

Oct. 22, 1979

**First clue from network inquiry:
industry restructuring on their minds**

Broadcasting Oct 22

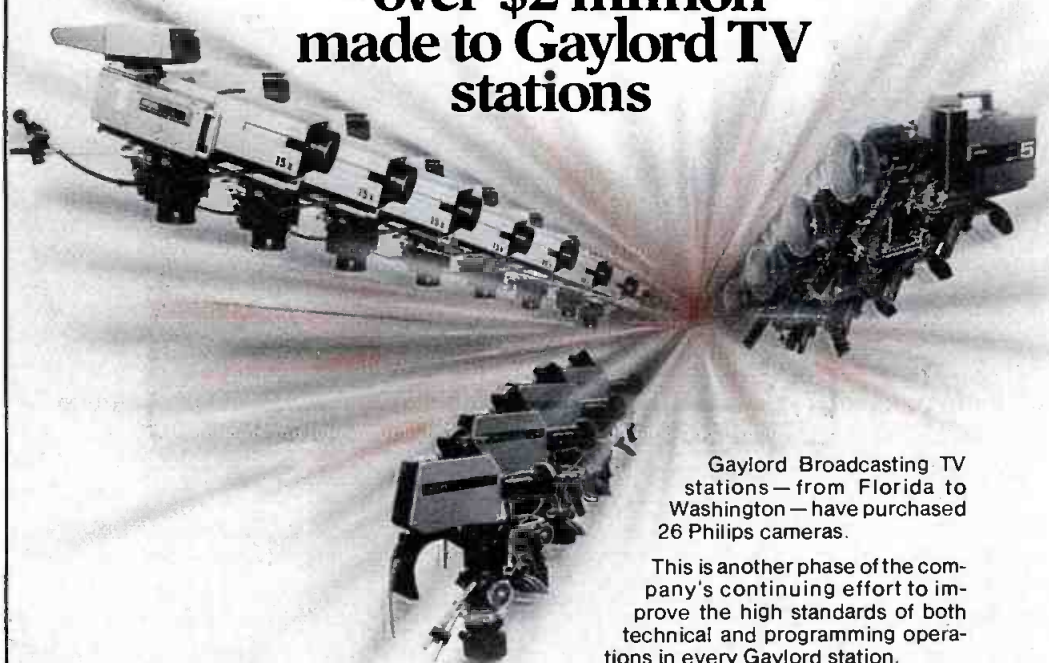
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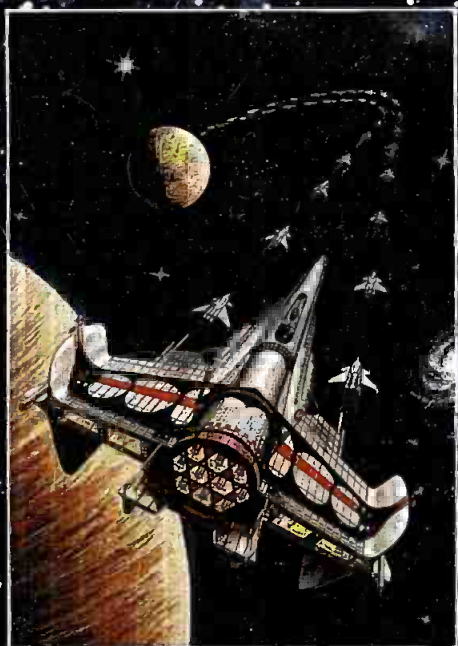
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Broadcasting
October 22, 1979



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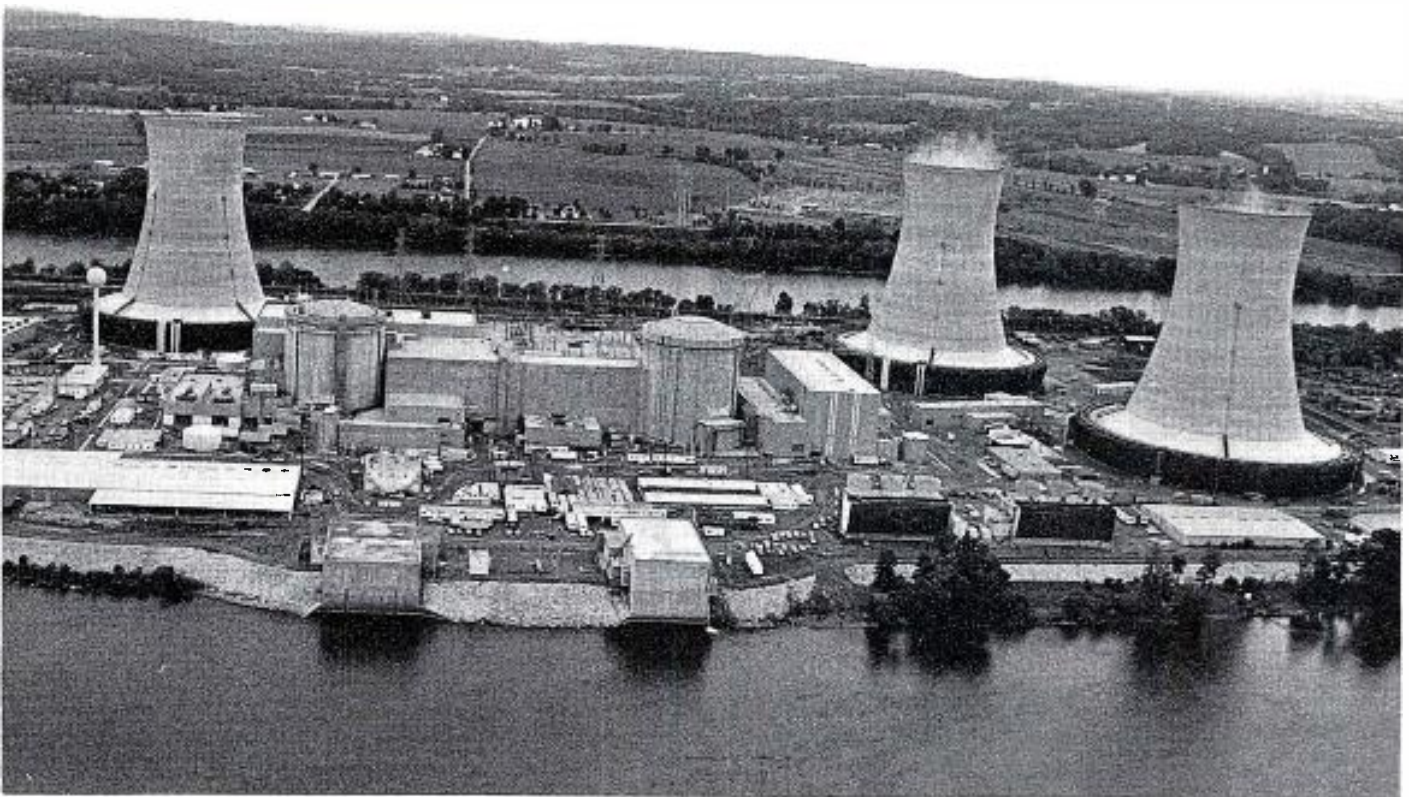
"TO ALL EMPLOYEES OF WTPA, HARRISBURG, PA. I WANT YOU TO KNOW HOW MUCH I APPRECIATE THE CALM, DIRECT AND ACCURATE REPORTING YOU DID DURING THE TMI ACCIDENT ..."
Mrs. Donna S. Boozel, Hershey.

"IT IS ENCOURAGING TO KNOW THAT THERE ARE DEDICATED PEOPLE ABOUT AND THAT THEY WILL GIVE OF THEMSELVES IN MOMENTS OF CRISIS ..."
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"YOUR COVERAGE OF THE TMI NIGHTMARE HAS GIVEN THE PEOPLE OF THIS AREA THE ONE AND ONLY COHERENT, STRAIGHT-FORWARD, CONSISTENT REPORT WE HAVE HEARD ..."
Nancy Rossi, Harrisburg.

"WE DIDN'T PANIC—WHEN WE HEARD THE RUMORS—IF THEY WEREN'T CONFIRMED BY YOUR PEOPLE, WE PASSED THEM OFF AS FALSE ..."
David Hoover, Harrisburg.

"I COULD GO ON AND HEAP DESERVED ACCOLADES ON THE PERSONNEL OF WTPA BUT INSTEAD I WILL MERELY SAY 'THANK YOU' FOR A JOB WELL DONE AND OF KEEPING US 'WELL' INFORMED ..."
Paul Pellegrini, Hershey



TRUSTING MEDIA INFORMATION



THESE COMMENTS FROM OUR VIEWERS SPEAK FOR THEMSELVES. IT'S GOOD TO KNOW OUR AUDIENCE PLACED THEIR TRUST IN US. THE TMI COVERAGE IS JUST ANOTHER EXAMPLE OF WTPA'S COMMITMENT TO COMMUNITY SERVICE.

NEWHOUSE BROADCASTING CORPORATION.
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The Week in Brief

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PASS THE DISHES □ The FCC decides to deregulate satellite receive-only earth stations. **PAGE 28.**

BOON FOR BOTH □ NTIA proposes that radio groups be allowed to grow beyond present FCC ownership limits—if new acquisitions include 25% minority participation. The top-50 market TV policy would also be waived in the same circumstances. **PAGE 28.**

OPENERS ON NETWORK INQUIRY □ The FCC special study staff puts out its first preliminary findings. It sees no benefit from further commission regulation of the present set-up. Instead, staff pins hopes on development of new program delivery sources. **PAGE 29.**

GOING TO EXTREMES? □ Brennan says the news media are overreacting to Supreme Court decisions affecting the press—to their detriment. **PAGE 29.**

DESIRE VERSUS REALITY □ The NAB radio board wrestles with the particulars of its stance on radio deregulation. It attempts to deal with promised FCC relaxation but hopes that legislation will provide better answers. **PAGE 34.**

LOOKING BACK AT VOA □ R. Peter Straus is back in private broadcasting after two-and-a-half years as director of the Voice of America. In this special "At Large" report, he tells where the U.S. stands in international broadcast competition for hearts and minds. He also explains his resignation as a move to avoid marking time in administration. **PAGE 36.**

CALL FOR RESTRAINT □ Chief Judge J. Skelly Wright of the U.S. Court of Appeals in Washington says the courts

should be more reluctant to fault other agencies of government and should be more hesitant about acting as final arbiters of the public good. **PAGE 40.**

THE RATINGS SEE-SAW □ ABC-TV goes back on top for the week ended Oct. 14. The big boost is from its World Series prime-time telecasts. **PAGE 44.**

80'S OUTLOOK □ A major Wall Street report forecasts 9%-10% yearly growth for TV sales, but also sees some viewer losses to cable and videodisks. **PAGE 48.**

RCA EARNINGS SLIP □ The company's net profit in third quarter was \$66 million, down from \$70 million in comparable period of '78. **PAGE 48.**

SOME RECORDS FOR CBS □ CBS/Broadcast Group leads the way as the parent reports its third-quarter net income reached \$53.1 million, up 9% from the same period last year. **PAGE 52.**

IT'S SMPTE TIME □ A record turnout of nearly 8,000 was in prospect as the Society of Motion Picture and Television Engineers opened its conference and exhibit in Los Angeles yesterday. Here's a day-by-day report on the 108 technical papers that will be presented, starting today. **PAGE 58.** The exhibitor list has grown to 161 manufacturers. A rundown of the companies, personnel and products begins on **PAGE 60.**

DAMN THE TORPEDOES □ One columnist described Pamela Hill as "a prospective force for change." It's an apt description for the forthright vice president, executive producer, ABC News documentary unit, who constantly seeks, and finds, new and exciting dimensions. **PAGE 97.**

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Insider report: behind the scene, before the fact

Passing the word

FCC Broadcast Bureau Chief Richard Shiben staged briefing on FCC's radio deregulation proposal for bureau employees—some 200, in all—in three shifts in commission meeting room last Wednesday. Briefing, which seemed to reflect sensitivity to possible morale problems, was to provide staffers with information on controversial proposal and how it might affect them. Sessions, at which staffers were invited to ask questions, were reportedly lively. As was true of commission's document, briefers were unable to answer all questions proposal has raised—such as how minorities can be assured of access to stations if commission abandons programming guidelines. But not surprisingly, bureau's position on proposal parallels options preferred in FCC notice.

Briefing was done primarily by Charles Goldfarb, of Office of Plans and Policy, who Shiben announced was moving over to Broadcast Bureau as "chief economist," and Roger Holberg, attorney in Plans and Policy Division. They were principal authors of deregulation notice.

Wiley's comet

When Comsat General files its formal application with FCC for SSTV (subscription-satellite-to-home TV) next February or thereabouts, it will list as its outside counsel Kirkland & Ellis of Chicago and Washington, and specifically Richard E. Wiley, firm's Washington managing partner. Former FCC Chairman Wiley, who entered private practice after turning over chairmanship to Charles D. Ferris two years ago, had official contacts with Joseph V. Charyk, Comsat Inc. president, during tenure as FCC general counsel, commissioner and finally chairman. Among firm's new telecommunications clients, in addition to Comsat General, are Xerox and American Express.

'Struck' stricken

"What do I do? I cry to my wife at night." That's word from Paramount Television executive producer Terry Keegan about limbo in which CBS-TV has placed situation comedy, *Struck by Lightning*. Network refuses to use word "cancel" to describe what it's done to show, but series has been pre-empted through November, and CBS has ordered no more than initial 13 episodes, which were finished two weeks ago. Only three episodes have aired.

Canceled or not, *Struck* appears to have joined *Working Stiffs*, another new

Paramount comedy officially axed, in television program heaven—leaving MTM's aptly named *Last Resort* as CBS's sole new sitcom. (Executives at Television City are said to hold warm spot in their hearts for *Resort* and may be giving it another chance.) As for Keegan and partner Arthur Fellows, they have three new sitcoms in development for CBS—*Ocean Front Walk*, *War is Heck* and *McKittrick's Cove*. So network has not given up on Paramount comedy factory despite its 0-for-2 record for season.

Heat from on high

Esther Peterson, President Carter's consumer affairs adviser and tireless champion of federal funding for public participation in government, is carrying crusade to independent agencies supposedly outside authority of executive branch. Last week she invited FCC Commissioner Anne P. Jones in for chat that turned out to be devoted to reimbursement of citizen participation in FCC rulemakings—notion to which Jones was known to be cool.

FCC staff is working up notice of rulemaking to establish citizen funding. Principle of funding doesn't draw Jones objections. She doubts it can be made to work administratively. She's waiting for staff document before making up mind.

Auction

Jim Gabbert, former president, National Radio Broadcasters Association, who is selling off radio properties to buy KEMO-TV San Francisco (BROADCASTING, Aug. 20), is close to striking deal for his KIOI(FM) San Francisco, put on trading block at \$15 million. According to Gabbert, several parties have made nearly identical tax-free offers of \$12.5 million which would be record price for FM. They include Harvey Grace, president and minority owner of WTTV(TV) Indianapolis; unnamed minority-controlled group, and, it is rumored, ABC Radio.

Empty lobby

CBS has yet to fill vacancy for Washington vice president, six weeks after departure of Bill Small to become president of NBC News. Company insists there's no hurry, that—with Communications Act revisions in limbo and FCC in relative neutral—hiatus couldn't have come at better time. At least four names are circulating in speculation over eventual choice: insiders John W. Kiermaier, former head of New York's educational ch. 13 WNET(TV), now CBS vice president for corporate responsibility, and D. Thomas Miller,

former CBS TV Stations Division president, now VP for technical resources for CBS/Broadcast Group, and outsiders Brock Adams, former secretary of transportation, now in Washington law practice, and Nancy Dickerson, former NBC news correspondent who, number of years back, was aide to then CBS Washington VP Joseph Ream.

House assignments

Representative Marty Russo (D-Ill.), member of Communications Subcommittee, will be leaving parent Commerce Committee—assuming approval by Democratic caucus and full House—for Ways and Means Committee. House will take up matter tomorrow (Oct 23), with new committee member to be named Wednesday. Speculation is that Representative Robert T. Matsui (D-Calif.) will be new member of full committee, although subcommittee assignments at this time are uncertain. But Matsui is not front runner for Communications spot. National Black Media Coalition has word from Representative Mickey Leland (D-Tex.), black, that he'll seek post.

Eventual winner, however, may be former subcommittee member, Representative Barbara Mikulski (D-Md.). Mikulski, who enjoyed term on subcommittee and still has interest in it, will get nod over Leland and Matsui if seniority is criterion.

Border settlement?

U.S. television stations along Canadian border have not given up on effort to get out from under Canadian tax law adopted in 1976 to block flow of advertising dollars into America. They have developed what they call "compromise" proposal under which they would allocate 20% of cross-border advertising—after agency fees—to fund for support of Canadian broadcasting system. In return, Canada would exempt them from law that denies tax exemption for money Canadian advertisers spend on American stations. Another provision would oblige Canada to withdraw requirement that its cable systems delete commercials of American stations they import. Representatives of 17 stations involved have presented proposal to State Department, plan to discuss it this week.

Stations do not claim 20% solution is total solution for Canadian broadcasting system's problems. But they claim they have suffered substantially as result of new tax law—stations are estimated to be doing, on average, between third and half of \$20-million total they did in 1976—and "compromise" would help Canada.

Business Briefly

TV ONLY

L'Eggs □ Seven-week campaign for regular pantyhose begins this week in 29 markets. Some spots will be placed in fringe times. Agency: Dancer Fitzgerald Sample, New York. Target: women, 18-34.

William Barry □ Five-week campaign for men's outer wear begins Dec. 3 in New York. Agency: Winner Communications, New York. Target: men, 18 plus.

Nally's Fine Foods □ Four-week campaign for Nally's potato chips begins Nov. 12 in about eight Western markets. Spots will run in fringe, day and prime times. Agency: Della Femina Travisano, Los Angeles. Target: adults, 18-49.

Bell of Pennsylvania □ Four-week campaign for phone center stores begins Nov. 19 in Philadelphia, Pittsburgh and Scranton, Pa., with spots running during day times. Agency: Lewis & Gilman, Philadelphia. Target: adults, 25-64.

Henry & David □ Four-week campaign for mail order gourmet fruits and pastries

begins Oct. 30 in Anchorage, Seattle-Tacoma, Los Angeles and Portland and Eugene, both Oregon. Spots will be placed in prime, news and late fringe. Agency: Semloh, Inc., Medford, Ore. Target: adults, 35 plus.

Anderson-Little □ Four-week campaign for men's clothing begins Nov. 4 in Boston, Philadelphia, Providence, R.I., Hartford-New Haven, Conn., Springfield, Mass., Albany, N.Y., and Portland, Me. Agency: Harold Cabot Advertising, Boston. Target: men, 25-49.

West Bend □ Four-week campaign for humidifiers begins Nov. 19 in 39 markets including Indianapolis, Omaha, Neb., Des Moines, Iowa, and Albany, N.Y. Agency: Campbell-Mithun, Minneapolis. Target: adults, 25-54.

Black & Decker □ Three-week campaign for Drill Guide begins Nov. 12 in 27 markets with spots running during fringe time. Agency: BBDO, New York. Target: men, 25-54.

Gillette □ Three-week campaign for

AdVantage

Touching all bases. Radio Advertising Bureau is asking suppliers to contribute funds to its industry-wide advertising campaign to promote radio as medium. As test, RAB has approached number of allied organizations and firms and has come up with almost \$20,000 in supplementary funds from Broadcast Music Inc., International Tapetronics Corp., SESAC and National Radio Broadcasters Association. Its fund-raising efforts among members have raised \$175,000 toward its "Radio-It's Red Hot" campaign which begins this week on radio stations and networks and continues for 12 months.

Call for auto commercials. Fourth Annual Auto Dealer and Dealer Association Television Commercial Competition will be co-sponsored by Television Bureau of Advertising and National Automobile Dealers Association. Open to NADA members and station and local dealer associations, competition invites entries between Nov. 1, 1979, and Jan. 4, 1980. All entries should be submitted on three-quarter inch videotape to Walter Vetter, TVB, 1345 Avenue of the Americas, New York, N.Y., 10019. Awards will be presented at NADA convention in New Orleans, Feb. 9-13, 1980.

RepReport

WNBC(AM)-WYNY(FM) New York: To H-R/Stone from Eastman Radio.

WPEG(FM) Charlotte, N.C.: To H-R/Stone (no previous rep).

WKXI-AM-FM Jackson, Miss.: To H-R/Stone from Pro Radio.

Radio only

MASLA MEANS BUSINESS

Ask Dick Miller
KADI AM/FM, St. Louis

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

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

Heat Wrap adjustable heating pad, begins in 41 markets. Agency: Grey-North, Chicago. Target: men, 25-49, women 25-49.

SCM □ Three-week campaign for Smith-Corona typewriters begins Nov. 19 in 61 markets with spots in prime and early news times. Agency: Manoff Geers Gross, New York. Target: adults, 25-54.

Fotomat □ One-week Halloween promotion begins Oct. 29 in 17 markets concentrating in the South, including Miami, New Orleans, Dallas, Atlanta and Tulsa, Okla. Agency: General Media

THIS CHICKEN WAS WORTH \$18,000 TO THE DENVER ZOO.

The Denver Zoo was looking for increased public support in the form of 500 new members, so its board was very pleased when KIMN offered to lend them a hand.

But they were a little skeptical of a campaign that intended to capitalize on the popularity of the station mascot.

Perhaps the Denver public was actually fond of the chicken, and no doubt his presence at Nugget games was conspicuous, but how did that qualify him as a fund-raiser?

Nevertheless, on Saturday, July 21, 1979, the plan went into motion.

The chicken "retired" from public life, moving to the Zoo.

At the same time the station's deejays began live broadcasts, protesting the chicken's decision

and urging their listeners to visit the Zoo at once and talk him out of seclusion.

The broadcasts continued all weekend. By Sunday night no less than 12,000 people had shown up and paid their admissions to give the bird the word.

It was one of the most successful fund-raisers in the Zoo's history, and we were pretty flattered ourselves.

After all, it's not hard for a broadcaster to be involved with the community. But you

really know that you're doing the job when you find that your community is also involved with you.

KIMN
STEREO FM



Jefferson Pilot Broadcasting

Charlotte: WBT, WBCY-FM, WBTB, Jeffersonics, Jefferson Productions, Jefferson Data Systems, Richmond: WWBT
Atlanta: WQXI, WQXI-FM Denver: KIMN, KIMN-FM Greensboro: WBIG, Wilmington: WWIL, WWSL



**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

Services, La Jolla, Calif. Target: adults, 25-45.

Speidel □ Two-week campaign for British Sterling toiletries begins Dec. 10 in 50 markets with spots running in early fringe and prime access. Agency: Creamer Inc., New York. Target: adults, 18-49.

RADIO ONLY

Argentine Airlines □ Four-week campaign for air travel begins Oct. 28 in New York, Chicago and Washington. Agency: Van Brunt & Co., Atlanta. Target: men, 25-49.

AC-Delco □ Three-week campaign for batteries begins Nov. 5 in about 20 markets including New York, San Francisco, Indianapolis and Boston. Agency: Campbell-Ewald Co., Warren,

Mich. Target: men, 18-34.

Elanco □ Eight-week campaign for Rumensin silage begins Oct. 29 in approximately 12 markets including Norfolk, Va. Agency: Gardner, St. Louis. Target: men, 18 plus.

Lindsey International □ Seven-week campaign for olives begins Nov. 12 in New York, Los Angeles, Boston, Chicago, Cleveland, Seattle, San Francisco and Portland, Ore. Agency: Botsford-Ketchum, Inc., San Francisco. Target: women, 25-54.

Chock Full o' Nuts □ Four-week campaign begins Oct. 29 in 60 markets including Albany-Schenectady-Troy, N.Y., Boston, Detroit, San Francisco, Philadelphia and Baltimore. Agency: Geer, DuBois, Inc. New York. Target: women, 25-54.

BAR reports television network sales as of Sept. 16

ABC \$1,085,317,200 (36.2%) □ CBS \$992,114,900 (33.1%) □ NBC \$920,876,600 (30.7%)

Day parts	Total minutes week ended Sept. 16	Total dollars week ended Sept. 16	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.	167	\$1,365,900	5,972	\$43,859,000	\$38,234,500	+14.7
Monday-Friday 10 a.m.-6 p.m.	1,041	17,818,900	37,426	643,840,600	593,223,600	+8.5
Saturday-Sunday Sign-on-6 p.m.	344	12,725,600	12,235	332,316,500	283,601,400	+17.2
Monday-Saturday 6 p.m.-7:30 p.m.	98	3,965,300	3,641	166,488,800	148,486,100	+12.1
Sunday 6 p.m.-7:30 p.m.	30	2,230,200	910	52,188,400	44,138,000	+18.2
Monday-Sunday 7:30 p.m.-11 p.m.	425	46,775,300	15,297	1,536,029,800	1,366,779,700	+12.4
Monday-Sunday 11 p.m.-Sign-off	233	6,822,300	8,735	223,585,600	184,858,000	+20.9
Total	2,338	\$91,703,500	84,216	\$2,998,308,700	\$2,659,321,300	+12.7

BAR reports television network sales as of Sept. 23

ABC \$1,120,993,500 (36.2%) □ CBS \$1,025,833,500 (33.1%) □ NBC \$949,575,100 (30.7%)

Day parts	Total minutes week ended Sept. 23	Total dollars week ended Sept. 23	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.	175	\$1,407,200	6,147	\$45,266,200	\$39,476,500	+14.7
Monday-Friday 10 a.m.-6 p.m.	1,040	17,847,500	38,467	661,688,100	608,734,900	+8.7
Saturday-Sunday Sign-on-6 p.m.	364	14,117,100	12,601	346,433,600	296,723,700	+16.8
Monday-Saturday 6 p.m.-7:30 p.m.	95	4,621,300	3,736	171,110,100	153,520,000	+11.5
Sunday 6 p.m.-7:30 p.m.	25	1,702,000	936	53,890,400	45,461,400	+18.5
Monday-Sunday 7:30 p.m.-11 p.m.	422	50,271,700	15,720	1,586,374,900	1,408,536,100	+12.6
Monday-Sunday 11 p.m.-Sign-off	234	8,053,200	8,969	231,638,800	192,335,100	+20.4
Total	2,355	\$98,020,000	86,576	\$3,096,402,100	\$2,744,787,700	+12.8

Source: Broadcast Advertisers Reports

**Who has
2,000 reasons
to smile?**

Merv!

On Friday, October 26th, this master showman will be taping the 2,000th edition of “The Merv Griffin Show”

To say that it's “still going strong” would be a giant understatement. The fact is that from sign-on to sign-off... from coast to coast... “The Merv Griffin Show” is seen by more people than any other syndicated talk/variety program in America.

So Friday evening's special 2,000th edition is not simply honoring longevity. Rather, it's a tribute to the talent, flexibility and healthy restlessness that keep it forever fresh.

It's the only show, for example, with regular originations from Hollywood, Las Vegas, New York and Atlantic City—plus remotes from such exciting places as Monaco, Israel and Venice.

In fact, Friday's special show will be coming from Manhattan's Lincoln Center, on the final night of a 3 week East Coast tour that included telecasts from Atlantic City, Belmont Park and the Men's Fashion Association Image Awards show at the New York Hilton Hotel.

It promises to be quite an evening.

Congratulations, Merv. America is proud to share this happy milestone with you.

Metromedia Producers Corporation

485 Lexington Avenue, New York 10017. (212) 682-9100





A shining new symbol is now streaking across the world of entertainment.
It represents the expertise and solid reputation of a company with unique skills.
Hanna-Barbera Productions, dedicated to creating and producing
quality entertainment for the families of the world.

Hanna-Barbera Productions, Inc.

3400 Cahuenga Boulevard, Hollywood, California 90068

Datebook

■ indicates new or revised listing

This week

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

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

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

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

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

Oct. 23—*Radio Bureau of Advertising* Co-op Confidential workshop on co-op sales. Sheraton Airport, Denver.

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

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

Oct. 24-25—*Ohio Association of Broadcasters* fall convention. Columbus Hilton, Columbus, Ohio. Speakers include FCC Commissioner Anne Jones, Tom Jarriel, ABC News; Ohio Chief Justice Frank Calabreze; Erwin Krasnow, NAB senior vice president and general counsel.

Oct. 24-25—25th annual *University of Wisconsin-Extension Broadcasters Clinic*. Wisconsin Center, Madison. Information: Don Borchert, UW-Extension Telecommunications Center, 821 University Avenue, Madison 53706; (608) 263-2157.

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

Oct. 24-27—*American Association of Advertising Agencies* Western region convention. Marriott Rancho, Las Palmas, Calif.

Oct. 25—*Radio Bureau of Advertising* Co-op Confidential workshop on co-op sales. Holiday Inn Seattle-Tacoma Airport.

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

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

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

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

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

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

Also in October

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

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

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

November

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

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

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

Nov. 1-2—*American Association of Advertising Agencies* central region annual meeting. Radisson Cadillac hotel, Detroit.

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

Nov. 2—*National Association of Broadcasters* legal workshop. Condado Hilton Inn, San Juan, P.R.

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

Nov. 4-7—*National Association of Broadcasters* third annual labor relations seminar. University of Colorado, Boulder.

■ **Nov. 4-8**—*National Black Network* affiliates advisory board annual meeting. Dorado Beach hotel, San Juan, P.R.

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

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

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

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

Nov. 7-8—*Society of Cable Television Engineers* conference on cable and fiber optics. Doubletree Inn, Monterey, Calif.

Nov. 8—Organization for the *International Radio Consultative Committee's* Study Group 6 meeting in preparation for international meeting scheduled for June 1980 in Geneva. Room 3012, Department of Commerce Laboratories, Boulder, Colo. Information: Gordon Huffcutt, State Department, Washington 20520. (202) 632-2592.

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

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

Nov. 9—*Hollywood Academy of Television Arts and Sciences* luncheon. Speaker: Newton Minow, PBS chairman. Century Plaza hotel, Los Angeles.

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

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

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

■ **Nov. 13**—*Public Radio in Mid-America* board of directors meeting. Conrad Hilton, Chicago.

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

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These rolling swimming pools move from neighborhood to neighborhood all summer long, five days a week. They start rolling in June and go to Labor Day. And they help over 50,000 kids a year to keep their cool.

Today, there are six Swimmobiles serving their communities. They're scheduled and maintained by Parks and Recreation personnel and their locations are announced daily on WJBK-TV at 7 am, noon and 6 pm.

The program has been a refreshing success for the past eleven years and this year's program is being expanded to include swimming lessons and water safety.

The Swimmobile is just another way Storer Stations get involved in serving their communities.

But the way we see it, the more effective we are in our communities, the more effective we can be for our advertisers, and the more effective we can be for ourselves.

STORER

STORER BROADCASTING COMPANY

product marketing workshop. Plaza hotel, New York.

Nov. 14-15—*American Association of Advertising Agencies* Eastern annual conference. New York Hilton.

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

Nov. 16-Dec. 17—*American Film Institute* "A Salute to the BBC," retrospective series of 21 shows. AFI Theater, John F. Kennedy Center, Washington.

Nov. 17—*Маякшикетт AP Broadcasters* annual business meeting. Sturbridge Sheraton Inn, Sturbridge.

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. Speaker to be announced.

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

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

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

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

Nov. 29—*Hollywood Academy of Television Arts and Sciences* luncheon. Speaker: Gene Jankowski, president, CBS/Broadcast Group. Century Plaza hotel, Los Angeles.

Nov. 29-30—*American Association of Advertising Agencies* agency management seminar. Royal Sonesta hotel, New Orleans.

Nov. 30—New deadline for filing reply comments in *FCC's* noncommercial educational FM proceeding

(Doc. 20735).

Nov. 30—Deadline for submission of entries in 59th Annual Exhibition of Advertising, Editorial and Television, Art and Design of *The Art Directors Club*. Entry material may be obtained from club at 488 Madison Avenue, New York, N.Y. 10022.

December

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

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

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

Dec. 7—*Hollywood Academy of Television Arts and Sciences* luncheon. Speaker: Jane Fonda. Century plaza hotel, Los Angeles.

Dec. 12-14—Western Cable Show. Disneyland hotel, Anaheim, Calif.

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

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

January 1980

Jan. 9—*New England Cable Television Association* winter meeting. Biltmore Plaza hotel, Providence, R.I.

Jan. 9-10—*Virginia Association of Broadcasters* meeting. Richmond Hyatt House.

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. 13-15—*California Association of Broadcasters* winter convention. Palm Springs Spa hotel.

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

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

Jan. 16-17—First Amendment Congress, sponsored by 12 organizations including *National Association of Broadcasters, Radio-Television News Directors Association and Society of Professional Journalists, Sigma Delta Chi*. Hall of Congress, Philadelphia.

Jan. 17—*International Radio and Television Society* newsmaker luncheon featuring NBC President Fred Silverman. Waldorf Astoria hotel, New York.

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

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

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

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

Jan. 25-27—*Florida Association of Broadcasters* meeting. Sheraton River House-Airport, Miami.

February 1980

Feb. 3-5—*Louisiana Association of Broadcasters* convention. Baton Rouge Hilton.

Feb. 5-6—*Society of Cable Television Engineers* fifth annual conference on CATV reliability. Adams hotel, Phoenix.

Feb. 6-11—*International Radio and Television*



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RCA quality is yours in the wide range of offerings developed at our antenna

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RCA quality is yours in just about everything you need for cost-effective broadcasting.

Whether it's a camera, VTR, transmitter, film chain or automated station break equipment, RCA has it.

And RCA has TechAlert and a parts and service system that protects your investment 24 hours of every day. For many, many days to come.

For the facts on cost-effective TV broadcasting, just see your RCA representative, or write RCA Broadcast Systems, Building 2-2, Front & Cooper Streets, Camden, N.J. 08102.



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broadcasting: we make
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When you slip, it hurts

And when you fall, it's a disaster. That's why so many of our clients who are Number One in their markets remain us year after year—they want to keep from slipping. It's easy to get a little bored or a little careless when the ratings look good. Even when the ratings drop a few points, somehow it can be rationalized; then suddenly, the station is in trouble. When you finally realize it, the reaction is often panic, and hasty changes accelerate the decline.

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For other clients who are second, third or even fourth in their markets and heading for Number One, their ability to move constructively, with a sound knowledge of the strengths and weaknesses of their station and every other station in town, makes the difference. Our use of social scientists for gathering basic information about your own market keeps decisions out of the personal opinion area.

It also helps that the number one station in town usually sleeps while it slips. It's not just a game, but a deadly serious business, and mistakes can be worth millions. If you want to find out more about getting to be Number One or about staying there, please call us for a no-obligation presentation.

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

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

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

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

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

March 1980

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

March 10-29—Region II conference of *International Telecommunication Union* for medium frequency broadcasting. Buenos Aires.

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

■ **March 16—Public Radio in Mid-America** business meeting. Crown Center hotel, Kansas City, Mo. Information: Tom Hunt, WCMU-FM 155 Anspach Hall, Mount Pleasant, Mich. 48859; (517) 774-3105.

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

March 16-20—National Public Radio annual conference. Crown Center hotel, Kansas City, Mo.

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

March 26—International Radio and Television Society newsmaker luncheon. Waldorf-Astoria, New York. Speaker to be announced.

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

April 1980

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

April 13-16—National Association of Broadcasters annual convention. Las Vegas.

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

April 22—International Radio and Television Society newsmaker luncheon. Waldorf-Astoria, New York. Speaker to be announced.

■ **April 28-29—Society of Cable Television Engineers** meeting and workshop. Sheraton Inn, Memphis.

Major Meetings

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

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

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

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

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

Dec. 12-14—Western Cable Show. Disneyland hotel, Anaheim, Calif.

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

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

Feb. 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.

March 16-20, 1980—National Public Radio annual conference. Crown Center hotel, Kansas City, Mo. Future conferences: Phoenix, May 3-7, 1981; Washington, April 18-22, 1982.

April 13-16, 1980—National Association of Broadcasters annual convention. Las Vegas. Future conventions: Las Vegas, April 12-15, 1981; Dallas, April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas,

April 14-17, 1985; Kansas City, Mo., April 13-16, 1986; Atlanta, April 5-8, 1987; Las Vegas, April 10-13, 1988.

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

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

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

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

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

Sept. 14-17, 1980—Broadcasting Financial Management Association 20th annual conference. Town and Country hotel, San Diego. Future conference: Sept. 20-23, 1981, Sheraton-Washington.

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

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

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

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Op-editorial

EDITOR: Your editorial, "Fourth commercial network" (Oct. 8), claims public broadcasting has for years been selling its own brand of advertising under the pseudonym of "underwriting." Nonsense.

The distinction between broadcast advertising and program underwriting is much greater than semantics. Advertisers buy time to deliver their own message. We do not accept commercial on-air messages of any kind. Underwriters are simply given credit for their support by a tag-line at the beginning and end of public television programs. We do this to let viewers know exactly whose money has gone into making the program possible and to meet FCC regulations.

If that constitutes advertising, then those companies that spent close to \$3.5 billion last year (1978) on advertising over commercial network television could have saved a bundle. For far less—\$82.5 million—they could have underwritten the entire PBS national program schedule. Instead, corporate underwriting is only one very important part of public television's total funding mix (about 23.5% of the PBS schedule and about 9% of the system's total income).—*Neil B. Mahrer, senior vice president-development, public information, research and administration, Public Broadcasting Service, Washington.*

EDITOR: Your editorial, "Fourth commercial network," ignores the seminal point that PBS as a national programming force exists solely as an outcome of the three commercial networks' failure to provide programming of sufficient quality to attract the institutional dollars now spent to associate the corporations you mentioned with significant broadcasts. The leaders of PBS must give thanks daily that they are thrice blessed with the inadequacies of ABC, CBS, and NBC.

Such is not the case in radio. Commercial radio has presented major corporations with alternatives: Texaco sponsors the Metropolitan Opera broadcasts, Teneco sponsors the Houston Opera, Exxon sponsors the New York Philharmonic, Allstate sponsors Chicago Lyric Opera programs, Amoco sponsors the Chicago Symphony, Christian Brothers sponsors the San Francisco Symphony, Allis-Chalmers sponsors the Milwaukee Symphony.

I agree that in this discussion the distinction between advertising and underwriting is a red herring. I disagree that commercial television has anyone to blame but itself for the "defection" of corporate dollars to PBS. There's a marketplace out there that ABC/CBS/

NBC has had to itself all too long. This is not the first time that television has a lesson to learn from radio.—*John M. Emery, manager, WCRB Productions, Waltham, Mass.*

It didn't play

EDITOR: I don't want to sound like a member of the Chamber of Commerce of this area, but the author of your article on WARC '79 in the Sept. 17 issue should be informed of a few facts concerning the Peoria, Ill., area. The first sentence of the article contains a mild put-down of this community.

Our company publishes the largest newspaper in the state of Illinois, outside the city of Chicago. It should also be said that the Peoria area in general hosts some of our nation's most important corporations, not to mention being the world headquarters for Caterpillar Tractor Co. Although we are the second largest metropolitan area in the state, our roots go back further than Chicago.

We Peorians don't mind being one of the most important test markets in this country; please note the old saying, "Will it play in Peoria?" which has regained a certain degree of notoriety these past several years. I am merely writing this letter to let you know that one of your country's richest industrial-farm complexes is sensitive to more than provincial issues.—*Arthur C. Greenberg, general counsel, The Peoria Journal Star Co.*

Good for the gander

EDITOR: If we wondered what's wrong with the country before, it becomes increasingly clear now following your story concerning Representative Ronald Mottl (D-Ohio), who has introduced a bill that would require the FCC to reveal individual TV and radio station financial matters. Obviously, Mottl has never had occasion to discuss programming with viewers or listeners. Each individual person from that audience has their own axe to grind, their own personal preferences and absolutely no appreciation for the wants and wishes of the other viewers and listeners.

