRA-TV is Sacramento-Stockton's news leader.*

Channel **3** Reports  
**Where the News Comes First**

COMING SOON



LIVECOPTER



Source ARB/NSI May 79  
Mon-Fri audience figures are estimates subject to the limitations of the techniques and procedures used by the service noted.

giving complete sales data, and 133 sales and net income data. The respondents were then grouped into four categories: those that did not cut ad budgets in either 1974 or 1975, those cutting in both years, those cutting only in 1974 and those cutting only in 1975.

The "noncutters" were the one group whose net incomes rose every year of the survey period, 1972 to 1977. Even in the recession year of 1975, when the others posted respective declines of 9%, 1% and a whopping 30%, those companies that maintained or increased ad spending through the recession had an average net income gain of 4%.

On the sales front, the noncutters also showed the greatest increase in sales through 1977 from the base year of 1972, 150%. Looking again at 1975, the groups that cut advertising in both years or in 1975 alone experienced sales declines of 2% and 6%. The noncutters' sales grew 14% that year, and the companies that boosted advertising spending in 1975, after having let it slip the previous year, gained 10%. They even gained (by 22%) in 1974.

The direct applicability of Rosberg's latest study to broadcast advertising may be questioned, as only a limited number of the respondents were firms in packaged goods, food and cosmetics, primary television users. The heaviest response, he noted, was in industrials, particularly metal working. Nevertheless, Rosberg stressed that it is important to bear in mind that even in a recession, markets don't dry up. He says sales may lag, but that the GNP falloff is "less than 2%" and that his studies point out that "people who aren't scared off" from advertising in a recession are the beneficiaries of increases in market share. Of course, the importance of maintaining market share is sacred writ in the packaged goods field.

One conclusion that might be drawn from the survey is that it is particularly damaging to cut an advertising budget at the tail-end of a recession. It's a point on which Rosberg does not elaborate, but the figures he compiled would seem to support the theory that cost-conscious purchasers, coming out of a period of economic uncertainty, would be particularly susceptible to an advertising influence on switches in brand preferences. The sales figures of those firms that cut advertising only in 1974 grew through the whole survey period, while the companies that trimmed in 1975 alone not only had a 6% sales drop that year, but even by the close of the study period in 1977 had not regained their position relative to the 1974 trimmers.

American Business Press has been receiving a steady stream of requests for copies of the survey, with an increasing number from broadcast salespersons and agencies. ABP's Bill O'Donnell noted that this wave of broadcast requests follows distribution of copies by the Television Bureau of Advertising several weeks ago. According to O'Donnell, his office is being "swamped by requests" from broadcasters

**It pays to advertise.** Advertising agencies had one of their best profit years in history in 1978—even better than projections had anticipated. The American Association of Advertising Agencies reported that the average AAAA incorporated agency's net profit for the year reached 4.74% of gross income, up from 4.36% in 1977 and from the preliminary estimate of 4.65% for 1978 (BROADCASTING, May 21). The 4.74% is equivalent to 0.99% of billing. It is the highest profit figure since 1966, when profit reached 4.98% of gross income. The AAAA report noted that profit averages vary by agency size and, in most years, tend to be higher for larger agencies. In 1978 the average profit percentage was said to have ranged from a low of 2.77% of gross income for agencies in one size group to a high of 8.30% in another group.

AAAA said total agency payroll as a percentage of gross income declined to 61.02% in 1978 from 61.41% in 1977, reaching its lowest point since the first AAAA analysis of agency costs was compiled 50 years ago. "This does not mean that dollar payroll declined," the AAAA emphasized. "The 61.02% for 1978 applies against a higher dollar base than does the 61.41% for 1977." Payments into retirement plans dropped from 2.8% in 1977 to 2.32% in 1978, while insurance for employee benefits, such as group life, major medical, long-term disability and the like, rose from 1.59% to 1.71% in the same period. The report said these benefit plans have shown an increase in every year but one since 1950, when they were 0.13% of gross income. Rent, light and depreciation came to 7.22% in 1978, up from 7.13% in 1977. The all-time high was 7.81%, in 1971 and 1975.

Taxes other than U.S. income tax went from 4.05% to 4.11%, highest in the 50-year history of the studies. These include state, county and municipal taxes, social security and federal taxes aside from corporate income tax. In many agencies, the AAAA said, these are the third highest item of expense, after payroll and rent, and in some agencies they are higher than rent. U.S. income taxes were 1.64%, down from 1.68% in 1977.

The AAAA breakdown on costs and profits for the last 10 years are shown in the accompanying table.

	1969	1970	1971	1972	1973	1974	1975	1976	1977	1978
Number of agencies represented	209	220	215	240	240	230	233	231	240	242
Rent, light and depreciation	6.88%	7.30%	7.81%	7.74%	7.29%	7.37%	7.81%	7.36%	7.13%	7.22%
Taxes (other than U.S. income)	2.77	2.93	2.98	3.27	3.67	3.81	3.84	3.94	4.05	4.11
Other operating expenses	15.09	15.40	15.86	15.95	15.83	16.20	16.52	16.47	16.61	16.89
Total payroll	65.79	66.67	65.26	64.53	64.37	64.11	63.23	61.86	61.41	61.02
Payments into retirement plans	2.21	1.67	1.87	1.96	1.85	2.03	2.00	2.31	2.80	2.32
Insurance for employee benefit	0.94	0.99	1.14	1.19	1.22	1.23	1.44	1.58	1.59	1.71
Total expenses	93.66	94.96	94.92	94.64	94.23	94.75	94.84	93.52	93.59	93.27
Profit before U.S. income tax										
for all agencies	6.32	5.04	5.08	5.36	5.77	5.25	5.16	6.48	6.41	6.73
U.S. income taxes	2.13	1.58	1.76	1.60	1.51	1.59	1.28	1.71	1.68	1.64
Net profit	4.19	3.46	3.32	3.76	4.26	3.66	3.88	4.77	4.73	5.09
Profit before U.S. income tax										
for incorporated agencies	6.57	4.92	4.80	5.42	5.70	5.27	5.43	6.38	6.19	6.58
U.S. income tax for										
incorporated agencies	2.54	1.81	1.93	1.80	1.83	1.84	1.52	1.86	1.83	1.84
Net profit for incorporated										
agencies	4.03	3.11	2.87	3.62	3.87	3.43	3.91	4.52	4.36	4.74
Net profit for incorporated										
agencies (as percentage of										
sales—i.e., billing)	0.80	0.66	0.56	0.75	0.82	0.65	0.77	0.97	0.95	0.99

and their reps, with ABP having already distributed 11,000 copies of "Advertising in Recession Periods." That warm reception for this latest survey in the series reflects a conclusion reached by Arthur D. Little Inc. in a survey of advertising studies it undertook at ABP's request. Little, says ABP, "singled out the studies of 'Advertising in Recession Periods' as being among a handful that best established the fact that advertising is effective."

## Media Corp. totters on brink of bankruptcy, creditors asked for help

**Broadcasters due more than million dollars; over-all debt is estimated at 10 times that**

A creditors committee was scheduled to meet in New York last Friday (Aug. 3) to discuss the moves it should take to cope with the financially beleaguered Media Corp. of America, New York, which

acknowledges indebtedness of almost \$10 million to media, including more than \$1 million to TV and radio stations.

The creditors committee was formed after Albert Shepard, president of Media Corp., called a meeting in New York on July 27 to advise creditors of the company's plight and to solicit their cooperation in avoiding bankruptcy.

Shepard said his best estimate was that the 10-year-old media planning and buying firm had liabilities of \$9,805,000 and assets of \$2,133,000, plus \$4,300,000 in unpaid receivables through barter deals Media Corp. has arranged. Shepard supplied this breakdown of money owed: out-of-home (billboards, transit), \$4,510,000; magazines and newspapers, \$3,818,000; broadcast, \$1,192,000.

Media Corp.'s figures could transcend the previous high in advertising indebtedness to media: the 1972 bankruptcy of Lennen & Newell, which cited liabilities of almost \$11 million and assets of \$6.4 million (BROADCASTING, Feb. 7, 1972).

When Shepard broke the news to creditors, he was asked how the indebtedness could reach such a huge sum. He men-

# **"ANY COMPANY THAT CAN HELP BROADCASTERS GET THE NEWS ON THE AIR WITH MORE SPEED, ACCURACY, AND LOWER COST IS MORE THAN A COMPUTER COMPANY!"**

"A broadcasting newsroom is a chaotic place — deadlines, production, editing all combine to put pressure on news management and keep it there.

"That's why Station Business Systems put its vast experience and resources as the leading supplier of broadcasting computer systems into the development of NEWSCOM®, the Newsroom Computer System.

*Vic Burton  
Project Manager, NEWSCOM  
Station Business Systems*

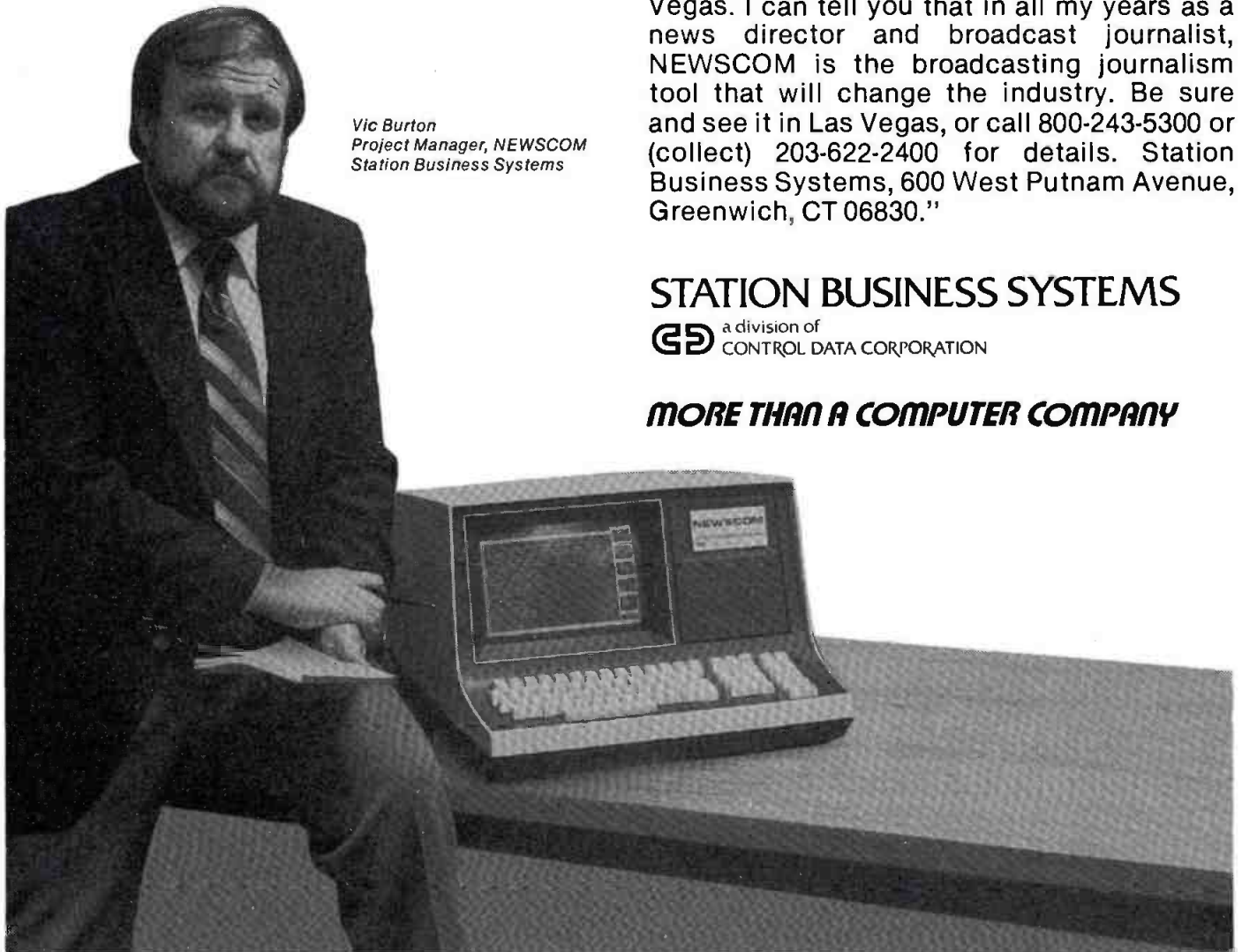
"NEWSCOM puts a video terminal at each desk instead of a typewriter. Terminals can 'talk' to one another, can recall stories from electronic archives, allow easy editing, and can print the copy or put it right up on a prompter screen error-free. Story updates can be made right now!

"NEWSCOM will be publicly shown for the first time at this year's RTNDA meeting in Las Vegas. I can tell you that in all my years as a news director and broadcast journalist, NEWSCOM is the broadcasting journalism tool that will change the industry. Be sure and see it in Las Vegas, or call 800-243-5300 or (collect) 203-622-2400 for details. Station Business Systems, 600 West Putnam Avenue, Greenwich, CT 06830."

**STATION BUSINESS SYSTEMS**

**GD** a division of  
CONTROL DATA CORPORATION

***MORE THAN A COMPUTER COMPANY***



## Week's worth of earnings reports from stocks on Broadcasting's index

Company	Period/Ended	Current and change					Year earlier		
		Revenues	% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
ABC.....	6 mo. 6/30	\$953,426,000	+9.95	\$82,423,000	+27.4	2.94	\$867,141,000	\$64,691,000	2.35
Adams-Russell.....	9 mo. 7/1	20,853,000	+16	1,306,000	+30.7	1.03	17,968,000	999,000	81
John Blair & Co.....	6 mo. 6/30	88,541,000	+10.5	5,578,000	+14.7	1.50	80,123,000	4,859,000	1.29
Charter Co.....	6 mo. 6/30	1,607,886,000	+7.4	87,146,000	*	4.00	923,704,000	7,630,000	36
Cohu.....	6 mo. 6/30	10,644,452	+17.4	475,035	+119.1	.28	9,063,000	216,769	.13
Cosat.....	6 mo. 6/30	123,697,000	+24.2	19,254,000	+47.3	2.81	99,595,000	13,068,000	1.94
Cox Broadcasting.....	6 mo. 6/30	125,073,000	+19.2	21,335,000	+44.1	3.17	104,867,000	14,799,000	2.22
Dun & Bradstreet.....	6 mo. 6/30	442,951,000	+20	44,981,000	+31.3	1.61	369,036,000	34,263,000	1.23
Eastman Kodak.....	24 wks. 6/17	3,445,460,000	+16.9	420,231,000	+26.2	2.60	2,945,498,000	332,764,000	2.06
Farinon.....	3 mo. 6/30	20,996,000	+10.6	593,000	-29.9	.12	18,979,000	835,000	.18
Filmways.....	3 mo. 3/31	42,200,000	+20.2	1,755,000	+33.6	.34	35,092,000	1,313,000	.32
Lee Enterprises.....	9 mo. 6/30	87,095,000	+8.5	10,994,000	-10	1.51	78,021,000	12,207,000	1.66
Liberty Corp.....	6 mo. 6/30	131,843,000	+4.3	16,407,000	+9	1.25	126,352,000	15,040,000	1.12
M/A-Com Inc.....	9 mo. 6/30	91,651,000	+28.8	5,820,000	+39.4	1.03	71,107,000	4,175,000	.76
Metromedia.....	6 mo. 7/1	190,717,000	+15	17,414,000	+6.8	3.79	165,738,000	16,298,000	3.00
Post Corp.....	6 mo. 6/30	32,698,000	+34.7	1,927,000		1.06	24,268,000	1,869,000	1.04
Rockwell International.....	9 mo. 6/30	4,566,700,000	+16.1	199,000,000	+46.2	5.60	3,931,400,000	136,100,000	3.88
Schering-Plough.....	6 mo. 6/30	713,004,000	+28.8	121,033,000	+16	2.25	553,169,000	104,353,000	1.94
Scientific-Atlanta.....	Year 6/30	124,200,000	+32	7,200,000	+42	1.36	92,000,000	5,100,000	1.39
Storer Broadcasting.....	6 mo. 6/30	83,802,000	+28	10,596,000	+20	2.06	69,797,000	7,856,000	1.61
Viacom.....	6 mo. 6/1	49,905,000	+34.5	4,125,000	+32.5	1.08	37,088,000	3,103,000	82
Warner Communications.....	6 mo. 6/30	821,571,000	+39.7	51,010,000	+32.7	2.60	587,864,000	38,418,000	2.07
Washington Post.....	26 wks. 7/1	282,570,000	+13.9	24,048,000	-1	1.51	247,909,000	24,271,000	1.49
Zenith Radio.....	6 mo. 6/30	475,800,000	+7.9	6,000,000	-11.5	.32	440,800,000	6,700,000	.36

\*Change too great to be meaningful.

Maude

... for laughs,  
for ratings,  
for a year.

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tioned several investments totaling more than \$1 million that had performed poorly. Shortly before the Aug. 27 meeting, one of the firm's largest clients, Lorillard, severed its connection with Media Corp. and stopped payment on a \$2-million check it made for payment of media in July.

"We are going to do our best to fulfill our obligations," Shepard said last week. "We intend to work closely with the creditors to work out an arrangement satisfactory to them. If we get their support and cooperation, we can make it."

Fred Cige, assistant treasurer of Metromedia Inc., New York, was chosen chairman of the creditors committee. Metromedia is believed to be Media Corp.'s single largest creditor and is owed about \$1.6 million (the bulk is for outdoor advertising).

its getting enough additional support from broadcasters by Sept. 14. In the meantime, Burke said, July-August reports scheduled for eight markets will not be issued.

Harry Bolger was reported to have resigned as president of BBR. Lew Alpert, vice president, was named acting president to lead the effort to gain additional broadcaster support.

Officials declined to say how much support would be required. They confirmed that 77 interviewers, coders and others in Cincinnati had been let go, but said they could be recalled "on a moment's notice." They denied a report that 220 persons had been dismissed. Cincinnati is the home base of Burke International Research, BBR's parent company.

If it folds, BBR will be the second to go since last spring—and the sixth in the last few years.

Still in the running in the field long dominated by Arbitron are two firms whose measurement services are best known as programing aids, although both have moved into the syndicated ratings field: Media Statistics Inc., Silver Spring, Md., and RAM Research, based in San Diego.

Audits & Surveys, New York, announced in June that it was discontinuing its TRAC-7 service for lack of industry support (BROADCASTING, June 18). TRAC-7 was launched last fall and was measuring five markets and had about 100 subscribers (including some 40 stations) when it ceased operations.

Others that have dropped out of syn-

## Erosion in radio ratings competition

**Burke research firm may close its doors, following TRAC-7 into limbo; Arbitron looks even more secure atop field**

Another would-be challenger of Arbitron in the syndicated radio ratings field indicated last week that it may drop by the wayside.

Burke Broadcast Research announced that continuation of its service in the October-December quarter would depend on

# Our 6 o'clock newscasts all say the same thing.

Rank	Program	Metro Rating
1.	Action News (Thurs.-6PM)	30
	Action News (Wed.-6PM)	30
3.	Action News (Mon.-6PM)	29
	Action News (Tues.-6PM)	29
5.	Action News (Fri.-6PM)	27
6.	ABC World News (Wed.)	26
	Eight Is Enough	26
8.	ABC World News (Tues.)	25
	ABC World News (Thurs.)	25

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\* Arbitron, Cape May County, Jan. '79

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| <input type="checkbox"/> Bright 'n Beautiful              | <input type="checkbox"/> Country Living |
| <input type="checkbox"/> Easy Listening                   | <input type="checkbox"/> Spectrum       |
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**Broadcast Programming International, Inc.**

icated radio measurement in recent years were The Pulse, which for many years had been one of the leaders in the field, a service initiated by the Greyhound Corp., the Source and Hooper.

James W. Seiler, president of Media Statistics and a founder of Arbitron, said last week he was sorry that TRAC-7 and Burke Broadcast had encountered troubles because he thought they were good services, but that their problems came as no surprise to him. He felt both had tried to move too far too fast.

Agencies, he said, prefer Arbitron, and it would probably take five to 10 years to get a sufficient number of them to designate some other service as the one they buy by. "You have to have agencies in order to get broadcasters to support you, but you have to have broadcasters' support to pay the bills while you're waiting to get the agencies," Seiler said.

That, he said, is why he has moved slowly and has not sought to have agencies treat Mediastat as more than a secondary service, supplementary to Arbitron. His firm currently measures 16 markets each month and 220 other markets from one to six times a year. Seiler said he has the support of 10 to 12 stations per market, on the average, at an average fee of \$400 per station per report.

He said "all the hullabaloo" over the start-ups of TRAC-7 and Burke Broadcast Research had "stopped us dead in our tracks" for a year and a half, as far as expansion was concerned, as stations said they'd wait and see which service won out. "Now we have to get going again," he said, but added that he still wouldn't push for ranking as a primary service with agencies. "That can come later," he said. "It's a several-years project."

Officials of RAM Research also indicated they would step up their solicitation activities in the wake of Burke Broadcast's problems.

They said they are now surveying 57 markets monthly, using one-day personal listening diaries. They reported that their clients include 235 stations and more than 200 agencies and agency branches. In solicitations, an executive said, "we have avoided New York as much as possible while TRAC-7 and Burke were killing each other."

RAM, formed as a service of Cyberdynamics Corp., was sold last spring to Don Cole of Cole Industries, Seattle, for a reported price of \$2.7 million.

Burke Broadcast Research tested its service in Boston in July-August 1977 and in Cincinnati in April-May 1978. It started formal measurement of 11 markets in October-December 1978, expanded to 20 markets for the January-March 1979 period and officials said it just released April-June reports for the same markets.

The clients were said to number more than 200 agencies and stations, including ABC, RKO General, Doubleday, SJR and Sonderling stations.

Burke's Alpert said letters were going to broadcast group heads asking for appointments within two weeks for a formal presentation currently being developed.

# Too pretty to get its feet wet.

Shaving by shaving, feather by feather, a wood block takes on life. The shaping of decoys has been a skill in Louisiana for as long as Cajun has been spoken. But this beauty will never flirt with a duck. Her charms are saved for the

artistic, the art

collector, for all

the admirers

of things

carved by

hand. We

at Phillips

Petroleum are

captivated, too.

We try to take as

much care when

the work we do touches the

habitats of wildfowl, as these artists

take with their birds. To every last feather.



## FCC is given flunking grade in GAO report

**Commission is criticized on number of grounds, especially management and lack of long-range planning; changes are recommended; some would have to come from Congress**

The General Accounting Office has completed a 10-month, top-to-bottom study of FCC management practices and procedures and found what it considered deficiencies virtually wherever it looked. Planning, management information, program evaluation systems, budget preparation, personnel management—these and other areas, including staff morale, were found to be in need of strengthening.

For all of its criticisms, the 143-page report endorses the commission method of regulating the communications industry. But it says extensive changes in organization and procedures are needed if the FCC is to be effective—and the report makes a number of recommendations for change, some of which would require congressional action. The report was prepared at the request of Senator Ernest F. Hollings (D-S.C.), chairman of the Senate Communications Subcommittee and author of one of two bills pending in the Senate to make major changes in the Communications Act.

But it was Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, who reacted to the report first. He issued a press release announcing the subcommittee "will launch a new series of oversight hearings this fall to make sure that the taxpayers' dollars are used the way they should be—for more efficient and effective regulation."

The GAO report, he said, confirms his view, after 12 years on the subcommittee, that the FCC is in need of repair and that Congress has a responsibility to fix it. "It should not take the FCC an average of three years to award a television license or 13 years to develop policy for new computer communications technology," he said.

Some of GAO's recommendations for structural changes have been put forth in the past—amending the act to make the chairman administrative head of the agency, giving him authority now exercised, at least in form, by the commission in personnel and other administrative matters. GAO would also create a managing director, who would serve as the chairman's deputy in overseeing day-to-day staff

operations. GAO also would reduce the number of commissioners from seven to five and increase the length of their terms, now seven years (GAO made no specific recommendation), and double the number of professionals available to each commissioner, from two to four.

(There seems little likelihood that GAO will be any more successful with those recommendations, which require congressional action, than others before it. Van Deerlin's Communications Act rewrite would have replaced the FCC with an agency of five members serving non-renewable 10-year terms. But that provision died with the rewrite. And Senate aides do not expect the Senate Commerce Committee in its consideration of bills to amend the Communications Act, to begin consideration of a new section dealing with the matters in the report. Neither bill, as drafted, deals with them.)

But those matters, which are out of the commission's hands, did not sting as did some of the other sections of the report dealing with matters that are within the commission's control. Chairman Charles D. Ferris promptly commented on the report in a press release in which he sought to deflect some of the criticism—he said the commission has identified and is attempting to deal with many of the problems discussed in the report—but met other elements head on. On the matter of planning, for instance, he said: "Simply because we do not allocate thousands of hours to producing documents labeled 'long-range planning' does not mean that effective planning is not going on." he said.

**Hit the road.** Something new will be added to the new round of public participation workshops the FCC has scheduled for the fall: Commissioners will join the staff, at least in the first three of four scheduled. The lead-off commissioners will be Chairman Charles D. Ferris and Commissioner Joseph Fogarty, in Boston's John McCormick Building on Sept. 14. Commissioner Anne P. Jones will participate in the Sept. 19 workshop at Wayne State University in Detroit. And Commissioner Robert E. Lee will be on tap for the session in Houston at the Marriott Astrodome on Sept. 26. No commissioner is penciled in yet for a workshop in Sacramento, Calif., on Sept. 28.

The workshops, part of a program to encourage public participation in commission proceedings, were first held last year. But only members of the staff—the Consumer Assistance Office and the Children's Television Task Force—participated in discussions of public participation in FCC proceedings and the inquiry on children's television programming and advertising.

The workshops this fall, the commission said, will give participants an opportunity to meet commissioners and members of the staff, to ask questions about the rulemaking process "and to focus special attention to the issues involved in radio deregulation." Consumer Assistance Office staff members will conduct the morning sessions on commission processes. Broadcast Bureau staff members will take over in the afternoon to discuss radio deregulation.

The addition of commissioners to the line-up makes the workshops resemble the regional meetings the commission held during the chairmanship of Richard E. Wiley. The chairman and often one or two other commissioners, along with members of the staff, met with members of the public and broadcasters in nine cities.

The GAO, however, said that because it lacks a comprehensive planning process within which it defines goals, sets priorities and measures results, the commission is in a position of reacting to, rather than anticipating, events. The report said the lack has resulted in a weakened over-all management and in "exacerbating" regulatory delay.

The commission's Office of Plans and Policy, established in 1973, has over the years been described as the agency's mechanism for long-range planning. But the report says it does not perform that function. Indeed, the report quotes an OPP staff member as reporting that when the office prepared a memorandum for the then-new chairman in October 1977 on future areas for long-range studies, the chairman said he was not interested in such work if it reduced the amount of short-range policy support OPP could provide.

Ferris, in his press release, defended the work of OPP. He said it is highly regarded in government circles because it "goes about the task of implementing innovations rather than simply talking about them."

But, basically, he endorsed the GAO findings and said, the commission is moving ahead in the job of "bringing about change that will bring the FCC updated management tools." He said that the commission is seeking funds from Congress to remedy needs GAO discovered in management planning and information systems. "The problems the GAO identified are the same problems our staff has identified and has been working to correct



# FACT:

The highest rated  
local TV newscast\*  
in the nation  
belongs to KAIT-TV,  
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# MORAL:

You don't have to  
be big to be the  
best.

\*KAIT-TV has a combined average 52 rating and 82.5 share for its 6:00 and 10:00 news, according to February, 1979 ARBITRON. A special ARBITRON study indicated these were the nation's highest figures. Audience figures are estimates subject to the limitations of the techniques and procedures used by the service.

abc KAIT-TV  
**eight**  
JONESBORO

**HBS** HEINREICH BROADCASTING STATIONS

the past 21 months since I became chairman," he said.

The commission is seeking in the 1981 budget request it has submitted to the Office of Management and Budget \$1.2 million to hire 46 persons to strengthen management resources. But the item was included only after the commission received a draft of the GAO report and officials there said the report, when published, could be used to defend the request (BROADCASTING, July 23).

One area where the GAO report said more work could be done is one where Ferris could point to past accomplishment—public participation in commission activities. He referred to the new Office of Public Affairs, with its expanded Consumer Assistance Division, "which is chiefly responsible for public participation." He said the division will conduct its second round of public participation workshops around the country in September.

GAO suggested that the commission could also create either an Office of Public Counsel to represent the public in commission proceedings, or fund public participation in a wide range of matters pending before it. The commission is considering the latter.

Beyond the lack of long-range planning, other alleged shortcomings cited in the report include:

- **Inadequate management control.** Creating the proposed managing director, or strengthening the role of the existing executive director to enable him to supervise and coordinate the work of the staff, would help. But in addition, GAO says the commission should establish within each bureau and major office a new position charged with responsibility for administration liaison with other units of the commission. Present arrangements, the report says, "have resulted in FCC bureaus and major offices operating largely independently of one another."

- **The commission's lack of an adequate management information system to show commissioners and bureau chiefs how resources are being used to reach goals.** At present, the commission relies on seven individual reports in place of an integrated management system.

- **The commission lacks an effective agency-wide program evaluation system, "and bureau evaluation efforts to date have been minimal."** As a result, the commission's management and policy decision-making have been impaired, and its ability to make needed program changes reduced. Congress's ability to oversee the commission's activities has also been weakened.

- **The commission's failure to make effective use of the budget-preparation process as a management and planning tool.** The report suggests that the commission develop performance measurement techniques, such as work-measurement, unit-cost and productivity indexes, to justify staff requirements, and expand the budget review and analysis process to include an evaluation of the continuing need for existing resources and to link plans to

managers' actions.

- **Personnel management at the commission "has not contributed to the most efficient and effective use of the agency's human resources."** This results from the lack of a workforce planning program related to a comprehensive plan which would enable the commission to respond to changing technological demands and from a failure to evaluate the effectiveness with which lawyers and engineers are used. And although upward mobility programs are required by law, the commission has not yet established a formal training and education program enabling lower level employees "to achieve their full work potential"—a fact that has contributed to a morale problem.

Morale—which commission employees and staff members alike long have said is low—was recognized as a problem by GAO. The report says it involves direction

"at all management levels." Problems of "communication weaknesses, polarization and alienation of staff ('ins' versus 'outs'), and negative perceptions of management style have resulted in less than fully effective motivation of staff and have contributed to a rather pervasive condition of impaired morale," GAO says.

Ferris, although he did not refer to it in his press release, has recognized morale as a problem, and has moved to deal with it. His concern was one reason, at least, for his decision to call in the consulting organization last month to work with commissioners and key staff members on management. The director of the River at Sunrise Institute for Human and Organization Development said the session was aimed at "helping the FCC to become more effective, to meet its goals and to become a more human place at which to work" (BROADCASTING, July 2).

## Washington Watch

**Ambassador Robinson.** President Carter has given former FCC Commissioner Glen Robinson personal rank of ambassador while latter serves as chairman of U.S. delegation to World Administrative Radio Conference in Geneva, scheduled to run from Sept. 24 until Nov. 30. Meanwhile, four House members have been appointed by House Speaker Thomas P. O'Neill Jr. to serve on WARC delegation. They are Charles Rose (D-N.C.), Wyche Fowler (D-Ga.), Joseph McDade (R-Pa.) and Haro'd C. Hollenbeck (R-N.J.) Four Senate members are yet to be appointed.

□  
**On with OTC.** Final comments were filed last week in Federal Trade Commission inquiry into types of claims made in over-the-counter drug advertising (BROADCASTING, May 28). FTC staff will now review comments and send recommendation to commission.

□  
**'Time to look back.'** Robert Choate is taking what he calls "sabbatical" from his post as head of largely one-person Council on Children, Media and Merchandising to teach for one year at John F. Kennedy School's Institute of Politics at Harvard. Choate, civil engineer by training, has been activist in field of food and other advertising directed at children for nine years. It has been time of "push, push, push," he said last week, referring to his role at Council, which involved appearances before Congress and on radio and television and petitions filed with Federal Trade Commission and FCC. His target usually was what he considered deceptive advertising. "Now it's time to look back at what I've done," he remarked. Choate said he will "probably" return to Council next year.

□  
**Blacks are back.** Seven Mississippi and Louisiana television viewers, operating as Viewers of the South, have gone to court with their complaint that NBC, 13 of its affiliates and National Collegiate Athletic Association discriminated against blacks and violated fairness doctrine by failing to cover basketball games of black colleges and universities, primarily those of Southwest Athletic Conference. FCC in April denied Viewers' petition to revoke affiliates' licenses, stating that Viewers had not shown that allegations warranted action—commission said stations simply carried network-supplied games—and that it had no jurisdiction over NCAA. Viewers' appeal was filed with U.S. Court of Appeals in Washington.

□  
**Make them.** Office of Communications of United Church of Christ and Consumer Federation of America have petitioned FCC to adopt rule requiring cable TV systems with 3,500 or more subscribers to produce specific amounts (although petition itself was not specific) of local programming.

□  
**Face it.** National Labor Relations Board has ordered Meredith Corp. to bargain with American Federation of Television and Radio Artists local that was elected to represent employees at Meredith's KCMO(AM)-KCEZ(FM)-KCMO-TV Kansas City, Mo. NLRB, ruling on union complaint, held that Meredith's refusal to bargain constituted unfair labor practice. NLRB rejected Meredith's argument that certification of union was improper because directors and production assistants it includes are supervisors. NLRB said that argument had been rejected in earlier stage of proceeding.

# Oppositions to GE-Cox merger filed with FCC

**Character qualification issues raised against both companies by NCCB and former cable competitor**

The proposed General Electric-Cox Broadcasting Corp. merger encountered vigorous opposition last week, in the form of two petitions to deny—one by consumer groups focusing most of their attention on GE, the other by a disappointed cable television franchise seeker in Virginia Beach, Va., zeroing in on Cox.

GE "lacks the requisite character qualifications to hold a commission license," said the petition filed by the National Citizens Committee for Broadcasting and the Northern California and Pittsburgh, Pa., chapters of the Committee for Open Media.

Cox "lacks the character qualifications to make the transfers and assignments" involved, said Virginia Beach Telecommunications Corp. VBTC claims standing on the basis of the "grievous financial injury" it says it suffered because of "fraudulent misrepresentations attributable" to Cox when the two were competing for a Virginia Beach cable franchise.

The petitions parallel each other in other respects. Both claim the proposed \$500-million merger—it would be the largest in broadcasting history—would result in an undue concentration of control. Indeed, NCCB said it would raise "substantial antitrust questions." GE, which now owns three AM, five FM and three VHF television stations, would control six AM, seven FM and five VHF television stations. And both say GE has failed to make the "compelling public interest" showing required of a broadcaster seeking to acquire more than two VHF stations in the top-50 markets. The top-50 issue was the subject of a 3-3 FCC vote in another case last week (see "Top of the Week"). All five of the VHF stations GE would own are in the top 50.

