

Jul. 16, 1979

**ABC: Still the one in May sweeps
Rewrite: Stuttering start for markup**

Broadcasting Jul 16

The newsweekly of broadcasting and allied arts

Our 48th Year 1979

MORNINGSIDE COLLEGE
LIBRARY
SIOUX CITY, IOWA 51106

KUNG FU

**62 hours
... in color**

***starring David Carradine and
a host of great guest stars***

Warner Bros. Television Distribution



A Warner Communications Company

51106 B9253 MOK FEB/82
MORNINGSIDE COLLEGE
LIBRARY
SIOUX CITY IA 51106
PAPER



Curb Service

When Northeastern Ohio can't come to our facilities, we take our brand new on-line remote facility to wherever it's needed. That's just one more way that Gaylord Broadcasting Company fulfills its commitment to the ninth TV market.

When Cleveland's leading independent does something, we do it right. And we do it right now!

WUAB-TV Cleveland
Lorain

GB **GAYLORD**
Broadcasting Company

One of America's largest privately owned broadcasting companies

WTVT
Tampa/St. Petersburg

WVUE-TV
New Orleans

KTVT
Dallas/Fort Worth

WVTW
Milwaukee

KHTV
Houston

WKY
Oklahoma City

KSTW-TV
Seattle/Tacoma

KYTE/KLLB
Portland

WUAB-TV
Cleveland/Lorain

KRKE-AM/FM
Albuquerque

The Week in Brief

VAN DEERLIN HITS THE WALL □ Markup of the Communications Act rewrite made little progress last week, is canceled for this week and signs are that the chairman's ambitions will be drastically trimmed.

PAGE 24.

THE RICH GET RICHER □ A gain dominance, according CBS-TV stations also better TV's, lose ground. PAGE 25.

HARD LINE □ The FCC should several licenses for hearing McGoff's purchase of WGT

FCC'S ODD COUPLE □ One ups at the FCC is the new B Richard Shiben and his deputy diverse backgrounds and p

KEEP THE CLEARS □ The ov industry comments received inquiry into what to do with t of the status quo. PAGE 32.

TURN IT DOWN □ The FCC d examine loud commercials. determine if loudness can be can be done to prevent it. P

HIGH PROFITS FROM LOW-BRC Productions has turned some *Show* and the *Newlywed Gan* its over-the-counter stock is c business. PAGE 37.

FALL FIGURES □ Bache study of ad agency predictions for the network rankings of the fall schedules give a show-by-show listing of shares, HUT's, ratings; ABC is seen first again, CBS finishing a stronger second and NBC languishing in third. PAGE 48.

BEATING THEIR DRUMS □ The three networks begin in earnest with their fall promotional campaigns with ABC



ooking Good" and NBC "Proud as a

Broadcasting
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ON □ Gathered in Washington to versary of ABC News's *World* and its improved ratings matic correspondent Ted Koppel,



resident Boone Arledge, *World* Reynolds and White House Aldson. There was another

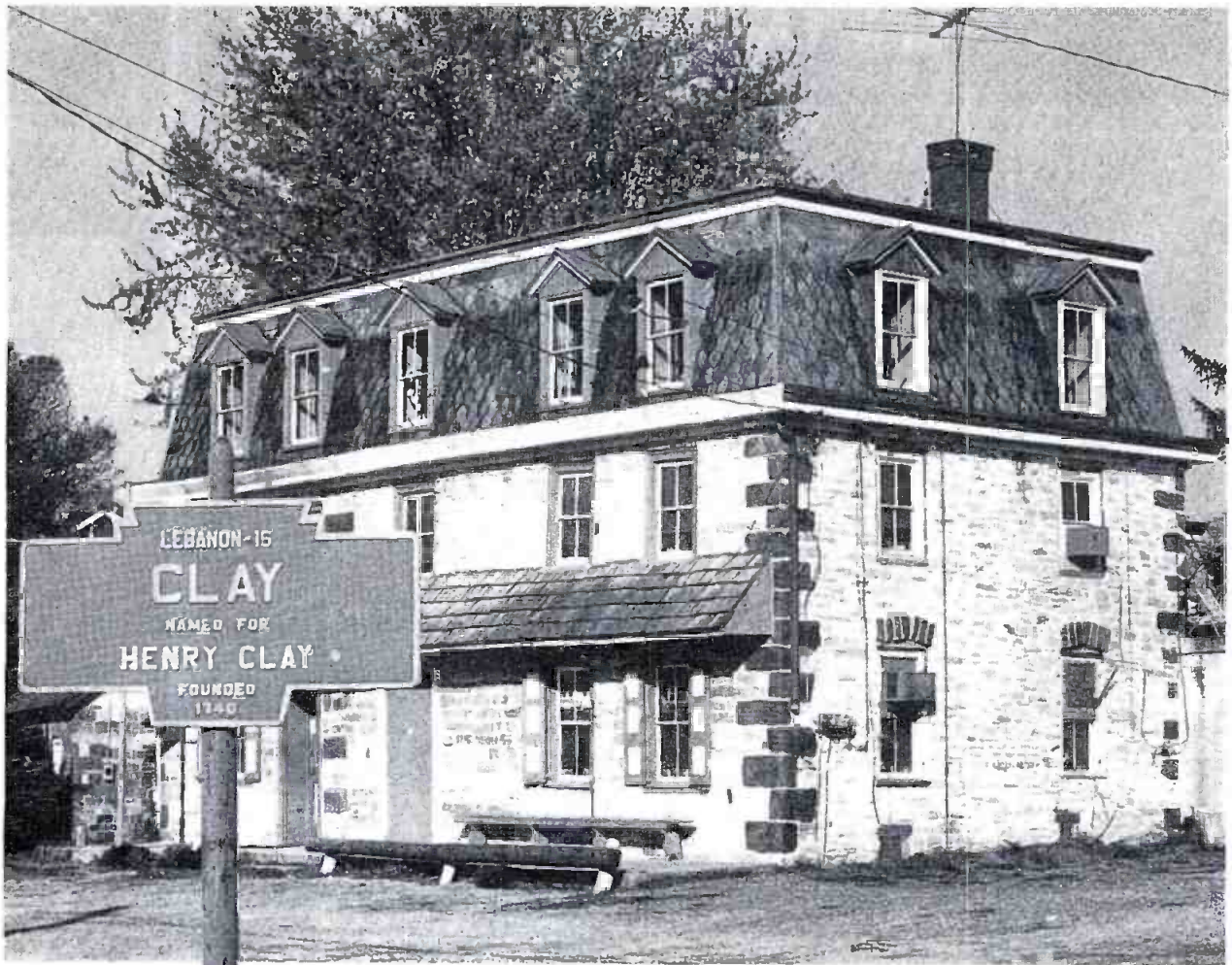
reason for rejoicing: The once-maligned *20/20* placed third in the weekly ratings. PAGE 54.

TRYING SOMETHING DIFFERENT □ Compton's senior VP and creative director Kurt Willinger abhors commercials that "sound as if they were written by the sponsor's wife." His don't, as evidenced by the growing number of awards Compton has won including two Clio's. PAGE 77.

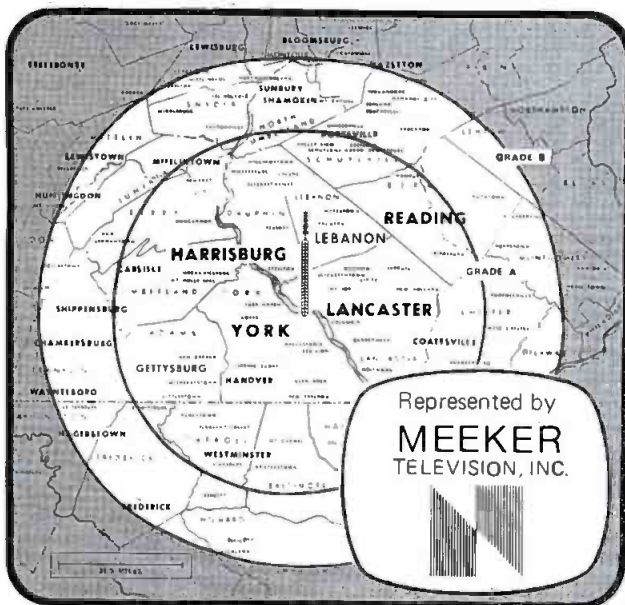
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WGAL-TV makes lasting impressions in CLAY



A happy, sales-producing situation that goes far beyond this historic Lancaster County community. In fact, WGAL-TV provides equally strong and consistent coverage in hundreds of other prosperous Pennsylvania towns and cities in this booming 9-county DMA. In your media buying, contrast WGAL-TV depth and reach with the partial coverage provided by other stations in the market. WGAL-TV is your obvious choice for outstanding superiority in area-wide coverage and sales.

Source: Nielsen 1979 County Coverage Report

WGAL-TV 8

STEINMAN TV STATION

LANCASTER-HARRISBURG-YORK-LEBANON, PA.

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





**There's
a green
market
growing
in the
north-
woods.**

There are 1/2 million people in central Wisconsin, looking Forward.

Every year WSAU-TV outdistances the competition in this affluent 13 county market, no matter how the network fares.

A news department that scores up to a three to one share over the other guys and tuned-in local programming makes WSAU the buy.

**You're ahead
when you buy
Forward**

WSAU-TV

WAUSAU, WISCONSIN

A CBS Affiliate
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

for bicycles begins July 30 in 23 markets. Agency: Keller Crescent, Evansville, Indiana. Target: children, 6-11; teens, 12-17.

Allegheny Pharmacals □ Two-week campaign for new product, Hair Off, will start July 16 in 15 Southeastern markets. Agency: Sheldon Communications, New York. Target: women, 18-49.

Ace Temp Books □ One-week campaign begins Aug. 19 for "Crimson Chalice" in 12 markets including Los Angeles. Agency: Video Marketing, New York. Target: adults, 18-49.

Nissan Motor Corp. □ One-week campaign begins Aug. 27 for Datsun cars and trucks in 26 markets. Agency: William Esty, New York. Target: men, 18-49.

Stanadyne □ Six-week campaign for touch control faucets begins Aug. 20 in New York, Pittsburgh, Salt Lake City, Cleveland and Boston. Agency: Wyse Advertising, Cleveland. Target: adults, 25-54.

Homecraft Marketing □ Four-week campaign begins Aug. 13 for Mason-Eze masonry product in 16 Midwest and Eastern markets. Agency: Pete Glasheen Advertising, New York. Target: men, 25-54.

Wm. Underwood Co. □ Four-week campaign for Accent food seasoning will start July 30 in 13 markets. Agency: Kenyon & Eckhardt, Boston. Target: women, 18-49.

RADIO AND TV

Toys R Us Inc. □ Four-week radio and six-to-eight-week TV campaigns begin in mid-October for toy stores in 18 markets. Agency: Ed Libov Associates, New York. Target: adults 18-49.

Rep Report

Major Market Radio had added six stations to its roster since it decided last month to abandon its policy of short list and open its doors to stations of all formats. New stations, all owned by Greater Media Inc., are WGAY(AM) Silver Spring, Md.-WGAY-FM Washington; WHND(AM) Monroe, Mich.; WMJC(FM) Birmingham, Mich., and WPEN(AM)-WMEG(FM) Philadelphia. KCMO(AM)-and KCEZ(FM) Kansas City, Mo., have renewed with MMR. Firm now represents 33 radio stations in 22 markets.

KLAC(AM)-KMET(FM) Los Angeles: To Eastman Radio from Metro Radio Sales.

WBBG(AM)-WWW(FM) Cleveland: To Eastman Radio from Selcom.

KATZ(AM) St. Louis-WZEN(FM) Alton, Ill.: To Torbet Radio from Bernard Howard.

WOKO(AM) Albany, N.Y.: To Torbet Radio from Selcom.

WAAL(FM) Binghamton, N.Y., and WTRU(AM) Muskegon, Mich.: To Torbet Radio from McGavren Guild.

KCOZ(FM) Shreveport, La.: To Bernard Howard from Selcom.

WKBR(AM) Manchester, N.H.: To The Queen Co. (for New England only).

May money. Advertiser investments in network television in May totaled \$398.7 million, up 12.8% from May 1978, the Television Bureau of Advertising said last week. The figures were compiled for TVB by Broadcast Advertiser Reports. The May figure lifted the networks' total for the year to almost \$1.9 billion, 14.1% more than in the same period of 1978. For the first five months, ABC-TV had 36.3% of the total, CBS-TV had 32.8% and NBC-TV had 30.9%.

	May		% change	January-May		% change
	1978	1979		1978	1979	
Daytime	\$116,447,600	\$126,586,800	+ 8.7	\$566,065,900	\$625,517,900	+10.5
Mon.-Fri.	84,322,500	90,537,100	+ 7.4	380,542,800	415,819,600	+ 9.3
Sat.-Sun.	32,125,100	36,049,700	+12.2	185,523,100	209,698,300	+13.0
Nighttime	237,149,000	272,154,400	+14.8	1,071,162,400	1,243,292,900	+16.1
Total	\$353,596,600	\$398,741,200	+12.8	\$1,637,228,300	\$1,868,810,800	+14.1

	ABC	CBS	NBC	Total
January	\$118,635,300	\$113,706,300	\$127,110,800	\$359,452,400
February	131,397,400	118,682,200	103,456,700	353,536,300
March	138,522,600	118,829,900	113,657,600	371,010,100
April	143,151,700	127,959,800	114,959,300	386,070,800
May	146,483,100	133,350,900	118,907,200	398,741,200
Year-to-Date	\$678,190,100	\$612,529,100	\$578,091,600	\$1,868,810,800



Torbet Radio

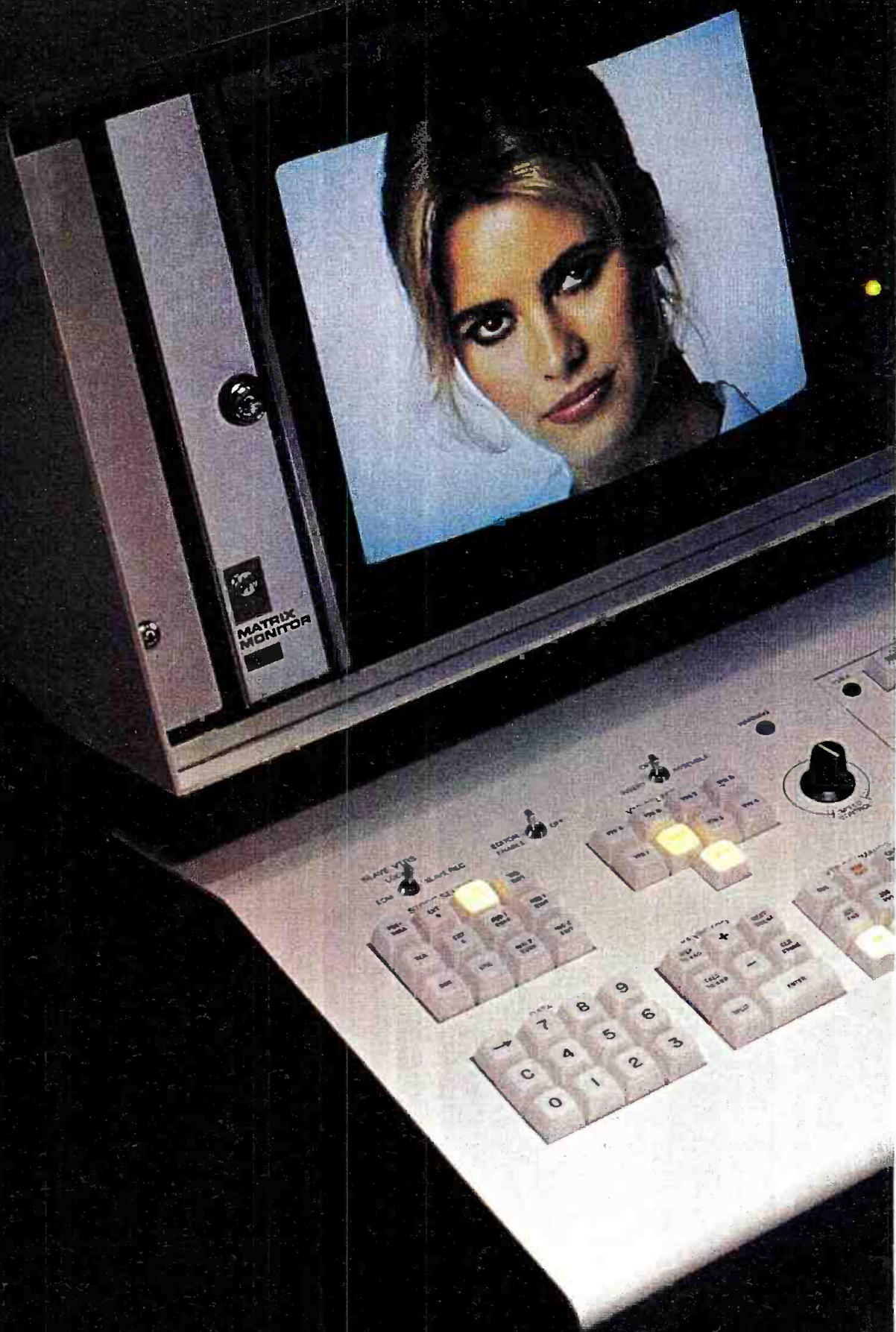
12 YEARS OLD AND GROWING STRONG!

On July 1, 1967, Torbet Radio was formed as a national radio representative, known then as Alan Torbet Associates, Inc. In the 12 years we've been in business, 35 national radio reps have gone out of business.

Today, to properly meet the complex demands in the radio marketplace, you must have the most experienced and creative salespeople in the industry. You then support them with the most effective, quality research and sales back-up systems that modern technology can provide.

This is the nucleus that provides our clients with the best national sales representation in the industry.

We're twelve and growing strong!



THE EDITORS



RES-1, EC-2, HPE-1, EDM-1

With so many different videotape recorder types now in professional service, it isn't easy to select an editing system that can handle both the present and the future. That's why Ampex has a total selection of editing systems to match your production requirements.

For helical-only studios, the Ampex HPE-1 does a masterful job with as many as four VTRs. And if your needs call for straightforward stand-up editing with the quad AVR-3 or AVR-2 recorders, there's the microprocessor-controlled EC-1 and EC-2 Edit Controllers.

Studios with both Ampex quad and 1-inch VTRs will appreciate the RES-1 system, capable of handling either or both types in a production mix. This convenient, sit-down editing system has a lot of growth capability—all the way to special effects and switchers. Top of the line is the computer-assisted, fully automatic EDM-1, with enough versatility to make magic from just about any kind of professional video or audio source. It'll even learn your personal "touch" and duplicate it on command.

Every Ampex editing system has growth capability. By adding options and accessories, you'll find that Ampex technology keeps up with your advances in production concepts. What all this means to you is a full range of choices from Ampex. Whether you're updating a facility that's been in service for years, or beginning from scratch, Ampex can help you select the best editing system for your needs.

AMPEX MAKES IT EXCITING.

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

The Professional

Bob Berkowitz Has A Nose For News

Bob got his college degree in hotel and restaurant management, but wound up creating good stories instead of savory dishes.

Since joining APR in 1974, Bob has traveled from the Senate side of Capitol Hill to Mexico, where he covered Pope John Paul II's pilgrimage.

Last year saw him at the Panama Canal writing and producing "The Big Ditch" — which won him an Overseas Press Club Award. This news-hound knows his news. We like that. We're like Bob Berkowitz.

Professional.

AP Radio

Associated Press
Radio Network (212) 262-4011



Datebook

■ indicates new or revised listing

This week

July 15-19—*Community Antenna Television Association* annual convention and CATA Cable Operators Seminar '79. The Abbey on Lake Geneva, Fontana, Wis.

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

July 16-18—*Arbitron Television Advisory Council* meeting. Radisson South, Minneapolis.

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 Aug. 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 19-20—Workshop on libel litigation, sponsored by *Practising Law Institute*. Sheraton Centre hotel, New York.

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

Also in July

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. 2-3—Workshop on libel litigation, sponsored by *Practising Law Institute*. Beverly Hilton hotel, Los Angeles.

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

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

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

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

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

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

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

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

Aug. 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, sponsored by the *Society for the Promotion of Entertainment Electronics of Frankfurt-on-Main* with executive handling by the *AMK Company for Exhibitions, Fairs and Congresses Ltd.* Berlin Exhibition grounds.

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

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

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

September

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

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

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

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

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

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

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

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

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

Sept. 13-14—*Pittsburgh chapter of Society of Broadcast Engineers* regional convention and equip-

On hold

With Communications Act rewrite now dead in House (see page 24), what's chance of communications legislation in Senate? None for while. Senate Communications Subcommittee wound up hearings on bills amending present act, but there's no indicated interest in markup any time soon.

Radio splash

Heavy radio usage, estimated at about \$5 million, is said to be big part of Chrysler Corp. advertising campaign that breaks this week. Over five-week period, Chrysler's expected to use total of 200 one-minute spots per week on four wired networks, plus spots on portions of five unwired networks and 200 per week in 55 spot radio markets. Radio sales leaders say campaign may be extended beyond five weeks but that in any event it offers excellent opportunity for stations to boost own sales by selling Chrysler dealers on campaigns to heighten impact further.

Chiefly credited for selling project to Chrysler is Sam Cook Digges, CBS Radio president, in series of presentations he made over several weeks proposing multinet and spot approach. He's said to have stressed that Chrysler might be outgunned in other media but could establish commanding presence via radio. Digges in turn is said to have credited Radio Advertising Bureau's Detroit vice president, Eldon (Hap) Hazard, with big assist. Kenyon & Eckhardt is Chrysler agency.

Search for definitions

FCC action setting aside staff approval of Panax Corp.'s purchase of Michigan station and its satellite because of allegations regarding Panax Corp.'s John P. McGoff's ties to South African government (see page 26) raises basic question, in view of some staffers. How does one define and weigh "character," as in "character qualification" to be licensee? Is character absolute? Or are there gradations of quality? If so, where is line between acceptable and unacceptable character?

Then, too, there is question as to whether broadcaster who is found to lack character qualification in connection with one station he owns lacks it in connection with others. Commission in past has managed to practice selective nonrenewal on character issues. But is change coming? At same time last week it ordered revocation hearing in case involving Booth American Co.'s WJLB(AM)-WMZK-FM

Detroit, commission directed staff to put freeze on Booth American Co.'s proposed \$9-million purchase of Continental Urban Television Corp.'s KGSC-TV San Jose, Calif. Question as to whether broadcaster could lose all stations on character issue will be in minds of officials of RKO General station group Wednesday, when commission holds oral argument in comparative-renewal proceeding involving RKO's WNAC-TV Boston (BROADCASTING, June 25).

Space age

Westinghouse Broadcasting Co. has decided to initiate satellite communications not only to feed its syndicated programs from Group W Productions but also to interconnect its owned stations. It will install receive dishes at its stations and \$1-million receive-uplink station, probably near its Pittsburgh distribution point for syndication. Dan Ritchie, company president, is convinced that satellite earth stations will be standard equipment for TV broadcasters and satellite delivery standard means of program distribution.

It's still film

Videotape revolution has yet to make heavy impact on network prime-time programming where fall season will be 77% film. Heavy emphasis on hour-long dramatic programs at NBC-TV leaves only three hours in 22-hour prime-time schedule on tape—that's 13% of total. NBC official said that network has been running about 90% film for past two years. At CBS-TV, 4.5 hours (60 Minutes plus seven sitcoms) will be shot on tape (20%) versus five hours in 1978-79 fall season.

ABC-TV with abundance of half-hour situation comedies runs well ahead of others in tape use. Network has nine half-hours in tape plus 20/20 and Monday Night Football; that's total of 7.5 hours or 34% of schedule. Five ABC sitcoms are on film. Last season, six hours were shot with tape.

Growing kitty

Radio Advertising Bureau is off to running start in collecting cash and pledges for \$1-million-plus advertising campaign it plans to launch this fall. Campaign will seek to position radio as primary advertising medium by achieving visibility in paid advertising in business and specialized publications and by creating "bandwagon effect" with radio spots.

RAB officials say they've already received \$125,000 in pledges and cash. Checks, they say, have come from over

300 radio stations. In addition, they've received \$175,000 in pledges of trade-out space in national magazines, including Time, Newsweek and Fortune, and expect this to grow and to include regional media. As for time, their goal is to equal or exceed million-plus dollars worth that networks and stations have made available in earlier campaigns. But they say they need all these commitments soon, so they can fine-tune final campaign plans. Trout & Ries Advertising, New York, is agency.

Price contrasts

Media buffs last week were comparing \$105-million purchase of Hartford Courant, only newspaper in Connecticut's biggest city, by Times Mirror Co., Los Angeles (see page 38), with purchase five years ago of WTIC-TV (now WFSB-TV) Hartford by Washington Post Co. for net price of \$34 million. Profits after taxes in 1978 were about same for both properties—\$3.7 million for Courant, \$3.5-4 million for WFSB-TV.

With inflation, WFSB-TV, ch. 3 CBS-TV affiliate in 24th ADI, is worth more now than at time of its sale. (Kovr[TV] Sacramento, Calif., 23d ADI, went for \$65 million two weeks ago [BROADCASTING, July 9].) But brokers say WFSB-TV still wouldn't fetch price paid for Courant. For buyers, monopoly newspapers make better deals than television stations, which are always subject to attack by outsiders during FCC transfer process. Unless there are antitrust questions, considered unlikely, Courant acquisition will sail through untouched by government hands. (Times Mirror owns two TV stations, has bought Newhouse papers' five TV stations, subject to FCC approval.)

Encounter at Acapulco

Under auspices of Televisa, Mexico's foremost TV network and programming entity headed by Emilio Azcarraga, second World Encounter on Communication will be held in Acapulco July 22 to 28, devoted entirely to TV, with some 70 leading lecturers and with more than 1,000 in attendance. First Encounter, in 1974, covered all communications, with such names as Galbraith, McLuhan and Schramm on platform.

Second World Encounter will bring together experts from Brazil, Canada, France, Germany, Italy, Japan, Soviet Union, United Kingdom, United States and host nation, Mexico, to describe their systems or "models," evaluate impact of TV on society, and appraise "technical revolution." Secretary-general of Encounter is Jose S. Gallastegui.

Business Briefly

RADIO ONLY

Dr. Scholl's □ Twenty-week campaign for footwear begins Aug. 20 in three test markets. Agency: Stern Walters, Chicago. Target: women, 15 plus.

Wakefield Frozen Foods □ Eleven-week campaign for frozen crabs begins Sept. 3 in New York and Boston. Agency: Chiat/Day Inc., Seattle. Target: women, 25-54.

Giant Eagle □ Nine-week campaign for supermarket chain begins this month in Youngstown, Ohio, and Pittsburgh. Agency: William B. Doner, Southfield, Mich. Target: women, 25-54.

Bryan Foods □ Eight-week campaign for canned meats begins this week in 17 markets in Alabama, Mississippi, Louisiana, Georgia, and western Tennessee. Agency: Cargill, Wilson & Acree, Atlanta. Target: women, 25-49.

Coors Co. □ Six-week campaign for Coors beer begins today in 30 Western markets. Agency: Ted Bates, New York. Target: men, 18-34.

Beck's Beer □ Five-week campaign for Dri-Beck beer in Atlanta, New York, Boston and Chicago. Agency: Della Femina, Travisano, New York. Target: men, 18-34.

Golden Family Restaurants □ Four-week campaign introducing new menu with 80 items at reduced prices starts July 30 for at least one month in Illinois and Indiana markets. Agency: Cohen & Greenbaum, Chicago. Target: adults.

Simmons □ Four-week campaign begins Aug. 6 for Beautyrest mattresses in 19 markets. Agency: McDonald & Little, Atlanta. Target: adults, 25-54.

American Dairy Association □ Four-week campaign emphasizing nutrition starts Aug. 6 in 200 markets. Agency: D'Arcy MacManus & Masius, Chicago. Target: teens.

Kinney □ Three-week campaign begins Aug. 27 for "Back to School" shoes in eight markets including New York and Detroit. Agency: Sawdon & Bass, New York. Target: women, 18-49.

Sahara Reno hotel □ One-week campaign promoting Helen Reddy-Flip Wilson show begins July 23 in San Francisco, San Jose and Sacramento, all California, and Reno. Agency: Saguaro Advertising, Reno. Target: adults, 25-54.

Tony's Pizza □ One-week campaign begins July 23 in Iowa and Indiana for Red Baron Pizza to be followed by more extensive campaign. Agency: Carmichael-Lynch, Minneapolis. Target: adults, 18-49.

TV ONLY

Uncle Ben's Foods □ Six-month campaign begins July 16 for Uncle Ben's converted rice in 15 markets. Agency: J. Walter Thompson, New York. Target: women, 25-54, women 18-49.

Ronzoni Foods □ Sixteen-week campaign for pasta and frozen foods begins in early September in 12 markets concentrating on the east coast, including New York, Boston and Philadelphia. Agency: Firestone & Associates, New York. Target: women, 18-49.

Wella □ Thirteen-week campaign for Wella shampoo starts this week in 11 markets. Agency: Advantage Associates, New York. Target: women, 35 plus.

American Family Insurance □ Twelve-week campaign begins in late August in 20 Midwest markets. Agency: Fuller, Beity Connell, Milwaukee. Target: men, 25-54.

Gillette □ Six-week campaign for White Rain hair spray starts July 30 in 150 markets. Agency: Grey Advertising, Chicago. Target: women, 25-54.

White Labs □ Four-week campaign begins late this month for X-14 tub and shower cleaner in 16 Eastern markets including New York and Chicago. Agency: Bozell & Jacobs, Atlanta. Target: women, 18-49.

Genesee □ Three-week campaign for light beer starts Aug. 20 in 21 markets. Agency: William Esty, New York. Target: men, 18-49.

Murray Ohio □ Three-week campaign

Making it a new 17th market.



REPRESENTED NATIONALLY BY HRP

BAR reports television network sales as of June 10

ABC \$171,411,400 (36.2%) □ CBS \$650,261,200 (32.8%) □ NBC \$612,883,000 (31.0%)

Day parts	Total minutes week ended June 10	Total dollars week ended June 10	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.	158	\$ 1,262,000	3,628	\$ 28,322,500	\$24,987,700	+13.3
Monday-Friday 10 a.m.-6 p.m.	1,040	17,448,600	23,079	410,055,500	379,940,500	+7.9
Saturday-Sunday Sign-on-6 p.m.	330	8,166,900	7,828	223,317,500	198,889,800	+12.3
Monday-Saturday 6 p.m.-7:30 p.m.	102	4,597,000	2,263	113,501,000	99,401,600	+14.2
Sunday 6 p.m.-7:30 p.m.	23	1,038,300	557	35,603,700	29,923,800	+19.0
Monday-Sunday 7:30 p.m.-11 p.m.	412	39,782,600	9,505	1,036,736,700	910,111,700	+13.9
Monday-Sunday 11 p.m.-Sign-off	238	6,253,400	5,398	133,018,700	108,783,500	+22.3
Total	2,303	\$78,548,800	52,258	\$1,980,555,600	\$1,752,038,600	+13.0

“Imagine increasing your station’s income without increasing either your ratings or your rates.”

*Jim Long, President,
TM Productions*

All you may have to do is increase the effectiveness of your sales approach. TM’s sales consultant systems could help you do just that. To find out how you can cash in, read on.

The TM sales consultant systems are complete. They are designed to help you get more new clients, as well as bigger budgets and longer contracts from your existing clients.

Give them advertising to sell them time

The TM sales consultant systems equip your sales force to be advertising consultants instead of just time salesmen. What’s the difference? The approach they use and the results they get.

A time salesman goes to a client and tells him the station has a few availabilities next week at a special rate and would he care to buy them. The client says yes, and buys a few spots.

An advertising consultant goes into the same store and talks to the owner about his business, his problems, his total advertising plans. Then he offers the prospect a complete radio campaign. He offers him national-quality commercials written by big-league pros. He offers him custom music, music that can’t be used by any other business in the market. Then he suggests a long-term contract to give him more exposure for his money.

Can pay for themselves in a few months

The results? For many stations, TM’s systems have resulted in higher closing



rates, more new accounts, longer initial contracts, better repeat sales and a solid bottom-line profit. Some station managers report liquidating the entire cost in just a few months. From then on, it’s pure profit.

There can be other, more intangible benefits, too. The professionally produced commercials help improve the overall sound of the station. The success of the program, and the quality of the product, can give your sales staff a greater sense of pride and professionalism. These are things that can pay dividends far into the future.

Your TM representative can tell you all about it

The TM sales consultant systems can give you a new outlook on your station’s profit potential, regardless of the size of your market. Ask your TM representative about the sales consultant systems. He’ll find one that fits your budget and your profit goals.

**If you can’t wait,
call (214) 634-8511, collect,
and ask for Fran Sax,
Sales Coordinator.**

TM TM Productions
1349 Regal Row
Dallas, Texas 75247

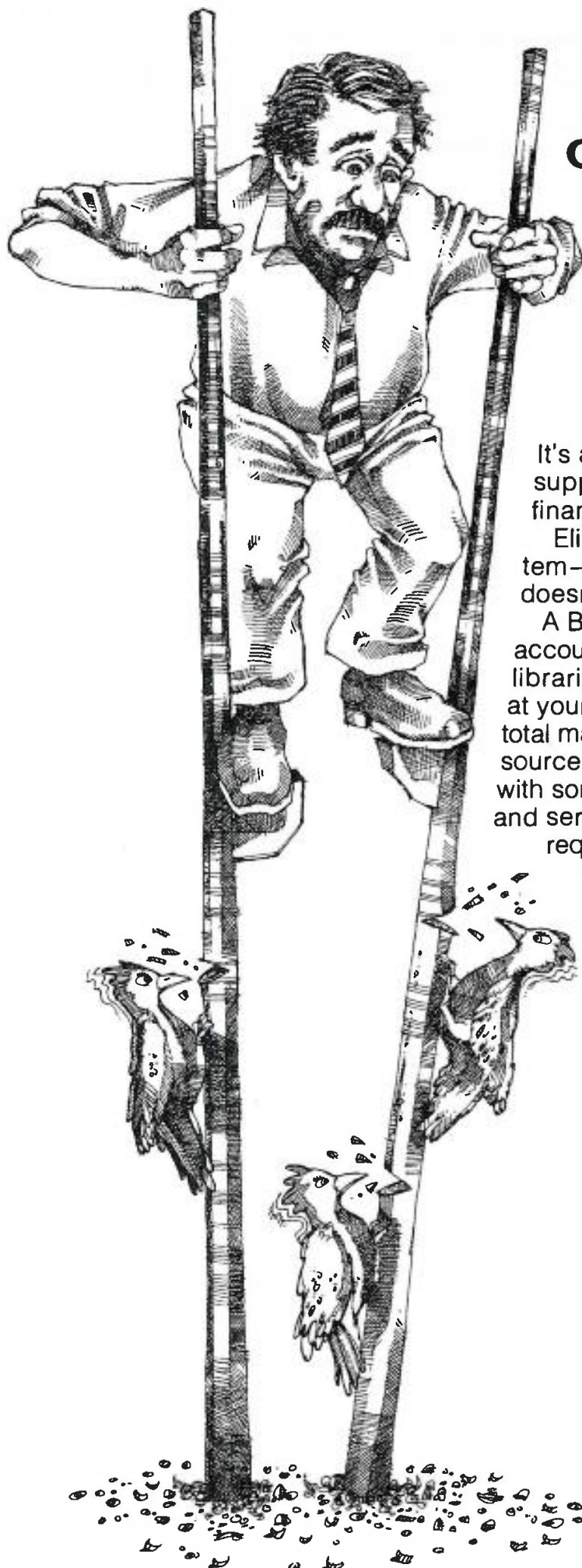
*Just released and already sold in New York and Los Angeles
and Washington, D.C. and St. Louis and Atlanta and
Indianapolis and Denver and Sacramento and Salt Lake City
and Tampa and Nashville and selling briskly in other markets, too.*

THE 12 BATTLESTAR GALACTICA MOVIES

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MCA TV





The more computing suppliers, the merrier?

Wrong.

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

Eliminate these jitters with our BCS 1100 system—the powerful management tool that doesn't stop at just traffic and billing.

A BCS 1100 can also put complete automated accounting, control of carts, news and film libraries, and demographic information right at your fingertips. What's more, because this total management capability is available from one source and one system, we can provide you with some timely extras. Like reduced hardware and service costs. Unlimited demographic requests at no additional charge. And a significant drop in aggravation.

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

bcs
SYSTEMS

K KAMAN SCIENCES CORPORATION
A KAMAN COMPANY

Our systems belong in your station.

LITTLE HOUSE ON THE PRAIRIE

Starring Michael Landon

America's Most Beloved Television Series



Superior Ratings

The most popular program series on the NBC Television Network. Always the highest rated program in its time period.

In respect to total women viewers, the second most popular program series in the nation.

Available for local tele-casting September, 1981

Source: Nielsen



WORLDVISION
ENTERPRISES INC.

The World's Leading Distributor for Independent Television Producers

New York, Los Angeles, Chicago, Atlanta, London, Paris, Tokyo, Sydney, Toronto, Rio de Janeiro, Munich, Mexico City, Rome

Major Meetings

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

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

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

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

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

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

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

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

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

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

Jan. 13-16, 1980—Association of Independent Television Stations (INTV) convention. Galleria Plaza, Houston. Future convention: Jan. 18-21, 1981, Century Plaza, Los Angeles.

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

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

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

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

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

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

June 11-15, 1980—Broadcaster Promotion Association 24th annual seminar and Broadcaster 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.

ment 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 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 Inter-

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

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

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

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

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

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

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

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

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

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

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

Oct. 21-23—*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. 24-25—*Ohio Association of Broadcasters* fall convention. Columbus Hilton, Columbus, Ohio.

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

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

Oct. 26-28—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. 2-4—*Loyola National Radio Conference*. Loyola University Water Tower Campus and Water Tower Hyatt House, Chicago. Information: (312) 670-3129.

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

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

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

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

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

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

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

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.

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

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

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

January 1980

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

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

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

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

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

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

February 1980

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

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

LITTLE HOUSE ON THE PRAIRIE

Starring Michael Landon

America's Most Beloved Television Series



Super Star

Michael Landon is one of the most accomplished performers in all television.

Father to the Ingalls family, he is brilliant as Charles Ingalls, a man of strong moral values with deep love for his family and community. These revered character traits will always be relevant.

Available for local tele-casting September, 1981



WORLDVISION ENTERPRISES INC.

The World's Leading Distributor for Independent Television Producers

New York, Los Angeles, Chicago, Atlanta, London, Paris, Tokyo, Sydney, Toronto, Rio de Janeiro, Munich, Mexico City, Rome

Open Mike®

Rep record-straightening

The general enthusiasm that greeted BROADCASTING's special report on radio reps was tempered by criticism that a chart showing market position of 16 firms understated certain billings estimates and market lists. The chart—prepared by researchers for one of the industry's leading companies in the absence of any public data on the subject—was published with the caveat that neither number of markets nor estimates of billings "purports to be precise." The editors are pleased to print herewith the comments or adjustments volunteered, after publication, by five of the companies on that list.

EDITOR: Your feature article on radio representatives [BROADCASTING, July 2] was perhaps the most comprehensive and accurate I've read on the subject. The method used to estimate sales volume was flawed but ingenious, and probably yielded as good an estimate as anybody is likely to get. (In our own case, we're actually selling almost 200% more than in 1975, not 86% more.)

Most particularly of value was that you presented real-world facts about the rep business, where it is and where it might be going, and you presented and illuminated disagreements and controversy.—*Sam Brownstein, general manager, PRO Radio, New York.*

EDITOR: BROADCASTING has just lopped \$6 million off my sales! Sales in 1975 were close, but incorrect, as our volume exceeded \$8 million. [BROADCASTING's estimates said \$9 million.] Sales in 1979 will exceed \$13.5 million, or a 68.8% increase over 1975. [BROADCASTING's estimates said \$7.5 million.]—*Saul Frischling, president, HR/Stone Inc., New York.*

EDITOR: I cannot speak for the other companies, but in the case of the Christal Co., I can assure you that our billing was severely understated. Our estimated billing should have been \$27,275,000. [BROADCASTING's estimates said \$22,400,000.]—*Robert J. Duffy, president, The Christal Co., New York.*

EDITOR: The 1975 figure should have been \$7.5 million [instead of \$3.8 million]. The 1979 figure should have been \$12.2 million [instead of \$9.8 million], for a percentage increase of 62.6% [instead of 157.9%].—*Bernard Howard, Bernard Howard & Co., New York.*

EDITOR: Nice job on your special report on the reps. [But] I either failed to properly communicate or was possibly misunderstood about New York radio [in being quoted that "New York is probably the worst place to listen to radio"]. I was talk-

ing about the mechanical reception of radio—such as the difficulty of listening on trains and subways in addition to the interference you receive in Manhattan because of buildings—not the content. Quite to the contrary, some of the best radio programming in the world emanates from New York.—*Bill Burton, president, Eastman Radio Inc., New York.*

EDITOR: [You] stated incorrectly that CBS Radio Spot Sales represented 25 stations in 1975 compared to 18 in 1979, for a loss of 28%. In fact, the number of stations we represent has grown by 12.5%, from 16 in 16 markets in 1975 to 18 in 15 markets in 1979.—*Nancy C. Widmann, general manager, CBS Radio Spot Sales, New York.*

EDITOR: Congratulations on your incisive "Special Report" on the radio reps. Like so many aspects of this business, there's room for everyone: national agencies, reps and local sales managers—if only we can keep from tripping over our greed.—*Stephen T. Lindberg, VP-general manager, Intermountain Network, Salt Lake City.*

Perfectly clear

EDITOR: At the invitation of my hosts at the June 25 seminar for the NAB board of directors, I delivered a curbside opinion—clearly denominated as such—on the Justice Department antitrust suit against the NAB television code. Your reports of my informal remarks in your July 2 issue prompt me to seek these corrections/clarifications:

I did not tell the board that I thought Justice has an "air-tight case." I have been an antitrust lawyer for too long to believe any such category of antitrust cases exists. I did tell the board that I thought Justice had a strong case measured on purely Sherman Act, as opposed to broader, "public interest" grounds.

I did not tell the board that the possibility of treble damage cases against code subscribers could be eliminated by settling the case quickly. I did suggest to the board, for reasons a trifle too complicated to be recounted, that the possibility that private treble damage suits would be forthcoming would be reduced by a quick settlement.