I can't help but wonder how much more effective Mr. Mottl would be with his constituents if his personal income tax returns were placed in a public file in Columbus yearly so that his financial disclosure could help his constituents analyze his performance versus his profits. "I see no harm and much potential benefit in allowing the public access to this data."—*Tom Joyner, president, WPVA-AM-FM Petersburg, Va.*

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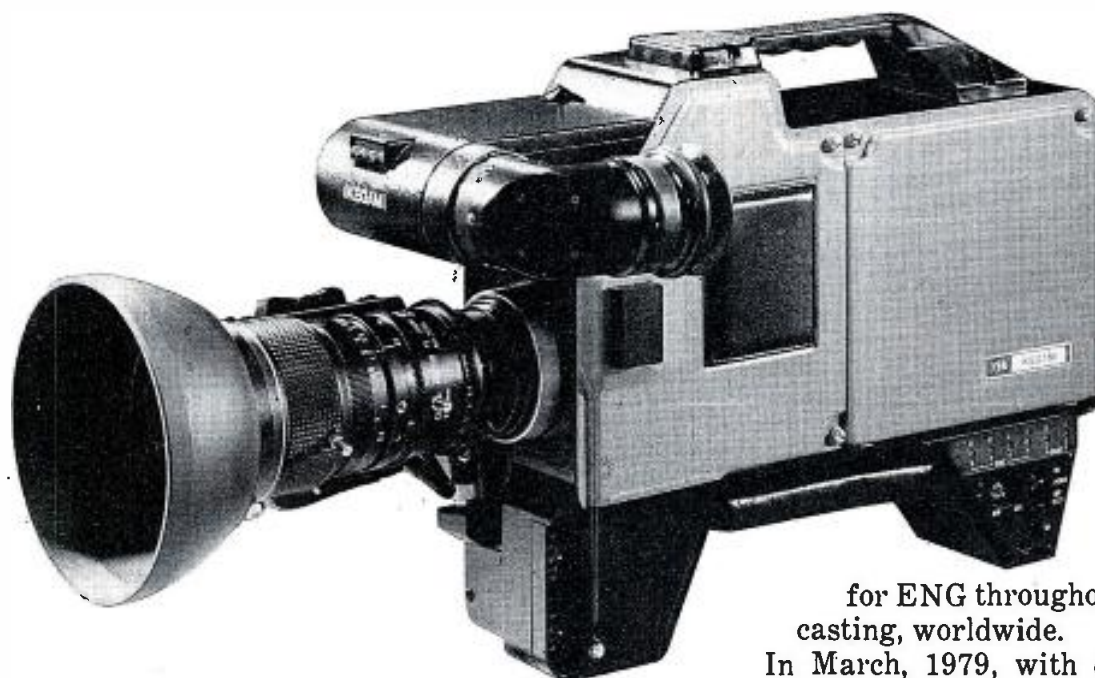
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Founded in 1931 as *Broadcasting*—The News Magazine of the Fifth Estate. □ *Broadcast Advertising** was acquired in 1932, *Broadcast Reporter** in 1933, *Telecast** in 1953 and *Television** in 1961. *Broadcasting-Telecasting* was introduced in 1946.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

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A remarkable new television camera is ready for ENG broadcasters, a new-generation camera significantly more compact, yet higher in performance than any prism-optic ENG camera now offered.

The new HL-79A is like other Ikegami cameras in its performance and reliability. This tradition is well-known in the industry. It dates back some six years to the pioneering HL-33 head-plus-backpack camera that first made broadcast-quality ENG truly feasible. The HL-33 and its successor, the HL-35, carried on this tradition of reliability. And the current HL-77A head-plus-battery camera is today's standard

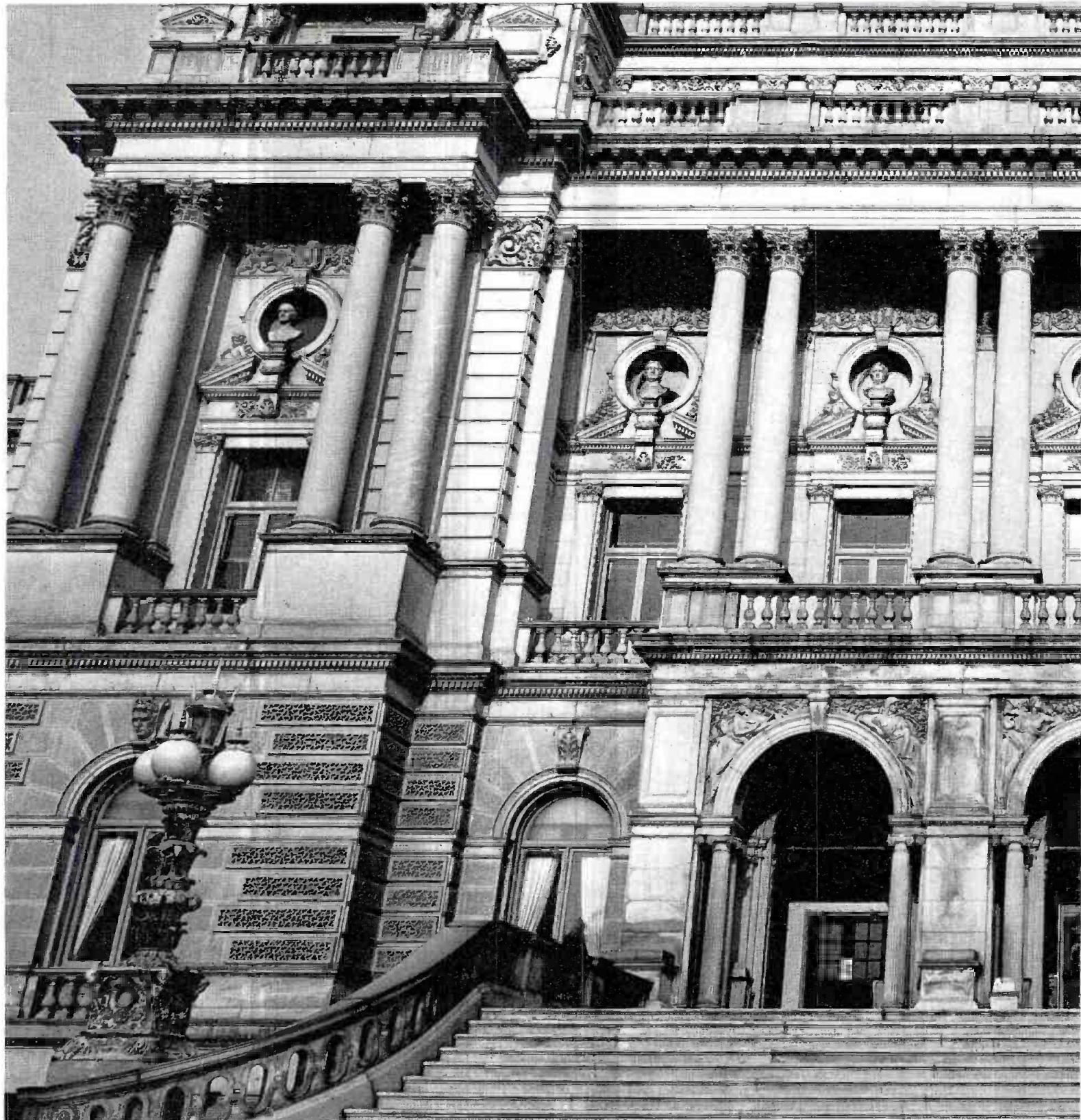
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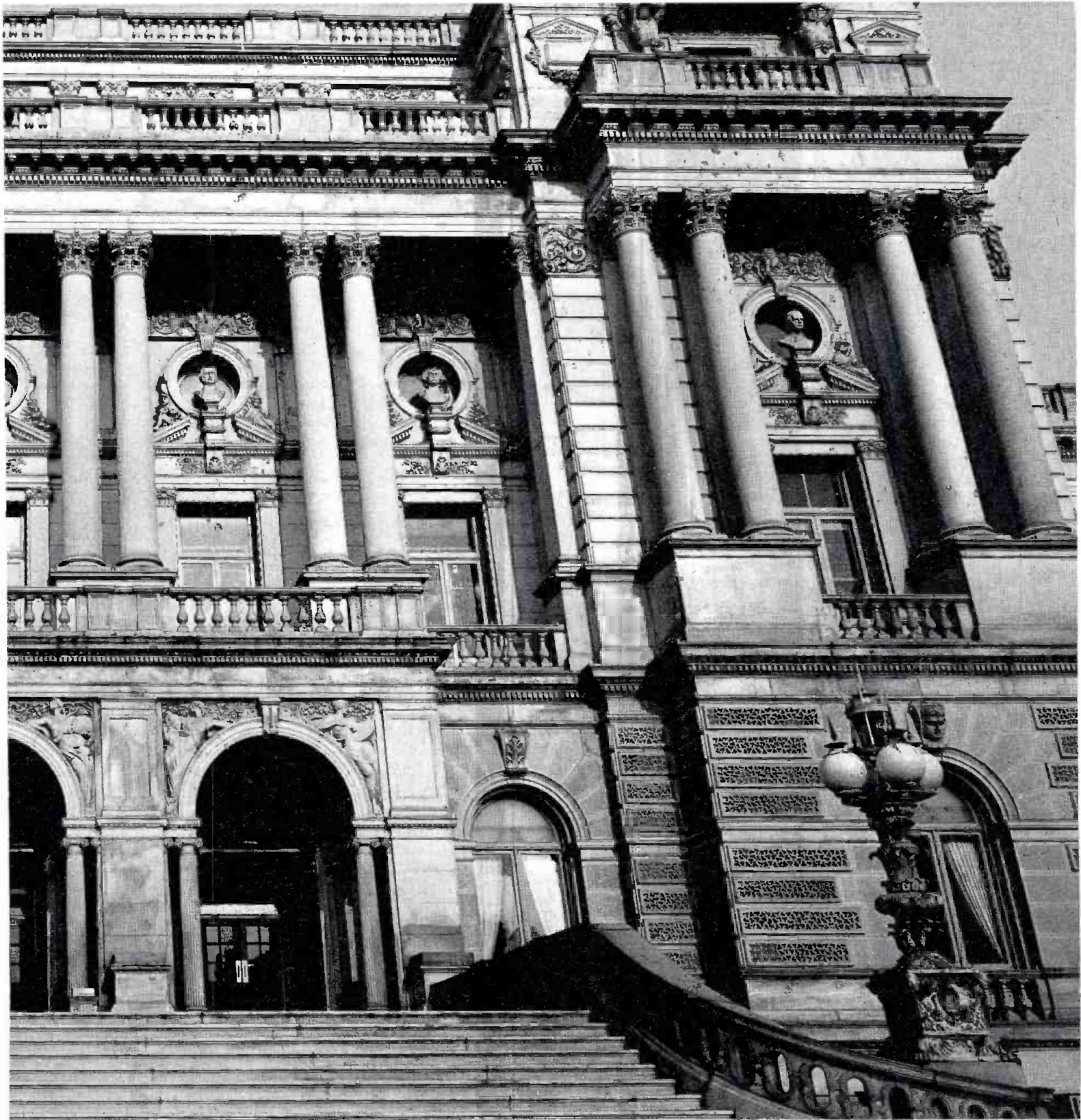
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Monday Memo®

A broadcast advertising commentary from David Golde, vice president, Golde Department Stores, St. Louis

Golde's opportunity in TV advertising

The competition carries similar merchandise. Several of our competitors can carry 10 times as many brands, do 10 times as much business, have 10 times as many services and more stores than we do. How do we exist? Where do we fit in, not only today, but in the future?

These comments could come from any specialty store executive. But our specialty operation, Golde's, provides services customers can't get in a large store. We promote these services primarily through institutional broadcast advertising, and when we look at the bottom line, we see increased sales and increased profits.

Started in 1925, Golde's has evolved as a prosperous, eight-outlet junior department store—no furniture, appliances, carpeting—specializing in national brands such as London Fog, Bobbie Brooks, Carters, Levi's, Fieldcrest and Arrow.

Throughout its 53 years, Golde's advertising was confined to suburban weekly newspapers. More recently, tests were made using dailies, but with little response.

Following a conference on retail advertising positioning four years ago, our management took a hard look at our business and decided it was time to find out if there really was a need for Golde's and what it was. The result: an in-depth research study using focus-group interviews.

We discovered things we probably always knew. Our stores were convenient. We had the same type of merchandise as the bigger stores, but we had it on an intimate basis where the customer could go to one department and find all the items he or she was looking for, rather than going to four floors. We were providing customers with services they couldn't get in a big store. We had friendly sales people who were cooperative and would answer questions, rather than clerks who merely stand at a terminal and ring up the sale.

A new marketing stance or position was adopted, emphasizing the services and the atmosphere customers liked. Concurrently, we decided to use broadcast advertising. Vinyard, Williams & Lee of St. Louis was selected as the store's agency for radio and television, with print and direct mail continuing to be handled internally.

Radio was the first step in the campaign, which began in 1977 with "friendly helping hand service" featured. Later, free alterations not for men, but women and children were introduced on radio and in



David Golde has been with Golde Department Stores, St. Louis (founded by his father and uncle in 1925), since 1956 when he joined the firm on a full-time basis. He is vice president and divisional merchandise manager of the infant's and children's departments and director of marketing and advertising. He is responsible for the sales promotion division and all advertising, which includes broadcast, newspaper, direct mail and visual merchandising.

the suburban newspapers. These were followed with the introduction of free fancy gift wrapping, a second special Golde's service.

Television advertising was launched in 1978. Our management became convinced that this was the future of advertising. An institutional television commercial was created, stressing free alterations, free fancy gift wrap, friendly helping-hand service and ending with a short event promotion changed monthly—back to school, fortune cookie sale, fall sale, anniversary sale, or sidewalk sale. Incorporating the theme developed for radio, musical TV commercials positioned the stores' strengths with "Golde's gives you a helping hand . . . free gift wrap . . . free alterations . . . and expert sales staff . . . We're singing a song for you you'll understand."

We always were known, since the early days, as a very strong yard-goods and drapery store. We're still doing a good busi-

ness in these areas, but we have many other things to highlight. Yet we didn't want to concentrate on men's wear, women's wear or children's wear. We wanted customers to feel Golde's has fantastic men's wear, fantastic women's wear, fantastic children's wear, besides the yard goods and drapery departments. That's why we decided to sell the whole store first.

Anchor of the audience for Golde's advertising was the 25-to-49-year-old age group. To reach these people, 30-second commercials were utilized each month on a two-day to three-day saturation schedule—morning shows, some daytime programs and, more frequently, early evening news and late evening shows on three St. Louis and two Columbia/Jefferson City television stations.

We'd always had a good background among older customers, and when we looked at our positioning, we decided to concentrate on that group and the 25-to-49 ages, rather than creating disco shops to appeal to the younger element. It was not our cup of tea.

Has it worked? Our exposure of free alterations and free gift wrap has been sizable and I would attribute that largely to television. I do an occasional squib about them at the bottom of our print ads and on some radio spots, but when you're doing an institutional campaign and saying it month in and month out, you know that's what has gotten the word out.

While television was institutional, radio advertising featured items. Radio advertising is similar to the weekly newspaper pattern for Golde's—suburban stations selected in areas covering individual stores. Radio is not currently used by the St. Louis locations.

This year also involves greater use of television—approximately 30% of the budget, compared with 15% of 1978 and nothing two years ago. Direct mail will be in the 40% range as it has been in the past, radio continuing at about 3% and suburban newspapers about 25%, down from a 47% share of the budget two years ago. The total budget approaches 3% of sales.

The whole television industry as far as retailing is concerned has barely scratched the surface. I don't think we've even begun to see what TV can really do for Golde's and for stores all over the country.

Advertising agencies can play a significant role. As a beginning electronic media advertiser, an agency has played an important role in our getting on the air. For smaller retailers who may think they can't afford it, there are a lot of agencies that would love to have their accounts.

“We went from dead last to #1 overall in less than a year with TM Stereo Rock.”

—Bob Taylor, General Manager
WSTW, Wilmington, Delaware



Bob Taylor, General Mgr.
WSTW, Wilmington

Whether you're in a rated market or not, Bob's story will interest you. Because Bob started seeing a definite sales increase almost immediately after putting TM Stereo Rock on the air in October of 1978.

“Sold out long before we got the book”

Within a month Bob was getting calls from businesses 50 and 60 miles away, asking him to send a sales rep. Even with up to 10 units per hour to sell, it wasn't long before the station was sold out.

When the book finally came out, it merely confirmed what everybody in the market already knew—WSTW was number one! From a dead-last 1.5 share in Apr/May '78, the station had drawn an incredible 13.9 share in the 1979 book.*

Here's how Bob did it, and here's how TM Programming can help you do the same thing:

“Identify the target audience”

Bob conducted extensive (and expensive) research and discovered that the big 18-34 audience was up for grabs in his market.

He visited other markets, talked with other managers, and concluded that what this audience wanted was solid rock music in a clean, sophisticated environment. He wanted something bold. TM Stereo Rock gave him what he wanted.

TM Programming can do the research for you—FREE

If you have neither the time nor the money to conduct your own research, don't worry. Call or write TM Programming today for a free market analysis.

This research system probes your market

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

“Working with TM is a very cost-efficient way to build a superior product”

Bob Taylor and WSTW did a lot of business with TM Stereo Rock. Could you do the same? To find out, call right now. Call collect 214-634-8511. And ask for Tim Moore, Executive Vice President. Or mail coupon below.

Stereo Rock

Mail coupon today for free programming analysis in your market.

Name _____

Title _____

Station _____

Address _____

City, State, Zip _____

TM

TM Programming
1349 Regal Row
Dallas, Texas 75247

*Total persons 12+, Mon-Sun 6:00 AM to midnight, Metro area.



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TOP OF THE WEEK

Deregulating the dishes: FCC lets loose earth stations

Applications will no longer have to be filed unless frequency protection is sought; biggest initial boon is to radio

The FCC has opened the floodgate on receive-only earth stations—a development of almost revolutionary significance to radio, of great importance to television and, indeed, of signal significance to all telecommunications users, including newspapers.

It happened last Thursday (Oct. 18) when the commission approved voluntary licensing of the receive-only dishes. In deregulating this common carrier service, the FCC has eliminated the long waiting lines and costs that broadcasters and cable operators have had to face in acquiring their own satellite dishes. Those who choose to operate without a license, however, will have to contend with the possibility of interference or pay the costs of shielding against it.

The FCC adopted the policy by unanimous vote last Thursday (Oct. 18). It became effective immediately. Until now, it has been necessary for users to resolve potential interference from terrestrial microwave signals by going through a three-step process: frequency coordination, filing for a construction permit and then filing for a license.

Under the new policy, those who do want a license need only go through the third step; the first two have been eliminated. But whether or not a user chooses to be licensed, he still must get permission from programers to receive their transmissions.

It is anticipated that television broadcast and cable services will continue to seek licenses in urban areas; they are dependent on a clear signal path to service customers. But for audio and data networks, however, it may be less costly to move an earth station that receives interference than to go through the frequency coordination process. Thus the bullishness, particularly by radio networks, in wake of the FCC's action.

Chairman Charles Ferris, in a statement after the meeting, said: "It is often more costly to undertake FCC licensing and fre-

quency coordination than to relocate an occasional earth station if the need arises. As the number of stations in a network increases, this trade-off is more attractive. Frequency coordination . . . may cost as much as \$3,000 per station. With the hundreds of thousands of stations necessary to distribute a national newswire system to the nation's newspapers and broadcast stations, it might make better economic sense to move those few which receive interference than to pay hundreds of thousands of dollars" to coordinate them.

One of the first to benefit from last week's ruling will be the Mutual Broadcasting System, which has had an application for 500 10-foot antennas pending at the FCC since March 1978, and one for 200 15-foot antennas pending since April 1979.

Gary Worth, a Mutual executive vice president, said: "The user is now free to make business decisions based upon its requirements and competition in the free marketplace. We're about to see electronic communications enter yet another new era and for network radio it will represent the first major improvement in transmission quality in 54 years. It's been a long time coming and the public is going to be better served."

In New York, UPI was "delighted with the FCC decision," while AP said it "will speed the delivery of high quality audio and news to stations." (One AP source was less sanguine, questioning the cost/

Icing on the cake. The FCC's move to deregulate earth stations last Thursday morning couldn't have come at a more opportune time for Sid Topol, chairman of Scientific Atlanta: At noon, he was addressing the New York Society of Security Analysts. Topol told the Wall Streeters that sales volume for S-A's earth stations had grown to the "hundreds of thousands," but the firm was now "willing to take it to a volume in the millions." Five-meter antennas that can be assembled in a day and, said Topol, aimed "with a Boy Scout compass and a Hewlett Packard calculator" have opened the field to rapid expansion. Topol sees a future in which every cable system will have "at least one" dish and every broadcaster will have satellite-reception capability. Citing increased demand from businesses, hotels and even churches, Topol said the dishes "will be, in effect, electronic mailboxes for many locations." Topol also reported that in the first quarter, ended Sept. 30, S-A profits were up 54% on a 50% increase in sales.

risk trade-off.) CBS Radio President Sam Cook Digges welcomed the move as opening "a whole new ballgame," adding "let's see what the manufacturers say." ABC was studying the matter late Friday; NBC likewise wasn't ready to comment. National Public Radio's vice president for national affairs, Walda Roseman, said "this represents a push ahead for communications," but added that NPR will probably stick to the licensing procedure since 169 of its 204 applications for earth stations have been granted.

Geller figures it both ways

He presents FCC with a plan to enlarge minority ownership at benefit to broadcast groups

The Carter administration, hoping to boost minority broadcast ownership, last week proposed expansion of the FCC's distress sale policy as well as liberalization of the radio multiple ownership rules and the TV top-50 policy. The proposal offers an inducement to established station groups to enlarge their broadcast holdings with the participation of minorities.

In a filing with the FCC, the National Telecommunications and Information Administration suggested that the commission allow licensees to enter into distress sale agreements at any time prior to the issuance of a final decision by the commission. Currently, such deals are allowed only prior to the setting of a hearing when license renewals are challenged by outsiders or the FCC. In addition, NTIA asked the FCC to consider waiver of the radio multiple ownership rules, the TV top-50 policy and the three-year rule for transferee applicants with at least a 25% ownership by minorities—half of whom would be integrated into the daily management of a station.

In announcing the filing, NTIA Administrator Henry Geller said the proposals would help minorities acquire interests in major markets "where large capital requirements have been a markedly discouraging factor."

In a letter to FCC Chairman Charles Ferris, Geller outlined the latest push to assist minority entrepreneurs. "Even though the number of minority-owned commercial broadcast stations has increased from approximately 62 stations in January 1978 [when the administration's initial program was announced] to about 134 stations today, minority ownership still accounts for only 1.5% of the nation's

commercial broadcast outlets. Therefore, further incentives for sales to minorities are warranted."

Geller said the waiver of the seven-station limit for AM and FM would not damage the objectives of the multiple ownership rules, but will help redress the imbalance in ownership. But the idea can only work, he said, if broadcasters are committed to it. Given experience with ownership and management, he said he thought minorities would then be in a position to branch out and possibly acquire stations on their own.

Similarly, NTIA believes the promotion of minority ownership justifies waiver of the policy barring acquisition of more than three television stations—or more than two VHF—in the top 50 markets, absent a compelling public interest showing, and of the rule requiring a hearing on the sale of properties held for less than three years.

Geller said that expansion of the distress sale policy is important because proceedings often take years to resolve.

The petition also claims there is a lack of commission data on the extent of minority ownership, which is important in formulating policies. Therefore, NTIA requested a rulemaking to require the FCC to change either Form 395, Form 301 (initial licensing), Form 323 (ownership), or the assignment/transfer forms to reflect statistics in this area.

First word out of FCC network inquiry box: encourage new program sources

Phase-one report says commission could step in and further regulate present set-up, but no benefit would come of it; instead it recommends looking to development of additional delivery alternatives

The three commercial television networks and their affiliates are so successfully entrenched in their economic structure that any attempt by the FCC to regulate them—and it has the power to do so—would prove fruitless. Therefore, a report by the FCC's network inquiry staff concludes, the commission must look elsewhere—"specifically to structural changes which affect the number of programming outlets, if regulation is to make a difference in the television service provided to the viewing public."

These are the conclusions of the preliminary reports issued last week in the FCC's inquiry to determine whether pre-

sent network practices permit adequate competition in the industry, given existing technological and legal constraints.

After two years and an expenditure thus far of \$950,000, the inquiry staff has issued its findings on network-affiliate relationships, FCC jurisdiction over network practices, the structure and business activities of network parent corporations, and three background documents dealing with the history of the networks and FCC's rules. The reports were based on the networks' performance in 1977.

They are but the first in a series that will culminate in a full staff report to the commission next fall. Additional reports in phase one of the inquiry—on station profits and advertising markets—are expected this fall. The most far-reaching of the reports will be those in phase two, where the staff will look at the program supply industry. Those items, which are expected in the first half of next year, will look at the financial viability of additional advertiser-supported networks and policy issues raised regarding their development.

The commission has adopted an unusual procedure in the network inquiry; it has requested comments on all phases. Comments on last week's studies are due in 90 days, replies 15 days after that.

■ The most extensive of last week's studies was the report on the network-affiliate relationship.

The report stated "that so long as one accepts the existence of three, and only three, networks operating at any given time, there will be severe limitations on the use of the regulatory process to alter the programs which viewers can watch." Thus the report suggests that the commission look for other outlets for viewing alternatives. Those that the inquiry staff will examine include the entry of additional over-the-air, advertiser-supported hook-ups and new technological developments in cable, satellite, pay TV and videodisks and videocassettes.

The networks, their O&O's and their affiliates not only dominate the industry in coverage, but in profits as well. In fiscal year 1977, they earned 91% of the \$1.4 billion total TV profits for that year.

The study also showed that these profits are distributed between networks and affiliates through bargaining power, differing in the markets depending on the number and types of competing stations. But, the report said, "it is clearly an efficient method of economic organization ... while affiliates and networks are often rivals for larger shares of industry profits, in most cases they both have an interest in making the amount to be divided as large as possible." The study added that although "the sale of advertising, the simultaneous transmission of programs and the provision of program schedules that extend over many parts of the day and days of the week" are part of the system, nonetheless "determining whether they are indispensable to achieving efficiency requires further study."

Since the relationship between networks

Brennan: pick court targets with care

The news media last week received cautionary advice from a member of the Supreme Court whom the press has regarded as a friend in First Amendment cases. Cool it, Justice William Brennan said, in effect, in reference to what he regards as the media's "overreaction" to court decisions involving free-press issues.

Brennan spoke at the dedication of the Samuel I. Newhouse Law Center at Rutgers University. And since over the years he has dissented, as he said, from opinions he saw as "hampering, if not shackling, the press's performance in its crucial role in helping maintain our open society," his views appeared to carry special weight.

He said the argument that the press's ability to function "has suffered grievous and unjustified damage may have merit in some cases." But in others, he added, "the vehemence of the press's reaction has been out of all proportion to the injury suffered."

He mentioned specifically the Herbert vs. Lando case, involving CBS's *60 Minutes*, in which the court held that the plaintiff in a libel suit could probe the thought processes of the defendant journalists. The result, he said, "was a virtually unprecedented outpouring of scathing criticism."

Brennan had dissented in part in the Herbert case; he objected to the majority's unwillingness to exempt from the ruling communications among editors regarding

the story in question. But, he said, "the Herbert case deserved a more considered response on the part of the press than it received."

Brennan, like a colleague on the court, Justice John Paul Stevens, in a speech last month (*BROADCASTING*, Sept. 17), said the press is erroneously assuming it is entitled to the same First Amendment protection in the various roles it plays. But, Brennan said, the courts "must weigh" the effects of any restriction on the press's rights against the social interests the restrictions serve. And such an inquiry, he added, "does not fit comfortably with the absolutist rhetoric associated" with the role of disseminating information.

The court needs help in scouting the "dim areas in which the shield of the [First] Amendment is put forward not to guard the personal right to speak, but to protect social functions of impersonal dimensions," he said. "But," he said, "the press can be of assistance only if bit-terness does not cloud its vision, nor self-righteousness its judgment."

To help make that point, he cited the court's decision in the *Gannet* case, which held that judges in some circumstances may close courtrooms to the press and public, perhaps "without even considering the interests of the people." The press, Brennan said, was quite correct in criticizing that opinion. But, he said, its credibility "was impaired by the excesses of its reaction to Lando."

and affiliates is essentially a business partnership, there need not be anything "sinister" about affiliates' decisions to carry network programming, the study says. "A station's decision to carry a popular network program undoubtedly provides substantial benefits to the viewers in its community."

At the commission meeting where the report was released, Commissioner Joseph Fogarty pressed both Besen and Krattenmaker for assurances that no evidence had been found that the networks discouraged pre-emption. Besen said "we have no evidence of coercion" on the part of the networks to force affiliates to carry their programming. And Commissioner Abbott Washburn said he didn't "necessarily" agree that the FCC couldn't do a better job of regulating the networks than they were doing themselves.

With respect to the FCC's authority to apply regulation directly to the networks, the staff concluded that "it is clear that the commission may regulate the network's practices with respect to their affiliates so long as those regulations are based upon a sufficient factual record and do not violate express provisions of the Communications Act or the Constitution . . . To be valid, such regulations must be reasonably designed to promote an established administrative objective that is itself permissible under the act."

Getting nasty over New Jersey

After more fist-pounding and shouting than are customary in an open meeting, the FCC last Thursday (Oct. 19) issued a notice of proposed rulemaking designed to improve TV service in New Jersey. It affords three options, of which the FCC prefers the first: adding six UHF allocations to the five existing U's in that state.

The commission also agreed to order all VHF stations in New York City and Philadelphia to show a greater physical presence in New Jersey by establishing offices there with news bureaus equipped to transmit to the home studio via landline or microwave.

The other two options: full-power VHF drop-ins or a network of low-power V's. In a parallel notice, the FCC will seek comment on whether the commission may order TV networks to affiliate with the six proposed U's, if that option were taken. The commission will also consider waiving STV or translator rules to aid the visibility of the proposed U's.

During a four-hour meeting described variously by staff members and spectators as a "zoo," a "debacle" and an "embarrassment"—the seven commissioners argued at great volume.

Chairman Charles Ferris took the lead in crusading for additional service for New Jersey, service he feels "cannot be gotten

by some reporter riding around in a van, with a dish on top, looking for a story for the day." Commissioners Joseph Fogarty and Tyrone Brown agreed that New Jersey citizens are being deprived of coverage, and that the neighboring VHF's should, as Chairman Ferris noted, "earn all those [profitable] eyes and ears they're getting."

Ferris continued: "Unless you have bricks and mortar, unless you have a studio presence where people can go with a story, not just an office where they can go for some therapy when they're feeling blue and neglected . . . nothing will happen."

Commissioner Anne Jones said she believed that the FCC did not yet have the answers. Addressing the chairman, she said, "Maybe we should leave *this* to the marketplace . . . maybe the viewers should go to the advertisers."

Brown, saying the commission has been "conservative" on this issue, said "here we have a situation where a group of stations get almost one-third of their revenues from viewers they do not serve." Commissioner Abbot Washburn, who led the opposing side, said he was "tired of all the rhetoric going on here today about the big, bad corporations." Brown took offense, saying "What is going on here is not rhetoric. I believe in what I'm saying."

In Brief

With President Jimmy Carter scheduled for appearance at dedication of John Fitzgerald Kennedy Memorial Library in Boston on Saturday (Oct. 20), White House offered President to four Boston VHF's as interview subject in "Conversation with . . ." format, and stations snapped it up. Interview—of up to one hour—was scheduled for taping at 12:15 p.m. at Logan Airport, but White House embargoed broadcast until 6 p.m. to avoid "treading" on dedication ceremony.

Worldvision Enterprises has acquired distribution rights to "Barnaby Jones," Quinn Martin production now in eighth season on CBS-TV. Series, including current season, is available for local play beginning next fall.

House Communications Subcommittee has set dates for previously announced oversight hearings. One-day look at National Telecommunications and Information Administration will be Nov. 8, while FCC hearings follow Nov. 13-15. Full commission will be on hand on 15th.

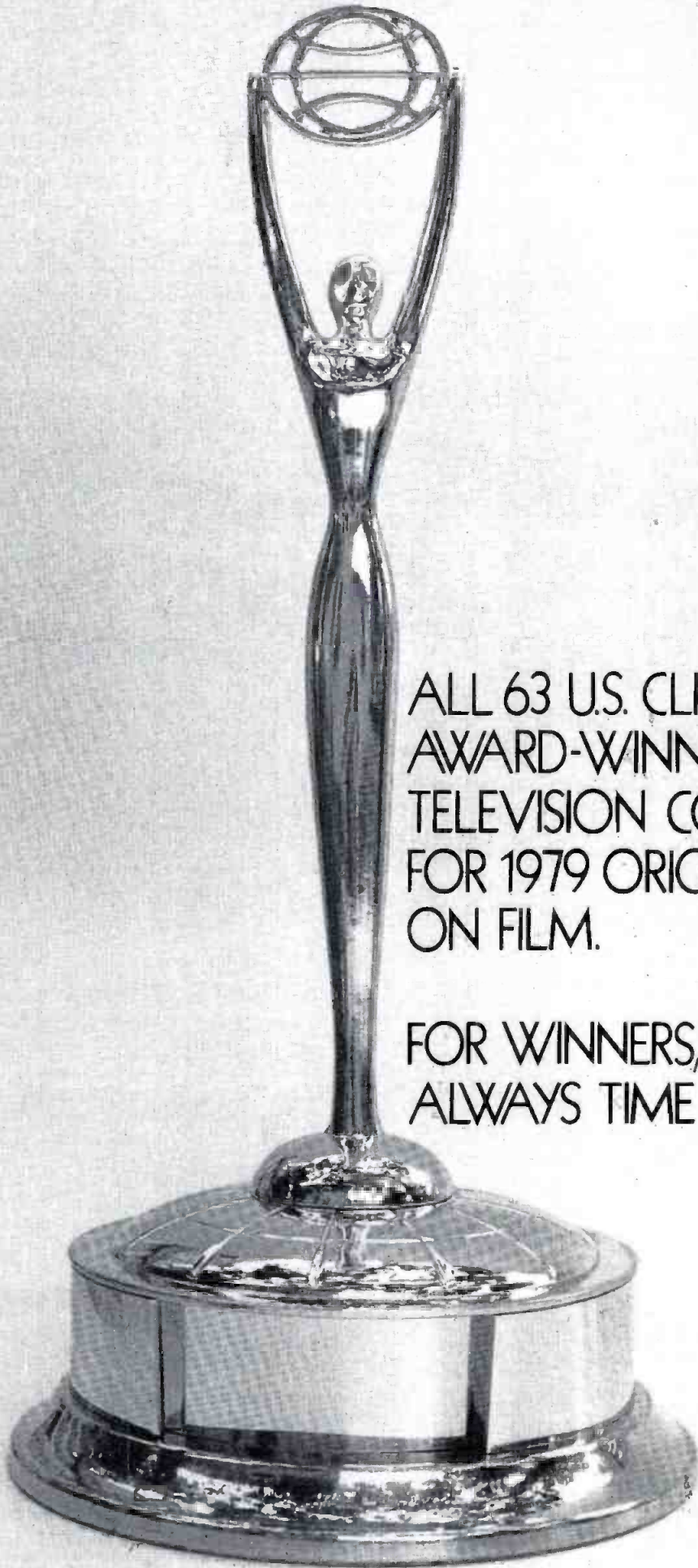
National Association of Broadcasters has petitioned U.S. Court of Appeals in Washington to notify broadcasters and others who have paid fees to FCC that waiving rights to further claims is not prerequisite to commission's processing and granting requests for fee refunds, and that waiver has no legal effect. NAB, in pleading filed with court, suggested that waiver request is one reason for slow pace of refund program. NAB has found that, seven months after commission adopted procedure for granting refunds, only \$22 million of \$60 million designated for reimbursement has been claimed.

KTVN(tv) Reno has been sold by Washoe Empire Corp. to Sarkes Tarzian Inc. for price in \$10-million-\$15 million range. CBS affiliate (ch. 2) is owned by Lee D. Hirschland, president and general manager, and four others. Buyer, owned by Sarkes Tarzian and family, also owns two AM's and two FM's in Indiana. Broker: Ted Hepburn Co. Journal Star Stations group has purchased KRKE-AM-FM Albuquerque, N.M., from Gaylord Broadcasting for \$4.5 million plus \$500,000

for agreement not to compete. Buyer publishes Peoria (Ill.) Journal Star and owns five AM's and three FM's; John G. Enoch is vice president and general manager of broadcast division. Seller, headed by Edward L. Gaylord, is associated with Oklahoma Publishing Co., also owns two AM's, one FM and seven TV's.

Senator Howard Cannon (D-Nev.), co-author of Communications Act revision bill, told National Association of Broadcasters television conference in Atlanta Friday that broadcasters do themselves "disservice" by being unwilling to look at issue of license fees "dispassionately." He said he also believes Communications Subcommittee should reconsider question of program formats in light of court decisions "which reject FCC's wisdom that marketplace, rather than regulatory factors better reflect public choices in radio programming." NAB's second TV conference is scheduled Nov. 1-2 in Denver.

Maurice B. Mitchell, of Santa Barbara, Calif., one-time broadcast sales and association executive and prominent publisher-educator (Encyclopaedia Britannica, University of Denver), elected board chairman of National Public Radio, succeeding Edward Elson of Atlanta, concessionaire. Mitchell is now co-owner of Westview Press, Boulder, Colo., publisher of scholarly works. He anticipates activist approach to NPR responsibilities, plans nationwide tour of affiliated stations, believes until now "public radio has missed the boat" in encouraging corporate underwriting of programming. Chuck Gingold, program director of KATU(tv) Portland, Ore., and president of National Association of Television Program Executives, will take over as director of programming for WABC-TV New York Dec. 3, replacing Neil Kuvin, whose future plans are unannounced. Robert Kalstad, KATU program manager, succeeds Gingold, who will continue in NATPE post. Lester M. Crystal, whose two-year tenure as NBC News president ended last month, will remain in organization in newly created role of senior executive producer, politics and special programs, responsible for political programs during 1980 election year, as well as special broadcasts. Crystal reports to new NBC News President William J. Small and Gordon Manning, who has been named VP, politics and special programs. Christopher Weaver, manager, new technology research for ABC, will join National Cable Television Association as VP technology.



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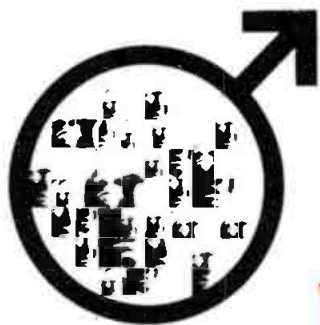
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Anthony Perkins	and many, many more



NAB radio board struggles with the particulars of deregulation stance

It tries to deal with realities of the FCC while hoping that better answer lies in legislation

The National Association of Broadcasters is having trouble reaching consensus on which way to turn in response to the FCC's radio deregulation proposal.

There was evidence of this last week when NAB's radio board met to draw up a deregulation resolution. The resolution that was eventually adopted calls for elimination of the FCC's rules and policies on ascertainment, commercial time standards and program log-keeping. It also calls for adoption of rules "setting a standard that combines maximum licensee discretion with a presumption of license renewal."

The last point was the subject of contention among members of the radio board. The resolution, as drawn up by Chairman Arnold Lerner, of WLLH(AM)-WSSH(FM) Lowell, Mass., initially called specifically for nonentertainment programing standards. The board debated the issue and decided to drop that clause because there might be other standards the commission could set that would insure license renewal. Lerner, whose own mind was changed by the debate, said he was "pleased with the outcome, and we have instructed the legal department to look at other possibilities. Under the First Amendment, we shouldn't have to put up with standards . . . but we live in the world of the 1934 Communications Act. Our question is: How much regulation do we have to put up with to get what we want?"

What broadcasters want, he said, is license stability. Vice Chairman Ed Fritts, of Fritts Broadcasting, Indianola, Miss., believes that license stability is the "prime objective of every broadcaster, even above deregulation. The difference of opinion among board members is how to tell the commission how to assure this stability."

Donald A. Thurston, immediate past chairman of the joint board and president of Berkshire Broadcasting, North Adams, Mass., felt "frustrated" by the board's actions. He said the board was "dealing with legislative desires rather than regulatory realities." Thurston, who favors a single, simple standard such as one for nonentertainment programing, said that the board had to deal with the '34 act as it now

stands, not with a "legislative wish book" which is "gone for now."

The NAB executive committee several weeks ago considered a quota of something under 6% of total program time for news and public affairs ["Closed Circuit," Oct. 1].

Lerner said the legal department has been instructed to look at other options. The NAB lawyers will report their findings to the executive committee when it meets Nov. 7. At that time, it will consider whether or not to amend the resolution.

The debate on the program standards clause ran until after lunch, when the resolution was adopted by the radio board (in an undisclosed vote) and adopted unanimously by the joint radio and television boards during an executive meeting.

While the resolution applauds the FCC's deregulation efforts, it states that broadcasters should still "look to the Congress for relief from unnecessary legislative and regulatory burdens . . . desire rational, clear, and definite standards under which the commission will process and consider renewal applications." The resolution added that "radio broadcasters wish to avoid protracted hearings where disputed issues arise and seek the achievement of a radio deregulation program with the least likelihood of court reversal."

Board members also heard from Henry Geller, head of the National Telecommunications and Information Administration, and Steve Simmons, of the White House domestic policy staff, who met with the joint board for lunch to discuss deregulation proposals and the 9 khz proposal. Tom Bolger, of WMTV(TV) Madison, Wis., chairman of the joint board, described the meeting as "an exchange of

Not so. The National Radio Broadcasters Association has refuted rumors that National Association of Broadcasters and NRBA are considering a merger. NRBA Vice President Abe Voron said press statements hinting at a marriage of the two organizations are "untrue" and "misleading." He added, "some NRBA, NAB, and Radio Advertising Bureau members have had informal, private conversations on the subject of improving communication, liaison and coordination of efforts between the major associations in our industry, but a merger is not and has never been considered by NRBA."

views—they've been wanting to meet with us for some time, and we saw the meeting as a good opportunity."