The petitions could jeopardize gains for minorities that would result from a successful completion of the merger. It contemplates the spin-off of nine Cox and GE stations, of which seven would be sold to groups with substantial if not majority black interests. The merger agreement also proposes establishment of a foundation that would aid minorities interested in careers in broadcasting.

But neither of the petitioners was impressed by those or other proposals advanced to meet the compelling public interest standard. The consumer groups said that if the commission accepts those factors as constituting such a showing, it would provide a precedent for permitting any "sufficiently powerful owner . . . to triple or even quadruple its control in the top 50 markets, so long as it jettisons smaller

market stations to local or minority owners."

The consumer groups base their allegation regarding GE's lack of character on what they say is a pattern of misconduct evident for the past 15 years—since 1964, when the commission renewed the licenses GE held for three stations despite convictions of the company and some of its officers for antitrust law violations.

GE "must be held to a particularly high standard of proof of character," in view of the commission's warnings to the company at the time the licenses were renewed, the groups said. But in spite of the assurances GE offered to the commission in 1964, the groups added, "the company has been involved recurrently in antitrust litigation since that time."

According to information supplied the commission by GE, of four suits completed, the government obtained an injunction in one (although the court found GE had acted in good faith) and a modification of an earlier consent decree in another. Charges in two others—both filed by competitors—were dismissed. Seven other suits, all filed by competitors, are still pending.

The groups also argued that examples of GE "wrongdoing" can be found in other areas. They said that GE was found guilty of unfair labor practices and has been found by the National Labor Relations Board on "numerous" occasions to have refused to bargain in good faith. They said GE has been found by the Equal Employ-

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**Wilcher will.** The consumers groups' and the Virginia Beach Telecommunications Corp.'s petitions were not the sum of the opposition registered last week to the General Electric-Cox Broadcasting merger. Marcus Garvey Wilcher, head of the Community Coalition for Media Change, showed up on two brief petitions. One, of fewer than three pages, was filed against the six GE spinoffs to third parties. It expresses concern about the "danger and threat" that "giants" like GE will abuse the "thought processes" of viewers and listeners. The other, of fewer than eight pages, is aimed at the transfers involved in the merger, and focuses on alleged antiblack prejudices of Cox. Wilcher, long active in the San Francisco Bay area, where he has filed petitions to deny against a number of renewals and transfers, has shown considerable interest in the GE-Cox merger. Last month, he went to court in Alameda county, Calif., in an effort to block the sale of Cox's KTVU-TV Oakland to GE and to gain damages (BROADCASTING, July 23). The suit was filed after GE officials refused to negotiate a proposed settlement agreement that would have committed GE to set aside \$25 million to help minorities gain access to broadcast ownership and to reimburse Wilcher \$145,000 for claimed expenses in prosecuting petitions to deny against Cox and GE stations and in working on the agreement.

ment Opportunity Commission to be in violation of equal employment opportunity regulations. They noted that GE has been cited for bad faith in the area of occupational safety, and they said GE has a "record as a [water] polluter" (of the Hudson River; GE agreed to a \$7-million clean-up program in 1976.)

The groups contend they could probably uncover additional alleged violations if allowed to file requests with appropriate government agencies. In an apparent reference to published reports that GE had admitted foreign payments, they suggest that the commission look into GE's response to the Securities and Exchange Commission's "Report on Questionable Payments and Practices." They also noted that the Federal Trade Commission and the Department of Justice will examine the proposed merger.

VBTC's petition grows out of the memory of its failed effort to acquire a franchise for a cable television system in Virginia Beach—a franchise that went to a Cox Cable Communications Inc. subsidiary, Cox of Virginia Beach, VBTC said, as a result of "misrepresentations."

The petition to deny is not the only outgrowth of that franchise fight. VBTC has filed a \$9-million civil damage suit against Cox in Norfolk, Va. Much of the petition is based on material turned up by VBTC lawyers in preparing for the court suit.

Specifically, VBTC said Cox:

- Made misrepresentations to the city of Virginia Beach as well as to the FCC and the SEC concerning stock ownership and control of the system. Among other allegations, VBTC says that while Cox claimed ownership of the system was divided 60-40 between it and local residents, local ownership was zero.

- "Concealed and misrepresented" Cox's ownership and financial interests in other mass communications media, "particularly in Roanoke, Va." VBTC said Cox's ownership interests in Roanoke were a matter of dispute at the Virginia Beach franchise hearing because of concern about Cox Cable's over-all financing commitments and its "growing dominance" in the state. VBTC said Cox made conflicting statements to the cities of Roanoke and Virginia Beach, as well as to the FCC and the Securities and Exchange Commission, concerning its ownership interest in Roanoke. And it said an application involving Roanoke Valley Cable filed with the commission was found to have had Cox Cable's name as well as the name of a consulting firm, First Communications, whited out from a list of owners.

VBTC does not ignore GE in the petition. It notes that the "dominant company" in the proposed merger has "demonstrated its own anticompetitive proclivities that have . . . resulted in criminal convictions and in jail terms and fines."

Accordingly, it added, "given the parties' separate indiscretions and violations of law and of normal standards of license conduct over the years," the commission cannot permit the proposed merger without at least a hearing to inquire into the parties' qualifications.

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## Air group's protest prompts FCC to clarify precautions on use of tapes

**Action stems from APA complaint about CBS's use of plane-to-ground communication in Portland crash**

The FCC has told CBS that the network failed to comply with commission rules when it broadcast the last air-to-ground communication of a United Airlines jetliner before it crashed in December 1978.

Specifically, in a letter to CBS dated July 2, the FCC charged that CBS "failed to seek prior authority from the commission" to broadcast the tape of the communication between the pilot of United Airlines flight 173 and Federal Aviation Administration personnel prior to the jet's crash in Portland, Ore. In addition, the FCC said CBS failed to "follow up with written consent of the originating station, which in this case would have been United Airlines or the FAA."

The complaint was initiated last January by the Airline Pilots' Association, in a letter to the FCC's Complaints and Compliance Division. The APA charged CBS and its affiliates with the use of an unauthorized communication. It also alleged that CBS violated Section 605 of the Communications Act and a public notice, issued by the FCC in 1972, that stated "licensees should contact the officials of the Federal Aviation Administration who are authorized to grant the necessary authority for the interception and divulgence of FAA air-to-ground communication."

CBS, responding to the complaint by letter dated March 30, said it had received the tape from "an outside party" and that oral permission to broadcast it was given by an FAA official prior to the airing of the tape. However, CBS admitted that its Los Angeles station, KNX(AM), did broadcast it 30 minutes before permission was granted. KNX news personnel had broadcast the tape in the belief that FAA consent had already been given, CBS said. "This belief was based on the fact that a full transcript of the tape had appeared over the UPI wire . . . and had been broadcast previously that evening in the Portland area," CBS's letter said.

The APA, after seeing a copy of CBS's reply, sent a letter to the commission in April saying it hoped the commission would take "remedial action, including the publication of a new FCC notice to inform broadcasters of the prohibitions against this type of rebroadcasting after an accident or incident involving an aircraft."

However, the FCC, in its final letter to CBS closing out the inquiry, said even though the facts could be disputed as to whether CBS did, or did not, receive permission to use the tape, CBS still violated

a section of the commission's rules which provide that "the retransmission of point-to-point messages originated by government and privately owned nonbroadcast stations must be authorized by the commission prior to retransmission; such authority may be requested informally by telephone, to be followed within one week with a written confirmation accompanied by the written consent of the originating station.

An FCC official, to simplify the matter said "in order to comply with commission rules, and Section 605 of the Communications Act," two sets of approvals are needed in dealing with nonbroadcast transmissions.

Joe DeFranco, CBS attorney in Washington, said he is discussing the matter with the FCC Complaints and Compliance Division. He added: "The real question, considering the timeliness of newsgathering, is whether you need the approval of two government agencies" in matters such as this.

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## Accommodation in Alaska

**Citizen group signs agreement with licensee that controls big share of stations there, agrees to drop license protests in exchange for commitments in local news and public affairs**

Alaskans for Better Media Inc. (ABM), a citizen group whose petitions to deny have blocked the license renewals of a large percentage of stations in the state, has reached an agreement with one licensee that could pave the way for the renewal of seven radio and television stations.

ABM, in an agreement filed with the FCC, says it is now satisfied that the Midnight Sun Broadcasters Inc. is qualified to remain a licensee and that the public interest would be served by the renewal of Midnight Sun's KENI-AM-TV Anchorage, KFAR-AM-TV Fairbanks, KINY-AM-TV Juneau and KTKN(AM) Ketchikan.

What's more, ABM says that, in view of the commitments made by Midnight Sun, it believes the renewals should not be burdened with any sanction. A "short term renewal, renewal with separate reporting agreements, or liability for forfeiture would be unwarranted and inappropriate, and would actually divert from and disserve the public interest over-all," ABM says.

Several of the agreement's provisions are aimed at improving Midnight Sun's performance in news and public affairs. Not only are the stations committed to strengthening their news operations, in terms of personnel and equipment, but they would also be obliged to attempt to verify facts from newspaper stories before broadcasting them.

The agreement also requires the stations to provide a minimum amount of public

affairs programming—two hours in prime time each month for the television stations and between 10 and 15 hours each month for the radio stations—and to make time available for guest editorials and free-speech messages by members of the public. It also calls on the stations to provide public service announcements.

Another provision commits Midnight Sun to set up citizen advisory boards of up to 20 members to work with its stations in the four cities in ascertaining and responding to the public's needs and interests, and to make a conscientious effort to increase the number of women, Alaska natives and members of other minorities it employs at the stations.

The agreement provides for "partial reimbursement" of the expenses incurred in the Midnight Sun litigation, but attaches two conditions. The public interest law firm representing ABM—the Media Access Project, of Washington—would receive \$15,000, and ABM, \$6,000, for out-of-pocket expenses, "if all of the stations are renewed without hearing" and assuming Midnight Sun is not fined as a result of the litigation. The reimbursement would be reduced by the amount of any forfeiture.

ABM's petition, among other things, alleged clipping of network programs by KENI-TV, EEO violations, mislogging, ascertainment deficiencies, and failure to program as promised.

The ABM-Midnight Sun litigation—which is an outgrowth in part of the controversy in Alaska over the manner in which the state's wilderness will be preserved and its resources developed—began in November 1977, when ABM petitioned the commission to deny the \$3.5-million sale of the Midnight Sun stations to a local group similarly named the Midnight Sun Broadcasting Corp. One of the grounds was that the buying group had substantial interests in petroleum and construction industries, which would "impinge" on its ability to present fair programming. Two months later, the petition to deny renewal was filed (BROADCASTING, Jan. 9, 1978), and eventually, the sale effort was abandoned.

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## Whacks at Panax

**In separate setbacks: Company's attorneys fined in S. F. court; attempt to call off its Michigan TV buy complicated by seller's inability to make instant refund**

John McGoff and the Panax Corp. newspaper-publishing company he heads were having problems in two different parts of the country last week. In San Francisco, the *Sacramento (Calif.) Union*, of which McGoff owns 50%, and its corporate attorneys, were fined \$10,000 for refusing to comply with a court order to answer questions about the source of funds used to buy that paper in 1974. And in Traverse City, Mich., Panax was ready to comply

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"Thinking about (each of the following), is it your feeling that this is keeping the U.S. from using more coal, or do you feel this is not having much effect on the use of coal in this country?"

	Restrains coal use	Not much effect
Coal's effect on environment	48%	40%
Coal's effect on human health	39%	50%
Cost of mining & transporting	34%	53%
Government regulations	49%	36%

Source: May 1979 national probability sample, by telephone, of 1,000 adults. Conducted for Union Carbide by Roger Seasonweir Associates, Inc. ("Don't knows" not shown.)

### **Half say regulations and environmental problems restrain coal use.**

Most experts agree that we have a 300- to 400-year supply of coal in the United States, and 3 out of 4 Americans feel that we should rely heavily on coal for our energy needs. But when asked why coal—which represents 80% of our known energy resources—provides only 20% of our current needs, almost half named government regulations and the environmental effects of mining and using coal as restraining influences.

### **Getting on with the job.**

HEW has found that "intensified use of coal as an energy source . . . would not lead to serious health or ecological consequences if certain precautions are taken." In addition, the National Coal Policy Project, composed of environmentalists, coal companies, utilities and other industries, recently

reached agreement on a body of policies which would allow increased coal production and use in an environmentally acceptable manner.

In recognition of the country's urgent need to replace scarce oil with abundant coal, the President has asked federal regulatory agencies to review their policies and to propose ways of encouraging the greater use of domestic coal. At the same time, the country has an opportunity to take other steps towards this end:

- Make sure that regulations for the use of coal properly protect the environment—but don't needlessly inhibit coal production or use.
- Use coal for the things coal does best, such as generating electricity. This will save oil for those purposes for which there is no present substitute, such as transportation and chemical raw materials.
- Support legislation which provides for demonstration projects to convert coal into gas and liquid fuels and chemical raw materials.

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Union Carbide believes that America must use its abundant coal resources to help secure its energy future. And that we can do so in ways that protect land, air, water—and people. To those ends, we plan to use coal as a boiler fuel, whenever practical, in new facilities.

We first began research on converting coal to chemicals in the 1930's, but stopped work on these projects in the 1960's because coal could not compete with world oil then priced at \$2 a barrel. With current energy shortages and skyrocketing oil and gas prices, it is again in our interest to turn to the coal utilization technologies we've developed over the years.

### **This advertisement is part of a continuing series on public opinions and national concerns.**

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with an FCC order to unravel the deal by which it acquired a television station there. Panax was not satisfied with a proposal that was made to refund the \$923,000 it had paid.

The fine was imposed at a hearing in the *Union's* \$43-million antitrust suit against McClatchy Newspapers, publisher of the *Sacramento Bee*. As part of its response, McClatchy raised the question of the source of funds used to buy the *Union*. The *Bee's* question came after a South African government commission alleged that McGoff had been provided \$11.5 million by the government in 1974 to buy newspapers in the U.S. including the *Washington Star*. The report said McGoff used \$6 million to buy the *Union* after efforts to buy the *Star* collapsed.

McGoff, who is co-publisher of the *Union* and who has denied being a "front" for any foreign government, refused an earlier order to answer the question. And when he refused again, on Tuesday, Judge Charles Renfrew imposed the fine on him and a Detroit law firm.

Judge Renfrew ordered McGoff and one of his attorneys, Richard Jones, to appear in court this week with data on McGoff's financial resources.

McGoff's problems in Traverse City also stem from the South African commission report. Its publication, after the FCC staff had routinely approved Panax's acquisition of WGTU(TV) Traverse City and its satellite, WGTQ(TV) Sault Ste. Marie, Mich., caused the commission to reverse the staff's ruling and order the parties to undo the sale pending an inquiry.

McGoff's communications attorney, Jason Shrinsky, last week said McGoff had abandoned hopes of fighting the order through the commission or the courts. The sale contract has expired, and, Shrinsky said, "no one can give any assurance the commission will act promptly" on an appeal.

But while the parties are prepared to unwind the deal, the key to doing that was hard to find. Michigan Television Network, the seller, has used the money obtained from Panax to pay debenture holders. It is prepared to offer a note against the sale of the stations to another buyer. But McGoff has rejected that offer, and is insisting on cash.

While those talks were proceeding, lawyers for the two sides were preparing to tell the commission that Panax will not appeal its order to unwind and that MTN will dismiss the assignment application.

## Don't listen to latecomers in KTTV case, says ASN

ASN Inc. has requested the FCC to dismiss as "untimely and inappropriate" any comments that support Metromedia's request for a review of a staff decision allowing ASN to retransmit KTTV(TV) Los Angeles via satellite to cable systems thus converting it to a "superstation."

In its filing at the commission last week, ASN said that none of the parties support-

ing ASN "attempted to demonstrate why it was not possible to participate at an earlier stage of the proceeding." In addition, ASN said that, with the exception of the commissioner of baseball, no commenting parties stated how they would be "aggrieved" by the staff decision.

ASN contended that "these comments are more in the nature of petitions for rulemaking (in that they deal with the concept of 'superstations') and should have been labeled and submitted as such."

## Conferees agree on \$72,535,000 for FCC budget

The FCC seems assured of a budget of \$72,535,000 for fiscal year 1980, which begins Oct. 1. A House and Senate conference committee agreed on that amount last week.

The total, some \$2 million more than was appropriated for the commission in the current fiscal year, includes \$440,000 specifically earmarked for studies involving proposals—including a reduction of AM channel spacing from 10 to 9 khz—for squeezing additional stations out of the spectrum.

The Senate added \$220,000 of that—the rest would come from research funds already in the budget—in response to a letter the National Association of Broadcasters wrote to Senator Ernest F. Hollings (D-S.C.), chairman of the Senate appropriations subcommittee overseeing the commission's budget, as well as of the Communications Subcommittee.

NAB asked for funding for a joint-government-industry committee to study the various proposals advanced for increasing the number of AM stations, after the commission rejected the committee proposal (BROADCASTING, June 25). The availability of the funds does not mean the FCC will change its mind about the committee, a commission official said.

The conference report refers to funds for "an economic study of converting AM radio from 10 khz to 9 khz." However, commission officials' understanding is that the funds may be used for the broader purpose.

The \$72,535,000 total approved by the conference committee represents a splitting of the difference between the House and the Senate. The House had approved \$71,816,000, which the administration has requested. The Senate had approved a figure that was \$1,439,000 greater, \$73,225,000.

Besides the funds for the radio allocations study, the Senate had included \$500,000 to finance a commission project to respond to the millions of pieces of mail still being received regarding a proposed rulemaking—long since abandoned—dealing with religious broadcasting. The conference report provides no funds for that project.

## WPBT may turn its eyes to Fort Pierce

Miami ETV agrees to drop bid for ch. 42 in West Palm Beach

The contest over who should seek FCC permission to build and operate on non-commercial ch. 42 in West Palm Beach, Fla. has been settled—with both parties satisfied.

The Community Television Foundation of South Florida Inc., licensee of WPBT(TV) Miami, and the Public Broadcasting Foundation of Palm Beach county have agreed on a plan whereby Community Television will withdraw its application for channel 42, leaving the other applicant an uncontested opportunity to seek the license. The Palm Beach group, in turn, has agreed to support an alternative plan being considered by WPBT to provide service to portions of South Florida not now served by public television.

One WPBT plan under consideration is to seek ch. 21 in Fort Pierce, Fla., which is reserved for noncommercial educational use.

Samuel Marantz, president of the Palm Beach county group said he was "very pleased" with the resolution. "It will enable us to move ahead with our plans and at the same time will free WPBT . . . to pursue alternative means of providing its highly regarded services to the area," he added.

WPBT executive committee Chairman Doyle Rogers said his organization had been examining alternatives for the past year. "Our objective has always been to provide a public television service in the best interest of all residents of South Florida" he said.

## Family feud

The FCC has denied a petition to deny renewal of KCKC(AM) San Bernadino, Calif., while expressing concern over the low representation of Spanish-Americans and other minorities on KCKC's staff.

The petition for denial came from the station owner's uncle, who lives in Colorado. Lew Trenner had alleged that his nephew, Douglas Trenner (who holds 94.4% of KCKC), did not report certain data when taking control of the station, in 1970, did not report all trade-out income in the station's annual financial records for 1972-74 and did not inform the FCC about a National Labor Relations Board decision against the station.

The commission, in its order, cited the transfer violations as "technical," concluded that its financial records "showed more income than evidenced in Trenner's allegations" and said that the NLRB decision "raised no substantial question."

However, the FCC has deferred the station's renewal pending submission of the EEO data and resolution of certain engineering matters.

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## Storer stations look to the sky

**Group owner buys earth stations for each of its TV's, banks on expanded use in the future**

Storer Broadcasting has plans to install receive-only earth stations at each of its seven television stations. Ken Bagwell, vice president of the Storer television division, characterized the decision to install the earth stations as "an act of faith"—faith in the belief that satellites will be an integral part of television station operations in the future.

Storer must look to the future for justification of the \$400,000 investment because, as Bagwell said, it doesn't have many immediate uses for the earth stations "on the board." But it does have some. Bagwell said WSBK-TV Boston will use its station to receive the away games of the Boston Red Sox (baseball) and the Boston Bruins (hockey). He said that currently there is no downlink in Boston and that the signal must suffer the additional cost and degradation of being sent by land lines from New York. WJKW-TV Cleveland will make use of its new satellite capability similarly for its sports, Bagwell said.

The earth stations will probably get most of their initial use by news departments. Bagwell said Storer has reached an agreement with C-SPAN, which supplies gavel-to-gavel coverage of the House of Representatives to cable systems via satellite, allowing its stations to pick up three minutes of C-SPAN for any given newscast. Bagwell said stations will ask each representative in their coverage area to inform them of any speech the representative makes on the floor which might be of local interest. The stations will then monitor speeches and record parts for newscasts. C-SPAN, Bagwell said, is making the three minutes available as a "matter of good public relations."

Other possible uses of the earth stations are live reports from the Storer Washington news bureau and from any other place where news of local interest is being made. Bagwell said there are "many specific uses for covering news events and the cost of leasing occasional [satellite] time is a great deal less than leasing land lines."

Another factor in Storer's decision to get the earth stations now was the fear that it would technically be impossible to do so later. Bagwell said the proliferation of microwaves is "horrendous" and that installation of the earth stations now would reserve their "window" to the satellites.

Bagwell said that applications for four of the earth stations have been filed at the

FCC and that the other three are in the "process of being written up." He said he expects to receive FCC approval and have all seven operational by the last quarter of the year.

The earth stations themselves and the associated electronics will be supplied by Scientific-Atlanta Inc., which supplies a great deal of equipment to Storer's growing cable division. According to Bagwell, 10-meter dishes will be installed in Boston and possibly Detroit because of microwave interference problems; the rest will be five-meter dishes. All the dishes will be steerable—the 10-meter dishes are motor

driven and the five-meter dishes are turned manually, although they can be retrofitted with a motor.

Bagwell said that because occasional-use transponders are not limited to one satellite, it is mandatory to have steerable earth stations. This planned switching from satellite to satellite and from transponder to transponder will also be facilitated by fully tunable receivers, which make crystal changing unnecessary.

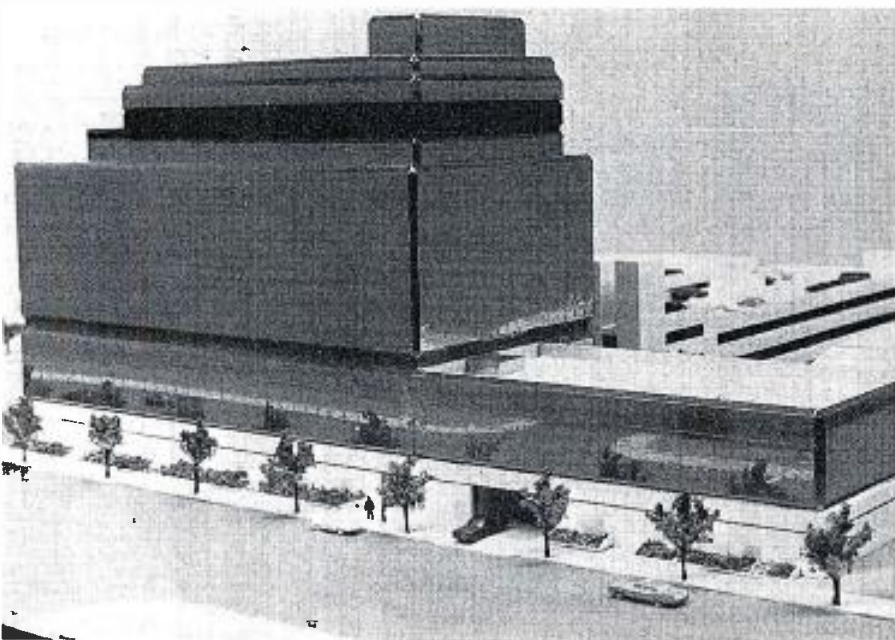
The seven Storer stations are WAGA-TV Atlanta, WSBK-TV Boston, WJKW-TV Cleveland, WJBK-TV Detroit, WITI-TV Milwaukee, KCST-TV San Diego and WSPD-TV Toledo.

## In Sync

**One way of doing it.** TeleMation, big part of Bell & Howell's video division, added Mach One videotape editing system to its line of broadcast-related video equipment by buying manufacturer of system, Mach One Digital Inc., for undisclosed price. Mach One system can be used with quad, one-inch or cassette VTR's and costs in neighborhood of \$50,000.

**Testing.** Lenco Inc., Jackson, Mo., has introduced new RGB-NTSC color encoding system that enables computer graphics, numbers and letters to be displayed on standard monitors. CCE-850 also generates color test pattern to allow color alignment. Price is \$1,595.

**S-A plus RCA equals.** Scientific-Atlanta will supply means for RCA Americom's new "56 plus" satellite service for transmission of digital data, voice, teletype or facsimile. S-A was awarded long-term contract to supply service with DET-56 digital earth stations.



**Over here.** Construction has begun on new \$10-million, seven-story videotape and sound complex for Compact Video Systems Inc., Burbank, Calif. Two floors of 120,000-foot facility will be devoted to CVS's videotape and post-production services. New building will also house six new videotape editing suites as well as administrative offices.



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**Dialogians.** The scene in Acapulco during the second World Encounter on Communications. The image projected overhead is that of Henry Geller, assistant secretary of commerce and head of the National Telecommunications and Information Administration, a member of the U.S. delegation.

## Acapulco wrapup: Canada and Mexico add their briefings to roll of nations

**Concluding session of 'encounter' echoes premise that technology is leading to TV 'revolution'**

The United States' neighbors to the north and south—Canada and host Mexico—completed the international roll call at the official closing session (July 27) of the 10-nation second World Encounter on Communications at Acapulco, Mexico, under the auspices of the Televisa Research Institute of Communications (BROADCASTING, July 30). The institute is a nonprofit organization underwritten by Mexico's largest broadcast entity.

Emilio Azcarraga, president of Televisa, the unique four-VHF station combination in Mexico City, answered a searching question as to what part the Mexican government played in "controlling" news programs with an unequivocal "none." Up to that point in the last few minutes of the last day of the formal sessions, he had not participated in the debates. News, he said, is inviolate and "totally free."

This exchange followed the earlier ex-

planation by Ramon Fonseca, Mexico's minister of public affairs, that one-eighth of the time on Televisa's four VHF stations is allotted to the government for cultural, educational, health and other state purposes. Televisa's formation, it was explained, had been fostered by the government itself to end "destructive" competition, with each of four licensees of VHF channels coordinating their programming for a combined all-purpose schedule.

In the formal closing of the week-long event, Azcarraga expressed fervent hopes that the lessons learned would be used to advantage by all participants, public and private alike, in developing free and untrammelled broadcasting inuring to the public good and furthering international goodwill.

Ronald C. Fraser, speaking for the Canadian Broadcasting Corp., which he heads, said his government network is fighting a ban on "foreign" programs between 8 and 10 p.m. because U.S. programs are the most popular, and advertisers want them, too. Both radio and TV serve outlying areas of that country via satellite, he said.

John T. Coleman, speaking for the privately operated CTV TV network, could not foretell what problems may arise from the change in Canada's government. With a new prime minister in office, broadcasters are awaiting his statement of policy. Meanwhile, the public's appetite for programs continues to be insatiable, with de-

mands for new programs but without loss of existing ones, by whatever means they can be brought in.

A warning against those who would ban violence from TV was sounded by William Cunningham, vice president and director of news of Global TV, Toronto. Showing of violence in news is constructive and essential in reporting events as they occur. He cited a story several years ago of a disastrous fire in a high-rise apartment in Brazil when many deaths occurred because fire ladders could not reach people on upper floors. This resulted in an investigation in Toronto where fire equipment also was found to be inadequate. The deficiency was corrected, he said.

Whether the wanton murder of ABC correspondent Bill Stewart in Nicaragua (BROADCASTING, June 25) hastened ending of the warfare there, he was not prepared to say. But it told a "violent" story to the world.

Donald Smith, president of the Canadian Association of Broadcasters, cited competition between government and private licensees but, in spite of problems having to do with a lack of indigenous programming, he foresaw healthy survival with Canadian news and sports preferred by Canadians.

At the final concurrent engineering roundtable, moderated by Jorge Kanahuati, Televisa's operations chief, CBS-TV's Joseph Flaherty was the session's leader to wrap up projections on

**Postlude.** After five full days of seminars as participants in the Televisa-sponsored "encounter" at Acapulco, a number of attending social scientists felt they needed additional time beyond the closing ceremonies Friday evening (July 27). So they convened again on Saturday in a forum that heard the following observations:

"I don't blame engineers for looking away from social scientists. The social scientists are always ready to tell engineers what is wrong with television technology 10 years after it is in place, but they don't offer much help for the future—just continual criticism."—*Dr. Dan Wedemeyer, University of Hawaii.*

"Social scientists, especially those of the western world, tend to think of television as an enemy of society—the black plague transferred to our century, as it were."—*Dr. Robert Lindsay, University of Minnesota.*

"I don't think it's terrible to be 10 years behind. It affords the necessary time to reflect and determine what effects television has had on our future."—*Elihu Katz, University of Heifa, Jerusalem.*

"I am concerned with choices. The thought that I will have 72 channels coming into my home is a fearsome thing—plus an almost limitless family amount of material on video disks and cassettes. We have a problem now dealing with just three channels in the United Kingdom. What will happen to family life when all this programing actually becomes available?"—*Michael Ford, British Post Office.*

"The answer to Mr. Ford's quandary is simple. Buy everyone a television set and their own set of buttons. As to family life, they won't interact in front of one television set, so they might as well have their own sets."—*John Findlater, MCA.*

"The practitioners should return on fellowships to universities and mingle with humanists and social scientists to get a new perspective. It would also enable the theorist an opportunity to acquaint himself with the practical world of television."—*Dr. Lyle Nelson, Stanford University.*

TV's "revolution" (BROADCASTING, July 30). The consensus was that it's a new world where communication will be more vital than ever, with satellites and computers the means by which modern man and nations will survive and with cable playing perhaps the most significant part in wiring not only the U.S. but most populated areas of the world. New emphasis will be given "soft goods" for entertainment, education, enlightenment and untold new services in the data retrieval areas simply by the touch of a button. Videodisks and tapes will find their niches in the new world of services stemming from electronics, and services of established entities, including TV networks, will need adjustments as the new forms move forward.

One participant, paraphrasing Nathan Hale said in appraising the communications revolution: "I regret that I have but two eyes and two years to give my country."

Michael Ford, of the British Post Office Department, which supervises telecommunications there, said he was fearful of "chaos" in the future, with only the United States sufficiently affluent to carry on the experiments. "The impact of this technology," he commented, "may ruin our lives." Howard A. Crispin of Scientific-Atlanta, pointed out that the U.S. isn't alone; that the U.S.S.R. competes with the U.S. on every possible front.

## NAB clearinghouse

**New NAB exchange hopes to spread information among broadcaster associations**

The National Association of Broadcasters has embarked on a new project designed to create a flow of information among state broadcaster associations on state legis-

lative and regulatory proceedings.

Barry Umansky, an NAB attorney and spokesman for the State Legislative Clearinghouse, said that "previously the NAB had more of a federal focus... With the clearinghouse we hope to set up a mechanism whereby states will provide sample legislative testimony, proposed rules etc. to be passed on to help other states with similar legislative efforts."

An initial package from the clearinghouse has gone out to about 100 state broadcaster association presidents and executive directors. Clearinghouse information is maintained in the form of a reference manual with each issue addressed to be categorized and updated with the various states' submissions. Included with the states' contributions will be information exchanged with various media groups that have entered into "formal exchange of information agreements" with NAB. These include the Reporters'



**Listen here.** When Jimmy Carter asked Americans for feedback, the Insilco Station Group made sure that the appeal for input did not fall on deaf ears. Following the President's July 15 broadcast, Insilco had its eight radio stations solicit comments and suggestions on the nation's current problems from their listeners. The results were excerpted onto a tape for presentation to the White House and offered a broad cross-section of citizen opinions, many based on personal involvement due to their location or living condition. For example, WELI(AM) New Haven-WKSS(FM) Hartford-Meriden, Conn., listeners provided insights into the difficulties of cold winters and gas shortages in the Northeast; KTOK(AM)-KZUE(FM) Oklahoma City and WGSO(AM)-WQUE(FM) New Orleans reported the feelings of people in oil-producing areas; WYCG(AM)-WYOR(FM) Coral Gables, Fla., relayed the sentiments of south Floridians about keeping their thermostats at 78 degrees. In his covering letter to the President, William B. Rock, director of national program development for Insilco, noted: "Radio is a very personal media tool that allows an intimate contact with an audience. We are sure that you'll be able to use this as a small guide for your administration." The tape was accepted from Rock at the White House last Tuesday (July 31) by Patricia Y. Bario, associate press secretary to the President.

Committee for Freedom of the Press, Investigative Reporters and Editors Inc. and American Newspaper Publishers Association.

Topics the clearinghouse will exchange range from access laws, advertising restrictions, cable television regulation and libel/slander statutes to broadcast radiation regulation, state taxation of broadcast properties and wage and hour laws.

## Copyright claimants can't divvy up pie

**Government tribunal may have to split \$13 million if accord can't be reached soon**

With close to \$13 million in cable copyright payments at stake, various industries have failed to agree on exactly how to divide the money, leaving open the possibility of settlement imposed by the Copyright Royalty Tribunal.

Under the new copyright act, cable television operators were given a compulsory license that establishes copyright payments for the broadcast programs they transmit, but in a lump sum that has to be divided among the claimants, one group of which is broadcasting.

Claimants were given until last Tuesday to submit claims for payment and negotiate a formula for distributing the funds. But no agreement was reached, and the tribunal will now wait until after August to see if the claimants can work out a formula.

If no agreement is reached, the tribunal will conduct a proceeding. Any formula worked out—whether by claimants or the Copyright Tribunal—will likely set a precedent that will be used for a number of years.

According to Thomas Brennan, chairman of the tribunal, approximately two-thirds of the claimants are local TV and radio stations, many of whom have applied for funds through the National Association of Broadcasters.

