

**Justice Dept. takes TV code to court
Shiben in for Verveer at Broadcast Bureau**

Broadcasting Jun 18

The newswatch of broadcasting and allied arts

Our 48th Year 1979

**EVERY DAY AT FIVE O'CLOCK
WE MOVE INTO A NEW NEIGHBORHOOD.**



Folks all over Houston are rolling out the welcome wagon, taking us into their neighborhoods.

We've been to Cinco de Mayo and Juneteenth celebrations on the east side, art fairs in the Montrose area, tennis tournaments in River Oaks, home restorations in the Heights, and chili cook-offs in Pasadena.

We're going places in the ratings, too. And that's a good reason to check into Ron Stone's Scene at Five, neighbor.

**THERE'S SOMETHING
NEW IN THE AIR.**

2
KPRC TV HOUSTON
Petry Television, Inc., National Representatives, NBC Affiliate.

51253 09258 MUA INC.
KPRC RADIO
DONOR COLLEGE
APPER

Make Room For Daddy. Metromedia Did. Gaylord Did. Did You?



Danny Thomas' "Make Room for Daddy." 161 half-hour family comedies starring Danny Thomas, Marjorie Lord, Rusty Hamer, Angela Cartwright, and a host of top name guest stars. A 12-year success story on all three networks. **28.9 seven-year CBS prime time average...** **42% better than average sitcom and 55% better than average half-hour program.***



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Beverly Hills, California 90212
(213) 553-5806 Cable: WEISSPICT

*Source: NTA average audience estimates, Pocket Piece. 1 November, 1957-1963.

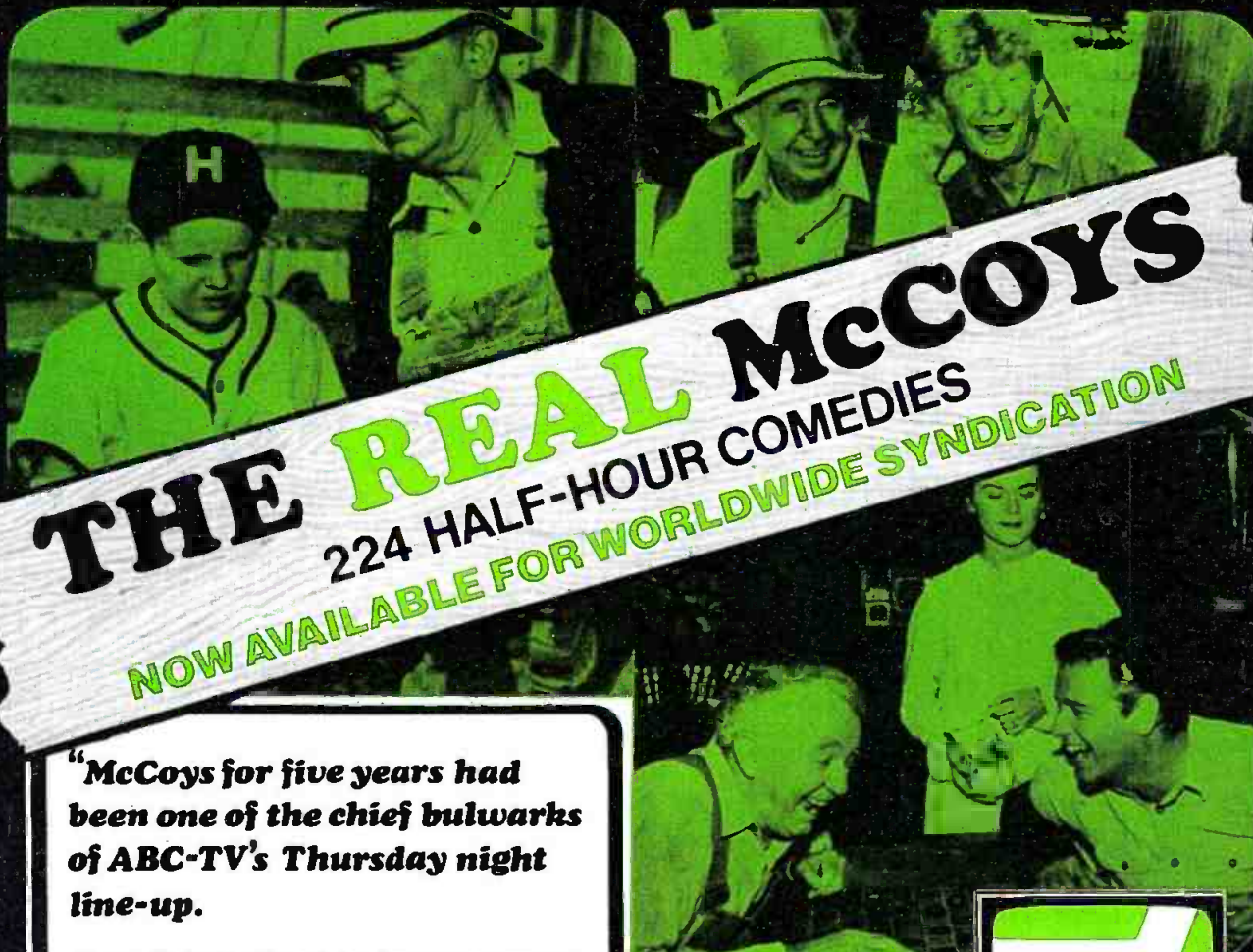
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TIME-LIFE TELEVISION
proudly presents

A WINNING OFF-NETWORK COMEDY STRIP

(6 year prime-time success story—
first on ABC-TV, and then on CBS-TV)



THE REAL McCOYS

224 HALF-HOUR COMEDIES

NOW AVAILABLE FOR WORLDWIDE SYNDICATION

"McCoys for five years had been one of the chief bulwarks of ABC-TV's Thursday night line-up.

Yup, this is the kinda program folks'll look at when they're finished with the chores—an' even city slickers, too."

—*VARIETY*

WALTER BRENNAN (Grampa Amos McCoy)
KATHLEEN NOLAN (Kate McCoy)
RICHARD CRENNAN (Luke McCoy)

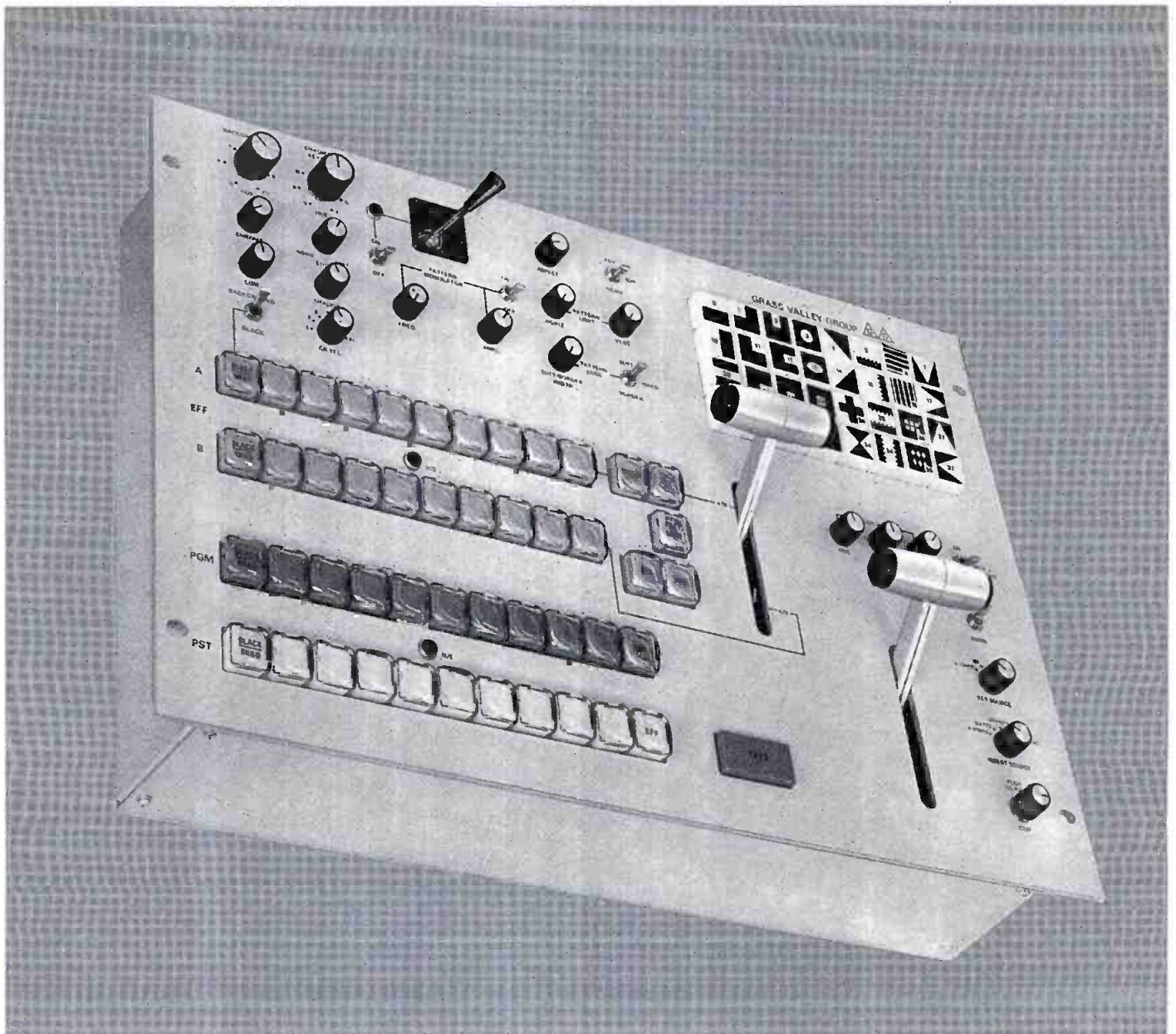


TIME-LIFE TELEVISION

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YOUR SMALL PACKAGE

Grass Valley Group's versatile, feature-loaded Models 1600-1A and 1600-1L (rotary wipes) production switchers have a full complement of options to suit any space-conscious production environment.

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The Week in Brief

TV CODE TO COURT □ Justice Department files antitrust suit, charging restraint of trade. **PAGE 27.**

SHIBEN TO BROADCAST BUREAU □ And Verveer to Common Carrier as top-level shuffling continues at FCC. **PAGE 28.**

TV TO TASK □ AAAA's Upson attacks the medium for lack of spine in fighting regulatory incursions by the government. **PAGE 30.**

IN THE TRENCHES □ NAB goes to a Van Deerlin hearing in a conciliatory mood over the rewrite, but both the association and the Communications Subcommittee chairman refuse to budge on license fees. **PAGE 31.**

WON'T MOVE EITHER □ Hollings, too, has his pet provision—the fairness doctrine—and he won't give up on it. **PAGE 31.**

TAKE IT FROM ME □ The senior commissioner of the Copyright Royalty Tribunal argues that retransmission consent isn't the answer. **PAGE 34.**

OLD ADVERSARIES □ Broadcasters and citizen groups face off at another Hollings hearing. **PAGE 38.**

TURNOUT IN TENNESSEE □ Promotion people are exhorted at their annual Broadcast Promotion Association convention in Nashville not only to work on their station's image, but to increase their own visibility within the station with management. Workshops and award presentations round out the agenda. Attendance is a record 746 delegates. **PAGE 44.**

MULTIMEDIA ADDS ANOTHER □ The Greenville, S.C.-based group owner and newspaper publisher adds another medium to its list by purchasing—for \$11 million—the cable television division of the Kansas State

Network. **PAGE 47.**

APB IN NOLA □ The word to journalists gathered in New Orleans for the ninth AP Broadcasters convention is to become better informed, and do better reporting on, business and inflation, energy and science. **PAGE 48.**

LOOKING TO THE FUTURE □ At the American Advertising Federation's Washington conference last week, the theme was "Focus on the '80s" and many were disturbed by what they saw as growing government involvement. **PAGE 60.**

AM-FM AMPLIFICATION □ In the wake of the approvals of the Gannett and Shamrock mergers, Commissioners Quello and Jones issue statements calling the future breakup provision "unfair." At the same time the commission is readying a notice of rulemaking on the matter and will apply the provision to some pending sales. **PAGE 64.**

MANAGEMENT MOVEMENT AT RCA □ President Griffiths names four new executive vice presidents, with the assumption that one will be chosen to succeed him when Griffiths steps up to chairman. **PAGE 69.**

ANOTHER CALL FOR DEREGULATION □ A study by Georgia Tech says that much of the \$200 million radio and TV stations now spend each year to comply with the FCC's technical rules could be saved if the rules were dropped. And there probably would be no drop in maintenance. **PAGE 73.**

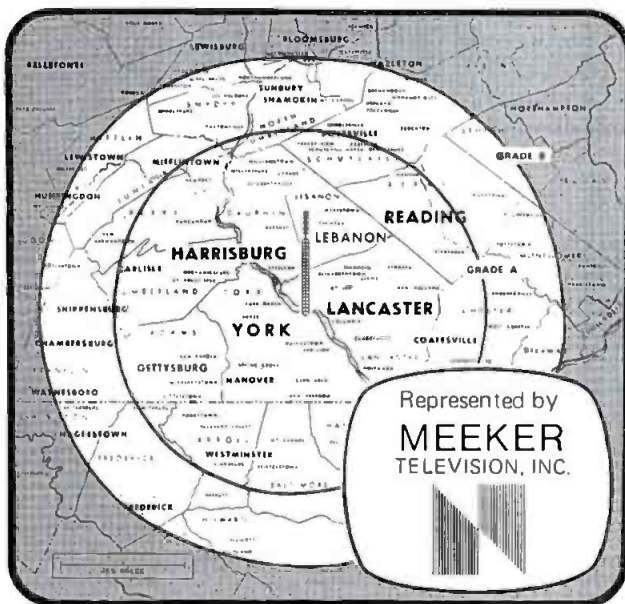
COMMUNICATIONS COUNSEL □ As the FCC's general counsel, Robert Bruce is on the cutting edge of the commission's policy-making process. With a background that includes work at PBS and one of the country's major communications law firms, he's of the mind that deregulation of broadcasting is a top priority. **PAGE 97.**

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How sweet it is... WGAL-TV reception in BERRYSBURG



A strong, reliable signal makes WGAL-TV a day-in, day-out favorite with viewers in the charming Dauphin County community of Berrysburg. More important, this consistently good coverage of a loyal and responsive audience also prevails in the hundreds of other Pennsylvania towns and cities in this prosperous 9-county DMA of some 1,200,000 persons. So in your media buying, it pays to contrast this 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

LANCASTER-HARRISBURG-YORK-LEBANON, PA.

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

Closed Circuit®

Insider report: behind the scene, before the fact

What to do?

Preliminary scouting indicates major national advertisers and their agencies find themselves in dilemma over Justice Department suit against TV code's time standards (page 27). They've fought hard for less nonprogram time than code allows, and yet, if Justice theory is right, elimination of code would lead to lower prices—and buyers instinctively want that. Their concern at same time is that if commercials proliferated, even at lower prices, commercial effectiveness would drop.

One advertising leader, asked whether he would be for or against code if called to testify, replied, "I pray that I wouldn't be called to testify." But he added that if asked to assess standards in terms of effect on clutter, he could and would defend them. Another source, looking at entirely different angle, saw suit as potential for greater government regulation. If code were struck down and commercial volume rose, he reasoned, viewers would complain and government might then seek to impose its own limits on ground that it was protecting public.

With friends like those ...

FCC's decision at meeting two weeks ago on Gannett-Combined Communications merger to condition grant of applications that would result in crossownership of AM and FM stations in same community on owners' compliance with prospective rule that may bar such combinations will have possibly unlooked-for result—complicating efforts of blacks to acquire stations being spun off in General Electric-Cox Broadcasting merger. Sales of WSB(FM) Atlanta and WGFM(FM) Schenectady, N.Y., to blacks who own AM's in those cities would be affected by policy; applications had not been filed as of June 7, when new policy became effective.

Application for assignment of WSOC-AM-FM Charlotte, N.C., to subsidiary of black-owned North Carolina Mutual Life Insurance Co., filed May 31, may escape same fate. Commission staff is recommending that commission not apply condition to applications on file prior to June 7. Commission is expected to take that up this week.

Another look

FCC may reconsider condition it attached to its approval two weeks ago of merger of Starr Broadcasting Group into Shamrock Broadcasting. Condition, which would require Shamrock to break up KABL-AM-FM Oakland-San Francisco if commission in

future adopts rule barring AM-FM crossownerships, is same as one adopted in connection with approval same day of Gannett-Combined Communications merger (BROADCASTING, June 11). However, commission staff reportedly believes that although waivers of top-50 policy and three-year rule in Gannett case warranted condition, there was no such "balancing" need in Shamrock case.

Harbinger?

Action of House last week on bill unrelated to communications convinced some observers there's trouble ahead for one section of Communications Act rewrite that citizen groups wholeheartedly back. Vote was on reimbursement of expenses of intervenors in utility-rate proceedings before Federal Energy Regulatory Commission, proposal not unlike that in rewrite for citizen-group participation in FCC proceedings. FERC issue involved only \$600,000, but debate went on for three hours and culminated in what was reported as "a roaring voice vote" to kill reimbursement. That's taken by some as indication of Congress's present mood on reimbursement in general.

Lining things up

Eyes of Clint W. Murchison Jr., Texas industrialist and owner of Dallas Cowboys, are on pay TV. It's been gradual move as both programmer and broadcaster. Murchison, through Subscription TV of America, subsidiary of his holding company, Corland Corp., some time ago acquired control of Pay Television Corp., successor to Zenith's Teco pay-TV firm (BROADCASTING, Aug. 22, 1977). Through another subsidiary, STV Station Corp., Murchison is principal in applications quietly filed with FCC for new UHF's in Indianapolis; Atlanta; Joliet, Ill. (Chicago); St. Petersburg, Fla., and Broomfield, Colo. (Denver). In addition, there is application to approve purchase of ch. 64 construction permit in Providence, R.I., for \$487,500.

Lonely frontier

Program syndicators are not exactly beating path to RCA Americom's door. That was indication given by division's president, Andrew Inglis, last week on current status of company's SMARTS project to provide satellite earth stations to broadcast stations. Of syndicators' interest, or lack of it, Inglis said, "We're going to have to sell them on it." Apparently, he added, syndicators are generally pleased with present system of

bicycling videotapes to stations.

"In the end it gets down to an economic question with them," he said. (Other program suppliers Americom is pursuing are major networks and occasional networks.) At latest count, 200 stations had returned Americom's "contingent authority" letter saying they would take system.

Money matters

Norman Lear may be opposed to distant-signal distribution of his programs when he talks to Congress (BROADCASTING, May 21), but he's still practical businessman. His Tandem Productions' *All in the Family* was sold by Viacom eight months ago to Ted Turner's WTCG(TV) Atlanta for price in neighborhood of \$16,000 per episode—up from \$11,000 price range of other high-rated network shows there. (There was said to be little interest in show among other Atlanta stations.) *Family* is only Lear show not syndicated by Tandem, which also sold *Sanford & Son* to Turner.

"We're really opposed to unlicensed retransmission," said Lear's chief syndicator, Gary Lieberthal, last week, "but not selling [Turner] a program doesn't solve the problem." He added: "No matter who you sell it to, the satellite guys are going to go after the program," suggesting that if Turner doesn't have shows people want to see, resale carriers will find stations that do. Another observer pointed out last week that Viacom did selling, not Tandem. "What Lear says doesn't really matter."

Reinsch to leave Cox

J. Leonard Reinsch, whose name has been synonymous with Cox Broadcasting for four decades, last week resigned as chairman of Cox board effective July 1. Reinsch, who will be 71 on June 28, notified Garner Anthony, chairman of Cox executive committee, of action in light of Cox age-70 compulsory retirement and Reinsch's acceptance of position with major corporation, to be announced soon.

Resignation comes on eve of Cox meeting in Atlanta July 18, at which stockholders will be asked to approve transfer of company to General Electric for approximately \$450 million—largest broadcasting-cable transaction ever. Reinsch joined Cox in 1934 at its WHIO(AM) Dayton, Ohio, and fostered growth as multiple owner and pioneer in cable beginning with single system in 1962. (Cox Cable division is now fifth in nation with value estimated at \$300 million.) Reinsch is believed to be largest stockholder outside Cox family. Reinsch relinquished presidency of Cox to Clifford M. Kirtland Jr. in 1974.

Business Briefly

RADIO AND TV

Block Drugs □ Twelve-week campaign for B.C. headache powder begins on July 2 for TV and late June for radio concentrating on Southern markets. Agency: Grey Advertising, New York. Target: adult males and blacks.

Valle's Restaurant □ Twelve-week campaign begins June 18 in 17 markets including Boston, Providence, R.I., Portland, Me., and Springfield Mass., during morning and evening drive time. Agency: Allied Advertising, Boston. Target: adults 25-54.

Laser Images □ Two-month campaign for Laserium laser light show begins in late June in 10 markets including Boston, Nashville, Denver, Oklahoma City, Seattle and New York. Agency: Laser Images Inc., Los Angeles. Target: adults, 18-34.

White Lightening □ Six-week campaign for White Lightening soft drink starts July 2 in two markets. Agency: Garrison, Jaspas, & Rose, Chicago. Target: children and adults 12-34.

Toyota □ Six-week campaign begins in early July in about 20 markets including Atlanta, Miami-Ft. Lauderdale, Tampa, Boston and Washington. Agency: DFS, New York. Target: men, 18-34.

Revlon □ Four-week campaign for Flex shampoo begins July 2 in all day parts in 20 markets. Agency: Grey Advertising, New York. Target: women 18-34

Bank Americard □ Four-week flight for Visa card begins in July in various California markets. Agency: Darcy, MacManus & Masius, San Francisco.

Brookmeyer's □ Four-week campaign begins in early July in San Diego. Agency: Chiat Day, Los Angeles. Target: adults 35-49.

Beatrice Foods □ Three-week campaign for Switzer candy begins in New York during morning and evening drive time. Agency: Albert J. Rosenthal, Chicago. Target: women 25-54.

Hebrew National □ Three-week campaign begins on June 25 for Hebrew

Rep Report

WTSP-TV Tampa-St. Petersburg, Fla.: To Harrington, Righter & Parsons from Peters, Griffin, Woodward.

WABX(FM) Detroit and WAIT(AM) Chicago: To McGavren Guild from Selcom (WAIT has had no national rep).

WAKY(AM) Louisville, Ky.: To Major Market Radio from Blair Radio.

WHAS(AM)-WAMZ(FM) Louisville, Ky.: To Blair Radio from Major Market Radio.

Advantage

First Blair Television began its experiment of distributing spot TV commercials via satellite with 13-week test of delivering General Foods TV commercials. (BROADCASTING, March 5) Last week Blair sent first facsimile of spot TV traffic instructions by satellite (for General Foods) to KBMA-TV Kansas City, Mo. — with time lapse of 7/10 of second. Evaluation of test will begin later this month.

Mercedes-Benz of North America, Montvale, N.J., has selected McCaffrey & McCall, New York, as agency for its \$10-million passenger car account, of which about \$1.7 million is in broadcast. About 50 agencies vied for account which had been at Ogilvy & Mather, New York, and was withdrawn from Ogilvy when the client learned that O&M was seeking the \$60-million-plus Lincoln-Mercury car account.

NAB TV code board has approved limited on-air test for Cruex, employing phrase, "jock itch." Code board says test will last three to six weeks and is scheduled to start on Sept. 1.

Radio only

MASLA MEANS BUSINESS

Ask Boyd Arnold
WKMF/WGMZ, Flint

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

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

THE FULLY-AUTOMATIC STUDIO CAMERA. IT CAN AUTOMATICALLY SAVE YOU SET-UP TIME.

Think about the time it takes to set up studio cameras.

Think about standby time for talent and production crews waiting for your technicians to get the best picture quality.

Think about the savings if that time could be reduced from hours to minutes—or seconds.

The TK-47. The world's first fully-automatic camera.

The TK-47 studio camera performs sequential set-up functions automatically—at the touch of a button.

And it does it in a matter of seconds, rather than requiring the usual hour or two for conventional studio cameras.

Daily performance checks are also done automatically. And with



a Set up Control Unit, any number of TK-47's can be controlled—with truly consistent color rendition.

You get better utilization of technical people, a smoother operation, quicker problem-solving.

Inside the TK-47: RCA technology at its finest.

The TK-47 is filled with state-of-the-art technology. Extensive use of LSI's and digital memory circuits, for example. And we've eliminated troublesome potentiometers.

Everything in the TK-47 is designed to increase reliability, reduce downtime.

Automatically backed by RCA, and TechAlert.

Cost-effectiveness in a studio camera, or any other piece of equipment, depends on many things.

Quality. RCA has a reputation that can't be matched for reliable, enduring products and systems.

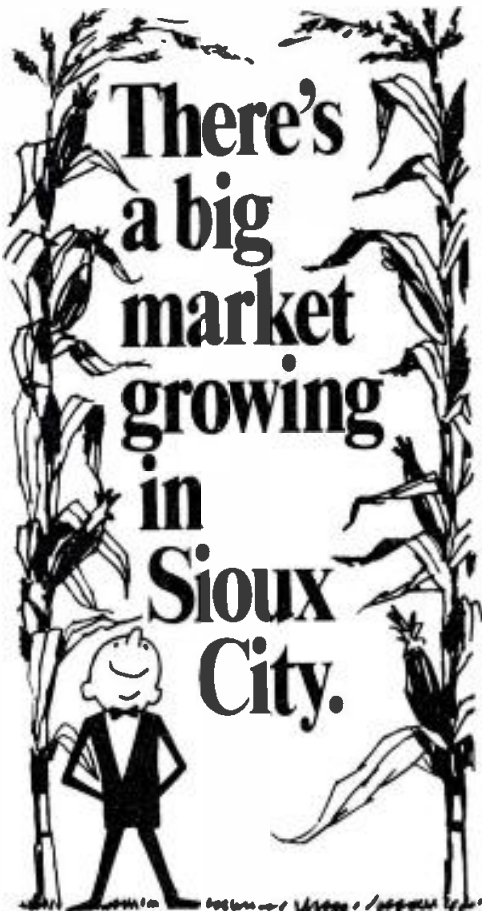
Service. Famous TechAlert service, and RCA parts support, can add years to the life of your equipment.

See your RCA representative, or write for details. RCA Broadcast Systems, Building 2-2, Front & Cooper Streets, Camden, NJ 08102.



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





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

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

KCAU-TV and ABC — #1 in prime time.

KCAU-TV — the outstanding buy in Siouxland.

You're ahead when you buy Forward.



KCAU-TV

SIoux CITY, IOWA

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

National salami in New York, Chicago, Los Angeles, Philadelphia and Boston. Agency: Scali, McCabe & Sloves, New York. Target: women, 18 plus.

Wilson Foods Corp. □ Three-week campaign for meat products begins in mid-July in Boston area. Agency: Tracy-Locke, Dallas. Target: women, 25-54.

Jeno's □ Two-week campaign for Jeno's pizza will start in late June in Denver in all day parts. Agency: JPF Associates Inc., Minneapolis. Target: women 25-54.

RADIO ONLY

Century 21 □ Eleven-week campaign for real estate company starts July 2 in approximately 150 TV and about 125 radio markets with TV spots in all dayparts except daytime. Agency: Wells, Rich, Greene, New York. Target: adults, 25-49.

J.M. Smucker □ Ten-week campaign begins for low sugar jams and jellies in late July in six markets including Los Angeles, and San Francisco. Agency: Wyse Advertising, Cleveland. Target: women 25-34.

Knudsen Orange Juice □ Two-month campaign begins in July in Las Vegas and five California markets: San Diego, Santa Barbara, Bakersfield, Los Angeles and Palm Springs. Agency: Dailey & Associates, Los Angeles. Target: women, 18-49.

Friendly's Family Restaurants □ Four-to-six-week campaign for restaurant chain starts in mid-July in approximately 20 radio and six TV markets in Midwest to East. Agency: Quinn & Johnson, Boston. Target: adults, 18-49.

Bell of Pennsylvania □ Four-week campaign for long distance service starts in late July in Philadelphia, Pittsburgh and

Harrisburg, Pa., during day, fringe and prime time. Agency: Lewis & Gilman, Philadelphia.

Magic Pan □ Two- to three-week radio campaign for restaurant chain begins in early July in Chicago, Dallas, Denver, Detroit, Kansas City, Mo., Los Angeles, New York, St. Louis and Washington. Agency: Allen & Dorward, San Francisco. Target: adults, 25-49.

ATA Foundation □ Trucking industry organization will participate in CBS Radio Network's *Sports Spectacular* programming in 1979 and 1980 on network's coverage of such sporting events as baseball All-Star game, Triple Crown of horse racing, Super Bowl XIV and Pro Bowl. Agency: VanSant Dugdale & Co., Baltimore.

TV ONLY

Bell of Pennsylvania □ Five-week campaign for Yellow Pages advertising begins July 10 in Philadelphia with spots going mostly into prime time with some in news, weekend and sports times. Agency: Lewis & Gilman, Philadelphia. Target: men, 25-64.

Juvenile Shoe Corp. of America □ Three-week "back-to-school" campaign for children's shoes starts in early August in 60-80 markets during day and fringe times. Agency: Deppe & Associates, St. Louis. Target: children, 2-11

Republic Airlines □ Two-to-three week "awareness" campaign begins in late June announcing merger of Southern Airlines and Northcentral Airlines to form Republic Airlines in about 140 markets in west central, east central and Southern areas. Spots will be placed throughout the day. Agency: Hoffman York, Milwaukee, Wis. Target: men, 25-54.

BAR reports television network sales as of May 27

ABC \$660,093,200 (36.3%) □ CBS \$595,318,100 (32.7%) □ NBC \$562,721,700 (31.0%)

Day parts	Total minutes week ended May 27	Total dollars week ended May 27	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.	154	\$1,404,200	3,313	\$25,648,600	\$22,715,100	+12.9
Monday-Friday 10 a.m.-6 p.m.	1,037	18,797,000	21,054	374,899,000	346,827,600	+8.1
Saturday-Sunday Sign-on-6 p.m.	282	7,322,100	7,234	209,000,700	185,523,100	+12.7
Monday-Saturday 6 p.m.-7:30 p.m.	98	5,001,900	2,064	103,992,100	91,003,900	+14.3
Sunday 6 p.m.-7:30 p.m.	27	1,778,800	508	33,298,100	27,833,600	+19.6
Monday-Sunday 7:30 p.m.-11 p.m.	422	48,672,800	8,675	951,299,600	831,316,900	+14.4
Monday-Sunday 11 p.m.-Sign-off	238	6,838,100	4,920	119,994,900	98,028,700	+22.4
Total	2,258	\$89,814,900	47,768	\$1,818,133,000	\$1,603,248,900	+13.4

Source: Broadcast Advertisers Reports

WE MAKE BROADCASTING WORK FOR RETAILERS.

Broadcast advertising works for retailers. We know, because at Outlet Company, we look at broadcast advertising from both sides. Our nine radio and television stations sell advertising, and our 159 retail stores buy advertising. Broadcast advertising complements and reinforces print ads, and offers the retailer vastly increased frequency and reach. Making broadcast advertising work for retailers is another example of Outlet Company's broadcast leadership from Washington, D.C. to Los Angeles.


OUTLET
BROADCASTING

An Outlet Company Division.

WJAR-TV
WJAR-AM
Providence, R.I.

WDBO-TV
WDBO-AM
WDBO-FM
Orlando, Fla.

WCMH-TV
Columbus, Ohio

KIQQ-FM
Los Angeles, Cal.

KSAT-TV
San Antonio, Texas

WTOP-AM
Washington, D.C.

THERE'S NO PERCENTAGE IN OFF-NETWORK HOUR WHEN

AMONG ALL 30 OFF-NETWORK HOUR PROGRAMS STAR TREK'S RATINGS OUTDELIVERED*

90% IN HOUSEHOLDS, 93% IN TOTAL ADULTS,
100% IN ADULTS 18-49, 93% IN TEENS,
86% IN KIDS.

*Feb. 1979 SPA

**Coming Soon! Star Trek...
The Motion Picture.**



STAR



BUYING A NEW UNPROVEN YOU CAN BUY STAR TREK!

AND... AFTER A DECADE OFF-NETWORK STAR TREK DELIVERED**

50% MORE ADULTS 18-49 AND 47% MORE
TOTAL ADULTS AS COMPARED TO ITS PAST NINE
YEAR AVERAGE IN SYNDICATION.



U.S.S. ENTERPRISE

* Feb. 1970 thru Feb. 1979 SPA



Paramount Television Domestic Syndication

TREK



Monday Memo®

A broadcast advertising commentary from Lee Gelber, president, Invicta Plastics (USA) Ltd., New York

The genius of TV for the game of MasterMind

Problem: You have an imported game that you are convinced could be a sure winner on the American market. But you have very limited advertising dollars to invest against the selling clout of the giants of the industry. What do you do?

I feel it may be interesting and perhaps instructive to tell how we tackled the problem with our game, MasterMind.

To give a little background! MasterMind, a two-player board game of logic, is the top product of Invicta Plastics Ltd., a British toys and games manufacturer.

The concept of an Israeli postal worker with a mathematical bent, the game was bought by Invicta and put into its present form in 1973. Almost overnight, it became a sensation in Britain. It is now sold in 103 countries. Instructions are printed in 10 languages, with customized instructions in 33 others.

In 1974, Invicta set up a U.S. subsidiary at the Toy Center in Manhattan. I opened the office with high hopes and three people.

We got off to a fine start, thanks to word of mouth, good publicity and a limited amount of trade advertising. Sales were almost entirely through "class" stores such as FAO Schwarz, Brentano's and Bloomingdale's.

But in 1977 we began to lose momentum. To add to our troubles, kindred games by large companies started coming out, backed by substantial advertising dollars. We faced the very real danger of seeing our initial gains eroded.

Our goal was to hold the dealers we had and gain a share of the mass market. To do so, in face of the growing competition, the answer—the only answer—was to go on TV. Because of our limited budget, we had to come up with a commercial that would be truly offbeat and set us apart from the crowd.

To do the job, I was convinced, would take an advertising agency with heavy experience in impulse products, a reputation for creativity and clout in lining up good TV time. That meant a big agency. But with our lean budget, what major agency would even talk to us?

Without much hope of getting anything more than a polite brush, I phoned Norman Craig & Kummel. That was late in 1977. My enthusiasm for MasterMind must have rubbed off. They agreed to a meeting. As we talked, their enthusiasm grew. Thirty-six hours after the meeting, Mike Detels, the NC&K management



In 1975 Lee Gelber took over the presidency of the American subsidiary of an unknown British toys and games manufacturer, Invicta Plastics Ltd. His staff consisted of himself, his wife and a secretary. Today, Invicta is one of the more successful names in the U.S. games field, thanks to the popularity of the MasterMind line. Gelber, 41, joined Invicta from Mind/Matter Corp., producer of creative games and toys, where he was vice president of marketing. He also had been with Creative Playthings and was a toys and games buyer for both Gimbel's and Macy's.

supervisor, was back in my office with the storyboard for what became known as the "Honeymoon" commercial.

If you were watching TV during the 1978 Christmas season, you may remember it. A young couple arrives at their honeymoon suite, their faces beaming with anticipation. "Think of it," the ecstatic groom exclaims to his equally ecstatic bride, "seven days and nights of MasterMind!"

In the allotted 30 seconds, there wasn't time to try to explain the game, nor did we want to. Our objective was to convey MasterMind's "addictiveness" and the personal involvement it generates.

We taped the commercial early in '78, in time to show to buyers at the annual Toy Fair in February. The comment of one buyer pretty well sums up the enthusiasm of most of them: "I think you guys have said the magic words."

Our TV schedule was for spots in New York, Chicago and Los Angeles from mid-

September to Dec. 23. The public response far exceeded our most sanguine hopes. We doubled our budget and expanded our coverage to 10 markets. To keep up with demand, I had to charter a plane to airlift more than 100,000 sets from the factory in England. Our office staff grew from three to 23, and we added more reps. Our retail distribution grew spectacularly. Our investment had paid off handsomely.

So what to do for an encore for the 1979 selling season? Exactly that: an encore. "Honeymoon" became "Anniversary." We used the same young couple we showed in the first commercial, but this time on their first wedding anniversary.

We see the happy wife on the phone to her husband saying, "I'm waiting for you. I thought we were going to play our little game." The husband, at his office desk, announces he has to work late and the wife will "have to play MasterMind without me." She is puzzled, but he reveals that the new Electronic Mastermind enables her to play the game by herself; he has programmed in the secret code. "Such mastery!" she exclaims. And he responds: "You used to say that to me."

Admittedly, there's a little double entendre here, but NC&K has done it in good humor and with excellent taste.

We have tested this out with toys and games buyers and they have given it their strong endorsement, verbally and with very gratifying advance orders. What we have created could be something unique in TV advertising: a "serialized commercial." If the actors or a reasonable facsimile thereof are around, we'll keep on using them. Who knows? We may eventually show them on their golden wedding anniversary.

Our 1979 TV schedule, which kicks off on Nov. 5 for six weeks of pre-Christmas selling, includes network spots on NCAA football and late-night programings on all three networks plus spot coverage in the top 20 markets. We figure a potential of 248 million household impressions during the campaign.

Worldwide, just six years after its birth, MasterMind has sold over 35 million sets. Invicta's claim that MasterMind is "the world's fastest selling game" is no exaggeration. It reportedly took Monopoly 40 years to sell 40 million games, and Scrabble 25 years to sell 25 million.

We still have some way to go to become the top seller in the U.S., but that's what we've set our sights on. If things go as well as I think they can, we could even reach that goal by the time the '79 Christmas season ends.



We'll show you how to see things our way.

Needs for video support vary.

Which is why we design **COMPLETE VIDEO SYSTEMS** around those needs. To solve problems. Some you may not see, but we can. In all areas of surveillance, broadcasting, audio visual centers, security, training, or monitoring.

Communications is our specialty.

We start with conversation and appraisal. Followed by a clear and concise recommendation which covers exactly what equipment you will need, your options, as well as whether you should rent or buy. We'll discuss personnel and their necessary qualifications. And installation deadlines. A lot of things concerning costs.

Total package service.

Once your requirements have been determined, we focus on the installation. The initial engineering and design of a video system are critical. They're the key to efficiency and effectiveness. They're something our clients consider us expert at.

We take on communication jobs of all sizes. From single cameras to complete broadcast installations with transmitters, towers and antennas

Flexible equipment specification.

A total system is only as good as its parts. We purchase from a wide range of equipment suppliers, allowing full latitude for the needs of your system. Unarco/Midwest represents and installs the products of RCA, Sony, Conrac, Rohn, Digital Video, 3-M, Jerrold, Hitachi, Ikegami and other fine manufacturers.

Expert installation and training.

Precision installation with a keen eye to timetables is our forte. From the simplest one-camera set-up, to the most sophisticated and complex job, we do it right the first time. After installation, we provide in-depth operational training, including complete maintenance procedures.

Custom programming.

If you don't want to invest in 'video hardware' or if you are not staffed to meet production requirements, we can produce programming from script development through the final product. From video taped instructional programs to video sales aids. In the studio or in the field.

Our people have it.

Years and years of industry experience. Since the first private TV camera came on the market.

From coast to coast, the Unarco/Midwest Experts have helped to make us the largest company in the nation doing what we do.

Complete Video Systems



Communication Systems Division



A subsidiary of
Unarco Industries, Inc.

I am interested in finding out more about Midwest.

- Please: Have a Midwest Sales Engineer contact me
 Send me the Midwest catalog.
 Send me the Midwest GSA catalog.

NAME _____
 TITLE _____
 COMPANY _____
 ADDRESS _____
 CITY _____
 STATE _____ ZIP _____
 PHONE (____) _____

Mail to:

E. W. Midkiff
 Vice-President
 MIDWEST Corporation
 Communication Systems Division
 4700 Boston Way
 Lanham, MD 20801

B

The Professional

Bill McCloskey Has the Answers

When two armed convicts took over a cellblock Bill maintained phone contact with them and their hostages for five days. That reporting earned him AP Broadcasting's highest award for spot news in 1974. The following year he joined AP Radio and since then he's covered the Presidential elections and given APR important breaks during the Hanafi's three-day siege of Washington.

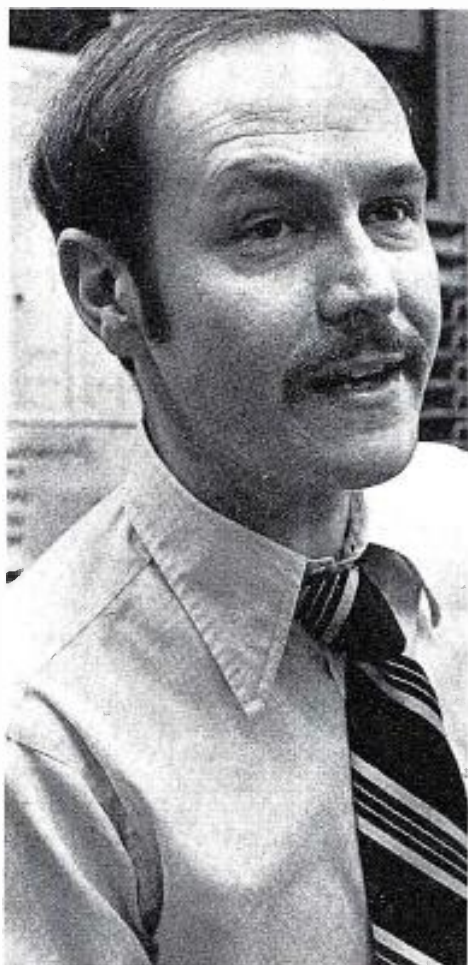
Bill's 18 years' of broadcasting experience includes everything from police reporting to policy planning. As APR's Assistant Managing Editor he has plenty of opportunity to use all of it. We like that. We're like Bill McCloskey.

Professional

AP Radio

Associated Press

Radio Network (212) 262 4011



Datebook

■ indicates new or revised listing

This week

June 17-19—*New Jersey Broadcasters Association* 33d annual convention. Speakers include FCC Commissioner Robert E. Lee and TV meteorologist Joseph Witte. Playboy Resort and Country Club, Great Gorge, N.J.

June 17-23—Eighth sales manager seminar of *National Association of Broadcasters*. Harvard Business School, Boston.

June 18-19—*Society of Cable Television Engineers* regional technical meeting. Radisson South, Minneapolis.

June 18-20—*California Community Television Association* annual spring meeting, Sacramento Inn, Sacramento, Calif.

June 19—*Radio Advertising Bureau* Idearama-Plus for local sales. Americana Inn, Cincinnati.

June 19—*Radio Advertising Bureau* Idearama-Plus for local sales. Sheraton Old Town Inn, Albuquerque, N.M.

June 19—*Radio Advertising Bureau* Idearama-Plus for local sales. Hilton Inn, Greensboro, N.C.

June 19—*Radio Advertising Bureau* Idearama-Plus for local sales. Sacramento (Calif.) Inn.

June 19-20—*American Association of Advertising Agencies* media seminar. Biltmore hotel, New York.

June 19-20—*Southern Cable Television Association* financial seminar. Host hotel, Tampa International Airport. Information: Ed Frazier, (813) 877-1144.

June 19-21—*Armed Forces Communications and Electronics Association* 33d annual convention. Sheraton Park hotel, Washington.

June 19-22—Annual convention of *National Broadcast Editorial Association*. Richard Salant, president of CBS News and vice chairman designate of NBC, will receive association's Madison Award. Menger hotel, San Antonio, Tex.

June 20-21—Regional meeting, *Mutual Black Network* affiliates. Holiday Inn City Center, Kansas City, Mo.

June 20-22—*Maryland/District of Columbia/Delaware Broadcasters Association* annual convention. Sheraton Fontainebleau, Ocean City, Md.

June 21—*Federal Communications Bar Association* luncheon. Speaker: Robert R. Bruce, general counsel, FCC. Capitol Hilton, Washington.

June 21—*Radio Advertising Bureau* Idearama-Plus for local sales. Airport Holiday Inn, Los Angeles.

June 21—*Radio Advertising Bureau* Idearama-Plus for local sales. Hyatt Regency, Phoenix.

June 21—*Radio Advertising Bureau* Idearama-Plus for local sales. Sheraton Inn-Shenango, West Middlesex, Pa.

June 21-23—*Wyoming Association of Broadcasters* convention. Hilton hotel, Casper, Wyo.

June 21-24—*Oklahoma Association of Broadcasters* meeting. Western Hills Resort, Wagoner.

June 22-24—*Association of North American Radio Clubs* 15th annual convention. Agenda will include discussion of clear-channel issue and feature Gordon Mikkelsen of WCCO(AM) Minneapolis. Radisson Downtown hotel, Minneapolis. Contact: ANRC, (612) 825-6405.

June 22-26—*South Carolina Broadcasters Association* meeting. Cancun Real. Cancun, Mexico

June 23-27—*Georgia Association of Broadcasters* 45th annual convention. Speakers will include Jane Pauley of NBC-TV and Dennis James, game show host. Callaway Gardens, Ga.

June 24—*Southern Educational Communications Association* board of directors meeting. Century Plaza hotel, Los Angeles.

June 24-27—*Public Broadcasting Service* annual membership meeting. Century Plaza hotel, Los Angeles.

Also in June

June 25—Hearings throughout week on public broadcasting sections of Communications Act rewrite, before *House Communications Subcommittee*. Rayburn House Office Building, Washington.

June 25-29—*National Association of Broadcasters* joint board meeting. NAB headquarters, Washington.

June 26—*Radio Advertising Bureau* Idearama-Plus for local sales. Holiday Inn Chicago West, Melrose Park, Ill.

June 26—*Radio Advertising Bureau* Idearama-Plus for local sales. Thruway House, Albany, N.Y.

June 26—*Radio Advertising Bureau* Idearama-Plus for local sales. Hilton Inn, Dallas.

June 26—*Radio Advertising Bureau* Idearama-Plus for local sales. Seville Inn, Pensacola, Fla.

June 26—*Radio Advertising Bureau* Idearama-Plus for local sales. Red Lion Motor Inn, Portland, Ore.

June 27-30—*Florida Association of Broadcasters* 44th annual convention. Boca Raton hotel and club.

June 28—*Radio Advertising Bureau* Idearama-Plus for local sales. Holiday Inn, Cheektowaga, N.Y.

June 28—*Radio Advertising Bureau* Idearama-Plus for local sales. Sheraton International Airport, Orlando, Fla.

June 28—*Radio Advertising Bureau* Idearama-Plus for local sales. Hospitality Inn, Grand Rapids, Mich.

June 28—*Radio Advertising Bureau* Idearama-Plus for local sales. Airport Hilton, Seattle.

June 28-July 1—Second annual convention of *National Federation of Local Cable Programers*. Austin, Tex. Information: Austin Community Television (host), Box 1076, Austin 78767.

June 29-30—*Tennessee Associated Press Broadcasters Association* eighth annual convention. Mountain View hotel, Gallatinburg.

July

July 6-10—*Television Programers Conference*. Hyatt Regency, Lexington, Ky. Information: Bill Logan, Cosmos Broadcasting, Columbia, S.C. (803) 799-8446.

July 8-11—Summer convention of *National Association of Farm Broadcasters*. Billings, Mont.

July 8-11—*New England Cable Television Association* annual convention. Wentworth by the Sea, Portsmouth, N.H. Contact: Bill Kenny, NECTA, (863) 286-4473.

July 10—*Radio Advertising Bureau* Idearama-Plus for local sales. Holiday Inn-Airport, Atlanta.

July 10—*Radio Advertising Bureau* Idearama-Plus for local sales. Hilton Inn-Airport, Denver.

July 10—*Radio Advertising Bureau* Idearama-Plus for local sales. Howard Johnson's Downtown, Indianapolis.

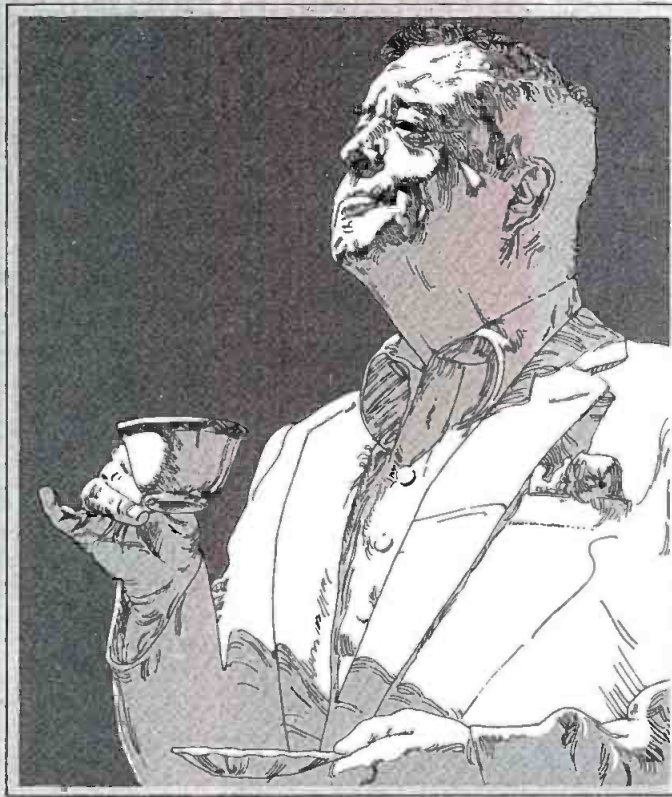
July 10—*Radio Advertising Bureau* Idearama-Plus for local sales. New Orleans Marriott.

July 10—*Radio Advertising Bureau* Idearama-Plus for local sales. Holiday Inn-Downtown, Portland, Me.

July 10—New deadline for filing comments to FCC on AM clear channel rulemaking proposing to limit the coverage range of existing 25 class I-A stations to

**Already Sold
For Airing This Fall—**
ATLANTA • BALTIMORE • BANGOR • BOSTON • DALLAS
NEW YORK • NORFOLK • PITTSBURGH • PORTLAND, ME • SAN DIEGO

The greatest of The Great One.



100 half hours of The Jackie Gleason Show.

How sweet it is!

The best of Gleason is now in production for first run syndication. Reginald Van Gleason III. The Poor Soul. Mother Fletcher's Pitchman. Rumdum. And Joe the Bartender. A half-hour series of classic comedy sketches that will always be remembered for their visual hilarity and great success.

At NATPE '79, everybody was talking about it.

In eight years on the CBS network, the Jackie Gleason shows averaged a 37 share. His recent *Honeymooners* prime time specials averaged a 33 share—with strong young adult appeal.

One of the hottest television properties of all time—and now you can book it for your station. It'll be one of the greatest things you ever did.

Available this fall.



make room for additional AM's. Reply comments are now due Aug. 13.

July 11-14—Virginia Association of Broadcasters meeting. Cavalier Inn, Virginia Beach.

July 11-14—Colorado Association of Broadcasters summer convention. Tamarron, Durango, Colo.

July 12—Radio Advertising Bureau Idearama-Plus for local sales. Carolina Inn, Columbia, S.C.

July 12—Radio Advertising Bureau Idearama-Plus for local sales. Arlington hotel, Hot Springs, Ark.

July 12—Radio Advertising Bureau Idearama-Plus for local sales. Cranston Hilton Inn, Cranston, R.I.

July 12—Radio Advertising Bureau Idearama-Plus for local sales. Ramada Inn, Billings, Mont.

July 12—Radio Advertising Bureau Idearama-Plus for local sales. Hilton Inn, St. Louis.

July 12—National Association of Broadcasters license renewal workshop. Tamarron, Durango, Colo.

July 14-15—UPI Broadcasters of Louisiana annual meeting. Maison Dupuy hotel, New Orleans.

June 14-16—National Gospel Radio Seminar. Holiday Inn-Clayton Plaza, St. Louis. Contact: Dave Wortman, P.O. Box 22912, Nashville 37202; (615) 256-2241.

July 15-18—Community Antenna Television Association annual convention. The Abbey on Lake Geneva. Fontana, Wis.

July 15-18—The New York State Broadcasters Association 18th executive conference. The Otesaga hotel, Cooperstown, N.Y.

July 15-19—CATA Cable Operators Seminar '79, sponsored by Community Antenna Television Association. The Abbey on Lake Geneva, Wis. Registration: CCOS '79, 429 N.W. 23d, Suite 106, Oklahoma City 73107.

■ **July 17**—Deadline date for FCC comments on proposal to eliminate cable rules dealing with syndicated program exclusivity and importation of distant signals (Dockets 20988, 21284). Replies are due August 16.

July 17—Radio Advertising Bureau Idearama-Plus for local sales. Hilton Inn, Des Moines, Iowa.

July 17—Radio Advertising Bureau Idearama-Plus for local sales. Alameda Plaza, Kansas City, Mo.

July 17—Radio Advertising Bureau Idearama-Plus for local sales. Sheraton Inn, Scranton, Pa.

July 17—Radio Advertising Bureau Idearama-Plus for local sales. Red Lion Motor Inn, Spokane, Wash.

July 19—Radio Advertising Bureau Idearama-Plus for local sales. Little America, Salt Lake City.

July 19—Radio Advertising Bureau Idearama-Plus for local sales. Commodore Perry Motor Inn, Toledo, Ohio.

