

Aug. 13, 1979

Special report on football:  
Broadcasting's biggest sport grows bigger

# Broadcasting Aug 13

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Our 48th Year 1979

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## 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		<u>Special Movie Presentation</u>	19
	<u>Eyewitness News (Thurs.-10PM)</u>	24		<u>10PM Report (Wed.)</u>	19
	<u>Mork &amp; Mindy</u>	24		<u>10PM Report (Tues.)</u>	19
8.	<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>	18
6.	<u>Angie</u>	21	23.	<u>All in the Family</u>	17
	<u>Eyewitness News (Sun.-10PM)</u>	21		<u>Barnaby Jones</u>	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>Starkey &amp; Hutch</u>	17
	<u>Eight is Enough</u>	20		<u>Taxi</u>	17
	<u>Eyewitness News (Fri.-10PM)</u>	20		<u>Vegas</u>	17
	<u>Lou Grant</u>	20		<u>10PM Report (Thurs.)</u>	17

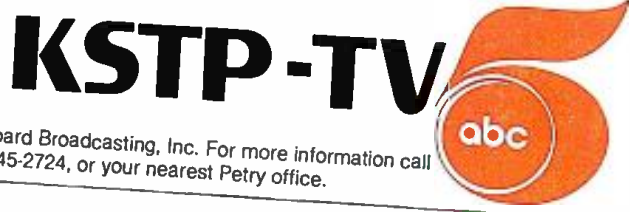
These local Arbitron "Top 25" ratings are based on data obtained from the Arbitron diary survey of this market. The Metro ratings reflect viewing in the Arbitron Television Metro area, which in most cases corresponds to Standard Metropolitan Statistical Areas as defined by the U.S. Government's Office 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 days on which the preemption occurred have been deleted, and the ratings reflect the audience which viewed the regularly scheduled program only.

THE ARBITRON COMPANY New York Chicago Atlanta Los Angeles San Francisco Dallas Washington  
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Features  
VI**



**"SLEUTH"**

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



**"THE STEPFORD WIVES"**

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



**"JENNY"**

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

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**"THE HEARTBREAK KID"**

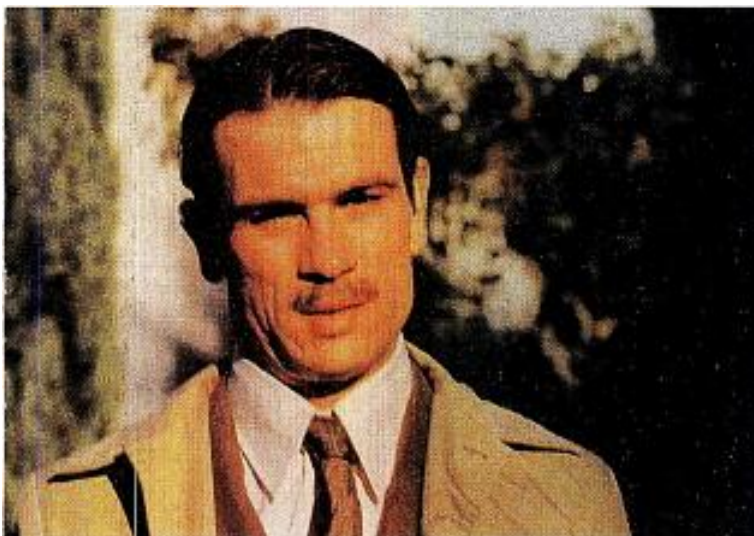
"An unequivocal hit—a first American comedy, as star 'The Graduate.'" —THE NEW YORK TIMES

Broadcasting  
Aug. 13, 1979



**"THE MISSILES OF OCTOBER"**

"Probably the finest historical television has ever presented."  
"An example of how great television can be."  
—PHILADELPHIA BULLETIN



**"THE AMAZING HOWARD HUGHES"**

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

**AN ALL-NEW GROUP!**

25 movies that are all first-run for syndication.

**ERAGE  
RK SHARE!**

ive when compared  
rent releases:

	Avg. Share
res VI	35%
agne Movies	35%
portfolio 8	32%
Showcase 10	31%

es for premiere showing of all movies  
(time network television.)

**INNING!**

suitable for 2-hour  
slots.

**N.**

**PLAY NOW!**

12 movies available immediately.  
14 available in 1979.



# Put a winner in prime time access.



Here's the prime time access winner you've been waiting for—The Oscar-winning Pink Panther. The sophisticated Pink Panther. He's not just kidding around anymore.

© Mirisch-Geoffrey-D.F. 1979

**Ua-TV**  
United Artists  
A Transamerica Company

# The Week in Brief

**HOT TIME AT THE FCC** □ Dissension among the ranks of commissioners and staffers and Chairman Ferris escalates at Aug. 1 meeting over the chairman's request, made without consulting his colleagues, to shift funds in FCC budget. Staffers are shy about talking, but those that do mention a growing morale problem and use descriptions such as "ruthless" in connection with Ferris. **PAGE 21.**

**MAKING THEIR MOVES** □ The previously announced network schedules for the fall weren't the last word; CBS and NBC have come out with changes as the jockeying for position begins in earnest. **PAGE 23.**

**PICK AN APPLICANT** □ The commission, out of the blue, asks for comments on whether it should institute a lottery system to choose among equally qualified candidates in a comparative hearing case. **PAGE 23.**

**BEER BLAST** □ Miller Brewing switches its accounts—estimated to be worth about \$85 million—from McCann-Erickson to the three-month-old Backer & Spielvogel agency. **PAGE 24.**

**STATUS REPORT** □ NAB's first solicitation for its Minority Ownership Investment Fund brings in \$1.2 million above pledges from the networks for a total so far of \$8.7 million. While the majority in the industry are in favor of the plan, some are not. **PAGE 25.**

**REGULATION REQUEST** □ In anticipation of a NAB loss to the Justice Department in the code case, NCCB petitions the FCC to adopt limits on commercial time and number of interruptions on TV. **PAGE 26.**

**THE \$201-MILLION GAME PLAN** □ That's what the nation's broadcasters will pay this year for the rights to cover the professional and college football action. That is just a little more than \$1 million over the 1978 rights figure. A BROADCASTING annual report again tells who will be broadcasting what and how much it will cost. **PAGE 29.**

**A LOT OF IFS** □ Some Wall Street analysts believe Comsat's satellite-to-home plan is daring and could provide a boost for its sluggish financial condition. But they wonder how successful Comsat will be in an area outside its present expertise. **PAGE 38.**

**DIGGING OUT** □ The president of Media Corp. of America tells creditors that the company is working on a plan to liquidate its \$9.8-million debt. **PAGE 39.**

**ZIFF'S MANY HORIZONS** □ Having purchased Rust Craft's station group, the diversified publishing group intends to expand to a full portfolio of TV's and move into programing and cable ownership. **PAGE 40.**

**WHO'S GOT THE ANCHOR?** □ Wdvm-TV Washington goes to court with WRC-TV there over the services of newsman Gordon Peterson. **PAGE 47.**

**HAMS IN THE HOUSE** □ Speaker Tip O'Neill wants something done about the way he says his colleagues are acting it up on the House TV system. **PAGE 47.**

**NCTA RESTRUCTURE** □ Kathryn Hilton and Robert Ross are named as executive vice presidents of the cable association. **PAGE 48.**

**\$30 MILLION FOR 'THREE'S COMPANY'** □ Metromedia, Gannett and KUTV make the purchase that appears destined to set a new price record for syndicated product. **PAGE 52.**

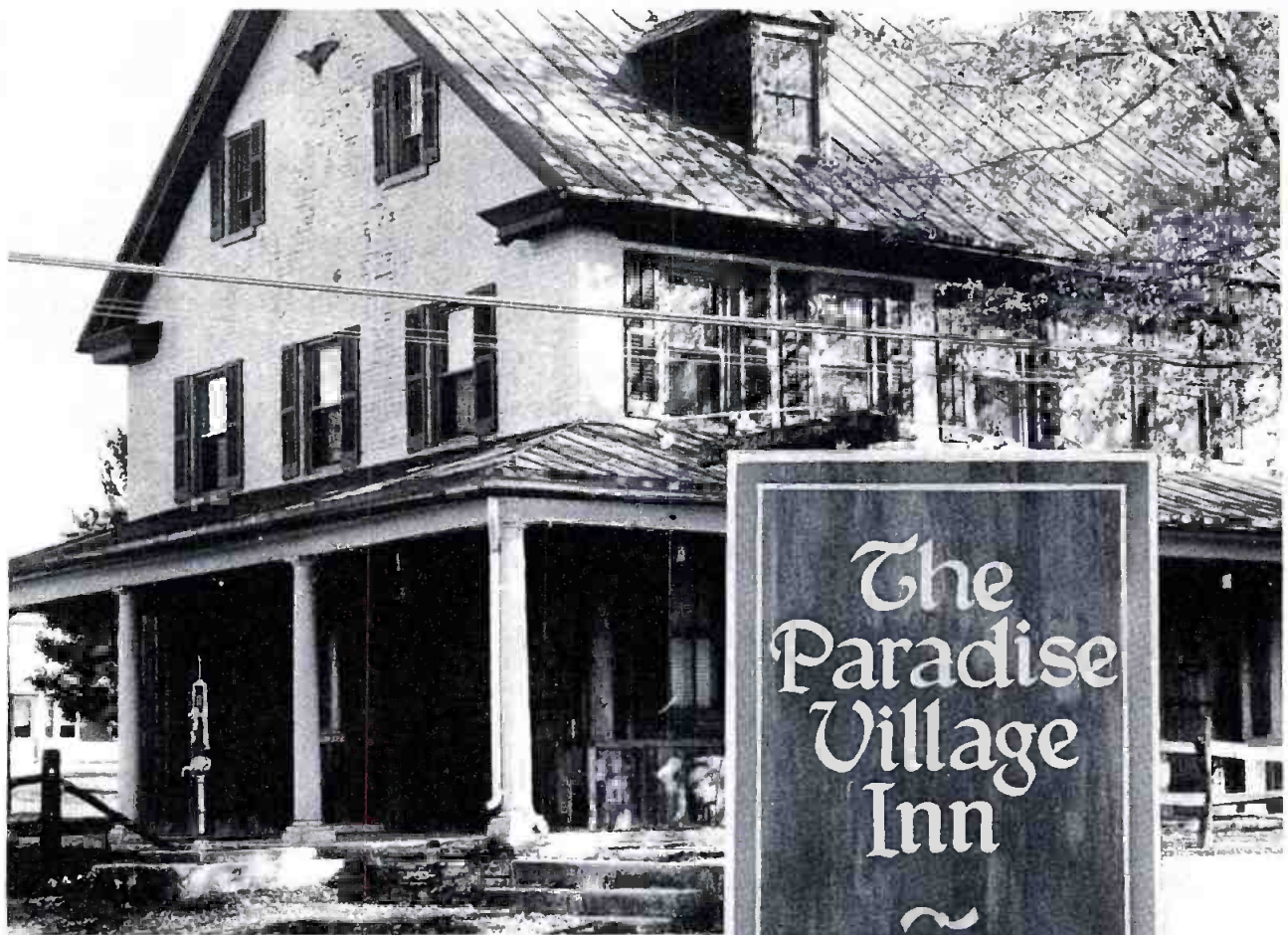
**MAKING IT WORK** □ Comsat says the technology involved in its satellite-to-home project is the least of its problems. **PAGE 55.**

**THE ENFORCER** □ As chief of the FCC's Complaints and Compliance Division, Arthur Ginsburg is regarded as tough, but fair. It's a reputation that he acquired in 18 years at the commission, a lengthy tenure that has served only to increase his zeal. **PAGE 81.**

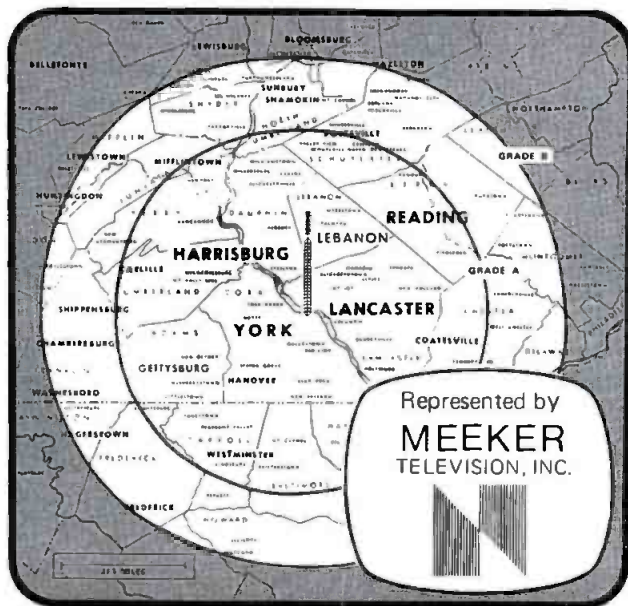
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## WGAL-TV is not a stranger in Paradise



Far from it. In fact, WGAL-TV is unusually popular in this thriving Lancaster County community. This is typical of the enviable acceptance it consistently enjoys in the hundreds of other Pennsylvania towns and cities in this prosperous 9-county DMA. In your media buying, contrast WGAL-TV depth and reach with the partial coverage provided by other stations in the market. WGAL-TV is your obvious choice for outstanding superiority in area-wide coverage and sales.

*Source: Nielsen 1979 County Coverage Report*

# WGAL-TV 8

STEINMAN TV STATION

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

# Closed Circuit®

Insider report: behind the scene, before the fact

## Growing audience

Nielsen network rating point in television season starting in September will be worth 763,000 homes. That's almost 2.5% more than past season's 745,000. Total U.S. TV homes (excluding Alaska and Hawaii) are projected to be 76.3 million as of Jan. 1, 1980, and that figure will be used as base for year, retroactive to September.

In past, Nielsen homes figures have been estimated as of September and used for following 12 months without regard to creation of new TV homes as year progressed. New system establishes base figure closer to halfway between season's opening and its transition into rerun season.

## Old script, new act

With Federal Trade Commission well into children's advertising inquiry—which will continue if commission takes up recommendation of administrative law judge (BROADCASTING, Aug. 6)—issue now moves unexpectedly up to Hill. Representative James Scheuer (D-N.Y.), chairman of Subcommittee on Consumer Protection and Finance, is planning full-scale look at matter—everything from health effects to First Amendment considerations.

Witness list and final plans for hearings haven't been completed, but Scheuer may be receiving help from Representative Lionel Van Deerlin (D-Calif.), chairman of Communications Subcommittee, who told Scheuer his staff would be happy to cooperate in setting things up.

## Another cable network?

Ted Turner may face competition. Post-Newsweek station group is "considering" putting its own editors and reporters plus those of co-owned *Washington Post* and *Newsweek* to work on cable news network, similar in concept to one Turner is organizing out of Atlanta. Steve Jacobs, producer at Post-Newsweek's WDIV(TV) Detroit, has been put in charge of concept development.

Meanwhile organization of Turner's Cable News Network is proceeding. Officials say number of MSO's are on verge of buying service. More talent has been signed, including William Simon, former secretary of treasury.

## UNESCO action

Appointment of Estaban Edward Torres, now U.S. ambassador to UNESCO, as new assistant to President Carter will necessitate prompt appointment of successor in Paris, at

critical time for news media. Biannual UNESCO convocation in Belgrade, Yugoslavia, next month will consider sensitive issues of news control and licensing of journalists.

U.S. is leading opposition to efforts of Third World nations to inhibit free flow of news across international borders. Thus it's hoped Ambassador Torres's successor will be journalistically oriented and dedicated to news freedom for all media.

## Sniffing around

FCC staff has begun to look into questions James Gabbert, of KIQI(AM)-KIOI(FM) San Francisco, raised in letter to Commissioner Tyrone Brown regarding citizen groups (BROADCASTING, July 2). Gabbert alleged that some groups have filed petitions to deny transfers for purpose of persuading parties to pay off and avoid problems at commission, and, as exhibit A, he cited activities of Marcus Garvey Wilcher, of Bay Area's Community Coalition for Media Change, with whom Gabbert has tangled frequently. Brown asked Broadcast Bureau to look into "problem" he said was "serious," but stressed that he had no basis for judging accuracy of Gabbert's statements and that he is not concerned about individuals "who are not commission licensees." Rather, he wanted to be advised on whether commission action, possibly looking to revision of policy of neither approving or disapproving settlement payments, would be appropriate.

Broadcast Bureau Chief Richard Shiben has met once on subject with representatives, from offices of Commissioners Brown and Anne P. Jones, as well as General Counsel's Office. Only result thus far is that legal research is being done on reimbursements, requested and approved, in comparative and non-comparative proceedings.

## Man, oh Mankiewicz

On surface, one has nothing to do with other, but educated guess is that if Senator Edward Kennedy yields to "draft" for Democratic presidential nomination, National Public Radio will have to find new president to replace hard-charging Frank Mankiewicz, publicist, lawyer, journalist, and practically member of Kennedy clan.

Now in running battle with Larry Grossman, president of Public Broadcasting Service, over allocation of funds for radio versus TV services (see page 48), Mr. Mankiewicz, who has headed NPR since 1977, is seen slated for upper-echelon post in Ted Kennedy

campaign if draft blows Kennedy into running. Mankiewicz was press secretary to late Senator Robert F. Kennedy in 1966-68.

## A little behind

RCA has run into delay with its SMARTS plan to supply satellite earth stations to commercial TV stations throughout country (BROADCASTING, March 19, et seq.). But officials say they *will* go ahead with tests planned in conjunction with Post-Newsweek Stations and Viacom International, and within next couple of months expect to decide for sure whether to market plan generally—that despite decisions of such major groups as Westinghouse and Storer to obtain own earth stations. Prospects are good, they say, that marketing decision will be affirmative. They'd hoped to make that decision by June or July.

Delay is attributed to technical problems and getting clearance—now obtained—of earth-station sites for Post-Newsweek stations. Test of distributing Viacom programming to them via satellite, originally planned for late summer or early fall, is now scheduled for January.

## Sign language

On schedule with preproduction work on TV captioning for deaf, National Captioning Institute has developed training program and will begin hiring editors (eight in New York; eight in Los Angeles) this fall. Total staff is planned at 40-50. NCI will handle encoding for Public Broadcasting Service, which continues captioned programming in fall; ABC and NBC are expected to begin offering captions after first of year (BROADCASTING, March 26).

NCI work thus far has confirmed projection that it should take 20 hours to encode each program hour. NCI moves from temporary Washington location to suburban Bailey's Crossroads, Va., headquarters Aug. 20; companion Los Angeles center opens at Sunset Gower studios in Los Angeles in October.

## Radio barter

Dancer Fitzgerald Sample, New York, which has been active in barter TV syndication programming under its Program Syndication Services Inc. subsidiary, is planning to go same route shortly in radio. Reasoning is there is wealth of programming available, particularly of special-interest variety, that would lend itself to barter on radio. It would operate under PSS, headed by Peggy Green, with Sondra (Sam) Michaelson as radio director.

# Business Briefly

## RADIO ONLY

**Del Taco** □ Ten-to-16-week campaign for restaurant franchise begins in September in San Diego, Los Angeles, Atlanta, Dallas-Fort Worth and Houston. Agency: McCaffrey & McCall, New York. Target: adults 18-24.

**Rhodes Bread** □ Fourteen-week campaign for frozen dough begins in mid-September in 14 markets including Chicago, Portland, Ore., Seattle, Milwaukee and Denver during all dayparts. Agency: Martin Williams, Chicago. Target: women, 35-54.

**Pet Inc.** □ Six-week campaign for Funston nuts begins Oct. 1 in Fort Lauderdale, Miami and Tampa, Fla.; New Orleans, Denver, St. Louis, Charlotte, N.C., and Syracuse, N.Y., during drive times and midday. Agency: Vinyard & Lee & Williams, St. Louis. Target: women, 25-54.

**U.S. Coast Guard** □ Six-week campaign begins Sept. 17 for recruiting in Philadelphia, Washington, Baltimore, Detroit, Atlanta and St. Louis. Agency:

Henry J. Kaufman Associates, Washington. Target: men, 18-24.

**Colgate** □ Five-week campaign for Cold Power laundry detergent begins Sept. 9 in approximately 45 markets including Miami; Fort Lauderdale, Fla.; Charleston, S.C., and Winston-Salem, N.C. Agency: Norman, Craig and Kummel, New York. Target: women, 25-54.

**American Cyanamid Co.** □ Three-week campaign begins Sept. 24 for Warbax grubacide for animals in Arkansas, Kansas, Kentucky, Missouri and South Dakota. Spots will be placed during farm programming. Agency: Richardson, Myers & Donofrio, Baltimore. Target: farmers.

**Susse Chalet International** □ Two-week campaign for hotel franchise begins in September in Indiana markets. Spots will be placed primarily in afternoon drive times. Agency: Weston Advertising, Manchester, N.H. Target: men, 18-24.

**Michigan Apple Committee** □ Two-week campaign starts Sept. 16 in 10

markets including Chicago, Detroit, St. Louis, Omaha, Minneapolis and Indianapolis, with some spots running during drive times. Agency: Baker, Abbs & Klepinger, Birmingham, Mich. Target: women, 35 and over.

**Curtiss Candy Co.** □ One-week campaign begins Aug. 20 for Baby Ruth, Butterfingers and Jumbo Block candy bars in Cincinnati, Salt Lake City, St. Louis, San Francisco and Providence, R.I. Agency: Lee King & Partners, Chicago. Target: teens.

## TV ONLY

**Weldon Farms** □ Sixteen-week campaign begins Aug. 20 for Sippin' Yogurt in New York, Los Angeles and San Diego in day and fringe times. Agency: AR&H, New York. Target: women, 25-49.

**Realty World** □ Ten-week campaign begins in early September for realty franchise in 35 markets during fringe and prime time. Agency: Rosenthal & Morton, Chicago. Target: adults, 25-54.

**Chevron, USA** □ Eight-week institutional campaign begins in mid-September for Chevron stations in 45 markets during news and evening programming. Agency: J. Walter Thompson, San Francisco. Target: adults, 18-49.

**Bordens** □ Eight-week campaign for ice cream begins in early September in six markets during all dayparts. Agency: Vitt Media, New York. Target: women, 18-49.

**Posner** □ Eight-week campaign starts Sept. 10 for hair care products in eight markets including Detroit, Chicago and Philadelphia. Agency: Shaller Rubin Associates, New York. Target: women, 18-49.

**Atalanta Corp.** □ Five-week campaign starts Aug. 20 for Krakus Polish ham in various Florida markets including Jacksonville, Orlando and St. Petersburg. Agency: Wellington Advertising, New York. Target: women, 25-49.

**Bristol Meyers** □ Four-week campaign begins Aug. 13 for Vanish bathroom bowl freshener in St. Louis and in Jacksonville, Fla., with spots running in day times. Agency: Doyle, Dane & Bernbach, New York. Target: women, 25-54.

**Finlay Departments** □ Twelve-week campaign begins Aug. 12 for \$250,000 gold promotion by Finlay leased operators in over 30 markets including New York, Boston, Los Angeles, San Francisco, Tulsa and Charlotte during day, fringe and

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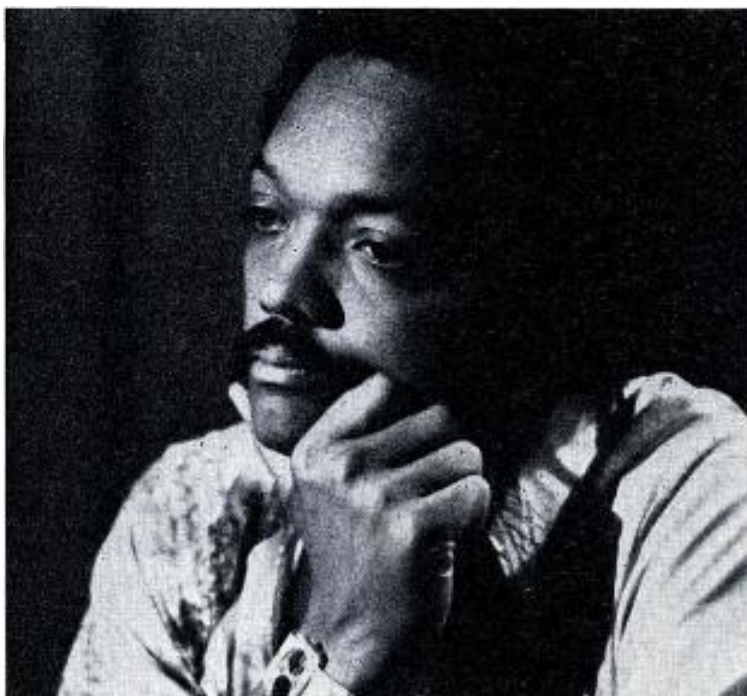
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# Is the race for relationships a race we can win?



**ESTHER ROLLE**, Florida on *Good Times* shares her concerns about race relationships as we head into the 1980's. . . how our need to dominate and control affects possible solutions to the problems we face.

**JESSE JACKSON** asks us to recognize excellence on the basis of productivity. . . to realize the damages done by the myths of racial superiority. . . to consider the destruction in telling people they don't "count".

**ELDRIDGE CLEAVER** suggests that the "green power" of economic equality is a departure point for racial relationships in the future. These voices and other provocative personalities suggest both problems and possibilities in the third television half-hour of the "We're #1?" series.

## **"WE'RE #1?": RACIAL RELATIONSHIPS**

The first two programs were seen in over 130 markets—most in time slots that testify to their relevance. We invite your inquiry and scheduling consideration.

**FOR ADDITIONAL INFORMATION**  
and to schedule "We're #1 ?" in your market,  
call: Harry Souders or Linda Woods

**612/645-9173**

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Virginia.**

There is real gold in the hills... 2.5 billion dollars in terms of total effective buying income in the Wheeling-Steubenville DMA, which includes large audiences in Pennsylvania and Ohio.

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when you buy  
Forward.**



**WTRF-TV**

WHEELING, WEST VIRGINIA  
Represented by Meeker

**MEMBER...FORWARD GROUP**



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

prime times. Agency: Marschalk, New York. Target: women 25-54.

**Pressman Toys** □ Four-week campaign begins in late October for Triominos and Quadominos games on all three networks and in 67 markets. Agency: Mutual Media, Englewood Cliffs, N.J. Target: women, 18-49.

**Sheraton** □ Four-week campaign starts Sept. 17 for Sheraton hotels in 20 markets including New York, Chicago, Boston and San Francisco during news programming. Agency: Creamer, New York. Target: men, 25-49.

**Lehn & Fink** □ Four-week campaign starts Sept. 3 for Stri-dex medicated pads face cleaner in 26 markets during early fringe times. Agency: Warwick, Welsh & Miller, New York. Target: total teens.

**Armstrong** □ Three-week campaign

begins Oct. 8 for Solarian floor tile in 19 markets including New York, Chicago and Detroit during fringe times. Agency: BBDO, New York. Target: adults, 18-49.

**Welch's** □ Three-week campaign begins in mid-September for cranberry juice in 20 markets including Denver, San Francisco and Los Angeles during day times. Agency: Manoff, Gears, Gross, New York. Target: women, 25-54.

**Gillette** □ Three-week campaign starts Aug. 20 for Silkience creme rinse in 25 markets including Detroit, Chicago and New York during early and late fringe times. Agency: Grey-North, Chicago. Target: women, 25-54.

**Dr. Scholl** □ Two-week campaign begins Sept. 3 for air pillow insoles in 18 markets during fringe time. Agency: N.W. Ayer, Chicago. Target: total adults.

**BAR reports television network sales as of July 8**

ABC \$821,358,900 (36.2%) □ CBS \$748,080,800 (32.9%) □ NBC \$702,045,900 (30.9%)

Day parts	Total minutes week ended July 8	Total dollars week ended July 8	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.	166	\$ 1,005,300	4,256	\$ 33,077,300	\$ 28,754,800	+15.0
Monday-Friday 10 a.m.-6 p.m.	1,006	15,926,500	27,117	476,483,700	441,011,500	+8.0
Saturday-Sunday Sign-on-6 p.m.	325	8,084,600	9,006	251,518,000	220,392,500	+14.1
Monday-Saturday 6 p.m.-7:30 p.m.	100	3,601,400	2,655	129,964,200	114,398,000	+11.4
Sunday 6 p.m.-7:30 p.m.	28	858,800	652	39,543,300	33,426,100	+18.3
Monday-Sunday 7:30 p.m.-11 p.m.	420	32,707,900	11,151	1,182,959,400	1,044,530,600	+13.3
Monday-Sunday 11 p.m.-Sign-off	246	6,323,300	6,337	157,939,700	129,145,500	+22.2
<b>Total</b>	<b>2,291</b>	<b>\$68,507,800</b>	<b>61,174</b>	<b>\$2,271,485,600</b>	<b>\$2,011,659,400</b>	<b>+12.9</b>

**... as of July 15**

ABC \$844,218,700 (36.1%) □ CBS \$771,382,000 (33.0%) □ NBC \$720,491,900 (30.9%)

Day parts	Total minutes week ended July 15	Total dollars week ended July 15	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.	165	\$ 953,600	4,421	\$ 34,030,900	\$ 29,787,400	+14.2
Monday-Friday 10 a.m.-6 p.m.	1,023	16,363,400	28,142	492,847,100	456,676,800	+7.9
Saturday-Sunday Sign-on-6 p.m.	312	6,130,000	9,319	257,648,000	224,822,600	+14.6
Monday-Saturday 6 p.m.-7:30 p.m.	96	3,453,300	2,751	133,417,500	118,074,600	+13.0
Sunday 6 p.m.-7:30 p.m.	24	864,000	676	40,407,300	34,039,800	+18.7
Monday-Sunday 7:30 p.m.-11 p.m.	401	30,270,300	11,554	1,212,959,700	1,078,836,800	+12.4
Monday-Sunday 11 p.m.-Sign-off	260	6,842	6,598	164,782,100	134,546,200	+22.5
<b>Total</b>	<b>2,281</b>	<b>\$64,877,000</b>	<b>63,461</b>	<b>\$2,336,092,600</b>	<b>\$2,076,684,200</b>	<b>+12.5</b>

Source: Broadcast Advertisers Reports

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## Datebook

■ indicates new or revised listing

### This week

**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.

### Also in August

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

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

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

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

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

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

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

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

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

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

### September

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

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

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

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

**Sept. 9**—ABC-TV telecast of *Academy of Television*

*Arts and Sciences' Emmy Awards* presentations.

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

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

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

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

**Sept. 13-14**—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. Schisla, (317) 635-3586.

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

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

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

■ **Sept. 17**—Deadline for receipt of entries in *Atomic Industrial Forum's* Forum Award competition to honor nuclear energy reporting. Prizes are \$1,000 each in broadcast and print media. Information: Mary Ellen Warren, AIF, (301) 654-9260.

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

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

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

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

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

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

**Sept. 21-22**—*Maine Association of Broadcasters* meeting. Sebasco Estates, Bath.

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

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

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On September 3, 1979, "PM Magazine" debuts five nights a week on three more Outlet Broadcasting stations: WJAR-TV, Providence; WDBO-TV, Orlando and KSAT-TV, San Antonio. This innovative magazine-format program also continues on WCMH-TV, Columbus, Ohio.

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

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

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

**■ Oct. 3-5**—*National Broadcast Association for*

*Community Affairs* annual conference, Century Plaza hotel, Los Angeles. Information: Howard Sturm, KNBC(TV) Los Angeles, (213) 845-7000.

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

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

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

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

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

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

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

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

## 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.

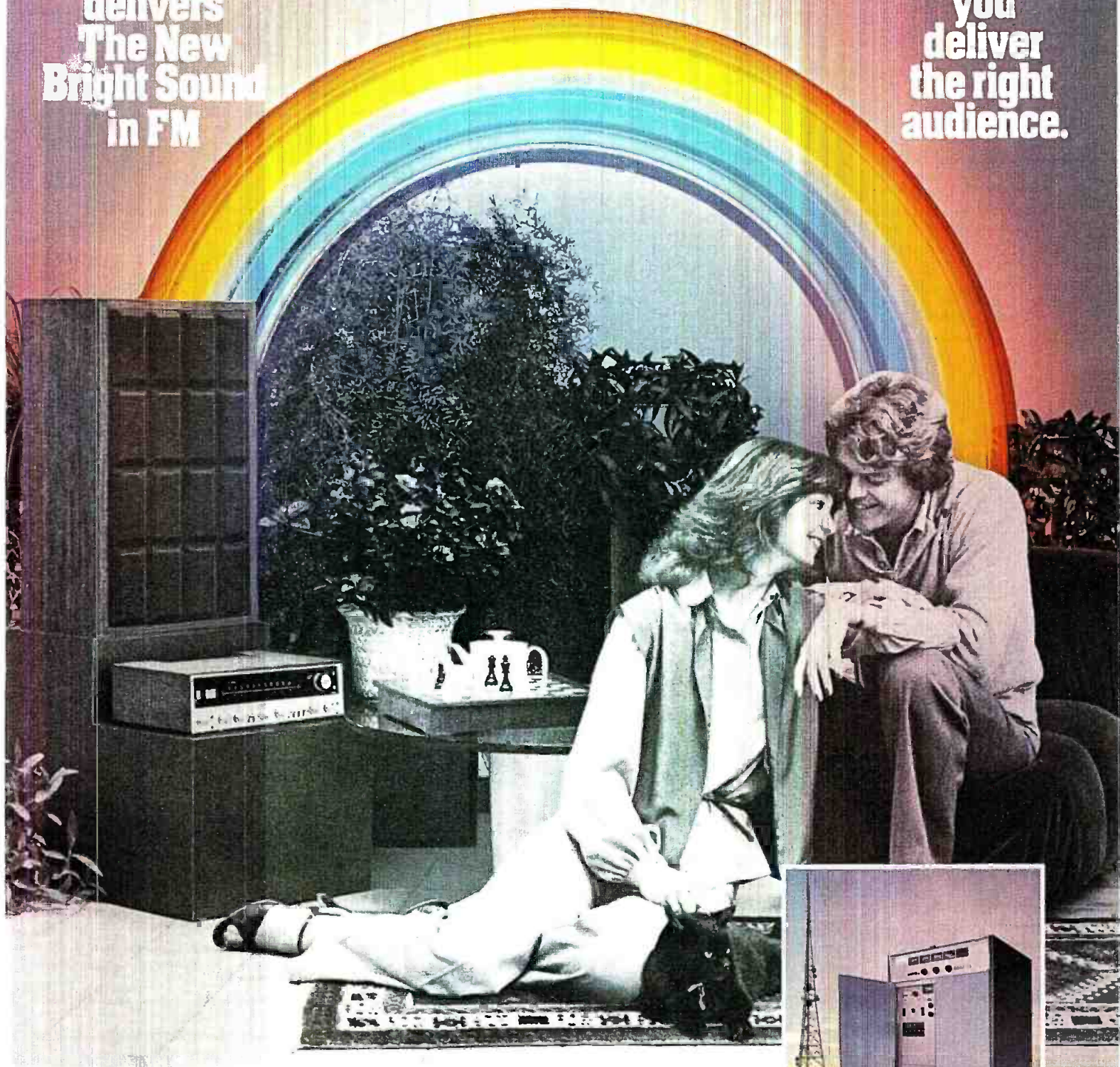
**June 3-7, 1980**—29th annual convention, *American Women in Radio and Television*, Hilton Palacio del Rio and San Antonio Marriott, San Antonio, Tex. Future convention: May 6-10, 1981, Sheraton Washington hotel, Washington.

**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.

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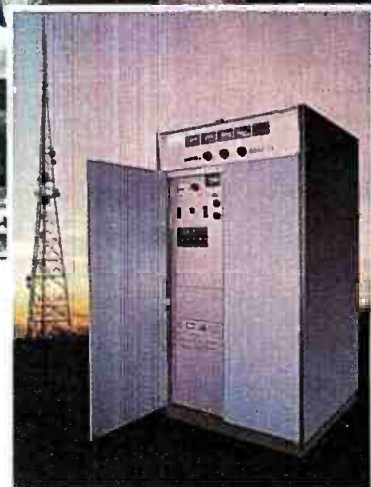
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line" journalists, sponsored by *Action Line Reporters Association*. Key Bridge Marriott motel, Arlington, Va.

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

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

**Oct. 15**—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.

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

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

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

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

## November

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

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

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

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

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

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

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

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

**Nov. 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.

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



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WKZO Radio has won the loyalty of the big agricultural audience in Western Michigan. According to the most recent Doane Agricultural Service Study, 60% of the Class I farmers listed WKZO as the station they listen to most. In fact, Western Michigan farmers prefer WKZO by as much as 4-to-1 over the next closest competitor.

A lot of the credit goes to our Farm Services Director, Jim Bernstein. A member of the National Association of Farm Broadcasters, his weekday morning show and award-winning noon show provide thorough and professional coverage of the news vital to the Ag market.

Farming is the second largest

industry in Michigan. And WKZO is #1 with Western Michigan farmers.

\*On June 1, 1964, in the salesrooms of Sotheby & Co., London, Mr. Ronald Lee paid a record \$77,000 on behalf of a Portuguese client for the Duke of Wellington's watch. It was made in Paris in 1807 by Abraham Louis Breguet.



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**WKZO**

CBS RADIO FOR KALAMAZOO AND GREATER WESTERN MICHIGAN

Buckley Radio Sales, Inc., National Representatives



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

## December

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

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

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

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

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

## January 1980

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

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

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

■ **Jan. 16-17**—First Amendment Congress, sponsored by 12 organizations including National Associ-

ation of Broadcasters; Radio-Television News Directors Association and Society of Professional Journalists, Sigma Delta Chi. Hall of Congress, Philadelphia.

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

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

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

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

## February 1980

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

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

■ **Feb. 28**—Southern Baptist Radio and Television Commission's 11th annual Abe Lincoln Awards banquet. Wilson C. Wearn, Multimedia Inc., will be keynote speaker. Green Oaks Inn, Fort Worth.

## March 1980

■ **March 16-18**—First Amendment Congress, sponsored by 12 organizations including National Association of Broadcasters' Radio-Television News Directors Association and Society of Professional Journalists, Sigma Delta Chi. Williamsburg, Va.

# Open Mike®

## Digs Donahue

**EDITOR:** The article in the July 23 issue of BROADCASTING on Donahue was a fine piece of work calling attention to the outstanding accomplishments of Phil, Dick Mincer and the rest of the staff.

As described, Phil is "one-of-a-kind," "unique" and more than deserving of every honor and recognition he has received. So are Walter Bartlett, Don Dahlman and all of the others who have developed the show to its present pre-eminent state.

There was one point, however, that was overlooked in the story. This point is the concept of local, live television as a service to the public which was insisted upon by Jim Shouse, Bob Dunville and John Murphy who created the opportunity for the development and continuation of shows like Ruth Lyons, Bob Braun and Donahue.

The foresight and steadfastness of purpose of these men in their persistent dedication to the principle that local live television was important was one of the primary reasons that programs such as Donahue got their opportunity for success.—George J. Gray, special representative, government relations, National Association of Broadcasters, Washington.

## Market miscount

**EDITOR:** In reviewing the breakdown of television revenue and profit in 1978

(BROADCASTING, July 30), it was obvious that the figures for the Greensboro-High Point-Winston Salem market were not complete and apparently omitted part of WGHP-TV's operations for the year.

This was reviewed with the FCC and, upon checking the 324's, they discovered that one had been omitted from their official figures. However, such revised figures could not be disclosed without breaching confidentiality.

By not including the total figures, broadcast revenues for the market showed a decrease of 5.3% and rankings for revenue and profit are shown as 66th and 58th, respectively.

If 1978's broadcast revenues for the market were adjusted to reflect, say—a 20% increase for the year and adjusting total broadcast income to \$6 million for the year, the market's guesstimated broadcast revenues would be \$17.9 million and its rankings for broadcast revenues and broadcast income would be 53d and 50th, respectively. Other market rankings between 53d and 65th for broadcast revenues and between 50th and 57th for broadcast income should then be dropped an additional notch for those markets.—John C. Herklotz, Herklotz & Associates Inc., Century City, Calif.

The FCC confirms that only part of the year was processed for one of the stations in the Greensboro-High Point-Winston-Salem market, and that the addition of those revenues would result in a 20% increase for the market.

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### YEARBOOK □ SOURCEBOOK

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Linda Petersen, classified advertising.  
Doris Kelly, secretary.

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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.

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On the horizon is a service called NewsShare, a computer timeshare enterprise that could mark the beginning of electronic home delivery of information from local newspapers and our own databank.

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# Monday Memo®

A broadcast advertising commentary from William K. Burton, president, Eastman Radio, New York

## Memorable and successful radio starts with creativity

Creativity is the magic word for success in radio.

A national advertiser (any advertiser) can spend a substantial sum of money on a radio campaign—but if the creativity is lacking, the advertiser has lost a bundle and the campaign is doomed.

The absence of creativity is probably the major reason why there is an approximate 50% turnover of national accounts using radio yearly. Radio is not alone in its need for greater creativity. It is the make or break point on any national advertising campaign.

Radio's creativity is the advertiser's key to one of the greatest sales vehicles—the automobile—a radio with four wheels. It can sell your prospect right behind the steering wheel, moving products to the most captive audience in America.

A great radio commercial demands greater talent and creativity than any other medium. Why? Because you're only limited by the size of the mind and imagination. For instance, close your eyes and visualize the following: "Have you smelled a new car lately?"

Speaking of the car, it never seemed so important until the gas shortage. Then, God forbid, the thought occurred, "Was my radio with four wheels being slowed down?"

It seemed almost like an attack on my personal freedom. Even my livelihood. Radio's mobility is one of its great strengths. Then, it hit me—"through adversity comes opportunity"—the 55 mile an hour limit is a plus for radio. It means longer, better listening and this means more time in your own private sanctuary listening to radio; more time to sing along with your favorite artist; more time to know what's going on in the world today.

Perhaps, if our automobile radios were turned down to where we could hardly hear them (as the 55 mile an hour limit slowed our cars down), we would have greater appreciation for how valuable this great medium is. Extensive research done lately by John Parikh of Toronto concludes that the automobile radio is almost a sex symbol to some Americans, an escape for others and a key to wide-open spaces to most of the rest of us.

What can we do to get creativity back on four wheels and moving? (1) Put advertisers and their agencies in contact with some of the outstanding specialists in radio creativity.

We had the opportunity recently to visit Radio Shack in Fort Worth, Tex. Their people have struggled diligently trying to come up with the best in radio creativity



William K. Burton has been with Eastman Radio since 1960 and was elevated to vice president in 1962, executive vice president in 1971 and moved up to president in 1978. Earlier he had been with 3M Co. in various sales executive capacities. He operated out of Detroit for Eastman for 18 years but since 1978 has been at New York headquarters.

and, to their credit, they are eager to ask for help and are very open minded.

We set up a meeting with Radio Shack management and Tony Schwartz, in New York, one of the gurus of radio creativity. (Tony has done an outstanding job for Mobil, NBC and McGraw Hill, to name a few, and important ground work for future radio creative strategy has been laid out.)

We're constantly pushing superstars like Dick and Bert—Dick Orkin and Bert Berdis—who did the *Time* magazine campaign. Orkin feels strongly that when radio and television are utilized in the same campaign, the creative concept for radio should be custom-tailored and not controlled by television sound tracks.

We also have tremendous respect for Chuck Blore—and, of course, who can forget the outstanding job Stiller and Meara did for Blue Nun?

(2) Take advantage of creative research. An excellent organization in that area is Radio Recall Research Inc. It is doing work for such organizations as Procter and Gamble, Colgate, General Foods and General Motors.

Ted Brew, its president, recently documented how, with the help of creative research, it improved recall on a commercial from 16% to 48%—tripling its value. In effect, then, an expenditure of \$1,000,000 had the impact of a \$3,000,000 campaign.

Recently, at our Eastman corporate sales seminar, Mark Mullin, vice president/advertising at Fotomat, was very impressed when we discussed Radio Recall Research.

Mark said, "Can you imagine telling the media department that you can increase their C-P-M's by 300%? Actually bring their buy in at one-third of their present costs?" That is what a memorable commercial can do.

Mullin concurred with Dick Orkin that to adapt a radio commercial with the music of a TV commercial is tremendously difficult. As many of you know, Fotomat has a catchy little melody on the end of its spots but it primarily sells product with words and humor.

This confirms Radio Recall Research's opinion that singing or musical commercials may well have the highest degree of risk ... with humor having one of the greatest degrees of success.