# Changing Hands

PROPOSED

■ **WHNT-TV** Huntsville, Ala.: Sold by North Alabama Broadcasters Inc. to New York Times Co. for reported \$12 million to \$14 million ("In Brief," July 30). Deal to sell station to Gilmore Broadcasting in 1976 for \$5.2 million (BROADCASTING, Aug. 2, 1976) fell through after FCC failed to act on transfer petition during investigation of price-fixing allegations against Gilmore's KODE-TV Joplin, Mo. (later exonerated). Seller is owned by Charles Grisham (90%) and Tom Percer (10%), who have no other broadcast interests. Buyer, publisher of *The New York Times* and other newspapers and magazines, owns WREG-TV Memphis and WQXR-AM-FM New York. It has also been granted FCC approval to purchase KFSM-TV Fort Smith, Ark. (see below). Charles Brakefield, vice president, is director of broadcast division. WHNT-TV is CBS affiliate on ch. 19 with 1,279 kw visual, 254 kw aural and antenna 1,750 feet above average terrain.

■ **WSRF(AM)-WSHE-FM** Fort Lauderdale, Fla.: Sold by Van Patrick Broadcasting Inc. to T-K Communications Inc. for \$5 mil-

lion (T-K must also pay broker's fee) ("In Brief," July 30). Seller is owned by Gene Milner and estate of Van Patrick (45% each) and Brian Chaplow (10%), who have no other broadcast interests. Buyer is owned by Robert Weary (32%), John Tenaglia (20%), Fred Reynolds (11%) and three others. Weary owns cable systems in Kansas. Tenaglia is executive vice president of General Cinema Communications, owner of three radio stations. Reynolds is owner of KEWI(AM)-KSWT(FM) Topeka, Kan. WSRF is on 1580 khz with 10 kw day and 5 kw night. WSHE-FM is on 103.5 mhz with 100 kw and antenna 570 feet above average terrain. Broker: Norman Fisher & Associates.

■ **KOFM(FM)** Oklahoma City: Sold by American Radio Corp. of Oklahoma to Guy Gannett Broadcasting Services Inc. for \$3.9 million. Seller is owned by Robert Freeman, Frank Carney, Lloyd Denniston and Gary Dick, who have also sold their only other broadcast interest, KEYN-AM-FM Wichita, Kan., subject to FCC approval (BROADCASTING, July 23). Buyer is subsidiary of Guy Gannett Publishing Co., publisher of four Maine newspapers and owner of WGAN-AM-FM-TV Portland, Me.;

**Presidential presence.** After a two-year search, former President Gerald Ford, along with his Palm Springs, Calif., neighbor, Leonard Firestone, last week announced their purchase of KIUP(AM)-KRSJ(FM) Durango, Colo., for \$1.55 million. Firestone, ambassador to Belgium during the Ford administration, is related to the Firestone Tire & Rubber family, and was at one time on the company's board of directors. Ford was encouraged to invest in radio by his attorney, Dean Burch, the former chairman of the FCC and long active in Republican politics. Burch said the search ended in Durango because of Ford's interest in Colorado; the former President owns a condominium and rents a house in Vail, Colo., where he spends much of his time. Seller of the stations is Doug Morrison, who has no other broadcast interests. Richter-Kalil & Co., who conducted the quiet, two-year search for Ford, was the broker.

**WHYN-AM-FM-TV** Springfield, Mass.; **WINZ-AM-FM** Miami Beach, Fla., and **KSTT(AM)** Davenport, Iowa-WXLP-FM Moline, Ill. Jean Hawley is chairman of parent company; John R. DiMatteo is president. KOFM is on 104.1 mhz with 100 kw and antenna 1,425 feet above average terrain. Broker: Richard A. Shaheen Inc.

■ **KIUP(AM)-KRSJ(FM)** Durango, Colo.: Sold by Radio San Juan Inc. to Gerald Ford and Leonard Firestone (50% each) for \$1.55 million. (See this page).

■ **KFIX-AM-FM** Liberty, Mo.: Sold by Strauss Broadcasting Corp. to Southwest Radio Enterprises Inc. for \$1,540,000. Seller is owned by Leonard H. Strauss and his wife, Marilyn, who have no other broadcast interests. Buyer is wholly owned subsidiary of Southwest Florida Enterprises Inc., Fort Myers, Fla., owner and operator of dog racing track and department store. It is principally owned by estate of Isadore Hecht. KFIX is 500 w daytimer on 1140 khz. KFIX-FM is on 106.5 mhz with 100 kw and antenna 830 feet above average terrain.

■ **KDKO(AM)** Littleton, Colo.: Sold by Radio Station KDKO Inc. to Sterling Recreation Organization Co. for \$900,000. Seller is principally owned by David M. Segal, who also owns WGVM(AM)-WDMS(FM) Greenville, Miss. Buyer is principally owned by Frederic Danz, who also has controlling interests as individual or in fiduciary capacity in KALE(AM)-KIOK(FM) Richland, KBFW(AM) Bellingham-Ferndale and KEDO(AM)-KLYK(FM) Longview, all Washington; KASH(AM) Eugene, Ore., and KSJO(AM) San Jose, Calif. In addition, he owns 22.7% of KZOK-AM-FM Seattle, KSND(FM) Springfield, Ore., and KRRX(AM) San Jose. KDKO is on 1510 khz with 1 kw day and 5 kw night.

■ **WRDD(AM)** Bay City, Mich.: Sold by Tri-Media Inc. to Mid-State Broadcasting Corp. for \$625,000. Seller is principally owned by Robert G. Liggett Jr., who also has varying interests in WFMK(FM) East Lansing, Mich.; WBUF(FM) Buffalo, N.Y., and WRRD(AM)-WLWL(FM) Minneapolis-St.

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8/6/79

Paul. Buyer is owned by Lowell C. Homburger (83%) and Margot E. Behrmann (17%), who were minority owners of KQXE(AM)-KIOG(FM) Mesa, Ariz., which declared bankruptcy in 1978 and is in process of being sold by receiver. WRDD is on 1440 khz with 1 kw day and 500 w night.

■ **WEBB(AM)** Baltimore: Sold by receiver of J.B. Broadcasting of Baltimore Ltd. to Brunson Broadcasting Co. of Maryland Inc. for \$430,000. Receiver is Leon Back acting under court order following bankruptcy of J.B. Broadcasting, owned principally by soul singer, James Brown. Buyer is principally owned by Dorothy E. Brunson, vice president and corporate general manager of Inner City Broadcasting, New York, owner of seven radio stations. **WEBB** is 5 kw daytimer on 1360 khz.

■ **WCBR(AM)-WBZF(FM)** Richmond, Ky.: Half interest sold by J.T. Parker Jr. to David L. Humes and Mark A. Cole (25% each) for \$271,150. Parker has no other broadcast interests. Humes is engineer and Cole is advertising consultant for **WCBR**. They also own one-third interest each in CP for new AM at Pittsburg, Ky. Other 50% of stations is owned by G.W. Robbins. **WCBR** is 250 w daytimer. **WBZF** is on 101.6 mhz with 3 kw and antenna 230 feet above average terrain.

■ **KASK(FM)** Las Cruces, N.M.: Control (51%) sold by Logan D. Matthews to Gregory R. Dvorak for \$250,000. Matthews has no other broadcast interests. Dvorak is general manager of **KASK** of which he already owns 24%. He also owns 24% of applicant for new FM at Alamogordo, N.M. Albert F. Gabalis will retain his 25% interest in station. **KASK** is on 103.1 mhz with 780 kw and antenna 111 feet above average terrain.

■ Other approved station sales include: **WBIA(AM)** Augusta, Ga.; **WPDF(AM)** Corydon, Ind.; **KBHL(FM)** Lincoln, Neb.; **WCAY(AM)** Cayce, S.C.; **KOBH(AM)** Hot Springs, S.D., and **WWSF(AM)** Loretto, Pa. (see "For the Record," page 106).

APPROVED

■ **KFSM-TV** Fort Smith, Ark.: Sold by Buford Television Inc. to Times Southwest Broadcasting Inc. for \$17.5 million. Seller is owned by Robert Buford (president), Gerald Buford and Geoffrey Buford (brothers). Bufords also own **KLTV(TV)** Tyler and **KTRE-TV** Lufkin, both Texas, and CP for **WBTI(TV)** Cincinnati. Buyer is subsidiary of New York Times Co., publisher of *The New York Times*, other newspapers and magazines. It owns **WREG-TV** Memphis and **WQXR-AM-FM** New York and has purchased, subject to FCC approval, **WHNT-TV** Huntsville, Ala. (see above). Charles Brakefield, vice president, is director of broadcast division. **KFSM-TV** is on channel 5 with 100 kw visual, 12.7 kw aural and antenna 1,260 feet above average terrain. It is only VHF in two-station Fort Smith market (number 162 among Arbitron's ADI's) and is affiliated with NBC.

■ **KNPT-AM-FM** Newport, Ore.: Sold by

**Yaquina Radio Inc.** to **Charmar Broadcasting Inc.** for \$1 million. Seller is owned by Thomas R. Becker, who has no other broadcast interests. Buyer is owned by Charles F. King (30%) and nine others. King is former general sales manager of **KPAM-AM-FM** Portland, Ore. **KNPT** is on 1310 khz with 5 kw day and 1 kw night. **KNPT-FM** is on 102.5 mhz with 100 kw and antenna 890 feet above average terrain.

■ **WINN(AM)** Louisville, Ky.: Sold by Kentucky Central Broadcasting Inc. to What- evers Fair Kentucky Inc. for \$1 million. Seller is wholly owned subsidiary of **Bluegrass Broadcasting Co.**, owned by

**Kentucky Central Life Insurance Co.**, of which Earl Wilson Sr. is chairman. **Bluegrass** also owns **WHOO-AM-FM** Orlando, Fla.; **WVLK-AM-FM** and **WKYT-TV** Lexington, Ky., and **WVOC(FM)** Columbus, Ga. Buyer is owned by John T. Rutledge (75%) and Charles R. Legette (25%), who also own **WQHI(FM)** Jefferson, Ind. (Louisville). **WINN** is on 1240 khz with 1 kw day and 250 w night.

■ Other announced station sales include: **KWBZ(AM)** Englewood, Colo.; **WRIN(AM)** Rensselaer, Ind.; **WGLM(FM)** Canton, Miss., and **WTPM(FM)** Aguadilla, P.R. (see "For the Record," page 106).



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# The Broadcasting Playlist Aug 6

## Contemporary

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

## Playback

**Pendulum swings.** A disco backlash continues to open contemporary airwaves to rock 'n' roll and new wave, the quality of which, programmers agree, has improved considerably since four months ago when half of all new releases were disco. "New wave and disco have both split into true and pop factions," comments Cliff Blake, program director at WFTQ(AM) Worcester, Mass. "Groups like Dire Straits, Blondie and Flash in the Pan are all producing records with greater mass appeal, and we're trying to play more of these than traditional sounds." **Gaining momentum.** Program directors place Sniff 'n' the Tears' *Driver's Seat* (Atlantic) at the top of the pop new wave. "It's good, professional-sounding music," says Rick Donahue, music director at WVIC(AM) Hartford, Conn. "It's kind of an AOR-top-40 cross that sounds great when you're driving in your car." Rick Scott, music director at KYA(AM) San Francisco, predicts "slow gradual growth" for the single, "because people aren't buying new product right now. But it has all the elements of a hit," he continues, "and it sounds great on the radio." *Driver's Seat* entered "Playlist" last week at 48 and bolts this week to 42. **Play it, but don't call it disco.** Leading the pop-disco front is Bonnie Pointer's *Heaven Must Have Sent You* (Motown) which slipped onto "Playlist" last week at 49 and this week bolts to 34. "It's one of the few successful disco crossovers," says Jim Golden, program director at WBSR(AM) Pensacola, Fla., "but we prefer to call it picking up the tempo of the station." And Scott reports: "It's in the top 20 in area singles sales and here, that's a good indication of a hit record."

## Country

Last week	This week	Title	Artist	Label
5	1	Til I Can Make It On My Own	Rogers & West	U.A.
7	2	Devil Went Down To Georgia	Charlie Daniels Band	Epic
2	3	Coca-Cola Cowboy	Mel Tillis	MCA
1	4	You're the Only One	Dolly Parton	RCA
6	5	Pick the Wildwood Flower	Gene Watson	Capitol
9	6	Suspicious	Eddie Rabbitt	Elektra
16	7	Family Tradition	Hank Williams, Jr.	Elektra
12	8	No One Else In the World	Tammy Wynette	Epic
4	9	Shadows In the Moonlight	Anne Murray	Capitol
11	10	Della And The Dealer	Hoyt Axton	Jeremiah
3	11	(Ghost) Riders In the Sky	Johnny Cash	Columbia
8	12	Amanda	Waylon Jennings	RCA
10	13	Save the Last Dance For Me	Emmy Lou Harris	Warner Bros.
18	14	Reunited	Mandrell/Bannon	Epic
-	15	Barstool Mountain	Moe Bandy	Columbia
24	16	I Love How You Love Me	Lynn Anderson	Columbia
13	17	When a Love Ain't Right	Charley McClain	Epic
22	18	Heartbreak Hotel	Nelson/Russell	Columbia
-	19	Liberated Woman	John Wesley Ryles	MCA
21	20	Stay With Me	Dave & Sugar	RCA
-	21	You're My Jamaica	Charlie Pride	MCA
15	22	Play Together Again	Owens/Harris	Warner Bros.
14	23	I Can't Feel You Anymore	Loretta Lynn	MCA
-	24	Don't Let Me Cross Over	Jim Reeves	RCA
-	25	Since I Fell For You	Con Hunley	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.

# Programing

## To ABC or not to ABC: That's the question about Carson

**Dinner meeting with the Rules in Antibes fuels speculation that star might jump NBC ship**

Johnny Carson and speculation about his possible move from NBC-TV to ABC-TV were back in the news last week after he and ABC Inc. President Elton H. Rule held a meeting—"secret" by some accounts, "social" by others—in a resort hotel in the south of France.

*The Star*, a weekly tabloid, reported in its Aug. 7 issue that it's "virtually certain" the *Tonight* show host will make the move after "top-secret negotiations" between him and not only Rule but also ABC Television President Frederick Pierce and ABC Entertainment Vice President Gary Pudney at the luxurious Hotel du Cap at Antibes.

ABC and NBC spokesmen put a different face on the meeting.

An ABC spokesman said it was "purely a social meeting at dinner" between Mr. and Mrs. Carson and Mr. and Mrs. Rule and did not involve Pierce, Pudney or anybody else. Rule and Carson are California neighbors, play tennis together and decided to have dinner together when the Carsons and Rules happened to meet at the Hotel du Cap, according to this account. So far as he knew, the ABC spokesman said, the question of Carson's moving to ABC was not broached. "We are aware of Carson's contract situation, of course," he said.

An NBC spokesman said he was not aware of the dinner but that—contrary to the *Star* story—negotiations between NBC and Carson have not been terminated. He also noted, as NBC has said before, that Carson is under contract to NBC until the spring of 1981. He declined to comment further, saying both NBC and Carson have agreed to say nothing more while negotiations are in progress.

Carson let it be known last spring that he was tired and wanted out of his *Tonight*

contract early, but denied that he had received any "direct" overture from ABC (BROADCASTING, April 23, 30).

The *Star's* story said Carson had telephoned his "closest pals" in Hollywood to tell them about "the secret meetings" in France and had said he expected the contracts to be worked out and signed before October. The *Star* said "it is believed" the contracts will be for three to five years with options and based on "a staggering \$15-million guarantee over the period."

## Public TV plans history of the Jews

**Revson Foundation gives WNET \$1 million for series to play on PBS**

Backed by a \$1 million commitment from the Charles H. Revson Foundation, WNET(TV) New York is planning production for the Public Broadcasting Service of a 13-hour documentary series tracing 4,000 years of Jewish life and its interac-

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tion with world civilization.

The project, tentatively called *Civilization and the Jews*, will have Abba Eban, former Israeli ambassador to the U.S. and the UN, as on-air host, commentator and chief consultant.

Over-all production costs are expected to run \$3.5 million to \$4 million, with the show scheduled for broadcast in spring 1982. According to Eli N. Evans, president of the Revson Foundation and a member of the Carnegie Commission on the Future of Public Broadcasting, the series is "the first of such magnitude attempted by an American public station."

"It will assemble leading creative talent from television, theater, film and the academic world, signaling United States entry into a field which has heretofore been largely dominated by excellent British productions," he said.

Filming is expected to begin next spring, and on locations in the U.S., Israel,

Egypt, Greece, Italy, France, Germany, the Netherlands and England, and aside from appearances by Eban, international authorities and personalities in the arts, literature history, philosophy and religion are said to be participating.

Presented also will be "pivotal moments in the Jewish experience" ranging from statements from the prophets to records of the Dreyfuss trial. Considerable filming is planned in museums and producers also expect to use archives and photo collections as resources.

Executive producer is Marc Siegel, who is said to have been responsible for more than 200 network public affairs programs of Jewish interest.

The \$1 million Revson grant alone is said to support the central creative staff as well as production of three or four of the programs—enough to give the project the green light and guarantee that the staff will remain throughout.

## Monitor

**Open under new management.** Don (Barney Fife) Knotts will become a regular member of cast of ABC-TV's highly successful *Three's Company*. Knotts, best known for his role as bumbling deputy in long-lived *The Andy Griffith Show*, will play Ralph Furley, new manager of apartment buildings sold by Mr. and Mrs. Roper—who have gone on to their own series.

**Green thumb.** One viewer in Watkins Glen, N.Y., wrote: "My husband and I think you are great and wish you had an hour program." She was addressing Joe Carcione, whose 58-second to 75-second "Greengrocer" spots on KGO-TV San Francisco's news have made him minic celebrity there and in 40 other markets where spots are syndicated. Shows feature comments on fresh fruits and vegetables. Stations carrying spots include: KNXT(TV) Los Angeles, WPVI-TV Philadelphia, WJKW-TV Cleveland and WBAL-TV Baltimore.

**Hard ball.** Fuji Telecasting Tokyo, has signed multiyear contract calling for presentation of NBC Sports TV coverage of American major league baseball. Package includes *NBC Game-of-the-Week* series, 1980 World Series and 1981 All-Star game and championship play-offs.

**Pounds across the seas.** Thames Television International, export arm for London area commercial station, has announced record international sales of 5.09 million pounds (\$11.7 million) for year, 37% increase from previous financial year. Australia still accounts for largest volume of sales, but Thames is pleased with progress made in all-important American market. Recent American purchases include the legal series, *Rumpole of the Bailey*, to PBS and *Edward and Mrs. Simpson* an ad hoc network set up by Mobil Oil. Thames has increased international sales 12-fold since 1972.

**New York deal.** *The Baxters*, weekly half-hour from TAT Communications and BBI Communications combining syndicated fare with local audience participation, has been cleared for fall in New York: WPIX(TV), 10 p.m. Sundays. Station count's now said to be at 48, representing more than 50% nationwide clearance.

**Kissinger interview.** Former Secretary of State Henry Kissinger, now under contract to NBC, will be interviewed by David Frost in NBC News hour special Thursday, Oct. 11, 10 p.m. NYT. Interview coincides with publication of Kissinger memoirs, "White House Years," covering 1969-72. Program will be fully sponsored by 3 M, through BBDO International.

**Back to school.** U.S. and Canadian school children this fall will see new video series, *ThinkAbout*, which will be carried on more than 200 public TV stations. Designed to improve reasoning and academic skills of fifth and sixth graders, series of 60 15-minute programs was organized by Agency for Instructional Television and produced at cost of \$4.6 million, with \$1.4 million coming from Corporation for Public Broadcasting.

**Spanish agent.** Now representing T.A.T./Tandem as exclusive distributor of series and specials in Spanish-speaking countries of South and Central America and Caribbean is Telepictures Corp. When needed, local comedy writers will be hired to assist in dubbing and adaptation.



## ABC-TV back on top

It happens in week in which repeats take 15 first places in Nielsen prime-time ratings

ABC-TV returned to first place in the prime-time ratings for the week ended July 29, nosing past CBS-TV, which had led in four of the previous seven weeks. The Nielsen averages: ABC 14.9 rating and 30.1 share; CBS 14.6 and 29.5; NBC-TV 12.3 and 24.8.

Repeats took the first 15 places, and ABC captured Tuesday, Wednesday, Thursday and Saturday nights while CBS took the rest.

A half-hour ABC special, *America 2100*, inserted in the Tuesday-night block between repeats of *Happy Days* and *Three's Company*, produced a 19.1 rating and 38 share while a one-hour part one of a two-part *CBS Reports: Blacks in America* was getting an 8.1/16 and a one-hour *Runaways* original on NBC was getting an 11.1/23.

The second part of *Blacks in America*, on Wednesday night, got a 7.2/16 against

reruns of *Eight Is Enough* on ABC (17.9/39) and *Real People* on NBC (13.4/29). Later on Wednesday, after President Carter's appearance on all three networks, *Echoes of the 60's*, an original special on NBC, attracted a 13.1/25 against a repeat of the movie, "French Connection II," on CBS (11.3/23) and repeats of ABC's *Charlie's Angels* (20.4/39) and *Vega\$* (20.6/40).

## New initiative for quality children's block in Australia

In a move to improve children's television, Australia's Broadcasting Tribunal, the regulatory body for commercial broadcasting, has instituted an afternoon slot that must contain three hours weekly of approved children's programs. The programs must be approved by a program committee, which has already rejected nine of the first 22 programs submitted. Among the rejections was an American show, *Muggsy*, which the committee said had "elements of violence which were not meaningful"

and failed to address the 6 to 13 age group. Other American programs fared better with the committee. Highly praised was *Henry Winkler Meets Shakespeare*, which was called "extremely impressive as an example of what can be achieved when full adult scale production facilities are given to a children's program." It also approved *Animals, Animals, Animals*, which was said to convey a large amount of information while being highly entertaining.

In trying to find suitable shows, the commercial stations must compete with the Australian Broadcasting Commission, which already buys many of the "quality" children's programs. The ABC, which is not controlled by the broadcasting tribunal, says its standards already exceed the new ones for commercial stations. Most of the ABC imports are from Britain, although *Sesame Street* is shown and an American adaption of a C. J. Lewis story is also being considered.

The new rules will sharply change the look of afternoon television, which now relies largely on reruns of American sitcoms. One Melbourne station was criticized for showing episodes of one show 15 times.

# For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period July 23 through July 27.

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.

School seeks ch. 43; ERP 4.19 kw vis., 419 kw aur., HAAT 45 ft.; ant. height above ground 87 ft. Address: 420 Florence Blvd., Casa Grande. Estimated construction cost \$85,550; first-year operating cost \$2,000; revenue \$8,000. Legal counsel Pinal County Attorney, Casa Grande. Consulting engineer: Courtright Engineering Inc. Principals: Applicant is nonprofit educational institution with no other broadcast interests. Allan Nader is superintendent. Ann. July 26.

■ Joliet, Ill.—Channel 66 of Illinois Inc. seeks ch. 66; ERP: 4020 kw vis., 402 kw aur., HAAT: 1,530 ft.; ant. height above ground 1,550 ft. Address: 711 Fifth Ave., New York 10022. Estimated construction cost \$1,865,760; first-year operating cost \$1,025,000; revenue \$900,000. Legal counsel Pierson, Ball & Dowd, Washington; consulting engineer Steel, Andrus & Associates. Principal: Clint W. Murchison Jr., owner of Dallas Cowboys. Through Subscription TV of America, sub-

siary of his holding company, Corland Corp., acquired control of Pay Television Corp. Another subsidiary, STV station Corp. has applications filed for UHF's in Indianapolis, Atlanta, Joliet, Ill., St. Petersburg, Fla., and Broomfield, Colo.

■ Jacksonville, N.C.—University of North Carolina seeks ch. 19; ERP 1393 kw vis., 266 kw aur., HAAT 982 ft.; ant. height above ground 986 ft. Address: 910 Raleigh Rd., Chapel Hill, N.C. Estimated construction cost \$1,281,000; first-year operating cost \$115,000; revenue \$115,000. Legal Counsel Schwartz, Woods and Miller, Washington; consulting engineer Alan B. MacIntyre. Principals: Applicant is nonprofit institution and licensee of WUNC-TV Chapel Hill; WUND-TV Columbia; WUNE-TV Linville; WUNF-TV Asheville; WUNG-TV Concord; WUNJ-TV Wilmington; WUNK-TV Greenville, and WUNC-TV Winston-Salem, all North Carolina. University is also applicant for CP for translators in Marion, Burnsville,

### New Stations

#### FM applications

■ Hayward, Wis.—Inland Communications Corp. seeks 101.7 mhz, 3 kw, HAAT: 410 ft. Address: 4N609 Knoll Creek Drive, St. Charles, Ill. Estimated construction cost \$28,750; first quarter operating cost \$5,500; revenue \$49,320. Format: MOR/variety. Principal: William Landgraf Jr. (50.1%), Arbadella Landgraf (39.9%) and Indru S. Thawani (10%). William Landgraf is Senior Vice President of Lee King & Partners, a Chicago ad agency, and 50.1% owner of WHSM(AM) Hayward. His wife, Arbadella, owns 39.9% of WHSM. Thawani owns 10% of WHSM and is vice president of Erwin Wasey Advertising Inc., Los Angeles. None have other broadcast interests. Ann. July 19.

#### TV applications

■ Casa Grande, Ariz.—Casa Grande Union High

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## Summary of broadcasting

### FCC tabulations as of June 30

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4519	5	24	4548	81	4629
Commercial FM	3059	2	53	3114	172	3286
Educational FM	959	0	34	993	88	1081
<b>Total Radio</b>	<b>8537</b>	<b>7</b>	<b>111</b>	<b>8655</b>	<b>341</b>	<b>8996</b>
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
<b>Total TV</b>	<b>976</b>	<b>4</b>	<b>20</b>	<b>1000</b>	<b>78</b>	<b>1078</b>
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.

Spruce Pine and Jacksonville, all North Carolina. Ann. July 25.

■ **Spokane, Wash.**—Southwest Television Ltd. seeks ch.22; ERP: 1156 kw vis., 115.6 kw aur., HAAT: 2029 ft.; ant. height above ground 846 ft. Address: 2445 N. Tucson Blvd., Tucson, Ariz. Estimated construction cost \$1,164,119; first-quarter operating cost \$191,025; first-quarter revenue \$150,000. Legal counsel Verner, Liipfert, Bernhard & McPherson, Washington; consulting engineer Kessler Assoc., Gainesville, Fla. Principals: Southwest Television Ltd., which is also applicant for ch.14, Albuquerque, N.M. Eugene Adelsstein (12.6%), Edward B. Berzer (12.66%) and 28 others, none with shares larger than 3%. Adelsstein and Berger and general partners in STL and KZAZ(TV) Nogales, Ariz. All others are limited partners in both enterprises. Ann. July 25.

#### FM actions

■ **Homer, Alaska**—Broadcast Bureau granted Peninsula Communications Inc. 103.5 mhz, 25 kw, HAAT: 1,021 ft. Address: Pioneer Ave. Box 293, Homer 99603. Estimated construction cost \$64,000; first-year operating costs \$120,150; revenue \$126,567. Format: MOR. Principals: David F. Becker and his wife, Eileen (47.5% each) and two others. Beckers also own hotel in Homer. Becker has CP for TV translator to rebroadcast KHYN(TV) Anchorage pending before FCC. (BPH-781214AC). Action July 12.

■ **Ozark, Ark.**—Broadcast Bureau granted Valley Communications Inc. 96.7 mhz, 3 kw, HAAT: 178.3 ft. Address: P.O. Box 168, Springdale, Ark. Estimated construction cost \$4,500; first-year operating cost \$12,000; revenue \$18,000. Format: C&W, standards. Principal: Dewey Johnson is 100% owner of applicant. Valley also owns KXRK(AM) Ozark. Johnson also owns (100%) KRMO(AM)-KKBL(FM) Monett, Mo.; is 50% owner of KSPR(AM)-KCIX(FM) Springdale. (BPH-780911AJ). Action July 12.

■ **Ventura, Calif.**—Broadcast Bureau dismissed Vista Media's application for CP for new FM station on 107.1 mhz (BPH-781020AC). Action July 9.

■ **Hartford, Conn.**—Broadcast Bureau returned as unacceptable for filing Hartford Television Inc.'s application requesting CP for new television broadcast station. Action July 13.

■ **Baxter Springs, Kan.**—Broadcast Bureau granted Cherokee Broadcasting Co. 107.1 mhz, 3 kw, HAAT: 300 ft. Address: Rt. 2 Box 134, Galena, Kan. 66739. Estimated construction cost \$36,375; first quarter operating costs \$11,875; revenue \$72,000. Format: country. Principals: Jay R. Maxton and wife, Norma (50% each). Maxton has been chief engineer at KOAM(AM) Pittsburg, Kan., since 1976. He recently quit same position at KQYX(AM)-KSYN(FM) Joplin, Mo. They have no other broadcast interests. (BPH-781222AF). Action July 9.

■ **Gardner, Mass.**—Broadcast Bureau granted Mount Wachusett Community College 91.7 mhz, 17.3 kw, HAAT: 319 ft. Address: 444 Green St., Gardner 01440. Estimated construction cost \$1,200. Format: variety. Applicant is state community college. (BPED-2689). Action July 13.

■ **Spring Grove, Minn.**—Broadcast Bureau granted

Sun Communications Inc. 98.3 mhz, 3 kw, HAAT: 300 ft. Address: c/o John White, 334 Minnesota St., Mabel, Minn. 55954. Estimated construction cost \$25,574; first-year operating cost \$42,731; revenue \$46,260. Format: variety. Principals: John White and wife, Pamela, who have dairy farming and banking interests, but no other broadcast interests. (BPH-781011AB). Action July 3.

■ **Chadron, Neb.**—Broadcast Bureau granted Big Sky Co. 97.5 mhz, 100 kw, HAAT: 844 ft. P.O. address: 212 Bordeaux Street, Chadron 69337. Estimated construction cost \$72,000; first-year operating cost \$36,000; revenue \$60,000. Format: C&W. Principals: Kermit G. Kath and Donald E. Jones (50% each), owners of KCSR(AM) Chadron and KUSH(AM) Valentine, Neb. Kath also owns KGOS(AM)-KERM(FM) Torrington and 47% of KWOR(AM) Worland, both Wyoming. (BPH10876). Action July 9.

■ **Waynesburg, Pa.**—Broadcast Bureau granted The Waynesburg College CP for new educational FM station on 88.7 mhz; ERP: 18 w (H&V); ant. height: -33 ft. (H&V). (BPED-2710). Action July 3.

■ **Nashville, Tenn.**—Broadcast Bureau returned as unacceptable for filing, Tennessee State University's application for new educational FM station. Action July 9.

■ **Tooele, Utah**—Broadcast Bureau granted Thomas W. Mathis 92.1 mhz, 1.33 kw, HAAT: -737 ft. P.O. address: Star Route, Soda Springs, Idaho 83276. Estimated construction cost \$8,555; revenue \$12,000. Format: adult contemporary. Thomas W. Mathis, also 100% owner of KBRV(AM) Soda Springs, Idaho and KDYL(AM) Tooele (BPH-781124AE). Action July 11.

■ **Schofield, Wis.**—Broadcast Bureau granted D.C. Everest area school district 89.1 mhz, .01 kw, HAAT: 55.6 ft. P.O. address: 6300 Alderson Street, Schofield 54476. Estimated construction cost \$1,715; first-year operating cost \$500.00; revenue not given. Format: informational variety. Principal: School district in state of Wisconsin. (BLH-10789). Action July 9.

## Ownership Changes

#### Applications

■ **KWBZ(AM)** Englewood, Colo. (1150 khz, 5 kw-D)—Seeks transfer of control of Western Broadcasting Corp. from E.L. Cartwright and Sidney H. Wandel (55% before; none after) to Martha Welch (50%) and John C. Mullins (5%). Consideration: \$227,000. Principals: Sellers have no other broadcast interests. Mullins is 45% owner of KWBZ. Welch is housewife. (CP pending for 1 kw-N, DA) Ann. July 27.

■ **KDKO(AM)** Littleton, Colo. (1510 khz, 1 kw-D, 5 kw-N, DA-2)—Seeks assignment of license from Radio Station KDKO Inc. to Sterling Recreation Organization Co. for \$900,000. Seller is principally owned by David M. Segal, who also owns WGVM(AM)-WDMS(FM) Greenville, Miss. Buyer is principally owned by Frederic Danz as individual and as trustee. Danz also owns as individual or through fiduciary

capacity KALE(AM)-K10K(FM) Richland, KBFW(AM) Bellingham and KEDO(AM)-KLYK(FM) Longview, all Washington; KASH(AM) Eugene, Ore., and KSJO(AM) San Jose, Calif. He also owns 22.7% of KZOK-AM-FM Seattle, KSND(FM) Springfield, Ore., and KXRK(AM) San Jose, Ann. July 24.

■ **WRIN(AM)** Rensselaer, Ind. (1560 khz, 1 kw-D)—Seeks transfer of control of Jasper County Broadcasting Corp. from Anthony D. Carlo and his wife, Rosemary (19.04% before; none after) to Thomas F. Jurek (33.33% before; 52.38 after). Consideration: \$36,000. Principals: DiCarlo have no other broadcast interests. Jurek is program director of WRIN. Ann. July 27.

■ **WCBR(AM)-WBZF(FM)** Richmond, Ky. (1110 khz, 250 w-D; FM: 101.7 mhz, 3 kw)—Seeks transfer of control of W.C. B.R. Radio Inc. from J.T. Parker Jr. (50% before; none after) to David L. Humes and Mark A. Cole (25% each). Consideration: \$271,150. Principals: Parker has no other broadcast interests. Humes is engineer and Cole is advertising consultant for WCBR. They also own one-third interest each in applicant for new AM at Pittsburg, Ky. Remaining 50% of licensee is owned by G. W. Robbins. Ann. July 27.

■ **WEBB(AM)** Baltimore (1360 khz, 5 kw-D)—Seeks assignment of license from J.B. Broadcasting of Baltimore Ltd. to Brunson Broadcasting Co. of Maryland Inc. for \$430,000. Seller is Leon Back, receiver, acting under court order, following bankruptcy of J.B. Broadcasting. Buyer is principally owned by Dorothy E. Brunson, who is vice president and corporate general manager of Inner City Broadcasting Corp., licensee of seven radio stations. Ann. July 24.

■ **WRDD(AM)** Bay City, Mich. (1440 khz, 1 kw-D, 500 w-N)—Seeks assignment of license from TriMedia Inc. to Mid-State Broadcasting Corp. for \$625,000 including agreements for consulting and not to compete. Seller is principally owned by Robert G. Liggett Jr., who also has varying degrees of interest in WFMK(FM) East Lansing, Mich.; WBUF(FM) Buffalo, N.Y., and WRRD(AM)-WLWL(FM) Minneapolis-St. Paul. Buyer is owned by Lowell C. Homberger (83%) and Margot E. Behrmann (17%), who were minority owners of KQXE(AM)-KIOG(FM) Mesa, Ariz., which declared bankruptcy in 1978. Ann. July 27.