July 19—Radio Advertising Bureau Idearama-Plus for local sales. Hilton Inn West, Oklahoma City.

July 19—Radio Advertising Bureau Idearama-Plus for local sales. Holiday Inn, Fargo, N.D.

July 19—Radio Advertising Bureau Idearama-Plus for local sales. Hilton hotel, Philadelphia.

July 22-24—California Broadcasters Association annual meeting. NBC President Fred Silverman will speak July 24. Del Monte Hyatt House, Monterey, Calif.

July 23—Deadline for reply comments on FCC inquiry into future role of low-power television broadcasting and television translators (Docket 78-253).

July 25—Radio Advertising Bureau Idearama Plus for local sales. Captain Cook hotel, Anchorage.

July 25-26—Wisconsin Broadcasters Association annual summer meeting. Pioneer Inn, Oshkosh.

July 25-29—Rocky Mountain Broadcasters Association convention. Hyatt Lake Tahoe hotel, Incline Village, Nev.

August

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

Aug. 15-19—Fifth annual conference, National Federation of Community Broadcasters. Evergreen State

Major Meetings

June 24-27—Public Broadcasting Service's annual membership meetings. Century Plaza hotel, Los Angeles.

June 25-29—National Association of Broadcasters joint board meeting. NAB headquarters, Washington.

Sept. 8-8—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.; 1981 conference will be Sept 10-12 at Marriott, New Orleans.

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. 1980 convention will be Sept. 14-17 at Town and Country hotel, San Diego.

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

College, Olympia, Wash.

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

Aug. 16-18—Idaho State Broadcasters Association convention. Shore Lodge, McCall, Idaho.

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

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-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.

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. 8-11—Southern Show of Southern Cable

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. 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 7-10, 1985; Kansas City, Mo., April 13-16, 1986; Atlanta, April 5-8, 1987; Las Vegas, April 10-13, 1988.

■ **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 1981, New York; June 1982, San Francisco; June 1983, New Orleans.

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

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

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. 17-18—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



Mauwade

...for laughs, for ratings, for a year.

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In Association with M.I.S.

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Taft Broadcasting	Storer Broadcasting
Outlet Company	Rust Craft Broadcasting
Fisher Broadcasting	Cosmos Broadcasting
Post-Newsweek	King Broadcasting
Golden West Broadcasters	Hearst Corporation
Combined Communications	Evening Star Broadcasting
CBS, Inc.	Futura Communications

This unique co-production between Norman Lear's T.A.T. Communications and, to date, 47 local stations has captured the enthusiasm and support of broadcasting management around the country.

To facilitate the collaboration, two-day production meetings will be held for local station participants as follows:

STATION WORKSHOPS

June 29-30—Boston	July 20-21—Fort Wayne
July 13-14—Jacksonville	July 27-28—Los Angeles

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More than entertainment...
The right to respond.

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NOW AVAILABLE:

The Programming and Sales Event of the Year!

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Chenault*

THE WEEKLY

TOP THIRTY THE RADIO SHOW

Drake-Chenault, leaders in innovative radio broadcast services, is proud to present a weekly radio event so strong, so dynamically fresh, so marvelously entertaining that it commands your audience's complete and undivided attention!

Drawing on the strength of the week's best hit music, **THE WEEKLY TOP THIRTY** features the drama of the SuperSong Countdown, beginning with the number thirty and building up to the number one hit of the week. All determined by our exclusive Countdown Computer which assimilates all the vital information in all the trades for the most scientific, accurate listing of the hits. With built-in audience-involvement techniques, coupled with the suspense of **THE WEEKLY TOP THIRTY** Countdown, you have a receptive atmosphere going into a commercial cluster. Thus, **THE WEEKLY TOP THIRTY** becomes a super programming tool and a class vehicle for many prestigious advertisers.

THE WEEKLY TOP THIRTY employs an expert staff of researchers who bring you memorable life-style pieces . . . fascinating interviews . . . revealing anecdotes . . . for an eye-opening, behind-the-scenes look at the world of contemporary music. What's more, the "more music" approach is hit-LP influenced and features important cuts from the most popular albums of the day. And it's narrated by renowned air personality Mark Elliott, whose warm, easy-to-listen-to style has made him one of today's most sought after national advertising voices.

Together with a full marketing, sales and programming guide, you'll get everything you need to make **THE WEEKLY TOP THIRTY** a huge success for your station in your market.

But hurry! **THE WEEKLY TOP THIRTY** is selling out in markets all over the country. To reserve your availability, call us today **TOLL FREE at 800-423-5084**. (California and outside the continental United States, please call 213-883-7400.)

THE WEEKLY TOP THIRTY...a profit-proven Special Feature from Drake-Chenault that adds variety to programming, enhances your station's image, strengthens weekend programming, and improves sales!

*Drake
Chenault*

call **TOLL FREE at 800-423-5084**

8399 Topanga Canyon Blvd., Canoga Park, Calif. 91304 • (213) 883-7400

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CONTACT GRACE GIBSON RADIO PRODUCTIONS, SYDNEY, AUSTRALIA
AREA CODE (02) 922-5533

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Women in Radio and Television. Washington Plaza hotel, Seattle.

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

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

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

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

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

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

October

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

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

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

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

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

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

■ **Oct. 14-18**—*Texas Association of Broadcasters* fall convention. Marriott hotel, Austin, Tex.

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

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. 23-24—*Ohio Association of Broadcasters* fall convention. Columbus Hilton, Columbus, Ohio.

Oct. 24-26—*Kentucky Broadcasters Association* fall convention. Hyatt Regency, Louisville, Ky.

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

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

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

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

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

November

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

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

Nov. 7—*National Association of Broadcasters* legal

workshop. Valley River Inn, Eugene, Ore.

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

Nov. 8-9—*Oregon Association of Broadcasters* conference. Valley River Inn, Eugene, Ore.

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

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.

Nov. 30—New deadline for filing reply comments 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.

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What it takes

EDITOR: In my radio-television class I asked the students to advise someone who was seeking a career in broadcasting. Here is the response of one student, Mary Lou Brayshaw, who took a somewhat different approach:

"If you can master your own art and still be an expert in every other field: economics, marketing, politics, art, music, sociology, anthropology, language; if you can love the spoken word, yet never forsake the written; if you can hear the noise all around you and still insist on communicating; if you can run the race, beat the clock and still never sound out of breath; if you can bear the legalese, the red tape, the paper mountain, the inconsistent legislation, yet never come to hate the legal process . . .

"If you can be temperate, considerate, tactful, courteous, fair but still be the shrewdest, craftiest so-and-so in town; if you can move the saddest heart to laughter, the hardest heart to tears; and if you love broadcasting but hate it just enough to strive to make it better, then you'll be a broadcaster, my child. And, which is more, you'll be a good broadcaster."—Charles T. Lynch, associate professor/chairman, department of radio-television, Southern Illinois University at Carbondale.

Camp comedy

EDITOR: Each issue of BROADCASTING carries a cartoon on the editorial page. I have been amused by many of the creations which have been published.

I would like to submit a cartoon of my own creation in hopes that your audience may enjoy the humor it contains. Many of life's funniest tales come from true experi-

ences and this cartoon is no exception.

I was camping and went hiking for water to bring back to camp when I ran across this couple in this situation. I thought that the contradiction of life styles was extraordinary. The husband enjoyed making the fire and breathing the fresh air while his wife was content watching television. What an impact this medium has. It is now apparent that to some people it is more captivating than all the out of doors. What a shame.—William R. Barrick, Memphis.

Leave it to the locals

EDITOR: I read with great anger the June 4 letter by Bob Young supporting the continuance of 50 kw clear channel stations.

The letter bristles with subjective, highly biased judgments of the role that clear channel stations play in relation to local, lower-power stations.

There is no question in my mind that local stations have been the victim of a system that perpetuates the revenue-generating advantage of nighttime coverage by a minority of licensees fortunate to have been grandfathered into their current status.

I don't feel that the broadcast band is overcrowded, nor do I agree with Mr. Young's contention that clear channel stations necessarily provide superior service, especially in the area of what is in the local public interest. I feel little sympathy for such a tiny minority of truckers losing their favorite high-power station.

It is my opinion that no station should be granted the privilege of servicing more than its fair share. Everyone should have the opportunity to make an equal contribution to the welfare of all aspects of the public interest.—Steve Lawrence, engineer, WXYZ-TV Detroit.

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

EDITORIAL

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BUREAUS

New York: 75 Rockefeller Plaza, 10019.
Phone: 212-757-3260.
Rufus Crater, chief correspondent (bureau chief).
Rocco Famighetti, senior editor.
Jay Rubin, assistant editor.
Diane Burstein, editorial assistant.

Winfield R. Levi, general sales manager.
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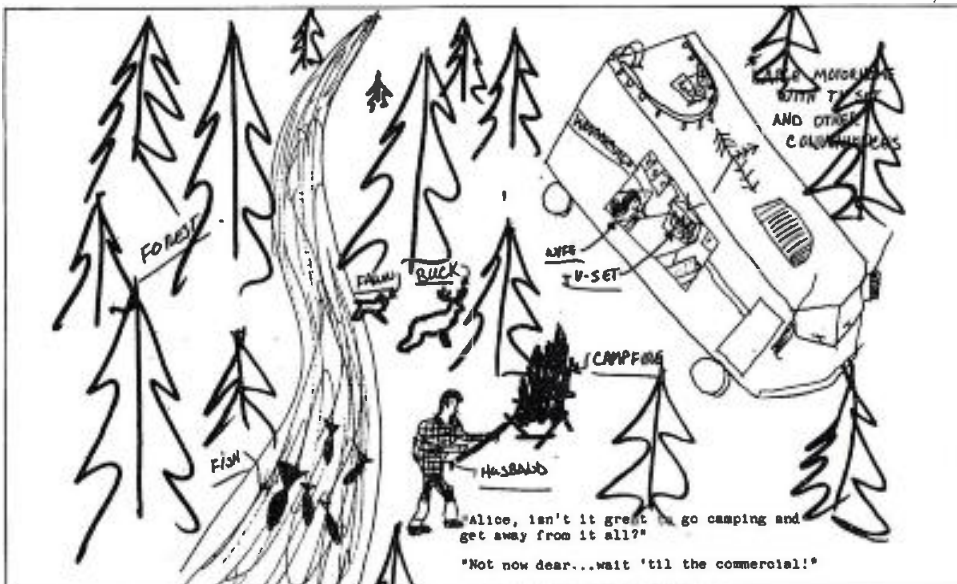
Hollywood: 1680 North Vine Street, 90028.
Phone: 213-463-3148.

James David Crook, assistant editor.
Bill Merritt, Western sales manager.
Sandra Klausner, editorial-advertising assistant.

London: Number One, 22 Embankment Gardens, S.W. 3
Phone: 01-352-6009.
William J. Sposato, correspondent.



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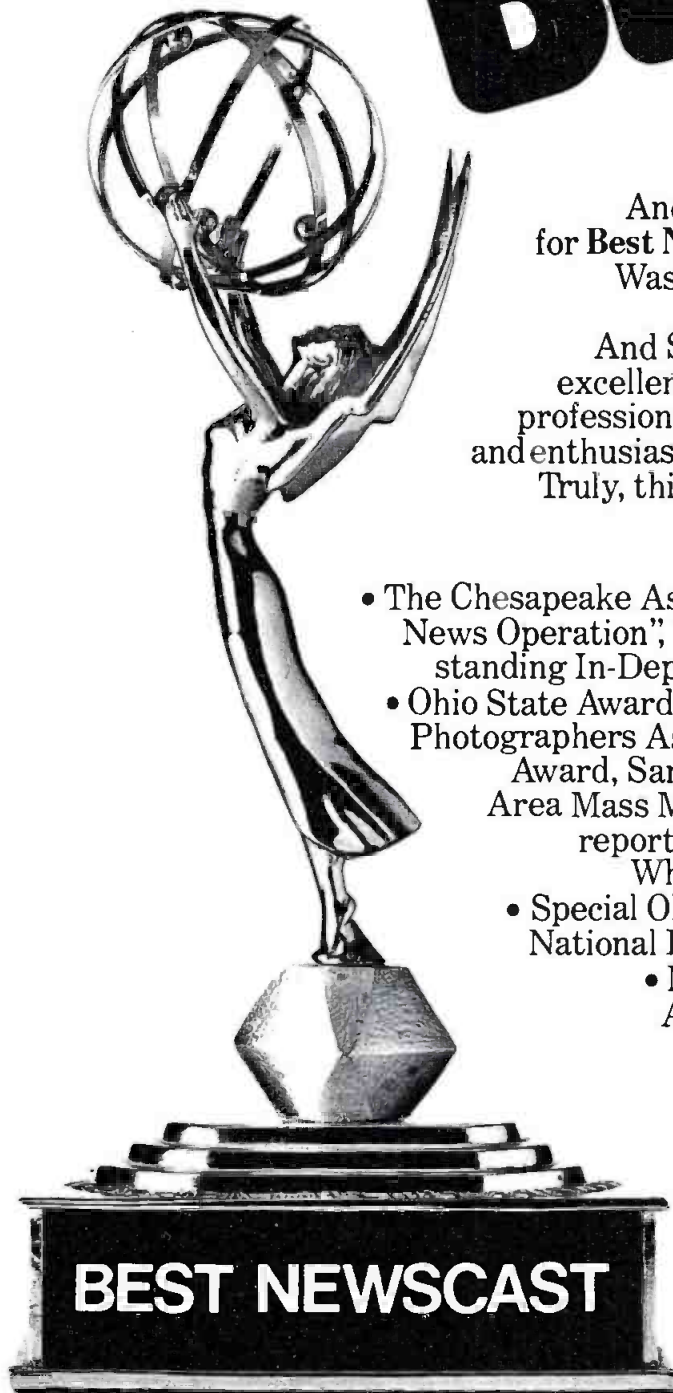
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TOP OF THE WEEK

Another hand of government strikes at NAB TV code

Justice files antitrust suit against time standards that FCC has borrowed in part for license-renewal guidelines

The U.S. Justice Department has suddenly attacked the basic mechanism that schedules \$9 billion a year in television advertising. It asked the U.S. district court in Washington last week to rule that the commercial time standards of the National Association of Broadcasters television code violate the Sherman Antitrust Act and to enjoin their use.

Advertising authorities agree that the outlawing of standards that have been in general use, with occasional modification, since television was in its infancy would leave a vacuum of uncertain consequence. There could be serious disruptions in television advertising until sellers and buyers adjusted their practices to a free market in television time.

The government's suit, which names the NAB as defendant, alleges that beginning in 1952, when the television code was promulgated, the NAB and unnamed "co-conspirators" have been engaged in unreasonable restraint of trade and commerce.

The "conspiracy," according to the suit, has had a number of anticompetitive effects: The amount of time for advertising and unpaid announcements as well as the variety of advertising formats have been "artificially curtailed"; price competition in television advertising has been restrained, and "purchasers of television advertising time have been deprived of the benefits of free and open competition among television broadcasters."

The NAB took a different view. Its president, Vincent T. Wasilewski, issued a statement asserting that the association regards the time standards as being in the public interest. He said code actions have been taken after consultation with legal counsel and have always been a matter of public record, and he added: "The Justice Department's action is ironic—it flies in the face of overwhelming support from the public, the Congress, the courts and the regulatory agencies for the concept of the

broadcast industry regulating itself in lieu of government controls."

One NAB official pointed out that the FCC relied on the code's restrictions on children's advertising in rejecting proposals by Action for Children's Television that it adopt rules in that area, and the U.S. Court of Appeals upheld the commission's judgment. The commission based its standards for reviewing renewal applicants' commercial practices on the code's provisions. On the other hand, the Federal Trade Commission's inquiry into children's advertising has placed in question the adequacy of the code.

Considering those matters and the exhortations broadcasters hear from members of Congress and now the Justice Department suit, one NAB official said, broadcasters would appear to be getting "a mixed message" from government.

The antitrust division attorneys working on the case argue that broadcasters should be free to make their own decisions on advertising matters. "To the extent the NAB removes the burden of decision making, that is not good," said Kenneth Anderson, chief of the special regulated industries section of the antitrust division. "We do

tion rules" that "pervasively" regulate the amount and format of television advertising and unpaid announcements. It says the restrictions limit the amount of time that may be devoted to nonprogram material during specified periods, the number of interruptions by nonprogram material within those periods, and the number of consecutive nonprogram messages which can be made during any interruption. The restrictions vary with various factors.

The suit notes that although membership in the code is not mandatory for NAB members, some 77% of all television stations in the top 50 markets—stations that reach 70% of all television households in the country—are code subscribers. And it says the code provides for suspension and expulsion of subscribers for violations of the code.

(The NAB radio code, which also sets commercial time standards that have been adopted by the FCC as guidelines in its license-renewal procedures, was not attacked in the antitrust suit. A Justice Department spokesman said it did not raise as serious a problem as the television code.)

The antitrust division's decision to

The standards under attack. *The NAB television code places the following limits on "nonprogram" time, including commercials, for network affiliates: in prime time, nine and a half minutes per hour, with another 30 seconds per hour for promotional announcements "when deemed necessary"; in children's programming on Saturdays and Sundays, nine and a half minutes per hour; in children's programming on other days, 12 minutes per hour; in all other time, 16 minutes per hour. For independent stations the limits are: in prime time, seven minutes per half hour; in all other times, eight minutes per half hour.*

not prefer the collective approach. We prefer that each broadcaster make his own decision regarding quantity and quality."

And he expressed the view that competition in the transmission of programs, as is promised by new technologies, should ease concerns about the networks "saturating" the airwaves with advertising. The fear of losing audience, he said, acts as "a governor."

Mr. Anderson thought no more highly of the setting of advertising standards by legislation or regulation. He said he was sure the antitrust division would oppose either kind of action. "The basic point is that there is no need for Congress or the FCC to do anything."

The suit says that the code's section on "time standards for nonprogram material" contains "overcommercializa-

tion move against the commercial time standards in the NAB code was not sudden. The division is said to have been interested in the code since the 1960's, and Anderson said the study leading to the suit was in effect a spin-off from the inquiry leading to the antitrust suits that were filed against the three networks in 1972 and are still being prosecuted against two of them. (NBC has reached a settlement with the department.)

"One thing that concerned us was the TV code," Anderson said. "How could we possibly not address that? The only way to do it in a definitive way was in court."

Meanwhile, some NAB officials last week were already sketching a worse-case scenario: "The Justice Department wins in court, there are no standards, and the FTC and FCC move in to fill the vacuum."

Another spin for Broadcast Bureau's revolving door

Shiben in for Verveer as latter moves over to Common Carrier in wake of Darby resignation

The FCC, which has been going through a turbulent period in terms of personnel matters, last week made two new major staff changes. But the signs are the changes may have moved the agency into a calmer time.

Richard Shiben, chief of the Renewal and Transfer Division, has been named chief of Broadcast Bureau. On Wednesday, he will succeed Philip L. Verveer, the former Cable Bureau chief who switched to Broadcast six weeks ago and is now slated to take over the Common Carrier Bureau before the end of the month.

Those changes were triggered by the sudden resignation two weeks ago of Lawrence Darby as chief of the Common Carrier Bureau after only some 11 months in the post (BROADCASTING, June 11).

The Darby resignation appeared to mark the low point in the administration of Chairman Charles D. Ferris. Not only had Darby—Ferris's own choice to run the bureau—been highly regarded by the commissioners, but his letter of resignation came about a month after Wallace Johnson had retired as Broadcast Bureau chief amid reports he had been forced out by those around the chairman.

There was more. The Common Carrier

Bureau was losing key people—about a dozen have left or are expected to leave soon, although some resignations, at least, were dictated in part by the Ethics in Government Act going into effect on July 1. And throughout the Ferris chairmanship, staff morale has been a problem.

But the Darby resignation appears to have provided Ferris with an opportunity to begin turning things around.

His selection of Verveer—whom he evidently regards as a talented all-purpose utility man—met with speedy and unanimous approval at a closed meeting of the commission on Thursday—unlike the controversy Verveer's nomination as Broadcast Bureau chief had generated.

Not only had Verveer won praise from commissioners and staffers in the short time he had been at the Broadcast Bureau. The experience he had acquired, before joining the FCC, as the Justice Department lawyer who for three years headed the antitrust division's trial staff in the suit against AT&T was felt to have equipped him well for the Common Carrier post.

The Shiben move was seen by commission observers as particularly deft. It provided Ferris with a man with whom he felt comfortable yet satisfied most of the desires of the commissioners who two months ago had urged the appointment of Martin Levy, deputy bureau chief, as Johnson's successor. Shiben's nomina-

tion, like Verveer's, was approved unanimously.

Shiben came up through the ranks—he joined the commission in 1962—and in his five years as chief of the Renewal and Transfer Division had acquired a reputation as a first-rate administrator.

Commissioners and bureau staff members alike were pleased. One staffer said he was "delighted," which lent weight to a commissioner's comment that the appointment "should help morale, which has not been good."

Levy, a veteran of 31 years with the commission, had been the choice of Commissioners Robert E. Lee, Abbott Washburn and James H. Quello to succeed Johnson. And they appeared ready to support him again (although Quello missed the meeting because of a speaking engagement in Chicago).

However, although the chairman listed Levy and one or two others as possible candidates, he left no doubt that Shiben was his first choice. One factor counting against Levy, he said, was that the deputy chief had made it clear that "family obligations" prevented him from working the late hours the chairman expects of bureau chiefs.

Shiben, who lives in Shepherdstown, W.Va., an hour and 45 minutes from Washington, most of it by train, said late hours are no problem for him. "I told the

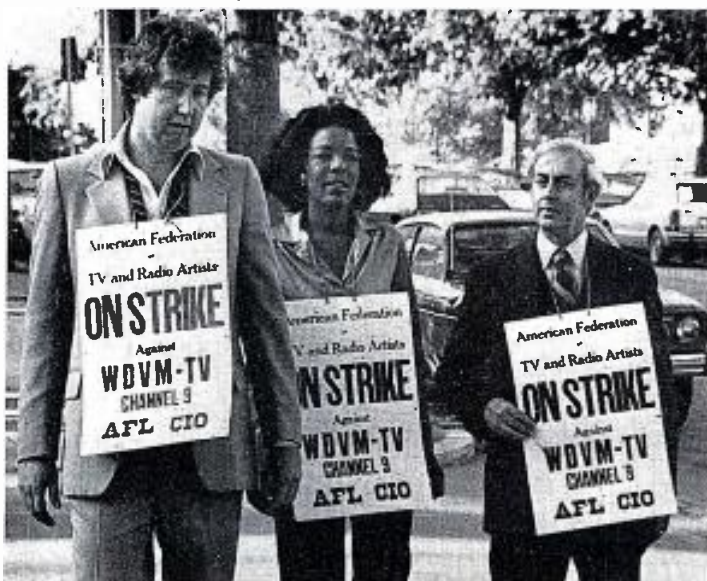
InBrief

President Carter has nominated FCC Commissioner **Tyrone Brown** to full seven-year term beginning July 1. Nomination had been expected; President was reported to have assured Brown he would be reappointed when he was asked to fill two years remaining of former Commissioner Benjamin L. Hooks's term.

Ashland Oil Co., nation's 15th-largest oil company, had obtained option to buy about three million shares of common stock at \$30 per share of American General Insurance Co.'s holdings in NLT Corp., Nashville-based insurance firm whose properties include **WSM Inc.** and **Grand Ole Opry** there. Ashland said it has until Sept. 14 to exercise option and, if it decides to go ahead, it would have right to purchase additional 307,260 shares at same price from American General. Trading in NLT Corp. was temporarily suspended last month when stock was heavily traded following reports of Ashland takeover, as denied at time by Ashland (BROADCASTING, May 28).

Cox Cable Communications, which has been ordered to divest its **Atlanta cable system**, has reached agreement in principle for sale to **Cable America Inc. for \$5.5 million**. Previous agreement with Harron Communications was terminated when Harron informed Atlanta city council it couldn't comply with proposed new cable regulations. Newly formed Cable America is subsidiary of Cablecasting Ltd. of Canada.

Executive committee of Public Broadcasting Service last week voted to **restructure PBS** to accommodate anticipated multiple program services. Restructuring would **reduce board from 52 to 25 members**, which would include president. Two separate committees would be responsible for prime time and support services, with managing director of each service recommended by president and approved by individual board committees. Proposal goes to full board for discussion or alterations Sunday (June 24) and then to full membership at annual meeting following day for final vote.



On-camera stars of **wqvm-tv** Washington news team last week assumed off-camera walk-on roles on picket line when **American Federation of Radio and Television Artists struck station**. Stalled talks for new three-year contract didn't affect such highly salaried staffers as (l-r) sportscaster Glenn Brenner, anchor J.C. Hayward and weatherman Gordon Barnes, but did affect eight off-camera job positions of assistant directors and writers in the \$9,000-to-\$17,200 range. AFTRA claimed this was substantially below scale paid comparable employees at other Washington TV outlets; **wqvm-tv** declined to comment on figures or make comparisons. About 40 reporters, writers and assistant directors walked off job last Tuesday (June 12) after negotiations stalled on new contract to replace one that expired in May. **wqvm-tv** supervisory personnel immediately took over vacated positions and management employees were brought in from other stations owned by station's parent



Shiben



Verveer



Darby

Darby, in an interview in his office, both talked of changes in the commission's approach to common carrier matters that impose new strains on a bureau chief already struggling with extremely complex and important issues.

They talked of the growing interest of commissioners in common carrier issues and of commissioners' determination to participate more fully in them, and of what Ferris called the "blurring" of jurisdictional lines between Common Carrier and other bureaus and offices. The day when the bureau was relatively autonomous, it seems, are over.

Darby did not quarrel with that situation, but it evidently frustrated him. "It's a new environment," he said. "It takes longer to get things done . . . I would like a quicker resolution of difficulties than Charlie [Ferris] would."

There were other problems, too. The bureau was losing key people, and he was having trouble recruiting replacements with the necessary skills and experience. Perhaps, he said, "a new chief might be able to attract people or keep people I wasn't able to keep."

Indeed, that theme of self-criticism ran through much of what he said and it might provide the explanation—at least in part—for his resignation.

"I had for whatever reason lost my ability to be as effective as I'd want to be, or should be," he said, adding, at another point, "I didn't live up to my expectations."

chairman I'd stay until the job is done."

However, the commissioners expressed concern that, in being passed over a second time, Levy might decide to retire early. Accordingly, Ferris promptly telephoned Levy in Berkeley, Calif., where he was attending a son's graduation from the University of California, to inform him of the commission's decision and express the members' hope that he remain. Ferris later said Levy did not indicate what he would do.

Shiben said he was "surprised" and "elated" at his selection and is looking forward to the challenge. He is aware of the problems the bureau faces—backlogs in processing applications, among others. But, he added, "if I can instill the same feeling in the bureau as in the division—

professionalism, pride in the work and a readiness to make prompt decisions—and hope you're right more often than you're wrong—the problems will go away."

Meanwhile, the furor stirred up by Darby's resignation on June 7 seemed to have died down by week's end, as both Darby and Ferris gave explanations that sought to put to rest speculation that the bureau chief had been forced out or that he had quit over any particular policy issue. As both men described events leading up to the resignation, the reasons seemed more complicated than those explanations and at the same time to suggest more trouble ahead.

Ferris, in an appearance at a National Citizens Committee for Broadcasting "brown bag luncheon" on Monday, and

firm, The Evening News Association. Both union and station said Wednesday that no further bargaining sessions had been scheduled. Pat Collins, assistant shop steward at wdvb-tv, reportedly has contended that basis for conflict was established last year when the **Evening News Association and Washington Post Co. exchanged their Detroit and Washington stations**, respectively, in order to circumvent crossownership problems. New owners of Washington station then were said to have negotiated talent contracts with substantial raises to on-air personalities.

Eleven civil rights and media reform groups have petitioned FCC to initiate rulemaking aimed at **extending commission's equal employment opportunity rules to networks and to headquarters operations of multiple broadcast owners**. Groups say that implementing policy to improve employment opportunities for women and minorities in broadcasting without extending it to network and headquarter employees is to "forestall" achievement of program's objective—"diversity of programming to service this country's pluralistic population through diverse decision makers."

Independent Television News Ltd., London, has purchased 50% interest in **UPITN news agency held by John McGoff**, U.S. publisher who is said to have used South African government funds to purchase acquisition (BROADCASTING, June 11). Spokesman for ITN, which previously held 25% of company (other 25% is held by United Press International), said price was comparable to that McGoff paid in purchasing half interest from Paramount in 1975. That was \$1.35 million.

Audits & Surveys has announced it is **discontinuing its TRAC-7** syndicated radio audience measurement service for want of industry support. "Unfortunately," said A&S President Richard L. Lysaker, "a premium product commands a premium price, and **this encountered industry resistance.**" A&S launched TRAC-7 last fall in hope of eventually challenging dominant Arbitron Radio. It was measuring five markets (New York, Washington, Baltimore, San Francisco, Dallas) and had about 100 subscribers (including about 40 stations).

Senator Harrison Schmitt (R-N.M.) has proposed **"relaxing" fairness doctrine** by relieving broadcasters of **requirement to go out and cover controversial issues**. But when they do, under his plan, they would have to offer reasonable time for opposing views. Plan is similar to provision in original House Communications Act rewrite, called "equity principle," which has been deleted in latest version.

Spanish language television will soon be available to people of **Philadelphia, Denver, Hartford, Conn., Austin, Tex., and Bakersfield, Calif.** FCC granted Spanish International Communications Corp. **CP's for five UHF translators** that will rebroadcast signals of four stations it owns: wxTV(tv) Patterson, N.J., to Philadelphia on ch. 35 and to Hartford on ch. 61; kwex-TV San Antonio, Tex., to Austin on ch. 42; kmex-TV Los Angeles to Denver on ch. 31, and kftv(tv) Hanford, Calif., to Bakersfield on ch. 39.



Mutual Broadcasting System has consummated \$12-million **purchase of wcfll(am) Chicago** from Chicago Federation of Labor and Industrial Union Council. Present were (l to r): Thomas E. Faul, federation secretary-treasurer; William A. Lee, federation president, responsible for station's operation since 1946; Gary J. Worth, Mutual executive VP in charge of stations; **Orrin McDaniels**, wcfll's new general manager, formerly VP-general manager of wtop(am) Washington, and Bill Lemanski, wcfll station manager.

Advertising lets go with both barrels at television

At AAAA's first Media Day, Upson blasts the biggest medium for not standing up to pressures from government on commercials; ABC and the NAB are singled out

The television industry in general and ABC-TV and the National Association of Broadcasters in particular were roundly condemned last week on the ground that they had not lined up behind the advertising and business communities' battle against growing government regulation.

"The big advertisers are fighting hard to keep advertising lines open," said Stuart B. Upson, chairman of Dancer Fitzgerald Sample and of the American Association of Advertising Agencies. "The agencies, who can survive without broadcasting if they have to, are struggling to protect broadcast revenues. The only involved parties who aren't fighting the war—and some are surrendering—are the media who are the greatest beneficiaries of the advertising dollar."

Upson lashed out at ABC-TV for reducing commercial time in children's programming and at NAB for not, in his judgment, supporting the antiregulatory forces and for stiffening its guidelines on children's advertising.

Speaking at the AAAA's first Media Day, in New York, Upson concentrated his antiregulatory fire on the Federal Trade Commission's moves against children's advertising. But he stressed that "the target isn't just children's advertising—it's the entire concept of effective advertising as we know it."

He singled out ABC-TV for its plan to voluntarily cut advertising time in Saturday morning children's programs to seven and a half minutes from nine and a half. "You've got to believe the activists applauded this move," he declared. He called it "a tacit admission that there's something wrong with advertising to children," and said it "makes no sense to me."

"As Sam Thurm [Association of National Advertisers senior vice president in Washington] wondered in an article in *BROADCASTING*," Upson said, "if nine and a half minutes of time is no good, what makes seven and a half minutes good? The answer of course is nothing. If nine and a half minutes will poison children's minds, and they won't, then [so] will seven and a half minutes."

"So, [the activists] get seven and a half down to five and a half and then three and a half, they get the kid thing under control in their book, and they can work on other advertising—for over-the-counter drugs, or beer—[and] little by little, classification by classification, they'll achieve their basic goal, which is somewhere between no ad-



Upson

vertising and lousy advertising."

In addition to ABC, Upson said, the NAB's TV code board is "going ahead with plans to tighten up on children's advertising guidelines despite numerous objections of advertisers and agencies."

He recognized, he said, that some people thought the advertising community was inconsistent when it advocated self-regulation through its own National Advertising Review Board but opposed self-regulation by NAB. But, he said, advertising's NARB is self-regulation, while the NAB "is a body set up by broadcasters to regulate advertisers and their agencies and there's nothing self-regulatory about it in any damn way."

Upson said that "we're not asking for editorial help [and] we sure aren't getting it. We're asking for business help, the business side, the media management, the trade associations."

"There's a reluctance sometimes to fight broadcasting because of the licensing. They go back again and again for renewals. I don't know the answer, but you've got to figure that if the government, under Nixon, didn't smack the media for the great Watergate stories, I can't believe it would smack them very hard for fighting for freedom of speech in this medium. There are many reasons for

this, but the bottom line is loss of revenue

Upson stressed the AAAA's new policy of aggressive action against regulatory abuse, and said it's showing some positive results. He asked media "to join forces with us to gain ultimate victory."

"We have a new stance, a vertical stance," he said. "We're keeping information flowing to the public and, incidentally, dollars flowing to media coffers. And we're doing it without the help of the media industry, particularly broadcast."

"The networks, the stations, the trade associations and other media have been asked repeatedly to join the rest of the industry in the struggle to maintain what's left of advertising's freedom of speech. Just as repeatedly, the media turned us down."

Speaking of television on a different level, Michael Lepiner, senior vice president and director of programming for Benton & Bowles, New York, said the medium has been criticized often. But at the same time he felt television has over the years "moved steadily forward and provided a service unduplicated in an increasingly more complex world."

He acknowledged that "the peaks and valleys will always be with us," but said television is basically an entertainment medium although it also has the responsibility to inform and to educate.

Lepiner deplored the emphasis on ratings that has led, he said, to constantly changing schedules, mounting rates of cancellation, introduction of new programming and "unheard of sums spent for development of the big hit." He raised the question of whether all these moves are necessary, pointing to both CBS and NBC reporting reduced profits last year, attributed largely to huge development costs that did not translate to ratings gains. He agreed that ratings are highly important to a network.

"The value of a rating point in today's market is approximately \$5,500 and can mean a difference of \$40 million over the course of a full season for each network," Lepiner observed.

Upstanding. Stuart Upson notwithstanding, CBS-TV President James Rosenfield was on the offensive last week, declaring that the FCC and the Federal Trade Commission are trying to reorder broadcasting for "social good" while professing to deregulate it. "The chairmen of both the FCC and the FTC have said that their role is to promote competition and demote regulation," he said in a speech prepared for delivery Friday to the Charleston, S.C., Chamber of Commerce. "And yet both the FTC and the FCC seem to be opening up brand-new territories for broadcast regulation." Rosenfield cited the FCC's current inquiry into children's programming and advertising. "This is a radical application of regulatory power," he said. "For almost a century, the idea in this country was that regulation was a means of correcting imperfections in the market. But now regulation is being seen as a direct means of achieving social good."

"For the FCC, 'social good' may mean deciding what kinds of programs will be offered to the public. For the FTC, it includes ideas about what our dietary habits should be." He noted that Congress, "from the very first," had forbidden FCC to regulate programming.

"What is disturbing," he said, "is that the FCC and the FTC in these cases are tinkering with fundamentals in pursuit of the supposed 'good.' Government exclusion from programming decisions, and funding through advertiser support, are pillars of our broadcasting system. They are what make it free and independent on the one hand, and responsive to the broad range of public tastes on the other. It is a strange kind of deregulation that undercuts these principles."

The rock and the hard place on license fees

NAB and Van Deerlin face off; the former professes support of rewrite efforts in general, but won't budge an inch about payments for spectrum use; the congressman stands his ground

The National Association of Broadcasters sought last week to dispel any notions that it is against Lionel Van Deerlin's (D-Calif.) Communications Act rewrite, but wound up pledging war on the bill if it continues to carry the license fee provision Van Deerlin considers to be the measure's cornerstone.

Bringing up the rear of the House Communications Subcommittee's broadcast hearings, four NAB officials testified last Tuesday—joint board Chairman Donald Thurston, radio board Chairman Walter May, TV board Chairman Thomas Bolger and association President Vincent Wasilewski.

Thurston led off with an appeal to Van Deerlin not to chop off the broadcasting limb of the bill, a prospect the subcommittee chairman has raised in the face of widespread broadcast criticism of H.R. 3333. "Our association *does* want legislation in the broadcasting area," Thurston said. "We know that it is tempting to break out the common carrier provisions of this bill and leave broadcasting to another day, but I sincerely hope that you not follow this course."

There are differences among members of the broadcasting industry on various provisions of the rewrite, Thurston said, but "I still believe that these matters can be treated in the context of a comprehensive version of the act and that it continues to be quite worthwhile to work out our differences."

The joint board chairman's tone of conciliation continued as he commented: "In my perception, it is a golden opportunity to redress some of the problems of broadcast regulation, and we do not want to miss it, recognizing that it means making some hard choices and treating radio and television problems in different ways. So please resist the temptation to set us adrift."

The three NAB board chiefs then

pressed their criticisms of the bill, all stressing their distaste for the license fee. Said May: "We still believe the public is getting tremendous value from our use of the radio spectrum and we see no need for further tribute." Added Bolger, "I really find it personally repugnant to think that I have to buy my way out from under oppressive federal regulation."

Thurston said broadcasters would not mind paying their share of the costs of running the commission, which would be significantly less than the \$150 million broadcasters would have to pay under Van Deerlin's fee. Said Thurston, summarizing, the fee is "an issue that seems to unite all broadcasters in opposition."

The broadcasters made it clear that their offers of cooperation with the subcommittee stop at the license fee, a point eventually driven home by Thurston himself. He said that if the fee is based on a percentage of broadcasters' income, if it goes beyond the cost of regulation and if it is applied in the manner of a government fee on grazing rights, "the broadcasting industry would oppose it with great vigor."

Thurston was pressed for a reaction to the statement of Wade Hargrove, a witness at an earlier hearing for the North

Hollings stands fast on fairness doctrine

Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) received backing from a prominent broadcaster last week as he repeated his refusal to delete the fairness doctrine from regulation of broadcasting.

Donald McGannon, chairman of Westinghouse Broadcasting, called the fairness doctrine a "fundamental component of the public interest standard," which he would also retain. McGannon is opposed to a complete Communications Act rewrite, saying at a hearing of the Senate Communications Subcommittee last week that the "Communications Act of 1934 has served the public very well."

Sitting on the same panel with Paul Davis, president of the Radio-Television News Directors Association, who argued that the fairness doctrine sometimes dampens a station's will to do aggressive news reporting, McGannon argued to the contrary that he doesn't see "any evidence" that broadcasters have been inhibited by it.

Senator William Proxmire (D-Wis.), author of legislation to repeal the fairness doctrine and equal time, urged Thursday that the Hollings subcommittee remove the government's "heavy hand" from broadcast journalism.

But he didn't faze Senator Hollings, who feels just as strongly that the fairness doctrine, rather than interfering with the First Amendment, guarantees the public's right to the airwaves. He said anyone can start a newspaper "any time of day," but not just anyone can obtain a broadcast license. "There's got to be some government" of broadcasting he said.

He received an argument from the sub-



Proxmire



McGannon, McIntyre, Davis

committee's ranking Republican, Barry Goldwater (R-Ariz.), who said, "I think we should start by stopping it [the fairness doctrine] for radio, and then see [about television]."

Other subcommittee members present seemed to share Hollings's view. Senator J. James Exon (D-Neb.) worried that without the doctrine, there would be nothing to prevent "powerful economic interests" in control of the airwaves to shut off minority opinion. Senator Larry Pressler (R-S.D.) said he hesitates to remove the doctrine from stations with no local competition in their markets.

Another witness was Charles Firestone, director of the Communications Law Program at the University of California at Los Angeles School of Law. He argued for strong regulation of broadcasting on the grounds that broadcasters operate on scarce public resource and pay nothing in return. The industry's returns, he said, are the highest of any industry in the country.

But Firestone confessed to misgivings about having the government involved in broadcast programming. He urged instead consideration of some form of mandatory

access for people who want their views aired on television.

The Rev. Carl McIntyre, president of Faith Theological Seminary, a fundamentalist ministry, blamed the fairness doctrine for the seminary's loss of wxur-am-fm Media, Pa. The station's renewal was denied by the commission, in large part because of fairness doctrine violations, and taken off the air in 1973, an action Dr. McIntyre says also resulted in more than 100 other stations dropping his radio program, the *20th Century Reformation Hour*. "I have lost my right to communicate with the people of this country," he said.

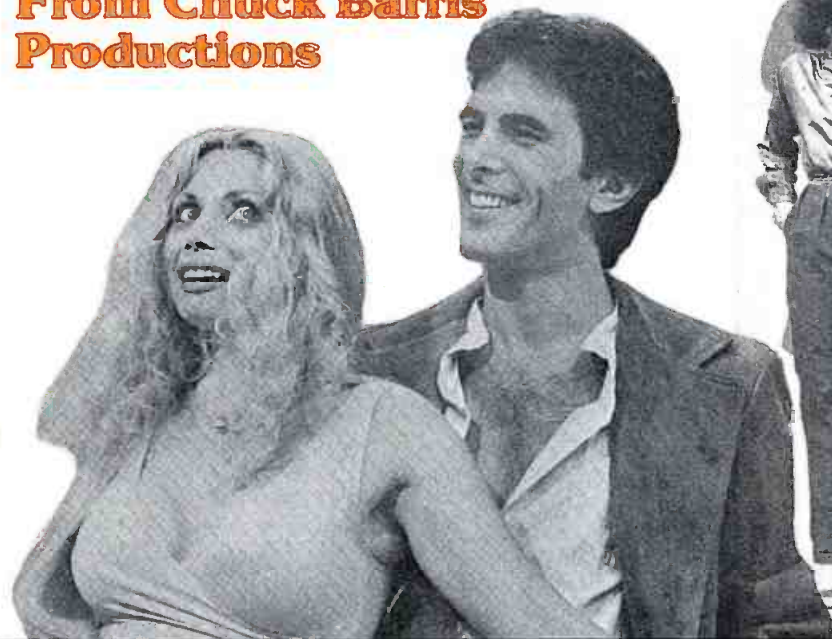
The Senate hearings shifted gears Friday, when witnesses included NBC's executive vice president and general counsel, Corydon B. Dunham. He applauded both Senate bills to revise the Communications Act, S. 611 and S. 622, for retaining a license-renewal standard "based primarily on performance." And it is good, he testified, that "neither bill has abandoned the basic statutory system that allowed superior broadcast service to develop and flourish."

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Carolina Broadcasters Association, who said broadcasters would prefer no bill at all to one with the license fee (BROADCASTING, May 28). "Yes," said the joint board chairman, "that would be an accurate reflection of the broadcasting industry's position."

Following NAB's testimony, Van Deerlin told a reporter he remains immovable on the principle of a license fee that exceeds the cost of regulation. He said he is not wedded to the current fee schedule in the bill, however. Asked about Thurston's comments on the fee, he said he was not surprised at them.

The industry does approve many parts of the bill, however, according to the NAB witnesses. Thurston praised the radio deregulation provisions, as well as the proposal to deregulate television stations after two five-year renewals, although on the latter point, NAB would urge that television be deregulated immediately, too. May said he is not afraid of having to face more competition in radio and "heartily supports" the bill's aim to provide more full-time stations in communities that now have only daytimers.

Thurston and Bolger supported program consent, the bill's term for retransmission consent, under which cable operators would obtain permission either of broadcasters or program owners to carry distant broadcast signals.

But, while professing not to be "negative" about the bill, the NAB officials raised numerous objections. Thurston opposed permitting public broadcasting to carry commercials. "We do not object to the competition as long as it is fair and everyone plays by the same rules," he said.

Bolger opposed the bill's provision requiring television stations to program news, public affairs and locally produced programming "throughout the broadcast day." Stations will do that without being told, he said. In his opinion, in the face of increasing competition from cable and other video services, over-the-air television will place increasing emphasis on local programming.

Van Deerlin, in response, acknowledged that "throughout the broadcast day" is an ambiguous term. He urged the broad-

casters to propose a better way to make it clear to TV stations that they are not to bury public affairs programs in the least-watched parts of their schedules.

Bolger also urged inclusion of a ban on ownership of TV programming by telephone companies. Without such a ban, he said, "we are very concerned that local broadcasters might eventually lose access to the home receiver and thereby destroy the value of providing local broadcast service."

May, addressing the radio deregulation provisions said NAB still wants the FCC to take action, but "I'm afraid my past experience with the commission's slow-motion activity gives birth to some pessimism about the final outcome." He said, "I am here to support your deregulatory efforts and urge you to continue them."

But May raised questions about the bill's new "public interest" provision. It is intended by the bill's authors to be more restrictive than the current regulatory standard, permitting the commission to regulate in the public interest only when "marketplace forces" fail. But, May asked, what is to keep the commission from deciding as a matter of course that marketplace forces are deficient? "I think your intention is good; I'm just not sure that a bunch of bureaucrats won't be able to create whole volumes of new rules and regulations out of your standard just as they've done with the old one."

May said he is not opposed to the commission having the power to revoke radio licenses or to provide some mechanism for the public to bring a broadcaster's conduct to the commission's attention. But he urged that the subcommittee take steps to prevent abuse of petitions to revoke by "self-anointed public interest groups."

The broadcasters said they do not object to EEO regulation as long as it is the same that is applied to all other businesses. But Van Deerlin indicated he thinks the bill will be amended to include commission EEO regulation of broadcasting.

The broadcasters also said NAB has no formal position on the bill's provision to distribute new broadcast licenses by lottery. But, added NAB President Wasilewski, "I don't think it's a very good idea."

Retransmission consent gets thumbs down from copyright man

Brennan tells Van Deerlin that tribunal is still the solution; others at rewrite hearing talk spectrum management

The senior commissioner of the Copyright Royalty Tribunal said last week that he sees no reason to substitute retransmission consent for the compulsory license system governing cable television's payment for broadcast programs, but that his agency should have broader authority to review and change cable's royalty rates.

Thomas Brennan, who as a Senate staffer helped draft the copyright law that created the tribunal he now heads, told the House Communications Subcommittee that Congress in 1976 specifically rejected the retransmission concept now embodied in the Communications Act rewrite. Congress's reasoning, according to the report accompanying the omnibus copyright amendments of 1976, was that "it would be impractical and unduly burdensome to require every cable system to negotiate with every copyright owner whose work was retransmitted by a cable system." Said Brennan, "I am not aware that any viable alternative has emerged to alter [that] judgment . . ."

Brennan's testimony was part of a hearing Tuesday that also included Henry Geller, head of the National Telecommunications and Information Administration, and a deputy, Stanley Cohn, testifying on the spectrum management provisions in H.R. 3333.

While spectrum management was to be the major focus of the hearing, the few subcommittee members present were more engrossed in the copyright issue, about which most professed only scant knowledge. The rewrite would substitute what it calls "program consent"—a requirement that cable get permission from either broadcasters or copyright holders for all the broadcast programs it uses—for the present compulsory licensing system, under which cable pays an annual percentage of its revenues into a government-administered copyright pool in return for unlimited use of broadcast programs.

Brennan told the congressmen the "jury is still out" on the performance of the cable copyright structure because it has only been in force since January 1978. "I seriously doubt that at the present time there is a disposition in the Congress to significantly alter the cable copyright structure so recently implemented."

But he said he thinks Congress made a mistake when it "curtailed" the Copyright Royalty Tribunal's jurisdiction over cable's rates. The tribunal is to review cable's rates every five years and adjust them for inflation. It can also change them if the



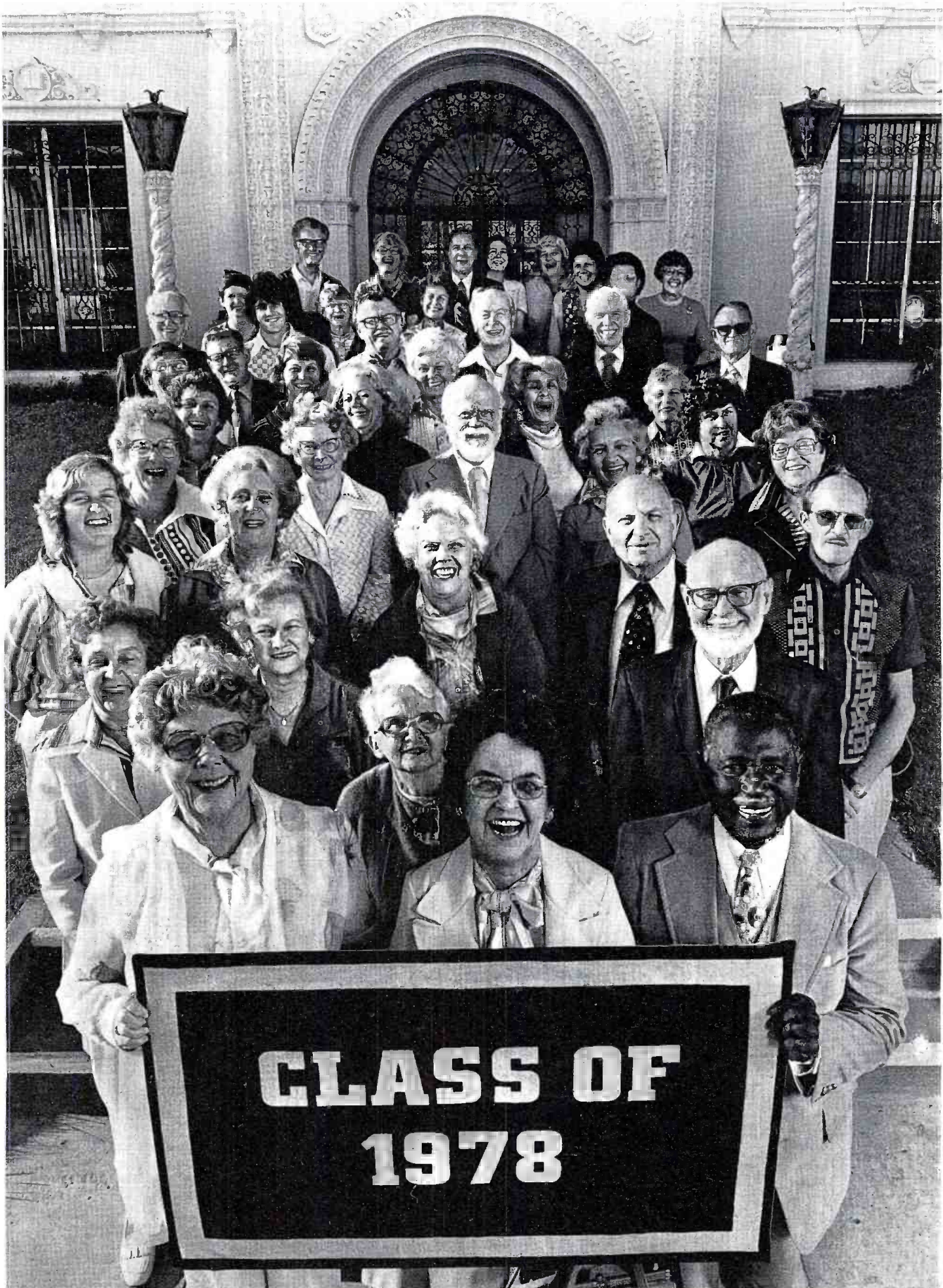
Thurston



Bolger



May



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FCC eliminates its exclusivity or distant signal rules governing cable, which in fact could happen this year.

But except within those limitations, the tribunal is not permitted to alter the basic cable rate, which proponents of retransmission consent argue is far too low. Brennan suggested that although the tribunal has no authority to change the rates, Congress might want it to undertake an economic study to determine what is fair for cable to pay. He said that there is "absolutely no empirical economic justification" for the cable rate structure in the current law. Rather it was based on a negotiated agreement between the National Cable Television Association and the Motion Picture Association of America.

Brennan also said the tribunal is waiting to see whether the claimants to cable funds—including broadcasters, motion picture and sports interests and syndicators—can reach negotiated settlements on how to divide the money. But if none is reached by August, the tribunal will decide, he said, in a rulemaking that it would have to complete in a year. Cable's royalty filings for 1978 have totaled \$13 million, Brennan said, to which there may be 300-350 claimants, most of them local broadcasters.

During discussion on spectrum management, NTIA's Stanley I. Cohn, deputy associate administrator for federal systems and spectrum management, told the subcommittee that both allocation and assignment of spectrum space should be done by one agency, the executive-branch National Telecommunications Agency proposed in H.R. 3333 as the successor to NTIA. The actual grant of licenses, on the other hand, should be done by the proposed successor to the FCC, the Communications Regulatory Commission (CRC), he said.

At present, allocation and assignment functions are divided between the FCC and NTIA, with NTIA responsible for the government's share of the spectrum, the FCC responsible for the space occupied by nongovernment users.

Cohn predicted a spectrum "crisis" in the 1980's unless steps are taken to make spectrum usage more efficient. In many cases, he said, the boundaries between government and nongovernment space are artificial; the whole scheme can be overseen better by one agency. He and Geller, the NTIA head, also took the opportunity to stomp for NTIA's 9 khz spacing proposal.