Other matters on the boards' agenda included a report on TARPAC, NAB's political arm, by its chairman, Bill Turner, of KCAU-TV Sioux City, Iowa. The board considered whether to house TARPAC's offices at NAB's headquarters in Washington. Centralizing the office, the board feels, would facilitate TARPAC's efforts. Such a move, if adopted, would not take place before next year. TARPAC is now housed with its chairman.

Bill O'Shaughnessy, president of WVOX(AM)-WRTN(FM) Westchester, N.Y., and a member of the radio board, urged closer contact between the NAB and the National Radio Broadcasters Association. O'Shaughnessy had written a letter to all board members urging a liaison between the two organizations and has received some favorable responses ("Closed Circuit," Oct. 1).



Social occasion. The NAB toasted its new chairman at the Congressional Country Club in Washington Oct. 14. At left: NAB's immediate past chairman, Donald Thurston of WNMN-AM-FM North Adams, Mass., and his wife, Oralie. At right: the new chairman, Thomas Golber of WMTV(TV) Madison, Wis., and his wife Shaila.

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Broadcasting

At Large



R. Peter Straus is back as a private broadcaster today as chairman of the family-owned WMCA(AM) New York. His resignation as director of the Voice of America became effective yesterday (Oct. 21). But before he left, he talked with BROADCASTING about his two and a half years with the Voice, about how it has developed and how he feels it is perceived in the world. He has said he resigned because the last year of any administration is one in which policymakers, by the nature of things, are obliged to mark time, and he did not want to be "stuck in neutral" (BROADCASTING, Oct. 8). The memories he carries with him from the Voice are not those of a man who is accustomed to being idle for long.

What have been the Voice of America's key accomplishments during the two and a half years of your stewardship?

The major accomplishment over the last two or three years has been the firm and final establishment of independence of the news function of the Voice of America. That's the most long-sought-after thing in the house here and probably the most important achievement for the future of the Voice and its credibility abroad. Once it is really perceived to be as it now is—wholly independent in its news function—what we see is a rapidly increasing number of listeners, and [increasing] credibility of the Voice. And that's a very important part of the function for any broadcaster—to be perceived as being honest, complete, authoritative and responsible.

That's probably number one. And then, in no special order:

Getting U.S. foreign policy editorials on the air is important for a couple of reasons. It's a

little like the sponsor's commercial. The sponsor is the taxpayer, in this case—or, more precisely, the administration that the taxpayer elects. It seems to me [that it] has a right to get its message on the air from time to time, unencumbered by other considerations. To stop and say, "There's a government radio station and here's what we believe about the Panama Canal treaty."

Just in plain simple equity, that seemed like a good idea. But there's another and I think more important reason. I can't conceive that there's anybody on the face of the earth, no matter in what constrained circumstances or how little educated, who does not know that we or the BBC or Radio Moscow or the Voice of the Arabs—that none of us is in it for our health. If you're going to spend \$80 million as we do, there's got to be a reason. Every listener thinks, in the back of his or her head, "That may be the news, but the zinger has to be in there someplace." So we separate it, and say: "Here comes the sell." Not only do you do something

more useful for people who aren't interested in what the U.S. really thinks about Southeast Asian refugees or the Middle East or whatever it is, but you give them a discrete part of the day so they can listen and say, "Oh, so that's what the United States believes about [international policy issues]." In addition, I think you unburden all the rest of the broadcast areas of this little bug that says, "O.K., when do I get the zinger?"

For years there has been a major effort by a number of people—a number of very key people at the Voice of America and a number of key people on the Hill—to establish the Voice in a kind of independent status like the BBC.

Senator [Charles] Percy [R-Ill.] was the leader of that fight on the hill. Frank Stanton [the former president of CBS] wrote a long report saying it would be disaster if we didn't do it. In fact, neither the Percy nor the Stanton options were chosen by any administration—not by Nixon, not by Ford, not by Carter. But the final resolution of that 10-year fight has been the integration of the Voice of America as one of the key components of this new International Communication Agency. That has worked extremely well—to the degree that I think the so-called "freedom fighters" would agree. We have achieved everything that was sought to be achieved by the independence route, except the label on the bottle. The contents were what they wanted. So I think that the comfortable integration of the Voice of America in the ICA and its present ability to work with the other elements of ICA and stay on a kind of equal footing is a major breakthrough that was a resolution of a long-time struggle. It's very important in bureaucratic terms, although I think it's not a very sexy issue. But it's a very important one in terms of how the Voice works in the future.

One of the other important things is the beginning of a new relationship with our opposite numbers, particularly in China and the Soviet Union. I was the first director of the Voice to make trips to either of those countries. I have been to Poland, Hungary, the Soviet Union and China. And in all of them we were just beginning to develop the possibility of an exchange with some people and some conversations and at least the beginning of a dialogue about our very different interests. In the long run, I think that's pretty important—to develop effective professional relationships. Previously, we didn't talk to them at all, we just stood here and swore at them and they did the same the other way.

How many countries do you reach and in how many languages do you broadcast?

Currently in 38 languages for about 810 hours a week. It means about four things going on at any one time. And we effectively reach every country on the planet. Some less well than others, of course, and not all of them 24 hours a day.

The only area in which we have less than an extraordinarily good signal is a funny strip directly north of the Indian subcontinent.

Way back when, 15 or 20 years ago, when we were beginning to look at really organizing the modern Voice of America, there was a theory that if you had transmitters in the Philippines and in Liberia and England and Greece, that—because shortwave goes a hell of a distance—those signals would meet. That's an excellent theory but it doesn't quite work and so we have a rather weak strip that affects large chunks of

This Christmas we'll take your listeners to the land of Frankincense and Myrrh. India.



Like the very gifts of the Wise Men, this year The Lutheran Hour originates in India. There, people decorate branches of a Cassurina tree for Christmas, planting it in a pot of soil and adorning it with angels, bells, colored lights and crepe paper. Then they invite all of their Hindu, Muslim and Buddhist friends to help celebrate the joyous occasion.

Every Christmas The Lutheran Hour takes its listeners on a journey to a different land to understand how other cultures celebrate this special holiday. This year Dr. Oswald Hoffmann, the Lutheran Hour speaker, will assume his traditional role as host for a panoramic view of holiday activities in this mystic land. You'll hear people from India singing carols and speaking of the unique joys the season holds for their families and themselves. "Christmas in India" offers both an enlightening and inspiring experience as it demonstrates how another country expresses its Christmas spirit.

And in keeping with its Christmas theme, a

special gift offer is made to listeners. This year's gift is a small golden cross. A sacred remembrance of this broadcast.

"Christmas in India" is free. And postage paid. It's a 12 inch disc that runs 29:30. In the past our Christmas programs have been heard over several thousand stations. This year we hope the number will be even greater. Please help in our hope. And send us the attached coupon for your disc today.

Christmas in India
2185 Hampton Avenue, St. Louis, Mo. 63139
And in Canada:
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Please send me your Christmas Program.

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Station _____

City _____

State, Zip _____



The Lutheran Hour

International Lutheran Laymen's League

2185 Hampton Avenue, St. Louis, Mo. 63139

India, Pakistan, western China, central Asia and the central Soviet Union. The signal varies from poor to medium there. That's the one place we're looking to build in addition to the 12 transmitters that are now being built in Africa.

Those are the large ones?

Monster ones—a megawatt each (four 250 kw transmitters) at four locations. Once those are up, in about two and a half years, then the one other thing we've got to do is do something to improve our signal in that little strip there. Once that's done, we'll have, in my opinion, the best coverage in the world.

How does the United States do in relation to the other international broadcasting services, like the BBC or the Soviet Union or East Germany or whatever? As I recall some have more hours and more languages than the United States.

That's kind of a three-part question; you have to dismember it a little bit.

In the days of the cold war—and, indeed, in the days really leading up to the Carter administration—quite a lot was made of the comparative number of hours. In part because they believed that to be important, I'm sure, and in part because it's a great budgetary gadget. It's great to go up there [on the Hill] and say: "Radio Peking is broadcasting twice as many hours as we are and so we're in danger of losing the whole works."

It seems to be—without criticizing what went before too strenuously—that seems to me a not very productive line of reasoning. You don't weigh broadcasting by the pound. If you did, the leading broadcaster in the world would be Radio Tirana. Albania broadcasts in more damn languages than you can imagine—international broadcasting must be the major national industry in Albania. They broadcast in 57 languages and 8 million hours, but nobody listens. Now, the same thing is true of the Soviet Union. The Soviet Union broadcasts currently in about double the number of hours that we do, and probably almost double the number of languages. But I don't think they have any listeners worth a damn, and so it doesn't seem to me that the hours are the critical thing. It is what you put on during those hours.

I think it is honestly fair to say—you may want to discount this, because of the person who is saying it—but I think it is really fairly clear on objective evidence that we have, taking the planet around, the best signal now going. In terms of numbers of listeners and credibility, I think we have only one serious contender worldwide and that is the BBC. And I think, for all kinds of reasons, we passed them considerably in the last two or three years. The least important reason for that, I think, is the brilliance of all the people here. It has a lot to do with the perceived position of the United States in the world. If you lived in Ghana, you would a hell of a lot rather know what the Voice of America is saying, because it's the United States. So I think the Voice has come from considerably behind the BBC in credibility and repute—and numbers of listeners—to considerably ahead of them.

In credibility, too?

Yes. The watershed on that is interesting. We are just beginning to see it now, given a lag in research. The watershed on credibility for the Voice of America was Watergate. You see it over and over again in the research stuff that

comes in. The perception is that that was a lousy story about the United States. It was an uncomfortable, unattractive story: "If you guys on the Voice of America can tell the truth about that," the presumption is, "you can tell the truth about anything." There has been a dramatic change in the credibility responses since that time.

I mean there are others that helped—our handling of the Jonestown thing helped some. I think—but Watergate clearly was the watershed.

How many listeners are there? You don't have a Nielsen out there, do you?

We sure do not. Our research is considerably softer than that. And spottier. The long answer takes four researchers 17 hours to explain. The short answer is that—when we didn't know if we had *any* listeners in China, by far the most populous country on earth—we thought we had 50 or 60 or 70 million listeners on an average day.

Obviously, it goes up and down dramatically. When Camp David is going on, it goes up dramatically. We were always very careful to say 70 to 75 million without China. We now know that we have a monster audience in China. We have no idea how large, but there are a billion people there and a hell of a lot of them are listening and we have no idea how many. Our rough-cut number these days, the one we talk to ourselves about, is 100 million. That is to say, 70 plus 30 million; my guesstimate is 30 million in China. My *hunch* would be it's quite a lot larger than that, because my impression of the amount of listening in China is absolutely astronomical. People on the Vice President's trip went up in the back country [and found that] everybody seems to be listening to the Voice.

The reason for that is that six or eight months ago, about the time of normalization, one of the things that the new regime has done in China is to say: "Now we all learn English." And we do three half-hours of English teaching embedded in the eight-hour day of Chinese broadcasting, so people by the zillions are being directed to listen to the Voice of America to learn English.

And then they hang on and listen afterwards. But the fascinating thing is that if we decided in the United States that we're all supposed to learn Russian or Chinese or French or something, they'd start an adult education in some school. In China, when they say: "Now you learn English," everybody learns English. It's one of those things. You see people on the street with English texts, waiting for the bus, by the thousands.

How much do you need those extra frequencies that are being negotiated for at the World Administrative Radio Conference in Geneva?

In large parts of the world our best estimate is that only one in three frequencies is really interference free. That is, for every three frequencies you're on, two of them are cluttered up pretty bad. Not by jamming, although there is some of that, but because the guy next door is too close. That's a problem.

So we all need some more room for broadcasting. We do not need it as badly as Radio Free Europe and Radio Liberty because they *are* jammed. Our stuff gets through, theirs doesn't, so they need quite a lot more room than we do.

How do Radio Free Europe and Radio Liberty combine with VOA in the over-all scheme of things?

Radio Liberty broadcasts to the Soviet Union in 10 or 12 Soviet languages. Radio Free Europe broadcasts to Eastern Europe in Polish, Czech, Yugoslav and so on. Their mission is to be surrogate radio stations as though there were a free Radio Moscow or a Radio Kiev or a Radio Warsaw. The Czech service of Radio Free Europe tells you about traffic jams in downtown Prague in the morning. The Hungarian service regularly tells you about the weather in Budapest in the morning because Budapest doesn't manage to tell you that. So it's a local radio, very important local radio function, in addition to having a lot of information about the political-social situation in those countries.

We are supposed to be a worldwide news and information service, different function. Both of us are now funded by the taxpayers and the Congress. Radio Lib and Radio Free Europe, as you know, originally were clandestinely funded by the Central Intelligence Agency and ostensibly funded by private contributions. There are still some private contributions, but basically we are in the same relationship to the Hill, to the administration, as publicly financed radio broadcasters with these very different missions. We obviously meet together and discuss together such things as work preparations, but we make a very considerable fetish of staying separate on substance, because of these differences.

You say jamming is not a problem for you?

Not at all. We are jammed no place in the world at present. We were until the Helsinki meetings in 1973, but no longer. Indeed, we were jammed in China until we don't know quite when, but something like last September or August, just before normalization.

We and the BBC and a good many other broadcasters suffer considerably in various parts of the world from the jamming of RFE/RL, the jamming of Israeli radio. Jamming splatters, so if you have a frequency nearby an RFE or an Israeli frequency, you may get some spill-over.

Are you able to persuade your listeners that news is news and editorials are the voice of the administration, that the two don't overlap?

Yes, I think so. All international broadcasters significantly underestimate the sophistication of the international broadcast listener. The guy or woman who knows how to operate and has ahold of a shortwave radio, say, and can find us or Radio Moscow or the BBC and dial and listen to them a half hour a day—I got news for you, that's sophistication. You're damn right they can tell. I think we do ourselves a disservice when we underestimate the degree of sophistication of our listeners. They are very hip people in the street-smart sense.

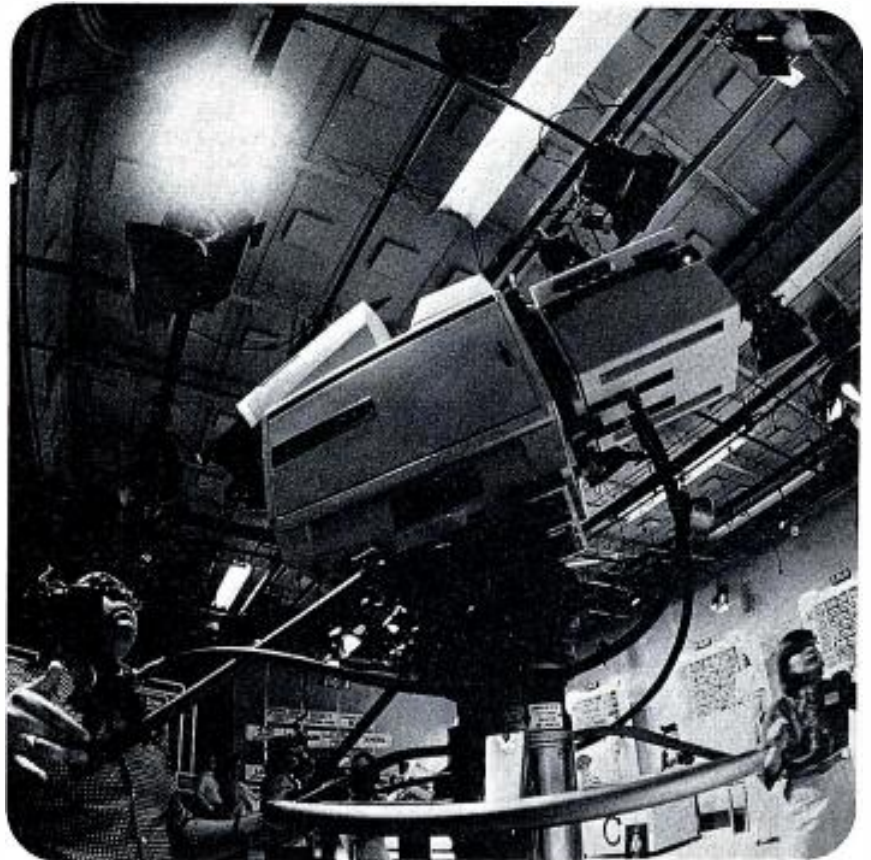
Second, we do a lot—and, indeed, are obliged by our charter, much like the fairness doctrine—to broadcast significant opposing opinions. It's not quite an equal time thing, but our charter says that's what we'll do. Therefore, we have Jesse Helms saying SALT's the worst idea you have ever heard of, when people know that the U.S. government believes we have to have SALT immediately.

Back to the subject of accomplishments. Are you approaching state of the art in satellite transmission?

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our transmitters abroad—to those in the Philippines, Thailand, Morocco and so forth—which will make an enormous difference. Heretofore we have had to pre-program large chunks—for example, the morning program—in order to get the music out to the Philippines so they can play it on cue because the short-wave transmission from here to the other end for music is so attenuated, it listens so badly by the time you get to Pakistan that we've had to pre ship.

That means that it now has a kind of very stiff pre-recorded sound to it and while the news is live, the whole show has a sense that you're talking about things that happened last summer. Now that we are going by satellite we will play the music on the turntable here, instead of in the Philippines and Liberia. The result is that the show will be a current, live program.

What more can the Voice do?

No matter how you slice it, the last year of any term of any Presidency tends to be sort of a period of consolidation, caretaker, whatever you want to call it. And that's not necessarily bad. And I think the Voice is in for a period of consolidation. We have shaken the place up quite a lot over the last two or three years. The people here and the people in ICA are entitled to some time to assimilate it, and I just don't feel right about being the caretaker and the supervisor of the assimilating caretaking period, so I don't think we're looking for very dramatic developments over the next 14 months or so. I think the time is one for consolidating what we have done. Among other things, getting the telephone talk show on the air, probably early next year.

What telephone talk show?

We've been working for about a year and a half to develop the first live telephone exchange, by satellite, between listeners in Country X and the United States. *Conversation with America*.

Will it be broadcast throughout the Voice or just in that one country?

No, it will be in English and therefore will be heard on the English service worldwide. It's taken 18 months, I guess, to put together. If it works technically—and I think a lot of people are waiting to see—I am sure the BBC and Deutsche will probably follow in time, but it's not the kind of thing that Radio Moscow or Radio Peking are likely to do. It's another useful distinction between our kind of broadcasting and theirs.

Law & Regulation

Judge Wright: Courts aren't super governments

Liberal jurist has some doubts about the wisdom of allowing the judiciary to act as final arbiters of the public good

Chief Judge J. Skelly Wright of the U.S. Court of Appeals in Washington, who long has been regarded as among the most activist and liberal judges on an activist and liberal bench, has spoken out for restraint on the part of judges in reviewing government actions.

"Judges should retrench from their disposition to act as the final arbiters of the public good," he said in a speech at Harvard University Law School last week. "We should . . . be more reluctant than we have been to fault the other agencies of government and, also, more hesitant about filling the void when, in our judgment, the elected branches of government should have acted and failed."

However, he makes one exception—"the area of equal rights for disadvantaged minorities." On that point, he said, "I remain an uncompromising 'activist.'"

The Washington appeals court reviews most of the appeals taken from the FCC, Federal Trade Commission and other regulatory agencies. And over the years, the number of commission and other agency actions the court has overturned has grown considerably—often to the accompaniment of complaints that the court is attempting to usurp the agencies' responsibilities. Wright has usually been in the court's majority in such cases.

But last week, he was saying that review of government agencies' administrative actions for nonconstitutional error poses the "most obvious case for judicial

retreat." Why, he wondered, should courts do any more than keep administrators within constitutional bounds?

He acknowledged that "unelected bureaucrats are often left at large to govern under legislative mandates that embody no clear directive and few restraints." But, he added, "this is no justification for equally unelected judges to supply the missing guidelines and test agency action accordingly." It is the duty of the courts to intervene when a bureaucrat—indeed, the President—acts in an unconstitutional manner. But, he said, "judges do not have a roving commission as agents of Congress to oversee the implementation of legislation by the bureaucracy."

Wright warned that the judiciary would get little help in attempting to curb an appetite for activism. "Everybody," he said, complains about the federal courts' "interference," until such intervention suits his purposes. "If judges are to stop trying to run the country in the name of the Constitution," he said, "they must restrain themselves."

Indeed, he said, "lawyers representing big business and other entrenched interests" are determined to use the courts to delay implementation of legislation that their clients oppose. He cited the American Bar Association's endorsement in August of legislation eliminating the presumption of legality of government agency and departmental action and requiring judicial review.

"If the implementation can be frustrated, even by delay," Wright said, "that is almost as satisfying to [the lawyers'] clients as having the legislation itself declared unconstitutional." After all, he said, if implementation can be delayed long enough, campaign contributions in the right place could produce election results that would lead to changes "in personnel and policy."

But in calling for activism by judges in the area of equal rights for minorities,

Wright said it is in that area that judges constitute a last resort. "Officially sanctioned discrimination against particular groups in our society is all too familiar" in America's history, he said. "And experience shows us that political remedies are seldom afforded, at least until after the courts have given the lead."

Down on deregulation

Two new books put forth theory that public will be harmed, not helped, if broadcasting rules are relaxed and industry relies on marketplace controls

Citizen group members casting about for arguments to counter those offered by the FCC in its proposal to deregulate radio have been offered some in a new book by *New York Times* television correspondent Les Brown. It rejects the assumption that the public interest can be served by permitting broadcasters to pursue their self-interest unencumbered—or less encumbered than at present—by government regulation.

"Keeping Your Eye on Television," an 84-page, paper-bound book which sells for \$4.95, was published by the United Church of Christ's Pilgrim Press, of New York ("Closed Circuit," Oct. 15). And Dr. Everett Parker, director of the church's Office of Communication, describes it in his introduction as "a guidebook to television for public-spirited citizens who want to participate in decisions that affect their lives."

The FCC, in offering its options for removing, to greater or lesser degree, regulations governing radio broadcasters in connection with nonentertainment programming, commercialization, ascertainment of community needs and logging (BROADCASTING, Sept. 10 and Oct. 8), argues that marketplace competition

Look what's catching fire.

In a recent article, Business Week magazine reported that, "The radio business is enjoying a prosperity undreamed of just five years ago."

Americans spend more money in a year for new radio sets (\$3.5 billion) than they do for tickets to all spectator sports.

Every day, radio leads all media in the number of people reached. And the average American spends three hours and 23 minutes a day listening.

So it's no wonder that more and more advertisers are using radio as a primary medium.

Retailers warm up.

The first group that warmed up to radio were the retailers and the reason was simple: results.

Local advertisers with their

"cash register" sense have flocked to radio. In the past 10 years local retail businesses increased their expenditure in radio by 185%. Well ahead of advertising's total growth.

Recognition of radio's ability to produce results is also spreading among national advertisers.

Hot national campaigns.

Maxwell House Coffee did a searching study of their marketing needs. When they finished, they moved a substantial portion of the budget into radio.

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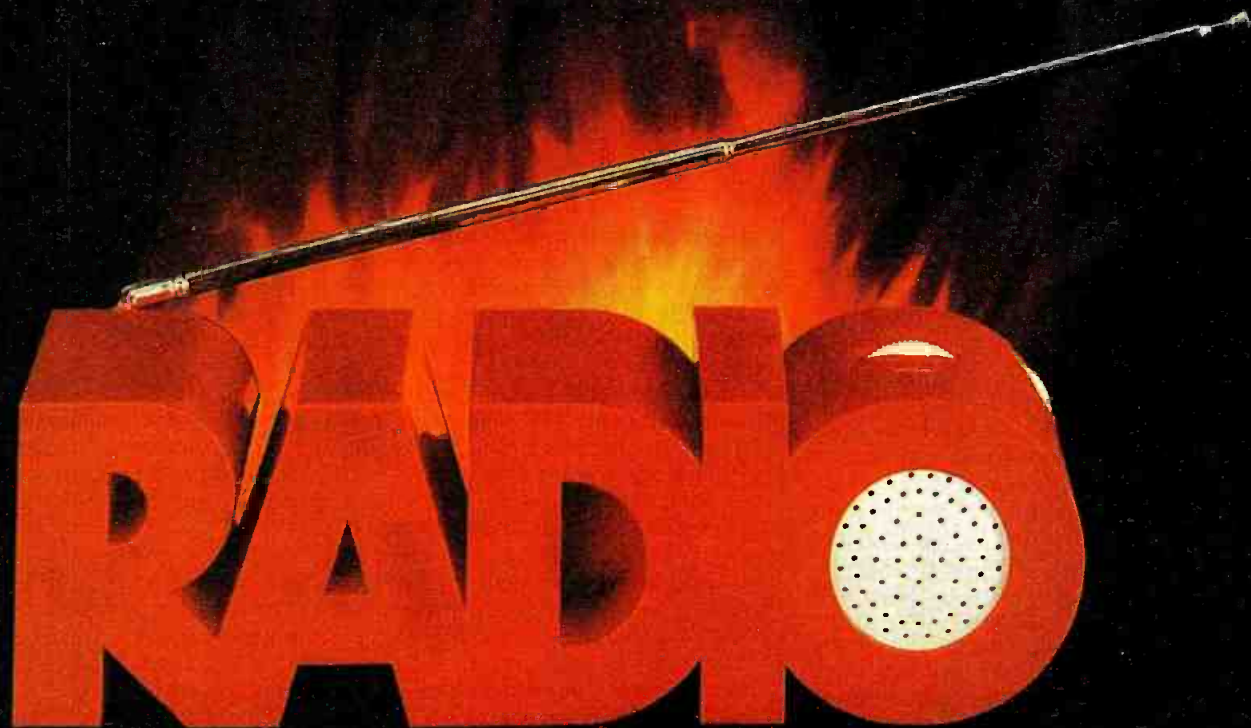
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would force radio broadcasters, in their own self-interest, to provide the kind of service now required by regulation.

It is Brown's thesis, however, that not only does the marketplace not assure service in the public interest but that broadcasters will not provide such service unless members of the public take an active role in the regulatory process. And the leverage members of the public now possess—in petitioning to deny renewal on nonentertainment programming grounds, for instance—would be weakened if not eliminated if the most far-reaching of the commission's deregulatory proposals were adopted.

"The simple, crucial fact about American broadcasting is that it cannot be reformed from within," Brown writes. Its practitioners regard it as a business, "not as a great communications medium," he says.

Brown says that citizen groups since the 1960's have become aware of the rights they have under the Communications Act to participate in the regulatory system and that, working through it, have begun to make it work.

The Brown book is not the only one appearing this month that warns that deregulation of broadcasters is not in the public interest. However, "Telecommunications Policy and the Citizen," a collection of 12 essays by present and former media activists, and with an introduction by Nicholas Johnson, chairman of the National Citizens Communications Lobby, has to a large extent been overtaken by events. It was conceived a year ago as an answer to the Communications Act rewrite legislation then under consideration, but now dead or languishing in Congress.

Several of the essays in "Telecommunications Policy and the Citizens" rebut the marketplace argument that backers of the Van Deerlin bill made in endorsing its deregulatory provisions, which would have applied immediately to radio and to television after 10 years.

For instance, Howard J. Symonds, an attorney who works for Public Citizen, the consumer group headed by Ralph Nader, said that television is dominated by three billion-dollar conglomerates and that deregulating it "would replace government direction with an anticompetitive private cartel."

And one of the essays—by Robert E. Jacobson, formerly with the Southern Media Reform Workshop—would appear to have been aimed at drafters of the commission's proposal as well as Van Deerlin's for it refers to "classical economic theory" and its "easy rationale" for eliminating regulation. "Deregulation assumes the operation of 'marketplace forces' creating an efficient market—and, by extension, social justice," Jacobson writes. "The fatal flaw in this steely machinery is the existence of economic and political factors in the real world . . . Monopolies, inequitable concentrations of disposal capital, and collusion between entrepreneurs and politicians to secure special advantages are broken cogs in the

laissez-faire perpetual motion machine."

Brown also finds fault with the marketplace as a mechanism for replacing government regulation, particularly television. Competition for audience among the three networks, he says, results in "a homogenization" of programming. Nor is he sanguine about the effect new communications technologies are likely to have on the programming service provided the public, at least for the foreseeable future.

The existing commercial television stations will dominate viewing for years to come, he says, regardless of new channels and networks coming into being through cable television and satellites.

United tries for horse-out-of-barn distress-sale waiver

License of WJMO is in jeopardy, but minority buyer has been found

United Broadcasting Co., the broadcast group owned by Richard Eaton, has petitioned the FCC for extraordinary relief to enable UBC to sell WJMO(AM) Cleveland Heights, Ohio under the FCC's distress sale policy.

The petition—essentially a request for waiver of normal procedures—is necessary because an initial decision, denying license renewal of WJMO and its companion WYLT(FM), has already been handed down. Ordinarily, for a licensee to take advantage of the "distress sale" policy, it must agree to sell the station to a minority-controlled

group at a price "substantially" below market value before a renewal hearing begins.

The proposed buyer is a black woman, Dorothy Brunson, corporate general manager of Inner City Broadcasting, New York, who has also purchased, subject to FCC approval, WEBB(AM) Baltimore (BROADCASTING, Aug. 6). And according to UBC's attorney Thomas Schattenfeld, the \$3-million sale price is far below two separate appraised values—\$4 million and \$4.1 million—for the station.

United's is not the first attempt to circumvent established distress sale procedures, but it would be the first to succeed. Three other licensees have tried to take advantage of the policy after an initial decision, and each time the FCC has rejected the attempt. Most notable was the proposed sale of Bartell Broadcasting's WMJX(FM) Miami to Broadcast Enterprises National Inc., a black-owned group headed by Ragan Henry (BROADCASTING, July 16).

While United hopes to sell WJMO, it hopes to hang on to WLYT. Schattenfeld said he hopes the FCC will see fit to renew its license as the allegations against it "are minimal," involving not filing time brokerage contracts on time.

United has also asked the FCC to approve the sales of two other UBC stations, KECC-TV El Centro, Calif., and WMUR-TV Manchester, N.H., to Acton Corp., Acton, Mass., for \$3.5 million. An initial decision recommended that the station's licenses be renewed on the condition that the stations are sold within 60 days, but the Broadcast Bureau, seeking denial, appealed the case to the FCC.

Washington Watch

Hot water. Federal Trade Commission administrative law judge has ruled that Sears, Roebuck dishwasher ads running from 1971 to 1975 were false and deceptive. Decision by Judge Daniel H. Hanscom, which can be appealed to full commission, prohibits Sears from making future claims that its dishwashers eliminate need for prior scraping of dishes, pots and pans. Hanscom's decision upholds 1977 complaint against Sears and its ad agency, J. Walter Thompson; Thompson complaint was settled with consent agreement in 1978. Sears ran both print and broadcast ads, spending around \$2 million in each of years 1972-74.

High court turndown. Supreme Court has refused to hear case in which government maintained that false and misleading advertising is not protected by First Amendment. Court's action lets stand lower court ruling that two firms—Original Cosmetics Products Inc. and Love Song Cosmetics Corp.—cannot use mails to sell products that were falsely advertised. Products were billed as aphrodisiacs.

On the firing line. Federal Trade Commission Chairman Michael Pertschuk, who recently withstood scrutiny of Senate subcommittee, is voluntarily putting himself in front of different kind of panel. To help raise money for Virginia Citizens Consumers Council, Pertschuk will be center of attention for "Roast a Regulator" Oct. 30 event at Stouffer's Inn., Arlington, Va., will have long list of roasters giving it to Pertschuk, including Alfred Kahn and Representative Elliott Levitas (D-Ga.).

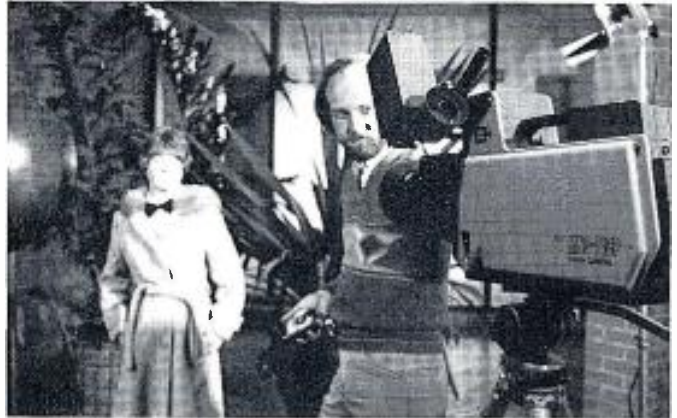
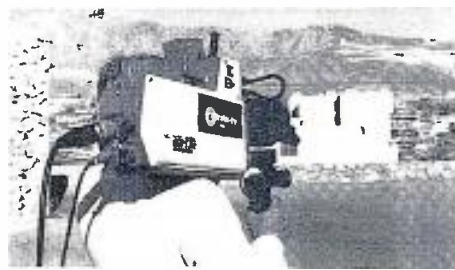
Slicing the pie. Copyright Royalty Tribunal has set schedule after listening to claimants' positions, for first phase of process to divide \$12 million paid by cable companies. Tribunal will look at three issues: syndicated exclusivity, sports ownership and compilation copyright—the position taken by broadcasters that they own the copyright to the entire broadcast day. Initial comments are due Nov. 15, replies are due Nov. 28, with oral hearing set for Dec. 5. Parties still remain far apart on how to divide money, with resolution of conflict not expected for at least six months.

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

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Programing

The see-sawing continues

It's ABC back on top in ratings for the week ended Oct. 14 on the strength of World Series

With the World Series occupying three full nights of prime time, ABC-TV grabbed back first place in the ratings for the week ended Oct. 14.

The network scorecard read: ABC, 21.0 rating/34.2 share; NBC-TV, 18.8/30.3, and CBS-TV, 17.9/28.9.

But with ABC pre-empting Wednesday, Thursday and Friday for the series and CBS filling about a third of its schedule with specials, it was another week that made the projection of trends difficult. It was even more atypical than the week before when NBC gave three nights to the baseball playoffs.

Before the series got started, however, ABC was showing weakness on Tuesday. A rain-out that night postponed the first game and ABC came out in third for the

second week in a row with its regularly scheduled series (BROADCASTING, Oct. 15). *Happy Days* (18.7/30), previously thought to be an ABC sure-win, succumbed to the first half hour of *The Misadventures of Sheriff Lobo* (19.1/31).

That was not the only strength shown by regularly scheduled NBC series. And even in head-to-head competition with the prime-time series games, they were holding up, with numbers ranging from a 20.8/37 for *Quincy* to a 17.5/27 for *Buck Rogers in the 25th Century*.

While all three prime-time games finished in the top-10 for the Oct. 8-14 week—Wednesday (27.1/45), Thursday (28.8/46) and Friday (22.4/40)—there's good reason to believe ABC had set its sights higher. The third game was the lowest rated prime-time World Series game to date and likely would have dropped further had ABC not taken commercials out of a 67-minute midgame rain delay making it sustaining programing and therefore not rated.

The first three games between the Baltimore Orioles and the Pittsburgh Pirates, with the plague of rain, didn't prove

the draw of last year's first three games between the New York Yankees and the Los Angeles Dodgers. ABC averaged a 26.1/44 compared to NBC's 32.8/52 last year—a 20% difference.

With most of the World Series competition behind (the fifth game was Sunday afternoon), NBC was cheered by a four-week average that kept it slightly, but still, in first place. Since NBC and CBS launched their new seasons, the averages are NBC, 19.5; ABC, 19.3, and CBS, 17.3. (ABC, which started a week earlier and considers itself ahead based upon a five-week average, claims 19.6 to NBC's 18.7 and CBS's 17.1.)

As opposed to the same four-week period last year, ABC is down 1.4 rating points. CBS may be in third, but it's still four-tenths of a rating point higher than before. NBC, although showing more strength in its regular series then it showed last year, is down five-tenths, but that can be attributed to last year's World Series.

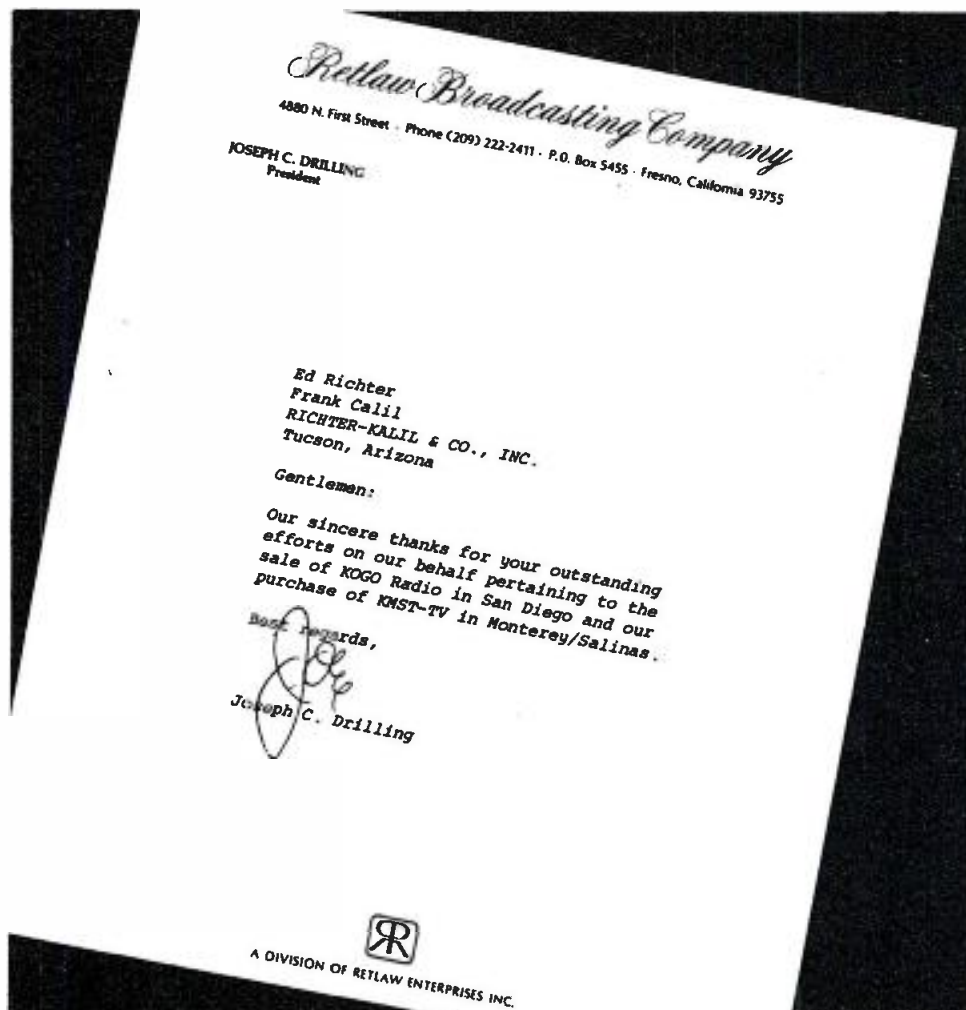
The CBS specials offered for the week ended Oct. 14 turned in a mixed performance. Monday's 90-minute *Third Annual Country Music Association Awards* (22.4/34) and Sunday's two-hour opener of the miniseries, *Flesh and Blood* (21.2/35), were strong. However, the attempts to use special programing to salvage time periods that have been failing didn't accomplish very much.