■ **WVLM(FM)** Canton, Miss. (101.7 mhz, 3 kw)—Seeks assignment of license from Lles Communications Inc. to Donald G. Manuel for \$100,000. Seller is owned by Calvin Fields (49%); Lawrence Manguary and his daughter, Vanita (50%), and Langston Richards Jr. (1%). None has other broadcast interests. Manuel owns WKPG(AM) Port Gibson, Miss., and is applicant for new FM at Lexington, Miss. Ann. July 27.

■ **WHBI(FM)** Newark, N.J. (105.9 mhz, 10 kw)—Seeks assignment of license from Cosmopolitan Broadcasting Corp. to Radio Group Inc. for \$1,750,000. Seller is principally owned by Donald J. Lewis, who also owns minority interest in WRNW(FM) Briarcliff Manor, N.Y. Buyer is owned by Pablo Raul Alacron (60%) and four others. Alacron is principal in two New York companies: Uni-Service Advertising Inc. (advertising) and Latin Recording Sound Studios. He has no other broadcast interests.

■ **KASK(FM)** Las Cruces, N.M. (103.1 mhz, 780 kw)—Seeks transfer of control of KASK Inc. from Logan D. Matthews (51% before; none after) to Gregory R. Dvorak (24% before; 75% after). Consideration: \$250,000. Principals: Matthews has no other broadcast interests. Dvorak is general manager of KASK and 24% owner of applicant for new FM at Alamogordo, N.M. Remaining interest (25%) in KASK is owned by Albert F. Gabalis. Ann. July 27.

■ **WEVD(AM)** New York (1330 khz, 5 kw)—Seeks assignment of license from The Forward Association Inc. to Stuart Epperson and Edward G. Aisinger III for \$1.1 million. Seller publishes *Jewish Daily Forward*, Yiddish-language daily newspaper. It also owns WEVD-FM New York. Buyers also own KFMF-FM San Antonio, Tex., and WEZE(AM) Boston. In addition, Epperson owns WRBS(AM) Chapel Hill, N.C., and WKBA(AM) Vinton (Roanoke), Va., and, with his wife, KDFO(FM) Tulsa, Okla. Aisinger also owns KDAR(FM) Oxnard, Calif. Ann. July 24.

■ **WTPM(FM)** Aguadilla, P.R. (92.9 mhz, 17.5 kw)—Seeks assignment of license from Ricardo Vega to Corporation of Seventh Day Adventists of West of Puerto Rico for \$125,000. Vega has no other broadcast interests. Buyer is nonprofit religious corporation; Victor Diaz Castro is chairman of board of directors. Ann. July 27.

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■ **KLO(AM)** Ogden, Utah (1430 khz, 5 kw)—Seeks transfer of control from KLO Broadcasting Co. to KVOC Inc. for \$687,500 plus \$100,000 for consultancy agreement. Seller is owned by Robert E. Davis, who has no other broadcast interests. Buyer is owned by Harry Bubeck and his wife, Alice, and Fred L. Hildebrand, who also own KVOC(AM) Casper, Wyo. Ann. July 27.

■ **KMER(AM)** Kemmerer, Wyo. (950 khz, 5 kw-D)—Seeks assignment of license from Lincoln Broadcasting Co. to Big Wyoming Broadcasting Corp. for \$190,000 plus \$40,000 for agreement not to compete. Seller is owned by Duveen H. Gunter, who has no other broadcast interests. Buyer is principally owned by Robert W. Campbell and his wife, Maria (65%). He owns 90% of Jackson, Wyo., where his wife is women's program director. Ann. July 24.

#### Actions

■ **WBIA(AM)** Augusta, Ga. (1230 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted transfer of control of WBIA Radio Inc. from J. McCarthy Miller (100% before; none after) to Karl E. Meek and Dennis White Jr. (50% each). Consideration: \$45,000 plus the assumption of \$573,191 in liabilities. Miller also owns 56% of WBB(AM) Macon, Ga., and has cable and MDS interests in Georgia and Florida. Meek owns 49.9% of WGTW(AM) Mount Dora, Fla. White has no other broadcast interests (BTC790509FS). Action July 19.

■ **WPDF(AM)** Corydon, Ind. (1550 khz, 250 w-D)—Broadcast Bureau granted assignment of license from Harrison Radio Inc. to Lifestyles Inc. for \$130,000 plus \$20,000 for consultancy agreement and \$5,625 for broker's fee. Seller is principally owned by Herbert L. Arms and his wife, Mary (85.82% together) who have no other broadcast interests. Buyer is owned by Jon D. Walsh and Dennis Hill (50% each). Hill is operations manager at WMB(AM)-WBMI-FM West Branch, Mich. Walsh, former radio salesman and announcer, owns mobile disco unit in Green Bay, Wis. (BAL790604EO). Action July 18.

■ **WINN(AM)** Louisville, Ky. (1240 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Kentucky Central Broadcasting Inc. to Whatever's Fair Kentucky Inc. for approximately \$1 million. Seller is wholly owned subsidiary of Bluegrass Broadcasting Co., owned by Kentucky Central Life Insurance Co., of which Earl Wilson Sr. is chairman. Bluegrass also owns WHOO-AM-FM Orlando, Fla.; WVLK-AM-FM and WKYT-TV Lexington, Ky., and WVOC(FM) Columbus, Ga. Buyer is owned by John T. Rutledge (75%) and Charles R. Legette (25%), who also own WQHI(FM) Jefferson, Ind. (Louisville) (BAL79051166). Action July 19.

■ **KBHL(FM)** Lincoln, Neb. (95.3 mhz, 36 kw)—Broadcast Bureau granted transfer of control of Sound Experience Broadcasting Co. from all stockholders (100% before; none after). Consideration: \$88,177 (estimated). Principals: Sellers are Lawrence W. King, Linda Lue King (wife), Larry J. Brandt, Richard A. Deaton, Robert C. Kellogg. None has other broadcast interests. Buyers are W. David Holliday (7.25%), Glenn Cox (32.75%), Antonio D. Mantzuranis (7.25%), David Benware (20%) and Marion L. McBryde (32.75%). Holliday is Dallas attorney; Benware is president of Dallas advertising agency and broadcast consulting firm and sound stage; Cox is owner of House of Nutrition, Dallas; McBryde is Dallas CPA, and Mantzuranis owns cafe in Dallas. None has other broadcast interests (BTCH790511GH). Action July 19.

■ **KNPT-AM-FM** Newport, Ore. (AM: 1310 khz, 5 kw-D, 1 kw-N; FM: 102.5 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Yaguina Radio Inc. to Charmar Broadcasting Inc. for \$1 million. Seller is owned by Thomas R. Becker, who has no other broadcast interests. Buyer is principally owned by Charles F. King (30%) and nine others. He is former general sales manager of KPAM-AM-FM Portland, Ore. (BAL790401EB, BALH790501EC). Action July 20.

■ **WCAY(AM)** Cayce, S.C. (620 khz, 500 w-D)—Broadcast Bureau granted assignment of license from Lexington County Broadcasters Inc. to Midland Broadcasting Corp. for \$313,800. Seller is owned by J. Olin Tice, who also owns small interest in WFIF(AM) Milford, Conn., and 40% of WBUG(AM) Ridgeland, S.C. Buyer is owned by Hugh Leatherman (65%), Dale R. Hawkinson (25%) and Tom Turnipseed (10%). All of South Carolina. Leatherman is Florence businessman with interests in motel, concrete block and real estate; Turnipseed is Columbia attorney and state sena-

tor, and Hawkinson is general manager of WCAY. (BAL790524EY). Action July 18.

■ **KOBH(AM)** Hot Springs, S.D. (580 khz, 500 w-D)—Broadcast Bureau granted assignment of license from Ponderosa Broadcast House Inc. to Sorenson Broadcasting Corp. for \$464,938. Seller is owned by Major Short and his wife, Donna, who have no other broadcast interests. Buyer is owned by Dean P. Sorenson and Thomas J. Simmons (50% each), who also own KCCR(AM) Pierre, KNYT(AM) Yankton, KWAT(AM)-KIXX(FM) Watertown, all South Dakota, and KOXY(AM) Grand Rapids, Minn. (BAL790525FI). Action July 18.

■ **WWSF(AM)** Loretto, Pa. (1400 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from St. Francis College of Loretto to Sherlock-Hart Broadcasting Inc. for \$95,000. Seller is college; Christian R. Oravec is president. It has no other broadcast interests. Buyer is owned by Edward J. Horak and Neil F. Rosenbloom. Horak is announcer and music director at WWSW(AM) Pittsburgh. Rosenbloom is chief engineer at WJPA-AM-FM Washington, Pa. (BAL790518HS). Action July 18.

## Facilities Changes

### AM applications

■ **KGOE(AM)** Thousand Oaks, Calif.—Seeks mod. of CP to make changes in nighttime radiation pattern and change SL and RC to: 2524 Townsgate Road, Thousand Oaks. Ann. July 27.

■ **WRNG(AM)** North Atlanta, Ga.—Seeks mod. of CP to make changes in ant. sys.; change TL to: S. of Spalding Dr. at Crooked Creek, 3 mi. NW of Norcross, Ga., and to specify a modified standard pattern for nighttime operation. Ann. July 23.

■ **WIGS(AM)** Gouverneur, N.Y.—Seeks CP to increase HAAT: 223 ft.; relocate WIGS-FM ant.; revise feed sys. and add obstruction lighting. Ann. July 23.

■ **WGIV(AM)** Charlotte, N.C.—Seeks CP to increase day and night powers 2.5 kw, 1 kw; install DA-2; install new trans. Ann. July 30.

■ **KBND(AM)** Bend, Ore.—Seeks CP to increase day and night powers. Change TL approx. 2 mi NE of nearest Bend city limits; change SL and RC to 2600 NE Studio Rd., Bend; make changes in ant. sys. Ann. July 30.

### AM actions

■ **WCTW(AM)** New Castle, Ind.—Granted mod. of CP to increase MEOV's; (BMP-14493). Action July 11.

■ **WHTH(AM)** Heath, Ohio—Granted CP to change freq. to 790 khz; increase power to 0.5 kw; remote control from main studio; conditions (BP-21218). Ann. August 1.

■ **KKYN(AM)** Plainview, Tex.—Granted mod. of CP increasing day power. (BMP780830A1). Action July 6.

### FM applications

■ **KKLV(FM)** Anchorage, Alaska—Seeks CP to make changes in ant. sys.; change TL to: 0.27 mi. NE of intersection of Klatt Rd., and Hilltop Drive, Anchorage; change SL and RC to: 3900 Old Seward Hwy., Anchorage; increase ERP: 2.80 khz (H&V); increase HAAT: 70.9 ft. (H&V) and change TPO. Ann. July 23.

■ **\*KWHS(FM)** West Sacramento, Calif.—Seeks CP to make changes in ant. sys.; change type ant. and change TPO. Ann. July 27.

■ **KINX(FM)** Colorado Springs, Colo.—Seeks CP to make changes in ant. sys.; change TL to: 1.5 mi. N.W. of Colorado Springs; change type ant.; decrease HAAT: -89 ft. (H&V); change TPO and operate trans. by RC from main SL. Ann. July 27.

■ **WNDI-FM** Sullivan, Ind.—Seeks mod. of CP to make changes in ant. sys.; change TL to: 1.3 miles west of Sullivan on ext. of Washington St., Sullivan; change type trans.; change type ant. and change TPO. Ann. July 27.

■ **\*KHKE(FM)** Cedar Falls, Iowa—Seeks CP to make changes in ant. sys.; change SL & RC to: 3rd Floor, Communications Art Center, University of Northern Iowa, Cedar Falls; increase ERP: 10 kw (H&V); increase HAAT: 413 ft. (H&V) and change TPO. Ann. July 27.

■ **\*WMBR(FM)** Cambridge, Mass.—Seeks mod. of CP to make changes in ant. sys.; change type trans. and change TPO. Ann. July 27.

■ **WWSL(FM)** Philadelphia, Miss.—Seeks mod. of CP to make changes in ant. sys.; change type trans.; change type ant.; increase HAAT and change TPO. Ann. July 27.

■ **WIGS-FM** Gouverneur, N.Y.—Seeks CP to increase HAAT: 638 ft. (H&V); change type ant. and change TPO. Ann. July 23.

■ **WDEF-FM** Chattanooga, Tenn.—Seeks CP to make changes in ant. sys.; move ant. 100 ft. to WDEF-TV tower; install new trans.; change type ant.; increase ERP: 100kw (H&V); increase HAAT: 1180 ft. (H&V) and change TPO. Ann. July 27.

■ **WIBZ(FM)** Parkersburg, W.Va.—Seeks CP to make changes in ant. sys.; change type ant. and change TPO. Ann. July 27.

### FM actions

■ **KJYK(FM)** Tucson, Ariz.—Granted CP to change TL to 2401 W. Zinnia Ave., near Tucson; change type ant.; increase ERP: 80 kw (H&V); decrease ant. height, 93 ft. (H&V) change TPO; remote control from main studio, 3438 North Country Club Rd., Tucson (BPH790423AS). Action July 20.

■ **KOWN-FM** Escondido, Calif.—Granted mod. of CP to change TL to crest of Mt. Whitney; decrease ERP 0.125 kw (H&V), increase ant. height 1190 ft. (H&V), change TPO; remote control from main studio, 1523 East Valley Pkwy, Escondido (BMPH790502AB). Action July 19.

■ **\*KSBR(FM)** Mission Viejo, Calif.—Granted mod. of CP to make changes in ant. system and decrease ant. height, 600 ft. (H&V), ERP 0.6 kw (H&V); remote control from main studio, 28000 Marguerite Pkwy, Mission Viejo (BMPED790522AA). Action July 19.

■ **KCOL-FM** Fort Collins, Colo.—Granted CP to install new aux. ant. at main ant. location, to be operated on ERP 17.5 kw (H&V) for aux. purposes only; ant. height 270 ft. (H&V); remote control from main studio, 1612 LaPorte Ave., Fort Collins. (BPH790530AT). Action July 19.

■ **KFMU(FM)** Oak Creek, Colo.—Granted CP to change TL to 5 miles SE of Oak Creek; decrease ERP 0.23 kw (H&V); increase ant. height 1100 ft. (H&V), change TPO; remote control from main studio, Downtown Center, Morris Bldg., Oak Creek (BPH781222AG). Action July 19.

■ **KLXL(FM)** Dubuque, Iowa—Granted mod of CP to change TL to Hwy. No. 35, 2.2 mi. north of Wis.-Ill. state line, near Dubuque; change type trans.; change type ant.; increase ERP: 1.65 kw (H&V); decrease ant. height, 410 ft. (H&V); change TPO; remote control from main studio, No. 1 Dubuque Plaza, Dubuque (BMPH790416AK). Action July 12.

■ **KBUZ(FM)** Arkansas City, Kan.—Granted mod of CP changing main SL to approximately 5 miles from Arkansas City limits on Hwy. 77N, between Arkansas City and Winfield, Kan. (BMLH-790522AD). Action July 16.

■ **WOKH(FM)** Bardstow, Ky.—Granted mod. of CP to change TL to 3000 ft. off Hwy. 245, approx. 1.1 mi. west of Bardstow; make change in ant. system; change type trans.; change type ant.; move FM to AM site; decrease ant. height 160 ft., and change TPO; (BPH780929AH0). Action July 6.

■ **\*WSAE(FM)** Spring Arbor, Mich.—Returned as unacceptable for filing, application for CP to change frequency. Action July 9.

■ **WHBI(FM)** Newark, N.J.—Granted CP to make changes in ant. system; change TL to 350 Fifth Ave., New York; change type trans.; change type ant.; increase ERP, 1.6 kw (H), 1.15 kw (V); increase ant. height 1220 ft. (H&V); change TPO; remote control from main studio, 80 Riverside Dr., New York; conditions (BPH790501AH). Action July 20.

■ **WWHB(FM)** Hampton Bays, N.Y.—Granted mod. of CP to change TL to Pennsylvania Ave., E. of Murray St., near Hampton Bays; change type trans.; make changes in ant. system; change TPO; ERP: 3 kw (H&V); ant. height 240 ft. (H&V) (BMPH79051AG). Action July 19.

■ **WVOS-FM** Liberty, N.Y.—Granted CP to install aux. trans. at main TL, E. Mongaup Rd., 800 ft. E. of intersection with Radcliffe Rd.; install aux. ant., to be operated on ERP 0.85 kw (H&V), ant. height 230 ft. (H&V), change TPO; remote control from main SL, County Rd. No. 175, Liberty (BPH790112AA). Action July 11.

- **\*WSPN(FM) Saratoga Springs, N.Y.**—Granted CP increasing ERP: 250 kw (H&V); ant. height: 98 ft. (H&V); and install new type of trans.: (BPED-790115AE). Action July 3.
- **WKBN-FM Youngstown, Ohio**—Dismissed application for CP for changes to TPO and ERP (BLH-10789). Action July 9.
- **WWWZ(FM) Summerville, S.C.**—Granted mod. of CP to make change in ant. system; change TL to .2 mi. west of Intersection Roads 61 & 165; change type ant.; decrease ERP 1.1 kw (H&V); increase ant. height 460 ft. (H&V); and change TPO: remote control from main studio 0.2 mi. NE of State Rd. No. 61, Summerville (BMPH790202AD). Action July 20.
- **KWJS(FM) Arlington, Tex.**—Granted CP to make changes in ant. system; change TL to 4.2 mi. north by northeast of Alvarado, Burleson, Tex.; change trans.; change type ant.; decrease ant. height, 760 ft. (H&V); ERP 100 kw (H&V); change TPO: remote control from main SL, 2216 South Cooper St., Arlington (BPH790423AQ). Action July 20.

■ **KHOC(FM) Levelland, Tex.**—Granted mod. of CP to change TL and studio to 1/2 mi. west of Houston St., mi. south of West 13th St., Levelland, change type trans. and change TPO (BMPH790308AM). Action July 11.

■ **KLSN(FM) Brownwood, Tex.**—Granted mod. of CP to change type trans.; make changes in ant. system; change ERP 74 kw (H); change ant. height 205 ft. (H); change TPO: remote control from main SL at 2408 Coggin Ave., Brownwood (BMPH790531AH). Action July 16.

#### TV applications

- **\*KTOO-TV Juneau, Alaska**—Request authority to operate trans. by remote control from new SL, 224 Fourth Street, Juneau. Ann. July 27.
- **\*WFSU-TV Tallahassee, Fla.**—Seeks CP to change type ant.; and change HAAT to 777 ft. Ann. July 27.
- **WGNO-TV New Orleans, La.**—Seeks CP to change ERP to vis. 2723kw(M), aur. 272.3kw(M); change TL to Paris Rd. and Bayou Bienvenue, New Orleans; change type ant.; and HAAT: 1015 ft. Ann. July 23.
- **\*KCPT(TV) Kansas City, Mo.**—Request authority to change SL and remote control point to 125 East 31st Street, Kansas City. Ann. July 27.
- **\*Minot, N.D.**—Request authority to operate trans. by remote control, U.S. Hwy. No. 83 Minot. Ann. July 27.
- **WEAO(TV) Akron, Ohio**—Seeks CP to change ERP to vis. 1,355.2kw, aur. 135.5kw; change TL to Dreisbach Dr., Akron; type ant.; and HAAT: 902.6 ft. Ann. July 26.
- **KTPS(TV) Tacoma, Wash.**—Seeks CP to change freq. from ch 62 to non-reserved ch 20; and continue to operate station on noncommercial basis; change ERP to vis. 1000kw, aur. 150kw; change TL to 5544 N. 35th St., Tacoma; type ant.; and HAAT: 760 ft. Ann. July 25.

### In Contest

#### Procedural Rulings

- **Birmingham, Ala. (Alabama Citizens for Responsible Public Television Inc. and Alabama Educational Television Commission) TV Proceeding:** (Docs. 20675-6)—In response to motion to clarify issues and intervenors' participation in hearing filed by Montgomery Citizens Advisory Committee and Citizens Communications Center, ruled that (1) aduction of evidence under standard comparative issues with respect to alleged employment and programing discrimination by Alabama Educational will not be permitted; and (2) evidence concerning Alabama Educational's relationship with its citizens advisory groups will be permitted. Ann. July 26.
- **WHIY(AM) Moulton, Ala. and Aberdeen, Miss. (Moulton Broadcasting Co. Inc. and Mississippi Broadcasting Co.) AM proceeding:** (Docs. 78-287, 78-289)—Granted joint request by applicants, approved agreement and authorized payment in amount of \$6,000 by Moulton to Mississippi, and dismissed with prejudice Mississippi's application. Ann. July 26.
- **KMJ-TV Fresno, Calif. (McClatchy Newspapers and San Joaquin Communications Corp.) TV pro-**

**ceeding:** Docs. 21274-6)—By two separate actions, granted petition by McClatchy and amended its applications to report on June 4, 1979, C. K. McClatchy, Verne B. Bonette, and James P. Smith, officers of McClatchy, were elected to various positions with Nor Cal Cablevision Inc., 60% owned by McClatchy; granted petition by San Joaquin and amended application to report that Octavia Diener acquired 35,357.5 shares of common stock of San Joaquin. Ann. July 27.

■ **WXLN-FM Willimantic and KDND(AM) Windsor, both Connecticut (X.L.S. Broadcasting Corp. and KND Corp.) Renewal Proceeding:** (BC Docs. 79-102-03)—Granted motion by applicants and stayed all procedural dates until November 16, to be reset after that date if application for relief by distress sale has not been filed by that time. Ann. July 26.

■ **WIGO-AM Atlanta, Ga. (Wigo Inc.) Revocation proceeding:** (BC Doc. 78-53)—Granted motion by Wigo and extended to August 8 time to file consolidated briefs and exception to initial decision (FCC 79D-21). Ann. July 26.

■ **WHAU-AM-FM Haverhill, Mass. (WHAU Broadcasting Co.) Renewal Proceeding:** (BC Doc. 79-172)—Designated ALJ James K. Cullen Jr. as presiding judge; scheduled prehearing conference for September 12 at 9 a.m. in Washington and hearing for October 23 at 1 a.m. in or near Haverhill. Ann. July 26.

■ **WJLB(AM)-WMZK-FM Detroit, Mich. (Booth American Co.) Revocation proceeding:** (BC Doc. 79-173)—Designated ALJ Thomas B. Fitzpatrick as presiding judge; scheduled prehearing conference for September 5 at 9 a.m. and hearing for October 16 at 10 a.m. in or near Detroit. Ann. July 27.

■ **KODE-TV Joplin, Mo. and Pittsburg, Kan. (Gilmore Broadcasting Corp.) Renewal proceeding:** (BC Docs. 78-81-83)—ALJ John H. Conlin granted petition by Gilmore and amended its application to indicate that on May 15, 1979, Western Ohio Cablevision Inc., wholly-owned subsidiary of Gilmore, acquired cable systems serving communities in Williams, Van Wert, Paulding and Mercer Counties, all Ohio. Ann. July 27.

■ **St. Louis (Alexander A. Columbo) Revocation Proceeding:** (Doc. 79-156)—Rescheduled prehearing conference and hearing from August 21 to September 11 in or near St. Louis, exact time and location to be announced later. Ann. July 26.

■ **KRZE(AM)-KRAZ(FM) Farmington, N.M. (E. Boyd Whitney) Renewal Proceeding:** (Docs. 21519-20)—Granted motion by Whitney and extended to August 17 time to respond to exceptions to initial decision, FCC 79D-20, released June 5. Ann. July 26.

■ **WNYC(AM) New York, N.Y. and WCCO(AM) Minneapolis. (City of New York Municipal Broadcasting System and Midwest Radio-Television Inc.) TV Proceeding:** (Docs. 11227, 17588, 19403)—Granted motion by Broadcast Bureau and extended through October 23 time to file replies to supplemental initial decision, FCC 78D-36, released June 29. Ann. July 26.

■ **WOR-TV New York (RKO General Inc. and Multi-State Communications Inc.; WNAC-TV Boston, RKO General Inc.; KHJ-TV Los Angeles, RKO General Inc. and Fidelity Television Inc.) TV Proceeding:** (Docs. 19991-2, 18759-61, 16679-80)—By three separate actions, accepted petitions by RKO and amended its applications to reflect its announced intention to form RKO Radio Network as network organization to supply radio programs, commercial messages and other material to AM and FM stations which enter into affiliation arrangements. Ann. July 27.

■ **Columbus, Ohio (Commercial Radio Institute Inc. and Christian Voice of Central Ohio) TV Proceeding:** (BC Docs. 78-395-96)—By two separate actions, granted petition by Commercial and amended its application, solely for Rule 1.65 purposes, to reflect declared purpose of present licensee of station WBFF-TV, Baltimore, of which petitioner is 39.2% stockholder, to sell operating assets of station to North American Broadcasting Co.; granted petition by Christian and amended application to reflect new general public survey. Ann. July 27.

### Allocations

#### Actions

- **Dillingham, Alaska**—Broadcast Bureau, in response to petition by City of Dillingham, assigned VHF television ch. 10 to Dillingham as first television assignment

(BC Docket No. 79-74, RM-3148). Ann. July 24.

■ **Riverside and Santa Ana, Calif.**—Broadcast Bureau, in response to petitions by Bethel Broadcasting Inc. and Asian American Telecasters, proposed assigning UHF ch. 62 either to Riverside for noncommercial educational use, or to Santa Ana for commercial use. Riverside is currently assigned ch. 46 Guasti, Calif.; Santa Ana is assigned ch. 40 and ch. \*50 Fontana and Hunting Beach, Calif. Comments are due September 16, replies October 6. (by Notice of Proposed Rulemaking) (BC Docket No. 79-176, RM-3171, RM-3387). Ann. July 23.

■ **Tahoe City, Calif.**—Broadcast Bureau, in response to petition by Robert L. Fox, Ira E. Laufer and David A. Loe, proposed assigning 96.5 mhz to Lake Tahoe, Calif. as first FM assignment. Lovelock, Nev. would be precluded by proposed assignment and petitioners are requested to state whether alternate channel is available for assignment there. Comments are due September 21, replies October 11 (Action July 23) (by Notice of Proposed Rulemaking) (BC Docket No. 79-181, RM-3190). Ann. July 26.

■ **Thomason, Ga.**—Broadcast Bureau, in response to petition by Sunbelt Communications Inc., proposed assigning 95.3 mhz to Thomason as its first FM assignment; comments due September 16, replies October 6 (by Notice of Proposed Rulemaking) (BC Docket No. 79-177, RM-3370). Ann. July 24.

■ **Metropolis, Ill.**—Broadcast Bureau, in response to petition by Owensboro On The Air Inc., assigned 98.3 mhz to Metropolis as first FM assignment. (BC Docket No. 78-182, RM-3084). Ann. July 24.

■ **Beloit, Kan.**—Broadcast Bureau, in response to petition by Robert D. Zellmer, assigned 105.5 mhz to Beloit as first FM assignment. (BC Docket No. 79-69, RM-3257). Ann. July 24.

■ **Scottville, Mich.**—Broadcast Bureau, in response to two petitions by Eldon Stielstra and Eugene A. Barre, assigned 95.9 mhz to Scottville as its first FM assignment. (BC Docket No. 78-384, RM-3187, RM-3201). Ann. July 24.

■ **Hadley, N.Y.**—Broadcast Bureau, in response to a petition by the Adirondack Broadcasters Association, assigned 93.5 mhz to Hadley as its first FM assignment, effective August 31. (BC Docket No. 78-378, RM-3189). Ann. July 23.

■ **Tupper Lake, Saranac Lake and Lake Placid, N.Y., and South Burlington, Vt.**—Broadcast Bureau, in response to petition by DeHart Broadcasting Corp. and comments by various parties, deleted 95.3 mhz from Saranac Lake and assigned it to South Burlington as its first FM assignment; assigned 101.7 mhz to Saranac Lake; assigned 105.5 mhz to Lake Placid as its first FM assignment, and assigned 102.3 mhz to Tupper Lake as its first FM assignment. (BC Docket No. 78-257, RM-2079, RM-3122, RM-3212). Ann. July 24.

■ **Athens and New Boston, Ohio and Greenup and Vanceburg, Ky.**—Broadcast Bureau, in response to separate petitions by New Boston Broadcasting Corp., licensee of WIOI(AM) New Boston and Greenup Broadcasting Inc., proposed assigning 105.5 mhz to Greenup and 104.9 mhz to New Boston as first FM assignments. To accomplish this, it also proposed deleting 105.5 mhz from Athens, Ohio, deleting 104.9 mhz from Vanceburg, Ky., assigning 100.1 mhz to Vanceburg in lieu of 104.9 mhz and assigning 95.9 mhz to Athens, Ohio in lieu of 105.5 mhz. It also ordered WATH, Inc. to show cause why the license of station WXTQ should not be modified to specify operation on 95.9 mhz in lieu of 105.5 mhz. Comments are due September 18, replies October 8 (Action July 20) (by Notice of Proposed Rulemaking and Order to Show Cause) (BC Docket No. 79-180) (RM-3133, RM-3159). Ann. July 26.

■ **Tullahoma, Tenn.**—Broadcast Bureau, in response to petition by Quin/Abi Broadcasting Inc., proposed assigning UHF television ch. 64 to Tullahoma as its first television assignment; comments due September 16, replies October 6 (by Notice of Proposed Rulemaking) (BC Docket No. 79-179, RM-3335). Ann. July 24.

■ **Granbury, Tex.**—Broadcast Bureau, in response to petition by Heritage Broadcasting Co., proposed assigning 106.7 mhz to Granbury as its first FM assignment; comments due September 16, replies October 6 (by Notice of Proposed Rulemaking) (BC Docket No. 79-178, RM-3160). Ann. July 24.

■ **Rio Grande City and Roma-Los Saenz, Tex.**—Broadcast Bureau proposed assigning 97.7 mhz to Roma-Los Saenz as second FM assignment. (On November 7, 1978, FCC proposed assigning 104.9 mhz to Roma-Los Saenz, contingent on approval by Mex-

ican government. However, Mexican government informed FCC that assignment of 104.9 mhz would conflict with its proposed use of same channel to San Rafael de las Tortillas). Comments due September 16; replies October 6. (by Further Notice of Proposed Rulemaking) (BC Docket No. 78-368, RM-3155). Ann. July 24.

■ Vancouver, Wash.—Broadcast Bureau, in response to petition by KLRK Broadcasting Corp. requesting removal of educational reservation from unoccupied and unapplied for television ch. \*14 Vancouver proposed assigning ch. 49 to Vancouver as second television assignment; comments due September 15, replies October 5 (by Notice of Proposed Rulemaking) (BC Docket No. 79-175, RM-3359). Ann. July 23.

## Rulemakings

### Petitions

■ Washington, D.C.—The National Association of Business and Educational Radio, Inc. request for order for release of additional channel pairs from reserve pool in 800 mhz band. (RM-3403). Ann. July 23.

■ The National Association for the Advancement of Colored People request amendment of multiple ownership rules to proscribe common ownership, operation, or control of more than one AM or FM broadcast station in market and to require divestiture of existing AM-FM combination. (RM-3401). Ann. July 23.

■ National Producers' Corp. request to adopt rule requiring all commercial television outlets to maintain and/or control access to their own satellite ground stations. (RM-3402). Ann. July 23.

## Translators

### Applications

■ Hatch, Garfield, Radium Springs and Leasburg, N.M.—Regents of New Mexico State University seeks CP for new UHF translator on ch. 65 (TPO: 100 w,

HAAT: 45 ft.) to rebroadcast directly to KRWG-TV Las Cruces, N.M. Ann. July 26.

■ Hillsboro, N.M.—Regents of New Mexico seeks CP for new VHF translator on ch. 7 (TPO: 10 w, HAAT: 8 ft.) to rebroadcast directly KRWG-TV Las Cruces, N.M. Ann. July 26.

■ Ramah, N.M.—Ramah Navajo School Board Inc. seeks CP for new VHF translator on ch. 2 (TPO: 1 w, HAAT: 10 ft.) to rebroadcast directly KNME-TV Albuquerque, N.M. Ann. July 26.

### Actions

■ K13PW Estes Park, Colo.—Broadcast Bureau granted CP for new VHF TV translator station on ch. 13 to rebroadcast signal of KRMA-TV Denver (BPT-TV-6031). Action May 10.

■ W67AP Iron Mountain, Mich.—Broadcast Bureau granted U.P. T-V Systems Inc. CP for new TV translator station on ch. 67 to rebroadcast signal of WAEO-TV Rhineland, Wis. (BPTT-3548). Action May 11.

■ Maggie Valley and Soco Valley, both North Carolina—Broadcast Bureau granted Wometco Skyway Broadcasting Co. CP for new VHF TV translator on channel 6. Wometco Skyway is licensee of WLOS-TV Asheville, N.C. Ann. July 6.

## Other

■ WGNU-FM Granite City, Ill.—Double Broadcasting Co. Inc. has appealed FCC's June 22 action denying application for assignment of call letters KWK-FM to recently acquired station WGNU-FM Granite City. Appeal was filed with U.S. Court of Appeals for District of Columbia Circuit. Ann. July 24.

## Cable

■ Cable system operators have filed following service registrations:

■ Teleprompter Communications for Jacksonville, Fla. (FL0461) new system.

■ Cablevision Systems Long Island Corp. for New Hyde Park and Sea Cliff, both New York (NY0790, 1) new system.

■ Ultracom of Montgomery County Inc. for Horsham and Hauboro, both Pennsylvania (PA1791, 2) new system.

■ Whitmore Richard for Amesville and Athens, both Ohio (OH0678, 9) new system.

■ Gurdoncable TV for Gurdon, Ark. (AR0168) new system.

■ Teleprompter of Leesville Inc. for Baker, La. (LA0160) new system.

■ Teleprompter Corp. for Bandon, Ore. (OR0222) new system.

■ Teleprompter Southeast Inc. for Bellair Beach, Bellair Bluffs, Bellair Shores, Indian Rocks Beach, Indian Shores, Seminole, St. Petersburg, St. Petersburg Beach, Gulfport, South Pasadena, Treasure Island, Lakeland, Polk, New Smyrna Beach, Edgewater, Volusia, Hillsborough, Holly Hill, and Volusia, all Florida (FL0049, 6, 271, 044, 168, 048, 196, 234, 209, 211, 132, 244, 045, 125, 118, 020, 198, 215, 6) add signal.

■ Clearview TV Cable of Enumclaw Inc. for Algona, Auburn, Pacific, and Kent, all Washington (WA0043, 96, 61, 104) add signal.

■ First East Virginia Cablevision for Moorefield, W. Va. (WV0002) add signal.

■ Lakeside Cable TV of Fond Du Lac Inc. for Friendship, Wis. (WI0195) new system.

■ Cablevision Inc. for Hart, Mich. (MI0213) add signal.

■ Tel-Media Company of Adail Inc., for Unity, Ohio (OH0594) new system.

■ Douglas Television Company Inc. for Gila, Ariz. (AZ0081) add signal.