Cohn said fears that control over the entire allocation and assignment process by one agency would result in diminution of the nongovernment portion of the spectrum are unfounded. Any allocations changes would have to be done with opportunity for public comment, he said.

Geller said NTIA doesn't think there would be any danger to the First Amendment, either, as some have argued. One fear raised in previous hearings was that it would be too easy for a President unhappy with his treatment on television to retaliate

by having the proposed agency take space away from commercial television.

But, argued Geller, sounding a familiar note, greater harm can be done to the First Amendment under the current public interest standard.

Representative Van Deerlin took up the attack on the public interest standard, which his bill attempts to curtail. He noted with some sarcasm, however, that he has found little support from either the public interest groups or broadcasters. "If you can find the difference between Erlick [Everett Erlick, ABC, senior vice president and general counsel] and Ralph Nader on the subject of public interest,"

he told one subcommittee member, "I'll buy your lunch."

Cohn and Geller also supported H.R. 3333's provision to reimburse individuals and citizen groups for participation in CRC rulemakings. But they argued the authority should be expanded to include broadcast license revocation proceedings.

The last point was shared by Barry Cole, one-time consultant to the FCC and now a professor at the University of Pennsylvania's Annenberg School of Communications. Cole, in fact, would go farther, permitting the reimbursement of an individual or group if its petition or participation led to a hearing on a license.

Another round between citizen groups and broadcasters

Testimony in the Senate over the two rewrite bills offers familiar arguments: less regulation, retransmission consent, says the industry; while public interest groups say there's a need to keep close watch on stations they call 'money machines'

It was, in a manner of speaking, representatives of religion and labor against representatives of the broadcasting industry in a hearing before the Senate Communications Subcommittee last week on two bills—S. 611 and S.622—to overhaul the Communications Act.

Representatives of South Carolina and Arizona broadcaster associations—whose states are represented in the Senate by the authors of the bills—as well as of the National Association of Broadcasters, supported deregulation of broadcasting, called for restrictions on cable television and opposed a proposed spectrum fee, except possibly to the extent of recovering the cost of regulating broadcasting.

The religious and labor spokesmen who appeared on two panels with them, however, would favor the government retain-

ing a short leash on broadcasters.

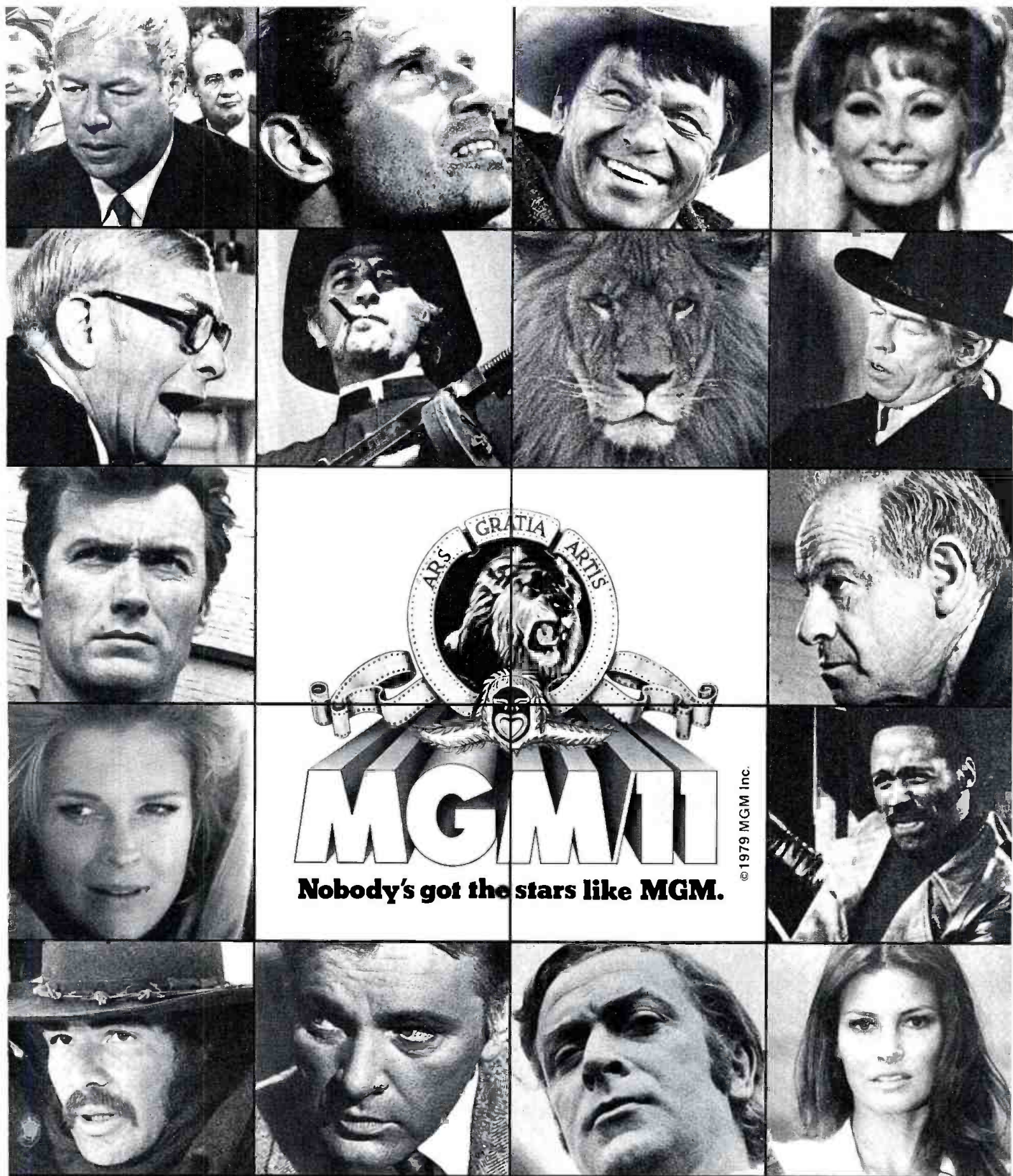
Beyond those pros and cons of deregulation, the subcommittee was told that a major deficiency of both bills was the lack of a provision to help blacks and presumably other minorities acquire broadcast properties. Eugene Jackson, president of the National Black Network, called for the creation of a \$150 million revolving fund that could be used to remedy what he said has been a failure under the 1934 Communications Act to "enfranchise" blacks as broadcast owners. The National Association of Broadcasters' effort to establish a \$15 million fund will help, he said, but it would not be sufficient.

As for what is in the bills, Virgil A. Evans, of WCBD-TV Charleston, S.C., who was representing the South Carolina Broadcasters Association's board of directors, said the association views a spectrum fee as "a tax." And imposing such a tax on the industry primarily relied on by the public as a source of news "would most certainly" be an encroachment on First Amendment rights.

Evans, along with Lee Shoblum of KFWS(AM)-KRFM(FM) Lake Havasu City, a director of the Arizona Broadcasters Association, supported provisions of the two



Pros and cons I. Virgil V. (Buddy) Evans (l), vice president of the South Carolina Broadcasters Association, testifies at last week's Senate Communications Subcommittee hearings on Communications Act amendments. Waiting their turns (l to r): Everett C. Parker, United Church of Christ; Barry Cole, a former consultant to the FCC now with the University of Pennsylvania, and Eugene Jackson, president of the National Black Network.



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bills that would deregulate radio (though Evans expressed concern about the proposal in S. 611 to require a random audit of 5% of the stations; he favors simply in definite licenses).

And they, as well as Robert King, senior vice president of Capital Cities Communications and vice chairman of the NAB television board, applauded those provisions aimed at affording television licensees a measure of protection against challengers at renewal time. But King said the NAB continues to believe the "best way" to deal with the problems comparative renewal cases present is to eliminate the comparative renewal process; the normal renewal process is adequate to allow the commission to determine whether a broadcaster is operating in the public interest, he said.

Evans and King also expressed concern about cable television and its possible im-

bill calls for a spectrum "czar," although a central office for spectrum matters is provided for in the House bill.)

The subcommittee got an entirely different slant from the Reverend Everett C. Parker, of the United Church of Christ; Harry N. Hollis Jr., of the Southern Baptist Convention, and Jack Golodner, director for Professional Employees, of the AFL-CIO.

For openers, Parker rejected the theory that competition in radio has reached the point where the marketplace can provide the necessary regulation. "Expanding demand and inelastic supply have caused rapidly rising prices for stations and for advertising time," he said. "Except in the smallest markets, television and radio stations have become money machines, throwing off endlessly rising profits."

Parker said he is not against change; he would favor an incremental approach to

to deal with the vast amount of power that this industry now has," he said. "Deregulation is not the best way to deal with an industry in which some leaders will now defend the right to show during prime time on television or, for that matter any time, *Born Innocent*, in which a young girl is viciously raped. Deregulation is not the way to deal with an industry that has frequently practiced the prime time crime of showing exploitive violence when millions of children are watching. . . ."

Then there was AFL-CIO's Golodner. He said the deregulatory provisions in the two bills reflect "a misplaced confidence that unregulated market forces" can continue to serve as "the most important sources for the information, ideas, and entertainment that determine the values of the American people . . . and adequately serve the democratic process."

Of the two bills, he preferred Hollings's. He praised the "restraint" shown in the drafting of its television provisions. And he said the AFL-CIO endorses the measure insofar as it retains various provisions from the Communications Act and commission rules—among them, the public interest standard for granting and renewing licenses, the fairness doctrine and the political equal time requirement.

The subcommittee last week also heard from Barry Cole, a former consultant to the FCC on licensing matters, who suggested some technical improvements of both measures. One that appeared to catch Hollings's attention particularly involved the audit system proposed in S. 611 for radio licenses.

Although in-depth random audits of the service of a small percentage of stations has "definite theoretical appeal," he said, Congress should consider a number of questions before adopting the concept. For instance, he said, What should the selection process be? What time span should the audit cover? What should be the audit's nature? What role would the public play in the audit? And can competing applications be filed during an audit?

Hollings confessed that Cole had raised more questions than he had thought of in connection with the audit system.

The hearing also produced an echo of the distant past when an American Federation of Musicians official appeared to urge repeal of the so-called anti-Petrillo law. That law was adopted in 1946 as part of the Communications Act after broadcasters complained that the AFM, then headed by James C. Petrillo, was forcing them to hire musicians when the stations aired recorded music. The law makes it unlawful to require a broadcaster to hire anyone in excess of the number needed "to perform actual services."

But Ned Guthrie, president of AFM Local 136, of Charlestown, W.Va., said the law prohibits him from engaging in activities permitted other unions—peaceful picketing, persuasion and the withholding of services—to attain legitimate goals of the union in its relations with the broadcasting industry.



Pros and cons II. Dr. Harry Hollis (l), associate executive, the Christian Life Commission of the Southern Baptist Convention, came down hard on the broadcasting industry in his testimony before the Senate Communications Subcommittee. Others on the panel (l to r): Jack Golodner, director for professional employes, AFL-CIO; Lee Shoblum, Arizona Broadcasters Association, and Robert V. King, of Capital Cities Communications, vice chairman of the NAB's television board.

pact on broadcasting. Evans supported the provision in the Communications Act rewrite bill now pending in the House (H.R. 3333) that would prohibit the retransmission of programming by cable systems without the consent of the station or copyright owner involved. And King said the proposal warrants "very serious consideration."

The proposal is contained in neither bill being considered by the subcommittee.

And the subcommittee chairman, Senator Ernest F. Hollings (D-S.C.), author of S. 611—Senator Barry Goldwater (R-Ariz.) is the author of S. 622—suggested there was an inconsistency in his constituent's testimony. How, he wondered, could Evans oppose, as he did, the creation of a "spectrum czar" to deal with spectrum matters while at the same time ask for government protection against the use by superstations of frequencies that Evans, in opposing spectrum fees, said were no more government property than "the air, the sunlight, or the wind"? Evans conceded he had a point. (Neither

sweeping revisions of the Communications Act. But it is doubtful broadcasters would warm to the changes the United Church of Christ has offered. One calls for indefinite broadcast licenses, but they would be subject to revocation on the motion renewal if a station makes a major change in its proposed service.

Parker found nothing to praise in the provisions in the two bills easing the regulatory burden on broadcasters. Indeed, he said Congress might better rely on complaints of public interest groups regarding inadequate service instead of having the commission pass judgment by "arbitrary procedures;" yet-, he said, S. 611 would deprive citizen groups of such a role.

Hollis, who is an official of the Baptist Convention's Christian Life Commission, said he was expressing his own views. And they were clear: broadcasting has not earned the deregulation it seeks.

"There are millions of people in this country who believe that deregulation of the television industry is not the best way

We Asked Americans:

'Should the U.S. Rely on Voluntary Programs To Save Energy?'

In a recent poll, Americans strongly supported voluntary programs to save energy:

"Should this nation's efforts to save energy rely on voluntary programs to conserve energy a great deal, a good deal, a fair amount, not too much or not at all?"

Great deal	23%	}68%
Good deal	17%	
Fair amount	28%	
Not too much	12%	}24%
Not at all	12%	
Don't know	8%	

Source: March 1979 national probability sample, by telephone, of 1,000 adults. Conducted for Union Carbide by Roger Seasonwein Associates, Inc.

Two out of three support voluntary conservation.

Faced with rapidly rising energy prices and uncertain energy supplies, 68% of Americans favor using voluntary programs to save energy. The American people clearly endorse voluntary conservation to help keep energy affordable and stretch the energy resources—particularly petroleum and its products—we need for fuel and raw materials for which there are no ready substitutes. And industry has proven that voluntary conservation can do all this without the constraints of unproven mandatory programs.

Conservation can be voluntary ... because it's working.

The record of U.S. industry shows that voluntary conservation efforts are working.

- Between 1973 and 1978, U.S. industry reduced the amount of energy used per unit of production by 17.8%. And industry's share of total U.S. energy consumption dropped from 39.6% to 35.9%
- Energy Secretary Schlesinger recently reported that thanks to conservation by industry, the U.S. now powers each 1% increase in

GNP growth with only 0.7% increase in energy consumption—compared to pre-embargo years when 1% more growth required 1% more energy.

- As energy prices have risen sharply, industry has had irresistible economic incentives to develop new materials, technology and processes that require less energy to do the same job. For example, Union Carbide's new "H-process" produces low-density polyethylene plastic using only one-fourth the energy of older technologies. And we're working on new energy-saving technologies for the future.

The biggest boost to conservation.

The President and Congress are facing vital decisions on energy conservation and pricing. Recognizing that perhaps the biggest boost to conservation and new energy development will come when we have realistic energy pricing, President Carter recently proposed the phased deregulation of domestic crude oil prices. Although rising energy prices will be unpopular, decontrol will be an important step toward encouraging all Americans to conserve energy resources and use them efficiently.

Union Carbide's stake in saving energy.

Union Carbide uses large amounts of energy resources for fuel and power—and as raw materials. Last year's bill for these was about \$2 billion. We support national energy policies that recognize the importance of energy resources as raw materials and the role that realistic prices can play in stimulating new energy supplies and conservation. And we support voluntary conservation programs that have encouraged individuals and corporations to make significant energy savings.

By the end of 1978, we had exceeded our energy conservation goals for 1980; we'd reduced our energy use per pound of product by more than 15% since 1972. And we have recently announced new conservation goals that would bring our 1985 energy use level down an additional 15%, compared to 1972.

This advertisement is part of a continuing series on public opinion and national concerns. For more information, send for your complimentary copy of "Public Attitudes on Energy Conservation," a report of the nationwide survey.

Write to:

Conservation
Box H-15
Union Carbide Corporation
270 Park Avenue
New York, New York 10017



PROMOTION

Promoters urged to increase their own visibility along with that of their stations

BPA seminar attracts biggest crowd of delegates ever, among them sizable number of designers; sessions stick to the nuts and bolts

The setting was festive, but the message to get on the stick was clear and urgent for the record turnout of Broadcaster Promotion Association delegates in Nashville.

Speaker after speaker during the June 6-9 seminar exhorted promotion personnel to better identify themselves within the stations and to better identify their stations within their communities. To help delegates to achieve those goals, the 23d annual seminar offered wall-to-wall sessions on management thinking, the what-where-how of promotion, understanding and application of ratings and a variety of other topics to fill out the promotion person's background.

It was an agenda, some delegates felt, that did not contain as many top speakers as the seminar in St. Paul the previous year. But it did focus more strongly on the broadcasters' regulatory problems with appearances of Vincent T. Wasilewski, National Association of Broadcasters president, and Senator Howard Baker (R-Tenn.), minority leader and possible presidential candidate in 1980.

An invigorating aspect of the BPA's seminar was the infusion of fresh blood and ideas by the new Broadcast Designers Association. Of the record 764 seminar delegates registered (up from 569 last year), some 175 were BDA members. And when BDA President Dick Weise of KTVU(TV) Oakland, Calif., rapped the gavel to open his first designers' panel, he faced an overflow audience of delegates that prompted last-minute additions of repeat sessions to the agenda.

Gil Cowley of WCBS-TV New York, a member of the BDA board, reported before the convention that BDA's paid membership had reached the 300 mark and should be between 400 and 450 before the BPA-BDA seminar in Montreal next June.

BPA President Terry Simpson of WDTN(TV) Dayton was the first to sound the plea for promotion people to seek higher visibility. At the Thursday kick-off breakfast, he said that as well as his year in

Taking care of business. At the BPA meeting the following officers were elected: Gail Morrell, CFCF-TV Montreal, president-elect; Clarence Martin, KYTV(TV) Springfield, Mo., vice president; Jack Shaunessy, CFPL-TV London, Ont., treasurer; Gene Davis, WMAQ-TV Chicago, secretary. The current president-elect, Tom Dawson of CBS Radio, succeeds the present president, Terry Simpson of WDTN(TV) Dayton, Ohio, on Jan. 1, 1980, with Morrell assuming the top post in 1981.

Elected to three-year terms on the BPA board: Anne Coleman, KOCO-TV Oklahoma City; Kay Greaser, WFSB-TV Hartford, Conn.; Beryl Spector, WHMT-TV Schenectady, N.Y.; and Al Batten, WTLV-TV Jacksonville, Fla. Elected for one year to replace Shaunessy on the board: Mary Bergerud, WEAU-TV Eau Claire, Wis. Elected for one year as an associate on the board: W. Hunter Low Jr. of Eastman Kodak Co., Rochester, N.Y. Simpson earlier had announced the election of Morton Slakoff to a two-year term on BPA board.

At the BDA business meeting the following were elected to the board of directors for three years: Dick Weise, KTVU(TV) Oakland, Calif.; Bob Reigler, KOLN-TV Lincoln, Neb.; Bob Cazazza, WRC-TV Washington, and Lee Strausland, NBC-TV New York. For two years: Gil Cowley, WCBS-TV New York; Phyllis Essex, WPLG-TV Miami; Scott Miller, KATU-TV Portland, Ore., and Jerry Cappa, WKBW-TV Buffalo, N.Y. For one year: Milt Clipper, WQVM-TV Washington; Lou Bortone, WBZ-TV Boston; Steve Yuranyi, CFCF-TV Montreal, and Al Medoro, KABC-TV Los Angeles. Slate of officers, subject to official confirmation by entire BDA membership: current President Weise as president; Cowley, vice president; Reigler, secretary, and Medoro, treasurer. Yuranyi was also designated to be next year's BDA convention chairman.

office was going, it is increasingly apparent that association members "must get more involved . . . and those already involved must share their successes and expertise."

Bob Klein, president of Klein &, producer of station ID packages, took that thought a bit farther. He said that the day is long gone when a station's image depended largely on the success of its network affiliation. Rather, he said, only through a strong local image can a station build needed viewer loyalty today. Looking ahead, Klein added that "we are on the verge of even greater competition, and the need to have that local image will become even more imperative."

The prod to promotion people to hype themselves intra-station came from promotion veterans Sid Mesibov and Leo Pillot. They reminded BPA delegates that in sales, programing and other phases of station operations there are tangible results by which a "computer-minded boss" can measure results, something not so applicable to the promotion department. "It therefore is a matter of survival for promotion people to not only do a good job, but also to do it in a way that is identifiable," they said.

Highlights of some of the other sessions:

Betty Hudson, NBC vice president for corporate affairs, advised new promotion managers not to "hesitate to seek advice and ideas from other promotion managers." At a workshop aimed at those entering the field, she encouraged new managers to seek assistance from staff members and from management as a means of better understanding the market involved and in developing positions for campaigns. A. Lee Pockock, director of marketing and promotion, KSL(AM) Salt Lake City, ad-

vised new promotion managers to accept the responsibilities of the position and be decisive. But first, Pockock cautioned, inform and communicate with all station personnel. "Believe in what you're doing," added Frank Fletcher, director of advertising and promotion, WUAB(TV) Cleveland, and "think projects through and try to be realistic in your undertakings."

In a session on "The Ratings—It's the Name of the Game," Hugh M. Beville Jr., executive director of the Broadcast Rating Council, declared "all ratings are estimates, and there is no perfect ratings service."

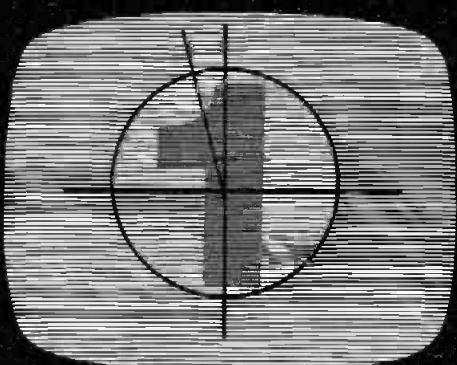
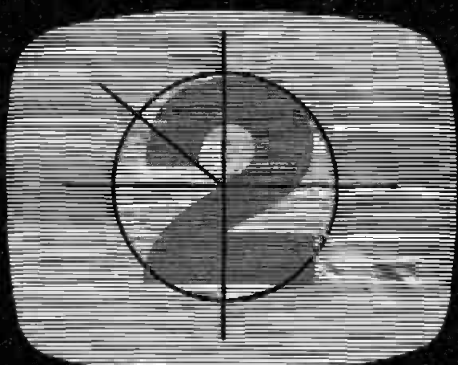
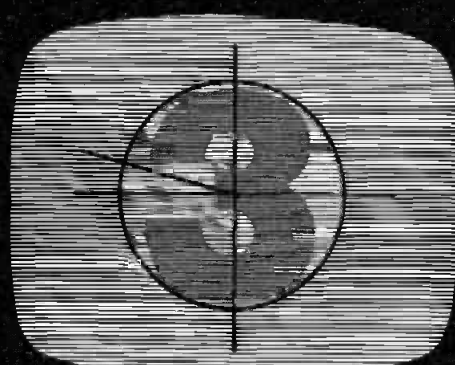
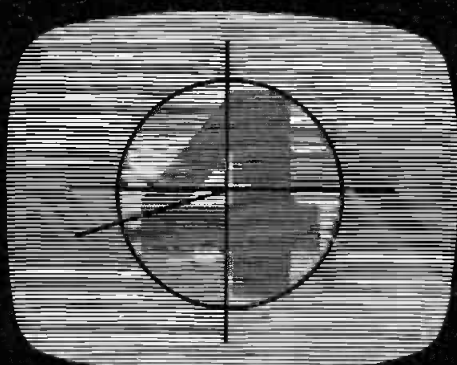
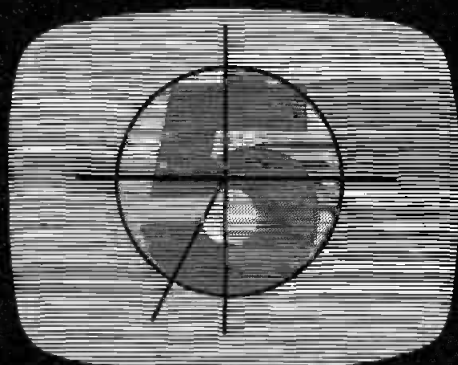
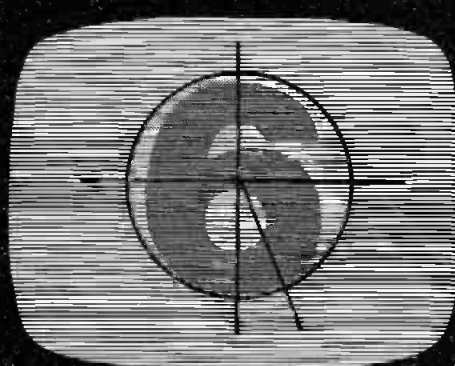
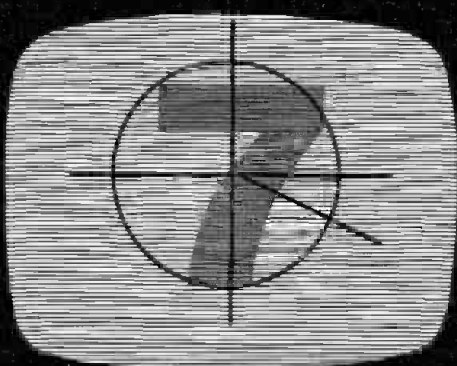
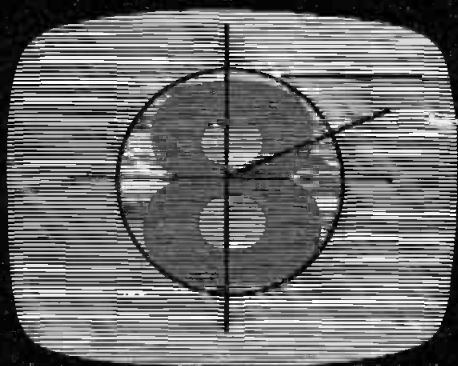
"Americans are numbers freaks," he said. "Any figure printed on a piece of paper is automatically treated with reverent authority—akin to that accorded the Constitution. This is nonsense."

From that, Beville described the considerations that promotion persons should take into account in using ratings. He outlined steps the BRC is taking to improve ratings procedures. He said that the BRC ad committee had engaged a professional demographer, Dr. Donald Pittenger, to review the entire estimation procedure and that Pittenger will issue his report in about a month.

Dennis K. Gillespie, executive vice president of Peters, Griffin, Woodward, appeared on the same panel to tell how rep firms can help in this area. He cautioned that "what is good for the sales department [in using ratings] isn't necessarily good for the promotion department."

At a session on "How To Make TV Work for Radio," The Katz Agency unveiled results of a new survey of promotion efforts in that area by Katz clients.

Bill Schrank, Katz vice president for TV



PROGRAM DIRECTORS
MAKE IT YOUR BUSINESS TO CLEAR

“IT'S YOUR BUSINESS”

Premiering this fall on TV stations across the country: an exciting new weekly half-hour program produced by the Chamber of Commerce of the United States to bring business issues to the largest possible audience with immediacy and impact. Moderator: TV news personality, Karna Small

IT'S YOUR BUSINESS will provide a public arena in which leading figures from business, labor, government, and the professions confront important and timely issues and each other's viewpoints. Issues such as energy, inflation, taxes, regulation, wages and prices, profits, to name a few.

Program Directors: For details on station clearances, contact Bette Alofsin, Director of Syndication, Broadcast Group, Chamber of Commerce of the United States, 711 Third Avenue, New York, N.Y. 10017. Phone (212) 557-9891.

CLEAR IT FOR TV THIS FALL BECAUSE



and radio research who conducted the research, said that 94% of 114 radio stations surveyed used TV advertising to attract listeners, but that most of the stations "had less than exciting results. Only 10% could point to strong improvement in audience awareness, ratings or demographic ratings as a result of their TV investment."

Analyzing that, Kenn Donnellon, Katz vice president, corporate communications, explained that "the successful campaigns were achieved by stations that used more cash than trade to buy TV target audiences related to the demographics of their radio listeners."

Only 47% of the survey respondents were able to say they matched their station demographics with TV audiences, he added. Donnellon also said that the least successful campaigns were by stations that put only 15% of their promotion dollars into TV versus the successful stations that invested more than 50% of their budgets in TV."

The first design session was an exchange of ideas and methods for the creation and use of animation plus a discussion of alternatives to the use of animation in graphics. Bob Casazza, director of promotion and advertising, WRC-TV Washington, presented a tape that demonstrated newer techniques, including rotoscope—a sophisticated method that permits blending of live shots and art. Casazza urged promotion and art people to "constantly check with your technical director" to take advantage of the many innovations in equipment.

His fellow panelist, BDA President Weise, concentrated on the practical aspects of an art director's life when there is neither budget, time nor costly equipment available. Weise ran a series of slides that his KTVU(TV) Oakland uses to promote its movies, sports events and other station activities. Produced with existing studio equipment, they included superimpositions on existing film, added color elements for old black-and-white movies and use of standard bursts, flat art cards, chroma-key and musical backgrounds.

In another of the BDA sessions, Herb Lubalin stressed the importance of getting the most out of words when working with graphics. Most television graphics today are "all design—not concept," he said. Lubalin, whose designs have included the Public Broadcasting Service logos and print ads for the CBS Radio Network, urged designers to work with copywriters so that the end message has the utmost clarity.

Another designer with Herb Lubalin & Associates, Ephram Bengiat, discussed the effective use of typefaces in TV graphics and printed material. Designer of more than 200 typefaces, he analyzed the redesign of Helvetica, which he called "the most used typeface in the world."

At the concluding design session, Alan Eastman, news director of WCVB-TV Boston, explained his station's electronic storage system, a procedure that permits art work to be electronically retained on a disk for future replay on air or for retrieval for any other purpose.



Nashville sounds. At the BPA Friday luncheon, it was Senator Howard Baker (R-Tenn.), 1980 presidential hopeful, who was also hopeful that broadcasters, as communicators, could help to solve some of the nation's problems. And at one of the main BDA sessions Thursday, internationally known designer Herb Lubalin (bottom) called for meaningful graphics to complement the broadcaster's spoken word. In background is Gil Cowley of WCBS-TV New York, BDA board member who moderated the session.

The promoters of the promoters were very much in evidence in Nashville. Dancers, film presentations and souvenirs were everywhere to tell the story of Montreal, where the 1980 seminar will be held June 11-15 at the Queen Elizabeth hotel.

But the biggest promotion of all in Nashville may have been performed by WSM Inc., its Opryland USA and related organizations. Throughout the seminar in the colorful Opryland hotel, they interspersed the best of country music, dancing and humor by the stars of *Grand Ole Opry*, *Hee Haw* and top recording firms. Climax of the seminar was the Saturday night banquet with Roy Clark as host and at which the BPA/Michigan State University and the BDA annual awards were conferred (see page 47).

Wasilewski and Baker take words of Washington to Nashville

The harsh realities of Washington regulatory life were injected into the genteel surroundings of the BPA Nashville seminar by National Association of Broadcasters President Vincent T. Wasilewski

and Senator Howard H. Baker (R-Tenn.).

Wasilewski, the more vociferous, ticked off five recent Supreme Court rulings for the benefit of a June 9 general assembly with a summation: "I thought they had rewritten the First Amendment."

He said the decisions—*Stanford Daily*, *Pacifica*, *Farber-New York Times*, *NBC*—"Born Innocent" and *CBS-Lando*—typified how broadcasters' and journalists' rights have come under attack in recent years. And he went back even further in Washington regulatory history to denounce Congress for banning cigarette advertising on the air, but not imposing similar restrictions on other media and continuing to subsidize tobacco exports. Wasilewski called it discrimination—"cosmetic action that did not get to the heart of the problem."

Noting the increasing number of broadcasting cases in litigation, he observed: "Cases go to court now that no one would have ever dreamed would cause judicial notice 20 years ago, and the courts, when dealing with broadcast matters, have become totally unpredictable."

He was no less harsh in his criticism of the Federal Trade Commission and the FCC. He discussed proposals to restrict children's advertising and FTC-Federal Drug Administration ideas for strict guidelines for permissible wording of ads for products such as those containing saccharin and for over-the-counter drugs.

Wasilewski charged his BPA audience, as broadcasters, to "fiercely assert" constitutional rights on behalf of their listening and viewing audience. "More people get their ideas from broadcasting than any other media, and if the foremost of the media is not the beneficiary of constitutional protections against freedom of speech and press, then none will be," Wasilewski declared.

The NAB president did see some hopeful signs. Among Washington figures he saw "born again to deregulation" were Judge David Bazelon of the U.S. Court of Appeals and Senator William Proxmire (D-Wis.), who played key roles in bringing about the cigarette advertising ban and the fairness doctrine, respectively, but who in more recent times have come to recognize the problems of broadcasters.

And he was confident that the rights of broadcasters will be upheld, "even if we have to see it through the Supreme Court."

Wasilewski said that the NAB is planning, along with the print media, a "First Amendment Congress" to be held in 1980.

Senator Baker assured his Friday BPA luncheon audience: "I don't intend to lecture you on communications policy." However, he declared that improvements should be afforded broadcasters.

"I believe it is time to extend opportunities and relieve limitations on your industry, encourage competition, recognize excellence and never shy away from commercial advantage or opportunity," he said.

Leading into broadcasting's responsibility to the nation, the Senate minority

leader pointed out: "It is increasingly apparent that free enterprise is the way to produce our way out of the energy crisis. We must create new wealth at an extraordinary rate and distribute it more equitably through free enterprise.

"You, my friends, are a free enterprise of extraordinary importance. You are in a position to innovate, communicate and translate those views."

Baker applauded the broadcasters' success in communicating America's problems to the people. He said that some day historians will look back at this time in amazement at the effective role "you communicators" played in making "a crisis here a crisis everywhere."

Best of BPA and BDA

Presented by the Broadcasters Promotion Association for achievement in six over-all categories.

Audience promotion

- KGO-TV** San Francisco □ Large market TV on radio.
WBNS-TV Columbus, Ohio □ Medium market TV on radio.
WBRZ(TV) Baton Rouge □ Small market TV on radio.
WINS(AM) New York □ Large market radio on radio. No winner □ Medium market radio on radio.
CKIQ(AM) Kelowna, B.C. □ Small market radio on radio.
WJKW-TV Cleveland □ Large market TV on TV.
WRAL-TV Raleigh, N.C. □ Medium market TV on TV.
WDIO-TV Duluth, Minn. □ Small market TV on TV.
WFYR(FM) Chicago □ Large market radio on TV.
WSM(AM) Memphis □ Medium market radio on TV.
WCSH(AM) Portland, Me. □ Small market radio on TV.
WABC-TV New York □ Large market TV, nonbroadcast.
WIXT(TV) Syracuse □ Medium market TV, nonbroadcast.
 No winner □ Small market TV, nonbroadcast.
WMAL(AM) Washington □ Large market radio, nonbroadcast.
WMHT-FM Schenectady, N.Y. □ Medium market radio, nonbroadcast.
 No entries □ Small market radio, nonbroadcast.

Total campaign

- KRON-TV** San Francisco □ Large market TV.
WSOC-TV Charlotte, N.C. □ Medium market TV.
KOLN-TV Lincoln, Neb. □ Small market TV.
WBBM(AM) Chicago □ Large market radio.
WCKY(AM) Cincinnati □ Medium market radio.
WOWO(AM) Fort Wayne, Ind. □ Small market radio.

Limited campaign

- WABC-TV** New York □ Large market TV.
WAVE-TV Louisville, Ky. □ Medium market TV.
WIFR-TV Rockford, Ill. □ Small market TV.
CFQR-FM Montreal □ Large market radio.
KTOK(AM) Oklahoma City □ Medium market radio.
CJBK(TKTK) London, Ont. □ Small market radio.

Sales promotion

- WABC-TV** New York □ Large market TV.
WHAS-TV Louisville, Ky. □ Medium market TV.
 No winner; **KETV-TV** Omaha, honorable mention □ Small market TV.
WBBM(AM) Chicago □ Large market radio.
 No winner; **KSL(AM)** Salt Lake City, honorable mention □ Medium market radio.
 No winner; **WOSH(FM)/WYTL(AM)** Oshkosh, Wis., honorable mention □ Small market radio.

Promotion by Program distributors

Group W. Productions, Los Angeles.

Community involvement

Swan TV, Tuart Hill, Australia, and **KGW-TV** Portland, Ore., tie in TV category.
WINZ(AM) Miami and **WEEI(AM)** Boston, tie in radio category.

Presented by the Broadcast Designers Association and representing the best work produced in broadcasting between May 1, 1978, and May 1, 1979.

On air-animation

Bill Johnson □ Best of show, WDMV-TV Washington, "Bethesda experiment."
Tony Lover (designer), **Edstan Studios** (animation production) □ Award of excellence, "CBS Tuesday Night at the Movies."

On air-titles and ID slides

Les Bosse □ Award of excellence, WAVE-TV Louisville, Ky., personality ID slide series.
Keith Collins □ Award of excellence, KNXT(TV) Los Angeles, "Valentine Day" ID.
Percy Powers □ Award of excellence, WLBT-TV Jackson, Miss., "Harlow on Premiere."
Ted Young □ Award of excellence, KTEW-TV Tulsa, Okla., "Sports Montage."

On air-all other slides

Tim Boxell □ Award of excellence, KOED-TV San Francisco, "Historical Perspective" illustration for *Overeasy*.
Percy Powers □ Award of excellence, WLBT-TV Jackson, Miss., "Network Difficulties."

On air-courtroom sketching

Al Herr □ Award of excellence, WCBS-TV New York, "David Berkowitz Hearing."
Al Herr □ Award of excellence, WCBS-TV New York, "Dr. Mario Jascavevich Trial."

News graphics

Kevoek Cholakian □ Award of excellence, WCBS-TV New York, "Your Subways."
Jill Cremer (art director), **Bruce Alexander** (illustrator) □ Award of excellence, KABC-TV Hollywood, "Gas Prices."
Jill Cremer (art director), **Bruce Alexander** (illustrator) □ Award of excellence, KABC-TV Hollywood, "Child Abuse."
Ellen Denton □ Award of excellence, CBS New York, "Social Security."
Allan H. Drossman □ Award of excellence, WCBS-TV New York, "Subway Samaritan."

Scenic non-news sets

Augie Kymmel □ Award of excellence, KLRN-TV Austin, Tex., "Wizard's Cave-Khan Du!"

Scenic one-time-only sets

Arthur J. Kuhr □ Award of excellence, Nebraska

Educational Network, Lincoln, "Four Seasons."

Total campaign

Les Bosse □ Award of excellence, WAVE-TV Louisville, Ky., WAVE print and on-air campaign.

Multimedia adds another medium

In \$11 million deal, publisher-group owner buys CATV division of Kansas State Network

Multimedia Inc. has reached an agreement to purchase the cable division of Kansas State Network Inc. for \$11 million.

The deal includes eight existing systems in Kansas and Oklahoma with 17,000 subscribers (passing 36,000 homes) and eight partially built systems, most of which are in the suburbs of Oklahoma City.

John Weir, vice president-finance at Kansas State, said "no definite plans" have been made for the \$11 million. The company is keeping its foot in cable through a minority interest in a growing system in Wichita, Kan., currently connected to 2,100 homes.

According to Multimedia's Donald J. Barhyte, vice president-finance, the deal is a "stepping stone" to further cable investments in both existing systems and franchises. One of the more important elements of the company's cable plans, he said, is the experienced cable personnel that will be joining Multimedia from Kansas State. Trying to expand cable operations without the expertise is "like sailing into the breeze," he said.

Barhyte said Multimedia did have a minority interest in an Indiana cable system for four years, but sold it in 1972.

Kansas State reported revenues of \$1 million and operating earnings of \$181,000 from its cable operations for the fiscal year ended Aug. 31, 1978, when total subscribership stood at 13,000.

Both principals have extensive broadcast holdings. Multimedia owns seven AM's, six FM's and five TV's. The publicly owned company also publishes 12 daily and 22 nondaily newspapers. J. Kelly Sisk is chairman; Walter E. Bartlett is vice president—broadcasting. Kansas State, also publicly owned, owns five TV's and one FM. Charles L. Brown is chairman of the board; Donald D. Sbarra is president.

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Programing

JOURNALISM

Newspeople told at APB meeting to go back to school on business, energy

New Orleans convention hears that that's where much of the journalistic action is going to be, but the profession needs to brush up its knowledge

The more than 300 delegates to the ninth annual AP Broadcasters convention heard repeated calls for newsmen to become better informed about—and to do better reporting on—business and inflation, energy and science.

The convention, held June 7-9 in New Orleans, also heard CBS News President William A. Leonard predict that distinctions between electronic and print journalists will disappear and Senator Harrison Schmitt (R-N.M.) accuse FCC Chairman Charles Ferris of foot-dragging on radio deregulation (BROADCASTING, June 11).

Broadcasting's coverage of business and the evaporating dollar must be improved, panelists at one session asserted.

The news media don't do the job they should do, according to Ernest Lotito, director of public affairs for the Commerce Department. He said broadcasters have a special responsibility to interpret business news. He especially called upon them for thorough coverage of the 1980 census, which he said will eventually affect \$50 billion-\$75 billion in revenue sharing, possible congressional realignments and a multitude of other business-related developments.

Dan Cordtz, ABC News economics editor, suggested that stations assign at least one news person to keep abreast of local business developments, which he said could be the source of many stories. "The main thing in broadcasting that we need to do," he said, "is devote more attention to economics."

AP Radio Business Editor Alan Schaertel, another panelist, said it was distressing that only 80 to 90 reporters around the U.S. are assigned part time or full time to economic news. Economic news, he said, will "probably dominate the news budget the rest of the century."

Another panel session, on the Three Mile Island nuclear accident, stressed the need for more knowledge about the nuclear power industry.

Dr. Harold R. Denton of the Nuclear Regulatory Commission acknowledged



NRC's Denton

that poor communications hamstrung both the regulators and the media during the Three Mile Island incident in Pennsylvania earlier this year.

Denton also said every nuclear plant should be required to have a command post nearby, equipped with communications gear, maps, plant diagrams and media facilities permitting rapid access to all available information and the means to get it to the public.

He also suggested that utilities with nuclear facilities make daily releases of technical information during periods of normal operation, to provide a base of information for any future abnormal operation.

Herb Thurman, news director of WHP-TV Harrisburg, Pa., recounted his station's Three Mile Island coverage. He said WHP-TV overcame part of its staff's lack of expertise by using local authorities to explain aspects of nuclear power and the possible ramifications of the accident.

Bob Berkowitz, AP Radio reporter, suggested that reporters working in areas near nuclear power facilities learn the industry's vocabulary as well as its economics. Lack of such knowledge, he said, hampered the efforts of many reporters at Three Mile Island.

Robert Hanfling, executive assistant to the deputy secretary of energy, asked broadcasters to put energy stories in context and consider the sources when interviewing the local gasoline station operator, the driver waiting in line for a tankful, the local office holder and the special-interest representative.

On the question of conflicting statements from administration officials, Hanfling asked his listeners to look for consistency, not identical statements. "A



CBS's Leonard

lot depends on what you are looking for, and a lot of conflicts are made in the questions' form," he said.

Hanfling said "the national will" to solve the energy crisis "is lacking." Helping to develop that national will, he said, is "the greatest challenge to the press since the civil rights movement."

The complex energy issue, he said, places a burden on government to produce fair and effective policies, and an even larger burden on the media to report accurately, to resist oversimplification, to avoid taking sides or seeking scapegoats and to report motivations of critics.

Technological, demographic and social changes will present broadcasters with "a host of new problems, but substantial opportunities," Hartford Gunn Jr., vice chairman of the Public Broadcasting Service, said on another panel. The panelists agreed that television will be affected more dramatically than other media.

"Cable, without regulation, would destroy television as we know it today," said John Summers, executive vice president of the National Association of Broadcasters. He said there is no doubt that the FCC will deregulate the cable industry.

But he said that cable and radio also face the prospect of great change.

"Using fiber optics," Summers said, "the telephone company will reach every home in the country that has a telephone. Then cable TV as we know it today will be archaic."

Arch Madsen, president of Bonneville International, described the experimental use of teletext at Bonneville's KSL-TV Salt Lake City and said it is technically ready for marketing but still awaits FCC approval. Teletext, he said, can provide an infinite amount of information to TV

viewers at very low cost.

Willie Davis, president of All Pro Broadcasting, said minority ownership in broadcasting in the future would be complicated by rapid increase in the values of communications properties. "The situation in minority ownership is very perplexing now," he said. "The bigger question now is how you remain in business once you get into ownership."

The APB members also heard some news of technology close to home. Dave Bowen, AP vice president for communications, said AP has completed installation of the first 10-foot satellite receiver antenna for reception of news. The installation, at WGST(AM) Atlanta, is the first of 24 that AP plans to test during the next year under an experimental license. George Mayo, chief engineer for the AP Radio network, said WGST's staff described the experimental dish as "the best thing they've ever had" for delivery of audio news.

While AP is testing the 10-foot dishes in sites selected for "worst case" interference problems, Bowen said, it will also ask the FCC to approve immediately a more conventional satellite receiver system for 37 cities, using 15-foot antennas. Bowen and Walter Johnson of California Microwave Inc., manufacturer of the dishes, said some of the large-diameter antennas might eventually be used to transmit news as well as receive it.

AP Vice President Roy Steinfort told the convention that AP would introduce a new high-speed news-wire service, called APTV and transmitting 1,200 words a minute, to TV stations on Sept. 1 (BROADCASTING, June 11).

The APB gave its Robert Eunson Award for 1978 to former U.S. Senator Sam Ervin (D-N.C.) The award, presented annually for distinguished service to broadcasting, was named for the late AP assistant general manager in charge of broadcast services, who died in 1975. Ervin challenged broadcasters to make sure that freedom remains strong. "Freedom," he said, "is not safe



Hand over that hammer. Ralph Renick (l) of WTVJ-TV Miami took over the reins as president of APB during the group's convention. Outgoing is Walt Rubens of KOBE(AM) Las Cruces, N.M.

merely because it is in the Constitution."

■ Newsmen have lost the public's respect because they fail to report both sides of the story, Don Schrack, news director of KFVB(AM) Los Angeles, told a

meeting of state AP Broadcasters presidents during the APB convention. "Never before in the history of this country have journalists been regarded so lowly," he said.

Schrack told the group that newsmen are losing the battle for freedom of information because the public does not hear both sides of the issues. In California, for example, he said, everyone hears about the consumer's side of the gasoline shortage but not enough about the oil companies' side. "Newsmakers are not getting a fair shake on our product," he declared.

Jack R. Gennaro of WFHR(AM) Wisconsin Rapids, Wis., urged all broadcasters to get into the fight for freedom of information, and Glen Bastin of WHAS(AM) Louisville, Ky., told them not to forget about tape recorders when fighting for camera access to courtrooms: "If you can get the audio in you are halfway there."

Ralph Renick of WTVJ(TV) Miami, incoming president of APB, was asked by state association representatives to help coordinate an information-exchange program among the state groups and the national organization.

Peril, promise in investigative reporting

Boston forum hears Wallace optimistic over Herbert case; journalists in panels talk of the problems and rewards of hard-digging local reporting

Mike Wallace professes confidence about the eventual outcome of the *Herbert vs. Lando* case, despite the Supreme Court's decision opening journalists' thought processes to scrutiny in libel cases (BROADCASTING, April 23).

The *60 Minutes* correspondent made this prediction to the Investigative Reporters and Editors national conference in Boston:

"I suppose [producer Barry] Lando will finally have to tell [Colonel Anthony] Herbert's lawyers that someplace along the line, he was persuaded that Herbert wasn't telling the truth, or had a lapse of memory, and so he, Lando, decided to go with the results of his own research, rather than the version of events that Herbert preferred."

Claiming he agrees that a reporter who exhibits reckless disregard for the truth—which a public figure must prove to recover libel damages—deserves to pay, Wallace said he isn't sure what the Supreme Court decision "is telling us."

He wondered rhetorically whether a reporter who lies by playing up derogatory aspects of and holding back favorable information about a plaintiff is "suddenly going to turn honest under cross-examination" and admit such distortion.

Reiterating to more than 600 other journalists that "we haven't lost the case" and that the high court's decision simply entitles Herbert's lawyers to depose the defendants about their state of mind when they were preparing the segment in question, Wallace took issue with what he sees as

some inferences that *60 Minutes* is entitled to "that one mistake."

"We've made our share of mistakes," Wallace declared. "But this isn't one of them."

Wallace's account of the time and money CBS has spent defending the case touched on a concern voiced often during the 20 panel discussions between top electronic and print reporters—the potential legal (and consequently financial) risks of investigative journalism.

Peter Karl, of WLS-TV Chicago, was philosophical: "You have to take a risk" of legal reprisal. Amid concern about invasion of privacy and trespass, he uncovered abuses in pediatric nursing homes through hidden cameras and blacked-out faces. He received strong editorial support from his station, convinced an irate father to drop a threatened law suit and saw previously uncooperative state agencies change their regulations two days after his first segment aired.

John Camp, of WCVB-TV Boston, said "the media have to accept the consequences of violating the law." He has been subpoenaed for transcripts and tapes of an illegal wiretap used in producing a five-part series on police corruption. Camp used direct quotes from, but not the illegally obtained tapes themselves, to mitigate potential legal problems.

Cross-claims against a plaintiff and his lawyer for malicious prosecution are one way reporters can counter legal harassment, said Jack Landau, of the Reporters Committee for Freedom of the Press.

The Washington-based committee, which provides free representation in confidential-source cases and free phone information on other First Amendment matters, estimates that 95% of some 3,000



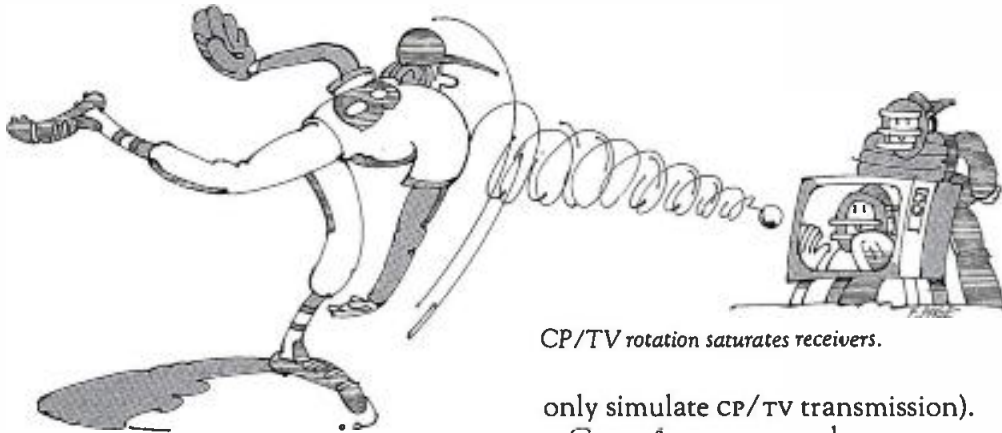
Ervin

CP/TV AND THE SPIRAL ANTENNA: HOW WE TURN SECOND-BEST VIDEO RECEPTION INTO FIRST-BEST

In television broadcasting, if your audience isn't getting the picture, you're not getting the business.

By this time, just about everyone in TV broadcasting knows something about what circular polarization can do, even though not everyone knows how CP/TV does it.

It's a complex technology that doesn't lend itself to easy description in a few well-chosen words.



CP/TV rotation saturates receivers.

Instead of sending out the signal in just one plane (horizontal), CP/TV provides signal in *both* planes (vertical and horizontal). It literally saturates receiving antennas with the signal.

That puts a clear and distortion-free picture in many places that have received a weak, ghostly, or snow-bound signal up to now—and a much better signal even in good reception areas. A good CP/TV antenna delivers this better signal with little regard to the receiving antenna. CP/TV doesn't care whether it's rabbit ears, a UHF loop, or an outside antenna pointing the wrong way.

That's important to tens of millions of Americans who are now getting a

second- or third-rate TV picture. It's also important to the broadcaster who recognizes the competitive advantage in delivering the highest-quality video signal in his market.

Small wonder CP/TV is getting a great deal of attention these days.

In circular polarization, nobody does it better

Cetec Antennas makes The Spiral—the only pure CP/TV design approach yet developed (most other designs can

only simulate CP/TV transmission).

Cetec Antennas was known as Jampro Antenna until last year, but it's been part of Cetec Corporation for 10 years.

As Jampro, we helped pioneer circular polarization for FM broadcasting and our CP/FM antennas operate successfully in just about every corner of the world.

We pioneered the design in CP/TV antennas, too, starting in 1973, with the strong support of Cetec Corporation.

As did everyone, we outlasted plenty of miscalculations in the early days of CP/TV design—but we learned from every one of them.

Testing it live at KLOC-TV

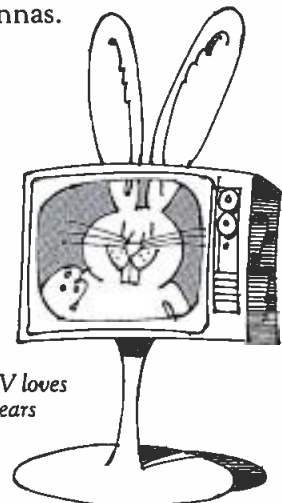
We learned enough to put the very first Spiral on-the-air in FCC-authorized tests in 1976 and 77. It was one of only two antennas tested—and the *only* UHF.

The tests in and around Modesto, California (with KLOC-TV, Channel 19), lasted more than a year, and the remarkable test data demonstrated the clear advantage of circular polarization over horizontal polarization and contributed to the FCC authorization of CP/TV transmission.