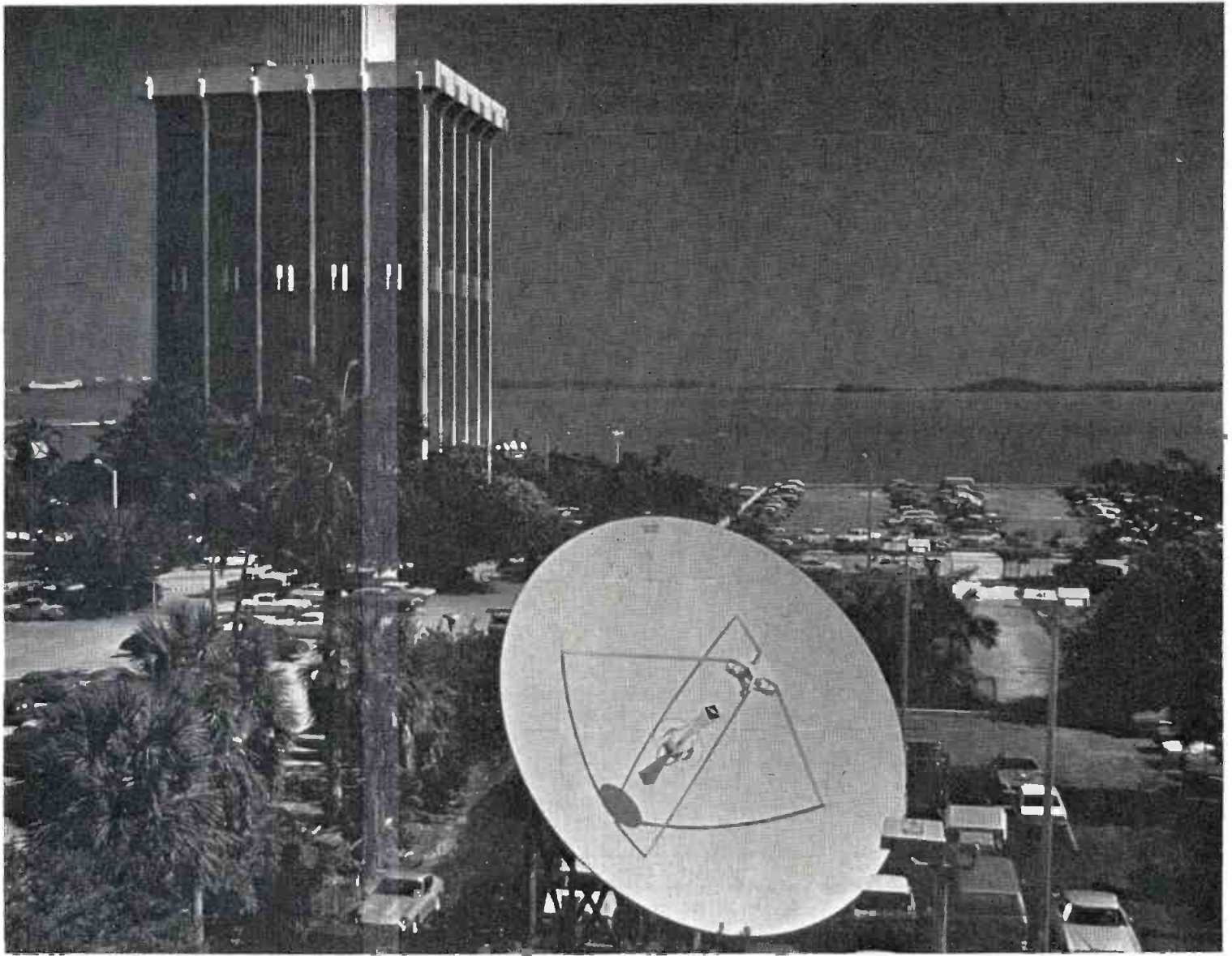
Wednesday's "Greek Tycoon" movie (17.2/26), followed by sustaining programing, alleviated the need for opening the night with *Last Resort*, which had been averaging 11.1/18, and *Struck by Lightning* (8.3/16). It brought an improvement but not enough to bring the network out of the basement.

The movie, "Lifeguard," Saturday 8-10, scored a 9.2/17, not far different from what the canceled *Working Stiffs* and the pre-empted *Bad News Bears* and *Big Shamus, Little Shamus* had been turning in. *Yabba Dabba Doo II*, which was inserted in place of the Friday opener, *The Incredible Hulk*, earned only a 13.6/23.

Top-10 programs for the week were Thursday's *World Series* game; CBS's *M*A*S*H* (27.3/41); Wednesday's game; NBC's made-for-TV "Miracle Worker" (23.9/36); CBS's *60 Minutes* (23.1/37); NBC's *CHiPs* (23.0/44) and *Little House on the Prairie* (22.7/36); Friday's game; CBS's *Country Music Association Awards* and NBC's TV movie, "When Hell was in Session" (22.0/33).

The lowest-rated show of the week, despite the controversy and publicity surrounding it after David Frost's walk-out, was the NBC News special, *Henry Kissinger: An Interview with David Frost* (6.0/11), against the Wednesday ballgame and CBS's *Barnaby Jones* (21.0/35).





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Monitor

An afternoon at Chasen's. NBC Radio gave luncheon last week at that Beverly Hills landmark to promote its new network—The Source—and inauguration of West Coast news originations for it. On hand were Dick Verne, 40-year-old executive vice president of NBC Radio, Jim Cameron, manager of radio news for The Source, and Mary Lyon, Los Angeles anchor. New network currently has 21 stations on line, and, according to Verne, 300 more have been "asking to affiliate." Youth-oriented programming is being pitched to album-oriented-rock, top-40 and disco format stations. Verne said NBC is looking for 1 million listeners by end of 1980.

Worth noting. Hollywood Radio and Television Society's Nov. 6 "Newsmaker Luncheon" will feature question-and-answer session with all three presidents of network entertainment divisions—ABC's Tony Thomopoulos, CBS's Robert Daly and NBC's Mike Weinblatt.

Just for variety. Twentieth Century-Fox Television is taking plunge in variety syndication market with new *The Monte Carlo Show*. Genre, which is absent from network series line-ups, is making comeback in syndication market this year. Producing Fox's new show will be Marty Pasetta, veteran variety producer and director. Twenty-four one-hour shows will be shot at Sporting Club in Monte Carlo, which is owned by Fox's partner in deal—Societe des Bains de Mer, European hotel and leisure time corporation. *Monte Carlo* joins Gold Key Entertainment's *The Palace* as new variety entries on syndication front.

Changing of the guard. Washington-based American Film Institute is looking for new director to fill in for George Stevens Jr., founder and head of institute since 1967. According to Stevens, who is giving up directorship but will remain on as cochairman, search is currently under way and name is likely to emerge in November. Stevens was in Los Angeles two weeks ago for AFI's first national conference on film and television. "This conference is almost a statement of what AFI is," he said during interview. Conference brought together approximately 200 television and film executives, as well as number of representatives from university, library and production communities. AFI's attentions are turning to television more and more, Stevens explained—in part because much of old television footage—film and videotape—is now in need of restoration. One AFI television project in works for next month is retrospective on BBC.

the night will be given over to regular shows.

Front-running ABC has announced the least in the way of upcoming programing stunts for the sweeps. In addition to "Jaws" and *Atlantic*, the network will be offering a *Battle of the Network Stars* (Nov. 2); "Topper," a made-for-television film based on the old network series, starring Kate (*Charlie's Angels*) Jackson (Nov. 9), and another made-for-television movie, "Love for Rent." ABC also has a *Celebrity Comic Football* game and *The Birth of the Beatles* set for possible November airings.

The six-hour *Atlantic* will run Nov. 15, 16 and 18. The network has already announced plans for specials in the Friday, 8-9 NYT slot being vacated by *Fantasy Island's* move to Saturday.

CBS's special programing for the month is highlighted by the Nov. 25 airing of the George Burns-John Denver theatrical release, "Oh, God!" Other major movie releases set for airing during the sweeps are: "Avalanche," starring Rock Hudson and Mia Farrow (Nov. 3); "The Silver Streak," with Gene Wilder, Jill Clayburgh and Richard Pryor (Nov. 15), and "The Turning Point," with Shirley MacLaine and Anne Bancroft (Nov. 19).

Made-for-television films and specials are also included on CBS's roster. On the first night of the Arbitron sweep (Oct. 31), CBS will show "The Two Worlds of Jenny Logan" with Lindsay (*The Bionic Woman*) Wagner. On Nov. 6, the network will offer "The 11th Victim," and, on Nov. 7, CBS will air "The Suicide's Wife." Joanne Woodward will star in another made-for-television special, Nov. 13, "The Streets of L.A." Other special programing slated includes: the one-hour *Archie Bunker's Place* (Nov. 18) and a Peanuts special, *Race for Your Life, Charlie Brown* (Nov. 3).

CBS's greatest made-for-television effort during the month will be Norman Rosemont's new three-hour version of Erich Maria Remarque's classic novel, "All Quiet on the Western Front." Richard Thomas and Ernest Borgnine will head the cast of that *Hallmark Hall of Fame* presentation Nov. 14.

In addition to *MacArthur* (Nov. 3 and 4), NBC has managed to hold on to some of its bigger titles for November. (The network's win of the first week of the season came largely on the strength of two movies it had originally planned for November runs.) NBC's theatrical list for the month includes: "Heroes," starring Henry Winkler and Sally Fields (Nov. 5); "Dog Day Afternoon" with Al Pacino (Nov. 11); "The Duchess and the Dirtwater Fox" with Goldie Hawn and George Segal (Nov. 13), and "A Bridge Too Far" (Nov. 23).

The network will also air a 90-minute Bee Gees concert Nov. 15 and a two-hour Bob Hope special Nov. 21.

NBC's major miniseries entry for the month will come on Nov. 26 and 27 with the four-hour *Beggarmen Thief*, a sequel to Irwin Shaw's *Rich Man, Poor Man*.

The sweep troops

Networks heavy up with movies, both theatrical and made for TV, and specials for November ratings

The November ratings sweeps are just around the corner, and each of the three television networks is preparing a batch of theatrical films, made-for-television movies and specials to lure audiences.

Although upcoming schedules are still subject to change, a first look at them reveals that it is not likely that there will be a replay of last year's much-discussed sweep night of Feb. 11, when all three

played blockbusters opposite one other—resulting then in a win for ABC-TV but no long-term effect on the network standings.

The closest thing to a slugfest will be on Nov. 4, when ABC will be offering the number-two money-making movie of all time, "Jaws," against the last two hours of NBC-TV's two-part run of Gregory Peck in *MacArthur*. CBS-TV will be running its regular line-up of strong Sunday programs that night. The competition is also likely to be fierce on Nov. 18, when ABC will conclude its miniseries, *The French Atlantic Affair*, while NBC will counter with a special three-hour retrospective of its highest rated series, *Little House on the Prairie*. CBS will have a one-hour special of *Archie Bunker's Place*, but the rest of

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80's outlook is good for broadcasting

Wall St. report on media in next decade sees TV sales growing 9%-10% yearly, but with some viewer loss to cable and videodisks

Though the system of advertising media and related businesses in this country will undergo profound changes by 1985, the prospects for companies involved in existing and developing media are good all around. That's a principal conclusion reached in "Evolution of the Media in the 1980's," a major report by securities analyst John Reidy of Drexel Burnham Lambert. In fact, he surmises, developments on the video technology horizon even stand to benefit those media that it was once widely presumed television would obliterate: newspapers and magazines.

Directing his gaze at 1985, Reidy sees a future for television broadcasters where "expected expansion in the total number of television households, which comes basically from new family formations, should nearly offset the decline in daily viewing of commercial television per household." That decline will be due to inroads from the various developing media that offer to deliver new product to the home television receiver. Moreover, he says, "even if total audience viewing does not increase, commercial television advertising revenues should grow faster than the economy for the next six years."

For commercial television, the 150-plus-page report puts the drain on viewing per household per day from broadcasting to cable, pay cable, home video devices, subscription television, etc. at about 15% by 1985, while projecting an increase in households of 14%. The estimate it makes for total advertising expenditure increases in that period is 10%-11% annually, with television sales revenues growing at a yearly rate of 9%-10%.

In arriving at those figures, Reidy analyzes recent historical trends in adver-

tising and economic performance, examines television both as an advertising medium and as an entertainment and information medium, and makes projections about the varied impacts of specific new technologies. Among his key prognostications are 35% cable penetration by 1985, with pay service in half those 30 million homes, for a subscriber revenues base of about \$5 billion. On the home video front, Reidy sees the lower-priced mechanical videodisk systems as "the next major home electronic product," with 10 million players on the market by the middle of the decade.

The price of optical disk players will limit their impact on the consumer market, he believes. Similarly, in Reidy's view, the cost of videotape recorders and blank tape will make them "luxury" products, while the relatively high cost of recorded tape vs. disks will price VTR's out of the prerecorded program market.

Print media will benefit from new technologies in the 80's both in production, being able to tailor editions to specific audiences and increase advertiser appeal, and in distribution, where they will be major suppliers of information to interactive communication system data bases, according to Reidy.

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RCA's fortunes drop during third quarter

NBC, Hertz and consumer electronics all fall short of year-ago, leading to over-all earnings dip of 5.7%

NBC's ratings may be up, but its earnings are down compared to last year. And with declines in the profits of the consumer electronics and Hertz car rental divisions of the network's parent RCA, the giant company's total earnings declined 5.7% in the third quarter of 1979, according to its president, Edgar H. Griffiths.

For the quarter, RCA's net profit was \$66 million, or 86 cents a share, down from last year's \$70-million third-quarter profits, which yielded 92 cents a share. The company noted that \$5.7 million of the year-earlier income was derived from the operations of its Alaska Communications subsidiary, which was sold earlier this year for \$209 million. Setting aside that \$5.7 million, the company's earnings this year were 2.6% ahead of the rest of 1978 third-quarter profits.

Sales for the period set a new record for RCA, \$1.83 billion, against \$1.66 billion

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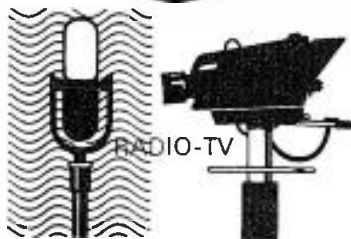
Adapted from Brian Garfield's fact-based novel (Simon & Schuster, Dell Paperbacks) and filmed entirely on location in Santa Fe and the Southwest, Wild Times stars Sam Elliott as Hugh Cardiff, Ben Johnson as Doc Bogardus, Bruce Boxleitner, Penny Peyser, Harry Carey Jr., Gene Evans, Lief Erickson, Dennis Hopper, L.Q. Jones, Cameron Mitchell, Timothy Scott, Trish Stewart and Pat Hingle; co-starring Marianne Marks and Geno Silva.

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Bottom Line

Record-setter. Chris Craft Industries, owner of KCOB(TV) Los Angeles and KPVT(TV) Portland, Ore., as well as holder of 14% of Twentieth Century-Fox's stock, announced that year ending Aug. 31 was most successful in company's history, with operating income jump of 52% over year earlier. "Record performance" of television operations and return of boat division to black ink led way. Net income rose to \$7,932,000, 19% over last year's \$6,666,000, which included \$706,000 extraordinary gain. Revenues grew 22%, from \$86,395,000 to \$105,247,000. "Dramatic growth" of broadcast division in last three years was due to "creative management maximizing its opportunities in a period of national television prosperity," according to chairman and president, Herbert J. Siegel.

Three times. Chuck Barris Productions' profits for first quarter, ending Aug. 31, more than trebled over year earlier. Net income hit \$309,000 (five cents per share) on revenues of \$1,533,000. Income in 1978 period was \$83,000, with revenues of \$1,112,000.

Momentum at Meredith. Meredith Corp. President Robert A. Burnett said preliminary figures for company's first quarter ended Sept. 30 indicate that net earnings will be up about 25% over same quarter last year. That would be on revenue increase of 7% to 8%, he further estimated, and would mean per-share earnings of \$1.45. Des Moines, Iowa-based Meredith, whose holdings include broadcast stations, earned \$1.16 per share in same quarter year ago on revenues of \$76,697,000.

Great expectations. Harris Corp. sales, net income and orders booked in three months ended Sept. 28 were higher than any first quarter in company's history. That was word of Joseph A. Boyd, chairman and chief executive officer, to shareholders at equipment manufacturer's annual meeting in Melbourne, Fla. Noting final figures for quarter are not yet available, Boyd estimated sales were in neighborhood of \$240 million, up about 10% from \$216.6 million last year, and that net income would reach \$16 million, up approximately 20% from \$13.5 million in same quarter last year. Earnings per share should be 60 cents to 62 cents in quarter as compared to 54 cents year ago, he said.

for the comparable 1978 quarter. For the first nine months, RCA posted a new income high, \$213.7 million, or \$2.80 a share (including \$23 million after taxes from the Alascom sale). Nine months' sales were \$5.47 billion.

Sales of RCA's consumer electronics equipment, notably color television sets and videocassette recorders, were singled out by the company as up from last year. But although RCA Records operations (also included under the consumer electronics heading) "returned to over-all profitability," they "trailed ... year-ago performance substantially." Coupled with "an accelerating build-up in expenses" for RCA's videodisk plans, the records division's earning decline brought the consumer electronics segment's profits below year-ago levels.

Hertz continued to hold its title as RCA's "most profitable segment," a distinction that used to belong to NBC. However, the company pointed to the gasoline shortage in noting that despite record sales in this quarter, the unit failed to pass last year's earning's high.

Griffiths said "consumer electronics, services, communications, government business, and broadcast and avionics systems" were segments of the company that "achieved excellent results ... despite a further decline in the national economy." Operations that felt "earnings pressure from the economic decline" during the quarter he tagged as "publishing, carpeting and frozen foods." RCA recently put its Random House and Banquet Foods operations on the auction block.

Broadcasting boosts CBS financial picture

Sales and earnings set records

Led by the CBS/Broadcast Group, CBS earnings for the third quarter set a record, as did revenues.

CBS Chairman William Paley and President John Backe put the broadcast revenue rise at 18%, and the company said that division's profits for the quarter "increased at a rate greater than revenues." The percentage rise in broadcast earnings wasn't quantified, nor were dollar figures for that sector of the company's operations provided.

Total net income for the CBS third quarter was \$53.1 million, up 9% from the year earlier figure of \$48.5 million. That increase came on a proportional rise in revenue, from \$807.4 million for the 1978 third quarter to \$882.9 million. Earnings per share were put at \$1.91 for the period.

Within the Broadcast Group, all segments of which were said to have had "sizable profit increases," CBS identified its TV network as having "the largest dollar advance." However, the company cited "continuing difficulties in the U.S. recorded music industry" in noting that the CBS/Records Group showed a profit decline on revenues that displayed virtually no growth from the previous year. Earnings declines that "more than offset" the broadcast profits growth were reported "in the domestic recorded music business

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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	Revenues	Net Income	Per Share	
Burnup & Sims.....	3 mo. 7/31	\$39,252,800	+22.1	\$1,487,800	+41.4	\$.17	\$32,144,100	\$1,037,500	\$.12
CBS.....	9 mo. 9/30	2,820,300,000	+13.7	136,700,000	-3.5	4.92	2,303,000,000	141,800,000	5.11
General Instrument Corp.....	26 wks. 8/26	317,372,728	+23.6	22,415,490	+44.5	2.64	256,785,599	15,512,309	1.93
General Tire & Rubber.....	9 mo. 8/31	1,693,114,000	+ 6.3	66,157,000	-22.1	2.64	1,592,053,000	85,513,000	3.68
Gray Communications.....	Year 8/30/79	23,752,145	+31.6	1,752,680	+30.6	3.52	18,043,685	1,341,750	2.81
Gray Advertising.....	6 mo. 8/30	41,484,000	+18.1	2,580,000	+16.6	4.14	35,101,000	2,221,000	3.58
Harte-Hanks Communications.....	9 mo. 9/30	172,334,000	+33.3	12,770,000	+20.2	1.38	129,263,000	10,816,000	1.17
MCI Communications.....	3 mo. 6/30	29,629,000	+43.8	2,108,000	+116.6	.04	20,594,000	851,000	.03
RCA.....	9 mo. 9/31	5,470,000,000	+15	213,700,000	+5.2	2.80	4,750,000,000	203,200,000	2.66
United Cable Television.....	3 mo. 8/31	10,002,000	+55.6	1,425,000	+91.2	.35	6,427,000	745,000	.18

due to sales softness and heavy returns, in the manufacturing of records for other labels, in consumer publishing, especially paperbacks, and from margin declines in the retail sale of audio equipment." CBS also mentioned adverse effects on profits due to foreign exchange losses and higher interest costs due to increased borrowings.

For the first nine months of the year, the company experienced a 3% profit decline, from 1978's nine-month total of \$141.6 million to \$137.7 million, or \$4.92 a share. Revenues, meanwhile, posted a 14% gain over the year-earlier period, up from \$2.30 billion to \$2.62 billion.

ABC, Macmillan officially engaged

Agreement in principle reached; value of deal: \$337.5 million in stock and debentures

ABC has decided to proceed with its proposal to purchase publisher Macmillan Inc. When Macmillan accepted the broadcaster's offer last month (BROADCASTING, Sept. 17), ABC had said its bid was "subject to completion of its study of Macmillan." The agreement in principal announced last week followed the terms of the original offer.

Under the agreement, 7.5 million shares of \$2.125 cumulative preferred stock, redeemable at \$25 a share, will be issued

by ABC for roughly 55% of the Macmillan shares. ABC will offer \$153 million worth of 10% subordinated debentures with a face value of \$25 for the remaining Macmillan shares. Provision is made for proration to achieve the 55/45 ratio of ABC preferred stock and subordinated debentures.

At \$25 for each of Macmillan's 13.5 common shares and equivalents outstanding, the total price of the deal is \$337.5 million. The ABC bid is just slightly higher than the \$24.50 offer previously advanced by Mattel Inc., leading to speculation that the publisher was considering the nature of its acquirer, not simply dollars, in making a decision between them. Mattel is a toy manufacturer. ABC already has substantial involvement in publishing, but with a concentration in special-interest periodicals; Macmillan's principal field is textbooks. Macmillan was trading at about \$18.50 a share last week, down about \$2.00 from its position when the ABC offer was made.

The deal received a basically favorable reception on Wall Street, although there was concern over some weak operations of the diversified publisher and the remoteness of some of its successful businesses from traditional ABC fields of endeavor. A key to the ultimate value of the purchase is considered to be ABC's method of divesting Macmillan subsidiaries. The unprofitable musical instruments division is believed a likely sell-off candidate, but there is some disagreement whether ABC

would do better to keep such successful ventures as the Berlitz language schools and the Kathryn Gibbs operations, or sell them for a good price and trim the total cost of the purchase. Proponents of the later theory tend to question ABC's ability to manage efficiently such diverse businesses.

This latest merger announcement recalled the moves taken earlier in the year by RCA (NBC's parent) and CBS.

D.C.-area outlets battle Arbitron

Rating service is challenged by broadcasters who say they'll air announcements about surveys

Radio stations are lined up along the Potomac in revolt against Arbitron Radio's directive that stations air no announcements that would call attention to ongoing radio surveys.

The protest is spearheaded by the Washington Area Broadcasters Association with the endorsement of 25 stations there.

The WABA last Tuesday (Oct. 16) sent a recommendation to its members that they continue to broadcast announcements "requesting listeners to report their listening accurately when they participate in ratings surveys."

In the wake of the recommendation, Arbitron stuck to its guns. "Basically," declared John Dimling, vice president for research, long-range planning and development for the company, "such announcements have a potential for creating bias" in the minds of listeners. He reiterated that this position has been supported by such organizations as the Broadcast Rating Council, National Association of Broadcasters, Radio Advertising Bureau, National Radio Broadcasters Association as well as the media research committee of the American Association of Advertising Agencies.

As to what counteraction Arbitron might undertake against radio stations that did not comply, Dimling said there is a reluctance to delist any station in that such a measure could precipitate legal action.

Ted Dorf of WGAY(AM) Silver Spring, Md.-WGAY-FM Washington, who issued the WABA recommendation last week,

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And for \$75, we'll ship the same package to London door-to-door.* On the next flight out.

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said: "I hope this doesn't bode bad things for radio. We don't want to open a can of worms, but we do want to tell Arbitron to get its ship in order. Radio pays the freight for this service, and all we want is better and more accurate research."

Dorf felt that some of the organizations that backed Arbitron were "straddling the fence" in an effort to avoid the issue.

He said Arbitron should "go the route with delist" and bring the controversy out in the open where it could be settled once and for all.

Similarly, the WABA's formal statement stressed that it took this step "to protect our legitimate business interests. Ratings are no longer used as intended—as estimates of audience levels. Rather, through such techniques as computer analysis, Arbitron ratings have taken on an air of absolute authority. In fact, ratings are no more than estimates."

WABA said it believed the general public has no idea how important its accurate reporting of radio listening is to radio stations. The radio group also charged that diary returns nationwide "continue to decline, clerical and editing errors continue to rise, and reports are issued later and later."

WABA concluded with a challenge: "If Arbitron or any survey firm has conclusive empirical evidence that this activity biases the measurement, let them present that evidence for public inspection."

Arbitron ran into similar problems last year in San Diego (BROADCASTING, July

17, and Nov. 27, 1978) and in Richmond, Va. (BROADCASTING, Nov. 13, 1978), but eventually persuaded the local broadcast groups involved to hold up on announcements.

In a related development, Arbitron Radio reported advertising agency support for its efforts to discourage on-air announcements by radio stations to remind Ar-

bitron respondents to fill in their diaries accurately.

Arbitron Radio said eight agencies have assured it that they will alert their media staffs to consider distortions created in markets singled out by Arbitron and, in some instances, to give less credence to stations engaging in on-air survey referenc-

Changing Hands

PROPOSED

■ **WYLD-AM-FM New Orleans:** Sold by Peterson Broadcasting Corp. to Inter-Urban Broadcasting Co. for \$2,250,000. Seller is owned by Jon C. Peterson, who has no other broadcast interests. Buyer is principally owned by Thomas P. Lewis, Chicago banker and businessman, who also owns majority interest in WLTH(AM) Gary, Ind. WYLD(AM) is on 940 khz with 10 kw day and 250 w night. WYLD-FM is on 98.5 mhz with 100 kw and antenna 480 feet above average terrain. Broker: William Kepper & Associates.

■ **KKYN(AM) Plainview and KYXX(AM) Odessa, both Texas:** Sold by Ralph Wayne to Adams-Shelton Partnership for \$1,050,000. Wayne also owns KKYR(AM) Marshall and KXYL(AM) Brownwood, both Texas. Partnership is composed of Charles

K. Adams and James D. Shelton (50% each), Amarillo, Tex., magazine publishers. KKYN is on 1090 khz with 2.5 kw day and 500 w night. KYXX is on 920 khz with 1 kw day and 500 w night.

■ **WRNB(AM)-WAZZ(FM) New Bern, N.C.:** Sold by First Capital Radio Inc. to Interstate Communications Corp. for \$850,000. Seller is subsidiary of Gray Broadcast Enterprises, owned by Theodore J. Gray Jr., which also owns WKDE-AM-FM Altavista and WTTX-AM-FM Appomattox, both Virginia, and WRHI(AM) Rock Hill, S.C. Buyer is owned by L. Brent Hill, senior vice president and general manager (no ownership) of WIS(AM) Columbia, S.C. Sale of New Bern stations to another buyer for \$1 million year ago (BROADCASTING, Oct. 9, 1978) fell through. WRNB is on 1490 khz with 1 kw day and 250 w night. WAZZ is on 101.9 mhz with 100 kw and antenna 580 feet above average terrain.

■ **KPHX(AM) Phoenix:** Sold by Riverside Amusement Park Co. to Continental Broadcasting Corp. of Arizona for \$722,000. Seller is owned by C. L. Fite and his wife, Leola, who have no other broadcast interests. Buyer is owned by Jose Molina, who owns Radio America, Phoenix sales representative for Spanish-language stations. He is also applicant for new FM at Ventura, Calif. KPHX is 1 kw daytimer on 1480 khz.

■ **WFBS(AM) Spring Lake, N.C.:** Sold by Jerry W. Oakley to William R. Britt for \$666,191. Oakley also has interest in WIRC(AM)-WXRC(FM) Hickory, N.C. Britt sold 50% interest in WHNC-AM-FM Henderson, N.C., last year (BROADCASTING, July 31, 1978). He also has small interest in WHPY(AM) Clayton, N.C. WFBS is on 1450 khz with 1 kw day and 250 w night.

■ **WKYO(AM)-WIDL(FM) Caro, Mich.:** Sold by Robert F. Benkelman to Eugene Bardo (51%) and John Lawrence (49%) for \$600,000. Because of allegations involving fraudulent billing on part of station licensee, Benkelman is selling station under FCC distress sale policy. Lawrence owns Caro insurance agency. Bardo, American Indian, is chief engineer at stations. WKYO is on 1360 khz with 1 kw full time. WIDL is on 104.9 mhz with 3 kw and antenna 300 feet above average terrain.

■ **KKAJ(FM) Ardmore, Okla.:** Sold by Arbuckle Broadcasters Inc. to Oktex Inc. for \$600,000. Seller is owned by Harold E.



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Cochran, who has no other broadcast interests. Buyer is owned by Harold G. McEwen (52%) and his wife, Kay (48%). McEwen owns Robinson, Okla., advertising agency and 4% interest in KCAN(AM) El Reno, Okla. (BROADCASTING, Oct. 15). His wife has no other broadcast interests. KKAJ is on 95.7 mhz with 100 kw and antenna 550 feet above average terrain.

■ **WDBI-FM** Tawas City, Mich.: Sold by DeBeau Broadcasting Inc. to Pridnia Broadcasting Co. for \$600,000. Seller is owned by Lawrence N. DeBeau, who also owns WCCF(AM)-WQLM-FM Punta Gorda, Fla. Buyer is owned by John D. Pridnia (52%) and 11 others. Pridnia is Harrisville, Mich., businessman with no other broadcast interests. WDBI-FM is on 101.7 mhz with 3 kw and antenna 275 feet above average terrain.

■ **KZON(AM)** Santa Maria, Calif.: Sold by Leonard Kesselman to DeOro Broadcasting Co. for \$550,000. Kesselman has no other broadcast interests. Buyer is owned by Michael Ramirez (26%); his wife Wendy (25%), and Abel DeLuna (49%). Ramirez is general manager of KAZA(AM) Gilroy and 11.5% owner of KWAC(AM) Bakersfield, both California. His wife owns Bakersfield catering company. DeLuna is mayor of Healdsburg, Calif., where he owns grocery store. He also owns San Jose, Calif., recording company. He has no other broadcast interests. KZON is 500 w daytimer on 1600 khz.

■ **WMCF(FM)** Stuart, Fla.: Sold by Lester M. Combs and family to Nettare Broadcasting Co. for \$497,000. Combses have no other broadcast interests. Buyer is owned by Fred L. Nettare (60%) and his wife, Madeline (40%). He is general manager of WMCF; she is housewife. Neither has other broadcast interests. WMCF is on 92.7 mhz with 3 kw and antenna 300 feet above average terrain.

■ **KINA(AM)** Salina, Kan.: Sold by Salina Radio Inc. to Smoky Hill Broadcasting Co. for \$415,000 plus adjustments for accounts receivable and liabilities. Seller is owned by Sherwood R. Parks, who has no other broadcast interests. Buyer is owned by H. Pat Power, president (10%), Russell W. Gibson (20%), Walter L. Cobler (19%), Robert Bundy (19%), Marvin H. Wilson (19%), Dale McCoy (10%) and Phillip Tysinger (3%). Cobler, Bundy, and Wilson also own KTPK(AM) Topeka, Kan., where Powers is general manager and Tysinger is sales manager. McCoy owns 40% of KKOY(AM)-KQSM(FM) Chanute, Kan., and 10% of KTRR(AM)-KZNN(FM) Rolla, Mo. Gibson is salesman at KINA. KINA is 500 w daytimer on 910 khz.

■ Other proposed station sales include: WTNK(AM) Meridian, Miss.; WDJX(AM) Bridgeport, Conn., and WJFL(AM) Vicksburg, Miss. (see "For the Record," page 71).

APPROVED

■ **WRQK(FM)** Greensboro, N.C.: Sold by 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 Irving Kipnes, Washington businessman. None has other broadcast interests. WRQK is on 98.7 mhz with 100 kw and antenna 400 feet above average terrain.

■ **WTAP-TV** Parkersburg, W. Va.: Sold by PMA Communications Inc. to Benedek Broadcasting Corp. for \$2.2 million. Sellers are Van Olnhausen, Robert E. Richardson, K.E. Bennett, Jon F. Bergen, Harry M. Cogswell, Charles N. Warren and Sherman A. Grimm. Grimm, general manager of station, will retain 5% interest. Others have no other broadcast interests. Buyer is principally owned by A. Richard Benedek, New York businessman with interests in real estate and fine art sales. He has no other broadcast interests. WTAP-TV is NBC affiliate on ch. 15 with 100 kw visual, 20 kw aural and antenna 885 feet above average terrain.

■ **WSHO(AM)** New Orleans: Sold by Americana Broadcasting Corp. to Swanson Broadcasting Inc. for \$1.5 million. Seller is principally owned by H. Calvin Young who also owns WGUS-FM Augusta, Ga., and WGUS(AM) North Augusta, S.C. Buyer is group owner, principally owned by Gerock H. Swanson. It also owns KLEO(AM) Wichita, Kan.; WBYU(FM) New Orleans;

KKNG(FM) Oklahoma City; KRMG(AM) Tulsa, Okla.; KFJS-AM-FM Fort Worth and KKYX(AM) San Antonio, Tex. WSHO is 1 kw daytimer on 800 khz.

■ **KLO(AM)** Ogden, Utah: Sold by KLO Broadcasting Co. to KVOC Inc. for \$687,500 plus \$100,000 for consultancy agreement. Seller is owned by Robert E. Davis, who has no other broadcast interests. Buyer is owned by Harry Bubeck and his wife, Alice, and Fred L. Hildebrand, who also own KVOC(AM) Casper, Wyo. KLO is on 1430 khz with 5 kw full time.

■ **WRDD(AM)** Bay City, Mich.: Sold by Tri-Media Inc. to Mid-State Broadcasting Corp. for \$625,000. Seller is principally owned by Robert G. Liggett Jr., who also has varying interests in WFMK(FM) East Lansing, Mich.; WBUF(FM) Buffalo, N.Y., and WRRD(AM)-WLWL(FM) Minneapolis-St. Paul. Buyer is owned by Lowell C. Homberger (83%) and Margot E. Behrmann (17%), who were minority owners of KQXE(AM)-KIOG(FM) Mesa, Ariz., which declared bankruptcy in 1978 and is in process of being sold by receiver (BROADCASTING, Aug. 13). WRDD is on 1440 khz with 1 kw day and 500 w night.

■ Other approved station sales include: KNVR(FM) Paradise, Calif.; WERD(AM) Jacksonville, Fla.; KOFE(AM) St. Maries, Idaho; WHLT-AM-FM Huntington, Ind.; WHKC(FM) Henderson, Ky.; WYNA(AM) Raleigh, N.C., and WCH(AM) Clarion, Pa. (see "For the Record," page 72).

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Technology

More delegates and more exhibitors for SMPTE conference

Attendance expected to outdistance last year's New York meeting, where limited space held down number of manufacturers on hand

Attendance for this month's Society of Motion Picture and Television Engineers technical conference and equipment exhibit is expected to approach the 8,000 mark, according to the society. The Los Angeles conference began Sunday, Oct. 21, and will run through the following Thursday.

According to SMPTE's Jeff Friedman, exhibit manager, by the end of the five-day conference the society for the first time will have an accurate breakdown of how many delegates come from the motion picture field and how many come from television. It is believed that in pure numbers, the motion picture industry has a slight edge on the television field, but SMPTE has no hard data. Information this year, however, is being stored in a new computer data bank, and, according to Friedman, there will be a count by the end of the conference.

Last year's fall conference in New York saw registration reach approximately 7,200, and the society is expecting this year's to reach past the 7,500 mark and nudge toward the 8,000 figure.

The exhibitor list has also grown this year. As of last week, 161 manufacturers and equipment firms had signed for 325 booths in the Los Angeles Century Plaza hotel. There will be over 26,000 square feet of exhibit space. Last year's New York conference had 210 booths, and the last

Los Angeles meeting—at the same hotel two years ago—had 220 booths. According to Friedman, the size of the New York show was the result of limited space, and not a decline in exhibitor interest. "We sold all the space we had last year and had to turn people down."

In all, 108 papers will be presented at the meeting. The television agenda includes sessions devoted to production and post-production techniques, television sound technology, consumer video technology, microprocessors and new transmission techniques.

Jacques Cousteau, the famous French oceanographer and producer of numerous television specials, will deliver the conference's featured address at Tuesday's luncheon.

Monday, Oct. 22

Laboratory practices I. 8:50 a.m. Theater 2. "A Stretch of Time," Arnold Schieman, National Film Board of Canada, Montreal, and Samuel H. Bunchez, Vacuumate Corp., New York; "Monobath Processed Color Composite Print," H.R. Miller, Philip A. Hunt Chemical Corp., Palisades Park, N.J.; "New Fujicolor Reversal Films," Takashi Horiguchi, Fuji Photo Film Co., Ltd., Tokyo; "A New Gevacolor Negative Type 682 Film," A. Vervoort and H. Stappaerts, Agfa-Gevaert, Mortsel, Belgium.

Television production. 9:15 a.m. Theater 1. "Microprocessor Controlled Cameras and Their Operations," Steve deSatnick, KCET(TV) Los Angeles; "Continuously Variable Speed Forward-Reverse 16mm/Super-8 Flying Spot Scanner Operational PAL-NTSC-SECAM, 50-60 Cycle," Andrew Armstrong, Alan Groves, and Richard Whittington, Transcan Video Ltd., London; "A Newly Developed 30 Millimeter Pickup Tube for Cameras in Teleproduction and Other Demanding Nonbroadcast Uses," Al

Month, RCA, Lancaster, Pa.; "High Quality Montage Picture by Soft Chromakey," Jun-ichiro Nakamura, Japan Broadcasting Corp., Tokyo; "Matching of the TK-47 (a High Performance Color TV Camera) to a Unique Pickup Tube Design," S.L. Bendell and C.A. Johnson, RCA, Camden, N.J.; "A New Method of Specifying the Resolving Power of Television Camera Tubes," L.D. Miller, RCA, Lancaster, Pa.; "The Usage of One-Inch Video Tape Format in TV Production in Austria," Norbert Wassiczek, Austrian Broadcasting Corp., Vienna; "SMARTS System Progress Report," Lawrence T. Driscoll, RCA American Communications, Piscataway, N.J.; "Automatic Set-up System for a Broadcast Color Camera," Brian Astle, Robert A. Dischert, Robert E. Flory, and Michael Lurie, RCA Laboratories, Princeton, N.J.; "Layout and Performances of a Modern CCD-Telecine," H. Zahn and D. Poetsch, Robert Bosch GmbH, Fernseh Group, Darmstadt, W. Germany.

Laboratory practices II: ecology and effluent management. 1:45 p.m. Theater 2.

"Recycling Photographic Wash Waters," David Degenkolb, Photo-Chem Systems and Engineering Inc., Granada Hills, Calif.; "The Application of Reverse Osmosis to Recover Photographic Wastes," Donald C. Brandt, E.I. DuPont de Nemours & Co., Chatsworth, Calif.; "Economics of a Zero Discharge Waste Treatment System," James J. Nowack, PCA International Inc., Matthews, N.C.; "Pollution Control Through Regeneration and Re-Use," Louis G. Daignault, PCA International, Inc., Matthews, N.C.; "Water Re-Use in Los Angeles and Orange Counties," Frank Grant and Wiley Horne, Montgomery Engineers/OLAC Water Reuse Study, Pasadena, Calif.; "Overview of World-Wide Effluent Regulations," L. Allen and S.E. Jensen, Eastman Kodak, Rochester, N.Y.; "Recovery and Re-Use of Color Developing Agents," C.C. Bard, Eastman Kodak, Rochester, N.Y.

Television production, continued. 1:45 p.m. Theater 1.

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Tuesday, Oct. 23

Laboratory practices III: new equipment and processes. 8:45 a.m. Theater 2. "Full Immersion Contact Printers," Chuck Zichterman, Peterson Enterprises Inc., Glenview, Ill.; "OPAL: a Computer Language for the Control of Optical Printers," Howard S. Moscovitz, JK Camera Engineering Inc., Oakland, Calif.; "An Electronically Controlled Additive Lamp House for Optical Printers," Howard S. Moscovitz, JK Camera Engineering Inc., Oakland, Calif.; "A New On-Line View for High Speed Motion-Picture Processing," Robert L. Woltz, Robert Woltz Associates, Newport Beach, Calif.; "A Multifor-mat Polygon Projector for Film Inspection," Howard W. Hoadley, Lab Methods Corp., Van Nuys, Calif.; "A High Speed Auto Demand Film

Loop Cabinet," Joseph C. Wary, Lab Methods Corp., Van Nuys, Calif.; "Continuous Printing by Means of an Automatic Loop System," Ralph D. Whitmore Jr., Hollywood Film Co., Los Angeles; "HFC Total Immersion Printer," Ralph D. Whitmore Jr., Hollywood Film Co., Los Angeles; "A Printer-Film Transport System," John M. Ehrenberg, Bell and Howell Professional Equipment, Chicago; "Wet Loop Printing of Release Prints," W.D. Carter, Carter Equipment Co., Lawndale, Calif.

Television post production. 8:50 a.m. Theater 1. "Post Production in Televisa Mexico," Eugenio Ruesga and Cenobio Moriel, Televisa, Mexico; "Post Production Switching with a Digitally Controlled Switcher," Bruce Rayner, Grass Valley Group, Grass Valley, Calif.; "A Flexible Audio/Video Tape Synchronizing System for Television Production Applications," Steven Chan, Adams/Smith Corp., Foxboro, Mass.; "An Adaptive Digital Noise Reducer for Professional Television Applications," Richard Ellis, Pye TVT Ltd., Cambridge, England; "Advance Computer Editing Techniques," C. Liu, Datatron Inc., Irvine, Calif.; "Single Camera Editing Systems," J.A. Flaherty, CBS-TV, New York; "Operating Experience with the 'B' Format for Electronic Field Production and Post Production," Bill Hogan, Ruxton, Burbank, Calif.; "Film-to-Tape Transfer: Thoughts of the Solution of the Problems by Modern Means," D. Geise, Robert Bosch GmbH, Fernseh Group, Darmstadt, W. Germany; "Image Quality Transfer Through Film and Television," Karel Staes and Lucien Hayen, Agfa-Gevaert, Mortsel, Belgium.

Lab practices III, continued. 2:45 p.m. Theater 1.