Finally, I did not tell the board to seek a congressional antitrust exemption for the code. I did recommend that NAB settle the case and bring the question of limits on commercial time to the FCC for resolution if the board felt there were sound, viewer-related reasons for imposing a uniform ceiling on commercial time for the entire television industry.—*Philip L. Verveer, acting chief, Common Carrier Bureau, FCC, Washington.*

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Be dazzled.

Take a look at our all star attractions. Tuesday's All-Star Game is just a preview of what's to come in sports spectaculars on the CBS Radio Network.



If you missed buying into this year's All-Star Game, cheer up! There's always next year. And you can still get your '79-'80 game plan together and end up a media star. Play ball with us now and your future will look brighter than ever.

Buy now, play later. Here's how:

The American and National League Championships (on October 2—here before you know it).

The 1979 World Series (last year 48 million tuned in to our coverage).

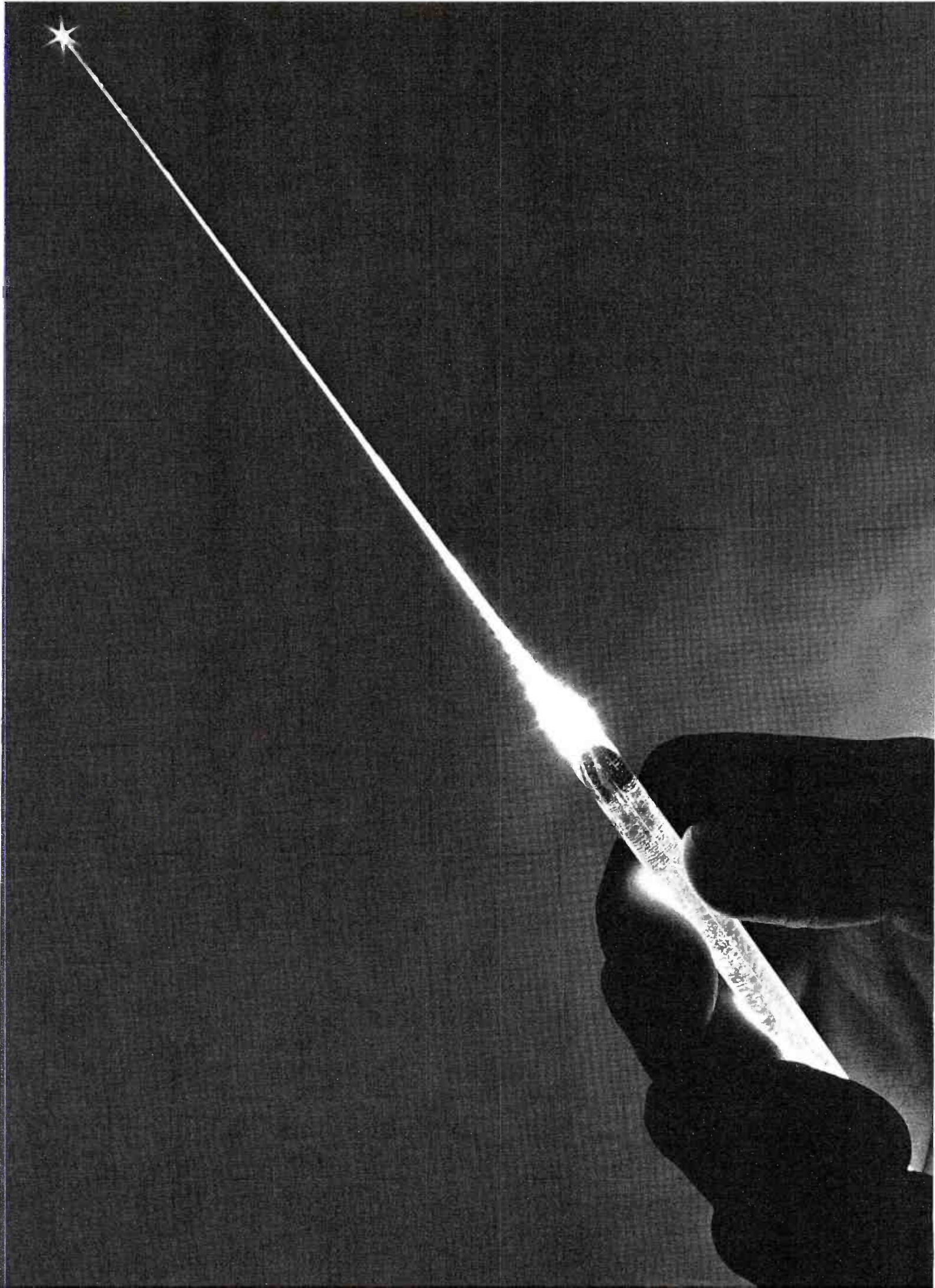
The entire NFL season (including the Super Bowl).

Plus our own special coverage of the Winter Olympics at Lake Placid and the Summer Olympics in Moscow.

CBS Radio Network

If you're ready to shine in sports, we're game. Give me a call. Jim Joyella, Vice President, General Sales Manager, (212) 975-3571.

Source: ORC 11/78. Audience figures are estimates subject to qualifications available on request.



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.

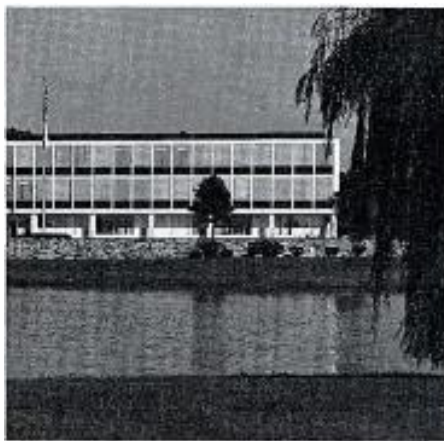
But standard lightwave systems will require *miles* of the fiber, produced at low cost and to specifications nothing short of microscopic.

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

Ahead of its time

The 10 O'Clock News

By satellite from around the world, or live from around the corner, the KTVU 10 O'CLOCK NEWS is one full hour ahead of the competition. With sixty minutes available for the most comprehensive news coverage in

the Bay Area, KTVU delivers the most thorough, expanded reporting of the day's events. For their first complete look at tonight, the Bay Area looks first to the 10 O'CLOCK NEWS.



There's Only One
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Oakland

WIOD, WAIA-FM
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KFI, KOST-FM
Los Angeles

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WWSH-FM
Philadelphia

Monday Memo®

A broadcast advertising commentary from Jim Rothenberg, VP and creative director, Chollick Associates, New York

A change for the better, compliments of the FTC

Even the most successful advertising campaigns can get an unexpected boost from surprising sources. The Federal Trade Commission ruling last year that price advertising in eyeglass commercials is legal precipitated a change in our advertising strategy that has turned out to be highly rewarding.

The Vision Center chain has been handled by Chollick Associates for the past 11 years. During that time, the chain has grown from a single store to its present status as the nation's largest retail optical chain, with more than 450 stores nationwide. Throughout this period of growth, Vision Center value, quality and service are messages we have conveyed to the public via radio, TV and print.

With the legalization of price advertising, we were faced with increased price competition in the marketplace of proliferating small eyeglass stores and chains throughout the country. Despite the increased competition, we knew that Vision Center was still the number-one chain.

Anticipation of increased advertising rivalry, however, and desire to maintain that position prompted our decision to develop a new strategy—a television campaign to set us apart from other stores without getting into the price game.

Our solution was a transition from the "ordinary" or "real" people used in past Vision Center advertising to celebrity spokespersons, who I felt would receive the kind of public recognition and response we were after.

Interestingly, it was never our intention to select a single Vision Center TV spokesperson. First, I think it's difficult to find one person to represent such a variety of products and services. We talk to different people for different products so a single image would not be appropriate.

We therefore decided to select a group of celebrities, each one handling a different aspect of the campaign. In order for our group of stars to stand out from the many other celebrity ad presenters on television, we determined that they would represent themselves as Vision Center customers, rather than simple endorsers. Our criteria were perhaps more specific than in most campaigns. Not only did we require people who, although well known, did not already sell lots of products on television, but they also had to wear glasses—a fact that preferably would be unknown by the general public.

The eyeglass guarantee, for example, offering free repair for one year from date of purchase, has been a Vision Center



Jim Rothenberg, vice president and creative director of Chollick Associates New York, has been with the agency since 1975. Prior to that, he held various copy and supervisory positions at Grey Advertising, Green Dolmatch and BBDO. He has won creative awards for his work on such accounts as Campbell soup, the *Wall Street Journal* and the *New York Times*.

policy for the past seven years; now other stores have a similar offer. We therefore devised a dramatic reading of the legal language in the guarantee to give it a fresh feeling. Mickey Rooney was selected since we felt he would have fun with the spots—and he did. This approach also enabled us to incorporate a lot of information into one 30-second spot in an entertaining fashion.

While we didn't want to get into a price war, we did want to let our customers know that lower-priced frames are available at Vision Center. Don Adams did an "arrogant star" routine, insisting that the low price was being offered only to him because he's a star.

One-hour service was another Vision Center feature treated with a new approach. In the past, we've always stated that since each store has its own laboratory, one-hour service "can be given in many cases." Now we've further clarified the offer by stating that one-hour service is available, "depending upon the prescription." Lena Horne enacted a humorous illustration of this service in her 30-second spot. Entering the store with her accompanist, who had lost his glasses one hour before their scheduled performance. Horne offered to sing a song if the glasses were replaced in time. The dispenser, who explained that, song or no, he had to check the prescription first, was fortunately able to produce new glasses in the required time. True to her word, though, Horne did sing a song.

The ever-fashion-conscious Zsa Zsa

Gabor was our choice to highlight Vision Center's designer frames. Elke Sommer was chosen for contacts since we felt she would attract our younger contact lens market.

While all scripts were written in advance, certain modifications were made to suit individual personalities. Don Adams, for example, modified his lines to suit his unusual sense of humor. Nat Eisenberg of NBE Productions, who directed the spots for us, contributed his extensive experience and expertise in working with celebrities. Eisenberg, too, stresses the importance of having scripts capture the personality of the celebrity, particularly when dealing with a comedian. "The balance is to get what the agency wants and let the comedian provide his creative input," Eisenberg says.

While in previous campaigns, we've tailored our commercial to specific products being promoted in regional markets, our current plan—to gain added recognition and viewer impact by running the series of 30-second spots in rotation all over the country—has developed into a much more effective strategy.

Response to the new campaign has been tremendous. In a retail business, where sales are the most accurate measure of advertising effectiveness, chainwide Vision Center sales are up considerably over 1978.

The TV campaign is being supplemented by newspaper, point-of-purchase and direct mail advertising, with radio scheduled for later in the year. The success of the TV campaign has resulted in revisions of our former media schedule.

In the past, the budget was split between heavy radio and TV in the first and third quarters, supplemented by print and direct mail in the second and fourth quarters. This year, however, the first quarter strategy was to use television exclusively. Television remained the primary medium in the second quarter, with some direct mail support.

To capitalize on the exposure our celebrities achieved in the first quarter, we followed up with a series of 10-second vignettes with each celebrity. Viewer familiarity with the 30-second spots enabled us to run the brief versions alone in the second quarter, and still maintain public awareness at considerable cost savings. We also created two additional 30-second spots by stringing groups of three 10-second vignettes together.

Evaluating the campaign results to date, it is clear that although the new FTC regulations might have precipitated the breakdown of carefully planned advertising and marketing strategies into a price war, we have achieved positive results beyond our expectations.

Broadcasting Jul 16

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TOP OF THE WEEK

Rewrite written off

Van Deerlin abandons H.R. 3333; there may be common carrier amendments to present act; no broadcasting plans in sight

The rewrite is dead.

Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, late last week gave up hope of getting his rewrite of the Communications Act of 1934 through Congress, and will instead offer common carrier amendments to the present law. There are no present plans for broadcast legislation.

A letter sent to subcommittee members late Friday afternoon and signed by Van Deerlin, James T. Broyhill (R-N.C.), ranking minority member of the subcommittee, and James M. Collins (D-Tex.), ranking majority member, said it was apparent that most members "feel more comfortable proceeding with the 1934 Act as a vehicle for implementing change. Second, it is clear that telecommunications carrier issues are the ones on which immediate action is imperative. This is a position shared by the Senate leadership, the administration, the Federal Communications Commission, the private industries involved, and labor and consumer groups."

The letter said the markup of H.R. 3333 scheduled for next week would be canceled. Instead there will be discussions of common carrier issues. In addition, the common carrier provisions in the current bill will be redrafted in the form of amendments to the 1934 Act.

"The discussion sessions will provide all members of the subcommittee an opportunity to focus on these critical issues and to have input into the redrafting of the legislation," the letter said. "Following these sessions, we plan to introduce a telecommunications carrier bill with broad bipartisan support later this month, and to start mark-up as soon as possible.

"During yesterday's meeting, we were encouraged by the members' willingness to commit the time and effort necessary to resolve the telecommunications issues. This is a sign that passage of new common carrier legislation, after nearly three years of work, need not be delayed."

The meeting the letter referred to was an executive session, recommended by Representative Marc Marks (R-Pa.), after

the chairman postponed the regular markup session.

In an interview with Van Deerlin after the letters announcing his decision to subcommittee members were delivered, he said that, even before the markup, he felt support for the bill was eroding.

The evening before, he said, he was still talking to members about how to deal with the broadcast issues in the bill and whether or not to split them off. But there seemed to be a "general unwillingness on the Democratic side to proceed," said Van Deerlin. "I don't challenge their motives, I just wish more of them could have been there for more of the hearings," the congressman added.

Apparently, there was intense pressure put on subcommittee members from both sides of the fence. Sources report that over the July 4 recess, individual members were contacted by broadcasters urging resistance to the rewrite. The answer, they said, was amendments to the present act.

At the same time, citizen groups, who were equally opposed to the bill, although for different reasons, were making their feelings known to the same congressmen.

Van Deerlin put the blame for the demise of the bill partly on himself. "I probably didn't lead as strongly as I should have," he said.

Another problem, he said, was that members were "spread thin" in their subcommittee assignments, and didn't really have time to understand the issues.

There were, however, other possible explanations: "Perhaps the idea of deregulation for radio is an idea whose time hasn't come," he said. In addition, he thought that broadcasters "didn't do an adequate job selling members on the bill."

Van Deerlin said he hoped to have language for a "clean bill" by the end of

this week, and he hoped that Representative Timothy Wirth (D-Colo.), a major critic and principal opponent of H.R. 3333, would lend his name to the new bill.

Van Deerlin did not entirely rule out the possibility of broadcasting finding its way into the new bill. He said it will be his intent "to recognize members for amendments" on anything, including broadcasting, if members request it.

The markup had started on schedule Wednesday, with subcommittee members, after some debate, agreeing to consider each of the bill's eight titles individually, with the option of re-examining a section at a later date—although only with unanimous consent of the members.

This apparently was not a popular decision, and Van Deerlin decided minutes before Thursday's session to cancel it. Marks then proposed going into executive session, at which time subcommittee members and staff aired gripes and made suggestions, although nothing was firmly agreed upon.

The subcommittee was scheduled to pick up again with the markup tomorrow morning, with hopes of finishing the entire process by Aug. 3, at which time the House is scheduled to go into recess. But last Friday morning, Van Deerlin said the markup had been canceled for this week, and he had scheduled meetings with members and staff to discuss the matter.

Late Friday, he circulated the letter to his colleagues, informing them of his decision—an obviously difficult one to make.

Van Deerlin said he was "disappointed," but he tried to keep it all in perspective. "I'm not feeling, however, that it represents total rejection. I think we've raised some issues that will have to be dealt with, but we won't do it all under one tent."



Fathers of rejected child. Harry M. (Chip) Shooshan (l), chief of House Communications Subcommittee staff, which has spent more than a half-million dollars on the Communications Act rewrite in the past year and a half, confers with Chairman Van Deerlin.

Sweep story

May figures show ABC increasing its lead, winning in 65 of top-100 markets; CBS also on the rise, taking 24; NBC first in only nine cities

ABC-TV affiliates dominated prime time in Arbitron Television's May sweep measurements once again, but CBS-TV stations showed substantial gains while NBC-TV outlets suffered reverses in many cases ("Closed Circuit," July 9).

Compilations by ABC researchers showed that in the 97 top-100 markets where all three networks have primary affiliates, the ABC stations took first place in prime time in 65, up from 58 in May 1978; CBS outlets were first in 24, up from

16 last year, and NBC affiliates were first in 9, down from 27 a year ago (figures include ties).

ABC affiliates were second in their markets in 16 cases, down from 19 last year, and were third in another 16, down from 20. CBS stations were second in 53 markets, up from 28, and third in 20, down from 53 last year. NBC affiliates were second in 31, down from 49, and third in 57, up from 21.

In delivery of prime-time households in the 97 markets, ABC averaged 11,685,000 for a 4% gain over May 1978; CBS averaged 10,049,000, a 9% increase, and NBC averaged 8,718,000, a drop of 14%. ABC had audience gains in 60 markets, compared with May 1978, and declines in 31; CBS had gains in 79 and declines in 14, and NBC had gains in six and declines in 85. The three-network shares averaged out

to 38.4% for ABC, 33.0% for CBS and 28.6% for NBC.

Taking all of the top-100 markets into account, ABC, which has affiliates in 99, was first or tied for first in 66 markets, second in 17 and third in 16. CBS, with affiliates in 98 of the markets, was first in 25, second or tied for second in 53 and third in 20. NBC, with affiliates in all of the top 100, was first or tied for first in 10, second or tied for second in 33 and third in 57.

One major ABC/NBC affiliation change took effect between the 1978 and 1979 May sweeps: In Minneapolis-St. Paul, KSTP-TV moved from NBC to ABC, and NBC picked up WTCN-TV, formerly an independent. As an ABC affiliate, KSTP-TV increased its homes delivery by 28.8%, from 125,000 in May 1978 to 161,000 this year. ABC's delivery in the market gained 8.8% over the 148,000 homes delivered

	ABC %		CBS %		NBC %		ABC %		CBS %		NBC %	
	HH	change	HH	change	HH	change	HH	change	HH	change	HH	change
1. New York	1143	-1	934	-	810	-23	76	-5	61	+5	47	-4
2. Los Angeles	712	+9	492	+18	496	-4	53	-8	66	+8	51	-4
3. Chicago	502	-7	398	+12	347	-14	91	-3	75	+6	68	-4
4. Philadelphia	521	+6	364	+12	298	-17	54	+2	52	+11	52	-10
5. San Francisco	314	+24	242	+28	179	-22	55	+3	33	+10	73	-10
6. Boston	315	+7	256	+13	219	-24	56	+11	70	+11	50	-21
7. Detroit	327	+8	274	+14	215	-26	57	-3	67	+3	63	-14
8. Washington	213	+2	216	+14	160	-14	58	-4	65	+14	69	-
9. Cleveland	295	+5	193	+5	189	-17	59	-8	66	+8	51	-4
10. Dallas-Fort Worth	226	+11	182	+8	150	-9	60	+4	77	+22	71	-10
11. Pittsburgh	253	-3	197	+2	134	-19	61	-12	71	+18	64	-26
12. Houston	193	+20	146	+8	143	-13	61	-18	72	-3	47	-8
13. St. Louis	162	+2	144	+4	123	-21	62	-18	72	-3	47	-8
14. Minneapolis-St. Paul	161	+9	144	+19	99	-21	63	+5	58	+16	46	-13
15. Miami-Fort Lauderdale	183	+20	176	+13	127	-19	64	+3	79	-	54	-14
16. Atlanta	138	+2	148	+14	141	-23	65	+6	58	+23	50	-7
17. Tampa-St. Petersburg, Fla.	113	+5	167	+19	137	-17	66	+3	47	+4	60	-5
18. Seattle-Tacoma	157	-2	151	+30	110	-11	67	+3	71	+8	49	-6
19. Baltimore	174	+8	133	-	118	-17	68	-1	49	-8	47	-15
20. Indianapolis	143	+2	112	+17	115	-14	69	+7	44	+22	38	-10
21. Denver	139	+6	102	+2	107	-3	70	-7	41	+11	36	-22
22. Portland, Ore.	121	+7	113	+18	85	-10	71	-5	53	-2	49	-18
23. Hartford-New Haven, Conn.	175	+20	170	+27	56	-18	72	-64	52	+6	66	-7
24. Sacramento-Stockton, Calif.	135	+3	97	+17	102	-13	73	+10	45	+7	50	-6
25. Milwaukee	120	-2	97	+13	85	-25	74	-13	53	-7	46	-21
26. Cincinnati	121	-	107	+2	87	-13	75	-5	43	+5	44	-10
27. Kansas City, Mo.	116	+5	91	+3	79	-19	76	-	61	+30	54	-11
28. San Diego	113	+11	94	+29	59	-13	77	+14	41	+17	41	-7
29. Buffalo, N.Y.	114	-5	97	+14	85	-6	78	+10	45	+15	38	-
30. Nashville	89	+2	114	+21	99	+1	79	+6	38	+23	41	-13
31. Providence, R.I.	112	+11	62	+7	93	-11	80	-6	49	+11	36	-12
32. Columbus, Ohio	111	-1	99	+2	69	-16	81	+18	-	-	42	-24
33. Phoenix, Ariz.	101	+12	88	+17	69	-12	82	-12	40	+5	12	-20
34. Charlotte, N.C.	101	+115	111	+4	38	-61	83	+3	41	+3	51	-2
35. Memphis	84	-7	92	-12	74	-18	84	-11	27	+13	43	-4
36. New Orleans	108	+11	109	-3	72	-22	84	-10	27	+13	43	-4
37. Greenville-Spartanburg, S.C.-Asheville, N.C.	92	-8	81	+3	92	-11	85	+4	22	-	46	+21
38. Oklahoma City	85	+4	77	+13	84	-10	86	+11	-	-	42	-9
39. Grand Rapids-Kalamazoo, Mich.	103	+11	77	+17	63	-19	87	+6	29	-30	27	-10
40. Orlando-Daytona Beach, Fla.	102	+11	82	+6	82	-11	88	+6	29	-30	27	-10
41. Wilkes Barre-Scranton, Pa.	105	+7	59	+9	71	-4	89	-9	30	-	38	-3
42. Raleigh-Durham, N.C.	91	+7	84	+4	21	+17	90	+8	44	+10	37	-3
43. Louisville, Ky.	73	+7	77	-1	69	-18	91	+20	44	+13	24	-11
44. Charleston-Huntington, W.Va.	75	-	68	-6	99	-4	92	-	30	+20	35	-
45. Albany-Schenectady-Troy, N.Y.	93	+4	66	+6	82	-10	93	-7	42	+11	31	+3
46. Dayton, Ohio	74	+7	90	+15	57	-22	94	-	44	+2	33	-11
47. Harrisburg-York-Lancaster-Lebanon, Pa.	62	-6	65	+7	61	-15	95	-4	39	-2	46	-13
48. Norfolk-Newport News-Portsmouth, Va.	84	+5	74	-10	63	-7	96	+4	47	+24	26	-
49. Salt Lake City	83	-6	65	+7	61	-15	97	+4	42	+8	34	+26
50. Birmingham, Ala.	134	+20	37	+16	77	-	98	+29	37	+37	40	+5
51. San Antonio, Tex.	78	+3	74	-3	55	-18	99	-	42	+8	34	+26
							100	-8	20	-9	56	-7
									26	+24	24	-11

via KMSP-TV last year, while NBC's dropped 20.8%; from last year's 125,000 with KSTP-TV to 99,000 this year with WTCN-TV.

NBC dropped more than 20% in several of the top-10 markets including New York (-23%), San Francisco (-22%), Boston (-24%) and Detroit (-26%). Conversely, ABC and CBS were up 24% and 28%, respectively, in San Francisco. ABC also registered 20% gains in Houston, Miami-Fort Lauderdale and Hartford-New Haven, Conn., among the largest markets. CBS also climbed in Seattle-Tacoma (30%), Hartford-New Haven (27%) and San Diego (29%).

The accompanying table on page 25 shows the May prime-time rankings of affiliates in the top-100 ADI's (areas of dominant influence) as compiled by ABC researchers from Arbitron reports. The numbers in the HH column represent thousands of homes delivered by average quarter-hour (add 000). The percentages (%) represent changes from the May 1978 sweep; dashes (-) indicate no percent change or no affiliate in the market. Boldface numbers indicate the top network in each market. ABC researchers said the household figures are Arbitron's "pure" network averages for entertainment programming from 7:30 to 11 p.m. NYT Monday-Saturday and 7-11 p.m.

Sundays, excluding all access or other local programming presented during these hours. The measurement period was May 2-29.

Hard-lining at the FCC on several renewals

McGoff deal gets pulled back; two AM-FM combinations set for hearing, another gets short-term

The FCC showed its tough side in a series of actions in closed session on Thursday:

It set aside the staff approval of the sale of WGTU(TV) Traverse City, Mich., and its satellite, WGTQ(TV) Sault Ste. Marie, Mich., to Panax Corp. because of allegations of ties between Panax president and 40% owner John P. McGoff and the South African government. The commission ordered hearings that could lead to the loss of Booth American Co.'s licenses for WJLB(AM)-WMZK(FM) Detroit and WHAV Broadcasting Co. Inc.'s WHAV-AM-FM Haverhill, Mass. Booth faces a revocation hearing, WHAV, one on renewal of license.

In yet another case, the commission

granted Rust Communications Group Inc. only one-year renewals for its licenses for WHAM(AM)-WHFM(FM) Rochester, N.Y., because of a deficient equal employment opportunity performance.

The commission also used its decision in that case to announce a new policy of no longer accepting post-license term EEO data in such hearings.

The Panax case involves one of the few times the commission exercised its authority to rescind a staff action approving a sale under delegated authority. And since Panax, Michigan-based publisher of a string of small newspapers, and the seller, Michigan Television Network Inc., have already closed, the commission action means they must "unscramble" the \$923,000 deal, according to Roy Stewart, chief of the commission's Renewal and Transfer Division.

The seller reportedly is prepared to attempt to comply with the commission's order. Julian Freret, counsel for MTN, said after talking with its principal stockholder, Harry Calcutt, "We'll see what we can do to unscramble." Freret said he understood the money received from the sale was still available.

McGoff, however, may appeal the action—assuming that option is open. Jason Shrinky, his counsel, said he is research-

InBrief

Three network anchormen were among group of journalists who met with President Carter over luncheon at **Camp David** on Friday. CBS's Walter Cronkite, who interrupted vacation at Martha's Vineyard to fly to Maryland retreat, ABC's Frank Reynolds and NBC's John Chancellor did pieces for their evening news shows. Stories pictured physically fit President who is ready to acknowledge—as Cronkite said—he has lost confidence of people and Congress but who was looking to speech last night (July 15) as first step in regaining that confidence. All three commercial networks plus Public Broadcasting Service were scheduled to go live with President's speech. Following address, NBC News's *Prime Time Sunday* coverage of reaction was to include Qube subscribers hooked to Warner Cable Corp.'s two-way system in Columbus, Ohio.

Six hours, 34 minutes: That, says Nielsen data for first half of this year, is **new all-time high** for average daily per-home **TV viewing**. New record is up from six hours, 21 minutes for same period in 1978. Television Bureau of Advertising, which released data, believes that **gas shortage is factor** in increase and will continue to add to viewing levels.

Charley Pride, country music artist, and Jim Long, president of TM Productions Inc., are **buying KEYN-AM-FM Wichita, Kan., for \$3.5 million**. Sellers are Bob Freeman, Frank Carney, Lloyd Denniston and Gary Dick. They also own KOFM(FM) Oklahoma City. TM Productions is Dallas producer of syndicated programming and jingles for radio and subsidiary of Starr Broadcasting, which has received FCC approval to merge into Shamrock Broadcasting. Broker: Richard A. Shaheen Inc.

In 18 months **ABC expects to have movie in theaters** and thereafter will finance and produce (or co-produce) three or four theatrical films each year. That's word last week from Brandon Stoddard, president of new ABC Motion Pictures operation, who said \$8 million would be average budget.

Charles D. Ferris regards **superstations** as "the clear channels of TV," to supply alternative programming against "three gatekeepers," three TV networks. That was message to some 60 members of Radio-Televi-

sion News Directors Association at White House briefing Friday. (Originally, 85 RTNDA members had enrolled, but attendance dwindled when President Carter canceled in favor of Camp David.) In 45-minute appearance, FCC Chairman ticked off these observations: Fairness doctrine "ought to be chisled on every journalism wall." Public interest standard should be maintained, but methods other than comparative hearings—perhaps lotteries or auctions—should be used to select licensees. Paul Davis, WCIA-TV Champaign, Ill., RTNDA president, observed there were seven camera crews along with 10 radio tape recorders covering briefing, which also included Attorney General Griffin Bell and representatives of White House, Department of Energy, Arms Control (SALT II), Transportation, and Management and Budget.

FCC last week **eased personal-attack rule** as it applies to political candidates. Commission amended rule to exempt broadcast attacks by candidates on third parties. Formerly, only attack by candidates and their campaign associates were exempt.

FCC granted National Association of Broadcasters' petition for **60-day extension of deadlines in cable deregulation rulemaking**. FCC denied joint petition filed by NAB, Motion Picture Association of America and others to designate issues in proceeding for hearing, but granted NAB's petition because Broadcast Bureau's report on cable inquiry was not placed in docket until last week (see page 34). New deadline for comments is Sept. 17, Oct. 17 for replies.

Promotion by WLUP(FM) Chicago between games of White Sox-Detroit Tigers doubleheader **backfired** last Thursday night when it **triggered fan riot** that resulted in postponement of nightcap. Album-oriented rock station had offered admission to Comiskey Park for 98 cents and disco record—latter contribution to be part of explosion and bonfire to symbolically destroy disco music. Event ended with thousands of fans on field in demonstrations that pock-marked playing surface and resulted in cancellation of second game. Factors contributing to unfortunate turn of events, according to Les Elias, WLUP general manager: Unexpectedly large turnout of 55,000 at park plus another 20,000 turnaways, and—to beat curfew—need to advance bonfire ceremony from end of evening.

ing the question of whether the commission's action is appealable. "We don't know if a court would have the jurisdiction to stay the order." There is no substantial precedent for what the commission has done, he said.

Commission members said the staff acted properly in making the grant on May 31, a day ahead of the contract expiration. But since then, they said, information has surfaced which they feel requires a further inquiry. The subsequent information was the assertion in a report by a South African commission that the government had secretly provided McGoff with \$11 million to help him in his bid to purchase the *Washington Star* in 1975.

The Department of Justice is looking into the allegation—which McGoff has denied—as well as into the question of whether, if they are true, he should have registered as an agent for a foreign country.

Chairman Charles D. Ferris said what is at issue is McGoff's character qualification. "Based on the present record, we can't make a determination on that," he said. No decision has been reached as to how the commission would proceed, he said.

Indeed, Commissioner Joseph Fogarty said the commission will defer any action

Catalyst. Andrew Jay Schwartzman, executive director of the Media Access Project, has found that the best way to get the FCC's attention is not necessarily through a pleading but a headline in the local newspaper. He reported to the *Washington Star* that the commission staff had routinely approved the sale of two television stations in Michigan to Panax Corp., whose president and 40% owner John P. McGoff, was the subject of a Justice Department inquiry as a result of allegations of his ties to the South African government. The *Star* reporter's questions to several commissioners regarding the staff action and the paper's story led to the commission decision to set aside the staff grant.

until it confers with the Justice Department. He said the staff has been directed to check with Justice on what it has developed and on whether a commission inquiry would interfere. "The majority wants to wait until we get a signal from Justice," he said.

The commission—which acted on a 6-0 vote, with Commissioner James H. Quello absent—is not yet specifying how the character issue might be involved. How-

ever, Fogarty and others said lack of character might be shown if McGoff were found to have sold out his editorial judgment in return for the alleged financial help from South Africa.

Booth American, in its hearing, faces a number of issues, including payola and misrepresentations to the commission.

Another issue involves the question of whether the licensee failed to maintain effective supervisory procedures to monitor the content of the FM station's foreign language programming.

WHAV faces a renewal hearing on issues involving allegations it discriminated against women employees in its personnel policies and practices.

The Rust decision, which was prepared under the supervision of Commissioner Tyrone Brown, makes it clear the commission will no longer accept, as it did in the case of the Rochester stations, data showing an improvement in EEO performance after a license renewal has been set for hearing on EEO grounds.

The broadcast industry has had ample opportunity to adjust to the commission's affirmative action requirements, the commission said. Accordingly, it said, it will no longer permit a licensee's post-term "upgrading to mitigate a seriously deficient license term EEO record."



Schneider



Vane



Wheeler



O'Brien



Watson



Masini

John A. Schneider, dominant force in CBS broadcast operations for 13 years, named "full-time exclusive consultant" to Warner Communications Inc., New York, effective today (Monday). WCI President Steven J. Ross said Schneider's "wealth of experience and the universal respect he enjoys" make him "valued addition" who will be actively involved in all phases of WCI's entertainment and communications activities. Observers noted he is only broadcaster in WCI's senior management, speculated he would be called upon to apply special skills wherever needed. With CBS for 28 years, he was president of CBS/Broadcast Group for eight years before being named CBS Inc. senior VP in 1977 (BROADCASTING, Oct. 24, 1977), resigned seven months later to open broadcasting consultancy.

Edwin T. Vane, VP, network program affairs, ABC-TV, ends 15-year association with network Aug. 13 and joins Group W Productions, Los Angeles, as president and chief executive officer. He succeeds William F. Baker, who moved up to president of Group W Television Group (BROADCASTING, March 19).

Thomas E. Wheeler, executive VP, National Cable Television Association, elected president by association's board ("Closed Circuit," June 25). He takes office Aug. 1, succeeding Robert Schmidt, who announced his resignation two months ago and plans to enter cable ownership ranks. Wheeler joined NCTA in May 1976 from Grocery Manufacturers of America.

Tom O'Brien, VP, radio news, ABC News, joins Mutual Broadcasting

System as VP, news and special programming. **Don Budd**, MBS VP/news, becomes VP and director of domestic news coverage. **Dick Rosse**, bureau chief, named director of foreign news coverage.

Arthur A. Watson, executive VP, NBC-TV, named president of NBC Sports, succeeding **Chester R. Simmons**, who's resigning, NBC said, to accept undisclosed outside post. As executive VP, Watson has had responsibility for Olympics administration and network sales. He'll continue to report to NBC-TV President Robert E. Mulholland.

Alfred M. Masini, president of TeleRep, New York, elected president of Station Representatives Association, succeeding Adam Young of Adam Young Inc. Other new officers are Bill Fortenbaugh of Katz Radio and Lloyd Werner of Television Advertising Representatives, vice presidents; Bob Coppinger of Buckley Radio Sales, secretary, and Dave Allen of Peetry Television, treasurer.

FCC now says four California radio stations were in violation of fairness doctrine for running nuclear-energy spots and ordered them to take corrective actions. KATY(AM) San Luis Obispo, KJOY(AM) Stockton, KPAY(AM) Chico and KVON(AM) Napa were among 12 stations accused of violating doctrine as result of carrying commercials promoting nuclear power. FCC originally found four innocent of violation, but not other eight. FCC turnaround came after U.S. Court of Appeals in Washington directed commission to take another look (BROADCASTING, Oct. 30, 1978).

MEN IN THE NEWS

Odd couple at the FCC

After five occupants in two months, the top two Broadcast Bureau posts have shaken down to commission veteran Shibben and relative newcomer Washington

The FCC, like most government agencies, is not noted for a high rate of personnel turnover. But lately, the commission's Broadcast Bureau, particularly its upper level, has seemed no more stable in that respect than the programming department of a television network with bad ratings. In little more than two months, there have been five occupants of the two top jobs.

Now, with the revolving door apparently stopped, at least for a while, the bureau has been left with a kind of odd couple in charge. Time, as they say, will tell how well the partners meld.

The chief is Richard J. Shibben, 42, a veteran of 17 years with the commission, a native and resident of West Virginia, who speaks in the accents of that state, a man who was educated at St. Vincent's College, in Latrobe, Pa., and the West Virginia University of Law, and who was described in a BROADCASTING "Profile" as "having a face that looks as if it had been whacked out of stone by someone working under deadline pressure" (BROADCASTING, Dec. 16, 1974).

The deputy chief is Frank G. Washington, 31, who joined the commission in November 1977 as legal assistant to Chairman Charles D. Ferris. Washington is a black in a whisper of mutton chops who is smooth in speech and natty in appearance. His education is strictly Ivy League—Cornell University for his undergraduate work and Yale for his law degree, and he did his basic training in law at the Washington law firm of Arnold & Porter. His initial service with government was as a consultant to the old Office of Telecommunications Policy, where he helped develop its minority ownership initiatives.

There is reason to believe the chemistry between them can work. Washington, because of his background at the commission, is regarded by some as a Ferris plant in the bureau. But Washington brushes off such talk. He was, Washington says, "Dick's selection." So his "first commitment is to him." (Shibben isn't the first Broadcast Bureau chief to find Washington an irresistible staff choice. In May, Washington had been plucked from the chairman's office and made chief of the Policy and Rules Division at the recommendation of Shibben's predecessor as bureau chief, Philip Verveer, who now heads the Common Carrier Bureau.)

As for Shibben, he is, as a colleague said, "a survivor, one who is able to adjust to winds of change." More than that, his five years as chief of the Renewal and Transfer Division demonstrated, to the commission's satisfaction, a high level of managerial skill and an ability to deal with people. Shibben's biggest boosters at the commission are staffers who worked for him in the division, a fairly disparate bunch themselves.

And as they settle into their new jobs, they find themselves in the kind of harmony on policy that might not have been expected when the Ferris regime moved in.

As a Democrat, Ferris was not looked to as one who would seek to ease the regulatory burden on broadcasters. Preconceptions die hard. Yet radio deregulation has been a major thrust of his administration. And Washington's views of what commission policy should be were learned in the chairman's office.

Nor is deregulation anathema to Shibben. On the contrary, his views on the subject—expressed with candor at broadcaster meetings over the years—have made him a favorite with the industry. ("If I could figure out a way to get out of programming entirely and abolish my job," he was quoted as saying in the BROADCASTING "Profile," "I would ... If you want to screw it up, let the government do it.")

"I don't know where we'll end up with deregulation," he said last week. "But it's time we asked broadcasters and the public how to regulate the industry ... We have a golden opportunity for the commission to ask if there's a better way ... We can re-examine questions of regulation—of processing standards regarding commercials



Shibben



Washington

and programming, for instance—and come to different conclusions." (The commission is expected to consider a staff draft of deregulation proposals before the August break.)

Indeed, Shibben seems prepared to raise a more fundamental question than Ferris or others on the staff have raised thus far. As Shibben notes, the question being asked is: "Will the marketplace assure that the public is receiving informational programming, assuming that's required. And if the answer is yes, do we have to regulate?" But at the meeting in May at which the commission discussed basic deregulation issues, he wondered out loud about a basic recasting of determining the public interest. At present, the public interest is whatever the commission, backed by the courts, says it is. Shibben, who has not formulated the proposition in detail, suggested, in effect, that whatever programming a broadcaster provides is, by definition,

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director and modern renaissance man who can shock, amuse and set hearts aglow all at the same time. Plus one more surprise sidekick soon to be announced!

Then watch **DINAH & FRIENDS** take ENTERFUNNYMENT on location! If you liked Don Meredith from Green Bay and Dallas, you're going to love him from Hong Kong and Singapore. And how about Charles Nelson Reilly from Broadway and Atlantic City? Or Paul Williams in Las Vegas? And that's only for starters.

ENTERFUNNYMENT will bring on the hot new comics, the fun of audience games, a new big band and spectacular set—which all say: "You've never seen *this* on television before!"

The all-new **DINAH & FRIENDS** is a show on the move with a whole world to explore. It'll pull the kind of audience that advertising dreams are made of.

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SIDEKICKS

TRAVEL

LAUGHS

GAMES

GUEST STARS

BIG MUSIC

DINAH & Friends



in the public interest, since the station would, as he said last week, "go broke" if the programming did not serve some part of the public. (At least one commissioner, Anne P. Jones, seemed intrigued by the idea.)

All of which may indicate why representatives of some citizen groups were sufficiently concerned about the commission's appointment of Shiben as bureau chief to complain to commissioners ("Closed Circuit," June 25). To them, Shiben seemed a captive of the industry. As a result, he has been meeting with citizen group members as part of an effort to make it clear he and others in the bureau are as accessible to them as to industry representatives. Not only that, but he has invited Kathy Bonk, of the National Organization for Women, to talk to the bureau's division chiefs, later this month, on equal employment opportunity matters within the commission and the industry. (Shiben plans to invite representatives of various interests and groups to address subsequent division chiefs' meetings.)

However, there are those who see potential problems ahead for Shiben in serving under Ferris, problems that may draw on Shiben's reputed ability to survive. For all of the chairman's—and, by extension,

Washington's—interest in radio deregulation, neither is generally regarded as a friend of broadcasting, as, say, former Chairman Richard E. Wiley was. On the contrary, although there were no dissents to Washington's appointment as deputy chief of the bureau, some commissioners have expressed concern, at least privately, that Washington might be inclined to favor citizen groups in disputes with broadcasters. That suspicion has yet to be tested. But the area of citizen group-broadcaster disputes is regarded as one of possible contention between Shiben and his deputy.

Then, too, there is the other side of the argument that Chairman Ferris—and now Washington—put forth in calling for marketplace rather than government regulation of radio structural reform. The commission, Washington said, is "interested in expanding and facilitating access to the industry—that is, in terms of ownership of broadcast facilities, as a means of assuring diversity of service rather than in regulating programming . . . We want to make the industry more representative."

And that, he said, "means greater focus on multiple ownership rules as a way of limiting the degree a given licensee can control programming in a market." He said there is a need to review all multiple-

ownership rules to determine if they are consistent with one another and with the goal of diversity programming. The commission has already directed the staff to draft a notice of proposed rulemaking aimed at banning AM-FM crossownership in the same market (BROADCASTING, June 18, et seq.).

Shiben is not ready to commit himself on that specific proposal or others that have been advanced to enlarge access to broadcast ownership—to reduce AM channel spacing from 10 khz to 9 khz and to break down the clear channels. They are new issues to him, he says.

But he did allow as how a rule banning AM-FM crossownerships prospectively—and grandfathering existing ones—"might be appropriate." He said "the mere numbers"—4,000 out of more than 7,000 AM and FM stations under common ownership in the same market—"tell me we should look at the issue."

Policy issues, though they capture most of the attention, are not the only ones of concern to Shiben and Washington. Both talk of the management problems facing the bureau, particularly the backlog of application processing. Shiben plans to shuffle personnel within the bureau to strengthen the hard-pressed Broadcast Facilities Division, which is literally years behind in the processing of television applications (BROADCASTING, March 26). Some help may also be given to the Policy and Rules Division, where work on rulemaking proceedings is backed up. Complaints and Compliance and Hearing are the divisions likely to have to cut back on their work as a result.