Cetec Antennas has the most CP/TV experience in design and manufacture. We've built and tested The Spiral for Channels 2, 7, 10, 19, and 68. We don't test scale-models; we build the complete antenna and test it on our 7000-foot test range.

When it gets down to basics, our numbers give you the picture

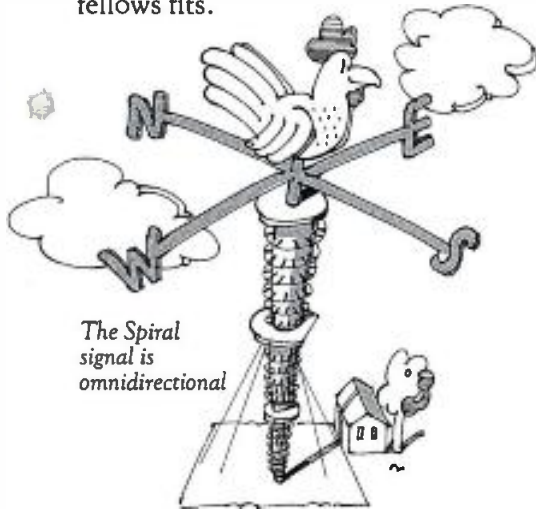
Cetec Antennas has the best "stats" in the business. Our patented Spiral has the lowest axial ratio (less than 2 dB) and best azimuth circularity (less than 1.5 dB). If you haven't got a low axial ratio, you've missed the whole point of CP, and you're not going to put the maximum signal into those randomly oriented receiving antennas.



CP/TV loves rabbit ears

The Cetec Spiral has the lowest *VSWR*, meaning high radiation efficiency. It's 'way out in front in the application of high-level microwave technology to VHF/UHF television.

For example, we've perfected the spiral so we don't have the internal signal reflection problems, (ghostings) that are giving some of the other fellows fits.



**For Boston, a dynamite picture;
For Texas, a towering addition**

We shipped an omnidirectional Spiral to Boston last year, where it was airlifted to the top of the 55-story Prudential Center. It's been transmitting a dynamite signal for WQTV, Channel 68, ever since. Even at only partial power output, The Spiral delivers a strong signal at distances that are downright awesome.

We've delivered a Channel 10 Spiral to KWTX in Waco, Texas, now being installed on a 1600-foot tower. It will soon be delivering a fantastic picture in the heart of Texas.

Cetec Antennas makes The Spiral to perform flawlessly for many years. Superior mechanical construction gives maximum strength with minimum weight, windload, and overturning moment.

We deliver The Spiral, customized for any service area, in about 150 days from order. That includes computer-aided design features, expert fabrication, and full-scale testing, and it is by far the shortest lead-time in the industry.

We sell The Spiral at the lowest price for a true CP/TV antenna, and we back it with the best warranty—two full years, all parts and all labor.

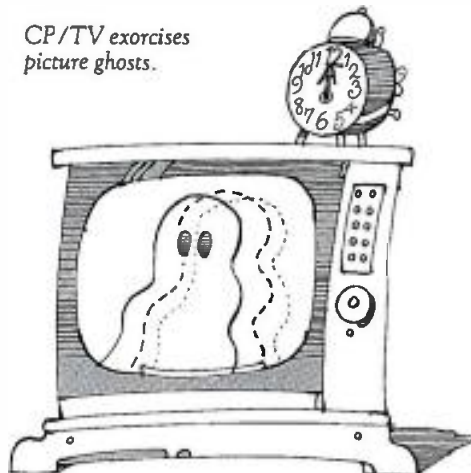
Cetec Antennas has 25 years' broadcast experience and more than 1600 FM and TV antennas in the field. And we're backed by the technical and financial resources of Cetec Corporation (an American Stock Exchange company with 1978 sales of more than \$51 million).

Cetec is a strong, diversified corporation, with a long and successful record in broadcasting—System 7000 radio automation, AM and FM transmitters, first-quality radio consoles, and studio equipment.

Cetec Corporation also makes and markets the Vega wireless microphone and Gauss tape duplicators and professional loudspeakers. We're also into specialized data terminals, marine autopilots, and highspeed, microprocessor-based data cameras.

In other words, Cetec Corporation has a dominant position in several

CP/TV exorcises picture ghosts.



CETEC SPIRAL ANTENNA SPECS

(Representative data)		Estimated Wind Loading		
Channel	Gain	Estimated Weight (lbs)	Shear (lbs)	Moment (KIP ft.)
2	2.5	12,100	8,700	356
7	7.8	11,000	7,200	313
13	7.8	8,700	5,910	235
14-24	15	5,900 Avg.	5,900 Avg.	170 Avg.
25-36	15	5,000 Avg.	5,000 Avg.	150 Avg.
38-50	15	4,500 Avg.	4,200 Avg.	106 Avg.
51-70	15	3,000 Avg.	3,500 Avg.	76 Avg.

different markets where high technology and excellent performance are prerequisites.

**Cetec Antennas and The Spiral:
We deliver terrific pictures**

Cetec Antennas has built its reputation on innovative, high-performance designs, premium materials, and expert antenna craftsmanship. Our manufacturing center is dedicated and highly instrumented; our all-weather test range is more than tough enough to prove our products for structural quality, high performance, and long-term reliability. We back up our words with the best warranty, and with after-sales support efficiently handled by our quick-response field service engineering teams.

If you're not putting a top-quality picture into every corner of your service area, there's probably a CP/TV antenna in your future. Don't make a move without a long, hard look at Cetec Antennas and the remarkable Spiral.

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WCAX-TV's Sawabini, WFSB-TV's Toni, WBRZ-TV's Collins, CBS's Fouhy



WJAR-TV's Giacobbe



WLS-TV's Karl



WBZ-TV's Roche



WCBS-TV's Wilson, WCVB-TV's Camp, WVUE-TV's Angelico

pending libel suits will get nowhere. So Landau suggests a countersuit may be a good answer to a hastily filed attack.

Heavy reliance on public records can ease both libel perils and interview problems, according to Paul Giacobbe of WJAR-TV Providence, R.I., and Wally Roche of WBZ-TV Boston. Giacobbe advised reporters to "play in a dusty basement" with such public records as phone bills (to find high officials' private numbers and key contacts) until they are ready to confront their target with a tape recorder or camera. Roche, who has pursued officials with

cars, cameras and walkie-talkies, says a TV investigator's greatest asset is a cameraman "willing to take a chance, deal with boredom and sit in a van and bake" while waiting for a subject to emerge from a secret meeting.

Steve Wilson of WCBS-TV New York, said there's no story television can't do, and that fewer bureaucratic lawyers often make investigative reporting easier in a small market than a large one. To "bring the viewer into the hospital" on a multi-segment story about an operating room mistake, Wilson used artist's sketches and

35 millimeter slides, and simplified complex medical terms.

Richard Angelico of WVUE-TV New Orleans said he's constantly criticized for concentrating on documents and not being visual enough—but has recreated complex stories through still cameras, clothespins on telephone wires to mark wiretaps, and film. He's used college yearbook pictures to highlight a businessman's radical past, and once caught a shot of a sheriff kicking over a table in his haste to evade the cameras.

Such efforts, according to CBS News Washington bureau chief Ed Fouhy, "show your audience you really care, and not in the phony way recommended by the news consultants." Any station can start investigative reporting, he added, by:

- Scrutinizing the local government budget to spot potential irregularity.
- Making an appointment with the head of the target agency.
- Scattering business cards around the agency's office and loudly announcing the purpose of the visit.

"Someone is sure to hate the boss" and call the station with confidential information, Fouhy has found.

Many reporters at the conference complained about tight budgets, indifferent editors and—most of all—not enough time to do investigative pieces. But Robert Collins of WBRZ-TV Baton Rouge has cut costs by such improvisations as masking key words of an indictment, bluing the rest with Spray-Mark and then removing the masks (for a vivid on-air document presentation). He said a station's small size doesn't free it from investigative reporting obligations.

"As things get more complicated in our society," he said, "there's a call for more reporting sophistication." Wadi Sawabini of WCAX-TV Burlington, Vt., agreed. He squeezes investigative reporting in between routine assignments both because

Wallace vs. Burger. Mike Wallace last week "declassified" correspondence between himself and Supreme Court Chief Justice Warren E. Burger, in Wallace's speech to the Investigative Reporters and Editors conference. Wallace said that last November, despite the pending *Herbert vs. Land* case, Richard Salant, then CBS News president, authorized a *60 Minutes* bid to profile the chief justice. So Wallace wrote Burger to ask for a short meeting to try to change the judge's anti-interview stance. The reporter said he wrote the chief justice that Burger's position should not insulate him from public scrutiny and that such a program would focus on Burger's personality and avoid any discussion of matters before the Supreme Court.

Wallace said the chief justice wrote back on Dec. 26 that he declined to submit to a "premature autopsy" even though he complimented, and termed himself a "fan" of, *60 Minutes*. Wallace also quoted the chief justice as saying that Wallace overestimated the public's interest in such a program.

Wallace said Burger wrote that any meeting between the two could put the journalist—who was one of the parties in the then pending suit—in a false position by exposing him to charges of trying to influence or intimidate him or that he himself was trying to cultivate Wallace. Wallace said a handwritten PS. read: "It goes without saying that this is a personal communication and not for publication."

Wallace's remark—"I'm sorry, Mr. Chief Justice. I've just declassified your letter"—drew applause from the audience of reporters at Boston's Faneuil Hall.

Pertschuk's plea. Federal Trade Commission Chairman Michael Pertschuk last week advised journalists to take a "particularly careful look at media conglomerates," even though he said the extent of media concentration does not approach the level courts have considered violations of antitrust law. Pertschuk told the Investigative Reporters and Editors annual conference he sees "no outpouring of real congressional interest" in limiting mergers between media conglomerates, even though he said his agency and the Justice Department scrutinize the legality of mergers. Local reporters, he suggested, should investigate firms in their area that have "absorbed local media together with other enterprises—or vice versa" to determine how those companies are covered in the news.

of his feeling that stations should consider such content part of their obligations as licensees and because "people expect them."

What about the argument that viewers are more interested in fluff than in substance?

Jerry Toni of WFSB-TV Hartford, Conn., thinks his job is to "tell the public what they ought to know, even if they're not interested," in such a way that they'll even-

tually want to know it.

Toni believes the electronic media do an adequate job on day-to-day stories but lack the vision to define and pursue investigative issues of long-term significance.

"Those are the stories that make the most impact," he said, "but we tend to give the newspapers leeway on them. Then, the papers legitimize the story, and we run to catch up."

PUBLIC AFFAIRS



Public affairs programming was the subject of a National Association of Broadcasters conference that drew some 200 broadcasters to Washington last week. As might be expected, there was much cheerleading during the three-day event, those who do successful public affairs programming telling others why there should be more of it everywhere. But the workshops often pointed up some contrasting philosophies about public affairs. Citizen group witnesses at one workshop complained broadcasters hide their programs in early-morning hours when no one is watching and that they settle on formats involving the least effort. But FCC Commissioner James Quello (top) said broadcasters; public affairs record is one to be proud of. What needs work, he said, is public affairs promotion. "You should be more persistent in pointing out to the public that you are programming far more than The Gong Show," he said. Richard Salant, vice chairman of NBC, took broadcasters to task for trying to "jazz up" public affairs; his preference is for more serious documentaries (see story at right). William Hillier, who works with Westinghouse Broadcasting's syndicated PM Magazine show, argued at one workshop, however, that the "trick of getting an audience for public affairs is to camouflage it" under such things as "racy titles." Nobody talked of going without public affairs, though. Said Salant, it's the best thing broadcasters can do. Without it, "how can we hold our heads high?" Among prominent participants in the conference last week were Helen Thomas, UPI White House correspondent, shown top right with Jane Cohen, NAB TV vice president and staff coordinator of the conference. Lawrence Grossman, (bottom left), president of the Public Broadcasting Service, predicted public affairs will take up increasing amounts of time on both public broadcasting and commercial broadcasting in the next five years. Conferring (bottom right) are NAB joint board chairman Donald Thurston and conference chairman Mike Shapiro of WFAA-TV Dallas.

Salant: save the documentary

Calling it the 'snail darter' of broadcasting, he says there should be more and they should be more heavily promoted; he lays some blame on educators

NBC Vice Chairman Richard Salant be-moaned what he called a "slow decline" in TV documentaries last week, blaming it on the networks for "hiding" them and on schools for failing to create an interest in them.

Speaking to the National Association of Broadcasters public affairs programing conference in Washington Monday, the former president of CBS News talked of documentaries—not multipart news stories or news magazine shows, he said, but long, single-topic programs—as an endangered species, "the snail darter or the bald eagle of our profession." ABC does only one a month, now, he said. So does NBC. CBS does 20 a year. But "nobody seems to notice," he said. "There's no outcry."

The ratings for documentaries, he said, have been "heart-breaking . . . The general rule is that unless a documentary is about sex, violence or the occult, or all three, it's never going to get a share [higher than] in the teens."

A major share of the blame for the loss, he said, falls on the schools—for failing to create an interest in the problems of the world, and for failing to instill in students longer attention spans.

FCC Commissioner Abbott Washburn, in the audience during Salant's remarks, rose to criticize broadcasters for not promoting their documentaries as heavily as they do products. But Salant complained of a "resistance in schools" to documentary programs. "They don't lift a finger to find out what's on," he said. "Why don't teachers get off their duffs?" He said in his opinion "it's better to spend money on programing than commercials."

Salant blamed broadcasters for "hiding" documentaries. "They're proud of them," he said, "but they don't want them to bother" people, so they schedule them at odd hours.

Despite his comment to Commissioner



Salant

Washburn, Salant also said broadcasters should promote documentaries more heavily. They should schedule them with regularity, too, he said. And "treat them with respect ... not like some poor retarded relative that you hide when the guests come."

Salant cautioned against joining two trends he finds emerging in the field. One is the docudrama, a style that he said "fools around with the facts." It belongs with "dramatists," he said, "not journalism departments." The other trend to be avoided, he said, is the "new-wave filmmaker." He called Pamela Hill, ABC executive documentary producer, a "semi-

advocate" of the latter.

Salant touched on these other subjects in his remarks to the NAB conference:

■ To the knee-jerk reaction against "talking-heads": "What is more interesting than a talking head that has something to say?"

■ On the network evening news: "When we try to squeeze all the national and international news into 24 minutes, we're committing a fraud."

■ Salant said at one point that he had been "greatly distressed" when Bill Moyers, unable to get a regular program on CBS, left the network for public broadcasting. Asked if he would consider offer-

ing Moyers a regular program at NBC, he replied "Yes, indeed ... That's why they're not going to give me the last word."

Salant made saving the documentary "from extinction" sound like a dire necessity. "How can we hold our heads high?" he said. "How can we go home and sleep at night? How can we face our children ... if we turn our backs on it?"

Second time for independent producer

PBS votes to fund coverage of abortion issue in Cincinnati by production company that also originated coverage of Washington nuclear protest

Public Interest Video Network, which last month used the Public Broadcasting Services's satellite facilities to broadcast a live, three-hour documentary on the massive anti-nuclear power demonstration in Washington, will get another chance next Sunday (June 24) with *Abortion: Right to Life Versus Right to Choose*.

The 90-minute program, produced in cooperation with WCET(TV) Cincinnati, will chronicle the right-to-life convention held in that city. And while the group had to raise the funds for its first effort, *Nuclear Power: the Public Reaction*, this time PBS is picking up the bill.

In fact, Public Interest Video received a strong vote of confidence when, by a vote of 52 to 39, member stations agreed to its request for \$56,443 to do the special. This allotment represents more than half of the \$110,000 left in the fund that stations compete for to do original programming.

The show will originate live from WCET's studios, with taped segments interspersed, and will take on what producers are calling a "town meeting format." Veteran news reporter Marie Torre, of WABC-TV New York will moderate a pro-and-con discussion of abortion; *Boston Globe* columnist Ellen Goodman will square off in a debate against William Rusher of the *National Review*; National Public Radio reporters David Ensor and Nina Totenberg will offer reactions from the White House and the courts; and Daniel Schorr will file reports from Capitol Hill.

All parties involved are extremely optimistic. Jack Dominick, of WCET, called the project "a good marriage," and said he expected the show to go on without problems.

Barry Chase, of PBS, said he thought member stations "did themselves proud" by giving an independent producer such a prominent role.

Chase said that the track record of WCET, along with the quality of Public Interest Video's May 6 presentation, were probably the biggest factors in the vote to authorize the funding. Chase added that a successful effort would probably set the stage for additional programs of this sort.

According to senior producer Nick DeMartino, Public Interest Video has

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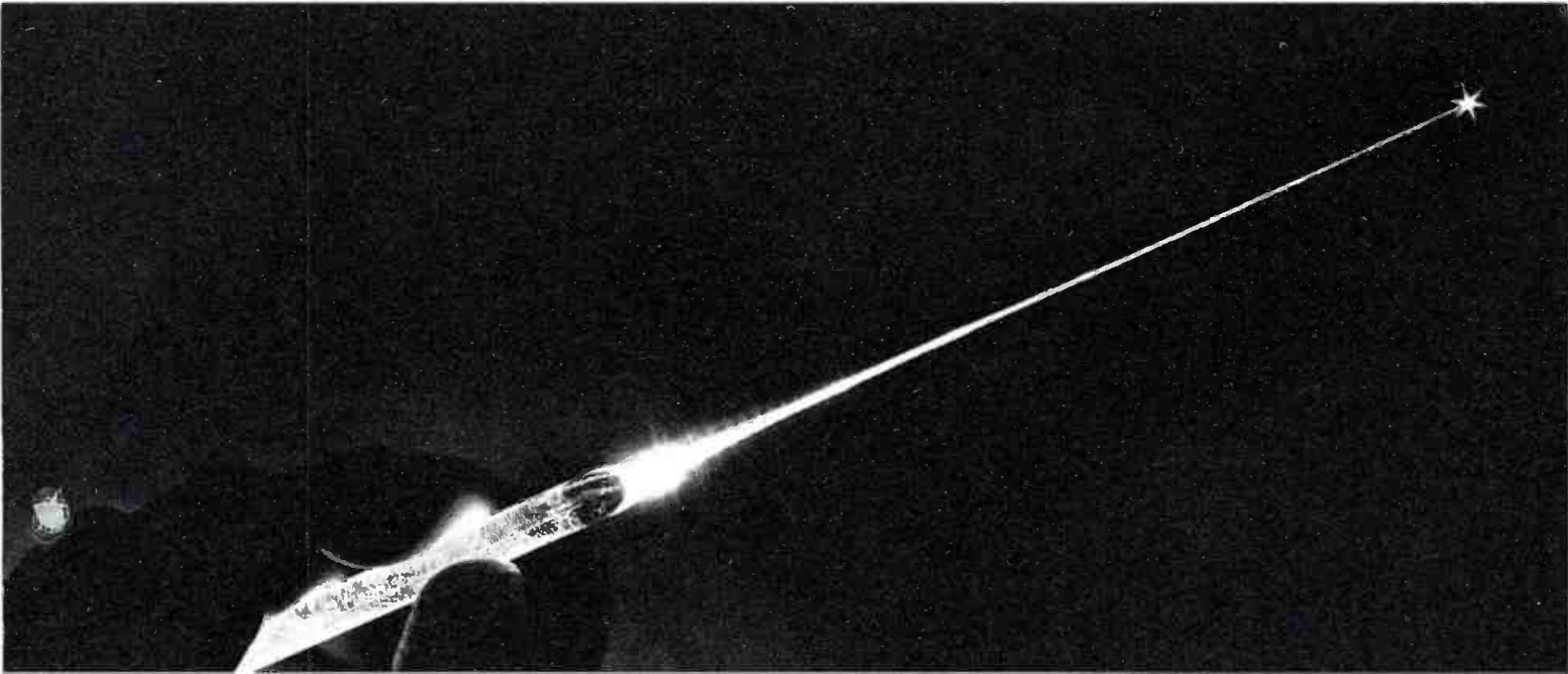
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Why this one-of-a-kind invention didn't end up as the only one of its kind.

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

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

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

That's where Western Electric's Engineering Research Center comes in.

A Unique Center

The Center is devoted exclusively to manufacturing research.

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



proven ways to manufacture products based on the latest technology coming out of the laboratory.

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

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

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

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

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

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

The Key to the Future

In the Bell System, technology is the key to keeping costs down. It is the key to constantly improving your phone service.

And Western Electric's Engineering Research Center is an essential link between the ideas of the laboratory and the realities of the factory.

So your Bell Telephone Company can make the best one-of-a-kind inventions a part of your phone service.

Keeping your communications system the best in the world.



Western Electric

been receiving a good deal of support, and he expected that the group, which recently incorporated, would be taking on a number of projects in the future. He said there had been some informal contacts with National Public Radio, and the group had received "encouraging signals" from several agencies that may offer financial aid on an ongoing basis.

In addition, DeMartino said, the group had a preliminary plan to get the public involved as members of Public Interest Video, which it was hoped would ease its funding problems.



About the Duke. With the death of actor John Wayne last week, all three commercial networks Tuesday, June 12, offered half-hour news specials. CBS News cut into prime-time at 8:30 with Charles Kuralt anchoring. ABC News and NBC News went at 11:30 p.m. with Barbara Walters and Jack Perkins, respectively.

Rounding up the ratings for 'the season'

September-through-April tallies rank all the series and specials that ran on the networks; ABC bests other two in both categories

Comedies led the regular series, and sports topped the specials, in the seven-month period—September 11, 1978, to April 15—that is loosely regarded as the 1978-79 prime-time television season.

The Nielsen rating averages for the period, compiled by ABC-TV researchers, put *Laverne and Shirley* at the top of the regular series, followed by *Three's Company* and *Happy Days*. All three are ABC shows—as are those in fourth, fifth and sixth places: *Mork and Mindy*, introduced last fall, and *Angie* and *The Ropers*, which came in closer to midseason.

The world heavyweight championship fight between Muhammad Ali and Leon Spinks was the top-ranked special.

Among the regular series, ABC had seven of the top 10, 13 of the top 20 and 24 of the top 50. CBS had three of the top 10, six of the top 20 and 19 of the top 50. NBC had one in the top 20 and seven in the top 50.

Among specials, counting ties, ABC and NBC each had five in the top 10 while CBS had one. In the top 20, ABC had 11, NBC seven and CBS two. In the top 50, ABC was ahead with 27 to CBS's 17 and NBC's eight.

The series

Rank		Rating/Share
1.	Laverne and Shirley (ABC)	30.6 46
2.	Three's Company (ABC)	30.2 45
3.	Happy Days (ABC)	29.1 46
4.	Mork & Mindy (ABC)	28.5 46
5.	Angie (ABC)	27.1 42
6.	Ropers (ABC)	25.6 42
7.	M*A*S*H (CBS)	25.4 37
8.	60 Minutes (CBS)	25.4 41
9.	All in the Family (CBS)	25.2 38
10.	Charlie's Angels (ABC)	25.0 38
11.	Taxi (ABC)	24.9 38
12.	Eight is Enough (ABC)	24.9 39
13.	Alice (CBS)	23.8 36
14.	Little House on the Prairie (NBC)	23.3 35
15.	Barney Miller (ABC)	22.8 36
16.	ABC Sunday Night Movie	22.7 36
17.	Love Boat (ABC)	22.1 38
18.	One Day at a Time (CBS)	21.6 32
19.	Soap (ABC)	21.6 34
20.	Dukes of Hazzard (CBS)	21.1 35
21.	NBC Monday Night Movies	21.0 32
22.	Fantasy Island (ABC)	20.8 38
23.	Vega\$ (ABC)	20.7 35
24.	CBS Sunday Night Movie	20.7 34
25.	Stockard Channing & Friends (CBS)	20.7 32
26.	Barnaby Jones (CBS)	20.5 36
27.	13 Queens Blvd. (ABC)	20.5 36
28.	Centennial (NBC)	20.3 30
29.	CHiPs (NBC)	20.1 36
30.	What's Happening (ABC)	20.1 33
31.	NFL Monday Night Football (ABC)	20.0 33
32.	Different Strokes (NBC)	20.0 34
33.	Lou Grant (CBS)	19.6 31
34.	Battlestar: Galactica (ABC)	19.6 30
35.	WKRP in Cincinnati (CBS)	19.5 29
36.	Starsky and Hutch (ABC)	19.0 32
37.	Waltons (CBS)	19.0 30
38.	ABC Friday Night Movie	19.0 33
39.	Sunday Big Event (NBC)	18.9 29
40.	Dallas (CBS)	18.4 32
41.	Bad News Bears (CBS)	18.4 34
42.	MacKenzie-Paradise Cove (ABC)	18.2 30

Rank		Rating/Share
43.	White Shadow (CBS)	18.1 28
44.	Hawaii Five-O (CBS)	18.0 29
45.	Incredible Hulk (CBS)	18.0 30
46.	Dear Detective (CBS)	18.0 30
47.	How the West Was Won (ABC)	17.9 27
48.	Salvage 1 (ABC)	17.7 26
49.	Jeffersons (CBS)	17.4 28
50.	Quincy (NBC)	17.4 27
51.	CBS Tuesday Night Movies	17.3 27
52.	Family (CBS)	17.1 30
53.	Kaz (CBS)	17.0 28
54.	Mary Tyler Moore Hour (CBS)	17.0 29
55.	Wonderful World of Disney (NBC)	16.9 27
56.	People (CBS)	16.8 25
57.	B.J. and the Bear (NBC)	16.8 29
58.	Rockford-Files (NBC)	16.8 29
59.	Wednesday Movie of the Week (NBC)	16.5 26
60.	Wonder Woman (CBS)	16.5 28
61.	Tuesday Big Event	16.3 26
62.	Donny and Marie (ABC)	16.3 28
63.	CBS Saturday Night Movie	16.2 28
64.	Mary (CBS)	16.1 25
65.	Eddie Capra Mysteries (NBC)	16.0 28
66.	CBS Wednesday Night Movie	15.8 25
67.	Joe & Valerie (NBC)	15.7 24
68.	Hello, Larry (NBC)	15.7 26
69.	Supertrain (NBC)	15.7 25
70.	Carter Country (ABC)	15.6 27
71.	NBC Saturday Night Movies	15.3 29
72.	Dick Clark's Live Wednesday (NBC)	15.3 24
73.	Flatbush (CBS)	15.2 22
74.	In the Beginning (CBS)	15.1 24
75.	Flying High (CBS)	15.1 27
76.	Billy (CBS)	15.0 24
77.	Miss Winslow & Son (CBS)	14.9 24
78.	Welcome Back, Kotter (ABC)	14.8 26
79.	Delta House (ABC)	14.8 26
80.	Osmond Family Show (ABC)	14.5 23
81.	NBC Novels for Television	14.4 24
82.	Mrs. Columbo (NBC)	14.4 26
83.	CBS Friday Night Movie	14.3 23
84.	Duke (NBC)	14.3 25
85.	ABC Monday Night Movie	14.2 24
86.	Doctors Private Lives (ABC)	14.1 26
87.	Grandpa Goes to Washington (NBC)	13.8 22
88.	Operation Petticoat (ABC)	13.7 22
89.	Turnabout (NBC)	13.3 22
90.	Sword of Justice (NBC)	13.2 25
91.	Good Times (CBS)	13.0 23
92.	Hardy Boys Mysteries (ABC)	13.0 21
93.	Brothers and Sisters (NBC)	13.0 22
94.	Cliffhangers (NBC)	12.8 20
95.	Rhoda (CBS)	12.7 24
96.	Lifeline (NBC)	12.6 22
97.	Friends (ABC)	12.5 22
98.	Paper Chase (CBS)	12.4 20
99.	David Cassidy-Undercover (NBC)	12.1 21
100.	Married: The First Year (CBS)	12.0 19
101.	Waverly Wonders (NBC)	11.9 23
102.	Who's Watching the Kids (NBC)	11.9 21
103.	Lucan (ABC)	11.9 18
104.	Makin' It (ABC)	11.9 20
105.	Apple Pie (ABC)	11.8 22
106.	Project U.F.O. (NBC)	11.4 18
107.	American Girls (CBS)	11.0 20
108.	Sweepstakes (NBC)	11.0 19
109.	W.E.B. (NBC)	10.1 18
110.	Weekend (NBC)	10.0 17
111.	Whodunnit (NBC)	10.0 18
112.	Highcliffe Manor (NBC)	9.5 17
113.	Little Women (NBC)	8.9 13
114.	Harris and Company (NBC)	7.6 12

The specials

Rank		Rating/Share
1.	Ali-Spinks fight (ABC)	37.2 61
2.	Rocky (CBS)	36.9 52
3.	World Series Game Six (NBC)	35.9 54
4.	Academy Awards (ABC)	34.6 63
5.	World Series Game I (NBC)	33.1 51
6.	World Series Game III (NBC)	32.9 54
7.	Roots: Next Generations (ABC)	32.7 50
8.	World Series Game II (NBC)	32.2 50
9.	Roots: Next Generations (ABC)	31.8 48
10.	Super Bowl XIII Post (NBC)	31.7 47
11.	Roots: Next Generations (ABC)	31.7 48
12.	Three's Company (ABC)	30.9 49
13.	Rescue from Gilligan's Island (NBC)	30.2 52
14.	Roots: Next Generations (ABC)	29.5 41
15.	Pearl (ABC)	29.4 47
16.	MacKenzie-Paradise Cove (ABC)	29.4 47
17.	Bob Hope-Salute/World Series (NBC)	29.1 42
18.	Roots: Next Generations (ABC)	28.9 47
19.	Gone With the Wind Part II (CBS)	28.8 40
20.	Roots: Next Generations (ABC)	28.6 40
21.	Delta House (ABC)	28.3 41
22.	Three's Company Special (ABC)	28.2 40
23.	Circus of the Stars (CBS)	28.0 42

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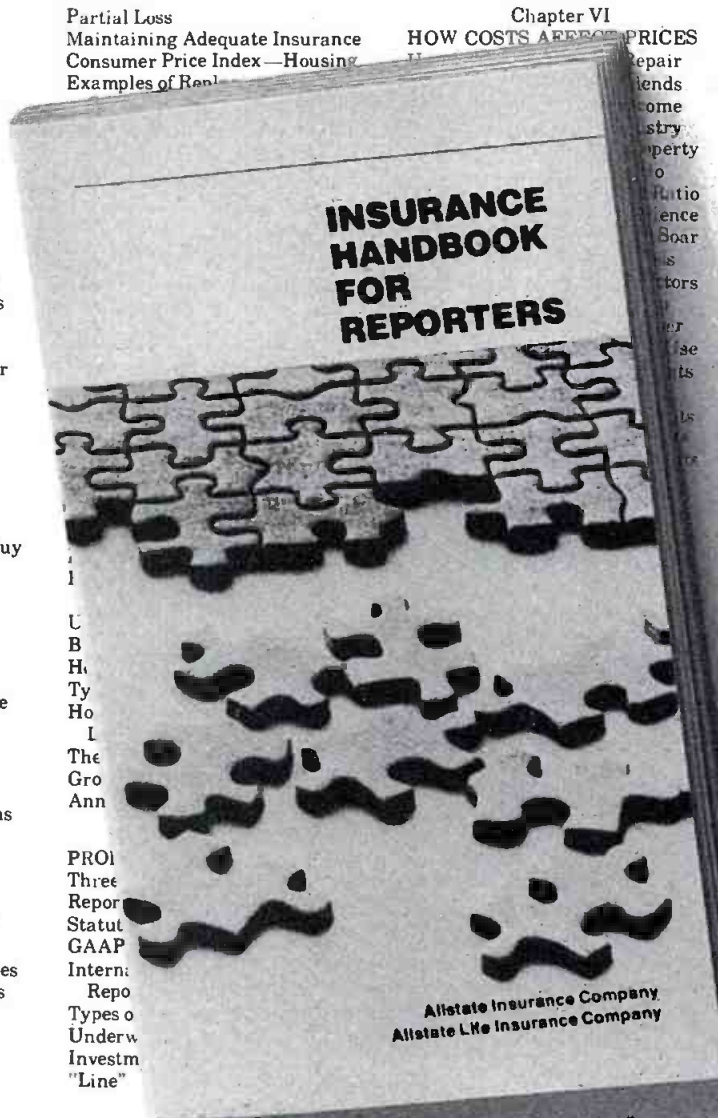
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Monitor



An hour with Cowgill. Thames Television, independent network that programs four nights weekly in London, was in Los Angeles last week presenting Thames Week—five-day blitz of prime-time programming on independent KTTV there (similar to project four years ago on WOR-TV New York). Company's managing director, Brian Cowgill, said that company was looking to other weeks in top-10 U.S. markets. Talks with other stations are under way, he said, but offered no names. He called it "an interesting notion"—having "a week of programming bicycling around the U.S." Those are only nibbles though. Week in Los Angeles represents \$140,000 investment by Thames, which worked out "straightforward, very simple trade" with KTTV parent, RKO. American firm sold about 70% of advertising and Thames sold

remaining 30%—largely to British firms doing business here. Cowgill said he'd be happy to work out similar arrangements with other stations. "I'd like now to continue this on a regular basis around the country." Thames devotes about 12% of its annual broadcast time to American-made programs, but Cowgill confessed he was "bitterly disappointed" that American networks couldn't be persuaded to pick up Thames programs—especially *Edward and Mrs. Simpson*, which Cowgill said he tried to sell to networks last December. Show was eventually picked up by Mobil Corp. for independent run.

New York production push. Forces in New York eager to win back some of production dollars lost to West Coast are taking heart in creation of State Office for Motion Picture and Television Development. New York state legislature already has approved \$250,000 appropriation. Major tasks: to come up with legislative package of tax and investment credits conducive to production and to beef up studio facilities in state. Theodora K. Sklover, founder and executive director of Open Channel Inc. (which has been developing cable access channels), is executive director; Leona Johnpoll, who's been with state commerce department's motion picture and television advisory board, is associate director. Office will be in New York City.

Still backing Baxters. TAT Communications claims confidence that ongoing negotiations will place *The Baxters* in New York, Chicago and San Francisco. But even if those holes stay unplugged, it assures that half-hour joint venture with BBI Productions is go. TAT says 47 stations already are signed, among them: KTLA-TV Los Angeles, WCAU-TV Philadelphia and WCVB-TV Boston (commonly owned with BBI Productions). That amounts to about 40% clearance. Show combines nationally syndicated series with local audience participation. Local station workshops, with training on how to produce local segment, begin later this month.

'Source' material. NBC Radio has named its new youth-oriented network "The Source." It is currently being tested in 21 markets with initial programming consisting of two-minute newscasts carried hourly to stations at 15 minutes past hour between 3:15 and 8:15 p.m. Future material on Source will include voices of performers appealing to young listeners, movie reviews, rock information, regularly scheduled concerts featuring popular and emerging entertainers and consumer information.

Animal, vegetable or mineral? Showtime Entertainment's not quite sure what to call it yet but what could turn out to be first made-for-pay-TV movie is being developed. It'll have elements of both movie and entertainment special and also allow for some intermedia distribution. Viacom, Showtime's parent along with Teleprompter, plans to distribute it to conventional TV after pay run. Title's *Don't Miss the Boat* and stars are Joanne Worley, Rip Taylor and Guy Marx. It'll be taped aboard luxury liner June 22-July 2 (Showtime says it's not another *Love Boat*). And while there's story line, plenty of room is to be left for comedy routines and improvisation. Scarza-Fitzgerald is producing and fall premiere is planned.

Critical perspective. Critics are being brought into duPont-Columbia journalism awards act for first time this year. Since Columbia University Graduate School of Journalism has been administering those awards for over 10 years now, Director Marvin Barrett decided to solicit critics' views for another perspective on, among other things, what changes have occurred in TV-radio journalism in that time. He says questionnaires, similar to those sent to TV and radio news directors, have been sent to 350 television and radio critics throughout country. Questionnaires invite suggestions for nominations for duPont-Columbia awards and ask for views on such questions as whether broadcast managements' commitment to news has kept pace with growing importance of news; performance of local broadcast news operations; what they consider greatest deterrent to quality news, as well as views on major changes. Results will be reported in next *Alfred I. duPont-Columbia University Survey of Broadcast Journalism*, due out late next winter.

Rank		Rating/Share
24.	Cheryl Ladd Special (ABC)	28.0 43
25.	Tribute to Jimmy Stewart (CBS)	27.9 45
26.	Mork & Mindy Hour Special (ABC)	27.8 38
27.	Roots: Next Generations (ABC)	27.8 41
28.	Happy Days (ABC)	27.2 47
29.	Barbara Walters Special (ABC)	27.0 47
30.	Makin' It Special (ABC)	26.9 39
31.	John Denver (ABC)	26.4 40
32.	Taxi (ABC)	26.1 42
33.	Like Mom, Like Me (CBS)	26.1 39
34.	The Word, Part I (CBS)	26.0 38
35.	Charlie Brown Special (CBS)	25.4 39
36.	Country Music Awards (CBS)	25.3 39
37.	First Kiss, Charlie Brown (CBS)	25.3 36
38.	Delta House (ABC)	25.2 41
39.	Easter Beagle, Charlie Brown (CBS)	25.1 37
40.	AL Championship, Game IV (NBC)	25.0 43
41.	Pink Panther's Christmas (ABC)	24.8 37
42.	Puff the Magic Dragon (CBS)	24.6 36
43.	Charlie Brown's Christmas (CBS)	24.4 38
44.	Night Before Christmas (CBS)	24.4 36
45.	Rudolph-Red-Nosed Reindeer (CBS)	24.3 37
46.	Nestor the Long-Eared Donkey (ABC)	24.3 38
47.	Gone With the Wind Part II (CBS)	24.3 36
48.	NCAA Basketball Championship (NBC)	24.1 38
49.	You're-Greatest, Charlie Brown (CBS)	24.0 36
50.	Raggedy Ann and Andy (CBS)	23.8 37
51.	Benji's Christmas Story (ABC)	23.8 37
52.	Frosty's Winter Wonderland (ABC)	23.8 39
53.	Perry Como's Christmas (ABC)	23.6 36
54.	Grass-Greener Over-Septic Tank (CBS)	23.4 38
55.	Battle of the Network Stars (ABC)	23.4 40
56.	NBC Theater	23.3 36
57.	Jesus of Nazareth Part I (NBC)	23.3 35
58.	Les Miserables (CBS)	23.2 38
59.	Country Christmas (CBS)	23.0 35
60.	Celebrity Challenge-Sexes (CBS)	23.0 32
61.	Bugs Bunny Howl-Oween (CBS)	22.8 37
62.	Orange Bowl Game (NBC)	22.8 35
63.	American Music Awards (ABC)	22.8 35
64.	Chisholms, Part I (CBS)	22.8 36
65.	NFL Football Special (ABC)	22.6 37
66.	Taxi Special (ABC)	22.6 33
67.	Word, Part I (CBS)	22.5 35
68.	Bob Hope Christmas Show (NBC)	22.5 39
69.	Steve Martin: Wild & Crazy (NBC)	22.3 36
70.	AL Championship Game I (ABC)	22.2 35
71.	Fat Albert Halloween Special (CBS)	22.2 35
72.	Barbara Walters Special (ABC)	22.1 34
73.	Jesus of Nazareth, Part II (NBC)	22.1 34
74.	NFL Football Post 2 (NBC)	21.9 37
75.	Best of Saturday Nite Live Part I (NBC)	21.9 33
76.	Grammy Awards (CBS)	21.9 34
77.	Wizard of Oz (CBS)	21.9 36
78.	Christmas-Grand Ole Opry (ABC)	21.8 36
79.	All Star Family Feud (ABC)	21.8 36
80.	Gift of Song-UNICEF (NBC)	21.7 31
81.	Alice (CBS)	21.7 30
82.	AFI Salutes Alfred Hitchcock (CBS)	21.7 35
83.	Operation Petticoat (ABC)	21.6 34
84.	Rescue From Gilligan's Island (NBC)	21.5 40
85.	Corn is Green (CBS)	21.5 31
86.	Quincy (NBC)	21.5 37
87.	World Series Game VI (NBC)	21.4 36
88.	Bob Hope Special (NBC)	21.3 30
89.	Fantasy Island Special (ABC)	21.3 31
90.	Quincy (NBC)	21.2 37
91.	Jesus of Nazareth Part III (NBC)	21.1 33
92.	World Series Pregame III (ABC)	21.0 39
93.	How Bugs Bunny Won the West (CBS)	21.0 32
94.	Co-Ed Fever (CBS)	21.0 35
95.	Rona Barrett Special (ABC)	20.9 29
96.	Mr. Horn Part I (CBS)	20.9 31
97.	Kenny Rogers Special (CBS)	20.9 36
98.	First You Cry (CBS)	20.8 33
99.	Love Boat (ABC)	20.8 34
100.	Bobby Vinton, Rock'n'Roller (CBS)	20.8 31
101.	Brothers and Sisters (NBC)	20.8 31
102.	M*A*S*H (CBS)	20.8 31
103.	Captain America (CBS)	20.7 33
104.	Johnny Cash Christmas (CBS)	20.6 34
105.	Tim Conway Show (CBS)	20.6 28
106.	All in the Family (CBS)	20.6 30
107.	Bugs Bunny Easter Special (CBS)	20.6 36
108.	G.E. All-Star Anniversary (ABC)	20.4 36
109.	Frosty the Snowman (CBS)	20.4 32
110.	ABC News Closeup	20.4 34
111.	Carpenters-Christmas Portrait (ABC)	20.3 31
112.	WBC Championship (ABC)	20.3 34
113.	NL Championship Game III (ABC)	20.2 35
114.	Bizarre (ABC)	20.2 38
115.	Lucy Comes to Nashville (CBS)	20.0 28
116.	Bing Crosby Christmas Years (CBS)	20.0 30
117.	Rockette Tribute to Radio City (NBC)	20.0 33
118.	Almost Heaven (ABC)	20.0 33
119.	Entertainer of the Year Awards (CBS)	20.0 30
120.	NL Championship Game I (ABC)	19.9 32
121.	World Series Pregame I (NBC)	19.9 34
122.	Charlie Brown Thanksgiving (CBS)	19.9 31
123.	NFL Playoff Postgame (NBC)	19.9 48

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So if Republicans in your area call the station to ask where they can hear "On Balance," tell them you'll let them know. Then call us. We may even have a list of potential sponsors in your area.

We also produce "In Depth," two issue-oriented documentaries each week; "In Brief," the 60 second features distilled from the documentaries; "Consumer Chronicles," "For Your Good Health," "Movin' On" (a travel series), "From A to Z," and "Getting On To Business" (economics education).



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Rank		Rating/Share
124.	Heroes of Rock 'N' Roll (ABC)	19.9 34
125.	All Star Family Feud (ABC)	19.8 30
126.	Honeymooners (ABC)	19.8 29
127.	NBC Saturday Night Movies	19.8 33
128.	All Star Family Feud (ABC)	19.8 28
129.	20/20 (ABC)	19.8 34
130.	Lion, Witch-Wardrobe Part II (CBS)	19.7 30
131.	Monte Carlo Circus Festival (CBS)	19.5 28
132.	Welcome Back, Kotter (ABC)	19.4 34
133.	NFL Football Special (ABC)	19.4 31
134.	Flintstones Christmas (NBC)	19.4 30
135.	Chisholms, Part II (CBS)	19.4 32
136.	Perry Como's Springtime (ABC)	19.4 32
137.	Dean Marlin Celebrity Roast (NBC)	19.3 32
138.	George Burns' 100th Party (CBS)	19.3 28
139.	People's Choice Awards (CBS)	19.3 31
140.	Happy Days-Fri. (ABC)	19.2 34
141.	NBC Saturday Night Movies	19.2 30
142.	Lion, Witch-Wardrobe Part I (CBS)	19.2 29
143.	Movie of the Week (NBC)	19.1 30
144.	Spider-Man (CBS)	19.1 32
145.	G.E. Theatre (CBS)	19.1 30
146.	Salvage-ABC Movie Special	19.1 32
147.	Rudolph's Shiny New Year (ABC)	18.9 31
148.	Once Upon a Starry Nite (NBC)	18.9 29
149.	Captain & Tennille Song Book (ABC)	18.7 29
150.	Happy Birthday, Charlie Brown (CBS)	18.6 29
151.	Dolly & Carol in Nashville (CBS)	18.6 30
152.	Centennial (NBC)	18.5 32
153.	Here Comes Peter Cottontail (CBS)	18.5 30

Ratings ranking rerun

After a week when CBS-TV took first place and another when NBC-TV nudged into second, the prime-time ratings line-up was back in the usual order for the week ended June 10.

ABC-TV scored first with a 15.2 rating and 29.7 share; CBS placed second at 14.7/28.6, and NBC trailed with a 12.8/25.0.

It was a week primarily of reruns. In fact, on Wednesday, June 6, there wasn't an original show to be found in prime time on any of the three networks.

Viewers remained loyal to shows the second time around. And of the programs that were original, more often than not, they proved weak.

Of the top-rated programs, the first eight were repeats: (in order) ABC's *Three's Company*, *Charlie's Angels* and *Angie*; CBS's *Alice* and *M*A*S*H*, and

ABC's *Mork & Mindy*, *Laverne & Shirley* and *Taxi*. A *Stockard Channing in Just Friends* original scored ninth and ABC rounded it out with an original *When the West was Fun* special.

NBC's highest rated show was a repeat from a series that won't be back next season: *Eddie Capra Mysteries*, at 20th.

Of the news specials offered, a *CBS Reports*: "On the Road with Charles Kuralt" managed 24th place among the 66 primetime shows of the week. Another *CBS Reports*, this one "D-Day Plus 20 Years: Eisenhower Returns to Normandy" didn't fare as well at 46. An *ABC News Closeup*, "The Shooting of 'Big Man,' Anatomy of a Criminal Case" was further down at 60.

Outside prime time, NBC-TV was claiming the highest rating in six months for the *Tonight Show*; an 8.9/31, as opposed to CBS's 7.6/26 and ABC's 6.8/23. Host Johnny Carson that week appeared four nights as he does for about 10-15 weeks a season.

Law & Regulation



AAF's Bell



FTC's Pitofsky

ADVERTISING

AAF goes to the heart of its problems: Washington

Federation's annual convention features much talk about how regulation—especially by the FTC—poses threats to the advertising business

The American Advertising Federation descended on Washington in full force last week for a five-day look at the future of the industry.

The theme of this year's convention was "Focus on the '80's," and AAF delegates listened to a wide variety of industry and government speakers on what that

future may hold. And depending on whom one wanted to believe, the future holds a number of different prospects.

Government regulation—and over-regulation—was a theme that kept surfacing, with the Federal Trade Commission emerging as the focus of discussion on a number of occasions.

In a major session on public policy issues, AAF President Howard Bell and Executive Vice President Jonah Giltitz outlined the issue that has been consuming the better portion of AAF time this past year: the FTC's children's advertising

inquiry. Bell said he didn't think critics of advertising to children made a strong case at the first round of hearings, and credited a joint media effort by AAF, the Association of National Advertisers and the American Association of Advertising Agencies with insuring that press accounts of the proceedings were not one-sided.

Bell added that he expected the children's advertising issue to go unresolved for some time. "It's been almost 14 months since this FTC proceeding was launched by the commission, and there is no end in sight," he said. "We will

be saddled with this issue for years to come and at a staggering cost in terms of both time and money to the industry."

He noted that interested parties had recently filed comments with the commission outlining disputed issues of material fact and requesting the right to cross-examine witnesses (see page 66). The commission staff, he said, filed a brief arguing that all parties had ample opportunity to present their views and no further hearings are necessary. "We doubt that this ploy will succeed, and we anticipate that the adjudicative hearing will start in the early fall," Bell said.

Giltz also picked up on this issue, saying that although the regulatory climate in Washington has improved, advertisers were still experiencing "serious threatening problems"—the children's advertising inquiry being one of them.

There is great confusion among regulators on the functions of advertising and labeling, he said, with over-the-counter drug advertising, nutritional advertising and trademark protection looming on the horizon as possible sources of disagreement with the commission.

Giltz said one legislative action that may take the heat off the advertising industry is the one-house veto, which would allow Congress to overturn an action by a regulatory agency. Passage in the House looked good, he said, but he predicted the measure would run into trouble in the Senate.

Explaining the one-house veto was its sponsor, Representative Elliott Levitas (D-Ga.), who complained that the country was now governed, for the most part, by unelected leaders who are frequently unaccountable to the American people. This situation, Levitas said, "has gotten out of hand," and the only effective way of holding the agencies accountable was through the one-house veto.

Levitas added that Congress created the problem by giving the agencies the power, and it was up to the House and Senate to put that power in check. He predicted that if Congress is given the authority to use the veto, it would be used sparingly. In addition, Levitas said that, because of the veto prospect, he and FTC Chairman Michael Pertschuk had "a better understanding" as of late.

The FTC had its chance to respond when Commissioner Robert Pitofsky, accompanied by Pertschuk, took the podium for a luncheon address on Tuesday.

Pitofsky said it was rare for the commission to consider implementing a ban, such as that proposed in the children's advertising proceeding. Instead, he said, the FTC often looks toward mandatory disclosures or rules that strike down limitations on advertising as remedies.

He admitted that mandatory disclosures can be "a tricky form" of government regulation, but in the case of eliminating advertising restrictions (such as in professional advertising), he said that the commission was very much on the side of advertisers.

One of the major questions facing the commission now, Pitofsky said, is to deter-

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* Arbitron, Cape May County, Jan. '79

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mine how corrective advertising should best be done; there is no longer debate that it should be done. He noted that it was possible some corrective ads don't achieve the results they're supposed to, and he said the commission expected to draw in more consultants to draft corrective messages, rather than let the FTC staff do it.

Pitofsky declined to comment on any issues now before the commission, including children's advertising, but he did take up Levitas's bill.

He called Levitas "very impressive," and said he believed the congressman had his finger on something that could be a problem. But he questioned the desirability of the one-house veto, saying

that he didn't think review of complex rules could best be accomplished by a 60-day scrutiny by the House or Senate. He predicted that passage of the measure would make the situation worse and hamper the efforts of the commission.

President Carter welcomed the some 400 AAF members to Washington with a letter sent to the convention. "Organizations like yours have a special opportunity to serve the causes of fair competition, ethical business practice and truth in merchandising at a time when these are important concerns for all our people," Carter wrote.

Representing the administration was Stuart Eizenstat, assistant to the president for domestic affairs, who outlined efforts



Welcoming committee. Newly elected AAF chairman Chester Green (l) with (l to r) AAF western region vice chairman Robert

If you could buy only one TV station in Nebraska, which would you choose?

How about the one that's
fourth in the NATION in
early evening audience share:

KOLN-TV/KGIN-TV.



Our 44% audience share* of ADI homes during early evening indicates how KOLN-TV/KGIN-TV dominates Nebraska's big Lincoln-Hastings-Kearney market. Get all the facts and figures from Avery Knodel.

*Television/Radio Age, Arbitron, February 1979.



*A Felzyer
Station*

KOLN-TV/KGIN-TV

Channel 10 A CBS Affiliate Channel 11
LINCOLN, NEBRASKA / GRAND ISLAND, NEBRASKA
1500 FT. TOWER / 1069 FT. TOWER
Avery-Knodel Television National Representatives

to initiate regulatory reform and improve the economy.

Eizenstat said the government was now on the road to "revolutionary changes" in the way it operates, particularly in regard to industry regulation.

"We have laid the foundation for a rational system of regulation," he said, noting that every six months a regulatory calendar is issued to inform industry of pending actions and proposed investigations, and economic impact analyses were being done to insure that actions were worthwhile.

There was more, however, than talk of government. In keeping with the theme of conference, a number of panelists took up the outlook for the future. In a keynote address, James D. Robinson, chairman of American Express, said one of the problems facing society is that it has lost its sense of optimism, with a great communications gap between institutions and their publics.

For the system to work, Robinson said, there must be an informed public. Unfortunately, however, it is becoming increasingly difficult to inform, with part of the problem stemming from the nature of mass communications today.

"Tomorrow's institutions will have an uphill climb when it comes to getting their points across to the public," he said. "But we can't accept the task as hopeless. There are solutions."

Robinson said there must be a change in attitude toward the function, power and the role of communication. Business leaders, he added, must be committed to speaking out. "Massive public distrust will be overcome only when a policy of open and candid discussion consistently replaces a lack of clarity, business platitudes or self-serving sales pitches," he said.

Robinson said the media should recognize the need to bring groups together, and should help in rebuilding an atmosphere conducive to trust and responsible leadership. "This can only happen



Funkhouser, former AAF chairman Robert Hilton and Alan Jacobs, new AAF senior vice chairman.

when we are certain that our actions are in concert with the public interest, and when we intelligently use our communications technology as a positive tool," he concluded.

Another prediction came from Marvin Honig, executive vice president, Doyle Dane Bernbach International, who said he envisioned big companies pushing the networks for a 45-second commercial. In addition, he said, he believed we would soon see an onslaught of new methods to test the effectiveness of TV commercials, accurately evaluating the way the psyche reacts to the ads.

A lot of convention time was taken up with the presentation of awards. Stepping into the spotlight in the student advertising competition was the University of Tennessee, Knoxville, which edged Texas Tech University and the University of Missouri, with a presentation for Wella Corp. products.