(3) Steal a successful technique from local radio stations—demo tapes and spec spots.—Demo tapes—The Radio Advertising Bureau and any of the creative people I've mentioned above are always willing to let you use demo tapes of the many commercials that have been produced. There is a wealth of good material to stimulate the old thinking cap and our company is constantly attempting to make maximum use of it on the national level.

Spec spots—Create a commercial that is pointed directly at the advertiser you want to sell. We're able to do this with the help of many of the radio stations we represent. Many of which have an abundance of talent right at the station.

(4) Our firm is currently working on a joint venture with a leading creative firm to have creative seminars across the nation—not only for advertisers and their agencies, but also for college students who want to specialize in the radio creative area.

Creativity is where it starts. In fact, the more you spend on a bad commercial that is undesirable, the more irritating it becomes—having the complete reverse effect.

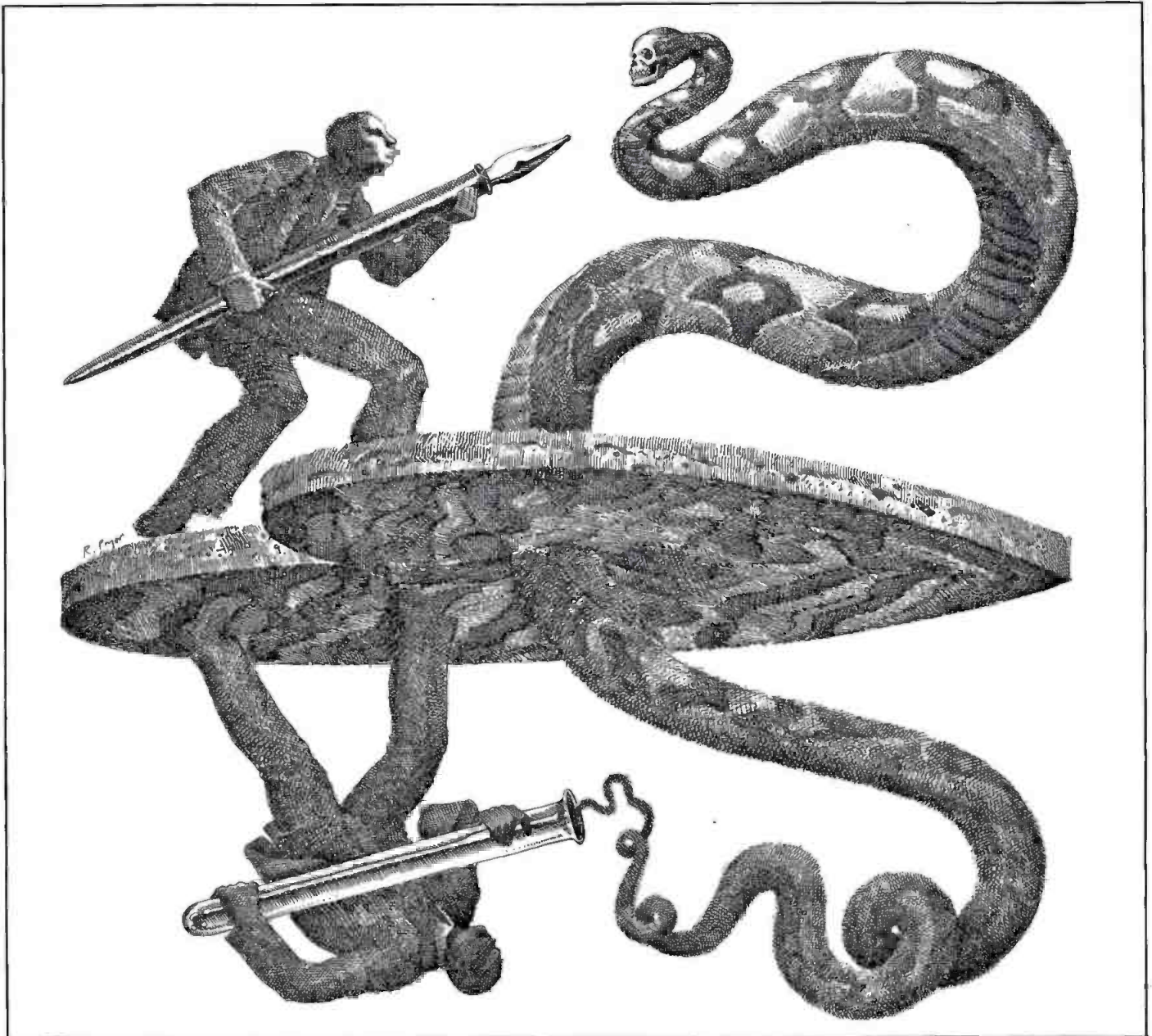
With that, I'd like to close with a 60-second commercial for that great mobile medium—radio, a fabulous sales vehicle.

Radio is the only personalized medium that can sell all the way to the point of purchase.

Radio is a frequency medium.

It is a fact that the average salesperson makes three calls and quits, but the average sale is made after the third call. Radio allows you to take advantage of this truism with its frequency.

But, remember the plus frequency only starts meaning something (results) if the commercial is strong, memorable and sells the product's benefits.



# LOVE CAN BE DANGEROUS TO YOUR HEALTH

NIAGARA FALLS, New York—Almost three years ago, the Niagara Gazette, a Gannett newspaper, broke the story of Love Canal.

An environmental time bomb had been ticking in that Upper New York State community, and nobody was doing anything about it—until a reporter for the Niagara Gazette received a very alarming telephone tip.

The caller told of dangerous chemicals being dumped years before in a site where homes and a school were now

standing. The caller was worried about the people living there.

The Gazette investigated and found strange things all along Love Canal.

Pungent odors in the school. Murky substances oozing into cellar basements. Flowers not blooming. Pregnant women afraid for their unborn children.

A major environmental disaster that was seriously threatening the health of hundreds of families had been uncovered.

That was in 1976. Now, almost three years and hundreds of Niagara Gazette stories later, the time bomb is being defused.

The federal government and the state have acted to help the people of Love Canal.

Over 300 families have been evacuated. The canal is being cleaned up. And new legislation gives property tax relief to families living nearby.

The Niagara Gazette and its professionals uncovered the story long before it became national news, and stayed with it long after national attention started

to fade, because it was and still is a vital community issue.

Throughout, Gannett has supported and encouraged the Gazette's efforts in every way.

They symbolize the things Gannett is most proud of: professional excellence in news coverage and a total commitment to strong, independent service to the community.

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

And so from Wilmington to Denver, from Cincinnati to San Bernardino, every Gannett newspaper, every TV and radio station is free to express its own opinions, free to serve the best interests of its own community in its own way.

**Gannett**  
A World Of Different Voices  
Where Freedom Speaks

# Broadcasting Aug 13

Vol. 97 No. 7

TOP OF THE WEEK

## At the FCC: Heat's on high

**Widening divisions among commissioners, and between the chairman and staff, reflected in acrimonious exchange during Aug. 1 session; agency morale, sinking for some months, said to be lowest ever**

Growing dissent within the FCC concerning the administration and policies of Chairman Charles D. Ferris is threatening to break into the open.

Indeed, it almost did on Aug. 2 when—behind the closed doors of a private FCC meeting—one commissioner reportedly ended up calling him “administratively . . . a juvenile.” It’s a statement no one will now confirm—and the minutes, assuming they reflect such exchanges, aren’t available—but it squares with a growing number of incidents that are rapidly becoming the talk of the town.

The meeting itself had been prompted by Commissioner Abbott Washburn’s displeasure over the chairman’s reprogramming of \$500,000 of the agency budget, without prior concurrence from his fellow commissioners. The flap began when Washburn read in BROADCASTING’s July 23 issue that the Senate Appropriations Committee had provided that amount in the FCC’s 1980 budget to assist the agency in its mail-answering problem (caused by the millions of letters still pouring into the FCC on the subject of religious broadcasting). The money was the result of a reprogramming request made by Chairman Ferris last December—and not circulated to the other commissioners. (Reprogramming is the transfer of funds from one program to another, because of an unforeseen need in the latter program, and it has been FCC policy that the chairman may make such requests on his own initiative, provided they do not place another program in jeopardy.)

The request took the form of an amendment to the fiscal 1980 budget, and wended its way through various congressional committees for approval. It was approved by the Senate committees, but not by the House committees. In the end, it did not show up in the congressional conference report issued July 31.

The same day the conference report was issued, Washburn sent a letter to Chairman Ernest F. Hollings (D-S.C.) of the Senate Appropriations Subcommittee say-



**They're not all smiling now.** This is the FCC's official portrait, taken after the installation of Anne Jones, the newest member. Recent events have put an increasing strain on that bonhomie. L to r: (seated) Robert E. Lee, Chairman Charles D. Ferris, James H. Quello; (standing) Tyrone Brown, Abbott M. Washburn, Joseph R. Fogarty and Anne P. Jones.

ing: “This is to let you know that Commissioners Bob Lee, Jim Quello and I have some serious reservations about the proposed \$500,000 FY’80 add-on . . . The commission has never discussed the matter. It will do so for the first time on Wednesday afternoon, Aug. 1. Other possible courses of action will also be discussed then, and we may have something further to relay to the subcommittee afterward.”

The budget reprogramming item had been added to the agenda of the Aug. 1 closed meeting at Washburn’s request. But when that day arrived, and he realized that Commissioner Robert E. Lee would be absent (on vacation in Germany), Washburn asked that it be postponed until September. That discussion was carried over to the next day, at which time the “flare-up,” as one described it, between the chairman and some of the commissioners occurred. Allegedly, Ferris was upset by the call for a delay after the item had been placed on the agenda and the staff had spent so much time and effort preparing it.

It was then decided to contact Commissioner Lee by telephone to Germany. When notified of the goings-on, he “made his feelings felt” but said that he did not feel he had to be present. So the commissioners decided to proceed.

Washburn then pulled another surprise, calling to the commission’s attention a 23-year-old policy statement requiring that

any major re-commitment actions not be undertaken without the full FCC consent.

The commissioners then put three matters to a vote:

- A confirmation of the chairman’s action with respect to reprogramming in the light of past commission practice and the advice he received from staff.

- An agreement that the commission would look at existing administrative authority to take such reprogramming requests and to provide fresh guidance, if necessary.

- A proposal that the FCC affirm existing contracts with respect to the mail-answering problem.

In all three instances, the vote was unanimous—ironically, in view of the acrimony, all appearing to support the chairman’s position. And that same day, Ferris sent a letter to Hollings saying “the meeting was held earlier today and the commission reaffirmed the reprogramming procedure under which the allocation . . . was made.”

All is not calm after the storm, despite the effort of some participants to minimize the division. (Commissioner James Quello says “the entire thing has been blown out of proportion. The peace pipe has been smoked.” Commissioner Tyrone Brown feels that the actions, as reflected in the votes, speak for themselves.)

But if the commissioners are not talking about what went on in the meeting, there

# THE SWITCHER

## DRC 4000 SERIES

Now Ampex provides a new dimension of video control with increasingly popular Duca-Richardson production switchers. The most advanced, most capable, most flexible big boards in the world of video creativity.

Think of an effect, and get it. A simple, calculator-type keyboard gives you access to 100 patterns. Key ahead of mix/effects from two buses simultaneously. Create each composite from as many as five sources, using just a single mix/effects.

Ten different standard systems let you go for Duca-Richardson quality in a number of size/capability combinations.

Duca-Richardson production switchers. A perfect complement to Ampex color cameras and VTRs. Now the Ampex brand is on the big boards, too.

# AMPEX MAKES IT EXCITING.

Ampex Corporation, 401 Broadway, Redwood City, California 94063, 415/367-2011

is much discussion among the staff. And the consensus on that level seems to be that, far from being a victory for the chairman, the "flare up" is only the beginning of many challenges to the chairman's leadership. Said one FCC official: "It is not just Ferris; the agency has been steadily growing toward a one-man agency for years. The game has grown to wretched excess."

Others, however, complain privately that Ferris is in fact the problem. They say there is growing animosity between Ferris and the staff, sparked by the chairman's insensitivity and repeated refusals to seriously consider staff recommendations.

Those who speak about the problem do so with great caution; they use words such as "ruthless" when describing Ferris, and worry about reprisals if they are named.

According to some, a number of high-level staffers are eager to leave the agency; others, they say, are being forced out of their jobs because of intolerable work situations. (Former Broadcast Bureau Chief Wally Johnson and his then deputy chief, Martin Levy, are among the most conspicuous senior staff members who fit that description. Also out: Larry F. Darby as chief of Common Carrier, replaced by Philip L. Verveer, a Ferris man who had been head of the Cable Bureau and then succeeded Johnson briefly as head of the Broadcast Bureau before going to Common Carrier. The chief engineer, Raymond E. Spence, was replaced by Ferris appointee Stephen J. Lukasic (with the title of chief scientist). Another of the chairman's men, former assistant Frank Washington, was named deputy chief of the Broadcast Bureau, under Ferris choice Richard Shiben. Nina W. Cornell, chief of the Office of Plans and Policy, has come to be regarded as the chairman's most influential aide, in a position to challenge recommendations coming up from other key staff members.) "The spoils system is here to stay," is the way one person put it.

Some who are willing to talk say there are significant numbers of people anxious to leave the commission. It is not in one bureau, they add, but rather a commission-wide syndrome. Some point to the Cable Bureau as an example; they say it has been renamed "The Bureau of the Working Dead," where people are left with little, if any, work to do.

It is hard to calculate exactly how many people feel this way. Some say the number may go as high as 60; others claim even that estimate is low. They agree, however, that there is continual complaining, and they worry not only that their own careers will get sidetracked, but, in the end, that the industries the commission regulates will suffer the worst.

Chairman Ferris, however, is taking a calmer view. He feels the decisions from the Aug. 1 meeting "certainly put an imprimatur on what I've been doing." As to rumors that he may be leaving, he replies, "that may be wishful thinking on someone's part. I never leave a place until I do what I've set out to do."

## Fall season one-upmanship is under way

### Those locked-in TV schedules weren't so tight after all; jockeying for advantage begins

Fall schedules are not carved in stone, as both CBS-TV and NBC-TV proved last week. The former announced some slight shuffling of its regular series time slots while the latter said it would be jumping ahead of its announced season premiere date with two series and adding two theatrical movie hits to its first week's line-up.

First, NBC Entertainment President Mike Weinblatt announced in a closed circuit to network affiliates last Thursday that the number-three network would be taking the miniseries, *The Martian Chronicles*, out of its planned Sept. 17-19 run and substituting the Academy Award-winning film, "Coming Home," on Sept. 17 and "Semi Tough" on the 18th. The 19th will be given over to "Mrs. R's Revenge," a made-for-television film. *The Martian Chronicles* will be shown later in the fall.

But Weinblatt also announced that the season premier of *Disney's Wonderful World* (the new name for that long-running series) will be moved to Sept. 9, a full eight days before NBC's season begins officially. The first two weeks of the revamped *Disney* hour will be given over to a theatrical release—"The Absent-Minded Professor." The network also will be shifting the season opener of *Real People*, first introduced late last spring, to Sept. 5.

The early *Disney* premiere, which Weinblatt described as "reflecting an ABC competitive move," will also lead off a week in which the network is reviving the miniseries, *Holocaust*. Slated to run three hours on Monday (Sept. 10), 9-11 Tuesday and Wednesday and two-and-a-half hours Thursday, the miniseries will be running against the first week of the ABC season.

CBS, too, will be showing at least one major special that week, "Can You Hear the Laughter?" It is a made-for-television biography of the late comedian Fréddie (*Chico and the Man*) Prinze. CBS will also be premiering its Saturday-night line of situation comedies on Sept. 15—two days before its season is scheduled to start.

More important, however, the number-two network announced it would be altering the times for four of its situation comedies. The new *Working Stiffs* will be moved from Wednesday 8-8:30 to Saturday at the same time. *The Last Resort* will move up a half hour to the old *Stiffs* slot. *The Bad News Bears*, a returning series, will shift from Saturday 8-8:30, to 8:30-9. And the new *Struck by Lightning* will move into the Wednesday slot vacated by *Resort*.

Robert Daly, president of CBS Entertainment, stressed that the changes did not go against the promise of "strength and stability" made to that network's

affiliates last May. "We haven't changed our philosophy or our schedule structure," he said. Nor, he added, has the public formed any viewing habits that will be disrupted by what he said really amounted to nothing more than fine-tuning of the schedule.

The changes, he felt, would strengthen CBS's hand in attracting younger persons in those time slots. He cited ABC's *The Ropers* (Saturday, 8-8:30) as a show he believed especially vulnerable to the youth appeal of the CBS comedies that night.

ABC had no immediate reaction to the changes announced by its competition. It switched reruns of *Mork* last night to the show's new Sunday (8-8:30) time slot in anticipation of what many in television believe may turn out to be the slugfest of the season—*Mork* from Ork versus Archie Bunker in the redesigned *Archie Bunker's Place* debuting Sept. 23.

## FCC considering lottery approach in comparative hearing cases

### Agency asks for comments in trying to decide Media, Pa., issue; surprise initiative could lead to major new policy

From out of the blue—or from "off the wall," as one observer put it last week, the FCC is seeking public comment to determine whether to use a lottery system to decide a comparative hearing case now before it. The idea of a lottery system to settle comparative hearings, when all applicants seem equally qualified, is not new. It has been discussed for years at the FCC and among broadcasters, and most recently as part of the Goldwater/Schmitt (Senators Barry Goldwater [R-Ariz.] and Harrison Schmitt [R-N.M.]) amendments to the Communications Act. However, the FCC's considering it as an option in a particular case is novel, to say the least. If adopted it would set far-reaching precedents.

This is how it came about:

On June 21, the FCC granted review of a decision by its Review Board granting a construction permit for a new FM station in Media, Pa., to Greater Media Radio Co. The decision denied the mutually exclusive applications of Alexander S. Klein Jr. and Roberts Broadcasting Corp. The FCC decided to grant further review "in part out of concern as to whether the record provided rational distinctions for choosing from among the applicants." The FCC has asked the applicants to show whether there are distinctions consistent with current policy on the record. If no dis-

inctions can be made, the FCC may adopt a "novel" approach—i.e., a lottery system.

Since the commission recognized that this is a departure from its traditional comparative approach, it has invited public comment. Interested parties have 30 days to file.

Chairman Charles Ferris, who has been known to favor the idea of a lottery, said the invitation for comments "shows we are not frozen in ideas. It certainly is an obvious option, hopefully one up, with something of a limited comparative hearing policy."

## One done; one unfinished

**Court motion by Washington group keeps FCC from ruling on sale of WDCa-TV; it sets conditions for takeover of KORK-TV**

Taft Broadcasting Co. will have to wait until the day before its contract with Channel 20 Inc. expires before the FCC decides on Taft's application to purchase Channel 20's WDCa-TV Washington.

On Aug. 2, in an emergency open meeting, the FCC decided to act on Taft's request to consider its application on Aug. 10 (BROADCASTING, Aug. 6). But last Thursday, a motion filed in district court by Washington Association for Television and Children prevented the meeting from taking place.

WATCH had filed a motion for injunctive relief in U.S. District Court for the District of Columbia pending review of WATCH's allegation that the FCC violated the Sunshine Act in scheduling the Aug. 2 and Aug. 10 meetings. Last Thursday, the

FCC voted to postpone the meeting for another week, and thereby allow WATCH additional time to consider the matter.

At issue is WATCH's contention that Taft's application for purchase does not give a "compelling public interest showing" in its application, especially in the area of children's programming. The FCC will rule on the matter this Thursday, Aug. 16.

Last Friday's commission meeting proceeded to another matter, however, the operating authority for KORK-TV Las Vegas.

Western Communications Inc. lost its license to operate KORK-TV last October because of what the U.S. Court of Appeals called "manifestly fraudulent" practices. The court also sent back for further consideration the FCC's companion denial of the competing application of Las Vegas Valley Broadcasting Co. The court questioned the FCC's holding that Las Vegas Valley was not financially qualified (BROADCASTING, Oct. 30, 1978).

On Aug. 1, the FCC sent Western a telegram imposing an impoundment of profits until Western's authority to operate KORK-TV was decided. Western petitioned the FCC for reconsideration. However, the commission could not consider this petition at the Friday meeting since it did not have a quorum.

Afterward, however, commissioners voted to adopt an order, which was drafted at the meeting and then circulated, to transfer operation of the channel 3 facility from Western, which is owned by the Donrey Media Group, to Las Vegas Valley on Oct. 1.

There are conditions.

Las Vegas Valley is given the option of constructing a new facility or negotiating with Western to lease or buy the existing property. It must make a showing to the

FCC by this Wednesday that it has the financing to go into business. The FCC must still consider whether Las Vegas Valley lacked candor in describing its financial condition during the earlier proceedings.

All profits generated by operation of the facility by Las Vegas Valley will be impounded until the conditions imposed last Friday are met.

## New agency brings home some beer

**Miller switches account worth about \$85 million to 3-month-old Backer & Spielvogel from McCann**

In a stunning move, Miller Brewing Co., Milwaukee, dropped McCann-Erickson, New York, as agency for about \$85 million in billings and assigned the business to a new agency set up three months ago by two former executives of McCann and its parent company, the Interpublic Group of Companies Inc.

Three brands—Miller High Life, Lowenbrau and Lite beer—will be handled, effective Nov. 30, by Backer & Spielvogel, New York. In 1978 the brands spent about \$72 million but increased activity this year is expected to push the total to \$85 million or more. Miller allots about 90% of its expenditures to television and radio.

Interpublic and McCann officials were said to be surprised by the move. In the nine years Miller has been at M-E, its sales rank has risen from number seven to number two (Anheuser-Busch is in first

## In Brief

**Emmy nominations** for 1978-79 television season were announced last week by Academy of Television Arts and Sciences, and **CBS-TV**, with 79 nominations, led pack in runaway—especially with regular series *Lou Grant* (14) and *M\*A\*S\*H* (10). In miniseries category, NBC-TV's (which garnered 52 in all) *Backstairs at the White House* outpolled ABC-TV's *Roots: The Next Generations* 11 to seven. ABC picked up 66 nominations, and PBS had 19. Other series receiving significant numbers were CBS's *All in the Family* (seven), NBC's *Rockford Files* and ABC's *Taxi* (six each). This year's presentations, to be broadcast on ABC Sept. 9, will reflect over-all reduction in number of awards to be made—56 categories as opposed to 74 last year. Program is expected to run no longer than two-and-half hours—hour less than last year. Total of 221 nominations were made last week. There were 733 program entries and 2,029 individual entries. *Scared Straight*, highly acclaimed documentary by KTLA(TV) Los Angeles and nationally syndicated received three nominations.

**Operation Prime Time's first dual form project**—for use as two-hour movie and five strip half-hours—will be Gerald Green's "Tourist," produced by 20th Century-Fox Television. Story involved passengers on luxury tour to Western capitals. David Lawrence is producing for Fox. June 1980 scheduling is anticipated. Overseeing project is OPT steering committee member Evan Thompson, president of Chris Craft

Industries' broadcasting division (KCOP(TV) Los Angeles and KPVT(TV) Portland, Ore.), who says "Tourist" might serve as pilot for 1981 series.

**Public Broadcasting Service**, in effort "to identify program priorities and strengthen the climate for innovative new material," will hold "Program Fair" during annual PBS Programming Conference Jan. 13-17 in San Francisco. PBS has put out call to producers (including independents) to submit series proposals by Oct. 1. Based on station interest, selected programs will be screened at conference. It's new element of Station Program Cooperative wherein stations jointly fund national programming; minimum of \$20 million is expected to be spent on SPC.

**Western Union Telegraph Co.'s third Westar satellite was launched** from Cape Canaveral, Fla., last Thursday at 8:20 p.m. after "a slight delay" due to couple technical problems. According to NASA spokesman, Westar III was carried into space aboard 2914 Delta rocket and should have achieved geosynchronous orbit by Saturday noon. After satellite is maneuvered to proper position—due south of New Orleans at 91 degrees west longitude—control of satellite will pass from NASA to Western Union. Next scheduled launch of Delta rocket—the 150th for the NASA workhorse—will be December 6 to put RCA Americom's Satcom III into orbit.

**Appellate Division of New York State Supreme Court has refused to dismiss \$30 million libel suit against CBS** brought by Dr. Joseph Greenberg, Long Island endocrinologist, who claims that *60 Minutes*



place with Budweiser, other brands.)

A Miller spokesman said the decision was "difficult" to make "and we look forward to the possibility of working with McCann-Erickson and Interpublic again in the future."

Neither Miller nor Interpublic would comment on the reasons for the move, but it was believed related to the outstanding advertising campaigns created in recent years by McCann. The persons credited with playing key roles in Miller's efforts are William M. Backer, former vice chairman and creative director of McCann; Robert H. Lenz, former executive vice president and creative director of McCann in New York, and Robert B. Meury, senior vice president and associate creative director of the agency.

In May Backer and Carl Spielvogel, who had resigned as vice chairman of Interpublic, organized Backer & Spielvogel, New York (BROADCASTING, May 7, et seq). In late July, Lenz and Meury resigned their posts at M-E to join Backer & Spielvogel.

The temporary headquarters of Backer & Spielvogel is in the Gotham hotel, but Spielvogel said last week the firm will move into new space soon and will recruit a staff to service its sole but substantial account.

Interpublic was asked if there was a possibility of starting an "account-piracy suit," and a spokesman replied: "We don't contemplate any kind of legal action."

The spokesman said that the Miller defection amounted to less than 4% of Interpublic's billings. For McCann-Erickson, based on 1978 figures, the loss was about 18% of domestic billings.

Interpublic's stock on the day of the announcement last Wednesday (Aug. 8) fell 2 3/8 to 37 and on Thursday to 36 3/8, down 5/8.

## NAB's minority investment fund: extending a welcoming financial hand

**First solicitation brings in another \$1.2 million beyond network pledges; minorities are among the contributors; but not all among the majority think it's such a great idea**

What began as a gleam in Don Thurston's eye has, at last count, turned into \$8,721,422 in pledges to put real money behind the broadcasting industry's plan to help ease the entry of minority owners. It is, for free enterprise, a unique proposition: the haves helping the have nots set up shop across the street.

For Thurston, the former board chairman of the National Association of Broadcasters, and head of its minority ownership task force, the rationale is clear: "How do you want minorities to enter this business: with the assistance of a cooperative industry or through court challenges or by government direction? When you put the argument that way, the objections usually fall away."

Usually, perhaps, but not always. The first general mailing to the industry—following pledges of \$2.5 million each from ABC, CBS and NBC—brought in a reasonably rapid 25 pledges worth \$1,221,422—many accompanied by statements both of praise and support of the NAB initiative. It also brought a half-dozen or so outright refusals—some obscene. Among the less vituperative:

"May I suggest that your minority members who are interested in broadcasting do the same as I did and as many of my friends did. Work their cans off for 15 to 20 years and save and scrimp and sacrifice and shed a few tears over it and wait for

the opportunity to come up to make a small down payment and then work even harder to make the payments."

Said another:

"I commend the committee for the tremendous amount of time and effort that went into reaching this decision; however I strongly feel this is the wrong approach . . . I firmly believe that experience has shown over the past 15 years that simply throwing money at a problem does not necessarily help it, and that is precisely why financial institutions are selective as to whom they give money to."

Such comments were offset—and outnumbered—by those of broadcasters who found the plan "an outstanding idea," "a project in which we strongly believe," "a very noble movement" and a "good cause." Perhaps surprisingly, those who pledged the largest amounts often sent it in with the least rhetoric—perhaps echoing Thurston's sentiment that, in this case, actions speak louder than words.

It's been seven months since inception of the Minority Broadcast Investment Fund, and the current total is just past the halfway mark toward a goal of \$15 million in contributions from broadcasters. The NAB incorporated the fund last December with aims to raise as much as \$37.5 million in cash and another \$7.5 million in loan guarantees for new minority broadcast enterprises. Of the total, \$15 million would be raised directly from broadcasters with \$30 million in matching funds from the Small Business Administration. The NAB Task Force on Minority Ownership, which established the fund, set a goal of doubling the number of minority-owned broadcast stations within the next three years

television program carried on Nov. 7, 1976, defamed him. Dr. Greenberg has insisted he did not prescribe medications attributed to him on segment dealing with amphetamine abuse. In refusing CBS' petition for dismissal Appellate Division said it is "questionable" whether CBS met standards of basic reporting and is "certainly questionable whether they met more rigorous standards of investigative reporting." Case returns to New York State Supreme Court.

**Guy Gannet Publishing Co.**, which two weeks ago purchased KOFM(FM) Oklahoma City for \$3.9 million (BROADCASTING, Aug. 6), announced last week its intention to **sell its WHYN-AM-FM Springfield, Mass.**, to Affiliated Publications Inc. for \$5.1 million. Both transactions are subject to FCC approval.

In rare interview last week, **Chief Justice Warren Burger said judges barring press and public from actual trials may be misreading high court's recent decision** in *Gannett v. DePasquale* allowing closed pretrial proceedings. According to survey done by Reporters Committee for Freedom of the Press, more than 39 cases involving public access to court proceedings have been raised since July 2 decision; judges nationwide have closed or upheld closing of more than 21 courtrooms in that time. Burger told Gannett reporter that judges may be reading press accounts of what justices said rather than court's majority opinion. Meanwhile, at American Bar Association's meeting in Dallas, ABA's board of governors refused to adopt proposed resolution favoring legislation to correct Supreme Court's decision in *Stanford Daily* case. Court held police could search premises of innocent third parties on

belief they'd find evidence implicating others in crime.

Radio-Television News Directors Association has incorporated **special one-day program for station managers** into final day of **RTNDA convention** in Las Vegas Sept. 5-8. Authorities in management, research and law will make presentations on managerial and legal—as distinct from journalistic—issues. RTNDA invitation last Friday (Aug. 10) also offered special one-day registration.

**TV networks** in first 25 weeks of 1979 **exceeded their own commercial standards** in prime time by 30 seconds or more in 56 programs and by 10 seconds in 482 other programs, **according to** monitoring report released by **Station Representatives Association**. These figures compare with "excesses" of 30 seconds or more in 60 programs and of 10 seconds in 484 in comparable period of 1978.

**Fifth Circuit Court** ruled last week that **FCC cannot lawfully apply divestiture requirement to Kcmc Inc.**, licensee of KTAL-TV Texarkana, Tex., and owner of Texarkana Newspapers Inc. Kcmc argued that its city-grade contour does not cover Texarkana, and therefore, KTAL-TV's major market was not Texarkana. KTAL-TV was one of 16 "egregious" stations marked for divestiture in FCC's one-to-a-market rule.

**FCC Chairman Charles Ferris has bolstered his staff** with addition of **new legal assistant, Gregory Ballard**. Ballard, recent graduate of Harvard Law School, is former staff member of U.S. Senate Select Committee on Nutrition and Human Needs.



**Minding the money.** These are among the trustees of the NAB's Minority Ownership Investment Fund: (l to r) Charles J. Beard of Foley, Hoag & Eliot, Boston; Donald A. Thurston of WMNB-AM-FM North Adams, Mass.; Frank Savage, Equitable Life Assurance Society of the U.S., New York; Paul E. Van Hook, financial adviser, New York; John F. Dille Jr. of Federated Media, chairman of the board of trustees, and Erwin Krasnow, NAB senior vice president.

(BROADCASTING, Jan. 1).

The group sent out two sets of solicitation letters: the first in December to the three major networks and 29 top group broadcast owners and another in April to broadcast groups and stations. First in line were the networks, with pledges of \$2.5 million each. Capital Cities Communications and Westinghouse Broadcasting have made the largest group contributions: \$500,000 each. The network pledges are somewhat conditional—CBS's and ABC's on "substantial participation" in the program by the rest of the industry, and NBC's on a matching funds system.

Among others that have volunteered significant pledges are Forward Communications, with \$60,000; Springfield TV Corp., with \$35,000, and Buford Television of Tyler, Tex., with \$25,000. The smallest contribution to date was one for \$100, while most of the early responses have fallen in the \$1,000 to \$5,000 range. Thurston's criterion (for the industry at large as well as individual station organizations): four-tenths of one percent of one year's annual revenues.

(One of the sources Thurston has his eye on: those license fee refunds broadcasters will soon receive from the FCC.)

NAB's fund raisers have found that their biggest obstacle has not been the opposition of reluctant broadcasters, but the competition from other minority-funding efforts made by individual broadcasters or groups, such as Storer Broadcasting's \$1-million plan to aid minority investment (BROADCASTING, Jan. 1), as well as the growing tendency to set up minority assistance programs as part of major station transfers. NAB is now working to have such funds funnelled through its own investment program—a move that, in its view, would increase the efficiency of all the various assistance programs.

Among the pledges in so far are three from broadcast organizations that are themselves minority-owned. The National Black Network contributed \$1,000 and thanked Thurston for the "unrelenting and successful effort in the creation of the ... fund." Summers Broadcasting Inc., licensee of WLOU(AM)-WNUU(FM) Louisville, Ky., contributed \$2,000; William E. Summers III, president of SBI and current president of the Kentucky

Broadcasters Association, is himself a black broadcaster. And the Latin American Broadcasting Co. (KESF(FM) Fort Worth) pledged \$1,650 along with the comment that the project was "long overdue." Said Marcos A. Rodriguez, president: "From my experience, I know how difficult it is to raise necessary capital to purchase properties, and a number of organizations who claim to want to help minorities have sticky fingers."

Among the noteworthy contributions was that of Tom-Tom Communications, itself the beneficiary of federal assistance in purchasing a radio property. The president of Tom-Tom is Tom Brokaw, the NBC *Today Show* host who was granted a loan guarantee by the Small Business Administration late last year for the purchase of KTOQ(AM) Rapid City, S.D. Publicity surrounding that grant prompted House Communications Subcommittee Chairman Lionel Van Deerlin (D.-Calif.) to appeal for a congressional inquiry into SBA broadcast loans, of which only seven of the first 32 went to minorities.

The Minority Broadcast Investment Fund will be administered by a board of trustees headed by John F. Dille Jr., another former NAB board chairman who now heads Federated Media, Elkhart, Ind.

## NCCB asks FCC to step in with ad limitations

**Anticipating loss of NAB code to Justice Department antitrust action, citizen lobby says government should set standards**

The National Citizens Committee for Broadcasting thinks the FCC should regulate the amount of nonprogram material aired on television. It told the commission so last week in a petition for rulemaking on the matter. NCCB asked the FCC not only to limit the amount of time broadcasters can devote to commercial messages, but also to limit the number of interruptions during each program.

NCCB also urged the FCC to "end governmental inattention about commer-

cialization ... to insure that the airwaves are not 'drowned in advertising chatter.'" The proposal calls for a ceiling of 10 minutes per hour on nonprogram material, with five minutes an hour during children's programming.

The National Association of Broadcasters television code now limits non-program material to 10 minutes per hour during prime time. The code, which is voluntary, has been challenged by the Justice Department on antitrust grounds (BROADCASTING, June 18). Sam Simon, executive director of NCCB, said "the NAB code probably does violate antitrust laws, but the Justice Department suit may well result in the elimination of any restraints on excessive advertising on television."

Over the years, according to the NCCB filing, the FCC has "consistently praised the NAB code and repeatedly opted against government restrictions out of deference to the trade association's self-regulatory efforts." NCCB asked the FCC to begin to consider immediately what standards should govern nonprogram material so that "rules will be in place before the Justice Department suit makes an impact on commercial practices."

NAB issued a statement saying that NCCB's request violates the First Amendment, and that it is "no more than a thinly veiled attempt to foist its ideas of what the public should see on television, upon the industry." The statement added that "it is ironic that television broadcasters are now caught between a plea that one government agency limit commercials way beyond NAB's limits, and another government agency's lawsuit, which is, in effect, asking for more commercials. Both NCCB and Justice apparently feel they are acting in the public interest, but both seem to ignore the public's ability to decide what it wants to watch."

Beside the 10-minute limit per hour on nonprogram material, the NCCB proposal would:

- Count against nonprogram ceilings those promos, station breaks and other announcements that are not counted now.

- Limit the number of program interruptions to four breaks an hour for adult broadcasts, and one break per half hour between children's programs.

- Place no restrictions on the length of commercials, but continue the existing prohibitions on subliminal advertising.

- Encourage the use of public service announcements, especially local PSA's, by permitting some additional commercial time if PSA's are aired.

- Recommend the elimination of all advertising from children's programming as soon as possible.

- Permit unlimited interruptions of programming for news bulletins and reports.

Simon said self-regulation isn't good enough. "The FCC should bring together broadcasters, advertisers and members of the public to decide at last how much advertising is consistent with the public interest," he added.

# SUPERGROUPS IN CONCERT

## MAJOR ENTERTAINMENT SPECIALS FOR ABC RADIO NETWORK AFFILIATES



**"Super Groups — most well constructed live concerts we've aired. More phone response than any concert we've run."**

PD Jeff Appleton  
WBUF - Buffalo

**"Great!"**

PD Larry James  
KNUS - Dallas

**"Great! Nothing but the most positive response. Gee I love it. When are we getting more?"**

PD Bobby Cole  
KMEL - San Francisco

**"It's great to have an exclusive event like this."**

PD Mike Piccozzi  
WHCN - Hartford

**"We're delighted and extremely pleased with quality and listener response of the two concerts thus far."**

PD Mike Jorgenson  
KIDO - Boise, Idaho

**"The concerts were well received — excellent."**

PD Denise Oliver  
WYYY - Baltimore

**"Created all the audience excitement and more than we've expected. We're ready for the rest of them."**

PD John Gehron  
WLS - Chicago

**"Super — Excellent — Very well done."**

PD Mike Elliot  
WKTI - Milwaukee

**"Well received by the audience — impressive — technical quality exceptional."**

PD Bobby Christian  
WXIX - Pittsburgh

**"Great Show — Looking forward to airing the rest of them."**

PD Pete Parisi  
KADI - St. Louis

## ...AND ADVERTISERS

Over 7,500,000 adults 18 plus were tuned to the May 12 premiere of the ABC Radio Network's production of "Supergroups in Concert", featuring the rock group Chicago, according to a survey commissioned by a major national research company.

The two-hour special heard on some 300 ABC Network stations on Saturday, May 12 at 8:00 PM delivered more than three times the audience normally counted for that time period.

- Chicago in concert reached 10% (6,170,000) of all adults 18-34.
  - Almost 4,000,000—or 13% of all men 18-34 listened.
- More than 3,000,000—or 11% of all adults 18-24 listened to the program.

**SUPERGROUPS IN CONCERT STARRED THE MOODY BLUES, JULY 28.  
COMING...THE ALLMAN BROTHERS BAND, AUGUST 25...PETER FRAMPTON,  
SEPTEMBER 15, 1979.**

**RADIO** abc  
**Network**

Source: Person projections by ABC Radio Network Research based on a survey among 1,514 adults 18 + for the period May 17 through May 23, 1979 to measure the broadcast of Chicago on May 12, 1979. References available upon request.

# WIOD 610 RADIO

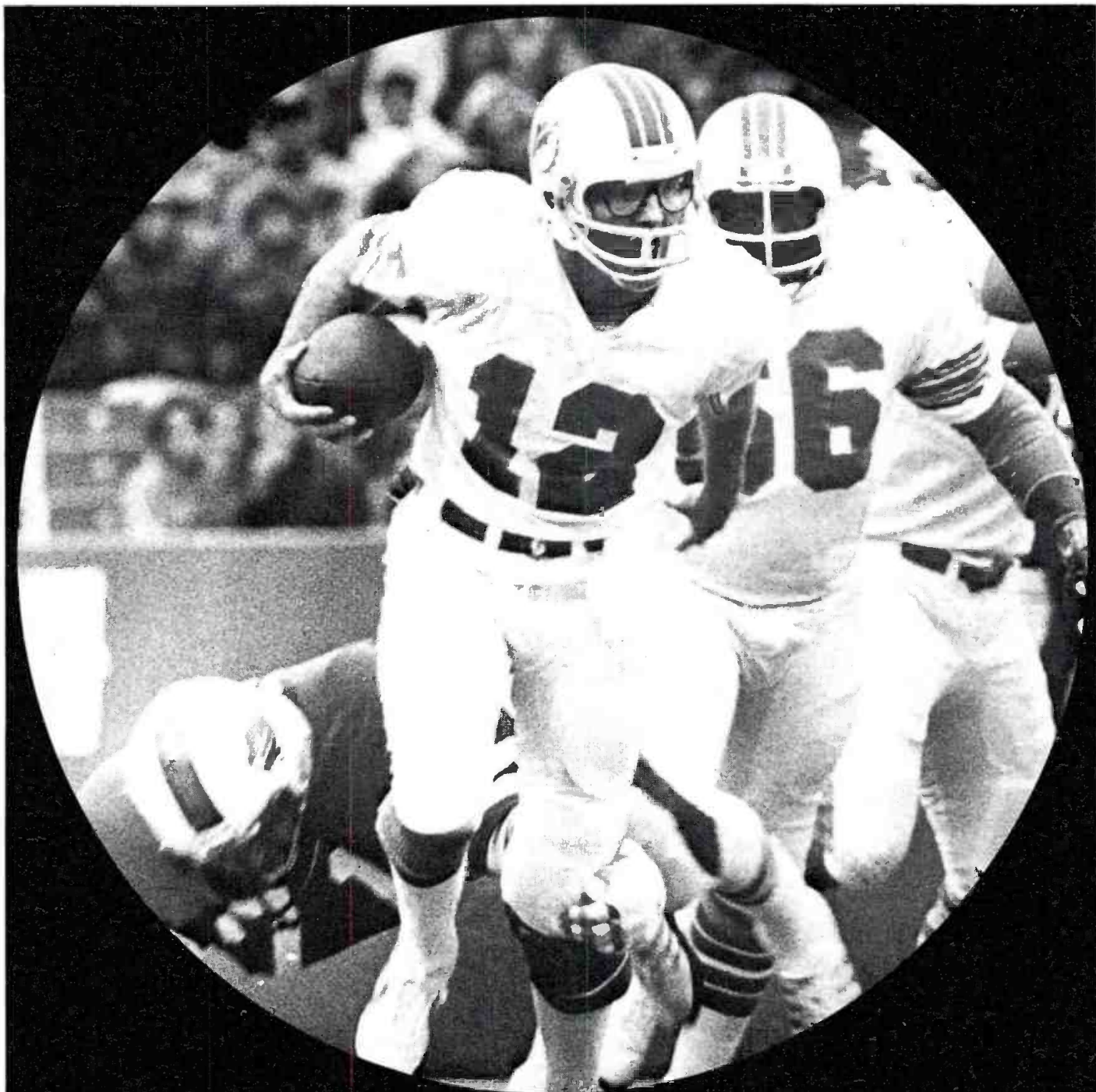
MIAMI  
FT. LAUDERDALE  
PALM BEACH

represented by Christal

## Someplace special for sports

Sports are special at WIOD. That's why South Floridians turn to 610 Radio for more than just the scores. The largest sports staff in Florida radio brings the fans the stories behind the scores with interviews, play-by-play and daily sports specials. From Palm Beach to Key West, Floridians turn to WIOD for Miami Dolphins Football, Ft. Lauderdale Strikers Soccer, New York Yankee, Baltimore Orioles and

Boston Red Sox Baseball, plus Florida State and Notre Dame Football. NBA and NCAA Basketball are covered, as well as everything in the South Florida Sports scene—Thoroughbred Racing, Orange Bowl Marathon, The Inverrary Classic, the Doral and hydroplane racing. If it's happening in sports, South Florida learns about it on WIOD—Someplace Special for Sports.



**COX**  
Broadcasting

WSB-TV-AM-FM  
Atlanta

WHIO-TV-AM-FM  
Dayton

WSOC-TV-AM-FM  
Charlotte

WIBC-TV  
Pittsburgh

KTVU-TV  
San Francisco-  
Oakland

WIOD, WAIA-FM  
Miami

KFI, KOST-FM  
Los Angeles

WLIF-FM - WWSH-FM  
Baltimore Philadelphia



## \$201,216,571 football season

**That's the total tab for radio and TV rights to professional and college events—a figure up only \$1 million from last year's giant 142% leap forward; on sales side, Super Bowl alone will command \$234,000 for 30-second announcements**

For the major networks, happiness is being in the second year of four-year contracts with the National Football League and the National Collegiate Athletic Association. For with rights payments practically locked in at the present level, the networks this year are busily raising most of their prices along the line to a queue of advertisers that doesn't appear to be shortening.

The multiyear contracts also mean that the nation's broadcasters—networks, stations and local rights holders—will pay \$201,216,571 for the rights to take their microphones and cameras into the football stadiums this season.