Beyond throwing additional bodies into the fray, bureau officials are examining procedures—including, as Washington said, "sacred cows"—that have accumulated "over the past 20 years." Washington said the system is designed to deal with a work flow established 20 years ago. In that connection, Shiben promised help for the License Division, where applications are received and are given their initial processing and which is struggling with a backlog of its own. "Those people are good workers but they need the support of the system they're dealing with," Shiben said. He also feels their morale has suffered as a result of a lack of attention paid to their efforts in the past.

Resolving those matters is for the future. For now, Shiben and Washington have not yet got their own affairs in order. They are still sorting out the kinds of work for which each will be responsible, and Shiben is in the process of recruiting two legal assistants to take some of the paperwork burden off the front office and to be available for any special projects that present themselves.

Soon, though, the man from West Virginia and his young colleague from Yale will be demonstrating how well they can work together in helping the commission regulate (even if regulate less) the broadcasting industry. It isn't often that kind of human dynamics is offered as a kind of sideshow to the commission's main event.

Washington Watch

In for Broyhill. House Communications Subcommittee has new member in wake of Communications Act rewrite co-sponsor James Broyhill's move up to ranking Republican position on full Commerce Committee. Representative Thomas G. Loeffler (R-Tex.) steps on board just as panel began markup of rewrite (see "Top of the Week"). He is 32 and conservative, new in office but practiced in legislation, having served as legislative counsel to Senator John Tower (R-Tex.), congressional liaison for former Federal Energy Administration, and special assistant for legislative affairs to President Gerald Ford. Those who know Loeffler say broadcasters can expect him to be sympathetic to their concerns; one of his aides characterized him as being pro-industry. He is new to communications, has just begun homework on rewrite issues.

□

Raised eyebrow. Federal Trade Commission has closed investigation into industry comparative advertising codes and will take no action at this time. Staff report restated position that truthful comparative ads "should not be restrained by broadcasters or self-regulation entities. It added that industry codes imposing higher standard of substantiation for comparative claims than for unilateral claims "are inappropriate and should be revised," but made no recommendations for change.

□

Restitution. Federal Trade Commission attorneys have worked out consent agreement with makers of Acne-Stat in acne preparation and its advertising agency that would set up \$235,000 fund to compensate buyers FTC said were misled by TV advertisements for product. Karr Preventative Medical Products Inc. will contribute \$175,000 to restitution fund, while National Media Group, company's ad agency, will pay \$60,000. In addition, singer Pat Boone, who was product spokesman and who entered into similar agreement with FTC last year (BROADCASTING, May 15, 1978), will pay about \$5,000. Major portion of fund will be distributed to customers pending approval of action by commissioners.

□

Faithful. FCC is experiencing onslaught of mail from viewers-supporters of WJAN(TV) Canton, Ohio, licensed to PTL of Heritage Village Church and Missionary Fellowship Inc. Commission in April announced inquiry to determine whether station broadcast false and misleading information in soliciting funds (BROADCASTING, April 16). Commission in April received 15,214 complaints and in May 14,400, and in both cases, staff reported, most protested alleged harassment of PTL and "removal of religious broadcasting," as result of commission's investigation of WJAN. Station is closely allied with PTL Television Network, which produces religious programming.

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FCC urged to keep hands off clear channels

Comments in proceeding looking to possible breakup of radio giants say loss of clears' service would be greater than the sum of any new stations to be created

The majority of industry comments filed last week in the FCC's clear-channel proceeding followed the lead of the Clear Channel Broadcasting Service and opposed any breakdown of the clears as a means of adding AM station allocations. The consensus was that the proposal, if adopted, would limit program diversity and public access to nighttime radio service. In what is one of the longest commission proceedings (origins of the rulemaking date back to the 1940's), the agency now seems determined to devise a new role for the use of clear channels.

But in its comments the CCBS, which represents 16 clear channel stations, said the commission's role should be to provide "some service to all of the nation." CCBS added that the agency should give careful consideration to the cost-effectiveness of altering skywave allocations.

If the FCC's proposal is adopted, it would result in 125 additional AM stations. CCBS feels that "the value of the additional nighttime facilities which the commission's proposal would add does not outweigh the value of skywave service to those millions who lack any other source or any diversity of nighttime aural service."

CCBS was supported by, among others, WGN Continental, Cox Broadcasting and Capital Cities Communications, all clear-channel licensees. WGN's filing contended that "clear-channel stations have an obligation to provide programming that cannot be routinely offered by smaller stations because of the economics of local broadcasting."

Capcities said the clear-channel proposal "indicates a willingness to tolerate destructive interference to long-range skywave and groundwave clear channel service."

Cox said the new stations that would be created would produce "oceans of interference with islands of service." Cox's comment went on to say that the commission should first assess the various proposals before it to achieve a coordinated radio allocation policy.

This idea was seconded by ABC and the National Association of Broadcasters. NAB stressed the need for a joint government-industry advisory committee that would "prepare in-depth studies of the advantages and disadvantages of various methods of accomplishing the objective of assuring that all radio stations be authorized to provide full-time service without significantly diminishing service by other classes of stations." NAB stated its belief

that the FCC should adopt an "over-all national radio policy rather than approach the problem on a piecemeal basis."

(Other spectrum-allocation issues pending before the commission are proposals for reduction in AM spacing to 9 khz and for expanding the parameters of the AM band, and the National Telecommunications and Information Administration recommendation that FM allocations be restructured to provide for more stations.)

Ray Livesay, president of the Daytime Broadcasters Association, was opposed to the clear-channel proposal for a different reason. He feels it "doesn't scratch the surface." While the DBA does agree that the FCC should protect existing ground-wave contours, and not go for higher power, its filing expressed "disappointment" with the agency's solution for additional channels. "What is needed is 14 additional channels to be classified as Class IV channels... this could be achieved by maintaining only 11 of the existing 25 clear channels, by consolidating two, three or four of them."

National Public Radio's comments were one of the few that came in supporting the commission's proposal. NPR said that "protection of clear channel stations should be limited so as to permit the establishment of many new unlimited time stations." On the other hand, another

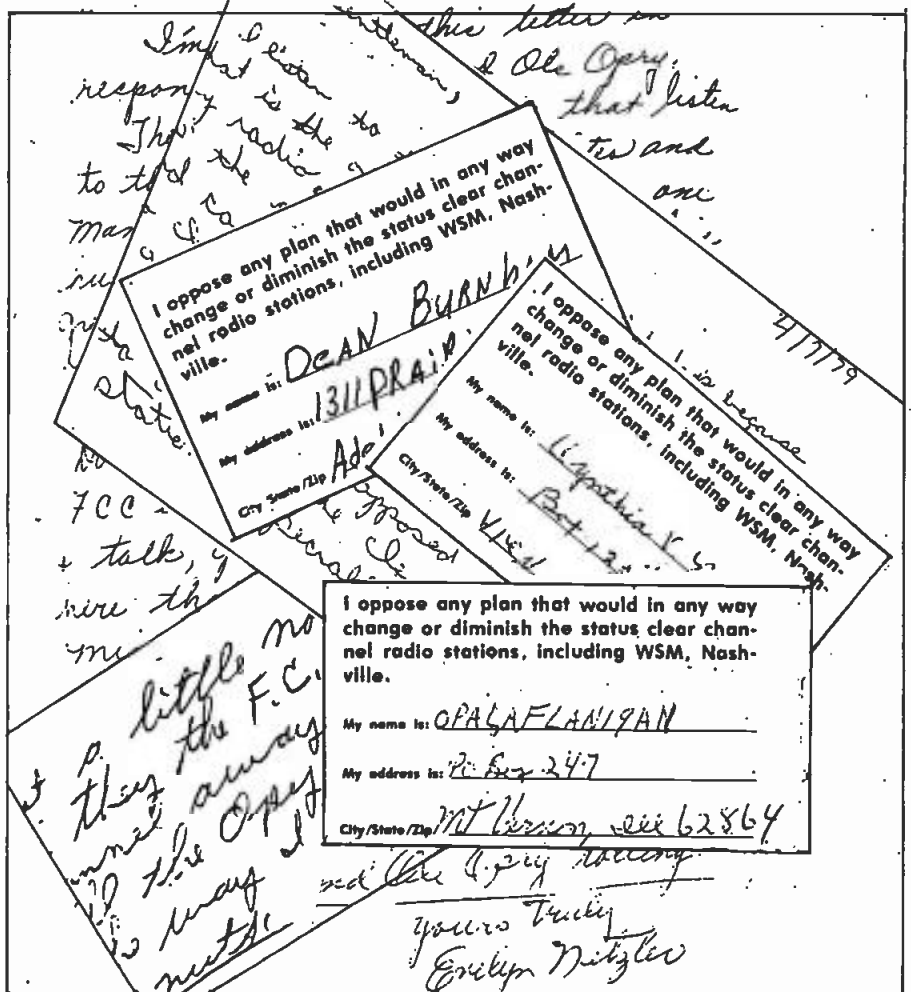
public broadcasting organization, the National Association of Educational Broadcasters, said that "reservation of the AM clear channels would further the congressionally-advocated concept of the development of public educational telecommunications facilities."

Most commenters also felt that minority ownership would best be served by maintaining the clear channels. Minorities would be hindered economically by competing with major broadcasters for full daytime service, it was said.

Commission raises its voice against loud commercials

It issues notice of inquiry to see if loudness can be measured and prevented

The FCC is taking another crack at a problem that it seems unable to solve or ignore—loud commercials. The effort, initiated last week, is in the form of a notice of inquiry that asks the question: What, if anything, can or should the commission do about the problem? It first asked a



Vox populi. This is a collage from the 4,000-plus cards and letters received by the FCC from citizens expressing outrage over plans to restrict the present clear channels. The loudest outcries came from "Friends of the Grand Ole Opry," a group organized by WSM(AM) Nashville in support of the clears.

Since 1949.

This year, at Channel 4, we're celebrating our 30th year. It's an anniversary that we're celebrating with the pride of a job well done and the promise of even better things yet to come.

Our reputation for quality broadcast journalism has spanned the years with unparalleled excellence in the Minneapolis/St. Paul marketplace. Our news broadcasts have expanded to include morning, noon, 5 PM, 5:30 PM, 6 PM, 10 PM, all night news, weather and sports plus news updates throughout the day.

Our equipment has kept pace with the latest technological advances incorporating color weather radar, an outstate weather reporting network, color weather satellite, news helicopter, mini-cams and the like... big changes from our start 30 years ago.

Our dedication to continuous

improvement has brought us the reward of continuing good results. More people in the Twin Cities area rely on Channel 4 for their news programming than any other station.* And we're going to keep it that way.

Next to ratings, awards are the best way to be recognized for your efforts. And we've collected our share of them. We're the only TV station in the market to win the coveted Peabody Award twice. Other national honors have fallen our way as well, including numerous Sigma Delta Chi Awards, Alfred I duPont Columbia Awards, awards from national and regional News Director Associations and awards from the National Mental Health Association. Other regional awards include the Minnesota School Bell Award from the Minnesota

Education Association, plus recognition from the PTA and nearly every other civic organization in the Twin Cities at one time or another over the years.

These ratings and the awards over 30 years have prodded us to increase our efforts; to continually better our programming for our public. They rely on us. And we take that very seriously.


Our affiliation with CBS is something we can also celebrate. They've been with us for all of our 30 years. And the relationship has been strong and prosperous.

A lot of things have changed since 1949 but Channel 4 is still the station for quality and quantity in the Twin Cities.



WCCO TV
Minneapolis St. Paul

*Nielsen rating May 1979. Ratings subject to limitations.

 A CBS AFFILIATE. Represented by TeleRep

similar question in 1962.

But this time, the commission suggests, it stands a better chance to achieve more than it did in closing out the inquiry begun 17 years ago. In 1965, the commission was forced to concede, in a policy statement, there was no acoustic or electrical tool to determine whether a given sound was objectionably loud, but it then proceeded to conclude that "objectionably loud" commercials were a problem and contrary to the public interest.

Now, however, it believes that researchers have a reasonably good understanding of loudness and are capable of producing devices to measure it. The commission based that belief on a 1977 study by its Field Operations Bureau, which employed a CBS-developed loudness level monitor that found that about 35% of the commercials studied were "loud" and on conversations "with persons knowledgeable in the field." Because of its confidence that devices can be produced to measure loudness, "and the fact that a significant number of commercials continue to employ what we believe to be excessive loudness," the commission said it was "appropriate" now to reopen the inquiry.

Some questions on which comments are sought deal with the matter of measuring loudness: What methods are suitable to measure the instantaneous loudness of complex sounds such as voice or music? Or how can a sound segment be characterized in terms of loudness?

Some of the questions suggest the complexities of the problem: To what extent (how loud and how many) are commercials objectionably loud? What forms should loudness standards take, and what limits are reasonable? What causes objectionable loudness in commercials?

One question asks whether it would be possible to incorporate an automatic loudness controller in television sets that would be adjustable for the receiver location and listener preference.

And some ask whether the commission should control loudness solely by regulation—for instance, require all nonprogram material to be transmitted with a subaudible tone or require licensees to cluster all nonprogram material, say, within four minutes on either side of the hour.

The commission said that "at this stage

of the inquiry," it sees no need to do more than collect and organize information, "encourage remedial measures and (possibly) formulate a more definitive statement of policy."

But the commission does not rule out "whatever rules are necessary to obtain results" if the problem appears serious enough and industry action would otherwise be "ineffectual." If it comes to regulation, the notice said, it "might take the form of one or more of the following":

- Require all nonprogram material to be transmitted with a sub-audible tone that would automatically adjust sound levels in receivers.

- Require nonprogram material to be clustered, "say, within four minutes on either side of the hour and half-hour."

- "Require stations (or networks) to evaluate all broadcast material. Non-program material could only be transmitted during programs ... compatible in style and volume. A compatibility grading system would have to be devised."

Comments are due Dec. 15 and replies Feb. 5, 1980. The docket is BC 79-168.

Broadcast Bureau says benefits from cable outweigh any harm

Another study from the FCC concludes diversion of audiences isn't a valid argument for restrictive regulation of CATV

Broadcasting industry representatives hoping to rebut arguments made by the FCC three months ago in proposing substantial deregulation of cable television won't find much support in a report by the commission's Broadcast Bureau on information developed during the economic inquiry that led to the rulemaking.

The report, which through inadvertence was not placed in the docket in the proceeding until last week, was available at the time the commission acted. Indeed, the bottom line was known even earlier: that there is room in the economy for

both television stations and cable systems ("Closed Circuit," April 23).

The Broadcast Bureau's policy analysis branch evaluated information gathered in the inquiry, did a study of its own on television public service programming and audience diversion, and presented the resulting report to the commissioners. It was one of several reports on which they relied in proposing to repeal the distant-signal and syndicated-exclusivity rules (BROADCASTING, April 30).

The inquiry was designed to re-examine assumptions on which the commission has based its program for regulating cable—a program based on the assumption that conventional television requires a measure of protection against the audience diversion cable could create.

The policy branch's report included these findings:

- Cable-induced audience diversion is 3%-12% in most markets served by cable and could be expected to increase to 6%-27% with the introduction of additional distant signals. The maximum audience loss expected under conditions of "ultimate penetration"—up to 50%—is about 20%, except in markets with fewer than three stations, where the impact is predicted to be as high as 50%—a figure the bureau staff said is "substantially overstated."

- A 1% change in audience results in a 1% change in revenue, but that relationship "is more complex than the simple one-to-one assumption and that revenue also depends on station, market and demographic factors."

- There is "a weak, albeit significant, positive relationship between the quantity of local programming and revenue." Local programming expenditures, however, were found to be "strongly related to revenue." The staff estimates that 23 cents of each additional dollar of revenue is spent on local programming. (Another finding by the study could have a bearing on commission consideration of local and absentee ownership: Group-owned stations spend less on local programming than do single-owned stations.)

The relationship between local programming and revenues is one of two areas in which the policy branch takes issue with the results of a report issued by the Cable Bureau. It dealt with the relationship in terms of quantity of programming rather than expenditures. The other area concerns the Cable Bureau's analysis of supply of and demand for cable television, which a section of the report the policy analysis staff feels lacks "depth and sophistication."

But the policy branch finds that the cable report "is generally well done and that its conclusions are justified." And the main conclusion is that "the vast majority of television viewers either stand to benefit or will be unaffected if the distant signal carriage rules are relaxed." The Cable Bureau predicts subscribers will gain access to more diverse, therefore more valuable, programming.

A key element of the Cable Bureau report not covered by the policy analysis



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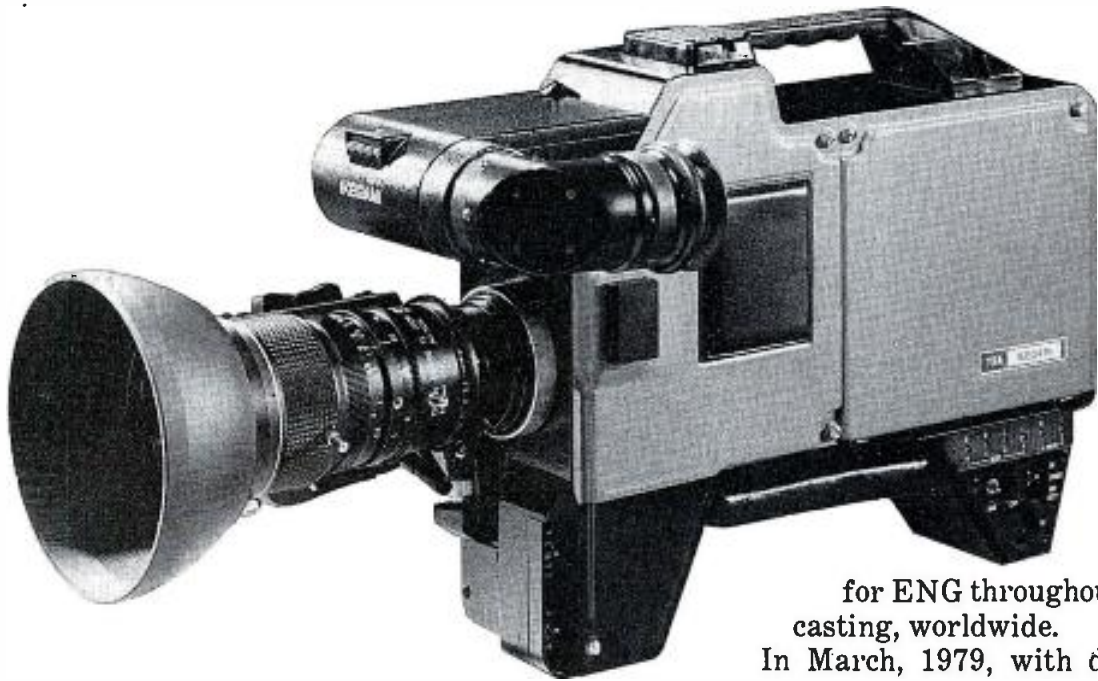
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Ikegami HL-79A

branch examined the financial impact of cable in markets served by cable systems that, operating under grandfathered status, are carrying substantially more signals than present rules allow. The Cable Bureau found that cable competition does not appear to have been detrimental to over-the-air "even in the 'worst' cases."

The policy branch's own conclusion is that the commission's traditional assumption regarding cable television "has overstated" cable impact because it has overlooked changes in the economic environment. The branch noted that, over the years since cable rules were adopted, in 1965, potential audience and advertiser demand "have increased substantially, quite apart from any negative impact from cable. The effect has been to offset the impact of cable on broadcast television."

As a result, the policy branch says the evidence demonstrates that "there is room in the economy for both cable and broadcast television. Indeed, the increased competition brought about by cable may well induce broadcasters to operate in a more efficient manner and to improve their programming".

Programming status quo

Commercial television stations are continuing to devote, on average, slightly less than 25% of their programming to news, public affairs and other programming out-

side the realm of entertainment and sports.

The FCC's annual report on television programming during a composite week, issued last week, showed that in 1978 the average television station devoted 24.9% of the time between 6 a.m. and midnight to such programming. In 1977, the average was 24.6%.

News and public affairs programming was off slightly from 1977, while all other non-entertainment and nonsports programming was up. The commission report showed that the average amount of time devoted to news last year was 9.2%; to public affairs, 4.2%, and to "all other," 11.4%. The comparable figures for 1977 were 9.5%, 4.5% and 10.6%.

The report shows the broadcast of non-entertainment and nonsports in prime time was also off, on the average. Last year, the average station devoted 19.5% of its time between 6 and 11 p.m. (5 and 10 p.m. in the Central and Mountain Time Zones) to news (17.8%), public affairs (3.3%) and all other (4.4%).

In 1977, the total average for such programming in prime time was 20.4%. News accounted for 12.3%; public affairs, 2.9%, and all other, 5.2%.

The stations—711 reported—duplicated their average performance of the year before in locally produced nonentertainment and nonsports programming. As in 1977, they devoted 8.4% of their time between 6 a.m. and midnight to such programming. And, again as in 1977, the sum of all locally produced programs, including entertainment and sports, accounted for 9.3%.

For the prime time period last year, the averages were 8% for locally produced non-entertainment and non-sports programming and 9% for all local programming. In 1977, the figures were 7.9% and 9%.

FCC turns down Bartell request for distress sale

Three times licensees who've had station license renewals denied in initial decisions have asked the FCC to allow them to sell the troubled station under its distress sale policy and three times the FCC has said no.

The last no was addressed to Bartell Broadcasting, whose license for WMJX(FM) Miami was denied by an administrative law judge on January 1978 primarily because of improperly conducted contests. Even though that decision came down before the FCC instituted its distress sale policy, Bartell filed a petition for extraordinary relief asking permission to sell the station to Broadcast Enterprises Network Inc. for \$1 million as a distress sale. (In its petition, Bartell said the station was appraised at \$2.5 million.)

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By denying Bartell's request, the FCC reaffirmed one of the three basic criteria stations must meet to take advantage of

the distress sale policy—that the sale occur before the case goes to hearing. The other two criteria are that the buyer be minority-controlled and that the price be "substantially" below market value.

Refusal of the FCC to allow WSWG-AM-FM Greenwood, Miss., and KOAD(AM) Lemoore, Calif., make distress sales set the precedents for the Bartell denial.

Bartell is a wholly owned subsidiary of Charter Company, a diversified, publicly owned holding company, owners of two AM's and three FM's, including WMJX.

FTC working on 'guidelines' for endorsement ads

Commission sends back staff effort for rewrite; Clanton disagrees with proposed use of 'actual consumer'

The Federal Trade Commission hopes to provide the advertising industry soon with an updated set of guidelines on the use of endorsements and testimonials.

The commission met last week to consider a draft of proposed guidelines, but deferred action. Instead, it directed the staff to rework a number of provisions for future consideration.

The first guideline the commission took up, "General Considerations," would: (1) urge that endorsements reflect only the honest views of the endorser, (2) discourage the presentation of an endorsement out of context and in a manner that distorts it and (3) promote the idea that an endorser actually use the product advertised when the advertisement so represents.

The second guideline states that advertisers should have substantiation for a claim that implies the average person can expect to obtain comparable performance from a product, and that "endorsements by what are represented to be 'actual consumers' should use actual consumers or disclose the fact that actors are appearing."

The final guideline, "Disclosure of Material Connections," encourages advertisers to disclose connections between themselves and the endorser that might affect the credibility of the endorsement.

The major disagreement with the proposed guidelines, voiced by Commissioner David Clanton, dealt with the provisions on "actual consumers." Clanton said no real harm would likely result from an actor "posing" as a consumer, and he didn't think the commission would want to enforce a provision that prohibited such techniques. Clanton further recommended that all provisions dealing with consumer endorsements be dropped.

FTC Chairman Michael Pertschuk said he thought a set of guidelines would be welcomed by the advertising industry, as it has, in the past, looked to the commission for guidance in such matters.

These guidelines don't have the force of law; rather, they indicate to the industry the FTC's thinking on specific issues.

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Chuck Barris on the set of "The Gong Show"

IN THE MARKET

High profits from low-brow TV

Chuck Barris Productions turns into hot stock on strength of its game-show sales

America has a venerable tradition of flamboyant showmen who, flying in the face of critical disapproval, amassed fortunes feeding appetites for outrageous entertainment. The phenomenal success of the Hollywood television production company, Chuck Barris Productions, whose president of the same name has become famous as the circus-barker host of his company's *The Gong Show*, provides one of the clearest examples in recent years of the gulf between critical acceptance and popular taste.

In addition to *The Gong Show*, Barris currently markets *The Newlywed Game*, *The \$1.98 Beauty Show*, the new *Three's A Crowd* and the revival of *The Dating Game*. Success in selling programs to networks and stations is only part of his company's story. With stock traded over-the-counter since 1968, investors last year made Chuck Barris Productions one of the top OTC's in the country. CBP shares, which hung below \$5 for years, paid a 50%

dividend in February of 1978, skyrocketed to \$19, split two-for-one in October, and kept on going to finish the year at \$12.50. The price is holding steady now at above \$14, giving Barris's 54.6% interest in the company's 3.14 million shares of common stock a market value well over \$20 million. (He holds another 12.4% of the company's stock as custodian for his daughter, Della, whose mother and Barris are divorced.)

Barris's road to personal wealth began just over 50 years ago in Philadelphia. After graduating from Drexel Institute in 1953, he did stints as a management trainee at NBC, a salesman for television cuing equipment and the director of West Coast programming at ABC, a post he held from 1959 to 1965. Besides his well-known activities as a television producer and host, Barris has two other credits for creative endeavors. He was the composer and lyricist for the sixties tune, "Pallisades Park," turned into a hit by The Beach Boys, and also the author of a 1974 book, "You and Me, Babe," the story of a man who makes a fortune at an early age producing game shows, only to have the grind

of commercial success lead to the break-up of his marriage.

In a 1975 appearance on CBS-TV's *60 Minutes*, Barris brainstormed the idea for a game show called *Greedy*. "Four contestants would be given a thousand dollars each, and they would bring out a little child with a lollipop, and we'd bid down to see which one would go take the lollipop away from the kid." Admitting to Mike Wallace that he has called game shows "trash," Barris did stress that "when I say trash, it all has to be done in context. On game shows, at least we don't pistol whip, we don't rape, we don't murder, we don't punch ladies in the face or kick people like they do in beloved and prestigious prime time. The shows entertain and provide a certain amount of prizes and good things for these people."

CBP has not provided its "good things" only for contestants. Estimated earnings for the last fiscal year are \$2.25 a share on revenues of \$30 million, compared with 66 cents on \$13.9 million the previous year. Dean Witter Reynolds projects the company's earnings for the fiscal year ending May 31, 1980, will be \$3.25 a share on

revenues of \$40 million, based on the commitments CBP has received from stations for its programs.

With virtually no debt (\$320,000 long-term debt as of last November) and a large influx of cash, the company is contemplating diversification through cash acquisitions of operations that a spokesman said would be "related to the present sphere of business," while not duplicating current efforts. This would help to dispel any lack of confidence arising from the belief that the small company (CBP has only about 25 permanent employees) relies too heavily on the genius of its principal.

Barris strives to separate his public and private selves, turning down recent requests for interviews. In a report late last year on Barris, *Forbes* noted that he had talked to that journal "only because 'the exposure might help my company.'" (The stock dipped slightly after publication of the article.)

Chuck Barris Productions has more of the same on the drawing board. Among them are *The Gong Show Movie*, a Chuck Barris talk show and three new game programs: *How's Your Mother-in-Law*, *The Divorce Game*, and *Dollar a Second*. Aside from future ventures, Barris has been building an inventory of back editions of proved titles whose production costs have already been recouped. Given the company's past record, and no evidence that Americans are prepared to rise en masse to new levels of entertainment tastes, the future for Chuck Barris Productions looks infinitely brighter than the participants in its programs.

RCA and CIT decide to call it off

Merger proposal is withdrawn, apparently over price differences

Merger talks between RCA and CIT Financial Corp. collapsed last week, causing the financial services company's stock to plummet from the heights to which investors had taken it in anticipation of what could have been the largest corporate marriage in history. In a joint announcement, the two companies simply stated that they "terminated discussions" concerning the proposal, initiated by RCA.

CIT's chairman, Walter S. Holmes Jr., and its president, Todd G. Cole, shed some additional light on the subject in a letter to stockholders, noting that the termination followed RCA's withdrawal of its offer. The letter reassured shareholders that "CIT is not seeking a takeover," and that the company "is in excellent financial condition." It went on to say, "we have the resources to further develop our present business and, since we are now free from the limitations imposed by the federal Bank Holding Company Act, to add new businesses. We shall proceed to do so." A company spokesman said that "proceed to

do so" indicated both general development activity and acquisitions in particular. CIT had made it clear in the past that it was interested in adding financial concerns in the areas of savings and loan, insurance, mortgage banking and mortgage insurance.

RCA is also expected to continue its acquisition efforts. It is known to be seeking ventures that would provide cash flow that could be pumped into technology research. Financial services concerns such as CIT fill that requisite.

No reason was given for the withdrawal of RCA's offer, although reports indicated that the companies couldn't agree on a price. Initial estimates put a figure of \$60 to \$67 a share on RCA's offer. After the latest developments, the market price of CIT stock, which had climbed to \$55.50, fell \$12.50 from Tuesday's opening price of \$53.50 to close at \$41.00. Two weeks before it had closed at \$35.75. On Wednesday, CIT shares made some recovery, gaining \$3.375.

The Holmes/Todd letter, assuring that

"in these days of major mergers it would be foolhardy to ignore the possibility of the value which CIT might have to another organization," reiterated a thought Holmes expressed the previous week that the company would act to "best serve" its stockholders after examining alternatives "as they arise." The letter closed by saying the company would "continue to serve our stockholders as effectively as possible—with or without a 'takeover.'"

Pay TV with a new twist

Californians, who just may be as addicted to their television sets as they are to their cars, may eventually have to do without the latter, but some enterprising capitalists on the West Coast are seeing to it that the tube is never far away.

With an updated version of the tabletop juke box, Televend Systems Inc. of Los Angeles is offering small-screen Sony

Bottom Line

Boosting its stake. Chris-Craft Industries has increased its holdings in 20th Century-Fox Film Corp. to about 13%, in line with its announced intention last winter to acquire 15% of the latter's voting securities outstanding. Chris-Craft, diversified pleasure-boat maker with broadcast station properties, reiterated that latest acquisition is for investment purposes only, position it took in advisory to FCC last summer after Fox had petitioned commission to ask Chris-Craft to state definitely whether it intended takeover (BROADCASTING, July 3, 1978). Chris-Craft's latest increase boosts its holdings in Fox to 1,011,500 shares of Fox common and 1,000 shares of its \$3 cumulative convertible preferred.

Meanwhile back at Fox. To concentrate operations in entertainment, broadcasting, leisure time and destination resort activities, 20th Century-Fox Film Corp. is selling its wholly owned subsidiary, Wedron Silica Co., for \$33 million cash to Martin Marietta Corp. Wedron Silica, which mines and processes industrial silica sand, was formerly division of Pebble Beach Corp., which was acquired by Fox May 1, 1979, for \$71 million. Dennis C. Stanfill, Fox chairman of board and chief executive officer, said there would be no significant gain or loss on proposed sale that is subject to definitive purchase agreement and approval by Fox Board.

Put and take. Gannett Co., major publisher-broadcaster, has strengthened its newspaper hand in Nashville. It has agreed to pay \$50 million for *Tennessean* newspapers (daily circulation of 130,000 and Sunday circulation of 240,000) to Silliman Evans family trust and Amon Carter Evans. In keeping with antitrust laws, Gannett will sell its afternoon *Nashville Banner* (85,000 circulation Monday through Saturday) for \$25 million to local group, Music City Media Inc. Latter's principals include bankers Brownlee O. Currey and Irby C. Simpkins Jr. and political figure John J. Hooke Jr. John C. Quinn, Gannett senior vice president, said that transactions should be formally completed by end of August and that Gannett holdings, including just-approved Combined Communications Acquisition, will total 80 daily newspapers, seven TV stations, six AM's, six FM's and other interests.

Big bucks. Times Mirror Co., Los Angeles, major group owner and parent of several leading metropolitan dailies—*Los Angeles Times*, *Newsday* (Long Island, N.Y.) and *Dallas Times Herald*—has agreed to purchase *Hartford* (Conn.) *Courant*, nation's oldest continuously published newspaper, for \$105,554,000 in cash and notes. Morning *Courant* has daily circulation of 215,386; Sunday *Courant* has circulation of 218,186. Agreement in principle, announced by TMC last Wednesday, was reached after several other communications firms had expressed interest in paper. According to announcement, Capital Cities Communications Co. had made \$70 million offer last November. TMC's other holdings include KABC-TV Austin, Tex., and KDFW-TV Dallas as well as cable TV interests.

Branching out. Paramount Pictures Corp., wholly owned subsidiary of Gulf & Western Industries Inc., announced agreement in principle to acquire 50% of EMI Ltd., London, for about \$150 million. EMI is diversified corporation with substantial recording industry holdings in U.S. and abroad, including Capitol Records. Deal is subject to approval by EMI, G&W and Paramount boards, and by EMI shareholders.

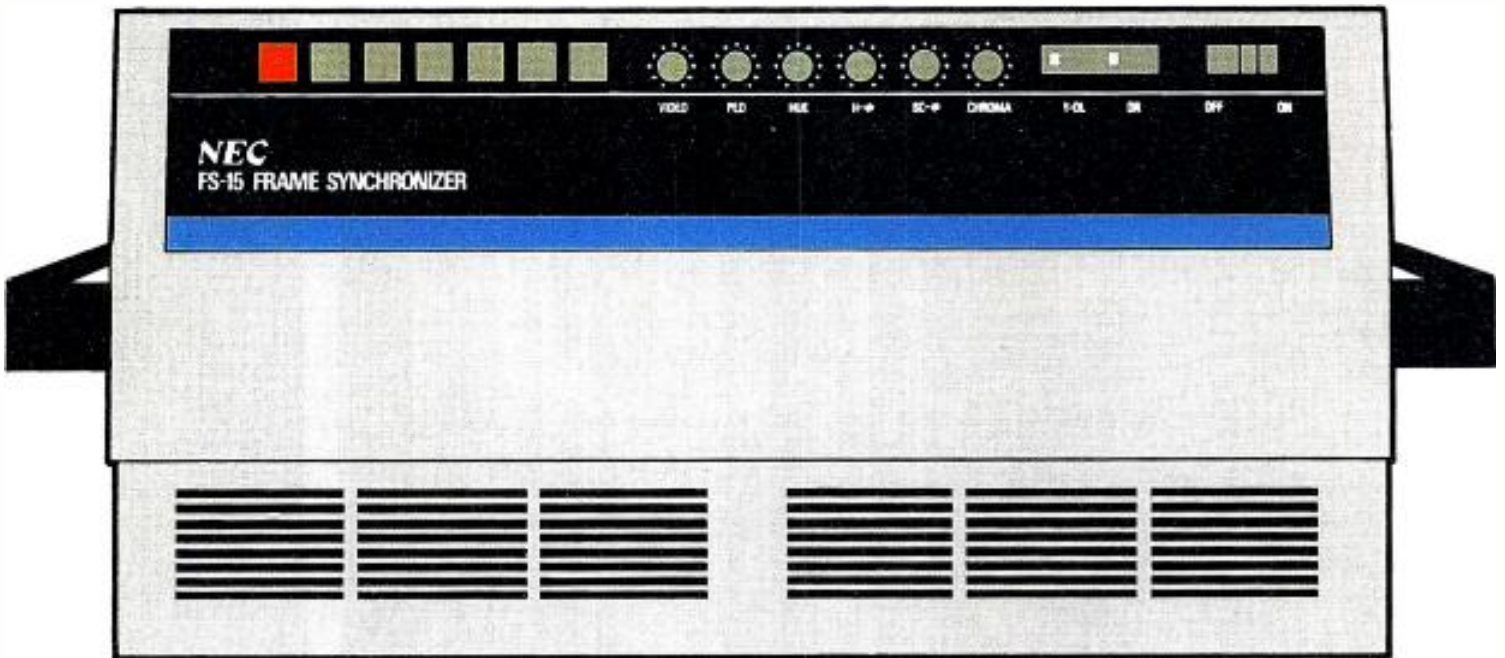
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And except for the input and output video amplifiers, everything is digitized: all sync signals, including blanking and burst, and all options, including TBC, Freeze Frame/Field and Velcomp. You get a stability that's just plain impossible with analog units.

The FS-15 is a lot of synchronizer for the money. But price isn't the only economy. NEC's FS-15 family "building block" design lets you buy only as much capability as you now need. Later, to expand your system, add any of the modular options shown on the next page. They'll let you create just about any production effect you can think of.

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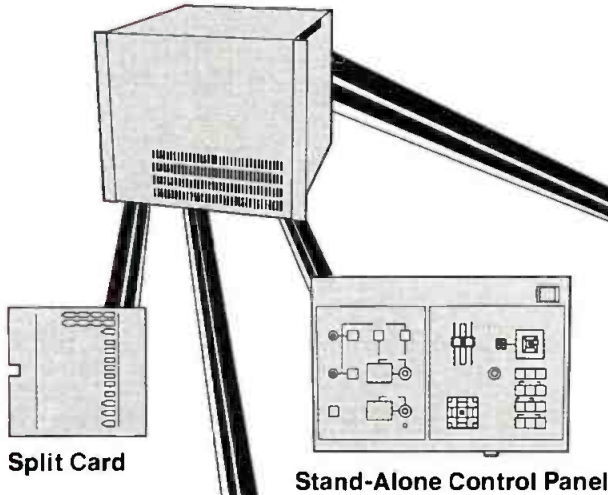
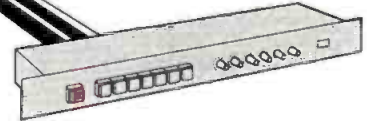
TBC

FS-15



Remote Control Panel

Provides full control of the FS-15 functions and standard options from a remote location.



Split Card

Stand-Alone Control Panel

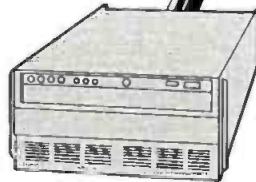
Multi-Freeze

Lets you compress and freeze 4, 9, or 16 complete images on a single raster, multiple scenes or continuous sequence.



TNR-15A/15D Noise Reducer

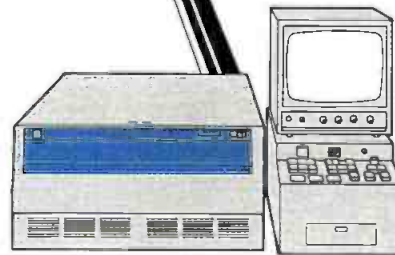
A digital process that dramatically improves the signal-to-noise ratio of pictures up to 15db either stand alone or as an add-on to the FS-15.



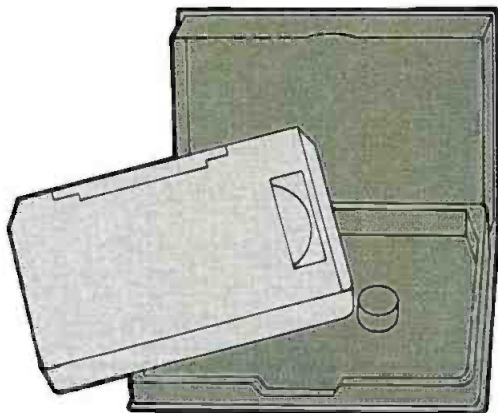
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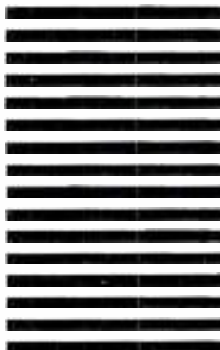
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television sets to local restaurants and coffee shops for use at their dining tables. The sets, which sell for about \$350 with modifications, offer diners up to 15 minutes of local-station programming for a dime. According to Angelo Typaldos, vice president, the company has about 400 such sets in southern California as well as others in Arizona, Washington and as far east as Texas. The sets are in about 100 establishments.

International Entrepreneurs' Association of Santa Monica, Calif., has prepared a study of the business possibilities of renting out the sets and concluded that "profit margins are substantially higher than most other vending-type businesses."

The modified seven-inch sets work much like juke boxes. Waiting for a pizza or hamburger, a diner drops his dime in a coin box for 10 to 15 minutes of play. The sets have large appeal for children, but adults, too, are said to use them for catching up with sports shows. Volume and other control knobs, other than the channel selector, are removed or covered.

CBS turns around in second quarter

Records are set, although they're not enough to offset losses in the first; profits for six months are still down by 10%

CBS, which opened the year with one of its worst financial quarters in recent times, reported last week that the second quarter was its best quarter ever—in revenues, earnings and earnings per share.

Chairman William S. Paley and Presi-

dent John D. Backe said second-quarter earnings reached \$65.8 million, up 11% from \$59.3 million a year ago, on revenues totaling \$913.8 million, up 22% from \$751.4 million in last year's second quarter.

The second-quarter results lifted revenues for the first six months to a record \$1,742,500,000, a 17% gain over \$1,495,600,000 in the comparable 1978 period. But the second-quarter profit gain was not enough to offset the 47% profit decline reported in the first quarter (BROADCASTING, April 16). Thus net income for the first half, estimated at \$83.6 million, was 10% below the 1978 first-half total of \$93.1 million.

Earnings per share were put at \$2.37 for the second quarter, up from \$2.14 a year ago, and at \$3.01 for the first six months as compared with \$3.36 for the 1978 first half.

Paley and Backe said the CBS/Broadcast, Columbia and Publishing Groups all contributed to the second-quarter earnings growth, and noted that "income also resulted from the sale of syndication rights to the feature-film inventory of Cinema Center Films."

Revenues of the CBS/Broadcast Group increased by 14% over last year's second quarter, "with CBS-TV network setting the pace," but the report said that "costs in the television network, primarily programming costs, continued to increase at a greater rate than revenue." News department costs were also reported to be on the rise.

The CBS/Records Group increased revenues by 27% in the second quarter but its over-all profits were said to be off, "due principally to the effect of foreign exchange losses." The CBS/Columbia Group had a 30% revenue gain in the

quarter, helped by "a strong increase for the Columbia House division and the addition of the Gabriel Toy business, which was acquired by CBS in August 1978." CBS/Publishing Group revenues rose 15%, principally from the consumer publishing division.