Coming out on top in the annual Compton Advertising Education Awards was the Milwaukee Ad Club, followed by the Utah Advertising Federation and Advertising Women of Buffalo, N.Y.

In addition, 15 first place broadcast advertising winners walked off with Addy Awards for excellence in advertising. They are listed below.

J. Greg Smith & Associates, Lincoln, Neb. □ Public relations, single entry, radio, for Nebraska State Educational Association.

Shotwell, Craven, Varner, Charlotte, N.C. □ Public relations, single entry, TV, for Jefferson Life Insurance.

Phil Price Advertising, Lubbock, Tex. □ Public service, single entry, radio, for Citibus.

Bonneville Productions, Salt Lake City □ Public service, single entry, TV, for The Church of Jesus Christ of the Latter-Day Saints.

Goldberg/Marchesano & Associates, Washington □ Radio, 30 seconds or less, for the *Washington Star*.

J. William Hinkie, Tulsa Radio, regional/national, 30 seconds or less, for Ken's Pizza Parlor.

Fresno Advertising Associates, Fresno, Calif. Radio, local, more than 30 seconds, for Thrifty-Best Rubbish Service.

Cole Henderson Drake, Atlanta □ Radio, regional/national, more than 30 seconds, for Citizens &

Southern National Bank.

McCann-Erickson, San Francisco □ Radio, regional/national, more than 30 seconds (tie), for Pacific Gas & Electric.

Rives, Smith, Steers & Cariberg, Houston □ Radio, local campaign, any length, for The Galleria.

Foote, Cone & Belding/Honig West, San Francisco □ Radio, regional/national campaign, any length, for Hughes Airwest.

Dailey & Associates, San Francisco □ TV, local, 30 seconds or less, for Mexicana Airlines.

J. Walter Thompson, Chicago □ TV, regional/national advertiser, 30 seconds or less, for Jovan.

Peck Sims Mueller, Honolulu □ TV, local, more than 30 seconds, for Honolulu Federal Savings and Loan.

Ogilvy & Mather, San Francisco □ TV, regional/national advertiser, more than 30 seconds, for Blitz Weinhard.

Louis Benito Advertising, Tampa, Fla. □ TV, local

campaign, any length, for Morrison Inc.

J. Walter Thompson, Chicago □ TV, regional/national campaign, any length, for Oscar Mayer.

FCC

Flexible on Form 395

The National Association of Broadcasters and a broadcaster from Bloomington, Ind., who had petitioned the FCC to reconsider its order amending the employment reporting Form 395 that broadcasters must file annually are satisfied with the commission's disposition of their petitions, even though they were not granted.

Don B. Glass of Indiana University's

A New Dimension in Remote Control With the Harris 9100

Offers Security Measures to Protect Your Capital Investment



'On-air' reliability, efficient manpower utilization, and overhead expense reductions are big cost benefits to the station owner who purchases the Harris 9100 Facilities Control.

Our building block concept allows a wide variety of applications, from complete automatic facilities control to simple remote or local control—whether AM, FM or TV.

The programming of our remote control provides continuous facility monitoring, and provides trend analysis through careful parameter logging. In addition, our system allows operation at peak performance without rule violations—saving costly fines.

Protection can be provided for the entire physical plant with monitoring and alarms for intrusion or fire.

Many routine duties of personnel can be performed automatically using the Harris 9100.

Learn all the exciting details on the Harris 9100 Facilities Control, its components, and available options. Write or Call Harris Corporation, P.O. Box 4290, Quincy, IL 62301, 217/222-8200.



WFIU(FM) Bloomington had urged the commission to include the title "program director" in the officials and managers category, and the NAB said the changes the commission made in the form resulted in the omission of common job titles, the inclusion of job titles not used in the industry and the removal of a catch-all provision allowing the listing of employees with equivalent or similar jobs in particular categories.

The commission rejected the petitions, contending they did not raise "substantial problems" (BROADCASTING, May 28). But

the same time, the commission in its order sought to clarify its intent, and that was what pleased Glass and the NAB.

The commission said that since it would be impossible to list all job titles and functions at stations, the "examples given are representative only. The job titles are not all-inclusive or rigid."

And as for NAB's concern, the commission added, the question of whether certain positions should be listed as "officials and managers" or "professionals" would depend on the kind and level of responsibility of the employee involved.

Amplification on AM-FM action

In wake of approvals of Gannett and Shamrock mergers, Quello and Jones issue statements calling retroactive sale provision 'unfair'; FCC is readying notice of rulemaking on matter and will apply provision to pending sales

Three FCC commissioners issued statements last week by way of working off some of the frustrations picked up the week before when the commission attached conditions to its approval of the mergers of Combined Communications Corp. into Gannett Co. and of Starr Broadcasting Group Inc. into Shamrock Broadcasting Co. (BROADCASTING, June 11).

In both cases, the commission conditioned approval on the surviving companies agreeing to abide by whatever rule the commission may adopt prohibiting AM-FM combinations in the same market. Gannett acquired six such combinations from Combined, and Shamrock picked up one from Starr.

The actions served to focus attention on and clarify the status of the commission's work on a notice of proposed rulemaking aimed at banning crossownership of AM-FM stations in the same market. The work, which some commissioners had not been aware of, is in a preliminary stage.

In one of the statements issued last week, Commissioners James H. Quello and Anne P. Jones, who had dissented to the condition in the Gannett case, said it was "clearly unfair" to that company "and smacks of ad hoc rulemaking." The commissioners noted that there was not at the time the parties negotiated the merger nor is there now any rule prohibiting common ownership of AM and FM stations in the same market.

Commissioner Robert E. Lee, who dissented to the condition in the Starr case, had actually proposed it in connection with the Gannett merger. But that was done, he said at the time, to help move the merger towards a vote. And in his statement he noted that waivers of and exceptions to various commission policies were required to clear the way for approval. The "condition was part of the public interest balance," he said. No waiver or policy exception was needed in the Starr case, he said.

Confusion over the status of the commission's work on a rule regarding AM-FM combinations became evident following release of a commission press release stating that the commission had instructed the staff "to prepare a notice of proposed rulemaking" to prohibit such crossownership. The release also announced the commission was attaching the same condition fixed in the Gannett and Shamrock mergers to any application received after June 7 that would result in new AM-FM combinations or the transfer of existing ones. Still to be decided is whether the condition will be attached to applications

Washington Watch

Looking for unanimity. It may only be coincidence, but some FCC staffers have been dropped from radio deregulation project after expressing doubts about it. That was fate of lawyer who wondered, in writing, about commission's legal position, and of another who voiced criticism of some of economic work. In any case, officials are looking for positive-looking document when staff draft is completed—by August break, it's hoped. Meanwhile, staff has been strengthened in economics area with addition, as consultant, of Bruce Owen, Duke University economist who served in similar capacity on commission's cable inquiry and is to become chief economist of Justice Department's antitrust division in fall.

CPB's six. President Carter has nominated Michael Kelley of Fairfax, Va., to board of directors of Corporation for Public Broadcasting. Kelley, 38, has been English professor at George Mason University since 1970, after working for several radio stations in Washington area. This brings to six number of nominations sent to Senate to complete board; six board members have been serving expired terms. Senate, which had been holding off on other nominations, is now expected to deal with all six together.

Alaska in July. While three-member FCC team will go to Alaska July 22-25 to meet with state's utility officials seeking telephone rate structure comparable to those among contiguous states, at least one member—Commissioner Robert E. Lee—will have eyes and ears cocked for broadcast reception. Others on common carrier mission are Chairman Charles D. Ferris and Commissioner Joseph Fogarty. Lee, in 27th year as all-time dean of regulatory agencies, is making second Alaskan trip. He stopped there en route to Tokyo two years ago, and expects to compare notes on both audio and video coverage and quality, and may make calls on station in Anchorage and Fairbanks.

Back in court. Oral arguments were held Friday June 8 in Los Angeles on appeal of 1976 "family-viewing" decision. Ronald L. Olson, attorney for Writers Guild of America, argued before three-judge panel of Ninth Circuit U.S. Court of Appeals that former FCC Chairman Richard E. Wiley exceeded his authority in promoting programing concept. Arguing for FCC was Justice Department attorney, Mark N. Mutterperl of Washington. Judge Joseph T. Sneed presided. Others on panel were Procter Hug Jr. and William B. Enright.

SALT movers and shakers. Senator Jake Garn (R-Utah) has recruited 16 colleagues, including Minority Leader Howard Baker (R-Tenn.), to co-sponsor resolution to permit TV coverage of Senate's debate on Strategic Arms Limitation Treaty II. But he hasn't gotten rise out of Rules Committee yet. Among those to whom he has turned for help are all members of Radio-Television News Directors Association, who by now have received letter from him asking for lobbying and editorial support for his measure. While House has gone ahead with live TV coverage of floor debates, Senate is still dragging feet. One Rules Committee source said there are problems with lighting and camera placement that are not as easily solved in Senate as they were in House. Senator Garn, for record, is one of Senate's most outspoken critics of SALT II, which is likely to reach Senate floor in September.

Healing Herbert. Radio Television News Directors Association has been informed that advisory committee of U.S. Judicial Council will consider proposal to change rules of pretrial discovery procedure as suggested by RTNDA to ease problems created by Supreme Court's decision in Herbert v. CBS case (BROADCASTING, April 23, May 7). Court responded as other major organizations, including National Association of Broadcasters (see page 74), American Society of Newspaper Editors, American Newspaper Publishers Association and American Association of Publishers (books), joined in support of petition to judicial council.

Of counsel. NAB's Erwin Krasnow, senior vice president and general counsel, offered a legal point of view on the House Communications Subcommittee's efforts to rewrite the Communications Act of 1934 in this poem, presented during a panel session at the American Women in Radio and Television convention in New Orleans June 8:

Deregulation: Lawyer's Lament

*Van Deerlin is planning a "rewrite"
Trading deregulation for cash
But nobody's thought of the lawyers
Who subsist on the present morass.*

*When arcane comparative hearings
Have been paying the partnership's bills
It will not be an easy conversion
To torts and divorces and wills*

*Plain-language rules will be all that are
left*

*No "wherefores" and "hereins" and such
Treasured old forms will be thrown on
the fire*

*And for lunch we'll be forced to go
"Dutch."*

*So pity your struggling lawyer
Who has served at your side for so long
And write to your congressman promptly
To tell him that "rewrite" is wrong.*

pending before June 7. Close to 30 applications could be affected—and seven or eight are said to be virtually ready for final commission action.

Some commissioners said they were not aware that the commission had issued such an instruction. Indeed, Commissioners Quello and Brown, in their statement, said the commission "had not even given notice" it was considering a rule to ban AM-FM combinations in the same market.

However, some staffers say they understood the commission to have called for a draft of proposed rule—or at least for a document that would examine the question of applying the one-to-a-market rule to AM-FM combinations. It is not unusual for the commission to give instructions to the staff in cryptic fashion, and the commission was reported last month to have directed the staff to look into whether the agency should continue to permit the sale of AM-FM stations as a package ("Closed Circuit," May 7).

Frank Washington, chief of the Plans and Policy Division, said his staff is doing precisely that.

NAB prods the FCC

The National Association of Broadcasters has urged the FCC to get moving on its radio deregulation rulemaking. The commission has the "ability and knowledge to issue immediately a radio deregulation notice," NAB senior vice president and general counsel Erwin Krasnow said last week in a letter to FCC Chairman Charles D. Ferris.

The commission had instructed the staff at a meeting on May 8 to prepare a draft

notice of rulemaking on the subject before the end of the month (BROADCASTING, May 14). Two weeks ago, Chairman Ferris told the Senate Communications Subcommittee the matter would come before the commission some time "this summer." The delay, he said, was to allow time to make sure the draft notice is "just right."

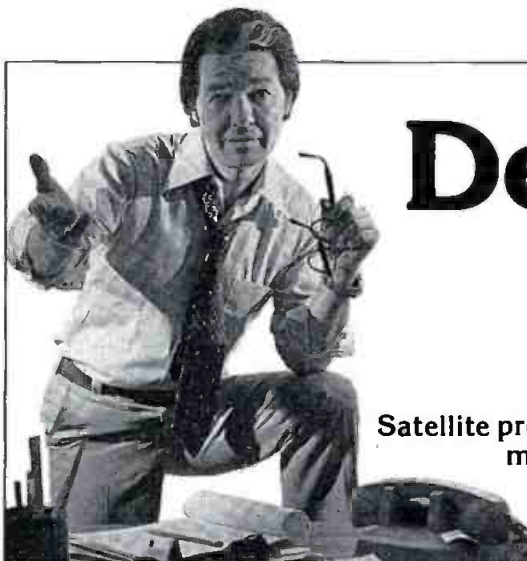
But Krasnow said it does not appear that the task at hand "requires any significant degree of new discussion or associated delay." He said the commission and the broadcast industry already know not only the areas where radio deregulation "is needed most urgently, but also the procedural means for achieving these goals."

L.A. renewal

Noncommercial KCET(TV) gets nod from FCC after rejecting charges by citizen groups that finances were mismanaged

The FCC renewed the license of KCET(TV) Los Angeles over the objections of four local public interests groups which charged the noncommercial station with operating for the private gain of its board of directors and other improprieties.

The groups were the Committee on Children's Television, the L.A. Women's



Decision Time!

The facts are in.

Satellite programming can be profitably marketed to your subscribers.

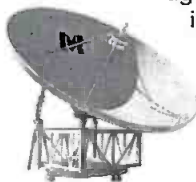
Now you must decide on the best method of acquiring a TVRO ground station.

You have two alternatives. Be your own system's engineer and install components purchased from individual manufacturers. This is not as complex as it sounds and can save you money.

Or you can purchase a complete turnkey package including site selection and installation from a TVRO system supplier.

But first you should be talking to people: other station owners with on-line systems; equipment and system suppliers; and most importantly with experts who have knowledge and experience in this field.

This is where Microdyne Corporation comes in. We are the largest single supplier of satellite receivers to the CATV industry. Our receivers are the standards against which all others are measured. As a result of this industrywide acceptance, our sales engineers have gained a level of experience unique to this dynamic market. We are in a position to provide a receiver or a complete turnkey installation. When you need information, it makes sense to talk to a leader.



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Coalition for Better Broadcasting, which filed petitions to deny, and the Campaign Against Utility Service Exploitation and the California Public Broadcasting Forum, which filed informal objections.

The groups also contended that the directors refused to disclose station finances or to hold public meetings, discriminated against minorities in hiring practices and violated the fairness doctrine. They also claimed the station's public affairs programming did not meet the needs of the community.

In renewing the license, the FCC said its rules do not prescribe limits on the salaries that noncommercial television licensees may pay corporate officers and managerial staff. It added that the petitioners had no right to see the financial records.

Concerning employment practices, the FCC said all minority employment figures are within "a zone of reasonableness" and the petitioners had failed to make a case to support their allegations.

The FCC applied the same rationale to the programming allegations, saying the charges were inadequate, unsubstantiated and thus without merit.

The fairness doctrine complaint arose after an interview with an executive of the Atlantic Richfield Co., concerning the collection of bills by a public utility to finance a private bank loan. The FCC found the interview did not involve the discussion of a controversial issue and dismissed the complaint.

To argue or not to argue: That's next issue in FTC inquiry

Staff says no facts are disputed re children's ads, so case can go to commission; opponents want cross-examination

The Federal Trade Commission's children's advertising inquiry is proceeding as interested parties recently added—to an already monumental record—another 1,214 pages of material concerning the designation of disputed issues.

As expected, opponents of the proposed FTC regulations to limit, and in some cases ban, ads aimed at children claimed a number of issues were still muddled, and requested the opportunity to cross-examine witnesses. Unexpected, however, was the FTC staff's position that no factual matters remained at issue—or, at any rate, that none met the necessary criteria to be properly designated for the disputed issues hearing.

One key criterion, the staff said, was that an issue, to be so designated, must be "adjudicative" rather than "legislative" and must be generally susceptible to resolution through cross-examination. In addition, it said that only those issues about which a bona fide dispute exists should be proposed to the commission. It concluded

that, applying these standards, presiding judge Morton Needelman and the commission are not required to designate any issues as disputed facts necessary to resolve at a hearing.

"The six weeks of legislative hearings, together with the extensive written comments, have produced a voluminous record that reflects a comprehensive ventilation of the key issues in the proceeding, and which provides an adequate basis for the commission to determine what regulatory action, if any, is appropriate," the staff document added.

The staff acknowledged, however, that there may be issues "central to the proceeding" which may not meet the criteria for disputed issues, but which should be designated for cross-examination and/or rebuttal submissions. In making this determination, the staff said, Needelman and the commission might consider: benefit from further development of the issues; the clarification which could be provided by adversarial procedures and updating of information already on the record. It was suggested that another consideration might also be "whether a consensus exists among diverse parties on the desirability of augmenting the record on such issues."

Needelman will now review disputed-issue submissions, along with rebuttals, which were due last Friday (June 15), and make his recommendation to the commission on whether there are disputed issues of fact, and if so what they are. It is then up to the commission to designate such issues for hearing, authorizing the cross-examination of witnesses.

What may alter the schedule, however, is that the commission is without a quorum in this matter—a necessary requirement to proceed. This can be rectified by either reinstatement of Chairman Michael Perischuk to the case, whose disqualification appeal is now pending, or the appointment of a new commissioner to replace Elizabeth Dole.

It is believed the slot will be filled by Patricia P. Bailey, who works for the Merit Systems Protection Board (BROADCASTING, May 14). Commission sources said last week, however, that it would likely be another month before the White House announces its nomination of Bailey. If she is confirmed by the Senate, the inquiry can then proceed, with final reports eventually coming from Needelman and the FTC staff, leaving the final decision on a rule to the commission.

The major consensus that seemed to exist among those filing comments with the commission was that the staff and its supporters have not proved there is a justification for any of the proposals laid out in the original staff report.

Not all took that view, however. Two joint comments—one filed by Action for Children's Television and the Center for Science in the Public Interest, the other by

“I'll tell you things the government won't.”

In the past 25 years, the tobacco industry has funded more than 75 million dollars worth of independent research. Now, we want to put our mouth where our money is.

I'm Bill Dwyer, Vice-President of The Tobacco Institute. And if you have an audience who'd be interested in some of the facts on smoking the public hasn't heard, I'd like to fill them in and answer their questions. Not just because it's my job. But because some very basic rights and freedoms are involved. And because I believe no issue should be decided by people who only know part of the story.

Bill Dwyer has worked in both the executive and legislative branches of the federal government. He also was a broadcast reporter and P.R. executive. He has made numerous network TV appearances and been published in several business journals. To arrange for a guest appearance, write The Tobacco Institute, 1776 K St., N.W., Washington, D.C. 20006; or call (800) 424-9876.

The Tobacco Institute

Consumers Union and the Committee on Children's Television—along with comments from the Council on Children, Media and Merchandising, held firm to their beliefs that children do not fully understand the intent of advertising.

Consumers Union was perhaps strongest in its comments. It claimed there were four clear undisputed issues of fact, among them that representations made by children's TV advertisements are not true, and young children don't have the ability to understand the persuasive intent of advertising. In addition, CU said that children's TV ads cause substantial physical harm, such as tooth decay.

ACT and CSPI, in addition to stating that a number of facts were not disputed, commented that some issues are in fact in dispute. For example, they said that whether TV commercials directed to children cause any psychological harm or affect nutritional beliefs should be further explored. With respect to remedies, however, the two groups said one undisputed fact was that disclaimers or counter-messages within the body of commercials are not effective. But one issue, they added, that did need further examination, was the definition of advertising "directed to or seen by audiences composed of significant proportions of children."

Opponents of the proposed rules offered, for the most part, somewhat more

extensive lists of what they believed to be disputed and undisputed issues of fact. And while most raised different issues, there were a number of common threads running throughout their comments.

All three commercial television networks filed comprehensive comments. NBC concentrated on cognitive and behavioral issues, economic issues, and the difficulties in defining children's advertising in order to implement the proposed rules. It listed—albeit reluctantly—issues it believed might be explored in a disputed issues hearing. It noted that its submission should not suggest "that it regards the evidence on the issues designated by it to be sufficiently credible and weighty to justify the promulgation of a rule which has serious constitutional implications and which may have substantial economic consequences."

CBS claimed that issues such as the effect of a ban on televised advertising to children was a disputed issue, but the evidence suggests that a ban would cause a cut in the amount of children's programming and a restructuring of the content and scheduling of such programming.

The National Association of Broadcasters commented that the record thus far has failed to show that theories advanced concerning children's cognitive abilities are empirically valid or of relevance to the child's television viewing experiences.

"These preliminary matters are still in dispute," NAB added. "What is not in dispute is that the elimination of children's advertising will seriously impair the future for children's television programming.

Both the American Association of Advertising Agencies and the Association of National Advertisers listed a number of issues that should be further explored, but only after both denied that the record actually supports a reason to proceed.

AAAA, for example, listed among potential disputed issues a workable definition of TV advertising directed to children below the age of 8, and whether there is a causal relationship between TV advertising and children's requesting behavior. ANA concentrated primarily on cognitive and behavioral issues.

Also commenting were a number of trade groups, along with Kellogg and General Mills, the latter claiming that, contrary to the allegations of those looking to ban or regulate children's television advertising, "children have a high level of cognitive ability—rendering FTC action unnecessary."

General Mills added that if a hearing is required, it should resolve a number of key questions, including whether children are properly viewed as fragile or resilient, and what type of information children must possess in order to evaluate the products that are advertised on TV.



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The Broadcasting Playlist™ Jun 18

Contemporary

<u>Last This</u> <u>week week</u>	<u>Title □ Artist</u>	<u>Label</u>
1 1	<i>Hot Stuff</i> □ Donna Summer	Casablanca
15 2	<i>Logical Song</i> □ Supertramp	A&M
4 3	<i>Ring My Bell</i> □ Anita Ward	TK
2 4	<i>We Are Family</i> □ Sister Sledge	Cotillion
3 5	<i>Reunited</i> □ Peaches & Herb	Polydor
9 6	<i>Bad Girls</i> □ Donna Summer	Casablanca
6 7	<i>Chuck E's In Love</i> □ Ricky Lee Jones	Warner Bros.
5 8	<i>Ain't No Stoppin' □ McFadden & Whitehead</i>	Phila. Int'l.
7 9	<i>She Believes In Me</i> □ Kenny Rogers	United Artists
14 10	<i>Boogie Wonderland</i> □ Earth, Wind & Fire/Emotions	Col.
13 11	<i>You Take My Breath Away</i> □ Rex Smith	Columbia
8 12	<i>Just When I Needed You Most</i> □ Vanwarmer	Warner Bros.
17 13	<i>I Want You To Want Me</i> □ Cheap Trick	Epic
19 14	<i>Love You Inside Out</i> □ Bee Gees	RSO
12 15	<i>Shake Your Body</i> □ Jacksons	Epic
18 16	<i>Minute By Minute</i> □ Doobie Bros.	Warner Bros.
11 17	<i>Goodnight Tonight</i> □ Wings	Columbia
22 18	<i>Rock 'n' Roll Fantasy</i> □ Bad Company	Swan Song
16 19	<i>In the Navy</i> □ Village People	Casablanca
20 20	<i>Shine a Little Love</i> □ Electric Light Orchestra	Epic
24 21	<i>Gold</i> □ John Stewart	RSO
25 22	<i>Makin' It</i> □ David Naughton	RSO
30 23	<i>Days Gone Down</i> □ Gerry Rafferty	United Artists
21 24	<i>Disco Nights</i> □ GQ	Arista
29 25	<i>Shadows In the Moonlight</i> □ Anne Murray	Capitol
26 26	<i>Dance the Night Away</i> □ Van Halen	Warner Bros.
42 27	<i>Heart Of the Night</i> □ Poco	ABC
37 28	<i>One Way Or Another</i> □ Blondie	Chrysalis
10 29	<i>Heart Of Glass</i> □ Blondie	Chrysalis
35 30	<i>Does Your Mother Know</i> □ Abba	Atlantic
36 31	<i>Is She Really Going Out With Him</i> □ Joe Jackson	A&M
33 32	<i>I Was Made For Lovin' You</i> □ Kiss	Casablanca
39 33	<i>You Can't Change That</i> □ Raydio	Arista
32 34	<i>Mama Can't Buy You Love</i> □ Elton John	MCA
41 35	<i>I Can't Stand It No More</i> □ Peter Frampton	A&M
31 36	<i>Shake Down Cruise</i> □ Jay Ferguson	Allied
44 37	<i>Getting Closer</i> □ Wings	Columbia
38 38	<i>When You're In Love</i> □ Dr. Hook	Capitol
23 39	<i>Honesty</i> □ Billy Joel	Columbia
27 40	<i>Love Is the Answer</i> □ England Dan & John Coley	Big Tree
28 41	<i>Love Takes Time</i> □ Orleans	Infinity
- 42	<i>Main Event</i> □ Barbara Streisand	Columbia
- 43	<i>Do It Or Die</i> □ Atlanta Rhythm Section	Polydor
43 44	<i>Renegade</i> □ Styx	A&M
34 45	<i>Ain't Love a Bitch</i> □ Rod Stewart	Warner Bros.
49 46	<i>Good Times</i> □ Chic	Atlantic
- 47	<i>You Gonna Make Me Love</i> □ Jones Girls	Phila. Intl.
45 48	<i>Stumblin' In</i> □ Suzi Quatro & Chris Norman	RSO
40 49	<i>What a Fool Believes</i> □ Doobie Bros.	Warner Bros.
- 50	<i>Lead Me On</i> □ Maxine Nightingale	Windsong

Playback

Roll your windows down, turn the volume up. Rousing rock 'n' roll traditionally dominates summertime top 40 radio and although "Playlist" has begun to reflect this trend, it is also this year reflecting an unusual trend in the opposite direction. "Two kinds of music will do especially well this summer," predicts Jeffrey Jay Weber, operations manager at WAZY(FM) Lafayette, Ind., "sheer, old-fashioned rock 'n' roll like New England's *Don't Ever Wanna Lose You* (Infinity) and slow, well-produced pieces like Atlanta Rhythm Section's *Do It Or Die* (Polydor)." John Young, program director at WZGC(FM) Atlanta, describes the current musical spectrum as "a really marvelous mix" resulting from record companies' release of an abundance of good slow material and a growing demand for hard rock by an increasingly vocal disco backlash, especially among male listeners. "Top 40 radio is maturing," continues Young. "There's a conscious need to attract older listeners and people in programming are aware of a need to offer more of a balance within their formats." **Move over disco.** Although disco continues to provide most of the medium tempo music available, Becky Vidaud, music director at WQAM(AM) Miami, believes top 40 radio stations "need to be more careful now than in the past about which disco selections they choose to play." Continuing, Vidaud explains that "full time disco and black oriented stations are providing ample exposure for all the new disco releases and to avoid saturating the market, top 40 stations should wait to play only those which prove to have mass appeal."

Country

<u>Last This</u> <u>week week</u>	<u>Title □ Artist</u>	<u>Label</u>
10 1	<i>If I Give My Heart To You</i> □ Margo Smith	Warner Bros.
7 2	<i>Amanda</i> □ Waylon Jennings	RCA
14 3	<i>Shadows In the Moonlight</i> □ Anne Murray	Capitol
3 4	<i>She Believes In Me</i> □ Kenny Rogers	United Artists
1 5	<i>Nobody Likes Sad Songs</i> □ Ronnie Milsap	RCA
2 6	<i>Red Bandana</i> □ Merle Haggard	MCA
- 8	<i>Down To Earth Woman</i> □ Kenny Dale	Capitol
4 9	<i>Beautiful Body</i> □ Bellamy Bros.	Warner Bros.
25 10	<i>Just Like Real People</i> □ Kendalls	Ovation
6 11	<i>Sail Away</i> □ Oak Ridge Boys	ABC
24 12	<i>Two Steps Forward</i> □ Susie Allanson	Warner Bros.
23 13	<i>Are You Sincere</i> □ Elvis Presley	RCA
21 14	<i>Me and My Broken Heart</i> □ Rex Allen, Jr.	Warner Bros.
9 15	<i>Sweet Melinda</i> □ Randa Barlow	Republic
- 16	<i>You're the Only One</i> □ Dolly Parton	RCA
17 17	<i>September Song</i> □ Willie Nelson	Columbia
11 18	<i>I'm the Singer</i> □ Tanya Tucker	MCA
18 19	<i>If Love Had a Face</i> □ Razy Bailey	RCA
13 20	<i>I Just Want To Love You</i> □ Eddie Rabbitt	Elektra
- 21	<i>I Can't Feel You Anymore</i> □ Loretta Lynn	MCA
12 22	<i>Lying In Love With You</i> □ Brown & Cornelius	RCA
- 23	<i>I Don't Lie</i> □ Joe Stampley	Epic
- 24	<i>I Will Survive</i> □ Billie Jo Spears	United Artists
8 25	<i>Lay Down Beside Me</i> □ Don Williams	MCA

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

EXECUTIVE SUITE

Movement near the top at RCA

Griffiths names four new executive VP's, with broadcast equipment now falling under Roy Pollack

A series of senior management promotions in which observers thought they detected clues to future lines of succession behind RCA President Edgar H. Griffiths were announced by Griffiths last week.

The promotions included four new executive vice presidencies, one of which went to Neil Vander Dussen, 47 year old, who since January 1977 has been division vice president and general manager of the commercial systems division, which embraces broadcast products. Vander Dussen was promoted over the corporate ranks of vice president, senior vice president and group vice president. As executive vice president he gives up commercial systems and will be in charge of RCA Records, Banquet Foods, Coronet Industries, the Oriel Foods Group and Random House.

Responsibility for commercial systems goes to Roy Pollack, 51, who was promoted to executive vice president from group vice president and also was given government systems as well as commercial systems in addition to his existing lines: consumer electronics and solid state divisions and RCA's SelectaVision videodisk project. Pollack has been on the RCA board since 1977.

Julius Koppelman, 62, was promoted from group vice president to executive vice president. He retains his responsibility for RCA American Communications, RCA Global Communications, distributor and special products, the picture tube division and RCA Service Co. He, too, has been on the board since 1977.

The fourth new executive vice presidency went to Irving K. Kessler, 60, who has been a group vice president for government and commercial systems. In his new role he will supervise governmental and public affairs in the New Jersey area, centering on Camden, site of major RCA manufacturing operations.

Observers speculated that of these four, Vander Dussen and Pollack might rank among top candidates for eventual elevation into RCA's number-two post, now vacant. A third possibility they saw was Frank A. Olson, president of Hertz Corp., which has become RCA's most profitable subsidiary since NBC lost that distinction a few years ago. (NBC continues to report directly to Griffiths.)

The assumption has been that Griffiths,



Moving up. Key figures in RCA promotions, so far as broadcast equipment is concerned, are (l to r) Neil Vander Dussen, who has headed commercial systems division but gets other areas in promotion to an executive vice presidency; Roy Pollack, who adds commercial and government systems to his portfolio as executive vice president; James Vollmer, who takes responsibility for commercial and government systems as group vice president, reporting to Pollack, and J. Edgar Hill, promoted from broadcast systems division vice president and general manager to vice president and general manager of commercial systems, reporting to Vollmer.

Bottom Line

Buy-back for in-house use. ABC Inc. intends to buy on open market up to 170,000 of its shares of common stock for use in connection with its restricted stock bonus plan and other corporate purposes. At ABC market values last week—about \$36.50 per share—transaction would total about \$6.2 million. ABC said shares, if acquired, would meet company's needs for approximately one year. On June 1, ABC had outstanding 27,676,274 common shares, exclusive of treasury shares, and warrants, which expire Jan. 2, 1982, to purchase 684,234 shares of common.

Capcities too. Capital Cities Communications New York, says it intends to buy about 600,000 shares of its common stock, \$1 par value, from time to time in open market at prevailing prices. It estimated acquisition of those shares would have current value of approximately \$25 million, and would be retained as treasury shares for issuance under employe incentive plans and for business acquisitions.

Whole pie. LIN Broadcasting proposes to make tender offer of \$18.35 per share for about 30% of stock of Kingstip Communications, same price LIN paid to buy 70% of Kingstip last month from its principal shareholders (BROADCASTING, May 21). Kingstip owns and operates KTVV(TV) and KHFI(FM), both Austin, Tex. If LIN acquires 100% of stock, transaction has value of about \$8.5 million.

Gives up. Fairchild Industries has withdrawn its bid to buy balance (79.4%) of Bunker Ramo for \$96 million in cash and stock.

Homing in on profits. Video Corp. of America earnings for year ending June 30, 1980, will more than double those in fiscal 1979, says Chairman George K. Gould, who credits it to company's entry into consumer video market. Gould, speaking to New York Society of Security Analysts, didn't predict fiscal 1979 earnings, but company has reported that in nine months ended March 31, it had earned \$219,000, or 19 cents per share, on revenues of \$6,522,000. VCA, which provides equipment and staff for production of TV commercials, earlier this year signed agreement with United Artists Corp. to distribute 20 UA movies on rental basis in home video market. In another agreement, with Sony Corp., VCA will distribute those movie features on cassettes as premium to new Sony Betamax purchasers.

Cash up-front. Western Communications Inc., Walnut Creek, Calif.-based cable operator, has formed new division to offer financing to independent movie producers by selling television rights prior to production. President of new entity, Wescom Productions, is Jerrold T. Brandt, himself film producer in partnership with Mike Todd for last three years. Their production of "The Bell Jar," was partially financed through pre-production sale to CBS and Time Inc. Western Communications is subsidiary of Chronicle Publishing Co., publisher of the *San Francisco Chronicle* and owner of three TV's.

who has operated without a designated number-two man since taking over as president and chief executive officer in 1976, eventually would move up to chairman and name a president and chief operating officer. He has not indicated that any such move is imminent, however.

Two new group vice presidents were named last week. James Vollmer, 55, division vice president and general manager of the government systems division, was named group vice president with responsibility for commercial and government systems, reporting to Executive Vice President Pollack. Joseph W. Karoly, 53, president of RCA Service Co., was made group vice president for that company and also for distributor and special products, reporting to Executive Vice President Koppelman.

Paul Potashner, 48, continues as group vice president for Banquet Foods, the Oriel Foods Group and Random House, but will report to Executive Vice President Vander Dussen.

In other changes, J. Edgar Hill, 61, division vice president and general manager of the broadcast systems division since January 1977, was promoted to division vice president and general manager of commercial systems, reporting to Group Vice President Vollmer.

James J. Badaraeco, 51, division vice president and general manager of distributor and special products, was named to succeed Karoly as president of RCA Ser-

vice Co. and will report to him. Donald M. Cook, 48, who has been division vice president, marketing, government services, RCA Service Co., becomes division vice president and general manager, distributor and special products, also reporting to Karoly. John D. Rittenhouse, 43, division vice president and general manager, government communications systems, becomes division vice president and general manager, government systems, reporting to Vollmer.

RATINGS

PUT's are making up for HUT's

Individual viewing levels are on the rise as households decline; network viewing holds steady, NBC says in new research report

Home television usage may have leveled off, more or less, but viewing hours per person continue to rise.

That is the message of a new NBC research report, released last week. Based on Nielsen data, it shows that average viewing per TV home, which totaled 6.23 hours a day in 1974, reached 6.29 hours a day in 1978, a gain of 1%. In the same period, however, viewing hours per person (age 2

and over) went from 3.54 hours a day to 3.83 hours a day, an 8% increase.

"There are several reasons for the difference between homes and persons viewing data," the report says. "The most important is the steady decline in the number of persons in the average U.S. household," which dropped from 3.3 in the early 1960's to 2.7 in 1978.

"The decline is accelerating," the report continues, "with a 7% drop from 1974 to 1978. However, during the same period—1974 to 1978—homes tuning was up slightly, meaning that increased viewing by persons was more than making up for the smaller number of persons in each home."

Other factors credited with contributing to more individual viewing were an increase in the number of homes with two or more sets, additional network programming in fringe areas such as early morning and late night, and more program choices through new stations, cable and pay TV.

The NBC study found that all age groups are viewing more than they did in 1974, but that the biggest gain has been among adults aged 18-49. Hours of daily viewing by women in that group increased 8% between 1974 and 1978; viewing by men aged 18-49 rose 14%. In the over-50 group, hours of viewing were up 2% among women, 7% among men, while teen-agers increased their hours by 13% and children by 6%.

Gains in prime-time viewing were found to parallel, roughly, those in full-day viewing. In Monday-Friday daytime, however, homes using television (HUT) declined 4% between 1974 and 1978 while persons using television (PUT) rose 8%.

Interestingly, NBC's report says, the biggest gains in daytime viewing have been among men (up 34% in the 18-49 group, up 18% among those over 50) and teen-agers (up 23%), while children have increased their viewing by 9%.

Women are still the predominant daytime audience, of course, but their gains in daytime viewing are smaller—2% among women 18-49, with a decline, in fact, of 3% among women over 50. The decline may be attributable, NBC says, to an increase in the number of daytime serials, "which tend to attract younger female audiences."

Mindful that the proliferation of non-network program sources such as cable and pay TV and Operation Prime Time has led to speculation that network prime-time shares of audience might be shrinking, the NBC researchers took a look at that question. They found that there has been little change in network share since the early 1970's: "The three-network share of total prime-time audience has remained at the 90% level [and] changes by quarter have also been minor."

And though full-day HUT levels have been relatively stable in recent years, the report notes that in the first quarter of 1979 both HUT and PUT levels were at all-time highs. The former was at 7.07 hours per day, up 4% from the first quarter of 1974, while PUT reached 4.47 hours per day, up 13%.



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6-18-79

It all adds up, or does it?

NAB doesn't agree with NCTA figures calling cable's copyright payments comparable to those of broadcasting

The National Association of Broadcasters says the National Cable Television Association's claim that cablecasters pay nearly as much in copyright payments per TV viewing home as broadcasters is "incredible."

An NAB letter to the House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) disputes a statement by Viacom chairman and chief executive, Ralph Baruch, that cable is paying \$12 to \$20 a year per viewing home, compared to the \$16 that broadcasters pay.

Actually the cable figure is less than \$1 per home, argued Donald Zeifang, NAB senior vice president for government relations, who arrived at his number by dividing cable's 1978 copyright payments, \$13 million, by the 14.5 million homes cable serves. The amount broadcasters spend on programing, not counting what the networks spend for news and public affairs shows, is closer to \$20 a home, Zeifang said. "How Mr. Baruch finds these figures [\$1 and \$20] comparable is beyond our imagination."

An NCTA spokesman replied last week that NAB has misinterpreted the NCTA figures. He said that \$12 to \$20 a year is not what cable pays for every home that receives cable, but just for each home that receives distant signals. The debate over cable's copyright payments rages on, with no sign of accommodation from either side (see story, page 34).

Blair's prophetess

Blair Television announced last week it had become the first national sales representative to sign for the new Cassandra on-line computer TV program information and analysis service of CPM Systems Inc., New York (BROADCASTING, March 5), giving it immediate access, through a desktop computer in Blair's New York office, to "rating data for every program in every television market in the U.S."

Blair said program performance data from new local rating reports can be retrieved for analysis within 48 hours after their publication, and that in addition, the Cassandra system provides "a continuously updated data bank of program performance information for virtually any television program on the air in the U.S. within the last two years."

Blair also announced that client stations linked with Blair's Local Tel/Avail on-line sales and research information system—there are now 33 such stations—will be linked through the Blair computer with the Cassandra system, giving them direct access to Cassandra's programing data and analysis services.

Changing Hands

PROPOSED

■ **WBFF(TV) Baltimore:** Sold by Chesapeake Television Inc. to North American Broadcasting Co. for \$16.5 million. Seller is principally owned by Julian Smith, who has no other broadcast interests. Buyer, owned by Larry Israel, former president of the Washington Post Co. and of Post Newsweek Stations, and Steven Kumble, New York attorney, recently purchased WICS(TV) Springfield, Ill., for \$10.7 million, subject to FCC approval (BROADCASTING, April 16). Israel is also president and 34% owner of WIXT(TV) Syracuse, N.Y., and head of the communications division of Coca-Cola Bottling Co. of New York, which owns 51% of WIXT-TV, in which Kumble has 10% interest. WBFF is independent on channel 45 with 5,000 kw visual, 500 kw aural with antenna 896 feet above average terrain. Broker: Howard E. Stark.

■ **WITH-AM-FM Baltimore:** Sold by Reeves Telecom Corp. to Scripps-Howard Broadcasting Co. for \$3.9 million. Earlier deal to sell stations to Heftel Broadcasting Corp. fell through (BROADCASTING, May 21). Reeves is publicly owned company in process of liquidating assets. It has sold WKEE-AM-FM Huntington, W. Va., subject to FCC approval (BROADCASTING, Feb. 12).

J. Drayton Hastie is president and chief executive officer. Buyer is publicly traded group of six TV's, one FM and two AM's, owned principally by E.W. Scripps Co., publisher of Scripps-Howard newspapers. Jack R. Howard is chairman of Scripps-Howard Broadcasting; Donald L. Perris is president. WITH is on 1230 khz with 1 kw day and 250 w night. WITH-FM is on 104.3 mhz with 20 kw and antenna 130 feet above average terrain. Broker: R. C. Crisler & Co.

■ **WPDC-AM-FM Elizabethtown, Pa.:** Sold by Smith Communications Inc. to Eastern Broadcasting Corp. for \$1.2 million. Seller is owned by Charles C. Smith and his wife, Susan, who have no other broadcast interests. Buyer is principally owned by Roger A. Neuhoff, who also owns WCVS(AM) Springfield, Ill.; WHUT(AM)-WLHN(FM) Anderson, Ind.; WRSC(AM)-WQWK(FM) State College, Pa., and WCIB(FM) Falmouth, Mass. WPDC(AM) is on 1600 khz with 500 w day. WPDC-FM is on 106.7 mhz with 20 kw and antenna 500 feet above average terrain. Broker: Blackburn & Co.

■ **WIKE(AM) Newport and WTWN(AM) St. Johnsbury, both Vermont:** Sold by Memphremagog Broadcasting Co. and

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Twin State Broadcasting Inc., respectively, to Brent W. Lambert and Eric H. Johnson (50% each) for \$610,000, including \$25,000 for agreement not to compete. Sellers are principally owned by Dean Finney, who has no other broadcast interests. Lambert and Johnson each own third interest in KIOQ-FM Bishop, Calif., and KEVA(AM) Evanston, Wyo., and one-sixth interest in applicant for new AM at Golden, Colo. WKE is on 1490 khz with 1 kw day and 250 w night. WTWN is on 1340 khz with 1 kw day and 250 w night. Broker: Chapman Associates.

■ KBCQ(AM) Roswell, N.M.: Sold by Berrendo Broadcasting Co. to Sky Broadcasting Corp. for \$600,000. Seller, principally owned by Robert O. Anderson, chief executive officer of Atlantic Richfield Corp., has no other broadcast interests. Buyer, owned by Andrew F. Bell and Foster Management Co., group of New York investors, also owns KSKY(AM) Dallas. KBCQ is on 1020 khz with 50 kw day and 10 kw night (test authority for 50 kw night). Broker: George Moore & Associates.

■ KOBH(AM) Hot Springs, S.D.: Sold by Ponderosa Broadcast House Inc. to Sorenson Broadcasting Corp. for \$464,938. Seller is owned by Major Short and his wife, Donna, who have no other broadcast interests. Buyer is owned by Dean P. Sorenson and Thomas J. Simmons (50% each), who also own KCCR(AM) Pierre, KYNT(AM) Yankton and KWAT(AM)-KIXX(FM) Watertown, all South Dakota, and KOZY(AM) Grand Rapids, Minn. KOBH is 500 w daytimer on 580 khz.

■ WFRC(AM) Reidsville, N.C.: Sold by Travis Broadcasting Inc. to James E. Casto and eight others for \$385,000. Seller is owned by Charles Travis and his wife, who have no other broadcast interests. Casto is broadcast consultant; other buyers are Kentucky businessmen—Hugh B. Hall Jr., James B. Todd, Frank Justice, Catherine Pauley, W. J. Baird III, William Deskins and Ronald McCoy of Pikesville, and Jack Hamilton of Shelbianna. None has other broadcast interests. WFRC is on 1600 khz with 1 kw. Broker: Chapman Associates.

■ WCAY(AM) Cayce, S.C.: Sold by Lexington County Broadcasters Inc. to Midland Broadcasting Corp. for \$313,800. Seller is owned by J. Olin Tice, who also owns small interest in WFIF(AM) Milford, Conn., and 49% of WBUG(AM) Ridgeland, S.C. Buyer is owned by Hugh Leatherman (65%), Dale R. Hawkinson (25%) and Tom Turnipseed (10%). Leatherman is Florence, S.C., businessman with interests in motel, concrete block and real estate; Turnipseed is Columbia, S.C., attorney, and state senator, and Hawkinson is general manager of WCAY, a 500 w daytimer on 620 khz.

APPROVED

■ WQWQ-FM Muskegon, Mich.: Sold by Multi-Com Inc. to TSPS Broadcasting Co. for \$580,000. Seller is owned by Fred C. Culver, David H. Walborn, Thomas and Don Seyferth (brothers) (25% each). None has other broadcast interests. Buyer

is owned by Frederick P. Tascone, Charles F. Schuler, William Schroeder and Ronald L. Piasecki (25% each). Schuler, Piasecki and Schroeder are partners in string of mobile home parks. Schuler also owns machine shop and nursing homes and

minor interest in WVIC-AM-FM East Lansing and WZZR-FM Grand Rapids, both Michigan. Piasecki is attorney with small interest in WZZR-FM. Schroeder owns pharmaceutical company and real estate. Tascone is president and 13% stockholder

of WAAL(FM) Binghamton, N.Y. FCC granted sale on condition that Piasecki and Schuler divest themselves of their interest in nearby WZZR-FM. WQWQ-FM is on 104.5 mhz with 50 kw and antenna 360 feet above average terrain.

Technology

DEREGULATION

Georgia Tech cites costly —and probably unnecessary—FCC technical rules

Report to commission suggests that competition would keep broadcasters on their toes in this area; just in case, heavier fines are proposed

The nation's 9,600 radio and television stations spend about \$200 million annually to comply with the FCC's technical requirements. That is not to say \$200 million in costs would be lifted from the broadcasters if the regulations were wiped out. But "a significant" amount might be.

FCC members who are impressed with the virtues of deregulation in any case received that information with some interest last week during a briefing they received on a "Broadcast Regulation Trade-Off Study," which had been prepared by the Georgia Institute of Technology (BROADCASTING, April 23). The study, done at a cost of \$100,000, focused entirely on technical regulations.

Robert Rice, project director, offered the \$200-million estimate in discussing the various technical areas in which the commission regulates. The principal impact was said to be in connection with transmitter operation.

However, Richard Moss, another member of the team that prepared the report, said in answer to questions that there is no indication the cost would "go to zero" if the regulations were eliminated. "Maintenance programs would continue to be carried out, regardless of the rules," he said.

Indeed, the study assumes broadcasters will do what is necessary to provide service that is competitive. It recommends that the commission concentrate its technical rules in areas of operation where competitive market forces either do not exist or are inadequate to achieve the desired result. The commission, it said, should stop regulating "how-to" technical aspects of broadcast station operations, such as logging, performance checks and the

qualifications of technical personnel.

In that connection, the report says that the commission's current technical logging requirements are not necessary to assure signal quality and to prevent interference. It also says that monitoring is an effective and relatively inexpensive means of verifying compliance with transmission rules. Inspection, it adds, is effective but expensive.

Rice said the study found that the commission's sanctions program is the least effective method the commission employs to assure compliance with the rules. The study found sanctions are seldom used, and, when forfeitures are imposed, they are relatively minimal. The study recommends a strengthened sanctions program; among other things, it calls for a higher allowable fine than the \$20,000 limit now

authorized by law.

However, C. Phyll Horne, chief of the FCC's Field Operations Bureau, said that the sanctions program may be more effective than it seems. He recalled that when a major multiple owner several years ago was fined for a technical violation, its officials were so shocked that they installed a \$4-million monitoring system to guard against any kind of recurrence.

The commission last February adopted one of the study's recommendations when it eliminated the examination requirement for routine duty operators at FM and non-directional AM stations.

And in the next few weeks, the commission is expected to delete requirements for first-class operators, except in the case of individuals who maintain equipment. And there would be no requirement to keep

June 8, 1979

BENI Broadcasting of Rochester, Inc.

has acquired the assets of television station

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from

Gannett Co., Inc.

*the undersigned initiated this transaction and acted as
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such individuals on the payroll.

The study recommends continuing the deregulatory trend in operator licensing; it says that the commission should either substitute a registration program for the current licensing system or alter the system so that an operator examination is required only for repair and maintenance

functions at stations.

The study found the examinations given would-be operators to have little value. "Operators with only a background oriented toward passing the various FCC license exams do not typically perform well in jobs requiring technical skills," it said.

In Sync

But will it fit under the tree? For man or woman who has everything—except maybe enough television—Neiman-Marcus Christmas catalogue this year will be offering earth stations from Scientific-Atlanta Inc. For about \$40,000, S-A will supply receiving dish and paperwork required for FCC application.

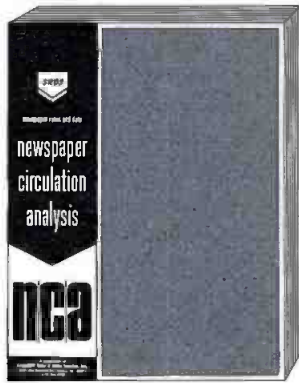
And maybe for future Christmases. How about home earth station for about \$1,000 within 24 months? Ted Turner, chairman of Turner Communications and owner of superstation WTCG(TV) Atlanta, claims Radio Shack called him and said it's working on it. Spokesman for Tandy Corp., Radio Shack parent, said there are couple of researchers looking into home dishes but just out of "curiosity." Another there, however, said he's "heard rumblings." Turner mentioned both Neiman-Marcus catalogue and Radio Shack interest at American Association of Advertising Agencies "Media Day" in New York last week (see Top of the Week).

SBE seal of approval. Society of Broadcast Engineers will give fifth round of examinations for engineers hoping to win organization's certification. Since 1975, 1,500 engineers have been awarded certification intended to encourage broadcast engineers to keep current with state-of-the-art technology. Certification test must be taken every five years. Further information and list of local SBE chapters where exam can be taken are available from national headquarters: Box 50844, Indianapolis 46250.

What you see's not always what you get. Developers say that Introvision, new special effects technique for films, could cut production time for films such as *Star Wars* by two-thirds. Process, which employs use of huge back projections in place of actual sets will be used by Harwood Productions, Los Angeles, to shoot 14-hour ABC-TV miniseries, *Masada*, next fall. Principal in Harwood is Peck Pryor, former president of Technicolor. During demonstration of Introvision last week in Los Angeles, Pryor and partner, Tom Naud, showed use of four-by-five-inch still photographs in place of actual sets. Technicians in audience were suitably impressed by realistic-appearing scenes in spaceship that was actually glass painting with actors moving on stage before projection. At least one, suggested, however, that greater use could be made of process in television, which has limited time and budget requirements. According to Naud, system allows most of special effects work to be done in preproduction phase with prints ready for editing "overnight." Process, which works with matte paintings, still photos, motion picture plates or miniature sets, allows for more realistic-looking integration of actors and backgrounds than traditional "blue-screen" used in film or chroma-key used in video. (Unlike either of those processes, Introvision allows actors to interact with elements of set and cast shadows.) Two Introvision cameras (at \$500,000 each) have been built. Process was developed by John Eppolito, former ABC producer, and Les Robley, University of Southern California film student.

Intervals inquiry. FCC has begun inquiry into TV waveform standards for horizontal and vertical blanking intervals; rules for black and white and color have remained same since adopted in 1941 and 1953, respectively. Inquiry will help commission decide on ways to deal with problems encountered by industry in complying with current standards. Particular area for investigation is whether marketplace forces would serve public interest adequately, or whether continued FCC regulations are necessary. Comments in inquiry are due Dec. 19, and commission has directed staff to issue public notice stating blanking standards for TV transmissions would not be enforced during this period. Questions to be considered include, among others, what causes excessive horizontal and vertical blanking, and whether present blanking standards are adequate in view of present and anticipated technical innovations and practices.

Italy splurges. Order for about \$5.5 million in RCA color TV cameras and associated equipment was placed by Radiotelevisione Italiana (RAI) with RCA Broadcast Systems and includes both TK-76B portable ENG/EFP cameras and TK-760 studio/field production cameras. RAI operates two television networks—First Network on VHF and Second network on UHF—and third network (VHF) is scheduled to begin operations at end of 1979.