■ Vilas Cable Inc. for Lincoln, Wis. (WI0133) new system.

■ Community CATV Corp. for Colby Kan. (KS0020) add signal.

■ Ohio Video Cable Services Inc. for Sunbury, and

Galena, both Ohio (OH0671, 2) new system.

■ Palmetto Cable TV Inc. for Fort Mill, S.C. (SC0020) new system.

■ United Video Cablevision Inc. for Addyston, Delhi, Cleves, North Bend, and Miami, all Ohio (OH0673, 4, 5, 6, 7) new system.

■ Southern Illinois Cable TV Inc. for El Dorado, Ill. (IL0192) add signal.

■ MBS Cable TV Inc. for Malvern, Ohio (OH0326) add signal.

## Call Letters

### Applications

Call	Sought by
<b>New AM's</b>	
WDTB	Diamond Broadcasters Inc., Dimondale, Mich.
<b>New FM's</b>	
KGSG	H-Z Corp., Glasgow, Mont.
*KGLH	Washoe County School District, Gerlach, Nev.
*KNGX	Claremore College, Claremore, Okla.
*KOCC	Oklahoma Christian College, Oklahoma, City, Okla.
*WCSK	Kingsport City Schools Bd. of Education, Kingsport, Tenn.
<b>New TV's</b>	
WAWS-TV	Crown Broadcasting Inc., Jacksonville, Fla.
WCTJ-TV	Christian Television of Jacksonville Inc., Jacksonville, Fla.
KADN	Charles Chatelain, Lafayette, La.
WOOW	Liberty Television Inc., Eau Claire, Wis.
<b>Existing AM's</b>	
WQIS	WNSL Laurel, Miss.
KXKS	KKJY Albuquerque, N.M.
WHNI	WQWX Mebane, N.C.
WKXQ	WFRC Reidsville N.C.
KLAT	KODA Houston, Tex.
<b>Existing FM's</b>	
WAYU	WCOU-FM Lewiston, Me.
WKQV	WDVL Vineland, N.J.
WOR-FM	WXLO New York
WPNT	KDKA-FM Pittsburgh
KDRK	KXXR-FM Spokane, Wash.
<b>Existing TV's</b>	
WOFL	WSWB-TV Orlando, Fla.
KMCC	KFWD-TV Clovis, N.M.
WHNS	WANC-TV Asheville, N.C.
<b>Grants</b>	
Call	Assigned to
<b>New AM's</b>	
KURM	KERM Inc. Rogers, Ark.
<b>New FM's</b>	
*KUBO	Central Coast Counties Development Corp., Chualar, Calif.
*WMUC-FM	University of Maryland, College Park, Md.
KCMI	Christian Media Inc., Terrytown, Neb.
*WBEK	Bd. of Ed. of the Township of Cherry Hill, Cherry Hill, N.J.
<b>Existing AM's</b>	
KOKY	KLAZ Little Rock, Ark.
KDQQ	KUFF Albuquerque, N.M.
WCAR	WIID Garden City, Mich.
KYOO	KBLR Bolivat, Mo.
<b>Existing FM's</b>	
KTKT-FM	KCEE-FM Tucson, Ariz.
KGGI	KBBL Riverside, Calif.
WDAO	WLAD-FM Danbury, Conn.
WEZV	WCMX Fort Wayne, Ind.
WIKI	WVCM Carrollton, Ky.
KYOO-FM	KBLR-FM Bolivat, Mo.
KKLR	KCFX Edmond, Okla.
WMVQ	WCSS-FM Amsterdam, N.Y.
WKWQ-FM	WBLR-FM Batesburg, S.C.
WHLP-FM	WIKI Centerville, Tenn.
<b>Existing TV's</b>	
WWHT	WTVG Newark, N.J.

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# Classified Advertising

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

## RADIO

### HELP WANTED MANAGEMENT

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

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

**General Manager.** New York State medium market AM/FM. Experienced in all phases. Strong sales and leadership background. EOE. Write Box G-151.

**Sales Manager needed** for top-rated station in thriving market near San Francisco. Successful applicant must have unique mixture of drive, intelligence and ambition. Very strong sales team, excellent staff, and attractive compensation package with fringes awaits right person. Resume to Gordon Zlot, KZST, Box 2755, Santa Rosa, CA 95405. Equal Opportunity Employer, M/F.

**A Goal-Achieving experienced sales manager** needed for 5,000 watt AM full-time in competitive New York State middle market. Person will train, motivate, supervise staff plus carry number one list. Group operation. Excellent salary, bonus arrangement, benefits! Resume and sales history to Box G-198.

**Business Manager**—major market AM-FM station, group owned. Will be responsible for accounting, computerized traffic/billing, work closely with general manager on budget, fiscal planning. Salary commensurate with experience. An Equal Opportunity Employer. Send complete resume in confidence to Box G-203.

**Florida Major Market FM** seeks highly qualified, experienced general sales manager. Great track record, excellent management skills and full experience on national level necessary. Ownership potential with expanding group. E.O.E. Resume, references, and expectations to Box G-219.

**Sales Manager AM/FM.** Need good organizer with Radio sales background to keep our excellent sales department humming. Salary, commission, override, fringes. Small market Indiana. Box G-222.

**Opportunities with growing broadcast group** located in the Sunbelt. Seeking experienced (1) Radio Announcers, (2) Station Managers, Sales Managers, and (3) Sales Persons. Excellent benefits. Please send resume and tape if applicable. Contact Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352. 919-276-2911. E.E.O. Employer.

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

**General Manager** for Pennsylvania A.C. with a great staff. You're now a Sales Manager in a competitive market and you want to be the complete boss. Salary plus percentage of increase—plus. Box H-9.

**Ready to step up?** Here is an excellent opportunity with expanding broadcast group that needs a selling G.M. for new acquisition in highly competitive market. Send resume to Command Broadcast Group, Box 511, Beacon, NY 12508. 914-831-8000. E.O.E.

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

**Assistant Director of Grants Development.** Responsible for assisting the Director in research, coordination, writing and presentation of WHA Radio and Television production projects to potential funding agencies. Major responsibilities include: research and analysis of funding sources; proposal writing; client contact and presentation of selected proposals; monthly newsletter; manage routine administrative detail; manage funding coordination system; department liaison activities; assist in radio citizen support activities, function as Acting Director in absence of the Director. Bachelor's degree required. Master's in business or arts administration preferred; knowledge and experience in public broadcasting and demonstrated proposal writing ability required. Salary: \$14,000. Completed application deadline September 4, 1979. Write for application and details: Ronald C. Bornstein, Director and General Manager, WHA Radio and Television, 821 University Avenue, Madison, WI 53706. An equal opportunity/affirmative action employer.

**Sales Manager:** Small market, 5 salesmen plus copy department. Well running machine. Need solid aggressive motivator. We have the tools... we have the foundation. Help our expanding AM/FM go to higher heights. Contact: Vern Kaspar, 317-659-3338.

**Station Manager:** University of Tulsa seeks radio manager for KWGS-FM a National Public Radio affiliate. Responsibilities include supervision of professional and student staff, program supervision, budget, long range planning and development. Candidate should have prior managerial experience, preferably with an NPR station. Twelve month staff position, salary negotiable. Application deadline: Sept. 10, 1979. Send resume to Phil Burger, KWGS, University of Tulsa, 600 S. College, Tulsa, OK 74104. 918-939-6351, ex. 577. The University of Tulsa has an equal opportunity/affirmative action program for students and employees.

**Aggressive Salesperson** ready to move up to GM/SM needed. Small-market Midwestern Daytimer, 20,000+ salary, and gross on total sales. Equal Opportunity Employer. Call Doug Jennings 402-364-2165.

**Sales Manager** Jennings trained small market Northeast. Station grossing \$200,000 for past 3 years. If you can double it I will pay you \$40,000. Send resume to Box H-37.

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

**AM/FM Station Manager** PA/NY border. 5 years sales with 2 years successful sales manager position. Equity, VP & GM possibilities. Bob Klose, 607-565-9411, Box 188, Waverly, NY 14892.

### HELP WANTED SALES

**We are looking** for an enthusiastic and experienced radio salesperson—a qualified professional with comprehensive knowledge of industry research techniques and their proper applications. Please forward a complete resume including your reasons for leaving and your current monthly billings. We offer better-than-industry-average income, excellent incentives, and fringe benefits. Send all replies to Wynn Alby, Vice President, Columbia Pictures Radio, Suite 410, 2112-11th Avenue, South, Birmingham, AL 35205. We are an equal opportunity employer.

**Growing Radio Group** with new acquisitions has avails for Sales People with management potential. Already have 4 station managers advanced from sales departments. You set earnings goal. RAB/Welsh training. Box 1423, Sioux Falls, SD 57105. Equal Opportunity Employer.

**Now staffing new radio station** in Anamosa, Iowa. All positions. Call Mark or Dick at 608-935-2302. E.O.E.

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

**2 Positions:** Sales Manager and Sales person N.W. fulltime, high power AM & FM. Medium size multiple station market. ARB sweeps show 90% weekly come. Sales Manager: Salary plus percentage of gross. Sales Person: Existing account list over \$10,000/mo., draw against 20% commission on collection. Experienced people only. EOE. Send resume to Box G-146.

**Laredo, Texas.** Gateway to Mexico, has immediate opening for experienced Sales Person who seeks opportunity, not security. Right person will be making \$25,000 plus within year. Must be able to write and produce good commercials. Advancement opportunities unlimited. Send resume and tape to Thomas Mitchell, KOYE FM, Box 1731, Laredo, TX 78041.

**Sales Pro** for Chicago Metro FM. Very high commission against draw. \$25,000 first year potential. Roger Kaplan, WEFA, 4 South Genesee, Waukegan, IL 60085. Equal Opportunity Employer.

**Opportunities with growing broadcast group** located in the Sunbelt. Seeking experienced (1) Radio Announcers, (2) Station Managers, Sales Managers, and (3) Sales Persons. Excellent benefits. Please send resume and tape if applicable. Contact: Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352. 919-276-2911. E.E.O. Employer.

**WVIS-FM Disco 106** needs experienced salespeople excellent commissions. Resume to Box 487, Frederickstad, St. Croix 00840.

**Rhode Island's fastest growing station** has opening for experienced sales person who wants to live, work and make money in beautiful Newport, Rhode Island. For interview call Ron Hickman, WOTB-FM 401-846-6900.

**Sales Manager,** community oriented and active community participating, RAB/Welsh either/or trained, trained, who can sell and will, who can recruit, teach, 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.

**Start Sept. 4** Adult Contemporary AM-FM 20% commission. Resume to WRKT, PO Box 3845, Cocoa, FL 32922.

**Building new sales team.** Expanding broadcast group offers great opportunity to grow in a highly competitive top 100 market. Let's talk. Send resume to Command Broadcast Group, Box 511, Beacon, NY 12508. 914-831-8000. E.O.E.

**Major Market O+O:** FM station needs an aggressive, self-starter to join our established retail sales staff. If you have a good track record for developing new business, we would like to talk to you. You will be thoroughly trained and can earn \$25-\$35,000 in commissions your first year. EOE/M/F/VET/HC. Send your complete resume to Box H-17.

**Opportunity for aggressive sales person** in radio broadcast sales. Station is contemporary, located in excellent medium midwest market. E.O.E. Send resume to WCIT Radio, PO Box 940, Lima, OH 45802 Attention Robert F. Rice.

**Opportunity for aggressive sales person** in excellent midwest medium market. Beautiful Music FM. E.O.E. Send resume to WLSR Radio, Box 940, Lima, OH 45802.

**Fort Lauderdale, Florida:** 100,000 watt contemporary music station is seeking an experienced salesperson. You must possess a proven sales record, have an outgoing personality and a desire to work hard for high income. Contact William F. Sherry, WSDO, BOX 5333, Ft. Lauderdale, FL 33310. 305-485-4111. E.O.E.



## HELP WANTED SALES CONTINUED

**Excellent first sales opportunity.** Top rated local facility. Broadcast education or experience a must. Send full details to: Box H-36.

## HELP WANTED ANNOUNCERS

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

**Announcer, with good production skills** for well respected Central Virginia Modern Country music station. Some sales a possibility. EOE. Send tape, resume, salary requirements to WPED, Box 8, Crozet, VA 22932.

**Phila. suburban, full-time 5kw AM** seeks strong announcer. Requires experienced person who can program MOR adult music. Good salary and benefits. Resumes and tapes to WCOJ, Coatesville, PA 19320. An affirmative action/EOE.

**10 KW MOR AM/ 100 kw beautiful music FM** in eastern North Carolina needs a person for the 7 pm to 1 am shift. First class radio telephone operators license is mandatory. Call Reeves Fowler between 9am and 5 pm Mon-Fri 919-758-1070 or send tape and resume to WNCT Radio, Box 7167, Greenville, NC 27834. Equal Opportunity Employer.

**One of Northern California's top beautiful music stations** needs a morning announcer. Good voice, good production. Send resume and tape to Charles Hancock, KZST, Box 2755, Santa Rosa, CA 95405. EOE, M/F.

**Now staffing new radio station** in Anamosa, Iowa. All positions. Call Mark or Dick at 608-935-2302. E.O.E.

**Needed Now!** Creative, mature morning person for adult contemporary Northwest Ohio leader. Need someone that can localize. Good working conditions with full company benefits. Extra \$ for PBP. Send T&R's to Joe Gallagher, PD, WFIN, 101 West Sandusky Street, Findlay, 45840. EOE.

**If you're a good communicator,** at home in the production studio, and have a desire to do some exciting on-air work, then you could be the person to fill a rare opening at a large small market operation in the Upper Midwest. We're looking for someone with at least a year's experience in production and on air work for a new concept in nighttime radio. If you're an energetic person looking for creative recognition, rush resume to Box G-223.

**Applications now being taken** for News Director, minimum 3 years experience; computer type operator able to write copy and do good commercial production; account executive with some experience in advertising or radio time sales. Send resume to Gulfstream Broadcasting Company, PO Box 277, Ft. Pierce, FL 33450. EOE. Minorities encouraged to apply.

**Adult contemporary needs 7 to midnite air talent** and news reporter/anchor for recently expanded operation. Excellent salary, benefits. Available in about one month. Box G-205.

**Non-commercial religious station** needs experienced announcer with background in religious radio. News writing required. EOE. If qualified, send resume and tape to WIBI, PO Box 126, Carlinville, IL 62626.

**Patten Communications** is expanding its radio properties and is on the lookout for sharp people in the following areas: AOR/Top 40 disc jockeys, production, news in some very good markets in the country. Patten is also looking for sales people looking for future management opportunities. Excellent company—with an employee stock program and other fine benefits. Contact: Carl Como, PO Box 3470, Madison, WI 53704 c/o 92 FM. Tapes, resumes, references, NOW please!

**Morning Announcer**—40 hour week. Experienced only. Heavy news/easy listening music. California Central Coast KSMA AM/FM, PO Box 1240, Santa Maria, CA 93456 805-925-2582.

**We are accepting applications** for Announcers & Announcers Sales. Good Position. 314-586-8577 for Mgr.

**Opportunities with growing broadcast group** located in the Sunbelt. Seeking experienced (1) Radio Announcers, (2) Station Managers, Sales Managers, and (3) Sales Persons. Excellent benefits. Please send resume and tape if applicable. Contact: Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352 919-276-2911. E.E.O. Employer.

**Experienced staff announcer** with excellent delivery and production expertise. Midwest 40,000. 24-hour MOR-AM and Beautiful Stereo. An equal opportunity employer. Resume to Box H-10.

**Rhode Island's fastest growing station** has an immediate opening for an operations manager/announcer. Live and work in beautiful Newport, Rhode Island. Exceptional career opportunity. Send tape and resume to Ron Hickman, WOTB-FM, Middletown.

**Your opportunity:** staff announcer, production, news. Full time ABC. Resume, tape, KFRO, Longview, TX 75601. E.O.E.

**I have \$20,000 to \$30,000** for the right Adult Contemporary Morning person in the Davenport, Iowa/Moline-Rock Island, Illinois market. That is just the salary, there is more in benefits. If you're a warm, adult communicator who can work with a sports man and a newscaster and make every morning sound like a great day... send me your tape today. I want someone here August 20. It is a tough job. Your next step is a major market. W.W. Baker, 1-309-764-6727, Program Director.

**Sports Announcer** for medium sized radio and television market in northeast. Excellent opportunity for creative sports story reporting, weekend sports anchor work, and play-by-play. Must be experienced, dependable, have writing ability and work well with people. Send resume and videotape to Dean McCarthy, Harrington Righter & Parsons, Inc., 280 Park Avenue, New York, NY 10017. An Equal Opportunity Employer.

**Radio Announcer/Technician** (Emphasis in Public Affairs): Gateway Technical Institute is seeking a radio professional to develop and produce public affairs programming including, but not limited to modules, features, and documentaries. Person will handle radio staff announcing duties as assigned and is responsible for coordinating live coverage of local government meetings. Will also participate in on-job-training of work experience students. Requires bachelor's degree in radio broadcasting or equivalent; two years diversified radio experience; demonstrated ability to produce high quality programs; smooth on-air delivery; Third Class FCC license or Restricted Radio-Telephone Operator Permit. Desire person with FCC First Class License; person familiar with National Public Radio. Applicants must provide an audition tape consisting of a five minute newscast, excerpts from any two of the following formats: modular, feature, profile, documentary, sound portrait, or interview program. Salary range \$10,775 to \$15,839. Apply by August 24, 1979, to Kenneth P. Niemeyer, Personnel Services Coordinator, Gateway Technical Institute, 1001 S. Main St. Racine, WI 53403. A completed Gateway application form, letter of application interest, and either a placement file or two letters of employer reference are required in addition to the audition tape. A resume is optional. Gateway is an Equal Opportunity Employer.

**We have an opening** for experienced morning DJ. MOR Top 40 excellent opportunity for future development. 50,000 kilo watts. Excellent living conditions. Must have first class phone. Equal opportunity employer. Please respond direct to Merle Tucker, Box 670, Roswell, NM 88201.

**DJ-Announcer.** MOR & contemporary formats. Experienced only. Possible play-by-play. No phone calls. Air-check & resume. WFVA, Fredericksburg, VA 22401. E.O.E.

## HELP WANTED TECHNICAL

**Chief Engineer:** Group owned 100KW FM/1KW AM-South. Modern equipment, great place to live and work. Resume to: Frank Bilotta, WGLD, PO 2808, High Point, NC 27261.

**Chief Engineer** or First Class License ready to move up. 500 Watt, DA-D 2 tower, new studio equipment. Send resume, salary history, and studio maintenance knowledge. AM antenna proof experience not necessary. WTCL, 1295 Lane West Road, S.W., Warren, OH 44481. Opening August 1, 1979.

**We need the right Engineer!** Great opportunity in Midsouth. Must be capable studio and transmitter person. Aggressive quality oriented firm seeking engineer to fit into exciting high challenge environment. Multi facility in new building offering super potential to the person who can fit. Who feels comfortable with all kinds of challenges, has good attitude and good personality. Box G-118.

**Assistant Chief looking** to become chief engineer or a chief engineer looking for new opportunity. Beautiful college town, 30 miles outside of Pittsburgh, Pennsylvania. AM and FM. Must have transmitter and audio maintenance experience. Send resume to Mel Goldberg, WHJB, 245 Brown Street, Greensburg, PA 15601.

**Wanted:** Experienced Chief Operator (engineer) for a California resort radio station. Starting pay \$1,500 per month for 32 hour week. Possible overtime. D.J.'s need not apply. Box G-241.

**1/2 time chief 1/2 announcer.** AM with new 100KW FM in 1 mo. 605-996-1490 & resume: Mike Edwards, Box 921, Mitchell, SD 57301.

**Kentucky—need chief engineer.** Major engineering planned. Combo desired, but not necessary. Call Jim Ballard 606-248-5842.

**Chief Engineer**—full-time AM and applying for FM. Presently formulating plans for new facility. Must have the ability to repair and maintain. Some air work possible. First phone. General Manager, KPSS Radio, Box 720, Alamogordo, NM 88310.

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

**Chief Engineer**—Newly equipped California 5 KW, DA, AM; Class "A" Automated FM. Live in center of where the action is, sports, fishing, mountains and all. Send resume to J.M. Hall, KCEY/KMIX, PO Box 979, Modesto, CA 95354.

**Chief Engineer** for fast-growing California Directional AM. Career opportunity. First phone required. Box H-24.

**Immediate opening** for experienced engineer. 1st phone salary commensurate with ability FM stereo major market. Reply to: WMZQ Radio, 1680 Wisconsin Avenue, N.W. Washington, D.C. 20007 EOE.

**Want take charge chief** for combination AM/FM in Central California. New studios up to date equipment. Write Ray Bryant KPRL/KPRA PO Box 7, Paso Robles, CA 92336. Equal Opportunity Employer.

**Engineering Professional,** AM/FM operation. Excellent salary. Resume & references to KKJY AM-FM, PO Box 25924, Albuquerque, NM 87125. Or call Sam Taylor 505-243-3518.

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

**Immediate opening** for experienced engineer. 1st phone salary commensurate with ability 1000W AM major market. Reply to: WOL, 1680 Wisconsin Avenue, Washington, D.C. 20007. EOE.

**Announcer, Chief Engineer.** Small market northeast must be experienced. \$160. week. Send resume to Box H-38.

**Richmond, Va.**—"Grandfather" FM and 5 kw. NDA AM looking for full-time Chief Engineer. Security, stability, good pay and benefits for the right person. Resumes to Craig Kingcaid, Engineering Supervisor, Rust Communications, PO Box 1378, Leesburg, VA 22075.

## HELP WANTED NEWS

**Newsperson with at least one year's experience.** Local news a must! Good opportunity for right person looking to advance. Send tape and resume to: WLDM, 249 Union St., Westfield, MA 01085.

## HELP WANTED NEWS CONTINUED

**Colorado's only All News station** KDEN-AM is expanding! Applications now accepted for on air anchors-reporters. You must have a minimum 2 years news experience in top 50 markets. Send cassette aircheck and resume to Tony La Monica, Program Operations Manager, KDEN, 5660 South Syracuse Circle, Englewood, CO 80111. No calls please. KDEN is an EOE employer.

**News Director** for AM/FM in Southeast, top 100 market. Looking for experienced professional willing to make a commitment. Box G-239.

**KOY, Phoenix**, is looking for an experienced radio news communicator. Writing style and delivery are paramount considerations for this drive-time slot. Send tape, resume and writing samples to Paul McGonigle, 840 N. Central Ave., Phx. AZ 85004. An equal opportunity employer.

**News Producer** for public radio stations. Responsibility for editing and airing morning newscasts and occasional production of features. B.A.-level degree journalism, related area or equivalent experience required. Ability to read news in professional, listenable manner essential. Public radio experience desired but not required. Starting salary \$13,885. Resume and air check demonstrating newscasting skills to: Donald Forsling, WOI-AM-FM, Iowa State University, Ames, IA 50011. Equal opportunity-affirmative action.

**News Director** for 30 kw NPR Station. Opportunity to coordinate News & Public Affairs Dept. for this 30 year old public radio station which has just moved into a new facility. Bachelor's Degree, minimum of 1 to 2 years of full-time professional news experience, preferably radio, and the skills to thoroughly cover local news. Salary: \$11-14,000. Send resume and tape to: Michael Turner, KUOP-FM, 3601 Pacific Ave., Stockton, CA, 94211, Deadline: Sept. 5.

**WHBQ/Memphis needs** morning news anchor. Minimum 5 years experience; some contemporary format news experience. Send tape and resume to News Director, WHBQ Radio, 483 S. Highland, Memphis, TN 38111. Equal Opportunity Employer. M/F/H/VET.

**WHBQ/Memphis needs** afternoon drive news anchor. Writing, production and interviewing experience required, some contemporary format news experience. Send tape and resume to News Director, WHBQ Radio, 483 S. Highland, Memphis, TN 38111. Equal Opportunity Employer. M/F/H/VET.

**WHBQ/Memphis needs** a News Writer/Reporter who can fill in at anchor position. Must be a good writer who likes to cover the streets and get story on the air. Send tape & resume to News Director, WHBQ Radio, 483 South Highland, Memphis, TN 38111. Equal Opportunity Employer. M/F/H/VET.

**Expanding broadcast group** building strong local news department for new acquisition. Need news director and reporters. Resume and tape to Command Broadcast Group, Box 511, Beacon, NY 12508. E.O.E.

**Wanted, Newperson.** For new 5000 watt AM daytimer in northern California. To air Sep/Oct. Send tapes to Robin Lawson, 2042 P Street, Eureka, CA 95501. Must write economically, have an insatiable curiosity and interview well.

**Anchor-Reporter** for morning drive news in suburban NYC market. We're looking for a broadcast journalist with good on-air sound, solid writing and reporting abilities. Minimum one year experience in radio news. Tape and resume to: Jeff Reisman, WNLK/Q96, Box 1350, Norwalk, CT 06850. EOE.

**Producer/Host, Telephone Programming** for WHA Radio. Primary duty will be producing and hosting a statewide telephone forum program and related features for magazine program. Advanced degree and one year's experience in broadcast journalism; or bachelor's degree and two years' experience in broadcast journalism; or some college and five years' experience in broadcast journalism. Candidates with a least one year full-time experience at a CPB Qualified Radio Station preferred. Experience in State of Wisconsin preferred. Salary based on an annual rate of \$16,000. Application deadline August 24, 1979. Write for application and details to: Jack Mitchell, Station Manager WHA Radio, 821 University Avenue, Madison, WI 53706. An equal opportunity employer.

**Newperson!** Need aggressive talent for No. 1 AM/FM combination. Tape and resume to Susan Giovati, WLHN, Box 98, Anderson, IN 46015. EOE.

**Editor** for all-news station in top 30 market. We seek an individual with at least two years news experience, strong writing skills, and the ability to motivate others. Full information, including references, with first letter. Equal opportunity employer. Applications from women and minorities are strongly encouraged. Box H-23.

**Radio Anchor/Reporter** for afternoon and evening shift in combined Radio-TV newsroom. Journalism grad preferred, one or two years in small market, good writing and editing skills and a conversational delivery. \$180-\$200 weekly. Challenging work in a respected news organization. Resume and air check to News Director, PO Box 47, Eau Claire, WI 54701. This job does not include television reporting. We are an equal opportunity employer.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Operations Manager** promoted to GM position within our company. Need top-rate announcer/producer with strong administrative skills for this growth spot immediately. Engineering-computer-FCC Rules & Regs experience helpful. Cassette tape and resume to: Bill Hoverson, KFGO Radio, Box 2966, Fargo, ND 58108 701-237-5346. EOE.

**Extension Information Specialist**—Radio. Master's degree required. Develop and coordinate production and distribution of radio materials. Closing September 1, 1979. Contact: Hugh E. Cameron, College of Agriculture, Washington State University, Pullman, WA 99164. An equal opportunity/affirmative action employer.

**Program Director**—Dominant AC station in competitive midwest secondary is seeking a strong PD, with experience. Must have management ability, good on-air ability, and interest in news and community events. Salary \$15,000-\$20,000. Send resume to Box G-243.

**Program Director** needed to do on-air shift—work with promotions—and handle air staff for expanding group broadcaster in a highly competitive market. Excellent opportunity for the right person. Tape and resume to Command Broadcast Group, Box 511, Beacon, NY 12508. 914-831-8000. E.O.E.

**WEMU-FM** seeks Producer-Director (Music). Responsible for production of cultural and arts programming over 100,000-watt stereo station serving a market of 300,000 people. Background as a music director of at least one year, experience with public radio, a bachelors degree or equivalent experience as well as an FCC license required. Salary range: \$13,200 to \$19,200. Applications postmarked no later than August 24, 1979. Send resume, audition tape or cassette with classical music announcing techniques demonstrated to: Office of Personnel and Staff Benefits, Northern Michigan University, Marquette, MI 49855.

**Program Director** for top rated modern country station in Florida's beautiful panhandle. Need strong administrative skills, ability to manage and motivate a creative staff, and pull your own shift. Experience necessary... send resume and financial requirements to Jerry Gulensohn, General Manager, WTNT Radio, PO Box 1047, Tallahassee FL 32302.

**Producer/Announcer** University of Northern Iowa. For public stations KUNI (100 KW), and KHKE (8 KW), 8 control rooms, 3 studios, new building. Produces newscasts and news-related public affairs programming, conducts interviews and documentaries. B.A. degree required. Salary will be commensurate with experience. Apply in writing and send audition tape with newscasts and related production examples by August 13, 1979, to: Raymond Harris, Personnel Services, 225 A & I Bldg., University of Northern Iowa, Cedar Falls, IA 50613. Members of protected classes may feel free to identify themselves for purposes of Affirmative Action.

**Program Director**... needed to take charge of Contemporary MOR AM station in the Northeast. Good pay—more if you can handle an air shift—in this mountain lake market of 100,000. Looking for leadership, creativity, ratings, maturity and experience. An Equal Opportunity Employer: Box H-22.

**Boston, WCAS** has immediate opening for program director. Jazz/Pop AOR. EOE. Tape and resume to GM, WCAS, Radio 380, Green St., Cambridge MA 02139.

## SITUATIONS WANTED MANAGEMENT

**General Manager** who will make you best, most profitable ballgame in town available for final permanent position. Track record, outstanding background, qualifications, abilities! In no hurry. Will wait for right position. Box G-131.

**General Manager.** Heavy sales oriented with multiple market experience including AM & FM operations. 16 years experience. A dedicated professional with lots to offer. What do you have to offer? I am looking for a challenge and above average opportunity. There are a lot of excellent operations that lack a strong leader. If you have that situation let's get together. Outstanding references available. Box G-202.

**General Manager** of small manufacturer with three years radio sales desires to manage and sell for small market station in Maine, New Hampshire, or Vermont. Would like option to buy piece of station. 31; Degree in Business; Family. Box G-225.

**General Manager.** Lengthy experience with exceptional, documented performance record in major and medium markets. Availability due to sale of station. Current and previous owners will attest to ability. Excellent administrator, strong sales management. Intelligent and articulate. Hard working, devoted and stable. Carefully looking for long term association with quality organization. Box G-259.

**Thirteen years in Radio**—Management Sales, Programming AM & FM. Seeking key position and appropriate options. Mature, eager with many ideas. Box H-20.

**Looking for medium or major** mkt. daytime station to do turn around on. If your station qualifies—I'm your answer. Prefer also equity participation. Write Dr. Daytime Box H-1.

**Stepping stone**, I need another notch, this time as station manager. Will be with you only until you're a success too. Young, ambitious, experienced in Radio sales and management, and going to the top. Box H-30.

## SITUATIONS WANTED SALES

**Experienced, hard working**, young broadcaster wants into sales!! B.A. in Communications. First Phone, good voice, six years experience. Prefer Southeast. Box H-12.

## SITUATIONS WANTED ANNOUNCERS

**First job wanted.** Broadcast trained. Third ticket. Phone weekdays 716-834-4459.

**Female D.J.**, 21, 3rd ambitious, dependable, disciplined. Resume and audition tape available. Call or write: Ladwynna Thomas, 312-285-7251, 4332 So. Michigan Chicago, IL 60653.

**Dependable, ambitious, dedicated**, hard worker. Can relocate anywhere, immediately. Any format. Have third. Resume & tape available. Can also do sports reporting and/or play by play. Call or write: Kevin Horan 312-889-6618, 1624 North Austin Ave., Chicago, IL 60639.

**Recent graduate of Communications School** (A.A.S. degree) is seeking employment with a station desiring personnel for a beautiful music or big band format. Applicant prefers cool weather climate. Contact Cory Nightengale, 52 Hillsboro Rd., Mattapan, MA 02126 617-298-5564.

**10 yrs M.O.R.** Seeking M.O.R., Jazz, 31, 1st. Box G-167.

**Young, professional announcer.** 10 years MOR. Beautiful music experience. Phone 216-725-0212.

**Disc Jockey, R&B**, jazz, rock. Married, family, looking for good local Calif. station. Roger S. Mitchell, 1709 89th Ave., Oakland, CA 94621. 415-261-2723 (eve) 530-1005 (day).

**Versatile Air Personality**, 3rd Class License. Resume and audition tapes available. Creative and full of pep. R and B or disco. Box G-246.

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**SITUATIONS WANTED ANNOUNCERS  
CONTINUED**

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**6 yrs. exp.,** good voice, communications B.A., any format. Terry 312-281-7384.

**Personality, dedicated, dependable** hard-worker, creative D.J. Pleasant voice, third. Will relocate. Immediately seeking Top 40, RB or Disco station. Contact Charles Robinson 312-787-8220, 348-8429.

**Remember your first break,** well I need mine, beginning announcer with tapes & resume. Call, Darrel Chambers 714-279-1455 or write, Darrel Chambers, 5188 Balboa Arms Dr., No. D11, San Diego, CA 92117.

**Young experienced versatile black male** who's willing to sacrifice his time in order to enrich your station. Can do news reporting, commercial writing and performance, and sports play by play for radio and television. Call Reuben Lewis at 215-849-1233 or 215-922-2530.

**Unique air talent.** Four years experience. Can do it all. Call Frank 312-739-3068.

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**SITUATIONS WANTED TECHNICAL**

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**Energetic 1st phone tech** will relocate. Contact J. Fox, 25 Oliver-St. Brooklyn, NY 11209.

**Technical Help?** Broadly experienced first phone—conscientious, reliable, family. Permanent only, please. Box H-3.

**First Phone needs job now!** Serious offers only, no hassle, mis-leads, please! Willing to work any hours as chief engineer of small AM or FM. Can pull board shift, no announcing. Or as TV studio, audio engineer. Prefer California, but will consider others. Married, Age 35, Honest, dependable. REI 71 graduate. 919-443-7282, after 5 pm. EDT. Bill Coleman, Jr. KA4DAP, 114 Circle Drive, Rocky Mount, NC 27801.

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**SITUATIONS WANTED  
NEWS**

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**Sportscaster, top notch PBP,** dramatic and exciting. Top biller at medium market station. Box G-232.

**Dedicated Pro Sports Director/PBP.** 10 years experience, seeking PBP, Sports Director, and/or Management opportunity. Professional, productive and personable. Box G-200.

**Aggressive, highly motivated** Play by Play Announcer seeks station with sports commitment—level of competition unimportant. Western States preferred. Mike Hart 714-233-8833. PO Box 1221, La Mesa, CA 92041.

**Experienced Pro** seeking growth opportunity as News Director. Can write, deliver, organize and lead and so Public Affairs/talk. Now Near NYC. Box G-248.

**Award-Winning Newscaster/investigative reporter** seeks position in, or leading to Broadcast News Management. Self-starter. Top references, B.S. journalism. Experienced. Presently metro New York City drivetime anchor/reporter. Gary 914-354-1983.