Computers for cable

Subscriber Business System handles billing, accounting and installation; added functions due next year

A computerized business system for cable TV has been developed and is being marketed by Station Business Systems, a division of Control Data Corp. James R. Lang, vice president for CATV business systems, said last week two units have already been sold: One to St. John's (Vt.) Community TV Corp., which has about 5,000 subscribers, and one to Tar River Cable, Rocky Mount, N.C., which has 10 franchises and about 51,000 subscribers.

The system, called Subscriber Business System (SBS), was developed after a year and a half of research among cable operators to determine their needs, according to Lang. It is entirely in-house, using hardware from Texas Instruments, and is packaged in modules that enable a cable operator to choose the services he needs and be able to add others later.

Lang said the system handles such billing features as coupon or monthly, bi-monthly, quarterly and annual billing, statements of overdue accounts, reminder notices, aging reports, service charges on overdue accounts, billing to credit cards or third parties, sales tax calculations, credit-rating calculation, collection or marketing

Week's worth of earnings reports from stocks on Broadcasting's index

Company	Period/Ended	Current and change					Year earlier		
		Revenues	% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
Acton.....	3 mo. 3/31	25,485,000	+14.0	675,000	+12.6	.26	22,355,000	599,000	.22
AEL Industries.....	Year 2/23	60,041,510	+19.5	1,997,915	+12.4	1.04	50,209,596	1,776,564	.98
American Intl.....	39 wks. 11/78	36,232,000	-7.7	-545,000	*	-23	39,247,000	2,773,000	.54
Ampex.....	Year 4/28	379,870,000	+17.9	27,351,000	+38.5	2.41	322,050,000	19,742,000	1.75
Catec Corp.....	Year 12/31/78	51,623,000	+20.0	1,011,000	+27.9	.47	43,005,000	790,000	.36
Cinema V.....	Year 9/30	9,644,453	+13.0	-751,583	*	-.99	8,527,401	-753,896	-.99
Farinon.....	Year 3/31	92,770,000	+23.0	5,683,000	+22.6	1.18	75,380,000	4,635,000	1.00
Fairchild Ind.....	3 mo. 4/1	156,376,000	+28.5	7,620,000	+32.1	1.50	121,618,000	5,764,000	1.15
Liberty Corp.....	3 mo. 3/31	62,521,000	+3.4	7,789,000	+15.3	1.18	60,421,000	6,754,000	1.01
M/A Comm., Inc.....	6 mo. 3/31	59,365,000	+30.9	3,590,000	+39.1	.84	45,351,000	2,580,000	.47
Microdyne Corp.....	3 mo. 1/28	2,928,944	+96.2	374,200	+26.6	.30	1,492,596	165,112	.14
3M.....	3 mo. 3/31	1,304,645,000	+20.3	152,125,000	+27.5	1.30	1,083,982,000	119,293,000	1.03
Mooney.....	3 mo. 3/31	1,235,504	+10.9	-10,669	*	-.03	1,113,212	-103,293	-.24
New York Times Co.....	3 mo. 3/31	145,108,000	+4.9	7,641,000	+7.6	.64	138,293,000	7,099,000	.61
Reeves Teletape Corp.....	3 mo. 3/31	7,607,000	+64.4	445,000	+27.0	.19	4,625,000	196,000	.09
Sony.....	6 mo. 4/30	1,337,318	+15.2	35,805	-35.6	.17	1,160,264	55,564	.26
Telecommunications.....	3 mo. 3/31	18,661,000	+45.0	17,712,000	+1553.8 ¹	3.02	12,865,000	1,071,000	.17
Tocom Inc.....	9 mo. 3/31	5,131,493	+4.2	293,944	*	.20	2,512,329	-93,074	-.07
Turner Comm.....	3 mo. 3/31	5,542,000	+8.0	-613,000	*	-.16	5,131,000	-256,000	-.07
Varian Assoc.....	6 mo. 3/30	219,895,000	+22.1	-3,114,000	*	-.42	180,089,000	4,547,000	.60
Video Corp.....	9 mo. 3/31	6,522,000	+36.4	219,000	+53.9	.19	4,781,000	406,000	.37
Weather Corp. & subsidiaries.....	3 mo. 3/31	10,848,000	+31.7	-191,000	*	-.09	8,238,000	-120,000	-.05

¹Increase was largely attributable to subsidiary Athena Communications Corporation's gain on the sale of 542,300 shares of Resorts International common stock.

*Change too great to be meaningful.

messages on bills, multiple billing cycles and full accounting for deposits.

Other features, he said, include reports on scheduling of installation and service personnel, trouble calls and analysis of trouble and printing of work orders. It also expedites enrollment of new subscribers, down to automatic checking of specific references and showing when the next available installation date will be.

Typical costs for the system, according to Lang, range from about \$45,000 for the smallest SBS configuration, to handle about 5,000 subscribers, to \$65,000 for 25,000 subscribers and around \$100,000 for 50,000 subscribers. Up to 36 cable franchises can be handled on one SBS system, according to the firm. In addition there are monthly charges that range from \$500 to \$2,000, depending on the number of computer terminals employed and the amount of hardware and software maintenance required.

In 1980, Lang said, SBS will offer additional modules to handle collections, accounts payable and payroll. Still other modules being planned are one that will handle inventories of equipment on the shelf, in plant and in subscribers' homes, and a sales module that will print cards for prospects and handle various types of sales reports.

SBS is the cable version of a Station Business System service for broadcasters, currently in an estimated 350 radio and TV stations.

Changing Hands

PROPOSED

■ **WLKR-AM-FM** Norwalk, Ohio: Sold by Ohio Radio Inc. to Firelands Broadcasting Inc. for \$750,000. Seller is principally owned by Annette W. Reider as beneficiary of late husband's estate (26%); rest of stock is held by large group of local residents. It also owns **WRWR(FM)** Port Clinton and **WKTN(FM)** Kenton, both Ohio. Buyer is principally owned by James R. Westerland, general manager of station. He has no other broadcast interests. **WLKR** is 500 w daytimer on 1510 khz. **WLKR-FM** is on 95.3 mhz with 2.5 kw and antenna 125 feet above average terrain.

■ **KWRB-TV** Riverton, Wyo.: Sold by Chief Washakie TV to Hi-Ho Broadcasting Co. of Wyoming for \$700,000. Seller is owned by Joseph P. Ernest and his wife, Mildred, who also own **KRTR(AM)** Thermopolis, Wyo. Buyer is owned by F. Francis D'Addario and Jerome Kurtz (33-1/3% each) and James D. Ivey and David Antoniak (16-2/3% each). Group has purchased **WDHN-TV** Dothan, Ala. (see below), and has been granted FCC approval to construct new TV on channel 44 at Valdosta, Ga. (**BROADCASTING**, April 30). According to company spokesman,

Valdosta station has signed letter of intent to affiliate with ABC and is expected to go on air in spring of 1980. Group has also applied for new TV on channel 43 at Bridgeport, Conn. **KWRB-TV** is ABC affiliate on ch. 10 with 58.9 kw visual, 8.7 kw aural and antenna 1,630 feet above average terrain.

■ **WNNJ(AM)-WIXL-FM** Newton, N.J.: Sold by Irving Goldberg and family to Group M Communications Inc. for \$650,000. Sellers have no other broadcast interests. Buyer is owned by Marvin J. Strauzer and Michael B. Levine (50% each). Levine is Eastern division manager for Arbitron Radio, New York; Strauzer is vice president, marketing, for Gaynor Media Corp., New York, media buying service. Neither has other broadcast interests. **WNNJ** is 1 kw daytimer on 1360 khz. **WIXL-FM** is on 103.7 mhz with 5 kw and antenna 140 feet above average terrain.

■ **KPOC(AM)-KCYN(FM)** Pochontas, Ark.: Sold by Adrian L. White to Shields Media Services Inc. for \$418,500. White has no other broadcast interests. Buyer is owned by John J. Shields, who owns 51% of **KFLO(AM)** Shreveport, La., and 33.3% of **KYDE(AM)** Pine Bluff, Ark. **KPOC** is 1 kw daytimer on 1420 khz. **KCYN** is on 103.9 mhz with 3 kw and antenna 145 feet above average terrain.

■ **KLIP(AM)** Fowler, Calif.: Sold by Eleanor Mindel to Frontiers Communications for \$260,000. Mindel is administratrix of estate of late husband, Morris. She has no other broadcast interests. Buyer is owned equally by Carlton B. Goodlett, Jerrel W. Jones and Woodrow Miller. Jones owns 76% of **KNOV(AM)** Milwaukee. Miller is general manager of **KLIP**. Goodlett is San Francisco physician with no other broadcast interests. **KLIP** is 250 w daytimer on 1220 khz.

■ **WYRD(AM)** East Syracuse, N.Y.: Sold by **WYRD Radio Corp.** to Surof Communications of N.Y. Inc. for \$259,000. Seller is owned by Richard T. Crawford, who also owns one-third interest in **WDAC(FM)** Lancaster, Pa. Buyer is owned by Simon Rosen and Lind Carl Voth (50% each), who also own **WTIS(AM)** Tampa, Fla., and 37.5% each of **KITA(AM)** Little Rock, Ark. **WYRD** is 1 kw daytimer on 1540 khz.

■ Other proposed station sales include: **KBIK(AM)** Lompoc, Calif.; **WPBR(FM)** Palm Beach, Fla.; **WIBB(AM)** Macon, Ga.; **WHKC(FM)** Henderson, Ky.; **WRQK(FM)** Greensboro, N.C.; **WSCR(AM)** Scranton, Pa., and **KRAN(AM)** Morton, Tex. (see "For the Record," page 56).

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■ **KSHO-TV** Las Vegas: Sold by Channel



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7/16/79

13 of Las Vegas Inc. to WTMJ Inc. for \$13.5 million. Seller is owned by Arthur P. Williams and family, who also own KWMS(AM) Salt Lake City. Buyer is wholly owned subsidiary of The Journal Co., publisher of *Milwaukee Journal* and *Sentinel* and owner of WTMJ-AM-TV and WKTJ-FM Milwaukee. Michael McCormick is president of WTMJ Inc. KSHO-TV is ABC affiliate on ch. 13 with 204 kw visual, 40.7 kw aural and antenna 290 feet above average terrain.

■ **WFOG-AM-FM** Suffolk, Va.: Sold by Smiles of Tidewater Inc. to McCormick Broadcasting Co. for \$2.4 million. Seller is owned by Derwood H. Godwin (21.82%), Norman J. Suttles (21.82%), James Davis (20.91%), Young Pully (20.91%), Robert La Ferme (9.09%) and John Ingraham (5.45%). Suttles and Godwin are also principals in WVBS(AM)-WPJC(FM) Burgaw and WPIL(AM) Raleigh, both North Carolina; WDIX(AM)-WPJS(FM) Orangeburg, S.C., and WAJL(AM) Winter Park, Fla. Buyer is owned by Technical Operations (80%) and William M. McCormick (20%), president. It owns, through various subsidiaries, WLKW-AM-FM Providence, R.I.; WJYE(AM) Buffalo, N.Y., and WEZE(AM) Boston. Technical Operations is diversified, publicly owned company based in Boston with interests in nuclear products, construction, electronics and broadcasting. C. Vincent Vappi is principal owner (25.5%) and chairman. WFOG(AM) is on 1450 khz with 1 kw day and 250 w night. WFOG-FM is on 92.9 mhz with 50 kw and antenna 480 feet above average terrain.

■ **WKEE-AM-FM** Huntington, W. Va.: Sold by Reeves Telecom Corp. to Capitol Broadcasting Co. for \$1.9 million. Seller is publicly traded company in process of liquidating its assets. It has sold only other broadcast interests, WITH-AM-FM Baltimore (BROADCASTING, June 18), subject to FCC approval. Hazard E. Reeves is chairman and J. Drayton Hastie, president. Buyer is principally owned by Raymond T. and James F. Goodman, brothers. It also owns WRAL-FM-TV Raleigh, N.C.; Tobacco Radio Network; North Carolina News Network, and weekly *North Carolina Leader*. WKEE(AM) is 5 kw daytimer on 800 khz. WKEE-FM is on 100.5 mhz with 53 kw and antenna 560 feet above average terrain.

■ **KEED(AM)** Eugene, Ore.: Sold by Century Pacific Inc. to Community Pacific Broadcasting Corp. for \$1 million plus \$131,000 for covenant not to compete. Seller is principally owned (88.3%) by Wesley L. Monroe, who is principal of Monroe Broadcasting Inc., licensee of KGA(AM) Spokane, Wash. Buyer is principally owned by David J. Benjamin and Charles W. Banta, who also own KRDR(AM) Gresham, Ore., and KGAA(AM) Kirkland, Wash., purchased from Monroe Broadcasting last January for \$280,250 (BROADCASTING, Jan. 29). KEED is on 1450 khz with 1 kw full time.

■ **KODA(AM)** Houston: Sold by Taft Broadcasting Corp. to Spanish Broadcasting Corp. for \$1.1 million. Seller is owned by Paul E. Taft and family. They also own 85% of WNE-TV Hanover, N.H., and 41% of KMZK(AM) Fort Worth. They have sold, subject to FCC approval, KODA-FM Houston to Westinghouse Broadcasting Co. for \$6.1 million less price of KODA(AM) (BROADCASTING, April 30). Buyer is owned by Marcos A. Rodriguez (58.7%) and 21 others. Rodriguez has additional interest as 58.31% owner of Latin American Broadcasting, which owns 11.5% of buyer and is licensee of KESS(AM) Fort Worth. KODA is 5 kw daytimer on 1010 khz.

■ **WGMW(AM)** Riviera Beach, Fla.: Sold by Wardell Broadcasting to Patten Communications Corp. for \$995,000. Seller is owned by William Hall, who has no other broadcast interests. Buyer, principally owned by Myron (Pat) Patten, owns KLNT(AM)-KLNQ(FM) Clinton, Iowa; WKHM(AM)-WJOX-FM Jackson and WMPX(AM) Midland, both Michigan, and WYXE(FM) Sun Prairie (Maidson), Wis. WGMW is on 94.3 mhz with 3 kw and antenna 300 feet above average terrain.

■ **WLGM(AM)-WJJS(FM)** Lynchburg, Va.: Sold by Rulon-Maynard Corp. to Neighborhood Communications Corp. for \$700,000 plus \$60,000 for agreement not

to compete and \$45,000 for consultancy. Seller is owned by L. John Denny and his wife, Rosalind, who have no other broadcast interests. Buyer is wholly owned subsidiary of Neighborhood Theater Inc., owner of movie theaters in Charlottesville and Richmond, both Virginia. Morton G. Thahimer is president and principal stockholder (21.54%). It also owns WGN(AM) Knoxville, Tenn., and is applicant for new TV in Richmond, Va. WLGM is 1 kw daytimer on 1320 khz. WJJS is on 101.7 mhz with 3 kw and antenna 290 feet above average terrain.

■ **WMOB(AM)** Mobile, Ala.: Sold by Bay Broadcasting Corp. to Charles W. Jackson for \$525,000 plus \$150,000 for agreement not to compete. (Price includes Bay Broadcasting's 41% interest in WLPR(FM) Mobile.) Seller is principally owned by Walter Starr and Alton E. Broussard, who have no other broadcast interests. Jackson is controller for Birmingham, Ala., iron works. He has no other broadcast interests. WMOB is 1 kw daytimer on 840 khz.

■ **KTXJ-AM-FM** Jasper, Tex.: Sold by Jasper Broadcasting Service to KTXJ Radio Inc. for \$580,000 plus \$60,000 for agreement not to compete. Seller is partnership of Thomas H. Spurlock (37.5%), Roger C. Hall (37.5%) and Lynda Bell (25%). None has other broadcast interests. Buyer is principally owned by Galen O. Gilbert (51.87%) of Dallas. He is principal of

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■ WDHN-TV Dothan, Ala.: Control (81%) sold by Jay B. Bragg, Betts Slingluff and 31 others to Hi-Ho Television Stations of Alabama Inc. for \$621,126. Sellers have no other broadcast interests. Buyer has also purchased KWRB-TV Riverton, Wyo., subject to FCC approval (see above). WDHN-TV is ABC affiliate on ch. 18 with 1,080 kw visual, 216 kw aural and antenna 730 feet above average terrain.

■ KWHO-AM-FM Salt Lake City: Sold by Radio Station KWHO to Northwest Radio Broadcasting Co. for \$600,000. Seller is owned by Reese C. Anderson, who has no other broadcast interests. Buyer is wholly owned subsidiary of Northwest Energy Co., publicly owned natural gas company. John G. McMillian is chairman and president. It has no other broadcast interests. KWHO(AM) is 1 kw daytimer on 860 khz. KWHO-FM is on 93.3 mhz with 30 kw and antenna 3,660 feet below average terrain.

■ WHPN(AM)-WHVS(FM) Hyde Park, N.Y.:

Sold by Castle Communications Corp. to Gregory Broadcasting Inc. for \$540,000. Seller is owned by James F. O'Grady Jr. and 15 others. It sold WALL-AM-FM Middletown, N.Y., last December (BROADCASTING, Jan. 8). Buyer is owned by Warren Gregory of Chapman Associates, broker in transaction. WHPN is 500 w daytimer on 950 khz. WHVS is on 97.7 mhz with 3 kw and antenna 300 feet above average terrain.

■ Other approved station sales include: WJJC(AM) Commerce, Ga.; WKZN-AM-FM Zion, Ill.; KLEE-AM-FM Ottumwa, Iowa; WGOS(AM) High Point, N.C.; WACM(FM) Freeland, Pa., and KBLW-AM-FM Logan, Utah. (See "For the Record," page 56).

Spot service

Webster forms new company, Radio Information Center, to offer computerized reports monthly on ad data, with input coming from major rep firms

The Radio Information Center, New York, has been formed to collect and distribute monthly national spot radio advertising data.

RIC has been established by Maurie Webster, president of the Webster Group, New York, a communications consultancy firm, to provide a computerized data

source for the radio industry. Webster said he has the cooperation of most major representative firms, which will supply him with monthly information on spot radio purchases. He expressed the belief that other major reps will become sources of information once the premise of the RIC operation is proved.

He said the initial project of the new organization will be collecting and analyzing



Webster

monthly spot radio data for national and regional accounts in the top 175 markets. The first report, he added, should be ready in three to four weeks.

Webster intends to offer a variety of reports. He believes the computerized programming will be able to supply analyses of business category advertising trends and studies of individual agency radio buys and customized reports on order.

Among the types of firms that RIC will seek to enlist as clients are radio representatives, advertisers, agencies and group radio operations. Webster declined to discuss the rate structure.

Webster will continue as head of the Webster Group. He said that since he is active in providing various services for different components of the radio industry, he has assured station representatives that he personally will not have access to the information supplied to RIC.

Webster said that there is no rapid dissemination of spot radio advertising data at present. He believes that a service like RIC can play a role in developing more meaningful information that can be useful in advertising decisions.

The company has set up its headquarters at 575 Lexington Ave., New York, 10022. Telephone (212) 371-4828.

June 8, 1979

BENI Broadcasting of Rochester, Inc.

has acquired the assets of television station

WHEC-TV
Rochester, N.Y.

from

Gannett Co., Inc.

the undersigned initiated this transaction and acted as consultant to the buyer in the negotiations.

**THE
TED HEPBURN
COMPANY** Cincinnati, Ohio

Getting their acts together

Cablecasting Ltd., the Canadian firm looking to take over the Cox cable system in Atlanta, has solved one potential franchise problem. Its subsidiary, Cable America Inc., has found the required 20% local ownership. Inner City, holder of a franchise for other areas of Atlanta, has agreed to purchase the necessary stock (BROADCASTING, June 18, July 2). The two companies will develop one system in the city, upon approval of the deal by the Atlanta city council.



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Then we package it all. And in case of trouble we fix it all. That means Scientific-Atlanta service centers are strategically located across the nation and ready to rush to your aid on a 24-hour a day basis. It's why our earth station owners sleep better. So will you.

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Programming

Play-by-play on the fall TV schedule

Agency roundup by Bache runs down each night of the upcoming network race and picks ABC to come in first, CBS to finish a stronger second, and NBC to trail a poorer third

ABC will retain its position as the prime-time ratings leader next season, and CBS will close the gap between those two networks, while NBC will lose ground in third place. At least that is the opinion of advertising agency program executives consulted in Bache, Halsey Stuart Shields Inc.'s annual survey.

Last year's predictions proved reasonably accurate, with estimated and actual ratings for the three networks reading ABC 20.3/20.2; CBS 18.1/18.2; NBC 17.1/17.8. Reviewing the announced lineup of each network for next fall, the experts place ABC clearly out in front on Tuesday and Wednesday, capturing Thursday and Saturday by lesser margins. Sunday belongs to CBS, which will battle ABC for Friday and NBC for Monday, with NBC the likely winner of that contest.

If the agency people are correct in their estimates, the season will bode ill for NBC President Fred Silverman. With the industry looking on the additions to the network's schedule as the test of Silverman's widely touted programming genius, the agency executives feel that all the new NBC series will be failures, finishing in the bottom 20 of regular series. They'll be joined there by one of NBC's old standbys, *Disney*. CBS will have five programs in the basement, four premiering series, *Big Shamus*, *Little Shamus*; *Struck by Lightning*; *We're Cruisin'* and *Working Stiffs*, along with a show that's had several outings this year, *The Bad News Bears*. Two new ABC comedies are expected to fall by the wayside, *Out of the Blue* and *New Kind of Family*. The midseason replacements, *Angie* and *The Ropers* are the other ABC series predicted to hit the bottom 20.

On the bright side, three of ABC's new entries are expected to make the list of the top 20 series, and even achieve what Bache's Tony Hoffman calls "super hit" status, a better than 22 rating. They are *Man from Scotland Yard*, *Benson* and *The Associates*. None of the new ventures on CBS is expected to achieve that rank, although the network's *Trapper John, M.D.* will pass the "hit" mark of 20.0. The

only NBC regular seen as a candidate for the top 20 is *Little House on the Prairie*.

The survey also reveals an anticipation at the agencies of a continuing decline in HUT levels, leading to a 0.5% drop in predicted network ratings.

In analyzing the experts' guesses, Hoffman notes that there is divergence of opinion on new shows and those that have

changed time periods, with consensus on the fate of those returning at their old times. However, he asserts that even if the survey extremes were used as the basis of calculations, "the relative ranking of the three networks within each night would not change a great deal."

Because its predicted ratings average for six nights is only 16.6, NBC's fate is

AGENCY CONSENSUS

This chart represents Bache Halsey Stuart Shields Inc.'s pulling together of agency predictions on how the new network TV season will fare—show by show, network by network and night by night. Responses came from half of the top 25 agencies in network TV billings.

Network	Show	Share	HUT	Rating	Average	Nightly Rank
SUNDAY						
ABC	Out of the Blue	22	60	13.2		
	New Kind of Family	23	63	14.5		
	Mork & Mindy	39	65	25.4	20.6	2
	The Associates	33	67	22.1		
	Movies	35	64	22.4		
CBS	60 Minutes	42	61	25.6		
	Archie's Place	33	65	21.5		
	One Day at a Time	33	67	22.1	22.3	1
	Alice	33	67	22.1		
	The Jeffersons	30	67	20.1		
Trapper John M.D.	34	61	20.7			
NBC	Disney	26	61	15.9		
	Big Event	28	67	18.8	16.4	3
	Prime Time	20	60	12.0		
MONDAY						
ABC	240 Robert	24	66	15.8	19.1	3
	NFL Football	32	65	20.8		
CBS	White Shadow	29	66	19.1		
	M*A*S*H	36	68	24.5	20.6	2
	WKRP in Cincinnati	33	68	22.4		
	Lou Grant	31	62	19.2		
NBC	Little House on the Prairie	34	66	22.4	21.3	1
	Movie	32	65	20.8		
TUESDAY						
ABC	Happy Days	43	63	27.1		
	Man from Scotland Yard	37	66	24.4		
	Three's Company	42	67	28.1	23.6	1
	Taxi	36	66	23.8		
	Lazarus Syndrome	32	60	19.2		
CBS	We're Crusin'	22	65	14.2	16.1	3
	Movie	27	63	17.0		
NBC	Sheriff Lobo	24	65	15.6	17.4	2
	Movie	29	63	18.3		

closely tied to the success of its *Big Event* motion picture and special offerings on its one solid night, Monday. These features are counted on to generate about a 21 rating, edging NBC to a win with a night average of 21.3 against CBS's 20.6 from a series line-up and ABC's 19.1 from the new *240 Robert* and *Monday Night Football*.

Poor performance by its films and events could seriously affect the experts' predictions for NBC. Hoffman places CBS on firmer footing, noting that although some of its top series "are aging and face probable extinction after one more season," it has two high scoring nights to boost its average, lessening the impact of the failure of any single element. The

Bache report goes on to note that CBS could surprise the agency prognosticators with its two weekly movies, due to the addition of top features to its inventory.

Pointing to shows with "spin-off potential" as a necessary element for "dramatic improvement in the competitive position of NBC," the survey finds a lack of that commodity there. ABC and CBS are both counted as having eight shows whose formats permit the needed introduction of new characters each week. NBC, although doing better than in recent seasons, is given only five. Moreover, none of the ABC spin-off contenders is ranked as a "loser," a program pulling lower than a 16.0 rating. Three of the CBS possibilities *Working Stiffs*, *Last Report* and *Bad News*

Bears—fall into that category, and only one NBC series, *Diff'rent Strokes*, is expected to gain a rating, 19.5, that lifts it above that line.

The report's conclusion is that neither CBS or NBC has "the nucleus necessary to mount a successful attack this season" against the performance "plateau" reached by ABC in 1977. It puts CBS at least one full season away, and NBC, two.

Networks start beating their promotion drums for new season

Print and on-air campaigns already are under way; CBS will also go with barrage of print on day before premieres

CBS-TV, in a print promotion blitz the day before its new season begins, will run 16-page, four-color Sunday magazine supplements in newspapers with combined circulation of 32 million.

According to Steve Sohmer, vice president, advertising and promotion, CBS Entertainment, the "September Spectacular" is of a magnitude never before tried by the networks, "It took me two years" to push the project through, he said. The supplement, focusing on the stars in the CBS line-up, has a page open to affiliates if they want to buy in "at a very modest cost," Sohmer said.

The supplement, however, is just part of the pre-season campaigning for viewers under way at all three networks. Both CBS-TV, with its "Looking Good" theme, and NBC-TV, with its "Proud as a Peacock," started earlier than usual, June 3 and June 18, respectively. ABC-TV, back with an adaptation of "We're Still the One" theme from two years ago, was more conventional, waiting until July 7.

According to Sohmer, the early start-up was possible because of the inventory of time available during June. W. Watts (Buck) Biggers, NBC-TV vice president, advertising and creative services, said the extra time was to "capitalize on the good feeling" network researchers have found from viewers on the return of the peacock. Symon Cowles, vice president, creative services, ABC-TV, however, waited to avoid possible "overkill."

Aside from using their own air time, all three networks will be continuing their co-op advertising newspaper deals with affiliates. ABC and NBC, however, are said to be picking up all the national advertising costs for *TV Guide*, while CBS-TV will continue to co-op there. ABC and CBS say they are making heavy use of network and spot radio while NBC is considering it.

On its own time, ABC-TV, like last year, has a four-phase approach. Currently, the network is providing an introduction to the season with two weeks' worth of spots showing the network's stars mixing with

Network	Show	Share	HUT	Rating	Average	Nightly Rank
WEDNESDAY						
ABC	Eight is Enough	36	63	22.7		
	Charlie's Angels	36	65	23.4	22.0	1
	Vega\$	33	60	19.8		
CBS	Working Stiffs	26	62	16.1		
	Last Resort	27	65	17.6	17.4	2
	Movie	28	63	17.6		
NBC	Real People	24	63	15.1		
	Diff'rent Strokes	30	65	19.5	16.3	3
	Hello Larry	26	65	16.9		
	From Here to Eternity	26	60	15.6		
THURSDAY						
ABC	Laverne & Shirley	40	60	24.0		
	Benson	37	61	22.6		
	Barney Miller	35	63	22.1	19.2	1
	Soap	33	62	20.5		
	20/20	23	57	13.1		
CBS	The Waltons	28	61	17.1		
	Hawaii 5-O	27	62	16.7	18.3	2
	Barnaby Jones	37	57	21.1		
NBC	Buck Rogers	26	62	16.1		
	Quincy	29	64	18.6	17.1	3
	Kate Columbo	29	57	16.5		
FRIDAY						
ABC	Fantasy Island	31	58	18.0	18.2	2
	Movie	31	59	18.3		
CBS	Incredible Hulk	29	58	16.8		
	Dukes of Hazzard	33	59	19.5		
	Dallas	33	57	18.8	18.4	1
NBC	Shirley	25	58	14.5		
	Rockford Files	28	60	16.8	15.4	3
	The Force	26	57	14.8		
SATURDAY						
ABC	The Ropers	25	55	13.8	17.7	1
	Angie	27	57	15.4		
	Love Boat	36	58	20.9		
	Hart to Hart	32	55	17.6		
CBS	Bad News Bears	29	55	16.0		
	Struck by Lightning	26	57	14.8	15.8	3
	Big Shamus	25	58	14.5		
	Paris	32	55	17.6		
NBC	CHiPs	34	56	19.0		
	BJ and the Bear	28	57	16.0	16.7	2
	Man Called Sloane	27	56	15.1		

viewers. Next, ABC-TV will use its theme to begin promoting according to program category, Cowles said, along the lines of "We're still the one for the best in comedy, drama, movies. . . ." Following that, in mid-August, night-of-the-week blocks will begin and then promotion of individual episodes.

CBS-TV, Sohmer said, has provided eight different pieces of music to go along with its "Looking Good" theme. Affiliates can choose from rock and roll, country, pop and other styles. Subsequently, he added, the network has been airing spots originated by affiliates from locations ranging from Baltimore to Green Bay, Wis. Promotion of the new season shows and stars themselves is to start shortly.

According to NBC's Biggers, there are five steps to the "peacock" campaign. Beginning June 18, it was "pride" in the network. Since July 9, concentration has been on the stars within drama, comedy and other program categories. Aug. 1 will be the start of individual program showcasing, featuring not only stars and clips but also producers, for example, explaining series characters. Towards the end of August, NBC will go for specific episodes.

And once the season begins, NBC has post-premiere promotion for *Kate Columbo*, *Shirley* and *From Here to Eternity*,

starting later in the season, as well as for *Diff'rent Strokes* and *Larry*, which won't assume their regular time periods until later in the season.

As for how much all this is costing, the promotion chiefs remain silent. ABC's Cowles did say, however, that inflation has driven on-air production costs up 15%.

Second chance for 'Camera Three'

CBS-TV show, bumped for new Sunday-morning news, will make a comeback in October on PBS with underwriting from Atlantic Richfield

Camera Three, an award-winning cultural half-hour that ran on CBS-TV 25 years before losing its place on the schedule this season in favor of the new *Sunday Morning* news program, is coming back. Only this time viewers will find it offered by the Public Broadcasting Service.

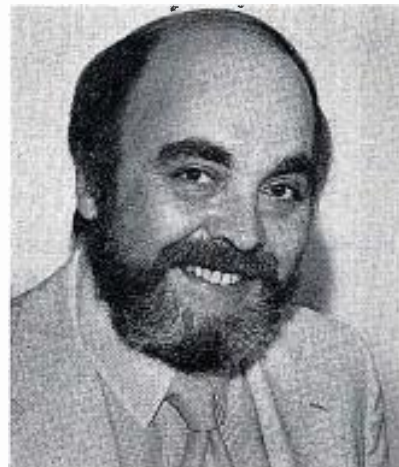
Beginning Oct. 4, PBS has slotted *Camera Three* into a weekly 9:30 p.m. Thursday position for 16 new productions, 12 repeats and 24 drawn from the more than 1,000 programs aired by CBS. The old *Camera Three* repertoire ranges from

profiles on film-makers Alfred Hitchcock and Leni Riefenstahl to dance performances of Mikhail Baryshnikov and Twyla Tharp, as well as shows on various topics including experimental theater, literature and science.

Despite the critical acclaim, *Camera Three* not only was scheduled on CBS on Sunday morning when viewing levels are low but also suffered severe pre-emption by affiliates.

The new arrangement, with the cooperation of CBS, comes in the form of a co-production deal with the newly formed Camera Three Productions Inc. (consisting of John Musilli, executive producer, and Stephan Chodorov, writer-producer) and noncommercial WGBH-TV Boston. Musilli and Chodorov, who held the same positions with *Camera Three* at CBS, are responsible for 75% of the new programs, with Boston's PBS member station assuming the rest.

CBS-TV has granted Camera Three Productions free rebroadcast use of the pro-



Musilli

grams as long as the new production company picks up the residual fees. Underwriting the new *Camera Three* effort is the Atlantic Richfield Co., which is providing a \$750,000 grant. Other funds come from the National Endowment for the Arts.

Executive producer Musilli himself can be credited as the driving force behind the show's rebirth. Upon learning of the show's cancellation last September through a press release announcing *Sunday Morning*, Musilli recalled, he found it difficult to know where to appeal. The veteran program fit under neither CBS News nor CBS Entertainment jurisdiction, but rather was produced at the network-owned WCBS-TV New York with CBS-TV funds.

He appealed to Gene Mater, vice president and assistant to Gene Jankowski, CBS Broadcast Group president, Musilli said. Musilli informed Mater that non-commercial stations were interested in picking up *Camera Three* and "Mater gave the green light to go ahead." (On the day word was given that *Camera Three* was canceled, Musilli said he received a call with strong interest from KQED(TV) San Francisco, and as time went on from WGBH-TV and WQED(TV) Pittsburgh.)

Monitor

Special stuff. Metromedia Producers Corp.'s introduced *Ambassador*, 60-minute interview of Muhammed Ali by Dick Cavett, including clips of heavyweight champ in Russia with Leonid Brezhnev. It's produced by Sandy Garrison Associates with MPC, which is going for cash deals . . . For barter, MPC has *For the Love of Elvis* (Bob Booker Productions), hour celebrating international release of *Elvis*, movie shown on ABC-TV last season. Backdrop's Cannes and Paris and there's plenty of stars . . . Viacom's back with its fourth half-hour animated special from Nelvana Productions Ltd. *Intergalactic Thanksgiving* with Sid Caesar providing the voice of lead character . . . For radio rock concert fans, Air Time Inc. has *Studio Jam*, 26 one-hours with artists ranging from Alice Cooper to Police; 47 markets already are sold.

Holding his breath. Little Gary Coleman, Fred Silverman's biggest prime-time star, wants more than \$1,600-per-episode he reportedly gets for acting cute on *Diff'rent Strokes* and has failed to return proper notification that he will show up, when filming of show begins July 17 in Hollywood. It's said 11-year-old wants at least \$5,000 a week plus package of benefits that includes full-time security guard. Tandem Productions, which shoots show for NBC-TV, has filed "anticipatory breach of contract" suit against Coleman.

Lowdown on pay cable. Initial national pay TV cable report, long promised by the A.C. Nielsen Co., is tentatively scheduled to come out in August. To be sold on syndicated basis, first report, covering February tune-in, will cover household ratings and audience shares individually for cable-originated programs, for pay cable and for the two largest pay cable programs—Home Box Office and Showtime. Report also will include demographic breakouts.

Change. *The Force*, New York police drama scheduled to air on NBC-TV this fall (Friday, 10-11 p.m. NYT), will now be known as *Eischied*.

Reward money. Two individuals and married couple are sharing equally \$10,000 offered by WABC-TV New York for information leading to arrest in August 1977 of David Berkowitz, known as "Son of Sam," who confessed to killing six persons and wounding seven others. Citizens Union of New York selected persons to share reward: Sam Carr, neighbor of Berkowitz who provided police with suspected slayer's name and address; Cecilia Davis, Brooklyn resident who told police of seeing someone who might have killed one of victims, and Stephen and Tina Zaccariele, neighbors of Davis who convinced her to talk to police.

The Broadcasting Playlist™ Jul 16

Contemporary

Last This week	This week	Title □ Artist	Label
1	1	Logical Song □ Supertramp	A&M
2	2	Bad Girls □ Donna Summer	Casablanca
3	3	She Believes In Me □ Kenny Rogers	United Artists
5	4	Ring My Bell □ Anita Ward	TK
4	5	Hot Stuff □ Donna Summer	Casablanca
7	6	Boogie Wonderland □ Earth, Wind & Fire/Emotions	Col.
13	7	Shine a Little Love □ Electric Light Orchestra	Epic
10	8	Good Times □ Chic	Atlantic
6	9	I Want You To Want Me □ Cheap Trick	Epic
11	10	Ain't No Stoppin' □ McFadden & Whitehead	Phila. Int'l.
12	11	Chuck E's In Love □ Ricky Lee Jones	Warner Bros.
16	12	When You're In Love □ Dr. Hook	Capitol
8	13	We Are Family □ Sister Sledge	Cotillion
9	14	You Take My Breath Away □ Rex Smith	Columbia
19	15	Gold □ John Stewart	RSO
17	16	Makin' It □ David Naughton	RSO
14	17	Reunited □ Peaches & Herb	Polydor
22	18	You Can't Change That □ Raydio	Arista
28	19	Rock 'n' Roll Fantasy □ Bad Company	Swan Song
24	20	Main Event □ Barbra Streisand	Columbia
20	21	I Was Made For Lovin' You □ Kiss	Casablanca
21	22	Mama Can't Buy You Love □ Elton John	MCA
42	23	You Gonna Make Me Love □ Jones Girls	Phila. Int'l.
25	24	Heart Of the Night □ Poco	ABC
23	25	Is She Really Going Out With Him □ Joe Jackson	A&M
41	26	My Sharona □ The Knack	Capitol
26	27	I Can't Stand It No More □ Peter Frampton	A&M
38	28	After the Love Is Gone □ Earth, Wind & Fire	Columbia
15	29	Just When I Needed You Most □ Vanwarmer	Warner Bros.
35	30	Up On the Roof □ James Taylor	Columbia
31	31	Days Gone Down □ Gerry Rafferty	United Artists
30	32	Lead Me On □ Maxine Nightingale	Windsong
32	33	Does Your Mother Know □ Abba	Atlantic
33	34	Shadows In the Moonlight □ Anne Murray	Capitol
37	35	Getting Closer □ Wings	Columbia
34	36	Dance the Night Away □ Van Halen	Warner Bros.
36	37	Do It Or Die □ Atlanta Rhythm Section	Polydor
43	38	Devil Went Down To Georgia □ Charlie Daniels Band	CBS
40	39	Let's Go □ Cars	Elektra
27	40	Minute By Minute □ Doobie Bros.	Warner Bros.
29	41	One Way Or Another □ Blondie	Chrysalis
49	42	I'll Never Love This Way Again □ Dione Warwick	Arista
-	43	I Do Love You □ G.Q.	Arista
-	44	What a Fool Believes □ Doobie Bros.	Warner Bros.
-	45	Born To Be Alive □ Patrick Hernandez	Columbia
44	46	Suspicious □ Eddie Rabbitt	Elektra
39	47	Shake Down Cruise □ Jay Ferguson	Allied
45	48	Weekend □ Wet Willie	Epic
46	49	Goodbye Stranger □ Supertramp	A&M
50	50	People Of the South Wind □ Kansas	Kirschner

Playback

Catch that wave. "Playlist" has shown relatively little activity since mid-June when summer programming changes introduced a wave of new records which continue to ride the crest of national airplay and obscure a sea of new releases. "This often happens in summertime," comments Gerry David Malloy, program director at WHAS(AM) Louisville, Ky. "The record companies are rushing out a lot of new material but nothing stands out as really great in either disco or rock 'n' roll." Malloy also cites "radio's confusion" as contributing to "Playlist's" recent calm: "Young people are turning more to the FM's," he explains, "and the AM's are reacting by programming more for adults."

Smooth sailing. One record impervious to current trends is Barbra Streisand's *Main Event* (Columbia), which moves from 24 to 20 this week on "Playlist." "Barbra and disco are a natural combination," says Chuck Diamond, program director at WROK(AM) Rockford, Ill. "She's got the beat, the feel and the production is excellent. The song is typically Streisand." And Mike Crater, program and music director at WOPD(AM) Lakeland, Fla., notes: "It's easy to mix *Main Event* with other records when you're changing tempos because it starts out slow and then kicks up. It's an excellent programming tool."

Just below surface. Soon to enter "Playlist" is Robert Palmer's *Bad Case of Lovin' You* (Island), which A.J. Stone, music director at WLOF(AM) Orlando, Fla., cites as "the best example out there of a fabulous summer record." Among stations adding Palmer last week were KILT(AM) Houston, KFRC(AM) San Francisco and WZGC(FM) Atlanta.

Country

Last This week	This week	Title □ Artist	Label
1	1	Shadows In the Moonlight □ Anne Murray	Capitol
4	2	You're the Only One □ Dolly Parton	RCA
8	3	Suspicious □ Eddie Rabbitt	Elektra
16	4	(Ghost) Riders In the Sky □ Johnny Cash	Columbia
2	5	Amanda □ Waylon Jennings	RCA
3	6	I Can't Feel You Anymore □ Loretta Lynn	MCA
-	7	When a Love Ain't Right □ Charley McClain	Epic
-	8	Most Perfect Woman □ Ronnie McDowell	Scorpion
13	9	Play Together Again □ Owens/Harris	Warner Bros.
14	10	Since I Feel For You □ Con Hunley	Warner Bros.
15	11	I Don't Lie □ Joe Stampley	Epic
9	12	If I Give My Heart To You □ Margo Smith	Warner Bros.
12	13	Nobody Likes Sad Songs □ Ronnie Milsap	RCA
6	14	Save the Last Dance □ Emmylou Harris	Warner Bros.
5	15	Della and the Dealer □ Hoyt Axton	Jeramial
18	16	If Love Had a Face □ Razy Bailey	RCA
7	17	She Believes In Me □ Kenny Rogers	United Artists
10	18	You Can Have Her □ Jones/Paycheck	Epic
22	19	Simple Little Words □ Christy Lane	LS
-	20	Till I Can Make It On My Own □ Rogers & West	U.A.
21	21	Are You Sincere □ Elvis Presley	RCA
-	22	I Just Want To Love You □ Eddie Rabbitt	Elektra
20	23	When I Dream □ Crystal Gayle	United Artists
-	24	Reunited □ Mandrell/Bannon	Epic
11	25	Just Like Real People □ The Kendalls	Ovation

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.