Awards luncheon. 12 noon. Beverly Hilton.

Wednesday, Oct. 24

Invited international papers. 9 a.m. Theater 1. This session will feature presentations from England, Germany, Japan, France, and the People's Republic of China as well as the United States on current developments in the motion-picture and television industry. A panel will be made up of officers and members of the society who recently visited the People's Republic of China.

Fellows' luncheon. 12 noon.

Production and special effects. 2 p.m. Theater 1. "A Unique Electronic Ballast for Straight Forward Use of HMI Daylight Lamps 575 w to 4,000 w Without Compromise," Denys Klein, Creme and C.S.E.E., Paris; "HMI Lighting—A Realistic Evaluation of the Pros and Cons," Milton Forman, consultant, Los Angeles; "Considerations for Motion-Picture Film Coverage and Film Production at the XIII Olympics Winter Games," J.B. DeWitt, Eastman Kodak, Rochester, N.Y.; "An In-Camera Pre-Flash System: an Update," Vernon L. Kipping, consultant, San Francisco; "The Evolution of Motion-Picture Equipment," Leonard Chapman, Leonard Studio Equipment, North Hollywood, Calif.; "UltiMatte System," Petro Vlahos, Vlahos-Gottschalk Research Corp., Reseda, Calif.; "New Developments in the Todd-AO Anamorphic Lens System," Edmund M. DiGiulio, Cinema Products Corp., Los Angeles.

Television sound technology. 2:15 p.m. Theater 2. "Stereophonic Sound and Multilingual Television Broadcast Services by Multiplex Method," William S. Halstead, consultant, Woodland Hills, Calif., and Richard W. Burden, Richard W. Burden Associates, Canoga Park, Calif.; "Vidi-Mag: a New System for Television Audio Post Production," C. Robert Fine, Magna-Tech Electronic Co., New York; "The Peak Program Meter and the VU Meter in Broadcasting," Hans Schmid, ABC, New York; "Progress Report of the Multi-Channel Sound Sub-Committee of the Broadcast Television System Committee," Thomas Keller Jr., WGBH-TV Boston; "A Report on the Effects and Measurements of Videotape Mechanical Modulation of the Audio Signal," Koichiro Hori, WGBH-TV Boston; "Automated Mixing," to be announced.

Thursday, Oct. 25

Motion-picture sound technology. 8:45. Samuel Goldwyn Theater. "A Closed Loop MMF Maximizing Reproduce System," Ralph S. Norton, Norton Associates, Copiague, N.Y.; "The Kintek Mono/Stereo Photographic Soundtrack," John Mosely, Keith O. Johnson and David E. Blackmer, Kintek Inc., Hollywood; "Quality Control Instrument for Optical Sound Tracks," Terry Beard, Nuoptix Inc., Westlake Village, Calif., and Bruce Keller, Technicolor Inc., North Hollywood, Calif.; "The Academy Curve from a Psycho-Acoustic Perspective," Charles Nairn, Communications Technology Inc., Detroit; "The Relationship of Film Parameters to Photographic Sound Track Quality," R.E. Uhlig, Eastman Kodak, Rochester, N.Y.; "The New Sound Negative Film," R.E. Uhlig, J.C. Bolthouse, J.E. Erwin, Eastman Kodak, Rochester, N.Y.; "A Proposal for a Simplified Cross-Modulation Test Procedure," Karel Staes and Walter Markie, Agfa-Gevaert, Mortsel, Belgium.

Consumer video technology. 9 a.m. Theater 1. "A Survey of Stereoscopic Home Television Systems," James F. Butterfield, Stereo-Video Laboratories, North Hollywood, Calif.; "Teletext and Viewdata," Joseph Roizen, Telegen, Palo Alto, Calif.; "Technology and Copyright Protection," S. Mittleman, MCA, Hollywood; "QUBE Television," to be announced; "The Future of High Definition Television: Report of the SMPTE Study Group on High Definition Television," Donald G. Fink, Chairman of the Study Group, Somers, N.Y.; panel discussion: "Technical Aspects of Consumer Television."

Scientific/Industrial film and video systems. 1:30 p.m. Theater 1. "The Technology Present and Applications Future of the Video Disk," C. Robert Paulson, AVP Communication, Westborough, Mass.; "Dynamic Applications of Unique Camera Systems," Hallock F. Swift, International Applied Physics Inc.; "Rotating Prism Cameras," Robert D. Shoberg, Photonic Systems Inc., Sunnyvale, Calif.; "International Aspects of Photographic Instrumentation," Carlos H. Elmer, L-W International, Scottsdale, Ariz.; "Evaluation of Photographic Data Management," David H. Stern, L-W International, Woodland Hills, Calif.; "Report on Video Systems," to be announced; "Report on Light Sources," Harold E. Edgerton, Massachusetts Institute of Technology, Cambridge, Mass.

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Microprocessor systems control. 1:30 p.m. Theater 2. "Getting Aboard the Microprocessor Bandwagon," Fred J. Hodge, William N. Speck, Charles Germon, and Stephen Kent, 3M Co., Minicom Division, Camarillo, Calif.; "Microprocessor Control in Audio Visual Projection Equipment," Hans F. Napfel and Lee H. Schank, Fairchild Industrial Products, Commack, N.Y.; "The Promise and Reality of the Microcomputer," Carl A. Lindke, The Grass Valley Group Inc., Grass Valley, Calif.; "Application of Microprocessors in Automated Film Re-Recording Consoles," J. Phil Mobley, Quad-Eight Electronics, North Hollywood, Calif.; "Maximized Microcomputer for Television," Ray M. Unrath, Systems Concepts Inc., Salt Lake City; "Innovative Self-Tailoring Techniques with Microprocessor Controlled Editing Systems," Gene Simon, CMX, Santa Clara, Calif.; "Microprocessors in Special Effects Motion Control," Bud Elam, Universal Studios, Hartland, Los Angeles; "Microprocessor-Based Decoder That Provides On-Screen Captions for the Deaf Television Viewer," Gordon Smith, Rockwell Micro-Electronics, Anaheim, Calif.

Friday, Oct. 26

International image distribution. 8:45 a.m. Theater 2. "Reaching the Global Village," Thomas W. Hope, Hope Reports Inc., Rochester, N.Y.; "Olympics in Moscow, Distribution in SECAM," Craig Curtis, NBC-TV, Hollywood; "Tutorial on the NTSC-SECAM and PAL Systems," Arch Luther, RCA, Camden, N.J.

Advanced transmission techniques. 8:45

a.m. Theater 1. "Advances in ENG/EJ Systems Concepts," E.J. Forbes, Microwave Associates Communications Co., Burlington, Mass.; "DATE System for Audio Transmission," Digital Communications Corp., Gaithersburg, Md.; "Digital Television Terminal for Multiplex Television Signals," H. Shigehara, NEC, Tokyo; "Fiber Optics Interconnection for a Minicam," Gary Miller, Fiber Optics Co., Wallingford, Conn.; "Public Broadcasting Service Captioning for the Deaf," John Ball, Public Broadcasting Service, Washington.

In the booths

The following companies are exhibiting at the SMPTE conference in the Century Plaza. Booth numbers are indicated and an asterisk designates a new product.

Aaton Cameras 551
16 mm camera and accessories, electronic video viewfinder, miniature monitor. **Staff:** Thora Van Male, Guy Genin, Alima Morse.

Adda 553-34
VW-1 frame synchronizer, electronic still storage. **Staff:** Bill Hendershot, Mike Maldonado, Vic Barrick, Tom McGowan, Bobbi Kramer, Mike Tallent, Chuck Aronson, Ron Long, Ron Harrison, Janet Peterson, Duane Tuttle, Joe Hanf, Mike Shannon, Jesse Blount, Sheila Holmes.

Agfa-Gevaert 216
Video tape, magnetic film. **Staff:** A.P. Germer,

María Curry, Rolf Kuhn, Dave Rubenstein.

Allen Products 423-24
Processor and recovery unit. **Staff:** Jeff Must, Doug Small, Ron Bailer, Bob Stiles.

Amperex 532
Diode Gun and Plumbicon camera tubes*. **Staff:** J. Brooke-Stewart, G. Murphy, S. Lovitz, T. Marchner, V. Rao.

Ampex 212-13, 219, 228-29
Production/post production systems, audio and video tape recorders, editing systems, TV cameras, magnetic tape. **Staff:** D.V. Kleffman, R. Ide, L. Cochran, C. Anderson, P. Vartanian, J. Diermann, C. Kennedy, M. Sanders, A. Slater, F. Nault, L. Hase, P. Hansil, T. Nielson, G. Brill, W. Carpenter, W. Justus, G. Rose, B. Bohunicky, D. Carlsen, J. Leveck, M. Wachtel, R. Williams.

Arriflex 432-34, 460-62
16 mm and 35 mm motion picture equipment and accessories. **Staff:** Volker W. Bahnemann, Richard B. Schreiber, Abbott Sydney, Bob Arnold, Horst Bergmann, Heinz Feldhaus.

Arvin/Echo Science 552-55
Slo-Mo-1 system. **Staff:** D. Shelton, W. Nichols, J. Dunn, C. James, C.R. Williams, J. Romanko.

ASACA Corp. 310-11
Video noise meter, envelope delay measuring set, video sweep generator, portable video switcher, portable video camera, digital pattern generator, color monitors. **Staff:** Robert Shult, Richard Reilly, T. Shigezaki, Kazuo Ezoe, Mike Kobayashi.

Audio Services & Sales Center 476-77
Sales, rental and service of audio equipment for film and tape. **Staff:** Richard Topham, Ronald Topham, Mark Chatinsky.

Bardwell & McAllister 411-13
Lenses, grip equipment, lighting equipment. **Staff:** John Strong, Sharon Evans, Thomas Fedora, Arthur Florman, Len Hollander, Walter Druker, Jim Spinney, Dan Joelson, Isabel Cardenas, Carl Burleson, Ched Kahlek, Phil Graff, Reinhardt Lichter.

Belden Communications 481-82
Staff: Michael Sheppard, John Lee, Benny Lee, David Holmes, Bob Jeffs, Wally Hills, Charlie Jones, Lynn Jeggo.

Bell & Howell (Professional Div.) 430-31
Continuous contact printers. **Staff:** J.M. Ehrenberg, M.J. Darbyshire, F.J. Gonzalez, G.W. Darrell, D.M. Jones, G.R. Knapp, J.W. Lang, A.A. Meiche, T.J. Wheeler.

Berkey Colortran 330-31
Staff: Ken Boyda, Tom Pincu, Marion Rimmer, Franc Dutton, Jeff Sessler, John Gresch.

Birns & Sawyer 478-79
Tripods and accessories, optical products, production aids, Sennheiser microphones, Tiffen filters. **Staff:** Marvin Stern, Audrey Stern, Bill Sutphin, Mark Schweikart, Peter Anway.

Bogen Photo 577-78
Staff: Lester Bogen, Bruce Landau, Kriss Brunngaber, Harry Bender, Ron Bender.

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Bolex 451

16 mm projectors, motion picture cameras, Super 8 sound cameras, aspheric converters*. **Staff:** Fred Onderka, Rand Christensen, Raymond Gasser.

Bosch Fernseh 205-06

Cameras, videotape recorders, videocassette recorders, accessories, color monitors. **Staff:** Fred Bundesmann, Tony Magliocco, Bill Love, John Lynch, Lenny Staskiewicz, John Webb.

Canon USA 104-05

Lenses, 16mm camera accessories. **Staff:** Jack Keyes, Bob Ginnelli, K. Satome, M. Momosawa, T. Sakurai.

Carter Equipment 437, 457

Total immersion continuous contact wetprinter, computerized tape punch, frame count cueing system, auto take-up module, wet loop cabinet, video color analyzer. **Staff:** W.D. Carter, Clay Ogletree, Marty Mueller, Tara Kearns, Ron Larsen, Nigel Varian.

Central Dynamics 542

Switchers. **Staff:** Brian Tee, Vince Lyons, Joe Rudigier, John Barker.

Century Precision Cine/Optics 450

Lenses, copiers, film production accessories. **Staff:** Steve Manios, Bill Turner, John Manios.

Cetec Vega 448

Wireless microphone products. **Staff:** Paul Baughman, Jack Daniel, Ernie Pappenfus, Ray Edwards.

Christy's Editorial Film Supply 546

Murray 35 mm viewer*, film editing supplies and equipment. **Staff:** Dick Christy, Dan Christy, Betty Christy, Alice Christy, Jitoo Devani, Donna Oden, Phil Chandler, Maria Ferrar.

Chyron Telesystems 522

Chyron IV dual channel graphics system with camera font compose. **Staff:** Joseph Scheuer, David Buckler, John Starosky, Ron Witko.

Cinema Products 116

Steadicam, CP-16 camera, GSMO camera, MNC-71 CP video camera, lenses, universal fluid head, lighting equipment, Co-Ax control for video cameras*. **Staff:** Ed DiGiulio, Peter Waldeck, Ed Clare, Don Dunbar, Susan Lewis, Wayne Weichel, Ron Kelley, Ray Tamba.

Cine/Precision Engineering 564

Cameras. **Staff:** Jake Monroy, Pete Kalian, Horst Stenberg, Peggie Sherman.

Cine 80 544-45

Motion picture battery systems, accessories. **Staff:** Paul Wildum, Bob Kabo, Don F. Civitillo, Evan Green.

CMX Systems 511-12

Video editing systems. **Staff:** Bill Orr, Alan Behr, Nick Adams, Klaus Eichstadt, Gene Simon, Linda Kulmaczewski, Bob Duffy.

Coherent Communications 562-63

Mixers, mics, motion picture time code equipment, ENG/film, mixer, mic windscreens. **Staff:** Ivan Kruglak, Harry Howard, Anthony Levesley, Martin Shann.

Commercial Electronics 518-19

Television cameras. **Staff:** Homer Hull, Harvey Ray, Dave Lindsey, Chuck Headley.

Compact Video Systems 523-31

Mobile TV production facilities. **Staff:** Oscar Wilson, Darlinda Dovolis, Ken Gustafson, John Heller, Bob Seidenglanz, Jim Bennet, Peter May, Sam Wright, Pam Grayson, Bob Manahan, Carl Kravetz, Lee Davis.

Consolidated Video Systems 328-29

Digital time base correctors, frame synchronizer*, computer assisted editor*. **Staff:** Jim Summers, Frank Santucci, Mike Lang, Virgil Moore, Larry Seehorn, Bill Curtis, Bill Miller, Marv Alley, Carl Reig.

Convergence Corp. 101-03

ECS-102 insert editing system, ECS-103 multi-source editing system. **Staff:** Gary H. Beeson, George Bates, Gary Land, Dennis Christensen, John Campbell, Richard Moscarello, Frank Logan, Skip Breeden, Steve Pequignot, Doug Tao, Kim Thomas, Linda Shepherd, Jan Compton.

Datatron 242-43

Tempo 76 videotape editing system, SMPTE code readers, generators, character inserters and jam-sync generators. **Staff:** Jerry Hudspeth, Herb Perkins, Charles Liv, Dale McNulty, Wayne Frantz, Gary Rosenswieg, Dave Radford.

Digital Video Systems 517, 537

Time base correctors, frame stores. **Staff:** John Lowry, Richard Kupnicki, Ben Tsai, Charles Poynton, Tony Grosboll, Jim Hahn.

DI-Tech 574

Computer control system, routing switchers, audio/video pulse distribution equipment. **Staff:** Tony Bolletino.

Dolby Labs 304-05

Noise reduction equipment. **Staff:** Robert A. Peterson, Clyde McKinney, Joan Allen, Stacey Rehm, Ken Fay, Deborah Doyle, Steve Katz.

Durafilm 618

Film preservation, maintenance, repair services, machinery and chemicals. **Staff:** Madelon Cohen, Steve Eichenlaub.

Eastman Kodak 425-27

Motion picture film. **Staff:** D. W. Henderson, L.J. Spring, C.W. Kemmerer, T.R. McMurtry, W.H. Dinehart, J.B. DeWitt, A.D. Bruno, J.F. Schroth.

Eigen Video 326-27

Electronic still store. **Staff:** Jim Hebb, George Foster, Jerry Warner, Hans Van Der Veen, Robert Bowes.

Electronic Applications 501-02

EPRAD Inc. 570

Stereo-optical theater sound systems. **Staff:** Al Boudouris, Herb Weingarden.

F&B/Ceco 411

Studio lighting equipment. **Staff:** Arthur Florman, John Strong, Sharon Evans, Len Hollander, Brian Kreider, Don Joelson.

Ferco 453-56

Film cameras and accessories.



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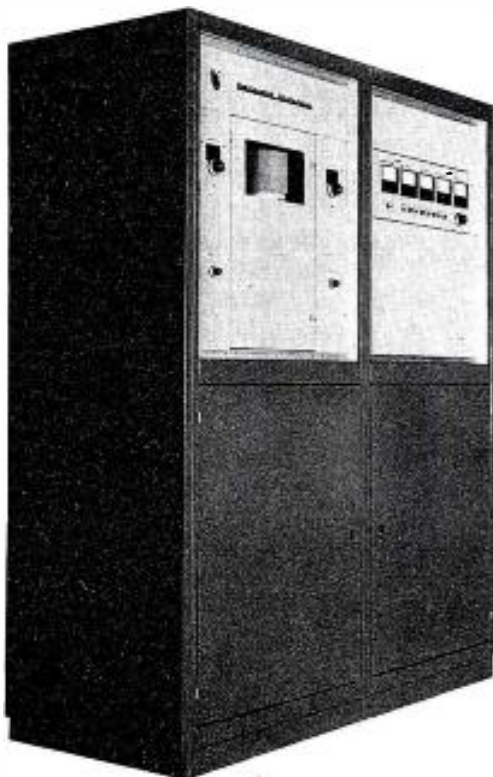
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- Film-Technik** 110
- Frezzolini Electronics** 428-29
On-Board batteries for ENG color cameras*, TV light for ENG color cameras*. **Staff:** James Crawford, Jack Frezzolini, James Frezzolini, Dom Capano, Jack Zink.
- Fujinon Optical** 209-11
Electronic cinematographer lenses, C-mount lenses. **Staff:** F Nakajima, M. Russin, J. Dawson, M. Ebisawa, P. Stuart.
- Fuji Photo Film** 244
Videotape, videocassettes. **Staff:** J. Dale, A. Bedross, S.P. Henderson, M. Brehm.
- General Electric** 130-31
Lighting systems. **Staff:** Ed Trout, Charlie Clark, Dick Dottermusch, Dave Graham, Joe Schultz, Ken Hilt, Dennis Ouellette.
- Goldberg Brothers** 406-08
- Alan Gordon Enterprises** 470-74
Professional motion picture equipment. **Staff:** Ted Lane, Pat Singh, Grant Loucks, Jim Martin, Bob Kuhagen, Don Sahlein, Pam Harris, Tony Zaza, Frank Kelly, Ralph Sogge, Kelly King, Bill Russell, K. Ferrell Forehand.
- Grass Valley Group** 240-41
Post production system of model 1600-2V production switcher with effects memory system and smart peripheral device. **Staff:** David Friedley, Robert Cobler, Robert Webb, Charles P. Clarke, Len Dole, Don Bowdish, Doug Buterbaugh.
- Gray Engineering Labs** 565
SMPTE edit code readers, character generators and displays, edit code transmitters, user bit modifiers, combiners, comparator and encoder, video reticle generators*, edit code time base corrector*, time character reader*, dual character receiver*. **Staff:** John B. Gray, Scott R. Gray, Phillip McFadin, L.P. Reitz Jr., Tom C. Clark, Pamela E. Finco.
- Harrison & Harrison** 613
Staff: H.K. Harrison, Thomas Rush, Mrs. H.K. Harrison.
- Hazeltine** 440-41
Model 240 tape preparation system. **Staff:** A. Arbeeny, A. Eisenhuth, S. Osgood, S. Nardella.
- Hitachi Denshi** 312-14
Camera systems, color monitors, video recorders. **Staff:** Bernie Munzelle, Mike Monk, Nick Pisciotta, Tommy Yamashita.
- Hollywood Associates** 566
- Hollywood Film** 488-89
- Houston Fearless 76** 458-59
Continuous cine film processors for color negative, positive and reversal films. **Staff:** Derrill J. Macho, Ivan Ryman, Richard Burke, Robert Schram.
- Hudson Photographic Industries** 552
- Ikegami Electronics** 301-02
Computer cameras, ENG-EFP cameras, color monitors, film chain and auto color balancer.
- Staff:** Bruce Ballantyne, Fred Bergstrasser, John Chow, Rupert Goodspeed, Toshiaki Kazuma, Herman Schkolnick, Sumimasa Yana.
- Image Devices** 435
Video production accessories, headsets, wireless earphones, tripods, portable mic mixers, equipment rental. **Staff:** David Haylock, Bill Reiter, Steve Brinson, Steve Clifone.
- Image Transform** 530-31
Color correction, tape to film transfers, film to tape transfers, standards conversions. **Staff:** Bob Ringer, Dick Lebre, Warren Rosenberg, Toni Roth, Les Werschker, Tom Mann, Don Nikinen, Terry Robinson, Jim Kampshroer, Richard Claghorn, Ed Marzola.
- Industrial Silver** 568
- Jamieson Film** 614
Staff: Michael N. Foster, Oscar Garza, Jim Hatfield.
- JVC Corp.** 217
Editing systems, color cameras, videotape recorders. **Staff:** Mike Fleming, Gary Horstkorta, Joe Merjan, Logan Enright, Don Thorkelson, Jack Russell.
- K B Systems** 605
Magic Slippers film reel tension device*, film editors. **Staff:** William D. Reid, Kay Reid, Joy Kay Vincent.
- KEM Editing Systems** 442-44
Editing systems. **Staff:** Peter W. Weirel, Michael Denecke, Verena R. Tansey.



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Kilegi Bros. 606-07

KLM Associates 415-18
Cinemonta film editing consoles*, Unicol TV monitor stands. **Staff:** Desmond McElroy, Martaan Ten Wolde, Renati Galli.

Lab Methods 610-11
Automatic loop cabinet*, Film Facit projector*, Monitrol process monitor*. **Staff:** Marvin Roberts, Joseph Wary, Howard Hoadley, Ross Wylie, Donald Schwanborg, Helene Caruthers.

LaVeZZi Machine Works 466
Sprockets. **Staff:** Worth Baird, Dick Horak.

Lenco 207-08
Sync generator, color monitors. **Staff:** Paul Leonard, Dick Lawrence, Bob Henson, Merton Knold, Russ Thalacker, Bruce Blair, Ron Wells.

Lipsner-Smith 496-98
CF-3000 VCS ultrasonic film cleaner*, CF-2 and CF-200 film cleaners. **Staff:** Tom Tisch, Jerry Lipsner, Dick Hughes, Roy Bartels, Ray Short, Howard Bowen.

Listec Television Equipment 127
Post head for table top photography*, crane arm*, PortaPed L.F. head, TriTrack crabbing base. **Staff:** Howard F. Stucker, Joanne Camarda, Mike Stechly, Jack Littler.

Lowel-Light Manufacturing 494-95
Staff: Ross Lowell, Marvin Seligman, Roy Low, Art Kramer.

LTM Corp. 490-93
Lighting equipment, Phasescope frequency meter/voltmeter*, 2 kw and 5 kw AC dimmers*. **Staff:** Claude Crevet, Jean Galerne, Guy Fischer, Herbert Breittling, Gilles Galerne.

L-W International 559
Staff: Pat Smith, David Stern, David Greve, David Fellingner.

Macbeth Sales 449
Osram HMI lamps, high intensity discharge lamps for sports lighting*. **Staff:** Lawrence P. Carr, Russell D. Liddle, Stanley Schwartz, Keith Gillum, Sue Favoino, Wendell T. Gill.

Magnasync/Moviola 401-05
Film editing tables and equipment. **Staff:** Daniel M. Zinn, Samuel H. Lane, Ted Diamond, Gerry D'Almada, Holmes Ives.

Magna-Tech 463-65
Vidi-Mag 16 mm sprocketed video recorder*, high-speed electronic looping system, interlock-control units, high-speed 16 mm and 35 mm recorder/reproducer, high-speed 35 mm studio projector. **Staff:** Norman Prisament, Marc Prisament, Robert Fine, George Szigeti, Robert Eberenz.

Marconi Electronics 303
Video and audio test instruments. **Staff:** Tony Ramsden, John Robinson, Jon Gorbald, Keith Elkins, Fred Bones.

Marco Scientific 617

Matthews Studio Equipment 111-13

Merlin Engineering Works 540-41
Quad VTR's, accessories for and refurbishing

of quad VTR's. **Staff:** J. Streets, A. Sturm, K. Zin, D. Dusel, K. Martin.

Micro Consultants 508-10
Digital effects device, digital framestore synchronizer, digital synchronizer and timebase corrector. **Staff:** George Grasso, Gilbert Kesser, Herb Quilitzsch, Brian Matley, Jim Oster, Paul Kendrick, Paul Fletcher, Chuck Martin, David Dever, Ron Frillman, Marsha Verse.

Microtime 543
2525 video signal synchronizer, 2100 video image processor, 1600 time base corrector. **Staff:** David E. Acker, R. Traude Schieber, Robert J. Anderman, Daniel J. Sofie, Gary P. Johnston.

Miller Professional Equipment 557

Mitchell Camera 414
Lightweight geared head.* **Staff:** H.L. Witrock, C.S. Mallory, Graham Muir, Liz Dee.

Mole-Richardson 484-87
Control 12 pack portable dimmer*, lighting equipment and accessories. **Staff:** Howard R. Bell, Larry Mole Parker, Michael C. Parker, Michael Hodgins, Paul Bozigar, Fred Waring, Nanette Bond, John Robertson, Michael Martin, Arleen Bohte, Dennis V. Parker, Warren K. Parker, Max Hankins, Ken Iuttio.

Motion Picture Enterprises 438

Multi-Track Magnetics 128-29

Nagra Magnetic Recorders 483
T-RVR modular four-speed 12-hour logging recorder*, mono and stereo tape recorders. **Staff:** J.J. Broccard, LL. Ryder, Dom Notto, Helen Joyce, Jerry Kearns, Danny Grimes, T.W. Davis, Ray Valentine.

NEC America 106-07
Frame synchronizers, digital video effects system, digital strobe action system, teleconferencing system. **Staff:** Richard Dienhart, Robert Curwin, Hugh Gillogly, M. Mitsui, Lew Wigal, Darryl Parker, Martin Jackson, Bob Bacon, George Gold, John Nutting, M. Imai, Frank Yurasek.

Network Production Music 572
Contemporary production music libraries on record and tape, audio/visual recording supplies. **Staff:** Bob Skomer, Mike Anderson, Kerry Roberts, Tom D. Noto.

NL Film Products 576
Flatbed film editing system. **Staff:** J.L. Levy, I.R. Schiller, M. Filleul.

Norton Associates 436
Magnetic heads and amps for motion picture and studio recorders, CF-2040 amp*. **Staff:** R. Norton, R. Auteri.

Nurad 324-25
Design, supply and installation of microwave television systems. **Staff:** Les Lear, Stephen Nerberth, Vince Rocco.

O'Connor Engineering Labs 306-07

Oxberry Divison 124-26
Animation equipment. **Staff:** Richard McCarthy, Mark Ackerman, Alfred I. Thumim.



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California 90028 (213) 463-7151

Pace International 558

Pacex water recycling system for photographic processing. **Staff:** Robert Kreiman, Shirley Kreiman, John Hewitt, Fred Detmers.

Panasonic Video Systems 513-18

Studio color cameras, ENG/EFP cameras, half-inch VHS videocassette recorders, three-quarter-inch editing system, portable camera/recording systems. **Staff:** R. Karadzian, S. Planchar, G. Carter, L. Skora, M. Schimmell, K. Maeo, Y. Yao, J. Merrick, J. Larsen.

Perf-Fix 452

Film perforation repair, protection and preservation system. **Staff:** Diane Stanfield, Paul Trester, Shirley Travers.

Peterson Enterprises 409-10

Staff: Walter Peterson, Chuc. Zichterman, William Pfeifer, Hjalmar Kallman.

Philips Broadcast Equipment 230-37

Digital noise reducer*, tape synchronizer*, LDK-14 ENG/EFP/studio camera, LDK-25 color studio/field camera, Video 80 cameras and production systems, one-inch VTR. **Staff:** P. Bergquist, W. Amos, W. Anderson, J. Wilson, D. Ellis, D. Godsmark, D. Adams, H. Adams, E. Moxon, H. Gefen, M. Hartt, J. Nigro, J. Kraus, G. Sahw, W. Corcoran, J. Giove, T. Summerville, N. Neubert, F. van Roessel.

Pioneer Marketing 567

7600 aerial image optical printer, XL-35 process projector, stop motion motors for animation and optical printer cameras.

Staff: Donald E. Stults, Rick Trebes, Fred Trebes, L. Ron Schmidt.

Plastic Reel 467-69

Editing equipment and supplies. **Staff:** R. Miller, P. Baccarella, V. Carrabello, D. Garrison, M. Blutter, J. Friedman, G. Stroud, P. Galanis, S. Schott.

David Pringle 616

Rank Cintel 108

Rank Precision Industries 109

RCA 419-22

Film recording, telecine systems. **Staff:** A.M. Miller, J.A. Gimbel, D. Freeman, C.J. Gaydos, H.W. Dover, J.V. Leahy.

Recortec 308-09

High-band portable videocassette recorder*. **Staff:** Sid McCollum, Rob Baker, Ed Bloom, David Chang, Tony Keng, Lester Lee, Eldon Corl, Ron Troxell.

Research Technology 496-498

TV-120 automatic film inspection, previewing, editing and timing, Retectron 35 mm inspection console. **Staff:** Tom Boyle, Ray Short, Howard Bowen, Steve Little, Tom Tisch, Larry Beilin.

Rosco Laboratories 447

RTS Systems 523-24

Intercom systems, mic mixers. **Staff:** Douglas Leighton, Ronald Fuller, Michael Perry, Stan Hubler, William Isenberg, Ronald Booth, Ronald Kelley, Jerry Barnett, Fiona Campbell, Michael Berro.

Smith-Victor 556

Sony 316

Video recorders, editing units, cameras, accessories, tape, ENG equipment. **Staff:** Irwin Ungerleider.

Soremec Eclair USA 619-20

Cameras and accessories. **Staff:** Regis Laderriere, Eric Falkenberg, Nancy Shazri, Jacques Chardenet.

Spin Physics 425-27

Refurbishment of quadruplex panels. **Staff:** Jim Lemke, Jim Crosby, Jack Savidge, Bill Heywood, Gene Long, Ed Gehle, Ken Thompson, David Franssens, Chuck May, Terry Bahn, Chuck Snyder.

Steenbeck 547-50

16 mm and 35 mm film editing systems, film recorder/reproducer. **Staff:** Mrs. H. McCall, W. Bass, U. Froehlich, G. Miller, W. Mills, Mrs. S. Mills, C. Macaulay, D. Macaulay, W. Engstler.

Strand Century 114

Super Eight Research 612

Super 8 Sound 480

Swintek Enterprises 576

ENG/film db/s transmitter for studio use or ENG crews*, full duplex communications and antenna systems. **Staff:** William Swintek, Les Underwood, W.R. Sheffield.

Sylvania Lighting 475



Full circle. Wallace E. Johnson, former chief of the FCC's Broadcast Bureau, has popped out of the revolving door as executive director of the Association of Broadcast Engineering Standards. Johnson, who will join ABES on Nov. 1 with a three year contract, will lead the organization as it attempts to affect AM and FM policy and standards. Johnson said the main purpose of ABES is to "provide another source of data" for those who make the decisions affecting radio such as the FCC. He said ABES's list of priorities include several FCC inquiries—clear channels, 9 khz, FM quadrasonic and AM stereo—as well as preparation for the Region II radio conference to be held in Buenos Aires next spring. Johnson, who spent 37 years with the FCC, said that his and the ABES's primary function will be to provide unbiased technical information; the first order of business, however, is tightening up organization which, he said, is "pretty loose."

Tektronix 238-39

Automatic measurement systems, test equipment. **Staff:** Dunc Doane, Jim Harris, Larry Kaplan, Bill Montgomery, Cal Smith, Tom Long.

Tele-Cine 520-21

Telemation 225-227

Compositor I character generation system, Graphics Compose artwork system*, Mach One computer controlled videotape editing system, MCS-I machine control system*, TVS-THS-1000 vertical interval switching system. **Staff:** Don Rhodes, W. Paul Warneck, Don Reynolds, Jim Adams, Dave Quebbeman, Ginny Faison, Donald K. McCauley, N.H. Bennett, John Briggs, John McArdle, Kent Wright, George Crowther, Curtis Olson, Mike Richardson, Davisson Spindle, Clair L. Bello.

Telescript 569

Monitor prompting system, contrast enhancer. **Staff:** Bob Swanson, Jim Henderson, Ron Wilson, Jerry Swanson.

Television Equipment Associates 535-36

Elcon Magnetek tape cleaner/evaluator. **Staff:** Bill Pegler, Marilyn Pegler, Bill Walters, Marilyn Walters, Dick Campbell, Charles Michael, Suzanne Michael, John Nutting.

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tape tension gauges. **Staff:** Wayne B. Graham, John W. Chavers Jr., Joan Kaye.

Thermodyne International 571

Thorn Lighting 622-23

Compact iodide daylight lamps*, tungsten halogen studio lamps. **Staff:** Edward G.A. Brewer, David M. Lippman, Brian Titmarsh, Robert Schoon.

3M Mincon Division 201-04

Recording tape. **Staff:** Frank Gallagher, Norm Ritter, Jerry Bauman, Gordon Schutte, Pete Van Deventer, Bob Landingham, Jerry Kerr, John Lugo, Kurt Wulliman, Ned Whiting.

Toshiba International 503-05

PK-39 portable color TV camera, FPC-10 portable field audio/video production console. **Staff:** R. Fried, N. Schneider, D. Cookinham, A. Landrum, V. Ziegenbein, D. Diesner.

Twenty-Fourth Frame 559

Videomedia 538-39

Z-6 computerized editing system*, Mini Z single event computerized editing system*. **Staff:** Bill Stickney, Hank Wilks, Richard Dorso, Herb Knies, Keith Reynolds, Dahlia D. Ouellette.

Vital Industries 214-15

Video switcher, Squeezoom, Production Switcher Automation System. **Staff:** William Vice, Gary Peck, Eric King, Gordon Peters, Robert McCall, Morrell Beavers, Barry Enders, Barry Holland, Mal Maglieri, Christopher Donoyan, Reginald McCoy, Dale Buzan, Ropen Nalbandian, Sarkis Mourabian.

Westrex 445-46

Wide Range Electronics 439

Winsted 573

Editing consoles, videotape and film storage systems, tape trucks, portable production consoles*, dubbing and post production consoles*. **Staff:** Jerry Hoska, Greg Hedlund, Bill Hanson.

InSync

Laser controlled. Bosch Fernseh, Saddle Brook, N.J., has developed KCA 100, new lightweight ENG camera that can be operated by remote control using fiber optics technology as well as conventional cable. Fiber optics, Bosch claims, offer some distinct advantages. Using laser transceivers at base station, KCA 100 can be operated from miles away with optical fiber cable that weighs one-thirtieth of what conventional cable does. Fiber cable can be hung between buildings and left permanently exposed and is insensitive to electromagnetic fields. KCA 100 camera head weighs just over 11 pounds.

□

Ampex's best. Ampex Corp., Redwood, Calif., will unveil its new ATR-124 analog multitrack audio recorder at Audio Engineering Society convention slated for New York Waldorf Astoria Nov. 2-5. According to spokesman, ATR-124, incorporating many features and much technology of Ampex two-track and four-track machines, provides 24-track recording capability.

□

Meanwhile. National Association of Broadcasters and Electronic Industries Association will be getting together at AES convention to form new organization whose purpose will be to study and recommend improvements for radio broadcasting (BROADCASTING, Oct. 15). Eb Tingley of EIA and Chris Payne of NAB are chief organizers and have opened up initial meeting to all interested parties and membership to "technically qualified individuals and organizations."

□

Also in Big Apple. Radio and television broadcasters planning to cover the Democratic and Republican conventions in Detroit and New York, respectively, will try to sidestep some technical problems through series of regular planning meetings in New York. Political Convention Radio Frequency Coordinating Committee, currently comprising 30 members including three major networks, will try to coordinate all wireless microphone, two-way communications, microwave and other related radio frequency needs of broadcast press. Other individuals or groups wishing to join in on meetings or more information should contact Michael LoCollo at ABC-TV: (212) 887-3489.

□

Side trip. Three weeks ago FCC Chairman Charles Ferris, and three other FCC officials—Phillip Verveer, chief of Common Carrier Bureau, Robert Bruce, general counsel, and Thomas Casey, deputy director of Common Carrier Bureau—returning from North Atlantic Consultative Process in Dublin stopped off in London for examination of British Post Office's Prestel viewdata system. According to Verveer group met for over two hours with BPO's Alex Reed, director of project, who explained how system works and what services it does and can offer. Verveer characterized trip as fact-finding expedition and said he "was extremely impressed with potentialities" of system.

□

Gearing up. Philips Industries, subsidiary of Netherlands-based N.V. Philips, announced in London plans for "multimillion-pound investment" in British plant to produce videodisks. Company hopes to begin pilot production in late 1980 at plant in Blackburn, Lancashire, with final selection of major plant site expected soon.

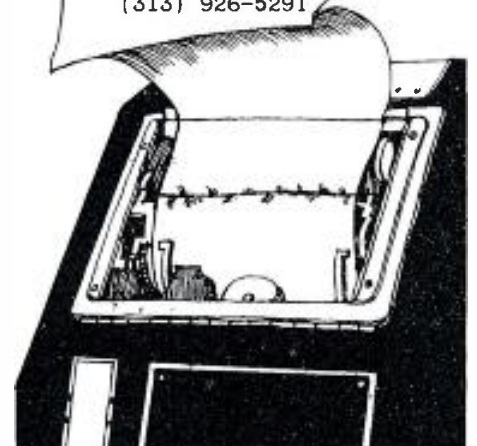
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The Broadcasting Playlist Oct 22

Contemporary


Playback

Last week	This week	Title □ Artist	Label
1	1	Rise □ Herb Alpert	A&M
3	2	Sad Eyes □ Robert John	EMI/America
4	3	Don't Stop Til You Get Enough □ Michael Jackson	Epic
2	4	I'll Never Love This Way Again □ Dionne Warwick	Arista
7	5	Pop Muzik □ M.	Warner Bros.
6	6	Sail On □ Commodores	Motown
9	7	Dim All the Lights □ Donna Summer	Casablanca
5	8	Lonesome Loser □ Little River Band	Capitol
14	9	You Decorated My Life □ Kenny Rogers	United Artists
11	10	Heartache Tonight □ Eagles	Elektra
10	11	After the Love Has Gone □ Earth, Wind & Fire	Columbia
24	12	Enough Is Enough □ Streisand/Summer	Columbia
22	13	Still □ Commodores	Motown
12	14	Come To Me □ France Joli	Prelude
18	15	Babe □ Styx	A&M
8	16	My Sharona □ The Knack	Capitol
13	17	Tusk □ Fleetwood Mac	Warner Bros.
15	18	Lead Me On □ Maxine Nightingale	Windsong
31	19	Lovin' Touchin' Squeezin' □ Journey	Columbia
17	20	Good Girls Don't □ The Knack	Capitol
16	21	Don't Bring Me Down □ Electric Light Orchestra	Epic
27	22	Ladies' Night □ Kool & The Gang	De-Lite
20	23	Heaven Must Have Sent You □ Bonnie Pointer	Motown
23	24	All My Love □ Led Zepplin	Swan Song
26	25	Dirty White Boy □ Foreigner	Swan Song
25	26	Ships □ Barry Manilow	Arista
-	27	Dreaming □ Blondie	Chrysalis
36	28	Broken Hearted Me □ Anne Murray	Capitol
37	29	Please Don't Go □ K.C. & Sunshine Band	TK
28	30	Depending On You □ Doobie Brothers	Warner Bros.
29	31	Bad Case of Lovin' You □ Robert Palmer	Island
30	32	Cruel To Be Kind □ Nick Lowe	Columbia
32	33	Where Were You When I Was Falling In Love □ Lobo	MCA
35	34	I Know a Heartache □ Jennifer Warnes	Arista
38	35	So Good So Right □ Brenda Russell	A&M/Horizon
48	36	Street Life □ Crusaders	MCA
33	37	Hold On □ Ian Gomm	Epic
43	38	Half the Way □ Crystal Gayle	Columbia
42	39	Please Don't Leave □ Lauren Wood	Warner Bros.
-	40	Think About Me □ Fleetwood Mac	Warner Bros.
46	41	You're Only Lonely □ J.D. Souther	Columbia
-	42	If You Remember Me □ Chris Thompson	Planet
47	43	Dream Police □ Cheap Trick	Epic
40	44	This Night Won't Last □ Michael Johnson	EMI/America
21	45	Driver's Seat □ Sniff 'n' the Tears	Atlantic
-	46	Take the Long Way Home □ Supertramp	A&M
39	47	Found a Cure □ Ashford & Simpson	Warner Bros.
34	48	Spooky □ Atlanta Rhythm Section	Polydor
-	49	Fins □ Jimmy Buffett	MCA
-	50	Boss □ Diana Ross	Motown

Wake-up. Praise for Blondie's newest single, *Dreaming* (Chrysalis), which bolts onto "Playlist" this week at 27, is effusive and nearly universal. "It's a smash," says Curt Hansen, music director at WKCI(FM) New Haven, Conn. Max McGann, music director at WZZR(FM) Grand Rapids, Mich., calls it "the record that will propel Blondie to national acceptance." **Early warnings.** Cliff Richard's first hit single, *Devil Woman* (Rocket), finished at number 15 on "Playlist's Top 100 Records" for 1976. His second major success, according to predictions by many programers last week, will be his newest single, *We Don't Talk Anymore* (EMI/America). "It's got that sound," says McGann. "The first time I heard it I knew it was a smash." And Scott Shannon, program director at WPGC-AM-FM Morningside, Md., reports, "We added it out of the box and on instinct alone because we felt it was something our audience would like." **No surprise.** In its second week on "Playlist," the Barbra Streisand/Donna Summer duet, *No More Tears (Enough is Enough)* (Columbia/Casablanca), bolts from number 24 to 12. Programers' comments on the single range from "fantastic" and "dynamite" to Shannon's prediction that, "it's a number one record." **Still waiting.** Uncertainty continues among programers about the future of Bob Dylan's single, *Gotta Serve Somebody* (Columbia). Although many programers feel the single doesn't fit the sound of their stations, Mike McVay, music director at WAKY(AM) Louisville, Ky., has a different view: "It's a classic Dylan that will rank someday with *Like a Rolling Stone* and *Lay Lady Lay* (both Columbia). People are hesitating now because he hasn't had a major hit since the days of those records."