**Creative young maverick** with aggressive instincts for news and sports. Hardhitting reports, informative interviews. PBP Top spot production, management, sales a plus. Prefer Mich. Tim at 616-649-1654, 517-224-2273.

**Female News Pro**—experienced, ambitious. Strong delivery, excellent writer. B.A. in Communications. Third endorsed. Available immediately. Call 312-352-4737.

**I can stand the heat,** but get me out of the kitchen! Three years dependable writer-editor in all-news format. I'm ready to help you as a reporter. Box H-2.

**Top 50 market pro** seeks sports and/or PBP slot in major or college market. Four sport PBP experience... hardworking... innovative. Call Bill 502-426-6109 after 5.

**Sports Director** of Pennsylvania's top small market sports station with strong play-by-play background, looking to move up to Division I basketball and football play-by-play. Eight years experience. For resume and tape, write Jim Doyle, 220 East 13th St., Bloomsburg, PA 17815.

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**News Editor.** Radio Canada International. Journalism graduate. Production, announcing and sales experience. Mature professional seeking creative opportunity in 50,000 plus community in Carolinas, Georgia or Florida. Box H-13.

**Sportscaster/newsman** seeking medium market position. Three years commercial experience. 516-781-0037, Larry.

**Smart, outgoing, humorous,** well-travelled, well-read, personality-oriented broadcaster seeking news anchor, news magazine or public affairs position with station committed to news and community affairs. Five years experience, 1st class license, currently morning news anchor in medium size market. Lots of good ideas, excellent interviewer and writer with strong public affairs background. If your company offers a good salary and management possibilities in a non-sexist, non-racist atmosphere, send for tapes and resume. Box H-28.

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**SITUATIONS WANTED PROGRAMING,  
PRODUCTION, OTHERS**

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**Successful Communicator** seeking 500,000 plus market job with an aggressive Country Music Station. Experience as PD/MD. 13 year pro. Family man. 1st. Prefer mornings but considering all day areas. Call after 6 p.m. 502-845-4776.

**Seeking Top 40 on-air/Program director** position. Other formats considered. Programming and music research knowledge. News and production abilities. Prefer Northern California. Other areas considered. Available within one month. Box H-31.

**Community, Promotion minded manager,** northeast small market, looking for medium/major advancement. Management, programing, operations preferred. Single, 25, B.A. plus 4 years experience. Will relocate. Box H-43.

**Creative spot production with imagination.** News, sports, PBP management, sales a plus. Prefer Mich. Tim at 616-649-1654, 517-224-2273.

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**TELEVISION**

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**HELP WANTED MANAGEMENT**

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**Nonstandard managerial job** at new VHF public TV station in the Denver metro area. This station is intended as a laboratory for new ideas in television: we'll be controversial and challenge people's expectations about TV. General manager needed for strong fund-raising background and personnel skills suited to an individualistic workplace. Salary based on incentive formula keyed to station income. Applications encouraged from women and members of minority groups. Write: John Schwartz, President, KBD1-TV; Box 4262; Boulder, CO 80306.

**Promotion/Assistant Manager.** Sunbelt network TV affiliate needs promotion assistant manager. This person will be responsible for on-air and print advertising. Position requires solid technical writing, a creative flair and strength in ratings analysis. Prior experience in sales promotion and graphics layout a plus. By August 15, reply to Box G-244.

**Executive Producer**—to head special Documentary Consortium project with 10 Public Television Stations—to develop series of 13 programs, working with some of the largest markets in U.S. Requires network experience, as you will have editorial control. Start August 15, or ASAP. One year contract, fringe benefits, salary open. Reply to Box H-25.

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**HELP WANTED SALES**

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**Expanding operation** of well-established independent UHF station in South-Central area creates outstanding growth opportunity for account executives. An Equal Opportunity Employer. Please reply to Box G-156.

**Top 50 net affil.** seeks experienced television sales pro for agency/direct accounts. Position made available through promotion. M/F EOE. Letter and resume to: Box G-209.

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**HELP WANTED TECHNICAL**

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**TV Broadcast Technicians.** Established public television station moving to new color facility. West Virginia University and WVU-TV has vacancies for persons experienced in master control operations, production and maintenance including all phases of transmitter and/or microwave transmitting/receiving maintenance. Send resume of qualifications and salary history to: Jack Podaszwa, Personnel Officer, West Virginia University, Morgantown, WV 26506. An Equal Opportunity/Affirmative Action Employer.

**Assistant Chief Immediate Opening.** NBC/ABC Affiliate in beautiful southwest. 3 hours from San Diego. Must have maintenance experience with TV transmitters, preferably RCA TT-10, TT-25. Microwave and studio experience desirable. Call K.C. Jones, Chief Engineer. 602-782-5113.

**TV Broadcasting Transmitter Technician I.** The N.H. Network is expanding its operations and has four immediate openings. Must possess associate degree in electronics or equivalent, one year technical experience and first class license. Salary range \$8772-\$13,620, depending on experience. Forward resume by August 6, 1979 to Ken McGowan, Director of Engineering, N.H. Network, Box Z, Durham, NH AA/EEO.

**Chief Engineer** for South Florida Group Owned TV Station. Must be a hands on individual knowledgeable in RCA equipment and Sony ENG. Resume to Box G-191.

**Asst. Chief Engineer** for South Florida Group Owned TV Station. Must be a hands on individual knowledgeable in RCA equipment and SONY ENG. Resume to Box G-192.

**Chief Engineer & Asst. Chief Engineer.** Growing sunbelt station needs a know-it-all, hands-on chief for three year old UHF affiliate. RCA package. Beautiful station, grounds, and work environment. Located in small market in Florida. Yankees welcome. Winter is coming. Call Jim Matthews, WECA-TV—904-893-3127.

**Assistant Chief Engineer** (Lansing/Jackson, Michigan) Must be strong in maintenance. Some management experience helpful. Medium size Michigan station equipped with latest state of the art RCA, Sony, Hitach and Harris equipment. Good salary and excellent company benefit package. Equal Opportunity Employer. Send resume to Personnel, WILX-TV, PO Box 30380, Lansing, MI 48909.

**TV Maint. Supervisor/Technician:** We are a medium market, commercial, VHF television station, in need of a sharp and experienced person to put in charge of all transmitter maintenance and to assist in planning and installation of new, fully remote controlled transmitter facility. We will pay \$17,000 plus annual starting salary, depending on your qualifications. Equal Opportunity Employer. If you are qualified and interested in a challenge and career advancement send your resume to Box G-251.

**1st. phone, tech school** or equivalent. Chance to gain experience in all facets of TV broadcasting. New studio facility. Send resume to KABY TV, Box 1520, Aberdeen, SD 57401 or call chief engineer EOE.

**Chief Engineer** needed for new Public Television Station scheduled to begin operations shortly individual accepted must possess a First Class FCC License, have had television broadcast experience, and be able to supervise installation, maintenance, and operational activities. We are searching for a working chief who has the ability to function within a university atmosphere and who is dedicated to building a first class television station. All new equipment is being installed and station is part of PBS satellite interconnect system. Qualified applicants contact Dr. Harold L. Young, Vice President for Administrative Affairs, Central Missouri State University, Warrensburg, MO 64093. CMSU is an Equal Opportunity Employer.

**Chief Engineer** for group owned UHF affiliate. Must have hands on experience with TK-27, TK-46, TTU-30, RCA Quad machines, ACR-25, Sony ENG, and inter city microwave. Budgeting experience and good supervisory skills important. EOE. Please contact Geri Mackey, 815-987-5301.

## HELP WANTED TECHNICAL CONTINUED

**Operation and Maintenance Technician.** Experience with quads, ACR's, MCR switchers, film and studio cameras. First class radio telephone license required. Excellent salary and benefits. An equal opportunity employer. Send resume to Box H-14.

**Assistant Chief Engineer** for television. Immediate opening. Progressive medium market station seeks experienced assistant chief engineer with knowledge of ACR-25, RCA TK-46/76/28C and Sony E.N.G. RCA Transmitter experience also helpful. Pleasant surroundings in energy developmental area. Contact Jack Davis, Chief Engineer, KFYR-TV, Box 1738, Bismarck, ND 58501. 701—223-0900.

**Los Angeles area** teleproduction company has immediate openings for Maintenance, Technical Director and Video Operator. Send resume or call: Allan Kuskowski, Director, Creative Image Productions, Inc., 1265 North Grove St., Anaheim, CA 92806. 213—290-0692 714—632-8970.

**TV Maintenance Engineer**—Immediate opening—Minimum 3 years maintenance experience including TV Transmitter, Microwave, Studio equipment and ENG equipment. Must have 1st Class FCC License. Salary: \$280 to \$398/week commensurate with experience. Send resume today to: KCMO-TV, 4500 Johnson Drive, Fairway, KS 66205. 913—677-7252. Attn: Jack McKain, Director of Engineering. EOE.

**TV Studio Technician:** Experience required in Master Control operation and light maintenance. First Phone required. Send resume to Chief Engineer, WALA-TV, PO Box 1548, Mobile, AL 36601. No telephone calls, please! EOE M/F

**A unique opportunity** for TV production engineers in the Southwest's fastest growing city! KAET-TV/Phoenix's current expansion requires additional production engineers to operate, set up and maintain equipment for local and national television series. Prefer serious professional with 3 to 5 years experience with a good technical background and a desire to produce quality program material. All equipment is state-of-the-art including computer editing with new equipment being added each year. Salary is commensurate with experience. KAET-TV is located on the campus of Arizona State University offering many advantages for advancement of individual technical knowledge. Applications accepted through August 13th, send to: Personnel Office, Arizona State University, Tempe, AZ 85281. An equal opportunity/affirmative action employer who complies with Title IX of the Education Amendments of 1972.

**Engineers with the highest level of technical expertise** needed by Major Production Facility. Work with state of the art equipment. All applicants must have heavy digital experience. Call Don Faso, Chief Engineer at 404—634-6181 or write Video Tape Associates, 1733 Clifton Road, Atl., GA 30329.

**Broadcast Engineer:** WKEF-TV is seeking applications and resumes from experienced engineers. First phone license is required. Call Darrell Hunter, 513—263-2662, or write James Graham, WKEF-TV, 1731 Soldiers Home Rd., Dayton, OH 45418. WKEF is an EEO M/F/H employer.

**Maintenance Engineer:** Immediate opening. Secure employment opportunity with good benefits. Requirements: FCC 1st class; minimum two years experience with and skill in maintenance of electronic equipment; some knowledge of computerized control desirable. \$15,000 minimum salary. Send resume to: James Pottler, Indiana Higher Education Telecommunications System, 1100 West Michigan, Indianapolis, IN 46223. EO/AA employer.

**KMPH TV has an opening** for a television broadcast technician with first class radio telephone license. Must have at least two years experience in modern TV studio maintenance techniques. Good educational background in solid state physics and digital electronics a must. Contact Chief Engineer at 2600 South Mooney Blvd., Visalia, CA 93277 or call 209—733-2600 EOE/M-F

**Transmitter Maintenance Engineer:** 5 years experience repairing RCA TTU-60. Major group owned station in Midwest. Good salary and benefits. Send resume and salary requirements to Box G-119.

## HELP WANTED NEWS

**Sports Director**—Previous broadcast experience required. Play-by-play, reporting, and anchoring skills essential. Resume to WVIR-TV, Box 751, Charlottesville, VA 22902. EOE.

**Aggressive station** looking for top-notch weekend sportscaster/general assignment reporter. Must have sportscasting experience and knowledge of 16mm film and ENG. Position will be filled quickly. Equal Opportunity Employer. Send resume to Box G-117.

**Cinematographer/Editor**—Looking for someone who is familiar with 16mm film cameras both sound and silent. Send resume and samples of work: News Director, WOWK-TV, 625 Fourth Ave., Huntington, WV 25701. Equal Opportunity Employer.

**ENG Photographer** for TV station documentary unit. Should have experience shooting ENG television news. ENG editing experience desirable. College preferred. Samples of work necessary. Send resume and cassette to Linda Hunt, Office B, WNED-TV, 184 Barton Street, Buffalo, NY 14213. An Equal Opportunity Employer.

**100 Midwestern Market:** Two positions. Experience required. Reporter/Photographer: Able to shoot film, edit and produce hard hitting packages. Photographer: Able to shoot film, edit and write scripts. No calls accepted. Audition tape or film & resume on first reply. c/o Linda Fuoco, WTVO-TV, Box 470, Rockford, IL 61105. E.O.E.

**Photographer/Editor with gumption.** Shoot film, tape and live feeds. We like people, not accidents or fires. We like nat sound, not 30 sec. VO's. Call WLUK-TV, 414—494-8711.

**Weekend Anchor** wanted for major east coast market. Must have prior TV on-air anchoring experience and street reporting background. Equal Opportunity Employer. Detailed resume to Box G-234.

**Weekend Weather/Reporter** for major West Coast market. Must have previous major market experience. Prefer AMS credential. Applicant must be able to do stories on Environment, Health, Science as well as live reports from the field. Send resumes and tapes to News Director, KRON-TV, Box 3412, San Francisco, CA 94119. E.O.E. No phone calls.

**We are restructuring** our News operation. We need a News Director satisfied only with a number one market position. Experience with energetic and successful News operation as Director or assistant needed as proof of performance. We also need a resourceful assignment editor who can teach packaging, help develop good field pieces and stay on top of developments with a strong hand in velvet glove approach. Applicant should be capable of on-air performance for up-dates. For either or both positions, tell all in first communication to Operations Manager, WBRE-TV, Wilkes-Barre, PA 18773, an EEO employer.

**Night Beat Reporter,** one year experience, team with photographer for production of daily enterprise stories for 10 pm telecasts. Send resume and tape to Personnel Director-Broadcasting, WSM, Incorporated, PO Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

**3-Time News Photography Station of the Year** looking for qualified photojournalists. News reporting and photography experience preferred. Send resume and tape to George Tomek, KTVY, PO Box 14068, Oklahoma City, OK 73113.

**TV News Reporter** min 3 yrs experience. Send tape and resume to: Gil Amundson, WCTN-TV, 441 Boone Ave North, Golden Valley, MN 55427.

**TV News Photographer** min 3 yrs experience including editing, workable knowledge of film and ENG equipment. Send tape and resume to: Gil Amundson, WTCN-TV, 441 Boone Ave North, Golden Valley, MN 55427.

**Meteorologist** wanted for weekend and morning weather cast. We have one of the best equipped broadcast weather departments in the nation, with opportunities to do consulting work. Please send tape and resume to: Chief Meteorologist, Kansas State Network, PO Box 333, Wichita, KS 67201. Equal opportunity employer.

**TV Cameraperson:** Experienced individual to shoot and edit newfilm/tape. Tape and resume to Stewart Dan, News Director, WGR-TV, 259 Delaware Avenue, Buffalo, NY 14202. No phone calls. Equal opportunity employer.

**Central California Independent** seeks two experienced field reporters and two ENG camera persons for immediate openings. Send tape, resume and salary requirements to News Director, KMPH, 2600 South Mooney Boulevard, Visalia, CA 93277. EOE/M-F

**News Photographer,** for sunbelt top 25 network affiliate. Should be experienced in minicam photography and editing. EOE. Box H-16.

**Anchor/Producer** for early and late news. College degree and six months experience anchoring or equivalent. Send resume and VTR cassette to Rog Wellman, News Director; WSET-TV News, PO Box 11588, Lynchburg, VA 24506. No phone calls. EOE.

**News Director:** Market leader needs resourceful news manager in resource-rich Interior Alaska. CBS affiliates, TV & radio. Interesting stories, good pay, recreation unlimited. Good opportunity for current N.D. or reporter wanting advancement. Send T/R to Hank Hove, G.M., PO Box 950, Fairbanks 99707. 907—452-2468.

**Mature anchorperson,** male or female, with news-gathering and on-air experience for medium-sized market in Northeast. Production background helpful. Send resume to Box H-7.

**News Reporter/Weekend Anchor and 11 p.m. Anchor/News Reporter.** Immediate openings (two) for News Reporter/Weekend Anchor and 11 PM. Anchor/News Reporter with experience in researching, collecting, analyzing, producing and writing broadcast copy for newsworthy events; must be familiar with ENG and other technical equipment and willing to relocate; salary \$15,000-17,000; submit resume to Linda Imboden, KLAS-TV, PO Box 15047, Las Vegas, NV 89114. Equal Opportunity Employer.

**Weathercaster . . .** a communicator that can tell the public when to come in out of the rain. We need a bright personality that understands the atmosphere and can produce a comprehensive and believable weathercast. Top 100 market in the sunbelt. Deadline for sending in resumes is August 17. Send resume and salary requirements to Box H-8.

**WJCL-TV has an immediate opening** for an on-camera street reporter. All ENG station. Send resume & video tape, apply in person, or call Douglas Weathers, ND, 10001 Abercorn St., Savannah, GA 31406 912—925-0022. EOE, M/F

**Producer/Reporter:** Need experienced TV producer who can also do some reporting. Send tape and resume to: Stewart Dan, News Director, WGR-TV, 259 Delaware Avenue, Buffalo, NY 14202. No phone calls. Equal opportunity employer.

**News Director:** Professional Journalist experienced in all areas of news gathering techniques and production. Must have experience in television news. An equal opportunity employer. Send resume to Box H-15.

**News Editor-Reporter**—Responsible for reviewing, selecting and verifying daily news stories for use on nightly newscast for WWVU-TV, public television for northern West Virginia. Must have ability to write and present on-air news stories and features. Must have strong background in journalism and television news gathering techniques. Starting salary—\$10,488. Excellent benefits. Send resume to Mr. Jack Podeszwa, Personnel Office, Knapp Hall, West Virginia University, Morgantown, WV 26506.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Promotion Director**—We're looking for a person with the ideas and energy to make our station a solid No. 1 in the market. You will be responsible for the concepts and production of our promotion. News is our highest promotion priority, but we also place heavy emphasis on episodic promotion of our syndicated programs and on community-involvement promotions. You must be an idea person with television production and promotion experience. You'll have access to our new 1" tape mobile production unit. E.E.O. employer. Send resume and samples of work to Howard L. Hoffman, General Manager, WBBH-TV, 3719 Central Avenue, Fort Myers, FL 33901. No phone calls, please.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS, CONTINUED

**Operations/Program Manager** . . . Midwest top 50, network affiliate, looking for experienced person in programming, production and promotion. EOE. Send resume to Box G-90.

**Television Producer/Director:** Work with instructors to write, produce, direct, and edit programming for classroom and community cable, under minimal supervision. Bachelor's plus minimum 3 years studio and EFP experience. Competitive salary. Send resume and creative 3/4 inch samples to Personnel Office, Johnson County Community College, College Blvd. at Quivira Road, Overland Park, KS 66210. An Equal Opportunity Employer.

**Operations & Programming Manager:** Seeking qualified individual with experience in day-to-day station operation including broadcast standards, policies and programs, and the coordination and transmission of broadcast material; salary DOE; must be willing to relocate; submit resume to Linda Imboden, KLAS-TV, PO Box 15047, Las Vegas, NV 89114. Equal Opportunity Employer.

**Auction Manager**—Coordinate annual Art and General Merchandise Auctions, and other fund raising events for public broadcasting station. Prior working experience in advertising, public relations, fund raising, sales or business management. BA preferred. Salary commensurate with background. Send resume to Personnel Department, WJCT-TV/FM, 2037 Main Street, Jacksonville, FL 32206. EOE/M-F.

**Producer/Director:** Dominant affiliate small Eastern market. At least 2 years experience in CML production, news and VT editing. Send resume attention: Bob Eolin, WBNG-TV, Box 1200, Binghamton, NY 13902. An Equal Opportunity Employer, M/F.

**Post-Production Specialist**—Must have two years experience in all phases of commercial and program post production: 3/4" editing, preferably with Sony BVE; 2" VTR, video switcher, and audio board operation. Must be results-oriented, able to keep pace with rapidly expanding production department. Qualified applicants contact Joe Smith, KTRE-TV, PO Box 729, Lufkin, TX 75901. 713-634-7771 EOE M/F.

**Development Coordinator.** WIPB-TV has a challenging opening for an individual to coordinate the fund raising activities. You will work with volunteers, promotions, on air hosts, set designs and record keeping to ensure the smooth operation of these drives. You will also compile and publish the membership program guide. Starting salary to \$11,800. Excellent fringe benefits. Application deadline 8/25/79. Send resume to Personnel Services Office, Ball State University, Muncie, IN 47306. An Equal Opportunity/Affirmative Action Employer.

**A progressive television company** is seeking an aggressive Purchasing Agent. (Spanish speaking preferred). Immediate opening. Salary open. Call: 213-464-7430. EOE.

**A progressive television company** is seeking an aggressive Assistant Controller. (Spanish speaking preferred). Immediate opening. Salary open. Call: 213-464-7430. EOE.

**Director of Programming:** Reports to President. Supervises large 7-division staff: Public Affairs, Cultural Programs, Broadcast, Special Projects, Program Development, Production Services-Design. Develops and supervises local-national productions, broadcast scheduling, budgeting, long-range programming and acquisitions, production crews. Need strong administrator with extensive production and supervisory experience. Knowledge arts and journalism. Highest television standards. Imaginative. Creative. Hard working. Immediate opening. Salary commensurate experience. Contact: Bill Kobin, President, KTCA, 1640 Como Avenue, St. Paul, MN 55108: 612-645-4611. EOE.

**TV Producer/Director**—PTV station needs person with experience producing and directing Public Affairs programs. B.A. in Communications. Salary: \$11,760-\$16,800 plus benefits, depending on experience. Deadline: August 8. Contact: Production Manager, WOSU-TV-34, The Ohio State University, 2400 Olentangy River Road, Columbus, OH 43210. AA/EEO employer.

**Production Manager** with creative hands on ability, film and video tape, South Florida market. Perfect step-up for ambitious, creative production person. Must send video cassette of commercials/program productions to PO Box 6277, Fort Myers, FL 33901.

**Creative Commercial Photographer** needed for medium market Southwest network affiliate. Must have minimum two year's experience in electronic media. 16mm and 35mm editing and processing a plus. A highly motivated, self-starter desired. Equal opportunity employer. Send resume to Box H-34.

**Producer-Director-Writer**, for TV and other A/V presentations for university media operation. B.A. required, M.A. desirable. Seek a person who can develop new program ideas with faculty members and has a thorough knowledge of media production processes with at least three years similar experience in an active media organization. Approximate starting salary, \$14,000-\$16,000. Send resume before September 1, 1979 to TV Services, University of Wisconsin-Milwaukee, PO Box 413, Milwaukee, WI 53201. Equal Employment Opportunity (M/F). Affirmative Action Employer.

**Production Manager** position available to supervise local and studio remote production activity. Supervisory abilities necessary along with previous experience in production management and Bachelor's Degree. Send resume in confidence to Personnel Manager, WPBT/TV 2, PO Box 610001, Miami, FL 33161.

### SITUATION WANTED SALES

**Experienced, hard working,** young broadcaster wants into sales!! B.A. in Communications, First Phone, good voice, six years experience. Prefer Southeast. Box H-12.

### SITUATIONS WANTED TECHNICAL

**TV-FM-AM** Field engineering service. 29 years experience . . . installation—maintenance-system design—available by the day-week or duration of project. Bruce Singleton 813-868-2989.

**F.C.C. First class licensed technician** four years experience in television and audio-visual organizations young man, well educated, realistic goals, cooperative, salary negotiable. Box G-204.

### SITUATIONS WANTED NEWS

**Is your news dull?** I'm a sportscaster who isn't. Colorful, aggressive, professional. Box G-232.

**Consumer Reporter,** 24, female, Masters Degree, on-air experience, bright conversational style seeks position with creative TV news team. Consumer Reporters hit viewers pretty close to home. C. O'Neil 617-864-2644.

**Looking for whimsy?** Ex-Radio ND can handle features in ironic style as well as straight stuff. Cultural reporting, too. Box G-218.

**Four years experience** reporting, news analysis, documentaries. Journalism B.A., highest honors. Ready now as reporter/photographer, any market. Mark Doremus, 7011 Lewison Dr., San Diego, CA 92120 (answerphone: 714-582-7676).

**Sports reporter** seeks medium or even small market position. 2½ years experience. Know E.N.G. Been away from broadcasting on sabbatical for ½ year. Have B.A. degree. Paul Sherry 707-584-9481.

**I'm looking for** a news operation in need of an anchor/reporter with strong writing, delivery, and on-camera capabilities. For the right station, I'll bring along an M.A., three years experience and 110% effort. When do I start? Drew Simpson 714-673-7086.

**Award-Winning Radio News Director/Metro** New York City Anchor and Assignment Editor desires reporter/assignment/associate producer position at your station. Self-starter. B.S. Journalism. Top references. Gary 914-354-1983.

**Anchor/Reporter/Host:** ambitious, young female has rare on-camera talent, strong voice. Hard worker, good writer/interviewer. "Team player" radio experience. Call Caryn, 312-352-3137.

**Award winning newspaper editor,** working weekends on assignment desk in major market, seeking news management position. Box H-26.

**Authoritative:** minority television reporter, sportscaster. Two years experience. Good voice diction and delivery. Tapes and resume available. Phone 214-597-0975.

**Innovative female sports/newscaster,** interviewer/host. Exciting and broad background in sportsfield with a fresh creative approach. Attractive and articulate. VTR and resume available on request. Call Natalie Krueger, 312-438-8600, Rt No. 2, Box 93, Long Grove, IL 60047.

**Professional Meteorologist,** 22, seeks small to medium market with need for communicator who can brighten up your weather. Jim Poirier, 201-235-1731.

**Black Female,** presently news anchor at top 10 country and western station seeking TV reporter's job . . . or some entry-level on air position. Relocate? No problem. Degree + 3rd class. Box H-32.

### SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

**Program Director.** Early 30's with diverse background: audience/sales promotion, news, sales & operations. Talented, creative, congenial. Seeking long term growth opportunity in southwest or west. Box G-221.

**Production Manager** desires a return to producing-directing. News (No. 1), sports, remote, commercial and remote productions. Award winner. Experienced in commercial and ETV. Box G-255.

**Need a right hand person** to a talented program manager? Try a little sparkle with an experienced take charge production manager. Hands on experience in news, commercial, studio and report productions. Box G-256.

**Experienced Female producer/director** at award winning station looking for advancement. Heavy background in creative local programming and news. Solid on administration. Age 28. Box H-33.

**Northeast Small Market Radio Manager** with excellent credentials seeks first television or combo position. B.A. Radio/Television, plus 4 years experience in creative writing, performance, sales, sports (PBP), programming, production, promotion. Single, 25, will relocate. Box H-42.

**Recent Masters grad.;** broad media background seeks work; television production or, college instructor- audio/photo. Write: Brian Kochera, F-39 Broadmoor Apartments, West Columbia, SC 29169.

**Young ambitious, college grad** with three degrees seeking a challenging opportunity in promotion or public relations. Prefer a small or medium market. Have four years experience in news, but would like to try my skills in this field. Contact John Arezzi 617-536-1588. If no answer call 212-277-2919 and leave message.

**Experienced Young Female producer/director** (Guild) looking for creative challenge. Solid background in local talk, news and commercial production. Strong administration. Box H-39.

## For Fast Action Use BROADCASTING's Classified Advertising

### ALLIED FIELDS

#### HELP WANTED ANNOUNCERS

**Radio openings now available.** All formats. Save stations weeks of searching. Announcers for information call 1-207-782-0947. The Aircheck Guide. 8 Constance Ave., Lewiston, ME 04240.

#### HELP WANTED TECHNICAL

**Chief Engineer** Los Angeles Remote Recording Facility require maintenance and operations engineer with 3 years minimum experience in VTR's camera switchers etc . . . Send resume to: TransVideo Productions, 1028 N. La Brea, Hollywood, CA 90038.

## HELP WANTED PROGRAMING, PRODUCTION AND OTHERS

**Producer/Director:** Immediate opening for qualified individual with B.A. in Communications, Radio-TV, Journalism or related field and 3-5 years of "Hands-on" production experience directing production crews. The setting is the King Faisal Specialist Hospital and Research Centre in Riyadh, the capital of Saudi Arabia. The Hospital is a 250 bed referral medical center with over 2000 employees from all over the world. 24-month married-status contract, salary and bonus, \$30,000+ housing, vacations, transportation, etc. Interested, qualified candidates should submit a resume with current salary to: Pershing P. Stahlman, Hospital Corporation International, One Park Plaza, Nashville, TN 37203. 1-800-251-2561, 1-800-342-2110 in Tenn. An Equal Opportunity Employer.

**Technical Research Assistant:** Large Washington, D.C. law firm interested in interviewing individuals with background in electronics and/or physics who would consider utilizing their academic disciplines in a legal environment. Responsible, challenging position reporting to a team of communications attorneys entails extensive work in communications, including broadcast, cable, and common carrier. Position requires organized, detail-minded, mature individual who has proven ability to: function in a fast-paced work environment, write in a clear, logical manner, and use judgment and initiative. Excellent salary and fringe benefit package. Send resume detailing experience and salary history to: Box H-11.

## HELP WANTED INSTRUCTION

**One-year instructor** appointment to teach introductory courses including Business and Professional Speech and Principles of Speech. Opportunity to teach some specialized courses in Telecommunications (especially broadcast journalism) and Speech Communication, depending on qualifications. PhD preferred; MA required. Nine-month appointment commencing Sept. 15, 1979. Salary \$12,500 plus employer-paid Blue Cross and Major Medical. State Retirement System. Closing date for applicants: August 15, 1979. Send letters of application with complete credentials to: Dr. Daniel J. O'Neill, Chairman, Dept. of Speech communication & Theatre, Youngstown State University, Youngstown, OH 44555.

**Muskingum College,** an independent, four-year liberal arts college, anticipates an opening for a qualified faculty person to teach a broad array of courses in broadcast and to serve as Director of the college FM and CATV facilities. Both teaching and industry experience required. Salary competitive. Send vita, credentials, and recent letters of recommendations to the Academic Dean, Muskingum College, New Concord, OH 43762. (Muskingum College is an Equal Opportunity and Affirmative Action Employer.)

## WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Instant Cash For TV Equipment:** Urgently need transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404-324-1271.)

**Broadcaster seeking quality used** stereo studio equipment and used FM 20 KW transmitter & accessories. Daniel Eaton, UBC; 4733 Bethesda Ave., Bethesda, MD 20014 301-652-7707.

## 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.

**Towers—AM-FM-Microwave-CATV & TV.** New and used. Terms available. Tower Construction and Service, 904-877-9418.

**5 KW AM** Collins 820E-1, used one yr. with 125% positive peak option. Factory tuned, tested and warranted. Large savings. M. Cooper 215-379-6585.

**RCA TP-7 Slide Projectors:** Very good condition, \$4,000.

**Collins MW-406D Microwaves:** 7 Ghz. one audio channel, 2 available, \$4,500 ea.

**Amplex 1200A VTRs;** loaded with options \$28,000 ea.

**GE PE-400 Color Cameras:** Pedestals, scopes, racks, like new. \$14,000.

**GE PE-350 Color Cameras:** Excellent condition, 3 Available, \$8,000 ea.

**RCA TK-50 Hi-Band VTRs.** Good condition, 2 Available, one with editor \$24,000 ea.

**GE 12KW UHF Transmitter:** Ideal for new station, good condition, \$14,000.

**RCA TK27A Film Camera:** Available with TP 15 Multiplexer \$12,000.

**RCA TP66 Film Projector** Good condition \$10,000.

**GE PE 240 Film Camera:** Excellent Condition \$8,000.

**RCA-TT-10 AL VHF Television Transmitter** Channel 6, many spares, \$8,000.

We will buy your used TV equipment. To buy or sell, call Toll Free 800-241-7878, Bill Kitchen, Quality Media Corporation. In GA call 404-324-1271.

**Coaxial Cable** 420 Ft. length of Cablewave HCC-300 50J 3 1/8" Line. New, in factory carton with new warranty. With connectors. Wholesale price \$4,500. Call Toll Free 800-241-7878 Mr. Kitchen. In GA call 404-324-1271.

**FM Transmitters (Used)** 20 KW, 15 KW, 10 KW, 7.5 KW, 5 KW, 1 KW. 250 W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

**AM Transmitters (Used)** 50 KW, 10 KW, 5 KW, 1 KW, 500 W, 250 W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

**Ramko DC-38 10-3 Console,** new in August of 1978. Will sell with other Ramko associated items. Value was \$5000. Make offer in writing to David Green. Broadcast Consultants Corp., Box 590; Leesburg-VA 22075. Console may be seen at WYER, Mt. Carmel, IL-618-262-5111.

**5 broadcast studios** full of professional equipment. Much is new all is for sale. Call for list and prices. 813-955-6922.

**CDL 860-7 bus switcher** with preview key, 3 separate effects systems each with circle wipe & positioner, quad split, 3 auto transitions, add-non add, 3 background generators, RGB chroma key, borderline, proc amp. Excellent condition. Contact Jack Shultis, EUE Screen Gems, 222 E. 44th St., NY, NY or 212-867-4030.

**Need a combination** Production and ENG Van? Just completed fully equipped mobile production studio is priced far below its market value. Dave Castellano 209-957-1761.

**50 KW AM GE BT-50—A4.** 14 yrs old. Many new parts, many spares. Excellent condition. M. Cooper 215-379-6585.

**Complete UHF Transmitting Plant** RCA transmitter and circularly polarized antenna on channel 19. 209-529-2024.

**Stereo Automation System DP2SMC,** less than one year old. RCA BFC14 antenna tuned to 107.3 MHz. Contact Glenn Bell, KARD. 316-265-5631.

**CBS Audimax 4440A \$550;** Dynamic Presence Equalizer 450 \$250; \$700 or best for both 804-263-4973.

**Automation Systems.** Control Units (1) Schafer 902, (1) SMC 3060, (1) Schafer 902 with (4) Revox (2) Random Carousels and automatic logging. Call collect for details 617-537-4706. Eastern Broadcast Supply, 46 Mechanic St., Leominster, MA 01453.

**Automation System** and FM Stereo Modulation Monitor for sale 404-487-9559.

**Revox A-77—New** 404-487-9559.

**Rebuilt Fidelipacs, new tape,** 70 Second \$1.75. New Tapex Cartridges, non-smear cartridge labels. Tapex Corporation, Box 246, West Des Moines, IA 50265.

## COMEDY

**Free sample** of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

**Guaranteed Funnier!** Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

## MISCELLANEOUS

**Artist Bio Information,** daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-438-0508.

**Prizes! Prizes! Prizes!** National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

**Custom, client jingles** in one week. PMW, Inc. Box 947, Bryn Mawr, PA 19010. 215-525-9873.

**Original Jingles,** comedy spots, and music background by Dirty Lips Productions. Complete studio facilities, 111 Presidential Blvd., Bala Cynwyd, PA 215-667-1003.