In Sync

New tricks for satellites. RCA Americom's Harold Rice, at National Association of Broadcaster's annual executive forum, suggested some ways major networks might use satellites to improve signal quality and save money. He said degradation of network signal as it travels around country can be remedied by "freshening up" signal—inserting new signal via satellite at four or five "critical points" along line. He also said networks could save money by sending signal directly to remote stations on uneconomic extensions. Other remote stations that rely on off-air pickup of network signal would also benefit by improved quality afforded by satellite link. Rice stressed that all three ideas are intended to augment, not replace, existing network system.

□

Upgrading. RCA has signed turnkey contract to provide equipment and installation services to Canadian-owned Fresno (Calif.) Cable TV Ltd. North Hollywood, Calif.-based RCA Cablevision will supply head-end, amplifier and distribution hardware and will manage installation, checkout and testing. Package is valued at \$4.5 million. Fresno Cable now serves 9,000 subscribers with 330 miles of cable, expects to grow to 1,200 cable miles by yearend. System offers seven off-air channels, will add six, including a children's channel, this year.

□

More for RCA. RCA will also outfit newly formed production company in Houston. The Production Company has placed \$1.5-million order for studio and field production cameras, quadruplex and one-inch videotape recorders, telecine systems and mobile production unit. Gene Milligan is operations manager of new firm, subsidiary of Gulf Coast Cable.

□

Superstation news. Three weeks ago, Holiday Inns bought out 19% minority interest of Southern Satellite Systems in its Satellite Communications Systems. SCS transmits signal of KTVU(TV) Oakland, Calif., to cable systems via satellite; SSS performs same service for WTGG(TV) Atlanta. Now that Holiday Inns is sole owner of SCS, it appears Memphis-based motel chain is in the market to sell. Robert Erskine, senior vice president for planning for Holiday Inn, says "it's business as usual," but scuttlebutt says Holiday Inns doesn't want to stay in satellite business much longer.

□

Meanwhile in Chicago. Business is booming for United Video Inc., which transmits WGN(TV) Chicago to cable systems via Satcom 1, transponder 3. Since it began offering WGN signal to cable systems Nov. 1, 1978, Tulsa, Okla.-based company says it has signed up 240 existing systems with approximately 800,000 subscribers. Latest coup was signing up 60,000 subscribers of eight Teleprompter systems in central and western Florida. Going rate for WGN signal is basic 10 cents but that is being discounted 20% for sign-up during first year of service's operation—before Nov. 1—and additional 15% for prepayment.

□

Golden oldies. For those who long for the days when radio electronics were comprehensible to layman, Vestal Press of New York has reprinted Radio Corp. of America's 1922 publication, "Radio Enters the Home: How to Enjoy Popular Radio Broadcasting. Complete Instructions and Description of Apparatus." Title accurately describes book, which includes wide variety of 1922 state-of-the-art receivers and transmitters as well as parts and schematic diagrams for those who wished to experiment. Reprinting of book also tells something of history of American electronics; book that sold for 35 cents then is available today for \$12.50.

□

Eclipsing the eclipse. Intelsat has awarded 18-month contract to French organization, Societe Nationale Industrielle Aeronautique, to develop new type of energy storage system for use in its satellites. \$250,000 project will devise flywheel to replace electro-chemical batteries to generate power for satellites during biannual eclipse periods. During eclipse, satellite is cut off from sunlight up to 72 minutes, and scientists believe batteries won't be able to cope with power requirements of future birds with longer life spans. With new system, wheel spinning at high speeds would generate power during eclipse; at other times solar cells would generate power to set wheel spinning again at former rate.

Goldwater, Schmitt keep up pressure on WARC preparations

Congressional Research Service report makes them nervous; they'll seek a new study from an outside consultant firm

Senators Barry Goldwater (R-Ariz.) and Harrison Schmitt (R-N.M.), two of the Senate's most persistent critics of U.S. preparations for the World Administrative Radio Conference, have seized on a Congressional Research Service report's phrase "cautious apprehension"—as confirming their fears.

The expression used by the author to characterize "the official U.S. approach" to the conference, at which virtually all international radio regulations will be subject to modification by the 154 members of the International Telecommunication Union. But the 55-page CRS report, which the two senators had requested, hasn't ended their search for information.

Goldwater disclosed that, at his request, the Senate Commerce Committee, on which he and Schmitt sit and which has oversight responsibility for WARC, will hire an outside consulting firm—reportedly the A.D. Little Co.—to do another study. The company will be asked to provide the analysis that will help Congress evaluate U.S. preparations for WARC, which begins in Geneva in September, and analyze the results. Goldwater noted in a statement, inserted in the *Congressional Record*, that the Senate, which would have the responsibility for advising on and consenting to a WARC treaty, might want to propose reservations to it. The company will be asked to submit its report in 45 days.

The CRS report, by Joel M. Woldman, provided detailed background information on WARC, but did not, a Goldwater aide conceded, provide the assessment of U.S. preparatory efforts or evaluation of U.S. WARC positions that had been requested.

Nevertheless, the "cautious apprehension" phrase was cited by Goldwater and Schmitt as confirming their fears regarding what Goldwater said was the "politicization" of the ITU by Third World countries seeking political objectives in what has been "a forum for technical discussion."

Woldman said the U.S. attitude had changed since May. Until then, he said, State Department officials and members of the WARC delegation were expressing "a degree of optimism" that fears of "politicization and Third World intractability at WARC '79 were misplaced and a measure of reason and harmony would prevail."

Woldman noted that at a House Interna-

tional Operations Subcommittee hearing last month, Glen Robinson, who heads the U.S. delegation, expressed a greater degree of concern than he had earlier regarding the possibly adverse impact on the conference of ideological rhetoric. He also spoke of the possibility of the U.S. having to take "several" reservations—that is, refusing to agree to provisions adopted—if changes are made in ITU regulations that the U.S. could not accept.

Robinson, however, disputed the characterization. "I'd turn it around and say, 'cautious optimism,'" he said. He also said he had felt obliged to take a more sober tone in discussing WARC because "some people have insisted on misread-

ing" his previous expressions of optimism as indicating "I had my head in the sand." But he acknowledged that the "education" he has received since January has made him "more aware" of the problems the U.S. will encounter in Geneva, "and not just from one sector."

Woldman said the U.S. apparently assumes there will be little East-West conflict because the major powers—the U.S., Russia and the People's Republic of China—"are in basic agreement on the means by which the spectrum is managed because it is to our mutual advantage that the ITU, a truly global agency, function efficiently and with relatively little friction."

Not surprisingly, Woldman, in a review of various countries' WARC positions, found that the Africans generally "are cool to the U.S. proposals, especially on sharing or deletion of the fixed service in the HF band," which is important to domestic communications in the African continent.

The report also noted that not all U.S. political allies will be WARC allies. Woldman noted that Canada for instance, is opposing a major U.S. proposal for splitting the 12 ghz band between fixed and broadcast satellite services; Canada is planning a terrestrial microwave relay system in that band and does not want to share it with satellite services.

Journalism

Technology triumphs in Bundy coverage

Local stations from as far away as Seattle set up in Miami, feed murder-trial stories by satellite

The ninth floor of the Dade County Metro Justice Building in Miami was described by a newsman there the other day as "basically a mini television broadcast station."

It needs to be, for it is the center for what is believed to be the largest contingent of TV station newspeople ever sent to cover a single event. They are there to cover the televised trial of Theodore R. Bundy, accused of the murders of two Florida State University coeds in Tallahassee, Fla.

"To my knowledge, it's the largest affiliate pool ever," says Bill Knowles, ABC News Atlanta bureau chief, who organized the pool.

The number varies from day to day, but an estimated 25 or so TV stations, probably providing coverage for 35, are or have been on hand, in addition to the three commercial TV networks and the Public Broadcasting Service. "On a big day," said Steve Tello, ABC News field producer who helps run the pool operation, "we're working with 100 people."

The newspeople come not only from stations scattered across Florida but also from stations in Washington state, Utah and Colorado. They are there because Bundy, apart from the charges in this trial, is a suspect, according to the FBI, in more than 30 other sex slayings in their areas since 1974.

They are also there (1) because the trial is the most sensational that television has ever been permitted to cover, and (2) perhaps more important for the out-of-staters, satellite technology lets them get their stories home quickly and at affordable costs.

Coverage of proceedings in the fourth-



Room to work. The central pool area for local stations covering the Bundy murder trial.

Photo: Steve Tello, ABC News.

floor courtroom is provided by a stationary camera that feeds into a distribution amplifier in the "mini station" on the ninth floor. (Responsibility for the in-court camera and operator is rotated daily among all the stations.) The amplifier has some 40 outputs. It amplifies the video and audio, and the station crews plug in and run cable to their respective sections to connect with their own tape equipment. They take what excerpts they want, edit them, provide wraparounds by their own reporters and make ready for distribution.

This is handled by landline in the case of Florida stations. There are about 10 of these on hand, some also providing coverage to other Florida stations, according to newsmen on the scene. One hour of feed time is available and they have to divide it up. Things get hectic on occasion, although participants say it generally goes smoothly.

For satellite transmission to the West,

signals are sent by landline to the uplink in Atlanta, with about an hour of satellite time available beginning at 4:45 p.m. EDT and other periods available later in the evening for subsequent coverage as desired.

The line from Miami to Atlanta costs \$611 an hour and satellite time is \$270 a half hour. The costs are pro-rated among participants—as are all other pool costs. ABC is the bookkeeper as well as the coordinator. "It gets very complicated," says ABC's Knowles, when he starts figuring the pro rata costs of chairs and tables as well as electronic expenses.

Nobody knows for sure what the total costs will come to. The trial started June 11; it did not get to the testimony stage until last week, and it was expected to continue for another three weeks or so.

Tello, who is ABC's unilateral producer on the scene as well as overseer of the pool, said it's only a guess but that he's

heard estimates that the total cost of the trial coverage—the entire set-up, equipment and installation plus manpower salaries, housing, transportation and the like—would probably be around \$2 million.

Mike Youngren, executive producer of KUTV(TV) Salt Lake City, said that “somebody walked through the pool the other day and estimated that it represented \$2.4 million in equipment, personnel and time.”

Youngren also estimated, “just as a guess,” that KUTV “will probably spend \$35,000 to \$40,000 to cover the trial.” He guessed that the station was spending \$2,000 to \$3,000 a week, including rotation of crews to and from Miami every two weeks, housing, meals, car rentals and equipment repairs if needed.

In addition to the pool, there are sub-pools. As Arnold Mobley of WTVJ(TV) Miami, who was named coordinator by a local station committee, pointed out, some stations are providing coverage both for themselves and for one or more other stations that are affiliated with the same network as theirs.

KSL-TV Salt Lake City, for instance, is also providing coverage for its sister station, KIRO-TV Seattle (both are owned by Bonneville International) and for KMGH-TV Denver.

KUTV has a somewhat different sort of arrangement. Youngren said that early on, before the trial was moved from Tallahassee to Miami, KUTV made arrangements with KING-TV Seattle and KOA-TV Denver whereby all three contributed gear but still do their own stories. KUTV also brought KCTS-TV Seattle, a public station, into the arrangement, trading a backlog of over 100 historical tapes for the right to use PBS's satellite uplink in Tallahassee. With transfer of the trial venue to Miami it became more economical to use the Atlanta uplink, Youngren said, but the station continues to honor its commitment to KCTS-TV, which currently is in Miami preparing a documentary focusing on the question of cameras in courtrooms.

Among the stations providing (in some cases receiving) coverage of the trial, according to pool executives, are KING-TV,

The judge tells it. Edward Cowart, the presiding judge in Ted Bundy's televised trial on murder charges, has long felt that the TV camera belongs in the courtroom. It makes for “a more dignified and controlled” situation, Judge Cowart told BROADCASTING in a telephone interview last Friday. “Heretofore, witnesses and jurors would come out, and you'd find [camera crews] in the halls filming, trying to get statements from witnesses. I think the actual testimony is far more credible for reporting, and it's far more accurate.”

Judge Cowart had administrative responsibility for the 11th circuit in Florida's Dade county during the one-year experiment that led the Florida supreme court earlier this year to permanently open the state's courtrooms to cameras and tape recorders (BROADCASTING, April 16). “We have 12 judges sitting in the criminal division, which has primarily had the impact of cameras,” he said. After the experiment was over, “they uniformly agreed cameras were better in the courtroom than out in the hall.”

The Bundy trial, like all others televised in Florida, is conducted under guidelines set down by the state supreme court. Basically, what they call for, in Judge Cowart's words, is “one camera, as unobtrusive as possible, which must be in there prior to the time court begins and can't leave until you recess.” And there must be “no sign, no sound or light emanating from the camera.”

The guidelines “have given us some very definite assistance,” Judge Cowart said. “Uncontrolled, it would be a nightmare. But with some regimentation and discretion by both parties, we've found it hasn't caused us any problems.”

KIRO-TV, KOMO-TV, all Seattle; KMGH-TV, KBTB(TV) and KOA-TV, all Denver; KSL-TV, KUTV and KTVX(TV), all Salt Lake City; WTVJ(TV), WPLG(TV), WCKT(TV) and WCIX(TV), all Miami; WDBO-TV and WFTV(TV) Orlando, Fla.; WJXT(TV) Jacksonville, Fla.; WFLA-TV and WTSP-TV Tampa-St. Petersburg, Fla., and public stations WFSU-TV Tallahassee, WGBH(TV) Boston and KCTS-TV Seattle.

All three commercial TV networks were there for the opening of the trial and have been in and out since, according to newsmen on the scene. When they don't have their own people there, they're covered by affiliates. ABC, having pool duty, has been the most consistent presence and also, according to Tello, has provided more coverage than the other networks, putting daily reports on its syndicated service to ABC affiliates in addition to the coverage carried by the network's *World News Tonight*.

The newsmen back home like it for other reasons, too. KUTV's Youngren, back in Salt Lake City last week after a stint in Miami, sums up: “I've never seen anything like it—it's an example of the freedom stations get with electronic coverage, and with the satellite, now we can get stories into the West without worrying about airline schedules.”

News comes through for ABC

Best-yet performances for '20/20' and evening news

ABC-TV climbed back to the top of the prime-time ratings in the week ended July 8, but what really made ABC officials happy was the performance of their ABC News showcases.

The ABC News *20/20* magazine not only set a new ratings record for itself but was the third-ranked program of the week. It had a 21.3 rating and 39 share, outdoing everything but two CBS repeats, *The Jeffersons*, which ranked first with a 22.9 rating/42 share, and *Alice* (22.3/44). Since its start as a weekly program six weeks ago, ABC said, *20/20* has averaged a 29% share of audience.

Outside prime time, ABC's *World News Tonight* rounded out its first year by moving into second place for the week, dropping *NBC Nightly News* into third place. ABC sources said it was the third time the ABC evening news had surpassed the NBC evening news. They showed *World News Tonight* with an average 9.7 rating and 24 share for the week—its highest share ever—as against 8.9/22 for *NBC Nightly News*, while *CBS Evening News* remained out front with a 10.8/27.

For April-June 1978, ABC researchers placed the ABC evening news average at 10.0/22, up 25% in rating and 16% in share when compared with April-June 1978; CBS evening news, 12.8/29, up 2% in rating and no change in share, and NBC evening news, 10.5/23, down 4% in rating and 8% in share.

The ABC *20/20* performance eclipsed NBC's *Prime Time Sunday*, which came in at 11.9/23 to rank 40th of 63 shows for the week. It was also well ahead of *60 Minutes*, CBS's perennial high scorer, which ranked 14th with an 18.3/44.

Network prime-time averages for the week—in which reruns predominated—were: ABC 14.5/30.4, CBS 13.9/29.2 and NBC 12.0/25.1.

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Passing the SALT. WETA-FM-TV Washington is broadcasting live the Senate Foreign Relations Committee's hearings on the Strategic Arms Limitation Treaty (SALT II), and feeding coverage to the Public Broadcasting Service. The hearings, chaired by Frank Church (D-Idaho), began Monday (July 9) with testimony from Secretary of State Cyrus Vance (above, left) and Defense Secretary Harold Brown. PBS is distributing nationally the live broadcasts anchored by Sanford Ungar, managing editor of *Foreign Policy* magazine and a nightly wrap-up of each day's hearing provided by WETA-TV's correspondent, Paul Duke. At least 10 major market public TV stations are carrying the hearings live or on tape and seven others are carrying the nightly wrap-ups only.

For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by FCC during the period July 2 through July 6.

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

■ **Albertville, Ala.**—Mountain Valley Broadcasting Inc. seeks 1090 khz, 1 kw-D. Address: Highway 431, Albertville 35950. Estimated construction costs \$40,021; first-quarter operating cost \$23,058; revenue \$48,962. Format: variety. Principals: Ronald and Julia Livengood, Ollie and Ivous T. Sisk and Don W. Croft (20% each). Livengoods and Sisks own 50% each of WKEA(AM) Scottsboro, Ala. Sisks also own 50% of WVSA(AM) Vernon, Ala.; 100% of WFTO(AM)-WFTA(FM) Fulton, 90% of WEPA(AM) Europa and 100% of WEXA(FM) Europa, all Mississippi, and 100% of WKNG(AM) Tallapoosa, Ga. They are also applicants for new AM at Dora, Ala. Croft is Scottsboro, Ala., CPA. He owns no other broadcast interests. Ann. June 8.

■ **Ripley, Miss.**—Kerry W. Hill seeks 1260 khz, 500 w-D. Address: P.O. Box B, Ripley. Estimated construction costs \$40,742.00; first-quarter operating cost \$7,500; revenue \$50,000. Format: country. Principal: Hill also

owns 100% of WTX1(FM) Ripley. Ann. June 8.

■ **Lajas, P.R.**—Professional Radio Broadcasting Corp. seeks 1510 khz, 1 kw-U. Address: P.R. Road no. 101, Km. 17 Hm 3, Lajas 00667. Estimated construction costs \$57,065; first-quarter operating cost \$10,000 and revenue \$18,000. Format: standard pops. Principals: Dr. Aurea S. Ramirez (77%) and three others. Ramirez is physician who has no other broadcast interests. Ann. June 8.

FM applications

■ **Green Valley, Ariz.**—Kangaroo Inc. seeks 92.1 mhz, 3 kw; HAAT: 300 ft. Address: 1931 N. Nancy Rose, Tucson, Ariz. 85712. Estimated construction cost \$12,500; first year operating cost \$33,500; revenue \$122,500. Format: Light classical. Principal: James H. Eychaner and wife Barbara (50% each). James is a hydrologist for the U.S. Geological Survey and Barbara is a homemaker. Ann. June 8.

■ **Green Valley, Ariz.**—Fairfield Green Valley Inc. seeks 92.1 mhz, 3 kw. HAAT: 174 ft. Address: 999 South LaCanada, Green Valley 85614. Estimated construction cost \$162,983; first year operating cost \$118,200; revenue \$281,183; Format: pop. Principal: Fair-

field Communities Inc., a Retirement/Recreational/Primary Home Community Developer. (100%). Ann. June 8.

■ **Green Valley, Ariz.**—Canoa Broadcasting Corp. seeks 92.1 mhz, 3 kw. HAAT: 15 ft. Address: La Canada Drive, P.O. Box 1047, Green Valley 85614. Estimated construction cost \$62,906; first-quarter operating cost \$15,839; revenue \$122,640. Format classical/pops. Principal: Frank Barreca and wife Gail (95% held jointly). Frank Barreca is a professor and head of the Radio-TV department of the University of Arizona. Mrs. Barreca manages rental property which the couple jointly owns. Ann. June 8.

■ **Burney, Calif.**—Thomas C. and Essie L. Collins seeks 106.1 mhz, 25 kw. HAAT: 1380 ft. Address: 235 Fremont Ave. P.O. Box 790, Burney 94022. Estimated construction cost \$58,725; first-quarter operating cost \$8,100; revenue \$66,825. Format: MOR/Country. Principals: Thomas and Essie Collins (50% each). The husband and wife also jointly own KAVA(AM) in Burney. Ann. June 8.

■ ***Hoopa, Calif.**—Hoopa Valley Telecommunications Corp. seeks 91.3 mhz, 250 kw. HAAT: 1,556 ft. Ad-

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dress: P.O. Box 1220, Hoopa 95546. Estimated construction cost \$253,231; first-quarter operating cost \$22,500; revenue \$154,162. Applicant is non-profit organization; Byron Nelson Jr. is chairman of the board. Ann. June 8.

■ *Fl. Pierce, Fla.—Indian River Community College seeks 88.3 mhz, 3 kw, HAAT: 300 ft. Address: 3209 Virginia Ave., Ft. Pierce 33450. Estimated construction cost \$87,500; first year operating cost \$130,000; revenue \$130,000. Principal: District Board of Trustees for Indian River Community College. Herman A. Heise is president. Ann. June 8.

■ Tallahassee, Fla.—HUB Radio seeks 95.9 mhz, 3 kw, HAAT: 300 ft. Address: 907 Shadow Lawn Drive, Tallahassee 32312. Estimated construction cost \$64,577; first year operating cost \$108,760; revenue \$96,000. Format: Black Contemporary. Principals: Frank Y. Veihmeyer (45%), and four others. Veihmeyer also owns 30% of WTAL(AM), Tallahassee. Ann. June 8.

■ Fort Valley, Ga.—Fox Valley Broadcasting Co. seeks 106.3 mhz, 3 kw, HAAT: 300 ft. Address: Rt. 2, Christopher Circle, Fort Valley 31030. Estimated construction cost \$87,338; first-quarter operating cost \$19,895; revenue \$90,000. Format: adult contemporary. Principals: Fred L. Stalnaker Jr. (33.4%), J.C. Hill Jr. (31.3%) and Nereida Rodriguez (31.3%). Stalnaker is a machine operator for Pabst Brewing Co. in Pabst, Ga., Hill is a teacher and Director of Public Relations for Fort Valley State College and Rodriguez is a housewife. None have other broadcast holdings. Ann. June 8.

■ *Savannah, Ga.—Georgia Public Radio seeks 91.1 mhz, 100 kw, HAAT: 1,064 ft. Address: 2131 East Victory Drive, Savannah 31404. Estimated construction cost \$466,701; first year operating cost \$175,000; revenue \$175,000. Principal: non-profit organization; Joel Lynch, an investment counsellor, is President. Ann. June 8.

■ *Austin, Minn.—Independent Scholl District No. 492 seeks 91.1 mhz, 100 w, HAAT: 128.3 ft. Address: 1900 8th Avenue N.W., Austin 55912. Estimated construction cost \$11,688; first-year operating cost \$3,000; Principal: Applicant is school board that also owns KAVT-TV Austin. Ann. June 8.

■ Fergus Falls, Minn.—Olsted County Broadcasting Co. seeks 96.5 mhz, 100 kw, HAAT: -11 ft. Address: 114½ South Broadway, Rochester 55901. Estimated construction cost \$212,716; first-year operating cost \$45,000; revenue \$25,000. Format: easy listening. Principal: Howard G. Brill who together with his wife, Lucille, has filed application for new FM at Ottumwa, Iowa. Ann. June 8.

■ Las Vegas—Galaxy Broadcasting Corp. seeks 96.3 mhz, 100 kw, HAAT: -11 ft. Address: 401 S. 3rd Street, Las Vegas 89101. Estimated construction cost \$147,910; first-year operating cost \$60,000. Format: Good music & news. Principals: Alvin J. Borkin (15.8%); Arthur G. Linkletter (12.25%); Irvin S. Atkins (17.35%); John C. Koster (15.8%); Ralph G. Taylor (10.20%) and six others. Linkletter is author, entertainer and TV personality. Others are Southern California businessmen. None have other broadcast interests. Ann. June 8.

■ Las Vegas—Jomay Broadcasting Inc. seeks 96.3 mhz, 100 kw, HAAT: 1,131 ft. Address: 432 East Sahara, Las Vegas 89104. Estimated construction cost \$163,218; first-year operating cost \$251,117; revenue \$240,000. Format: Adult contemporary. Principals: Louis G. Hess (25%), Rod Reber (24%), Philip Engel and brother Jerry (12.5% each), and Donald Gilday (26%). None have other broadcast interests. Ann. June 8.

■ *Philadelphia—The Trustees of the University of Pennsylvania seeks 88.9 mhz, 1.9 kw, HAAT: 280 ft. Address: 3905 Spruce St., Philadelphia. First-year operating cost \$179,316; revenue \$182,872. Principal: University of Pennsylvania is a private institution. The station will be operated by a five-man board. Ann. June 11.

■ Abilene, Tex.—W.L. Burke Jr. seeks 99.3 mhz, 3 kw, HAAT: 145 ft. Address: P.O. Box 392, Abilene 79604. Estimated construction cost \$69,255; first-year operating cost \$18,000; revenue \$95,500. Format: Easy listening. Principal: William Lowe Burke Jr. (100%). Burk- is Abilene attorney with no other broadcast interests. Ann. June 8.

■ Tye, Tex.—TX-IN Transmission Inc. seeks 99.3 mhz 540 kw, HAAT: 710 ft. Address: 5208 Durango Drive, Abilene 79605. Estimated construction cost \$66,780; first-quarter operating cost \$8,287; revenue \$18,750. Principal: Richard Oskierko, an electronics

repairman, owns 25% jointly with grandson Edward, program director at WJOB(AM) Hammond, Ind.; John Edwin Kirchoff, real estate developer, (20%); Glenn E. Anderson, food consultant, (15%); Frank Derfler, assistant supervisor for General Motors Corp., (10%), and five others. Ann. June 8.

AM Actions

■ Coeur D'Alene, Idaho—Returned as unacceptable for filing application of Coeur Broadcasting Inc. for CP for new AM on 1240 khz. Action June 28.

■ Whitefish, Mont.—Broadcast Bureau granted Big Mountain Broadcasting Co. 1400 khz, 1 kw-D, 250 w-N. P.O. address: 318 First St., Whitefish 59937. Estimated construction cost \$51,000; first-year operating cost \$48,000; revenue \$72,000. Format: MOR. Principals: Richard R. Miller (75%), John L. Petersen (15%), et al. Mr Miller owns KBOW-AM-FM Butte, Mont. Mr Petersen is lawyer. (BP-780922AL). Action June 26.

FM Actions

■ Fort Walton Beach, Fla.—Dismissed application of Jericho Radio Inc. for new FM station there. Action June 15.

■ Port Sulphur, La.—Returned as unacceptable for filing application of Mariners Radio Relay Inc. for new FM on 106.7 mhz there. Action June 26.

■ Gilmer, Tex.—ALJ James K. Cullen Jr. granted Daniels Broadcasting 95.3 mhz, 1.4 kw, HAAT 420 ft. P.O. address: 616 West Scott, Gilmer 75644. Estimated construction cost \$88,946; first-year operating cost \$45,325; revenue \$58,000. Format: contemporary. MOR. Principal: Jack E. Daniels (98%) is assistant engineer at *KNTV(FM) Denton, Texas. (Doc. 21282). Action July 6.

■ Lubbock, Tex.—Returned as unacceptable for filing application of William Britt for CP for new FM on 106.7 mhz. Action June 26.

Ownership Changes

Applications

■ KPOC(AM)-KCYN(FM) Pochontas, Ark. (AM: 1420 khz, 1 kw-D; FM: 103.9 mhz, 3 kw)—Seeks transfer of control of Adrian L. White Inc. from Adrian L. White (100% before; none after) to Shields Media Services Inc. (none before; 100% after). Consideration: \$418,500. White has no other broadcast interests. Buyer is owned by John J. Shields, who owns 51% of KFLO(AM) Shreveport, La., and 33.3% of KYDE(AM) Pine Bluff, Ark. Ann. July 5.

■ KLIP(AM) Fowler, Calif. (1220 khz, 250 w-D)—Seeks assignment of license from Eleanor Mindel to Frontier Communications for \$260,000. Mindel is administratrix of estate of her late husband, Morris. She has no other broadcast interests. Buyer is equally owned by Carlton B. Goodlett, Jerrel W. Jones and Woodrow Miller. Jones owns 76% of KNOV(AM) Milwaukee. Miller is general manager at KLIP. Goodlett is San Francisco doctor with no other broadcast interests. Ann. July 5.

■ KBIK(AM) Lompoc, Calif. (1410 khz, 500 w-D)—Seeks assignment of license from Berry-Iverson Co. of California to Sunshine Wireless of California for \$210,000. Seller is owned by A.G. Berry (51%) and Ronn L. Iverson (49%). Neither has other broadcast interests. Buyer is partnership of Erich T. Esbensen and Donald V. Berlianti (46.5% each) and two others. Group also owns KRQK(FM) Lompoc and WKQS(FM) Boca Raton, Fla. Ann. July 5.

■ WPBR(AM) Palm Beach, Fla. (1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from GR Group Inc. to WPBR Inc. for \$300,000. Seller is owned by Gerson Reichman, who has no other broadcast interests. Buyer is owned by Everett H. Aspinwall and his wife, Valerie (50% each). Aspinwall is general manager and Mrs. Aspinwall is program director of WPBR. They have no other broadcast interests. Ann. July 5.

■ WIBB(AM) Macon, Ga. (1280 khz, 5 kw-D)—Seeks transfer of control of WIBB Radio Inc. from J. McCarthy Miller (51% before; none after) to Dora-Clayton Agency Inc. (49% before; 100% after). Consideration: \$171,360. Miller also owns 100% of WBIA(AM) Augusta, Ga., and 44% of cable system in Pensacola, Fla. Buyer, owned by Daniel A. Haight, is Atlanta-based radio rep firm. Haight has no other broadcast interests. Ann. July 5.

■ WHKC(FM) Henderson, KY (103.1 mhz, 3 kw)—

Seeks assignment of license from Adams Broadcasting Co. to WRQK Inc. for \$250,000. Seller is principally owned by Jerry A. Adams, who has no other broadcast interests. Buyer, owned by Vernon A. Nolte, also owns 50% of WGBF(AM) Evansville, Ind., and WZOK(FM) Rockford, Ill. Ann. July 5.

■ WNNJ(AM)-WIXL-FM Newton, N.J. (AM: 1360 khz, 1 kw-D; FM: 103.7 mhz, 5 kw)—Seeks transfer of control of Sussex County Broadcasters Inc. from Irving, Ethel and William Goldberg (100% before; none after) to Group M Communications Inc. (none before; 100% after). Consideration: \$650,000. Principals: Irving and Ethel are parents of William. None has other broadcast interests. Michael B. Levine and Marvin J. Strauzer (50% each). Levine is eastern division manager for Arbitron Radio, New York; Strauzer is vice president marketing for Gaynor Media Corp., New York. Neither has other broadcast interests. Ann. July 5.

■ WYRD(AM) East Syracuse, N.Y. (1540 khz, 1 kw-D)—Seeks assignment of license from WYRD Radio Corp. to Surof Communications of N.Y. Inc. for \$259,000. Seller is owned by Richard T. Crawford, who also has minority interest in WDAC(AM) Lancaster, Pa. Buyer is owned by Simon Rosen and Lind Carl Voth (50% each). Voth and Rosen each own 50% of WTIS(AM) Tampa, Fla., and 37.5% of KITA(AM) Little Rock, Ark. Ann. July 5.

■ WRQK(FM) Greensboro, N.C. (98.7 mhz, 100 kw)—Seeks assignment of license from Greensboro FM Inc. to WRQK Inc. for \$3,475,000. Seller is owned by Donald L. Wilks, Michael Schwartz and Thomas Armshaw, who also own WPET(AM) Greensboro. Wilks and Schwartz also own WIXY(AM) East Longmeadow and WAQY(FM) Springfield, both Massachusetts. Buyer is owned by Joseph Wolf, Los Angeles attorney; Murray Moss, Los Angeles businessman; and Irvin Kipnes, Washington businessman. None has other broadcast interests. Ann. July 5.

■ WLKR-AM-FM Norwalk, Ohio (AM: 1510 khz, 500 w-D; FM: 95.3 mhz, 2.50 kw)—Seeks assignment of license from Ohio Radio Inc. to Firelands Broadcasting Inc. for \$750,000. Seller is publicly owned. Annette W. Reider is beneficiary of husband's estate which own 26% of stock. Group also owns WRWR(FM) Port Clinton and WKTN(FM) Kenton, both Ohio. Buyer is principally owned by James R. Westerhold, general manager of station. He has no other broadcast interests. Ann. July 5.

■ WSCR(AM) Scranton, Pa. (1320 khz, 1 kw-D, 500 w-N)—Seeks assignment of license from Rice Communications Inc. to Command Broadcast Group of New York State for \$390,000. Seller is owned by Thomas Rice, who has no other broadcast interests. Buyer is owned by Robert E. Lessner, Alford H. Lessner and Robert A. Outer, who also own WBNR(AM) Beacon, WINR(AM) Binghamton and WSPK(FM) Poughkeepsie, all New York. Ann. July 5.

■ KRAN(AM) Morton, Tex. (1280 khz, 500 w-D)—Seeks assignment of license from Morton Radio Corp. to West Texas Broadcasting Co. for \$45,000. Seller is owned by W.J. Duncan (7.66%), president; Thomas L. Rice (2.5%), vice president, and 47 others. None has other broadcast interests. Buyer is owned by Edward J. Couzens, who is announcer and music director at WGMA(AM) Hollywood, Fla. He has no other broadcast interests. Ann. July 5.

Actions

■ WDHN-TV Dothan, Ala. (ch. 18)—Broadcast Bureau granted transfer of control of Southeast Alabama Broadcasting from Betis Slingluff Jr. et al (81% before; none after) to Hi Ho Television Stations of Alabama Inc. (none before; 81% after). Consideration: \$621,126. Principals: Buyers are Jay B. Bragg (27.87%), chairman, Betis Slingluff, president, and 31 others. Buyer is owned by F. Francis D'Addario and Jerome Kurtz (33 1/3% each) and James D. Ivey and David Antoniaki (16 2/3% each). D'Addario is Bridgeport, Conn., businessman with many diverse interests. Kurtz of Los Angeles is president of the Vidtronics Company there. Antoniaki is principal of PJF(TV) Netherlands West Indies and ZBTV(TV) Tortola, B.V.I. Ivey is principal (51%) of video tape production firm in Orlando, Fla., of which Antoniaki owns remaining 49%. Group was recently granted CP for new TV in Valdosta, Ga. (BROADCASTING, April 30) (BTC790307LD). Action June 26.

■ WMOB(AM) Mobile, Ala. (840 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Bay Broadcasting Corp. to Charles W. Jackson for \$525,000 plus \$150,000 for agreement not to compete. (Price includes Bay Broadcasting's 41% interest in

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

WLPR-FM Mobile.) Seller, principally owned by Walter Starr and Alton E. Broussard, has no other broadcast interests. Jackson is controller of Birmingham, Ala., iron works. He has no other broadcast interests. (BAL790509FR). Action June 27.

■ WJJC(AM) Commerce, Ga. (1270 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of Jackson County Broadcasting Co. from O. Grady Cooper (100% before; none after) to Dallas Tarkenton (none before; 100% after). Consideration: \$167,700 plus \$15,000 for agreement not to compete. Cooper has no other broadcast interests. Tarkenton is owner of WJGA(FM) Jackson and WZAL(AM) McDonough, both Georgia. He also has real estate interests in Athens, Ga. (BTC790417EV). Action June 25.

■ WGMW(FM) Riviera Beach, Fla. (94.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Wardell Broadcasting to Patten Communications Corp. for \$995,000. Seller is owned by William Hall, who has no other broadcast interests. Buyer, principally owned by Myron (Pat) Patten, owns KLNQ(AM)-KLNQ(FM) Clinton, Iowa; WKHM(AM)-WJOX-FM Jackson and WMPX(AM) Midland, both Michigan, and WYXE(FM) Sun Prairie (Madison), Wis. (BALH79030509FP). Action June 26.

■ WKZN(AM) Zion, Ill.—WKZN-FM Zion (Kenosha, Wis.), Ill. (AM: 1500 khz, 250 w-D; FM: 96.9 mhz, 10 kw)—Broadcast Bureau granted assignment of license from Lake-Kenosha Broadcasting Co. to CDI Communications WKZN Partnership for \$460,000. Seller, owned by William J. Bickett and family, has no other broadcast interests. Buyer is owned by Gerald P. Mikitka. Chicago investment broker and part owner of KIXY-AM-FM San Angelo, Tex. (BAL790406FW, BALH790406FX). Action June 27.

■ KLEE-AM-FM Ottumwa, Iowa (AM: 1480 khz, 500 w-D; FM: 97.7 mhz, 3 kw)—Broadcast Bureau granted transfer of control of KLEECO Radio Inc. from Thomas L. Davis and Ray Freedman (100% before; none after) to Daniel C. Palen (none before; 100% after). Consideration: \$153,000. Principals: Palen is general manager of stations. He also owns 50% interest in WGLB-AM-FM Post Washington, Wis. (BTC790405FP, BICH790405FQ). Action June 27.

■ KSHO-TV Las Vegas (ch.13)—Broadcast Bureau granted assignment of license from Channel 13 of Las Vegas Inc. to WTMJ Inc. for \$13.5 million. Seller is owned by Arthur P. Williams and family, who also own KWMS(AM) Salt Lake city. Buyer is wholly owned subsidiary of The Journal Co., publisher of *Milwaukee Journal* and *Sentinel* and owner of WTMJ-AM-TV and WKTJ-FM Milwaukee. Michael McCormick is president of WTMJ Inc. (BALCT790417KF). Action June 29.

■ WHPN(AM)-WHVS(FM) Hyde Park, N.Y. (AM: 950 khz, 500 w-D; FM: 97.7 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Castle Communications Corp. to Gregory Broadcasting Inc. for \$543,700. Seller is owned by James F. O'Grady Jr. and 15 others; it sold WALL-AM-FM last December (BROADCASTING, Jan. 8). Buyer is owned by Warren Gregory, media broker with Chapman Associates, Atlanta. (BAL790406GJ, BALH7904066K). Action June 29.

■ WGOS(AM) High Point, N.C. (1070 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Daironics Inc. to Richy Broadcasting Co. for \$210,000. Seller: Lowell Davey and his wife, Georgeanna, and his brother Keith and his wife, Yvonne (25% each). They own WYFI(AM) Norfolk, Va.; WHPE-FM High Point, N.C., and WAVO(AM) Decatur, Ga. Buyer is owned by Simon P. Ritchy of Greensboro, N.C. He is owner of stereo retailer and 51% owner of discotheque in Greensboro. He has no other broadcast interests. (BAL790412HL). Action June 29.

■ KEED(AM) Eugene, Ore. (1450 khz, 1 kw)—Broadcast Bureau granted assignment of license from Century Pacific Inc. to Community Pacific Broadcasting Corp. for \$1 million plus \$131,000 for covenant not to compete. Seller is owned by Monroe Broadcasting Inc., owned principally by Wesley L. Monroe and Del Cody. It also owns KGA(AM) Spokane, Wash. Buyer owns KRDR(AM) Gresham, Ore., and KGAA(AM) Kirkland, Wash. It is owned by David J. Benjamin and Charles W. Banta, who have also applied for new FM station in Portland, Ore. (BAL790328GU). Action June 29.

■ WACM(FM) Freeland, Pa. (103.1 mhz, 530 w)—

Broadcast Bureau granted assignment of license from Mountain Broadcasting of Pennsylvania to Edward F. and Robert S. Genetti (50% each) for \$260,000 plus \$25,000 for agreement not to compete and \$25,000 for consulting agreement. Buyer is owned by Robert L. Purcell, 50% owner of WBZY(AM) New Castle, Pa., and WFGM(FM) Fairmont, W.Va. Genettis are brothers. They have real estate and other business interests in Hazleton, Pa., and are principals in applicant for new AM at West Hazleton, Pa. (BAPLH790509FO). Action June 29.

■ KODA(AM) Houston. (1010 khz, 5 kw-D)—Broadcast Bureau granted assignment of license from Taft Broadcasting Corp. to Spanish Broadcasting Corp. for \$1.1 million. Seller is owned by Paul E. Taft and family, who also own 85% of WNNE-TV Hanover, N.H., and 41% of KMZK(AM) Fort Worth. They have sold, subject to FCC approval, KODA-FM Houston (BROADCASTING, April 30). Buyer is owned by Marcos A. Rodriguez (58.7%) and 21 others. Rodriguez has additional interest as 58.31% owner of Latin American Broadcasting, which owns 11.5% of buyer. Latin American is licensee of KESS(FM) Fort Worth. (BAL790501EA). Action June 28.

■ KTXJ-AM-FM Jasper, Tex. (AM: 1350 khz, 1 kw-D; FM: 102.3 mhz, 2.9 kw)—Broadcast Bureau granted assignment of license from Jasper Broadcasting Service to KTXJ Radio Inc. for \$580,000 plus \$60,000 for agreement not to compete. Seller is partnership of Thomas H. Spurlock (37½%), Roger C. Hall (37½%) and Lynda Bell (25%). None have other broadcast interests. Buyer is principally owned by Galen O. Gilbert (51.87%) of Dallas. He is also principal of KWSM(AM)-KELE(FM) Aurora, KBTN(AM) Neosho and KXEO(AM)-KQWR(FM) Mexico, all Missouri; KPET(AM)-KCOT(FM) Lamesa and KZEE(AM) Weatherford, both Texas, and KTLQ(AM)-KEOK(FM) Tahlequah, Okla. He also owns 71% of applicant for new FM in Sulphur Springs, Tex. (BAL790427HP, BALH790427HQ). Action June 27.

■ KBLW-AM-FM Logan, Utah (AM: 1390 khz, 5 kw-D, 500 w-N; FM: 92.9 mhz, 29.5 kw)—Broadcast Bureau granted transfer of control of People's Broadcasting Co. from all stockholders (100% before; none after) to KWLW Broadcasting Co. (none before; 100% after). Consideration: \$470,000. Sellers are Glacus G. Merrill (51%) and family. They have no other broadcast interests. Buyer is principally owned by Marvin K. Frandsen (80%) and Jack S. Paige and W.R. Twining (10% each). Frandsen and his wife, Patricia, owns 80% of KSKI(AM) Hailey-KSKI-FM Sun Valley, Idaho, and KBLI-AM-FM Blackfoot, Idaho. He is also 100% owner of KWRI(AM) Coquille, Ore. Twining of Bellevue, Wash., is media broker. Paige is former executive vice president of regional radio network based in Salt Lake City; he retired in March 1978. (BTC790413HT, BTCH790413HU). Action June 27).

■ KWHO-AM-FM Salt Lake City, Utah (AM: 860 khz, 1 kw-D; FM: 93.3 mhz, 30 kw)—Broadcast Bureau granted assignment of license from Radio Station KWHO to Northwest Radio Broadcasting Co. for \$600,000. Seller is owned by Reese C. Anderson, who has no other broadcast interests. Buyer is wholly owned by Northwest Energy Co., publicly owned natural gas company. John G. McMillian is chairman and president. It has no other broadcast interests. (BAL7904256V, BALH7904256Y). Action June 27.