That is just a little more than \$1 million over the total for 1978, when rights payments jumped a dramatic 142% to

\$200,149,582 on the strength of those new national contracts (BROADCASTING, Aug. 7, 1978).

The gains registered this season come primarily at the local level for radio and TV football rights to schools and colleges and for local radio rights to professional football clubs.

According to BROADCASTING's annual survey of the networks, colleges and professional clubs, here is how the 1979 radio-TV rights package breaks down:

- \$194 million from the television and radio networks for college and professional games. Last year the figure was \$193,700,000.

- \$4,205,000 from local radio stations or rights holders for radio rights to NFL preseason and regular-season games. That's nearly a half million more than 1978's \$3,710,000.

- \$652,000 in local TV rights for NFL preseason games, a decline from last year's \$676,000.

- \$2,359,571 for local radio and delayed TV rights to schools and colleges. This is well above last year's \$2,063,352 and represents the second straight year of substantial gain in this category. (The

schools' total in 1977 was \$1,857,292).

The networks' tab for 1979 will have ABC-TV paying \$29.5 million for NCAA college games; \$46 million for NFL preseason and Monday night football; \$12 million for its NFL prime-time miniseries; \$1.5 million for the Pro Bowl; \$200,000 for the Hall of Fame game.

CBS-TV will pay \$51 million for its coverage of the NFL's National Football Conference games in preseason, regular season, conference playoffs and conference championship; \$6 million for the Super Bowl (which it telecasts in alternate years with NBC-TV).

NBC-TV will pay \$45 million to cover the NFL's American Football Conference during preseason, regular season, conference playoffs and conference championship.

In addition, national radio coverage of various college games and bowls on ABC, CBS, Mutual and NBC will come to an estimated \$2.8 million in rights payments.

For broadcasters, the 1979 preseason is already two weeks old. The game plans of local radio and TV stations for hometown NFL coverage are on pages 30 and 31. And here's a rundown of how and when

the radio and television networks are using the football coverage they have bought for the season:

ABC-TV kicked off its preseason pro schedule with the Dallas-Oakland Hall of Fame game in Canton, Ohio, on July 28 and was scheduled to show its second game, Dallas vs. Seattle, at 9 p.m. NYT last night (Aug. 12). Its third and final preseasoner will be Houston vs. Dallas at 9 p.m. Saturday (Aug. 18).

ABC's regular-season schedule of 20

games opens on Labor Day (Sept. 3), with Pittsburgh vs. New England in the first edition of *Monday Night Football*. There will be 16 Monday-night games this year, three Thursday-night games and one Sunday-night game. The first Thursday contest comes Sept. 6, starting at 8:30 p.m. The other Thursday games are scheduled Oct. 25 at 9 p.m. and Nov. 29 at 8:30. The Sunday game is set for Oct. 14 at 9 p.m.

All Monday-night games will start at 9 p.m.

ABC has also scheduled the 1980 AFC-NFC Pro Bowl, to be played Sunday, Jan. 27, in Honolulu, as a Sunday-afternoon special, 4-7 p.m. NYT.

ABC opens its National Collegiate Athletic Association schedule Sept. 8 with Alabama vs. Georgia Tech at 4:30-8 p.m. NYT. Each ABC affiliate will again receive 23 NCAA regular-season games from a schedule of 13 national and 45 regional division I-A appearances.

ABC-TV will carry four college bowls:

## Local TV preseason NFL coverage

<i>Team</i>	<i>Originator</i>	<i>Regional network; games scheduled; rights holder</i>	<i>Team</i>	<i>Originator</i>	<i>Regional network; games scheduled; rights holder</i>
<b>AFC East</b>			<b>NFC East</b>		
Baltimore Colts	WMAR-TV Baltimore	Regional net. of three; two live games, two tape delay; station holds rights.	Dallas Cowboys	KXAS-TV Dallas-Fort Worth	No regional net.; one tape delay game; Eddie Barker & Associates holds rights.
Buffalo Bills	WKBW-TV Buffalo	Regional net. of two; two live games; station holds rights.	New York Giants	WPIX New York	No regional net.; four tape delay games; station holds rights.
Miami Dolphins	WTVJ Miami	No regional net.; two live games, two tape delay; station holds rights.	Philadelphia Eagles	WCAU-TV Philadelphia	No regional net.; three live games, one tape delay; station holds rights.
New England Patriots	WBZ-TV Boston	Feeds to one other station; two live games, one tape delay; station holds rights.	St. Louis Cardinals	No local preseason telecasts.	
New York Jets	WPIX New York	No regional net.; two tape delay games; station holds rights.	Washington Redskins	WJLA-TV Washington	Regional net. of nine; three live games, one tape delay; station holds rights.
<b>AFC Central</b>			<b>NFC Central</b>		
Cincinnati Bengals	WLWT Cincinnati	Regional net. of three; two live games, two tape delay; station holds rights.	Chicago Bears	WBBM-TV Chicago	No regional net.; one live game, two tape delay; station holds rights.
Cleveland Browns	WKYC-TV Cleveland	Regional net. of two; three live games; station holds rights.	Detroit Lions	WJBK-TV Detroit	No regional net.; three live games, two tape delay; station holds rights.
Houston Oilers	KPRC-TV Houston	No regional net.; one live game, one tape delay; station holds rights.	Green Bay Packers	WBAY-TV Green Bay	Regional net. of six; four games with live or delay-tape status to be set; station holds rights.
Pittsburgh Steelers	WIIC-TV Pittsburgh	Regional net. of two; two live games, one tape delay; station holds rights.	Minnesota Vikings	WTCN-TV Minneapolis-St. Paul	Regional net. of three; two live games, two tape delay*; Twin City Federal Savings & Loan Association holds rights.
			Tampa Bay Buccaneers	WTOG(TV) St. Petersburg-Tampa, Fla.	Regional net. TBA; one live game, three tape delay; station holds rights.
<b>AFC West</b>			<b>NFC West</b>		
Denver Broncos	KBTB Denver	Feeds to one other station; three live games, one tape delay; station holds rights.	Atlanta Falcons	WTCG Atlanta	No regional net.; two live games, two tape delay; station holds rights.
Kansas City Chiefs	KMBC-TV Kansas City	No regional net.; two live games, two tape delay; station holds rights.	New Orleans Saints	WWL-TV New Orleans	Regional net. of eight; two live games, one tape delay; Insilco Sports Network holds rights.
Oakland Raiders	KRON San Francisco	Feeds to one other station; one live game, one tape delay; station holds rights.	Los Angeles Rams	KTTV Los Angeles	Regional net. of three; one live game, three tape delay; Bob Speck Productions holds rights.
San Diego Chargers	KGTV San Diego	Feeds to one other station; three live games, one tape delay; Gerry Gross Productions holds rights.	San Francisco 49ers	KPIX San Francisco	No regional net.; one live game, two tape delay; station holds rights.
Seattle Seahawks	KIRO-TV Seattle	Regional net. TBA; three live games; station holds rights.			

## Local radio's pre- and regular-season NFL coverage

<i>Team</i>	<i>Originator</i>	<i>Regional networks; games scheduled; rights holder</i>	<i>Team</i>	<i>Originator</i>	<i>Regional network; games scheduled; rights holder</i>
<b>AFC East</b>			<b>NFC East</b>		
Baltimore Colts	WCBM Baltimore	Regional net. of 26; four preseason and 16 regular-season games (preseason will not be on regional net.); station holds rights with Metro Communications Sports handling network.	Dallas Cowboys	KRLD Dallas	Games will be fed to Mutual Southwest network; five preseason and 16-regular season games; station holds rights.
Buffalo Bills	WKBW Buffalo	Regional net. of 11; four preseason and 16 regular-season games; station holds rights.	New York Giants	WNEW New York	No regional net.; four preseason and 16 regular-season games; station holds rights.
Miami Dolphins	WIOD Miami	Regional net. of 21; four preseason and 16 regular-season games; station holds rights.	Philadelphia Eagles	WIP Philadelphia	Regional network of 23; four preseason and 16 regular-season games; station holds rights with Metro Communications Sports handling network.
New England Patriots	WBZ Boston	Regional net. of 12; four preseason and 16 regular-season games; station holds rights.	St. Louis Cardinals	KMOX St. Louis	Regional net. of 30; four preseason and 16 regular-season games; station holds rights.
New York Jets	WOR New York	No regional net.; four preseason and 16 regular-season games; station holds rights.	Washington Redskins	WMAL Washington	Regional net. of approximately 85; four preseason and 16 regular-season games; station holds rights with Metro Communications Sports handling network.
<b>AFC Central</b>			<b>NFC Central</b>		
Cincinnati Bengals	WLW Cincinnati	Regional net. of 43; four preseason and 16 regular-season games; station holds rights.	Chicago Bears	WBBM Chicago	No regional net.; four preseason and 16 regular-season games; station holds rights.
Cleveland Browns	WHK Cleveland	Regional net. of 38; four preseason and 16 regular-season games; station holds rights.	Detroit Lions	WJR Detroit	Regional net. of 35; four preseason and 16 regular-season games; station holds rights.
Houston Oilers	Texas State Network (KTRH Houston)	Regional net. of 83; four preseason and 16 regular-season games; Texas State Network holds rights.	Green Bay Packers	WTMJ Milwaukee	Regional net. of 75; four preseason and 16 regular-season games; station holds rights.
Pittsburgh Steelers	WTAE Pittsburgh	Regional net. of 31; four preseason and 16 regular-season games; station holds rights.	Minnesota Vikings	WCCO Minneapolis-St. Paul	Regional net. of approximately 25; four preseason and 16 regular-season games; Twin City, City Federal Savings & Loan Association holds rights.
			Tampa Bay Buccaneers	WDAE Tampa	Regional net. of 26; four preseason and 16 regular-season games; Taft Broadcasting Co. holds rights.
<b>AFC West</b>			<b>NFC West</b>		
Denver Broncos	KOA Denver	Regional net. of 40; four preseason and 16 regular-season games; station holds rights.	Atlanta Falcons	WGST Atlanta	Regional net. of 50-60; four preseason and 16 regular-season games; station holds rights.
Kansas City Chiefs	KCMO Kansas City	Regional net. of 50; four preseason and 16 regular-season games; station holds rights.	Los Angeles Rams	KMPC Los Angeles	Regional net. of 20; four preseason and 16 regular-season games; station holds rights.
Oakland Raiders	KGO San Francisco	Regional net. of 13; five preseason and 16 regular season games; station holds rights.	New Orleans Saints	WGSO New Orleans	Regional net. of approximately 35; four preseason and 16 regular season games; Insilco Sports Network holds rights.
San Diego Chargers	KSDO San Diego	Regional net. of eight; four preseason and 16 regular-season games; station holds rights.	San Francisco 49ers	KSFO San Francisco	Regional net. of 12; four preseason and 16 regular-season games; station holds rights.
Seattle Seahawks	KIRO Seattle	Regional net. of 32; four preseason and 16 regular-season games; station holds rights.			

the Liberty on Dec. 23 at 2:30 p.m. NYT; the Gator Dec. 28 at 9 p.m.; the Sugar Jan. 1 at a time to be announced and the Hula Jan. 5 at 4 p.m.

In pricing, ABC is in the second year of two-year sales packages. Advertisers in the NFL package for both years pay \$85,000 per 30-second commercial; new advertisers this year pay \$95,000 per 30. For NCAA, advertisers that signed last year for the two-year package are paying \$39,000 per 30-second spot; those buying this year pay \$43,000 per 30. Both packages are said to be virtually sold out.

Thirty-second prices in the Liberty Bowl are pegged at \$25,000, up from \$23,000 last year. In the Gator Bowl they're \$40,000, up from \$35,000; in the Sugar Bowl they're \$60,000, up from \$50,000, and in the Hula Bowl they're \$32,000, up from \$28,000.

CBS-TV's first of two preseason National Football Conference games was scheduled last Saturday, Chicago vs. New Orleans, at 2 p.m. NYT. The second is Sunday (Aug. 19), Oakland vs. New England, at 1 p.m.

Regular-season NFC coverage on CBS-TV starts Sunday afternoon, Sept. 2, with five games broadcast regionally. Doubleheaders are scheduled on eight Sundays—Sept. 16 and 23, Oct. 7, 14 and 28, Nov. 4 and Dec. 2 and 16. The Thanksgiving Day (Nov. 22) game, Chicago vs. Detroit, will start at 12:30 p.m. NYT. CBS will have two Saturday games, Dec. 8 at 12:30 p.m. and Dec. 15 at 4 p.m.

CBS also will have the NFC first-round playoff on Sunday, Dec. 23; the NFC divisional playoffs the following Saturday and Sunday, the NFC championship on Sunday, Jan. 6, and Super Bowl XIV on Sunday, Jan. 20. Broadcast times for the postseason games have not been set.

CBS has six college bowl games: the Sun Bowl Dec. 22 at 1:30-4:30 p.m. NYT; the Blue-Gray game Dec. 25 at 3-6 p.m.; the Peach Bowl Dec. 31 at 2:30-5:30 p.m.; the Cotton Bowl Jan. 1 at 2-5 p.m.; the Shrine East-West All-Star game Jan. 5 at 2:30-6 p.m. and the Senior Bowl Jan. 12 at 1-4:30 p.m.

CBS officials said football was more than 90% sold out but declined to quote prices. Agency sources, however, said the price tag on the Super Bowl was a record \$234,000 per 30-second announcement, up from \$185,000 last year on NBC.

The asking prices for NFC regular-season games on CBS were said to average about \$65,000 per 30, with the range—which increases as the season progresses—extending from about \$55,000 to around \$80,000. Last year the range was from \$45,000 to \$60,000.

CBS was reported to be asking about \$95,000 for a 30-second announcement in its divisional playoffs, up from \$74,000 last year. For the NFC championship it was said to be asking about \$110,000, up from \$89,000 a year ago.

CBS's pricing of 30's in its college bowls was reported at about \$27,500 in the Sun and Peach Bowls as compared with \$24,000 last year; about \$85,000 in the

## Network Line-ups

### ABC-TV

Hall of Fame Game	July 28
NFL preseason games	Aug. 12
NCAA college games	Sept. 8
NFL Monday Night Football	Sept. 3
NFL prime time miniseries	Sept. 6
Pro Bowl	Jan. 27
Liberty Bowl	Dec. 23
Gator Bowl	Dec. 28
Sugar Bowl	Jan. 1
Hula Bowl	Jan. 5

### CBS-TV

NFC preseason games	Aug. 11
NFC games	Sept. 2
NFC divisional playoffs	Dec. 29-30
NFC Championship	Jan. 6
Super Bowl	Jan. 20
Sun Bowl	Dec. 22
Blue-Gray Game	Dec. 25
Peach Bowl	Dec. 31
Cotton Bowl	Jan. 1
East-West Shrine	Jan. 5
Senior Bowl	Jan. 12

### NBC-TV

AFC preseason games	Aug. 12
AFC games	Sept. 2
AFC divisional playoffs	Dec. 29-30
AFC championship	Jan. 6
Fiesta Bowl	Dec. 25
Rose Bowl	Jan. 1
Orange Bowl	Jan. 1

### CBS Radio

Package of 36 NFL games including Monday-night games, the playoffs, Super Bowl and Pro Bowl	Various times
Sun Bowl	Dec. 22
Cotton Bowl	Jan. 1
Senior Bowl	Jan. 12

### Mutual Radio

NFL games	Sept. 2
Notre Dame games, NCAA wildcards	Sept. 8
Holiday Bowl	Dec. 21
Hall of Fame Classic	Dec. 29
Liberty Bowl	Dec. 23
Gator Bowl	Dec. 28
East-West Shrine	Jan. 5
Orange Bowl	Jan. 1

### NBC Radio

Fiesta Bowl	Dec. 25
Rose Bowl	Jan. 1

Cotton Bowl, up from \$70,000, and about \$21,000 for the East-West Shrine game, up from \$17,500. Thirties in the Blue-Gray game and Senior Bowl, which CBS didn't carry last year, were also reported in the \$21,000 range.

NBC-TV's first of two preseason American Football Conference games, Houston vs. the New York Jets, was scheduled yesterday (Aug. 12) and the second, Dallas vs. Pittsburgh, is set for prime time on Saturday, Aug. 25 (9 p.m. to midnight NYT).

Regular-season coverage starts Sunday, Sept. 2, with a doubleheader. Seven other Sunday doubleheaders are also on the card: Sept. 9 and 30; Oct. 21; Nov. 11, 18 and 25 and Dec. 9. The Thanksgiving game, Houston at Dallas, starts at 4 p.m.

NBC will also have a playoff qualifying match-up of AFC wild-card teams on Sunday, Dec. 23; the AFC divisional playoffs Dec. 29 and 30 and the AFC championship game Jan. 6. NBC will carry two Saturday games late in the regular season: Dec. 8 at 4 p.m. and Dec. 15 at 12:30 p.m.

NBC will also carry three collegiate bowl games—the Rose Bowl on Jan. 1 at 4:45 p.m.; the Orange Bowl on Jan. 1, at 8 p.m., and the Fiesta Bowl on Dec. 25, at 3:30 p.m.

The AFC games, including playoffs and championship, are about 98% sold, according to NBC. Thirty-second spots in the regular-season games average \$53,000, up from \$44,500 last year. In the playoffs, the 30-second price is pegged at an average of \$85,000, as compared with \$72,000 a year ago. For the AFC championship the price per 30 is \$105,000, up from \$85,000 last year.

In postseason college games, 30-second prices are \$125,000 in the Rose Bowl, as against \$105,000 last year; \$105,000 in the Orange Bowl, up from \$85,000 a year ago, and \$42,500 in the Fiesta Bowl, up from \$35,000.

The CBS Radio network, for the second year, will broadcast 36 NFL games, including the Monday-night contests, the playoffs, the Super Bowl and the Pro Bowl. Two new features are being added: A six-part *NFL Preview* (Aug. 27-Sept. 1) with Hank Stram and Jack Buck, and a half-time show with Brent Musburger. Among the advertisers signed for the games are Anheuser-Busch, which has also bought a quarter-sponsorship of *NFL Preview*; General Motors Acceptance Corp., General Motors Continuous Protection Plan, Buick, U.S. Bedding, Budget Rent-a-Car, Kinney, Sharp Electronics, Sealy and Kelly-Springfield Tire. Sales, CBS Radio said, have already exceeded last season's total.

Mutual Broadcasting System will be back this year with another extensive array of pro and college games.

Notre Dame's full schedule will be carried for the 12th consecutive year along with eight major intersectional contests. On the N.D. slate is a Nov. 25 game of the Fighting Irish against the University of Miami Hurricanes, to be played in Tokyo. MBS says this is the first time a college football game from the Japanese capital will be broadcast nationally to the U.S. on radio.

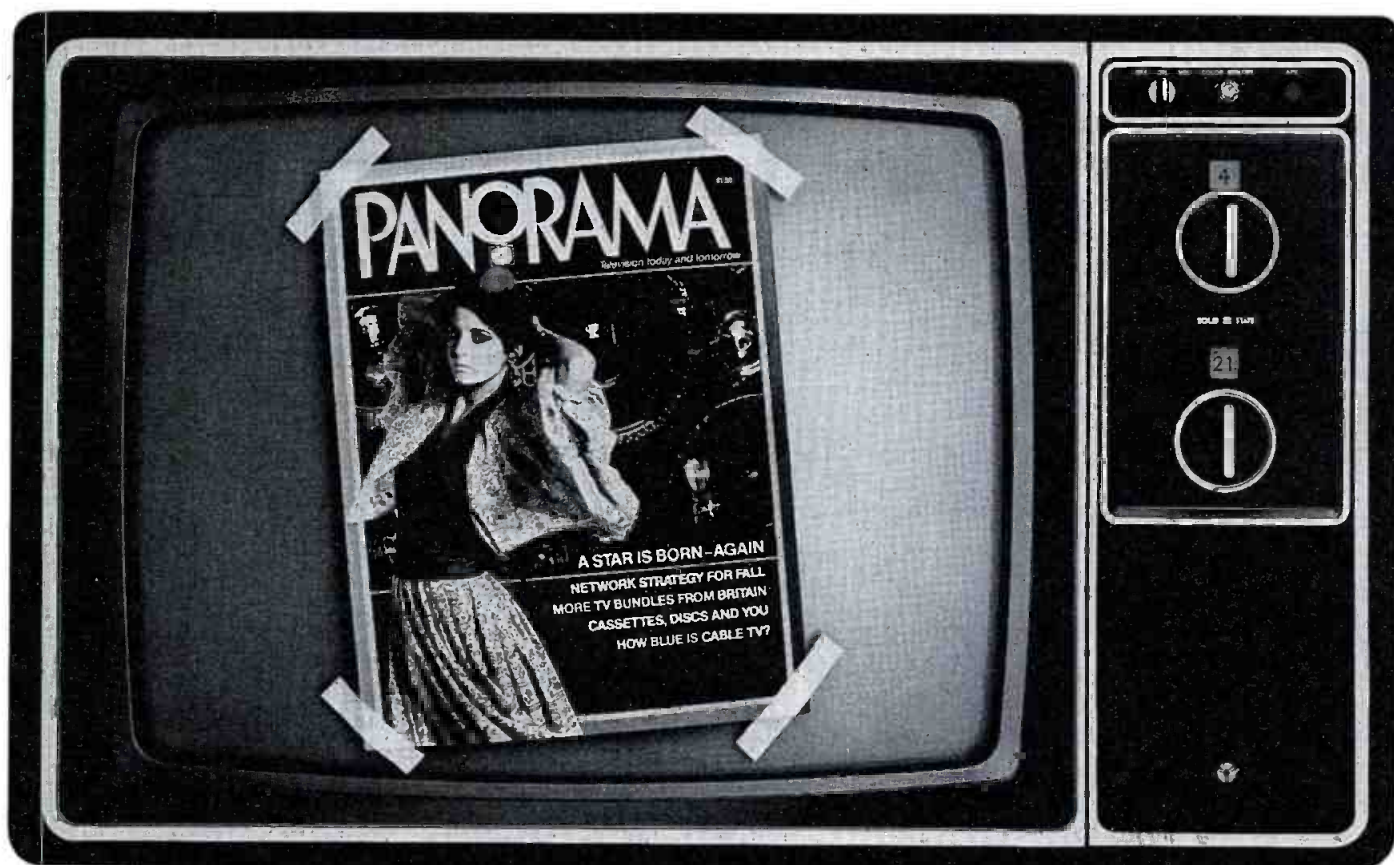
MBS, for the second year of its five-year contract with the Southwest Conference, will broadcast all 63 games of the nine member schools on regional networks that will include 150 to 200 affiliates. At the time the contract was negotiated, it was believed that rights for the five-year contract would come to about \$1.5 million.

Six bowl games in the latter part of the season will cap MBS's collegiate offering.

On the professional side, the Mutual



# The magazine to watch.



Have you ever wondered about what really goes on behind the glowing screen?

The intricate deals? The incredible politics? The explosive new developments?

We believe there is a large group of people who are very interested in the whole phenomenon of television, and the effect it has on their lives.

Beginning in February 1980 they will have their own magazine. "Panorama-Television Today and Tomorrow."

A new monthly publication created by Triangle, the people who brought you TV Guide.

It's dedicated to the new breed of television watchers, the sophisticated, intelligent viewer who demands a total perspective of the single most powerful force in our society.

Panorama will feature well-illustrated articles by the brightest and the best on the provocative issues and crises of modern television.

It will report on the technological advances that affect the home screen—focal point of the communications revolution.

And explore the effect television and its programs have on millions upon millions of viewers.

It's aimed at a select audience. An audience that appreciates the best that television can afford. And who can afford the best products that you can advertise.

If you think your products will appeal to this select audience, then "Panorama-Television Today and Tomorrow" is your new television medium.

For further information, call Bob Baumler, Advertising Director, at (212) 759-8100.

**PANORAMA**  
*Television today and tomorrow*

## Major TV-network sponsors

**AC-Delco** (Campbell-Ewald): CBS, NFC games; NBC, AFC games.  
**All State Insurance** (Leo Burnett): CBS, NFC games; NBC, AFC games.  
**American Express** (Ogilvy & Mather): NBC, AFC games.  
**Anheuser-Busch** (D'Arcy, MacManus & Masius): CBS, NFC games; NBC, AFC games; ABC, NCAA games.  
**AT&T** (N.W. Ayer; Cunningham & Walsh): NBC, AFC games.  
**Avis** (SFM Media): CBS, NFC games; NBC, AFC games.  
**Boeing** (Cole & Weber): ABC, NFL games.  
**Buick** (McCann-Erickson): ABC, NFL games.  
**Cannon** (Grey): ABC, NFL games.  
**Chevrolet** (Campbell-Ewald): ABC, NCAA games.  
**Chrysler** (Kenyon & Eckhardt): NBC, AFC games.  
**Connecticut General** (Cunningham & Walsh): NBC, AFC games.  
**Coor's Beer** (Ted Bates): CBS, NFC games.  
**Datsun** (William Esty): ABC, NFL games.  
**Fireman's Fund** (Cunningham & Walsh): ABC, NCAA games.  
**Firestone** (Sweeney & James): ABC, NFL games.  
**Ford** (J. Walter Thompson): CBS, NFC games.  
**General Motors** (N.W. Ayer): NBC, Orange Bowl.  
**General Motors** (D'Arcy-MacManus & Masius): ABC, NCAA games.  
**GM Parts** (D'Arcy, MacManus & Masius): NBC, Orange Bowl.  
**Goodyear** (Campbell-Ewald): ABC, NFL games, NCAA games; NBC, Rose and Orange Bowls.  
**Hertz** (Scali, McCabe & Sloves): CBS, NFC games; NBC, AFC games.  
**IBM** (Conahay & Lyon): ABC, NFL games, NCAA games; NBC, Orange Bowl.  
**K-Mart** (Ross Roy): CBS, NFC games; NBC, AFC games.  
**Levi Strauss** (Foote, Cone & Belding): CBS, NFC games; NBC, AFC games.  
**Magnavox** (William Esty): NBC, AFC games.  
**Metropolitan Life** (Young & Rubicam): ABC, NFL games.  
**Miller Brewing** (McCann-Erickson): ABC, NFL games, NCAA games; CBS, NFC games; NBC, AFC games; NBC, Fiesta Bowl.  
**MoPar** (Ross Roy): CBS, NFC games.  
**Norelco** (McCaffrey & McCall): CBS, NFC games; NBC, AFC games.  
**Owens-Corning** (Ogilvy & Mather): CBS, NFC games; NBC, AFC games.  
**J.C. Penney** (McCaffrey & McCall): NBC, AFC games.  
**Pennzoll** (Eisaman, Johns & Laws): NBC, AFC games.  
**Pontiac** (D'Arcy-MacManus & Masius): NBC, Orange Bowl.  
**Radio Shack** (Central Advertising): CBS, NFC games; NBC, AFC games.  
**Ryder Truck** (Mike Sloane Advertising): NBC, AFC games.  
**7-Up** (N.W. Ayer): NBC, AFC games.  
**Schlitz** (J. Walter Thompson): NBC, AFC games; ABC, NCAA games.  
**Sears, Roebuck** (Foote, Cone & Belding): ABC, NFL games; CBS, NFC games.  
**Sony** (McCann-Erickson): CBS, NFC games.  
**Sperry Rand** (direct): CBS, NFC games.  
**Stroh Brewing** (Doyle Dane Bernbach): CBS, NFC games.  
**Texaco** (Benton & Bowles): ABC, NCAA games.  
**Uniroyal** (Young & Rubicam): CBS, NFC games.  
**U.S. Pioneer** (Scali, McCabe & Sloves): NBC, AFC games.  
**Xerox** (Needham, Harper & Steers): ABC, NCAA games.  
**Zenith** (Foote, Cone & Belding): CBS, NFC games.

survey was the decision of the St. Louis Cardinals to abstain from local preseason television for the third straight year. In 1977, a spokesperson for the pro club maintained that the bids for TV rights were too low. However, last year and again this year the Cardinals said the decision against preseason TV was based on fear of overexposure of the club.

Overexposure, in a slightly different way, has complicated matters for another local TV rights holder, Eddie Barker & Associates, which has the Dallas Cowboys. Eddie Barker said that over the years, national TV viewers have come to regard the NFC champion Cowboys "as a national team, somewhat like Notre Dame in college football." The result, he pointed out, is that national TV networks, in picking their preseason telecasts, lean to the Cowboys; four of the five exhibitions were selected for network exposure, leaving Barker with just the Aug. 4 Denver-Dallas game.

The survey also showed that Metro Communications Sports of Washington is moving further into radio regional networking for several rights holders. This year, Metro has been setting up regional hook-ups for WCBM(AM) Baltimore's coverage of the Colts (on 26 stations); WMAL(AM) Washington's originations for the Redskins (85 stations), and WIP(AM) Philadelphia's broadcasts of the Eagles (23 stations). In some instances, Metro does some selling along with arranging the hook-ups.

Larry Deitz, director of network operations, said pro football is just one sport of involvement for the six-year-old firm. He cited Metro's other contracts and clients that include the Washington Bullets basketball, Philadelphia Flyers hockey, Southwest Conference and Big 10 basketball, University of Maryland football and the Hula Bowl, among others.

As in past years, local stations reported sales were strong, particularly for radio. Some examples:

Joel Day, station manager of KOA(AM) Denver, said: "We had a sellout again of our package that includes the Broncos, Nuggets (pro basketball) and Colorado University football. There were a few problems with advertisers in energy-related ac-

Southwest Radio Network is already carrying the preseason and regular games of the Dallas Cowboys, picking up feeds of the Cowboys' radio originator, KRLD(AM) Dallas. More than 200 Mutual affiliates in nine states are tied in, with some outlets carrying the games in Spanish.

Mizlou Productions will be handling five bowl telecasts: the Garden State Bowl from New Jersey's Meadowlands on Dec. 15 (1-4 p.m. NYT); the Holiday Bowl from San Diego on Dec. 21 (9-midnight); the Tangerine Bowl from Orlando, Fla., on Dec. 22 (8-11 p.m.); the Hall of Fame Classic from Birmingham, Ala., on Dec. 29 (8-11 p.m.) and the Bluebonnet Bowl from Houston on Dec. 31 (8-11 p.m.).

Noticeable again in BROADCASTING'S

**GOOD TIMES**  
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A **TANDEM** Production  
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## What major schools get from local-regional radio and local TV

Conference	Teams	Radio stations	TV stations	Total rights
Atlantic Coast	7	249	7	\$140,000
Big Eight	8	318	31	265,167
Big Ten	10	323	27	420,837
Ivy	8	14	7	15,900
Pacific Ten	10	130	19	387,000
Southeastern	10	608	61	494,000
Southwest	9	200	7	250,000
Western Athletic	8	59	1	71,667
Others and independents*	55	508	52	315,000
<b>Totals</b>	<b>125</b>	<b>2,409</b>	<b>212</b>	<b>2,359,571</b>

\*Independent figures do not include Notre Dame.

The evidence had been growing for years.

But it took a recent documented report of the U.S. Census Bureau to break the story: Over 90% of the people in nursing homes are satisfied with their care and their surroundings.

Ninety percent! And that approval figure is even higher for their next-of-kin.

The nursing homes that are members of the American

## It took the Government to break this story.

Health Care Association think this report — an objective review of residents' satisfaction with nursing home surroundings — is front page news. Not because it breaks a new story. But because it breaks an old stereotype. And for the families who need professional nursing home care, it will help break through the confusion and uncertainty that often is associated with this emotional decision.

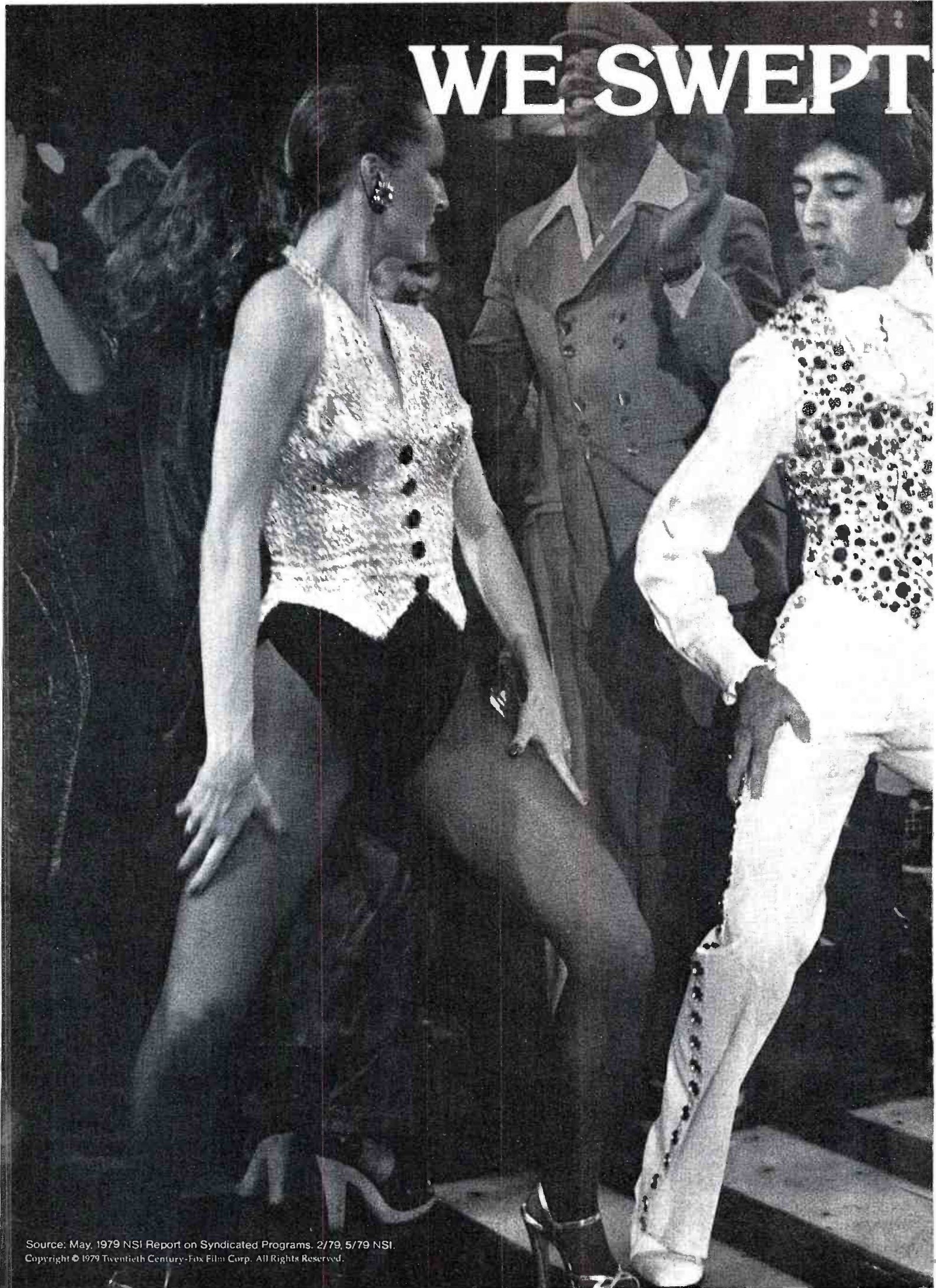


For more information on the Census Bureau report, or progress by America's professional nursing homes, contact:

**ahca**

Community Affairs, American Health Care Association, 1200 15th St. N.W. Washington, D.C. 20005

# WE SWEEP



# THE SWEEPS, AGAIN.

In women 18 - 49, Dance Fever is now America's second highest rated syndicated program!

The May Sweeps also found Dance Fever's share up another 6% over our phenomenal February showing. Dance Fever's February '79 numbers jumped dramatically over November '78 for the same time period:

- Average DMA ratings up 63%
- Average share up 53%
- Total women up 87%
- Women 18 - 49 up 151%

Dance Fever and Doney Terrio swept your viewers off their feet last season, and we're coming back to do it again this fall. At presstime, Dance Fever is sold in over 70 markets—including 9 of the top 10 DMA's.

Get the Fever on your station!

## Dance Fever

STARRING

DONEY TERRIO\*



tivities, but there always were three or four sponsors in the wings, just waiting to get in."

Phil Costin, general sales manager of WIOD(AM) Miami, pointed out that many of the station's Dolphins advertisers for 1979 were already in the fold under two-year commitments. As for the others, he added: "We started selling May 17 and

were sold out in four weeks . . . and that includes all pregame, postgame and other Dolphins programming."

Along the same line, Mike Farrington, director of sports promotion and merchandising, KIRO(AM) Seattle, reported: "We're sold out on Seahawks programming for the next two seasons. That includes the six-hour block on each game day."

In Baltimore, WMAR(TV) cited its success in selling its preseason telecasts of the Colts. And Jack Marks, the station's general sales manager, gave some of the credit to a rival summertime sport, baseball. The success of the American League's Orioles there, he said, appears to have created a carryover interest for football among fans and advertisers. ■

## Business

### A lot of if's

**While some Wall Street analysts regard Comsat's plan for direct satellite-to-home service as daring and a possible boost for its sluggish financial performance lately, they caution that success is dependent on areas the company has little or no experience in**

Wall Street and other financial analysts regard Comsat's plan to offer satellite-to-home pay television (BROADCASTING, Aug. 6) as a daring concept that, no matter how well it works, will take a long time to pay off. (Also see "Technology," page 55.)

They tend to agree that its success, if it succeeds, will depend to a great extent on performance in areas in which Comsat has no apparent expertise, particularly in programming. But some find cause for encouragement in that very fact.

"It shows they're exploring new and less regulated opportunities," said Harry Edelson of Drexel Burnham Lambert. "It shows they're taking a new, aggressive approach."

Analysts generally have not been enthusiastic about Comsat, figuring that growth in its current businesses has slowed and may slow more. That's why the move toward new fields is welcomed.

The principal current businesses, which accounted for about 94% of Comsat's \$184,570,000 in 1978 operating revenues, are its share in Intelsat, the international satellite service, which contributed 57% of 1978 operating revenues; the Comstar domestic satellite service, which accounted for 19.9%, and the Marisat maritime satellite service, of which Comsat owns 86.29% and which represented 17.2% of 1978 operating revenues.

In addition, Comsat this year acquired for \$19.6 million Environmental Research and Technology Inc., which specializes in monitoring and analyzing environmental information. In 1977 ERT had revenues of about \$23 million and it is said to be growing at more than 20% a year. Moreover, Comsat officials have stressed that they consider Comsat a growth company and

that it will act like one, making further acquisitions.

The need for expansion may be reflected in recent annual reports. In both 1977 and 1978, Comsat revenues increased between 9% and 10%, reaching \$184,570,000, while net income increased by 5.4% in 1978 after plunging 15%—due in part to increased costs resulting from settlement of a thorny FCC rate case—to a five-year low in 1977. The 1978 earnings of \$34,238,000 were the second lowest in that five-year period.

This year, Comsat reported first-quarter earnings up 53% from a year earlier and added a 37% rise in the second quarter. Some analysts took these boosts with a grain of salt, however, noting that the lower rate of second-quarter growth stemmed basically from a factor that will also have a bearing on the future: a 15% reduction in international satellite rates that went into effect in May. In addition, in March it transferred U.S.-Puerto Rico satellite traffic to AT&T and ITT.

For these and other reasons, Glenn

Pafumi, analyst with Merrill Lynch, Pierce, Fenner & Smith, warned in mid-July that Comsat earnings for the third quarter may show no growth over the 1978 third quarter's and that earnings for the succeeding two or three quarters may be down in year-to-year comparisons.

Pafumi accordingly cut back his projection of 1979 earnings to \$5-\$5.20 a share, down from his earlier estimate of \$5.25-\$5.50, and suggested that 1980 earnings "may only reach \$5.25 to \$5.50 a share, a 6% increase, versus our earlier estimate of \$5.75-\$6."

Satellite Business Systems, a joint venture with International Business Machines and Aetna Life and Casualty to provide high-speed private-network communications by satellite, is expected to provide substantial profits in the future. SBS has been snarled in FCC and court proceedings but is being targeted for operation starting in 1981. Its profitability in any case seems several years down the road, and in the meantime it is costing money.

Pafumi warned that SBS might not turn

**On the rise.** Network TV investments in June rose 7.3% to \$324.1 million, bringing the total for the first half of 1979 to almost \$2.2 billion, up 13.1% from the comparable period of 1978. These figures, released by the Television Bureau of Advertising, were based on estimates compiled by Broadcast Advertisers Reports. For the six months, ABC had 36.25% of the total revenues. CBS had 32.86% and NBC 30.89%.

	June			January-June		
	1978	1979	% change	1978	1979	% change
Daytime	\$98,773,900	\$108,142,800	+ 9.5	\$664,839,800	\$733,660,700	+10.4
Mon.-Fri.	73,407,300	76,809,600	+ 4.6	453,950,100	492,629,200	+ 8.5
Sat.-Sun.	25,366,600	31,333,200	+23.5	210,889,700	241,031,500	+14.3
Nighttime	203,191,400	215,946,100	+ 6.3	1,274,353,800	1,459,239,000	+14.5
Total	\$301,965,300	\$324,088,900	+ 7.3	\$1,939,193,600	\$1,192,899,700	+13.1

	ABC	CBS	NBC	Total
January	\$118,635,300	\$113,706,300	\$127,100,800	\$359,452,400
February	131,397,400	118,682,200	103,456,700	353,536,300
March	138,522,600	118,829,900	113,657,600	371,010,100
April	143,151,700	127,959,800	114,959,300	386,070,800
May	146,483,100	133,350,900	118,907,200	398,741,200
June	116,842,300	108,053,600	99,193,000	324,088,900
Year-to-date	\$795,032,400	\$720,582,700	\$677,284,600	\$2,192,899,700

the profit corner before the mid-1980's and that until then its losses might offset gains in other areas, leading to "lackluster" earnings in the early 1980's. He estimated that Comsat's share of SBS losses were equal to 39 cents a share in 1978 and could reach 60 cents a share in 1979.

"Thus," he said, "we could envision tough times for Comsat over the next several years with earnings hovering around current levels until the mid-1980's when SBS could begin to make a significant contribution to the bottom line. With a yield of only 4.9% and a price/earnings ratio slightly above that of the market, we think Comsat may underperform the market over the intermediate term and perform no better than the market over the long term."

□

Drexel Burnham's Edelson, who considers Comsat in a "transition" period, is more optimistic. "To like Comsat," he said last week, "you've got to pay attention to future growth, not be enamored with the businesses it's in now. These are intermediate steps, till it gets into new businesses."

Accordingly, on virtually the same day that Merrill Lynch's Pafumi issued his analysis trimming his Comsat earnings projections, Edelson issued one explicitly not changing his projections of \$5.40 a share in 1979 and \$6 in 1980.

As for the 1979 second-quarter gain's failure to match the rate of first-quarter growth, Edelson noted that there had been a sequential decline in 1977, too. "That trend could continue," he said, "if the 15% rate cut of May 16 does not generate sufficiently more business." But, he added, "for now, we believe that earnings in the next two quarters will approximate the level of the second quarter [\$1.32 a share]."

As for the success of satellite-to-home pay television, Merrill Lynch's Pafumi said last week that he thought it depended on "Comsat's marketing expertise—and whether there is a market out there."

"You have to look at it from the user's standpoint," he said, and take into account such factors as the cost of home earth stations, cost of the service and kind of programming offered.

Getting the programming, most agreed, would be the hardest part, considering that quality programming is rated in short supply now.

□

Howard Turetsky of Cyrus J. Lawrence Inc. felt that the program costs would be "staggering" if the plan is undertaken on a full-scale basis, and that Comsat's best salvation might be to work out "a joint venture or equity participation deal between themselves and some others to get the product."

Comsat's announcement, Turetsky said, raises the old question of why there has never been a successful full-fledged fourth network.

Turetsky said Comsat's plan would basically overcome the problem of high transmission costs but would not quickly

**Hot dogs, apple pie and Eddie Chiles.** Television viewers in the Southwest may be surprised when maverick millionaire H. C. Chiles of Fort Worth appears on their screens in his TV commercials debut in mid-August and solemnly offers thanks for being an American.

The Southwest radio audience has become accustomed to a different "Eddie" Chiles, a curmudgeon who has taken to the airwaves during the past 18 months to launch tirades against government spending and regulation, bureaucracy, socialism, deficit spending and the energy problem.



Chiles

Chiles appears each week, mainly on football or other sports programs, on about 320 stations in 12 states, ranging from Louisiana to Montana, though the Southwest is the primary area.