**Cheap Radio Thrills!** Promo music, sound effects, program themes, synthesizers, jingle add-ons, production aids, over 325 dynamite tracks on 4 low-priced LPs!! Free sample: L.A. AIR FORCE, Box 944-B, Long Beach, CA 90801.

**Three Thousand 78's records** for sale. Radio station collection, on-air from 1941. Sample listing available. Your price entire collection FO.B. Japa PO Box 3, Clinton, IA 52732.

**PSSSSST... You get FREE Station ID's** plus great jingles at unbelievable prices. Believe it!! MusAD Media Productions, Department B1, 112 17th Street, Knoxville, TN 37916. Call 615-546-8006.

## 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.

**San Francisco, FCC License,** 6 weeks 9/4/79. Results guaranteed. Veterans Training Approved. School of Communication Electronics, 612 Howard St., San Francisco. 94105. 415-392-0194.

## RADIO

### Help Wanted Technical

#### OPERATIONAL/ MAINTENANCE ENGINEER

Opening for maintenance operational engineer in leading, good music station in New York Metropolitan area. Excellent benefits and compensation for the right person. First phone and heavy maintenance experience necessary. Call Ken Stout (201) 345-9300. An Equal Opportunity Employer.

#### CHIEF ENGINEER

For Class B FM in major market sought by Group Broadcaster. Salary and benefits commensurate with background and experience. Resumes in confidence to William W. Staats, Jr. V.P. WIOQ, 2 Bala Cynwyd Plaza, Bala Cynwyd, PA 19004

## Help Wanted News

### NETWORK NEWSCASTERS

Very creative, sensitive, dedicated and productive news people are needed to write, produce and delivery 18-49 demographically oriented newscasts and feature programs for the RKO Radio Network. Requirements include:

- Conversational, relatable, authoritative and highly professional delivery.
- Excellent creative writing ability.
- Ability to use production techniques which appropriately mix narration, actualities, music and/or SFX.
- A knowledge of and concern about current issues and people.
- Extensive major market experience and a proven track record as a news and information communicator.

What we're offering in return:

- Top dollars and supreme professional satisfaction.

Send tapes and resumes only. (No calls please.)

### RKO RADIO NETWORK

c/o News Director

1440 Broadway, New York, N.Y. 10018

An Equal Opportunity Employer, M/F/H/Vets

### CORRESPONDENTS

Aggressive, well-informed, dedicated, thorough and highly professional on-air Washington, D.C. Correspondents are being sought for the RKO Radio Network.

People who know their way around Washington are preferred. These positions are available to reporters who are persistent gatherers rather than press release collectors.

Prior reporting experience with a network or major market and Radio or TV station is required. Send tapes and resumes. (No Calls please.)

### RKO RADIO NETWORK

c/o News Director

1440 Broadway, New York, N.Y. 10018

An Equal Opportunity Employer, M/F/H/Vets

## Help Wanted Announcers

### FRIENDLY VOICE FOR TOP RATED COUNTRY FM IN TOP-10 MARKET

KSCS, Strictly formatted country FM, in Dallas-Ft Worth is looking for the right pleasant voice to fit our style. Minimum 3 years experience. Background in Beautiful Music or M.O.R. announcing helpful. T & R's to Tom Casey, PD., KSCS, 3900 Barnett St., Ft Worth, Texas 76103. An E.O.E.

### SPORTS ANNOUNCER

for medium sized radio and television market in northeast. Excellent opportunity for creative sports story reporting, weekend sports anchor work, and play-by-play. Must be experienced, dependable, have writing ability and work well with people. Send resume and videotape to Dean McCarthy, Harrington Righter & Parsons, Inc., 280 Park Avenue, New York, NY 10017. An equal opportunity employer.

## Help Wanted Announcers Continued

### If you can communicate well

on a one to one basis with people and relate to a soft-rock format, WMGK in Philadelphia has an opening for you in our announcing staff. Please send aircheck and resume to:

Bob Craig  
Program Director  
WMGK-FM  
1 Bala Cynwyd Plaza  
Bala Cynwyd, PA 19004  
E.O.E. M/F



A Greater  
Media Station



**THERE MAY BE  
A HOLE FOR  
YOU IN THE  
BIG APPLE.**

**New York City station  
has money and will  
pay for top on-air  
talent. This could be  
your big break...  
a place for you in the  
Big Apple. We're  
seeking strong  
personalities to fit an  
adult-oriented music/  
information format.  
Send tapes of your  
best shows and  
resume to Box 744,  
Radio City Station,  
New York, NY 10019.**

## Help Wanted Management

### SALES MANAGER

Small market, 5 salesmen plus copy department. Well running machine. Need solid aggressive motivator. We have the tools ... we have the foundation. Help our expanding AM/FM go to higher heights. Contact: Vern Kaspar, 317/659-3338.

**Help Wanted Programing,  
Production, Others**

**50,000 WATT GIANT  
WBAP DALLAS-FT WORTH**

has opening for a Program/Operations Manager. If you have a successful track record in programming/operations, and people management with minimum 5 years experience and resume to Warren Potash, Vice President and General Manager, WBAP, 3900 Barnett St., Fort Worth, Texas, 76103. An E.O.E.

**Classical  
Music  
Programmer/  
Producer**

A major Metropolitan radio station is seeking candidates for the position of program department coordinator.

Qualified candidates must have extensive knowledge of classical recordings plus experience in the programming, production and on-air promotion of outstanding concert music broadcasts. Position available in September.

Excellent salary plus good benefits. Please send resume including salary history to:

**BOX H-5**  
An Equal Opportunity Employer M/F.

**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 H-21.

**Situations Wanted Technical**

**DO YOU NEED A TOP RADIO  
ENGINEER?**

A Young, Competent Engineering Professional seeks a challenging, visible position. 15 years experience in:

- Transmitter, Audio, and Digital Design
- Field Service Management
- Station Engineering, and Construction
- Broadcast Equipment Marketing
- Computer Design, and Programming
- Small Business Management

If you need an engineer with this experience, good credentials, and an excellent track record, who is equally comfortable with a calculator, rostrum, soldering iron, or P&L Statement—

Reply to: Box H-35

**Situations Wanted News**

**AWARD WINNER . . .**

... in sports coverage. Daily programming, interviews, PBP, Commentary, honored as the state's best. I can do the same for you. Fourteen years of experience ready to move up. Box G-245.

**TELEVISION**

**Help Wanted Management**

**WANTED  
DIRECTOR OF MARKETING  
AND CREATIVE SERVICES  
FOR MAJOR MARKET TELEVISION  
STATION**

We are looking for a different kind of talent/expertise to manage and direct our promotion and advertising efforts.

Responsibilities include all advertising operations, audience/program promotion, sales promotion, and the creation, direction, and coordination of related research and creative projects. We will consider persons with or without direct broadcast experience. Equal Opportunity Employer.

Please, no phone calls. Send resumes to Ralph Hensen, Vice President and General Manager, KTVI, 5915 Berthold Avenue, St. Louis, Missouri 63110.

**GENERAL MANAGER**

**FLORIDA CATV SYSTEM**  
Send Resume to Box  
G-182  
eoe m/f

**NEWS DIRECTOR  
WANTED**

For a network affiliated station in a top fifty market. We are looking for someone special; an innovative broadcast journalist with drive, flair, and substance who knows the elements of television news intimately from experience. This person must be able to inspire and give leadership to a dedicated staff and be an integral part of a station dedicated to professionalism in news. We are an equal opportunity employer. Send resumes to Box G-207.

**Help Wanted Programing,  
Production, Others**

**PROGRAM MANAGER**

Southeast market group station which is oriented towards increasing market ratings and image. 2 years experience in programming preferred. Chance for No. 2 person to move up. Send resume to WXII-TV, PO Box 11847, Winston-Salem, N.C. 27106. Attn: Judy Fulp, Personnel Coordinator. EOE M/F.

**PM MAGAZINE**

Executive Producer, co-hosts positions available immediately, experience a must. Send resume, tape to Dave Miller, Program Manager, WCMH-TV, PO. Box 4, Columbus, OH 43216. EOE/MF

**Help Wanted Programing,  
Production, Others  
Continued**

**TWO  
HEAVY HITTERS**

We've been hired to screen candidates for two of the best advertising and promotion jobs in the country.

You'll want to apply for the first opening if you're interested in working for a well-known, diversified communications company, headquartered in New York City, and expanding in the near future into cable, film production and syndication, and broadcasting.

You'll need at least 10 years of experience in broadcasting, film syndication, direct response, or a related industry. You should also have the proven ability to develop a comprehensive marketing plan and the skills to implement it.

The second opening will put you in charge of a five person promotion department at a top NBC affiliated station in the midwest. You'll have the largest budget in the market and all the tools you'll need to make the station number one—including a management that's committed to the value of your efforts.

You're probably second in command in the promotion department at a large market station, or number one at a smaller operation with the willingness and talent to move up to a top 20 market.

To save time, rush your resume, salary history, and samples of your best work (which we'll return) directly to me. We'll take it from there.

**Robert P. Rimes**  
Consultant to Broadcasters  
1555 Honeyhill Terrace, El Cajon, CA 92020  
Both clients are Equal Opportunity Employers M/F

**Help Wanted Sales**

**EXCELLENT TV SALES  
OPPORTUNITY  
UPPER MIDWEST**

Immediate opening for young, aggressive, sales person in All American city. This multi-station group operation, reaching 500,000 ADI TV HHs, offers a top flight challenge and opportunity to the right person! Former television local sales helpful, but not necessarily required. Salary and commission.

Call Bob Selvey, sales manager, 608-274-1234, for appointment.

**Help Wanted Technical**

**TELEVISION BROADCAST  
TECHNICIAN**

Baltimore television station has an opening for a technician. Must have FCC 1st Class License and technical school education. Send resume to: Chief Engineer, WMAR-TV, 6400 York Road, Baltimore, Maryland 21212. E.O.E. M/F.

**VITAL HAS A FUTURE  
FOR YOU**

Dynamic growth opportunities for video engineers with experience in video switching systems. Enjoy Florida living. Work for hi-technology company. Send resume to: Dale Buzan, Vital Industries, Inc., 3700 N.E. 53rd Avenue, Gainesville, Florida 32601.



**Help Wanted Technical  
Continued**

**TV BROADCAST  
TECHNICIANS**

Established public television station moving to new color facility. West Virginia University and WWVU-TV has vacancies for persons experienced in master control operations, production and maintenance including all phases of transmitter and/or microwave transmitting/receiving maintenance.

Send resume of qualifications and salary history to:

Jack Podeszwa  
Personnel Officer  
West Virginia University  
Morgantown, WV 26506

An Equal Opportunity/Affirmative Action Employer M/F

**Help Wanted Programing,  
Production, Others**

**NEWS AND DOCUMENTARY  
TYPE PRODUCTION**

We are broadcast journalists using our skills and ENG technology to write and produce motion pictures for business and industry. Join us, and put your skills to work in an exciting, challenging environment, where you'll have room to grow. Four years TV news experience minimum. Send resume and tape to:

VIDEA, LTD.  
200 Guaranty Building  
Cedar Rapids, Iowa 52401  
Equal Opportunity Employer M/F

**TELEVISION  
MAINTENANCE/  
OPERATIONS  
TECHNICIAN**

WCVB-TV, Boston, seeks a full-time broadcast technician with maintenance credentials for initial operations assignment which could develop into full-time maintenance shift during first year. A background in digital electronics, repair, and preventative maintenance of camera, tape and audio systems is prerequisite.

Applicant must have first-class FCC license and a minimum of 3-5 years in television operations and maintenance. An engineering degree would be a plus.

**If qualified and interested, send resume (no telephone calls please) to Personnel Department, E0730, Boston Broadcasters, Inc., 5 TV Place, Needham, MA 02192**

An Equal Opportunity Employer M/F

**CHIEF ENGINEER**

Needed immediately for 6 camera, 2 VTR mobile Unit. Top Salary. Philadelphia's oldest and largest video tape facility. E. J. Stewart, Inc., 388 Reed Rd., Broomall, PA 19008 215-543-7600. Ask for Hal Lipman.

**OPERATION AND MAINTENANCE  
TECHNICIAN**

Experience with quads, ACR's, MCR switchers, film and studio cameras. First class radio telephone license required. Excellent salary and benefits. An equal opportunity employer. Send resume to Box H-14.

**BROADCAST TECHNICIANS**

Wanted immediately, Maintenance Supervisor, for new operation. Above average salary for solid state - digital experience on VTR and camera equipment. Full benefits. Call 203-747-6847. An equal opportunity Employer.

**ALLIED FIELDS**

**Help Wanted Sales**

**TERRITORIAL SALES  
REPRESENTATIVE**

TM Productions, the nation's largest Broadcast Service Company, is now hiring territorial sales representatives. The qualified individual will travel extensively, work with top-notch professionals in the business and enjoy TM's excellent employee benefits. Previous radio or television experience in marketing, programming, promotions or sales is essential. Send personal sales letter and resume to Paul Meacham, TM Productions, 1349 Regal Row, Dallas, Texas 75247. No phone calls, please. TM is an Equal Opportunity Employer.

**Radio Programing**



**LUM and ABNER**

5 - 15 MINUTE  
PROGRAMS WEEKLY  
**Program Distributors**

410 South Main  
Jonesboro, Arkansas 72401  
Phone: 501-972-5884



**BACK ON THE AIR!**  
**Gunsmoke**  
The Original Radio Network Series  
starring William Conrad

Now available for local purchase:  
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9350 Wilshire Blvd., Beverly Hills, Ca. 90212 • (213) 278-4546  
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**COUNTRY?**

If you're going Country, or if your Country station is having ratings problems, we can lend the expertise that has helped 3 out of 4 of our stations become **No. 1** within a year, **All in tough competitive markets.**

**WRIGHT & ASSOCIATES, INC.**

(602) 742-3864  
P.O. Box 35295  
Tucson, AZ 85740

**Help Wanted News**

**INVESTIGATIVE  
REPORTER**

Top 30 market, group-owned looking for solid, creative reporter for high-impact investigative pieces. Must be TV oriented, no radio or newspaper backgrounds please. Send resume to Box H-41. E.O.E.

**NOON ANCHOR/  
REPORTER**

Top 30 market, No. 1 station needs a bright, attractive newsperson who likes team play and wants to win. Excellent salary, group owned. No beginners please. Send resume to Box H-40. E.O.E.

**Consultants**

**Bankers Trust Company**, a \$28 billion institution, has a team of seven specialists offering to TV and radio owners a unique financial and advisory service:

- Mergers
- Acquisitions
- Divestitures
- Private Placements
- ESOT's
- Lease Financing
- Management Consulting

Minimum transaction level \$2 million.

Initial, confidential consultation anywhere in the United States at no charge. Call collect: Richard J. Berman, Vice President, Bankers Trust Company, 280 Park Avenue, New York, N.Y. 10017, telephone (212) 692-2301.

**Business Opportunities**

**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.

**TWO AND HALF TIMES GROSS**

Established mobile measurement service for AM FM TV microwave with expansion possibilities. Excellent one-man business or for organization wishing to diversify. Attractive terms to responsible buyer. Owner retiring. Box 1142, Pendleton, OR 97801.

**Employment Service**

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A  
L**

**BROADCASTER'S ACTION LINE**

The Broadcasting Job you want anywhere in the U.S.A.  
1 Year Placement Search \$25.00  
Call 812-889-2907

R2, Box 25-A, Lexington, Indiana 47138

**Wanted To Buy Stations**

**WANT FLORIDA**

small or medium market station. Prefer central or south Florida. Also prefer profitable operation but all will be considered. Private party Mr. M. E. Edwards, 301-781-4977.

**Minority Individual**

interested in full time AM or FM in S.E. Prefer absentee management situation with terms. Black programmed stations not a must. Six figures available to invest. All replies confidential. Reply Box H-29.

**For Sale Stations**

**THE KEITH W. HORTON COMPANY, INC.**

P. O. Box 948  
Elmira, NY  
14902  
(607) 733-7138

*Brokers and Consultants to the Communications Industry*



**5000 W—Available**

Dominate in spectacular SE metro/regional market. Less than 3 times net revenue. 1 million—possible financing. Only capable and ready principals reply to: Box H-19.

**For Sale Stations Continued**

**FOR SALE BY OWNER**

Florida—Profitable Full Time 5 KW Soul/Disco Radio Station. Real Estate, Growth Market. 1M Range, Terms to Qualified Buyers only. Write (with company letterhead) to Box F-3.

**R.D. HANNA COMPANY  
BROKERS-APPRAISERS-CONSULTANTS**

**(214) 696-1022**  
5944 Luther Lane  
Suite 505—Dallas, Texas 75225

- South Alaska. Includes Real Estate. \$200,000. Terms.
- Daytimer. TN. R.E. No down payment. \$330,000.
- 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.
- Daytimer. Million + Pop. in coverage area.
- 1 kw AM in Southern Ga. Real Estate. \$250,000. Good terms.
- AM-FM in Kentucky \$360,000. Terms.
- Southern Arizona. Fulltimer. Good county population. \$390,000. Terms.
- S. California. Spanish. \$520,000.
- Cent. California. Daytimer. \$420,000.
- N. Central Texas. Daytimer. \$400,000.

Let us list your station. Confidential!

**BUSINESS BROKER ASSOCIATES**  
615-756-7635 24 HOURS

**New York State Strong AM/FM**  
\$4.8 Million  
**New York State Strong AM**  
\$2.4 Million  
Call

Frank Calcagno or Brad Hart  
(212) 692-2430 (212) 692-2304  
Bankers Trust Company  
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**FOR SALE BY OWNER**

Daytimer with FM. Northeast.  
\$410,000. No brokers.  
Box H-27

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APPRAISALS-BROKERAGE-CONSULTATION  
OVER A DECADE OF SERVICE  
TO BROADCASTERS  
Westgate Mall, Suite 205  
Bethlehem, Pennsylvania 18017  
215-865-3775

**MEDIA BROKERS  
APPRAISERS**

RICHARD A.  
**SHAHEN**  
435 NORTH MICHIGAN • CHICAGO 60611  
**312-467-0040**



W	Small	AM	\$120K	\$20K
S	Small	Profitable	\$230K	Terms
W	Small	AM	\$285K	\$79K
S	Small	AM/FM	\$400K	Cash
W	Metro	Fulltime	\$900K	\$247K

Atlanta, Boston, Chicago,  
Dallas, Los Angeles



1835 Savoy Dr., N.E., Atlanta, Ga. 30341

**Owners retiring due to ill health**

Must sell profitable AM, 5,000 watt, daytime station with all new equipment. Located in large market area in beautiful Southeast Idaho, in one of Idaho's fastest growing and prosperous communities. Just a 100 miles from Jackson Wyoming, Yellowstone Park, or Sun Valley, Idaho. Number One Station in the market. Prices at \$650,000 principal only. Phone 208-523-3710 or write P.O. Box 2147, Idaho Falls, Idaho.

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Brokers, Consultants & Appraisers**

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Suite 214  
11881 San  
Vicente Blvd.  
Los Angeles, CA. 90049

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Suite 417  
1730 Rhode  
Island Ave. N.W.  
Washington, D.C. 20036

**Oil-Active Market**

5 KW with ability to go full time. We've made a very good return on our investment. If you work hard you can make some dollars too!  
Complete station and market data available.

550K Terms  
500K Cash

Financial statements must accompany all inquiries  
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**BROKERS-CONSULTANTS**  
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 2508 Fair Mount St.  
 Colorado Springs, CO 80909

**901/767-7980**

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**MEDIA BROKERS—APPRAISERS**  
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**SELECT MEDIA BROKERS**

AZ	Fulltime AM	360K	Small
NY	Daytime	485K	Medium
VA	Daytime	180K	Small
FL	Fulltime AM	170K	Small
NJ	Daytime	650K	Medium
VA	Daytime	425K	Medium
NC	Daytime	225K	Small
GA	Daytime	385K	Small
TX	Daytime AM	630K	Medium
LA	Daytime AM	450K	Small
	Fulltime FM		
PA	Daytime	350K	Medium
NC	Daytime	205K	Small
NC	Daytime	175K	Small
GA	Daytime AM	350K	Small
	Fulltime FM		

PO Box 5, Albany, GA 31702

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RADIO • TV • CATV • APPRAISALS

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**East Coast:**

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**MAJOR NORTHEAST MARKET**

Full Time AM For Sale  
 By Owner

Contact: Berk Fraser, WICE Radio, Providence, R.I. (401) 273-7000.

**EASTERN NORTH CAROLINA**

Full time class IV AM in medium market, including building and land for \$375,000. For quality buyer, only \$10,000 in cash needed, rest can be assumed in long term notes. Price is 2 1/2 times gross.

Write Box G-242

**NORTHERN CALIFORNIA BAY AREA**

Class B FM with exceptional coverage from very high location. Currently billing over half a million. Asking \$4,500,000 with low down payment and 10 year payout. Further information available by sending written inquiry to the Ted Hepburn Company, PO Box 42401, Cincinnati OH 45242.

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Payable in advance. Check or money order only. (Billing charge to stations and firms: \$1.00).

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

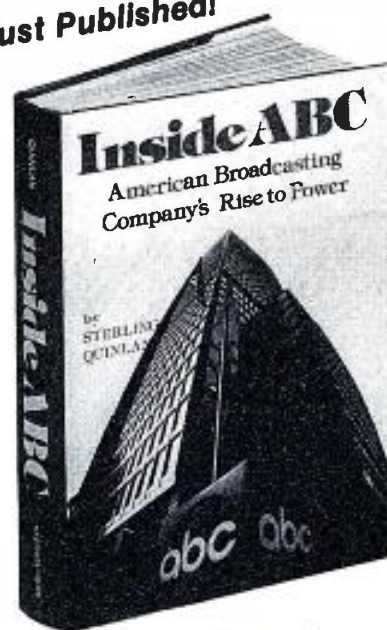
**Rates:** Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue.

**Rates:** Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

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Here's the complete story of the American Broadcasting Company's spectacular climb to leadership after more than 25 years of continual third place network position. Sterling "Red" Quinlan, former Vice President and General Manager of ABC's Chicago station, candidly tells of the people and events that have shaped the highly individualistic style of the network and made it the innovative force it is today. Based on extensive research including interviews with numerous past and present ABC employees, previously unpublished information from company files and the author's own experiences, *INSIDE ABC* offers a unique look into the executive suites of the broadcast industry. **320 pages, 39 photographs, bibliography, index. \$12.95**

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 Payment must accompany your order.

Name \_\_\_\_\_

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# Fates & Fortunes

## Media

**Robert J. Williamson**, VP-general manager of RKO General's WOR-TV New York for six years,



Williamson



Fennimore

appointed VP-general manager of WNAC-TV Boston. **Robert T. Fennimore**, VP-general sales manager of WOR-TV, succeeds Williamson.



Faherty

**Michael J. Faherty**, VP-general manager of Group W's Radio Advertising Representatives, New York, named VP-general manager of WIND(AM) Chicago, also owned by Group W. He succeeds **Robert J. Emery**, who will continue as VP of Group W's Radio Group, based in Chicago. Emery will

report to Richard Harris, president of group, and will assist him in FM expansion.

**Arthur Hamilton**, president and general manager of WHSV-TV Harrisonburg, Va., named senior VP of Worrell Broadcasting, licensee of WHSV-TV and WIFR-TV Freeport (Rockford), Ill.

**Dan Clayton**, president and general manager of WBBF(AM)-WMJQ(FM) Rochester, N.Y., joins WNDE(AM)-WFBQ(FM) Indianapolis as VP-general manager.

**Wayne Thornton**, sales manager, KARM(AM) Fresno, Calif., named general manager.

**Harley Lampman**, general manager, KLMS(AM) Lincoln, Neb., named general manager of co-owned KFMQ(FM) there. **Lee Thomas**, program director and station manager, KLMS, succeeds Lampman.

**Victor Wheatman**, news and public affairs director, noncommercial KUAT-AM-FM Tucson, Ariz., joins noncommercial KTEP(FM) El Paso, Tex., as general manager.

**Robert McAllan**, executive VP of Press Broadcasting, licensee of WJLK-AM-FM Asbury Park, N.J., named director of broadcasting.

**Kenneth Cohen**, director of labor relations, Metromedia, Secaucus, N.J., named VP-labor relations.

**Betty Buff**, director of personnel, Field Com-

munications, San Francisco, named VP-personnel.

**Charles D. Lindberg**, corporate secretary, Taft Broadcasting Co., Cincinnati, elected director of company.

**Vince Hostetler**, radio manager, KRDO-AM-FM Colorado Springs, named station manager for co-owned KJCT(TV) Grand Junction, Colo., scheduled to go on air in October.

**William Haley Jr.**, program director for non-commercial WXXI(TV) Rochester, N.Y., joins noncommercial WMUL-TV Huntington, W. Va., as general manager.

**Marc Kaye**, sales manager, WGBB(AM) Freeport, N.Y., named station manager.

**Doug Olson**, account executive, KWAT(AM)-KIXX(FM) Watertown, S.D., joins KOBH(AM) Hot Springs, S.D., as station manager.

**Celeste Dozler**, account executive, KAAV(AM)-KLPQ(FM) Little Rock, Ark., joins WCBI(AM) Columbus, Miss., as station manager.

## Advertising

**Don Robinson**, president of Field Spot Sales, New York, named executive VP-marketing for Field Communications, responsible for company's WFLD-TV Chicago, WKBD-TV Detroit, WKBS-TV Burlington, N.J. (Philadelphia), KBHK-TV San Francisco and WLVI-TV Cambridge, Mass.



Robinson



Roganti

(Boston). **Bob Roganti**, VP of Field Spot Sales, succeeds Robinson.

**H. John Marks**, general sales manager, WMAR-TV Baltimore, named VP-director of sales.

**Skip Finley**, Eastern sales manager, Mutual Black Network, New York, named director of sales for network.

**Glenn Wright**, national sales manager, KIRO-TV Seattle, named general sales manager. **Michael Lyman**, local sales manager, and **Michael Poth**, regional accounts manager, named sales managers. **John Norden**, account executive, named regional accounts manager.

**Shelley Zombo**, national sales manager, WWJ-AM-FM Detroit, appointed general sales manager, WWJ(AM).

**Elaine Baker**, account executive, WOMC(FM) Detroit, joins WDRQ(FM) there as general sales manager.

**Robert J. Lind**, local sales manager, WKSS(FM) Hartford, Conn., appointed general sales manager.

**Robert Hippler**, sales manager, WHBC(AM) Canton, Ohio, named general sales manager for WHBC-AM-FM.

**Barry Allentuck**, on local sales staff of WTVJ(TV) Miami, named national sales manager.

**Archie Goodbee Jr.**, regional sales manager, WTEN(TV) Albany, N.Y., named national sales manager.

**Louise Smith**, from WLS-TV Chicago, and **Jan Riskin**, from Leo Burnett, join WMAQ-TV Chicago as account executives.

**Forrest M. (Tim) Bullard**, public affairs manager, KOMO-AM-TV Seattle, named account executive, KOMO-TV.

**Andrew Peters Jr.**, former media representative with KPRS(FM) Kansas City, Mo., joins KMBC-TV there as account executive.

**Bob Zimmerman**, local sales manager, KQYT(FM) Phoenix, named national sales manager for KQYT and co-owned KOY(AM) there.

**Ronald Goldberg**, senior account executive, WLKW-AM-FM Providence, R.I., named local sales manager. **Peter Mooney**, in sales position, named regional sales manager.

**Howard Schwartz**, account executive, North Carolina News Network, Raleigh, named sales manager.

**John DeWitt**, in sales department of KYLO(FM) Davis, Calif., named sales manager.

**Bill Hurley**, general manager, KLIB(AM) Liberal, Kan., and **Phyllis Johnson**, sales manager, KFNB(FM) Oklahoma City, join KKNQ(FM) Oklahoma City as account executives.

**Charles Earley**, announcer, WVEL(AM)-WGLO(FM) Pekin, Ill., joins WTAA(FM) Morton, Ill., as account executive.

**Alvin Q. Ehrlich**, president and chief executive officer, Ehrlich-Manes & Associates, Washing-



Ehrlich



Manes

ton, elected chairman but will continue as chief executive officer. **Nella C. Manes**, executive VP, elected president.

**Piet Verbeck**, VP-creative director, Ogilvy & Mather, New York, and **Alan Mooney**, VP-general manager of San Francisco office of O&M, elected senior VP's.

**Arthur Meranus**, senior VP and associate creative director, Cunningham & Walsh, New York, appointed creative director of agency. **Anthony Codella**, account supervisor, DKG Advertising, New York, joins C&W in same capacity.

**Robert Barocci**, senior VP and regional managing director of United Kingdom, Europe and Canada, Leo Burnett Co., elected director of company, relocating to Chicago headquarters.

**Macy Jones** and **Judy Wright**, account supervisors; **Mark Itkowitz**, creative supervisor; **Barbara Mullins**, executive producer, and **Ron Taylor**, executive art director, BBDO, New York, elected VP's.

**Marshall Buccì**, **Carolynn Gandolfo** and **Joan Pendas**, account supervisors; **Keith Gould**, **Sally Patterson** and **Dale Puckett**, creative supervisors, and **Jules Green**, television production supervisor, NW Ayer ABH International, New York, elected VP's.

**Kurt Graetzer** and **Robert Howsam**, account supervisors, Dancer Fitzgerald Sample, New York, named VP's.

**Randy Heimer**, account supervisor, Benton & Bowles, New York, elected VP.

**Bill Brussow**, owner of radio syndication service in Los Angeles, joins Hofer, Dieterich & Brown as senior account manager and head of agency's newly opened Detroit office.

**Richard Wittstadt**, media supervisor on General Foods with Young & Rubicam, New York, named associate media director, Young & Rubicam West, Los Angeles. **Leland Wong**, formerly account executive with Ayer Jorgenson Macdonald, Los Angeles, and **Alan Berger**, account executive, Leo Burnett Co., Chicago, have joined Y & R West as account executives.

**Harry Glass**, VP-associate media director, Bozell & Jacobs, New York, named director of media planning. **Richard Stern**, with Bozell, named VP.

**James Ens**, former VP-creative director, Johnson & Dean, Grand Rapids, Mich., joins J. I. Scott there as creative group director.

**Diane Thompson**, production coordinator, KCMO-TV Kansas City, Mo., joins Bernstein/Rein & Boasberg Advertising there as broadcast traffic supervisor.

**M.A. Willi Waltrip**, director of advertising, Greyhound Lines, joins Reed/Kann Diversified Advertising, Phoenix, as account executive.



Waugaman

**John Waugaman**, general sales manager of Group W's Radio Advertising Representatives, New York, named VP-general manager, succeeding Michael Faherty (see page 124).

**Vincent Young**, VP-general sales manager, Adam Young Inc., New York, named executive VP. **David Brydson**,

from Bolton Broadcasting, joins Adam Young as general sales manager for independent stations represented by company.

**James Harmeyer**, account executive on ABC sales team in Blair Television's Chicago office, named to head Blair's Jacksonville, Fla., sales

office. **Terri Washington**, from Benton & Bowles, New York, joins Philadelphia sales staff of Blair.

**Gayle Brammer**, account executive, WTTG(TV) Washington, and **Peter Kranzler**, in sales development capacity with Metro TV Sales, New York, named account executives with Metro TV Sales.

**Pamela Caldwell**, account executive in Chicago office of Pro Radio, named manager of office.

**Joseph Armao**, account executive, KYW(AM) Philadelphia, joins Radio Advertising Representatives, New York, in same capacity.

**Madeline Dubrowski**, research analyst, Torbet Radio, New York, joins Eastman Radio there as marketing and media analyst.

## Programing

**Dennis Considine**, executive producer, CBS Entertainment, Los Angeles, named director, special programs, NBC Entertainment there.

**John Hamlin**, independent TV producer and formerly VP, specials, West Coast, NBC-TV, named director of special programs, West Coast, ABC Entertainment.

**Dwayne Hickman**, former actor (CBS-TV's *The Many Loves of Dobie Gillis*) and network executive producer, promoted to director, comedy development, CBS Entertainment, Los Angeles.

**Margaret Ann Loesch**, director, children's programs, NBC Entertainment, Los Angeles, named VP for children's programs and specials, Hanna-Barbera Productions there.

**Jack Williams**, president of Fanfare, Houston, joins Prism, regional pay-television network, Philadelphia, as president and chief operating officer. **Jim Barniak**, sports columnist and feature writer, *Philadelphia Bulletin*, joins Prism as director of sports and public relations. **Terry Harmon**, former infielder with Philadelphia Phillies baseball team, and **Jim Epstein**, director of marketing and sales with Media Concepts, Philadelphia, join Prism as regional directors in marketing area.

**John J. McMahon**, former senior vice president of programs and talent, NBC Entertainment, Los Angeles, named president, Rastar Television Inc. there.

**David Graves**, program manager for Group W's WIND(AM) Chicago, named to newly created position of director of programing and promotion for Group W's Radio Group.

**Jo Interrante**, news director for RKO General's KFRC(AM) San Francisco, named network program director of new RKO Radio Network.

**Jim Levey**, producer and TV packager, Jim Levey Enterprises, Los Angeles, named director of syndicated television program development, Metromedia Producers Corp., Los Angeles. **James Stable**, assistant general counsel, Metromedia Inc., and VP of Metromedia Producers, New York, named VP-business affairs, MPC, Los Angeles.

**Chet Collier**, former VP of programing for Metromedia Television, New York, and earlier with Group W for 25 years in various executive capacities, named consultant to BBI Communications Inc., Boston, new subsidiary of

Boston Broadcasters Inc., that will develop and produce new programing for television and cable television.

**Alan Kress**, from law department of RCA Records, New York, named director of business affairs, RCA SelectaVision VideoDiscs, responsible for negotiations and contracts relative to acquisitions of programs for videodisks.

**Robert Wong**, assistant chief accountant, ABC, New York, named director of finance and planning for ABC Pictures International, New York.

**Robert Lloyd**, Western sales manager, Gold Key Entertainment, Los Angeles, named national sales manager. **Leonard Soglio**, syndicated sales representative, assumes additional duties as Eastern sales director.

**Albert Grad**, senior producer, Jennings & Thompson/FCB, Phoenix, joins Kucharo Communications there as partner and executive producer.

**Brian Donegan**, associate director for program acquisition, Public Broadcasting System, Washington, named director of program acquisition.

**John O'Neill**, regional sales manager for St. Louis packaging company, joins Bridal Fair Inc., broadcast syndication firm, Omaha, as regional manager.

**Nancy Gould**, air personality, Warner Cable's Qube, Columbus, Ohio, named new host of KNXT(TV) Los Angeles's *Sunnyside*, early-morning interview program.

**Paul Berry**, reporter and co-anchor, WJLA-TV Washington, named host of *The Baxters*, family



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The best there is, because she's been doing it longer and better.