■ WJGM(AM)-WJJS(FM) Lynchburg, Va. (AM: 1320 khz, 1 kw-D; FM: 101.7 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Rulon-Maynard Corp. to Neighborhood Communications Corp. for \$700,000 plus \$60,000 for agreement not to compete and \$45,000 for consultancy agreement. Seller is owned by L. John Denney and his wife, Rosalind M. They have no other broadcast interests. Buyer is wholly owned subsidiary of Neighborhood Theatre Inc., movie theater chain. Morton G. Thalheimer Jr. is president and principal stockholder (21.54%). It also owns WKGK(AM) Knoxville, Tenn., and is applicant for new TV in Richmond, Va. (BAL79042HM, BAPLH790427HN). Action June 27.

■ WFOG-AM-FM Suffolk, Va. (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 92.9 mhz, 50 kw)—Broadcast Bureau granted transfer of control from Smiles of Tidewater Inc. to McCormick Broadcasting Co. for \$2.4 million. Seller is owned by Derwood H. Godwin (21.82%), Norman J. Suttles (21.82%), James Davis (20.91%), Young Pully (20.91%), Robert La Ferme (9.09%) and John Ingraham (5.45%). Suttles and Godwin are also principals in WVBS(AM)-WPJC(FM) Burgaw and WPIL(AM) Raleigh, both North Carolina; WDIX(AM)-WPJS(FM) Orangeburg, S.C., and WAJL(AM) Winter Park, Fla. Buyer is owned by Technical Operations (80%) and William M. McCormick (20%), president. It owns, through various subsidiaries, WLKW-AM-FM Providence, R.I.; WJYE(AM) Buffalo, N.Y., and WEZE(AM) Boston. Technical Operation is diversified, publicly owned company based in Boston with interests in nuclear products, construction, electronics as well as broadcasting. C. Vincent Vappi is principal owner (25.5%) and chairman. (BTC790413F6, BTCH790418FH). Action June 29.

■ WKEE-AM-FM Huntington, W.Va. (AM: 800 khz, 5 kw-D; FM: 100.5 mhz, 53 kw)—Broadcast Bureau granted transfer of control from Reeves Telecom Corp. to Capitol Broadcasting Co. for \$1.9 million. Seller is publicly traded company in process of liquidating its assets. They have also sold WITH-AM-FM Baltimore, subject of FCC approval. Hazard E. Reeves is chairman and J. Drayton Hastie, president. Buyer is principally owned by Raymond and James F. Goodmon. It also owns WRAL-FM-TV Raleigh, N.C.; Tobacco Radio Network; North Carolina News Network, and weekly *North Carolina Leader*. (BTC790510GE, BTCH790510GF). Action June 29.

Facilities changes

TV applications

■ KFSN-TV Fresno, Calif.—Seeks CP to change ERP to vis. 3707 kw(M), aur. 371 kw(M). Ann. July 5.

■ KJCT(TV) Grand Junction, Colo.—Seeks mod. of CP to change ERP to vis. 120.2 kw(M), aur. 24 kw(M); make changes in ant. structure and HAAT: 2721 ft. Ann. July 2.

■ WCLF(TV) Clearwater, Fla.—Seeks mod. of CP to change ERP to vis. 5000 kw(M), aur. 500 kw(M); change trans., ant. and HAAT: 1419 ft. Ann. July 5.

■ WJXT(TV) Jacksonville, Fla.—Seeks CP to install aux. ant. at main location. Ann. July 5.

- **KOKH(TV)** Oklahoma City—Seeks CP to change ERP to vis. 70.3 kw(M), 31.7 kw(H); aur. 3.17 kw(H); change TL and SL to 1228 NE Wilshire Blvd., Oklahoma City; change type ant. and HAAT: 1544 ft. Ann. July 2.
- **WXXI(TV)** Rochester, N.Y.—Seeks mod. of CP to change ERP to vis. 989 kw, aur. 98.9 kw; change TL and HAAT: 500 ft. Ann. July 2.
- **WTVH(TV)** Syracuse, N.Y.—Seeks CP to change type trans. to RCA and make changes in ant. sys. Ann. July 2.
- **WOLO(TV)** Columbia, S.C.—Seeks CP to change ERP to vis. 3589 kw(M), 2344 kw(H), aur. 253.5 kw(H); change type trans.; change type ant; make changes in ant. structure and HAAT: 688 ft. Ann. July 3.
- **WPDE(TV)** Florence, S.C.—Seeks mod. of CP to change SL to 3215 South Cashua Dr., Florence, S.C. Ann. July 2.
- **WTVZ(TV)** Norfolk, Va.—Seeks mod of CP change ERP to vis. 5000 kw(M), aur. 679.1 kw(M); change type trans., type ant. and HAAT: 908 ft. Ann. July 5.
- **WEAU(TV)** Eau Claire, Wis.—Seeks CP to change ERP to vis. 316 kw, aur., 31.6 kw. Ann. July 5.

AM actions

- **KDES(AM)** Palm Springs, Calif.—Granted CP to increase night power to 1 kw and make changes in night DA-2; conditions (BP78031AV). Action June 28.
- **KJOE(AM)** Shreveport, La.—Granted CP to make changes in ant. system; change TL W of Russel Road, S of Nash St., near Shreveport; change type trans. (BP78113AU). Action June 28.
- **WHLP(AM)** Centerville, Tenn.—Granted CP to increase power to 5 kw and install new trans. (BP-20.539). Action June 26.
- **KTRH(AM)** Houston—Granted CP to change ant. and TL 2.1 miles W of Route 149 and Gum Island Cutoff, 8 miles N of Mt. Belvieu, Tex.; change type trans.; conditions (BP-21.035). Action June 28.
- **KTLU(AM)** Rusk, Tex.—Granted CP to change TL to 0.4 miles W of U.S. Hwy 69 and 0.3 mile N of FM Road 2972, two miles NW of Rusk.

(BP781002AK). Action June 29.

■ **KPNW(AM)** Eugene, Ore.—Granted CP to change from DA-2 to DA-1 (delete day pattern). (BP-21,235). Action June 28.

■ **WREL(AM)** Lexington, Va.—Granted mod. of CP to change TL to approximately 0.8 mile S of U.S. Route 60 and 11-A intersection, Lexington and waived Section 73.35(a) of rules (BMP-780814AW). Action June 29.

■ **WTZE(AM)** Tazewell, Va.—Granted CP to increase power to 5 kw (BP780829AF). Action June 29.

FM actions

■ **KSAN(FM)** San Francisco, Calif.—Granted CP to install new aux. ant. at main TL San Bruno Mountain, Rural, Calif.; change ERP: 30 kw (H&V); ant. height: 1170 ft. (H&V) (BPH790502AE). Action June 29.

■ **WYER(FM)** Mt. Carmel, Ill.—Granted CP to make changes in ant. system; change type trans. and ant.; increase ERP: 50 kw (H&V); ant. height: 420 ft. (H&V) (BPH790504AH). Action June 29.

■ **WTAO(FM)** Murphysboro, Ill.—Granted CP to change and add remote control at: Country Club road, Murphysboro; change to Route 5, Box 286, Murphysboro; increase ERP: 3 kw (H&V); decrease ant. height: 200 ft. (H&V) (BPH790514AE). Action June 29.

■ ***WRRG(FM)** River Grove, Ill.—Granted CP to make changes in ant. system; change type ant. and TPO (BPED790509AK). Action June 29.

■ ***KNBU(FM)** Baldwin City, Kan.—Granted CP to make changes in ant. system; change TL and SL to Baker University, Stone Hall, Baldwin City; change TPO (BPED790430AG). Action June 29.

■ **WWMO(FM)** Reidsville, N.C.—Granted CP to change TL to Brown Summit, N.C.; change type trans. and ant.; make changes in ant. system (increase height) and ant. height: 770 ft. (H&V) (BPH-11183). Action June 27.

■ **WKKI(FM)** Celina, Ohio—Granted CP to change TL to Dibble Rd. 0.2 mile N of Old 20, Celina; install new trans. and ant.; make changes in ant. system (increase height); ERP: 3 kw (H&V); ant. height: 300 ft. (H&V) (BPH-790124AG). Action June 26.

■ **WWDB(FM)** Philadelphia—Granted CP to make changes in ant. system; change type trans. and ant.; decrease ERP: 17 kw (H&V); increase ant. height: 870 ft. (H&V) conditions (BPH790511AD). Action June 29.

■ **WLIV(FM)** Livingston, Tenn.—Granted CP to change TL to 1.0 miles S of Highway 52 and 42 E on Rock Crusher Mountain, Livingston; make changes in ant. system; change type ant.; decrease ERP: 1 kw (H&V); increase ant. height: 470 ft. (H&V); change TPO (BPH790427AG). Action June 29.

TV action

■ ***KLRU-TV** Austin, Tex.—Granted mod. of CP to change ERP to 955 kw, max. 1150 kw; ant. height 1100 ft. (H); change type trans. and type ant. (BMPET-780727ID). Action April 17.

Translators

Actions

■ **K06JT** Babb and St. Mary, Mont.—Babb TV Booster Club granted CP for new VHF TV translator station on ch. 6 to rebroadcast signal of KCFW-TV Kalispell, Mont. (BPTTV-6149). Action May 29.

■ **K03FD** Superior, Wyo.—Superior Community TV granted CP for new TV translator station on ch. 3 to rebroadcast signals of KTVX(TV) Salt Lake City. (BPTTV-5961). Action March 26.

■ **K07PO** Superior, Wyo.—Superior Community TV granted CP for new TV translator station on ch. 7 to rebroadcast signals of KUTV(TV) Salt Lake City. (BPT-TV-5963). Action March 26.

Fines

Action

■ **WACB(AM)** Kittanning, Pa.—ALJ James F. Tierney has renewed license of WACB Inc. for station

for one year, but fined it \$6,500 for repeated violations of Part 73 of rules. He also granted application of co-owned WMOA-AM-FM Marietta, Ohio, but fined it \$3,500 for overcommercialization. Ann June 29.

Other

■ **KHOF-TV** San Bernardino, Calif.—Faith Center Inc., licensee of station, has asked Federal appellate court to review three orders of FCC ALJ in proceeding involving renewal of its broadcast license. Appeal was filed with U.S. Court of Appeals for District of Columbia Circuit. Ann. July 6.

Call Letters

Applications

Call	Sought by
New AM's	
KQAC	Caddo Broadcasting Co., Glenwood, Ark.
KDAA	Granbury Radio Co., Granbury, Tex.
New FM's	
*KVNF	North Fork Valley Public Radio Inc., Paonia, Colo.
KBIL	San Angelo Broadcasters Inc., San Angelo, Tex.
KSNY-FM	Snyder Broadcasting Co., Snyder, Tex.
Existing AM's	
KKCS	KXXV Colorado Springs, Colo.
WQHK	WMEE Fort Wayne, Ind.
KCRO	KOWH Omaha, Neb.
Existing FM's	
KKCS-FM	KINX Colorado Springs, Colo.
WQGN-FM	WSUB-FM Groton, Conn.
WFYV	WJNJ-FM Atlantic Beach, Fla.
WMEE	WMEF Fort Wayne, Ind.
WJCU	WCOU-FM Lewiston, Me.
KMJX	KKSS St. Louis
KKOZ	KURL-FM Billings, Mont.
KMAZ	KWBE-FM Beatrice, Neb.
KLTE	KFNB Oklahoma City
*WVRU	WRRR Radford, Va.
WRJL	WOAY-FM Oak Hill, W.Va.
Existing TV's	
WTBS	WTCG Atlanta

Grants

Call	Assigned to
New AM's	
WCGA	Communications Investment Inc., Conyers, Ga.
KNEK	Mamou Broadcasting Inc., Washington, La.
WYNO	Allied Communications Inc., Nelsonville, Oh.
WYNC	WMC Broadcasters Inc., Yanceyville, N.C.
KVAA	Dakota North Plains Corp., Volgas S.D.
New FM's	
*KSRH	San Rafael High School District, San Rafael.
KOMB	Fort Scott Broadcasting Co., Fort Scott, Ks.
New TV's	
*KZLN	Texas Consumer Education and Communications Development Committee Inc., Harlingen, Tx.
Existing AM's	
WABT	WQTY Montgomery, Al.
WKZK	WFNL North Augusta, S.C.
WWEG	WRKR Racine, Wis.
Existing FM's	
KMLE	KLRG Chandler, Az.
KXEZ	KHEX Yuba City, Calif.
KATQ-FM	KPWD Plentywood, Mont.
WMWV	WBNC-FM Conway, N.H.
WOZQ	WJLY Moyock, N.C.
WWMC-FM	WJRR-FM Mifflinburg, Pa.
WQUS	WRFL Winchester, Va.
Existing TV's	
KAMC	KMCC Lubbock, Tx.

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RADIO

HELP WANTED MANAGEMENT

General Manager, southeast, medium market top 40 group owned FM leader. If you are experienced G.M. with great sales track record, send resume and how you did it to Bob Manning, Beasley Broadcast Group, Box 1355, Goldsboro, NC 27530.

Midwestern Broadcasting is expanding into the northeastern region. We need experienced salespeople, a sales manager, and general manager. EEO-Affirmative Action. Call Lew Dickey, WOHO/WXEZ, Toledo 419-255-1470.

WXEZ (Z-105) Toledo needs a top salesperson. Take your 4-5 years sales experience... couple it with your abilities as a leader and give some direction and growth to the sister FM of WOHO. EEO-Affirmative Action. Call J. Richard Lamb, General Manager 419-255-1470.

Station Manager, AM-FM combination—small market—North Central. Need strong individual heavy on sales, programming, and people. Excellent benefits, great future. E.E.O. Reply Box G-104.

30,000-40,000+ for outstanding General Manager. Top 100 Market-Midwest. Must have excellent references and better than average track record, be currently employed as General Manager, with knowledge of modern, country format a requirement. Reward of possible "piece of action" when station is a winner. All replies in strict confidence. Box G-122.

Super Organizer SM needed with track record, references. California coastal live contemporary FM. Salary plus commission, plus override, plus fringe. Confidential. Box G-140.

Director-Educational FM Radio Station. Indian River Community College has a vacancy for a Director of an Educational FM Radio Station to be located on our main campus in Fort Pierce, Florida. Interested applicants should have a B. A. Degree in Broadcasting Communications or equivalent experience. Must also have demonstrated ability in Personnel Management and Programming, at a managerial level. This is a full-time twelve month position and the salary will be commensurate with qualifications and experience. Write to the Personnel Division, Indian River Community College, 3209 Virginia Avenue, Fort Pierce, FL 33450, or call Mr. E.M. Stapleton, Director of Personnel 305-464-2000, Extension 208. We are an EA/EEO Affirmative Action Employer.

I'm moving to a larger market and I'm assisting in the search for my successor. Medium market, class IV, contemporary. Resume to Chuck Larsen, G.M., WFLB, PO Box 530, Fayetteville, NC 28302. No calls! E.O.E.

HELP WANTED SALES

Florida. West Palm Beach "small market" AM/FM needs sharp people with minimum one year experience and copy ability. Aggressive new owners will pay for results. Contact Ron Winblad at WVSI/WCEZ, Jupiter, FL 33458, 305-746-5191. E.E.O.

South Florida. At least 3 years fulltime radio Sales experience in small-medium markets (our metro 200,000). Substantial base plus commission. All replies in strictest confidence. EOE. Send complete resume to Box F-210.

Eagles Attract Eagles. Join in the financial rewards of a success oriented station, making plans for further acquisitions. Strong commission level plus plenty of bonuses. Excellent list open for a street fighter who knows how to "make it work." Send resume and track record to KBRJ, Box 4489, Boise ID 83704.

Radio "Imagineer" needed to take over list worth \$20,000 in present earnings. We're a young progressive station with major market ideas in a medium sized small midwestern market. Come work hard and grow big with us. Send resume in confidence to Box G-130.

Need person to sell for this community of 6,000 and area. Right person will advance to management. Send resume to Jerry Henner, KQWI-FM Clarinda, IA 51632.

Dominant contemporary station in highly competitive market seeking imaginative, proven sales person anxious to move up. RAB oriented. First year potential \$10-\$15,000. EOE. Minorities and women encouraged to apply. Details to Burt Levine, or Jim Coston, WROV, 4005 Roanoke, VA 24015.

Outstanding Sales Opportunity, \$15,000-\$25,000 Small Wisconsin market near city. WPDR, Box 1350, Portage, WI 53901.

Local Sales Manager wanted for a radio station in Central New England. Must be hard working, driving, ambitious and resourceful. Salary with good list plus percentage of gross local sales over break-even base. All replies will be considered strictly confidential. Send resume to Box G-135.

Perfect Climate. Would you like to live in one of America's loveliest areas? Napa Valley is 45 miles from San Francisco. Market of 150,000. Sales position with KVON/KVYN. Stations have 60 percent market share. Write George Carl KVON/KVYN, PO Box 2250, Napa, CA 94558.

HELP WANTED ANNOUNCERS

Religious Format, 100KW, needs announcer, sales person, or announcer-sales combo. Contact KTOF-FM, 1957 Blairs Ferry Rd., N.E., Cedar Rapids, IA 52402.

Air personality with production talent needed for immediate opening. Send tape and resume to Joe London, WMOH, 220 High Street, Hamilton, OH 45011. EOE. M/F.

Top 40 Air Personality for top rated station in Northeast. Must be experienced. EEO. Mail detailed resume with your salary requirements and references to Box G-35.

Adult MOR Announcer for number one station in Northeast market. Experienced applicants only. EEO. Mail complete resume to Box G-36.

Accepting applications from experienced midwesterners who want to live outside the big city. \$650/month starting. Box G-77.

Production Tech. experienced in creating and producing quality commercials. Salary commensurate with ability. Reply to WECM, 221 Washington, Claremont, NH 03743. EEO Employer.

A once in a life time opportunity for the right people on the Florida Suncoast. Taft owned WDAE, Tampa, is looking for an adult contemporary pro. also good opportunity for a talk show host. No beginners. No calls. WDAE Radio, PO Box 1250, Tampa, FL 33602.

Southern small market AM and FM seek jock for air shift, play by play and production. Send tape and resume to WBTH, Box 261, Williamson, WV 25661.

Announcer, with good production skills for well respected Central Virginia Modern Country music station. Some sales a possibility. EOE. Send tape, resume, salary requirements to WPED, Box 8, Crozet, VA 22932.

Arizona Small Mkt. seeks drive jock/sales, must be experienced communicator. E.O.E. M/F. Send T&R to KCUZ, Att: Tim Higgins, PO Box 1118, Clifton, AZ 85533.

Boulder Colorado's KADE seeks Contemporary Top 40 air personality. Great production a must. Resume, air check, references and salary requirements to David Hartley, KADE, 4840 Riverbend Road, Boulder, CO 80301. An EEO Employer.

Beautiful Music stations seek qualified applicants for immediate Staff Announcer position. Must have good voice, reading ability, and FCC license. Send audition tape and resume to: Manager, WVFL/WGLO, 28 South 4th Street, Pekin, IL 61554. An Equal Opportunity Employer.

Beautiful Music, SW medium, TSA 800,000+. Resumes from experienced announcers for future opening. Excellent salary and benefits. EOE. Box G-113.

Mid Michigan's Beautiful Music Station, WGER-FM is now taking applications for announcers. Mature, warm voice and work attitude very important. Metro-market leader in wage, benefits, facilities and co-workers. WGER is an Equal Opportunity Employer. We are quality and seek the same. Send tape, resume and references to Bob Sherman WGER-FM, PO Box 719, Bay City, MI 48707.

HELP WANTED TECHNICAL

Engineer-Production and Maintenance- needed immediately. Experience and good references required. East Coast major market. Salary \$17,000 plus. Box F-213.

Experienced maintenance engineer for southern New England resort AM/FM. Send resume. Box F-172.

Immediate opening for chief engineer at 1,000 watt, 4 tower directional, religious station in Ohio. Call Lee Mick at 1-419-874-7956. E.O.E. M/F.

Chief Engineer for Midwest Family group station in Michigan. Experienced with automation, state of the art audio processing & class installation work. All new equipment to be installed for AM-FM station in growing market. Send resume to, Chris J. Cain, Engineering Supervisor, Midwest Family, Box 2058, Madison, WI 53701.

Growing broadcast corporation in need of experienced engineer for assistant chief in Florida. Salary commensurate with ability. Box F-23.

Montgomery, Alabama... WLSQ-WREZ Radio needs chief engineer immediately—starting salary \$15,000. Call Gene Moorhead collect 205-832-4295.

\$250 per month for first phone engineer experienced in repair and maintenance of IC and RF equipment in New Hampshire. Reply to WECM, 221 Washington, Claremont, NH 03743. EEO Employer.

Chief Engineer—Full-time AM station in St. Louis market. Group owned. Require experienced DA engineer. No board or production duties. Good working conditions, equipment, and fringe benefits. Contact Jerry Irvine, Operations Director at WRTH, 618-259-1800. An Equal Opportunity Employer.

Kentucky—AM/FM looking for young engineer. Some announcing. Will help train the right person. Call Jim Ballard, 606-248-5842.

Engineer Needed: Denver giant 5 KW directional AM 100 KW FM—first class FCC ticket required. Experience in AM, FM, transmitters, audio, etc. desired. Please contact: Chuck Waltman, KIMN-KYGO, Box 14008, Denver, CO 80214. Equal Opportunity Employer.

Needed: enthusiastic troubleshooter who can handle almost any problem, willing to work a few extra hours to make decent money. First required. Resume, references to Box 11101, Lansing, MI 48901.

Chief Engineer, So. Calif. Public FM. Studio and transmitter, satellite receive, RPU. Min. 3 years experience. Management level position, salary approx. 18K depending on experience. Benefit package rated at 30%. Contact: Admin. Services, Saddleback College, 28000 Marguerite Parkway, Mission Viejo, CA 92692. 714-831-5730.

We need the right Engineer! Great opportunity in Midsouth. Must be capable studio and transmitter person. Aggressive quality oriented firm seeking engineer to fit into exciting high challenge environment. Multi facility in new building offering super potential to the person who can fit. Who feels comfortable with all kinds of challenges, has good attitude and good personality. Box G-118.

HELP WANTED NEWS

News Reporter—Alaska Public Radio Station seeks broadcast journalist to gather, write and report news. Salary: 13-15K DOE. Resumes, writing samples and audition tapes: News Director, KRBD-FM, 2415 Hemlock Street, Ketchikan, AK 99901. Closing date for applications July 15th. KRBD is an Equal Opportunity Employer.

WOOD, Grand Rapids, Michigan seeking News Director for strong local news operation. Requirements: Two years experience as News Director or Assistant News Director. Degree preferred. Strong on-air sound. Salary open. Resume and current tape to: William J. Struyk, Program Director, WOOD, Box B, Grand Rapids, MI 49501. Equal Opportunity Employer.

News Director—For Top 10 Market. You'll build the department; direct it at our 25-54 year old MOR audience. Emphasis on consumerism; energy crisis; and personal effect of news on individuals. You must be a strong pro with proven organizational and creative ability. An Equal Opportunity Employer. G-82.

Writer/Reporter. Independent all-news in top 30 market needs experienced journalist for inside writing/reporting position. Voice not important, but strong writing and news gathering skills are a must. Complete credentials, including references, in first letter to Mike St. Peter, News Director, WEBR, 23 North Street, Buffalo NY 14202. No telephone calls. An equal opportunity employer.

News Director for 100 kw/NPR affiliate. Application reopened. Requirements include journalism degree or equivalent, extensive experience in broadcast journalism including some management background. Writing ability, excellent on-air voice, experience in Public radio, small market reporting of government and agriculture preferred. Salary range \$10,000-13,000. Applications close July 20, 1979. Send resume and tape to: PB. Greedy, Director of Personnel, Western Iowa Tech Community College, PO Box 265, Sioux City, IA 51102. EOE, F/Minority Applicants Encouraged.

Award-winning news department needs anchor who excels in all aspects of radio journalism. EOE. Minorities and Women encouraged to apply. Good pay for good people. Tape, Resume and References to Mark Fryburg, WROV, 4005 Roanoke, VA 24015.

News: Person to collect and write local news. Air shift. No beginners. FCC 3rd preferred. Resume, tape, salary requirements to WHTG AM/FM, Eatontown, NJ 07724. Equal Opportunity Employer.

Help Wanted: Sports Announcer in two-person department. Will do play-by-play of football, basketball, and some hockey, including college teams. Must be able to gather, write, and deliver daily sports reports, as well as do interview shows. Vacation, insurance, profit-sharing. Send sample tape of all play-by-play sports you do, plus resume, to Jim Donovan, WJON Broadcasting, Box 220, St. Cloud, MN. Applications close July 27th. An Equal Opportunity Employer.

Midwest AM-FM-TV combo seeks knowledgeable farm-oriented reporter for radio-TV assignments. Must have good on-air ability to back up the market's number one farm director. Resume and salary requirements to Box G-127.

Top rated 49th ADI Contemporary Adult station needs newperson. Send resume, tape and writing samples to: Program Director, WHLM, PO Box 260, Bloomsburg, PA 17815. EOE, female applicants encouraged.

Need all-around person for local news and sports. Excellent community of 6,000 in SW town. Send resume to: Box G-143.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Production Director. Immediate opening for qualified applicant. Station is in College Town in Southwestern Virginia. Format Modern Country. Equal Opportunity Employer. Box F-170.

Several experienced programing people are needed for one of the leading broadcast groups in the midwest. Robert Ingstad Group is taking applications for several markets. This company offers good facilities, modern equipment, a belief in quality programing and a chance to grow with a staff of professionals. Send tape, resume and salary requirements to General Manager, KGFx, Box 1197, Pierre, SD 57501 E.O.E.

Program Director needed for Rock Station in medium Southern Market. Starting Salary \$14,400. Must be a competitor for ratings, carry air shift, and have experience in on-air promotion and community involvement. Send complete resume to Box G-60.

Applications being accepted for PD at top rated and powerful mid-south country station in rapidly growing market. \$15,000 plus benefits. All replies confidential. EOE M/F Write Box G-101.

Sinatra; Bennett; Basie and you . . . Real MOR entertainer needed now in Major Eastern market for late night shift. You must know the music; be able to showcase it in entertaining manner. Great opportunity to produce music specials and thematic shows. Light topic talk and celebrity interviews possible, too. An Equal Opportunity Employer. Box G-83.

Program Director/Operations Manager for leading San Francisco Spanish language station. Must have programming experience either in adult contemporary or Spanish language format and be fluent in Spanish. Call Doug Auerbach, Vice President and General Manager at KBRG 415-626-1053. EOE.

Production Assistant—Alaska Public Radio Station seeks creative person to assist in developing local-area oriented public affairs programming, writing, announcing, program production. Salary: 13-15K DOE. Resumes, writing samples and tapes: Program Director, KRBD-FM, 2415 Hemlock Street, Ketchikan, AK 99901. Closing date for applications July 15th. KRBD is an Equal Opportunity Employer.

Top 5 Afternoon Drive Personality . . . Immediate opening for Adult MOR communicator. Must relate to afternoon information and the market in an entertaining manner. An Equal Opportunity Employer. Box G-84.

Operations Director. Top 25 Midwest No. 2 contemporary black-oriented station seeks No. 1 position. Duties include: daily air-shift; employing/supervising/evaluating dj's; promotional involvement; screening commercial copy; general supervision of all programming personnel and activities, including news and public affairs. Knowledge of current FCC programming regulations a must. Must be team-oriented, with positive attitude towards management and ability to take directions. Paperwork, planning and commercial orientation important. Successful management and employee motivation experience desirable. 3rd ticket. Send resume stressing above qualifications plus air check to: C. Burns, WLUM, 12800 W. Bluemound Rd., Elm Grove, WI 53122. No phone calls. WLUM is an Equal Opportunity Employer.

Down-home, folksy, country personality with strong programming skills to PD. Country AM. Need driving force to make our country station dominant. Top facilities. Medium market pay. Benefits. Bonus. Send resume to KQIL Radio, Box 340, Grand Junction, CO 81501.

WKBW Radio, Buffalo, a Capital Cities Station, has a rare opening for an experienced Production Director. We are looking for a creative and talented person to write and produce commercial copy. You would also work in part with the Programming Department. Send produced samples of your work and complete resume to Sandy Beach, WKBW Radio, 695 Delaware Avenue, Buffalo, NY 14209. No calls please. An equal opportunity employer.

Operations director for leading combo in vital upper Midwest market. AM is full service personality adult contemp with strong emphasis on news, sports, and information. FM is automated with TM's "Stereo Rock." You will supervise announcers, promotions, production, music etc. as well as pull a shift. This responsible, take charge position demands a high degree of detail orientation and follow through; a minimum of five years of strongly related, progressive experience is required. Floaters, "stars", and problem types need not apply. EOE. Rush resume with references, letter of application with salary expectations, and a brief statement of your programming philosophy. Box G-111.

SITUATIONS WANTED MANAGEMENT

Operations Professional wishes to locate near N.Y.C. Thirteen years experience, including part ownership. Great production, good voice, First Phone, engineering experience, automation. Specializing in Beautiful Music and Easy Rock. Sincerely motivated to give your stations a winning product with smooth, efficient operation. Box G-67.

Fifteen year professional broadcaster seeks management position. Small, medium, and large market experience. All phases. Knowledgeable in rules and regulations. Top references. Box G-55.

General Manager, impressive twenty year history. Major group, giant clear, small station successes. Superior strength in Organization, Administration, Sales, Operations. Seek company who needs strong general manager and offers advancement or equity possibilities. Family desires relocation. John Lawyer, 703-466-9511 or 615-878-3023.

Station Manager or operations manager, 16 yrs in sales, programing, responsible, will invest, Southeast Box G-136.

GM/SM/CE/Combo your key man with ideas that sell, 20 yrs. every phase, I relate to clients and staff. Background, mgt. sls, eng, top 5 talent. Polished, aggressive, I do it all plus carry my own list. Base plus percentage. Currently employed. If your present mgr. isn't on the street he's wasting his time, your money. Any state west of the Mississippi. Box G-124.

General Manager who will make you best, most profitable ballgame in town available for final permanent position. Track record, outstanding background, qualifications, abilities! In no hurry. Will wait for right position. Box G-131.

Operations Program Manager—strong on leadership and detail. Experience includes AM/FM contemporary and country programming, co-op sales, group management. B.A. degree. 12-years broadcast experience. Box G-139.

SITUATIONS WANTED SALES

Sales Manager—32 with 12 years exp. Dynamic motivator/strong on promotions. Make me a deal I can't refuse and I'll make you a winner! Available now—medium or large markets. Box G-96.

Salesman/lock, seeking small to medium western states market. Prefer morning airshift, top 40 or country. Employed now and available for interview. 408-649-6349.

SITUATIONS WANTED ANNOUNCERS

Experienced DJ, tight board, good news, commercials and production, will go anywhere, now. Box F-116.

Broadcasting School grad. 3d D.J. good voice, tight board, some production, interested. Doni Reed, 558 W. Adline 3S, Chicago IL 312-477-9105.

First job wanted. Broadcast trained. Third ticket. Phone weekdays 716-834-4459.

Classical Music DJ playing the top 200 of past 400 years. Creative production, unique programming. Bruce Thomson, 1508 Vallejo Drive, San Jose, CA 95130.

Adult Contemporary Communicator with major market track record looking for new major market gig. . . . impressive credentials, outstanding creativity, award winning production and super pipes. Family desires relocation. Call Pat Rodgers . . . 703-466-9511 or 703-466-8150.

Air Personality 22, dedicated hard worker, 3rd phone. Dependable and creative will relocate immediately. Work any format, resume and audition tape available. Call or write, 312-524-9605, 1406 N. Austin, Oak Park, IL 60302. Michael Ellis.

Female D.J., 21, 3rd ambitious, dependable, disciplined. Resume and audition tape available. Call or write: Ladwyna Thomas, 312-285-7251, 4332 So. Michigan Chicago, IL 60653.

Smalltown America—Announcer with four years experience and first phone available now. 209-222-5507 or 714-337-7704.

D.J. with music & programming experience, looking for a job, have over 4 months experience. Recent College grad. Michigan area or New England states preferred. Write Alan Katovich, 34788 Fargo, Sterling Hts, MI 48077 or call 313-939-8063. Will send tape & resume.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Immediate Availability. Ambitious, dedicated male capable of any format. Have 3rd class. Resume and audition tape available. Call or write: Robert Zelenka, 3426 W. 167th, Markham, IL 60426, 312-333-7953.

Air Personality: Male 21, will relocate anywhere. Rhythm Blues/Disco. Hard Worker, ambitious dependable. Third class. Resume and audition tape available. Call or write Robert L. Coleman, 8732 S. Wood, Chicago IL 60620. 312-881-7063.

Wanted: Weekends/summers/vacation-relief DJ work. Northeast preferred. Third-endorsement, experienced, master's 26, schoolteacher, tight board. Jack, 5414 - 18th Avenue, Brooklyn, NY 11204.

D.J., Male, third endorsed, seeks first break, S. Trager, 215-349-8091 or 3403 Hamilton Street, Phila., PA 19104.

Looking for top-40 or country format. Experienced as PD/MD. Stable work history with excellent references. Box G-112.

Have experience! Will travel! A total of nine years in all size markets. Need a creative and challenging situation with a station that does more than play records. Great voice and seasoned interviewer. Call Scott Free at 216-732-8383.

Remember your first break, well I need mine, beginning announcer with tapes & resume. Call, Darrell Chambers 714-279-1455 or write, Darrell Chambers, 5188 Balboa Arms Dr., No. D11, San Diego, CA 92117.

Experience in small market radio—willing to work long hours for chance to move up. Fred Burns, 15 Bronson Street, Oswego, NY 13126. 315-341-2270.

Seeking 50's, 60's, and 70's MOR format. Music specials and artist interviews my specialty. Award winning MD with 3 years commercial experience. Available Sept. 5 for either research or air. Will relocate. Write Box G-128.

Young, ambitious male announcer seeks first placement. College grad with writing experience interested in DJ or news spot. 3rd endorsed, will relocate. Tape available. Tom Farley, 516-481-2426, 487 Stratford Rd., So. Hempstead, NY 11550.

Five year air personality. production sales desires position Eastern U.S. Jim Roe, 109 American Ave., Dover, DE 302-734-2932.

Up and coming top 40 announcer, some play-by-play experience, wants to move up from beginning market. 1½ years experience, 3rd class endorsed. Box G-141.

Dependable, ambitious, dedicated, hard worker. Can relocate anywhere, immediately. Any format. Have a third. Resume & tape available. Can also do sports reporting and/or play by play. Call or write: Kevin Horan 312-889-6618. 1624 North Austin Ave., Chicago, IL 60639.

My wife and I are available for any size market, anywhere. 1st & 3rd. good voice, experienced 607-842-6380.

SITUATIONS WANTED TECHNICAL

First Phone needs a chance. Willing to learn. Full or part time. Some experience. Resume available. Box G-114.

Radio Technician—first phone, full experience, capable, mature, family Chief or assistant. Box G-132.

SITUATIONS WANTED NEWS

Award-winning Sports Director/Announcer looking for a move to medium or major market. Excellent play-by-play (college/high school), reporting, writing. College grad. Experienced but young. I'm good. Box G-34.

Sharp, good voice, ambitious female newscaster who can accept responsibility. Will relocate immediately. Resume and audition tape available. Call or write Zandra Watson, 5324 Kimbark, Chicago, IL 312-846-5462.

Female Sports Director. Available fall 79. Seeking position on medium/major market sports staff. 4 year pro. Good talk/PBP 3rd endorsed. Degree. Box F-177.

Young, ambitious and dedicated newsmen. B.S. in Journalism. Experienced in other areas as well. Prefer Midwest, but will go where I'm needed. All offers considered. Larry Jewett 419-675-2355; after 4, 419-674-4945.

Formidable, upscale female news voice. Excellent conversational newswriter, AOR and heavy print experience. News/PA. Director wants top 25 NewsTalk, AOR, adult contemporary. Box G-75.

Young enthusiastic sportscaster seeks sports minded station. Eight years play by play experience. College Graduate. Could double in news. Call 317-662-6208.

Medium Market Sports and news. That's the position I'm seeking. 6 years pbp; solid small market experience. Conversational anchor delivery. 516-781-0037, Larry.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Adult Contemporary Programming Specialist seeks new challenge. 15 years of solid successful medium and major market experience. Presently programming successful station in top 100 market. Call Pat Frisina at 703-466-9511 or 703-466-8150.

Creative, forward thinking young programmer with eight years medium market experience looking for PD or MD position. My approach to Top 40 will put you back on top by this fall. Research and community-involvement oriented. Prefer off-air. Automation considered. Also extensive AOR experience. Call 408-842-5091.

8 year pro seeks challenging Program Directorship. Experience in both live and automated stations. Top 40 or Pop/Adult in top 100 markets considered. Mature, community oriented motivator. Box G-28.

Successful Communicator seeking 500,000 plus market job with an aggressive Country Music Station. Experience as PD/MD. 13 year pro. Family man. 1st. Prefer mornings but considering all day areas. Box G-120.

TELEVISION

HELP WANTED MANAGEMENT

Professor/associate professor, broadcast management. Must have managerial experience in a station or major department in a commercial broadcast property plus significant national industry associations. Teaching, consulting and/or research experience desirable. Advanced academic degrees desirable but outweighed by professional background. To teach broadcast management and sales and business communication, administer internships and consulting programs. Application deadline, July 16, 1979. Appointment date August 15, 1979. Address application, credentials, and three current references to Dorothy R. Johnson, Department of Speech, Marshall University, Huntington, WV 25701. EOE

General Manager, PBS Affiliate KYVE-TV, Yakima, WA. Applications due July 20, position open September 1, 1979. Phone Yakima Public Schools, Personnel Office, 509-575-3228.

Production Manager: A new company producing captioned television programs seeks a Production Manager for its Washington, D.C. operation. This person will be the company's primary liaison with clients and will be responsible for monitoring their production schedules and conforming ours appropriately. Required are in depth TV production experience (preferably both film and video) and a successful human relations record. EOE/Affirmative Action Employer. Send resume and salary requirement to Box G-134.

HELP WANTED SALES

Salesperson Wanted for medium market midwest network affiliate. Minimum 2 years experience in local sales. Must be strong self starter and heavy on servicing accounts. Call John Benson at 308-743-2494 or send resume to: NTV Network, Box 220, Kearney, NE 68847.

HELP WANTED TECHNICAL

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.

Entry level position for news First Phone holders. EOE—EOE situation on Texas Gull Coast. PO Box 947, Corpus Christi, TX 78403.

Wanted Studio Maint. Engineer, 1st phone. Tech. school or equivalent. Experienced on quad VTRs, film or studio cameras. Advancement. Relocation help. Excellent opportunity and pay for right person. Send brief resume and salary requirements to KPLC-TV, Box 1488, Lake Charles, LA 70602 or call chief engineer collect. EOE.

Chief Engineer to supervise staff of nine TV engineers, maintain plant, assist Director of Engineering design and eventually construct new facility. Must have First FCC license, supervision experience, and advanced knowledge/experience in video, audio, digital and RF systems. Salary range: \$19,000-24,000. Please send resume, salary history and references to B. Crandall, WGTE-TV, 415 N. St. Clair St., Toledo, OH 43604. Equal Opportunity Employer.

Maintenance Supervisor for large Washington, D.C. area production company. Technical school plus minimum 5 years experience. Must be familiar with all types of studio broadcast equipment. Reply Box G-22.

Chief Egnieer—WRBL-TV—Channel 3—Columbus, Georgia. Must be strong on VHF transmitter maintenance and Sony Eng. Expanding group offering many tringes. Call collect ... Bob Walton, General Manager, 404-322-0601.

Operating Technician for Washington D.C. area production company. Must be familiar with audio pickup and recording techniques and have a good working knowledge of television audio systems. Reply Box G-23.

Engineers with the highest level of technical expertise needed by Major Production Facility. Work with state of the art equipment. All applicants *must* have heavy digital experience. Call-Don Faso, Chief Engineer at 404-634-6181 or write Video Tape Associates, 1733 Clifton Road., Atl. GA 30329.

West Coast ABC Affiliate now accepting applications/resumes for the following permanent positions. **Maint Engineer**—strong background in studio maintenance, electronics school graduate or equivalent technical education, including digital technology. Minimum 3 years maintenance experience required. **Eng Maintenance Engineer/Technician**—must be qualified to maintain sony 3/4" tape machines, editors, eng cameras and have experience with eng remote van operation. FCC first class license required. Excellent salary and benefits. EOE, M/F Send inquires to: Personnel Department, KNTV, 645 Park Ave., San Jose, CA 95110.

TV Maintenance Engineer, and Editor/Technical Director Needed. Philadelphia's oldest and largest independent teleproduction facility. Maintenance engineer, for RCA cameras and quad VTR's on six camera mobile van. Editor/technical director, experienced with Grass Valley Switcher and CMX editor in Studio. E.J. Stewart, Inc., 388 Reed Road, Broomall, PA 19008, 215-543-7600.

Chief Engineer for Southwest network VHF Expansion oriented broadcast group seeking qualified Chief Engineer with potential for future advancement. Must have five years TV experience, 1st class FCC license, working knowledge of studio and transmitter maintenance and the ability to manage and supervise an engineering staff. Salary open, benefits excellent. EEO M/F Send resume and salary requirements to Box G-71.

TV Broadcast Technicians. Established public television station moving to new color facility. West Virginia University and WWVU-TV has vacancies for persons experienced in master control operations, production and maintenance including all phases of transmitter and/or microwave transmitting/receiving maintenance. Send resume of qualifications and salary history to: Jack Podaszwa, Personnel Officer, West Virginia University, Morgantown, WV 26506. An Equal Opportunity/Affirmative Action Employer.

HELP WANTED TECHNICAL CONTINUED

Television Engineer: University of Maryland Baltimore County needs an Electronic Media Systems Engineer. Responsibilities include installation, maintenance and technical operation of a new color TV facility including a CCTV and ITFS system; maintenance and repair of the University's audio-visual equipment. A first class FCC license and 3 years experience in the operation, maintenance and repair of color TV equipment and facilities is mandatory. EE degree preferred. Microwave experience desirable. Send resume to: University of Maryland Baltimore County, Personnel Department, 5401 Wilkens Avenue, Baltimore, MD 21228. University of Maryland Baltimore County is an Equal Opportunity/Affirmative Action Employer.