Chiles's TV debut via 30-second commercials also will be made in local sports programs, according to William Finn, president of William F. Finn Associates, Tyler, Tex., who said the messages will be "a tribute to America for all it has done for Mr. Chiles." The commercials will be on about 30 TV stations.

Chiles, 69, is chairman of the Western Co. of North America, an oil-field service firm that provides acidizing, fracturing and cementing services for oil companies and is also in offshore drilling. He founded the firm 40 years ago, and he and his family own 31% of the company stock, which is worth more than \$79 million.

According to Finn, who has handled the Western advertising account for many years, Chiles writes off the radio commercials as a business expense and has not been challenged. Finn also said that, to his knowledge, no one has ever invoked the fairness doctrine in reply to Chiles's claims. The radio advocacy advertising costs about \$200,000 annually.

An official of WBAI(AM) Fort Worth, which carries Chiles's advocacy radio commercials, said that from time to time, the station has offered free time for replies when it was felt that a fairness doctrine issue had arisen.

Aside from its advocacy advertising on radio, Western has bought television advertising for the past 12 years to promote its oil-field services. Again the commercials are carried during sports programs, particularly coverage of local football games. The commercial, for example, may feature an attractive Texas brunette drawing: "If you don't have an oil well, get one. You'll love doing business with the Western Co."

Finn says that the local TV commercials cost less than trade-journal advertising and research indicates that "oil people tend to be sports fans."

overcome the barrier of high program costs. And he equated the fact that "somebody would have to lay out several hundred dollars per home" for receiving dishes with the fact that there are too few stations for the full-time conventional fourth network: The Comsat plan, he said, "would be a slow bypass of that problem of affiliate lineup."

All the hullabaloo over Comsat's announcement did not seem to impress the stock market. Before the announcement, Comsat shares were trading on the New York Stock Exchange at around \$43. Early last week they were in the same range.

## Media Corp. starts digging out

**President tells creditors its company is working on plan to liquidate \$9.8 million debt; \$1.2 million in broadcast**

Media Corp. of America, New York, has pledged to come up in the next 90 days with a plan to "liquidate the indebtedness" that it acknowledges amounts to more than \$9.8 million (BROADCASTING, Aug. 6).

Albert B. Shepard, president of Media Corp., told a meeting of its creditors committee in New York that the media planning-buying firm will continue to operate while its clients will pay the media directly

or "on other bases acceptable to the media."

The creditors committee, headed by Fred Cige of Metromedia Inc., New York, said it planned to cooperate with Media Corp. and would recommend that other creditors follow the same course, subject to a continuing review of the firm's operations.

Cige said the committee has retained an attorney, Jules Teitelbaum, and an accountancy firm, Main Lafrentz & Co. Main Lafrentz will conduct a thorough audit of Media Corp.'s books to determine the extent of the company's assets and liabilities. Cige said another creditors' committee meeting will be held shortly.

Shepard supplied this breakdown of money owned: out-of-home, \$4,510,000; magazines and newspapers, \$3,818,000, and broadcast, \$1,192,000.

**Media Buying Services president suggests group be set up to develop guidelines, watch for problems, especially in credit area**

In the aftermath of the financial woes at Media Corp. of America, New York (see preceding story), a competitive firm, Media Buying Services International, New York, has suggested that a voluntary organization be formed within the specialty to provide counsel on the activities of media services.

The proposal was made by Matthew Bryant, vice president and general man-

## BottomLine

**Sooner than expected.** Dennis G. Stanfill, chairman of 20th Century-Fox Film Corp., has given Alan Ladd Jr. and company their walking papers. In brief announcement issued late Wednesday, Fox said Ladd, Jay Kanter and Gareth Wigan, film division executives who announced plans to leave in 1980 and precipitated price drop in company stock (BROADCASTING, July 9), will be leaving Oct. 1.

□

**In the family.** ABC Inc. has completed acquisition of 100% of outstanding common shares of Chilton Co., Radnor, Pa., publisher of specialty magazines and books. Acquisition was accomplished through buying shares of Glenmede Trust Co. and leading officers of Chilton as well as tender offer to shareholders. Total price estimated at \$51 million (BROADCASTING, Feb. 19).

□

**Home VCR cash.** Video Corp. of America has signed \$4-million loan agreement with Manufacturers Hanover Trust Co., Video Corp. will use funds to prepay current loans and as expansion capital, particularly for VidAmerica cassette marketing subsidiary. Chairman George Gould said loan will help Video Corp. "exploit the full potential of VidAmerica's Videocassette Rental Club concept and the United Artists pictures which we licensed in April 1979." Loan will function as revolving line of credit for two years, then convert to five-year term loan.

□

**Tantamount to stock split.** Following decision of board in July, Tele-Communications Inc., Denver, last Friday (Aug. 10) issued dividend to stockholders in form of class B stock and in amounts equal to share already held.

ager of MBS, who indicated the proposed body might operate along the lines of the American Association of Advertising Agencies, which serves the interests of

full-service agencies.

"I would like to see an industry association established to set guidelines for the buying services business," he said. "One good thing that might come out of this is, at the least, we could flag possible problems in the credit area, and mutually help each other if one of our associates is in trouble."

Bryant believes that a particular problem area in the media buying field is the barter operations in which some companies operate. (Media Corp. of America acknowledged that it had \$4.3 million in unpaid receivables through barter deals it had put together.)

"The barter operators are a particular problem as their companies' value is determined by demand for their barter inventory, which due to the uncontrollable nature of barter, seems to be ever decreasing," Bryant said. "Unfortunately, both barter and cash operators tend to be grouped under the 'buying service' umbrella."

MBS operates as a media service company in New York, Los Angeles, Toronto, Montreal, London and Paris, and Bryant estimated that 1980 worldwide billings would reach about \$150 million—all in cash.

He noted that in most major advertising centers of the world, the norm is cash up front or a maximum 15-day credit, in contrast with the U.S. where agencies and media services can arrange for 120-day credit.

Bryant said that he intends to communicate over the next week with officials of the 10 largest media service firms to get their views of his proposal. He added that if the reaction is positive, he would begin setting up an organizational meeting.

## Ziff Corp.: blitzing into broadcasting

**Having purchased Rust Craft's station group, publishing firm wants to expand to full portfolio of TV's, move into programing and cable television ownership as it expands media horizons**

What do you do once you've bought a six-station television group for about \$90 million? If you're Ziff Corp. you earmark "sufficient resources" to shop for a bigger-market seventh that might cost in the neighborhood of \$65 million, prepare to enter the cable field for \$20 or \$30 million, and examine how best to translate publishing expertise into software for new technologies.


The company, privately held by the Ziff family and headed by William Ziff Jr., was principally a magazine publisher before developing an interest in diversification. Its magazine holdings, organized under the Ziff-Davis Publishing subsidiary, are concentrated in three areas: trade publications (with a specialty in travel-industry titles), special interest/leisure activity titles, and a "general publications" wing that is essentially *Psychology Today*. Some book clubs and newsletters round out the publishing operations, and for years Ziff has also had a real estate division with some small holdings.

The company's first diversification effort came in 1973, with the purchase of Tech Plastics. Looking for a capital-intensive industry, Ziff thought it had found an interesting possibility in this manufacturer of high-density polyethylene cable conduit suitable for underground telephone lines. The venture proved less than successful, though Tech Plastics now shows signs of a turnaround.

That experience didn't stint Ziff's resolve to increase the number of baskets in which to place its eggs. The jump into telecommunications is a major ongoing move, with Ziff well qualified in the eyes of some industry observers to fill the demand that they feel will be generated by future developments in home video players, cable and pay television.

The direction this second try at diversification would take was signalled by the 1977 hiring of I. Martin Pompadur, a former ABC executive. Although Pompadur stresses that his last five years with that company were at the corporate level overseeing publishing, music, theater, and real estate, he spent more than 10 prior years at ABC involved in broadcasting. At Ziff, Pompadur began a search for acquisitions that would first see the company's purchase of the Rust-Craft television stations, and after a few months he was named president of Ziff Corp. in a staff reorganization.

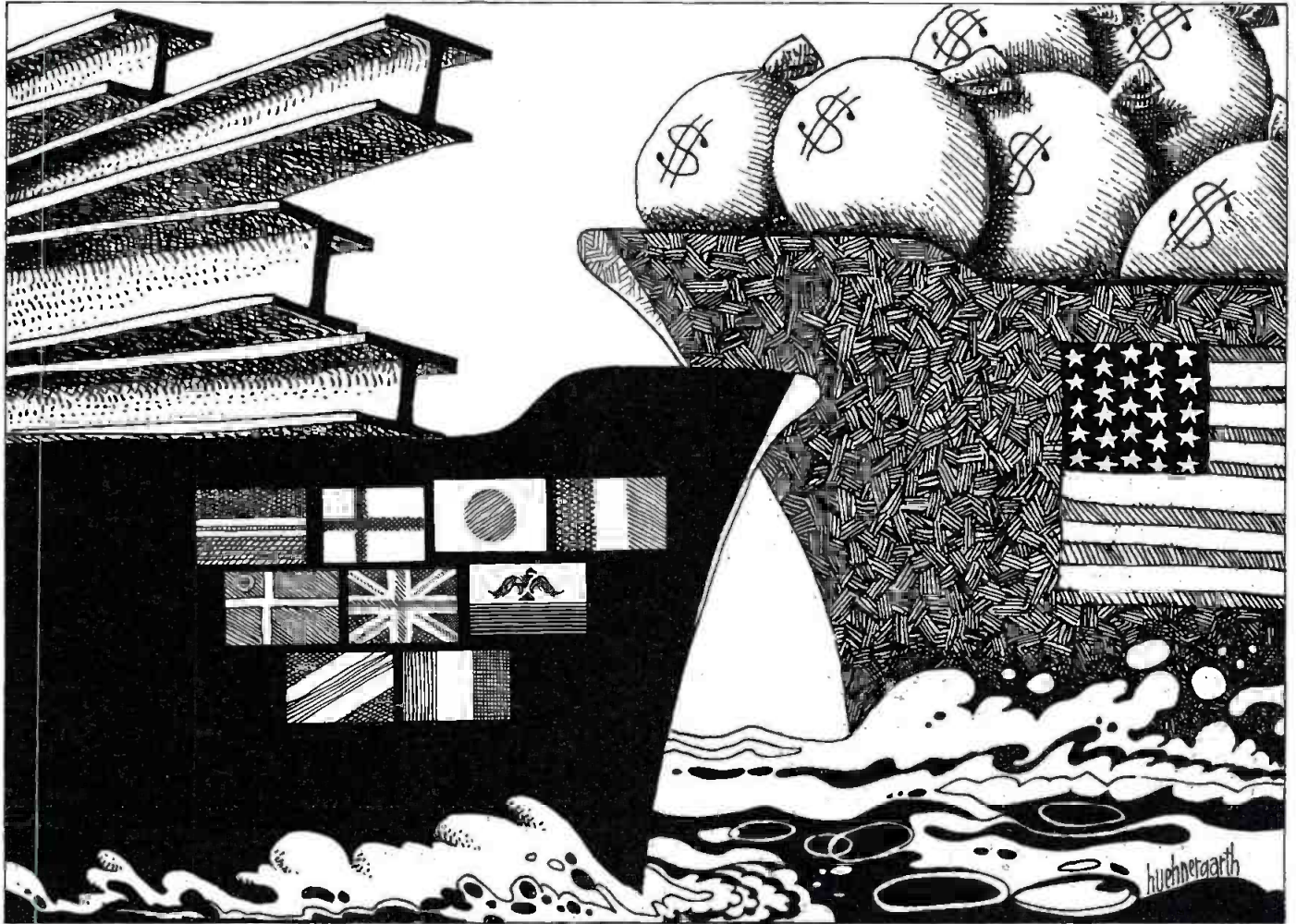
The Ziff/Rust Craft negotiations



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Pompador



Maggin

revealed many of the difficulties inherent in acquisition attempts. The stock of Rust Craft Broadcasting's parent, Rust Craft Greeting Cards, was principally held by several members of the Berkman family. Although Ziff as early as January 1978 had obtained a "definitive agreement" to permit its purchase of the card company and the television stations for \$26.50 a share (the radio stations and some other holdings being spun off as a separate company, Associated Communications Corp.), Jack Berkman and his son Myles, who together held about 13% of the stock, successfully fought off the acquisition for over a year, contending that the price was too low. Ziff raised its offer several times through 1978, and wound up paying \$33.75 a share, about \$89.4 million, when it finally won approval of the deal by Rust Craft stockholders early in 1979. (23% of Rust Craft shares were still voted in opposition at that final shareholder meeting.)

According to Pompador, several other possibilities were considered and rejected before the decision to seek Rust Craft. The company felt it was too late to attempt to get a start in the newspaper field, which many would consider a more logical outgrowth of publishing. There was simply no way, Pompador says, that Ziff could have achieved a strong enough base to compete against the Gannetts, the Harte-Hankses and the Newhouses already in the field. Outdoor advertising was an area the Ziff family didn't look upon favorably. Cable, by Pompador's admission, simply wasn't fully understood by Ziff Corp. at the time; Ziff didn't anticipate the "explosion" of pay service and the impact that would have on the number of subscribers. Radio was a possibility (Ziff would have taken the Rust Craft radio stations if the stockholders had

been willing to sell) but television was judged the more conservative investment. With "everyone looking to buy stations," Ziff decided to bag an entire group at once.

With the Rust Craft purchase now securely behind them, the expansion possibility under consideration by the Ziff staff that would seem to have the greatest potential for exponential growth is the production of programming tied to its magazine titles.

Ziff calls itself the leader in special-interest magazines, publishing *Boating, Flying, Car and Driver, Yachting, Popular Electronics, Popular Photography, Skiing, Cycle, Modern Bride* and *Stereo Review*. The company had pledged itself to "continue to grow by serving and satisfying the large and growing active/leisure market." This market is composed of individuals who have already demonstrated their commitment not only to spend money in pursuit of a leisure or other activity, but to also spend money to learn about the latest developments in that field, and possibly make additional purchases. It's an affluent and educated segment of society that advertisers consider a prime target for their dollars.

Bruce Maggin is another former ABC executive who joined Ziff in June as vice president/planning and corporate development, responsible, in part, for the translation of the magazine properties "into other communications forms." He sees a "tremendous market" in video applications, starting first with cassettes and moving on to disk. Maggin also envisions that the programming "can be cut five or six different ways" into one- or two-minute features for news inserts, longer segments for magazine format series, 30-minute syndicated access programs, and hour-

length consumer products. Since no one knows "how the market will funnel down," and where consumer dollars will be spent in the field, Maggin believes it important to get the benefit of learning experience as quickly as possible and begin "getting the horses in line" to produce the software.

An added advantage for Ziff in developing such programming is that it possesses a sophisticated research and marketing capability, which has been instrumental in Ziff's securing its place in the publishing field. In fact, Paul H. Chook, former president of W. R. Simmons & Associates, research firm, moved to Ziff several years ago. Pompador anticipates a significant edge accruing to Ziff on the basis of its marketing skills. Ziff would need help in the actual production work, but Maggin sees the production facilities of the group stations providing a secure starting point.

On the station front, Pompador plans a push to increase the market shares of the six present stations, reinvesting in plant and equipment, hiring news consultants and possibly acquiring a programming consultant for group purchase of programs.

The search for further broadcasting and cable acquisitions will get under way after Labor Day, when the senior staff has the opportunity to discuss and evaluate the company's position and Maggin has had a chance to familiarize himself with the operation. While it may be "tough to find," Pompador looks to acquire a seventh television station ("in around the 25th market"), one that could become a flagship for the group. (A problem the present group encounters, he said, is that after training people at one of the present stations, employees want to move on to larger operations, seeking opportunities

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the company can't offer them.) A figure of \$65 million was mentioned by Pompadur, citing a recent sale of Sacramento for that sum—which he said might have appealed to Ziff if the company had known of the possibility.

At the same time, Ziff has no intention of letting its publishing operation flag. Acquisitions are continuing there, and the company will enter the in-flight magazine field in September with the magazine of U.S. Air (formerly Allegheny).

When the Rust Craft deal was first announced, some critics anticipated that the telling point of Pompadur's stewardship would be the fortunes of the greeting card operation included in the deal. Rust Craft Greeting Cards is now "making money" according to the Ziff president, and "has done a good job improving." However, Ziff Corp. was not simply content with that position in the field, and subsequently acquired Norcross Greeting Cards, an operation currently running at a loss ("not a lot, but a loss").

Still, Pompadur feels Norcross has "hit bottom" and stabilized, and claims that the two companies together are running third in the greeting card field. It's the company's belief that there is room in that market for a third major operation that can make money, and Ziff intends to be it. That philosophy seems to be mirrored in the various phases of this corporation, which, if nothing else, is willing to use its dollars to back up its beliefs.

## Scoop backfires

**WNEW-TV's exclusive film in kidnapping case draws criticism for endangering victim; FBI and FCC in act**

Ever since Metromedia's WNEW-TV New York aired a film report of a New Jersey man following abductors' instructions to gain the release of his kidnapped wife, controversy has surrounded the propriety of such newsgathering.

Both the FBI and William Dedrick—whose wife, Joan, was returned after he dropped off the ransom money—have charged that the news team endangered her life. And from what they've heard, there are those in the news business who question whether getting the film was worth taking a chance. WNEW-TV's Roger Higle, news managing editor, however, maintains that the film, aired only after Mrs. Dedrick's release, was "responsibly done, fair and accurate."

But now it's not only the coverage that has come into question.

No inquiry has yet been launched and there may be none. But based on reports, the FCC is looking into the possibility that the station may have violated Section 605 of the Communications Act by unauthorized interception of the FBI's nonbroadcast frequency.

According to Stephen Sewell, assistant chief of the FCC's Complaints and Compliance Division, "it's a little premature" to say whether the FCC will investigate formally. But he did say that the commission will try to determine if the reports are true.

One press report claimed that John Miller, the correspondent on the story, had told his colleagues that he monitored FBI communications.

Neither Higle nor Mark Monsky, vice president and news director, would discuss the logistics of the coverage. Monsky would say only that "everything everybody says is hypothesis. Our coverage looked like everybody else's until Mrs. Dedrick was safe."

The controversial footage—showing Dedrick making a phone call from Manhattan and later waiting for further instructions at a New Jersey fast-food restaurant—was part of WNEW-TV's coverage of the kidnapping that aired Sunday, July 22, following the woman's release.

A spokesman for the FBI's Newark, N.J., office has said that there's "no question" that "the people who were involved in this put that woman's life in danger." Dedrick, after seeing himself on TV, has

been reported as saying that the filming came at "a very delicate point in the transaction" and that his wife's life had been jeopardized even though he had asked for no interference as he attempted to gain her release.

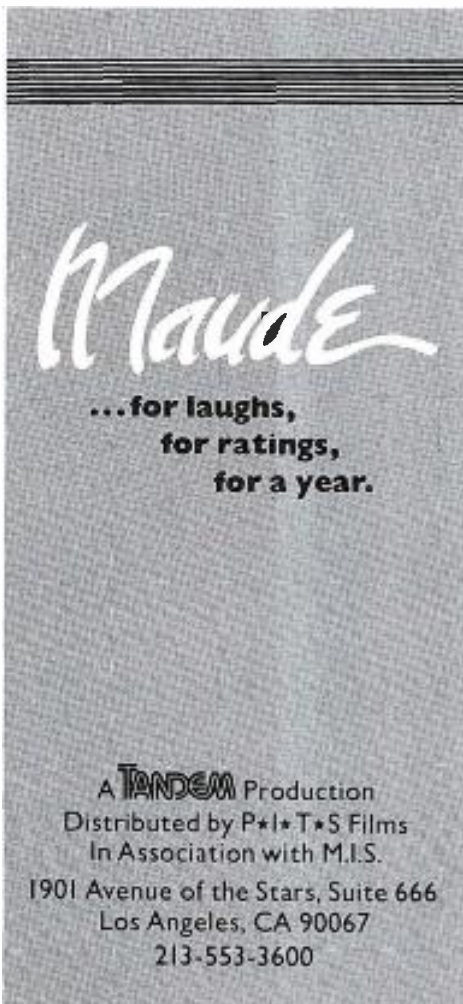
Since WNEW-TV would not comment on the manner in which it shot the film, there were those like Paul Davis, WCIA-TV Champaign, Ill., and president of the Radio-Television News Directors Association, who were "reluctant to praise or condemn . . . I don't know the amount of control they had over the situation." Nevertheless, Davis speaking personally did admit that his "gut reaction" was that it was "something I would not do."

Ron Kershaw, news director at WNBC-TV New York, said that "as to the specifics, I really can't speak." But, as a general rule, he said, "you sort of have to go with the experts." Kershaw claimed that Dedrick's story was one that would be reported eventually so it was not a case of "life or death need to know."

Sam Zelman, vice president, news, for the CBS owned and operated stations, said "our policy is to cooperate with law enforcement officials." And while he explained that "we believe in aggressive reporting," he said there's enough room for that "without interfering with police action." When someone's life is in danger, he added, it's not the time to "sneak around and try and get a scoop."

Reports of opinions from print journalists also have been critical. Ben Bradlee, the *Washington Post's* executive editor, for example, has been quoted as saying "it sounds like it sure as hell was an intolerable interference. We wouldn't do that," and that on kidnapping stories the newspaper has held back when asked to by

**The high cost of high ideals.** A Gannett Co. executive told a lawyers' meeting in New York last week that Gannett will spend five times as much money on First Amendment cases this year as it did in 1971—more than \$1 million as opposed to \$200,000—and thinks that it's worth it. Douglas H. McCorkindale, senior vice president for finance and law, told a Gannett-sponsored Seminar for Local Counsel that broadcasting and newspaper publishing are businesses like any other and much of their legal affairs can be conducted as such. "But in their newsrooms, the First Amendment changes the client's demands," he said. "The difference, we believe, is there is a higher principle involved, a principle spelled out in the First Amendment—that Congress 'shall make no law . . . abridging the freedom of speech or of the press.'"



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the FBI. The *Post's* "ombudsman," Charles Seib, wrote that, "I think WNEB behaved unwisely." But his article took the issue a step further in claiming "the station's aggressive performance reflected an interesting trend.

"Local television news has adopted some of the sensational and questionable practices that were trademarks of the big city newspapers in what we like to call the good old days. And the motivation is the same: competition.

"Newspapers, generally speaking, are no longer in head-to-head competition. Hot stories don't bring a sharp boost in sales ...

"But local television stations are competing desperately ... Hence TV's excesses in covering local news. Hence the chasing after suburban bank robbers, minicamera at the ready. Hence the disgusting on-camera interrogations of victims of tragedies. And hence those devices TV can claim as its very own—news program happy talk and weather clowns."

## Indiana U study to compare closed and televised trials

Two separate trials in late 1977 and early 1978—one with TV coverage and one without cameras, but both dealing with the 1977 death of an Indianapolis heiress—will be the focus of a study of cameras in the courtroom by an Indiana University researcher.

He is Dalton Lancaster, a doctoral candidate in mass communications who is undertaking the project with the aid of a \$10,000 graduate research fellowship from the Law Enforcement Assistance Agency of the Department of Justice. His analyses will be of the trials of Howard Willard and Manuel Robinson. The defendants had requested that they be tried separately. Willard was convicted on all eight counts including murder. Robinson was convicted on some of the lesser counts, but acquitted of the murder charge.

During the Willard trial that began in November 1977, TV stations were allowed to record and broadcast excerpts from the court's own closed-circuit system which was used to videotape the entire trial as a matter of record. However, TV access was cut off one day before the end of the trial after Indiana Supreme Court Chief Justice Richard Givan reminded the trial judge of a ruling against such procedures. The Robinson trial a few months later was without any TV courtroom coverage.

Lancaster's dissertation will compare media coverage of the trials and evaluate the attitudes of trial participants, jurors, journalists and the public.

Lancaster has received small grants for related research from the National Association of Broadcasters, the IU Office of Research and Graduate Development and the IU School of Journalism's Center for New Communications. Project director of

the Law Enforcement Assistance Agency grant and chairman of Lancaster's dissertation committee is Richard Yoakam, professor of journalism and telecommunications.

Lancaster, former assistant professor at San Diego State University, has been an associate instructor at IU's School of Journalism and the department of telecommunications while working on his doctorate. He plans to join the University of Michigan faculty this fall.

## NBC news team ousted from Iran

### TV reporters join print newsmen as objects of government's purge

An NBC News camera crew has been forced to leave Iran because of government displeasure over their actions. Ali Behzadnia, head of the foreign press section of the Ministry of National Guidance, said he told the crew to leave Iran "because we were unhappy with its performance in the country."

Behzadnia denied press reports that he said all foreign correspondents would be denied entry for two months.

An NBC producer who has been in Iran said news teams there had various problems in their coverage of the new government, including various attempts at censorship. ABC and CBS currently have no personnel in Iran, according to their London bureaus.

NBC said the action seemed to be prompted by a cover story in *Newsweek* magazine entitled "Iran's Joyless Revolution." The government has recently expelled two other journalists, one from the *Los Angeles Times* and one from the *New York Times*.

## O'Neill wants to tone down TV

### House speaker is upset at colleagues using feed to direct messages to constituents; asks committee to investigate putting limit on air time

At the request of House Speaker Thomas P. O'Neill (D-Mass.), a congressional committee is exploring the possibility of limiting on-air time of the House TV system.

The reason for the investigation, O'Neill said, is that some legislators are hamming it up for the cameras—making speeches to an empty chamber while mentioning people in their home districts.

"It's been a disaster," O'Neill said. "But putting in the system was the will of the House, and what can you do about it?"

What you can do, O'Neill decided, was to turn off the cameras after the day's regular legislative business is finished.

He directed the committee that oversees the House broadcast system, chaired by Representative Charles Rose (D-N.C.), to examine that prospect.

According to Joan Tegue, staff director for the system, the live feed is being carried by cable in all 50 states, serving between five and six million homes. The Cable Satellite Public Affairs Network (C-SPAN), created specifically to make use of the House's feed, began service to cable systems on March 19.

A member of Rose's staff said last week he doubted any decision would be made in August, as it was unlikely members of the committee would be able to get together during the recess. In the meantime, the staff will be studying the matter.

## High stakes duel for D.C. anchorman

### WDVM-TV goes to court in contract dispute with WRC-TV over services of Gordon Peterson

Two Washington TV stations went to court last week in a battle for the number-one anchor in that city.

Attorneys for CBS-affiliated WDVM-TV filed a suit in U.S. District Court seeking to halt the planned move of anchorman Gordon Peterson to NBC-owned WRC-TV. Peterson offered his resignation Aug. 3, effective Aug. 22, with intentions of mov-



Peterson

ing to the rival station on Sept. 1.

But attorneys for WDVM-TV contend that Peterson's present contract, which runs through June 30, 1980, with options to renew for two additional one-year terms, makes the change illegal. Peterson, however, disagrees.

NBC attorneys claim that since Peterson's contract was signed with the former owners of the station, Post-Newsweek Stations, which operated as WTOP-TV, it is not assignable, particularly since Peterson never agreed to it. WDVM-TV attorneys say the contract is assignable with or without consent of employees and both parties have submitted pre-trial pleadings to Judge Barrington Parker, who has been asked to expedite the matter.

Peterson joined WDVM-TV in 1969 and became co-anchor with Max Robinson, now with ABC's *World News Tonight*, in 1971. Since 1974 the station has been

number one in the ratings, and Peterson has commanded a hefty salary. From last July until this June, with a \$20,000-a-year bonus, his salary was \$140,000. The figure was scheduled to jump to \$155,000 this year and climb to \$200,000 in 1981.

John Rohrbeck, vice president and general manager of WRC-TV, declined to comment on Peterson's proposed new salary, but he said Peterson's decision was not based on financial considerations. Instead, Rohrbeck said, Peterson wanted to make the move so that he could become more involved in the news operation. "Gordon wants to actively participate in the entire process," Rohrbeck said.

## Doors kept open in Seattle trial

A U.S. judge in Seattle has cheered representatives of the media there and elsewhere with a refusal to close a pretrial proceeding in a murder case. He did not think print and broadcast accounts would jeopardize the rights of the defendants.

The case is a big one in the area. Artie Ray Baker is charged with first degree murder in the death of a Canadian border guard, and his companion, Marie Ferreboeuf, with helping him to escape.

The public defender attorneys, citing the Supreme Court ruling in the Gannett case (BROADCASTING, July 9), asked that the pretrial proceedings be closed. As a compromise, they suggested videotaping the proceedings and making the tapes public later at the judge's discretion.

However, attorneys for broadcast stations and newspapers covering the proceeding objected, contending that news does not keep; it can go stale.

Judge Walter McGovern saw no need to close the proceeding. Although any murder trial will generate news, it does not necessarily follow that a jury will be influenced by it, he said. "Our only concern is whether a jury can be impaneled that will listen to instructions, weigh the evidence and reach a just verdict."

In the Baker case, he did not think an open pretrial would prevent that. The trial is scheduled to begin Sept. 10.

## Radio versus TV competition exists in public media, too

**NPR wants \$4 million more when CPB cuts up the pie over PBS's reluctant body**

No one is willing to call it a war—or even a battle, for that matter—but everyone agrees that there's a bit of sparring going on in public broadcasting.

The problem—once again—is money, and the Corporation for Public Broadcasting finds itself getting ready to set budgets for National Public Radio and the Public Broadcasting Service, both of which are worried about not getting their fair share.

At issue is what constitutes a fair share, with radio and television coming up with different figures. CPB board members, armed with statistics, will try to resolve the issue at a special "retreat" in Washington Aug. 21-22, and at its monthly meeting the two following days.

CPB staff members were sending materials to the board last week, outlining how money has been allocated in the past. But board members had more to read. PBS President Lawrence Grossman had sent to each board member a one-half-inch-thick "briefing book" outlining PBS's budgetary needs, along with a point-by-point rebuttal of an NPR memo concerning the division of funds between radio and television.

The memo, delivered by NPR President Frank Mankiewicz at the July CPB board meeting, came at the suggestion of CPB President Robben Fleming after Mankiewicz expressed concern that NPR would be short-changed. The board, with

its complement of new members, agreed to consider Mankiewicz's request at its August meeting. This angered Grossman, who said he should have had a chance to respond to the memo, as any additional funds for radio might cut into PBS's budget.

In his briefing book, Grossman played up PBS's accomplishments—both in terms of programing and development—while systematically dissecting the Mankiewicz memo.

Asked last week whether he plans to respond to Grossman's paper, Mankiewicz said he doesn't think that would be appropriate—although he did say there were one or two items about which Grossman had been given "misinformation" and which he planned to correct for the board.

Mankiewicz added, however, that he was "surprised" at the document, which in spots was strongly worded. He said he could understand why Grossman was frustrated—given the PBS structure, which he called "a fragile ecological system."

Mankiewicz said he would like to see an additional \$4 million added to NPR's budget. With a \$107-million budget (NPR gets more than \$31 million), he said he didn't think PBS would miss the extra \$4 million. "I don't know what they'd do with the extra money anyway," he said.

A spokesman for PBS said he knew exactly what they would do with the money, with the system as underfunded as it is. He noted that TV is far more expensive to operate than radio, and he wondered why NPR was not doing any sort of fund raising on a national basis. He added, however, that the bickering over funds was not something new and would probably continue as long as the current method of dividing up the money is retained.

Everyone tried to emphasize that there was no fighting going on, nor was there any animosity; it was merely a case of both radio and TV trying to get as much money as possible. But a CPB official said there was a good deal more jousting going on this year than ever before. "I don't recall anything quite like this," he said.

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## Restructuring at the top of NCTA

**New president, Wheeler, names Hilton and Ross executive VP's**

Thomas Wheeler has filled the vacuum created when he moved up from executive vice president to president of the National Cable Television Association by abolishing his old office and naming "two number two's."

Wheeler, who took over full control of



the association Aug. 1 from Robert Schmidt, named Kathryn Hilton, vice president for research, to the post of senior vice president, industry affairs, and Robert Ross, a newcomer, senior vice president, government affairs. Hilton, who has been at the association for seven years and is one of only two remaining staffers who were there before President Schmidt arrived, will oversee operator services, the engineering and research departments, the controller's office and convention planning. Ross, joining NCTA from the counsel's office at the Southern Pacific Communications Co., will lead the government relations, legal and public affairs departments.

Wheeler said that although each has specific responsibilities, there is "no cut and dried division." He said that he, Ross and Hilton are "interchangeable parts," who "speak with the same authority" on all NCTA matters.

In creating the two new senior vice presidencies, Wheeler said he was "building an organization around people ... around their strengths and abilities." He also felt the responsibilities of his former post were too broad and that under the new structure Hilton and Ross "won't have pressure to prevent them from accomplishing what they should be accomplishing."

Wheeler said Ross was particularly suited for his job because of his eclectic background in communications. Before joining Southern Pacific, a telephone company, Ross was general counsel of the Office of Telecommunications Policy, predecessor to the National Telecommunications and Information Administration, and prior to that worked in the Broadcast Bureau and the General Counsel's Office of the FCC.

Hilton joined the NCTA in 1972 and has worked in a variety of areas including the NCTA's efforts to delete the leapfrogging rules and modify the 1977 rebuild requirements and the network nonduplication rules. She has also been involved in pole-attachment legislation and the attempts to revise the Communications Act. According to Wheeler, Hilton was "the number-three person for the last 18 months."

## New government threatens BBC with budget cuts

### World service is target of conservatives' austerity

Britain's conservative government is demanding a 10% cutback in the BBC's external service, which now provides 710 hours of programming each week in 39 languages. The move is part of the conservatives' attempt to reduce all government expenditure, but is facing stiff opposition among journalists and those in Britain who feel the BBC broadcasts are the last vestige of the empire.

Unlike the rest of the BBC, the external

service is financed directly by the foreign office, the latter claiming to exercise no control over content. The service now costs 40 million pounds sterling (\$92 million) each year, following a series of cuts over the past five years. BBC officials complain that with spending already low, some language services are using World War II-vintage transmitters.

The foreign language services, which would be most severely cut, estimate they have 60 million regular listeners, in addition to the 30 million for the English language world service. The BBC says these figures can increase up to five times in periods of international crises.

Last year, proposals were made to eliminate the world service transmissions to North America on the grounds that there

was no need for them. But the proposal met with a small storm of protest from listeners the BBC never knew it had; it now estimates 750,000 listeners in North America.

## A woman's place is in cable TV

### New industry group begins membership and sponsor drives

Women in Cable, a new professional society, is currently in the midst of a membership drive.

The organization was officially founded July 20 when the board of directors met in

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New York and approved the by-laws.

Kay Koplovitz, vice president and executive director of Madison Square Garden Sports and head of WIC's membership committee, said that annual dues are \$40 but that persons contributing more than that will be listed as founding members. The committee is also seeking start-up money from cable companies.

The 16-member board of directors includes: President Gail F. Sermersheim, regional manager, Home Box Office; Vice President Vivian Horner, vice president, program development, Warner Cable; Secretary Kathryn Hilton, senior vice president, National Cable Television Association; Treasurer June Travis, vice president, administration, American Television & Communications Corp.; Executive Director Lucille Larkin, Larkin and Company; Koplovitz; Barbara Ruger, New York bureau chief of *Cablevision* magazine; Netia Lowell, assistant regional manager, ATC; Bernice Coe, president, Coe Film Association; Arlee Collins, general manager, Teleprompter Cable TV; Sally Davison, general manager, Staunton Video Corp.; Linda Brodsky, vice president, Broadband Communications; Lisa Forrestal Conner, director of marketing, Viacom Cablevision; Angela P. Shapiro, vice president, HBO; Carolyn Chambers, vice president-treasurer, Liberty Communications, and Charlotte Hncir, corporate information coordinator, TM Communications/CPI.

## Changing Hands

PROPOSED

■ **WNJU-TV Linden (Newark), N.J.:** Control (80%) sold by Columbia Pictures Industries Inc. to Jerry Perenchio and Tandem Productions for \$5 million ("In Brief," Aug. 6). Seller also owns WYDE(AM) Birmingham, Ala.; KCPX-AM-FM Salt Lake City and WWVA(AM)-WCPI(FM) Wheeling, W.Va. Perenchio will own 40% of station and control another 40% as chairman and chief executive officer of Tandem, Los Angeles television production company. He is also chairman of TAT Communications, another production company, and National Subscription Television, which owns and operates two subscription TV stations: KBSC-TV Corona (Los Angeles), Calif., and wxon-TV Detroit. WNJU-TV, which Perenchio plans to use to provide subscription TV to New York area, is currently Spanish language station on ch. 47 with 12.1 kw visual and 2.42 kw aural and antenna 1,180 feet above average terrain.

■ **WLFI-TV Lafayette, Ind.:** Sold by RJN Broadcasting Inc. to WLFI-TV Inc. for \$3,153,750. Seller is owned by Richard (90%) and Harold (10%) Shively, brothers. Richard also controls KNOP-TV


North Platte, Neb., as voting trustee. Harold has no other broadcast interests. Buyer is subsidiary of Toledo Blade Co., publisher of *Toledo (Ohio) Blade*, *Pittsburgh Post-Gazette*, *Red Bank (N.J.) Register* and *Monterey (Calif.) Peninsula Herald*. In addition, it owns cable systems in Ohio, Virginia and Pennsylvania and WWSW(AM)-WPEZ(FM) Pittsburgh. It is owned by Paul Block Jr., chairman; his brother, William, and their mother, Dina. WLFI-TV is CBS affiliate on ch. 18 with 1,490 kw visual, 298 kw aural and antenna 1,200 feet above average terrain.

■ **KQXE(AM)-KIOG(FM) Mesa, Ariz.:** Sold by Al Rau, receiver for bankrupt Southwestern Media Corp., to Western Cities Broadcasting Inc. for \$2.5 million ("In Brief," Aug. 6). Southwestern Media Corp. is owned by Lowell Homburger (21%) and nine others. Homburger and his wife are now buying WRDD(AM) Bay City, Mich. (BROADCASTING, Aug. 6). Earlier deal to sell Mesa stations to black group for \$1.85 million was called off by bankruptcy judge (BROADCASTING, Aug. 21, 1978). Buyer is owned by Peer Pederson, Howard Warren and Richard and William Phalen (brothers), who own KZAP(FM) Sacramento, Calif., KMJJ(AM)-KLUC(FM) Las Vegas and KMGX(AM)-KRQQ(FM) Tucson, Ariz. KQXE is on 1310 khz with 5 kw day, 500 w night. KIOG is on 104.7 mhz with 100 kw and antenna 1,500 feet above average terrain. Broker: Richter-Kalil & Co.

■ **KXIC(AM)-KICG(FM) Iowa City:** Sold by Johnson County Broadcasting Corp. to Red River Broadcasting Co. for \$975,000. Seller is owned by Gene Claussen and Elliott Full (50% each), who have no other broadcast interests. Buyer is owned by Tom Ingstad, who also owns KKRC(AM) Sioux Falls, S.D.; KKKL(AM)-KKDQ(FM) Grand Forks, N.D., and KQDI(AM)-KOOZ(FM) Great Falls, Mont. KXIC is 1 kw daytimer on 800 khz. KICG is on 100.7 mhz with 26.5 kw and antenna 245 feet above average terrain. Broker: Blackburn & Co.

■ **KZOZ(FM) San Luis Obispo, Calif.:** Sold by Forrest Communications Corp. to Kal Coast Radio Corp. for \$500,000. Seller is owned by Robert A. Forrest, who owns KDON-AM-FM Salinas, Calif., and purchased KBBQ(AM)-KBBY(FM) Ventura, Calif., in July (BROADCASTING, July 30). Buyer is owned by George R. Scott (65%), Gary S. Owens (25%) and James G. Mouyeos (10%), who also own KKAL(AM) Arroyo Grande, Calif. KZOZ is on 93.3 mhz with 29.5 kw and antenna 1,430 feet above average terrain. Broker: Blackburn & Co.

■ **WKRI(AM) West Warwick, R.I.:** Sold by Algonquin Broadcasting Co. to Rainbow



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8/13/79

Broadcasting Corp. for \$380,000. Seller is principally owned by Bernard A. Dwork and Robert A. Belmonte as trustees. It is also selling WMLO(AM) Beverly, Mass., its only other broadcast interest (see below). Buyer is principally owned by Lester G. Sobin, who is vice president and minority stockholder of International Minerals and Chemical Corp., Northbrook, Ill. He has no other broadcast interest. WKRI is on 1450 khz with 1 kw day and 250 w night.

■ KWPR(AM) Claremore, Okla.: Sold by Green Country Broadcasting Co. to Roy Lee Warren and family for \$300,000. Seller is owned by Jack T. Marshall, Gale Welch, Bob Roden and Leon Shearhart, none of whom has other broadcast interests. Warren recently sold ranching interests in New Mexico and has no other broadcast interests. KWPR is 500 w daytimer on 1270 khz. Broker: Chapman Associates.

■ WMLO(AM) Beverly, Mass.: Sold by Algonquin Broadcasting Co. to Pauley Enterprises Inc. for \$220,000. Seller is principally owned by Bernard A. Dwork and Robert A. Belmonte as trustees. It is also selling its only other broadcast interest, WKRI(AM) West Warwick, W.Va. (see above). Buyer is owned by Robert Pauley (85%) and William Minot (15%). Pauley is vice president and investment banker at E. F. Hutton, Boston, and former president of Mutual Broadcasting System and ABC Radio Network. Minot is Boston financial consultant. Neither has other broadcast interests. WMLO is 500 w daytimer on 1570 khz.

■ KCAN(AM) El Reno, Okla.: Sold by The Young Peoples Church of the Air Inc. to Clark Broadcasting Ltd. for \$210,000. Seller is owned by Ruth C. Porter and her sons, Donald and Dean, who are all principals in Crawford Broadcasting Co., which is selling off broadcast properties, at one time amounting to four AM's and six FM's, mostly to individual family members. Buyer is owned by Robert B. Clark (28%) and 17 others. Of 18, only William Payne and Ralph Tyler, who each own 4% of buyer, have other broadcast interests. Tyler owns KEBC(AM) Oklahoma City and Payne owns KTFX(AM) Tulsa, both Oklahoma. Clark is former general manager of WNAD(AM) Norman, Okla. KCAN is 500 w daytimer on 1460 khz.

■ Other proposed station sales include: WFNE(FM) Forsyth, Ga., and WGVA(AM) Geneva, N.Y. (see "For the Record," page 60).

APPROVED

■ KFMQ(FM) Lincoln, Neb.: Sold by KFMQ Inc. to Telegraph-Herald Inc. for \$1.8 million, including \$200,000 for agreement not to compete. Seller is owned by Steve Agnew, who has no other broadcast interests. Buyer is publisher of *Telegraph-Herald*, Dubuque, Iowa, and four shoppers in Wisconsin and Iowa and owner of KDTH(AM)-KFMD(FM) Dubuque; WHBY(AM)-WAPL-FM Appleton, Wis., and KLMS(AM) Lincoln. It is owned by Robert B. Woodward and family; Bob Woodward Jr. is executive vice president-broadcast.

KFMQ is on 101.9 mhz with 100 kw and antenna 180 feet above average terrain.

■ WSON(AM)-WKDW(FM) Henderson, Ky.: Control (84%) sold by Hecht S. Lackey to his son, Henry G. Lackey, for \$1,343,979. Father has no other broadcast interests. Son is general manager of and 16% owner of stations. WSON is 377 w daytimer on 860 khz. WKDW is on 99.5 mhz with 50 kw and antenna 480 feet above average terrain.

■ WBUD(AM)-WBHJ(FM) Trenton, N.J.: Sold by WBUD Inc. to Trenton Broadcasting Corp. for \$1.1 million. Seller is owned by Verna S. Hardin; her husband, Richard, is president. They have no other broadcast interests. Buyer is owned by Jerome Bresson (47.5%), David Hafler (47.5%) and Edgar Hurst (5%). Bresson, of Bala Cynwyd, Pa., has interests in real estate and electronic engineering and sales. Hafler, of Merion, Pa., owns real estate and is manufacturer and distributor of electronic components. Hurst is TV personality at WPVI-TV Philadelphia. WBUD is on 1260 khz with 5 kw day and 1 kw night. WBHJ is on 101.5 mhz with 5 kw and antenna 120 feet above average terrain.