Country

Last week	This week	Title □ Artist	Label
1	1	You Decorated My Life □ Kenny Rogers	United Artists
4	2	All the Gold in California □ Larry Gatlin	Columbia
2	3	Half the Way □ Crystal Gayle	Columbia
6	4	Fooled By a Feeling □ Barbara Mandrell	MCA
14	5	Ain't Got No Business □ Reza Bailey	RCA
9	6	Before My Time □ John Conlee	MCA
19	7	Blue Kentucky Girl □ Emmylou Harris	Warner Bros.
7	8	You Ain't Whistlin' Dixie □ Bellamy Bros.	Warner Bros.
17	9	Come With Me □ Waylon Jennings	RCA
-	10	Put Your Clothes Back On □ Joe Stampley	Epic
12	11	In No Time At All □ Ronnie Milsap	RCA
8	12	Last Cheater's Waltz □ T.G. Sheppard	Warner Bros.
5	13	It Must Be Love □ Don Williams	MCA
24	14	No Memories Hangin' On □ R. Cash/B. Bare	Columbia
3	15	Dream On □ Oak Ridge Boys	MCA
10	16	Sweet Summer Lovin' □ Dolly Parton	RCA
21	17	Broken Hearted Me □ Anne Murray	Capitol
20	18	Should I Come Home □ Gene Watson	Capitol
22	19	Blind In Love □ Mel Tillis	Elektra
-	20	Slippin' Up, Slippin' Around □ Cristy Lane	United Artists
-	21	My Own Kind Of Hat □ Merle Haggard	MCA
16	22	I Don't Do Like That No More □ Kendalls	Ovation
-	23	I'd Rather Go On Hurtin' □ Joe Sun	Ovation
-	24	Crazy Arms □ Willie Nelson	RCA
-	25	I Hear the South Callin' Me □ Hank Thompson	MCA

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

Journalism



Cameras obscura. The President and NPR correspondent Stamberg are nearly hidden by the paraphernalia and personnel of other media covering the radio call-in show.

Return to radio

With his popularity falling, President Carter turns again to a call-in format to stay in touch with the country; the NPR show goes smoothly

It was some two and a half years since his last appearance as a talk show host on network radio, but President Carter seemed not to have lost his touch during the two-hour stint he did on National Public Radio, on Oct. 14. He handled 28 questions from around the country with considerable ease and, in the process, made points on a number of issues.

Of course, conditions were different from those in March 1977, when he did his first talk show, with CBS providing the facilities and Walter Cronkite rather than Susan Stamberg, co-host of NPR's *All Things Considered*, sitting with the President in matching salmon-colored wing chairs by the fireplace in the Oval Office. At that time, two months after his inauguration, Carter was still riding the crest of great popularity (*BROADCASTING*, March 14, 1977). Now, he is attempting to halt his skid in the public opinion polls.

In returning to the talk-show format, the President is continuing to employ ways other than formal press conferences of communicating with the public. The President, in July, as he looked ahead to a difficult primary campaign, decided to shelve the twice-monthly press conferences he had been holding for the White House correspondents. That decision was taken as a signal by the correspondents that the President regarded them as part of his problem and was determined to go around them to the public.

And the talk show, like the town meet-

ings he has been holding in different cities around the country, shows the President off to advantage. As he answered the questions, which dealt primarily with inflation and the high interest rates the Federal Reserve Board has imposed to combat it, the energy problem, and the SALT II treaty, he offered little that was new—other, perhaps, than that he favored a single six-year term for President, rather than a four-year term and the possibility of re-election to a second term. (The news media, he said, place too much emphasis on the “political motivations” of a President “almost as soon” as he takes office for his first term.)

But Carter appeared not only as knowledgeable on a wide range of issues but also as warm, gracious and friendly. (After answering the question of a woman who had complained about a cold, he said, “I hope your cold is better.”) And his listeners seemed deferential, even reverential toward him. “We love you,” a woman from Louisville, Ky., said by way of introducing a question concerning prayer in the public schools. (No one in the Washington press corps ever introduces a question in that manner.) NPR had no reason to regret its decision to follow its normal practice in call-in shows and forgo the tape-delay practice commercial stations normally use to guard against unpleasant surprises.

The size of the audience the show reached through the more than 200 NPR stations that carried it can only be guessed; NPR does not obtain ratings on individual shows. (The call-in program carried by CBS was heard in more than one million homes.) But each of the commercial television networks provided additional circulation when they carried pieces from the program—which had been taped for

both radio and television by ABC—on their evening news shows. The program might have been seen in millions of homes if NPR had granted a Public Broadcasting Service request to carry it live. But NPR officials were not prepared to share an exclusive for which they had worked hard.

Since NPR lacks CBS's resources, it did not present a call-in show in the literal sense; it did not have the estimated \$500,000 for the telephone equipment that would have been required. Instead, questioners were selected by lot from some 10,000 postcards that were received in response to NPR publicity on the *Ask the President* program. Some 60 persons were called on the morning of the show, and asked to stand by for a call to invite them to ask a question. During the pro-



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gram, NPR operators—based at NPR Washington headquarters, on M Street, several blocks north of the White House, and connected to the Oval Office by telephone lines, had four persons on the line while each questioner was talking to the President. The 28 persons who talked to the President were 14 fewer than the 42 who beat the odds presented by millions of callers who strained AT&T facilities during the CBS-produced *Ask President Carter*.

The NPR program went off without a hitch. "I'm very happy with it," the show's producer, Frank W. Fitzmaurice, said later. "It went very smoothly. I couldn't have asked for anything better." Contributing to the smoothness were the three rehearsals NPR technicians and staff had conducted, with staffers calling relatives and friends around the country to test the system.

The President, who had been working in an adjoining study and had looked in on the Oval Office from time to time while the radio and television equipment was being set up, entered the room 10 or 15 minutes before noon air time and chatted with the NPR and ABC crews. The atmosphere, Fitzmaurice said later, was relaxed. But Stamberg, who had never met the President before, confessed to a case of nerves.

The nerves evidently disappeared once the program was on the air, however. Stamberg's were the only questions in the

Action-liners' reactions. More than 75 members of the Action Line Reporters Association met just outside Washington last week to discuss ways to improve that particular public service aspect of journalism. The two-day convention, sponsored by the American Express Co., featured a panel discussion on Action Line trends for the 1980's (one of the participants was Jay Seaton of wkyc.tv Cleveland, pictured), workshops and speeches from many involved in consumer affairs in government and journalism, including the Federal Trade Commission's director of public information, Frank Pollock; Senator Howard Metzenbaum (D-Ohio); Ken Rashid, communications director of the Consumer Products Safety Committee, and Esther Peterson, the president's special advisor for consumer affairs. Metzenbaum told the group to inform the nation's consumers of legislative attempts to reduce the power of the FTC, which he called "the action line for the American people at the national level." The main concern of the fledgling group is to form a national organization that will act as a clearinghouse of ideas to "improve the quality of action lines."



two hours that had an edge. At one point, she followed up a question on SALT II to ask about a proposal of Senator Frank Church (D-Idaho), chairman of the Senate Foreign Relations Committee, to condition approval of the treaty on assurances by the Soviets that their combat brigade has been removed from Cuba. The President said that was not needed, that "the treaty should be considered on its merits."

Toward the end of the program, Stamberg asked the President whether he thought his low standing in the polls reflected the public's lack of confidence in the Presidency or in his ability. And he said "both." But then he went on to sketch how he hopes to turn that perception around in the coming campaign:

"I believe that this next year, 1980, a presidential election year, will serve as a time for presentation to the American people of what I have done as President, the problems that remain and what I can propose in the future to correct those problems. And if I can build up adequate confidence in me when the issues are clearly addressed and that accurate inventory is taken, perhaps the people will change their opinion."

NPR listeners, then, can say they were the first to hear the President's renomination and re-election strategy.

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SALT on TV?

**That may happen if resolution
by Heflin is passed to allow
pool feed of Senate debates**

Senator Howell Heflin (D-Ala.) last Tuesday introduced a resolution that would allow TV and radio coverage of the SALT II debates, expected to begin in early November. In addition, the resolution called on the Senate Rules Committee to conduct a one-year study on the feasibility of coverage of all Senate proceedings.

Heflin said the treaty has generated enormous interest, and the public should be given the opportunity to witness debate. "I firmly believe that the more the people know about the provisions of the SALT treaty, the better," he said. "An educated constituency will be a great aid for each of us in deciding how to vote on this important matter."

Drawing on his experience as chief justice of the Alabama Supreme Court, where he opened court trials to broadcast

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coverage, Heflin said he foresaw "no real problems relative to the dignity of the proceedings or distractions."

According to an aide, Heflin has had discussions with the networks over the last few months, and they are "willing and able" to begin coverage as soon as they get the go-ahead.

While the Rules Committee explores options for permanent coverage, Heflin is looking toward some type of pool arrangement for the SALT debates.

There was uncertainty last week as to whether the Senate would eventually approve Heflin's resolution, but the cause was helped by the interest of Senate Democratic leader Robert Byrd of West

Virginia. Byrd, who previously had been unenthusiastic about following the lead of the House in televising proceedings, said he might consider TV coverage of SALT if he could link it with an agreement on the length of debate before the treaties come to a vote.

The commercial networks, along with WETA-TV Washington representing the Public Broadcasting Service, asked Byrd last summer for permission to televise the debates, and requested the opportunity to conduct lighting tests during the August recess. No tests were conducted, but it is anticipated that technical difficulties will pose no problems if the Senate agrees to allow television coverage.

Nixon-era suit against PBS, CPB settled out of court

A court suit that originated in the days when the Nixon administration attempted to use public broadcasting for its purposes has finally been settled with \$4,500 payments each to two former public broadcasting producers and the estate of a third who has died. All claimed the Public Broadcasting Service and the Corporation for Public Broadcasting had violated their First Amendment rights by "censoring" programs they had produced.

The Network Project (a New York-based group of media activists), the American Civil Liberties Union and the three producers had originally filed suit on May 31, 1973, against the noncommercial organizations as well as Clay T. Whitehead, then head of the now-defunct Office of Telecommunications Policy, and White House aide Patrick Buchanan (BROADCASTING, June 4, 1973).

The suit alleged that CPB and PBS were interfering with program content and other activities of public broadcasting stations "in violation of the Public Broadcasting Act of 1967" and the First Amendment. It also said the defendants conspired to prevent the airing of a program produced by Paul Jacobs, now deceased, and Sol Landau, and another by Jack Kuney. The suit sought \$100,000 total damages for the producers. The Landau-Jacobs program dealt with the FBI's alleged use of agent provocateurs, while the Kuney program contained a segment satirizing then President Nixon and his secretary of state, Henry Kissinger.

The suit was dismissed, appealed, remanded for further proceedings, and dismissed again. It was again on appeal to the U.S. Court of Appeals in Washington when the two sides reached their agreement out of court. Early in the proceedings, Whitehead and Buchanan were removed from the suit on the ground that, since they had left government, the charges against them were moot.

The settlement makes clear that neither side has changed its position. The defendants deny any liability, and the plaintiffs do not concede the legality of the plaintiffs' acts.

Besides the financial payment, the settlement committed CPB to consider Network Project comments regarding its policies and practices.

Lawyers on both sides indicated that one reason for the settlement was that the conditions that existed at the time the suit was filed have changed drastically. In February, documents released by the National Telecommunications and Information Administration, successor agency to the OTP, confirmed reports at the time of the Nixon administration that the White House had attempted to bend public broadcasting to its will (BROADCASTING, Feb. 26).

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*Television/Radio Age, Arbitron, February 1979



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For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Oct. 8 through Oct. 12.

Summary of broadcasting

FCC tabulations as of August 31

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.

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4521	5	21	4547	86	4633
Commercial FM	3109	2	52	3163	142	3305
Educational FM	983	0	31	1014	78	1090
Total Radio	8613	7	104	8724	304	9028
Commercial TV						
VHF	514	1	2	517	8	525
UHF	218	0	2	220	60	280
Educational TV						
VHF	98	1	6	105	5	110
UHF	152	2	4	158	7	165
Total TV	982	4	14	1000	80	1080
FM Translators	273	0	0	273	117	390
TV Translators						
UHF	1186	0	0	1186	363	1549
VHF	2432	0	0	2432	219	2651

*Special temporary authorization

**Includes off-air licenses

New Stations

AM applications

■ Monticello, Me.—Weiner Broadcasting Co. seeks 710 khz, 2.5 kw-D. Address: Britton Rd, Monticello, 14760. Estimated construction costs \$49,800; first quarter operating cost \$10,305; revenue \$60,105. Format: Contemporary. Principal: Allan Weiner (100%) who is chief engineer of WEGP Presque-Isle, Me. He has no other broadcast interests. Ann. Oct. 5.

■ Troy, Pa.—Joel Clawson seeks 1310 khz, 500 w-D. Address: 816 Windsor Ave., Elmira, N.Y. 14905. Estimated construction costs \$44,862; first quarter operating cost \$12,250; revenue \$100,000. Principal: Joel Clawson (100%) who is general manager of Chemung County Radio Broadcasting (WQMT) and 50% partner in Professional Associates, advertising agency. He has no other broadcast interests. Ann. Oct. 2.

FM applications

■ Clinton, La.—Feliciano Broadcasting Co. seeks 92.7 mhz, 3.0 kw, HAAT: 300 ft. Address: Hwy 63, Rt 1, Box 5-A, Clinton 70722. Estimated construction cost \$53,110; first quarter operating cost \$18,000; revenue \$71,110. Format: Standard pops. Principals: Randall E. Rodriguez 51%, Jeanne J. Rodriguez 25%, Elva M. Rodriguez 24%. Randall is employed by Georgia-Pacific Corp., wife Jeanne is medical technologist and mother Elva is public health nurse. They have no other broadcast interests. Ann. Oct. 11.

■ Columbia, N.C.—Flanagan, Flanagan and Cross, Inc. seeks 105.7 mhz, 100 kw, HAAT: 256 ft. Address: 406 N. Broad St., Edenton, N.C. Estimated construction cost \$76,000; first quarter operating cost \$8,748; revenue \$88,248. Format: pop. Principals: James F. Flanagan (26%), Dwight J. Flanagan (25%), Thomas C. Cross Jr. (30%), Marion H. Cross (19%). James Flanagan is salesman and announcer for WBXB(FM); son Dwight is Southwestern University football coach. Thomas Cross is building supply salesman and wife Marion is superintendent of schools in Edenton, N.C. They have no other broadcast interests. Ann. Oct. 11.

■ Beaufort, S.C.—Beaufort County Broadcasting Co. seeks 104.9 mhz, 3.0 kw, HAAT: 300 ft. Address: c/o Radio Station WQMT, PO 7398 Chatsworth 30705. Estimated construction cost \$71,155; first quarter operating cost \$21,000; revenue \$125,000. Format: Contemporary music. Principals: Carmen D. Trevitt (90%) and Calvin R. Means (10%). Trevitt is 80% owner, officer and director of Cohutta Broadcasting Co., Inc. (WQMT-FM) Chatsworth, Ga., 90% owner, officer and director of Chatsworth Cablevision Co. Means owns the remaining interests in these two com-

panies and is also a director and officer of both. Ann. Oct. 2.

■ Yoakum, Tex.—Ritchey Communications Co. seeks 102.3 mhz, 3.0 kw, HAAT: 300 ft. Address: 111 N. Main St., Hallettsville, Tex. 77996. Estimated construction cost \$49,298; first year operating cost \$25,000; revenue \$75,000. Format: C&W/Foreign language. Principals: The Ritchey family, Robert F. & Jamie C. (married) and Robert's grandmother Mrs. J. Feron Ritchey, who also have application pending for new AM in Hallettsville. They have no other broadcast interests. Ann. Oct. 2.

TV applications

■ Rawlins, Wyo.—Rawlins Broadcasting Corp. seeks ch. 11; ERP 6.14 kw vis., .61 kw aur., HAAT—13 ft.; ant. height above ground 232 ft. Address: 419 W. Cedar St., Rawlins. Estimated construction cost \$207,000; first quarter operating cost \$23,158; revenue \$100,000. Legal counsel: Fletcher, Heald & Hildreth; consulting engineer: Arthur K. Peters. Principal: Manuel A. Cantu (100%), who is general manager and 10% owner of KMXN-TV Albuquerque, N.M. Ann. Aug. 31.

FM actions

■ Morrilton, Ark.—Broadcast Bureau granted Morrilton Broadcasting Co. 101.7 mhz, 3 kw, HAAT 282 ft. P.O. address: Highway 64 East, Morrilton, Ark. 72110. Estimated construction cost \$29,275; first year operating cost \$110,400; revenue \$18,000. Format: MOR. Principals: J.C. Willis (51%), Stanton C. Willis (24%) and Ella Mae Willis (25%). (J.C. and Ella Mae are married couple, parents of Stanton C.) Willises are also partners in licensee of KVOM(AM) Morrilton (BPH10760). Action Sept. 14.

■ Mountain Pass, Calif.—Broadcast Bureau granted KIXV Inc. 99.5 mhz, 2.29 kw, HAAT: 1707 ft. Address: 10855 Portofino Place, Los Angeles 90024. Estimated construction costs \$225,000; first year operating cost \$595,000; revenue \$611,000. Format: Adult MOR. Principals: (see Yermo, Calif. below). (BPH781016A0). Action Sept. 26.

■ Yermo, Calif.—Broadcast Bureau granted KIXV Inc. 98.1 mhz, 1.05 kw, HAAT: 2,333 ft. Address: 10885 Portofino Place, Los Angeles 90024. Estimated construction costs \$225,000; first year operating cost \$595,000; revenue \$611,000. Format: adult MOR. Principals: Howard B. Anderson (52%), C. Burton Stohl (20%), H. Roger Boyer and two others. Anderson is former group executive sales manager for Summa Corp., Las Vegas hotel, gaming, manufacturing and real estate development company. Stohl is partner of Los Angeles investment banking firm. Boyer is real estate developer in Salt Lake City. None have other

broadcast interests (BPH790208AC). Action Sept. 26.

■ Montrose, Colo.—Broadcast Bureau granted Sierra Linda Broadcasting Inc. 96.1 mhz, 64.7 kw, HAAT: 1,679 ft. Address: 1002 Cascade Ave., Suite 208, Montrose 81401. Estimated construction cost \$112,895; first year operating cost \$25,240; revenue \$133,500. Format: popular/country. Principals: Rafael Alfonso Gomez and Daniel R. Casias (50% each). Gomez is former salesman at KREY-TV Montrose. Casias is Montrose attorney (BPH790504AB). Action Sept. 27.

■ Frederick, Okla.—Broadcast Bureau granted Tilco Broadcasting Inc. 95.3 mhz, 3 kw, HAAT: 262 ft. Address: 108 W. Grand, Frederick 73542. Estimated construction costs \$49,829; first year operating cost \$43,332; revenue \$54,000. Format: easy listening. Principals: Roy V. Floyd (49%) and Joe C. Horton (51%). Floyd is owner of KBGH(AM) Memphis, which he is selling, and KFYN(AM) Bonham, Tex. He also has application pending for new FM in Bonham, Tex. Horton is physician in Frederick; he has no other broadcast interests (BPH790105AE). Action Sept. 26.

■ Rush, Tex.—Broadcast Bureau granted E. H. Whitehead 97.7 mhz, 1.38 kw, HAAT: 423 ft. Address: P.O. Box 475, Rusk. Estimated construction cost \$18,000; first year operating cost \$10,000; revenue none. Format: C&W. Principal: Whitehead owns KTLU-AM Rusk (BPH780802A1). Action Sept. 14.

TV actions

■ Greenville, Miss.—Broadcast Bureau granted Big River Broadcasting Co. ch. 15 (476-482 mhz); ERP 2746 kw vis., 549 kw aur., HAAT 887 ft.; ant. height above ground 919 ft. P.O. address: Box 1253, Ft. Smith, Ark. 72901. Estimated construction cost \$902,134; first-year operating cost \$389,710; revenue \$250,000. Legal counsel John R. Wilner, Wilner & Scheiner, Washington. Principals: Joe Macione Jr., Ben B. Sayle, Rex A. Morgan, Alex S. Curtis, Frank A. England Jr., Salvatore A. Maranto (all 14.3%) and two others with 7.1%. Macione is 50% owner of Hollandale, Miss., cable TV system and, with Sayle owns CPA firms; Morgan and Curtis have farming interests; England owns car dealership, and Moranto owns janitor supply company (BPCT4970). Action Sept. 14.

Ownership Changes

Applications

■ KZON(AM) Santa Maria, Calif. (1600 khz, 500 w-D)—Seeks assignment of license from Leonard

Kesselman to De Oro Broadcasting Co. for \$550,000. Seller has no other broadcast interests. Buyer is owned by Michael Ramirez (26%); his wife Wendy (25%), and Abel De Luna (49%). Michael Ramirez is general manager of KAZA(AM) Gilroy and 11.5% owner of KWAC(AM) Bakersfield, both California. Wendy owns Bakersfield catering company. DeLuna is mayor of Healdsburg, Calif., where he owns grocery store. He also owns San Jose recording company and has no other broadcast interests. Ann. Oct. 12.

■ **WDJZ(AM)** Bridgeport, Conn. (1530 khz, 5 kw-D)—Seeks transfer of control of WDJZ Broadcast Co. from Daniel J. Fericola and Arthur L. McClinch (100% before; none after) to F. Francis D'Addario (none before; 100% after). Consideration: assumption of liabilities. Fericola also owns minority interest in applicant for new AM at Newark, N.J. McClinch has no other broadcast interests. D'Addario is Trumbull, Conn., businessman, who has interests in CP for new TV at Valdosta, Ga. and applicant for new TV at Bridgeport. He has purchased, subject to approval, WDHN(TV) Dothan, Ala., and KWRB-TV Riverton, Wyo. Ann. Sept. 14.

■ **WQQW(AM)** Waterbury, Conn. (1590 khz, 5 kw-U)—Seeks assignment of license from Waterbury Radio Inc. to Acton Communications of Connecticut Inc. for \$725,000. Seller is principally owned by Marshall A. Pite, who has no other broadcast interests. Buyer is wholly owned subsidiary of Acton Corp., publicly owned manufacturer and distributor of snack foods with growing interest in communications. It owns several cable systems and purchased WMYD(AM) Wickford, R.I. (formerly WKFD), in May (BROADCASTING, May 14). It has also purchased, subject to FCC approval, WMUR-TV Manchester, N.H., and KECC-TV El Centro, Calif. (BROADCASTING, Dec. 12, 1977). Ann. Oct. 12.

■ **WQXQ(FM)** Daytona Beach, Fla. (101.9 mhz, 100kw)—Seeks assignment of license from Walter-Weeks Broadcasting to Patten Communications Corp. for \$850,000 plus \$30,000 for consultancy agreement. Seller is owned by James Walter and Robert M. Weeks who also own WMFJ(AM) Daytona Beach and WSPB-AM-FM Sarasota. They have recently sold WJNO(AM) West Palm Beach-WJNO-FM Palm Beach, Fla. (BROADCASTING, May 14), and WTNT(AM)-WLWV(FM) Tallahassee, Fla. (BROADCASTING, Feb. 5). Buyer is owned by Myron Patten and 24 others who also own WGMW(FM) Riviera Beach, Fla.; WMPX(AM) Midland and WKHM(AM)-WJOX(FM) Jackson, both Michigan; KLNT(AM)-KLNQ(FM) Clinton, Iowa, and WYXE(FM) Sun Prairie, Wis. Group has also purchased, subject to FCC approval, KVAN(AM) Vancouver, Wash. (BROADCASTING, Sept. 10). Ann. Oct. 12.

■ **WIRA(AM)-WQVV(FM)** Fort Pierce, Fla. (AM: 1400 khz, 1 kw-D, 250 2-N; FM: 95.5 mhz, 100 kw)—Seeks assignment of license from Indian River Broadcasting Co. to David A. Roth for \$1,850,000. Seller is owned by Hudson C. Millar Jr. and family, which has also sold its only other broadcasting interest, WKUL(AM) Cullman, Ala. (BROADCASTING), Sept. 3 subject to FCC approval. Ann. Oct. 5.

■ **WMCF(AM)** Stuart, Fla. (92.7 mhz, 3 kw)—Seeks transfer of control of Blue Water Broadcasting Co. from Lester M. Combs and family (100% before; none after) to Nettore Broadcasting Co. (none before; 100% after). Consideration: \$497,000. Principals: Combs's have no other broadcast interests. Buyer is owned by Fred L. Nettore (60%) and his wife, Madeline (40%). Nettore is general manager of WMCF. Neither he nor his wife have other broadcast interests. Ann. Oct. 5.

■ **KINA(AM)** Salina, Kan. (910 khz, 500 w-D)—Seeks assignment of license from Salina Radio Inc. to Smoky Hill Broadcasting Co. for \$415,000 plus accounts receivable. Seller is owned by Sherwood R. Parks, who has no other broadcast interests. Buyer is owned by H. Pat Power, president (10%), Russell W. Gibson (20%), Walter L. Cobler (19%), Robert Bundy (19%), Marvin H. Wilson (19%), Dale McCoy (10%) and Phillip Tysinger (3%). Cobler, Bundy and Wilson also own KTPK(AM) Topeka, Kan., where Powers is general manager and Tysinger is sales manager. McCoy owns 40% of KKOY(AM)-KQSM(FM) Chanute, Kan., and 10% of KTTR(AM)-KZNN(FM) Rolla, Mo. Gibson is salesman at KINA. Ann. Oct. 12.

■ **WYLD-AM-FM** New Orleans (AM: 940 khz, 10

kw-D, 250w-N; FM: 98.5 mhz, 100 kw)—Seeks assignment of license from Peterson Broadcasting Corp. to Inter-Urban Broadcasting Co. for \$2,250,000. Seller is owned by Jon C. Peterson, who has no other broadcast interests. Buyer is owned by Thomas P. Lewis and four others. Lewis is Chicago banker and businessman who also owns majority interest in WLTH(AM) Gary, Ind. Ann. Oct. 5.

■ **WKYO(AM)-WIDL(FM)** Caro, Mich. (AM: 1360 khz, 1 kw-D, 1 kw-N) FM: 104.9 mhz, 3 kw)—Seeks transfer of control of Tuscola Broadcasting Co. from Robert F. Benkelman (100% before; none after) to Eugene Bardo (51%) and John Lawrence (49%). Consideration: \$600,000. Because of allegations involving possible billing fraud on part of stations, Benkelman is selling stations pursuant to FCC "distress sale" policy. Lawrence owns Caro insurance agency. Bardo, an American Indian, is chief engineer at stations. Ann. Oct. 5.

■ **WDBI-FM** Tawas City, Mich. (101.7 mhz, 3 kw)—Seeks assignment of license from DeBeau Broadcasting Inc. to Pridnia Broadcasting Co. for \$600,000. Seller is owned by Lawrence N. DeBeau, who also owns WCCF(AM)-WQLM-FM Punta Gorda, Fla. Buyer is owned by John D. Pridnia (52%) and 11 others. Pridnia is Harrisville, Mich., businessman, who has no other broadcast interests. Ann. Sept. 11.

■ **WTNK(AM)** Meridan, Miss. (1390 khz, 5 kw)—Seeks assignment of license from East-West Communications Corp. to Charisma Communications Co. for \$165,000. Seller is principally owned by Charles L. Young and Miles Frank. Young also has interest in applicant for new TV at Jackson, Miss. Frank has no other broadcast interests. Buyer is owned equally by Charles B. Cooper and Donald R. DePriest, who also own WKOR(AM) Starkville, Miss., and applicant for new FM there. Ann. Oct. 5.

■ **WJFL(AM)** Vickburg, Miss. (AM: 1490 khz, 1 kw-D, 250w-N)—Seeks assignment of license from Vicksburg Radio Co. to Orni Media Corp. for \$250,000. Seller is owned by J.A. West Jr., who has no other broadcast interests. Buyer is owned by Ronald E. Hale and Glenn D. Mobley (50% each). Ann. Sept. 6.

■ **WNJU-TV** Linden (Newark), N.J. (ch. 47)—Seeks assignment of license from Screen Gems to Jerry Perenchio and Tandem Productions for \$5 million. Seller also owns WYDE(AM) Birmingham, Ala.; KCPX-AM-FM Salt Lake City and WWVA(AM)-FM WCPI(FM) Wheeling, W.Va. Perenchio will own 40% of station and control another 40% as chairman and chief executive officer of Tandem. Los Angeles television production company. He is also chairman of TAT Communications, another production company, and National Subscription Television, which owns and operates two subscription TV stations; KBSC-TV Corona (Los Angeles), Calif., and WXON-TV Detroit. Ann. Oct. 1.

■ **WIRZ-AM-FM** Johnstown, N.Y. (AM: 930 khz, 1 kw; FM: 104.9 mhz, 3 kw)—Seeks assignment of license from Street Broadcasting Corp. to P&L Broadcasting Inc. for \$550,000. Seller is owned by Richard Street, who has no other broadcast interests. Buyer is owned by Norman Pinkard of Clifton, N.Y., deputy commissioner of New York State Department of Commerce, and Beverly Littles of Albany, N.Y., business consultant. They have also purchased, subject to FCC approval, WGVA(AM) Geneva, N.Y. (BROADCASTING May 28). Ann. Oct. 12.

■ **WMNS(AM)-WBJZ(FM)** Olean, N.Y. (AM: 1360 khz, 1 kw-D; FM: 100.9 mhz, 1.55 kw)—Seeks assignment of license from Great Dane Broadcasting Corp. to Erin Communications Co. for \$525,000. Seller is owned by Robert N. Burns and Michael Ameigh. Burns also owns WSWF-AM-FM Seneca Falls, N.Y. Ameigh has purchased subject to FCC approval WEEO(AM) Waynesboro, Pa. Buyer is owned by John R. Murphy, air personality at WVOR(FM) Rochester, N.Y., who has no other broadcast interests. Ann. Sept. 5.

■ **WFBS(AM)** Spring Lake, N.C. (1450 khz, 1 kw-D, 250w-N)—Seeks transfer of control of Crest Communications Inc. from Jerry W. Oakley (100% before; none after) to William R. Britt (none before; 100% after). Consideration: \$666,191. Oakley also has interest in WIRC(AM)-WXRC(FM) Hickory, N.C. Britt sold 50% interest in WHNC-AM-FM Henderson, N.C., in July 1978. He also has small interest in WHPY(AM) Clayton, N.C. Ann. Oct. 12.

■ **KKAJ(FM)** Ardmore, Okla. (95.7 mhz, 100 kw)—Seeks assignment of license from Arbutle Broadcasters Inc. to OKTEX Inc. for \$600,000. Seller is

owned by Harold E. Cochran, who has no other broadcast interests. Buyer is owned by Harold G. McEwen (52%) and his wife, Kay (48%). Harold owns Robinson, Okla., advertising firm and 4% interest in KCAN(AM) El Reno, Okla. Kay is housewife with no other broadcast interests. Ann. Oct. 12.

■ **WJMO(AM)** Cleveland Heights, Ohio (1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Friendly Broadcasting Co. to Brunson Broadcasting Co. of Ohio Inc. for \$3 million. Seller is owned by Richard Eaton, who also owns five AM's, four FM's and TV's. One TV has been sold, subject to FCC approval (BROADCASTING, July 23). Eaton wishes to sell WJMO under FCC's distress policy, and since license renewal has already been denied in initial decision, he has applied for extraordinary relief to take advantage of policy. Buyer is owned by Dorothy Brunson, vice president and corporate general manager of Inner City Broadcasting (licensee of seven radio stations), who has also purchased, subject to FCC approval, WEBB(AM) Baltimore. Ann. Oct. 12.

■ **KSTB(AM)** Breckenridge, Tex. (1430 khz, 1 kw-D)—Seeks assignment of license from Regal Broadcasting Corp. to Bintz Enterprises for \$305,000. Seller is principally owned by V. A. Moser, who has no other broadcast interests. Buyer is owned by James Bintz, who owns chain of convenience stores in western Texas. He has no other broadcast interests. Ann. Oct. 12.

■ **KYXX(AM)** Odessa, Tex. (920 khz, 1 kw-D, 500 w-N)—Seeks assignment of license from Mesa Broadcasting Inc. to Adams-Shelton KYXX for \$575,000. Seller is principally owned by Ralph Wayne, who is also principal owner of KKYR(AM) Marshall, KKYN(AM) Plainview and KXYL(AM) Brownwood, all Texas. Buyer is owned equally by Charles K. Adams and James D. Shelton (50% each). They own 25% each of Accent West Inc., Amarillo magazine publisher. They have also purchased KKYN from Wayne. (see below), subject to FCC approval. Ann. Oct. 12.

■ **KKYN(AM)** Plainview, Tex. (1090 khz, 2.5 kw-D, 500 w-N)—Seeks assignment of license from Panhandle Broadcasting Inc. to Adams-Shelton-KKYN for \$475,000. Seller is principally owned by Ralph Wayne, who is also selling KYXX(AM) Odessa, Tex. to same buyers (see above). Ann. Oct. 5.

■ **WKLC-AM-FM** St. Albans, W. Va. (AM: 1300 khz, 1 kw-D; FM: 105.1 mhz, 50 kw)—Seeks assignment of license from WBH Inc. to Appalachian Broadcasting Corp. for \$450,000. Seller is owned by William B. Harrison, who has no other broadcast interests. Buyer is owned by Richard Husted, current salesman for those stations. Ann. Oct. 12.

Actions

■ **KNVR(FM)** Paradise, Calif. (96.7 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Darrell S. Tenter Sr., receiver of North Valley Radio to Paradise Broadcasting Inc. for \$21,800. Station prior to receivership, was owned by Steven Fuss and F. David Townsend, who have no other broadcast interests. Buyer is owned by Robb Cheal, Chico, Calif., contractor and real estate developer. He also owns 50% of applicant for new FM at Anderson, Calif. (BALH790727HS). Action Oct. 3.

■ **WERD(AM)** Jacksonville, Fla. (1400 khz, 1 kw-D, 250w-N)—Broadcast Bureau granted assignment of license from WERD Inc. to Gilliam Communications of Florida for \$488,000. Seller is owned by Cohn family—Harold, Ronald and their mother, Ruth—who have no other broadcast interests. Buyer is principally owned by Art Gilliam, who also owns WLOK(AM) Memphis. (BAL790518HV). Action Oct. 3.

■ **KOFE(AM)** St. Maries, Idaho (1490 khz, 1 kw-D, 250w-N)—Broadcast Bureau granted assignment of license from St. Joe Radio to K C Corp. for \$125,000. Seller is owned equally by Duane J. Bare, Benjamin F. Bush and Robert D. Stolley, none of whom has other broadcast interests. Buyer is owned by Barbara Kellogg (75%) and Orville W. Case Jr. (25%). Kellogg is Los Angeles wholesale furniture manufacturer. Case until June was Honolulu real estate broker. Neither has other broadcast interests (BAL790801ES). Action Oct. 5.

■ **WHLT-AM-FM** Huntington, Ind. (AM: 1300 khz, 500w-D; FM: 103.1 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Williams County Broadcasting System Inc. to Huse Radio Inc. for \$331,875. Seller is owned by Carl L. Shipley (50%) and J. William Middendorf and his wife, Isabelle (25%) each). They also own WBNO-AM-FM Bryan, Ohio,

and WLKM(AM) Three Rivers, Mich. Buyer is owned by Edwin R. Huse (70%) and his wife, Helen (30%). Huse is former president of WKHM(AM)-WJOX(FM) Jackson, Mich., and vice president (2.2% interest) of station's parent, Patton Communications Inc., which also owns WMPX(AM) Midland, Mich.; WYXE(AM) Sun Prairie, Wis., and KLNT(AM)-WKNQ(FM) Clinton, Iowa (BAPL7907236V, BAPLH7907236W). Action Oct. 5.

■ **WHKC(FM)** Henderson, Ky. (103.1 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Adams Broadcasting Co. to WROK 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. (BALH790622FS). Action Oct. 5.

■ **WSHO(AM)** New Orleans (800 khz, 1 kw-D)—Broadcast Bureau granted transfer of control from Americana Broadcasting Corp. to Swanson Broadcasting Inc. for \$1.5 million. Seller is principally owned by H. Calvin Young who also owns WGUS-FM Augusta, Ga., and WGUS(AM) North Augusta, S.C. Buyer is group owner, principally owned by Gerock H. Swanson. It also owns KLEO(AM) Wichita, Kan.; WBYU(FM) New Orleans; KKNG(FM) Oklahoma City; KRMG(AM) Tulsa, Okla.; KFJS-AM-FM Fort Worth and KKYX(AM) San Antonio, Tex. (BTC790803FI). Action Oct. 3.

■ **WRDD(AM)** Bay City, Mich. (1400 khz, 1kw-D, 500 w-N)—Broadcast Bureau granted assignment of license from TriMedia Inc. to Mid-State Broadcasting Corp. for \$625,000 including agreements for consulting and not to compete. Seller is principally owned by Robert G. Liggett Jr., who also has varying degrees of interest in WFMK(FM) East Lansing, Mich.; WBUF(FM) Buffalo, N.Y., and WRRD(AM)-WLLOL(FM) Minneapolis-St. Paul. Buyer is owned by Lowell C. Homburger (83%) and Margot E. Behrmann (17%), who were minority owners of KQXE(AM)-KIOG(FM) Mesa, Ariz., which declared bankruptcy in 1978 (BAPL790720GN). Action Oct. 5.

■ **WRQK(FM)** Greensboro, N.C. (98.7 mhz, 100 kw)—Broadcast Bureau granted 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. (BALH790615HV). Action Oct. 3.

■ **WYNA(AM)** Raleigh N.C. (1550 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from North Carolina Electronics Inc. to Moonshadow Broadcasting Co. for \$250,000 plus \$50,000 for noncompete and consultancy agreements. Seller is owned by John F. Maurel, who owns 55% of WYNN(AM) Florence, S.C. Buyer is owned by Robert N. Bander, consultant for U.S. Environmental Protection Agency, Washington. He has no other broadcast interests (BAL790809GW). Action Oct. 3.

■ **WWCH(AM)** Clarion, Pa. (1300 khz, 500 w-D)—Broadcast Bureau granted transfer of control of Clarion County Broadcasting Corp. from W.C. Hearst and Harriet S. Hearst (62% before; none after) to William S. Hearst (5% before, 67% after). Consideration: \$100,000. W. C. Hearst and his wife, Harriet, are selling their entire interest in WWCH to son, William, who has been president of station since March. (BTC790803FG).

■ **KLO(AM)** Ogden, Utah (1430 khz, 5 kw)—Broadcast Bureau granted transfer of control from KLO Broadcasting Co. to KVOC Inc. for \$687,500 plus \$100,000 for consultancy agreement. Seller is owned by Robert E. Davis, who has no other broadcast interests. Buyer is owned by Harry Bubeck and his wife, Alice, and Fred L. Hildebrand, who also own KVOC(AM) Casper, Wyo. (BTC790720GQ). Action Oct. 5.