Assistant Chief Immediate Opening. NBC/ABC Affiliate in beautiful southwest, 3 hours from San Diego. Must have maintenance experience with TV transmitters, preferably RCA TT-10, TT-25. Microwave and studio experience desirable. Call K.C. Jones, Chief Engineer. 602-782-5113.

Maintenance Engineer—will handle repair and maintenance of all broadcast television equipment—studio, transmitter, translator and satellite receiver equipment. FCC 1st Class license and 3 yrs. experience required. Send resume before 7/27/79 to: University Regional Broadcasting, Inc., 3440 Office Park Drive, Dayton, OH 45439. E.O.E.

Transmitter Maintenance Engineer: 5 years experience repairing RCA TTU-60. Major group owned station in Midwest. Good salary and benefits. Send resume and salary requirements to Box G-119.

Broadcast Engineer—required for design, operations and maintenance of new studio, E.F.P. systems, and modern RF plant. Send resume by 8-3-79 to Chief Engineer, KAKM, 3211 Providence, Anchorage, AK 99504. KAKM is an EEO/AA Employer.

Maintenance Engineer: 5 years experience repairing TK-70, GV-1600, and other related TV equipment. Major group owned station in Midwest. Good salary and benefits. Send resume and salary requirements to Box G-121.

Electronic Field Engineer for installation and maintenance of Rank Cintel Flying Spot Telecine equipment. Willing to travel within U.S.A., and occasionally overseas. Minimum 3 years experience in television, motion picture industry maintaining complex electronic equipment and fully knowledgeable of Analog Digital Circuitry and Servo Systems. Salary \$20,000 plus, depending on qualifications. Based at Strand Century, 20 Bushes Lane, Elmwood Park, NJ 07407. Contact Bill Liento by mail or phone 201-791-7000.

Chief Engineer Television: 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: 2 color TV studios, two 3/4" editing systems, 2 radio stations—1 is carrier current, the 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; procure all parts and equipment; also responsible for the issuance of equipment. Will work under the broad direction of the Department Chairperson and the faculty head of TV and will supervise students as well as subordinate engineering personnel. Qualifications: 2 yrs. broadcast maintenance exp. and/or B.S.E.E. or equivalent technical training. Must be familiar with the use and repair of TV cameras, u-matic tape machines, TBC, digital control systems, RF transmission, and audio and video systems; supervisory skills and ability to work well with students and faculty in an instructional as well as production setting. Salary: 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.

Immediate opening, studio technician with emphasis on maintenance. First phone required. Send resume and salary requirements to Gene Gildow, Chief Engineer, WTEN/WCDC, 341 Northern Blvd., Albany, NY 12204, or call 518-436-4822. An Equal Opportunity Employer.

TV Maintenance Engineer at low band VHF. Four years experience in maintaining all studio, microwave, and transmitter equipment. First phone license. Major market in Florida. Also assist in engineering installation of just completed, modern station facility, new transmitter, and state of the art equipment. Salary negotiable, commensurate with experience. Equal opportunity employer. Box G-115.

HELP WANTED NEWS

Sports Director—Previous broadcast experience required. Play-by-play reporting, and anchoring skills essential. Resume to WVIR-TV, Box 751, Charlottesville, VA 22902. EOE.

Television Producer/reporter. Bachelor's degree in Broadcast Journalism or related field. Two years experience in a broadcast station news department in reporting, writing editing, producing and presenting news material on camera. Deadline for submitting letter of application and resume, July 30, 1979. Send to: Lenora Brogdon, WBGU-TV, Bowling Green, OH 43403. E.O.E.

Weekend Anchor plus general reporting. Seeking professional journalist for strong news operation. Send tape, resume and salary requirements to Dick Florea, WKJG-TV, 2633 W. State Blvd., Fort Wayne, IN 46808.

Expanding Northwest News department needs Sports Director and General News assignment editor. Sports Director must have minimum of 2 years on Camera experience. Send resume. Assignment editor must have solid news background and must be able to organize and work easily with others. Send resume and salary requirements. EOE. Box G-61.

ENG Photo/Editor—Number one station in market. Need highly motivated go-getter who will do anything to get our live cams and cassettes on the air. Experienced only (2 yr. min. in hard news operation). Immediate opening. Send tape and resume to Jim Madden, Personnel Director, WHIO-TV 1414 Wilmington Ave., Dayton, OH 45401. Equal opportunity Employer M/F. No phone calls please.

Chief Photographer. . . Someone who knows good video and knows how to lead a news photography team by example and instruction. You'll work with VCR, live ENG and film at a station that believes its news is only as good as its video, and knows the real worth of a good photographer. Midwest medium market station. EOE. Box G-63.

Photographer—Number One station in market looking for exceptional person who is highly motivated and requires little, if any, supervision. Will shoot for news as well as news magazine program. This is an opportunity for talented person to continue to grow. Send tape and resume to Jim Madden, Personnel Director, WHIO TV, 1414 Wilmington Ave. Dayton, OH 45401. Equal opportunity employer M/F No phone calls please.

WLBT's Peabody Award Winning weekly investigative-documentary series is looking for an experienced reporter capable of looking beneath the surface. Applicants should have a strong background in writing and film and a desire to work with the pros on the Probe team. Send resume, minimum salary requirements, and tape to Probe producer, WLBT-TV, PO Box 1712, Jackson, MS 39205. No phone calls will be considered. EOE.

Assignment Editor/Producer . . . Creative, innovative and able to lead our talented news staff. That's the person we want to be our assignment editor and 6 pm producer. Previous news leadership essential. We're a medium market station with a large staff and strong commitment to news. EOE. Box G-85.

Anchorperson for top-100 market, multi-media chain-owned station; radio or TV news experience required; send tape and resume to: Barry Peel, WTVO-TV, Box 5590, Lexington, KY 40555.

Executive News Director for KAKE TV, the ABC affiliate in Wichita, Kansas, is seeking an exceptional individual to take charge of its top-rated, nationally acclaimed news operation. Applicants must have a minimum of 3 years experience in newsroom administration and a demonstrated record of achievement in reporting, writing and production. Deadline for applications is July 20th. Send resume to: Ronald Loewen, KAKE TV, PO Box 10, Wichita, KS 67201. An EOE.

Executive Producer—Top-rated NBC affiliate in Tucson seeking executive producer. Must have at least 3-5 years producing evening weekday newscasts, excellent news judgment, and the ability to get along well with people. Excellent climate, facilities and benefits. Send resume, tape of recent newscast, and salary requirements in first letter to Bob Richardson, News Director, KVOA-TV, PO Box 5188, Tucson, AZ 85703. Equal Opportunity Employer.

Photographer-reporter. ENG experience. helpful. NBC VHF. EOE. Richard Draper, KIVA-TV, Farmington, NM 505-327-9881. No collect.

Aggressive station looking for top-notch weekend sportscaster/general assignment reporter. Must have sportscasting experience and knowledge of 16mm film and ENG. Position will be filled quickly. Equal Opportunity Employer. Send resume to Box G-117.

Weekend Anchor-Reporter—We need solid journalist to anchor weekends and report during the week. Produce and deliver news a must. College degree and experience most desirable. Contact Bob Totten, KTSB-TV, PO Box 2700, Topeka, KS 66601. An Equal Opportunity Employer.

Weekend Weather-Reporter: Growing NBC Affiliate needs top notch person to do weekend weather and reporter three days a week. Send Resume, tape and salary requirements to: Paul McCaye WAFF-TV, Box 2116, Huntsville, AL 35804 E.O.E.

Photographer: Total ENG operator with two live vans needs creative news photographer. Send Resume, tape and salary requirements to: Paul McCaye, WAFF-TV, Box 2116, Huntsville, AL 35804. E.O.E.

Assignment Co-ordinator. Aggressive top 100 NBC affiliate looking for experienced person strong in news development. Send Resume and salary requirements to Paul McCaye, News Director, WAFF-TV, Box 2116, Huntsville, AL 35804. E.O.E.

Weathercaster—Knowledge in meteorology to join KMVT-TV, a progressive news station in southern Idaho, "Gateway to Sun Valley" salary negotiable. Call immediately 208-733-1280 David Denault-News Director.

Sports Director. Must be experienced. Will shoot and edit ENG and anchor M-F 6 & 10 PM. Group affiliate in the Sunbelt. Growth market. Previous Sports Director promoted. Send complete resume, salary history, and tape to Larry Beaulieu, News Director, KFDM-TV, PO Box 7128, Beaumont, TX 77706, EEO M/F

Medium market southeast affiliate seeks experienced 6 and 11 pm anchor to help us continue our reputation of top news station in market. Group owned. EEO Employer. Send resume to Box G-116.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Producer/Director being sought by midwest PTV station. Salary range \$13,400-\$14,400 depending on qualifications. Send letter of resume, tape, college transcript(s), and three letters of recommendation to: Roger Fisher, WBGU-TV, Bowling Green, OH 43403, 419-372-0121. Deadline July 31, 1979. WBGU-TV is an Equal Opportunity Employer.

Operations/Program Manager . . . Midwest top 50, network affiliate, looking for experienced person in programming, production and promotion. EOE. Send resume to Box G-90.

Director: immediate opening for person who can switch and direct. Minimum two years experience in news and commercial production. Top 100 market located in Midwest. E.O.E. Send resume and salary requirements to Box G-56.

Production Manager for medium market midwest affiliate. Must have hands on experience in commercial and studio production and possess strong leadership qualities. We need somebody who will take charge. Please send resume and references to Box G-78.

Production Manager: Dominant, production oriented, VHF is searching for creative, mature director ready to move. Five years experience minimum. Send resume attention: Bob Eolin, WBNG-TV, Box 1200, Binghamton, NY 13901. An Equal Opportunity Employer, M/F

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Northeast Network Affiliate is accepting applications for assistant promotion director in Radio-TV. Must be creative, well-organized, with a knowledge of all media. Must have full knowledge of television and radio production, newspaper advertising, as well as ability to write news releases, produce on-the-air promos, brochures, sales pamphlets. An equal opportunity employer. Send resume and salary requirements to Box G-79.

Executive Producer for an hour daily program in large eastern market. Looking for alot of experience and creativity. An equal opportunity employer. Box G-86.

Producer— location taping for top ten market prime-time nightly feature magazine. Ability to organize a shoot and tell a story required. Very demanding position. EOE. Send resume to: Evening Magazine, KDKA-TV, 1 Gateway Center, Pittsburgh, PA 15222. No Phone calls.

Producer/Director: must have experience in complex news cast directing, producing, writing, and commercial production. Contact Jim Lannon at KMGH TV, Denver CO 303—832-7777. An equal opportunity employer.

Creative Continuity Director needed for Southeast ABC affiliate. Must be experienced writer with working knowledge of production, and ability to co-ordinate pre-production functions of art and photo depts. E.O.E. Send copy samples, resume and salary requirements to Box G-98.

Operations Manager—Supervise all phases of television production. Administer production budgets. Schedule facilities. Exercise quality control supervision of all local productions. Evaluate performance of staff directors, production engineers, studio crew, and free-lance production personnel. Bachelor's degree and demonstrated fulltime successful experience in broadcasting as supervisor of studio, remote, film, and videotape production or equivalent combination of education and experience required. Demonstrated ability to evaluate television production in terms of style, quality, and appropriate technique. Thorough understanding of and experience with current "state of the art" television production techniques. Salary range: \$23,171-\$28,224. E.O.E. Persons interested in consideration for this position should send the following items to be received no later than July 23, 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 Stetzler, Executive Director, Department of Personnel Services, Denver Public Schools, 900 Grant Street, Denver, CO 80203, with a copy of all materials to Richard Holcomb, Executive Director, KRMA-TV, 1261 Glenarm Place, Denver, CO 80204.

Community Relations Director: Duties: to develop the station activities in areas of promotion, volunteers, and fundraising. Individual will plan on-air and print promotional campaigns. Will develop fledgling "friends" groups while supervising volunteer coordinator. Develop procedures for stations first membership and pledge week activity, and supervise similar activities at sister radio/television stations of same licensee. Requirements: at least three years experience in promotions and fundraising, at least one year experience working in a fundraising activity at a public broadcasting facility. Applicant must have a degree from an accredited four-year college or university. Salary range: \$14,000-\$17,000. Position available immediately. Send all resumes and material to: General Manager, WMUL-TV, Third Avenue, Huntington, WV 25701. Equal Opportunity Employer.

Television Director needed. Prefer someone with experience in directing news, regular programs and commercials. Send application and resume to WKBN-TV, Attention of Merv Jones, 3930 Sunset Boulevard, Youngstown, OH 44501, promptly. An Equal Opportunity Employer.

Volunteer Services Coordinator: Duties: to recruit, select, orient, coordinate volunteers in a planned program. This person must be able to plan and develop programs for volunteers, handle promotion and correspondence for the volunteer program, develop and coordinate fundraising activities and maintain an effective working relationship with the general public. Applicant should have a minimum of high school education and one year of experience or equivalent part-time or volunteer experience in a social service program or in volunteer group work. Salary: \$7,500. Position available immediately. Send all resumes and material to: General Manager, WMUL-TV, Third Avenue, Huntington, WV 25701. Equal Opportunity Employer.

Producer-Director for Instructional Materials— Experienced producer-director for 3/4" format production of ITV materials under National Science Foundation CAUSE grant. Successful applicant should have knowledge of mini-cam production techniques and 3/4" editing, some background in graphics, and ability to work closely with faculty. Some experience writing ITV copy preferred. Science and mathematics background helpful. Minimal requirement: Bachelor's degree or equivalent experience. Salary: \$11,000, \$14,000. August (or Sept.), 1979 through June 1, 1981. Send resume and references to: Eldon L. Miller, NSF CAUSE Director, Hume Hall, The University of Mississippi, University, MS 38677. To insure consideration apply before July 30, 1979. Equal Opportunity Employer, M/F/H.

Assistant to Director of Community Service. Major market network affiliate seeks person with production experience. Responsibilities include co-producing two, weekly, black oriented programs and working with community groups in writing and producing public service announcements. Must be willing to become deeply involved in minority affairs and general community activities. M/F Equal Opportunity Employer. Send resume and salary requirements to Box G-110.

Producer/Host: Duties: to coordinate and develop program ideas to completion. To be responsible for assigned crews during all production phases as well as the production itself. Applicant will act as host of certain assigned productions as well as producer and will participate in regular coverage of the state's legislature. This person must have a journalism background and be well acquainted with FCC rules and regulations. Experience in producing public affairs programs and editing ENG equipment is necessary. Applicant must have a degree from an accredited four-year college or university, journalism or comparable experience as a public affairs producer/host. Salary: \$13,000-\$15,000. Please send tape/video cassette and resumes. Position available immediately. Send all resumes and material to: General Manager, WMUL-TV, Third Avenue, Huntington, WV 25701. Equal Opportunity Employer.

Hot-shot Director: Established videotape facility in Chicago seeks top-flight film/tape director with saleable spot reel for national campaigns. Reel will be requested later. Send resume only to: G-133.

Help Wanted: Person with minimum of 2 years experience in Television Production; and background in 3/4 inch video equipment; to teach in vocational program on the secondary level. Starting salary approximately \$12,000 with other benefits. Send resume to: Glenn Shoemaker, McComb Public Schools, PO Box 868, McComb, MS 39648. Phone: 601—684-5288.

Senior Electronic Photographer/Editor with minimum one year's experience using electronic cameras and editors. Send resume to Personnel Director-Broadcasting, WSM, Incorporated, Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

Videographer/Editor for new prime-time consumer oriented magazine. Candidate must have a minimum of three years shooting and editing for field tape production. This is a very challenging and creative position for the right person who enjoys giving 100%. Top Ten, North-East, Major Group, Network Affiliate. An equal opportunity employer. Box G-126.

Creative Writer-Producer for promotion with minimum two years advertising, promotion, or comparable experience. Self-starter, wanting to excel in TV promotion, & able to conceptualize, write, produce, and edit television promotions for all media. Send resume to Personnel Director-Broadcasting, WSM, Incorporated, Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

Film Editor: To edit, clean 16mm film. Resume to Claude Evans, Production Manager, WALA-TV, PO Box 1548, Mobile, AL 36601. Good entry position. No telephone calls! EOE M/F

SITUATIONS WANTED TECHNICAL

TV-FM-AM Field engineering service. 29 years experience ... installation—maintenance-system design—available by the day-week or duration of project. Bruce Singleton 813—868-2989.

SITUATIONS WANTED NEWS

London-based 29 yr. -old American television and radio correspondent seeks East Coast investigative reporter or producer position. Experienced in all aspects of broadcast journalism, including host of live news public affairs program as well as contract cameraman for major American network in Africa operating as one-man-band. Know both film and eng. Currently free-lancing for British nation wide domestic radio network. Resume and video or audio demo tape upon request. Personal interview possible. Respond to Box G-30.

Experienced Black reporter interested in top 30's market. Strong in field reporting, anchor work and mini-documentaries. Send inquiries to M.I.S.S. Trowbridge, Detroit, MI 48202.

Young, Aggressive Reporter-Producer available immediately for new challenge. Call Sal at 215—755-0775.

Weekend anchor/producer wants weekday slot in Southern medium market. My features with kids will tell you what kind of person I am. Box G-142.

Authority, Style, Personality, sincerity, responsibility, competitiveness, good looks, voice. All in a radio GM whose first love is news. Do you have an opportunity available for a radio pro who knows he can add to your news team? 34, family. Box G-109.

Play by play—10 yrs. exp. radio & TV. seek fall employment in N.Y., N.J., or Phila. markets. Strong production and writing background. Reply-E. Campbell 60 Belmont Avenue, N. Arlington, NJ 07032.

Weathercaster/Meteorologist looking for small or medium market sunbelt station. Presently employed major market. Box G-123.

Meteorologist, 24, with degree and consulting experience, including some radio, seeks first TV forecasting position. Creative, conversational and enthusiastic. Let's talk. 504—361-5551.

SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

Field Producer— associate producer with extensive ENG PM Magazine experience. Seeking production position. V. Flores 415—581-6694.

Producer/Director with thirteen years in Public Broadcasting seeks position as producer, filmmaker in public, commercial TV or industrial filmmaking. Consider staff or free lance. Write: G-138.

Line up for your ration of ten years Producer-Director/ Production-Operations experience. Premium quality from a regular professional. Graham, 215—664-3346.

Producer Director, twelve years experience in all phases of television electronic and film production. I have produced and directed two documentaries, that won state awards. Desire production manager or producer director position. 713—981-7606 or Box G-137.

Producer/Announcer/Engineer with first, 10+ years experience TV/radio, award winning reporter, currently consulting industrial television, and part-time network booth announcer seeking stable position utilizing all talents. Seeking relief from long commute, gas lines. Box 748, Hartford, CT 06142.

ALLIED FIELDS

HELP WANTED ANNOUNCERS

Radio Announcers Needed Now! All formats, all announcing fields. Nationwide. Instant contact service. If interested call The Aircheck Guide. 1—207—782-0947.

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.

HELP WANTED TECHNICAL

Communications Engineer 1st Phone. Largest radio common carrier in country. Multiple positions open. Available immediately. Excellent salary. F. DeCosterd 516-681-9050.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Graduate Assistantships available for September and January. \$3,000 for nine months and waiver of out-of-state tuition. Contact Coordinator of Graduate Studies, School of Journalism and Mass Communication, University of Georgia, Athens 30602. Phone 404-542-4466.

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.)

Wanted: Channel 8 transmitter or amplifier. Also channel 8 antenna. 809-773-0008, Len.

We are looking for a used 20kw FM transmitter. Prefer Gates (Harris), or RCA BTF-20F series. Must have complete information on transmitter's history. No phone calls. Send info to: Don Werlinget, General Manager, KSPL AM/FM, PO Box 588, Lufkin, TX 75901.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

5" Air Hellaz Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfrs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

Towers—AM-FM-Microwave-CATV & TV. New and used. Terms available. Tower Construction and Service. 904-877-9418.

RCA TP-7 Slide Projectors: Very good condition, \$4,000.

Collins MW-408D Microwaves: 7 Ghz, one audio channel, 2 available, \$4,500 ea.

Ampex 1200A VTRs: loaded with options \$28,000 ea.

RCA TTU 10 10 kw UHF transmitter: 7 years old presently on air, \$35,000.

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.

RCA TK27A Film Camera: Available with TP 15 Multiplexer \$12,000.

RCA TP66 Film Projector Good condition \$10,000.
GE PE 240 Film Camera: Excellent Condition \$8,000.

We will buy your used TV equipment. To buy or sell, call Toll Free 800-241-7878, Bill Kitchen, Quality Media Corporation. In GA call 404-324-1271.

Coaxial Cable 420 Ft. length of Cablewave HCC-300 50J 3 1/8" Line. New, in factory carton with new warranty. With connectors. Wholesale price \$4,500. Call Toll Free 800-241-7878 Mr. Kitchen. In GA call 404-324-1271.

FM Transmitters (Used) 20 KW, 15 KW, 10 KW, 7.5 KW, 5 KW, 1 KW, 250 W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

AM Transmitters (Used) 50 KW, 10 KW, 5 KW, 1 KW, 500 W, 250 W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

10 KW AM Harris BC 10 H. Same as current production model. Excellent condition. M. Cooper, 215-379-6585.

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.

For Sale—C.C.A. 10,000 Watt AM Transmitter, S/N 10025. Condition unknown. Arrangements can be made for a serious buyer to test equipment on our premises. Needs cleanup and some capacitors. Will take best offer—as is—where is. KVWO, Inc., Cheyenne, WY. Contact Larry Racine. 307-632-0551.

Automation Recording Equipment, including two and four track Recorders, Mixers, Equalizers, Limiters, Turntables, Cartridge Equipment, 25HZ Oscillators and Filters, and much more. Contact: Elden Haskell, Twin Falls, ID, 208-733-4840.

Moseley SCG-9 stereo generator. Three years old, excellent condition. \$800. R.A. Kramer, Chief Engineer, WCRB-FM, Waltham, MA 02154. 617-893-7080. Available immediately.

For Sale: 1-Gates 1kw AM transmitter, BC-1F with instruction manual and some spare tubes. \$1000. Call 1-507-288-3888.

Six (6) Norelco PC-60 cameras on line working—each has CBS enhancer, 3M encoder, 100 ft camera cable-panning head. \$12,500 each or \$60,000 for all. Ray Fusco V.P. & Dir. of Op., The Video Center, 6605 Eleanor Ave., Hollywood, CA. 213-467-6272.

Ramko DC-38 10-S Console, new in August of 1978. Will sell with other Ramko associated items. Value was \$5000. Make offer in writing to David Green, Broadcast Consultants Corp., Box 590, Leesburg-VA 22075. Console may be seen at WYER, Mt. Carmel, IL-618-262-5111.

For Sale. automation system, 4 Otari tape decks, 2 Akai cassette decks with interface, and one microprobe brain. Call 703-466-9511.

Schafer 800 automation system with 4 Ampex 440 stereo playbacks, 2 McCarta series 250 random access carousels, 1 IGM 382 time announce and 1 SS-800 Crown slow speed logger. In use now. \$7,500. WKXA 207-725-5507.

For Sale: Available October, 1979. RCA TK-27A film camera presently in service with new set of EEV tubes. RCA TP-15 Multiplexer in good operating condition recently removed from service—\$8,000 for both. Win Korabell, KCOP Television, 915 N. La Brea, Hollywood, CA 90038 213-851-1000.

Stolen: Sony BVT-1000 TBC, ser. No. 10739, and BVG-1000, ser. No. 10008, in Minneapolis on 6/27/79. If you have information, call New Life Communications 612-235-6404, or MPD 612-348-2345.

VHF Field Strength Meter, TV/FM Rohde and Schwarz Type HJZ. Shipping case, accessories and new batteries included. Excellent condition: \$800. 714-753-9133.

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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 Twining, Dallas, TX 75227.

Phantastic, Phunnies ... introductory month's 400 one-liners ... \$2.00! 1343-B Stratford Drive, Kent, OH 44240.

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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.

Radio and TV Bingo. Oldest promotion in the industry. World Wide Bingo—P.O. Box 2311, Littleton, CO 80160, 303-795-3288.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Custom, client jingles in one week. PMW, Inc. Box 947, Bryn Mawr, PA 19010. 215-525-9873.

Original Jingles, comedy spots, and music background by Dirty Lips Productions. Complete studio facilities. 111 Presidential Blvd., Bala Cynwyd, PA 215-667-1003.

Cheap Radio Thrills! Promo music, sound effects, program themes, synthesizers, jingle add-ons, production aids, over 325 dynamite tracks on 4 low-priced LPs!! Free sample: L.A. AIR FORCE, Box 944-B, Long Beach, CA 90801.

Washington news you can USE! Contact us for free lance Washington radio coverage spotlighting *your* issues, *your* legislators, *your* visiting officials. Over 200 stations have carried our localized, market-exclusive reports, actualities. Berns Bureau, Box 23067, Washington, D.C. 20024. 202-234-4676.

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 July 30 and September 10. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922.

RADIO

Help Wanted Management

GENERAL SALES MANAGER

Major group owned facility in top 30 market has rare career opportunity for experienced, promotionally oriented general sales manager. Send resume ASAP EOE. Box G-2.

Help Wanted Announcers

TALKRADIO HOST

Informed, responsible, fluent, interesting, interested, creative. If this describes you and you have a background in two-way talk radio we might get together. Send resume and unedited air check to Bob Gifford, Program Director.

WHO Radio
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515-288-6511
Equal Opportunity Employer M/F

Help Wanted News

SPORTS TALENT

Major Radio Network currently staffing several key reporting positions. No play-by-play involved. Send complete resume to: Box G-59.

**Help Wanted Programing,
Production, Others**

PRODUCTION STAFF

Applications are invited for a wide range of production positions for a new daily network news program.

Salaries commensurate with experience.

Minimum requirements range from 2-6 yrs. broadcasting or journalism experience. Creative individuals with professional exp. in production and air work should send *detailed* resume and salary history to: Box G-144.

PROGRAM DIRECTOR

Top rated 50,000 watt MOR needs PD with strong administrative skills, ability to manage and motivate a creative staff. Send resume and financial requirements to Charles K. Murdock, President, WLW Radio, 3 East Fourth Street, Cincinnati, Ohio, 45202. No phone calls please. An Equal Opportunity Employer.

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**TELEVISION
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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.

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MAJOR MARKET experience adapting sales techniques to various formats with the same company. Solid radio sales background with extensive retail, agency and national sales success. I can't perform miracles, but will give you energy, knowledge, smart salesmanship and sales leadership. Box G-106.

GENERAL MANAGER

10 Years management experience with a MAJOR MARKET group owner. A strong positive leader. Extensive sales, programming and administrative skills affirmed by multiple references. I am an enthusiastic problem solver who loves success looking for a company that is in need of a take charge broadcasting professional. Box G-88.

**TV BROADCAST
TECHNICIANS**

Established public television station moving to new color facility. West Virginia University and WWVU-TV has vacancies for persons experienced in master control operations, production and maintenance including all phases of transmitter and/or microwave transmitting/receiving maintenance.

Send resume of qualifications and salary history to:

Jack Podeszwa
Personnel Officer
West Virginia University
Morgantown, WV 26506

An Equal Opportunity/Affirmative Action Employer M/F.

TELEVISION

Help Wanted Management

BUSINESS MANAGER

Northeast Network Affiliated Television station in a major market seeks an executive to manage business affairs activities. Areas of responsibility will include directing all financial activities, personnel and labor relations, and assisting the GM. Position requires a dynamic, creative, and assertive individual. This key position reports directly to the GM. Send resume to Box G-74.

**EXPERIENCED TELEVISION
ENGINEER**

WITH FIRST CLASS LICENSE

has a good opportunity with WFMY-TV, Greensboro, N.C. Station has the latest and best equipment. Need an individual familiar with total television station engineering operation, strong in equipment maintenance. Apply to Personnel Department, P.O. Box TV 2, Greensboro, N.C. 27420 or telephone 919-379-9369.

**LeSea Ministries
Television Stations**

Need qualified Engineers, 1st Class FCC License required. Chief, Maintenance Supervisors, Technicians, Miami/Midwest locations. An Equal Opportunity Employer. Send resume to: Larry Scott, WHFT-TV, P.O. Box TV 45, Miami, Florida 33169.

**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.

**Engineering Maintenance
Supervisor:**

West Coast major market Broadcast/Production Center has immediate opening for "hands on-get the job done" individual to supervise large maintenance department. Minimum of 5 years technical with some previous supervisory experience required.

Audio maintenance technician with minimum 3 years heavy experience also required. Good pay and benefits. Send resumes in confidence to Box G-125.

Help Wanted Technical Continued

CHIEF TV ENGINEER

Northeast Network Affiliated VHF Television station in a major market seeks a chief engineer. Area of responsibility includes directing all engineering activities. This includes planning, supervision, and design. Excellent compensation and benefit package. Send resume to Box G-73.

TELEVISION BROADCAST TECHNICIAN

Baltimore television station has an opening for a technician. Must have FCC 1st Class License and technical school education. Send resume to: Chief Engineer, WMAR-TV, 6400 York Road, Baltimore, Maryland 21212. E.O.E. M/F.

Help Wanted News

NEWS MANAGER KMTV - OMAHA

Fully equipped dept. with 26 professionals. New building. Total commitment to NEWS. Need experienced, aggressive leader. Submit resumes and tapes to Norm Williams, KMTV, 10714 Mockingbird Drive, Omaha, NE 68127. For more information call (402) 592-3333.

Regional Bureau Chief

Major market TV station needs experienced news professional to manage regional bureau coverage. The bureau chief would be responsible for story development, assigning and supervising 3 ENG crews. Must have supervisory experience. Good salary and benefit package.

Send resume in confidence to
Manager of Employment

**P.O. Box 010787
Miami, Fla. 33101**

OUR TEAM NEEDS A LEADER

WCTI-TV, ABC for the Greenville. New Bern, Washington ADI has opening for aggressive news director. Lead a top news staff which is 100% ENG equipped and committed to dominance in the market. Present news director moving to major market. Applicants should possess excellent writing and journalistic skills, leadership qualities and have the ability to perform on-air. Above average compensation package. Submit tapes and resumes in confidence to: Bill Jenkins, Vice-President & General Manager, WCTI-TV, P.O. Box 2325, New Bern, N.C. 28560.

Malrite Broadcasting is an Equal Opportunity Employer

Help Wanted News Continued

NEWSCASTER

Major market TV station needs individual to handle regional newscasts. Must be a strong journalist with top-notch writing & delivery skills. Experienced only, please. Good salary & benefit package.

Send resume in confidence to
**Manager of Employment
P.O. Box 010787
Miami, Fla. 33101**

SPORTSCASTER

Major market TV station looking for an experienced sportscaster. Must be aggressive, energetic & have a total commitment to sports. Good salary & benefits package. Send resume in confidence to Box G-129.

Help Wanted Programing, Production, Others

NORTHEAST NETWORK AFFILIATE

is accepting applications for assistant promotion director in radio-TV. Must be creative, well-organized, with a knowledge of all media. Must have full knowledge of television and radio production, newspaper advertising, as well as ability to write news releases, produce on-the-air promos, brochures, sales pamphlets. Send resume and salary requirements to Box G-79.

An Equal Opportunity Employer.

PRODUCER/DIRECTOR

Our Department of Telecommunications needs individual to design & direct TV & audio-visual productions. Must be familiar with 3/4 inch format & post-production editing. Requires BA & 2-3 yrs directing experience with TV station or instructional TV facility. Dept. presently producing telecourse series utilizing full color studio & ENG unit. Salary minimum \$12,000. Send resume by July 20th to: Mercer County Community College, Personnel Services, Dept. GS, PO Box B, Trenton, NJ 08690.

Equal Opportunity/
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Help Wanted Programing, Production, Others Continued

WTMJ-TV Milwaukee, Wi

Immediate opening for a co-host/co-producer of a local, consumer oriented, daily feature/talk program. Excellent opportunity to move up into a high quality production which is enjoying a 33% share against network programming. A minimum of 1-2 years experience on the air and producing is required. Send air check cassette and resume (no phone calls please) to Gerald McGrath, Program Manager, WTMJ-TV, 720 E. Capitol Dr., Milwaukee, WI 53201.

Our television station

is starting a fresh new weekly hour program and we need a fresh new host. Are you that person? Send a cassette to R. Bonaventura, KRON-TV, 1001 Van Ness Avenue, San Francisco, California 94109.

Help Wanted Sales

LeSea Ministries Television Stations

need qualified Salespeople. Excellent compensation and opportunity. An Equal Opportunity Employer. Send Resume to: Larry Scott, WHFT-TV, P.O. Box TV 45, Miami, Florida 33169

ALLIED FIELDS

Help Wanted Programing, Production, Others

Ad Agency needs a Radio/TV Promotion Pro

Must be experienced in the promotion of TV and radio stations. Writing and production talents essential. Send resume including salary desired to:

Ed Manheim
Marcus Advertising
29001 Cedar Rd.
Cleveland, OH 44124

ALLIED FIELDS

Help Wanted Sales

Sales Person/South

Broadcasting Publications Inc. is accepting applications for a position as Sales person. Successful applicant will sell and service advertising space clients from Maryland to Florida, and west to Texas.

Background in broadcasting profession helpful but not required. Sales experience and/or desire to sell essential, with prime importance placed on ability to organize, plan and produce sales with a minimum of over-the-shoulder sales supervision. Excellent growth opportunity for the right person.

Starting compensation based on experience and ability. Outstanding company benefits.

Qualified applicants should send a job resume, including salary requirements, to:

David N. Whitcombe
Director of Sales and Marketing
Broadcasting Publications Inc.
1735 DeSales St., NW
Washington, DC 20036

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Station Business Systems, one of the nation's leading suppliers of business automation systems for the broadcasting industry, has several openings for regional sales representatives.

Consultive sales position will interact with prospects' top management, to understand their needs, and sell solutions. Extensive broadcasting experience at middle or upper level management preferred. Will seriously consider outstanding individuals without previous sales experience. Particularly interested in controllers, business managers and general managers with business systems experience and desire to get into direct marketing role. Excellent compensation plus all travel expenses paid. Heavy travel required.

Provide a complete resume plus a letter describing your interest in the job and desired compensation to:

STATION BUSINESS SYSTEMS
a division of Control Data Corporation
600 West Putnam Avenue
Greenwich, Conn. 06830
Attn: Larry T. Pfister

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1111 East 54th Street
Indianapolis, Indiana 46220

MANAGEMENT

In search of Broadcast Promotion Talent? Promotion Pro ready for a change? Send job specifications and/or resume to the Broadcasters Promotion Association Employment Bureau, c/o Box Q-45.

Business Opportunities

BUSINESS OPPORTUNITY

Why seek a job with limited future, own your own business with an unlimited potential in the advertising field. Call (404) 546-6001 or write to: Franchise Director, 387 Old Commerce Road, Athens, Georgia 30607.

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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:

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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.

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500 CALLS \$50.00 PER MO
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S--A--M--S

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We have clients interested in acquiring broadcast properties AM/FM/TV. Some minority for tax certificate. No brokers commission as we are paid by buyer. Contact International Broadcast Consultants, Inc. 512-327-2526. All inquiries strictest confidence. All contact with principals only.

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For Sale Stations Continued



STATIONS

S	Small	AM	\$100K	Cash
S	Small	Profitable	\$230K	\$50K
W	Small	Profitable	\$290K	\$84K
MS	Small	FM	\$300K	29%
MW	Medium	AM/FM	\$1,250K	Cash

CONTACT

Bill Cate	(404) 458-9226
Bill Chapman	(404) 458-9226
Bill Whitley	(214) 387-2303
Peter Stromquist	(218) 728-3003
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To receive offerings of stations within the areas of your interest, write Chapman Co., Inc., 1835 Savoy Dr., N.E., Atlanta, GA 30341

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at 3,000 feet above sea level. Dominant coverage between Bakersfield and Fresno, California. \$125,000 full price, payable in Morgan or Peace silver dollars. Terms. Principals with serious intent who are financially capable may write for details to KDNO, 819 Eleventh Avenue, Delano, Ca 93215.

PHOENIX MARKET AM-FM COMBINATION

KQXE and KIOG(FM), 24 Hour Stations Licensed to Mesa (Phoenix Market), Arizona, will be sold. Subject to FCC approval, August 1, 1979 (tentative date). The stations are now in a bankruptcy proceeding. Principals wishing to submit written bids should do so by July 25, 1979 in care of:

Albert M. Rau
Trustee In Bankruptcy
2514 East Indian School Road
Phoenix, Arizona 85018

Bids should include \$50,000 earnest money deposit plus showing of asset liquidity. Cash offers preferred.

KQXE 5kw Day, 500 watts night, KIOG(FM) 100kw/HAAT 1500'/104.7

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**BROADCASTING'S
CLASSIFIED RATES**

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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.

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Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue.

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Media



James

Ernest L. James, VP-general manager of Combined Communications Corp.'s WVON(AM)-WGCI(FM) Chicago, appointed president and general manager.

Noian Quam, VP and assistant station manager, KCCI-TV Des Moines, Iowa, named station manager. He will also retain position of

general sales manager.

Jim Arnold, general manager, KROD(AM)-KLAQ(FM) El Paso, Tex., named VP.

John D. Watkins, news director, KGO(AM) San Francisco, joins WCFL(AM) Chicago as manager of broadcast operations.

Mike Kirtner, sales manager, WTCR(AM) Ashland, Ky., appointed general manager.

Larry Messick, sales manager, KVAN(AM) Vancouver, Wash., joins KICE(FM) Bend, Ore., as general manager.

New officers, Florida Association of Broadcasters: **Gert Schmidt**, WTLV(TV) Jacksonville, president; **Ted Ewing**, WENG(AM) Englewood, president-elect; **Walter Windsor**, WFTV(TV) Orlando, VP for television; **Norman Protsman**, WNER(AM) Live Oak, VP for radio, and **Diane Buerger**, WZNG(AM) Winter Haven, secretary-treasurer.

Catherine Clark, WIIN(AM) Atlantic City, N.J., re-elected president of New Jersey Broadcasters Association. **Peter Arnow**, WMTR(AM) Morristown and co-owned WDHA-FM Dover, elected VP.

John F. Carlson, group controller, consumer products, American Cyanamid Co., and VP, planning, Shulton subsidiary, named VP, finance, Viacom International.

Stanley T. Landow, VP-controller, Metromedia Inc., Secaucus, N.J., named VP-finance. **Robert Maresca**, treasurer, appointed controller, and **John Boelte**, previously in financial management posts at Pan American World Airways and Babcock & Wilcox, New York, named treasurer.

Julianne Wilhelm, office manager, Corinthian Broadcasting, New York, named director of administration.

Stephen Salyer, director of public issues, Population Council, New York, joins noncommercial WNET(TV) there as VP for corporate affairs. **Janice Ducasse**, project director for advertising, named manager of advertising.

Terry Pasquariello, associate director, Girl Scout Council of Nation's Capital, joins noncommercial WETA-TV Washington, as local underwriting officer in development department.

Lee Hawk, from WCVL(AM)-WLFQ(FM) Crawfordsville, Ind., joins noncommercial KBSB(FM) Bemidji, Minn., as general manager. He succeeds **Peter Nordgren**, who resigned to become president of White Pine Community Broadcasting, Rhinelander, Wis.

Luke Green Jr., accounting manager and controller, Columbia (S.C.) Newspapers, joins Park Broadcasting Ithaca, N.Y., as VP-controller, succeeding **W.M. Thomas**, appointed senior VP-finance.

Advertising

Frank Cuciti, manager of on-air advertising, ABC-TV, New York, named director of on-air advertising, East Coast.

Chuck Velone, general sales manager, KHJ-TV Los Angeles, named VP-director of sales.

Jeffrey H. Lee, general sales manager of KPRC-TV Houston, elected VP of Channel Two Television Co., licensee of station.

Tom Ryan, sales manager, WNBC-TV New York, named director of sales.

Bert Caldwell, general sales manager, WTVCTV Chattanooga, named VP-sales.

John C. Goodwill, national sales manager, WBBM(AM) Chicago, named general sales manager. **Linda Muskin**, writer-producer, named account executive.

A. Winston Blumberg, formerly with Hancock Laboratories, manufacturer of heart valves in Anaheim, Calif., joins WATL-TV Atlanta as general sales manager. **Ben Umstead**, from Cato-Umstead Advertising, Atlanta, joins WATL-TV as senior account executive.

June Sewell, marketing development manager, KDKA-TV Pittsburgh, joins co-owned KPIX(TV) San Francisco in same capacity.

Bob Lunningham, sales manager, KROD(AM) El Paso, Tex., named general sales manager of KROD and co-owned KLAQ(FM) there.

Katy Baetz, advertising coordinator, Guy Chipman Co., San Antonio, Tex., joins KMOL-TV there as associate director of advertising and promotion.

Gerald Downey, regional publicity director for Columbia Pictures, Chicago, joins WRQX(FM) Washington as director of advertising and promotion.

Kate Johnston, account executive and research analyst, WNCI(FM) Columbus, Ohio, joins WNOX(AM) Knoxville, Tenn., as general sales manager.

Daniel M. Tutt, marketing services coordinator for Seattle-based group owner, Fisher Broadcasting Co., named to newly created post of marketing research director.

Terry Davis, with WFYN-FM Key West, Fla., named sales manager.

Danielle Warren, account executive with WHND(AM) and WMJC(FM) Detroit, joins

WXLO(FM) New York in same capacity.

John Mann, general manager of noncommercial WFAL(AM) Bowling Green, Ohio, joins WLWT(TV) Cincinnati as account executive.

Larry Ryan, executive producer-commercial development, WDTN(TV) Dayton, Ohio, named account executive.

Tim Warner and **Joani Goodman**, account executives with WJJD(AM)-WJEZ(FM) Chicago, join WIND(AM) there in same capacity.

Kathy Huffman, media and traffic director for Memphis advertising agency, and **Jana Phillippi**, sales assistant for operations and continuity, WTVD(TV) Durham, N.C., joins WEZI(FM) Memphis as account executives.

James Gold, account executive, WHCN(FM) Hartford, Conn., joins WTIC-FM there in same capacity.

Terri Gurley, formerly in fashion retailing, and **Ramona Moore**, from American Marketing Association, join sales staff of WSOC-AM-FM Charlotte, N.C.

Pamela Trathen, sales assistant, KOMO-TV Seattle, named co-op coordinator in sales department.



"She knows the talent better than anyone in the business."

She's Sherlee Barish. And television news people are her specialty. Call her.

Broadcast Personnel, Inc.
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(212) 355-2672

* The Wall Street Journal, 1977

Richard E. Gerbracht, president of Griswold-Eshleman Co., Cleveland, becomes chairman and chief executive officer. **Patrick J. Morin**,



Gerbracht



Morin

executive VP-general manager, elected president. **Robert L. Baumgardner**, formerly chairman, becomes chairman emeritus.