■ KLOM(AM)-KLPC-FM Lompoc, Calif.: Sold by Robert D. Janecek and his wife, Mary Anne, to D'n' T Broadcasting Inc. for \$1 million. Sellers have no other broadcast interests. Buyer is principally owned by Richard N. Savage and his wife, Tanya. Richard Savage is former vice president, network services and affiliate planning,

ABC-TV. His wife was real estate broker in Darien, Conn. KLOM is 1 kw daytimer on 1330 khz. KLPC-FM is on 92.7 mhz with 550 w and antenna 710 feet above average terrain.

■ WRMF-AM-FM Titusville, Fla.: Sold by Advance Communications Inc. to Brevard Broadcasting Co. for \$790,000. Seller is owned by Frank P. Nugent, Elmo Franklin, John P. Jenkins and Andrew Rector, who purchased station in 1977 for \$575,000. FCC waived three-year rule on grounds that sellers had insufficient capital to continue operating stations (according to FCC, their total investment in stations was \$840,000). Franklin has minority interest in WVOY(AM) Charlevoix, Mich., and Rector in WIHN(FM) Normal, Ill. Buyer is principally owned by Alastair B. Martin who is president of Regional Broadcasters Group, owner of WGRD-AM-FM Grand Rapids, WTRU(AM) Muskegon and WTRW(FM) Whitehall, all Michigan; WAAL(FM) Binghamton and WKNY(AM) Kingston, both New York, and WMGW(AM)-WZPR(FM) Meadville and WYFM(FM) Sharon, both Pennsylvania. WRMF is on 1060 khz with 10 kw day and 5 kw night. WRMF-FM is on 98.3 mhz with 3 kw and antenna 234 feet above average terrain.

■ Other approved station sales include: WQPD(AM) Lakeland and WPAS(AM) Zephyrhills both Florida; WGRT(FM) Danville, Ind.; WEQO(AM) Whitley City, Ky., and WHIT(AM) New Bern, N.C. (see "For the Record," page 61).

- *Negotiations*
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# Programing ⚡



## 'Three's Company' off to richest start in syndication history

**Metromedia and Gannett groups, plus KUTV, pay \$30 million for off-network runs of ABC hit**

In three syndication deals believed to total in excess of \$30 million, two of the nation's leading group television broadcasters and a Salt Lake City network affiliate have made the first purchases of NRW Productions' *Three's Company*. Syndicated by D.L. Taffner Ltd., New York, the top-rated ABC-TV program appears destined to set a new price record for syndicated product.

Reports of the purchases were confirmed last week by Dick Woollen, vice

president for programing at Metromedia Television; Alvin Flanagan, president of the newly named Gannett Broadcasting Co., and George Hatch, president of KUTV(TV) Salt Lake City. None would comment, however, on the prices paid for the 130 episodes of the show that were purchased.

But BROADCASTING has learned that the value of the three deals exceeds \$30 million, with Metromedia, which owns stations in New York and Los Angeles among its other markets, paying the largest portion. It has also been learned that Taffner has a New York-market asking price for the show of \$72,000 per episode—well in excess of the previous

syndication high of \$62,000 for another ABC hit, *Laverne and Shirley*.

*Three's Company* has been on the network for a year and a half, and during the 1978-79 season it was one of the top three rated programs for 23 weeks. According to ABC, 53 episodes of the program have been made. The program will not be available for syndication before the fall of 1982.

Donald Taffner, president of the New York firm, declined to comment on the specifics of the three deals saying that final papers for them have yet to be signed. He did say, however, that selling began two weeks ago with presentations first to the network-owned stations at meetings in New York and then to independents in

Los Angeles.

"Our plan," Taffner said, "is to go in market-by-market—maybe on a bid basis or in the normal way of submitting to every station." Taffner has yet to decide whether purchasers of the program will be offered options for episodes above the 130 mark.

The 15 markets in which Taffner has now sold the show contain 26% of the nation's television households. Metromedia stations that will run the program are: KTTV(TV) Los Angeles; WTTG(TV) Washington; WNEW-TV New York; KRIV-TV Houston; WTCN-TV Minneapolis; KMBC-TV Kansas City, Mo., and WXIX-TV Newport, Ky. (Cincinnati). The Gannett group, formed out of the former Combined Communications Corp. stations, includes: KPNX(TV) (formerly KTAR-TV) Phoenix; KBTB(TV) Denver; WXIA-TV Atlanta; WPTA(TV) Fort Wayne, Ind.; WLKY-TV Louisville, Ky.; KARK-TV Little Rock, Ark., and KOCO-TV Oklahoma City.

## Trying new ground

**Based on success of its film network, SFM Media Services is putting together collection of documentaries for barter**

SFM Media Service Corp., buoyed by its success in pulling stations together for family films under the *SFM Holiday Network* umbrella, has plans for another ad hoc network beginning in the mid-1980's—but this time for documentaries.

The list of rights being acquired is wide-ranging and includes properties never seen on television. Stan Moger, executive vice president of the New York-based SFM, views the yet-unnamed series as a place for the independent producer.

Among the properties named by Moger and already in the portfolio are the independently produced *Deal*, Jonathan Perlman's examination of TV's *Let's Make a Deal*; *Some Call it Greed*, Timothy Forbes's study of American robber barons, and Peter Batty's *Battle for Warsaw*.

Rights have been obtained from Time-Life for the entire *March of Time* library from 1935 to 1951. And SFM also is drawing from Post-Newsweek Stations for *The American Document* series and Westinghouse Broadcasting Corp. for *The American Civil War*.

According to Moger, the first year should include 12 documentaries, generally running about an hour (but some perhaps two), likely on a barter basis. However, he did not rule out the possibility of timebuys. He claimed four major corporate advertisers, though not signed, have expressed interest, adding that they're "the likes of Mobil but not Mobil." School teaching guides also would be tied-in.

As for the barter *SFM Holiday Network*, Moger said the station tally now is up to 155-160, representing some 92-93% of the

country. Movies presented since the series premiered in October 1978 have ranged from *Ivanhoe* to *Spirit of St. Louis* and Moger said he's booking as far in advance as the mid-1980's.

## A repeat for ABC

**Network wins again in week ended Aug. 7; CBS takes second despite black Friday**

ABC-TV, for the second week in a row, turned up in first place in the prime-time ratings: For the seven days ended Aug. 5, it averaged a 14.6 rating and a 30.6 share, followed by CBS-TV's 13.0/27.0 and NBC-TV's 12.5/25.8.

Tuesday, Wednesday, Thursday and Saturday went to ABC; Friday and Sunday to NBC, and only Monday to CBS—the network that recently won four weeks and tied once.

Of the top-10 programs, ABC led with *Three's Company* (24.2/46) and *Taxi* (22.4/42); then came CBS's *WKRP in Cincinnati* (22.3/40), *M\*A\*S\*H* (21.3/40) and *Lou Grant* (20.9/37), and the remainder ABC fare. NBC's highest scoring program, the *Big Event's* "Rescue from Gilligan's Island," showed up in 18th place (17.0/35).

Of the top-25 programs, only two were originals: ABC's *Detective School-One Flight Up* (seventh: 20.4/42) and *20/20* (14th: 18.3/34).

Only 12 out of the week's 64 programs were first run, with all but *Detective*, *20/20* and *ABC Monday Night Baseball* in the bottom half of the ratings.

## Biggest yet

ABC Sports and ABC-TV have announced their schedule for coverage of "an unprecedented 50½ hours" of the winter Olympics at Lake Placid, N.Y., next Feb. 12-24.

The 50½ hours, they said, compared with 43½ hours from the Innsbruck, Austria, games in 1976. They will include coverage presented in prime time.

**CPB gets public's pulsebeat.** Public television is gaining in popularity among viewers 60 years old and older and with members of minority groups. That is one of the findings in a study by Statistical Research Inc., which was commissioned by the Corporation for Public Broadcasting. The first two parts of the report, based on interviews in January 1979, showed a slight increase in public awareness of the local public TV channels (92% this year, up from 89% in 1977). The second part indicated a generally positive reaction by viewers to public TV on-air fund raising. Part three reported a decline in positive attitudes toward on-air fund raising for public radio, with almost no rise in public radio awareness. The final part explained the methodology in conducting the 1,046 interviews for the survey.

daytime, late night and on weekends. Many of the events will be presented live, with late-night programming (11:30-45 p.m. NYT) devoted to events held earlier in the day, feature material and wrap-ups.

Telecasts will begin Tuesday, Feb. 12, with 9-11 p.m. NYT coverage of Olympics hockey competition (which starts before the formal opening of the games). The opening ceremonies will be presented live on Wednesday, Feb. 13, at 2-4 p.m. and will be repeated at 9-11 p.m. The remainder of the schedule (all times NYT):

Thursday, Feb. 14 and Friday Feb. 15—8:30-11 p.m. and 11:30-45 p.m.

Saturday, Feb. 16—1-3:30 p.m., 9-11 p.m. and 11:30-45 p.m.

Sunday, Feb. 17—1-3:30 p.m., 8-11 p.m. and 11:30-45 p.m.

Monday, Feb. 18—9-11 p.m. and 11:30-45 p.m.

Tuesday, Feb. 19—8-11 p.m. and 11:30-45 p.m.

Wednesday, Feb. 20—9-11 p.m. and 11:30-45 p.m.

Thursday, Feb. 21—8-11 p.m. and 11:30-45 p.m.

Friday, Feb. 22—9-11 p.m. and 11:30-45 p.m.

Saturday, Feb. 23—12:30-3:30 p.m., 8-11 p.m. and 11:30-45 p.m.

Sunday, Feb. 24—noon to 6 p.m. and 8-11 p.m.

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## Monitor

**Well, it's about time.** New Yorkers may be getting their own home-grown prime-time access magazine. Possibilities are said to be looking up after week's pilot run of WNBC-TV's *NOW!* For five days beginning July 30, show was in second place in market, averaging 5.8 rating/15 share (Nielsen) and 6.6/15 (Arbitron). "Initial indications are very encouraging," said Program Director Chuck Larsen—especially 25% share of women 18-49. More research is to come, but if station goes with show, it could start two or three times weekly after first of year. Stripping could begin in fall 1980. WABC-TV New York already has weekend access show called *You*, and in October WCBS-TV and co-owned KNXT(TV) Los Angeles will launch co-produced once-weekly magazine show.

**Early entry.** Time-Life Television, making its first dive into panel-game show waters, has put together pilot for *Mismatch*. Fall 1980 syndicated strip series is plan. Half-hour features host Art (*Jeopardy*) James with celebrity panel; Thomas Walsh and Lloyd Gross are executive producers. Time-Life claims six-figure investment in pilot.



Grundy

**Up from down under.** Reg Grundy, who produces 16 hours weekly for Australian commercial television, is betting that Americans and Aussies have lots in common when it comes to tube watching. He is making his first U.S. foray for The Grundy Organization on KTLA(TV) Los Angeles with *Prisoner*—racy 14 hours about women in prison. It premiered last Wednesday (Aug. 8) in number-two market, garnered 14 rating and 25 share, beating CBS and NBC. Grundy calls continuing serial "a type of product that has a chance here" because Australians have developed "American-style" standard in home-grown productions. Grundy has set up U.S. subsidiary, Grundy Organization Inc., with offices in New York and Los Angeles to establish production presence on this side of Pacific—producing American-made programs for American audiences.

**And from Canada.** Wilks & Close Productions Inc., Toronto, is making bid for U.S. market with *The Palace*, weekly hour variety show starring singer Jack Jones. Syndicated show, set for airing in September, is being distributed by Gold Key Entertainment, division of Vidtronic Co., Hollywood. Stations on *Palace* list include WGN-TV Chicago and WPXI(TV) New York.

**The show must go on.** MGM Television spokesman said last week production of NBC-TV's *CHiPs* will continue despite critical injuries suffered by series star Erik Estrada last Monday while filming segment. Estrada, whose condition had stabilized by Tuesday, suffered major chest injuries in motorcycle accident. It was not known last week when he would return to series. MGM is considering using filmed sequence of crash in *CHiPs* episode.

**Christian mission.** Mission Cable TV, San Diego, nation's largest cable television service, is instituting 24-hour Christian Communications Network. Bulk of programming will come from Christian Broadcasting Network, PTL Network and Trinity Broadcasting Network—major suppliers of satellite-fed religious programming. Some locally originated programs will also be included. Mission has 171,000 subscribers.

**Network notes.** NBC-TV has teamed best-selling author Gore Vidal and producer Norman Lear to put together six-hour miniseries on personal life of Abraham Lincoln. TAT Communications will begin production next year . . . CBS-TV has signed former *Maude* producer Charlie Hauck to develop new comedy series through Marble Arch Productions . . . ABC-TV and Batjac Productions will produce three-hour dramatic film—"The Duke"—biography of late John Wayne. Batjac is owned by Wayne's family and is headed by his son, Michael. CBS-TV and Warner Bros. TV have started "Shooting Star," Wayne biography . . . CBS has picked up third *Hallmark Hall of Fame* production—"Gideon's Trumpet"—for this fall. Story of convict whose case led to U.S. Supreme Court ruling that defendants have right to legal counsel stars Henry Fonda and John Houseman, who is also executive producer . . . Anti-Defamation League of B'Nai B'rith is boiling over choice of Vanessa Redgrave, advocate for Palestinians, for role in Arthur Miller's *Playing for Time*, CBS-TV film about survivors of holocaust set to begin production in October. ADL says casting as half-Jewish camp survivor shows lack of sensitivity and understanding; CBS says considering politics over acting ability would be improper.

## No big deal: Technology is least of Comsat's worries about satellite-to-home

**Implementation, not  
invention, is the key**

The smoothest road Comsat may travel as it pursues its goal of providing direct-to-home subscription TV by 1983 (BROADCASTING, Aug. 6) is the technological one.

"We're not pushing state-of-the-art technology," said Comsat's Leo Keane, director of advance systems development. "We're using technology already in existence."

And Comsat has already tested and refined much of the technology through

experimentation using the high-powered CTS satellite, owned jointly by the U.S. and Canada.

Keane said although plans are at this time tenuous, Comsat is considering two basic approaches—two relatively low-powered satellites each capable of transmitting a few narrow beam channels with a coverage area large enough to encompass Boston, New York and Washington or two high-powered satellites with a few narrow beam channels and "two or three" broad beam channels with a much larger coverage area. Regardless of which system is decided upon, a third satellite similar to the other two will also be placed in orbit as a back-up.

According to Keane, the low-powered satellite would be "an adaptation" of some existing satellite, such as the one Hughes Aircraft is building for Satellite Business Systems and equipped with transmitters with 15 to 20 watts of power. By employing narrow beam signals, the low wattage would be sufficiently strong for the small, inexpensive earth stations—

crucial to any practical direct-to-home transmission—to pick up. But with the narrow beam transmitters, there is a sharp reduction in coverage area, and, consequently, a loss of potential subscribers.

Keane said that such a satellite is "very easy to accomplish, but is limited in what it can offer." He said if Comsat decided to go with the low-powered, narrow beam satellites, they could be ready 18 to 24 months after FCC authorization.

Comsat's other alternative is the construction of high-powered satellites. They would have a few low-powered, narrow beam transmitters like those of the smaller satellite described above, but would also have two or three high-powered—around 100 watts—broad beam transmitters whose signals could cover an entire time zone. Two satellites with two broad beam transmitters could collectively cover the entire continental United States and possibly Hawaii and Alaska, Keane said.

Keane said that larger or more powerful satellites are impractical because of technical limitations. "There is a limit to how



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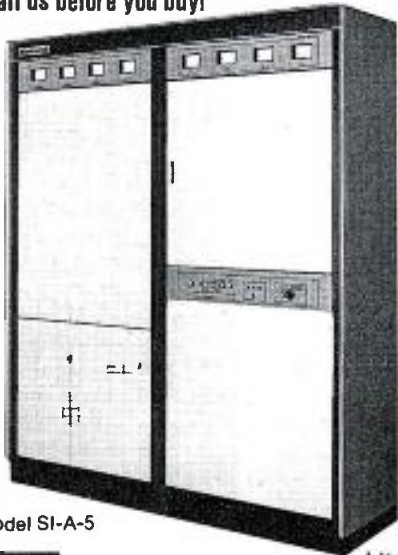
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much power [the satellite's solar cell array] can produce," Keane said. Therefore there is a trade-off between the number of high-powered transmitters and the number of channels. He also said that 200-watt transmitter tubes like that used in the CTS have a three-year life and that Comsat wants its satellite to last longer. He said one rule of thumb that will be adhered to is to keep the power of the transmitters as low as possible.

The other half of the direct-to-home system is the small, inexpensive antennas and receivers which Comsat said it will install and maintain at the homes of the service's subscribers. Many different makes of antennas were successfully tested during the CTS experiments by, among others, Comsat and the FCC. The type Comsat is looking for costs around \$200 and has a one-meter dish and tunable receiver. Keane said one of the key questions that still remains to be answered is whether earth stations can be built at the right price. Keane had in his possession literature from several manufacturers—all foreign and principally Japanese—offering suitable antennas and electronics, but priced in the \$250-\$300 range. He said Comsat hopes to find a price close to \$200. The price of the one-to-a-customer earth stations is "more crucial" to the project than the one-shot expense of the satellite.

The electronics of the earth stations consist of two components. At the anten-

na dish, there will be a device to step down the frequency of the signal from 12 ghz (the satellite's transmitter frequency) to 1 ghz before the signal is degraded while traveling down the cable to the indoor unit alongside the television set. The indoor unit, connected directly to the television set, will again step down the signal frequency, this time demodulating the signal and remodulating it on an open VHF or UHF channel in that area. The subscriber will have only to switch his television's tuner to the open, predetermined channel and then turn a similar tuner on the indoor unit to select one of the satellite channels. Keane said the indoor unit will also incorporate part of a security system, such as a descrambler.

One feature Comsat hopes to provide with its color television transmission is stereophonic sound. Keane said the optional service would be made available through an output jack on the indoor unit which can be linked directly to a stereo amplifier.

Despite successful tests using digital television signals during the CTS experiments, Keane doubts that digital signals will be used in the direct-to-home service. He cited the greatly increased costs of the earth stations in a digital system as the primary reason why Comsat will stick with analog. "Digital may come in time," Keane said, "but it's not our primary thrust at the moment."

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## InSync

**Skull and crossbones.** Composite Video of Oklahoma City is offering encoding device for half- and quarter-inch videocassettes that will protect them from plundering by video pirates. Videoguard VG-350 replaces blanking, sync and burst signal of master tape with new signals, creating all sorts of problems for those who attempt to make unauthorized copies. Device accommodates up to 12 slave recorders.

**Being prepared.** RCA Americom has been granted FCC waiver that allows it to procure \$7.7-million worth of long-lead parts for construction of new spare satellite, Satcom IV. New spare will replace present spare, Satcom III, scheduled for December launch.

**Cheaper than cheap.** United Video, Chicago satellite carrier, is offering new music programming that it will pay cable system operators to pick up. UVI will reimburse operators one cent per subscriber per month to carry programming featuring new releases and records of new artists of Music Preview Network. New York-based MPN is supported by record companies and agencies that pay to promote new records. MPN signal will go out over subcarrier on same Satcom I transponder United Video uses to transmit WGN-TV Chicago.

**And if music isn't enough.** Video Communications Inc. last month began providing another new service, VCI Movie Time, over Satellite Program Network, which currently carries full day of advertiser-supported programming to 800,000 subscribers in 38 states. Two hour Movie Time package includes 6-15 minutes of cartoons, two 4-6-minute advertising segments and full-length movie, one of 500 for which VCI holds exclusive cable rights. Package is provided Saturday and Sunday evenings. According to VCI president, Bill Blair, within "year to 18 months" VCI expects to be providing programming every day between 3 p.m. and midnight over SPN.

**Also on SPN.** Allworld Telefilm Sales Corp. has also begun showing advertiser-supported movies over Satellite Program Network. *All Night at the Movies* is seen daily between 1 and 7 a.m. NYT and features variety of movies from Allworld's film library.

**Cultural revolution.** China will double its annual output of television sets by producing 1 million this year. According to New China News Agency, China will manufacture mostly small- and medium-sized black and white sets. Current shortage in sets there will also be alleviated by importing some.



## FCC to GAO No. 1: You're about right

### Commission finds no major quarrel with report on regulation of radio and TV

The FCC is taking its GAO reports one at a time.

Last week it responded to a General Accounting Office document issued June 5 on the FCC's regulation of radio and TV (BROADCASTING, June 11). In general, it concurred with those conclusions.

The agency has yet to respond formally to a July 30 GAO report (generally critical) on the subject of the FCC's own management and administration (BROADCASTING, Aug. 6). Chairman Charles D. Ferris, however, issued a press release in the same week agreeing in part with the GAO report but taking issue with some elements of it.

In a response to the June 5 report on "Selected FCC Regulatory Policies: Their Purpose and Consequences for Commercial Radio and TV," the FCC said it goes along with most of the recommendations. However, it said, "where the recommendations are already being studied as part of an existing proceeding, as is frequently the case in the broadcast area, the commission must defer a final decision until evaluation of all alternatives is concluded."

GAO's recommendations covered four areas: program regulation, ascertainment of community needs, broadcast station ownership and equal employment opportunity.

In the area of program regulation, GAO said the commission should establish quantitative program standards for commercial television and radio stations, that it should institute a public inquiry into the arguments for and against routine financial disclosure and whether such disclosure would cause competitive harm, and that it should consider the advantage of expenditures reporting.

While the commission presently uses quantitative guidelines for processing renewal applications, there are no set standards. The FCC's response on this issue dealt mainly with radio guidelines. It said that until the shape of radio deregulation is defined, "we cannot fully determine what approach to quantitative standards is appropriate for the radio industry." The commission also said it must refine its financial reporting forms to call for appropriate expense data and determine what expenses can be used as a valid measure of public service performance. Once the forms have been revised and evaluated, then the commission could decide on whether a public inquiry is necessary.

The commission said it agreed with

GAO that "a general legislative mandate might be the most appropriate means of clarifying the commission's authority to mandate" in defining the scope of its experiment of deregulation of radio programming.

In ascertaining the needs of a community, GAO said the main question is whether broadcasters would make sincere efforts to identify and serve the needs of their community if relieved of formal ascertainment procedures. The FCC said the results from its small market ascertainment experiment will be relevant to the issue, since its proposals for radio deregulation call for the elimination of such formal reporting ascertainment procedures. The "notion" is that a "licensee would continue to familiarize himself with his community's needs and interests and program accordingly."

GAO said that the belief in the public getting the widest number of viewpoints from diverse, competing sources is the basis for commission rules limiting the number of broadcast stations a licensee may own. Since concentration of station ownership or related media has not been dissipating materially, GAO recommended that the FCC establish an information system to provide aggregate statistics on ownership of broadcast stations and related media; implement procedures for collecting minority ownership statistics, and publish, periodically, a statistical report showing changes in ownership concentration, at all levels, and the extents of this ownership by racial minorities.

The FCC admits to shortcomings in this area. While its annual reporting forms call for the reporting of ownership interests of licensees and their principals, it is with regard to broadcast interests only—and it does not require minority data per se. The commission said it will undertake, through its Broadcast Bureau, a systems and procedures study to analyze the costs and benefits of the present system and explore improvements in it. The Commission also agreed that a compiled report of changes in ownership would be an "effective policy-management tool."

The last recommendation concerned the FCC's efforts to define the equal employment opportunity responsibilities to broadcasters. GAO said the FCC should obtain more specific information from each station on the race, sex and job title of its employees; conduct a sampling of on-site audits to verify compliance with the EEO rules; establish criteria for applying sanctions with regard to EEO; use staff resources to focus more on EEO pro-

grams, and expand current computer applications to include screening and analysis of these statistics.

The commission responded that it is currently looking at job levels held by minorities and women with the hope of "stimulating" their participation in the "upper echelon" of broadcasting. To this extent, the commission has instituted a rulemaking proceeding on the matter, which takes into account on-site investigations.

The commission, with respect to sanctions on EEO deficiencies, said it differs with GAO. It regards its role as "prospective in nature" with efforts being directed to lead a broadcaster who previously lacked an affirmative action plan in the past, to adopt specific policies to ensure an effective program in the future.

In dealing with the last two issues, the FCC believes that "rather than embarking on a piecemeal approach to substantive program modifications... a better course of action is to undertake a comprehensive reevaluation of its industry EEO program."



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## ABC gets renewals in San Francisco

### FCC turns down charges of discrimination and renews licenses of KGO-KSFX

The FCC has renewed the licenses of the two ABC-owned radio stations in San Francisco, KGO(AM)-KSFX(FM), subject to whatever action the commission "deems appropriate" resulting from two pending employment discrimination actions against the stations, one in U.S. District Court in San Francisco, the other before the Equal Employment Opportunity Commission in California.

The Community Coalition for Media Change charged the two stations with "discrimination in the hiring of blacks and women for top managerial positions" and asked that the stations' renewals be denied.

Specifically, the coalition claimed that KGO and KSFX have hired no blacks for top managerial positions. It also charged that there are no black female program moderators at KGO and that its black moderators and newscasters work only weekends. In addition, it alleged that KSFX's black female public affairs director was only a "token position," with no authority to hire or fire.

The FCC said that ABC's annual employment reports for both stations, from

1975 to 1978, showed that their employment of blacks over-all, and in the upper four job categories, "exceeded full parity." Moreover, the commission said the coalition had not shown how positions were misclassified or that the stations' hiring or training practices were discriminatory.

Turning to the coalition's contention that KSFX's news coverage of the black community was limited to crime stories, the FCC pointed out that news coverage was left to a "licensee's good faith discretion" and that there was no evidence to support the charge that KSFX had distorted or suppressed the news.

## FTC wants to help Big Brother, too

### Pertschuk volunteers to monitor government ads just as agency does those of private sector

The Federal Trade Commission, which scrutinizes advertising practices of private industry, is interested in eyeing government ads as well.

In a letter to 12 federal agencies, FTC Chairman Michael Pertschuk offered to make available the services of his staff to help review advertisements or establish internal review procedures. In recent months, Pertschuk said, the FTC has received complaints about the accuracy of

government advertising, and although the complaints are not verified, he worried "they may ultimately undermine public confidence in the integrity of communications between the public and the government."

Pertschuk added that the government has a special responsibility to monitor its advertising as scrupulously as the private sector is reviewed. "In the commercial marketplace, we can count on consumers to maintain a healthy skepticism toward product claims because they understand that the purpose of advertising is to encourage sales for a profit," Pertschuk said. "But citizens expect that their government will deal honestly with them, without expectations of gain or profit. To merit their trust, we must hold our own advertising to standards of integrity at least as stringent as we hold private advertisers."

There had been some speculation in recent months that the FTC was considering issuing advertising guidelines for agencies to follow, but the letter makes no such recommendations. According to Tracy Westen, deputy director of the Bureau of Consumer Protection, the agencies singled out were those that do a significant amount of advertising, and not necessarily those that had been cited for possibly misleading or deceptive ads.

Among the agencies notified were the Department of Energy, the Environmental Protection Agency, ACTION, Amtrak and the Air Force.



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### Invites bids on

241 shares out of 480 outstanding (50.2%) Mid-Ohio Communications, Inc., owner of WBBY-FM, Westerville, Ohio, a suburb of Columbus, Ohio, plus 100% of the station's real property which is separately owned.

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Write Bill Chapman for further information and a bid package.

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Atlanta, Georgia 30341

## Washington Watch

**Eye on the FTC.** Senator Alan Cranston (D-Calif.), chairman of Labor's Subcommittee on Child and Human Development, has sent letters to heads of commercial television networks asking that they look into developing new code to take into account naivete of children in regard to TV commercials. Cranston said he can understand why FTC is looking into possibility of banning advertising aimed at children, and is convinced FTC hearings will have "a positive impact" in focusing attention on issues. He added, though, he wasn't convinced it was role of government to protect children from ads, and suggested self-regulation and voluntary approach were preferable. Cranston asked networks to offer thoughts on possibility of working with FTC and FCC to develop policy. Letters were sent July 19, but no replies have been received.

**Divestiture incentive.** FCC issued tax certificate to William H. Rudolph in connection with divestiture of his interest in *Macomb Daily Journal*, Macomb, Ill. Rudolph also is sole owner of WKAI-AM-FM Macomb. Divestiture of newspaper or broadcast properties was ordered by FCC as one of 16 "egregious" cases found in adopting "one-to-a-market" rule in 1975. All other co-located crossownerships were allowed to remain under present ownerships.

**Diplomatic doings.** Without formality of Senate Foreign Relations Committee hearing, Senate has confirmed nominations for seven-person commission and changed its name. Effective Oct. 1, International Commission, Cultural and Educational Affairs, which serves as oversight for President and Congress on International Communication Agency, becomes U.S. Advisory Commission on Public Diplomacy—twice-removed successor to Advisory Commission on Information. Members of board, which holds first annual meeting in August, include four Democrats and three Republicans. Democrats are (chairman) Dr. Olin Robison, president, Middlebury College, Vermont; Dr. John Hope Franklin, University of Chicago; Lewis Manilow, president, Museum of Contemporary Arts, Chicago, and Neil Sherburne, board of regents, University of Minnesota. Republicans are Jean McKeey of New York, former acting administrator, American Revolution Bicentennial Administration; Washington attorney Leonard Silverstein, chairman, executive committee, National Symphony, and Mae Sue Talley, former owner-publisher-editor of *The Arizonian*. Staff director is Louis T. Olom.

# The Broadcasting Playlist Aug 13

## Contemporary

## Playback

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

**Outer Limits.** Billy Thorpe's controversial, single, *Children of the Sun* (Capricorn), is getting limited nighttime airplay while programmers continue to research its viability for contemporary radio. "People who hear it like it," reports Vince Radilovic, program director of WCUE(AM) Akron, Ohio. "It's like nothing else out there and people seem to like its spacey sound effects." And Jim Jordan, program director at WVLT(AM) Lexington, Ky., says, "We're being flooded with records by new artists right now and this one seems to have potential. Its sound is very unusual." Among stations adding Thorpe last week were KDWB(AM) St. Paul, Minn., WKTQ(AM) Pittsburgh and WBBQ(AM) Augusta, Ga. **Sound of another decade.** Soon to enter "Playlist" is Moon Martin's *Rolene* (Capitol), which Jim McCann, program director at WBZ-FM Boston classifies as a smash: "It reflects a new sound in rock 'n' roll that's viable for the early 1980's," he says. "It represents the end of new wave and the impact of more European records." **Gaining momentum.** Support for Lobo's *Where Were You When I Was Falling In Love* (MCA) is scattered but highly enthusiastic among programmers playing it. "It's the kind of record that generates interest," reports Jim Golden, program director at WBSR(AM) Pensacola, Fla. "People hear it once and call the station to find out about it. I'm confident it will be a top 10 record for us." And Rick Donahue, music director at WTIC(AM) Hartford, Conn., echoes the sentiments of a number of programmers with the comment that, "It feels like a number one record." Among stations adding Lobo last week were KHJ(AM) Los Angeles and WHBQ(AM) Memphis.

## Country

<i>Last This week</i>	<i>This week</i>	<i>Title</i> □ <i>Artist</i>	<i>Label</i>
1	1	<i>Til I Can Make It On My Own</i> □ <b>Rogers &amp; West</b>	U.A.
3	2	<i>Coca-Cola Cowboy</i> □ <b>Mel Tillis</b>	MCA
—	3	<i>Only Way To Say Good Morning</i> □ <b>Ray Price</b>	Monument
6	4	<i>Suspicious</i> □ <b>Eddie Rabbitt</b>	Elektra
8	5	<i>No One Else In the World</i> □ <b>Tammy Wynette</b>	Epic
4	6	<i>You're the Only One</i> □ <b>Dolly Parton</b>	RCA
7	7	<i>Family Tradition</i> □ <b>Hank Williams, Jr.</b>	Elektra
13	8	<i>Save the Last Dance For Me</i> □ <b>Emmylou Harris</b>	Warner Bros.
15	9	<i>Barstool Mountain</i> □ <b>Moe Bandy</b>	Columbia
9	10	<i>Shadows In the Moonlight</i> □ <b>Anne Murray</b>	Capitol
—	11	<i>All Around Cowboy</i> □ <b>Marty Robbins</b>	Columbia
5	12	<i>Pick the Wildwood Flower</i> □ <b>Gene Watson</b>	Capitol
18	13	<i>Heartbreak Hotel</i> □ <b>Nelson/Russell</b>	Columbia
11	14	<i>(Ghost) Riders In the Sky</i> □ <b>Johnny Cash</b>	Columbia
12	15	<i>Amanda</i> □ <b>Waylon Jennings</b>	RCA
16	16	<i>I Love How You Love Me</i> □ <b>Lynn Anderson</b>	Columbia
—	17	<i>I May Never Get To Heaven</i> □ <b>Conway Tritty</b>	MCA
20	18	<i>Stay With Me</i> □ <b>Dave &amp; Sugar</b>	RCA
2	19	<i>Devil Went Down To Georgia</i> □ <b>Charlie Daniels Band</b>	Epic
17	20	<i>When a Love Ain't Right</i> □ <b>Charly McClain</b>	Epic
21	21	<i>You're My Jamaica</i> □ <b>Charley Pride</b>	MCA
24	22	<i>Don't Let Me Cross Over</i> □ <b>Jim Reeves</b>	RCA
19	23	<i>Liberated Woman</i> □ <b>John Wesley Ryles</b>	MCA
14	24	<i>Reunited</i> □ <b>Mandrell/Bannon</b>	Epic
—	25	<i>She Believes In Me</i> □ <b>Kenny Rogers</b>	United Artists

These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each has been "weighted" in terms of Arbitron audience ratings for the reporting station on which it is played. A  indicates an upward movement of five or more chart positions between this week and last.

# For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period July 30 through Aug. 3.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. khz.—kilohertz. kw.—kilowatts. MEOV—maximum expected operation value. mhz.—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—non-commercial.

## New stations

### AM applications

■ Concord, N.H.—Tully-Warwick Corp. seeks 1320 khz, 500 w-DA. Address: 91 Court Street, Keene, N.H. 03431. Estimated construction costs \$141,543; first quarter operating cost \$50,130; revenue \$200,000. Format: MOR. Principal: New England Broadcasting Co. Edward J. Ledgard is president. New England Broadcasting also owns 100% of WFTN(AM) Franklin, N.H.; 100% of WGAW(AM) Gardner and 89% of WSRO(AM) Marlboro, both Massachusetts. Ann. July 30.

■ Guayama, P.R.—Radio Musical Inc. seeks 1540 khz, 250 w-D. Address: P.O. Box No. 2, Cidra, P.R. 00639. Estimated construction costs \$10,800; first quarter operating cost \$9,200; revenue \$60,000 (year). Format: progressive latin. Principals: George M. Arroyo (90%) and Tomas Carrasquillo (10%), who also own WBRQ(FM) Cidra, P.R. Arroyo is also part owner of WBSB(FM) St. Thomas, V.I. Ann. July 30.

■ Woodstock, Va.—Deerfield Broadcasting Co. seeks 940 khz, 250 w-DA. Address: Box 300, Churchville, Va. 24421. Estimated construction costs \$17,528; first quarter operating cost \$14,900; revenue \$90,000. Format: pop. Principal: Robert L. Dean and Vincent D. O'Connell, 50% each. Dean is president and general manager of WABH(AM) Churchville; O'Connell is secretary/treasurer. They have no other broadcast interests. Ann. July 30.

### FM applications

■ Payson, Az.—Rim Country Publishing Inc. seeks 103.9 mhz, .5 kw, HAAT: 748 ft. Address: P.O. Box 439, Payson 85541. Estimated construction cost \$32,813; first quarter operating cost \$16,446; first quarter revenue \$21,000. Format: Country. Principal: Virginia LaRue (69.7%) and five others. LaRue is an Arizona real estate broker. She has no other broadcast interests. Ann. July 30.

■ Stonington, Conn.—Metro Broadcasting Inc. seeks 102.3 mhz, 3 kw, HAAT: 300 ft. Address: 170 Westminster Street, Providence, R.I. 02903. Estimated construction cost \$26,000; first year operating cost \$70,000; revenue \$185,000. Format: MOR. Principal: Walter R. Stone and Danny C. Lennon, each 50%. Stone is part owner of law firm, Stone & Clifton. Lennon is president and part-owner of L&F International, promoter of consumer goods in direct response industry. Ann. July 30.

■ \*Northampton, Mass.—The Trustees of Smith College seeks 91.9 mhz, .15 kw, HAAT: -114 ft. address: College Hall, Smith College, Northampton 01063. Estimated construction cost \$10,050; first year operating cost \$3,534; revenue \$3,534. Principal: Nonprofit educational institution. Jill K. Conway is president. Ann. July 30.

■ \*Austin, Minn.—Independent School District No. 492 seeks 91.3 mhz, .136 kw, HAAT: 128.3 ft. Address:

202 4th Avenue NE, Austin 55912. Estimated construction cost \$11,688; first year operating cost \$3,000; revenue \$15,000. Principal: Non profit educational institution. Also operates KAUT-TV Austin, and educational station. William E. Hartman is chairman. Ann. July 30.

■ \*Columbus, Miss.—Mississippi Univ. for Women seeks 88.5 mhz, .975 kw, HAAT: 86.9 ft. Address: P.O. Box 2306, Jackson, Miss. 39205. First year operating cost \$17,000; revenue \$17,000. Principal: Nonprofit educational institution. James W. Strobel is president. Ann. July 30.

■ Rock Springs, Wyo.—First National Broadcasting Corp. seeks 99.5 mhz, 25 kw, HAAT: -45 ft. Address: 4014 Beus Drive, Ogden, Utah 84403. Estimated construction cost \$69,850; first quarter operating cost \$11,400 first quarter; revenue \$15,000. Format: Standard pops. Principal: Brent Larson 100%. Larson also owns 100% of KUUZ-FM and KAIN(AM) both Nampa, Idaho; 51% of KODL(AM) The Dalles, and KOOS-FM North Bend, both Oregon; 50% of KCKO(AM) Spokane and KXA(AM) Seattle, both Washington, and various other business interests. Ann. July 30.

### AM actions

■ Conroe, Tex.—Broadcast Bureau granted Montgomery Metro 1140 khz, 250 w-D. P.O. address: 633 N. Holly, Sherman, Tex. 75090. Estimated construction cost \$24,150; first year operating cost \$35,000; revenue \$75,000. Format: Standard pops. Principals: Tom and E. Jean Spellman, Boyd and Joan Kelley (25% each). Mr. Spellman teaches broadcasting, owns CP for AM in Winters, Tex. and with his wife, owns 50% of AM CP in Bryan, Tex. Kelley's have interests in KWDA(AM) Stamford and KKDA-AM-FM Grand Prairie and KROD(AM)-KUOE(FM) El Paso and are applying (50%) for AM in Bryan, all Texas (BP-20393) Action July 26.

### FM actions

■ Fresno, Calif.—Broadcast Bureau granted Radio Bilingue Inc. 92.5 mhz, 16 kw, HAAT: 870 ft. Address: 826 N. Van Ness, Fresno 93728. Estimated construction cost \$80,963; first year operating costs \$70,000; revenue \$81,000. Format: bilingual educational. Principals: Hugo Morales, president, and Lupe Ortiz, vice president, of non-profit corp. Mr. Morales was producer and announcer of bilingual (Spanish/English) programing at WHRB-FM Cambridge, Mass. (BPED-781116AH) Action July 18.

■ Sandpoint, Idaho—Broadcast Bureau granted Blue Sky Broadcasting Co. seeks 95.3 mhz, 1 kw, HAAT: -430 ft. Address: 417 Poplar Street, Sandpoint 83864. Estimated construction cost \$56,342; first year operating cost \$36,413; revenue \$75,600. Format: Adult contemporary. Principal: David Granstrom, Thomas Vetromile and Kim Benefield-each 1/3. Granstrom is a carpentry foreman; Vetromile a restaurateur and Benefield an attorney, all in Sandpoint. None have any other broadcast interests. (BPH-11179) Action July 20.

■ Wolf Point, Mont.—Broadcast Bureau granted KVCK Inc. 92.7 mhz, 3 kw, HAAT: 257 ft. Address: Box 668, Wolf Point 59201. Estimated construction cost \$47,600; first year operating costs \$20,400; revenue \$50,000. Format: contemporary. Principals: Robert A. Lundstrom (80%) and his father-in-law, Robert L. Beery (20%). They also own KVCK(AM) Wolf Point. (BPH-781122AE) Action July 26.

■ Lake Placid, N.Y.—Broadcast Bureau granted WIRD Inc. 95.3 mhz, 3 kw, HAAT: 235 ft. Address: P.O. Olympic Arena, Lake Placid 12946. Estimated construction cost \$35,843; first-year operating cost \$8,430; revenue \$60,000. Format: Light classical, easy listening. Principals: Applicant is partnership of Donald A. Nardiello and his wife Kathryn and license of WIRD(AM) Lake Placid. Ann. (BPH-11092) Action July 19.

■ Ada, Okla.—Broadcast Bureau granted ADA Broadcasting Inc. 96.7 mhz, 3 kw, HAAT: 300 ft. Address: 618 W. 18th St. Ada 74820. Estimated construction cost

\$57,443; first-year operating cost \$72,000; revenue \$90,000. Format: country. Principal: Jerry D. Spencer, president and general manager of KADA(AM) Ada, but has no financial interest in the station. (BPH781012AK) Action July 20.

### AM licenses

Broadcast Bureau granted following license covering new AM station on July 30:

■ KBRW(AM) Barrow Alaska (BL-14222).

### FM licenses

■ Broadcast Bureau granted following licenses covering new FM stations on July 30:

■ \*WJSR(AM) Birmingham, Ala. (BLED-1813); WQGL(FM) Butler, Ala. (BLH780911AA); \*KPSH-FM Palm Springs, Calif. (BLED790111 AB); KSNR(FM) Red Bluff, Calif. (BLH790116AC); KYLO(FM) Davis, Calif. (BLH790117AD); \*WLVN(FM) Derby, Conn. (BLED790111AA); KNAQ(FM) Rupert, Idaho (BLH781124AH); WKHI(FM) Ocean City, Md. (BLH-7859); \*WKNS(FM) Kinston, N.C. (BLED-1817); \*WPLT(FM) Plattsburgh, N.Y. (BLED-790403AH); KOGA-FM Ogallala, Neb. (BLH-781107AD); KXRT(FM) Taos, N. M. (BLH-7849); KPYN(FM) Atlanta, Tex. (BLH-781211AQ); KFIM(FM) El Paso, Tex. (BLH-7829); KLMF-FM Fabens, Tex. (BLH-790312AE); KMXU(FM) Manti Utah (BLH781115AG); KSFI(FM) Salt Lake City, Utah (BLH781101AD); WXCC(FM) Williamson, W.Va. (BLH-781016AE).

## Ownership changes

### Applications

■ WFNE(FM) Forsyth, Ga. (100.1 mhz, 3 kw)—Seeks assignment of license from Forsyth Broadcasting Co. to P.O.S. Inc. for \$257,500. Seller is owned by Carmen D. Trevitt, who also owns WQMT(FM) Chatsworth, Ga. Buyer is owned by Larry R. Picus, who also owns half interest in WOBS(AM) New Albany, Ind. He has recently sold, subject to FCC approval, WPDQ(AM) Jacksonville (BROADCASTING, March 26) and WKUE(FM) Green Cove Springs both Florida. Ann. Aug. 1.

■ WLFI-TV Lafayette, Ind. (ch. 18)—Seeks assignment of license from RJN Broadcasting Inc. to WLFI-TV Inc. for \$3,153,750. Seller is owned by Richard (90%) and Harold Shively (10%), brothers. Richard also controls KNOP-TV North Platte as voting trustee. Harold has no other broadcast interests. Buyer is subsidiary of Toledo Blade Co., publisher of *The Toledo* (Ohio) *Blade*, *Pittsburgh Post-Gazette*, *Red Bank* (N.J.) *Register* and *Monterey Peninsula* (Calif.) *Herald*. It also owns various cable interests in Ohio, Virginia and Pennsylvania and WWSW(AM)-WPEZ(FM) Pittsburgh. It is owned by Paul Block Jr., chairman and other members of the Block family. Ann. July 26.

■ WMLO(AM) Beverly, Mass. (1570 khz, 500 w-D)—Seeks assignment of license from Algonquin Broadcasting Co. to Pauley Enterprises Inc. for \$220,000. Seller is principally owned by Bernard A. Dwork and Robert A. Belmonte as trustees. It is also selling its only other broadcast interest, WKRI(AM) West Warwick, R.I. (see below). Buyer is owned by Robert Pauley (85%) and William Minot (15%). Pauley is vice president of Boston brokerage and former president of Mutual Broadcasting System (1968-69) and ABC Radio Network (1960-67). Minot is Boston financial consultant. Neither has other broadcast interests. Ann. Aug. 1.