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2	July 19	July 25
3	July 6	July 12
4	July 2	July 9
5	July 6	July 12

SRDS Newspaper Rates and Data's

NEWSPAPER CIRCULATION ANALYSIS

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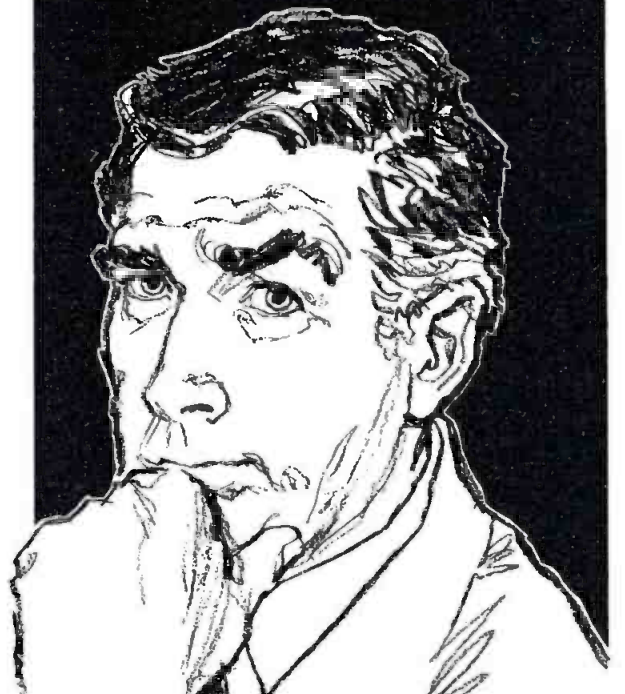
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Some common sense talk for newspapers about a place to advertise



For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by FCC during the period June 4 through June 8.

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

- Harvey, N.D.—Shamrock Communications Inc. seeks 1540 khz, 500 w-D. Address: P.O. Box 643, Cando, N.D. 58324. Estimated construction costs \$81,720; first-year operating cost \$63,720; revenue \$100,000. Format: MOR. Principals: D. Thomas McKinnon and William C. Harrington (50% each). McKinnon owns furniture and floor covering stores at Cando and Fessenden, both North Dakota. Harrington owns automobile dealership at Devils Lake, N.D. Neither has other broadcast interests. Ann. May 21.
- Morovis, P.R.—Morovis Radio Associates seeks 1580 khz, 1 kw-U. Address: 155 San Antonio St., Huto Rey, P.R. 00917. Estimated construction costs \$38,622; first-quarter operating cost \$9,332; revenue \$78,000 (year). Format: popular latin music. Principals: Wilfredo G. Blanco Pi (80%) and Adolfo Pi Portales (20%). Blanco Pi is chief engineer at WZVS-FM Vieques-Culebra, P.R. Portales is San Juan businessman. Neither has other broadcast interests. Ann. May 21.
- Harrogate, Tenn.—Harrogate Radio Co. seeks 740 khz, 250 w-D. Address: Sherwood Dr., Middlesboro, Ky. 40965. Estimated construction costs \$28,000; first-year operating cost \$20,000; revenue \$36,000. Format: country/pop. Principals: Patrick M. Fultz, Charles E. Owens III and Thomas Amis (33-1/3% each). Fultz is Harrogate businessman with interests in truck and equipment sales and retailing of gasoline, clothing, dry goods and groceries. Owens and Amis are employees of WFXV(AM) Middlesboro, Ky., but neither has

ownership interest in the station. Ann. May 21.

■ Portland, Tenn.—Better Communications Inc. seeks 1270 khz, 1 kw-D. Address: Suite 111, 38 Music Square East, Nashville 37203. Estimated construction cost \$161,391; first-quarter operating cost \$11,500; revenue \$72,000 (year). Format: country/pops. Principals: B. L. Williamson and family (80%) and two others. Williamson also owns WLOV-AM-FM Washington and WBLW(AM) Royston, both Georgia. None of other stockholders has other broadcast interests. Ann. May 21.

FM applications

- Montrose, Colo.—Sierra Linda Broadcasting Inc. seeks 96.1 mhz, 64.7 kw, HAAT: 1,679 ft. Address: 1002 Cascade Ave., Suite 208, Montrose 81401. Estimated construction cost \$112,895; first-year operating cost \$25,240; revenue \$133,500. Format: popular/country. Principals: Rafael Alfonso Gomez and Daniel R. Casias (50% each). Gomez is former salesman at KREY-TV Montrose. Casias is Montrose attorney. Ann. May 21.
- Cairo, Ga.—James E. Palen seeks 102.3 mhz, 3 kw, HAAT: 300 ft. Address: 716 Terrace Dr., Cape Girardeau, Mo. 63701. Estimated construction cost \$60,050; first-year operating cost \$82,143; revenue \$96,000. Format: popular music. Principal: Palen is doctor, practicing in Cape Girardeau, Mo. He has no other broadcast interests. Ann. May 21.
- *Des Moines, Iowa—Grant Communications Group Inc. seeks 91.3 mhz, 5 kw (TPO). Address: Box 11, 812 Main, Pella, Iowa 50219. Estimated construction cost \$13,918; first-quarter operating cost \$6,218; revenue \$15,000. Applicant is nonprofit educational corp.; R. G. Smiley is president. Ann. May 21.
- Greenville, Ky.—Hayward F. Spinks seeks 105.5 mhz, 3 kw, HAAT: 300 ft. Address: 237 South Main St., Hartford, Ky. 42347. Estimated construction cost \$32,750; first-year operating cost \$41,628; revenue \$60,000. Format: contemporary. Principal: Spinks is Hartford, Ky., businessman who owns drug stores, real estate and WLLS-AM-FM Hartford (resubmitted). Ann. May 21.
- New Albany, Miss.—Jack A. Carpenter seeks 106.3 mhz, 3 kw, HAAT: 300 ft. Address: 801 Silverwood Trail, North Little Rock, Ark. 72116. Estimated construction cost \$44,800; first-year operating cost \$10,000; revenue \$90,000. Format: country. Principal: Carpenter is 86.5% owner of WLVA(AM) Lake Village, Ark. Ann. May 21.
- Rome-Utica, N.Y.—CLW Broadcasters Inc. seeks 102.5 mhz, 50 kw, HAAT: 404 ft. Address: 6815 Shallowford Rd., Chatanooga, Tenn. 37421. Estimated construction cost \$128,138; first-quarter operating cost \$22,800; revenue \$150,000 (year). Format: MOR. Applicant is wholly owned by AMG International, nonprofit religious organization, which also owns

WHYD(AM) Columbus, Ga.; WCRJ(AM) Jacksonville, Fla.; WSCW(AM) South Charleston, W. Va., and 40% of WJEE(AM) Jacksonville, Fla. It is also applicant for new FM at Alexandria, Ind. Spiros Zodhiates is president of AMG; Jerry Siler is head of broadcast division. Ann. May 21.

■ *Watertown, N.Y.—St. Lawrence Valley Education Television Council Inc. seeks 89.5 mhz, 2.17 kw, HAAT: 1,150 ft. Address: P.O. Box 114, Watertown, 13601. Estimated construction cost \$157,072; first-year operating cost \$92,400; revenue \$92,400. Applicant is nonprofit corp.; Robert J. Hanrahan is chairman. Group also owns WNPE-TV Watertown. Ann. May 21.

■ Ontario, Ore.—Blue Mountain Broadcasting Co. seeks 93.1 mhz, 50 kw, HAAT: 2,687 ft. Address: 1430 S.W. 4th Avenue, Box 157, Ontario 97914. Estimated construction cost \$12,430; first-year operating cost \$10,800 and revenue \$52,000. Format: adult contemporary. Principals: John H. Runkle, John H. Runkle Sr. (father) and Betty Jean Runkle (wife). They also own KYET(AM) Payette, Idaho. Ann. May 21.

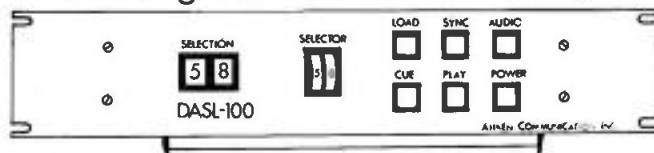
■ *Exeter, Pa.—Wyoming Area School District seeks 88.1 mhz, .110 kw, HAAT: —372 ft. Address: Penn & Memorial Avenues, Exeter 18643. Estimated construction cost \$5,310; first-year operating cost \$800; revenue \$800. Applicant is public school district; Charles A. Adonizio is president of school board. Ann. May 21.

■ *Park City, Utah—Community Wireless of Park City Inc. seeks 91.9 mhz, .103 kw, HAAT: —339.5 ft. Address: 255 Main St., P.O. 1372, Park City 84060. Estimated construction cost \$2,029; first-quarter operating cost \$4,377; revenue \$9,750. Applicant is nonprofit corp.; Blair E. Feulner is president of board of trustees.

TV applications

- New Orleans—Crescent City Television Corp. seeks ch. 20; ERP: 5,000 kw vis., 500 kw aur., HAAT: 494.5 ft.; ant. height above ground 521 ft. Address: P.O. Box 4457, Fort Lauderdale, Fla. Estimated construction cost \$2,335,000; first-year operating cost \$434,000; revenue \$650,000. Legal counsel Fly, Shuebruk, Blume, Gaguine, Boros and Schulkind; consulting engineer Silliman, Moffett & Kowalski. Principals: Philip Y. Hahn Jr., Robert H. Rines, Julian P. Freret and William G. Baker Jr. (25% each). Hahn is Fort Lauderdale, Fla., business consultant. Rines is Boston attorney. Freret is Washington attorney. Baker is Los Angeles broker. Rines has small minority stock interest in WTVG-TV Newark, N.J., and 16-2/3% interest in applicant for new TV at Atlanta. Ann. April 17.
- New Orleans—Coastal Television Co. seeks ch. 20; ERP: 2,450 kw vis., 245 kw aur., HAAT: 1,020 ft.; ant. height above ground 1,045 ft. Address: Bank of New Orleans Bldg., Suite 2875, New Orleans 70112. Estimated construction cost \$2,236,100; first-year operating cost \$611,100. Legal counsel Ginsburg, Feldman and Bress, Washington; consulting engineer Jules Cohen & Associates. Principals: Blake Arata and his wife, Jo-Ann (3.61% each); Israel M. Augustine Jr. (7.78%), Luis A. Rodriguez Carillo (7.41%); Farrell J. Christophe and his wife, Mary (3.89% each); Constantine Demmas and his wife, Mary (7.22% each); Gerald A. Derks and his wife, Jacklyn (7.22% each); Julie Guichard (7.41%); John M. McCollam and his wife, Julie (3.61% each); Ricardo Pardo (7.41%); Hoffshee Yisrael (7.78%), and Henry E. Braden III (11.11%). Carillo is general manager at KGLA(AM) Greta, La. Guichard is sales manager for KGLA. Pardo is volunteer talk show host at WDSU(TV) New Orleans. None of others has other broadcast interests. Ann. April 17.
- Galveston, Tex.—Alden Communications of Texas Inc. seeks ch. 48; ERP: 3,400 kw vis., 340 kw aur., HAAT: 978 ft.; ant. height above ground 1,196 ft. Address: c/o Pacific Theatres Inc., 120 N. Robertson Blvd., Los Angeles 90048. Estimated construction cost \$2,207,000; first-year operating cost \$444,000; revenue \$700,000. Legal counsel Fly, Shuebruk, Blume,

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Summary of Broadcasting

FCC tabulations as of May 31, 1979

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,512	5	32	4,549	71	4,620
Commercial FM	3,032	2	75	3,109	159	3,268
Educational FM	949	0	44	993	72	1,065
Total Radio	8,493	7	151	8,651	302	8,953
Commercial TV						
VHF	514	1	2	517	7	524
UHF	215	0	3	218	57	275
Educational TV						
VHF	94	1	7	102	8	110
UHF	152	2	4	158	6	164
Total TV	975	4	16	995	78	1,073
FM Translators	265	0	0	265	88	353
TV Translators						
UHF	1,161	0	0	1,161	272	1,433
VHF	2,402	0	0	2,402	199	2,601

Gaguine, Boros and Schulkind, Washington; consulting engineer Cohen and Dippell. Principals: Michael R. Forman as owner of Alden Communications Corp., parent company of applicant. Alden has also applied for new stations at Tulsa, Okla.; Portland, Ore.; and Seattle.

AM actions

■ **Vernon, Conn.**—Broadcast Bureau granted Tolland County Broadcasting Inc., 1170 khz, 1 kw-D. P.O. Address: Box AA, Duxbury, Mass. 02332. Estimated construction cost \$87,026; first-year operating cost \$55,000; revenue \$60,000. Format: MOR. Principals: Edward F. Perry Jr. (80%), Bruce Blanchard and Albert C. Pryor III (10% each). Perry is engineering and sales consultant with Marine Associates Advertising and Engineering and with Educational FM Associates, Duxbury. He is also president (75% owner) of Hampshire County Broadcasting Inc., FM applicant for Amherst, Mass. He has also applied for an FM at Marshfield and an AM at Webster, both Massachusetts. Blanchard is *WTCC(FM) Springfield, Mass., general manager. Pryor is legislative aide in Massachusetts (BP-20,736). Action May 24.

■ **Dora, Ala.**—Broadcast Bureau granted Mid-Way Radio 1010 khz, 500 w-D. P.O. Address: Box 587, Fulton, Miss. 38843. Estimated construction cost \$30,000.05; first-year operating cost \$45,550; revenue \$55,750.48. Format: country. Principals: Ollie E. Sisk (35%), his wife Ivous (35%), Tychicus E. Hunnicutt (15%) and Joel E. Camp (15%). Sisks own 50% of WWSA(AM) Vernon, Ala., 100% of WFTO(AM)-WFTA(FM) Fulton, Miss., WKNG(AM) Tallapoosa, Ga., and 45% of WEPA(AM) Eupora, Miss. Hunnicutt and Camp are chief engineer and manager, respectively, of WWSA (BP-20,833). Action May 24.

■ **Kalkaska, Mich.**—Broadcast Bureau granted Kaltrim Broadcasting Co. 1420 khz, 500 w-D. P.O. address: 309 George Vth Ave., Crosswell, Mich. 48422. Estimated construction cost \$29,423; first-year operating cost \$36,000; revenue \$48,000. Format: C&W. Principals: Robert P. and George E. Benko (50% each) are brothers. Pair own WMIC-AM-FM Sandusky, Mich.; George owns WJEB(AM) Gladwin, Mich. alone. Action May 16.

FM actions

■ **Kalkaska, Mich.**—FCC granted Peninsula Broadcasting 97.7 mhz, 1 kw, HAAT: 497 ft. P.O. address: 1671 Twin Birch Rd., Kalkaska 49646. Estimated construction cost \$37,150; first-year operating cost \$39,500; revenue \$80,000. Format: C&W, contemporary. Principals: Roy E. Henderson and Roger Watson (50% each). Henderson works for oilfield service company; Watson has law, real estate and publishing interests. Action Jan. 1.

■ **Patterson, N.Y.**—FCC affirmed Broadcast Bureau's decision granting Patterson Communications 105.5 mhz, 3 kw. P.O. address: Prospect Hill Rd., Brewster, N.Y. 10509. Estimated construction cost \$106,578; first-year operating cost \$118,568; revenue none. Format: beautiful music. Principals: Richard Novik (68.75%) and Kenneth Steinberg (31.25%). Novik is president and 76.2% owner of WPUT(AM) Brewster, N.Y. Steinberg is program director of WPUT. Action May 29.

Ownership Changes

Applications

■ **KOBH(AM) Hot Springs, S.D.** (580 khz, 500 w-D)—Seeks assignment of license from Ponderosa Broadcast House Inc. to Sorenson Broadcasting Corp. for \$464,938. Seller is owned by Major Short and his wife, Donna, who have no other broadcast interests. Buyer is owned by Dean P. Sorenson and Thomas J. Simmons (50% each), who also own KCCR(AM) Pierre, KNYT(AM) Yankton, KWAT(AM)-KIXX(FM) Watertown, all South Dakota, and KOZY(AM) Grand Rapids, Minn. Ann. June 1.

■ **WCAY(AM) Cayce, S.C.** (620 khz, 500 w-D)—Seeks assignment of license from Lexington County Broadcasters Inc. to Midland Broadcasting Corp. for \$313,800. Seller is owned by J. Olin Tice, who also owns small interest in WFIF(AM) Milford, Conn., and 40% of WBUG(AM) Ridgeland, S.C. Buyer is owned by Hugh Leatherman (65%), Dale R. Hawkinson (25%) and Tom Turnipseed (10%). All of South Carolina, Leatherman is Florence businessman with interests in motel, concrete block and real estate; Turnipseed is Columbia attorney and state senator, and

Hawkinson is general manager of WCAY. Ann. June 1.

■ **WMBO(AM)-WRLX(FM) Auburn, N.Y.** (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 106.9 mhz, 45 kw)—Seeks assignment of license from Auburn Media Inc. to Scott Broadcasting Co. for \$750,000 plus \$250,000 for agreement not to compete. Seller is owned by Floyd Keesee, president, and five others. None have other broadcast interests. Buyer is principally owned by Herbert Scott, who also owns WTRY(AM) Troy and WSHH(FM) Albany, both New York; WJWL(AM)-WSEA(FM) Georgetown, Del.; WTTM(AM)-WCHR(FM) Trenton, N.J., and WKST(AM) New Castle, WFEM(FM) Elwood City, WPAZ(AM) Pottstown and WFEC(AM) Harrisburg, all Pennsylvania. Ann. June 1.

Action

■ **WQWQ-FM Muskegon, Mich.** (104.5 mhz, 50 kw)—FCC granted assignment of license from Multi-Com Inc. to TSPS Broadcasting Co. for \$580,000. Seller is owned by Fred C. Culver, David H. Walborn, Thomas and Don Seyferth (brothers) (25% each). None have other broadcast interests. Buyer is owned by Frederick P. Tascone, Charles F. Schuler, William Schroeder and Ronald L. Piasecki (25% each). Schuler, Piasecki and Schroeder are partners in string of mobile home parks. Schuler also owns machine shop and nursing homes and minor interest in WVIC-AM-FM East Lansing and WZZR-FM Grand Rapids, both Michigan. Piasecki is attorney with small interest in WZZR-FM. Schroeder owns pharmaceutical company and real estate. Tascone is president and 13% stockholder of WAAL(FM) Binghamton, N.Y. (FCC 79-319). Action May 29.

AM licenses

■ The following new stations have been granted licenses:

■ **WQRO(AM) Huntingdon, Pa.; WYIS(AM) Phoenixville, Pa.; KHAM(AM) Bend, Ark.; KJEM(AM) Bentonville, Ark., and KKAY(AM) White Castle, La.**

FM licenses

■ The following new stations have been granted licenses:

■ ***WDBK(FM) Blackwood, N.J.; WBJZ(FM) Orlean, N.Y.; *WERB(FM) Berlin, Conn.; WKAD(FM) Canton, Pa., and WGIT(FM) Horigueros, P.R.**

Facilities Changes

AM applications

■ **KHOW(AM) Denver**—Seeks mod. of CP to make changes in ant. system; change TL to 120th Ave., Thornton, Colo. and change daytime and nighttime ant. patterns. Ann. June 4.

■ **WONX(AM) Evanston, Ill.**—Seeks mod. of CP to add nighttime power with 2.5 kw DA-N; change TL to Oakton and McDaniels Streets, Skokie, Ill., and change type trans. Ann. June 4.

FM applications

■ **KOWN-FM Escondido, Calif.**—Seeks mod. of CP

to change TL to crest of Mt. Whitney, Escondido; decrease ERP: .125 kw (H&V); increase HAAT: 1188 ft. (H&V) and change TPO. Ann. June 5.

■ **KSAN-FM San Francisco**—Seeks CP to install new aux. ant. at main TL to be operated on ERP: 30.0 kw (H&V), HAAT: 1167 ft. (H&V) and change TPO. Ann. June 5.

■ **WWWK(FM) Granite City, Ill.**—Seeks CP to make changes in ant. system; change SL and RC to 2360 Hampton, St. Louis; change type trans.; change type ant.; change ERP: 50 kw (H&V), HAAT: 500 ft. (H&V) and change TPO. Ann. June 5.

■ **WYER-FM Mt. Carmel, Ill.**—Seeks CP to make changes in ant. system; change type trans.; increase ERP: 50 kw (H&V); increase HAAT: 425 ft. (H&V) and change TPO. Ann. June 5.

■ **WQVE(FM) Mechanicsburg, Pa.**—Seeks CP to change ERP: 0.31 kw (H&V); change HAAT: 792 ft. (H&V); change type trans. and change type ant. Ann. June 5.

■ **KVIL-FM Highland Park-Dallas**—Seeks CP to install new aux. trans. and aux. ant. at main TL to be operated on ERP: 65.5 kw (H&V), HAAT: 869 ft. (H&V) and change TPO. Ann. June 5.

AM actions

■ **WAAY(AM) Huntsville, Ala.**—FCC has granted application of Smith Broadcasting Inc. to move the trans. site and increase daytime power. It also denied petition to deny application filed by Powell Broadcasting Co., licensee of WVOV(AM) Huntsville. Action May 29.

■ **WDDW(AM) Johnson City, Ill.**—Granted mod. of CP to change SL and operate by remote control from 3.2 miles S of Johnson City on State Highway 37, Johnson City, Ill. (outside city limits) (BMP790202AK). Action May 31.

■ **WJKY(AM) Jamestown, Ky.**—Granted CP to increase power to 2.5 kw (BP780726A1). Action May 24.

■ **KXVI(AM) McKinney, Tex.**—Granted CP to change SL to McKinney-Plano, Tex.; add nighttime service with 1 kw; make changes in daytime directional ant.; install DA-2; change TL to County Road, 1.5 miles S of Lucas, Tex.; change SL to 202 W. Louisiana St., McKinney (BP-20,412). Action May 24.

FM actions

■ **WBBQ-FM Augusta, Ga.**—Chief of Broadcast Bureau returned as unacceptable for filing application for CP to modify facilities and denied request for waiver of minimum spacing requirements. Action May 23.

■ ***WBAU(FM) Garden City, N.Y.**—Returned as unacceptable for filing application for major change in facilities. Action May 25.

■ ***WHPC(FM) Garden City, N.Y.**—Returned as unacceptable for filing application for major change in facilities. Action May 25.

TV actions

■ **WJPT(TV) Bluffs, Ill.**—Granted mod. of CP to change ERP: 832 kw, max. ERP: 2820 kw and ant. height: 1640 ft. (BMPCT-7757). Action April 26.

- WOC-TV Davenport, Iowa—Granted CP to change type aux. trans. (BPCT781106KG). Action April 20.
- WLIO(TV) Lima, Ohio—Granted CP to change ERP: 513 kw, max. ERP: 513 kw and ant. height: 540 ft. (BPCT-781122KE). Action April 28.
- *WCVW(TV) Richmond, Va.—Granted mod. of CP to change ERP: 457 kw; max. ERP: 1000 kw; ant. height: 960 ft. (BMPET-913). Action April 20.
- WSV1(TV) St. Croix, V.I.—Granted authority to operate by remote control (BRCTV-790110KE). Action April 20.

In Contest

Procedural ruling

■ Salinas, Calif. (KLOC Broadcasting Inc. and Leejon Broadcasting Co.) **TV proceeding**: (Docs. 79-20-21)—ALJ David I. Kraushaar, by three separate actions, denied motion by Leejon for summary decision, granted to limited extent petition by Leejon for leave to amend its application in that portions that revise Section II, Table 2, and exhibits 2, 5, 7 and 8 will be accepted and portion of amendment including exhibit 14 will be accepted for Rule 1.65 purposes to reflect applicant's efforts in regard to Commission's EEO guidelines. Actions May 30; denied interlocutory pretrial requests. Action May 31.

■ Largo and Dunedin, both Florida (BIE Broadcasting Co. et al.) **FM proceeding**: (Docs. 78-169-71)—ALJ Joseph Stirmer granted motion by BIE and extended to July 9 time for filing proposed findings of fact and conclusion and to Aug. 6 time for filing reply findings. Action May 29.

■ Indianapolis (Peoples Broadcasting Corp. et al.) **FM proceeding**: (Docs. 78-243-7)—ALJ Bryron E. Harrison set certain procedural dates including further hearing conference for June 28 at 9 a.m. and rebuttal phase of hearing for July 31 at 10 a.m. in Washington. Action June 4.

■ Omaha, Neb., and Council Bluffs, Iowa (Webster-Baker Broadcasting Co. et al.) **AM and FM proceeding**: (Docs. 78-337-45)—ALJ Frederic J. Coufal rescheduled prehearing conference from June 13 to June 19 at 10 a.m. in Washington. Action May 31.

■ Henderson, Nev. (Henderson Radio Inc. et al.) **FM proceeding**: (Docs. 79-123-6)—Chief ALJ Lenore G. Ehrig designated ALJ Joseph Chachkin as presiding judge; scheduled prehearing conference for July 17 at 9 a.m. and hearing for Aug. 28 at 10 a.m. Action June 5.

■ Southold, N.Y. (North Fork Broadcasting Co. and Peconic Bay Broadcasting Corp.) **FM proceeding**: (Docs. 78-381-82)—ALJ David I. Kraushaar, on his own motion, enlarged issues against North Fork with modification, however, that evidence adduced thereunder would be considered as bearing either on basic or comparative qualifications of North Fork. Action June 1.

■ St. Paul, Va., and Blountville, Tenn. (Yearly Broadcasting Inc. and Morgan Broadcasting Co.) **AM proceeding**: (Docs. 79-118-19)—Chief ALJ Lenore G. Ehrig designated ALJ Joseph Chachkin as presiding judge, scheduled prehearing conference for July 18 at 9 a.m. and hearing for Aug. 29 at 10 a.m. in Washington. Action June 5.

FCC action

■ WZQY-FM Braddock Heights, Md.—FCC has renewed license of Musical Heights Inc. for station through remainder of regular license term for Maryland stations—October 1, 1981. FCC had granted station short-term renewal for period April 28, 1977, through October 1, 1978, because station broadcast misleading and deceptive contest. On June 1, 1978, WZQY-FM submitted application for triennial renewal and since there has been no repetition of violation, Commission ruled that grant of application would serve public interest. Action May 29.

Allocations

Actions

■ Fordyce, Ark.—Broadcast Bureau has proposed assigning 101.7 mhz there as its first FM assignment. Action was in response to petition by KBJT Inc., licensee of KBJT(AM) there. Comments are due July

24, replies Aug. 14. Action May 24.

■ Brush, Colo.—Broadcast Bureau has proposed assigning 107.1 mhz there as its first FM assignment. Action was in response to petition by Ranchland Broadcasting, licensee of KCMP(AM) there. Comments are due July 30, replies Aug. 20. Action May 29.

■ Osage City, Kan.—Broadcast Bureau has proposed assigning 92.7 mhz there as its first FM assignment. Action is in response to petition by William P. Turney. Comments are due July 30, replies August 20. Action May 31.

■ Oklahoma City, Okla.—Broadcast Bureau has proposed assigning television channel 52 there as its ninth TV assignment. Action was in response to petition by Satellite Outreach Ministries Inc. to assign ch. 52 to Edmond, Okla. Bureau said that although Edmond has no TV channel assignments, Satellite failed to show that such need existed. However, it said there appeared to be need for another channel at Oklahoma City, and said that if it were assigned, Satellite could apply for use of the channel at Edmond under the FCC's "15-mile" rule. Comments are due July 30, replies Aug. 20. Action May 21.

■ East Wenatchee, Wash.—Broadcast Bureau has proposed assigning 97.7 mhz there as its first FM assignment. Action was in response to petition by Wenatchee Wireless Works, licensee of KUEN(AM) there. Comments are due July 30, replies Aug. 20. Action May 31.

Translators

Applications

■ Albion, Burley, Heyburn Oakley, Paul and Rupert, all Idaho—The University of Idaho seeks CP for new UHF translator on ch. 68 (TPO: 100 w, HAAT: 35 ft.) to rebroadcast directly KBGL-TV Pocatello, Idaho. Ann. June 8.

■ Bonners Ferry, Idaho—The University of Idaho seeks CP for new UHF translator on ch. 59 (TPO: 100 w, HAAT: 26 ft.) to rebroadcast indirectly KUID-TV Moscow, Idaho. Ann. June 8.

■ Challis and Ellis rural area, both Idaho—The University of Idaho seeks CP for new VHF translator on ch. 12 (TPO: 10 w, HAAT: 26 ft.) to rebroadcast directly KBGL-TV Pocatello, Idaho.

■ Clifton, Idaho—The University of Idaho seeks CP for new VHF translator on ch. 6 (TPO: 1 w, HAAT: 26 ft.) to rebroadcast indirectly KBGL-TV Pocatello, Idaho. Ann. June 8.

■ Coeur D'Alene and Post Falls, Idaho—The University of Idaho seeks CP for new VHF translator on ch. 12 (TPO: 10 w, HAAT: 26 ft.) to rebroadcast indirectly KUID-TV Moscow, Idaho. Ann. June 8.

■ Council, Idaho—The University of Idaho seeks CP for new VHF translator on ch. 5 (TPO: 5 w, HAAT: 26 ft.) to rebroadcast directly KAID(TV) Boise, Idaho. Ann. June 8.

■ Crouch and Garden Valley, both Idaho—The University of Idaho seeks CP for new UHF translator on ch. 69 (TPO: 10 w, HAAT: 26 ft.) to rebroadcast directly KAID(TV) Boise, Idaho. Ann. June 8.

■ Driggs, Tetonian and Victor, all Idaho—The University of Idaho seeks CP for new VHF translator on ch. 13 (TPO: 10 w, HAAT: 28 ft.) to rebroadcast directly KBGL-TV Pocatello, Idaho. Ann. June 8.

■ Fernwood and Santa, both Idaho—The University of Idaho seeks CP for new VHF translator on ch. 8 (TPO: 1 w, HAAT: 56 ft.) to rebroadcast directly KUID-TV Moscow, Idaho. Ann. June 8.

■ Georgetown, Idaho—The University of Idaho seeks CP for new UHF translator on ch. 69 (TPO: 1 w, HAAT: 56 ft.) to rebroadcast directly KBGL-TV Pocatello, Idaho. Ann. June 8.

■ Glens Ferry, Idaho—The University of Idaho seeks CP for new VHF translator on ch. 13 (TPO: 10 w, HAAT: 23 ft.) to rebroadcast directly KAID(TV) Boise, Idaho. Ann. June 8.

■ Harrison and Worley, both Idaho—The University of Idaho seeks CP for new VHF translator on ch. 13 (TPO: 10 w, HAAT: 56 ft.) to rebroadcast indirectly KUID-TV Moscow, Idaho. Ann. June 8.

■ Irwin and Swan Valley, Idaho—The University of Idaho seeks CP for new VHF translator on ch. 13 (TPO: 1 w, HAAT: 26 ft.) to rebroadcast directly KBGL-TV Pocatello, Idaho. Ann. June 8.

■ Juliaetta, Idaho—The University of Idaho seeks CP

for new VHF translator on ch. 5 (TPO: 1 w, HAAT: 26 ft.) to rebroadcast directly KUID-TV Moscow, Idaho. Ann. June 8.

■ Kellogg, Idaho—The University of Idaho seeks CP for new UHF translator on ch. 67 (TPO: 10 w, HAAT: 26 ft.) to rebroadcast directly KUID-TV Moscow, Idaho. Ann. June 8.

■ Kooskia and Suites, Idaho—The University of Idaho seeks CP for new VHF translator on ch. 5 (TPO: 1 w, HAAT: 26 ft.) to rebroadcast indirectly KUID-TV Moscow, Idaho. Ann. June 8.

■ Lapwai and Spalding, both Idaho—The University of Idaho seeks CP for new VHF translator on ch. 10 (TPO: 1 w, HAAT: 26 ft.) to rebroadcast directly KUID-TV Moscow, Idaho. Ann. June 8.

■ Lava Hot Springs, Idaho—The University of Idaho seeks CP for new UHF translator on ch. 59 (TPO: 1 w, HAAT: 26 ft.) to rebroadcast directly KBGL-TV Pocatello, Idaho. Ann. June 8.

■ Malad, Idaho—The University of Idaho seeks CP for new UHF translator on ch. 62 (TPO: 100 w, HAAT: 25 ft.) to rebroadcast directly KBGL-TV Pocatello, Idaho. Ann. June 8.

■ May rural area, Idaho—The University of Idaho seeks CP for new VHF translator on ch. 6 (TPO: 1 w, HAAT: 26 ft.) to rebroadcast directly KBGL-TV Pocatello, Idaho. Ann. June 8.

■ Montpelier, Idaho—The University of Idaho seeks CP for new UHF translator on ch. 57 (TPO: 100 w, HAAT: 26 ft.) to rebroadcast indirectly KBGL-TV Pocatello, Idaho. Ann. June 8.

■ Peck, Idaho—The University of Idaho seeks CP for new VHF translator on ch. 11 (TPO: 1 w, HAAT: 25 ft.) to rebroadcast indirectly KUID-TV Moscow, Idaho. Ann. June 8.

■ Priest Lake rural area, Idaho—The University of Idaho seeks CP for new VHF translator on ch. 3 (TPO: 1 w, HAAT: 26 ft.) to rebroadcast indirectly KUID-TV Moscow, Idaho. Ann. June 8.

■ Richfield, Idaho—The University of Idaho seeks CP for new VHF translator on ch. 2 (TPO: 1 w, HAAT: 56 ft.) to rebroadcast indirectly KAID(TV) Boise, Idaho. Ann. June 8.

■ Salmon, Idaho—The University of Idaho seeks CP for new UHF translator on ch. 62 (TPO: 100 w, HAAT: 26 ft.) to rebroadcast indirectly KBGL-TV Pocatello, Idaho. Ann. June 8.

■ St. Maries and Pose Lake, both Idaho—The University of Idaho seeks CP for new UHF translator on ch. 69 (TPO: 100 w, HAAT: 35 ft.) to rebroadcast directly KUID-TV Moscow, Idaho. Ann. June 8.

■ Tensed and De Smet, both Idaho—The University of Idaho seeks CP for new VHF translator on ch. 13 (TPO: 1 w, HAAT: 26 ft.) to rebroadcast indirectly KUID-TV Moscow, Idaho. Ann. June 8.

■ Tangier, Va.—County of Accomack, Va. seeks CP for new UHF translators on ch. 46, 48, 54, 56 and 65 (all TPO: 10 w, HAAT: 120 ft.) to rebroadcast directly WHRO-TV Norfolk, WYAH-TV Portsmouth, WAVY-TV Portsmouth, WTAR-TV Norfolk and WVEC-TV Hampton, all Virginia, respectively. Ann. June 4.

■ Craddock, Va.—County of Accomack, Va., seeks CP for new UHF translators on ch. 36, 52, 58, 63, 68 (all TPO: 100 w, HAAT: 317 ft.) to rebroadcast directly WYAH-TV Portsmouth, WHRO-TV Norfolk, WTAR-TV Norfolk, WAVY-TV Portsmouth and WVEC-TV Hampton, all Virginia, respectively. Ann. June 4.

Other

■ Washington—FCC has denied United Broadcasting Co. review of Feb. 2 Broadcast Bureau action granting District Broadcasting Co. and Hispanic Broadcasting Corp. expedited processing of their applications for new FM station on 100.3 mhz there. Both District and Hispanic were found qualified for expedited consideration as minority-owned applicants (black and Spanish-surnamed, respectively) proposing minority-oriented programs. Their applications are mutually exclusive with United's license renewal application for WOOK-FM Washington. United argued that Bureau's action would prejudice its position in proceeding. Action May 29.

■ *KEDQ(FM) Austin, Minn.—Cancelled license authorization for KEDQ(FM) and deleted call letters. Action June 5.

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Can you think, create and deliver? Will start right person at \$200/week or ?, we are an MOR-Pop C/W, small market, full time station, with good reputation sound equipment. If you want to relocate, lets talk. Call Butch Luth, KIML, Gillette, WY 1—307—682-4747. EOE.

Opening for Announcer with good production skills, join our mad-cap staff on the St. Lawrence River. Send tape and resume to WSLB, Box 239, Ogdensburg, NY 13669, EOE.

Personality for mature intelligent morning show. Definitely no beginners, FCC third preferred. Following air shift should be able to collect and write local news. Resume, tape, salary requirements to WHTG AM/FM, Eatontown, NJ 07724. Equal Opportunity Employer.

50 KW FM Country Station needs a great personality for mornings. Good production a must, creative mind and community involvement a must. Great working conditions, beautiful surroundings, Hard workers only need apply. T & R's to G. Peacock, Box 871, Charleston, WV 25323.

Immediate opening for versatile general announcer. Contact Blair Eubanks, Radio Station WPAQ, Mount Airy, NC 27030, 10,000 Watts, 740 kHz, immediately... 919—786-6111. Equal Opportunity Employer.

Mature, stable mid-day personality for community-minded A/C in Central Virginia. Tapes, resume, salary requirements to: Kemp Miller, WINA, PO Box 1230, Charlottesville, VA 22902.

Chicago metro adult contemporary FM seeks resumes and tapes from experienced announcers with production expertise. Third phone minimum. Station has CP for improved facilities. Also seeking individual for announcing/news/public affairs. WEFA, 4 South Genesee, Waukegan, IL 60085. Equal Opportunity Employer.

Contemporary Religious music FM needs professional, experienced announcers. Good opportunity for qualified individuals. Send tapes and resumes to WYBT, Box 323, Jersey Shore, PA 17740.

Personality Entertainer needed to fill immediate opening at adult contemporary station in Central Florida market. Population approximately 275,000. Experience required. Excellent working conditions and surroundings. Aircheck required with application, salary requirements, and resume. Send to WZNC, 1505 Dundee Road, Winter Haven, FL 33880, E.O.E.

If you've got the tubes and the talk we've got the town. A going group with new acquisitions is looking for talented bright announcers. We will have it all. Sign on, Mid-Day PM, drive, the location that's the best part, all in the western United States. Interested send tape resume and salary history to Mr. Young, 2325 East Grant Road, Tucson, AZ 84719. EOE.

Air Personality for adult/contemp-top 40 format. Good production. No screamers. Excellent opportunity. Tape and resume to Program Director, WSPK, Box 1703, Poughkeepsie NY 12601. EOE.

PM Drive Personality needed for one of the Midwest's most listened to rockers. You must have something to say, no time & temp, crazy, yet intelligent. Good pay for area, excellent corporation with many benefits. EOE Box F-99.

50,000 Watt Contemporary FM in Ocean City, Maryland seeking experienced announcer with good production. No. 1 in Market. E.O.E. Send tape and resume to: WKHI, PO Box 758, Ocean City, MD 21842.

HELP WANTED ANNOUNCERS CONTINUED

Experienced play by play for heavy High School football and basketball schedule. Plus announcer's shift, Salary plus talent. Position now open. EOE. WCBY Radio, Cheboygan, MI 49721.

Top-rated Eastern station needs sportscaster with play-by-play. Major football and basketball plus regular air shift. Send resume and salary requirements. EOE. Box F-129.

Modern Country—experienced air personality needed for AM or FM drive. A great opportunity for the right person. Contact Curtis King—WKKN, 1901 Reid-farm Road, Rockford, IL 61111 815—877-3075.

Afternoon Drive personality needed at top ten market MOR commercial religious station ... Voice and interview capability important. EOE. Reply: Box F-145.

Religious Format, 100KW, needs announcer, sales person, or announcer-sales combo. Contact KTOF-FM, 1957 Blairs Ferry Rd. N.E., Cedar Rapids, IA 52402.

Florida Gulfcoast MOR looking for experienced personalities with production abilities. When you were shoveling snow, we were sunning on the beach. Tape, resume and salary requirements to, Program Director, Box 1060, Ft. Myers, FL 33902. Equal Opportunity Employer.

HELP WANTED TECHNICAL

Growing broadcast corporation in need of experienced engineer for assistant chief in Florida. Salary commensurate with ability. Box F-23.

Broadcast Engineer—must be sharp on maintenance of audio and RF First Class ticket required. Contact Chief Engineer, WGH AM-FM, PO Box 9347, Hampton, VA 23670 or 804—826-1310.

Station in sunny South seeks rare combination: Program Director with first ticket who "knows his stuff" in both programming and engineering. Good references and administrative ability required. Beautifully equipped station with good ratings. Rare opportunity for the right person. Equal Opportunity Employer. Box F-54.

Sharp? Capable? Want to get ahead and do things? Come grow with us. Head our engineering department. Midwest group, three stations, with outstanding record and reputation. Small town living expenses. \$18,000 minimum. All replies in strictest confidence. E.O.E. Box F-45.

Chief Engineer or Engineer with CE potential. Our CE retired after 38 years service. Need replacement with AM/FM know-how. Automation experience helpful. Great country to live in and grow. Resume and salary requirements to Don Hargis, Box 727, Sheridan, WY 82801.

Assistant Chief Engineer for fastest growing market in Florida. Superb Company benefits. Must know RCA studio equipment and Sony Eng. Reply to Box F-82.

Chief Engineer wanted for full-time 5 Kilowatt Norfolk, Virginia station. Prior experience and First Class License required. Send resume to Steve Shrader, PO Box 647, Atlanta, GA 30301.

Chief Engineers for fastest growing market in Florida. Superb Company benefits. Must know TCR, TR-60, Transmitter and Sony 3/4 Eng. Reply to Box F-83.

Assistant, ready to move up to Chief? Should be well organized, strong on maintenance and FCC regulations. Should know directional systems, FM and SMC automation. Good opportunity for right person. Call manager, KGAK, Gallup, NM.

Technical Director for Directional AM and Class C FM in Southeastern State. Experience and good references required. Person selected will supervise all engineering operations of AM and FM. Equal Opportunity Employer. Box F-84.

Sunbelt AM-FM Combo needs experienced engineer. Good pay and working conditions. Opportunities for advancement with growing company. Equal Opportunity Employer. Box F-85.

Shenandoah Valley VA Chief Engineer for WANV, 5 KW D-2: for constructing new xmtr-studio facilities for WREL, 1 KW ND; and developing proposed 50KW FM. A beautiful living area for those who would avoid the metro ratrace. We are a low turnover EOE employer, present chief, who built WANV in 1964, retiring after more than 30 years in broadcast. Opening available in July. Write M. Robert Rogers, president, WANV, POB 1248, Waynesboro, VA 22980.

Automated AM/FM station in New England seeks full-time Chief Engineer with First Class license. Mostly new equipment. Expanding company with good pay, benefits. Experience preferred but willing to talk with bright beginner. Write Box F-26.

Broadcast Engineer for university FM station. Must be strong on preventive maintenance and the repair of audio/video equipment. Requires two years broadcast experience and First phone. Looking for an aggressive engineer who knows good engineering practices. Continuing employment on twelve month contract. Salary up to \$14,000. Deadline: June 30. Resume to: David Anderson, Communication Arts, Memphis State University, Memphis, TN 38152.

WDEF, one of the Southeast's leading radio stations, is looking for a chief engineer. Must have experience with Directional A.M. and Stereo F.M. Send resume, (include salary history for past three years), to Mike Solan, WDEF Radio, 3300 Broad Street, Chattanooga, TN 37408. E.O.E.

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.

Radio Technician: WBT-AM, Charlotte, NC First class license required. Broadcast experience and/or formal electronics training preferred. Must be capable of repairing transmitting and studio equipment. No phone calls, send resumes to, Richard Mertz, No. 1 Julian Price Place, Charlotte, NC 28208. Equal Opportunity Employer.

Chief Engineer for 7KW FM Stereo in rural community of 10,000 an hour drive from Dallas. NPR affiliate at East Texas State University. Applicants should have a strong technical background and be able to communicate with student broadcasters. First Class license required. Previous FM experience and degree preferred. Salary up to 14,000 per year. Liberal fringe benefits including near total employer paid Social Security contribution. Send resume and references to: Station Manager, KETR, Box BB, E.T. Station, Commerce, TX 75428 Closing date July 16, 1979. ETSU is an EOE/AA employer.

Immediate opening for fulltime, First Phone AM/FM broadcast engineer for 5KW day/1KW night facility. FM application pending. Require experienced, maintenance minded and quality conscious professional in sophisticated audio processing equipment. Good knowledge of FCC Rules and Regulations. Excellent future for qualified person. Send resume and salary requirements first letter. No phone calls. 13-KEIN Radio, PO Box 1239, Great Falls, MT 59403. An equal opportunity employer.

Chief Engineer needed for small market station in Midwest. Directional AM and automated FM. Good pay, profit sharing and other benefits. Call 319—524-5410.

Ex. opportunity, asst. chief engineer, South, city 100,000, excellent equipment, must be leader, strong maintenance, hire, schedule, evaluate engineers, complete resume. Box F-105.

Director of Engineering for 100kw FM stereo station to sign on in Mobile, Alabama. Five years full-time experience and 1st Class FCC license required. Salary open, excellent fringe benefits. Send detailed resume and references to Mr. Joseph A. Martin, Jr., WHIL-FM PO Box 160326, Mobile, AL 36616. Immediate opening. Equal Opportunity Employer.

Chief Engineer for KCIA AM 1110 khz and KYKK FM 94 100,000 watts. FM automated. Sunbelt-New Mexico. Need RF and Audio wizard. EOE. 505—392-6546. Ask for Jerome Orr, General Manager.

News Director. WXIL Radio, winner of news awards including a National AP for breaking the story on Willow Island is looking for a sharp, level headed company person for NEWS. Apply now to WXIL Radio, PO Box 1228, Parkersburg, WV 26101.

News Director/PBP for small market station with big market professional standards. Number one news and sports source for delightful, growing town of 30,000 population. Resume/Tape. KGRO, Box 1779, Pampa, TX 79065. 806—669-6809. Darrell Sehorn.

Individual interested in gathering, writing and delivering local news. We prefer someone with a couple years of experience. We're heavy on information and we work hard. Send tape and resume to: Duane Hamann, News Director KOTN AM/FM, 920 Commerce Road, Pine Bluff, AR 71601.

News Director for 3 KW FM. To gather, write, deliver. Rush tape, resume to WJWM, PO Box 507, New Lexington, OH 43764. Contact Rod Krol 614—342-1988. Females encouraged.

HELP WANTED NEWS

Creative producer with super voice, incredible technical skills and vast music knowledge (AOR) to coordinate production and develop new programs for national network. Minimum 5 years experience. Send production tape—no airchecks—to Susan O'Connell, Progressive Radio Network, NY—212—585-2717.

Work as a news reporter in this beautiful Northern Illinois community. Knowledge of play by play sportscasting helpful but not necessary. Excellent pay, benefits. Tape and resume with first letter, please. WZOE Radio, Broadcast Center, Princeton, IL 61356.

I need someone who wants to be the best ... will accept a challenge ... and knows what radio news is all about. I want a hustler and a street fighter who is at home with a tape recorder. I will offer you a chance to work your butt off in a beautiful Pennsylvania market. Please reply to Box F-51.

Looking for newperson with good writing skills, experience in government reporting and willing to work long hours. Doug St. Clair, News Director, WFIR/WPVR, Box 150, Roanoke, VA 24002. 703—345-1511.

News Director for 3 KW FM. To gather, write, deliver. Rush tape, resume to WJWM, PO Box 507, New Lexington, OH 43764. Contact Rod Krol 614—342-1988. Females encouraged.

News Director for a Stuart Station. Must have professional radio experience and mature voice. Call Orv Koch 402—475-4204. EOE.

WLAP AM-FM Lexington Kentucky, seeks an energetic news person. Must have news savvy with ability to write, rewrite and execute on air. Good delivery a must. 2-4 years experience. BA or equivalent training. Send resume and tape to Ken Gullette, News Director, Box 11670, Lexington, KY 40577. Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Program Director, Creative Announcers, and an Announcer/Engineer combo wanted for new 5000 watt MOR AM. Northern California Coast. Air date Aug/Sept. Top equipment, competitive pay, strong diversified broadcast company. Tapes and resumes to Robin Lawson C/O California-Oregon Broadcasters, Box 5M, Medford, OR 97501. E.O.E.

Creative producer with super voice, incredible technical skills and vast music knowledge (AOR) to coordinate production and develop new programs for national network. Minimum 5 years experience. Send production tape—no airchecks—to Susan O'Connell, Progressive Radio Network, NY—212—585-2717.

WNMU-FM seeks radio producer/director in news and public affairs. Responsible for production of local public affairs programs and a 3-hour morning board shift. Related duties include training and supervision of student news staff, submissions to network, participation in planning of news and public affairs related programming and special local programming. Requires B.A. or equivalent experience, FCC third-class license, and news and public affairs background. Salary range: \$12,200-\$17,000. Contact Office of Personnel and Staff Benefits, Northern Michigan University, Marquette, MI 49855. Applications must be postmarked by July 16, 1979. An Affirmative Action/Equal Opportunity Employer.

HELP WANTED PROGRAMING PRODUCTION, OTHERS CONTINUED

Station in sunny South seeks rare combination: Program Director with first ticket who "knows his stuff" in both programming and engineering. Good references and administrative ability required. Beautifully equipped station with good ratings. Rare opportunity for the right person. Equal Opportunity Employer. Box F-54.

Chicago metro FM seeks experienced individual for traffic/business operations. Must have excellent secretarial skills. Opportunity to become station business manager. WEFA, 4 South Genesee Street, Waukegan, IL 60085. Equal Opportunity Employer.

Program Director—After many job ads, we are still looking for the right person. The Program Directorship at WBHP offers an excellent salary for the PD with strong administrative skills, ability to manage and motivate a creative staff, and good competitive skills. Serious prospect should investigate. Send tape & resume to Buster Pollard, WBHP Radio, PO Box 547, Huntsville, AL 35804. "Alabama Has It All."

Program Director/Operations Manager for Adult Contemporary Spanish station in West Coast major market wanted by expanding group broadcast company. Spanish language and programming experience with successful adult contemporary station (but not necessarily Spanish format) are essential. EOE. Call Rick Hanson, 206—473-0085.

Medium sized Southeastern City, coastal, looking for program manager who will also do air shift. MOR FM. Must be familiar with all phases of operations. No selling required but must work closely with sales. Great climate. Box F-102.

A growing Group is looking for a person Friday with a strong broadcast background a take charge person to oversee operations from bookkeeping to traffic to production to typing. We need you. Reply with resume and financial history to Mr. Young, 2325 East Grant Road, Tucson AZ 85719. EOE.

Still seeking PD with penchant for detail and creativity. Our PD will start at moderate salary, with unusual opportunity for advancement. This job is not a stepping stone, it's a career that could lead to management. Don't just send resume! Send ideas, production samples, statement of career goals, etc. Convince us that you are sharp, and determined. Some experience essential. KCIN, Victorville, CA 92392.

Program Director, top 60 market in search of heck of a good Radio Programmer, will also do afternoon show. Excellent knowledge FCC rules, paperwork! More than excellent production skills, knowledge. No. 1 ratings a must! Our facility is and has been one of the top facilities in city. Must direct, supervise, motivate staff! We are Black Contemporary! \$15,000 + top benefits, profit sharing, letter, resume. Box F-92.

Talent search—looking for bright, energetic morning or radio talk show person who has always wanted to be TV talent. EOE, M/F. Send resume, and salary requirements to Box F-153.

SITUATIONS WANTED MANAGEMENT

Business Manager, aggressive executive with loads of initiative wants to advance. Responsible for budgets, financials, cash flow, contracts, management planning and controls. Prefer Northeast but willing to relocate. Box F-32.

Operations Mgr. available immediately. More than 25 years in the business. All formats; country, rock, classical, MOR, news, etc. A leader and motivator. Box F-79.

Professional leader, motivator, and goal setter. Experienced in management, sales, programming, and promotion. Autonomy for me means results for you. \$30,000 minimum. Box F-107.

General Manager with total hands on experience, administration, sales, programming, promotions, license, plus other broadcast oriented profit centers. Exceptional twenty year results record of profit and progress. Station sale allows family desired relocation. Seeking company who needs now a strong proven general manager. Box F-121.

GM—Small/Medium Mkts.—in radio since 1952, operations management, performing on air, selling, etc. Masters Degree in Broadcast Management. Box F-81.

General Manager: Veteran broadcaster wishes to relocate. Currently successful with strong track record. Can turn your operation around. A real organizer, and motivator dedicated to being broadcast leader in given market. Experienced enough to handle a tough challenge. Box F-143.

I'm bored! Want to manage! Twenty years in business... four sales! Small Market, Midlands. Box F-113.

Will leave major market sales, sales management for General Manager or responsible GSM position in turnaround or undeveloped situation. Have 12 years working with the best operators. Hardworking, honest, tough, able to carry out responsibilities, communicate and report. Been through all phases. Excellent training. Best references. Box F-111.

A Programmer can be an excellent General Manager. Especially with 14 years experience in all aspects of station operation including Sales. Top credentials. Box F-138.

Gen Mgr: looking for a real challenge not just a change. A professional broadcaster with 17 yrs experience all in management. All size markets both AM & FM facilities. Excellent credentials to back it up. Very strong in sales & promotions as well as motivating others. It's just as hard finding good management as it is finding a good opportunity. Let's both profit. Box F-93.

General Manager: over 25 yrs. in broadcasting, includes announcer, PD., sales, sales mgr., last 17 yrs. general manager small to major markets. Successfully running West Coast stations. Wish relocation as GM on West Coast or West. Sales leader, innovative programmer, organizer, administrator. Versed FCC staff motivator, believe in community involvement, & budget control. Box F-146.

Looking Southeast for right position, sixteen years experience in broadcasting, inside man. Randy 904—771-7386. Write: 3907 Angol Place, Jacksonville, FL 32210.

15 yrs. experience in all aspects of radio. Prefer small to medium midwest market. Sales motivator! Lynn Bobo, PO Box 1044, Centralia, IL 62801.

SITUATIONS WANTED ANNOUNCERS

Wanted: Disc Jockey position with a station. New England preferred. Third class and commercial experience. Keith, 414—769-6966.

3rd Phone—no prior air experience. Can do boardwork and tight show. Will relocate. Kevin McAteer, 12 Whitford St., Warwick, RI 02886. 401—739-5625.