■ **WTAP(TV)** Parkersburg, W. Va. (ch. 15)—Broadcast Bureau granted transfer of control of PMA Communications Inc. from seven stockholders (95% before, 5% after) to Benedek Broadcasting Corp. (none before; 95% after). Consideration: \$2.2 million. Sellers are Van Olnhausen, Robert E. Richardson, K. E. Bennett, Jon F. Bergen, Harry M. Cogswell, Charles N. Warren and Sherman A. Grimm. Grimm, manager of station will retain 5% interest. None has other broadcast interests. Buyer is 96.8% owned by Benedek Hold-

ing Corp., wholly owned by A. Richard Benedek. He is New York businessman with interests in real estate and fine art sales. He has no other broadcast interest (BTCTV790618KE). Action Oct. 3.

Facilities Changes

AM applications

■ **WWBA(AM)** St. Petersburg, Fla.—seeks CP to increase power to: 1000 watts; change TL to: 94 Ave., N. at San Martin, St. Petersburg, Fla; change SL and RC to: 9721 Executive Cir. Drive, St. Petersburg; change type trans. Ann. Oct. 11.

■ **WTWA(AM)** Thomson, Ga.—seeks CP to make changes in ant. sys.; change TL and SL to: 1530 Hickory Hill Drive, Thomson; change type trans. and increase height of tower. Ann. Oct. 11.

■ **WMTC(AM)** Vanlevle, Ky.—seeks CP to increase power to: 5 KW; install DA-D; change TL and SL: 2 mi SE of Vanlevle and 0.15 mi SW of White Oak Cem., Vanlevle. Ann. Oct. 11.

■ **WKIX(AM)** Raleigh, N.C.—seeks CP to make changes in nighttime ant. sys. and change TL to: Old Pitsboro Rd., Cary, N.C. Ann. Oct. 11.

■ **KAMX(AM)** Albuquerque, N.M.—seeks CP to make changes in ant. sys.; change type trans and increase height of tower. Ann. Oct. 11.

■ **WANB(AM)** Waynesburg, Pa.—seeks CP to change TL: 2.3 mi SE of Morrisville near Waynesburg; increase ant. height. Ann. Oct. 11.

FM applications

■ ***KPFA(FM)** Berkeley, Calif.—seeks CP to make changes in ant. sys.; change type trans.; change type ant.; increase ERP: 59 kw and change TPO. Ann. Oct. 11.

■ ***KSJC-FM** Stockton, Calif.—seeks CP to change frequency 89.3 mhz; increase ERP: 7.4 kw, HAAT: 270 ft., change TL; and make changes in ant. sys. Ann. Oct. 11.

■ ***KQIX(FM)** Grand Junction, Colo.—Seeks CP to increase ERP: 42.658 kw (H&V); HAAT: 2892.13 ft. (H&V); change TL and make changes in ant. sys. Ann. Oct. 11.

■ **WCCC-FM** Hartford, Conn.—seeks CP to increase ERP to: 23.2 kw (H&V); increase HAAT: 730 ft. (H&V) and change TPO. Ann. Oct. 11.

■ ***WPIO(FM)** Titusville, Fla.—seeks CP to increase ERP: 3 KW (H&V) HAAT: 300 ft. (H&V); make changes in ant. sys. Ann. Oct. 11.

■ ***WCGQ(FM)** Columbus, Ga.—seeks CP to make changes in ant. sys.; change TL to: Off Wommack Rd., U.S. Hwy. 80, 1.3 mi. W. of City Limits, Phenix City, Ala.; change SL and RC to: 1327 Warren Wms Rd., Columbus; change type trans.; change type ant.; increase ERP: 100 kw (H&V); increase HAAT: 628 ft. (H&V) and change TPO. Ann. Oct. 11.

■ **WAE(FM)** Chicago—seeks mod. of CP to make changes in ant. sys.; change TL to: 9177 South Chicago, Chicago; change SL and RC to: 1950 East 71st Street, Chicago; change type trans.; change type ant. and change TPO. Ann. Oct. 11.

■ ***WSLM-FM** Salem, Ind.—seeks CP to change TL; increase HAAT: 361 ft. (H&V) make changes in ant. sys. Ann. Oct. 11.

■ **WMT-FM** Cedar Rapids, Iowa—Seeks CP to make changes in ant. sys.; change type trans.; install new aux. trans.; change type ant.; increase ERP: 100 kw (H&V); decrease HAAT: 517 ft (H&V) and change TPO. Ann. Oct. 11.

■ ***WWNO(FM)** New Orleans—seeks mod. of CP to make changes in ant. sys.; change type trans.; change type ant.; increase ERP: 50 kw (H&V); increase HAAT: 634 ft. (H&V) and change TPO. Ann. Oct. 11.

■ ***WORW(FM)** County of St. Clair, Mich.—seeks CP to increase ERP: 180 w HAAT: 21 ft. Ann. Oct. 11.

■ **KRCH(FM)** Rochester, Minn.—seeks CP to make changes in trans. line; change ERP: 0.708 kw (H&V); increase HAAT: 599 ft. (H&V) and change TPO. Ann. Oct. 11.

■ ***WSPS(FM)** Concord, N.H.—seeks CP to change frequency 88.5 mhz; increase ERP: 200 w. HAAT: minus 55 ft. and make changes in ant. sys. Ann. Oct. 11.

■ **WNRR(FM)** Bellevue, Ohio—seeks CP to make

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changes in ant. sys.; increase ERP: 1.290 kw (H&V) and increase HAAT: 165 ft (H&V). Ann. Oct. 11.

■ *WMUB(FM) Oxford, Ohio.—seeks CP to change TL; increase ERP: 50 kw; HAAT: 475 ft and make changes in ant. sys. Ann. Oct. 11.

■ *WJMF(FM) Smithfield, R.I.—seeks CP to change frequency 88.7 mhz; increase ERP: 225 watts HAAT: plus 128 ft; make changes in ant. sys. Ann. Oct. 11.

■ *KSPL-FM Diboll, Tex.—seeks mod. of CP to make changes in ant. sys.; change TL to: Wakefield Rd., 6.5 mi. S.W. of Diboll; change SL and RC to: U.S. Hwy. 59, 0.8 mi. S.W. of center of Diboll, change type trans.; change type ant.; increase ERP: 50 kw (H&V); increase HAAT: 472 ft. (H&V) and change TPO. Ann. Oct. 11.

■ KWHO-FM Salt Lake City—seeks CP to make changes in ant. sys.; change TL to: Farnsworth Peak, W. of Salt Lake City; change type ant.; decrease ERP: 26 kw (H&V); increase HAAT: 3735 ft. (H&V); change TPO and connect via diplexor to community ant. at same site—retain present ant. for emergency. Ann. Oct. 11.

AM actions

■ KRZD(AM) Wray, Colo.—Granted CP changing frequency to 1440 khz.; increase power to 5 kw; install new type of trans. (BP781106AU). Action Sept. 19.

■ WCOA(AM) Pensacola, Fla.—Granted CP to change TL to Hollywood Ave., 1 block S of Massachusetts Ave., 2 mi W. of Pensacola; conditions (BP790323AE). Action Sept. 28.

■ WSTU(AM) Stuart, Fla.—Granted CP to make changes in ant. sys.; change TL and SL to 1000 Alice Avenue; decrease ant. input power to 843 watts day and 211 watts night; increase height of radiator to 296 ft.; conditions (BP790523AI). Action Oct. 3.

■ WAUC(AM) Wauchula, Fla.—Granted CP increasing power to 5 kw; install DA-D; change TL to Route 35A, Stenstrom Rd., Wauchula, Fla.; install new trans.; make changes in ant. sys.; conditions (BP780925AS). Action Sept. 19.

■ WRNG(AM) North Atlanta, Ga.—Granted mod. of CP to make changes in ant. sys.; change TL to south of Spalding Dr. at Crooked Creek, 3 mi. NW of Norcross, Ga.; specify a modified standard radiation pattern for nighttime operation; conditions (BMP790605AJ). Action Sept. 27.

■ KNDI(AM) Honolulu—Granted mod. of CP changing TL to Hart Street Extension, Honolulu (BMP790117AP). Action Sept. 26.

■ WCYN(AM) Cynthiana, Ky.—Granted CP changing TL to U.S. 27, 0.65 miles north of Cynthiana (BP790712AI). Action Sept. 24.

■ WARE(AM) Ware, Mass.—Granted mod. of CP to make changes in ant. sys.; change daytime and nighttime directional pattern; operate trans. by remote control from main SL; conditions (BMP790529AT). Action Sept. 24.

■ KFSB(AM) Joplin, Mo.—Granted CP changing TL and SL to 2620 Dogwood Rd., Joplin; change radiation limits for nighttime ant.; conditions (BP790223AK). Action Sept. 27.

■ WYIS(AM) Phoenixville, Pa.—Granted CP increasing power to 1 kw; install new trans.; conditions (BP781103AM).

■ KUKA(AM) San Antonio, Tex.—Granted mod. of CP increasing height of tower to conform to nighttime authorization; change type of trans.; conditions (BMP781211BF). Action Sept. 26.

■ KMTI(AM) Manti, Utah—Granted CP changing frequency to 1590 khz.; increase night power to 1 kw, day power to 5 kw DA-N; change ant. TL and SL to 0.5 mi. W of Manti on River Lane Rd., Manti; change trans.; conditions (BP781010AW). Action Sept. 19.

■ WNNO(AM) Wisconsin Dells, Wis.—Granted CP changing frequency to 900 khz.; increase power to 1 kw; change trans.; conditions (BP-20,523). Action Sept. 21.

FM actions

■ KSKG(FM) Salina, Kan.—Granted mod. of CP to make changes in trans. line; change type of ant. and TPO; attach FM ant. to existing FM tower; ERP: 1.6 kw (H&V); ant. height: 390 ft. (H&V) (BMPH790730AR). Action Sept. 28.

■ KFXV(FM) Morgan City, La.—Granted CP to make changes in ant. sys.; change type of ant.; change SL to 409 Duke Street, Morgan City; ERP: 1.65 kw

(H&V); ant. height: 390 ft. (H&V) (BPH790604AN). Action Sept. 19.

■ WQAL(FM) Cleveland—Granted CP to make changes in ant. sys.; change type of ant. and TPO; ERP: 7.8 kw (H&V); ant. height: 1060 ft. (H&V) (BPH790710AE). Action Sept. 27.

■ KMGC(FM) Dallas—Granted CP to make changes in ant. sys.; change and operate from 1353 Regal Row, Dallas; change trans.; change type of ant. ERP: 100 kw (H&V); ant. height: 1290 ft. (H&V) (BPH790802AI). Action Oct. 2.

■ WIXV(FM) Front Royal, Va.—Granted mod. of CP to make changes in ant. sys.; change TL to Ritenour Run 1/2 way between I-66 and Va. Rt. 627; change type of trans.; install new ant. ERP: 3.0 kw (H&V); ant. height: 300 ft. (H&V) (BMPH781208AJ). Action Sept. 14.

In Contest

FCC decision

■ FCC has granted petition to deny filed by National Broadcasting Company Inc. and dismissed application of G.R.G. Associates Inc. for new AM broadcast station on 680 khz at Marshall, Mich. NBC is licensee of clear channel station WMAQ(AM) Chicago, which broadcasts on first adjacent channel to that proposed by G.R.G. WMAQ's service contour extends beyond G.R.G.'s proposed trans. site, NBC said, and such contour overlap is prohibited by FCC rules. Action Oct. 12.

Procedural rulings

■ KMJ-TV Fresno, Calif. (McClatchy Newspapers and San Joaquin Communications Corp.) **TV proceeding:** (Doc. 21274-6)—ALJ Thomas B. Fitzpatrick granted petition by San Joaquin and amended its application to report issuance of stock subscriptions for 680,078 shares of common stock of San Joaquin and to report that James Thompson is stock subscriber. Action Oct. 10.

■ Stamford, Conn. (Western Connecticut Broadcasting Co. and Radio Stamford, Inc.) **AM proceeding:** (Docs. 19872-3)—Office of Opinions and Review granted petition by Radio Stamford and amended its application to reflect new bank loan commitment letter from Union Trust Co. to Radio Stamford Inc. Action Oct. 3.

■ Avon Park, Fla. (Charles A. Esposito and Highland Ridge, Inc) **FM proceeding:** (BC Doc. 79-84-85)—ALJ Joseph Chachkin denied motion by Highlands for summary decision.

■ Greenfield, Mass. (Poet's Seat Broadcasting, Inc. and Green Valley Broadcasting Co.) **FM proceeding:** (BC Doc. 79-54-55)—ALJ James K. Cullen Jr. granted petition by Green Valley and amended its application to include updated letter reflecting on its financial qualification. Action Oct. 3.

■ WKYO(AM)-WIDL-FM Caro, Mich. (Tuscola Broadcasting Co.) **Renewal proceeding:** (BC Docs. 78-214, 78-216)—Office of Opinions and Review granted motion by Broadcast Bureau and extended to Oct. 24 time to file comments to petition for special relief filed on Sept. 24 by Tuscola. Action Oct. 3.

■ Kalamazoo, and Portage, Mich. (WHW Enterprises Inc. et al) **FM proceeding:** (Doc. 21374-7)—ALJ James K. Cullen Jr. granted petition by The Air-Borne Group, Ltd. and amended its application to report change in broadcast affiliation of a principal. Action Oct. 3.

■ Henderson, Neb. (Henderson Radio, Inc. et al) **FM proceeding:** (BC Doc. 79-123-26)—ALJ Joseph Chachkin granted motion by SAS Inc. and extended to Oct. 18 time for responses to petition to enlarge issues filed by Henderson. Action Oct. 11.

■ Cincinnati, Ohio (Ezra W. Beasley) **Revocation proceeding:** (PR Doc. 79-213)—ALJ John H. Conlin rescheduled hearing from Oct. 16 to Nov. 7 in Cincinnati. Action Oct. 1.

Allocations

Petitions

■ Anchorage, Alaska—KFQD Inc. requests amend-

ment FM Table of Assignments to assign 106.5 mhz to Anchorage (RM-3496). Ann. Oct. 10.

■ Oak Ridge, Tenn.—William Carney requests amendment FM Table of Assignments to assign 95.3 mhz to Washburn, Mo. (RM-3495). Ann. Oct. 10.

Actions

■ Fordyce, Ark.—Broadcast Bureau in response to petition by KBJT Inc., assigned 101.7 mhz to Fordyce as its first FM assignment, effective Nov. 16 (BC Doc 79-131, RM-3288). Action Oct. 1.

■ Oakhurst, Calif.—Broadcast Bureau, in response to request by Randolph L. Johnston and James T. Dee, assigned 107.1 mhz to Oakhurst, as its first FM assignment, effective Nov. 23 (BC Doc 79-132, RM-3340). Action Oct. 9.

■ Coffeyville, Kan. and Nowata, Okla.—Broadcast Bureau, in response to petition by Montgomery County Broadcasters proposed assigning 92.1 mhz to Coffeyville as its first FM channel, and reassigning 94.3 mhz from Coffeyville to Nowata to reflect its actual usage there; comments due Nov. 30, replies Dec. 20. (BC Doc 79-260, RM-3372). Action Oct. 1.

■ Warrensburg, Mo.—Broadcast Bureau, in response to petition by Big Country of Missouri Inc., proposed assigning 105.5 mhz to Warrensburg as its first commercial FM assignment; comments due Dec. 3, replies Dec. 26 (BC Doc 79-261, RM-3412). Action Oct. 3.

Translators

Applications

■ Selawik, Alaska—City of Selawik seeks CP for new VHF translator on ch. 2 (TPO: 10 w, HAAT: 25 ft.) to rebroadcast directly KYUK-TV Bethel, KUAC-TV Fairbanks; KIMO(TV), KTYA(TV), KENI-TV, and KAKM(TV) Anchorage, all Alaska. Ann. Oct. 11.

■ Cottonwood, Clarkdale, Cornville and Prescott, all Arizona—Arizona Board of Regents seeks CP for new UHF translator on ch. 43 (TPO: 100 w, HAAT: 57.3 ft.) to rebroadcast directly KAET(TV) Phoenix. Ann. Oct. 11.

■ Flagstaff, Ariz.—Arizona Board of Regents seeks CP for new UHF translator on ch. 59 (TPO: 100 w, HAAT: 23 ft.) to rebroadcast indirectly KAET(TV) Phoenix. Ann. Oct. 11.

■ Bayfield, Ignacio, both Colorado—Regents of Univ. of N. Mex. and Bd. of Ed. of City of Albuquerque, N. Mex. seek CP for new UHF translator on ch. 61 (TPO: 100 w, HAAT: 50 ft.) to rebroadcast directly KNME(TV) Albuquerque. Ann. Oct. 11.

■ Waterloo, Iowa—Full Gospel Business Men's Fellowship International seeks CP for new UHF translator on ch. 65 (TPO: 100 w, HAAT: 300 ft.) to rebroadcast indirectly WJAN(TV) Canton, Ohio. Ann. Oct. 11.

■ Crowley, La.—Full Gospel Business Men's Fellowship International seeks CP for new UHF translator on ch. 65 (TPO: 100 w, HAAT: 500 ft.) to rebroadcast indirectly WJAN(TV) Canton, Ohio. Ann. Oct. 18.

■ Grants, Milan, both New Mexico—Regents of Univ. of N. Mex. and Bd. of Ed. of City of Albuquerque, N. Mex. seek CP for new VHF translator on ch. 2 (TPO: 10 w, HAAT: 60 ft.) to rebroadcast indirectly KNME(TV) Albuquerque, N. Mex. Ann. Oct. 11.

■ Dodgeville, Herkimer and Little Falls, all New York—Sonderling Broadcasting Corp. seeks CP for new UHF translator on ch. 63 (TPO: 100 w, HAAT: 199 ft.) to rebroadcast directly WAST(TV) Albany, N.Y. Ann. Oct. 11.

■ Frankfort, Ilion, Mohawk and Utica, all New York—Sonderling Broadcasting Co. seeks CP for new UHF translator on ch. 55 (TPO: 100 w, HAAT: 199 ft.) to rebroadcast indirectly WAST(TV) Albany, N.Y. Ann. Oct. 11.

■ Grants Pass, Ore.—Robert Timothy Rolle seeks CP for new UHF translator on ch. 58 (TPO: 100 w, HAAT: 100 ft.) to rebroadcast directly KGW-TV Portland, Ore. Ann. Oct. 11.

■ Grants Pass, Ore.—Robert Timothy Rolle seeks CP for new UHF translator on ch. 60 (TPO: 100 w, HAAT: 100 ft.) to rebroadcast directly KOIN-TV Portland, Ore. Ann. Oct. 11.

■ Grants Pass, Ore.—Robert Timothy Rolle seeks CP for new UHF translator on ch. 62 (TPO: 100 w, HAAT:

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105 ft.) to rebroadcast directly KPTV(TV) Portland, Ore. Ann. Oct. 11.

■ Grants Pass, Ore.—Robert Timothy Rolle seeks CP for new UHF translator on ch. 64 (TPO: 100 w. HAAT: 95 ft.) to rebroadcast directly KEZI-TV Eugene, Ore. Ann. Oct. 11.

■ Grants Pass, Ore.—Robert Timothy Rolle seeks CP for new UHF translator on ch. 66 (TPO: 100 w. HAAT: 110 ft.) to rebroadcast directly KSYS(TV) Medford, Ore. Ann. Oct. 11.

■ Grants Pass, Ore.—Robert Timothy Rolle seeks CP for new UHF translator on ch. 68 (TPO: 100 w. HAAT: 110 ft.) to rebroadcast directly KTVU(TV) Oakland, Calif. Ann. Oct. 11.

■ Lake Andes, S.D.—Midcontinent Broadcasting Co. seeks CP for new UHF translator on ch. 57 (TPO: 100 w. HAAT: 198 ft.) to rebroadcast directly KELO-TV Sioux Falls, S.D. Ann. Oct. 13.

■ Rapid City, S.D.—Midcontinent Broadcasting Co. seeks CP for new UHF translator on ch. 15 (TPO: 1000 w. HAAT: 405.3 ft.) to rebroadcast directly KPLO-TV Reliance, S.D. Ann. Oct. 13.

Actions

■ K59BU Durango, Colo.—Broadcast Bureau granted Regents of the Univ. of New Mexico and Board of Education of City of Albuquerque, N. Mex. CP for new TV UHF translator station on ch. 59 to rebroadcast programs of KNME-TV Albuquerque, N. Mex. (BPTT790123IC). Action Sept. 25.

■ K62BD Malad, Idaho—Broadcast Bureau granted State Board of Education and Board of Regents of the Univ. of Idaho CP for new UHF TV translator station on ch. 62 to rebroadcast the programs of KBGL-TV Pocatello, Idaho. (BPTT790202JA). Action Sept. 25.

■ K64BD Priest River and Sandpoint, both Idaho—Broadcast Bureau granted State Board of Education and Board of Regents of Univ. of Idaho CP for new UHF TV translator station on ch. 64, to rebroadcast programs of KUID-TV Moscow, Idaho (BPTT790202JC). Action Sept. 25.

■ K67BX Kellogg, Idaho—Broadcast Bureau granted State Board of Education and Board of Regents of Univ. of Idaho CP for new UHF TV translator station on ch. 67 to rebroadcast programs of KUID-TV Moscow, Idaho (BPTT790202JD). Action Sept. 25.

■ K69CK Crouch and Garden Valley, both Idaho—Broadcast Bureau granted State Board of Education and Board of Regents of Univ. of Idaho CP for new UHF TV translator station on ch. 69, to rebroadcast programs of KAID-TV Boise, Idaho (BPTT790202JF). Action Sept. 25.

■ K69CL Georgetown, Idaho—Broadcast Bureau granted State Board of Education and Board of Regents of Univ. of Idaho CP for new UHF TV translator station on ch. 69, to rebroadcast programs of KBGL-TV Pocatello, Idaho (BPTT790202JG). Action Sept. 25.

■ K58AZ Nolan and Wooten, both New Mexico—Broadcast Bureau granted Regents of Univ. of New Mexico and Board of Education City of Albuquerque CP for new UHF TV translator station on ch. 58, to rebroadcast programs of KNME-TV Albuquerque, N. Mex. (BPTT790123IB). Action Sept. 24.

■ K62BC Carrizozo, N. Mex.—Broadcast Bureau granted Regents of Univ. of New Mexico and Board of Education of City of Albuquerque CP for new UHF TV translator station on ch. 62, to rebroadcast programs of KNME-TV Albuquerque, N. Mex. (BPTT790123ID). Action Sept. 24.

■ K65BQ Las Vegas, N. Mex.—Broadcast Bureau granted Regents of Univ. of New Mexico and Board of Education of City of Albuquerque CP for new UHF TV translator station on ch. 65, to rebroadcast programs of KNME-TV Albuquerque, N. Mex. (BPTT790123IE). Action Sept. 24.

■ K69CG Roy and Mosquero, both New Mexico—Broadcast Bureau granted Regents of Univ. of New Mexico and Board of Education of City of Albuquerque CP for new UHF TV translator station on ch. 69, to rebroadcast programs of KNME-TV Albuquerque, N. Mex. (BPTT790123IG). Action Sept. 24.

■ K68BO Wagon Mound, N. Mex.—Broadcast Bureau granted Regents of Univ. of New Mexico and Board of Education of City of Albuquerque CP for new UHF TV translator station on ch. 68, to rebroadcast programs of KNME-TV Albuquerque, N. Mex. (BPTT790123IF). Action Sept. 24.

■ K69CH Chama, N. Mex.—Broadcast Bureau granted Regents of Univ. of New Mexico and Board of

Education of City of Albuquerque CP for new UHF TV translator station on ch. 69, to rebroadcast programs of KNME-TV Albuquerque, N. Mex. (BPTT790123IH). Action Sept. 24.

■ K69CI Sheridan, N. Mex.—Broadcast Bureau granted Regents of Univ. of New Mexico and Board of Education of City of Albuquerque CP for new UHF TV translator station on ch. 69, to rebroadcast programs of KNME-TV Albuquerque, N. Mex. (BPTT790123II). Action Sept. 24.

■ K69CJ Toas, N. Mex.—Broadcast Bureau granted Regents of Univ. of New Mexico and Board of Education of City of Albuquerque CP for new UHF TV translator station on ch. 69, to rebroadcast programs of KNME-TV Albuquerque, N. Mex. (BPTT790123IJ). Action Sept. 24.

Cable

■ The following cable operators have filed service registrations.

■ Franklin Cablevision Corp. for Clint, Fabens, Socorro and Moon City, all Texas (TX0556, 7, 8, 9) new system.

■ Storer Cable TV of Florida Inc. for Broward, Fla. (FL0470) new system.

■ Cablevision Ltd of Edna Texas for Lolita, Tex. (TX0571) new system.

■ Tele-Media Co. of Key West for Environs, Fla. (FL0469) new system.

■ Salina Cable TV System Inc. for Kinsley and Pratt, both Kansas (KS066, 51) add signal.

■ Community Cable TV for Minooka and Channahon, both Illinois (IL0316, 7) new system.

■ High Plains Cablevision Inc. for Spur, Tex. (TX0570) new system.

■ Brownsville Cable TV Co. for Brownville, Tenn. (TN0161) new system.

■ Spring Video Inc. for Spring, Tex. (TX0573) new system.

■ Niall Whitewater Cable Corp. for Whitewater, Wis. (WI0199, 200) new system.

■ Monmouth Cablevision Inc. for Middletown and Atlantic Highlands, both New Jersey (NJ0362, 3) new system.

■ Malone Newchannels for Fort Covington, N.Y. (NY0801) new system.

■ Astro Cablevision Corp. for Canonsburg, Cecil, Chartiers, North Strabane, and Houston, all Pennsylvania (PA0064, 689, 065, 7, 6) add signal.

■ Yaquina TV Cable Co. for Newport and Toledo, both Oregon (OR0078, 139) add signal.

■ Memphis CATV Inc. for Memphis, Tenn. (TN0063, 4) add signal.

■ Mid-America CATV Systems Inc. for Carrollton, Mo. (MO0131) add signal.

■ Cable Communications Systems for Mountain Iron, Eveleth, and Virginia, all Minnesota (MN0161, 034, 5) add signal.

■ Westmoreland Cable Co. for Fawn, Frazer, Hampton, Indiana, Richland and West Deer, Pennsylvania (PA1804, 5, 6, 7, 8, 9) new system.

■ Cablevision for Holly, Clio, Flushing, and Vienna, all Michigan (MI0384, 5, 7, 6) new system.

■ Cable Associates Inc. for Bart, Pa. (PA1811) new system.

■ Tele-Media Co. of Addil, for Union and Lafferty, both Ohio (OH0653, 2) add signal.

■ Detwiler's Golden Rule Communications Inc. for Woodbury, Pa. (PA1787) new system.

■ TV Cable of Bridgeport Inc. for Bridgeport, Tex. (TX0324) add signal.

■ First Capitol Cablevision Inc. for St. Charles, Mo. (MO0163) new system.

■ American Heritage Cablevision Inc. for Council Bluffs, Iowa (IA0092) new system.

■ Clay County Cablevision Co. Inc. for Clay City, Ill. (IL0312) new system.

■ Arkansas Cable Television Inc. for Jacksonville and Pulaski, both Arkansas (AR0063, 73) add signal.

■ Cable TV Inc. for Chokio, and Hancock, both

Minn. (MN0179, 8) new system.

■ Cable Services Inc. for Gilliam, Mo. (MO0169) new system.

■ Sulphur Springs Cable TV for Sulphur Springs, Tex. (TX0135) add signal.

■ K CATV Inc. for Clendenin, Spencer, Glenville, Burnsville, and Elkview, all West Virginia (WV0134, 8, 5, 52, 119) add signals.

■ Cable TV of Belzoni Inc. for Belzoni, Miss. (MN0044) new system.

■ Artec for Arlington, Va. (VA0108) add signal.

■ Polk Cablevision Inc. for Polk, and Lakeland, both Florida (FL0290, FL0415) add signal.

■ Northside Cablevision Inc. for Polk, Fla. (FL0362) add signal.

■ Nation Wide Cablevision Inc. for Poulsbo, Wash. (WA0009) add signal.

■ Clear Vue TV Inc. for Durant, Madill, both Oklahoma (OK0022, 23) add signal.

■ Tele-Media Co. of Addil Inc. for Cadiz, Ohio (OH0176) add signal.

■ Cable TV of Raola Inc. for Osawatomie, and Raola, both Kansas (KS0074, 103) add signal.

■ Bainbridge Video Inc. for Bainbridge, N.Y. (NY0045) add signal.

■ P J Cable Co. Inc. for Minford, Rush, Morgan, Valley, Jefferson, and Clay, all Ohio (OH0589, 630, 31, 537, 38, 36) add signals.

■ Teleprompter Southeast Inc. for Mobile, Chickasaw, Mobile, Prichard, and Saraland, all Alabama. (AL0088, 0100, 101, 99, 102) add signal.

■ Glenville Cablevision Inc. for Ballston, N.Y. (NY0800) new system.

■ Emco CATV Inc. for Johnson, Vt. (VT0126, 27) add signal.

■ East Berlin Cable for East Berlin, Pa. (PA1326) add signal.

■ Spiritlake Cable TV for Spirit Lake, Iowa (IA0049) add signal.

■ Albany CATV for Albany, Mo. (MO0094) add signal.

■ Karnes City Cable Co. for Karnes, Tex. (TX0572) new system.

■ Cable Associates Inc. for Eden, Sadsbury, Salibury, Paradise, Martic Twp, Christiana, Providence, and Conestoga, all Pennsylvania (PA1810, 12, 13, 14, 15, 16, 18, 19) new system.

Other

■ St. Louis Broadcast Coalition has appealed to Federal appellate court FCC's Aug. 21 action denying reconsideration of its 1976 renewal of licenses of KSD-TV St. Louis, owned by KSD-TV Inc., subsidiary of St. Louis Post-Dispatch, and KTVI(TV) St. Louis, owned by Newhouse Broadcasting. In 1976 FCC renewed broadcast licenses of KTVI(TV) and KSD-TV, and denied Coalition's petition to deny renewal. Coalition's main objection to renewal was on grounds of abuses of cross-ownership which it claimed eliminated any real distinction between newspapers and their broadcast stations. FCC said cross-ownership in St. Louis did not create egregious situation requiring divestiture in light of its policies. However, it said, if monopolization or specific abuses of cross-ownership could be shown, ownership of stations by newspapers could be challenged at next license renewal time. Ann. Oct. 11.

■ FCC has granted application of Trustees of Univ. of Pennsylvania for CP for new station to replace facilities of former educational FM station WXPB, Philadelphia. Last March 30 FCC denied University reconsideration of its Oct. 19, 1978, action denying renewal of WXPB's license because of University's continuing failure to supervise and control station's operation from 1972 to 1975. WXPB was scheduled to go off air June 10. FCC, however, granted 120-day extension of operating authority. It also waived its rules which otherwise would have prevented Trustees from re-applying for deleted facilities for one year and accepted application for filing and placed it on cut-off list. One competing application was received but was not accepted. Action Oct. 10.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

General Manager with strong sales background wanted by progressive, expanding group broadcaster. Send resume with salary requirements to: Entercom, One Bala Cynwyd Plaza, Suite 225, Bala-Cynwyd, PA 19004. EOE.

Medium to small market sales manager... Here's your chance to move up if you have a good management track record. We would like you to come to the sixth largest growing city in the United States—Sun City, El Paso, Texas, and help us grow profitably. Salary and over-ride, first year potential \$25,000 to \$40,000 to right person. Contact Garrett Haston, General Manager, KPAS, Area Code 915—533-8211.

General manager with successful sales track record in a competitive metropolitan market needed for a central East Coast AM station. Must show strong leadership, mature judgment and overall management experience. (Our employees are familiar with this ad.) An equal opportunity employer. Send resume and salary requirement to Box J-52.

South Florida MOR seeks sales person with minimum two years radio sales experience to train into Sales Manager position. Send resume with monthly billing record and minimum income required to Bill Brown, WIRA, Box 3032, Fort Pierce FL 33450. An Equal Opportunity Employer.

Public Radio station of the University of North Carolina at Charlotte seeks Promotion and Resource Director; to plan, organize, and manage all developmental aspects of the station, i.e., to increase public awareness and volunteer support, and to develop and maintain private and governmental sources of funding. Responsibilities will be in the following areas: publication design and layout, advertising, grantsmanship, fund raising in the private sector, non-commercial public relations, and fiscal management. Only applicants with a minimum B.A. and experience or training in public relations and fund-raising need apply. Salary commensurate with qualifications. Send letter of application and resume by November 15, 1979 to: Vernon R. Parrish, Director, Bonnie E. Cone University Center, UNCC Station, Charlotte, NC 28223. EOE/Affirmative Action.

Radio Station Manager with strong sales experience for quality AM facility in small Midwest market. MOR, network, news and sports. Quality facilities with aggressive ownership. First and leading station in area. Self-starter with good track record required. An unusual and outstanding opportunity. Send resume with full info and references to Box J-59.

General Manager, Sunbelt: Sales oriented General Manager sought for small market AM within 30 miles of Atlanta. Excellent ground floor opportunity. Send resume and salary requirements to Clarion Broadcasting, Box 56274, Atlanta, GA 30343.

Station Manager: Activate newly funded public radio station for 1981 air date. Responsible for design, specifications, bidding, installation, budgeting, staffing. Qualifications: MA Radio-TV-Broadcasting. Minimum 3 years experience in administration of radio station. \$18,000-\$22,000 annually. Deadline November 15, 1979. Contact: Personnel Officer, Iowa Western Community College, Council Bluffs, IA 51501.

Resumes being accepted for a future General Manager opening in eastern section of United States. The proper applicant can expect salary and bonus in excess of \$40,000 in first 12 months. Must have previous management experience. EOE. Please send full information with your initial response to Box J-146.

Sales Manager for Youngstown's top-rated radio station, WKBN-FM. Applicant must be experienced in all facets of sales management as well as be an effective street salesperson. Compensation commensurate with experience and responsibility. Equal Opportunity Employer. Apply directly to J. D. Williamson, WKBN, Youngstown OH 44501.

Have good background in sales? Know how to program and sell area station? Looking for general manager who will work hard to reap the potential and share in the harvest. RAB ... TM producer. AM station located in Midwest. Good living in small community near recreation and metro area. Send resume and references to Box J-164.

HELP WANTED SALES

Experienced Salesperson needed to handle established accounts for No. 1 station in New York's Hudson Valley. Annual comp \$16K to \$18K first year. Expense allowance. Liberal commission plan or billing. Write Walter C. Maxwell, WGHO, CPO 1880, Kingston, NY 12401. E.O.E.

We've got it all—except we don't have you—yet ... what we do have is a brand new, one half million dollar facility—the beautiful state of California-2 stations, an AM and FM. Rate cards in the double figures and good numbers in the book. If you are interested—and you're experienced we need to talk. Resume and sales commission history to: Mr. Bob Neutzling, Sales Manager, KCEY-KMIX-FM, Box 979, Modesto, CA 95354.

Immediate opening in growing Texas community for experienced salesperson. Resume, salary requirements to: KTER, Box 818, Terrell, TX 75160.

Radio Sales Manager excellent opportunity for an organized and sales experienced person in fastest growing market in San Joaquin Valley. Station has adult contemporary format with largest coverage in market. Cost of living still well below modern life-style. E.O.E. Resumes to PO Box 6128, Bakersfield, CA 93386.

Aggressive salesperson. Market size: 63. Eastern Pennsylvania. Top-rated AM and FM stations, Excellent opportunity! Contact Gordon Oplinger 215—434-4424, EOE.

Good base plus commissions for the right person with combo talent in sales and air shift. Good list and benefits send resumes and tapes to General Manager, PO Box 47, Gaffney, SC 29340. EOE.

Expanding group needing salespeople for rich midwest markets. Tom Ingstad Broadcasting looking for aggressive sales pros for AM/FMs in Iowa City and Grand Forks. EOE. Duane Cariveau, KKXL, Box 997, Grand Forks, ND 58201.

Creative radio salesperson need at leading 50,000 watt contemporary FM in Wisconsin market of 300,000. Good copywriting skills and detail service ability a must. (You will be replacing long-time veteran who is going into business for himself.) Would be interested in hearing from co-op coordinators. 16 to 18M first year, plus excellent benefits from growing group owner. Send letter, resume and examples of creative work to Box J-172.

Professionals to sell locally within New York ADI. Send resume/earnings history. GSM, Box 40, Newton, NJ 07860.

HELP WANTED ANNOUNCERS

Drive Time Personalities—Competitive Market Modern Country outlet with new facilities in southeast seeking an experienced drive communicator. Send resume to Box J-38.

This is an immediate opening for a Beautiful Music announcer. If you have a smooth, professional delivery we could make this position very attractive to you. And you would be stepping onto a career ladder within a successful and fast-growing broadcast group. Send tape and resume to Paul Knight, WEZN, 10 Middle Street, Bridgeport, CT 06604. EOE.

Non-commercial religious station needs experienced announcer with background in religious radio. Position: Music Director, plus announcing shift. EOE. Job opening January 1, 1980. If qualified, send resume and tape to WIBI, PO Box 126, Carlinville, IL 62626.

Adult Contemporary personality for Michigan AM/FM. PBP available. Excellent opportunity to join hard working pros. Stable situation. Good benefits. We'll choose carefully. Tape, resume to Jay Allison, PD, WHFB, PO Box 608, Benton Harbor, MI 49022.

Top arbitron-rated contemporary 100KW in South Florida needs air personality, two years, minimum experience. Send resume, air check, ratings and salary requirements to Bill Brown, WOVV, Box 3032, Ft. Pierce, FL 33450, an Equal Opportunity Employer.

Two openings: Announcer and combo announcer-salesperson. Maryland country music station. Announcing experience preferred. Sales training available. WMJS, Box 547, Prince Frederick, MD 20678.

Major Country Music Station needs afternoon drive jock. Send resume and tapes to Bill Berg, WWVA Radio, 1015 Main St., Wheeling, WV 26003. Equal Opportunity Employer.

Experienced Morning Drive time announcer with strong copy writing and production abilities needed for small market, adult oriented radio station. Position holds potential to become Music Director and Program Director. Call Bob Wein, WDLG 914—856-5185.

Air-Personality, strong production with programming potential, Contemporary format. Air check/resume to Jim Bosh, WCPA, 110 Healy Avenue, Clearfield, PA 16830. Equal Opportunity Employer.

Wanted—Experienced announcer for religious format station in Cleveland, Ohio. Must have First Class license, mature voice, good production technique. Contact David Johnson—216—452-4009.

Experienced afternoon d.j. needed immediately at adult contemporary daytimer. Good production a must. Sales opportunity, if desired. Send resume, tape, and salary requirements to Al Kahn, WAGR, Lumberton, NC 28358.

WQIZ-FM, 100KW Charleston area 24 hour disco needs midnight to 6 a.m. female applicants preferred. No phone calls please. Send resume of experience and air check to Clarence Jones, WQIZ-FM, Box 903, St. George, SC 29477. \$200.00 weekly salary.

Announcer with good voice and delivery needed for small stable upstate N.Y. market between Rochester and Syracuse. Good pay and benefits. Heavy emphasis in news, information and production. No calls. Criss Onan, WSWF, PO Box 1, Seneca Falls, NY 13148.

This is an immediate opening for an experienced announcer, production, copy person with 3 years or more on the job. Excellent pay for market. Send tapes and resumes to General Manager, PO Box 47, Gaffney, SC 29340. EOE.

Top Rated FM Rocker has an immediate opening for an experienced high energy audience grabber. If you have a good voice and proven act, send tape and resume to Jeff Frank, WAEB, PO Box 2727, Allentown, PA 18105. E.O.E.

68/KFEQ-AM needs full time announcer. 3rd phone, experience, country format, 5000 watt, market of 80,000. Only experienced country announcers need apply. Tape & resume to Bob Ori, 68/KFEQ, Box 879, St. Joseph, MO 64502. EOE/M-F

5 miles from Boston—Solid Gold Music 10,000 watter looking for announcer and salesperson. T&R to Bob Bittner, Manager, WNTN, 143 Rumford, Newton, MA 02166.

Vermont Radio Inc. is expecting several openings in early 1980, in both programming and on-air positions. If you are considering a new position in the northeast, send cover letter explaining your goals, along with tape and resume to Gary Wheelock, WVMT, PO Box 12, Colchester, VT 05446. EOE/MF

Immediate opening for top personality jock for our Stereo Rock format and creative adult contemporary announcer for our AM. No beginners, please. Send tapes and resumes to Jack Hansen, KCLD AM and FM, Box 1458, St. Cloud, MN 56301.

**HELP WANTED ANNOUNCERS
CONTINUED**

50,000 watt FM seeks experienced announcer engineer. FCC 1st phone, maintenance and on-air experience required. Send tape and resume to: Box J-159.

Progressive Communications, in Central New Jersey, is expanding its radio operations and is on the lookout for creative people in the following areas: News—Our news candidate must be an experienced radio news communicator. Writing, style, gathering and delivery are very important. Talk—Our talk show person must be able to handle audience participation radio and can cover everything from the very light to local and national issues and be at ease with interviews. Our brand new facilities offer these challenging and creative positions. Progressive Communications is also looking for sales people with excellent future opportunities. We're a fine company with good starting salaries and an excellent company benefit package. Contact Chuck Wilson at 609-924-3842.