■ WGVA(AM) Geneva, N.Y. (1240, 1 kw-D, 250 w-N)—Seeks transfers of control from Radio Geneva Inc. to P&L Broadcasting Inc. for \$480,000. Seller is owned by Milton Jacobson and Samuel Semel, who have no other broadcast interests. Buyer is owned by Norman Pinkard of Clifton, N.Y., deputy commissioner of New York State Department of Commerce,

and Beverly Littles of Albany, N.Y., business consultant. Neither has other broadcast interests. Ann. Aug. 1.

■ **KCAN(AM)** El Reno, Okla. (1460 khz, 500 w-D)—Seeks assignment of license from The Young People's Church of the Air Inc. to Clark Broadcasting Ltd. for \$210,000. Seller is controlled by three member board of directors: Ruth C. Porter and her sons, Donald and Dean. All are principals of family-owned Crawford Broadcasting Co., which is in process of selling off properties, which at one time included four AM's and six FM's, to individual family members. Buyer is owned by Robert B. Clark (28%) and 17 others. Of 18, only William H. Payne and Ralph Tyler, who each own 4% of Clark Broadcasting, has other broadcast interests. Tyler owns **KEBC(AM)** Oklahoma City and Payne owns **KTFX(AM)** Tulsa, both Oklahoma. Ann. Aug. 1.

■ **WKRI(AM)** West Warwick, R.I. (1450 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Algonquin Broadcasting Co. to Rainbow Broadcasting Corp. for \$380,000. Seller is also selling its only other broadcast interest, **WMLO(AM)** Beverly, Mass. (see above). Buyer is principally owned by Lester G. Sobin, who is vice president and minority stockholder of International Minerals and Chemical Corp., Northbrook, Ill. He has no other broadcast interests. Ann. Aug. 1.

## Actions

■ **KLOM(AM)**-**KLPC-FM** Lompoc, Calif. (AM: 1330 khz, 1 kw-D; FM: 92.7 mhz, 550 w)—Broadcast Bureau granted assignment of license from Robert D. Janeczek and his wife, Mary Anne, to D 'n' T Broadcasting Inc. for \$1 million. Sellers have no other broadcast interests. Buyer is principally owned by Richard N. Savage and his wife, Tanya. Savage is former vice president, network services and affiliate planning, ABC-TV. (BAL790427HK, BAL790427HL, BAPH790615HX). Action July 30.

■ **WQPD(AM)** Lakeland, Fla. (1430 khz, 5 kw-D, 1 kw-N)—Broadcast Bureau granted transfer of control from Hugh Holder Enterprises Inc. to WQPD Inc. for \$690,000. Seller is principally owned by Hugh E. Holder, who has no other broadcast interests. Buyer is owned by James McCrudden, general manager of WQPD, and seven others. Action July 25.

■ **WRMF-AM-FM** Titusville, Fla. (AM: 1060 khz, 10 kw-D, 5 kw-N; FM: 98.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Advance Communications Inc. to Brevard Broadcasting Co. for \$790,000. Seller is owned by Frank P. Nugent, Elmo Franklin, John P. Jenkins and Andrew Rector, who purchased station in 1977 for \$575,000. FCC granted waiver of rule against sale of properties held by sellers for less than three years, except in hardship cases. Mr. Franklin has minority interest in **WVOY(AM)** Charlevoix, Mich., and Mr. Rector in **WIHN(FM)** Normal, Ill. Buyer is principally owned by Alastair B. Martin who is president of Regional Broadcasters Group, owner of **WGRD-AM-FM** Grand Rapids, **WTRU(AM)** Muskegon and **WTRW(FM)** Whitehall, all Michigan; **WAAL(FM)** Binghamton and **WKNY(AM)** Kingston, both New York, and **WGWG(AM)**-**WZPR(FM)** Meadville and **WYFM(FM)** Sharon, both Pennsylvania. (BAL790430HW, BALH790430HX). Action July 26.

■ **WPAS(AM)** Zephyrhills, Fla. (1400 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted transfer of control of WPAS Inc. from Charles F. Wisler (100% before; none after) to Mayo Communications Inc. (none before; 100% after). Consideration: \$279,000. Principals: Wisler, who sold **WFSH(AM)** Valparaiso-Niceville (BROADCASTING, May 7), has no other broadcast interests. Buyer is owned by Lincoln A. Mayo and his two children (50.3%) and George N. Walker and his wife, Noreta (49.7% held jointly). Mayo is sales manager at **CJOH-TV** Ottawa, Canada. Mr. Walker is service technician for dental supply company in Rockville, Md. (BTC790507F1). Action 26.

■ **WGRT(FM)** Danville, Ind. (107.1 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Hendricks County Broadcasting Corp. to Universal Broadcasting of Indiana Inc. for \$250,000 plus \$25,000 for agreement not to compete and \$25,000 for consultancy agreement. Seller is principally owned by Gordon Graham (43%) and Charles Marlowe (21.5%). Neither has other broadcast interests. Buyer is owned by Howard Warshaw and his wife, Miriam (25% each) and his brother-in-law Marvin B. Kosofsky (50%). They also own **WVVX(FM)** Highland Park, Ill.; **KEST(AM)** San Francisco, **KPPC(AM)** Pasadena and

**KMAX(FM)** Arcadia, all California; **KUXL(AM)** Golden Valley, Minn.; **WARO(AM)** Canonsburg, Pa.; **WYLO(AM)** Jackson, Wis.; **WTHE(AM)** Mineola, N.Y., and **KCNW(AM)** Fairway, Kan. (BALH790426HE). Action July 26.

■ **WSON(AM)**-**WKDQ(FM)** Henderson, Ky. (AM: 860 khz, 377 w-D; FM: 99.5 mhz, 50 kw)—Broadcast Bureau granted transfer of control of Henderson Broadcasting Co. from Hecht S. Lackey Sr. (84% before; none after) to Henry G. Lackey (16% before; 100% after). Consideration: \$1,343,979. Hecht S. Lackey is father of Henry, who is general manager of stations. (BTC790606FE, BTCH790606FF). Action July 30.

■ **WEQO(AM)** Whitley City, Ky. (AM: 1220 khz, 500 w-D)—Broadcast Bureau granted transfer of control of Country Roads Broadcasting Corp. to Marc A. Beaubien (6% before; 100% after). Consideration: \$150,000. Principals: Sellers are W.R. Carrigan, Carl E. Stump, Clyde E. Darnell and Gary L. Darnell. Beaubien is station manager at **WEQO**. (BTC790402KF). Action July 30.

■ **KFMQ(FM)** Lincoln, Neb. (101.9 mhz, 100 kw)—Broadcast Bureau granted assignment of license from **KFMQ** Inc. to Telegraph-Herald Inc. for \$1.8 million, including \$200,000 for agreement not to compete. Seller is owned by Steve Agnew, who has no other broadcast interests. Buyer is publisher of *Telegraph-Herald*, Dubuque, Iowa, and four shoppers in Wisconsin and Iowa and owner of **KDTH(AM)**-**KFMD(FM)** Dubuque; **WHBY(AM)**-**WAPL-FM** Appleton, Wis., and **KLMS(AM)** Lincoln. It is owned by Robert B. Woodward and family; Bob Woodward Jr. is executive vice president-broadcast. (BALH790518HZ). Action July 26.

■ **WBUD(AM)**-**WBHJ(FM)** Trenton, N.J. (AM: 1260 khz, 5 kw-D, 1 kw-N; FM: 101.5 mhz, 50 kw)—Broadcast Bureau granted assignment of license from **WBUD** Inc. to Trenton Broadcasting Corp. for \$1.1 million. Seller is owned by Verna S. Hardin; her husband, Richard, is president. Buyer is owned by Jerome Bresson (47.5%), David Hafler (47.5%) and Edgar Hurst (5%). Bresson of Bala-Cynwyd, Pa., has interests in real estate and electronic engineering and sales. Hafler of Merion, Pa., has interest in electronics manufacturing and distribution and real estate. Hurst is TV personality at **WPVI-TV** Philadelphia (BAPL790313GZ, BALH790313HA). July 25.

■ **KFSM-TV** Fort Smith, Ark. (ch. 5)—Broadcast Bureau granted assignment of license from 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 **KTRF-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, owns **WREG-TV** Memphis and **WQXR-AM-FM** New York and has purchased, subject to FCC approval, **WHNT-TV** Huntsville, Ala. Charles Brakefield, vice president, is director of broadcast division. (BALCT790423KE). Action July 25.

■ **WHIT(AM)** New Bern, N.C. (1450 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from David E. McCutchen to Britti-Communications Inc. for \$250,000. McCutchen has no other broadcast interests. Buyer is owned by Charles B. Britti, who has no broadcast interests, having sold his interests in **WFTR(AM)** Front Royal, Va., in 1977 (BAL790409GV). Action July 25.

## Facilities Changes

### AM applications

■ **KLIX(AM)** Twin Falls, Idaho—Seeks CP change TL: 1.25 mi N. of Kimberly on 3400 E Rd., Twin Falls; increase nighttime power to 2.5 kw; make changes in ant. sys. Ann. July 30.

### FM applications

■ **KPEN(FM)** Los Altos, Calif.—Seeks CP to make changes in ant. sys.; change TL to: on Kaiser Cement Plant Prop. 2 mi. W. of Monte Vista, Calif. change type trans.; change type ant. increase HAAT: 300' (H&V) and change TPO. Ann. July 31.

■ **\*KAZU(FM)** Pacific Grove, Calif.—Seeks CP to change TL: Divisadero St., Termination Forest Hill, Monterey Calif.; install new ant.; make changes in ant. sys.: ERP: 4.76 kw; HAAT: 341'. Ann. July 30.

■ **\*WRUF-FM** Gainesville, Fla.—Seeks CP to increase ERP: 100 kw (H&V) HAAT: 344' (H&V); make changes in ant. sys.; install new ant. Ann. July 30.

■ **\*WVGS(FM)** Statesboro, Ga.—Seeks CP change frequency 107.7 mhz; ERP: 8.65 watts, HAAT: 148'; install new ant.; make changes in ant. sys.; change TL: Williams Student Center, Campus Ga., Southern Hwy 301 S., Statesboro. Ann. July 30.

■ **WVVX(FM)** Highland Park, Ill.—Seeks CP to change TL: 210 Skokie Valley Rd., Highland Park; install new ant.; make changes in ant. sys.; HAAT: 245' (H&V). Ann. July 30.

■ **WMLA(FM)** LeRoy, Ill.—Seeks mod. of CP to operate trans. by remote control from: 1005 W. Washington St., Bloomington, Ill. Ann. July 31.

■ **WZWZ(FM)** Kokomo, Ind.—Seeks CP to change TL: 360'E of Dixon Rd. 1000'N of County Rd. 50S, Kokomo; increase HAAT: 300' (H&V) change frequency 92.7 mhz. Ann. July 30.

■ **\*KICB(FM)** Fort Dodge, Iowa—Seeks CP to increase ERP: 200 w; HAAT: 132.4. Ann. July 30.

■ **\*KRPC(FM)** Owatonna, Minn.—Seeks CP to increase ERP: 131.2 watts; and HAAT: 131.50'. Ann. July 30.

■ **\*KLUM-FM** Jefferson City, Mo.—Seeks CP change TL: Intersection of Ct., Rd., B&E 8.5 mi S. of Downtown Jefferson City; make changes in ant. sys. Ann. July 30.

■ **\*KWPB(FM)** Liberty, Mo.—Seeks CP to increase ERP: 182 watts; HAAT: 166'; install new ant.; make changes in ant. sys. Ann. July 30.

■ **\*WBXL(FM)** Baldwinsville, N.W.—Seeks CP to increase ERP: .195KW (H&V); HAAT: 195' (H&V). Ann. July 30.

■ **WQAL(FM)** Cleveland, Ohio—Seeks CP to make changes in ant. sys.; change type ant.; increase ERP: 7.2 kw (H&V); decrease HAAT: 1060' (H&V) and change TPO. Ann. July 31.

■ **WGOJ(FM)** Conneaut, Ohio—Seeks CP to change TL: State Line Rd. S. of OH. 84, Pa Rd., 226, near Conneaut; make changes in ant. sys.; install new ant.; increase ERP: 3.0 kw (H&V) HAAT: 300 (H&V). Ann. July 30.

■ **KLOO-FM** Corvallis, Ore.—Seeks CP to make changes in ant. sys. change TL: N. Summit of Vineyard Hill, Corvallis, install new ant. increase ERP: 100 kw (H&V), HAAT: 1253' (H&V). Ann. July 30.

■ **WLAN-FM** Lancaster, Pa.—Seeks CP to increase HAAT: 498' H&V; change TL: Legislative Rte. 361120 0.7 mi n. of US Rt. 30, W. Hempfield Twp., Pa.; make changes in ant. sys.; install new ant. Ann. July 30.

■ **\*WJDZ(FM)** Levittown, P.R.—Seeks mod. of CP change TL: 2 mi. SE of Cerro La Santa Cayey, P.R.; install new ant.; ERP: 3.0 kw; HAAT: 1765'. Ann. July 30.

■ **\*KAUR(FM)** Sioux Falls, S.D.—Seeks CP to increase ERP: 100 watts; HAAT: 135'; install new ant. Ann. July 30.

■ **KMCFV(FM)** Conroe, Tex.—Seeks CP to make changes in ant. sys.; change TL to: on Hwy. 1485 outside Grangerland, Tex.; change SL and RC to: 29801 Interstate 45, Spring, Tex.; change type trans.; change type ant.; increase ERP: 100kw (H&V) increase HAAT: 569.72' (H&V) and change TPO. Ann. July 31.

■ **\*KOHM(FM)** Lubbock, Tex.—Seeks CP to change frequency 89.1 mhz; increase ERP: 3 kw; HAAT: 254'; install new ant.; make changes in ant. sys. Ann. July 30.

■ **\*KTXT-FM** Lubbock, Tex.—Seeks CP to change frequency 90.7 mhz; increase HAAT: 408' (H&V). Ann. July 30.

■ **\*KPLN-FM** Plains, Tex.—Seeks CP to change frequency 90.3 mhz; increase ERP: 218 watts; HAAT: plus 137' make changes in ant. sys. Ann. July 30.

### TV applications

■ **WTSP-TV** Largo, Fla.—Seeks CP to change ERP to vis. 316 kw (M) 147 kw (H) RMS, Aur. 14.7 kw (H) RMS; and make changes in ant. sys. Ann. July 31.

### AM actions

■ **WRMN(AM)** Elgin, Ill.—Granted permit to add nighttime power with 500 watts DA-N, change hours of operation to unlimited, change type trans. TL just south of Elgin on SR 31; (BP-20430). Action July 27.

### FM actions

■ **WQHQ(FM)** Andalusia, Ala.—Granted mod. of

## 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

CP to make changes in ant. sys.; change TL and SL to Hwy. 84 E.; change type trans.; change type ant.; decrease ant. height, 235 ft. (H&V) and change TPO (Main) (BMPH790613AK). Action July 27.

■ \*WEGL(FM) Auburn, Ala.—Granted CP to make changes in ant. sys.; and change type ant.; R.C. from main studio at Haley Center, Auburn Univ. (BPED790604AM). Action July 27.

■ \*KOHL(FM) Fremont, Calif.—Granted CP to change studio/R.C. location to 43600 Mission Blvd., Fremont; install new ant.; remote control, Ohlone College, Fremont (BPED-2701). Action July 27.

■ \*KTSC(FM), Pueblo, Colo.—Returned as unacceptable for filing application for major change in facilities of non-commercial educational broadcast station. Action July 20.

■ WQYK-FM St. Petersburg, Fla.—Granted CP changing TL to First Financial Building, North Tampa, Fla.; change type of trans.; change ant.; make changes in ant. system and change ant. height., ERP: 100KW (H&V) and ant. height: 550 ft. (H&V); (BPH-11172). Action July 17.

■ KLWN-FM Lawrence, Kan.—Granted CP to change TL; install new type of trans.; make changes in ant. system; ERP: 100 kw (H&V); ant. height: 590 ft. (H&V) (BPH-781017AI). Action July 17.

■ \*WJSU(FM) Jackson, Miss.—Granted CP to change TL, administration tower; studio/remote control, Blackburn Hall; install new trans.; make changes in ant. sys.; increase ant. height: 150 ft. (H); change ERP 0.1 kw (H) (BPED-780925AC). Action July 26.

■ KWWE-FM Mexico, Mo.—Granted CP to install new trans.; install new ant.; change TPO and ERP—100 kw (H&V); remote control from main studio at 1705 East Liberty St., Mexico (BPH780808AI). Action July 27.

■ \*WSHA(FM) Raleigh, N.C.—Granted mod. of CP to make changes in ant. sys.; change type trans.; increase ERP—25.5 kw (H&V); and change TPO; remote control from main studio at 118 East South St., Raleigh (BMPED790604AP). Action July 27.

■ WCBS-FM New York—Granted CP to make changes in ant. sys.; change type trans.; change type ant.; increase ERP: 7.5 kw (H&V); decrease ant. height: 1280 ft. (H&V); utilize existing ant. sys. as aux., and change TPO; remote control, 350 Fifth Ave. (BPH790611AL).

■ KTUF(FM) Terrell Hills, Tex.—Granted mod. of CP to change main SL to: 3900 Martin Luther King Dr., San Antonio, Tex. (BMPH-790509AJ). Action July 31.

#### TV actions

■ \*KTOO-TV Juneau, Alaska—Dismissed as unnecessary application to modify permit to change ERP; change trans., ant. (BMPET-780918KF). Action July 26.

■ KSHO-TV Las Vegas, Nev.—Granted CP to change ERP to vis. 275 kw, aural 31.6 kw; TL to summit of McCullough Range, 1.5 mi. SSW of Henderson, Nev.; studio at 3355 Valleyview Blvd.; type ant.; and ant. height 1160 ft. (BPCT781221LG). Action July 18.

■ WPDE-TV Florence, S.C.—Granted mod. of CP to change SL to 3215 South Cashua Dr., outside Florence city limits (BMPCT-790524KK). Action July 24.

## In Contest

#### Procedural Rulings

■ WJLB(AM)-WMZK-FM Detroit (Booth American Co.) **Revocation proceeding:** (Doc. 79-173)—ALJ Thomas B. Fitzpatrick set procedures governing Sept. 5 prehearing conference. Action July 27.

■ WKYO(AM)-WIDL-FM Caro, Mich. (Tuscola

Broadcasting Co.) **Renewal proceeding:** (BC Docs. 78-214, 78-216)—ALJ Thomas B. Fitzpatrick extended to Oct. 30 date for exchange of all exhibits of all parties with list of all witnesses, to Nov. 14 date for notification of witness for cross-examination, and set hearing from Sept. 11 to Nov. 27 at 10 a.m. in Caro. Action July 31.

■ WDAS-AM-FM Philadelphia (Max M. Leon Inc.) **Renewal proceeding:** (BC Docs. 79-30-31)—ALJ Thomas B. Fitzpatrick granted motion by Leon and extended through Oct. 29 stay of all proceedings heretofore granted by order released May 2. Action July 25.

■ WVAB(AM) Virginia Beach, Va. (Virginia Seashore Broadcasting Corp.) **FM proceedings:** (Doc. 19096)—ALJ Lenore G. Ehrig granted petition by Virginia Seashore and amended its application to reflect decision of Sea Broadcasting Corp., its majority stockholder, to sell station. Action July 31.

#### Petitions to deny

■ KKCW(AM) San Antonio, Tex.—FCC has, on remand, affirmed 1975 station renewing license of station licensed to Lone Star Radio Inc. U.S. Court of Appeals for District of Columbia Circuit had remanded case to FCC after Bilingual Bicultural coalition on Mass Media Inc. had appealed FCC's decision to renew station's license, despite Coalition's petition to deny. In reviewing KCCW's annual employment reports for 1973 to 1975, FCC affirmed its previous finding that station's license-term employment figures—in conjunction with Equal Employment Opportunity (EEO) program and policies—were within "zone of reasonableness." Action Aug. 1.

## Allocations

#### Actions

■ Ava, Ill.—Broadcast Bureau, in response to petition by Harold Lawder, assigned 103.9 mhz as its first FM assignment (BC Docket No. 79-72, RM-3253). Action July 25.

■ Palmyra, Mo.—Broadcast Bureau, in response to separate petitions by Mike McKenzie and James E. Janes, assigned 98.3 mhz to Palmyra as its first FM assignment. (BC Doc. 79-70, RM-3262, RM-3280). Action July 25.

■ Greenville, N.C.—Broadcast Bureau, in response to petition by Roy H. Park Broadcasting Inc., substituted 107.9 mhz for 107.7 mhz at Greenville, effective September 7 (BC Docket No. 78-184, RM-3034). Action July 25.

■ West Union, Ohio—Broadcast Bureau, in response to petition by Harold Parshall, proposed assigning 101.3 mhz to West Union as its first FM assignment; comments due Sept. 25, replies Oct. 15 (BC Docket No. 79-185, RM-3310). Action July 25.

## Fines

■ WVOV(AM) Huntsville, Ala.—Notified of apparent liability for forfeiture of \$1,000 for fraudulent billing practices. Action July 26.

■ WHHY(AM) Montgomery, Ala.—Ordered to forfeit \$500 for excess power operation. Action August 2.


■ KAMP(AM) El Centro, Calif.—Ordered to forfeit \$2,000 for repeated violation of rules, including failure to operate at times specified in station license. Action July 27.

■ KLIP(AM) Fowler, Calif.—Ordered to forfeit \$250 for repeated violation of rules including not calibrating remote plate voltage and plate current readings against corresponding instruments at trans. site from Sept. 1, 1976, to date of inspection. Action July 26.

■ KYSN(AM) Colorado Springs, Colo.—Ordered to forfeit \$450 for repeated violation of rules and failure to observe terms of station license. Action July 27.

■ WQQT(AM) Savannah, Ga.—Ordered to forfeit \$500 for repeated violation of rules including failure to maintain ant. input power within 90 to 105 percent of authorized power. Action July 27.

■ WYEN-FM Des Plaines, Ill.—Notified of apparent liability for forfeiture of \$5,000 for repeated violation of rules including failure to have an operator in actual



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charge of transmitting system and on duty at TL during periods when remote control equipment was inoperative. Action June 7.

■ WSHY(AM) Shelbyville, Ill.—Ordered to forfeit \$200 for repeated violation of rules including failure to enter three times weekly base currents and ant. monitor sample currents. Action June 21.

■ WORX(AM) Madison, Ind.—Notified of apparent liability for forfeiture of \$1,500 for apparent repeated violation of rules including failure to replace or repair tower lighting as soon as practicable. Action July 11.

■ WOBS(AM) New Albany, Ind.—Notified of apparent liability for forfeiture of \$1,000 for failure to operate at correct power level at times specified in stations authorization. Action July 11.

■ KWHK(AM) Hutchinson, Kan.—Notified of apparent liability for forfeiture of \$250 for failure to calibrate required instruments as often as necessary. Action March 20.

■ WREM(AM) Jenkins, Ky.—Ordered to forfeit \$300 for failure to conduct successive equipment performance measurements within 14 months. Action Aug. 3.

■ WTTL(AM) Madisonville, Ky.—Notified of apparent liability for forfeiture of \$500 for repeated violation of terms of its authorization. Action June 20.

■ WXXX(AM) Hattiesburg, Miss.—Ordered to forfeit \$2,000 for repeated violation of rules including failure to maintain operating power within limits of five percent above and ten percent below licensed value during pre-sunrise operation. Action June 11.

■ KRMS(AM) Osage Beach, Mo.—Notified of apparent liability for forfeiture of \$450 for repeated violation of rules including failure to make available equipment performance measurements at time of inspection. Action June 20.

■ KOFI(AM) Kalispell, Mont.—Notified of apparent liability for forfeiture of \$250 for repeated violation of rules including failure to properly install monitoring equipment. Action June 11.

■ KABQ(AM) Albuquerque, N.M.—Ordered to forfeit \$1,000 for repeated violation of rules, in that actual duration of numerous commercial announcements exceeded time logged for such announcements in station's daily program log. Action July 26.

■ KCLV(AM) Clovis, N.M.—Notified of apparent liability for forfeiture of \$4,000 for repeated violations of rules for issuing invoices which misrepresented quantity of advertising actually broadcast. Action July 11.

■ WHUD(FM) Peekskill, N.Y.—Ordered to forfeit \$1,000 for broadcast of lottery information. Action July 27.

■ WBCQ-AM-FM Bucyrus, Ohio—Notified of apparent liability for forfeiture of \$250 for repeated violation of rules including failure to cease operation by remote control. Action July 11.

■ KCCO(AM) Lawton, Okla.—Notified of apparent liability for forfeiture of \$250 for repeated violation of rules in that station's pre-sunrise operating power exceeded limit of five percent above licensed power on various dates. Action July 2.

■ WDXI(AM) Jackson, Tenn.—Ordered to forfeit \$300 for failure to make equipment performance measurements for calendar year 1977. Action Aug. 3.

■ WMTS(AM) Murfreesboro, Tenn.—Notified of apparent liability for forfeiture of \$2,000 for repeated violation of rules for failure to operate at times specified in current authorization. Action June 21.

■ WCVR(AM) Randolph, Va.—Ordered to forfeit \$100 for repeated violation of rules in that renewal application was filed with FCC later than first day of fourth full calendar month prior to expiration date of license. Action June 11.

■ KNOI(AM) Pullman, Wash.—Ordered to forfeit \$250 for operating in excess of 105 percent of authorized power. Action July 27.

■ WRON(AM) Ronceverte, W. Va.—Ordered to forfeit \$2,000 for billing practices. Action Aug. 2.

■ WNB(AM) Park Falls, Wis.—Ordered to forfeit \$250 for operating with a power greater than 105 percent of authorized power. Action Aug. 2.

■ WFHR(AM)-WRRW(FM) Wisconsin Rapids, Wis.—Notified of apparent liability for forfeiture of \$550 for repeated violation of rules including failure to perform equipment performance measurements during calendar years 1977 and 1978. Action April 19.

■ KSGW-TV Sheridan, Wyo.—Ordered to forfeit \$500 for repeated violation of rules, including results of weekly remote waveform monitor calibrations not entered in maintenance log between Nov. 26, 1977 and June 15, 1978. Action June 25.

## Translators

### Actions

■ W296AD Anchor Point, Alaska—Broadcast Bureau granted Alaska Village Missions Inc. CP for new UHF TV translator station on ch. 296 to rebroadcast programs of KHVN-FM Anchorage. (BPFT-78010171B). Action June 29.

■ K10LD Dillingham, Alaska—Broadcast Bureau granted City of Dillingham CP for new VHT TV translator station on ch. 10 to rebroadcast programs of KENI-TV; KAKM-TV; KTVA-TV, all Anchorage (BPTTV-7810191A). Action June 13.

■ K04JO Munds Park, Ariz.—Broadcast Bureau granted Pinewood Property Owners Association CP for new VHF TV translator station on ch. 4 to rebroadcast programs of KTVK-TV Phoenix. (BPTTV-7812121F). Action June 29.

■ K05GN Munds Park, Ariz.—Broadcast Bureau granted Pinewood Property Owners Association CP for new VHF TV translator station ch. 5 to rebroadcast programs of KPHO-TV Phoenix. (BPTTV-7812121G). Action June 29.

■ K12LP Munds Park, Ariz.—Broadcast Bureau granted Pinewood Property Owners Association CP for new VHT TV translator station on ch. 12 to rebroadcast programs of KOOL-TV Phoenix. (BPTTV-7812121H). Action June 29.

■ K49AF Haxton, Colo.—Broadcast Bureau granted Region I Translator Association CP for new UHF TV translator station on ch. 49 to rebroadcast programs of KWGN-TV Denver. (BPTT-7809291M). Action June 29.

■ K39AC Julesburg, Colo.—Broadcast Bureau granted Region I Translator Association CP for new UHF TV translator station on ch. 39 to rebroadcast programs of KRMA-TV Denver. (BPTT-7809291J). Action June 29.

■ K41AB Julesburg, Colo.—Broadcast Bureau granted Region I Translator Association CP for new UHF TV translator station on ch. 41 to rebroadcast programs of KBTV-TV Denver. (BPTT-7809291I). Action June 29.

■ W36AA Big Pine, Fla.—Broadcast Bureau granted Board of County Commissioners—Monroe County CP for new UHF TV translator station on ch. 36 to rebroadcast programs of WPBT (TV) Miami. (BPTT-3451). Action June 21.

■ W47AC Big Pine, Fla.—Broadcast Bureau granted Board of County Commissioners—Monroe County CP for new UHF TV translator station on ch. 47 to rebroadcast programs of WTVJ(TV) Miami. (BPTT-3456). Action June 21.

■ W55AM Big Pine, Fla.—Broadcast Bureau granted Board of County Commissioners—Monroe County CP for new UHF TV translator station on ch. 55 to rebroadcast programs of WCIX(TV) Miami. (BPTT-3458). Action June 21.

■ W57AM Big Pine, Fla.—Broadcast Bureau granted Board of County Commissioners—Monroe County CP for new UHF TV translator station on ch. 57 to rebroadcast programs of WCKT(TV) Miami. (BPTT-3460). Action June 21.

■ W60AK Big Pine, Fla.—Broadcast Bureau granted Board of County Commissioners—Monroe County CP for new UHF TV translator station on ch. 60 to rebroadcast programs of WPLG(TV) Miami (BPTT-3462). Action June 21.

■ W31AB Key West, Fla.—Broadcast Bureau granted Board of County Commissioners—Monroe County CP for new UHF TV translator station to rebroadcast programs of WPBT(TV) Miami. (BPTT-3446). Action June 21.

■ W39AC Key West, Fla.—Broadcast Bureau granted Board of County Commissioners—Monroe County CP for new UHF TV translator station on ch. 39 to rebroadcast programs of WTVJ(TV) Miami. (BPTT-3447). Action June 21.

■ W44AC Key West, Fla.—Broadcast Bureau granted

Board of County Commissioners—Monroe County CP for new UHF TV translator station on ch. 44 to rebroadcast programs of WCIX(TV) Miami. (BPTT-3455). Action June 21.

■ W66AN Key West, Fla.—Broadcast Bureau granted Board of County Commissioners—Monroe County CP for new UHF TV translator station on ch. 66 to rebroadcast programs of WPLG(TV) Miami. (BPTT-3467). Action June 21.

■ W30AB Marathon, Fla.—Broadcast Bureau granted Board of County Commissioners—Monroe County CP for new UHF TV translator station on ch. 2. Miami. (BPTT-3448). Action June 21.

■ W38AA Marathon, Fla.—Broadcast Bureau granted Board of County Commissioners—Monroe County CP for new UHF TV translator on ch. 4 to rebroadcast programs of WTVJ(TV) Miami. (BPTT-3452). Action June 21.

■ W63AL Marathon, Fla.—Broadcast Bureau granted Board of County Commissioners—Monroe County CP for new UHF TV translator station on ch. 63 to rebroadcast programs of WCIX(TV) Miami. (BPTT-3464). Action June 21.

■ W65AP Marathon, Fla.—Broadcast Bureau granted Board of County Commissioners—Monroe County CP for new UHF TV translator station on ch. 65 to rebroadcast programs of WCKT(TV) Miami. (BPTT-3466). Action June 21.

■ W68A1 Marathon, Fla.—Broadcast Bureau granted Board of County Commissioners—Monroe County CP for new UHF TV translator station on ch. 68 to rebroadcast programs of WPLG Miami. (BPTT-3469). June 21.

■ W32AB Matecumbe, Fla.—Broadcast Bureau granted Board of County Commissioners—Monroe County CP for new UHF TV translator station on ch. 32 to rebroadcast programs of WPBT(TV) Miami. (BPTT-3449). Action June 21.

■ W35AC Matecumbe, Fla.—Broadcast Bureau granted Board of County Commissioners—Monroe County CP for new UHF TV translator station on ch. 35 to rebroadcast programs of WTVJ(TV) Miami. (BPTT-3450). Action June 21.

■ W40AA Matecumbe, Fla.—Broadcasting Bureau granted Board of County Commissioners—Monroe County CP for new UHF TV translator station on ch. 40 to rebroadcast programs of WCIX(TV) Miami. (BPTT-3453). Action June 21.

■ W43AD Matecumbe, Fla.—Broadcast Bureau granted Board of County Commissioners—Monroe County CP for new UHF TV translator station on ch. 43 to rebroadcast programs of WCKT(TV) Miami. (BPTT-3454). Action June 21.

■ W59AJ Matecumbe, Fla.—Broadcast Bureau granted Board of County Commissioners—Monroe County CP for new UHF TV translator station on ch. 59 to rebroadcast programs of WPLG(TV) Miami. (BPTT-3461). Action June 21.

■ W56AZ Rock Harbor, Fla.—Broadcast Bureau granted Board of County Commissioners—Monroe County CP for new UHF TV translator station on ch. 2 to rebroadcast programs of WPBT(TV) Miami. (BPTT-3459). Action June 21.

■ W61AI Rock Harbor, Fla.—Broadcast Bureau granted Board of County Commissioners—Monroe County CP for new UHF TV translator station on ch. 61 to rebroadcast programs of WTVJ(TV) Miami. (BPTT-3463). Action June 21.

■ W64AN Rock Harbor, Fla.—Broadcast Bureau granted Board of County Commissioners—Monroe County CP for new UHF TV translator station on ch. 64 to rebroadcast programs of WCIX(TV) Miami. (BPTT-3465). Action June 21.

■ W67AP Rock Harbor, Fla.—Broadcast Bureau granted Board of County Commissioners—Monroe County CP for new UHF TV translator station on ch. 67 to rebroadcast programs of WCKT(TV) Miami. (BPTT-3468). Action June 21.

■ W69AS Rock Harbor, Fla.—Broadcast Bureau granted Board of County Commissioners—Monroe County CP for new UHF TV translator station on ch. 69 to rebroadcast programs of WPLG(TV) Miami. (BPTT-3470). Action June 21.

■ W36AB Oakland, Md.—Broadcast Bureau granted Maryland Public Broadcast Commission CP for new UHF TV translator station on ch. 36 to rebroadcast programs of WWPB-TV Hagerstown, Md. (BPTT-7812281C). Action June 12.



# 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.

**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 Brandiff, 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 dynamic general manager—track record—excellent opportunity. Box H-18.

**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.

**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.

**General Manager** to grow with young public radio station and maintain existing high standards. Inherit a talented staff dedicated to broadcasting excellence. Must have good management skills, development ability, public radio-experience, and familiarity with C.P.B. and N.P.R. Send resume and list of three references to: Gordon Edberg, President: KSKA; PO Box 1900; Anchorage, AK 99510. Closing date August 24.

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

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

**Manager, California.** Opportunity of a lifetime, because you can share ownership. Box H-82.

**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.

**Sales Manager:** for Maine's number one, 50,000 watt contemporary station. WIGY. Must be experienced, good with people, familiar with the Jennings system, and willing to make a serious professional commitment. Salary is negotiable. Contact Bruce A. Biette, Station Manager, at 207-443-5542. (EOE).

### HELP WANTED SALES

**South Florida.** At least 3 years fulltime radio Sales experience in small-medium markets (our metro 200,000). Substantial base plus commission. All replies in strictest confidence. EOE. Send complete resume to Box F-210.

**2 Positions:** Sales Manager and Sales person N.W. fulltime, high power AM & FM. Medium size multiple station market. ARB sweeps show 90% weekly cume. Sales Manager: Salary plus percentage of gross. Sales Person: Existing account list over \$10,000/mo., draw against 20% commission on collection. Experienced people only. EOE. Send resume to Box G-146.

**Opportunities with growing broadcast group** located in the Sunbelt. Seeking experienced (1) Radio Announcers, (2) Station Managers, Sales Managers, and (3) Sales Persons. Excellent benefits. Please send resume and tape if applicable. Contact: Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352. 919-276-2911. E.E.O. Employer.

**WVIS-FM Disco 106** needs experienced salespeople excellent commissions. Resume to Box 487, Fredericksted, St. Croix 00840.

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

**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.

**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.

**Excellent first sales opportunity.** Top rated local facility. Broadcast education or experience a must. Send full details to: Box H-36.

**Southeastern Michigan Opportunity:** Leading AM/FM stations in Ann Arbor must have an aggressive, professional, creative account executive with proven track record—minimum one year's experience. Dynamic opportunity in a singularly affluent market for someone with drive and a desire to achieve—can start at once. Call Holly Sparks 313-862-2881.

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

**Salespeople Wanted**—WIGY, Maine's number one contemporary station, is expanding. We are looking for bright, aggressive people who are looking to make \$17,000. Only people who can make a serious commitment need apply. Jennings trained preferred. Contact Bruce A. Biette, Station Manager, at 207-443-5542. (EOE).

**Texas Gulf Coast**—Experienced and aggressive salesperson has great growth potential in Nation's number one growth area as account executive with top station in market of one half-million. Guarantee. Commission. E.O.E. Resume to Doh Durden, KWIC, Box 6067, Beaumont, TX 77705.

### 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.

**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.

**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.

**Your opportunity:** staff announcer, production, news. Full time ABC. Resume, tape, KFRO, Longview, TX 75601. 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.

**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 ANNOUNCERS CONTINUED

**All night opening** for creative, mature communicator. Good salary and benefits. E.O.E. Tapes and resumes to Program Manager, KLMS, Box 81804, Lincoln, NE 68501.

**Modern Country announcer** with easy style, good production. 2 years experience. Competitive market. Immediate opening. Phone Dan Mitchell, WFNC, Fayetteville, NC. 919-867-3131. EOE.

**Southern New England's Disco Station** is looking for a real communicator. If you're a Pro, willing to work hard and become a part of a HOT radio station, send tape, resume, and salary needs to: Mike Adams, WMAS-FM, 101 West Street, Springfield, MA 01104.

**Tender, Lovin' Country** is taking applications for future openings for evening announcer. Experience preferable. Tape and resume to Dave Broman, KTLC, Box 65, Twin Falls, ID 83301. 208-733-3381 EOE/MF.

**Immediate Opening** for experienced announcer that can run a bright pleasant and tight country music show, required to do production for automated rock FM. No phone calls please! Send tape and resume to Sherry Fuller, WBGY, Westside Dr., Tullahoma, TN 37388.

**Experienced, take charge Morning Announcer** for MOR station. Good voice and deliver a must. Tape and resume to Gary James, Radio Station, WARE, 90 South Street, Ware, MA 01082.

**Top S.E. Market**, immediate opening for top midday personality. Start talking at 30K. EOE Resumes only to Box H-79.

**Good station in small city** of 20,000 has an immediate opening for an announcer and also for announcer-newsperson. We must have stability in person we seek. Good station and good working conditions. Call or write Clint Formby, Box 1757, Hereford, TX Phone 806-364-1860.

**WSOY, Decatur, Illinois**, is looking for experienced announcer with strong production for adult-contemporary format. EOE. Send tape and resume to Larry King, PD, WSOY, Box 2250; Decatur IL 62526.

## HELP WANTED TECHNICAL

**Assistant Chief looking** to become chief engineer or a chief engineer looking for new opportunity. Beautiful college town, 30 miles outside of Pittsburgh, Pennsylvania. A.M. and FM. must have transmitter and audio maintenance experience. Send resume to Mel Goldberg, WHJB, 245 Brown Street, Greensburg, PA 15601.

**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.

**Kentucky—need chief engineer.** Major engineering planned. Combo desired, but not necessary. Call Jim Ballard 606-248-5842.

**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** 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-8.

**Chief Engineer** for growing broadcast group (AM/FM) located in the Sunbelt. Automation, prods, directionals. Excellent benefits. Send Resume. E.E.O. Employer Contact: Marilyn S. Garner, Director of Personnel, PO Box 529, Laurinburg, NC 28352. 919-276-2911.

**Radio Audio Engineer:** Six-station interconnected FM radio network in Minnesota seeks engineer strong in audio, with some RF background, to help design and build new studio-office complex (with seven control rooms and studios), and remain as Chief Audio Engineer with responsibility to evaluate, specify, design and construct audio equipment to ensure high standards of quality throughout network. Send resume, salary requirements, letter of interest and references to Tom Kigin, Box B, Minnesota Public Radio, 400 Sibley St., St. Paul MN 55101.

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

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

**Currently Assistant Chief** and ready to move up to Chief? Work under the direction of our consultant as Chief. Some audio, transmitter repair experience necessary. Don Bishop, KW8Z, 3 West Princeton, Denver, CO 80110.

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

**Ambitious, audio oriented, nit-picking Chief**, for successful, well engineered Class C, in the prosperous Sunbelt. A good career opportunity with a small but growing company. Start 12K. Send brief resume to Box H-57.

**First class Engineer** for Medium size Market ... Experienced with Automation. AM & FM knowledge of FCC Rules and Regulations. John King, 333 E. Church St., Urbana, OH 43078.

## HELP WANTED NEWS

**A real mobile street "digger"** wanted for expanding news operation in Los Angeles. Immediate opening. Prefer street experience and a Southern California background. Call David Lampel ... 212-661-3344. Inner City Broadcasting Corporation headquarters.

**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.

**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.

**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.

**News person!** Need aggressive talent for No. 1 AM/FM combination. Tape and resume to Susan Giovati, WLHN, Box 98, Anderson, IN 46015. EOE.

**Award winning regional station** seeks News/Sports director. Only experienced professionals need apply. WPHM, 2379 Military, Port Huron, MI 48060.

**New Jersey's largest** full time radio news department needs experienced news anchor. Must have strong writing and on-air ability and be dedicated to local news. Excellent salary and benefits. Tape and resume to News Director, WOBM-FM, Box 927, Toms River, NJ 08753. EOE.

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

**Top S.E. Market** needs afternoon radio news anchor. Writing, repertorial skills and good air sound a must. EOE. Send resume to Box H-80.

**Experienced News Person Wanted** for number 1 radio station. Tape and resume to Gary James, Radio Station WARE, 90 South Street, Ware, MA 01082.

**Metro-area Small Market** needs news director capable of pulling short country air shift. Good pay, many benefits to right person. Must be strong on actualities, gathering and writing with strong delivery essential. Call Joe Bell, WURD, Georgetown, OH 513-378-6151.

## 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.

**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.

**WNMU-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 Gutensohn, General Manager, WTNT Radio, PO Box 1047, Tallahassee FL 32302.

**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.

**Program Manager** for Seattle Beautiful Music Station. Experience with Beautiful Music a must. Salary from \$16,000 commensurate with ability. EOE. Send inquiries to General Manager, KBRD, PO Box 11335, Tacoma, WA 98411.

**Program Director** needed for Seattle's top 25-34 soft AOR AM/FM. Empathetic administrator for these group-owned stations must be knowledgeable in FCC rules & regs. Call Mike Henderson, General Manager of KZAM AM/FM at 206-454-1540. An equal opportunity employer/male and female.

## SITUATIONS WANTED MANAGEMENT

**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.

## SITUATIONS WANTED MANAGEMENT CONTINUED

**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.

**Operations Program Manager**—strong on leadership and detail. Experience includes AM/FM contemporary and country programming, co-op sales, group management. B.A. degree. 12-years broadcast experience. Box G-139.

**Solid sales, programming** and administrative experience. True professional who desires management level position. Mid-Atlantic area preferred. Box H-55.

**General Manager,** heavy experience, documented success record with group giant, small stations. Exceptional skills in organization, administration, programming, sales, promotion. General Manager, who's practical, profit producer. Family wants relocation. Hot line number: 615-878-3023.

## SITUATIONS WANTED SALES

**Experienced, hard working,** young broadcaster wants into sales!! B.A. in Communications, First Phone, good voice, six years experience. Prefer South-east. Box H-12.

**Outstanding sportscaster,** five year pro with big ten PBP experience can double with super sales, seeks college PBP. 217-427-2324.

## SITUATIONS WANTED ANNOUNCERS

**First job wanted.** Broadcast trained. Third ticket. Phone weekdays 716-834-4459.

**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., Maltapan, MA 02126 617-298-5564.

**Versatile Air Personality,** 3rd Class License. Resume and audition tapes available. Creative and full of pep. R and B or disco. Box G-249.

**Personality, dedicated, dependable** hard-worked, creative D.J. Pleasant voice, third. Will relocate. Immediately seeking Top 40, RB or Disco station. Contact Charles Robinson 312-787-8220, 348-8429.