Currently employed DJ/MD with 5 years experience in country music looking for position as DJ and/or MD in competitive midsize Southwest market. 1st phone. PO Box 2604, Gallup, NM 87301 505—722-5702 after 5 pm.

Female Announcer. 23 ambitious with charisma. Hard worker. Will relocate. 8831 South Wood, Chicago IL 60620. 779-8778. Marzine Richardson.

DJ. Can do production; third Class endorsement; will relocate. Box F-49.

Top 40 Air Personality with some small market experience seeks job at small or medium market station. Willing to travel and can relocate quickly if necessary. Good at creative production skills. Some experience with traffic, music, and sales. I've got what you're looking for! Tapes ready to send. Contact Rich at 4701 Saginaw Circle, Pleasanton, CA 94566 415—462-0484.

Can Rock to any situation. Black 21 year old D.J. newscaster who sells, sells, sells, smiling personality, lots of training, nice guy to work with. 1—215—849-5615 or 1—215—922-2530, Jerome.

Three year professional seeks air position with a quality contemporary outlet preferably in North Carolina, but anywhere in the East will be fine. Box F-95.

Classical Announcer/Public Affairs Producer 2½ years/BA Mass Comm/former ND/Creative—Easy Going sound. Looking for announcing Classical to MOR—and would like a chance at "talk." Box F-112.

Ratings prove team concept works! New M/F combo will make a hit with your listeners! Box F-103.

Disc Jockey. R & B Jazz, Rock, Sales too. Married family looking for good local station. Roger S Mitchell 1709-89th Ave., Oakland CA 94621 415—530-1005 day time. 261-2723 evening.

Male, 3rd endorsed, former teacher, long on desire short on experience seeks first break. Will relocate. Call or write for T/R: S. Trager, 3403 Hamilton Street, Phila., PA 19104. 215—349-8091.

Experienced DJ, tight board, good news, commercials and production, will go anywhere, now. Box F-116.

Attention Small Markets. Announcer seeks first break in business. Trained, Third Endorsed. Will relocate. Call Dave 701—549-3815.

Broadcasting School grad. 3rd D.J. good voice tight board some production interested. Doni Reed, 558 W. Adline 3S, Chicago IL 312—477-9105.

Play by play football, basketball, baseball. Professional or major college level. My knowledgeable realistic description and analysis will increase your listening audience. Box F-122.

4 years experience, college graduate seeking announcing or programming. Excellent voice/production/copywriting. Experienced PD/progressive/top-40/AOR/MOR/C&W. 3rd endorsed. Serious. Bill 914—961-8940.

AOR and Progressive Rock is an art! Ready, willing and able beginner dj seeks an opportunity for experience! Money is secondary! I want to make your station work for you! Box F-117.

Harvard lawyer, professor, government experience, authored/facted musical comedy. Knowledgeable: politics, sports, religion. Seeking: Talk, public affairs, news. Harvey Hart, 4430 Baintree, Cleveland, 44118. 216—321-8992.

Well-seasoned, highly-experienced morning man seeks chance in top-twenty market. Not a "jock", so time and temp/rock 'n' rollers need not reply. Prefer East, but will consider all overtures made in good faith. Main preference MOR or adult contemporary. Please tell re: company benefits, salary offer, etc., first letter. Box F-139.

SITUATIONS WANTED TECHNICAL

Chief, Director of Engineering, consultant? Chief engineer of large operation in Eastern major market seeks opportunity in West. Management, technical background. Reasonable salary requirements. Box F-69.

Chief Engineer with AM-FM-automation experience desires position with medium market AM or FM. Prefer midwest. Box F-87.

Chief Engineer looking for position as Chief Engineer at larger station or Technical Director for a small group. BS degree, CET, experienced in construction, automation, directional antennas, STL and RPU. Box F-133.

SITUATIONS WANTED NEWS

Six year small market newsmen/news director wants to move to large market and work on good news team, with aspirations of moving into management or ownership. Send job description and salary to Box F-65.

Texas and Southwest... Major Market News Director wants to come home. Take charge professional, with first phone. Know FCC, and will consider Operations Manager position. Will be in Texas first two weeks in July... Let's talk. Box F-67.

Wanted: A Position combining PBP sports with news. I have the experience and ability in both if you have the medium market opening. 516—781-0037, Larry or Box F-27.

SITUATIONS WANTED NEWS CONTINUED

Award-Winning News Director. Excellent writing, reporting skills, PBP, too. Seeks position with larger operation. Six year's experience. Will relocate now. Box F-71.

Sports Director, 7 years play-by-play, award winning commentaries, 29. B.A. Journalism. Seeks larger market. 906-774-3987.

Competent Sports Stringer with strong network background seeks sports or news position with a station looking for an award-winning go-getter. Experienced in all facets of radio sports including technical and administrative ends. Box F-35.

Do you offer a challenge? Experienced newsmen seeks station with strong news commitment. I know what news is. Also have BA. Small, medium markets let's talk. Tony Beahan 201-447-5371.

Experienced, Well-Educated former news director seeks employ with established news operation in N.C. Box F-74.

"Triple Threat" moving to D.C. in August. AP award-winning newsmen. 5 years pbb. Assistant Manager past two years. College grad. Solid references. 219-583-4459 evenings or write Terry Etter, 306 North Beach Drive, Monticello, IN, 47960.

Award-Winning News Director: Prefer major markets but will consider medium with good offer. Highly competitive. Author broadcast journalism texts and stylebooks. Successful teaching broadcast news at major university. Good at turning around sleepy/inept newsrooms. Don Miles, 3435 NW 19th Pl., Gainesville, FL 32605. 904-377-7234.

Driving, take-charge news director now recognized as the leader in a West Coast medium market seeks career advancement. If you'll do what it takes to be number one, let's talk. Box F-94.

Profits are born of professionalism. Anchor-Chief Editor Major Market Net O&O; news director; talk host. Family, quality, myriad awards; known. Not cheap. Medium-major News Direct—Major only—talk or anchor. Must be stable position. Box F-98

College grad seeks full-time sports position. PBP all sports. Dave, 615-865-5900.

Sports Director/Announcer—excellent PBP. Six years experience. Pro. 602-425-7051 after 2 PM MST.

Seven year pro presently employed concurrently as News/Sports director in top 30 market. Knows all facets of news and sports, public affairs, production and some tele-talk. I'm looking for a news or sports position with an established organization that makes news a key part of their operation. Prefer top 20 market, but will consider all. Reply to Box F-96.

I have almost a year of broadcast news experience. Looking for a news position. Will relocate, call Gregory Bresiger. 717-828-7187.

Newsman-Announcer-Copywriter. 10 years exp. in all phases of broadcasting. \$850-month. 313-681-6788 or 312-246-1121. Currently employed.

Experienced Newsman seeks news position or directorship in the New York, New Jersey, Connecticut area. Was news director 14 months. Box F-106.

Experienced Sports and News. Broadcast nine endorsed. Broadcast school trained. From Pittsburgh. Ann 412-462-3241.

Super-Dedicated News Director, looking for medium market challenge. M.S. Degree, award-winning, presently 2-year ND in small market Northeast. Looking for station with a true commitment to news. Interested? Box F-97.

Female Broadcaster/Copywriter seeks news spot. Good voice, delivery; 3rd endorsed. T&R: Martine Wood, 3009 Harrison No. 2, Oakland, CA 94611 415-834-1124-3122.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Looking for Top-40 or Country format. Experienced as PD/MD. Stable work history with excellent references. Box F-124.

Small, medium market, Mid-Atlantic or New England? Ten years experience, P.D., O.D., talent, production. Contemporary or country. Family, college, 3rd. dependable, works well with others, good worker. Box F-127.

Production Director & Copywriter. 10 years broadcasting & agency experience. \$850 month. 313-681-6788 or 312-246-1121. Currently employed.

Vacation the week ratings come in? Weary of competitor wise-cracks and explanations to retain accounts? Friend, you need an experienced program director with excellent background/fresh approach. Box F-130.

TELEVISION

HELP WANTED MANAGEMENT

Wanted: Program Director at WOWK-TV, Charleston-Huntington, West Virginia. Heavy local program and commercial production commitments. Total local news commitment. Management skills dealing with union employees requisite. Submit letter, resume and references to: Leo M. MacCourtney, Vice President and General Manager, WOWK-TV, PO Box 13, Huntington, WV 25706. Equal Opportunity Employer.

Manager of Operations & Engineering for KETC-TV, St. Louis, Missouri. Responsibilities to include production & engineering functions, training & supervision of production/engineering staff, budgeting & other related duties. Requirements: Any combination of education & experience equivalent to B.S. degree, two years advanced electronics training, five years experience in the production/engineering function & supervisory experience. Send resume to: Director of Operations & Engineering, KETC-TV, PO Box 24130, St. Louis, MO 63130, by July 6, 1979. Equal Opportunity Employer M/F.

Once in a Lifetime Opportunity. Here's a chance to become General Manager of an independent "New" TV Station in one of the top 10 markets in the United States. The successful candidate will be: A proven innovative self starter with at least 10 years top broadcasting senior management experience. Experienced in UHF TV. Sales and marketing oriented. Very ambitious and seeking to make a name and reputation in the broadcast industry, interested in high earnings partially based upon performance. We are an equal opportunity employer associated with a new major national broadcasting, entertainment and communication group. Reply in the strictest of confidence. Box F-132.

HELP WANTED SALES

Need a heavyweight street fighter with TV or Radio sales experience to help develop new territory. Knowledge of Co-op desired. Great commission, strong future with Virginia's fastest moving station. Box F-41.

Salesperson: Local sales, medium sized TV market, network affiliated, V. Fine production facilities, income from salary and commission plus bonuses. An equal opportunity employer. Write Box F-119.

National Sales Manager for strong VHF Independent in top 20 market. Representative and/or Independent station sales experience preferred. Opportunity for growth with group owner. E.O.E. Box F-135.

HELP WANTED TECHNICAL

First Class Engineer Switcher/Operator Will train. Immediate full-time Group Station—WSYE-TV, Larry Taylor, 607-733-5536.

Upstate New York medium market UHF has immediate opening for first phone switcher. Excellent entry level opportunity with expanding group. Call John Herrick, 607-739-3636.

Assistant Chief Engineer with knowledge of UHF transmitters, FCC rules, and TV studio operation. Resume to Chief Engineer. WJCL-TV, PO Box 13646 Savannah, GA 31406.

T.V. Technician—Diocesan ITFS N.Y. area. FCC license. Troubleshooting, transistors, transmitter readings. Must drive. 212-499-9705.

Chief TV Engineer—Responsible for planning, design, supervision, purchasing and maintenance for university based broadcast quality color TV studio, campus cable system, electronic repair service and consultative activities. This position requires two years college plus seven years related experience or the equivalent combination of Education and experience. 1st Class FCC and supervisory experience desirable. To apply please send your resume and salary history no later than June 25th to: Marianne Kiser, Campus Employment Office, 350 Service Bldg., University of Kentucky, Lexington, KY 40506.

New Public TV station going on the air in late June needs Maintenance and Operations personnel. Minimum qualifications 2 year Electronics school, 1st class license and two years experience. Send resume with salary requirements to Chief Engineer, KMOS-TV CMSU Warrensburg, MO 64093.

Engineering Supervisor needed for independent major market UHF station in the Midwest. Must be thoroughly familiar with all types of equipment, including transmitter used in a modern TV station. Top salary, many benefits. A really good opportunity for the right person. We are an equal opportunity employer. Please send full resume to Box F-43.

Control board operator with First Class FCC license. Experience preferred, but not necessary. Contact Roger Rein. KUMV-TV, Williston, ND. Phone 701-875-4311. Equal Opportunity Employer.

Chief Engineer (Chief Instructional Media Operations Engineer) University graduation with a degree in Radio, Television, or Electrical Engineering or graduation from a recognized electronics institute and three years of experience in one or a combination of the following: multi-media systems engineering and operations or radio/television systems engineering and operations. Three years of administrative or supervisory experience. Salary: \$1225-\$1535 per month. **Television Technician** (Closed Circuit Television Technician) High school graduation. Two years of training in electronic theory and two years of technical experience in closed circuit television work. Salary: \$965-\$1045 per month. Send resume to Fred Blakey, Personnel Office, Northern Illinois University, DeKalb, IL 60115: phone 815-753-0455. An equal opportunity/affirmative action employer.

TV Engineering Supervisor. Major market CBS affiliate requires person who is a self-starter and has ability to develop new technical concepts. Previous supervisory experience, ENG, and digital background preferred. FCC first class license required. Send resume, salary history, reference, and salary requirements to WNAC-TV Personnel Dept., Government Center, Boston, MA 02114.

TV Technician—Washington, D.C.—Federal Agency has openings for TV Technicians with operations and maintenance experience with all types of color TV broadcast studio and recording equipment. Normal working hours 8:45 to 5:30 Mon.-Fri. Interested applicants send Standard Form 171, obtainable any post office or Federal agency, to the Employment Branch (26777), International Communication Agency, 1776 Pennsylvania Ave. N.W., Washington, D.C. 20547. An EEO employer.

South Florida Television Station seeks an experienced video tape and video control engineer. RCA equipment. EOE. Send resume to F-100.

Chief Engineer for Public TV and FM. University licensee. Requires FCC First Class License and recent TV engineering experience. For vacancy announcement and application details contact A. R. Hook, KUID-TV, R/TV Center, Moscow, ID, 83843. An AA/EEO educational institution and employer.

Network affiliate in northeast seeking television broadcast technician for all around studio operation with FCC First Class License. Experience with RCA TR70, TR60, TC R100, TK27, TK46, TK76, and ENG Sony VCR required. Salary commensurate with qualifications. Station is an Equal Opportunity Employer. Box F-104.

Assistant Chief Engineer—looking for a good maintenance technician desiring to move up into management. RCA equipment experience and FCC 1st Class license necessary. Call Ray Felckowski, WUTV-TV Buffalo, 716-773-7531. EOE/AA.

HELP WANTED TECHNICAL CONTINUED

Head of Engineering—Mass Communication Department—Emerson College, a small progressive College specializing in the communications arts and sciences is looking for the right individual to supervise the use, maintenance, repair, installation, scheduling and coordination of our state-of-the-art technical facilities: two color TV studios, two 3/4" editing systems; two radio stations, one is carrier current, other is non-commercial FM. Will train student engineers in the use of equipment: color camera alignment, threading video tape, recording, editing and processing; develop and maintain the operational budget and procure all parts and equipment; also responsible for issuance of equipment. Will work under the broad direction of the Department. Will work under the broad direction of the Department Chairperson and the faculty heads of television and radio; and supervise students as well as subordinate engineering personnel. **Qualifications:** 2 years' broadcast maintenance experience and/or B.S.E.E. or equivalent technical training. Must be familiar with use and repair of television cameras, umatic tape machines, time base correctors, digital control systems, RF transmission, and audio and video systems of supervisory skills and ability to work well with students and faculty in an instructional as well as production setting. **Salary:** negotiable commensurate with experience. Please submit resume and salary history by July 15 to Director of Personnel, Emerson College, 148 Beacon Street, Boston, MA 02116. An Equal Opportunity/Affirmative Action Employer.

Ex. opportunity, television asst. chief engineer, South, city 100,000, excellent equipment, must be leader, strong maintenance, hire, schedule, evaluate engineers, complete resume. Box F-126.

HELP WANTED NEWS

News Producer—News Writer: Large Southwest market looking for a television News Producer with a strong writing background. Top rated ... group owned ... great place to live. Send resume to: Box E-159.

Television Meteorologist ... Starting position Week-end weather in news program and three days a week as either a news photographer ... still photographer ... writer ... whatever your talents can deliver. Good market ... Southwest area ... send resume to: Box E-160.

Assignment editor/bureau chief to run news office in capital city of West Virginia. Must have strong film and journalism background. Send resume and videotape cassette to News Director, WOVK-TV, 625 4th Avenue, Huntington, WV 25701.

Sports Director: Applicant should have a thorough knowledge of all types of sports, plus have a strong background in writing and on-air delivery. Prior TV sports experience is required. WXII-TV, Box 11847, Winston-Salem, NC 27106. Suzanne Vrhovac. No phone calls.

Pennsylvania small market station seeks anchor/reporter. BA in Journalism preferred. Duties include beat/anchor reporting. EOE. Send resume to Box F-89.

Newsperson—Experienced—to do on air news breaks/host weekly public affairs show. Modest salary and benefits. Equal opportunity employer. Send resume to Box F-114.

WAAY-TV, Huntsville, is looking for an aggressive, experienced reporter/weekend anchor. Send tape and resume to Steve Ridge, News Director, 1000 Monte Sano Blvd., SE, Huntsville, AL 35801. EOE.

Top Rated Midwest small market ABC affiliate wants reporter/late anchor. Box F-137.

South Florida TV Station seeks News Reporter with ENG experience. EOE. Send resume to: Box F-101.

Assistant Sports Director: To serve as co-host and producer of weekly sports program. Duties will also include conducting on-air membership fund drives and putting together production scripts for basketball, telecasts. Part-time position to start. Bachelor's degree in Radio/TV and 1-2 years television sports experience preferred. Send resume and tape to Jim Barba, Sports Director, WCAE-TV, 123 Sesame Street, St. John, IN 46373. We are an equal opportunity employer.

TV News Director; Southwest; must have TV news director experience; immediate opening. Send resume, including salary to Jack Mahoney, KGGM-TV, Box 1294, Albuquerque, NM 87103. EOE.

TV Weathercaster; Southwest; must be experienced. Immediate opening. Send tape and resume to John Andrews, News Director, KGGM-TV, Box 1294, Albuquerque, NM 87103. EOE.

Unique weathercaster who excites an audience with unusual on-air personality while still giving solid information. If you are truly one of a kind, we offer well equipped weather department and a salary in the mid to upper 20's. Equal opportunity employer. Box F-154.

News Reporter—We are looking for someone who can find a story someplace other than the assignment desk, and knows what to do with it when they find it. If you have this kind of hustle, contact News Director, PO Box 1833, Orlando, FL 32802. No phone calls, please. EOE.

Wanted: Experienced, aggressive reporter/weekend anchor. Top rated news station, medium market, southeast. EOE. Send resume to Box F-147.

Assignment Editor: We're looking for ideas, development and follow-through. Tape and film experience essential. Management potential expected. Excellent News operation. E.O.E. Resumes only to Jim Collins, News Director, WTVC, PO Box 1150, Chattanooga, TN 37401.

Noon Anchor with extremely good growth potential. If you are the person we are looking for your advancement is assured but we need a news expert not just an anchor. Contact News Director, WTAJ-TV, 5000 Sixth Avenue, Altoona, PA 16602.

Consumer Reporter: Experience a must. Top rated news station, medium market, Southeast. EOE. Send resume to Box F-144.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Art Director for PTV Station. Responsible for TV graphics, set design, advertising and other print materials. Salary range \$11,000-\$11,850 depending upon qualifications. Equal Opportunity, Affirmative Action Employer. Send letter of application, resume, official college transcripts, three letters of recommendation and a sample of art work on color slides or 3/4" video tape to: Dr. Duane Tucker, WBGU-TV, Bowling Green, OH 43403. Application deadline: July 2, 1979.

Creative Art Director for Top Ten market. Need brilliant creative art director to take charge of all station graphics, on-air, in-print, sales, promotion. Head of in-house advertising agency to build station audience and image. EOE. Box F-37.

Promotion Manager wanted for aggressive group owned, medium market station. Applicants should demonstrate the ability to initiate major promotion campaigns in all media. Experienced only please. Contact Mike Schuster, Program Manager, WTOV-TV, 320 Market St., Steubenville, OH 43952. An equal opportunity employer.

Executive Producer for Public Affairs—Plan, organize, and supervise local public affairs production including budget, facilities, and time-lines. Exercise quality control over creative production, technical quality, and journalistic integrity. Evaluate performance of staff and free-lance personnel. Bachelor's degree and demonstrated full-time successful experience in broadcasting, journalism, or related field or equivalent combination of education and experience required. Demonstrated success as full-time supervisor of television production staff desirable. Knowledge of "state of the art" television production techniques. Salary range: \$20,614-\$24,450. E.O.E. Persons interested in consideration for this position should send the following items *to be received no later than July 2, 1979:* (1) a letter of application; (2) a qualifications summary which indicates clearly the relationship of the candidate's education and work experience to the job requirements cited above, and (3) the name, address and phone number of at least three professional references with a thorough working knowledge of the candidate's work experience and achievements. Applications should be sent to: Richard B. Holcomb, Executive Director, KRMA-TV, 1261 Glenarm Place, Denver, CO 80204. This is contract employment subject to yearly renewal.

Midwest network affiliate in top 75 needs fully certified Meteorologist with on-air experience. An Equal Opportunity Employer. Send resumes to Box F-29.

Executive Producer for Cultural and Community Affairs—Plan, organize, and supervise local cultural and other production projects including budget, facilities, and timelines. Exercise quality control over creative production, technical quality, and artistic treatment. Evaluate performance of staff and free-lance personnel. Bachelor's degree and demonstrated full-time successful experience in broadcasting or related field as producer of cultural and fine arts programming or equivalent combination of education and experience required. Demonstrated success as full-time supervisor of television production staff desirable. Knowledge of "state of the art" television techniques. Salary range: \$20,614—\$24,450. E.O.E. Persons interested in consideration for this position should send the following items *to be received no later than July 2, 1979:* (1) a letter of application; (2) a qualifications summary which indicates clearly the relationship of the candidate's education and work experience to the job requirements cited above, and (3) the name, address and phone number of at least three professional references with a thorough working knowledge of the candidate's work experience and achievements. Applications should be sent to: Richard B. Holcomb, Executive Director, KRMA-TV, 1261 Glenarm Place, Denver, CO 80204. This is contract employment subject to yearly renewal.

Executive Producer: Major PBS affiliate seeks creative, self starter to supervise and administrate local program and production activity. Requires knowledge of TV production management with strong background in producing and directing. Salary commensurate with experience. Send resume to Personnel Manager, WPBT, PO Box 610001, Miami, FL 33161. An Equal Opportunity Employer.

Creative Services Director, manage dept. of 5, produce, write, edit, and voice heavy commercial schedule, assist with special events. Contact V.P. Operations, WITN TV, PO Box 468, Washington, NC 27889.

Producer, WSIU-TV. Master's degree in Radio-Television or closely-allied discipline, with at least three years of professional experience preferred. Must have expertise in all facets of television studio production, and expertise in production of film and/or ENG/EFP. Position requires creation of program ideas and the ability to bring those ideas to completion in the form of television programs. Supervision of students working for the television station in production of local studio, film, and ENG programs. Deadline for applications: July 15, 1979. Date of appointment: August 1, 1979. Salary: Competitive. Letter of application, complete credentials, and names of at least three professional references should be sent to: Charles T. Lynch, Director, SIU-C Broadcasting Service, Communications Bldg Rm 1056, Southern Illinois University, Carbondale, IL. WSIU-TV is an equal opportunity employer.

WNMU-TV seeks Promotion Director. Successful applicant must be able to develop and execute promotional, advertising and fundraising plans for the Northern Michigan University public television station. Must be able to serve as on-camera host, moderator or interviewer, and be able to work directly with University, community and civic groups in the production and broadcast of public service information. Bachelor's degree or equivalent combination of education and experience in broadcasting required with experience in some or all of the following areas: production, performance, announcing, advertising, marketing, fundraising, and development. Salary range: \$11,900-\$17,000. Contact Office of Personnel and Staff Benefits, Northern Michigan University, An affirmative action/equal opportunity employer Marquette, MI 49855. Applications must be postmarked by July 22, 1979.

Producer/Director for KETC-TV, St. Louis, MO. Responsibilities: development and production of cultural and public affairs programs. Remote location and studio experience necessary. Requirements: Degree in television production or related field or equivalent in successful professional experience. Minimum of two years production experience. Resume and sample tape requested with application. Send materials to: Producer/Director, KETC-TV, PO Box 24130, St. Louis, MO 63130. by July 6, 1979, Equal Opportunity Employer M/F.

HELP WANTED PROGRAMING PRODUCTION, OTHERS CONTINUED

Executive Producer for Instructional Television

Organizes and supervises planning and production of instructional television projects; maintains budgets, personnel, facilities and timelines. Selects, manages and evaluates work of project production teams; exercises quality control over creative production and technical quality of all ITV projects for K-12, college credit and adult education. Bachelor's degree and demonstrated full-time successful experience in instructional television or film production. Demonstrated success as full-time supervisor of television production and technical staff. Knowledge of "state of the art" instructional production techniques, plus ability to blend content and entertainment with high quality production and technical values. Salary range: \$20,614-\$24,450. E.O.E. Persons interested in consideration for this position should send the following items to *received no later than July 2, 1979*: (1) a letter of application; (2) a qualifications summary which indicates clearly the relationship of the candidate's education and work experience to the job requirements cited above, and (3) the name, address and phone number of at least three professional references with a thorough working knowledge of the candidate's work experience and achievements. Applications should be sent to: Dr. Harold A. Stetler, Executive Director, Department of Personnel Services, Denver Public Schools, 900 Grant Street, Denver, CO 80203, with a copy of all materials to Richard B. Holcomb, Executive Director, KRMA-TV, 1261 Glenarm Place, Denver, CO 80204.

Promotion Manager. Group owned network affiliate in major southeast market seeks professional experienced in overall station promotion. Good idea person. Skilled in scripting producing and scheduling creative on-air promos, preparing effective print advertising and press releases, analyzing research for program and sales purposes. Send resume and salary requirements to Business Manager, PO Box 1833, Orlando, FL 32802. We are affirmative action equal opportunity employer M/F.

Media Assistant: Applications are being accepted for a full time entry level position assisting in television production and distribution, care and inventory of campus AV equipment. Qualifications: B.S. degree preferred but not required. Salary range: \$10,000-12,000 depending on experience. All applications must be received by July 1, 1979. Starting date: August 1979. Send letter and resume to Dr. John Malcolm, Director, Instructional Resources Center, State University College at Fredonia, Fredonia, NY 14063. State University College at Fredonia is an Affirmative Action/Equal Opportunity Employer.

Talent search—versatile talent for southeastern TV station. Must have prior host/anchor experience and be willing to contribute to design and success of new programming projects. EOE, M/F. Send resume, and salary requirements to Box F-148.

SITUATIONS WANTED TECHNICAL

Assistant Engineer currently with 5 KW radio wants to expand knowledge in television engineering. Female minority, first phone, experience with educational FM station: limited experience in educational television. Box F-63.

Conscientious First Phone Experienced production Engineer, striving perfectionist, Box 2181, Warminster, PA 18974.

SITUATIONS WANTED NEWS

S.F. Bay Area radio reporter waiting for right opportunity to try television. 6 years experience, including correspondent duties for The Los Angeles Times and KNX News Radio, Los Angeles. Box E-164.

Weathercaster/Meteorologist looking for small or medium market sunbelt station. Presently employed major market. Box F-40.

Sports/Anchor/PBP position sought. 11 year broadcast pro seeking medium/major market sports spot. Prefer Midwest area with major college sports. All offers considered. VTR and resume on request. Box F-64.

Anchor/Reporter. experienced seeking anchor, exec. producer or assistant news director. Dedicated, family man, 26, employed. Box F-68.

Young woman reporter, strong on air, strong writing, seeks challenging position. Excellent professional and academic credentials, inexhaustible worker. Tape available on request. 212-838-5673.

Award winning News Director/anchor/reporter in medium Southeast market seeks opportunity for advancement as producer or talent in top 50 market. Five years experience. 205-834-3710 or 285-6809.

Have Camera Will Travel. Experienced ENG and 16mm photog with own net quality gear available for emergency or vacation relief. Call for rates 801-467-3740.

Major market pro reporter/anchor desires evening anchor. Knowledgeable, 34, degree family. Box F-149.

Young female eager to work in any capacity in television news. Good writer, excellent researcher. B.A. in broadcast news; M.A. in library science. Experience in both radio and television news, plus 1st class license. 813-334-2903 or 823-6279. Leigh Frizzell, 1601 Llewellyn Drive, Fort Myers, FL 33901.

Attractive, articulate female with radio experience seeks entry level television or advancement in radio. Will relocate. Virginia Perez 216-932-9280.

Veteran Newsmen, producing 6:00 in top 50's, now available for News Director. Box F-134.

Morning Anchor state radio news network/award winning news director looking for TV street reporter job. Ron Peterson 502-267-4952 after 5 PM.

ENG editor with producing, directing, reporting experience. 3 yrs. experience. B.A. In what area can I help you? Box F-142.

Winning Anchorman with one of nation's most successful news operations. Impeccable credentials, excellent track record. Married, solid family man. Seeking new challenge in larger market. Station must have game plan and commitment to long-term growth and excellence. Box E-163.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Producer/Director seeks larger market challenge. Looking for facility with emphasis on quality production. Box F-46.

June 10 1979. College graduate, B.S. degree in communications, seeks creative production assistant position in any size television market. If you need a hard working, personable, intelligent PA. Write Barbara Gaines: 1590 Hereford Road, Hewlett, NY 11557. I want to work! Hire me, today's my 22nd birthday.

ALLIED FIELDS

HELP WANTED SALES

Rapidly growing California electronics firm needs polished ambitious sales rep with television capital equipment background to handle northeastern region sales. Will consider related industries. Immediate opening, compensation open. Please send resume in confidence to Box F-38.

Regional Sales Manager—Immediate opening in Central Region. Responsibilities include Distributor and Direct Sales. Experience in technical video sales and a basic technical understanding of VTRs, time base correctors, and other related equipment is essential. Salary plus commissions and excellent company benefits. Please send resume to: Personnel Manager, Microtime, Inc., 1280 Blue Hills Avenue, Bloomfield, CT 06002. An equal opportunity employer, M/F.

HELP WANTED ANNOUNCERS

Beginning June 22nd we'll have openings in all formats and all fields of announcing. If interested just call The Aircheck Guide for details. 1-207-782-0947.

HELP WANTED TECHNICAL

Donrey Media Group is seeking chief technician for their CATV operation in California. Send salary requirements and resume or phone: Director, Broadcast Engineering, Donrey Media Group, PO Box 70, Las Vegas, NV 89101. 702-385-4241, ext. 330. An equal opportunity employer.

Engineer with the highest level of Technical expertise needed by Major Production Facility. Work with state of the art equipment: Vital Squeezezoom; Datatron Computerized Editing; etc: for a top salary and enjoy South Florida Living. All applicants must have heavy digital experience. Call: Mike Orsburn, Chief Engineer at: 305-587-9477 or write: Video Tape Associates, 2351 S.W. 34th Street, Ft. Lauderdale, FL 33312.

Growing Production House—West Location—Looking for editor-engineer. AVR-2 and VPR experience valuable. Some remote. Salary open. Contact Vern Totten, 870 West 2600 South, Salt Lake City, UT 84119.

Frazier, Gross & Clay, Inc., an established Washington, D.C. TV and Radio financial management consulting firm is expanding and needs an experienced TV and radio engineer to compute the replacement cost of technical equipment using an extensive in-house library. This is a detail job in pleasant surroundings with occasional field work. You will be working with three other engineers and with client stations. Some knowledge of CATV is helpful. A progressive small company with 32 years of steady growth. Call Chuck Kadlec, Vice President. 202-244-6376.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Production Manager—with 3 to 5 years management experience in all phases of film and television production needed by independent production company located in Washington, D.C. area. Must be well-organized, able to develop and handle budgets and timetables. Send resumes to Box F-70.

HELP WANTED INSTRUCTION

Teaching Position Available. Assistant Professor of Mass Communications for Fall, 1979. Teach basic and advanced television production, media & society and media history courses. Other additional courses may be taught according to interests on undergraduate and graduate levels. Opportunities for involvement in campus FM radio station and cable TV. Ph.D. required. No ABD's. Salary dependent upon qualifications. Send letter of application, transcripts, complete vita, and three letters of reference by June 30, 1979 to: Dr. Wilbert D. Edgerton, Chairman, Mass Communications Department, Norfolk State University, 2401 Corporate Avenue, Norfolk, VA 23504. An equal opportunity/affirmative action employer.

PhD to teach broadcast law, criticism, management; direct graduate program. Tenure track, excellent fringes. Send letter, 3 recommendations and transcripts to Chairperson, BCA, Central Michigan University, Mt. Pleasant, MI 48859. Deadline June 20, 1979. Central Michigan University is an affirmative action/equal employment opportunity employer. All persons, including women, members of minority groups, and the handicapped, are encouraged to apply.

Mass Media department seeks instructor/assistant professor to teach three courses per semester including radio/TV production. Background in broadcast history, law, and broadcast journalism also desired. Appointee will advise active cable-TV originating station. Masters degree required, additional work desirable. Rank and salary dependent upon degrees and experience. Deadline: June 25. Forward resume with three current references to: Dr. Bernard Russi, Mass Media Dept., Marietta College, Marietta, OH 45750. Affirmative Action/Equal Opportunity Employer.

Graduate Assistantships to teach beginning audio-television or film (Super 8) production courses. Applicants must be accepted into Graduate Program to qualify. Chairman, Department Speech Communication & Drama, North Texas State University, Denton, TX 76203.

Assistant Professor in TV Production. Effective September 1, 1979. Full-time tenure track position. To teach hands-on studio courses at undergraduate level with possibility of teaching at graduate level. Minimum requirements: Master's Degree plus ten graduate credits. Four years teaching experience in TV. Ph.D. preferred. Salary dependent on qualifications. Send Resume and Transcripts to: Dr. Robert P. Fina, Kutztown State College, Kutztown, PA 19530. Affirmative Action/Equal Opportunity Employer.

HELP WANTED INSTRUCTION CONTINUED

Coordinator of Utilization—Provides direct supervision of utilization and other educational support services at station reaching 2.5 million viewers. Demonstrated successful full-time experience in instructional television utilization activities, including supervision of staff in development and implementation of utilization activities with school districts, colleges and universities and/or other agencies serving children and adults. Administrative and/or supervisory experience in education, demonstrated communication and public speaking skills. Master's degree and recent classroom teaching experience is highly desirable. Salary range: \$20,614-\$24,450. E.O.E. Persons interested in consideration for this position should send the following items to be received no later than July 2, 1979: (1) a letter of application; (2) a qualifications summary which indicates clearly the relationship of candidate's education and work experience to the job requirements cited above, and (3) the name, address and phone number of at least three professional references with a thorough working knowledge of the candidate's work experience and achievements. Applications should be sent to: Dr. Harold Stetzler, Executive Director, Department of Personnel Services, Denver Public Schools, 900 Grant Street, Denver, Colorado 80203, with a copy of all materials to Richard B. Holcomb, Executive Director, KRMA-TV, 1261 Glenarm Place, Denver, CO 80204.

Assistant Professor of Communication Arts. Teach undergraduate courses in broadcast journalism and film, and manage the college FM station. Minimum qualifications: Master's degree in journalism and station management experience. Begin August 20, 1979. Send resume to Michael Flanagan, Chairman, Communication Arts, Saint Mary's College, Winona, MN 55987. Deadline July 1, 1979. Saint Mary's, a Catholic liberal arts college, is an equal opportunity employer.

SITUATIONS WANTED INSTRUCTION

Asst. Professor, Broadcasting: Masters Degree, textbook author, 20+ years in the business. My students win awards and tell Dept. Chairman they learn more from me than any other "prof." Box F-80.

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.)

Small Bolivian Radio needs replacement equipment—10 KW AM transmitter for educational, agricultural, health programs for jungle colonists. Carlton Hartley, 30 S. Oak, London, OH 43140.

Two 3/4 inch cassette VTR's with/without electronic editor. Used Ampex (300/400 series) or Scully 280 mono reel to reel record/playback units. Contact Tim Elftmann, 612-721-2481.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

GE PE-350 Color Cameras: Excellent condition, 3 Available, \$8,000 ea.

RCA TR-4 Hi-Band VTRS. New heads, good condition, 2 Available \$16,000 ea.

GE 12KW UHF Transmitter: Ideal for new station, good condition, \$14,000.

GE-PE-250 Color Cameras: Includes lens, cables, CCU's, 2 Available \$3,000 ea.

IVC 500 A Color Cameras: With all accessories, excellent shape, \$7,000 ea.

RCA TK27B Film Camera: Available with TP 15 Multiplexer \$22,000.

RCA TP66 Film Projector Good condition \$10,000.

GE PE 240 Film Camera: Excellent Condition \$8,000.

New Lenco Terminal Equipment: Discount prices, fast shipment.

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" 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.

For Sale—New Unused: Complete Harris Model TAB-6H-6 Bay Superturnstile Antenna, 46 feet in height, tuned to Channel 8 181.25 to 185.75 MHz. Specially priced \$30,000. Contact Gil Schneider or Eddy Smith, PO Box 1941, San Angelo, TX 76902 or call 915-655-7383.

Five 3M Analog Drop Out Compensators Brand new, never been used. Call 312-348-4000.

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, 1 KW. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

AM Transmitters (Used) 10 KW, 5 KW, 1 KW, 250 W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

10 KW AM Harris BC 10 H. Same as current production model. Excellent condition. M. Cooper, 215-379-6585.

For sale: 75 foot steel broadcasting tower. Please write: Tom Kunes, S&S Inc., 21300 St. Clair Ave., Cleveland, OH 44117 or call 1-216-383-1880.

SMC 60 Event Stereo Automation. 3 Carosels, four Scully Reels MORE. \$7500 Dave 209-957-1761.

TR5 Hi-Band Color Recorder. New head, best offer or will trade for any TV equipment. Call Jim Nelson 312-236-5535.

GE Transmitter: used model TT50 driver and TF4 power amplifier currently tuned to channel 9. Excellent condition. Mid-Florida Television Corp., Orlando, 305-423-4431 for information or write PO Box 6103-C, Orlando, FL 32803.

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.

Complete Chron III Font Compose System, \$9300 for use with the above unit-GBC/CTC 5000 transistorized camera \$250. 9" Bk. & Wht. Hitachi mon. \$200. Call Deb, TV Graphics, 201-262-5925.

AMPEX AG600 stereo, 600 mono, AA620 speaker/amps; AKG D202ES microphone, Bozak mixer, Altec amplifiers, University paging speakers. 213-874-0560.

For sale—RCA model 250G 250-watt AM xmit. Removed from service 1970 in working condition. Best bid received by June 25 takes it as is and where is. WSUB, Box 872, Groton, CT 06340.

Used Video Cassettes. Guaranteed high quality. Scotch branch 3/4" broadcast format. 60 minute. Comes in high impact plastic shipping case. Money Back Guarantee. \$14.00. Includes postage and handling. Ohio residents add 48 cents tax. NOVA, 4823 Westchester Drive, Suite 303a, Youngstown, OH 44515.

Digital wire remote control system Moseley TRC-15AW 15-Channel, 1-Meter use on one-AC pair. System includes Hallikainen TEK141-Factory installed. Immediate shipment—\$2900 cash w/order. Unconditional satisfaction guaranteed by David Green Broadcast Consultants Corporation, 703-777-8660 Box 590, Leesburg, VA 22075.

For Sale: 3 GE-250 color studio cameras including tubes and cable; no monitoring. \$5,000 each. Call S. Detch or P. Roston: 312-539-7700.

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.

Jocks: Send \$5.00 for punchy drop-ins to Ed Cole; Route 1—Box 25AA; Marshall, VA 22115.

Radio and TV Bingo. Oldest promotion in the industry. World Wide Bingo—PO. Box 2311, Littleton, CO 80160, 303-795-3288.

Original Jingles, comedy spots, and music background by Dirty Lips Productions. Complete studio facilities, 111 Presidential Blvd., Bala Cynwyd, PA 215-667-1003.

Pro-Com the numbers company offers you station ratings, music ratings and market analysis. Call Toll Free today 1-800-824-7888 Ext. A-2096.

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.

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 June 18 and July 30. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577, 813-955-6922.

First Class FCC License in six weeks. Contact Elkins Radio License School, P.O. Box 45765, Dallas, TX 75245, 214-352-3242.

San Francisco, FCC License, 6 weeks 6/25/79. Results guaranteed, Veterans Training Approved. School of Communication Electronics, 150 Powell St., SF 94102 415-392-0194.

RADIO Help Wanted Sales

**Move up
to a major market.**

Work for a major facility and earn top money with fast-growing McCormick Communications at WLKW AM/FM, Providence ...

Southern New England's No. 1 radio stations. We have a major agency and retail list available now. Contact Gene Lombardi. E.O.E.

Help Wanted Programing, Production, Others

Send us your best!

We pioneered "good music" FM in Sacramento. We have outstanding facilities and a professional staff. We have a reputation for quality production. We have the world's finest lifestyle, good schools, fine climate and a booming, cosmopolitan city.

AND—we have an opening for a radio "PRO".

Emphasis is on creativity and commercial delivery. Minimum 5 years experience. Some knowledge of automation helpful. Salary commensurate with experience and ability. Tell all first letter.

Contact before June 29th:

Dean Cull
KCTC Radio
2225 19th Street
Sacramento, Ca 95818

WGN of California, Inc.—an equal opportunity employer

Situations Wanted News

RADIO ANCHORMAN

CURRENTLY No. 1 (ARB) IN TOP TEN MARKET

So, why should I want to leave? Simple. Because I *KNOW* I'm worth more than the \$46,000. I'm being paid. Your response proves me right or wrong. I know how difficult it is to find a top-flight professional who possesses that rare combination of versatile talents that make a *great* Radio News Anchorman. I'm not being overbearingly boastful, but merely comfortably confident in stating the *fact* that I possess those talents.

AUTHORITY, BELIEVABILITY, STYLE, PERSONALITY, WARMTH, SINCERITY, COMPETITIVENESS, RESPONSIBILITY, RELIABILITY AND A GREAT VOICE.

Also—an easy flow with the elements and supporting personalities of the newblock; insatiable curiosity; strong writing; probing interviewer.

Winner of more prestigious national and local awards than any Radio Mournalist in the nation.

CURRENT CONTRACT CONTRACT RUNS TILL SEPT. 1st, BUT WANT TO MAKE FIRM PLANS NOW. Prefer to negotiate in person so, if you want the best, contact me now and we can set an appointment, discuss contract and explore *your* needs. Box F-128.

Help Wanted Management

STATION MANAGER AM/FM SAN FRANCISCO BAY AREA

Rare opportunity for top Sales-oriented individual well versed in the technical aspects of station management. Innovative programming ability essential. We are a growing Station about to increase our wattage! Salary: \$25K. Send resume to our Consultants, P.O. Box 4370, San Rafael, CA 94903.

Help Wanted Announcers

KEBE/KOOI-FM

We are East Texas' leading radio stations. We need a premier adult personality-communicator strong on news delivery and commercial production with potential for supervisory position. Send air check with news and commercial work plus resume to:

Perry Andrews
P.O. Box 1648
Jacksonville, Texas 75766

Equal Opportunity Employer

Help Wanted News

SPORTS

Major midwest market MOR station gearing up for exciting sports projects. We're looking for experience, good on-air sound and organizational abilities. Resume and audition tape to: Oogie Pringle, Program Director, WISN Radio, Box 402, Milwaukee, Wisconsin 53201

Situations Wanted Management

Radio General Manager or Group Vice President

Now GM in top 40 Metro Market - 23 years experience - 15 as GM. Great references, proven leadership. I turn losers into winners. Background in Local/National Sales, Programming, Promotion, FCC, Unions, Expense control. Available now. Let me make money for you.

Box F-109

RADIO MANAGEMENT

23 years in broadcasting. The past ten in aggressive management. Expense control, audience development, license renewal, agency, rep., & street sales, station owner, etc. Available at once. Jack A. Carpenter 801 Silverwood Tr. North Little Rock, Ar. 72116. (501) 771-1168

Talk Host(s)

If you are looking for a challenging, satisfying yet demanding talk radio host position, we may be looking for you. The Talk of Miami—WKAT—has openings for talk hosts with a sense of humor, warmth, understanding, on-air experience, able to produce and project information in an alive and creative style. Salary open. All replies confidential. Equal opportunity. Send tape and resume to Ethel Blum, Vice President Programming and Promotion, WKAT, 1759 Bay Road, Miami, Florida 33139.

SOUTHERN BROADCASTING COMPANY

We are looking for outstanding announcers for future openings at our top rated Beautiful Music stations in Houston, Phoenix and Memphis. Candidates should have a warm, natural delivery and possess good production skills. Excellent pay and fringe benefits. Send tape and resume to: Tom Moran, Dir. Btl. Music Oprns., Southern Brcdstng Co., 1001 E. Southmore, Pasadena, Texas 77502. Southern Brcdstng Co. is an Equal Opportunity Employer. Minorities are encouraged to apply.

TELEVISION Help Wanted Management

NATIONAL SALES MANAGER KSTP-TV MINNEAPOLIS/ ST. PAUL

National experience required, Great Market! Great Station! Contact by mail.

Jim Blake, General Sales
Manager
3415 University Ave.
Mpls., St. Paul, MN. 55414

TV STATION MANAGER IN GROWTH SITUATION

An outstanding opportunity is being created for the No. 2 position at a leading and well-established independent UHF station in the south-central area. This job as Station Manager, reporting to the President, requires experience in all facets of the business plus a willingness to learn and grow with the present expansion plans of the station. All Equal Opportunity Employer. Respond in detail to Box F-110.

Help Wanted Technical

TELEVISION TRANSMITTER FIELD ENGINEER

We've got your signal!

Philips Broadcast has a ground-floor opportunity for a responsible "self-starter" with a working knowledge of TV transmitters! You'll supervise installations at field locations and the repair of transmitter equipment at our Mahwah plant. Minimum requirements: 2 years' technical school or equivalent of Associate's degree in electronics. "Ham" radio background helpful. Excellent starting salary and comprehensive benefits! Call COLLECT, (201) 529-3800, ext. 235, or send your resume in confidence to: Raymond E. Johns.

PHILIPS BROADCAST EQUIPMENT CORP.

91 McKee Drive, Mahwah, N.J. 07430
(Convenient to Rt. 17 & GSP)
Equal Opportunity Employer M/F

WNET/Thirteen

New York Area broadcast station/production center is looking for TV Equipment Maintenance Technicians. Strong experience in broadcast maintenance required. Knowledge of VR-2000, AVR-1, computer editing and TBC required. Union scale, overtime and excellent benefits. Resumes and references to Chris Jorgensen, WNET/13, 356 W. 58th St., New York 10019.

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.

Situations Wanted Management

Experienced G.M.

In small market radio & bus. mgr-financial exec in major market radio & T.V. . . .

Exec. VP with radio group for past six years. Unusual blend of financial and selling abilities. . . .

Willing to relocate

Box F-158

Help Wanted Sales

TV ACCOUNT EXECUTIVE

Self-Starter. Minimum Two years TV sales experience successful track record which can be verified. Send resume to:

Box F-140
Equal Opportunity Employer

Sales Engineer

Northeast Region

The Grass Valley Group, Inc. seeks a capable and creative individual to join our expanding northeastern regional sales team. You will represent our full line of TV broadcast products to customers in this area.

Based in our New York office this key position requires someone with an excellent technical background in broadcasting. Preference will be given to individuals with proven sales experience. Our compensation package includes excellent company benefits in addition to our sales and commission program.

Interested applicants please submit a resume in confidence to Val Marchus, Personnel Manager, The Grass Valley Group, Inc., P.O. Box 1114, Grass Valley, CA 95945. An Equal Opportunity Employer M/F.

Grass Valley Group

A Tektronix Company

Help Wanted News

TOP 50 MARKET STATION

In Southeast seeks imaginative, creative assignment editor with a solid news background. Substantial news experience required. Box E-133.

PHOTOGRAPHER

Photographer needed to join expanding TV news film department. Requires sound knowledge of 16MM film equipment and techniques. Sharp single system editing skills a must. College degree in film preferred previous TV news photography experience required. Submit resume and recent examples of your news photography to: Nancy Fields, WMAR-TV, 6400 York Road, Baltimore, Maryland 21212
EOE m/F

METEOROLOGIST

Top twenty market. AMS Seal required. Three years experience in top 75 market. Send resume to Box F-141.
Equal Opportunity Employer, M/F

Help Wanted Programing, Production, Others

TV HOST/HOESSTESS

Daily public affairs/talk-variety program. Extensive interviewing and/or reporting experience necessary! Candidate must have thorough knowledge of national and international news and have flexibility of handling interviews of all kinds. News experience helpful. Send salary history and resume to Box F-86.

EQUAL OPPORTUNITY EMPLOYER

PROMOTION/ MARKETING MGR.

Award winning network affiliate, heavy news emphasis, wants aggressive, creative manager. Production/writing savvy a must. Staff and budget to do the job! EOE. Resumes to Box F-44.

Situations Wanted News

NEED A NEWS DIRECTOR?

Consistent High Ratings.
Impeccable credentials
Available now for top 20 market.
P.O. Box 22394, Kansas City, Mo.
64113.

ANCHORMAN

6 and 11 p.m. weekday anchorman in medium market seeks major market anchor challenge. Vaulted current station into 2/1 ratings advantage over nearest competitor. Very strong reporter, writer. Award-winning documentary producer.

Box F-123

ALLIED FIELDS
Help Wanted Programing, Production, Others

**RESEARCH
MANAGER**

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C.**

HOME BOX OFFICE, pay/TV leader, offers growth opportunity for research professional, preferably in field of television. Minimum of 2 years experience required. Will assist Programming Research Director in the management, planning and implementation of all on-going and special projects, as well as the development of new research techniques and in-house analytical tools.

Candidates must have a degree in communications or market research, MA, MBA or Ph.D. preferred. Strong base in research techniques and statistics is essential, and knowledge of computer data processing desirable.

Please send resume and salary history in confidence to:

A. Egelman,
Personnel Dept. 820-B
TIME INC.
Time & Life Building
Rockefeller Center
New York, N.Y. 10020



THE BEST SEAT IN THE HOUSE

Equal Opportunity Employer

Help Wanted Sales

**ACCOUNT
EXECUTIVE**

Arbitron's New York office has an immediate opening for a Salesperson to call on television broadcasters and broadcasting representatives. We're looking for an outstanding individual with 3-5 years experience in the broadcast sales/research field. If you are a self-starter and don't mind travel, send your resume and salary history to:

Personnel Director
**1350 Avenue of the
Americas**
New York, N.Y. 10019

THE ARBITRON COMPANY

a research service of
CONTROL DATA CORPORATION

An Affirmative Action
Employer M/F

**PRODUCER/
DIRECTOR-VIDEO**

Large Eastern PA utility is seeking individual to coordinate all creative aspects of video tape production. Develop, direct and produce informational videotape programs for employees. Duties include operation of equipment, editing, post production, camera work and handling all facets of studio and remote video operations. Be involved from script development through cassette distribution!

Complete knowledge of ENG and EFP required. Prefer video writing experience. Starting salary to \$22K. Excellent benefits plus moving expenses.

Send resume to:
Box F-150

An Equal Opportunity Employer M/F/Hdcp.

Help Wanted Management

**Manager
Captioning
Center**

A new Washington, D.C. Captioning Center seeks an experienced professional to manage its day-to-day operations and a staff of 25 people involved in captioning for television programming.

You must have a strong operational background and the ability to coordinate all the activities of the Center within tight time schedules. You will establish priorities, schedule personnel and equipment, and ensure that deadlines are met and quality standards maintained.

This highly visible position reports directly to the president of NCI (National Captioning Institute). Compensation is open depending upon experience and qualifications.

Send your resume and earnings history, in confidence, to:
BOX F-155

Help Wanted Instruction

**RADIO, TELEVISION
AND
MOTION PICTURES**

Regular, full-time teaching position available Fall 1979. Basically, qualified in Motion Pictures with both teaching and professional experience. Strong emphasis in writing and film analysis. Faculty candidate may also be expected to teach courses in film history, film criticism, and film production. Faculty person must also be competent in radio and television, and qualified to teach certain courses in these areas. Master's degree required with related experience. Send resume to Dr. William H. Tomlinson, Director, Center for Radio and Television, BALL STATE UNIVERSITY, Muncie, IN 47306. Applications requested by July 1, 1979.

Ball State University Practices Equal Opportunity in Education and Employment.

**ENTERTAINMENT
MARKETING DIRECTORS
SOUGHT ...**

... for the World's Largest Circus under the Big Top. You will conduct market research, buy advertising, generate publicity, and set up promotions in behalf of this century-old family entertainment institution. These exciting positions require travel on a full-time basis, using your own car. Background as a station Promotion Director is ideal.

send resume to:

National Marketing Director
CLYDE BEATTY-COLE BROS. CIRCUS
P.O. Box 1570
Winter Park, Florida 32790

CABLE
Help Wanted Management

**Community Development
Manager**

**CABLE TELEVISION
ONLY TELEPROMPTER
CAN OFFER THIS CHALLENGE**

Teleprompter, the nation's largest cable television company, is embarking on an ambitious and exciting expansion campaign. We are seeking a dynamic professional whose expertise includes evaluating cable TV markets working with local city officials and securing its franchise rights.

The successful candidate will have an established record in this or a related field.

The individual selected to represent Teleprompter can look forward to professional advancement with this industry leader. Positions are available in several locations.