Named senior VP's at N W Ayer ABH International: **Gerald Weinman**, group creative director, New York; **Gerald Coleman**, management supervisor, Chicago, and **Louis Di-Joseph**, group creative director, New York.

Alan Campbell, advertising manager, National Airlines, New York, joins Foote, Cone & Belding there as VP-management supervisor on British Airways account.

Morris (Fritz) Friedman, copy supervisor, and **James Brennan**, creative group head, Dancer Fitzgerald Sample, New York, named VP's.

Christopher Ebner, VP-senior management supervisor, DKG Advertising, New York, joins Ketchum New York as VP-management supervisor.

Don Armstrong, executive VP, J. Walter Thompson Co., New York, appointed senior VP and director of marketing services, Leber

Katz Partners, New York. **Paul Benjou**, associate media director of Leber Katz, named VP.

Gilbert Rosoff, associate creative director, D'Arcy, MacManus & Masius, New York, named VP.

John Logan, **Chris Grindem**, **Dean Friedman**, **Ross Lerner** and **Kay Kaggerud**, with W. B. Doner, named account supervisors in Detroit office.

Laveda Miles, manager of broadcast business at Henderson Advertising, Greenville, S.C., named director of broadcast and print business.

Mary Ann Ryder, media director and account executive, Tamar Productions Inc., Bethesda, Md., joins OmniMedia Inc., Tampa, Fla., as media director.



Schneider

Robert Schneider, Midwest sales manager for Metro TV Sales, joins Meeker Television, New York, as VP and general sales manager. **Marge Meyer**, senior account executive with Meeker, named New York sales manager.

Sari D. Weiner, production assistant intern, *PM Magazine*, WFSB-TV Hartford, Conn., and research analyst, WCBS-TV New York, joins Peters, Griffin, Woodward, New York, as assistant VP-programing.

Kenneth MacQueen, VP, Katz Television Group, New York, has resigned because "scope and responsibility of post did not materialize as expected," since joining Katz about three months ago from WABC-TV New York, where he had been VP and general manager. MacQueen is pursuing other interests in broadcasting.

Named to Katz American Television's New York sales staff: **Chickie Bucco**, account executive, Petry Television, New York; **Nina Kane**, account executive with RKO Television Representatives, New York, and **Robert Blagman**, research staffer at Katz Television. **Eric Berwick**, account executive, Katz Television Continental's Detroit office. **Mike McCord**, previously in sales posts with WNGE(TV) Nashville and WDRB-TV Louisville, Ky., joins sales staff of Katz Television.

John D. Moore, account executive, Metromedia Radio Sales, New York, joins Blair Radio sales staff there. **John L. Moss**, with Blair Radio in New York, transferred to Detroit office as account executive.

Christi Taylor, account executive for Bonnevill International, Dallas, appointed account executive for Eastman Radio, Dallas.

Programing

Gary Hoffman, director of program development for CBS Television Stations Division, based in New York, transfers to West Coast, based at CBS-owned KNXT(TV) Los Angeles.

Sally Jewett, story editor, *Evening*, KYW-TV Philadelphia, and **James Ziegler**, field producer/cameraman, stories unit, *Evening*, WJZ-TV Baltimore, named coordinating producers, Group W Productions, *PM Magazine*, San Francisco. **Eric Jones**, special projects coordinator and operations liaison, Group W Productions, named creative services manager, *PM Magazine*.

C. Larry Roberts, film and video producer of weekly program, *Extra*, KUTV(TV) Salt Lake City, named executive producer. **Charles T. Stewart**, news photographer, KFMB-TV San Diego, joins KUTV as photographer, editor and field producer of *PM Magazine* Utah.

Jim Berk, news and sports reporter, KFDM-TV Beaumont, Tex., joins WJKS-TV Jacksonville, Fla., as sports director.

Dave Felder, air personality, KCOH(AM) Houston, assumes additional duties as program director.

Rick Wagstaff, air personality and music director, KMPX(FM) San Francisco, named program director.

Ken Bell, weekend sports anchor, WJAR-TV Providence, R.I., and **Donna Jordan**, producer and anchor of weekday news and noon interview show, WDAU-TV Scranton, Pa., join WISN-TV Milwaukee as co-hosts of *PM Magazine*. **Christine Sullivan**, producer of *Twelve Magazine* on WISN-TV, named producer-director of *PM Magazine*. **John Behring**, photographer-editor of *Twelve Magazine*, and **Marv Danielski**, film and ENG editor for news program and *Twelve*, named field producers of *PM Magazine*. **Fran Murphy**, associate producer with WISN-TV, named production assistant.

Marlo Bendau, reporter-producer, noncommercial KAET(TV) Phoenix, and **Steve Doyle**, special projects manager for news and anchor, KMSP-TV Minneapolis, join WCCO-TV Minneapolis as co-hosts on *PM Magazine*. **Lori Fink**, writer with *Skyway/Freeway News*, Minneapolis, joins WCCO-TV as producer of *PM Magazine*.

Chris Baeuerle, associate producer of weekday program, *2's Company*, WMAR-TV Baltimore, named producer.

June, 1979

\$6,000,000

Tar River Communications, Inc.

Senior Secured Loan due 1989

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Bob Dayton, formerly with WCBS-FM New York, joins WGBB(AM) there as air personality.

Tom Kennington, VP-director of programing, Rounsaville Radio, Atlanta, joins WDBO-AM-FM Orlando, Fla., as program director.

Peter Boyles, program director, KWBZ(AM) Denver, joins WRC(AM) Washington as late night program host.

David Sacks, VP-children's and daytime programing, Universal Television, Los Angeles, named VP-current programing, Warner Bros. Television there.

Bill Yates, executive producer and vice president of creative affairs, Quinn-Martin Productions, Los Angeles, named VP-television, Walt Disney Productions there.

Richard M. Heller, vice president creative affairs, Krofft Entertainment, named director of development, 20th Century-Fox Television, Los Angeles.

Richard C. Stratton, vice president for operations, Metrotape West, Los Angeles, named president of firm, which is subsidiary of Metromedia Inc.

Al Onorato, head of casting, **Bob Chasin**, director of business affairs, and **Jim Claiborne**, director of financial analysis, Columbia Pictures Television, Burbank, Calif., named VP's. **Dayna Kalins**, associate director of business affairs, named director.

Arnold Reif, broadcast control manager, NBC Sports, New York, named manager of operations.

Doug Brunger, manager of foreign operations, ABC Pictures International, London, named director of theatrical sales division, responsible for worldwide sales of motion pictures produced or acquired by ABC Pictures.

Judy Ahlberg, manager of program services, ABC Entertainment, New York, named director of program services, succeeding **Frederick Laffey**, who retires after 23 years with company.

Bill Andrews, sales manager, Carol Burnett Distribution Co., named general manager of Television Program Enterprises, new division of TeleRep Inc., New York, formed to develop programing for local TV stations (BROADCASTING, June 4).

Jerry O'Brien, VP-finance, Solaris Television Studios, Los Angeles, appointed VP-general manager. **Gregory Tirado**, writer and director, named director of marketing.

Bud Murphy, vice president, sales, Mobile Video, Los Angeles, named managing director, sales and marketing, Pacific Video Industries there.

Bob Harper, director of radio consultation, Frank N. Magid Associates, Marion, Iowa, joins TM Programming, Dallas, as director of stereo rock programing.

News and Public Affairs

Tom Becherer, news director, WBAL-TV Baltimore, joins WLKY-TV Louisville, Ky., in same capacity.

Judy Licht, news correspondent for WCBS-TV New York, returns to WNEW-TV New York as co-anchor of station's 10 O'Clock News program.

Nancy Paul, in news department of KHTV(TV) Houston, named news director.



Paul



Collins

Jim Collins, news director, WTVC(TV) Chattanooga, named VP-news.

Dick Sheeran, reporter, KQY-TV Philadelphia, named co-anchor on 11 p.m. news with **Beverly Williams**, who assumes additional duties as 6 p.m. co-anchor.

Andrew Fisher, assistant news director for CBS-owned WCAU-TV Philadelphia, joins co-owned WBBM-TV Chicago in same capacity.

Robert Warfield, executive producer in news department of KDKA-TV Pittsburgh, joins WDIV(TV) Detroit as assistant news director.

Jim Scott, NBC News correspondent for Pittsburgh and mid-Atlantic region, named anchor-reporter, WBZ-TV Boston.

Karen Foss, co-anchor, KCMO-TV Kansas City, Mo., joins KSD-TV St. Louis in same capacity.

Dave Patterson, weekday co-anchor, WEWS(TV) Cleveland, joins WKYC-TV there as 6 p.m. co-anchor and host of daily discussion and entertainment program.

Orien Reid, consumer reporter, KYW-AM-TV Philadelphia, joins WCAU-TV there in same capacity.

Charles Ely, from WAGA-TV Atlanta, joins KXAS-TV Fort Worth as weekend anchor and reporter.

James Asendio, assistant news director-editor, WIND(AM) Chicago, named news director.

Steven Henz, public affairs director, KKOJ(AM)-KADI-FM St. Louis, named news director.

Ed Bell, news director, WBZ-AM-FM Boston, joins WHDH(AM) there in same capacity.

Denise Callaway, from WTWO(TV) Terre Haute, Ind., joins WTMJ-TV Milwaukee as general assignment reporter.

Joyce Michaels, assistant assignment editor, KYW-TV Philadelphia, joins WNEP-TV Scranton, Pa., as assignment editor. **Steve Craig**, reporter-anchor, WBNG-TV Binghamton, N.Y., joins WNEP-TV as reporter and weekend anchor. **Terry Rynum**, news manager, WEYI-TV Saginaw, Mich., named WNEP-TV as 11 p.m. producer.

Midge MacIlroy, associate producer, noncommercial WYES-TV New Orleans, named reporter and back-up anchor for nightly news magazine program.

Karen Friedman, news producer, KYW-AM-TV Philadelphia, joins WAFF(TV) Huntsville, Ala., as anchor and general assignment reporter. **David Game**, producer and reporter with WENY-TV Elmira, N.Y., joins WAFF as reporter. **Marla Miller**, assignment editor, WAFF named field producer and reporter.

Ron Steele, sports director and news writer and producer, KWWL-TV Waterloo, Iowa, named news anchor.

Owen May, reporter-anchor, WKBR(AM) Manchester, N.H., joins WZID(FM) there as director of news and public affairs.

Lauretta Harris, weekend anchor, WRAL-TV Raleigh, N.C., joins WAVE-TV Louisville, Ky., as weekend co-anchor.

Claudia Collins, reporter and former anchor of local cut-ins of ABC-TV's *Good Morning, America* on KSHO-TV Las Vegas, joins WAST(TV) Albany, N.Y., as reporter.

Jerry Penacoli, from WJKS-TV Jacksonville, Fla., joins WTVJ(TV) Miami as reporter on public affairs program.

S. Peter Neumann, executive producer, WISH-TV Indianapolis, joins KOOL-TV Phoenix as 10 p.m. news producer.

Walt Zwirko, chief photographer and Sunday news producer, WTHR(TV) Indianapolis, named producer of 6 p.m. news. **Mike Sullivan**, photographer, named Sunday news producer. **John Kofodimos**, part-time photographer, assumes full-time duties.

Susy Robinette, reporter and weathercaster, KTIV(TV) Sioux City, Iowa, joins WREG-TV Memphis as weather reporter.

Randy Ollis, staff meteorologist, WSAU-TV Wausau, Wis., joins WDTN(TV) Dayton, Ohio, as assistant chief meteorologist.

Carine Lawrence, newscaster-reporter, KERN(AM) Bakersfield, Calif., joins KNAC(FM) Long Beach, Calif., news staff.

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Kathy Winstel, reporter, WSLs-TV Roanoke, Va., joins WFIR(AM)-WPVR(FM) there as municipal affairs-general assignment reporter.

Brad Kalbfeld, news staffer with Associated Press broadcast news center in New York, named enterprise editor of its national broadcast news wire. **Charley Reina**, also AP news staffer, named radio-TV editor. **Sue Billingsley**, reporter-anchor, WSDC(AM) Charlotte, N.C., named broadcast writer for AP, New York.

Emil Sveilis, member of Philadelphia bureau of UPI, appointed manager of bureau.

Eric Severeid, retired CBS News correspondent, named to receive National Radio Broadcasters Association's Golden Radio award.

Promotion and PR

Dr. F. Charles Graves, first VP and board member of International Radio and Television Foundation, board member for Radio New York Worldwide and WRFM(FM) New York, and public relations consultant, joins Gilbert A. Robinson, New York public relations firm, as president.

Idalie Munoz, senior producer, WCAU-TV Philadelphia, named manager of broadcast information.

Harold Holtzer, director, noncommercial WNET-TV New York, named director of promotion.

Carol Cook, advertising and promotion director, WDBO-TV Orlando, Fla., joins WMAR-TV Baltimore as promotion manager.

Mark Warriner, formerly with WLDX-TV Biloxi, Miss., joins WJKS-TV Jacksonville, Fla., as creative service-promotion director.

Cable

Appointments, Times Mirror's cable operations, combining TM Communications and Communications Properties Inc.: **Gregory Liptak**, VP, CPI, named senior VP-marketing; **Jerry Lindauer**, assistant to president of CPI, named VP in charge of new market development; **John Cooke**, manager of budgets and forecasts for Times Mirror, named VP-business planning; **W.D. Arnold**, Southwestern regional manager, **Al Bloom**, Eastern regional manager, **C. Ronald Dorchester**, New England region, and **John Schmuhi**, Central region, all CPI, named VP's, and **Martin Glassman**, president of Tipco, Times Mirror's data processing subsidiary in New York, named VP-Western regional manager.

P. G. Walters, sales engineer in Atlanta office of RCA Broadcast Systems, named manager of Southeastern regional sales for RCA Cablevision Systems.

Norman Strate, director of mergers and acquisitions, Hertz Corp., New York, joins Showtime, Viacom's pay cable subsidiary there, as VP-finance and administration.

Technology

Joe Di Giovanna, general manager of technical operations center, ABC, New York, named director of television operations, broadcast operations and engineering.

Donald Ferguson, chief engineer, KXTV(TV) Sacramento, Calif., retires after 25 years with station. **Fred Lindsay**, assistant chief engineer, succeeds Ferguson.

Erv Warnick, broadcast technician supervisor, WDTN(TV) Dayton, Ohio, named manager of engineering operations.

Alan Parnau, chief engineer, noncommercial WFME(FM) Newark, N.J., rejoins WMTR(AM) Morristown and co-owned WDHA-FM Dover, both New Jersey, as chief engineer.

William Q. Douglass, executive VP of switch division of Oak Technology, Crystal Lake, Ill., appointed president of division.

Thomas W. Lentz, manager of special markets, RCA Sales Corp., Indianapolis, named VP-special markets.

Two new sales appointments at Convergence Corp., manufacturer of videotape editing equipment, Irvine, Calif.: **Skip Breeden**, district manager for Panasonic, named Southeast regional sales manager, replacing **Frank Boyd Logan**, who was named Western regional sales manager.

Allied Fields

Robert O. Mahlman, former VP and general sales manager of ABC Radio, has formed Robert O. Mahlman Inc., as communications consultancy, located at Six The High Road, Bronxville, N.Y., 10708; (914) 779-7703.

Peggy Filis, sales director for television division of Media Statistics, joins Arbitron Television Station Sales in New York as account executive.

Matthew Leibowitz, trial attorney, Broadcast Bureau, Hearing Division, FCC, Washington, joins Hollywood, Fla., law firm of Atkinson, Golden, Bacen & Diner, representing communications clients, including South Florida Radio Broadcasters Association.



Conference commendation. William F. O'Shaughnessy (l), WVOs(AM)-WRTN(FM) New Rochelle, N.Y., has been honored by the National Association of Broadcasters for heading up preparations for the first NAB radio program conference in Chicago last year. He is presented here with a citation commending his "imagination and ingenuity contributing to breaking new ground in radio broadcasting." Dwight Case, RKO Radio, and chairman of the NAB radio program conference committee, made the presentation.

Deaths



Strouse

Ben Strouse, 69, retired president of wwDC-AM-FM Washington, and former owner of WMBR-AM-FM Jacksonville, Fla. (currently WPDQ(AM) and WKTZ-FM), died July 6 of heart attack at Sinai hospital in Baltimore. Strouse joined wwDC as sales representative in 1942 and was named general manager in

1945. When Avco Broadcasting acquired stations in 1966, he became VP of Avco and served as general manager until he retired in 1967. Strouse bought WMBR in 1958. During early 1960's, he founded Broadcast Electronics Inc., Silver Spring, Md., broadcast equipment manufacturer. Survivors include his wife, Ruth, one son and daughter.

John Reed King, 64, host of quiz shows on radio and in early days of television, died July 8 of heart attack in Woodstown, N.J. In recent years he had been news anchorman for radio stations in Pittsburgh and Fresno, Calif., and at his death was director of public relations for First Federal Savings Association of Fresno. He is survived by his wife, Jean, and two daughters.

Sam Taub, 92, pioneer boxing announcer who broadcast his first bout on radio from New York's Madison Square Garden in 1922, died July 11 at Brooklyn Jewish hospital. Taub also was announcer on what was said to be first boxing television broadcast in U.S., handling assignment for Max Baer-Lou Nova contest on April 4, 1941. He retired from announcing in 1947 but continued as contributor to *Ring* magazine. Taub is survived by two sons and two daughters.

John B. Lanigan, 69, co-founder of Videotape Productions of New York, pioneer commercial videotape facility, and previously VP in charge of sales for ABC-TV, died of heart attack July 7 at his home in Irvington, N.Y. Survivors include his wife, Frances, and three children.

Marino Corsetti, 73, retired chief engineer for NBC, Washington, died July 6 when tractor tipped over on him at his farm in Mitchellville, Md. He joined NBC in 1957 and retired in 1971. Survivors include his wife, Marguerite, three daughters and one son.

Dr. George Robert Shaw, 83, chief engineer of RCA tube division, Harrison, N.J., from 1939 until his retirement in 1961, and leader in vacuum-tube development during early days of radio, died on July 1 in Charlottesville, Va., after long illness. He is survived by one son and three daughters.

Philip Schloeder, 61, former treasurer of Radio Advertising Bureau and Avery-Knodel Inc., New York, and recently field auditor with American Society of Composers, Authors and Publishers, died July 5 at his home in San Jose, Calif., after suffering stroke. He is survived by his wife, Miriam, and two sons.

Josephine A. White, 91, former owner of WCRW(AM) Chicago, died June 21 at Illinois Masonic Medical Center, Chicago. She was wife of late Clinton R. White, who founded WCRW in 1926. She is survived by four sisters.

Stock Index

Exchange and Company	Closing Wed. July 11	Closing Tues. July 3	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000.)
BROADCASTING						
N ABC	42 1/4	41 1/8	+ 1 1/8	+ 2.73	9	1,170
N Capital Cities	42	40 1/4	+ 1 3/4	+ 4.34	11	588
N CBS	52 5/8	51 1/4	+ 1 3/8	+ 2.68	7	1,478
N Cox	62 1/8	61 3/8	+ 3/4	+ 1.22	12	414
A Gross Telecasting	22 7/8	21 3/4	+ 1 1/8	+ 5.17	7	18
O Kingstip Commun.	17 3/4	17 1/2	+ 1/4	+ 1.42	32	8
O Lin.	44 1/4	42	+ 2 1/4	+ 5.35	11	123
N Metromedia	59 3/4	59 1/4	+ 1/2	+ .84	9	274
O Mooney	6 3/4	6 1/2	1/4	+ 3.84		2
O Scripps-Howard	48	48			9	124
M Starr	14 3/4	14 3/4			46	22
N Storer	38 1/2	37 1/2	+ 1	+ 2.66	10	190
N Taft	25 3/4	22 7/8	+ 2 7/8	+12.56	9	219

Exchange and Company	Closing Wed. July 11	Closing Tues. July 3	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000.)
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	16 1/2	15 1/4	+ 1 1/4	+ 8.19	13	20
A Affiliated Pubs.	22	21 3/4	+ 1/4	+ 1.14	8	77
N American Family	13	12 7/8	+ 1/8	+ .97	6	136
N John Blair	20 3/4	19 1/2	+ 1 1/4	+ 6.41	5	77
N Charter Co.	32 3/4	29 7/8	+ 2 7/8	+ 9.62	28	629
N Chris-Craft	13 3/4	13 3/4			8	50
N Coca-Cola New York	6 3/4	6 3/4			9	119
N Combined Comm.	33 1/2	33 1/2			12	355
N Cowles	19 3/4	19 3/4			16	78
N Dun & Bradstreet	35	33 3/4	+ 1 1/4	+ 3.70	14	974
N Fairchild Ind.	31	31			6	176
N Fuqua	11 3/8	10 7/8	+ 1/2	+ 4.59	5	144
N Gannett Co.	43 5/8	44 1/4	- 5/8	- 1.41	14	1,172
N General Tire	23 1/4	23 5/8	- 3/8	- 1.58	5	539
O Gray Commun.	26	26			8	12
N Harte-Hanks	20 3/8	20 1/4	+ 1/8	+ .61	12	188
N Jefferson-Pilot	36	35	+ 1	+ 2.85	9	824
O Marvin Josephson	13 3/4	13 1/2	+ 1/4	+ 1.85	8	35
O Kansas State Net.	24	24 1/2	- 1/2	- 2.04	20	43
N Knight-Ridder	22 1/2	21 1/2	+ 1	+ 4.65	10	743
N Lee Enterprises*	21 3/8	21 3/8			11	155
N Liberty	38 3/4	38	+ 3/4	+ 1.97	8	262
N McGraw-Hill	24 1/4	24 5/8	- 3/8	- 1.52	9	600
A Media General	22 5/8	22	+ 5/8	+ 2.84	9	168
N Meredith	28 1/4	28	+ 1/4	+ .89	6	87
O Multimedias	26 1/2	26 1/2			11	176
A New York Times Co.	24 5/8	23 1/2	+ 1 1/8	+ 4.78	19	285
N Outlet Co.	20 1/2	19 3/8	+ 1/8	+ 5.80	6	50
A Post Corp.	18 3/4	18 7/8	- 1/8	- .66	8	34
A Reeves Telecom	4 5/8	5	- 3/8	- 7.50	51	11
N Rollins	19 3/4	20 3/8	- 5/8	- 3.06	9	264
N San Juan Racing	16 1/2	15 1/8	+ 3/8	+ 9.09	21	41
N Schering-Plough	30 7/8	30 3/4	+ 1/8	+ .40	9	1,645
A Sonderling	26	25 3/4	+ 1/4	+ .97	8	28
A Tech Operations	10 5/8	11 1/2	- 7/8	- 7.60	27	14
N Times Mirror Co.	30 5/8	29 3/4	+ 7/8	+ 2.94	8	1,039
O Turner Comm.*	11	11			11	108
A Washington Post	24 1/2	23	+ 1 1/2	+ 6.52	8	393
N Wometco	18 7/8	18 1/2	+ 3/8	+ 2.02	9	160

Exchange and Company	Closing Wed. July 11	Closing Tues. July 3	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000.)
CABLECASTING						
A Acton Corp.	11	11 1/2	- 1/2	- 4.34	7	26
O Ameco+						
O Athena Comm.	4 1/4	4 3/8	- 1/8	- 2.85		9
O Burnup & Sims	5 3/4	5 3/8	+ 3/8	+ 6.97	30	48
O Cable Info.*	6	6			30	3
O Comcast	21 1/2	22	- 1/2	- 2.27	21	36
O Entron*	5	5			5	4
N General Instrument	43 1/4	42 5/8	+ 5/8	+ 1.46	11	337
O Geneve Corp.*	13 3/4	13 3/4			6	15
O Tele-Communications	29 3/8	29 7/8	- 1/2	- 1.67	36	156
N Teleprompter	19 1/4	19 1/2	- 1/4	- 1.28	25	384
O Texscan	4 1/4	4 1/4			25	3
N Time Inc.	40	39 1/2	+ 1/2	+ 1.26	7	1,117
O Tocom	12 3/4	12 3/4			27	19
O UA-Columbia Cable	32 3/4	33 1/2	- 3/4	- 2.23	15	109
O United Cable TV	34 1/4	35 1/2	- 1 1/4	- 3.52	24	69
N Viacom	30 1/8	29	+ 1 1/8	+ 3.87	15	114

Exchange and Company	Closing Wed. July 11	Closing Tues. July 3	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000.)
PROGRAMMING						
A Amer. Intl. Pics.**	9 3/4	9 1/2	+ 1/4	+ 2.63		23
O Chuck Barris Prods.	13	13 1/2	- 1/2	- 3.70	6	
A Cinema 5 Ltd.**	4 1/2	4 1/2				3
N Columbia Pictures	22 3/4	23	- 1/4	- 1.08	4	221
N Disney	35 1/4	33 7/8	+ 1 3/8	+ 4.05	11	1,142
N Filmways	14 1/2	14 1/4	+ 1/4	+ 1.75	8	72
N Four Star*	3/4	3/4				8
N Gulf & Western	15 5/8	14 1/2	+ 1 1/8	+ 7.75	4	752
N MCA	48	45 1/4	+ 2 3/4	+ 6.07	9	1,119
N MGM	19 3/4	20 5/8	- 7/8	- 4.24	9	601
O Medcom	3 1/4	3 1/8	+ 1/8	+ 4.00	13	5
N Transamerica	18 1/8	17 7/8	+ 1/4	+ 1.39	6	1,196
N 20th Century-Fox	39 1/8	37 3/8	+ 1 3/4	+ 4.68	5	304
O Video Corp. of Amer.	9 5/8	8 3/4	+ 7/8	+10.00	32	9
N Warner	36 3/8	33	+ 3 3/8	+10.22	8	713
A Wrather	17 3/8	17 3/8			47	40

Exchange and Company	Closing Wed. July 11	Closing Tues. July 3	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000.)
SERVICE						
O BBDO Inc.	31 3/4	31 1/4	+ 1/2	+ 1.60	7	79
O Compact Video	8 3/4	8 7/8	- 1/8	- 1.40		15
N Comsat	46 1/2	45 1/4	+ 1 1/4	+ 2.76	11	372
N Doyle Dane Bernbach	18 1/4	17 3/4	+ 1/2	+ 2.81	6	32
N Foote Cone & Belding	18 3/8	18 1/4	+ 1/8	+ .68	6	47
O Grey Advertising	32 1/2	32 1/2			4	20
N Interpublic Group	37 5/8	38 1/2	- 7/8	- 2.27	8	89
O MCI Communications	6 3/4	6 7/8	- 1/8	- 1.81	84	139
A MovieLab	6 1/8	6	+ 1/8	+ 2.08	11	9
A MPO Videonics	4 3/4	4 5/8	+ 1/8	+ 2.70	5	2
O A. C. Nielsen	22 5/8	23	- 3/8	- 1.63	10	248
O Ogilvy & Mather	19	19			6	68
O TPC Communications	7 1/4	7 1/4			13	6
N J. Walter Thompson	25 1/4	24 7/8	+ 2/8	+ 1.50	6	66
N Western Union	21 5/8	22 1/2	- 7/8	- 3.88	9	328

Exchange and Company	Closing Wed. July 11	Closing Tues. July 3	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000.)
ELECTRONICS/MANUFACTURING						
O AEL Industries	6	6 1/4	- 1/4	- 4.00	5	10
N Ampex	15 7/8	14 7/8	+ 1	+ 6.72	11	180
N Arvin Industries	14 1/8	14	+ 1/8	+ .89	4	84
O CCA Electronics*	1/8	1/8				1
A Cetec	4 5/8	4 3/4	- 1/8	- 2.63	10	9
A Cohu	3 5/8	3 3/4	- 1/8	- 3.33	12	6
N Conrac	16	14 3/4	+ 1 1/4	+ 8.47	25	32
N Eastman Kodak	56 3/8	56 3/4	- 3/8	- .66	10	9,098
O Farinon	13 3/4	14 1/4	- 1/2	- 3.50	13	65
N General Electric	50 3/8	49 3/4	+ 5/8	+ 1.25	9	9,298
N Harris Corp.	27 3/8	27 1/2	- 1/8	- .45	12	714
O Harvel Industries	6 3/4	6 3/4			18	3
O Intl. Video Corp.	1 1/8	1	+ 1/8	+12.50		3
O Microdyne	17 1/4	16 3/4	+ 1/2	+ 2.98	18	1
N M/A Com Inc.	22 1/2	21 5/8	+ 7/8	+ 4.04	29	59
N 3M	55 1/8	56 1/4	- 1 1/8	- 2.00	11	6,420
N Motorola	44 3/4	45 1/4	- 1/2	- 1.10	11	1,277
N N. American Philips	27 1/2	27 3/8	+ 1/8	+ .45	5	330
N Oak Industries	31 1/2	30 5/8	+ 7/8	+ 2.85	22	113
O Orrox Corp.	5 7/8	5 1/4	+ 5/8	+11.90	8	11
N RCA	24 3/8	24 3/4	- 3/8	- 1.51	7	1,823
N Rockwell Intl.	37 3/8	37 3/8			6	1,300
A RSC Industries	3	3			17	7
A Scientific-Atlanta	36 1/2	37 1/4	- 3/4	- 2.01	16	98
N Sony Corp.	8 7/8	9 1/4	- 3/8	- 4.05	15	1,530
N Tektronix	54	52 1/2	+ 1 1/2	+ 2.85	14	971
O Telemation	1 1/2	1 1/2			2	1
O Valtec	12 3/4	12 3/8	+ 3/8	+ 3.03	27	50
N Varian Associates	22 1/2	19 7/8	+ 2 5/8	+13.20	125	153
N Westinghouse	20 3/8	19 1/2	+ 7/8	+ 4.48	6	1,762
N Zenith	12 5/8	12 3/8	+ 1/4	+ 2.02	12	237

Standard & Poor's 400
Industrial Average 114.66 113.08 +1.58

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange
+traded at less than 125 cents
**No P/E ratio is computed, company registered net loss
***Stock split
Over-the-counter bid prices supplied by Loeb, Rhoades Hornblower Inc., Washington
*Stock did not trade on Wednesday, closing price shown is last traded price
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.



The news that's in the news

A public increasingly skeptical of other institutions is turning more and more to television as its favorite medium of journalism.

Among all media, television ranks far out in front as the first source of news and the most credible.

How did television achieve that rank? Why does it keep gaining in stature? The answers will be found in a Special Report in **BROADCASTING August 6**

Applying the experience gained in an ongoing series of reports on television journalism, the editors of **BROADCASTING** are preparing a portfolio of news operations coast to coast. They will seek the reasons why the quality of news presentation determines station rank in market after market.

The August 6 issue containing this Special Report will go, of course, to the magazine's regular circulation of 36,487, which includes the cream of broadcast-oriented marketing and advertising executives and the members and key staffers of the FCC and other government bodies concerned with broadcast regulation and legislation. The issue will also be specially delivered to every member of the United States Senate and House and to all state governors.

A prime medium for prime advertisers.

If you count your news department to be a factor in television journalism, if your company is a network, a news service or a supplier of anything to television journalism — or if you have something to say to television journalists, this Special Report offers Special Opportunity.

The closing date for advertising is July 30.

You belong in Broadcasting  Aug 6

Kurt Willinger: untying Compton's straight laces

It may sound like Madison Avenue heresy, but Kurt R. Willinger, senior vice president and creative director of Compton Advertising, believes that some TV commercials "sound as if they were written by the sponsor's wife."

He says he has one "passionate" theory about writing an advertisement, broadcast or print: "I think you should leave the consumer with a smile or a wink after he's seen a TV commercial or read a magazine ad. There should be more in it for the buyer than the seller. Too often we're too obedient to the client. You've got to do something for both."

Willinger, who heads a creative staff of about 140, including writers, artists and art directors, producers and casting personnel, regards himself as "something of a maverick" at the agency. He notes that Compton has a reputation for being conservative, but says he is "outspoken" and "willing to try to break the mold"—and has, on occasion.

"I guess it hasn't hurt me," he says. "They've put me in charge."

Willinger originally set his sights on an engineering career. Born in Vienna in 1938, he accompanied his family to New York in 1939 when they escaped from beleaguered Austria. He was graduated from the Brooklyn Technical High School and attended the engineering school of the College of the City of New York from 1954 to 1956.

"I started to get the idea I would never make an engineer," he says. "I figured if I ever designed anything, I'd kill somebody. I decided to join the Air Force to think things over."

He served in the Air Force for three years as a jet aircraft mechanic. On his return to civilian life, he resumed studies at City College in English. "I enjoyed writing and decided to give it a whirl," he says.

Receiving his BA in English in 1962, he set his sights on a technical writing job. The closest he came was a post with J.C. Penney Co., where he wrote catalogues.

He credits his four-year tenure at Penney's with having taught him the skill of writing with economy. "You have only a minimal amount of space to describe a product," he points out. "In catalogue writing there are no fripperies. You learn how to separate the extraneous from the important. And in a few months you have sales figures to indicate whether you were on target or not."

After four years at Penney's, Willinger wanted to broaden his scope into con-



Kurt Robert Willinger—senior VP and creative director, Compton Advertising, New York; b. Nov. 3, 1938, Vienna, Austria; College of the City of New York Engineering School, 1954-56; jet aircraft mechanic, U.S. Air Force, 1956-59; BA in English, College of the City of New York, 1962; catalogue writer, J.C. Penney Co., New York, 1962-66; with Compton Advertising since 1966 as junior copywriter, 1966-68; copywriter, 1968-70; VP and creative supervisor, 1970-72; creative supervisor on Jeep account, 1972-73; associate creative director, 1973-76; senior vice president, 1976-78; senior vice president and creative director, 1978 to present; divorced, children—Andrew, 12, and twins Matthew and Jeremy, 7.

sumer advertising. He assembled a portfolio of advertising he had written for Penney's and a sampling of television commercials as he would write them if he had the opportunity. One of the individuals who was impressed with the package was Milton Gossage, then creative director of Compton and now chairman and chief executive officer. He hired Willinger as a junior writer.

Willinger was assigned initially to the Procter & Gamble Tide account and subsequently branched out to other P&G brands, as well as Chock Full O' Nuts coffee and L&M cigarettes.

Willinger's rise at Compton was rapid. He was elected a vice president and creative supervisor in 1970, creative supervisor on the Jeep account in 1972, associate creative director of the agency in 1973,

a senior vice president in 1976 and creative director in 1978.

Compton is a leading P&G agency; P&G accounts for a sizable portion of the more than \$200 million in domestic billings, of which about 70% is in TV and radio. Other accounts for which Willinger and his staff create commercials and print advertisements are U.S. Steel, IBM, Jeep, New York Life Insurance and Fago beverages.

Willinger contends there is "a deadly sameness" in some TV commercials and concedes that this applies particularly to the detergent field, where comparative advertising commercials abound. He says he's trying to inject some innovation into commercials for Tide, and the agency is exploring different approaches. "We're trying to come up with a way to depict people in a more realistic fashion," he says.

He is pleased with the experimentation that is going on in TV commercial lengths, pointing out that the increased uses of the 45-second spot in combination with another 45 or 15-second provide a change of pace. "But I still like the 30," Willinger says. "It keeps you on your toes."

Also keeping him and the agency world on its toes is the recent Justice Department suit against the National Association of Broadcasters' television code (BROADCASTING, June 18).

"Let's face it, television is in danger of not being watched because of the lack of good programs or an excess of commercials," he says. "I think the industry is absolutely right in limiting the number of commercials. If you increase clutter, people will turn away from television."

Willinger is an advocate of comparative advertising but cautions that care should be taken to assure proper taste. He says that "if you have something better than your competitor, say it, but say it in such a way that people will not turn against the client and cast him in the role of a villain."

Willinger glows with pride when talking about the number of awards he has received and is particularly pleased with two first-place Clio's—one an El Producto TV spot and the other for a drug abuse radio announcement.

Willinger has been in his top creative post since last November and one of his goals is to bring "new, fresh creative talent" into Compton. "I want our advertising to be even better, more watchable, with sparkle, and displaying many styles," he adds.

Willinger the writer has tried his hand at different styles, too. He tries his hand at fiction writing. To date, however, his success rate in that area is far exceeded by his advertising accomplishments. He has only a stack of rejection slips.

When in doubt, don't

It is hard to tell, offhand, whether the proposed settlement between AMF Inc. and the Federal Trade Commission, calling for educational TV spots to be created and offered to commercial stations, was an act of insolence or ignorance.

We refer to the case in which AMF, accused by the FTC of depicting unsafe bicycle-riding habits in two commercials aired in 1976 and 1977, has agreed to produce at least two spots depicting safe riding habits and to offer them to at least 109 TV stations for airing in 1980 (BROADCASTING, July 9).

The logic is not easy to discern, much less follow. The 109 stations, for example: Are they the stations on which the offending commercials ran? Well, maybe yes, maybe no. The FTC said the stations have been or will be chosen because they carry a lot of children's programs "and because they broadcast to almost all of the markets" where the commercials ran.

It was explicitly agreed that AMF will not buy time for the spots, which differentiates this case from what the FTC used to call corrective advertising.

As for the stations, they obviously are expected to run the spots without charge—and thus help AMF pay for its sins, real or imagined. Why they should do so is a mystery. Either the FTC thinks they are obligated to, which is arrogance, or it thinks they will whether obligated or not, which ignores the merits.

The FTC must, in fact, have some doubts. If in four months of air play the spots fail to reach a target goal of 5.9 million impressions—10% of the total reached by the commercials—the messages must be offered to 140 other stations. If this still doesn't reach the target, AMF must go back to the stations a second time. Failing again, officials say, the experiment will be called off, and the FTC will conclude that this form of corrective advertising won't work.

We cannot think of a more appropriate end. Because if it does work, this new form of corrective message will surely proliferate—and any broadcaster who goes along with this outrageous plan can count himself responsible.

Up for grabs

Metromedia Inc. is doing its best to make the FCC face up to the inherent inequity—piracy, Metromedia calls it—of superstation delivery by satellite. As reported here a week ago, Metromedia wants the FCC to review a staff ruling that permits ASN Inc., a satellite service, to pick up the programs of Metromedia's KTTV(TV) Los Angeles and sell them to cable systems around the country—against Metromedia's wishes.

In essence, Metromedia argues that the staff of the FCC's Common Carrier Bureau was wrong to define ASN as a common carrier and was without authority to grant the permission ASN sought. In Metromedia's view, ASN is a special program service that is violating Section 325 of the Communications Act, which prohibits the rebroadcast of broadcast signals without the permission of the originating station.

Whether the FCC can be persuaded to extend 325 to such services as ASN remains to be seen, but once again the principle of retransmission consent in superstation delivery is before the commission. This time the difference is that the subject has been brought up by a station that is unwilling to become a superstation for the benefit of a satellite service but is helpless to prevent the appropriation of its programs as FCC rulings now stand. The predicament emphasizes the need for the inclusion of retransmis-

sion consent in whatever revisions of the Communications Act come out of Congress.

Metromedia also argues that ASN is not a passive common carrier of the kind that is exempt from copyright liability in current law. If there is merit in that position, Metromedia and its program suppliers presumably could take ASN to court for infringement. Whatever the outcome of the Metromedia case, justice demands that program rights be restored to the broadcasters who bought them.

Where we all came in

The FCC's new inquiry into the loudness of radio and television commercials is a textbook example of the bureaucratic make-work that President Carter pledged to suppress, before he disappeared up the mountain. Those whose memories go back that far will recall that the FCC went through precisely the same exercise over a three-year period that ended 14 years ago. There is utterly no evidence of need to revisit the subject.

It was back in the chairmanship of E. William Henry, a young and ambitious Kennedy appointee with the hard act of Newton Minow to follow, that the FCC first got all worked up over allegations that radio and television broadcasters were turning up the sound when the commercials came on. Henry succeeded in drawing slight attention (not as much as was attracted by his appearance in a Batman costume at a charity ball). When the interest died down, he found three colleagues to go along with a policy statement that said loudness could not be objectively measured but that broadcasters were to be held responsible for any that got on the air. For 14 years that statement has been on the books, and nobody yet has figured out what it meant.

Now the FCC, at the prodding of its staff, has voided another inquiry, justified mostly on the assertion that modern technology can provide the measurements and controls that were missing back in 1965. Nowhere, however, is there a showing of public discontent to justify the initiation of another federal proceeding that will squander tax revenues and run up the costs of the regulated enterprises.

Delegates to the National Association of Broadcasters convention in Dallas last March may remember Jimmy Carter telling them that good old Charlie Ferris, riding in on Air Force One, had promised a ruthless war on unnecessary regulation. Somewhere between there and here, Charlie hammered his sword into a duplicating machine.



Drawn for BROADCASTING by Jack Schmidt

"Here we are in our booth high above, and I do mean high above, the stadium."

OUTLET BROADCASTING: WE'VE GOT A PLAN.

Outlet Broadcasting is fast becoming a leading national communications group. We're doing it with top-flight entertainment. Dynamic news coverage and public affairs programming. Distinctive broadcasting that reaches audiences in a meaningful way. And by growth. In 1978, we welcomed WTOP-AM, Washington, D.C. and KIQQ-FM, Los Angeles to our group. This year, pending FCC approval, we'll add two stations in the country's top seven markets – WIOQ-FM, Philadelphia and WQRS-FM, Detroit. That will make us eleven – four television and seven radio stations. We'll keep growing, too. Innovation. Growth. Leadership. That's our plan.

BROADCASTING

An Outlet Company Division.

WJAR-TV (NBC)
WJAR-AM
Providence, R.I.

WDBO-TV (CBS)
WDBO-AM
WDBO-FM
Orlando, Fla.

WCMH-TV (NBC)
Columbus, Ohio

WTOP-AM
Washington, D.C.

KSAT-TV (ABC)
San Antonio, Texas

KIQQ-FM
Los Angeles, Cal.

Success Story!

As one of North America's leading independent production facilities, the CFTO/Glen Warren studio complex handles over a thousand TV productions every year.

From international pageants and sports spectacles to the re-enactment of historical triumphs, shows produced here find their way onto home screens in every corner of the globe.

For many years Ward-Beck equipment has been an integral part of this impressive production scene, and a WBS custom M2484A TV production console is the newest family member to contribute to this continuing success story.



First by Design.

A large, three-dimensional logo for CFTO 9 TV is mounted on the brick wall of a building. The letters 'CFTO' are in blue, the number '9' is in a multi-colored circle, and 'TV' is in blue. The building is a two-story structure with a white concrete lower level and a brick upper level. A tree is visible in front of the brick section.

CFTO 9 TV



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