Television news is her specialty: Anchors, reporters, meteorologists, sportscasters, news directors and news producers.

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**527 MADISON AVENUE**  
**NEW YORK CITY, 10022**  
**(212) 355-2672**

series premiering in fall.

**Bob McLain**, sports director and weekday anchor, WCIV(TV) Charleston, S.C., joins WRET-TV Charlotte, N.C., as sports director. **Larry Gregory**, creative services director, WRET-TV, named production manager.

**Kristine Kelly**, production coordinator, WKBD-TV Detroit, named producer-director.

**David Baxter**, in creative services department of WBTV(TV) Charlotte, N.C., named *PM Magazine* coordinator. **Carolyn Mints**, promotion assistant, named production assistant on *PM Magazine*. **Mark McKeen**, director on 6 p.m. newscast, named videotape editor for *PM*. **Susan Gosling**, senior production specialist, named production operator for *PM*.

**James Dabakis**, executive producer, KSXX(AM) Salt Lake City, named program director.

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## News and Public Affairs

**Richard Graf**, former news director, WBBM-TV Chicago, joins RKO General's WNAC-TV Boston as news director. **David Cooke**, news director, WHDH(AM) Boston, appointed news director of new RKO Radio Network.

**William J. Wilson**, executive news producer, WRTV(TV) Indianapolis, joins KMTV(TV) Omaha as news director.

**Dick Carr**, sports director, KATU(TV) Portland, Ore., joins KMPH(TV) Tulare (Fresno), Calif., as director of news operations.

**Rich Caughron**, anchor and reporter, KTCM(TV) Helena, Mont., named news director. **Kathleen Graves**, air personality, joins KTCM as anchor, reporter and weather reporter.

**Dave Blackshear**, executive news producer, WRET-TV Charlotte, N.C., named acting news director.

**Matt McLogan**, producer and political reporter, WOTV(TV) Grand Rapids, Mich., named news manager. **Della Koach**, producer and reporter, named anchor.

**Jack Bowe**, news director and assistant general manager, KHAS-TV Hastings, Neb., joins WYTV(TV) Youngstown, Ohio, as managing editor. **Marjorie Feldberg**, reporter, anchor and producer, WEAU-TV Eau Claire, Wis., joins WYTV as reporter.

**Vincent Lipari**, formerly with radio desk of UPI in Philadelphia, joins WGBB(AM) New York as news director.

**Gail Heitz**, host of *PM Magazine*, KXTV(TV) Sacramento, Calif., joins WFAA-TV Dallas as 5 p.m. co-anchor. **Bill Macatee**, sports anchor-reporter, KMBC-TV Kansas City, Mo., joins WFAA-TV as sports reporter on 5 p.m. newscast. **Chris Thomas** anchor, reporter and producer of weekend news, KATU(TV) Portland, Ore., joins WFAA-TV as consumer reporter on 5 p.m. newscast.

**Mary Wieden**, from WTVW(TV) Evansville, Ind., joins WECT(TV) Wilmington, N.C., as co-anchor of 6 and 11 p.m. news.

**Bill Bauman**, investigative reporter, WDBO-TV Orlando, Fla., joins WFTV(TV) there as assignment editor. **Kevin Balrd**, from KIVI(TV) Nampa (Boise), Idaho, and **Leah Kleth**, from WTLV(TV) Jacksonville, Fla., join WFTV as re-

porters. **Helen Moore**, from WXEX-TV Petersburg, Va., and **Larry Spangler**, WXIA-TV Atlanta, join WFTV as photographers.

**Gary Wordlaw**, assistant news director and assignment editor, WTVC(TV) Chattanooga, joins KVOS-TV Bellingham, Wash., as assignment editor. **Gary Lesser**, assignment editor and reporter, KBCI-TV Boise, Idaho, joins KVOS-TV in same capacity. **Mary Starrett**, co-anchor and reporter, WGHP-TV High Point, N.C., joins KVOS-TV as co-anchor. **Jamison Harrison**, reporter, KFSM-TV Fort Smith, Ark., joins KVOS-TV in same capacity. **Dr. Jerry Flora**, director of aquatic studies, Western Washington University, joins KVOS-TV as meteorologist. **James Browder**, photographer, noncommercial KTOO-TV Juneau, Alaska, joins KVOS-TV in same capacity.

**David Foulk**, in news department of WSB-AM-FM Atlanta, named assistant news director.

**Catherine Johns**, newscaster, WERE(AM) Cleveland joins WLS(AM) Chicago as co-anchor.

**Diana Walter**, consumer investigator, and **Ed Baxter**, reporter, KGO(AM) San Francisco, named co-anchors.

**Deborah Hamilton**, on programing staff of WPEN(AM)-WMGK(FM) Philadelphia, named director of public affairs.

**Mike Beard**, reporter, KWJ(AM) Portland, Ore., joins KGW(AM) there as nightbeat reporter.

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## Promotion and PR

**Leslie Rubinstein**, owner of creative services agency specializing in TV, radio and print campaigns for motion pictures and arts, named director of editorial services, print, for NBC Entertainment, New York.

**Henry Kavett**, in corporate public relations, ABC, New York, named manager of information and public relations, ABC Radio.



Kershner

**Karen Kershner**, director of advertising and video promotion for Public Broadcasting Services, Washington, joins Mutual Broadcasting System there as director of advertising and promotion.

**Verna Smith**, co-owner of insurance brokerage firm in Denver, joins WHO-AM-TV and co-owned KLYF(FM) Des Moines, Iowa, as promotion manager.

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## Technology

**Sandy Freeman**, former head of marketing for Teleprompter Corp., joins Gardiner Communications Corp., Houston, as executive VP and chief operating officer of Starscan division, which will develop earth station markets.

**John Tilley**, formerly with Rockwell International, Collins Commercial Telecommunications Group, joins Digital Communications Corp., Gaithersburg, Md., as assistant VP-general manager of satellite communications division.

**John L. Johnston**, assistant treasurer and assistant secretary, Belden Corp., Geneva, Ill., named VP-diversified services. **Jack Krejca**, corporate assistant controller, succeeds Johnston. **James Skulski**, controller, electrical division, succeeds Krejca. **Kenneth Schine**, accounting manager, succeeds Skulski.

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## Allied Fields

**James Ewalt**, former acting chief of special relief branch, Cable Television Bureau, FCC, Washington, joins John D. Pellegrin, Washington law office.

**Morgan O'Brien**, assistant bureau chief, spectrum management, Private Radio Bureau, FCC, Washington, joins Washington communications law firm of Fowler & Meyers.

**Leigh Stowell**, former general manager of KIRO-TV Seattle, joins Frank N. Magid Associates, Cedar Rapids, Iowa, as president of company's newly formed Communications Sciences Group, firm specializing in programing and promotion research and consultation.

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## Deaths

**William S. Todman**, 62, principal in Goodson-Todman Productions, New York and Los Angeles, died July 29 in New York University hospital following surgery for heart ailment. Goodson-Todman is considered leading producer of quiz and audience-participation programs, which have included *What's My Line?*, *To Tell The Truth*, *I've Got a Secret*, *Password* and *The Price Is Right*. Todman founded company with Mark Goodson in 1946 after having been for eight years freelance radio writer and producer and writer-producer for WABC(AM) New York. Todman is survived by his wife, Frances; son, William; daughter, Lisa Plough, of Memphis, and brother, Howard, treasurer of Goodson-Todman.

**Davidson Taylor**, 72, former VP with CBS and NBC in New York, died of heart attack July 27 there. He joined CBS in 1933 as announcer for Carnegie Hall concerts of New York Philharmonic. In 1938, he was named director of music and in late 1940's became VP in charge of programing. He left CBS in 1950 as director of public affairs to join State Department as consultant in setting up Voice of America. In 1951 he joined NBC in charge of public affairs programs and was named VP in 1952. He left network in 1958. Survivors include his wife, Mary Elizabeth Plummer, and daughter.

**Walter E. Williamson**, 71, chief clerk and staff director of House Committee on Interstate and Foreign Commerce, died of cancer July 24 in Fairfax County (Va.) hospital. He had been appointed to his post in 1957 by Representative Oren Harris (D-Ark.), then chairman of committee, later a federal judge, after serving as circuit and chancery court clerk and mayor of Magnolia, Ark., where he was born. Survivors include his wife Sue, two sons and two daughters.

**Clarence E. Manton**, 83, former dean of University of Notre Dame Law School and founder of *Manion Forum*, conservative political series that began in 1950's on radio and television, died July 25 in South Bend, Ind., from stroke suffered two weeks earlier. Survivors include his wife, Virginia, and son, Daniel, Republican state senator from South Bend.

# Stock Index













Exchange and Company	Closing Wed. Aug. 1	Closing Wed. July 25	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000.)
<b>BROADCASTING</b>						
N ABC	44 1/2	45 3/8	- 7/8	- 1.92	9	1,232
N Capital Cities	44	42 1/8	+ 1 7/8	+ 4.45	12	616
N CBS	54 5/8	54	+ 5/8	+ 1.15	8	1,534
N Cox	63 7/8	64	- 1/8	- .19	13	425
A Gross Telecasting	22 3/4	21 3/8	+ 1 3/8	+ 6.43	7	18
O Kingstip Co.	15	15			27	6
O Lin.	48 1/4	46 1/4			11	128
N Metromedia	56 7/8	59 1/2	- 5/8	- 1.05	8	270
O Mooney	8 1/4	7	+ 1 1/4	+17.85		3
O Scripps-Howard	47	47			8	121
N Storer	41 1/2	39 5/8	+ 1 7/8	+ 4.73	11	242
N Taft	26 3/4	26 1/2	+ 1/4	+ .94	9	227
<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
A Adams-Russell	15 3/4	15 7/8	- 1/8	- .78	13	19
A Affiliated Pubs.	22 1/2	22	+ 1/2	+ 2.27	8	78
N American Family	13 1/2	12 7/8	+ 5/8	+ 4.85	6	142
N John Blair	21 1/4	21 3/4	- 1/2	- 2.29	5	78
N Charter Co.	33 1/2	35 1/8	- 1 5/8	- 4.62	29	643
N Chris-Craft	19	17 5/8	+ 1 3/8	+ 7.80	11	81
N Coca-Cola New York	6 1/2	6 3/8	+ 1/8	+ 1.96	8	114
N Cowles	22	21 7/8	+ 1/8	+ .57	18	87
N Dun & Bradstreet	36 3/8	35 7/8	+ 1/2	+ 1.39	14	1,012
N Fairchild Ind.	31 1/4	32 3/8	- 1 1/8	- 3.47	6	178
N Fuqua	12 1/2	12 1/4	+ 1/4	+ 2.04	6	158
N Gannett Co.	43	42	+ 1	+ 2.38	14	1,156
N General Tire	21 3/4	21 5/8	+ 1/8	+ .57	5	504
O Gray Commun.	27	27			8	12
N Harte-Hanks	22 1/2	21	+ 1 1/2	+ 7.14	13	208
O Heritage Commun	10	9 1/2	+ 1/2	+ 5.26		145
N Jefferson-Pilot	34 3/4	34 1/4	+ 1/2	+ 1.45	9	795
O Marvin Josephson	18	13 1/4	+ 2 3/4	+20.75	9	40
O Kansas State Net.	24 1/2	25 1/4	- 3/4	- 2.97	20	44
N Knight-Ridder	24	22 3/4	+ 1 1/4	+ 5.49	10	792
N Lee Enterprises*	21 3/8	21 3/8			11	155
N Liberty	36 3/4	36 3/4			8	248
N McGraw-Hill	25 1/4	25	+ 1/4	+ 1.00	10	625
A Media General	25 1/8	23	+ 2 1/8	+ 9.23	10	187
N Meredith	29 3/4	29 1/4	+ 1/2	+ 1.70	6	92
O Multimedia	26 1/4	26 1/4			11	174
A New York Times Co.	23 3/4	23 1/4	+ 1/2	+ 2.15	18	275
N Outlet Co.	23 3/4	20 3/8	+ 3 3/8	+16.56	6	58
A Post Corp.	18 3/4	18 3/4			8	34
A Reeves Telecom	4 5/8	4 1/2	+ 1/8	+ 2.77	51	11
N Rollins	21 3/8	20 5/8	+ 3/4	+ 3.63	10	286
N San Juan Racing	15 5/8	16	- 3/8	- 2.34	20	39
N Schering-Plough	31 1/8	30 1/2	+ 5/8	+ 2.04	9	1,658
A Sonderling	25 3/4	25 1/2	+ 1/4	+ .98	8	28
A Tech Operations	11	11 3/4	- 3/4	- 6.38	28	14
N Times Mirror Co.	32 3/4	31 3/8	+ 1 3/8	+ 4.38	9	1,112
O Turner Comm.*	11	11				108
A Washington Post	23 3/4	24	- 1/4	- 1.04	8	381
N Wometco	18 3/4	18 5/8	+ 1/8	+ .67	9	161
<b>CABLECASTING</b>						
A Acton Corp.	11 3/4	11 3/4			8	28
O Ameco+						
O Athena Comm.	4	4 3/8	- 3/8	- 8.57		8
O Burnup & Sims	6 1/8	5 5/8	+ 1/2	+ 8.88	32	51
O Cable Info.*	6	6			30	3
O Comcast	19 1/2	19 1/4	+ 1/4	+ 1.29	19	32
O Entron*	5	5			5	4
N General Instrument	44 1/2	42 1/4	+ 2 1/4	+ 5.32	12	350
O Genev Corp.*	13 3/4	13 3/4			6	15
O Tele-Communications	29 3/4	29 1/2	+ 1/4	+ .84	37	158
N Teleprompter	19 5/8	18 5/8	+ 1	+ 5.36	26	391
O Texscan	4	4			24	3
N Time Inc.	43 3/8	42 3/8	+ 1	+ 2.35	8	1,211
O Tocom	14 1/4	13 1/2	+ 3/4	+ 5.55	30	21
O UA-Columbia Cable	33	32 3/4	+ 1/4	+ .76	15	110
O United Cable TV	34	34 1/4	- 1/4	- .72	24	69
N Viacom	30 1/8	32	- 1 7/8	- 5.85	15	114
<b>PROGRAMMING</b>						
A Amer. Intl. Pics	9 3/4	9 3/4				23
O Chuck Barris Prods.	13 3/4	14	- 1/4	- 1.78	6	
A Cinema 5 Ltd.	4 1/2	4 1/2				3
N Columbia Pictures	25	24	+ 1	+ 4.16	4	243
N Disney	39 5/8	36 3/4	+ 2 7/8	+ 7.82	12	1,284
N Filmways	15 3/4	15 7/8	- 1/8	- .78	9	79
Four Star	1	3/4	+ 1/4	+33.33	10	
N Gulf & Western	16 3/8	15 5/8	+ 3/4	+ 4.80	4	780
N MCA	44 1/4	45 1/8	- 7/8	- 1.93	8	1,031
N MGM	20 1/4	19 7/8	+ 3/8	+ 1.88	9	617
O Medcom	3 7/8	3 3/4	+ 1/8	+ 3.33	16	6
N Transamerica	19 1/4	18 1/4	+ 1	+ 5.47	6	1,270
N 20th Century-Fox	41 1/2	40 3/4	+ 3/4	+ 1.84	6	323
O Video Corp. of Amer.	8 3/8	8 1/8	+ 1/4	+ 3.07	28	8
N Warner	37 7/8	36 3/4	+ 1 1/8	+ 3.06	8	742
A Wrather	17 5/8	16 7/8	+ 3/4	+ 4.44	48	40
<b>SERVICE</b>						
O BBDO Inc.	32 1/2	32 3/4	- 1/4	- .76	7	81
O Compact Video	9 1/4	8 1/4	+ 1	+12.12		16
N Comsat	43 1/4	43 1/4			10	346
O Doyle Dane Bernbach	19 1/4	18	+ 1 1/4	+ 6.94	7	34
N Foote Cone & Belding	19 5/8	18 3/4	+ 7/8	+ 4.66	6	51
O Grey Advertising	32	32			4	19
N Interpublic Group	36	35 1/4	+ 2 3/4	+ 7.80	8	90
O MCI Communications	6 1/2	6 1/2			81	134
A MovieLab	5 3/4	6	- 1/4	- 4.16	10	8
A MPO Videotronics	5 3/4	6 1/8	- 3/8	- 6.12	6	2
O A. C. Nielsen	22 1/2	22 1/4	+ 1/4	+ 1.12	10	247
O Ogilvy & Mather	20	19 1/2	+ 1/2	+ 2.56	6	72
O TPC Communications	7 1/4	7 1/4			13	6
N J. Walter Thompson	25 7/8	25 1/8	+ 3/4	+ 2.98	6	68
N Western Union	21 3/8	21 3/8			9	324
<b>ELECTRONICS/MANUFACTURING</b>						
O AEL Industries	7 3/4	7 1/2	+ 1/4	+ 3.33	6	12
N Ampex	15 3/8	15 1/8	+ 1/4	+ 1.65	10	174
N Arvin Industries	14 1/2	13 1/2	+ 1	+ 7.40	4	86
O CCA Electronics*	1/8	1/8				1
A Cetec	5 1/8	4 7/8	+ 1/4	+ 5.12	11	2
A Cohu	4	4 1/8	- 1/8	- 3.03	13	6
N Conrac	18 7/8	15 1/2	+ 1 3/8	+ 8.87	27	34
N Eastman Kodak	54 3/8	53 3/4	+ 5/8	+ 1.16	10	8,775
O Farinon	12 1/4	11 1/4	+ 1	+ 8.88	11	58
N General Electric	51 5/8	50 7/8	+ 3/4	+ 1.47	10	9,528
N Harris Corp.	26 7/8	27 1/8	- 1/4	- .92	12	701
O Harvel Industries	6 3/4	6 3/4			18	3
O Intl. Video Corp.*	1 1/4	1 1/8	+ 1/8	+11.11		3
O Microdyne	17	17			18	1
N M/A Com, Inc.	23 1/4	21 5/8	+ 1 5/8	+ 7.51	30	61
N 3M	53 1/4	53 3/4	- 1/2	- .93	11	6,202
N Motorola	44 3/4	41 1/2	+ 3 1/4	+ 7.83	11	1,277
N N. American Philips	29 3/4	28	+ 1 3/4	+ 6.25	6	357
N Oak Industries	33	31 1/4	+ 1 3/4	+ 5.60	23	119
O Orrox Corp.	5 7/8	5 7/8			8	11
N RCA	24 7/8	24	+ 7/8	+ 3.64	7	1,861
N Rockwell Intl.	39	38 3/4	+ 1/4	+ .64	6	1,357
A RSC Industries	3 1/8	3	+ 1/8	+ 4.16	17	7
A Scientific-Atlanta	36 3/8	36 7/8	+ 1 1/2	+ 4.06	17	103
N Sony Corp.	8 5/8	9	- 3/8	- 4.16	14	1,487
N Tektronix	54 1/2	53 1/2	+ 1	+ 1.86	14	980
O Telemation	2	1 3/4	+ 1/4	+14.28	2	2
O Valtec	13 1/4	13 1/2	- 1/4	- 1.85	28	52
N Varian Associates	23	22 5/8	+ 3/8	+ 1.65	128	157
N Westinghouse	20 5/8	20 1/4	+ 3/8	+ 1.85	6	1,784
N Zenith	12 7/8	12 1/4	+ 5/8	+ 5.10	12	242
<b>Standard &amp; Poor's 400 Industrial Average</b>						
	114.77	114.10	+ .67			

Notes: A-American Stock Exchange, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Loeb, Rhoades Hornblower Inc., Washington), P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by *Broadcasting's* own research. Earnings figures are exclusive of extraordinary gain or loss. Footnotes: \*Stock did not trade on given day, price shown is last traded price. \*\*No P/E ratio computed, company registered net loss. \*\*\*Stock split. +Traded at less than 12.5 cents.

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# Added Attractions

In addition to its across-the-board coverage of the week's news—freshly reorganized to incorporate such "superdepartments" as *The Media, Business, Programing, Journalism, Technology* and *Law and Regulation*—BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (\*) to appear during the next few months. Among the more prominent prospects:

- Aug 13  Annual report on **football**, featuring the industry's definitive accounting of who holds the broadcast rights to the most important events, and at what price.
- Aug 20  Everything you ought to know about **teletext**, the promising new technology that many feel is over-the-air TV's next hurrah.
- Sep 3  In advance of the **RTNDA convention**, a special report on the high hazard responsibility of the local **news director**.
- Sep 10  Annual report on **radio**, with emphasis on the latest developments in formats, the most recent wrinkles in research, and including the latest Arbitron compilation of the top 500 in ratings (the top 10 stations in the top 50 markets). Timed for distribution at the **NAB conference on radio programing**.
- Sep 17  In advance of the opening of the World Administrative Radio Conference (**WARC '79**), BROADCASTING will plot the positions of all the major (and a number of the minor) powers that will be jockeying for spectrum advantage in Geneva this fall.
- Oct 1  An in-depth study of **minorities in broadcasting**, featuring a guide to today's minority ownership and a report on the prospects for tomorrow's. Along with a report on progress in the management, talent and technical ranks.
- Oct 15  A status report on **children's TV programing**: its trials, its triumphs and its prospects for the future.
- Nov 12  A looking-forward report on **the next quarter century of television**—coinciding with a looking backward at the first 25 years of the Television Bureau of Advertising.
- Nov 19  Annual special report on the **state of the art in broadcast equipment**.
- Dec 3  Annual special report on broadcasting's **top 50 agencies**.
- Dec 10  After the fact: the full story, reported on the scene in Geneva, of **what happened at WARC '79**, to whom, and to what eventual effect.
- Jan 7  Annual double issue, featuring BROADCASTING's exclusive report and analysis of the **top 100 companies in electronic communications**.

That's not all on our drawing boards, but it gives a general idea. BROADCASTING will update this list from time to time, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

## You Belong in Broadcasting Every Week

\* Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emptions by other breaking news developments.



## The many-moneyed world of Jerry Perenchio

The saddest day of Jerry Perenchio's life came shortly after he began his freshman year at the University of California at Los Angeles. His father, who had amassed a respectable fortune with a winery, lost a great deal of it dabbling in the entertainment business. The elder Perenchio then had to break the news to his fraternity-pledging son that the \$150-a-week allowance checks young Jerry had been getting since he was 12 would have to end. "I'm busted. I'm broke—no more allowances," Perenchio recalls his father telling him. "I don't think I forgave him for three or four years. I hadn't put five cents away. I realized I'd have to go to work."

So Perenchio, who admits to being "flat-out, spoiled rotten" as a child, did go to work. By the time he graduated he was grossing \$500,000 a year.

"And I still didn't save any money."

Perenchio concedes he was born with at least a silver-plated spoon in his mouth. He does not mention, however, that he was born with a golden touch, too. Whether it's his nerve, his luck, his skill, his savvy or some fortunate mixture of them all, Jerry Perenchio has a way of succeeding. Today he sits comfortably atop an ever-burgeoning television entertainment empire that, remarkably, encompasses some of the most successful network series ever made, the largest over-the-air pay-television service in the world, cable television systems and a syndication firm that holds the rights to some of the medium's hottest properties.

And if those aren't enough, add to his credits motion pictures, sports promotions that are legend and a client list of actors and actresses that reads like the roll-call for the Academy Awards. And for good measure, toss in the 1970 sale of Caesars Palace in Las Vegas for \$84 million—from which Perenchio took home \$1 million in finder's fees.

Corporately, he now serves as chairman and chief executive officer of three major television entertainment companies: Tandem Productions, TAT Communications and National Subscription Television (NST). His partners in those companies include Norman Lear and Bud Yorkin. Perenchio's own holdings are centered in his privately held holding company, Chartwell Communications Inc.

That first half-million dollars Perenchio made was the result of a small company he put together while in college—Party Management Inc. As its name implied, it was a catering firm that put on parties for fraternities. Perenchio, who eventually had a



Andrew Jerrold Perenchio—chairman, Chartwell Communications Inc., Los Angeles; b. Dec. 20, 1930, Fresno, Calif.; BS, business administration, University of California at Los Angeles, 1954; U.S. Air Force, 1954-57, discharged as first lieutenant; junior agent, H.L. Swanson, Los Angeles, 1956-57; vice president, MCA Inc. (Music Corp. of America), Los Angeles, 1957-62; vice president, worldwide concert division, General Artists Corp., 1962-64; founded Chartwell Artists Ltd., 1964, and sold it to Marvin Josephson Associates in 1971; various private investments and sports promotions, 1972; named president and chief executive officer, Tandem Productions Inc., 1973; cofounder of TAT Communications, 1974; founder of National Subscription Television Inc., 1975; divorced; three grown children: Catherine, John and Candice.

virtual monopoly on hotel ballrooms in Los Angeles, did everything from booking bands to making canapés. He left school with a "C" average and \$160,000.

From college Perenchio went immediately into the U.S. Air Force—where he learned quickly that a second lieutenant's salary was not going to keep him in the life style to which he had grown accustomed. He was a jet pilot and instructor and had considerable time off between flights. So he went back to booking bands in the clubs around the bases of northern California. Shortly thereafter, he was supplementing the \$600 a month he made in the Air Force with more than \$6,000 a month in agent fees. Then, leaving the service a first lieutenant, he went out to learn the agent business.

He did that at the giant MCA Inc., perhaps the least flashy, most business-like company in Hollywood. To this day, Perenchio insists that MCA, with its white-shirt, three-piece-suit image, taught him forever the "basic tenets" of business—"take options, never grant them";

"strike the word perpetuity from your vocabulary"; "never sell assets—lease them on a very short string"; "get as close to the customer's money as you can"; "stay in the business you understand"; "cloak yourself in dignity," and "make the calls and know the territory."

He rose to be a vice president at MCA and stayed on top in Hollywood until another very sad day—Friday, July 13, 1962—when the Antitrust Division of the Justice Department taped shut his desk and closed MCA's talent-representing operations. Telling that story, Perenchio recalls another MCA tenet he has kept close to his heart: "Never buy brick and mortar unless it's self-liquidating."

Through the next few years, Perenchio eased about the Hollywood world of actors and agents. His clients included Elizabeth Taylor, Richard Burton, Andy Williams, Marlon Brando and Jane Fonda. It was then, too, that he first got into the business of packaging television shows. At the time it was only a sideline.

He put together the Caesars Palace sale, which made him his first million, and then, in March 1971, staged the first Muhammad Ali-Joe Frazier boxing match. That grossed \$20 million. He followed that act in 1973 with the famed Billie Jean King-Bobby Riggs "Battle of the Sexes" tennis match viewed by 48 million people over ABC-TV. Along the way, in January 1973, Lear and Yorkin, two of Hollywood's reigning producers, asked him to join in their Tandem Productions. He was made president and chief executive officer. The rest, as they say, is history.

Tandem's list of properties includes *All in the Family*, *Sanford & Son*, *Maude*, *Good Times* and *Diff'rent Strokes*. Lear and Perenchio later formed TAT, which owns *The Jeffersons*, *One Day at a Time*, *Mary Hartman, Mary Hartman*, *America 2Night* and *Hello, Larry*. Tandem/TAT owns the syndication rights to all of those shows except *All in the Family*.

Two years ago, Perenchio and company embarked on what may turn out to be their biggest gamble yet—pay television. As of last month, National Subscription Television, a joint venture with Oak Industries operating UHF ch. 52 KBCS-TV Corona, Calif. (Los Angeles), had some 190,000 subscribers and was adding more at the rate of 200 a day—making it the largest subscription service in the world. On July 1, NST began operating on UHF ch. 20 WXON-TV Detroit. It has plans to open in New York later this year or early next.

Asked where he wants his companies to be in the not-too-distant future, he answers with a quickness that from anyone else could be written off as hype:

"I'd like to have a billion-dollar business."

# Editorials

## Test cases

By invitation, broadcasters next Sunday, Aug. 12, will demonstrate modern techniques of courtroom coverage by radio and television at the annual meeting of the American Bar Association in Dallas. The demonstration may fail to sway the diehards of the bar's old guard who hate journalism in general and broadcast journalism in particular. It can help, however, to advance the broadcasters' cause among less inflexible members of the bar.

Professionals will be in charge of the broadcast production and equipment. Ernie Schultz, news director of KTVY(TV) Oklahoma City and past president of the Radio-Television News Directors Association, is executive producer. Marty Haag, news director at WFAA-TV Dallas, is producer and supplier of major technical support. The National Association of Broadcasters, RTNDA and the National Press Photographers Association have cooperated in arrangements. (Still photography will also be demonstrated.)

The guidelines for placement of cameras and microphones will be those in effect in Florida courts. There will be coverage of two mock settings, one an appellate argument, the other a criminal trial. If the demonstrations work as well as the real-world broadcast coverage of the recently concluded Bundy murder trial in Miami, access to courts everywhere will be only a matter of time.

## Playtime is over

It is advancement in broadcast technology that makes possible the kind of demonstration that is planned for the bar association (see above). State-of-the-art equipment, when used properly, now enables broadcasting to enter the courtroom or anywhere else without becoming the principal attraction.

State-of-the-art equipment also gives unprecedented mobility to today's broadcast journalist. The modern ENG team can range far from its studios without losing the capacity to deliver live reports from the scene of action. Satellite service extends that range by thousands of miles.

The new equipment has been in use long enough for the novelty to wear off. As the special report on local television journalism in this issue has discovered, the hardware no longer occupies the center of a newsroom's attention. It is viewed more and more for what it is: remarkable tools for wise use in the development and presentation of significant stories.

Technology and content are growing up together.

## Ding dong Bell

The latest issue of *Bell Telephone Magazine*, an AT&T house organ, reveals corporate ambitions to expand the company's home services exponentially beyond the telephone system it provides today. Bell executives characteristically shy away from blue-sky forecasts. The articles in the magazine may be taken to mean that the company seriously contemplates ventures into many kinds of services, including some that figure prominently in cable television operators' plans.

"I think the telephone of the future won't be a telephone," says D.C. Staley, AT&T vice president, residence marketing sales and service, in an interview in the magazine. "Instead we'll see a terminal that takes the form of a console, or, at least, is an instrument quite different from what we know today. Today we provide telephone service. In the future we'll provide total home communications—such things as remote appliance control, emergency services, home information programs, banking capabilities, all

sorts of things . . . I can't be specific as to when it'll all happen, but it isn't that far off."

Clearly AT&T intends to take maximum advantage of the accommodation that it and other telephone companies reached with the National Cable Television Association two months ago (BROADCASTING, June 25). The two sides agreed to support legislation that would keep telephone companies out of television program distribution to homes (except in sparsely populated areas that cable operators would find unprofitable to wire), would keep cable systems out of local telephone exchange service but would permit open competition for other kinds of business. To judge by the articles in Bell's magazine, cable companies may expect the open competition to be fierce.

As reported elsewhere in this issue, the telephone industry-NCTA agreement will be incorporated in the legislation that the House Communications Subcommittee is drafting as a sequel to the collapse of its Communications Act rewrite. That part of the new bill deserves support. The division of market exploitation that the telephone and cable interests propose may be a form of cartelization, but it is offset by the preservation of competition in the development of new services.

The incentives of the marketplace, as now enunciated by Bell's magazine, may deliver the home communications center faster than the blue-sky prophets of the past dared to predict.

## Televisa's televista

Acapulco does not rate recognition as a television market even in Mexico. But that resort on the Pacific was the intellectual capital of the TV world July 23-27—a week given over to the second World Encounter on Communication. The subject: TV and its future as seen by social scientists, broadcasters, syndicators, public officials and engineers.

The essence of the presentations and free exchanges of 10 nations—among them, the United States and U.S.S.R., Great Britain and Japan, as well as our Canadian and Mexican neighbors—was reported in our issues of last week and this. It was the second meeting under auspices of Mexico's leading broadcasting entity, Televisa.

Emilio Azcarraga, president of Televisa and son of Mexico's late, distinguished broadcast pioneer, in closing the convocation, urged that all participants, despite differing ideologies, unite in the common undertaking "to communicate with honesty, with humility and with wisdom." There were no dissenters.



Drawn for BROADCASTING by Jack Schmidt

"That's not what I meant by 'Scramble the cable,' and you know it."



## ***You left the lights on, Mommy!***

Have your children ever told you to turn off the lights because they were wasting energy? That's what young people in Western Michigan are doing. They're becoming energy conscious as a result of a special series on WKZO-TV's popular and long-running children's show, "Channel Three Clubhouse."

The energy series, produced in cooperation with the Kalamazoo Nature Center, was designed to acquaint youngsters with the concept of energy and how they might help preserve our natural resources. It shouldn't have been surprising then, when the kids started reminding their parents that they were wasting energy by leaving lights and appliances on when not in use.

Educating and informing tomorrow's consumers today is all part of the Fetzer tradition of total community involvement.

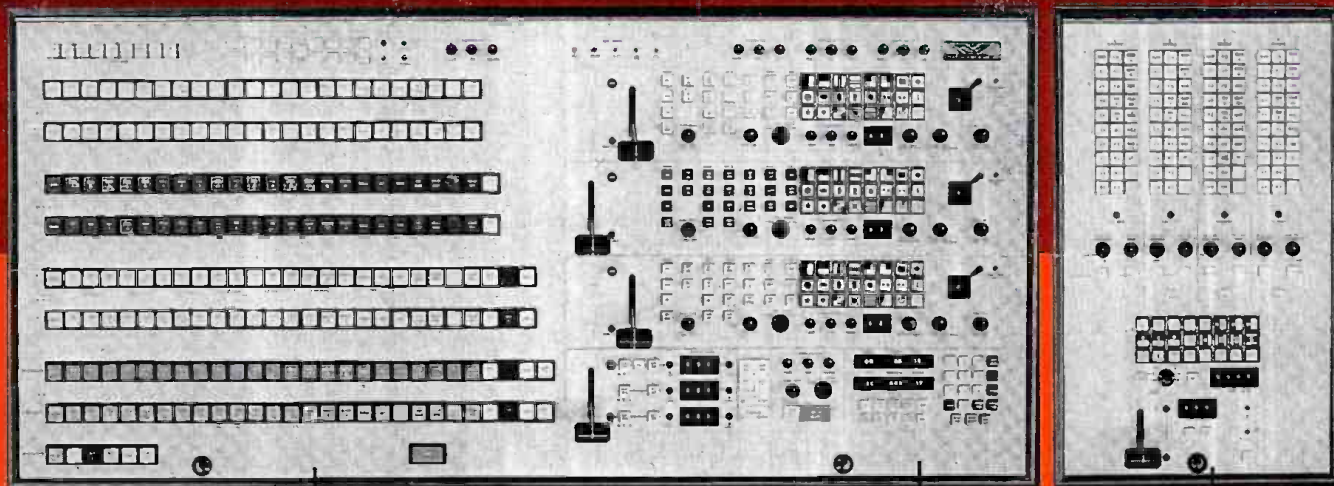


### *The Fetzer Stations*

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