Interested candidates are invited to submit resume including salary requirements to:

Director of Personnel
Dept. B618
Teleprompter Corporation
888 Seventh Ave., New York NY 10019
Equal Opportunity Employer M/F

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4 5 6
7 8 9
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TELEPROMPTER CORPORATION

Business Opportunities

**For Sale:
BROADCASTING
SCHOOL**

in New York City
Phone 212-245-2640 or Write: P.O.
Box 23, Radio City Sta., N.Y., N.Y.
10019. Serious buyers only.

TV AND FM STUDIES

of markets with open allocations. Separate studies for FM and TV. For information write or call William P. Turney, P.O. Box 27, Burlingame, Kansas 66413. (913) 654-3964.

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opportunity...

For the most part is being in the right place at the right time. If you're in broadcasting, you know how competitive the job market is. Media Placement Systems gives you that edge. Call or write for more details.

NAME _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____
MAYO TV

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SYSTEMS**

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805 • 684 • 3066

Radio Programing



LUM and ABNER

5 - 15 MINUTE
PROGRAMS WEEKLY
Program Distributors

410 South Main
Jonesboro, Arkansas 72401
Phone: 501-972-5884

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.

**The MEMORABLE Days
of Radio**

30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
...included in each series



Program Distributors
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Jonesboro, Arkansas 72401
501-972-5884



**ACQUISITION
SPECIALIST
and
FINANCIAL EXECUTIVE**

with more than 20 years experience will be available shortly due to sale of group of stations & liquidation of company

IDEAL PERSON

for a group operator active in pursuit of radio and TV stations. AVAILABLE on a FULL OR PART TIME BASIS
Also experienced in turning stations around with a unique financial and sales ability. Write to:

Box F-157

**B
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L** **BROADCASTER'S
ACTION LINE**

The Broadcasting Job you want
anywhere in the U.S.A.
1 Year Placement Search \$25.00
Call 812-889-2907

R2, Box 25-A, Lexington, Indiana 47138

Wanted To Buy Stations

"Thinking of Retiring?"

We are professional Management Consultants, with over 50 stations under contract, looking to buy a good radio property. We'll help you to run it in exchange for a % of the increase in business and an option to purchase at a future date. Estimates available.

Reply F-115

**THE INNOVATION
ORGANIZATION
A.O.R.-ROCK FORMATS
Automated or Live**

Post Office Box 3133 North Hollywood, CA 91609
Telephone (213) 882-0177

Public Notice

NOTICE OF SOLICITATION FOR
CABLE TV PROPOSALS FOR THE
CITY OF BATAVIA,
and
TOWN OF BATAVIA,
STATE OF NEW YORK

PUBLIC NOTICE IS HEREBY GIVEN THAT the City of Batavia and Town of Batavia are seeking separate applications for franchises to provide CABLE TELEVISION SERVICE to the two contiguous municipalities.

Applications for the City of Batavia will be received by the City Administrator of the City of Batavia, City Hall, 10 West Main Street, Batavia, New York 14020 (Phone: 716-343-8180), until 3:00 o'clock PM, prevailing time on Thursday, September 6, 1979. Subsequent to such time all applications will be available for public inspection at the said office during regular business hours. Applications shall be prepared and submitted pursuant to a REQUEST FOR PROPOSALS available from the City Administrator, City Hall, Batavia, N.Y. 14020, for a fee of \$25.00.

Applications for the Town of Batavia will be received by the Town Manager of the Town of Batavia, Town Hall, 4165 West Main Street Road, Batavia, New York 14020 (Phone: 716-343-1729), until 3:00 o'clock PM, prevailing time on Thursday, September 6, 1979. Subsequent to such time all applications will be available for public inspection at the said office during regular business hours. Applications shall be prepared and submitted pursuant to a REQUEST FOR PROPOSALS available from the Town Manager, Town Hall, Batavia, N.Y. 14020.

BY ORDER OF THE CITY COUNCIL OF THE CITY OF BATAVIA AND TOWN BOARD OF THE TOWN OF BATAVIA.

Dated: Batavia, N.Y.
June 1, 1979

For Sale Stations

UPPER MIDWEST.

Top rated AM-FM in excellent market. Immaculate facility. Very healthy economy. Revenues steadily increasing. Price of \$1.2 million is less than 8 times cash flow and includes valuable real estate.

ALSO:

Minnesota AM-FM \$850,000
South Dakota AM-D \$360,000

MOUNTAIN STATES MEDIA BROKERS
Box 99, Broomfield, Colorado 80020
(303) 466-3851

- **Powerful Daytimer.** Densely populated area of N.C. \$40,000 down, 20 year amortization. \$480,000.
- **Stereo.** Central Ohio. \$100,000+ in county. \$360,000. Terms.
- **1 kw AM in Southern Ga.** Real Estate. \$250,000.
- **AM-FM in Kentucky** \$360,000. Terms.
- **Eastern Georgia.** 1kw Daytimer with very good coverage. \$420,000.
- **AM/FM—Central Georgia.** \$20,000 down. \$260,000.
- **Southern Arizona.** Fulltimer. Good county population. \$390,000. Terms.
- **Southern California.** Spanish. \$520,000.
- **Central California.** Daytimer. \$420,000.
- **North Central Texas.** Daytimer. \$400,000.
- **South Carolina AM/FM.** 100,000 watts and powerful daytimer. \$1.15 million.

Let us list your station.
Details confidential!

BUSINESS BROKER ASSOCIATES
615-756-7635 24 HOURS

For Sale Stations Continued



STATIONS

S	Small	Profitable	\$230K	\$50K
W	Small	AM/FM	\$530K	\$154K
MW	Metro	AM	\$650K	29%
W	Metro	Fulltime	\$900K	\$247K
E	Major	AM/FM	\$2.5MM	Terms

CONTACT

Bill Chapman	(404) 458-9226
Bill Whitley	(214) 387-2303
Jim Mackin	(312) 323-1545
Bill Whitley	(214) 387-2303
Bill Cate	(404) 458-9226

To receive offerings of stations within the areas of your interest, write Chapman Co., Inc., 1835 Savoy Dr., N.E., Atlanta, GA 30341

Reggie Martin & Associates

So. Car AM/FM gross 175 M BTFL City \$485M terms
No. Car FT AM Gross 170M \$235M cash
Fla. ocean resort FT AM \$710M terms
Ala. big comb. FT AM & CL 'C' FM \$550M
Fla. 3 own-opr stations fm \$100M to \$225M terms

Fla.—Reggie Martin Va.—Ron Jones
(305) 361-2181 (804) 758-4214

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(formerly Holt Corporation West)
BROKERS-APPRAISERS-CONSULTANTS
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Suite 401—Dallas, Texas 75225

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14902
(607) 733-7138

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HOLT CORPORATION

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TO BROADCASTERS

The Holt Corporation
Westgate Mall, Suite 205
Bethlehem, PA 18017
215-865-3775

Two profitable,

expanding east Texas radio markets. AM-FM combinations, including real estate. \$1,050,000 cash. Do not apply unless financially able to move immediately. Stations will not be available in three weeks.

Box F-151

FULLTIME AM IN MICHIGAN

\$1,600,000 CASH
7 X Cash Flow.
Write Box F-125.

MEDIA BROKERS • APPRAISERS
AT YOUR SERVICE WITH OVER 20 YEARS EXPERIENCE

RICHARD A.

SHAHEN, INC.
435 NORTH MICHIGAN AVE. • CHICAGO 60611

312/467 • 0040



For Sale Stations Continued

Select Media Brokers

AZ	Fulltime AM	360K	Small
IL	Daytime AM	450K	Medium
IL	Fulltime FM	1.75MM	Metro
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
FL	Daytime	390K	Medium
SC	Daytime	180K	Small
LA	Daytime AM/ Fulltime FM	450K	Small
GA	Daytime	300K	Medium
PA	Daytime	350K	Medium
NC	Daytime	205K	Small
NC	Daytime	175K	Small

P.O. Box 5, Albany, Georgia 31702
(912) 883-4908

901/767-7980

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Lexington, Mo. 64067
Phone 816-259-2544

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RADIO • TV • CATV • APPRAISALS

West Coast: 44 Montgomery Street, 5th Floor-San Fran- cisco, California 94104 415/873-4474	East Coast: 210 East 53rd Street, Suite 5D-New York, N.Y. 10022 212/288-0737
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BROADCASTING'S
CLASSIFIED RATES

Payable In advance. Check or money order only.
(Billing charge to stations and firms: \$1.00).

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$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.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

At last! The most comprehensive guide to RETAIL RADIO & TV ADVERTISING ever published!



The new insider's look at retail advertising — indispensable to any station that's out after new business.

- 441 fact-filled pages. Paperback, 8 1/4 x 11.
- Written by William L. McGee, retail broadcast authority, and 34 contributing experts from every aspect of the business. They help sell your prospects on the value of your medium and station.
- Easy-to-read, non-technical terms. (Created to make retailers more comfortable with broadcast advertising so they'll use it more!)
- Indexed so your sales people can find solutions to retail advertising problems in seconds.

Helps your salespeople become retail marketing consultants, not just sellers of time.

Specifically, they'll learn "How to:"

- Communicate with retailers in their language.
- Get in "sync" with the 3-to-6 month planning timetables of their retail prospects.
- Use in-depth research data to support a media mix of less newspaper and more broadcast.
- Make an effective newspaper switchpitch with examples of how newspaper and broadcast deliver over 4X the gross impressions as the same dollars in newspaper alone.
- Help create and produce effective low-cost commercials. (Text includes 34 scripts of award-winning spots).

USE IT!—for sales training — to switch-pitch newspapers — to support your next presentation to your hottest retail prospect!

Let your sales team help their retail accounts:

- Research and identify profitable customer groups.
- Research and analyze merchandising and promotional opportunities.
- Develop store positioning strategies.
- Target their advertising, using one of broadcast's greatest strengths, to reach their most profitable customer groups.
- Increase store traffic, sales, and profits!

ORDER YOUR COPY TODAY!

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Broadcasting Book Division
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Media

Robert B. Sherman, VP-general manager of CBS-owned WCAU(AM) Philadelphia, joins NBC-owned WNBC(AM) New York in same capacity.

Larry Divney, general sales manager, ABC-owned WPLJ(FM) New York, appointed VP-general manager of ABC's WDAI(FM) Chicago. He succeeds **Jack Minkow**, who resigned.

Ronald W. Phillips, general sales manager, WTAR-TV Norfolk, Va., joins WTVR-TV Richmond, Va., as executive VP and general manager.

John J. O'Neill, director, financial analysis, NBC Radio division, appointed director, business affairs, AM Radio, covering NBC's four AM stations.

Irwin Conner, assistant director, labor relations, East Coast, ABC, appointed director, labor relations, East Coast. **Ann Maynard Gray**, ABC Inc. treasurer, and **Edward D. Williams**, ABC division VP and director of management information systems, elected VP's of ABC Inc.

Robert Leider, station manager, WCKT(TV) Miami, named general manager.

Jim Keelor, director of programming and operations, WAVE-TV Louisville, Ky., named station manager.

Ronald W. Phillips, general sales manager, WTAR-TV Norfolk, Va., named executive VP-general manager, WTVR-TV Richmond, Va.

Walter M. Strouse, executive VP and station manager, WESH-TV Daytona Beach-Orlando, Fla., named corporate VP, broadcast services, Cowles Broadcasting, Inc. licensee of WESH-TV. **John E. Evans**, VP, WESH-TV, named manager of Daytona Beach facilities.

Dennis P. Brown, account executive, Blair Television, Los Angeles, named general manager of KKUA(AM)-KQM(FM) Honolulu.

Bob English, assistant general manager and program director, WUBE-AM-FM Cincinnati, named general manager.

Ray Cole, business manager, KCAU-TV Sioux City, Iowa, named controller, succeeding **Clair Gilles**, who retired.

Stephen Watkins, accounting services coordinator, WSFA-TV Montgomery, Ala., named business manager.

Joseph E. Gunther, general manager, WOKO(AM) Albany, N.Y., joins WFGL(AM)-WFMP(FM) Fitchburg, Mass., in same capacity.

Patricia Kane, office manager, WRUN(AM)-WKGW(FM) Utica, N.Y., joins WFGL-WFMP as director of administration.

Randy L. Swingle, program director-operations manager, WPRW(AM) Manassas, Va., named general manager, WLCC(FM) Luray, Va., scheduled to begin operation next fall.

Frank W. Baker, acting general manager, non-

commercial KWIT(FM) Sioux City, Iowa, named general manager.

David L. Barner, general manager, WOKW(AM) Brockton, Mass., joins WHPA(FM) Hollidaysburg, Pa., as station manager.

Dr. Clair R. Tetterer, executive director and general manager, University Regional Broadcasting Dayton, licensee of noncommercial WPTD(TV) Kettering and WPTO(TV) Oxford, both Ohio, named president and general manager of URB.

Rich Muller, executive VP-general manager-marketing, Indiana Cablevision, South Bend, Ind., named director of corporate development for parent, Buford Television Inc., Tyler, Tex.

Hal Fredericks, owner-operator of WCRT(AM)-WQEZ(FM) Birmingham, Ala., elected president of Birmingham Broadcast Council, organization of 19 area stations.

Broadcast Advertising

Lawrence E. Lamattina, manager of media department and senior VP, Grey Advertising, New York, named executive VP for media and programming services and head of agency's entertainment division.

Tony Kiernan, VP-director of marketing for Sterling Educational Network, Washington, re-joins Post-Newsweek stations there as director of sales.

Sue McDonnell, account executive, John Blair & Co. New York, joins KXAS-TV Fort Worth, as national sales manager.

Lloyd Werner, president of Television Advertising Representatives, elected chairman of executive committee of Television Bureau of Advertising, succeeding John J. Walters Jr., Harrington, Righter & Parsons. Elected vice chairman of committee was **Walter Schwartz**, Blair Television, succeeding Oliver Blackwell, Katz Television. Newly elected to committee: **Frank Barron**, Storer Television Sales; **Walter Flynn**, ABC-TV Spot Sales and **James Marino**, RKO Television Representatives. Re-elected to committee: **Robert Kizer**, Avery-Knodel Television.

Bill MacDonald, local and regional sales manager, WPTA(TV), Roanoke, Ind., named VP-sales manager.

Terrence Rodda, research director, WLS(AM) Chicago, named sales manager.

Arthur L. Kriemelman, VP and central sales manager, ABC Radio Sales, Chicago, named general sales manager of ABC-owned KAUM(FM) Houston.

Robert G. Clarke, VP-general manager, WJOI(FM) Pittsburgh, named general sales manager, KDKA-FM there.

Tom Perryman, general manager, Batchelder Co., St. Louis, joins KEZK(FM) there as sales

manager.

Al Quarnstrom, commercial sales manager, KJJJ(AM)-KXTC(FM) Phoenix, named national sales manager.

Renee Hurdle, graduate, Central Connecticut State College, joins WFSB-TV Hartford, Conn., as account executive.

Martin Rolnick, with H-R Television, New York, joins WZTV(TV) Nashville as local account executive.

Lutricia Davidson, account executive, WLQA(FM) Cincinnati, and **Frederic Wright**, account executive, WLWS(FM) Cincinnati, join WLW(AM) there in same capacity.

Eugene Hegedus, part-time advertising salesman, WWOL(AM)-WWOR(FM) New York, joins stations full time as account executive.

David J. Johnson with WRIF(FM) Detroit, joins WFFX(FM) Grand Rapids, Mich., as account executive.

Jackie Krejcik, regional sales manager, WDMT(FM) Cleveland, named account executive.

Sharol Subbiondo, freelance research consul-



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**The Wall Street Journal, 1977*

tant and formerly media manager, Radio Advertising Bureau, New York, joins Blair Radio there as research manager-spot sales.

Donald K. Williams, account executive, NBC Spot Sales, New York, named to same position on Blair Television's NBC/Blue sales team, New York.

Joseph A. Del Galdo, account supervisor, J. Walter Thompson Co., New York; **Gail Hatch**, associate creative supervisor and **Charlotte Weissenberger**, associate media director, elected VP's.

Mary Carnahan, broadcast buyer, Draper Daniels, Chicago, joins CPM Inc. there as senior broadcast buyer.

Dave Lierman, account executive, Griswold-Eshleman, Cleveland, named account executive on central Ohio McDonald's restaurants account, Fahlgren & Ferris, Cincinnati.

Charles S. Brandt, creative director-sales promotion division, J. Walter Thompson, New York, joins D'Arcy, MacManus & Masius, Bloomfield Hills, Mich., as associate director in sales promotion department. **Kevin A. Lampron**, copywriter, Sears, Roebuck & Co., Chicago, named to same position with DM&M there. **Terry Van Pelt**, media planner, DM&M, St. Louis, named assistant account executive.

James T. Birchfield, Michigan State University graduate, named account coordinator, J.I. Scott Co., Grand Rapids, Mich., advertising agency.

Ron Taylor, account executive, Koontz & Associates, Dallas, joins Sumner & Berry Advertising there in same capacity.

John F. Roth, senior media supervisor, deGarmo Inc., New York, named assistant media director.

Programming

Sanford E. Reisenbach, executive VP for media and programming services for Grey Advertising, New York, and head of agency's entertainment division, has resigned, effective July 31, to become executive VP and director of worldwide advertising and publicity for Warner Bros. Motion Picture Division.

Gus Lucas, VP, program planning, ABC Entertainment, New York, named VP, program planning and scheduling.



Burchill

Thomas F. Burchill, VP and general manager of RKO Radio Sales, New York, named VP and general manager of new RKO Radio Network, which is due to begin operations on Sept. 1.

Irwin H. Moss, executive VP and national head of business affairs, International Creative Management, Los

Angeles, joins NBC Entertainment there as senior VP-entertainment acquisitions.

Seth M. Willenson, director, RCA SelectaVision videodisk feature-film programs, given expanded responsibilities as director of videodisk programs. **Laing P. Kandel**, director of premium programming, Qube cable system, Colum-

bus, Ohio, appointed director, RCA special videodisk programs.

George Merlls, senior producer, ABC's *Good Morning America*, named executive producer of show.

Carolyn Ceslik, administrator of children's programs, CBS Entertainment, New York, named manager, children's programs.

Bruce A. Barnet, assistant corporate circulation director and president of Time Distribution Services Inc., named VP, Time-Life Films Inc.

Richard J. Hussey, assistant to commissioner of Eastern College Athletic Conference, Centerville, Mass., joins TVS Television Network, New York, as manager, sports development.

Judy Girard, program director, WOWK-TV Huntington, W. Va., joins WBAL-TV Baltimore as director of programming. **John S. Cooke**, director of promotion and creative services, WBAL-TV, named executive producer.

Dave Blackshear, assignment editor, WRET-TV Charlotte, N.C., named executive producer.

Paul D. Malkei Jr., executive producer, WJZ-TV Baltimore, joins WDM-TV Washington in same capacity.

Daniel Kutt, from MERU Film and Video, Livingston, N.Y., joins WFRV-TV Green Bay, Wis., as producer-director.

Edith Luray, producer and writer, WNBC-TV New York, joins WCVB-TV Boston as producer of *Good Day* program.

Kathryn Pardon Goree, associate director, WKYC-TV Cleveland, named staff producer-director.

Jim Fuller, continuity director, KBJR-TV Superior, Wis. (Duluth, Minn.), named director. **Lois Gordon**, sales coordinator, succeeds Fuller.

Steve L. Hess, news producer, KCMO-TV Kansas City, Mo., named producer of *PM Magazine*, on KMBC-TV there.

Leonard G. DePanics, producer-special projects, KMSP-TV Minneapolis, joins KUTV(TV) Salt Lake City as producer-unit manager, *P.M. Magazine*.

Murray H. Schweitzer, production manager, WEX-TV Petersburg, Va., named producer for station's *PM Magazine*.

Andrew Schorr, host of *Carolina Camera*, WBTV(TV) Charlotte, N.C., named producer of *PM Magazine*. **Ken Eudy**, news assignment editor, succeeds Schorr.

John L. Philpot, with University of Arkansas Cooperative Extension Service, Little Rock, joins KAAY(AM) there as farm director.

Bill Hazen, sports editor/anchor, KTRH(AM) Houston, named sports director, WFAA(AM) Dallas.

Bruce A. Hanson, program director, WATI(AM) Indianapolis, named operations manager, KDKA-FM Pittsburgh.

John Becker, librarian, KSD(AM) St. Louis, named music coordinator.

Bill Mayne, program manager and music director, KNOW(AM) Austin, Tex., joins KPAM(AM) Portland, Ore., as program director.

Paul O'Brien, production director, WUBE-AM-FM Cincinnati, named program director. **Lynn**

Poince, assistant production director, succeeds O'Brien.

Larry Haeg Jr., morning news editor, WCCO-AM-FM Minneapolis, appointed assistant program director. Haeg is son of Lawrence F. Haeg, former general manager of stations and president of licensee, Midwest Radio-Television.

Carol Barnes, traffic coordinator, KBJR-TV Superior, Wis. (Duluth, Minn.), named traffic manager.

Frazer Smith, air personality, KROQ-FM Pasadena, Calif., named to same position, 6-10 a.m., KLOS(FM) Los Angeles.

Bill Stephens, air personality, WDRC-AM-FM Hartford, Conn., joins WVBF(FM) Boston in same capacity.

Clark Race, air personality, KYUU(FM) San Francisco, joins KVI(AM) Seattle in same capacity.

Ray Stephano, assistant treasurer, ITC Entertainment, New York, named treasurer.

Ted Salata, president of Graduate Education Network, Los Angeles, producer and distributor of educational programs on film and videotape, named managing director of newly created Video Sales Division of ABC Pictures International, Los Angeles.

Michael Cunningham, general manager, One Pass Video and One Pass Studio Services, San Francisco, named executive VP-general manager.

Alan Gross, public relations consultant, Airship Enterprises Ltd., joins Telepictures Corp., New York, as director of operations.

J. J. Daniels, music director and announcer, WSBI-FM Brunswick, Ga., named program director. **Amy Radenhausen**, assistant music director and announcer, named music director.

Lyn Evans, sports reporter, WLAD-AM-FM Danbury, Conn., named sports director-producer.

Steve Grad, public affairs director, producer and program host, noncommercial WUOL(FM) Louisville, Ky., joins noncommercial WJCT-FM Jacksonville, Fla., as producer and program host.

Tom Rezny, air personality, WWW(FM) Cleveland, assumes additional duties as music director.

David E. Kennedy, program director, WLQR(FM) Toledo, Ohio, named director of program research.

News and Public Affairs



Planer

Edward G. Planer, director of editorial assignments, NBC News, New York, named general manager, news gathering, NBC News.

James Cameron, news and public affairs director, WCOZ(FM) Boston, named manager, radio news, *The Source*, new NBC Radio network with format

aimed at 12-34 audience.

Jon Petrovich, assistant news director,

WDIV(TV) Detroit, joins WBAL-TV as news director.

Vin Burke, director of news operations, WLS-TV Chicago, joins WHAS-TV Louisville, Ky., as VP-news.

Nic St. John, morning air personality, WLIP(AM) Kenosha, Wis., joins WBBM-AM-FM Chicago as afternoon news announcer.

Corey McPherrin, sports director and daily sports anchor, WGEM-TV Quincy, Ill., joins WDSU-TV New Orleans as weekday sports reporter and weekend sports anchor.

Randall Pinkston, anchor of weekend news telecasts, WFSB-TV Hartford, Conn., named co-anchor of *News Day* afternoon newscast. **Pam Cross**, reporter, succeeds Pinkston.

Frances Anne Hardin, legislative reporter, WTAR-AM-TV Norfolk, Va., joins WMAR-TV Baltimore as general assignment reporter.

Kevin Brown, reporter-weekend anchor, WVEC-TV Hampton, Va., and **Robyn Carter**, research assistant, WNEW-TV New York, named reporters, WHIO-TV Dayton, Ohio.

Theresa Brown, assignment reporter and assistant producer, WEHT(TV) Evansville, Ind., joins WYTV(TV) Youngstown, Ohio, as reporter.

Dwight Casimere, general assignment reporter and news anchor, KGO-TV San Francisco, joins KPX(TV) there as co-anchor and general assignment reporter.

Dave Madden, research director, WWDB(FM) Philadelphia, named morning drive news anchor. **Alan Tolz**, producer, succeeds Madden.

John Quinones, graduate, Columbia University Graduate School of Journalism, named reporter, WBBM-TV Chicago.

Tom Griffith, reporter and weekend anchor, WAMS(AM) Wilmington, Del., joins WDEL(AM)-WSTW(FM) there as morning anchor.

Marilyn Durbin, with WHIO-TV Dayton, Ohio, joins WTHR(TV) Indianapolis as consumer reporter. **John Russell**, with WJRT-TV Flint, Mich., joins WTHR as reporter.

Cable

Robert Sachs, legislative counsel, National Telecommunications and Information Administration, Washington, named director of corporate development, Continental Cablevision Inc., Findlay, Ohio.

Lawrence P. Casey, manager, film and program services, WOR-TV New York, joins Showtime there as director of programming.

Hank Magers, system manager, Berks TV Cable Co., Reading, Pa., named general manager, UA-Columbia Cablevision of New Jersey, Oakland, N.J.

Patrick G. Kindred, production control manager, GTE Lenkhurt, Albuquerque, N.M., appointed operations manager for CATV operations, GTE Sylvania, El Paso.

Broadcast Technology

Robert C. Hall, executive VP, New York Stock Exchange, joins Satellite Business Systems, McLean, Va., as president and chief executive officer. **Lawrence Katz**, legal assistant to FCC

Commissioner Joseph Fogarty, joins Satellite Business Systems in its legal department.

Philip J. Levens, director of television operations, ABC Inc., New York, named VP-general manager, TV facilities and services, East Coast.



Levens



Smith

Clyde W. Smith, director of audio-video engineering, Thompson-CSF, Stamford, Conn., joins Hitachi, Woodbury, N.Y., as VP-research and development.



Gulf

Stanley E. Gulf, director of systems engineering, Oak Communications, Rancho Bernardo, Calif., named VP, STV operations for subsidiary, Oak Systems Inc.

Herb Gardener, freelance producer-director, joins Teletronics, New York, as manager of technical operations.

Russell L. Thalacker, chief engineer, Florissant Valley Community College, St. Louis, named customer service engineer, electronics division, Lenco Inc., Jackson, Mo. **Robert N. Henson**, Northeastern regional sales manager, named Lenco's national sales manager.

Tim Braddock, from WIEZ(FM) Oneonta, N.Y., joins Ring Associates, Easthampton, Mass., as field sales manager for equipment and studio design firm.

Thomas McNally, from Reeves Teletape Corp. (formerly Visualscope), New York, named VP-business affairs for Reeves Teletape's communications group.

Allied Fields

Jon M. Nottingham, general sales manager, KOTV(TV) Tulsa, Okla., joins Arbitron Television Station Sales, Dallas, as Southwestern manager.

William J. McDowell, consultant to various radio stations and motion picture enterprises, joins Arbitron Radio station sales, Los Angeles, as acting Western division manager. **Jerry S. Arbittier**, audience analysis manager, NBC, New York, joins Arbitron there as senior statistician. **George E. McDowell**, credit manager, Arbitron, Laurel, Md., named contract administration manager. **Blaine Decker**, director of research and sales promotion, KTLA(TV) Los Angeles, joins Arbitron Television station sales, San Francisco, as Northwestern manager. **Andrew M. Golding**, account executive, WTIC-AM-FM Hartford, Conn., joins Arbitron Radio Eastern station sales, New York, in same capacity.

Jack Cagney, account manager, A.C. Nielsen,

Dallas, and **Malcolm Johnson**, account manager, Cherry Hill, N.J., office, named VP's. **T.J. Karonias**, VP-account executive in Atlanta office of A.C. Nielsen, named marketing manager for scanning service, based in company's Northbrook, Ill., office.

John L. Humphreys, president, National Cable Broadcasting Corp. and Captioned Radio Corp. of America, Reston, Va., joins Station Business Systems as Mid-Atlantic regional sales manager, with offices in Reston.

Peter Beckingham, senior information officer, British Overseas Trade Board, London, named to succeed **Ian Kydd**, director of radio and television division, British Information Services, New York, who is returning to London following completion of four-year assignment.

Jerrold D. Miller, attorney with Common Carrier Bureau of FCC, Washington, joins Washington communications law firm of Miller and Fields.

Michael Prelee, owner of Mike Prelee Productions, joins Station Business Systems, Greenwich, Conn., as director of customer communications.

Scott Shurlan, financial editor and reporter, KMPC(AM) Los Angeles, resigns to form communications consultant firm in Montana.

Deaths

Harry Novik, 69, former general manager and part owner with his brother, Morris, of WLIB(AM) New York, died of cancer June 9 in New Rochelle (N.Y.) hospital. Station was sold in 1972 to group headed by former Manhattan Borough President Percy Sutton. Novik is survived by his wife, Sylvia; his brother Morris; son Richard, owner of WPUT(AM) Brewston, N.Y., and daughter, Judith.

Millard F. (Mal) Ewing Jr., 57, owner of Ewing/Radio, former Los Angeles-based regional station representative firm, died of heart attack while running June 8 in Woodland Hills, Calif. He is survived by his wife, Bertha, two daughters and one son.

Jennings Pierce, 81, pioneer radio broadcaster, died of heart attack at his home in Castleford, Idaho, June 7. He began his announcing career with KGO(AM) Oakland, Calif. (now in San Francisco), in 1924. As network announcer for NBC Radio on West Coast, he announced "Western Agriculture" and "Standard Hour." In 1941, Pierce was named station relations manager of NBC's Western division and worked in that capacity until 1950. Later, he was station manager of KMED(AM) Medford, Ore., and also operated advertising agency there. He retired in 1963. Survivors include his wife, Ruth, and two sons.

Herbert S. Polesie, 79, radio-TV and motion picture producer and panelist on radio and television versions of *20 Questions*, died June 9 at Mercy hospital, Marina Del Rey, Calif. Among radio shows he was involved in were *It Pays To Be Ignorant*, *Texaco Star Theater* and *Kraft Music Hall*. He is survived by two sons.

Kenneth Harvey, 60, actor-writer-director and national president of American Federation of Television and Radio Artists from 1973 to 1976, died of cancer June 6 at Norwalk, Conn., hospital. He was featured on ABC-TV's daytime series, *Search For Tomorrow*, and at his death, he was writer on ABC-TV daytime series, *All My Children*. He is survived by his wife, actress Rita Morley, and two sisters.

Stock Index

Exchange and Company	Closing Wed. June 13	Closing Wed. June 6	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	37 1/4	36 5/8	+ 5/8	+ 1.70	8	1,031
N Capital Cities	40 3/4	38 1/4	+ 2 1/2	+ 6.53	11	570
N CBS	46 1/2	45 1/4	+ 1 1/4	+ 2.76	7	1,306
N Cox	61 1/2	62 3/4	- 1 1/4	- 1.99	12	410
A Gross Telecasting	21 1/2	22	- 1/2	- 2.27	7	17
O Kingstip Commun.	16 1/2	15 1/2	+ 1	+ 6.45	29	7
O Lin.	46 1/2	40 1/2	+ 6	+14.81	11	129
N Metromedia	55 3/4	53 1/2	+ 2 1/4	+ 4.20	8	256
O Mooney	5 1/4	5 1/4				2
O Scripps-Howard	48	48			9	124
M Starr	14 3/4	14 1/4	+ 1/2	+ 3.50	46	22
N Storer	40	40 1/2	- 1/2	- 1.23	11	197
N Taft	23 1/8	22 7/8	+ 1/4	+ 1.09	8	196

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	13 7/8	13 7/8			11	17
A Affiliated Publs.	22 1/8	22 1/8				77
N American Family	12 1/8	12	+ 1/8	+ 1.04	5	127
N John Blair	28 1/2	27 1/8	+ 1 3/8	+ 5.06	6	69
N Charter Co.	44 1/2	23 3/4	+20 3/4	+45.26	29	663
N Chris-Craft	12 5/8	13 3/8	- 3/4	- 5.60	7	46
N Coca-Cola New York	6 1/2	6 3/8	+ 1/8	+ 1.96	8	114
N Combined Comm.	33 1/2	33 3/8	+ 1/8	+ .37	12	355
N Cowles	19 3/4	25 1/4	- 5 1/2	-21.78	16	78
N Dun & Bradstreet	34 1/4	33 1/4	+ 1	+ 3.00	14	953
N Fairchild Ind.	30	30 1/2	- 1/2	- 1.63	6	171
N Fuqua	11 1/4	11 3/8	- 1/8	- 1.09	5	142
N Gannett Co.	44	43 5/8	+ 3/8	+ .85	14	1,182
N General Tire	24 1/4	24	+ 1/4	+ 1.04	5	562
O Gray Commun.	24 1/2	24 1/2			8	11
N Harte-Hanks	20	20			12	185
N Jefferson-Pilot	34 1/2	34 1/4	+ 1/4	+ .72	9	789
O Marvin Josephson	13 3/4	14 1/4	- 1/2	- 3.50	8	35
O Kansas State Net.	22	21 5/8	+ 3/8	+ 1.73	18	39
N Knight-Ridder	21 3/4	21 5/8	+ 1/8	+ .57	9	718
N Lee Enterprises	21 3/8	21 3/8			11	155
N Liberty	33 7/8	33 3/4	+ 1/8	+ .37	7	229
N McGraw-Hill	24 3/4	24 1/4	+ 1/2	+ 2.06	10	613
A Media General	21 5/8	22 1/4	- 5/8	- 2.80	9	161
N Meredith	28 7/8	27 7/8	+ 1	+ 3.58	6	89
O Multimedia	26 1/4	25 1/2	+ 3/4	+ 2.94	11	174
A New York Times Co.	26	24 3/4	+ 1 1/4	+ 5.05	20	301
N Outlet Co.	20 3/4	21	- 1/4	- 1.19	6	50
A Post Corp.	19 3/4	18	+ 1 3/4	+ 9.72	9	36
A Reeves Telecom	5 1/8	5 1/4	- 1/8	- 2.38	57	12
N Rollins	19 1/2	20 1/8	- 5/8	- 3.10	9	261
N San Juan Racing	16	16 1/4	- 1/4	- 1.53	21	40
N Schering-Plough	30 1/2	30 1/4	+ 1/4	+ .82	8	1,625
A Sonderling	25 1/2	25 3/8	+ 1/8	+ .49	8	28
A Tech Operations	9 3/8	8 5/8	+ 3/4	+ 8.69	23	12
N Times Mirror Co.	29 1/8	28 1/2	+ 5/8	+ 2.19	8	988
O Turner Comm.	12 1/4	12	+ 1/4	+ 2.08		121
A Washington Post	24 3/4	23	+ 1 3/4	+ 7.60	8	397
N Wometco	19 5/8	19 5/8			9	167

CABLECASTING						
A Acton Corp.	11 7/8	12 5/8	- 3/4	- 5.94	8	28
O Ameco+						8
O Athena Comm.*	4 1/8	4 1/8				30
O Burnup & Sims	5 3/4	5 5/8	+ 1/8	+ 2.22	30	48
O Cable Info.*	6	6				30
O Comcast	21	20 1/4	+ 3/4	+ 3.70	20	35
O Entron*	5	5				5
N General Instrument	41 3/8	39 5/8	+ 1 3/4	+ 4.41	11	322
O Geneve Corp.	13 3/4	14 1/4	- 1/2	- 3.50	6	15
O Tele-Communications	24 5/8	24 1/2	+ 1/8	+ .51	30	131
N Teleprompter	19	18 1/4	+ 3/4	+ 4.10	25	379
O Texscan	3 1/8	3 1/4	- 1/8	- 3.84	18	2
N Time Inc.	39 1/2	37 3/4	+ 1 3/4	+ 4.63	7	1,103
O Tocom	10	10				21
O UA-Columbia Cable	33	28 1/2	+ 4 1/2	+15.78	15	110
O United Cable TV	33	33				23
N Viacom	28 3/8	28 1/2	- 1/8	- .43	15	107

Exchange and Company	Closing Wed. June 13	Closing Wed. June 6	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Chuck Barris Prods.	14 3/4	14 1/4	+ 1/2	+ 3.50		
N Columbia Pictures	21	21 3/8	- 3/8	- 1.75	3	204
N Disney	36 1/4	36 1/4			11	1,175
N Filmways	14 5/8	14 1/2	+ 1/8	+ .86	8	73
Four Star*	1 1/4	1 1/4				13
N Gulf & Western	14 3/4	14 7/8	- 1/8	- .84	3	710
N MCA	43	43			8	1,002
N MGM	22 5/8	21 1/2	+ 1 1/8	+ 5.23	10	689
N Transamerica	18 1/8	17	+ 1 1/8	+ 6.61	6	1,190
N 20th Century-Fox	41 3/4	42 3/4	- 1	- 2.33	6	325
O Video Corp. of Amer.	8 5/8	6 1/8	+ 2 1/2	+40.81	29	8
N Warner	34 1/2	33 3/4	+ 3/4	+ 2.22	8	676
A Wrather	17 1/8	15 3/4	+ 1 3/8	+ 8.73	46	39

SERVICE						
O BBDO Inc.	31 1/2	32 1/2	- 1	- 3.07	7	79
O Compact Video	9 5/8	8 3/4	+ 7/8	+10.00		17
N Comsat	45 5/8	46 1/4	- 5/8	- 1.35	11	365
O Doyle Dane Bernbach	18 1/4	19	- 3/4	- 3.94	6	32
N Foote Cone & Belding	18 1/2	18 1/4	+ 1/4	+ 1.36	6	48
O Grey Advertising	33	34	- 1	- 2.94	4	20
N Interpublic Group	36 3/4	35 7/8	+ 7/8	+ 2.43	7	87
O MCI Communications	6 1/4	6 3/4	- 1/2	- 7.40	78	128
A MovieLab	6 3/4	6 3/4				12
A MPO Videotronics	4 5/8	4 5/8				5
O A.C. Nielsen	23 7/8	24	- 1/8	- .52	11	262
O Ogilvy & Mather	19 3/4	20 1/4	- 1/2	- 2.46	6	71
O TPC Communications	8 5/8	8	+ 5/8	+ 7.81	16	7
N J. Walter Thompson	25 7/8	26 1/8	- 1/4	- .95	6	68
N Western Union	21 5/8	21	+ 5/8	+ 2.97	9	328

ELECTRONICS/MANUFACTURING						
O AEL Industries	6	5 3/8	+ 5/8	+11.62	5	10
N Ampex	16 1/8	15 1/4	+ 7/8	+ 5.73	11	183
N Arvin Industries	15 3/4	14	+ 1 3/4	+12.50	5	93
O CCA Electronics	1/8	1/8				1
A Cetec	4 3/4	4 3/4				10
A Cohu	4 1/8	4 1/8				14
N Conrac	15	15				14
N Eastman Kodak	57 1/2	57 1/8	+ 3/8	+ .65	10	9,279
O Farinon	13 1/2	12 3/4	- 3/4	- 5.88	13	64
N General Electric	49 1/2	50 1/8	- 5/8	- 1.24	9	9,136
N Harris Corp.	28 1/2	27 3/4	+ 3/4	+ 2.70	13	744
O Harvel Industries	6 3/4	6 3/4				18
O Intl. Video Corp.*	1	1				2
N M/A Com., Inc.	21 3/4	20 1/4	+ 1 1/2	+ 7.40	28	57
N 3M	56 5/8	56 5/8				12
N Motorola	45 3/8	45 3/8				11
N N. American Philips	28 1/2	28 3/8	+ 1/8	+ .44	5	342
N Oak Industries	30	29 1/2	+ 1/2	+ 1.69	21	108
O Orrox Corp.	6 1/4	6 1/4				9
N RCA	24 7/8	24 7/8				7
N Rockwell Intl.	39 3/4	37 5/8	+ 2 1/8	+ 5.64	6	1,383
A RSC Industries	3	3				17
A Scientific-Atlanta	37 1/2	36 1/2	+ 1	+ 2.73	16	101
N Sony Corp.	9 3/8	9 3/8				16
N Tektronix	51 1/4	51 1/8	+ 1/8	+ .24	13	922
O Telemation	1 1/2	1 1/2				2
O Valtec	12 5/8	11 1/4	+ 1 3/8	+12.22	27	50
N Varian Associates	21	20	+ 1	+ 5.00	117	143
N Westinghouse	18 3/4	18 3/8	+ 3/8	+ 2.04	5	1,622
N Zenith	13 3/8	13 1/4	+ 1/8	+ .94	13	251

Standard & Poor's 400 Industrial Average 113.61 112.72 + .89

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange

**No P/E ratio is computed, company registered net loss
***Stock split
+Traded at less than 125 cents.

Over-the-counter bid prices supplied by Loeb, Rhoades Hornblower Inc., Washington
P/E ratios are based on earnings per-share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through Broadcasting's own research. Earnings figures are exclusive of extraordinary gains or losses.
*Stock did not trade on Wednesday, closing price shown is last traded price

Robert Bruce, counsel to the FCC

Serving on the cutting edge of FCC policy-making would seem to be an awkward occupation these days, even a precarious one. Some commission old timers, at least, are uncomfortable with the move toward deregulation. And among the key staffers brought in by Chairman Charles D. Ferris, one might expect to find a reflection of the deepening gloom spreading among citizen groups who had expected to be regarded as a special constituency of the FCC once it fell into Democratic hands.

But there seems to be no such unease on the part of Robert Bruce, who as general counsel is in the strongest staff position for leveraging the course of events, the position where policy and law—what should be done and what can be done—are, as he says, “fused.”

“I have,” says the 35-year-old Bruce, “a very strong sense of my own independence.” He approaches his job in the way he approached private practice at the blue-chip Washington law firm of Hogan & Hartson. “I have a different client—an agency of seven members—but the obligation is to look at issues in a tough-minded and disinterested way, to be pragmatic and practical, to try to get results that carry out the goals of the agency.”

And now he is in the forefront of those pushing for deregulation of broadcasting and common carriers. He is “very comfortable,” he says, with the move to pare regulations to the point where they are “essential and where the public interest needs to be protected.”

As Bruce speaks of the commission as another client—the while drawing on a large cigar that refuses to stay lit—he might give the impression he is simply a hired legal gun from an establishment firm doing his government service for a few years before returning to the employ of heavier-paying clients. Given the reception he was accorded when he joined the commission, in October 1977, that would appeal to Bruce’s finely honed sense of the ironic, which prevents him from taking himself too seriously.

As the husband of Collot Guerard, then a lawyer with the Media Access Project, a public interest law firm active in broadcasting litigation, Bruce was, to the broadcasting establishment, suspect. In spite, or perhaps because of, his “strong sense” of independence, Bruce finds that amusing. What, he wondered, had he been doing at Hogan & Hartson—working, among other things, on the National Association of Broadcasters’ behalf in the media-crossownership case? (His wife is now with the Federal Trade Commission.)



Robert Rockwell Bruce—general counsel, FCC; b. March 8, 1944, Mount Kisco, N.Y.; BA, magna cum laude, Harvard College, 1966; LLB, Harvard Law School, JD and MPA, public administration, John F. Kennedy School of Government, 1970; director of planning, Public Broadcasting Service, June 1970–April 1972; Hogan & Hartson, April 1972–October 1977; present position, October 1977; m. Collot Guerard, Aug. 30, 1969; son—Benjamin, 2.

Not everyone at the commission is amused, however. Commissioner James H. Quello, for one, growls about Bruce’s “being very much in gear with the consumer movement.” He says he has no quarrel with Bruce’s “sincerity” or the thoroughness of his work. But, he talks of the differences he’s had with Bruce on major issues, including comparative renewal cases. But, says Quello, “He has his own philosophy, and his legal opinions support it.”

If he is not Quello’s favorite, Bruce is regarded by commissioners and colleagues as a first-rate if extremely careful lawyer. (“If you ask him about the weather,” one outside lawyer says, “it might take him five minutes to answer . . . He talks like he’s writing a brief.”) And he has at least as much influence with Chairman Charles Ferris as any other staffer, if not more. He is among a small group who can be found in the chairman’s office late in the day, discussing matters informally. And he is an able advocate of the position Ferris has been advancing, in speeches and congressional testimony, regarding the virtues of competition and the promise it holds of warranting a review of the public interest standard, not only in radio but in television as well.

He also manages to put an intellectual and philosophical gloss on the theory that might give pause to even the crustiest public interest type determined to

preserve at least the means of program-content regulation: “We have an important role in protecting the rights of viewers and listeners. That’s been the historic justification for much of the content-oriented regulation. But in the long run, the interests of viewers and listeners may be better protected if we begin putting in place a structure that provides some real checks on a government regulator 10 or 15 years from now who wants to tamper with the editorial decision-making process.”

For those looking for evidence that Bruce, despite his talk of deregulation and his five years at Hogan & Hartson really is a consumerist at heart, there may be cause for concern in Bruce’s background. As a Harvard law student who grew to maturity in the turbulent 60’s, he had visions of engaging in “public service,” getting involved in urban issues. For that reason, he had enrolled in the John F. Kennedy School of Government’s public administration program as well as Harvard law.

Bruce did not get into urban affairs on leaving law school, in 1970, after all, but neither did he join a law firm. Rather, he signed on with the Public Broadcasting Service as director of planning. Bruce had acquired an interest in and taste for communications issues while at law school; he had done a paper on the FCC’s open skies communications satellite policy, and he had conducted a seminar on television at the JFK institute of politics.

But he had picked a stormy time to get involved with public broadcasting. The Nixon administration was leaning on the institution rather heavily. And although no one knew what lay behind the administration’s tactics, Bruce recalls, it seemed, after 18 months, “a good time to try private practice.”

After 16 months with the commission, Bruce is not yet thinking of leaving his job. He enjoys the scope and challenge and demanding pace (though he does not surrender all of his time to the commission; he carves out some for his family, which now includes a 2 1/2-year-old son). Then, too, there are “the issues of such importance that come one after the other; your focus has to be broader.”

Bruce says he has not looked ahead to the day when he leaves the commission (“I don’t intend to stay here forever”). But he enjoys government, “the challenge of it.” Although he does not rule out a return to private practice, he talks of it as rather thin gruel compared to the meaty issues on which he has been gorging himself. “This job,” he says, “spoils you.”

Wherever he lands, though, Bruce will be able to say he was there when the effort was made to shift the course of the country’s communications policy—and that, he feels, is no small thing.

Trapped in the sanctuary?

Readers will have to look elsewhere than here for predictions about the outcome of the antitrust suit that the Justice Department filed last week against the NAB for artificially restraining competition in television advertising. Antitrust law is a wonderland, and cases amble through the courts for years. Those now living by the challenged time standards of the television code may serve out their careers before this case comes to final judgment.

Readers ought not, however, to be surprised that the code has once again been turned against its subscribers. Time after time, the code has been employed as an instrument of governmental regulation, once removed. Yet in the broadcasting establishment it has been an enduring, if inexplicable, myth that the code provides a refuge against government action.

Indeed the myth was invoked again last week when Vincent T. Wasilewski, the NAB president, found it "ironic" that the government would now file suit against "the concept of the broadcasting industry regulating itself in lieu of government controls." Others forecast that the result of a Justice Department victory in the courts would be the adoption of commercial time standards by the government.

Well, what else is new? The television code's commercial time limitations in children's programs were put there several years ago at the urging of an FCC chairman and then promptly incorporated in the FCC's standards. The commercial limits in the radio code, not now under attack, were adopted years ago by the FCC as its own standards of license renewal, not only for NAB code subscribers but also for everybody else. The list of government manipulations of the industry's so-called self-regulation goes on and on.

There is irony, though not for reasons stated by Wasilewski, in a suit filed by one federal agency against a code to which another has contributed both inspiration and enforcement. Indeed if there is a violation here, the FCC deserves status as a co-defendant.

Is it too late for broadcasters to reconsider the price of this questionable insurance?

Foregone conclusion

As a practical matter, the FCC has suddenly put a stop to the creation or sale of co-located AM-FM crossownerships. It has done so without the tiresome formality of a rulemaking, at which evidence refuting the prevailing preconceptions might be adduced. It has simply announced that the grant of any application for the formation or transfer of an AM-FM combination filed after June 7 will be conditioned on eventual divestiture if the FCC adopts a rule breaking up crossownerships.

The procedure is disorderly and dictatorial, but it is also ingenious. The rule that the FCC is all but predicting it will ultimately adopt hasn't even been drafted and will, unless new speed records are set, be years in the making. Yet the commission will immediately achieve the desired effects. Trading in AM-FM combinations is certain to decline, if not to disappear, under prospects of future penalty. Applications for new combinations become pointless. In the normal course of business under the new conditions, the dissolution of co-located ownerships will begin.

All this of course is being done in the name of diversity, the code word for forcing properties on the market in the expectation that many will fall into the hands of ethnic or racial minorities. Understandably, Commissioner Tyrone Brown, the FCC's only black, has been the foremost advocate of AM-FM separations

and has voted against transfers that are in full compliance with existing multiple ownership rules. He is not alone, however. The vote to apply conditions now to AM-FM applications was unanimous.

Brown is about to be nominated for the seven-year term he was promised when he accepted appointment in 1977 to the two years remaining in his predecessor's term. He will have no trouble with Senate confirmation and may some day find himself in the FCC chairmanship if Charles D. Ferris gets the higher political appointment he yearns for.

Kiss AM-FM crossownerships good-by unless Congress steps in to rescue them.

Where were they at the start?

Stuart Upson, chairman of the American Association of Advertising Agencies, strayed out of line, it seems to us, when he took television to task last week for not, in his view, supporting advertisers and agencies in their fight against government regulation.

His problem is that his premise was all wrong. Broadcasters were battling regulators, fair and square, long before the AAAA got into the fray. They were battling not only for themselves but for advertisers too, whenever advertiser stakes were involved. In the field of regulation, advertiser and broadcaster interests usually coincide.

Upson was particularly critical of ABC-TV for its decision to reduce commercial time in children's programming. He called it a "tacit admission that something's wrong with advertising to children." He is not the first to say so, of course. Many criticized ABC for its decision and particularly for announcing it while the Federal Trade Commission's children's advertising hearings were in full heat. Whatever one thinks of the decision, however, the worst that may properly be said about what it tacitly admits is that there is too much advertising to children, not that advertising to children is bad. After all, ABC didn't *eliminate* such advertising.

The AAAA has been committed to an aggressive stance against incursive regulation for approximately 14 months now (BROADCASTING, May 1, 1978). In terms of the broadcasters' experience, that isn't long, but they welcome the added presence of the AAAA in Washington. They know that when you're up against the bureaucrats, you need all the help you can get. They may also hope that the Upson speech is not a symptom of aggressiveness gone out of control, ready to strike friend and foe alike.



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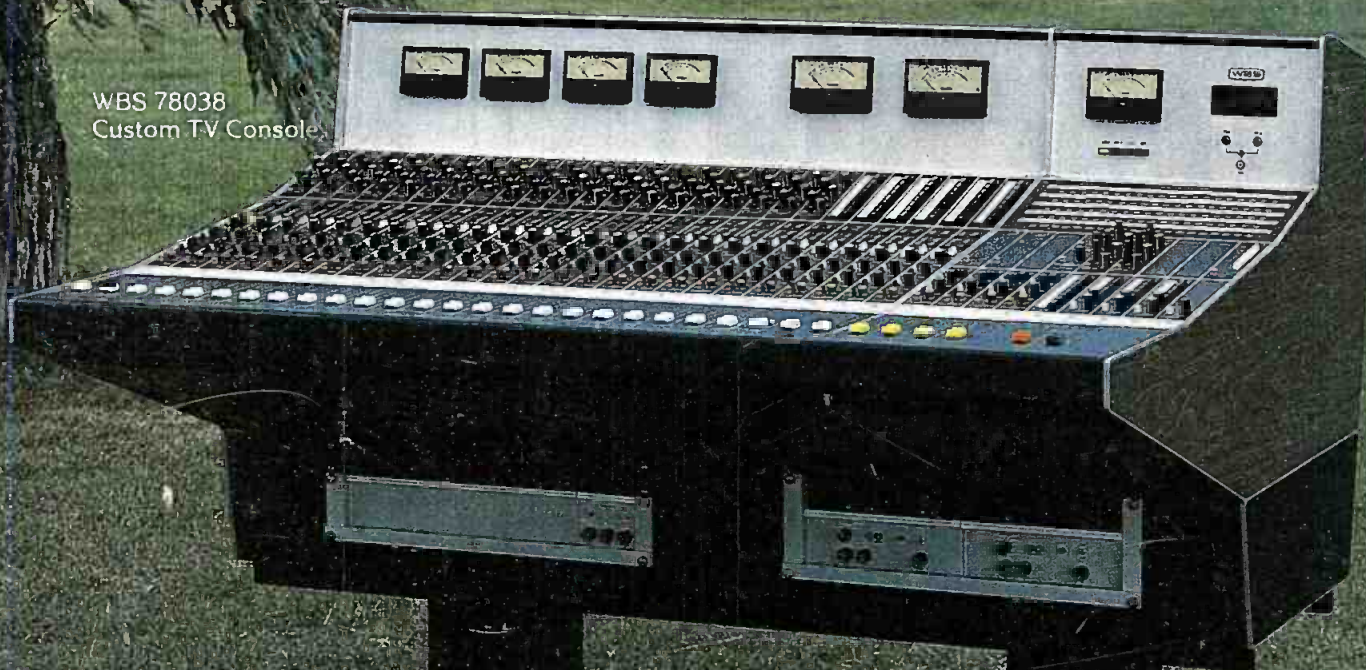
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