**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.

**MOR or Modern Country Announcer.** Experienced as PD/MD. Excellent references and stable work history. Box H-53.

**Sports Director.** Experienced. Telephone talk. P.B.P. Stability in solid medium-major a must. Available for interview. Michael Ward 716-832-7486 or 716-876-6399 after five E.S.T.

**Young ... Ambitious Disc Jockey** only 6 months experience plus some college air time. Ready, willing and able to learn. Will relocate immediately. Tape and resume available. Call or write Jerry Megiel, 2 Maple Place, Albertson, NY 11507. 516-621-6417.

**Talk Host**—G.M., Major League Sports Franchise featuring Jimmy Connors, Press Officer for big city Mayor, award winning News and Sports Director for Metromedia Station and more, Dynamic personality with wit and common sense, wants to return after 10 yr absence. Box H-56.

**Professional Announcer,** twenty years experience, music, news, production. Prefer M.O.R., beautiful music or country format. Will be your PD, or work hard for the one you have. Call: 504-523-4404.

**Top Sportscaster,** telephone sportstalk, p-b-p. currently with CBS owned 50 KW. Box 54, Lumberville, PA 18933; 215-297-5609.

**Seeking 50's, 60's, and 70's** Adult Personality format. Music specials and artist interviews my specialty. Award winning MD with 3 years commercial experience. Available now! Will relocate. Box H-59.

**Marquette grad,** broadcasting major, seeking first position. Any format. Midwest preferred. Call 414-463-4405 for tape. Francis Beres, 13595 W. National, New Berlin, WI 53151. 414-782-1182.

**New England Radio:** Stable, capable broadcaster currently programming 80 kw FM in Portland, Maine Metro seeks Adult Contemporary or Country airshift. 7 years experience. Nick Seneca, 207-725-5507 mornings, 207-725-2657 evenings.

**Female, 24,** 1st ticket, exp. 1-414-344-5617.

**Attention!** Seek break in N.Y./Southern New England. Charles Conner, 59-15 Woodbine Street, Brooklyn, NY 11227.

**Experienced DJ** light board, good news, commercials and production, will go anywhere, now. Box H-64.

## SITUATIONS WANTED TECHNICAL

**Energetic 1st phone** tech will relocate. Contact J. Fox, 25 Oliver St. Brooklyn, NY 11209.

**First Phone needs job now!** Serious offers only, no hassel, 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.

## SITUATIONS WANTED NEWS

**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.

**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.

**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.

**Six years experience** as reporter and news director—seeking new medium or large market challenge in Midwest. Box H-48.

**Top P.B.P. Sportscaster** desires major college P.B.P. spot. Experienced in football, basketball etc. If you want one of the best. Reply Box H-51.

**Experience Counts**—Seven years in radio news, plus seven on city desk of daily newspaper. Gather, write, deliver news and manage news department. Roger Ulrich, 14 Cherrywood, Wyomissing, PA 19610.

**Announcer seeking sportscasting position.** Excellent pbp, interviews, all facets. One year experience. Mark Bruffat, Toronto, SD 57268. 605-794-4231.

**Finally Graduating,** but already have 2 years experience at all-news station as air traffic reporter, editor and general assignments. Ready for full-time reporter position. Box H-81.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**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. Box G-120.

**Whatever Happened** to creative radio? Family man with five years experience seeks position with future in progressive Midwest area. Experience in production, copywriting, automation, promotion, and all other aspects of radio. Many character voices. Let's make money together! Call 214-763-4055.

**Warm, friendly, sounding announcer,** with first phone seeks programming opportunity with quality adult contemporary or MOR station in Mid-Atlantic or Southeast. Market size not as important as opportunity. Tape and resume at Box H-83.

**Medium Market (Top 50)** AOR programmer seeks career move to larger, preferably eastern, city Adult Contemporary, Top 40, AOR. Good team member, good track, details. 703-339-5795.

**Modern Country PD, MD, DJ.** 16 years experience. Excellent track record. Far West only, please. Darrel Wilson 602-384-4147 evenings.

## TELEVISION

### HELP WANTED MANAGEMENT

**Assistant Director of Grants Development.** Responsible for assisting the Director in research, coordination, writing and presentation of WHA Radio and Television production projects to potential funding agencies. Major responsibilities include: research and analysis of funding sources; proposal writing; client contact and presentation of selected proposals; monthly newsletter; manage routine administrative detail; manage funding coordination system; department liaison activities; assist in radio citizen support activities, function as Acting Director in absence of the Director. Bachelor's degree required. Master's in business or arts administration preferred; knowledge and experience in public broadcasting and demonstrated proposal writing ability required. Salary: \$14,000. Completed application deadline September 4, 1979. Write for application and details: Ronald C. Bornstein, Director and General Manager, WHA Radio and Television, 821 University Avenue, Madison, WI 53706. An equal opportunity/affirmative action employer.

### HELP WANTED SALES

**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.

**Experienced TV Sales.** Account executive who is strong self starter, career minded and service oriented. Great growth potential with ABC affiliate in growing southern market. Good company benefits. Equal Opportunity Employer. Send resume to Box H-68.

**SIN—The National Spanish TV** network is expanding in Spanish USA. America's fastest growing market. We have openings in sales and sales management in a number of sunbelt markets for aggressive self starters. All replies will be held in confidence. Please send resume to Box H-78.

### HELP WANTED TECHNICAL

**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.

**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.

## HELP WANTED TECHNICAL CONTINUED

**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.

**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, KFVR-TV, Box 1738, Bismarck, ND 58501. 701-223-0900.

**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.

**Technical Specialist, PR1.** Operate and maintain black and white television studio used for student training. Should be prepared to operate and maintain full color facility in the future. Involves working with students and faculty during television productions. Maintain and service other electronic equipment in communications building including film and slide projectors, audio and video tape recorders, PA system and television cable equipment. Qualifications: Associate Degree in Electronics and two years experience servicing television terminal equipment. Apply with letter and resume as soon as possible to Dr. John Malcolm, Director of Instructional Resources Center, McEwen Hall, State University College, Fredonia, NY 14063. Starting date: August 9, 1979. Affirmative Action/Equal Opportunity Employer.

**Chief Engineer, VHF, Network affiliate.** Hands on chief with good managerial skills. Start at 22K. EOE. Send resume to: Box H-87.

**Technical Operations Supervisor-KCET's** Engineering Department is in need of an individual who possesses: 10 years TV Broadcast Engineer experience, 3 years maintenance experience and 1st class FCC License. At least 2 years supervisory experience desirable. If interested please submit a resume to KCET Personnel, 4401 Sunset Blvd., Los Angeles, CA 90027 or call 213-667-9273.

**TV Maintenance Engineer:** Wanted immediately for prominent public station. Minimum 2 years technical training, 1 year TV broadcast equipment maintenance experience plus 1st Class FCC. Send resume to WXXI Personnel Dept., PO Box 21, Rochester, NY 14601. EOE.

**Chief Engineer.** Major West Coast market VHF seeks chief engineer with management experience, who is people-oriented and has a good grasp of the future technical needs of commercial broadcasting. EE helpful. Department is large, personnel excellent. Special projects numerous. EOE. Box H-45.

## 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.

**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.

**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.

**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.

**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.

**TV News Photographer**—Top southeast market is rebuilding Photography Department and seeks an experienced, take charge ENG expert. This person must be able to lead a photography and editing staff of 12. Only experienced, goal-oriented persons with a proven record of leadership need apply. Send resume in confidence to Box H-84.

**News Director**—Group owned network affiliate seeking an experienced manager for its 26 person award winning news operation in North Central market. Sound news judgement and proven leadership capabilities essential, in addition to strong administrative skills. Salary commensurate with experience. An Equal Opportunity Employer. Send complete resume to Box H-69.

**Anchor:** Solid newscaster who projects high-energy level. Suncoast station with unbelievable commitment to news. Monday through Friday position. Great opportunity. Equal opportunity employer. Reply to Box H-72.

**Producer 6 pm and 10 pm news.** Are you currently producing a fast-paced news show in a smaller market? Move up to our No. 1 rated department, one of the highest rated NBC affiliates in the U.S.! TV news program producing experience required. Box H-74.

**Top fifteen sports mad** southern city wants hustling creative weekend sports anchor/weekday sports reporter. Strong on human interest, fitness, reporter involvement. We are an equal opportunity employer. Box H-67.

**Need Weekend anchor** who can get on the street and report too. Immediate opening. Send tape and resume to Wayne Jackson, WECT TV 6, Box 4029, Wilmington, NC 28406. EOE.

**South Florida ABC affiliate** on the move! Immediate opening for experienced News Producer. Future openings possible for positions of reporter, camera operator, news anchor, sports anchor and weather reporter. Get your resumes to us now! Box H-49.

**Reporter**—Must be able to shoot and edit 16mm; shoot (TK76) and edit (Sony Professional) video tape (ENG). Must have a B.A. in broadcast journalism and one year street experience as a reporter. Immediate start. \$200 week starting salary, raise in three months. Not entry level. We are an equal opportunity employer. We highly encourage minorities to apply. Send tape and resume to Bob Walker, N.D., WINK AM-FM-TV, PO Box 1060, Fort Myers, FL 33902.

**On-Air Meteorologist:** Accredited, with 3-5 years experience. Must be highly motivated, with good air presence. Will work 6 & 11, M-F. No calls. Send tape, resume, credentials to Bob Walker, N.D., WINK AM-FM-TV, PO Box 1060, Fort Myers, FL 33902.

**Anchor person.** Frankly, we want a major market personality who wants to dominate a medium TV market. We're No. 1 and growing, and we'll surprise you with our ability to reward you. Box H-73.

**Entry Level Reporter**—Must have B.A. in broadcast journalism. Start in radio, move to TV. Must have training in ENG, Shooting and Editing (Video and audio tapes). Immediate need. Entry level position. Start at \$175 week; raise in three months. No phone calls. We are an equal opportunity employer. We highly encourage minorities to apply. Send tape and resume immediately to: Box Walker, N.D., WINK AM-FM-TV, PO Box 1060, Fort Myers, FL 33902.

**Assignment Editor**—Minimum requirement: B.S. in broadcast journalism; two years in radio. Handle day to day for twenty person radio and TV news crew. Start \$12-14,000; raise after three months. Must be able to motivate people, not shout at them. Solid journalistic background imperative. Need to be onboard Sept. 15th. We are especially interested in talking to handicapped journalists. We are an equal opportunity employer. We highly encourage minorities to apply. Send cover letter and resume to: Box Walker, N.D., WINK AM-FM-TV, PO Box 1060, Fort Myers, FL 33902.

**Sports Anchor** Top southeast market seeks Sports Anchor/Director/PBP. Needs thorough knowledge of ENG/PBP experience and expert on-air production technique. Send resume in confidence to Box H-85.

**Co-Anchor/Reporter** for WTRF-TV, Wheeling, W. Va. Must have at least two years TV reporting experience. Send resumes and tapes to News Director, WTRF-TV, 96 16th St., Wheeling, WV 26003. No telephone calls. EEO Employer.

**Anchorperson** for local TV station. TV production and anchoring experience required. Send videotape & resume Personnel Office, 3 Constitution Plaza, Hartford, CT 06115. We are an Equal Opportunity Employer!

**Anchor/Reporter** position for experienced on-air newscaster. EOE. Send tapes and resume to WMBB-TV, Box 1340, Panama City, FL 32401, Attention: Doug Grimm.

**News Director,** small market station, good reporting and news judgment, mature leadership and on-air skills required. Southern location. EOE. Send resume to Box H-86.

**Innovative News Producer** needed for top 15 market. If your work is imaginative and unique, send a sample tape to: Tony Burden, News Director, KMSP-TV, 6975 York Avenue South, Minneapolis, MN 55435. EOE.

**Assignment Editor/Producer** needed by tropical island cable TV news department. Potential for promotion to ND position. Resume to Tom Sanders, News Director, Guam Cable TV, 530 W. O'Brien Drive, Agana, Guam, 96910.

**Photographer.** Minicam operator for medium-market CBS affiliate in Southwest. We're looking for someone creative, reliable, and full of new ideas. Experienced only. Send resume and tape to News Director, KOTV, 302 South Frankfort, Tulsa, OK 74120. No phone calls, please.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**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.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

**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.

**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.

**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.

**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.

**Creative Services Director.** A Northeast network affiliate is accepting applications for creative services director in television-radio. Must be creative, well-organized with a knowledge of all media. Must be experienced in television and radio production, newspaper advertising. Must have proven ability to produce TV and Radio on-the-air promos, write news releases, produce sales pamphlets and brochures. Excellent salary and benefits. An Equal Opportunity Employer. Send resume to Box H-47.

**Production Manager!** Small Midwest Market, group owned station. Unique quality oriented individual with creative ability, hands-on experience, high degree of technical skills and organizational ability. Heavy commercial and program load. Must be familiar with M. E. production switcher (Vital 114A1). E.E.O.E. Send resume to: Production—PO Box 247, St. Joseph, MO 64506.

**Northeast, top 10,** network affiliate wants the very best male or female talk-variety host in the country. We're looking for someone with a wide variety of interests, on-air experience, intelligence and warmth. Experience with live audience and minicam essential. EEO. Reply to Box H-62.

**Executive Producer** to conceive, design, produce state-wide public TV programs. Must provide leadership and coordination of eight Ohio PTV stations in making major programs for Ohio's duplex interconnection system. Headquarter in Columbus with extensive travel throughout the state. Salary to \$25,000 per annum depending on credentials. Position term: October 1, 1979, through September 30, 1980, renewable to June 30, 1981. Send full resume, references, credits to Duane Tucker, WBGU-TV, Bowling Green, OH 43403. Applications must be received no later than September 7, 1979. Equal Opportunity Employer.

**Wanted,** Associate Producer for live, fast-paced, talk variety show in N.E. top 10 market. Must be a self-starter, detail-oriented and creative. Previous experience required for in-studio producing. EEO. Reply to Box H-63.

**Producer**—Looking for an experienced producer for our 11 p.m. news. Must have solid background in all phases of news and ENG, including live microwave. If you can produce a highly visual fast pace newscast and are a good writer who can also supervise scripts, send cassette sample of your work to Allen Jones, PO Box 2009, Durham, NC 27702. EOE.

## 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 NEWS

**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.

**Award winning newspaper editor,** working weekends on assignment desk in major market, seeking news management position. Box H-26.

**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.

**Seventeen months,** small TV market, I'm bored! Assignment editor/public affairs director desires reporting position larger market. Box H-54.

**Anchor/Reporter/Producer** desires position on Central East Coast. Young, dynamic, achiever. EEO classification. Wanda Starke Box H-75.

**Graduate looking** for reporting, weekend anchor. Sports experience PBP small or medium market, PJ Johnson, Box 483, Montezuma, NC 28653.

**Experienced Black Weathercaster** ready to relocate. 10 years radio, 3 years TV, 2 years as college instructor. B.S. Mass Comm., M.S. Education, First Phone, and Seal holder. Prefer TV weather but will consider other positions with a future. For tape and resume Box H-61.

**550% Documented ratings growth.** Anchor/N.D. Heavy experience. 37. Top Markets only. 713-866-8762.

**News Director.** Dedicated professional with 13 years experience wants to move from medium to large market. Would consider asst. news director, exec. producer, or producer slot in the right station. Box H-71.

**Fulltime sports position.** Seven years fulltime radio sports experience. Six years major college play by play. Now television anchor and general reporter. J.D. Ferry, 304 Merrimac Heights, Selma, AL 36701

**Experienced Producing Sports Shows** and experience in editing videotape. Detail work is also a strong point. Presently working at a major market network affiliate part-time. Resume and videotape available on request. Reply Box G-217.

**Top reporter in 50's market,** advised to move up, 28, nine years of broadcasting experience, masters degree in journalism, need a challenge. Box H-52.

**Anchor-Producer-Talk Show Host** (small market) seeking challenging position as interviewer, hostess, magazine program, or talk show. California or Florida preferred. All considered. Tape available. Madeline 412-438-7390.

**Personable Reporter,** 23, I offer talent, credibility and hustle. Experienced. B.A. Art, 914-255-6011 evenings.

**Chief Photographer** 18 yrs in Top 50 market. \$20,000 salary. Box H-77.

## SITUATIONS WANTED PRODUCTION, PRODUCTION AND OTHERS

**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.

**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.

**Experienced Young Female** producer/director (Guild) looking for creative challenge. Solid background in local talk, news and commercial production. Strong administration. Box H-39.

**Ten year** producer-director/production-operations professional desires growth position. Graham Brinton 215-664-3346.

## ALLIED FIELDS

### HELP WANTED SALES

**Television Syndication Sales:** We are a top company with an outstanding growth record and are in the process of expanding. We have openings for two sales people. One is an experienced pro that is strong on results. The other has television buying experience or some spot or syndication sales experience and the ability to get things done. Minimal travel. Send resume and salary requirements to Box H-66.

### 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.

**Technical Producer Director**—corporate color CCTV studio/multi-image/photographic facility, operation, maintenance, production and direction of video and multi-image programming; aggressive, creative self-starter with demonstrated ability to take presentation from concept to completion; join creative staff in Program Development/Communications of successful insurance company; prefer BA/BS in telecommunications or experience equivalent. Competitive salary; comprehensive benefits. Contact: Vince Williams, Personnel Director, The Lumbermens Mutual Insurance Company, Mansfield, OH 44901 419-522-1311.

## 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.

**Copywriter** with a flair for humor, depth, and production value in commercial scripts and presentations many apply for opening at TM Productions; 1349 Regal Row; Dallas, TX 75247. Unlimited creative opportunity, with some production involvement. Show your stuff by sending resume and scripts or tape to Ken Justiss, Vice President, Operations. No phone calls.

## 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.)

**Assistant Professor-Radio-Television**, to teach three courses in area of expertise, from among the following: regulation, media criticism, production analysis, societal impact, or a graduate seminar. Full resume and names of at least three professional references by October 1st to H. Eugene Dybvig, Dept. Executive Officer, Radio-Television Dept., Southern Illinois University, Carbondale, IL 62901. Position begins January 15, 1980; Salary competitive. SIUC is an equal opportunity employer and minorities are actively encouraged to apply.

## WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Instant Cash For TV Equipment:** Urgently need transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404-324-1271.)

## FOR SALE EQUIPMENT

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**5' Air Hellaz Andrews HJ9-50.** Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

**Towers**—AM-FM-Microwave-CATV & TV. New and used. Terms available. Tower Construction and Service. 904-877-9418.

**RCA TP-7 Slide Projectors:** Very good condition, \$4,000.

**Collins MW-408D Microwaves:** 7 Ghz. one audio channel, 2 available, \$4,500 ea.

**Ampex 1200A VTRs;** loaded with options \$28,000 ea.

**GE PE-400 Color Cameras:** Pedastels, scopes, racks, like new. \$14,000.

**GE PE-350 Color Cameras:** Excellent condition, 3 Available. \$8,000 ea.

**RCA TR-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.

**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.

**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.

**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.

**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.

**HL-35 Ikegami minicam**—Excellent shape, used in production house application—Never used for news—professionally maintained. Many extras. RCA TR-5 & TR-3 VTR's—Both Hi-Band. New CDL Stand alone Down Stream Keyer. All priced for quick sale. Call Terry 918-665-1980.

**Complete 3/4" color video** production and editing facility with customized video van. Excellent quality. Retail: \$40,500 Sale: \$21,500. 303-872-3790, 303-245-5400.

**Rusty Guys?** Replace now 7/16" & 3/8" size New guy wire available at super savings. Southern Tower Service 804-539-8365.

**RAMKO factory sealed items,** new. Send for bargain closeout prices, monitor, mike & dist amps. Write David Green, Broadcast Consultants Corp., Box 590, Leesburg, VA 22075.

## 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.

**Phantastic, Phunnies** ... introductory month's 400 one-liners ... \$2.00! 1343-B Stratford Drive, Kent, OH 44240.

## MISCELLANEOUS

**Artist Bio Information,** daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-438-0508.

**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.

**PSSTT... 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.

**20 reel disco gold library** \$300. Two track stereo with 25 Hertz tones. Studio West, 1702 N. Main, Santa Ana, CA 92706. 714-972-2610.

**Radio and TV Bingo.** Oldest promotion in the industry. World Wide Bingo—PO. Box 2311, Littleton, CO 80160. 303-795-3288.

## INSTRUCTION

**Free booklets** on job assistance. 1st Class FCC. license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

**1979 "Tests-Answers"** for FCC First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

**REI teaches electronics** for the FCC first class license. Over 90% of our students pass their exams. Classes begin September 10 and October 22. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922.

# RADIO

## Help Wanted 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 Technical

### RADIO NETWORK DIRECTOR OF ENGINEERING

Six-station interconnected FM radio network in Minnesota seeks engineer with AM, FM, audio, microwave and satellite experience, plus administrative skills, to be responsible for engineering activity as Director of Engineering. Send resume, salary requirements, letter of interest and references to Tom Kigin, Minnesota Public Radio, Box A, 400 Sibley St., St. Paul MN 55101 AA/EOE

## 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.

## EXCITING OPPORTUNITY

### NEWS DIRECTOR KGO NEWSTALK RADIO SAN FRANCISCO

Immediate opening with San Francisco no. 1 radio station. Please apply only if you have management experience with major news blocks in top 20 markets. Resumes only to:

Jerry Johnson  
Operations Manager  
KGO Radio  
277 Golden Gate Ave.  
San Francisco, CA 94102

Equal opportunity employer/An ABC owned station

### 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.

### TV WEATHER FORECASTER

Meteorologist wanted for major market station in South Florida. Will do 4 weekend weathercasts & other duties. Must have on-air TV experience & have meteorologist degree. Excellent salary & benefits. Send resume & salary history to Manager of Employment, P.O. Box 010787 Miami, Fla. 32101.  
Equal Opportunity Employer M/F

### Help Wanted Programing, Production, Others

### CREATIVE SERVICES DIRECTOR

A Northeast network affiliate is accepting applications for creative services director in television-radio. Must be creative, well-organized with a knowledge of all media. Must be experienced in television and radio production, newspaper advertising. Must have proven ability to produce TV and radio on-the-air promos, write news releases, produce sales pamphlets and brochures. Excellent salary and benefits. Send resume to Box H-47.  
An Equal Opportunity Employer.

### SPORTS DIRECTOR

Must know P.B.P. High School, College, Football and Basketball. Board Shift, Some Production. Great Opportunity for the right person. Contact:  
Tom Parker  
Operations Manager  
KTTR/KZNN  
PO Box 727  
Rolla, Missouri 65401  
314-364-2525

### 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.

### TELEVISION DIRECTOR

Television Director, major market PTV station seeking creative professional to plan, stage, televise, and post produce for weekly magazine format. Minimum qualifications: BA or equivalent experience in broadcasting, demonstrative ability directing music, drama, interview, panels, news, with three years experience as full time broadcast television director with verifiable credits. Contact: John Conney, KCTS-9, 4045 Brooklyn Avenue NE, Seattle, WA 98105. (206) 845-1803, deadline August 31, 1979.

equal opportunity employer m/f/h

### 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.

### Situations Wanted Announcers

#### Tired of Space Cadets, Elbow Benders and Stars?

Looking for a drive time team that are funny showmen, with excellent production skills, who can sell on the air? Box H-65.

### Help Wanted Announcers

#### TALK-HOST-TAMPA BAY

Searching nationwide for dynamic night entertainer ready to move up to market 22. Exciting personality able to handle guests, topics and callers well. Light to heavy. Talk experience a must. Rush cassette and bio to: Michael Spears, General Manager, WFLP, TalkRadio 57, P.O. Box 570, Pinellas Park, Fla. 33565. EOE M/F

### TELEVISION Help Wanted News

#### NOON ANCHOR/ REPORTER

Top 30 market, No. 1 station needs a bright, attractive newswoman who likes team play and wants to win. Excellent salary, group owned. No beginners please. Send resume to Box H-40. E.O.E.

### 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. Fringe benefits include Medical, Life Insurance and Pension Plan. Salary to \$22,900 depending on experience. Send resume to Chief Engineer, WMAR-TV, 6400 York Road, Baltimore, Maryland 21212. E.O.E. M/F

### 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.

### TV MAINTENANCE ENGINEER

Needed immediately to maintain TV translator system, microwave, Quad, 1", 3/4" videotape recorders, RF Distribution systems, color cameras. Excellent salary and benefits. Send resume to Kenneth M. Wasmund, 9520 Fredonia-Stockton Road, Fredonia, New York 14063

### 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 Service Engineer

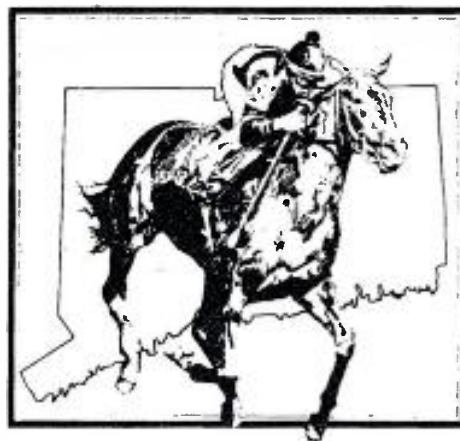
Sony Broadcast, Compton CA has a position open for an engineer with extensive experience in the service and maintenance of Sony broadcast VTR, color camera, TBC and related professional products. To work with installation at customer's location and on the bench in Sony Compton SVC Lab. Candidate should have a minimum of 3 years direct maintenance experience. Please call or send resume to:

Tomo Wada  
Sony Broadcast  
700 West Artesia Blvd.  
Compton, CA 90220  
(213) 537-4300 Ex. 379

## ALLIED FIELDS Help Wanted Technical

# TELETRACK<sup>TM</sup>

## American Totalisator Has Exciting Positions In It's Newest OTB Production



Teletrack, located in New Haven, Connecticut, combines the excitement of a most modern entertainment center with that of the actual thrill of the racetrack including full color video representation of the prime New York races live on a large screen.

With the scheduled opening rapidly approaching, we are currently seeking the following professionals to staff this new concept in sports centers.

Our current needs are:

#### AUDIO-VIDEO OPERATIONS MANAGERS (2)

Requirements include experience with broadcast quality professional/video tape recorders. Individual will be responsible for the production of acceptable audio/visual programs and will direct a crew of technicians engaged in video control, audio and other related technical state-of-the-art equipment.

#### AUDIO-VIDEO MAINTENANCE ENGINEERS (2)

Candidate must have experience with the maintenance and calibration of switchers, professional video recorders, monitors and test equipment.

#### AUDIO-VIDEO OPERATIONS TECHNICIANS (4)

Individual must have experience in operating broadcasting quality videotape recorder and other related equipment.

#### AUDIO-VIDEO PROJECTION ENGINEERS (3)

Candidate must have experience in operating and maintaining sequential Eidophor projectors.

We offer a wide range of career possibilities and a comprehensive compensation package with a full range of benefits. The opportunities to shine in our newest production are here. Interested applicants should call collect or send resume including salary history to:

Jack Monahan  
(301) 666-8700



### AMERICAN TOTALISATOR SYSTEMS GENERAL INSTRUMENT CORPORATION

11126 McCORMICK ROAD • HUNT VALLEY • MD 21031

## 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.

## Help Wanted Management

### BUSINESS AFFAIRS HONCHO

Leading (and expanding) television program distributor and production company has enormous opportunity and potential for "the best in the business"—the best combination of legal-administrative (accounting) talents. Minimum of 5 years experience in broadcasting (preferably with syndication background) is the person we seek for our NY operation.

We offer top dollar. Our need is now. Please write in detail, and in complete confidence. Box H-76.



## Help Wanted Instruction

### CHAIRPERSON Radio-Television-Film Department

Position open September 1, 1979. Responsibilities: Chairperson is the principal administrator of the Radio-Television-Film department. Responsibility for leadership in curricular planning; faculty and staff administration; budget management; facilities utilization; teaching; supervision of television production and services, and full-time Class A, Public Radio station. Requirements: Candidate should have an earned doctorate or near, in the field, with substantial broadcast experience. Candidate should provide evidence of administrative/managerial success and exhibit communication skills necessary to a university department. Three-year appointment on tenure track at rank of Professor or Associate Professor. Salary open. Apply to Search Committee, Center for Radio and Television, Ball State University, Muncie, IN 47306. Application deadline August 17, 1979.

Ball State University Practices Equal Opportunity in Education and Employment.

## CABLE

### Help Wanted Management

### CABLE TV

Golden West Broadcasters, owned in the majority by Gene Autry has announced its entry into the subscription TV field. The Multipoint Distribution Services (MDS) and Pay Cable have openings for:

- General Managers
- Marketing Managers and
- Systems Engineers

This is a ground floor opportunity in an established co. committed in total to the growth of the GWS TV division. GWS consists in part of KTLA Channel 5, KMPC and several other radio stations as well as the California Angels.

If you have had 3-5 years experience in management and/or marketing cable TV, send your resume in confidence to:

M. Clark  
Director of Personnel

# GWB

Golden West  
Broadcasters  
Dept. CT  
5800 Sunset Blvd.  
Los Angeles, CA 90028

Equal Opportunity Employer M/F

## Help Wanted Programing, Production, Others

### ECONOMIST

to direct internal economic analysis and coordinate contract research, Washington-based communications trade association. Ph.D. preferred, M.A. with policy research experience acceptable.

Write Box H-60

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# B A L

### BROADCASTER'S ACTION LINE

The Broadcasting Job you want  
anywhere in the U.S.A.  
1 Year Placement Search \$25.00  
Call 812-889-2907

R2, Box 25-A, Lexington, Indiana 47138

### Radio Programing



### LUM and ABNER

5 - 15 MINUTE  
PROGRAMS WEEKLY  
Program Distributors

410 South Main  
Jonesboro, Arkansas 72401  
Phone: 501-972-5884

### The MEMORABLE Days of Radio

30-minute programs from the golden age of radio  
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION  
Included in each series



### Program Distributors

410 South Main  
Jonesboro, Arkansas 72401  
501-972-5884



### 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

### 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 Opportunity

### BUSINESS OPPORTUNITY

Why seek a job with limited future, own your own business with an unlimited potential in the advertising field. Call (404) 546-6001 or write to: Franchise Director, 387 Old Commerce Road, Athens, Georgia 30607.

### Public Notice

#### PUBLIC NOTICE: APPLICATION FOR CABLE TELEVISION FRANCHISE

The Town of Saugus, Mass. will accept applications for a License for a Community Antenna Franchise. Applications will be accepted until 5:00 PM. on Oct. 15, 1979 at the address below. All applications received will be available for public inspection during normal business hours at address below. Each application should be accompanied by a \$100.00 non-returnable filing fee, payable to the Town of Saugus.

Cable Television Committee  
c/o Board of Selectman  
Christie Serino  
Ronald Jarosz  
Saugus Town Hall  
Saugus, Mass. 01906

The Town of Rye and Village of Port Chester in Westchester County, New York, invite applications for a cable television franchise. Applications shall be prepared and submitted in accordance with a "Request for Proposals" available from the undersigned. Applications will be accepted until October 15, 1979. All applications received will be available for public inspection during normal business hours at Rye Town Rooms, 10 Pearl Street, Port Chester, N.Y. 10573.

/s/ Geraldine Zuccaro  
Town Clerk  
10 Pearl Street  
Port Chester, N.Y. 10573  
(914) 938-0250

#### JEFFERSON COUNTY, KENTUCKY NOTICE OF REQUEST FOR BIDS FOR CATV SYSTEM

The Fiscal Court of Jefferson County hereby notifies all interested parties that Jefferson County will accept sealed bids for the awarding of a non-exclusive franchise to construct, operate and maintain a cable television system within the unincorporated area of Jefferson County. Bids will be accepted not later than September 17, 1979, at 4:30 PM. at the office of the Fiscal Court Clerk, Room 202, Jefferson County Court House, Louisville, Kentucky, 40202. All bids shall be subject to and in conformity with the terms and conditions of Jefferson County Ordinance No. 11, Series 1979, as amended, and Jefferson County's request for proposals, copies of which are available upon request from the Fiscal Court Clerk at the above address. Jefferson County reserves the right to reject any and all bids and to relet the franchise in the event bids submitted are deemed unsatisfactory.

Allen Hamilton  
Fiscal Court Clerk

### Wanted To Buy Stations

#### OWNER/OPERATOR EXPANDING PRIVATE NEGOTIATIONS

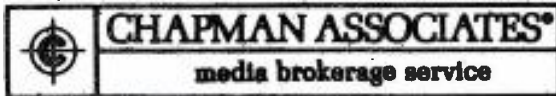
Somewhere there is an owner of a radio station who is weary with the idea of retirement, and who is considering that maybe it is time to sell the station he has built.

I am looking to buy another property. The only hard and fast requirement that I have is that the station be located in a nice place to live. I'd prefer a medium market in a community suited for good family living. Everything else is negotiable.

If you are thinking about selling your station, you probably are also thinking that you sure don't need that news discussed all over town. Maybe that's why you haven't talked to anyone about selling. I understand the need for privacy. The station I now own was purchased with the most delicate discretion. I know the value of a closed mouth.

I'd like to buy another station, maybe yours. My price range is plus or minus \$1 million, with terms acceptable to seller. I'd like to see you get your price and your terms, with me obtaining a nice station in a good locale. Let's talk. My name is Mike Walton. You can call me at 414/458-2107; or write me at my station, WHBL/WVJR Radio, P.O. Box 27, Sheboygan, WI 53081; or if you would prefer, write me at home, 525 Clement, Sheboygan, WI 53081. No brokers, please.

## For Sale Stations



STATIONS				CONTACT	
S	Small	Profitable	\$230K	15 yr. Payout	Bill Chapman (404) 458-9226
S	Small	AM/FM	\$400K	Cash	Paul Crowder (615) 298-4986
W	Small	FM	\$300K	\$87K	"Corky" Cartwright (303) 789-2195
W	Medium	Fulltime	\$350K	29%	Bill Whitley (214) 387-2303
S	Metro	AM	\$700K	Terms	Bill Hammond (214) 387-2303

To receive offerings of stations within the areas of your interest, write Chapman Co., Inc. 1835 Savoy Dr., N.E., Atlanta, GA 30341

### MIDWEST AM/FM

Class A-FM—Class III-AM. Billing excess of \$300,000. Profitable—Terms to qualified buyer—asking less than 2.3x gross.

Carolina Media Brokers  
516 Fenton Place  
Charlotte, NC 28207  
704-376-1161

### LARSON/WALKER & COMPANY Brokers, Consultants & Appraisers

213/828-0388 Suite 214 11681 San Vicente Blvd. Los Angeles, CA. 90049	202/223-1553 Suite 417 1730 Rhode Island Ave. N.W. Washington, D.C. 20036
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### THE KEITH W. HORTON COMPANY, INC.

P. O. Box 948  
Elmira, NY 14902  
(607) 733-7138

*Brokers and Consultants to the Communications Industry*

### SELECT MEDIA BROKERS

AL	Daytime AM	600K	Metro
IL	Fulltime FM	1.75MM	Metro
FL	Daytime AM	390K	Medium
TX	Daytime AM	630K	Metro
WA	Fulltime AM	265K	Small
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

### RALPH E. MEADOR

Media Broker  
AM - FM - TV - Appraisals  
P.O. Box 36  
Lexington, Mo. 64067  
Phone 816-259-2544

### THE HOLT CORPORATION

APPRAISALS-BROKERAGE-CONSULTATION  
OVER A DECADE OF SERVICE  
TO BROADCASTERS  
Westgate Mall, Suite 205  
Bethlehem, Pennsylvania 18017  
215-865-3775

### R.D. Hanna Company

Brokers-Appraisers-Consultants

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### MEDIA BROKERS APPRAISERS

RICHARD A. SHAHEEN INC.  
435 NORTH MICHIGAN • CHICAGO 60611  
312-467-0040



### H.B. La Rue, Media Broker

RADIO • TV • CATV • APPRAISALS

West Coast: 44 Montgomery Street, 5th Floor-San Francisco, California 94104 415/673-4474	East Coast: 210 East 53rd Street, Suite 5D-New York, N.Y. 10022 212/288-0737
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## 901/767-7980

**MILTON Q. FORD & ASSOCIATES  
MEDIA BROKERS—APPRAISERS**

*"Specializing In Sunbelt Broadcast Properties"*  
5050 Poplar - Suite 816 - Memphis, TN. 38157

### BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

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.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. *Blind Box* numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$80.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

- 10,000 Watt Stereo S.E. Metro area. \$800,000.
- 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

# Fates & Fortunes

## Media



Turner

**Walter Turner**, director of programing, WIL-AM-FM St. Louis, named president and general manager of licensee, WIL Music Inc.

**James Markham**, general manager, WAVE(AM) Louisville, Ky., assumes additional duties as president.

**Glenn Morgan**, operations director,

WABC(AM) New York, resigned; assisting in that area on interim basis is Rick Sklar, vice president, programing, ABC Radio.

**John Reiplinger**, station manager, WGBF(AM) Evansville, Ind., named general manager of station and executive VP of licensee, Metro Radio Co.

**Howard Karlin**, sales manager, WQLR(FM) Kalamazoo, Mich., named VP-general manager of co-owned WEZV(FM) Fort Wayne, Ind.

**James Taszarek**, general sales manager, WIL-AM-FM St. Louis, joins WRTH(AM) Wood River, Ill. (St. Louis), as general manager.

**John Doran**, general manager, KELP(AM) El Paso, Tex., joins KKJY-AM-FM Albuquerque, N.M., in same capacity.

**Ron Leppig**, group VP-sales, WYEN(FM) Des Plaines, Ill., and co-owned WAUK(AM) Waukesha, Wis. (Milwaukee), joins WAIT(AM) Chicago as station manager.

**Patrick Crafton**, former general manager, WLAD-AM-FM Danbury, Conn., joins WSUB-AM-FM Groton, Conn., in same capacity.

**Paul Petosky**, account executive, WJPD-AM-FM Ishpeming, Mich., joins WIDG(AM) St. Ignace, Mich., as general manager.

**Jack Jacobson**, formerly with KGUN-TV Tucson, Ariz., joins KTVK(TV) Phoenix as station manager.

**Bruce Lewis**, local and regional sales manager, KMEG(TV) Sioux City, Iowa, named station manager.

**Jim Pelletier**, program director, KUBB(FM) Mariposa, Calif., named station manager.

**Don Bishop**, former assistant program director, KDKO(AM) Littleton, Colo., joins KWZ(AM) Denver as operations manager.

**Don Lincoln**, operations manager, KLB(AM) Austin, Tex., joins KRMG(AM) Tulsa, Okla., in same capacity.

**Jay Davis**, director of news and public affairs, KGER(AM) Long Beach, Calif., assumes additional duties as director of operations.

**Bruce Fleming**, promotion coordinator,

KYLO(FM) Davis, Calif., named operations manager.

**Kevin Bauer**, sales manager, WBEC-FM Pittsfield, Mass., named manager.

**Norman Hurd**, formerly with American Television & Communications and Storer Cable, joins American Cablesystems Corp. as regional manager of subsidiary, American Cablesystems of Virginia which includes 13 systems in Virginia, West Virginia and Tennessee.

**Steven L. Greenberger**, tax manager with accounting firm of Price Waterhouse & Co., New York, appointed director, tax administration, NBC Finance, New York.

**J. Paul Wilson**, business manager, KCST-TV San Diego, joins WDIV(TV) Detroit in same capacity.

**Haskell Arnold**, treasurer, Public Broadcasting Service, Washington, named VP.

**Candice Keels**, accountant with Parkland Jewelers, Cayce, S.C., joins Cosmos Broadcasting, Columbia, S.C., as corporate accountant.

**Terry Pasquariello**, associate director, Girl Scout Council of Nation's Capital joins non-commercial WETA-TV Washington, as local underwriting officer in development department.

New officers, Georgia Association of Broadcasters: **Fred Pierce**, WJCL-FM-TV Savannah, president; **Otto McDonald**, WLET-AM-FM Toccoa, VP-radio and president-elect; and **Walt McCroba**, American Family Television (WTOC-AM-FM-TV Savannah and WYEA-TV Columbus), VP-television.

New officers, Colorado Broadcasters Association: **Stephen Heater**, KSPN(FM) Aspen, president; **Douglas Stephens**, KDEN(AM) Denver, president-elect, and **Rusty Shaffer**, KBOL(AM)-KBVI(FM) Boulder, secretary-treasurer.

**Catherine Clark**, WIIN(AM) Atlantic City, N.J., re-elected president of New Jersey Broadcasters Association. **Peter Arnow**, WMTR(AM) Morristown, co-owned WDHA-FM Dover, elected VP.

New officers, New England Cable Television Association: **Harmon White**, Community TV, Laconia, N.H., president; **John Rakoske**, Continental Cablevision, Dover, N.H., VP; **William Henchy**, A.R. Telecommunications, Waltham, Mass., secretary, and **William Roberts**, Warner Cable, Claremont, N.H., treasurer.

## Advertising

**Abe Goren**, account executive, WNBC-TV New York, named national sales manager, WNBC(AM) New York.

**Rotha Maddox**, sales manager for Detroit office of CBS-FM National Sales, named national sales manager for WCBS-FM New York.

**Harlan Reams**, regional sales executive, KOTV(TV) Tulsa, Okla., joins KGMC(TV) Oklahoma City as general sales manager.

**John S. (Jack) Bonanni**, general sales manager, WABC-TV New York, appointed VP, sales, ABC Owned Television Stations. Succeeding



Bonanni



Ahern

him at WABC-TV is **Joseph J. Ahern**, who has been local sales manager of station.

**Kenneth George**, local sales manager, KOVR(TV) Stockton, Calif., named general sales manager, succeeding retiring **Wilson Lefler**. **Douglas Grant**, account executive, named national sales manager.

**Christopher Conway**, local sales manager, WIL-FM St. Louis, named VP-general sales manager, WIL-AM-FM.



**Sherlee Barish**. Executive recruiter. The best there is, because she's been doing it longer and better.

Television news is her specialty: Anchors, reporters, meteorologists, sportscasters, news directors and news producers.

Call her.

**BROADCAST PERSONNEL, INC.**  
527 MADISON AVENUE  
NEW YORK CITY, 10022  
(212) 355-2672



Jones

**Earl Jones**, national sales manager, WDCA-TV Washington, named general sales manager.

**Robert Griffith**, Western regional manager, RKO Radio Sales, named general sales manager, KMET(FM) Los Angeles.

**John Hokln**, VP of Metro Radio Sales, Chicago, appointed general manager of

WLOO(FM) there.

**Robb Gray Jr.**, national sales manager, KMEG(TV) Sioux City, Iowa, named general sales manager.

**Zim Barsteln**, director of promotion, WLIR(FM) Garden City, N.Y., named VP in charge of sales.

**Milton Lang**, with WTVX(TV) Fort Pierce, Fla., named national and regional sales manager.

**Christine Woodward**, regional sales manager, WQLR(FM) Kalamazoo, Mich., named general sales manager.

**Jeffrey Holmes**, account executive, WQLR(FM) Kalamazoo, Mich., named sales manager of co-owned WEZV(FM) Fort Wayne, Ind.

**Doug Knight**, account executive, WFLN-AM-FM Philadelphia, joins KYW-TV Philadelphia in same capacity. **Linda Noble**, art director, WHY-TV Wilmington, Del., appointed staff designer, KYW-TV.

**Sandra Younts**, account executive at WLVI-TV Cambridge, Mass. (Boston), appointed to same post at WRKO(AM) Boston.

**Tony Welch**, sales manager in San Francisco office of CBS Radio Spot Sales, joins Mutual Broadcasting System as account executive in Los Angeles office.

**Bruce Grindle**, from WRGB(TV) Schenectady, N.Y.; **Wilt Meyl**, regional sales manager, WPTF(AM)-WFLY(FM) Albany, N.Y., and **Vera Hope**, sales assistant, WTEN(TV) Albany, named account executives for WTEN.

**Mark Chapman**, account executive, WFIE-TV Evansville, Ind., and **Allen Minetree**, sales manager for Durham, N.C., department store, join WPTF-TV Durham as account executives.

**M. David Vaughan**, account executive, KRNA(FM) Iowa City, assumes additional duties as co-op coordinator.

**Jana Phillippi**, from WTVD(TV) Durham, N.C., joins WEZI(FM) Memphis as account executive.

**Diane Kidwell**, from WORD(AM) Spartanburg, S.C., joins KKYK(FM) Little Rock, Ark., as account executive.

**Graham Phillips**, chairman, president and chief executive officer of Ogilvy & Mather/Canada, transfers to New York as executive VP of Ogilvy & Mather/U.S., but will continue as chairman of Canadian company. **Julian Clopot**, VP and managing director of Toronto office of O&M, succeeds Phillips.

**Ray Rhamey**, associate creative director, D'Arcy-MacManus & Masius, St. Louis, elected VP-creative director. **Carl Lampe**, art director, Gardner Advertising, joins DM&M, St. Louis, in same capacity. **Sally Wilber**, art director, Mace Advertising, Morton, Ill., joins

DM&M, St. Louis, as production artist. **Sean Neall**, senior account executive, BBDO, joins DM&M, Bloomfield Hills, Mich., as account executive on Pontiac account. In Chicago office of DM&M, **David Lauer**, account supervisor, elected VP. **Carl Ross**, from Penta Corp., Champaign, Ill., joins DM&M in Chicago as copywriter.

**Janice Horton**, account supervisor at Tinker Campbell Ewald, New York, and **Deborah Forman**, senior account executive at Norman, Craig & Kummel, New York, appointed account supervisors at Foote, Cone & Belding, New York. Named account executives at FCB, New York: **Treacy Galway**, assistant account executive, Wm. Esty, New York; **Robert Foth**, account executive, Kelly, Nason Univas Inc., New York, and **Ann Gaillard**, account executive, Ted Bates & Co., New York. **Sandra Hoffman**, assistant account executive, N W Ayer ABH International, New York, named to same post at FCB, New York. **Barbara Eden**, sales promotion assistant, Lever Brothers, New York, joins FCB as account merchandising executive.

**Mary Jean Meadows**, associate media director; **Robert Klepac**, senior art director, and **Tom Overman**, creative group supervisor, Liller Neal Weltin, Atlanta, elected VP's.

**Billy Davis**, senior VP and music director of McCann-Erickson, New York, named music director of McCann-Erickson, U.S.A., with responsibility enlarged to include agency's eight other regional offices.

**Donna Lamb**, from Roberts Advertising, joins Nelson Stern Advertising, Cleveland, as senior media buyer. **Celia Solloway**, from Wyse Advertising, Cleveland, joins Nelson Stern as broadcast producer-talent coordinator.

**Barbara Boyd**, broadcast production manager, Shailer Davidoff Rogers, Fairfield, Conn., named director of broadcast production.

**Lu Cruce**, senior copywriter, Luckie & Forney Advertising, Birmingham, Ala., named associate creative director. **Susan Butterworth** and **Sherron Kell**, staff artists, named art directors.

**Ronnie Puccinelli**, executive secretary, Chiat/Day Advertising Inc., Los Angeles, named research assistant.

**Richard E. Allen**, account executive, CBS Radio Spot Sales, Los Angeles, named sales manager.

**Barbara Stokes Larson**, general sales manager, KDKA-AM-FM Pittsburgh, joins Radio Advertising Representatives, New York, as general sales manager.

**Perry Bascom**, marketing sales executive, Television Bureau of Advertising, named director of Southeastern sales, based in Atlanta.

**Walter Bills**, VP-retail, Newspaper Advertising Bureau, New York, and **J. Barry Weed**, VP-Midwest manager, HR Television, join TVB as marketing sales executives. **Don Harris**, account executive, CBS-TV, and **Gerard Riley**, account supervisor, Tatham-Laird & Kudner, join TVB as marketing sales executives-national advertisers.

**Bob Johnston**, account executive, Katz American Television, white sales team, Chicago, named sales manager of new blue team there. **Beverly Gaabo**, from WBBM-FM Chicago; **Mark Kohrus**, from WSNS-TV Chicago, and **Marilyn Moss**, sales assistant,

Katz Television, Chicago, named to sales staff of Katz American in Chicago.

**James Langton**, account executive, MMT Sales, New York, joins Blair Television's ABC-red sales team.

**Meredith Woodyard**, from Katz Radio Network, New York, joins Major Market Radio's New York sales staff.

## Programing

**Robert Bookman**, executive with International Creative Management, Los Angeles, named VP in charge of worldwide production for new ABC theatrical motion pictures division of ABC Entertainment, based in Los Angeles.

**Deanne Barkley**, VP-motion pictures and miniseries, NBC Entertainment, Los Angeles, has resigned effective Sept. 1. She is expected to go into independent production. **Willis Oborn**, production manager, unit managers, NBC-TV, West Coast, named manager, unit managers, West Coast. Succeeding Oborn is **Don Baer**, who has been unit manager.

Appointments, Group W Productions: **Peter Yaman**, VP-director of sales development, named VP-syndication, based in New York; **Carl Menk**, central division sales manager, named director of sales development, based in Atlanta; **Maggi Cowlan**, marketing project manager, named director of research, based in New York, and **Leonard Sherman**, consultant to Group W in research department, named director of station research services, New York.

**Michael J. Clark**, VP of Transworld International, independent producer and packager of sports programing, joins Showtime, Viacom's pay cable subsidiary, New York, as VP-program development.

**Ed Donaldson**, operator of management consulting firm in Los Angeles, and formerly in sales executive positions with Warner Bros. Television Distribution, Burbank, Calif., rejoins WB-TV Distribution as Western sales director.

**Donald "Chips" Barrabee**, director of syndicated sales, Lexington Broadcast Services, New York, named Eastern regional sales manager for Time-Life Television, New York.



Salhany

**Lucille Salhany**, program manager, WLVI-TV Cambridge, Mass. (Boston), joins Taft Broadcasting as corporate director of programing, responsible for company's WTAF-TV Philadelphia; WDAF-TV Kansas City, Mo.; WKRC-TV Cincinnati; WGR-TV Buffalo, N.Y.; WBRC-TV Birmingham, Ala., and WTVN-TV Columbus, Ohio. She will be based at WTAF-TV.

**Dave Martin**, program director, WBZ(AM) Boston, joins WFYR-FM Chicago in same capacity. **Rick Starr**, program manager, KDKA(AM) Pittsburgh, succeeds Martin at co-owned WBZ.

**Jackie McCauley**, with promotion department, Warner Bros. Records, and formerly air personality with Metromedia Radio's KMET(FM) Los Angeles, joins Metromedia's KSN(FM) San Francisco as program director.

**Ed Dunbar**, assistant program director, WSB-AM-FM Atlanta, joins WRNG(AM) there as program director.

**Dennis McNamara**, program director, WLIR(FM) Garden City, N.Y., named VP in charge of programing.

**Al Ackerman**, from WXYZ-TV Detroit, joins WDIV(TV) there as sports director. **Anita-Louise Ford**, production assistant and feature reporter, *PM Magazine*, WFSB-TV Hartford, Conn., joins co-owned WDIV as associate producer.

**Mike Bradley**, weathercaster, KORK-TV Las Vegas, joins KLAS-TV there as co-host of *PM Magazine*.

**Debbie Stamp**, from WBEN-AM-FM Buffalo, N.Y., named co-host of *PM Magazine*, WIVB-TV Buffalo.

**Rick Douglas**, feature reporter and producer, KGUN-TV Tucson, Ariz., joins WFSB-TV Hartford, Conn., in same capacity.

**Ken Justiss**, operations manager, TM Productions, Dallas, named VP. **Paul Meacham**, Southeast sales consultant, named sales manager.

**Janice Casazza**, assistant to the producer of the sports division, NBC, joins 20th Century-Fox Sports as staff producer.

**David Bacon**, weekend sportscaster, KMOL-TV San Antonio, Tex., named full-time sportscaster. **Randy Johnson**, quarterback with San Antonio Charros, assumes weekend sports duties at KMOL-TV.

**Valerie Meadows-McCoy**, associate producer, WCAU-TV Philadelphia, named staff producer.

**Blake Lawrence**, weekend air personality, WMET(FM) Chicago, assumes additional duties as production director. **Tom O'Toole**, air personality, WLUP(FM) Chicago, joins WMET in same capacity.

**Carolyn Metheny**, assistant program director, KAAZ(AM)-KLPQ(FM) Little Rock, Ark., named director of operations. **Jack Randall**, production director, named program director for KAAZ. **Stuart McRae**, FM coordinator for KLPQ, named program director.

**Stefan Ponek**, operations director, KMPX(FM) San Francisco, joins KYUU(FM) there as air personality.

**Paul Harris**, production director, WRCN-AM-FM Riverhead, N.Y., named music director.

**Gayle Wood**, from WOTT(AM) Watertown, N.Y., joins WGNV(AM) Newburgh-Beacon, N.Y., as morning drive announcer.

**Ron Russ**, production manager, Radio Arts, Burbank, Calif., and **Grant Nielsen**, from KSEA(FM) Seattle, join announcing staff of KBIG(FM) Los Angeles.

**Al Greenfield**, air personality, WILS-FM Lansing, Mich., joins WEZV(FM) Fort Wayne, Ind., as program director.

**Tom Riley**, in charge of news and public affairs for WVAM-AM-FM Altoona, Pa., named program director. **Stan Davis**, from WADC(AM) Parkersburg, W. Va., named music director for WVAM(AM).

**Don Noe**, morning announcer, WCRS(AM) Greenwood, S.C., named program and music director.

**Dan Wolan Jr.**, media specialist at Alma College, Alma, Mich., **Bob Braunlich**, broadcasting instructor at Central Michigan University, and **Phil Sgriccia**, director of government and community relations, Dow Chemical, Midland, Mich., form BSW Productions, film and videotape specialists, 505 S. Bradley 58, Mt. Pleasant, Mich. 48858; (517) 773-2198.

**M. J. Vilardi**, assistant art director, WDCA-TV Washington, named art director.

New officers, Television Programers Conference: **Ray Alexander**, WBRZ(TV) Baton Rouge, president; **Al Taylor**, WKYT-TV Lexington, Ky., president-elect; **Bill Spiegel**, WLWT(TV) Cincinnati, VP; **John Shine**, WMT-TV Cedar Rapids, Iowa, treasurer; **Warren Jones Jr.**, Air University Television, Maxwell Air Force Base, Montgomery, Ala., secretary, and **Hal Edwards**, WDSU-TV New Orleans, 1980 conference chairman.

**Don Smith**, director of community access channel, Monroe (Ind.) All Channel Cablevision Inc., Bloomington, Ind., named chairman of board of National Federation of Local Cable Programers.

## News and Public Affairs

**James Wooten**, longtime *New York Times* reporter and correspondent, joins ABC News as Washington correspondent.



Burden

**Tony Burden**, anchor, KMSP-TV Minneapolis, assumes additional duties as news director.

**Bob Stodal**, reporter and 6 p.m. anchor, KLAS-TV Las Vegas, named 11 p.m. anchor. **David Kelley**, UPI reporter, joins KLAS-TV as assignment editor.

**Howard Liberman**, news director, WGBB(AM) Freeport, N.Y., joins KDKA(AM) Pittsburgh in same capacity.

**Larry Shannon**, weatherman-reporter, WCHS-TV Charleston, W. Va., joins WDIV(TV) Detroit in same capacity. **Selma Sayin**, researcher, Lazar Institute, Washington, and **Janet Sherbin**, director of national promotion for Public Broadcasting Service's documentary series, *World*, join WDIV as newswriters.

**Jay Morgan**, weekend announcer, WEZE(AM) Boston, named news and public affairs director.

**Cliff Albert**, news director, WROK(AM)-WZOK(FM) Rockford, Ill., joins KFMB-AM-FM San Diego in same capacity.

**Larry Price**, executive producer, KHOU-TV Houston, joins WAST(TV) Albany, N.Y., as news director.

**Mark Williams**, from WINR(AM) Binghamton, N.Y., joins WICZ-TV there as news director. **Steve Newvine**, graduate, Newhouse School of Broadcasting, Syracuse (N.Y.) University, joins WICZ-TV as general assignment reporter. **Sal Anthony**, reporter, WHIS-TV Bluefield, W.Va., joins WICZ-TV as sports and evening general assignment reporter.

**William E. Yeager**, news director, WDHO-TV Toledo, Ohio, appointed producer of KYW-TV

Philadelphia's *Eyewitness News* program. **Bob Reichbloom**, producer-assignment editor, WTAE-TV Pittsburgh, named video news editor of *Eyewitness News*. **Liz Matt**, TV editor of *Philadelphia Journal*, returns after seven months to KYW-TV as associate producer of *Morning Show*.

**Bob Buckalew**, executive news producer, KSAT-TV San Antonio, Tex., joins KPRC-TV Houston in same capacity. **Gene Allen**, assignment editor, KTVY(TV) Oklahoma City, joins KPRC-TV as assignment manager.

**Beverly Byer**, general assignment reporter and relief anchor, and **Ed Lenderman**, sports anchor and reporter, named co-anchors of KOMO-TV Seattle's late-night news program. **Greg Forge**, producer-anchor, Saturday news, named weekend anchor, succeeding **Brook Stanford**, who becomes health, science and technology reporter. **Steve Pool**, reporter-relief anchor, named sports reporter.

**Robert H. Smith**, formerly with WCSC-TV Charleston, S.C., joins WCYB-TV Bristol, Va., as news director.

**W. Michael Hamilton**, audio-video specialist, Seattle City Light (power company), named night assignment editor, KOMO-TV news. **Kathryn Ann Linwood**, production assistant, named producer, and **Margaret Ann Bowman**, news film librarian, named production assistant.

**James Wilson**, news director, WCOD-FM Hyanis, Mass., joins WGNV(AM)-WFMN(FM) Newburgh-Beacon, N.Y., in same capacity. **Gary Cooper**, from WHIZ-AM-FM-TV Zanesville, Ohio, joins WGNV-WFMN as reporter and weekend anchor.

**Bill Forsythe**, associate news director, KLIN-AM-FM Lincoln, Neb., joins WEZV(FM) Fort Wayne, Ind., as news director.

**Dave Ryder**, news director, WQAM(AM) Miami, joins WSDO(FM) Fort Lauderdale, Fla., in same capacity.

**Jack Hawkins**, anchor, WWLP(TV) Springfield, Mass., joins KITV(TV) Honolulu as anchor, producer and writer.

**Jerry Mayer**, reporter and weekend anchor, WIFR-TV Freeport, Ill., joins WLOS-TV Asheville, N.C., as weekend anchor.

**Tom Beres**, reporter, producer and anchor, WDTN(TV) Dayton, Ohio, joins WKYC-TV Cleveland as reporter.

**Marti Johnson**, state house reporter, KTSB(TV) Topeka, Kan., named weekend anchor. **J. Mike Fahrlander**, news director, KFYV(AM) Arroyo Grande, Calif., joins KTSB as reporter.

**Gordon Rice**, director of group broadcast sales, UPI, New York, appointed VP for broadcast services, succeeding **Frank Beatty**, who joins Cable News Network (see page 78).

**Sallie Reynolds Beckner**, formerly with AP Radio and WTTG(TV) Washington as reporter, joins Mutual Radio there as correspondent. **Michael McKinley**, anchor with Mutual Black Network, joins Mutual News, Washington, as newscaster.

**Kathy Kerestes**, news director, WESA-AM-FM Charleroi, Pa., joins WTAE(AM) Pittsburgh as co-anchor, writer and producer.

**Belinda Stark**, reporter, WSAC-AM-FM Fort

Knox, Ky., joins WAVE(AM) Louisville, Ky., as anchor.

**Bill Buckmaster**, news director, KORK-AM-FM Las Vegas, joins KRRX(AM) San Jose, Calif., as morning anchor.

**Gary Balanoff**, reporter, WCTV(TV) Thomasville, Ga. (Tallahassee, Fla.), joins WTVT(TV) Tampa, Fla., in same capacity.

**Betsy Bramlett**, 6 p.m. news producer and acting assignment editor, WTVG(TV) Chattanooga, named executive news producer. **John Creel**, photographer, named chief photographer.

**Jamie Pinto**, associate news director, noncommercial KANG(FM) Angwin, Calif., named news director.

**George Colajezzi Jr.**, anchor and producer, WWAY(TV) Wilmington, N.C., joins WJAR-TV Providence, R.I., as news producer.

**Marni Marnell**, editor, WKRT(AM)-WNOZ(FM) Cortland, N.Y., joins WNDR(AM) Syracuse, N.Y., as anchor.

**Debra Silmeo**, from Associated Press Radio, Washington, joins WEEL(AM) Fairfax, Va., as reporter.

**Doug Neilson**, chief of news photography, WHP-TV Harrisburg, Pa., joins WMAR-TV Baltimore as news photographer.

**Eric Buchter**, operations assistant, noncommercial WEKU-FM Richmond, Ky., named public affairs producer.

**Sandy Kozel**, reporter, WEOL(AM) Elyria, Ohio, joins WGR(AM) Buffalo, N.Y., in same capacity.

**Carol Hebb**, community affairs director, WVBR-FM Ithaca, N.Y., joins news department of WWYZ(FM) Waterbury, Conn.

**George Otwell**, general broadcast executive for central division, based in Columbus, Ohio, Associated Press, named general broadcast executive for eastern U.S., based in Atlanta. **Dennis McBroom**, broadcast executive for Ohio and Michigan, based in Detroit, reassigned to Illinois and Indiana, based in Chicago.

**Douglas E. David**, director of marketing planning, Cox Cable, joins Cable News Network, Atlanta, as director of marketing. **Ben Benefield**, regional sales representative, Reuters News Agency, and **Frank Beatty**, former VP-broadcast services, UPI, join CNN as sales executives. CNN is 24-hour all-news cable network scheduled to begin service in June 1980.

## Promotion and PR

**Earl Zeigler**, manager photography and publicity, and **Kathy Gilpin**, manager of press and publicity, NBC, Los Angeles, named directors of respective departments.

**Robert Wick**, group supervisor, Bozell & Jacobs, New York, named VP-general manager of Bozell & Jacobs Public Relations.

**Berenice Kleiman**, from Durborow Associates, Columbus, Ohio, joins Nelson Stern Advertising, Cleveland, as director of public relations.

**Joanne Stern**, publicity director, WKW-TV Cleveland, named on-air promotion director.

**Granville Semmes**, account executive and director of sales development, WWL-TV New Orleans, named director of promotion.

## Technology



Rhind

**C. Ridley Rhind**, VP-marketing, Diablo Systems, Hayward, Calif., appointed to same post at Ampex Corp., Redwood City, Calif. Duties will include responsibility for firm's over-all marketing strategy, coordination for new business development, corporate advertising, public relations and marketing.

**Dr. James Vollmer**, VP-general manager, government systems division, RCA, Cherry Hill, N.J., elected RCA group VP, assigned to commercial communications systems division and government systems division. **Paul Tatge**, program manager, satellite systems and services, Western Union Telegraph Co., joins RCA Service Co. as manager of satellite communications services.

**Fred Burton Jr.**, former VP-general manager of Home Metals Products, Plano, Tex., joins Tocom, Irving, Tex., as VP-operations.

**Barry Albright**, assistant chief engineer, noncommercial KHET(TV) Honolulu, joins KGMB-TV there as chief engineer.

**Doug Beaudoin**, electronics engineer, WOTV(TV) Grand Rapids, Mich., named assistant chief engineer.

**Mark Heller**, chief engineer, WKTS(AM) Sheboygan, Wis., joins KFXM(AM)-KDUO(FM) San Bernardino, Calif., in same capacity.

**Emmett Massie**, chief of technical operations, United States Army Intelligence School, Fort Devens, Mass., joins noncommercial WUFT-FM-TV Gainesville, Fla., as director of engineering.

**Richard Moburg**, sales manager, Anixter Communications Systems division, Skokie, Ill., named manager of CATV marketing in Anixter's Pruzan division.



In addition, American Women in Radio and Television membership now includes 60 chapters, since the charter of the Thousand Islands group (Carthage-Watertown, N.Y., and southern Ontario region). Loretta Rich (right) of WBNY-TV Watertown, president of Thousand Islands chapter, receives the charter from Muriel Kennedy, national public relations committee chair of AWRT and immediate past Northeast area VP. Kennedy is president of MMK Associates, public relations firm in Watertown.

**Thomas M. Hillard**, district sales manager, Motorola Communications & Electronics, joins RCA American Communications as manager of Midwestern area sales, commercial communications services, Chicago.

**Sandra Tripp**, Midwest district sales manager, Wabash Tape Corp., Des Plaines, Ill., named manager of product marketing.

**A.C. (Dyke) Deichmiller**, founder and operator of Optron, manufacturer of electro optical tracking and measurements systems, joins Times Wire & Cable, CATV division, Wallingford, Conn., as director of market research.

## Allied Fields

**Martin Umansky**, president of KAKE-TV and Radio Inc., Wichita, Kan., appointed to Television Information Committee, governing board of Television Information Office, filling position vacated by **Thomas E. Bolger**, president of Forward Communications Inc., Madison, Wis., who has been elected board chairman of NAB (BROADCASTING, July 2).

**Tony Rizzo**, formerly general broadcast executive responsible for business affairs, Associated Press, joins Washington office of Blackburn & Co., media broker.

**Dwight Ellis**, coordinator of employment clearinghouse, National Association of Broadcasters, Washington, named director of department of minority and special services (formerly department of minority affairs). **Vincent Turner**, owner and publisher of *Ivanhoe Times*, Ivanhoe, Minn., named regional manager for NAB, responsible for North and South Dakota, Minnesota, Iowa, Wisconsin and Illinois.

**Gary Jacobson**, responsible for A.C. Nielsen's data command services, New York, elected VP, media research group. **Susan Wilcox**, broadcast buyer, Tatham, Laird & Kudner, Chicago, joins Nielsen Station Index there as sales-service executive. **Maureen Gorman**, from Arthur Meyerhoff Associates, Chicago, joins NSI as client-service executive.

## Deaths

**William Gilmore**, 56, VP, radio technical operations, broadcast operations and engineering, ABC, died of cancer on Aug. 5 in Freehold (N.J.) area hospital. He had been with ABC since 1962. Surviving are his wife, Doris, and four sons, Kevin, Sean, Gavin and Brian.

**Seymour Goetz**, 52, assistant director of operations for network transmissions, CBS, New York, died Aug. 6 after fall down air shaft from 29th floor of CBS headquarters in Manhattan. Police listed death as suicide. Goetz had worked for CBS more than 30 years. Survivors include his wife, Constance, and two children.

**Ned Clarke**, 80, retired president of Buena Vista International Inc., Walt Disney Productions' foreign distribution subsidiary, died July 30 of heart attack in Florida. From 1961 to his 1972 retirement, Clarke supervised distribution of Disney's television and theatrical product around the world. He joined Disney in 1952 after serving as foreign division manager of RKO-Pathé. He is survived by his wife, Helen, and two children.

# Stock Index












Exchange and Company	Closing Wed. Aug. 8	Closing Wed. Aug. 1	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING</b>						
N ABC	45 1/8	44 1/2	+ 5/8	+ 1.40	10	1,264
N Capital Cities	45 3/4	44	+ 1/4	+ 3.97	12	640
N CBS	56	54 5/8	+ 1/8	+ 2.51	8	1,573
N Cox	64 1/8	63 7/8	+ 1/4	+ .39	13	426
A Gross Telecasting	24	22 3/4	+ 1/4	+ 5.49	8	19
O Kingstip Co.	15	15			27	6
O Lin	47 1/2	46 1/4	+ 1/4	+ 2.70	11	132
N Metromedia	61	58 7/8	+ 2 1/8	+ 3.60	9	280
O Mooney	9 3/4	8 1/4	+ 1/2	+18.18		4
O Scripps-Howard	47	47			8	121
N Storer	45 3/4	41 1/2	+ 4 1/4	+10.24	12	235
N Taft	26 7/8	26 3/4	+ 1/8	+ .46	9	228
<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
A Adams-Russell	16 7/8	15 3/4	+ 1 1/8	+ 7.14	14	21
A Affiliated Pubs.	22 3/4	22 1/2	+ 1/4	+ 1.11	8	79
N American Family	14 1/8	13 1/2	+ 5/8	+ 4.62	6	148
N John Blair	22 1/4	21 1/4	+ 1	+ 4.70	5	82
N Charter Co.	30 7/8	33 1/2	- 2 5/8	- 7.83	26	672
N Chris-Craft	17 3/4	19	- 1 1/4	- 6.57	10	76
N Coca-Cola New York	6 3/4	6 1/2	+ 1/4	+ 3.84	9	119
N Combined Comm.	12 5/8	12 1/2	+ 1/8	+ 1.00	4	133
N Cowles	24	22	+ 2	+ 9.09	19	95
N Dun & Bradstreet	37	36 3/8	+ 5/8	+ 1.71	15	1,029
N Fairchild Ind.	32 1/2	31 1/4	+ 1/4	+ 4.00	7	185
N Fuqua	12 3/8	12 1/2	- 1/8	- 1.00	6	156
N Gannett Co.	44 1/2	43	+ 1 1/2	+ 3.65	14	1,198
N General Tire	22	21 3/4	+ 1/4	+ 1.14	5	510
O Gray Commun.	27	27			8	12
N Harte-Hanks	21 7/8	22 1/2	- 5/8	- 2.77	13	202
O Heritage Commun.	10	10				16
N Jefferson-Pilot	36 1/4	34 3/4	+ 1 1/2	+ 4.31	9	829
O Marvin Josephson	15 1/2	16	- 1/2	- 3.12	9	39
O Kansas State Net.	26	24 1/2	+ 1 1/2	+ 6.12	22	46
N Knight-Ridder	24 5/8	24	+ 5/8	+ 2.60	11	813
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 5/8	25 1/4	+ 3/8	+ 1.48	10	634
A Media General	25 3/8	25 1/8	+ 1/4	+ .99	11	189
N Meredith	35	29 3/4	+ 5 1/4	+17.64	7	108
O Multimedia	29 1/2	26 1/4	+ 3 1/4	+12.38	13	196
A New York Times Co.	25 1/4	23 3/4	+ 1 1/2	+ 6.31	19	292
N Outlet Co.	23 1/4	23 3/4	- 1/2	- 2.10	6	56
A Post Corp.	19 3/8	18 3/4	+ 5/8	+ 3.33	8	35
A Reeves Telecom	4 3/4	4 5/8	+ 1/8	+ 2.70	53	11
N Rollins	20 3/4	21 3/8	- 5/8	- 2.92	10	278
N San Juan Racing	16 1/8	15 5/8	+ 1/2	+ 3.20	21	40
N Schering-Plough	33 1/8	31 1/8	+ 2	+ 6.42	9	1,773
A Sponderling	25 1/2	25 3/4	- 1/4	- .97	8	28
A Tech Operations	11 1/4	11	+ 1/4	+ 2.27	28	15
N Times Mirror Co.	33 1/4	32 3/4	+ 1/2	+ 1.52	9	1,129
O Turner Comm.*	11	11				108
A Washington Post	24 1/2	23 3/4	+ 3/4	+ 3.15	8	389
N Wometco	19 1/4	18 3/4	+ 1/2	+ 2.66	9	165
<b>CABLECASTING</b>						
A Acton Corp.	11 7/8	11 3/4	+ 1/8	+ 1.06	8	28
O Ameco+						9
O Athena Comm.	4 3/8	4	+ 3/8	+ 9.37		
O Burnup & Sims	6 3/8	6 1/8	+ 1/4	+ 4.08	34	53
O Cable Info.*	6	6			30	3
O Comcast	19 1/2	19 1/2			19	32
O Entron*	5	5			5	4
N General Instrument	44 5/8	44 1/2	+ 1/8	+ .28	12	351
O Geneve Corp.	18 3/8	13 3/4	+ 4 5/8	+33.63	8	20
O Tele-Communications****	14 7/8	29 3/4	-14 7/8	-50.00	18	158
N Teleprompter	18 3/4	19 5/8	- 7/8	- 4.45	25	374
O Texscan	4 1/4	4	+ 1/4	+ 6.25	25	3
N Time Inc.	45 7/8	43 3/8	+ 2 1/2	+ 5.76	8	1,281
O Tocom	13 3/4	14 1/4	- 1/2	- 3.50	29	20
O UA-Columbia Cable	30 1/2	33	- 2 1/2	- 7.57	14	102
O United Cable TV	34 1/2	34	+ 1/2	+ 1.47	24	70
N Viacom	32 1/8	30 1/8	+ 2	+ 6.63	16	122
<b>PROGRAMING</b>						
A Amer. Intl. Pics	9 3/4	9 3/4				23
O Chuck Barris Prods.	12 3/4	13 3/4	- 1	- 7.27	6	
A Cinema 5 Ltd.	4 1/2	4 1/2				3
N Columbia Pictures	25	25			4	243
N Disney	42	39 5/8	+ 2 3/8	+ 5.99	13	1,361
N Filmways	16 1/4	15 3/4	+ 1/2	+ 3.17	9	86
Four Star*	1	1			10	
N Gulf & Western	17 1/8	16 3/8	+ 3/4	+ 4.58	4	816
N MCA	43 1/4	44 1/4	- 1	- 2.25	8	1,008
N MGM	20 1/8	20 1/4	- 1/8	- .61	9	613
O Medcom	4 1/4	3 7/8	+ 3/8	+ 9.67	17	7
N Transamerica	19 5/8	19 1/4	+ 3/8	+ 1.94	6	1,295
N 20th Century-Fox	42 3/8	41 1/2	+ 7/8	+ 2.10	6	330
O Video Corp. of Amer.	8 3/8	8 3/8				28
N Warner	40 3/8	37 7/8	+ 2 1/2	+ 6.60	9	792
A Wrather	17	17 5/8	- 5/8	- 3.54	46	39
<b>SERVICE</b>						
O BBDO Inc.	33 1/2	32 1/2	+ 1	+ 3.07	7	84
O Compact Video	9 3/8	9 1/4	+ 1/8	+ 1.35		16
N Comsat	43	43 1/4	- 1/4	- .57	10	344
O Doyle Dane Bernbach	20	19 1/4	+ 3/4	+ 3.89	7	35
N Foote Cone & Belding	19 1/4	19 5/8	- 3/8	- 1.91	6	50
O Grey Advertising	37	32	+ 5	+15.62	4	23
N Interpublic Group	37	38	- 1	- 2.63	8	88
O MCI Communications	6 3/8	6 1/2	- 1/8	- 1.92	80	131
A MovieLab	5 3/4	5 3/4				10
A MPO Videotronics	5 1/2	5 3/4	- 1/4	- 4.34	5	2
O A. C. Nielsen	23 1/2	22 1/2	+ 1	+ 4.44	11	258
O Ogilvy & Mather	20 1/4	20	+ 1/4	+ 1.25	6	73
O TPC Communications	7 1/4	7 1/4				13
N J. Walter Thompson	25 1/2	25 7/8	- 3/8	- 1.44	6	67
N Western Union	20 5/8	21 3/8	- 3/4	- 3.50	9	313
<b>ELECTRONICS/MANUFACTURING</b>						
O AEL Industries	8 1/4	7 3/4	+ 1/2	+ 6.45	6	13
N Ampex	15 1/4	15 3/8	- 1/8	- .81	10	173
N Arvin Industries	14 1/4	14 1/2	- 1/4	- 1.72	4	84
O CCA Electronics*	1/8	1/8				1
A Catec	5	5 1/8	- 1/8	- 2.43	11	2
A Cohu	4 1/4	4	+ 1/4	+ 6.25	14	7
N Conrac	18	16 7/8	+ 1 1/8	+ 6.66	29	36
N Eastman Kodak	56	54 3/8	+ 1 5/8	+ 2.98	10	9,037
O Farinon	12 1/2	12 1/4	+ 1/4	+ 2.04	12	61
N General Electric	53 1/4	51 5/8	+ 1 5/8	+ 3.14	10	9,828
N Harris Corp.	28 5/8	26 7/8	+ 1 3/4	+ 6.51	13	747
O Harvel Industries	6 3/4	6 3/4			18	3
O Intl. Video Corp.*	1 1/4	1 1/4				3
O Microdyne	17	17			18	1
N M/A Com. Inc.	25 3/4	23 1/4	+ 2 1/2	+10.75	33	1,455
N 3M	55	53 1/4	+ 1 3/4	+ 3.28	11	6,406
N Motorola	47 1/4	44 3/4	+ 2 1/2	+ 5.58	12	1,348
N N. American Phillips	30 3/8	29 3/4	+ 5/8	+ 2.10	6	365
N Oak Industries	31 3/4	33	- 1 1/4	- 3.78	22	114
O Orrox Corp.	5 3/4	5 7/8	- 1/8	- 2.12	8	11
N RCA	25 1/8	24 7/8	+ 1/4	+ 1.00	7	1,879
N Rockwell Intl.	39 5/8	39	+ 5/8	+ 1.60	6	1,394
A RSC Industries	3	3 1/8	- 1/8	- 4.00	17	7
A Scientific-Atlanta	41	38 3/8	+ 2 5/8	+ 6.84	18	110
N Sony Corp.	8 7/8	8 5/8	+ 1/4	+ 2.89	15	1,530
N Tektronix	57	54 1/2	+ 2 1/2	+ 4.58	15	1,025
O Telemation	1 3/4	2	- 1/4	-12.50	2	1
O Valtec	13 1/2	13 1/4	+ 1/4	+ 1.88	29	53
N Varian Associates	24 1/8	23	+ 1 1/8	+ 4.89	134	164
N Westinghouse	21 1/2	20 5/8	+ 7/8	+ 4.24	6	1,859
N Zenith	13 5/8	12 7/8	+ 3/4	+ 5.82	13	256
<b>Standard &amp; Poor's 400 Industrial Average</b>						
	117.25	114.10	+3.15			

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 \*\*\*\*Tele-Communications last week issued dividend in form of new class B stock in amounts equal to each shareholder's total at time. +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 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.



## FCC's Ginsburg: actor turned cop

As the FCC's top cop, Arthur L. Ginsburg can probably be described as a man for several, if not all seasons. He is a once and possibly future radio air personality and actor (on stage as well as radio) who is also a proficient amateur flutist. But this is his season for a career in government, and he is putting into it what he has learned in the 18 years he has spent climbing the ladder of positions in the Complaints and Compliance Division.

He is, in the phrase of one communications lawyer who had urged Ginsburg's appointment as division chief on top commission officials, "tough but fair," a man with the experience to distinguish between "what is serious and what isn't." Commissioner Joseph Fogarty regards him as "one of the most intelligent, straightforward and informed experts we have . . . He has an encyclopedic memory of case law."

At 51, Ginsburg lacks both the tough-talking manner and weathered look that would win for him the description of "crusty." (On the contrary, one National Association of Broadcasters official, noting his interest in music and appreciation for good food, describes Ginsburg as "cultured.") But lurking within the aging juvenile lead of summer stock productions of 30 years ago is a reasonably forceful cop.

The division is not only open to questions from stations and lawyers seeking help in interpreting commission rules, it actively encourages them. ("We're not out to trap you," he tells broadcasters at speaking engagements around the country.) But Ginsburg also says, "My job is to enforce the law and the policies and rules the commission adopts."

There are some at the commission and among the communications bar who wonder whether Ginsburg's zeal for enforcing the rules and for speaking up might put him out of phase with the administration of Chairman Charles D. Ferris. After all, the commission is moving toward deregulation and, in the process, is re-examining the value of a host of rules and policies that the Complaints and Compliance Division is supposed to enforce. Ginsburg has made no secret of his concern with the deregulatory movement as it affects his division. And there have been times when the commission has reduced forfeitures the division has recommended for rule infractions.

But Ginsburg is nothing if not practical. He wants to be able to make his arguments, and he hopes his views are listened to. But he will do what he is told, he says. "I'm a company man." What's more, he



Arthur Louis Ginsburg—chief, Complaints and Compliance Division, FCC; b. May 8, 1928, Philadelphia; BA, Temple University, Philadelphia, 1950; assistant director, WCAU-TV Philadelphia, 1950-51; JD, Temple Law School, 1954; U.S. Army, Counter Intelligence Corps, 1954-56; Labor Department, administrative lawyer, 1956-61; FCC Complaints and Compliance Division, investigator, 1961-63; legal assistant to chief, 1963-66; chief, complaints branch, 1966-74; assistant chief of division, 1974-1978; acting chief and chief of division, April 1978 to present; m. Judith Goodman, Sept. 19, 1950; children: Claude, 24, and Ian, 20.

points to a series of recent commission actions as proof that the agency remains concerned with enforcing the law—hearings set on the renewals of WOL(AM) Washington (payola), WDAS-AM-FM Philadelphia (conflict of interest) and WJLB(AM)-WMZK(FM) Detroit (payola and misrepresentations to the commission), and on the revocation of the licenses of WHAS-AM-FM Haverhill, Mass. (discrimination against women in employment). The Complaints and Compliance Division conducted the investigations that led to the WDAS, WJLB and WHAV hearings, and assisted in the commission's payola inquiry in the WOL case.

But Ginsburg does see "a shifting emphasis as to what is important and what isn't [in terms of enforcement of the rules] in the future." And as in the case of the rationale for deregulation generally, the reason, he says, is the "multiplicity of voices"—cable television, satellites and the rest—that are changing the nature of the broadcasting industry. "To stay alive," he says, the division will have to shift its law enforcement activities accordingly.

Enforcing the rules and policies broad-

casters live—and sometimes die—by is not what was uppermost in Ginsburg's mind when he was growing up in Philadelphia. Then, it was the glamour and excitement of the business that attracted him. He not only majored in radio and theater at Temple University, from which he graduated in 1950, he earned money in those fields and, in light of the manner in which he recalls it, apparently enjoyed it hugely. He worked part time at WHAT(AM) Philadelphia as an announcer, and did occasional acting roles in ABC network dramas originating at WFIL(AM) Philadelphia ("It was immediate, live and a lot of fun.") He traveled to Florence, S.C., to serve as a replacement on-air personality at WJMX(AM) in the summer of 1948, and liked it so much he stayed a year ("I got to know everybody in town, and everybody knew me"). Between college and law school, he worked for several months as an assistant director ("I moved furniture around") at WCAU-TV Philadelphia: And he spent several summers playing juvenile leads in summer stock on Cape Cod. ("I played Cary Grant's old role in 'Arsenic and Old Lace'; I was pretty good.")

Why leave all that excitement? It wasn't easy. But he had gotten married in 1950, and law school and a career in law (his father's profession) seemed to be the sensible thing. But the appeal of radio and of performing has not worn off. "Some day," he says, he'd like to go back to that life.

It was Ginsburg's feeling for radio and television that led, eventually, to the FCC—that and service in the Army, into which he was drafted in 1954. For Ginsburg's Army service consisted of a two-year tour with the Counter Intelligence Corps—experience that, in 1961, after five years as an administrative lawyer with the Labor Department, helped him gain the access to the FCC that he had been seeking. He was hired as an investigator with the new Complaints and Compliance Division.

After 18 years, Ginsburg does not seem jaded. He regards his division as on the front line of service. It is his division that receives complaints from the public regarding broadcast service. He notes that the division's fairness and political broadcast division is "a madhouse" around election time, as it receives—and disposes of—complaints *before* (he stresses) elections. And he says he is called almost daily by major newspapers about radio or television issues. So even if the commission seems bent on reducing the number of regulations the commission's enforcement division would enforce, he makes the job sound exciting—almost as exciting as opening in "Arsenic and Old Lace" in Hyannisport.

## Bolt from the blue

The Communications Satellite Corp.'s proposal to go into the pay television business, with delivery direct from satellite to home (BROADCASTING, Aug. 6), raises interesting questions, some discussed elsewhere in this issue. Not the least interesting is the threshold question of whether it is in the public interest for the government to approve a broadcasting system that in theory can cover the entire country from a single station in the sky.

The proprietors of commercial television stations now on the air are exercising restraint in their public comments, but at least some of them privately admit to feeling threatened. In their darker dreams they envision all national programming sent straight to the American audience from its origination points, detaching about 600 affiliates from the network service that is the key to their present existence. The conventional thinking is that the loss of network service would so enfeeble the discarded affiliates that they would be unable to supply the other programming, including local news, that now completes their schedules.

That is a gloomy scenario indeed, but before it is accepted as the official forecast, it ought to be examined in the light of other questions that are also raised by Comsat's announcement. Assuming the technological feasibility of the system Comsat has in mind and the legality of Comsat's entering this new business without a change in its congressional charter, is there a realistic expectation that the system would succeed?

Is a satellite-to-home service to complement or compete with the expanding cable television business? Can significant numbers of homes afford pay service by both satellite and cable? If a major venturer with resources as large as Comsat's makes a serious attempt to develop a new satellite-to-home market, how fast could it achieve truly national penetration? Will the homes equipped to receive it also be capable of receiving other satellite services that may come along?

At this point there can only be speculation about those questions. It is, however, safe to say that the future television user will have many more options than are presented to the American viewer now.

The government's role should be limited to such technical regulation as is necessary and to the correction of any gross injustices that may occur in the marketplace. So far the government has given little indication that it is fully up to those assignments. If it cannot straighten out the existing inequities that favor cable over broadcasting in the copyright law and distant-signal regulation, how can it cope with problems that will be created by the arrival of still newer forms of program distribution?

In the years ahead, the Congress, the administration and the FCC will be asked to perform above their levels of recent accomplishment in communications regulation.

## Spin the wheel?

Without fanfare, the FCC has invited comment on whether it has the authority to choose applicants for broadcast facilities by lottery. To say that the proposal is "novel," as the FCC did in its public notice, is not quite correct. The commission is right, however, to apply that adjective to its method of opening the subject.

For years the traditional method of comparing rival applicants and reaching a choice of winner has been questioned for the time it takes, the legal expense it incurs and the validity of the outcome that is likely. Three years ago, Richard Wiley made it the subject of a major address to the National Association of Broad-

casters while he was FCC chairman. He proposed that comparative cases be decided by lottery, after the basic qualifications of the competing applicants had been proved.

The same approach was contained in Lionel Van Deerlin's rewrite of the Communications Act, now extinct, and remains in the amendments to the Communications Act that Senators Barry Goldwater and Harrison Schmitt have proposed.

The FCC now enters the discussion officially in a three-way contest for a new FM station in Media, Pa., where the applicants are evenly matched, according to prevailing criteria. The legal knowledge is lacking on this page to judge whether the FCC has the power under existing law to pick winners out of a hat. But the FCC's invitation ought to be taken seriously, despite the novelty of its issuance in an adjudicatory case instead of a general rulemaking.

## Nothing new

In a parting interview as the House of Representatives was closing for its August vacation, Speaker Thomas P. O'Neill unburdened himself of a pent-up aversion to the live television coverage that has been originating in the House chamber since last March 19. "It's been a disaster," he told an AP reporter. Members are playing to hometown audiences while the nation's business goes untended and the *Congressional Record* is bloated with parochial talk.

A speech made by Representative Larry Winn (R-Kan.) on Aug. 2, the day the House adjourned, was cited as an example. Winn came out four-square for the removal of the seat of federal government to Kansas.

O'Neill may have a point in worrying about the perverted use of a national forum for purely local remarks. The phenomenon, however, antedates television. For generations, the *Congressional Record* has contained more wind than substances, much of it blown exclusively toward the blower's constituency. As a veteran member of a body that faces election every two years, O'Neill is intimately familiar with the process.

There is no reliable audience measurement of the cable audience that is actually tuning to the C-SPAN feed from the House. The guess here is that if the figures were available, they would show that the colleagues of whom O'Neill is complaining are playing to a practically empty house.



Drawn for BROADCASTING by Jack Schmidt

"If you guys don't have anything to do, you could look around for charges to file against the broadcasting industry."



**“We could never  
learn to be brave and patient,  
if there were only joy  
in the world.”**

**Helen Keller**  
1880-1968

Anger . . . violence . . . bloodshed. Long hours of waiting in slow moving lines of traffic snaking for miles through crowded streets and avenues. These may sound like scenes of battlefields during warfare, but in reality they are the tableaux which existed during the gasoline crisis in Southern California. A crisis made even more vivid by the almost total dependence of Los Angelenos on the automobile.

As the lines grew longer and tempers grew shorter, KHJ radio rushed to the aid of the beleaguered and confused motorists. A program was established by the station to combine information and entertainment to lighten the burden of frustration; full explanations of the unique odd/even rationing plan were

broadcast frequently, a “gasline” was set up to give listeners a complete list of open service stations in the area, the KHJ news cruiser was out daily sending back live reports on waiting times and availability of fuel throughout the southland, and, to bring a touch of lightness to the anguish, KHJ listeners had a chance to win free gasoline from their favorite air personalities.

The crisis has passed, and KHJ radio has shown Southern Californians how to be brave and patient by expending the station’s energy in an effort to conserve the energy of its listeners.



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WAXY Fort Lauderdale-Miami/KHJ •  
KRTH Los Angeles/WHBQ Memphis/  
WOR • WXLO New York/KFRC San Francisco/  
WGMS AM-FM Washington, D.C.

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