AOR evening shift. Midwesterners preferred. One hour from the big city. Approx. \$750 per month. E.O.E. Box J-169.

Full time radio announcer, 6-10 PM shift. Minimum of 3 years experience. Send tapes and resumes only to Scott Slade, WAYS, 400 Radio Road, Charlotte, NC 28216. Equal Opportunity Employer.

HELP WANTED TECHNICAL

Chief Engineer, directional AM-automated Class C-FM, N.E. Texas station with outstanding reputation. No board work. Send resume, references, salary requirements. Box H-90.

Self-Start Chief Engineer wanted for one of the most successful three KW FM live stereo facilities in the Country. New one million, one hundred thousand dollar studio building to be completed in April 1980, new transmitters and generators, and drive-in transmitter building for mobil remote Marti work. Must be strong in studio maintenance. Need manager with excellent planning and personnel relationship abilities. Excellent salary. Send resume and reference in confidence to George Scantland, President, WDFR Radio, Box 524, Marion, OH 43302 E.O.E.

Broadcast Technician: Here is the chance of a lifetime for someone with basic electronic knowledge to break into major market radio. If you have a 1st phone, car and drivers license and are willing to work odd hours. We are willing to give you major market experience, good pay and benefits. We are a large group broadcaster with room to move up as you learn. Write to: WPOC, 711 W. 40th St. Baltimore, MD 21211 Attn: Chief Engineer. An Equal Opportunity Employer.

Chief Engineer needed for AM daytimer with stereo FM, automation, and multiplex. Good pay can be even better if you can handle announcing shift or sell. Send resume and salary requirements along with audition tape if applicable to Al Kahn, WAGR, Lumberton, NC 28358.

Chief Engineer: WLKW Providence Rhode Island... 50 KW FM and 50 KW DAD seeks first class engineer with heavy transmitter, STL, automation and DA experience. Resume, to include salary requirements to: William M. McCormick, President, McCormick Communications, One Beacon Street, Boston, MA 02108.

Prestige 24 hour news/talk directional AM with automated fulltime 50 KH FM in Rochester NY needs Chief. Long relationship desired with person who will establish and achieve high technical standards. EOE. Starting \$18,000. WPXN, 201 Humboldt, Rochester, NY 14610.

Chief Engineer Wanted for Directional AM and Automated FM in Central Florida. Maintenance and construction experience required. Salary 14K plus. Call J. Seymour 616-459-4111. E.E.O.

Chief Engineer needed for respected Ohio AM/FM. Excellent opportunities limited only by the individual. Design ability desirable. No frustrated DJs, please! Complete resume to Box J-148.

Innovative First Class engineer to maintain/upgrade growing stations in New York ADI. Send work/salary history. GM, Box 40, Newton, NJ 07850.

Northeast fulltimer needs Chief Engineer. Maintain, organize, remodel. Rush resume, references. Box J-145.

Chief Engineer for leading facilities in beautiful medium market. Immediate start. 5kw directional AM and class A FM. Must be thoroughly experienced in DAs, FM, audio, automation, remote control, maintenance, design, construction, proofs, and FCC rules and regulations. Work under way on new studio and office complex. Aggressive, young ownership committed to quality engineering in expanding station group. Rubber band, bailing wire, and alligator clip specialists need not apply. Excellent compensation/benefit package. EOE. Rush resume with references and letter of application with salary requirements to: Steve Moravec, President, Radio Station KWEB and KRCH(FM) Rochester, MN 55901. No phone calls, please.

Warm Major Market 50k/100k accepting applications for engineers. Send resumes and salary requirements to Box J-150.

Chief Engineer—Upper midwest class C FM. Thorough knowledge of FCC rules & regs required. Brand new facility features latest state of the art equipment from new production studio to transmitter, audio processing to test gear etc. Seeking a person strong in FM audio, computer automation and digital circuitry. Large company offers excellent pay, fringes and benefits. Equal Opportunity Employer. Resume and salary requirements to Box J-168.

Chief Engineer for group owned class "C" FM in sunny Sarasota, Florida. We've promoted present chief and need replacement. Reply to: Jack Lovelady 813-355-7131, 4306 N. Tamiami Trail, Sarasota, FL 33580. EOE.

Sun Belt State AM&FM, automation experience a must. Chain operation. \$20,000 a year. Send resume. Fringe benefits. Box J-160.

HELP WANTED NEWS

We want the best for our news and sports position in Ohio's No. 1 non-metro award-winning news operation. We need a news reporter who knows how to dig, write clearly and creatively, cover sports, and work at a station committed to quality journalism. Print journalism and photo experience helpful. Rush a tape and resume to: Bob Bender, WDFR Radio, Box 524, Marion, OH 43302. E.O.E.

News—Modern Country outlet with news emphasis is looking for an experienced leader. Brand new—best facilities. Send tape & resume to Bill Murray WBHP, PO Box 547, Huntsville, AL 35804.

Northern New England's largest most respected Radio News Department is seeking candidates for News Director and/or morning anchor. WGIR and WGIR-FM, Knight Quality Group Station, in Manchester, N.H. have had only 2 News Directors in the past 24 years. We have facilities, people and living environment second to none. WGIR is the number one rated news station in the second fastest growing state east of the Mississippi. We are seeking applicants with a solid smooth, authoritative delivery and clear, crisp and concise writing style. Organization skills and the ability to work with and set an example for an award-winning news team are essential. In addition, the successful candidate will have at least three years commercial broadcast news experience, preferably as N.D. Applicants should send tape ASAP with air check, documentary or mini-doc samples and writing samples with resume and news philosophy statement to Barbara Neale, Vice President-WGIR Radio, Box 610, Manchester, NH 03105. EOE.

Public Affairs Director (Information Specialist II) for Radio Station. 4 year degree & 1 year of professional experience in news reporting, editing or public relations. Third class FCC license required. Duties: plan & produce a daily half-hour program of public affairs information, of regional interest, with the assistance of student staff. Produce weekly half hour interview program of information with guests from area. Initiate and complete ascertainment interviews with community leaders. Salary \$11,339. Application deadline 11/26/79. Send resume & audio tape of original reporting to University of South Florida, Personnel Services, 4202 Fowler Avenue, Tampa, FL 33620. USF is an Affirmative Action Equal Opportunity Employer.

Immediate opening for News Director or Reporter. Strong on human interest and actualities. Midwest, 5,000 Watts. E.O.E. Call 812-425-2221. M/F.

Wanted... Morning radio news editor. Heavy responsibilities for gathering, writing and delivering our many newscasts. Must be able to use telephone, tape recorders and learn to use E.N.G. equipment for dubbing. Must have authoritative voice and at least two years of experience in radio journalism. Personality & sense of humor necessary as person will work on air with zany morning DJ. Appearance also important because person will prepare and deliver five minute television newscast. College degree or equivalent experience. Reply by mail only with resume, tape and writing samples to Wayne Doolittle, News Director, WSBT, 300 W. Jefferson Blvd., South Bend, IN 46601. EOE-M/F.

Wanted: News Anchor/Reporter for afternoon drive AM/FM Country/Rock. Minimum 5 years experience. Send tape, resume, and references to John Lee, KWKH-KROK, PO Box 21130, Shreveport, LA 71120. Equal Opportunity Employer.

WOAI/San Antonio wants morning personality/news co-anchor; news or personality MOR experience preferred. Send tape and resume to John Barger, WOAI Radio, 1031 Navarro, San Antonio, TX 78205 EOE.

Newsperson/Sports oriented to do AM newscast and gathering. Will be second man in FM Award Winner. Emphasis on local news, we're growing! Tape and resume. WKZQ, PO Box 2389, Myrtle Beach, SC 29577.

Newsperson with good on-air presentation and news gathering and editing abilities for small stable upstate N.Y. market between Rochester and Syracuse. Good pay and benefits. No calls. Criss Onan, WSWF, PO Box 1, Seneca Falls, NY 13148.

Detroit's No. 1 FM is building a News Department. If you sound bright, contemporary and human and have significant medium or major market experience send tape, resume and salary history to Jon Belmont, News Director, WMJC/WHND Radio, One Radio Plaza, Detroit, MI 48220.

News and Public Affairs Director for 50KW university FM in northeast Kentucky. Bachelors and related field required. Masters preferred. Minimum 2 years experience, plus proven ability to gather, write, rewrite and report news. Must also produce weekly public affairs programs and supervise staff of student interns. Quality work expected to meet standards of state news network and national public radio. Salary commensurate with education and experience. Excellent benefits. Application deadline October 27. Position available November 15. Send letter of application, resume, air-check, and examples of writing to Larry Netherton, UPO Box 903, Morehead State University, Morehead, KY 40351. MSU is an Equal Opportunity Affirmative Action Employer.

We lost a good newsmen to Houston. Need strong replacement. Please only reply if you have several years radio news experience and can do up-tempo, personality newscast. Send reel-to-reel tape to Don Dussias, WGR, 464 Franklin, Buffalo, NY 14202.

Contemporary station in top 40 market seeks reporter/anchor, must be digger, conversational anchor, strong writer. Send writing samples, resume to Box J-149.

Wanted: Newsperson. Energetic, authoritative, willing to dig, able to write economically, actuality strong for new 5000 watt N. Cal. AM to air Nov/Dec. Rip'n readers need not apply. Advancement possibilities. Send tape to KEKA Radio, 530 E Street, Eureka CA 95501.

News & public affairs producer (WMUB) Responsible for production and delivery of news and public affairs programming. Train and supervise large student news staff. Must have experience in public or commercial broadcast journalism. BA required; MA desired. MA will hold rank of instructor in department of communication and theatre teaching broadcast journalism. Priority will be given to employment of a competent broadcast journalist. Position is open; consideration of applications start Nov. 16, 1979, and continue until position filled. Applications, resumes, and audition tape and three confidential references to be sent to Jimmie D. Trent, Telecommunications Center, Miami University, Oxford, OH 45056. Equal Opportunity/Affirmative Action Employer.

HELP WANTED NEWS CONTINUED

Radio Reporter-Anchor to work both on the street and in the studio for a station with a strong news commitment and the top news reputation in town. Prior reporting and anchoring experience essential. Tapes and resumes to Don Wilson, WMT, Box 2147, Cedar Rapids, IA 52406.

Sunny South Georgia fulltimer seeks take charge local News Director who knows the inside and outs of local news gathering, writing and reporting. You'll join a highly respected CBS affiliate in a college town of 20,000 on Interstate 75 convenient to the entire Southeast. Send tape and resume to: Al Cohen, WTIF, P.O. Box 968, Tifton, GA 31794.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

WOAI/San Antonio seeks program director. Prior experience as personality MOR jock or talk preferred. Send tape, resume and 500 word paper on any aspect of talk radio to John Barger, WOAI Radio, 1031 Navarro, San Antonio, TX 78205 EOE.

Immediate opening for individual to handle air shift and Program Director's duties at adult contemporary daytimer in southeast town of 20,000. Rush resume, audition tape, and salary requirements to Al Kahn, WAGR, Lumberton, NC 28358.

Group One Radio with stations in Akron, Dayton, Dallas and Denver, has an opening for a Program Director at WAKR, Akron. The person should have a knowledge of News and Sports for this position. News Directors, newspeople, air people who have programing abilities will be considered but WAKR wants a top notch community minded programmer for this news and sports oriented adult/contemporary station. WAKR, an EEO, offers top pay and top benefits with an excellent facility and people. All resumes, tapes and material should be sent to Art Wander, WAKR Radio, PO Box 1590, Akron, OH 44309. No calls please. First qualified person joins a solid group of professionals.

SITUATIONS WANTED MANAGEMENT

General Manager who excels in programming as well as sales available for permanent move! Outstanding qualifications! In no hurry, will wait for right opportunity! Box J-15.

General Manager: If you need a builder, your property "turned around" I'm, a successful broadcast veteran with a strong "turn around" track record. West coast preferred, will consider others. Box J-4.

Assistant GM, experienced in Detroit/surrounding area. Radio/TV, FCC 1st, BS Accounting, please write Box I-166.

Excellent inside administrator. B.S. business 15 years in radio, last 8 in major markets. Beautiful music, A/C, country, automation and FCC. Looking! Box J-152.

SITUATIONS WANTED ANNOUNCERS

Commercial Experience: D J prefers New England area station. Available immediately. Keith, 414-769-6966.

DJ, experienced, good board work, news and commercials, can follow directions any format. Box J-61.

Experienced Announcer would like to relocate in Michigan's lower peninsula. College grad with five years in commercial radio. Experience and knowledge in many facets ... copywriting/news/sports/production. Phone: 906-635-0484 after 7 PM.

Randy Gailther, 3907 Angol Place, Jacksonville, FL 32210. 904-771-7386. Gets you a 17 year pro.

Experienced DJ, read well, ambitious, Bernie Popke 414-463-8521 after 5:30. 3959 N. 70th, Milwaukee, WI 53216.

Female commentator providing short, informative, witty, contemporary, incisive, and controversial material designed to attract listeners, and provide ratings punch. Sample tape free by writing Alan Christian Enterprises, 8904 Flagstone Circle, Randallstown, MD 21133.

Immediate availability. Male 21 will relocate anywhere. 3rd endorsed. Resume and tape upon request. Call or write Dennis Bajek, 5222 S. Lorel, Chicago, IL 60638. 312-585-8542.

Small market P.D. and morning announcer wanting to move up. Box J-167.

Disc Jockey R&B, jazz, rock. Married, family, looking for good local station. Roger S. Mitchell, 1709 89th Ave., Oakland CA 94621. 415-530-1005 daytime, 261-2723 evening.

Experienced, lively, early morning wake-up announcer wants to wake-up a big audience in religious format. B.S. Degree, 3rd. Lic. 301-939-9232.

Major market radio talk show host with block buster ratings providing informative and entertaining program. Have earned 40 plus last three years. Looking for new mountains to climb. Serious inquiries only. Box J-155.

Thanksgiving's coming but I'm no turkey! Attention station managers who want beauty, brains and an FCC 1st phone combo-woman. Have six months medium market on-air experience with smooth voice, good head tones and never write boring copy (especially for employment). Phone Jane (eves) 212-533-0067.

5 yrs. exp., mus. dir. MOR, country can do rock and know the music. Married, 28, would like medium market. Joe 914-794-0242, 914-888-2475 during business hours, 914-888-2543 after 6 p.m.

Real MOR personality. Great mind, lots of experience, ready to work hard and take directions. You'll hear what thousands of listeners already know and love! Reply to Box J-156.

Male 21, Creative AOR. Produced Eclectic format. Dedicated immediate. Rod Stasick, 600 Rand, Arlington Hts. IL 60004. 312-392-0685.

Male 3rd phone, first time out. Will relocate. Kevin McAteer, 12 Whitford St., Warwick, RI 02886.

Former Big Band leader. Huge big band library. Authentic, entertaining patter. PLUS 15 years radio news, DJ, production, sales. Box J-176.

SITUATIONS WANTED TECHNICAL

Radio Station Engineer, with excellent technical references is looking for employment as a chief engineer at a medium or major market radio station. Prefer station(s) that is planning or is automated. Maintenance is a prime interest, no board shift. I believe in professional engineering so no bailing wire, rubber bands, or paper clips. Robert King, 6615 Franklin Ave., No. 204, L.A., CA 90028 or phone 213-851-4062.

Director of Engr.-interested in a major station in a major market or medium size chain operation. 20 years of hands on experience. John Timm 502-239-1469.

SITUATIONS WANTED NEWS

When are you people going to stop hiring ex jocks to do your sports when they can't say three words without making Noah Webster turn over and hire an informed, competent, polished sportscaster? If your answer is "Now" reply Box J-46.

Radio Production and newswriting excellent: good voice, too. Communications grad seeks full-time news position. FCC 3rd endorsed. Will travel. Adaptable. Cary Gladstone, 74 Smith St., Deer Park, NY 11729, 516-667-9614.

State award winner, all markets, Sportscaster of the Year, for excellence in sports broadcasting. Hard working, seasoned experience, versatility that covers all work, all sports. Seeking advancement. Will achieve same quality for you. 614-383-6473.

Nashville sounds baseball PBP radio man. presently sports director involved in PBP high school sports, television PBP football, college radio network, 5 years experience, some sales, mass communications, BS degree. Desire medium to major market sports position. Jay Colley, 109 Oakdale Street, Lebanon, TN. 615-444-5626.

Experienced Newsmen. Stable family man currently employed in radio sales desires news. Metros preferred. 916-334-8463 after 6 PM.

Play by Play/Sportscaster 27 years all major sports desire PBP pro baseball or college or pro football, basketball. Tape on request. 301-460-3932.

Newsmen with a year and a half experience looking for a reporting position in the northeast call 717-828-7187.

Central PA radio ND winner of 14 AP awards in 3 1/2 years, also correspondent, holds PSU journalism BA, seeks on-air or writing news/sports, prefers NYC, Phila., Cleve., Pitts., Erie, Harrisburg area, NE PA, or NE OH, 814-948-8262 mornings or messages to 412-461-4559, 216-662-5769.

Bright, ambitious, and young female-B.A. in Theatre/Communications has interest in brdcst. journ. Desiring entry level position in reporting, writing, and on-air. Diligent hardworker willing to relocate. Andrea Lidd, 4500 Falcon St., Rockville, Md 20853, 301-933-0342.

News Journalist, 9 yrs. exp. including: classical, beautiful music, PBS, news formats. Prefer West Coast combined TV/radio operation. Relocate w/30-day notice. BA. For resume/tape: 511-17th Ave., SF 94121.

Top Basketball play-by-play man available now with 5 years experience. Can combine with news or announcing. Call 618-382-4784 for Mark.

The cold weather has hit me. Small market news-operations director desires a move south. If you have a commitment to small market regional news, let's talk. Long hours and community involvement come with package. Box J-174.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Total pro who will involve your station with the community. Experienced RD. with proven results. Box J-121.

Outstanding AOR/Top Tracks Programmer is looking for a move up ... you get the sound, image, promotion, creativity, motivation, and numbers. I get the challenge. We both get more successful. If I'm what you're looking for, we'll have to start meeting this way: with your response to Box J-65.

Y-100, Miami personality ready to program your medium market FM Top 40 into a winner. Top references, college grad. Scott Fisher, 305-552-1809.

Top Communicator PD/Announcer available. Experience Country/AC. Hardworking, self motivator. Good on detail & direction. Location secondary. Mike 812-877-9728.

4.2 to 10.1 in 3 books at WMC-FM, Memphis. 5 years at K TSA/KTFM, San Antonio. Business minded programmer seeks metro station with the will to win big. Contemporary or mass-AOR. John Wagner, 3451 Wild Rye, Memphis, TN 38138. 901-362-5293.

Conservative Christian Communicator currently PD at leading medium market secular station. Major market experience. Seeks opportunity to program Christian station. Non Commercial stations preferred ... but will consider all offers anywhere. Employer familiar with ad. Box J-170.

Program Director/Jock. Seasoned professional seeks medium to major market situation. Let's talk: Mike Jackson 314-273-5471 or Route 1, Box 262, Glencoe, MO 63038.

TELEVISION

HELP WANTED MANAGEMENT

Graphic Artist for WHA Radio and Television, Madison, Wisconsin, Designs and prepares art for TV production, and for print materials for promotion of radio/TV programs. Designs monthly Wisconsin Public Radio Guide. B.A. or equivalent required, plus two years work experience as designer of print, TV or audiovisual materials. Public broadcasting graphic design knowledge preferred. Deadline for completed applications is November 15, 1979. Salary \$12,500 per year. For an application write Richard Hiner, WHA-TV, 821 University Avenue, Madison, WI 53706. An Equal Opportunity/Affirmative Action Employer.

HELP WANTED MANAGEMENT CONTINUED

Sales Manager: New UHF WTVE at Reading Pa. Must be an organizer and leader to build and motivate new sales Dept. TV sales experience, knowledgeable with selling and pricing techniques. Complete resume and salary requirements first letter. G. M., WTVE, Box 3248, Reading, PA 19604. (Equal Opportunity Employer).

Public Affairs Manager for KETC-TV, St. Louis, Mo. Responsible for the development, content & presentation of all public affairs programs produced by KETC, which will include a nightly public affairs program. Requires a minimum of 4 years professional journalistic experience including 2 years in television journalism. Must have a proven record as an effective supervisor and administrator. On-camera work is desirable but not mandatory. Salary range \$24,000-\$30,000. Resume and sample tape requested with application. Send materials to: Public Affairs Manager, KETC-TV PO Box 24130, St. Louis, MO 63130, by: November 5, 1979. Equal Opportunity Employer M/F.

HELP WANTED SALES

TV Salesperson with commercial production and advertising agency production experience. Must have advertising contact list and willing to travel extensively. Contact Personnel Director, Broadcasting, by sending resume to WSM, Incorporated, Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

Development Director for PTV station to plan, organize, and direct wide variety of fund-raising activities. Degree/experience in advertising, sales, public relations, etc. Prior fund-raising experience desirable. Highly motivated self-starter; good organizer; personable. Base \$18,468 plus benefits. Apply by 10/29/79 to: Personnel, WDCN-TV, PO Box 120609, Nashville TN 37212. Equal Opportunity/Affirmative Action Employer.

Manager—Program Underwriting. Twin Cities Public Television in Minneapolis/St. Paul. Marketing of program underwriting opportunities to corporations, foundations and government agencies for major KTCN-TV national and local productions. Three to five years experience in sales/marketing, ad agency or corporate sales/PR, required. Excellent benefits. Salary mid-20's. Contact Tim Conroy, Director of Development, Twin Cities Public Television, 1640 Como Avenue, St. Paul, MN 55108, 612-646-4611. An equal opportunity employer.

If you're ready for the challenge of building and developing a Sales Traffic/Operations Department, then here's the opportunity you've been waiting for. We are an NBC affiliate in the Hartford/New Haven market, looking for an experienced, detail-oriented person to head up this area with hands-on responsibilities. Person must have at least 2-3 years experience, with a strong working knowledge of computers (preferably DCC system). Some management experience necessary. We are an equal opportunity employer. Please send all replies to: Lew Freifeld, Director of Sales, WVIT-TV 30, 1422 New Britain Avenue, West Hartford, CT 06110.

Account Executive: Looking for an aggressive, highly motivated local salesperson interested in building a career with a major broadcast group. Need heavy broadcast experience with emphasis on retailer contact and co-op development. All replies will be held in confidence. An equal opportunity employer. Box J-175.

HELP WANTED TECHNICAL

Electronic technicians for maintenance positions in National Operation. Some positions available in major cities. Applicant should have experience on 1" and 3/4" format. Digital background a plus. Send resume and salary requirements to: Gene Wright, 1018 West Peachtree St., Atlanta, GA 30309.

KPBS—TV seeks Chief Engineer. Responsible for technical operations and maintenance of public TV station, ITFS system, closed-circuit TV system, and production facilities. Equivalent of a BS Degree in electrical engineering or physics. Minimum of 6 years TV engineering experience, supervisory or management experience, and 1st phone required. Salary \$29,424 to \$35,556. Secure application from the Employment Division, San Diego State University, San Diego, CA 92182. Position closes October 26. San Diego State is an Equal Opportunity/Affirmative Action/Title IX Employer.

Audio/Video Maintenance Technician Top 35 market in Southeast needs second person for routine and emergency repairs of all technical equipment used at a television station. Person must be able to diagnose equipment troubles using test equipment and must be proficient in both analog and digital circuitry. Must have FCC First Class. EEO-MF. Send resume to Box J-135.

TV Maintenance Engineer with five years experience for major market station. EOE, M/F Box J-102.

Video Engineer required by quality production facility. Experience and client interaction are necessary requirements. Call or write Don Faso, C.E., Video Tape Associates, 1733 Clifton Road, N.E., Atlanta, GA 30329, 404-634-6181.

TV Maintenance Engineer—major west coast independent. 4 years TV maintenance or related experience required. BSEE, TV and digital experience preferred. EOE. Send resumes to Personnel, KTVU Television, 1 Jack London, Sq., Oakland, CA 94607.

Television Maintenance/Remote Engineer: Expanding commercial production company needs a unique person to maintain and operate their Quad and 1" remote production units. Equipment includes RCA TR-600, TKP-45, TH-200, TH-50 and CEI-310. Component-level repair and maintenance abilities with analog and digital systems is a must. Film-style commercial production experience is desirable. Some in-house maintenance as well. Negotiable salary, company-paid insurance program, profit-sharing and Florida living. Call or send resume with salary history to Tony Kennedy, Ted Johnson Productions, 150 Riverside Avenue, Jacksonville, FL 32202, 904-354-7000.

Experienced Maintenance Engineers to work with state of the art equipment at modern production facility. Digital expertise a definite plus. Salary open. Call or write Don Faso, C.E., Video Tape Associates, 1733 Clifton Road, N.E., Atlanta, GA 30329, 404-634-6181.

Opportunity for aggressive, "on the move" maintenance/operations engineer in new post production facility in New York City. Must be a "Fixer" with video experience and strong knowledge of computers. Send resume to: Box J-75.

Maintenance Engineer for midnight or 4AM shift with TV Station6E q PPJ.1st and 3-5 years broadcast maintenance experience required. M/F, EOE. Send resume Box J-98.

Transmitter Supervisor: Top-20 group owned VHF affiliate in sunbelt seeks engineering supervisor to manage and maintain new transmitter and microwave facilities. First-phone, 3-to-5 years in-depth transmitter maintenance experience and good working knowledge of solid-state electronics required. Experience maintaining Harris VHF transmitters desirable. Excellent compensation/benefits package. Company-owned home in beautiful well-maintained residential community available. If your career goals include increasing responsibilities and have the requisite qualifications, we invite your resume. EOE. Director of Engineer, Box J-89.

Assistant Chief: Major market TV Station/Production Company seeks first rate individual for large operation. Applicant should be well versed in maintenance, production and operations. Good salary and fringe benefits for knowledgeable self-starter. EOE, M/F Box J-95.

Operations and Maintenance Engineer—Individual must engineer, operate, and maintain departmental color TV production and non-commercial FM Broadcast facilities. Qualifications: either Bachelor's degree in Electronic or Communications engineering or related field and one year experience in color television; or two year degree in related area and two years experience in color television; or four years professional experience, or equivalent. This is a provisional Civil Service appointment and the rules and regulations of the Cayuga County Civil Service Commission are applicable. Twelve month position; salary commensurate with training and experience. Please submit letters of application and resumes by Friday, November 9, 1979 to: Personnel Office, Cayuga County Community College, Auburn, NY 13021. Cayuga County Community College is an equal opportunity, affirmative action employer.

Assistant Chief Engineer with 5-10 years broadcast TV experience for major market facility. Must be well versed in engineering, production and remotes. E.O.E. M/F Send resume to Box J-107.

WBRE-TV which operates the finest on-air and production equipment needs a highly competent first class technician. Work with TCR100 video tape machines, TK45 cameras and microprocessing equipment. Write or call Charles Baltimore at WBRE-TV, Box 28, Wilkes-Barre, PA 18773 or call 717-823-3101. EEO Employer.

Studio Engineer Public TV station. First class FCC license required. Experience preferred. EOE. WBRA-TV, Box 13246, Roanoke, VA 24032, 703-344-0911.

Chief Engineer: Small market looking for a permanent "hands on" engineer with experience in administration, UHF transmitter, RCA and CEI equipment. A complete take-charge individual. New facilities, perfect climate, excellent remuneration. Ray Quinn, 714-568-3636, KMIR-TV, Palm Springs, CA 92263.

TV Technician wanted for on-air switching, production and tape operations. Applicants must have FCC 1st and phone. Contact: Leon Drye, C.E., WSWP-TV, Box AH, Beckley, WV 25801. Phone: 304-255-1501.

Maintenance Engineer—California central coast ABC affiliate seeks engineer with strong background in studio and ENG maintenance. One year minimum experience and FCC 1st class license required. Excellent salary and benefits. Resumes to Personnel Department, KNTV, 645 Park Ave., San Jose, CA 95110. EOE M/F.

Operation and Maintenance Technician. First Class Radio Telephone License required. Equal employment opportunity employer. M/F Box J-147.

ENG Microwave Technician—wanted for ABC affiliate on California's beautiful central coast. Must have FCC 1st class license and ENG remote van experience. Excellent salary and benefits. Resumes to personnel department, KNTV, 645 Park Ave., San Jose, CA 95110. EOE M/F.

First Phone control board operator. Experience preferred but not necessary. Call or send resume to Dan Mulally, Chief Engineer, KUMV-TV, Box 1287, Williston, ND 58801. 701-875-4311, EEO Employer.

Television station needs experienced studio maintenance engineer. Must be familiar with all phases of studio equipment, including ENG. Send resume to Chief Engineer, PO Box 510, Palm Beach, FL 33480. EOE.

Chief engineer to build the finest new UHF facility in the South. Challenging opportunity for professional growth and great family living in fast growing sunbelt resort area. E.O.E. M/F Resume to J-143.

Microwave ETV Technician for statewide ETV Network. Starting salary \$10,426. Arkansas ETV Network, 350 S. Donaghey, Conway, AR 72032.

Maintenance Engineer with strong studio background in Ampex 1200's and GE film and studio cameras. Additional experience on switching and terminal gear as well as digital background will be very helpful. Send resume and salary requirements to: Chief Engineer, WPTY-TV, PO Box 42424, Memphis, TN 38104.

Chief Engineer—Group owned VHF network affiliate seeking candidates for top engineering position. Top 35 Sunbelt Market gives excellent location along with generous salary and benefit package. First Class FCC license required along with management experience. Union experience beneficial. An Equal Opportunity Employer. Send resume and salary requirements to Box J-141.

TV Technician or Operator. 1st Class FCC License. Call 806-744-1414 or write Box 2190, Lubbock TX 79408. Equal Opportunity Employer.

Maintenance Engineer to work with latest broadcast equipment at major market TV Station/Production House. Must have FCC 1st and be a self-starter. EOE, M/F Send resume to: WPHL-TV, Inc., 5001 Wynnefield Avenue, Philadelphia, PA 19131.

Chief Engineer on the way up. Strong in Systems, Digital, 1" Tape, Production, Scheduling. Looking for a competent leader on the way up, not an old-line technician. Hot station. Reply to Box J-144.

HELP WANTED TECHNICAL CONTINUED

Maintenance Engineer: Minimum requirements graduation from high school or equivalent; 2 years recent, full-time, paid experience in maintenance of television ENG equipment; posses valid FCC First Class Radiotelephone License. Maintenance television transmission systems and operations experience desirable. Starting salary \$7.00, \$7.33 or \$7.72 per hour depending upon experience. Submit resume by November 2, 1979, to the Classified Personnel Dept., Clark County School District, 2832 East Flamingo Road, Las Vegas, NV 89121. An affirmative action equal opportunity employer.

Assistant Engineer: Main duties, Studio Maintenance Supervisor for Gulf Coast VHF TV Station. Must be experienced and energetic. Salary open. Box J-163.

HELP WANTED NEWS

Opportunity to work for one of the best-equipped broadcast weather departments in the country. Meteorologist needed for weekend and morning weathercast, in addition to doing consulting work. Please send tape and resume to: Chief Meteorologist, Kansas State Network, PO Box 333, Wichita, KS 67201. An Equal Opportunity Employer.

Major Market TV station seeks an aggressive, experienced individual to take on responsibilities in all areas of station operations. We will pay top dollar for the right person, previous management experience is important but age is not. Equal Opportunity Employer. If you qualify, please send your resume to Box J-23.

Producer for Northeast NBC affiliate in competitive market. Need producer with strong background in TV news production who is creative and energetic. An Equal Opportunity Employer. Resumes and salary requirements to Box J-54.

TV News Reporter with two years experience in commercial broadcasting, able to write well, air, and produce news broadcasts as well as appear on camera. Applicants should reply with a resume and 3/4" video tape to Gene Hebert WXII-TV, PO. Box 11847, Winston-Salem, NC 27051 E.O.E. M/F

A good Opening in TV News at midwest NBC TV affiliate. We need a reecoreer who writes well and is interested in the possibility of a weekend anchor slot. Tapes and resumes to: Ron Davis, News Director, WICD-TV, Channel 15, 250 Country Fair Drive Campaign, IL 61820.

News Producer (Lansing/Jackson, Michigan) Wanted ... experienced Producer. A solid journalist with at least two years of reporting or producing background. We need a strong writer who is well organized and creative ... to put together 6 & 11 p.m. Newscasts. Rush resume, tape and writing samples to WILX-TV. Equal opportunity employer. Write ... Personnel, WILX-TV, PO Box 30380, Lansing, MI 48909.

Noon Anchor and Weekend Anchor/Reporter — Must have anchor and reporting experience in television. Excellent opportunity for advancement. Send resume and video tape to News Director, WTAJ-TV, 5000 6th Avenue, Altoona, PA 16602. An Equal Opportunity Employer.

News Photographer (Lansing/Jackson, Michigan). An experienced cinematographer with minimum of two years background in television news. Solid knowledge of ENG shooting, editing and packaging necessary. Rush resume and tape to WILX-TV. Equal opportunity employer. Write Personnel, WILX-TV, PO Box 30380, Lansing, MI 48909.

Number One News Station looking for weatherperson Meteorologist preferred. Will work in two man department. Have Nafax, G.O.E.S., Color Local Radar and other support equipment. Send tape and resume to Larry Beaulieu, KFDM-TV, PO. Box 7128, Beaumont, TX 77706, EOE.

Field Reporter. Need an aggressive self-starting reporter with solid news credentials and knowledge of both film and ENG. Only the experienced need apply. Must be able to handle live on-camera feeds as well as produce own spots. Send resume and video tape cassette to David Choate, News Director, WCKT-TV, Box 1118, Miami, FL 33138. EOE.

Television News Reporter with ENG live experience and ability to do on-set pieces. Resume and tape to Larry Price, News Director, WAST-TV, Albany, NY 12204. An Equal Opportunity/Affirmative Action Employer.

Television Reporter WSRE TV: B. A. in Broadcasting, Journalism, or closely related field. Three years of broadcast reporting experience may be substituted for B.A. Demonstrated ability to professionally produce and serve as on-air talent, for television news, public affairs segments, ITV and cultural affairs segments. On call at all times. Hours and days variable. Anchoring experience preferred. Send sample of work (video tape). Salary: \$11,627.20 annually. Application deadline: November 12, 1979. Apply Personnel Department—Pensacola Junior College, 1000 College Blvd., Pensacola, FL 32504 An Equal Opportunity Institution.

Consumer Reporter. Immediate opening for aggressive self-starter with full time consumer reporting background. Must have lots of ideas and good knowledge of production techniques. Tape editing helpful but not necessary. Send videocassette and resume to David Choate, News Director, WCKT-TV, PO Box 1118, Miami, FL 33138. Equal opportunity employer.

Immediate Opening for experienced news reporter with leading NBC network affiliate. Applicant must be able to gather, edit and air radio and television news reports. Excellent opportunity for effective, articulate reporter. Many benefits. Successful applicant will work with professional staff using modern equipment. Send resume, salary requirements and 3/4" video tape to News Director, WSYR-AM-FM-TV, 1030 James Street, Syracuse, NY 13203. No phone calls please. An Equal Opportunity Employer.

Central Florida's leading news station needs weekend sports anchor who can hustle. We also need top notch video shooter-editor. If you'd like to join the best medium market news organization in the country, send tape and resume to News Director, WFTV, Box 999, Orlando, FL 32802. No calls. Experienced applicants only.

Production assistant for ENG Mini-cam crew as sound technician, to work with the Assistant Producer in the news room, typing scripts, filing news sources, and making phone contacts. TV production experience essential. College preferred and journalistic background helpful. Send resume to Fran Lucca, News Department B, WNED-TV, PO Box 1263, Buffalo, NY 14240. An Equal Opportunity Employer.

Highly regarded television station in northeast cosmopolitan city seeking mature, experienced, successful news anchor who also writes well. Modern, well-equipped news operation with professional staff. Send resume, references, video tape and salary requirements to General Manager, WSYR-TV, 1030 James Street, Syracuse, NY 13203. Equal Opportunity Employer.

Reporter—WDBJ Television has an immediate opening for an experienced reporter. Strong News credentials a must. Send resume, video tape, to Jim Shaver, News Director, Call Service 7, Roanoke, VA 24022. EOE M/F.

Photographer/Reporter ... Experienced. Indepth public affairs field reports. Sunny Southern Coastal living. Send tape, resume and salary requirements to Harry Bowman, WCIV-TV, Box 10866, Charleston, SC 29411. 803—884-8513. An Equal Opportunity Employer.

E.N.G. Tape editor for local TV station. Two years television news tape editing experience preferred. Send resume to WFSB-TV, Personnel Office, 3 Constitution Plaza, Hartford, CT 06115. We are an Equal Opportunity Employer!

Reporter/Producer: Need aggressive TV journalist to join staff of nightly public affairs magazine. Strong writing skills, hands-on ENG editing and on-camera experience required. Excellent opportunity for qualified individual to work with topnotch staff and facilities. BA required. Salary commensurate with experience. Send resume to: WXXI Personnel Dept., PO Box 21, Rochester, NY 14601. EOE.

Meteorologist wanted for medium market television station in the northeast. Resumes only. An Equal Opportunity/Affirmative Action Employer. Apply Box J-154.

Weekend Assignment Editor/Producer. Looking for someone with a solid news background who can guide our weekend coverage and produce 1/2 hour news block on weekends. Need a good writer who knows production and editing. Send resume with references to David Choate, News Director, WCKT-TV, PO Box 1118, Miami, FL 33138. EOE.

Executive Producer and Assignment Editor needed to aid News Director in polishing the current product, in gearing staff to new approaches, and in adding dynamics to a building drive. Send tapes and resumes to Fran Cole, 300 South Byrne Road, Toledo, OH 43615. An Equal Opportunity Employer.

News Photographer: Major Midwest broadcaster needs a self-starting, conscientious professional photojournalist experienced in ENG, film and live operations for news. Send resume and salary requirements to: Box J-142.

Weekend News Producer. Minimum 5 years experience, 2 years in major market. Strong writing/organizational skills, working knowledge ENG, 2 inch and 1 inch video tape, film, graphics. Contact News Director, WTCN-TV, 441 Boone Avenue North, Minneapolis, MN 55427. An Equal Opportunity Employer.

Assistant Producer-Late News Block, Immediate opening for experienced producer who wants to move to a larger market. Need someone with good writing skills and knowledge of editing and production. Send resume including references and salary requirements to News Director, WCKT-TV, Box 1118, Miami, FL 33138. EOE.

News Director to manage two TV Operations for three station Regional Network. We are looking for a creative, well organized journalist. Equal Opportunity Employer. Contact: Dewey Heggen, Meyer Broadcasting Company, PO. Box 1738, Bismarck, ND 58501.

Photographer who wants to work in a station that values good photography and good photographers. We're a medium market station using ENG, film and live gear. One year's fulltime news photo experience and the desire to hustle for a station that values your creative input are required. Box J-178.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Creative Services Director: must have the ability to write and produce television commercials and communicate directly with clients as to concepts; must have the ability to see a project through completion. At least two years' directing experience required. Contact: Production Manager, WJAR-TV, 111 Dorrance Street, Providence, RI 02903 An Equal Opportunity Employer.

Producer/Director for KETC-TV, St. Louis, Mo. Major responsibility is to direct a nightly public affairs program. Opportunity for some producing, but emphasis will be on directing a wide range of programs. Remote location and studio experience necessary. Requirements: degree in television production or related field or equivalent in successful professional experience. Minimum of 3 years production experience required. Salary range \$15,000-\$24,000. Resume and sample tape requested with application. Send materials to: Producer/Director, KETC-TV, PO Box 24130, St. Louis, MO 63130. By: November 5, 1979. Equal Opportunity Employer M/F.

Continuity Director for production department. Mature, responsible, experienced person. Contact Roger Rien, KUMV-TV, Box 1287, Williston, ND 58801. 701—875-4311. An Equal Opportunity Employer.

Excellent Opportunity for gaining invaluable experience in television production and engineering. Send resume to KTXS-TV, PO Box 2997, Abilene, TX 79604.

Director, Department head in charge of news production. Includes scheduling, hiring and directing a complicated and challenging newscast. Beautiful seacoast market. Minimum three years experience with operational knowledge of video equipment a must. College degree preferred. Box J-136.

Account Executive with broadcast industry publicity experience for small New York public relations company \$18,000. Resume to Box 159, FDR Station, NY 10022.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Television Senior Producer, WMVS/WMT, Milwaukee, Wisconsin. Position assumes primary responsibility for overseeing the production and quality control of local programming. Bachelor's Degree in an appropriate field and five years work experience in producing television programs. Minimum salary \$21,000. Send resume to: Employee Services, Milwaukee Area Technical College, Milwaukee, WI 53203.

ENG Photographer/Editor for top rated prime time magazine in a top ten market. If you're creative, energetic, care about quality and have a tape to prove it, send your resume to Box J-157.

Seasoned television news producer/director wanted to design visual format for week-nightly news analysis program. We have mini-cams, live satellite feeds, sophisticated switcher ... all that's needed to produce a first rate program. Inquire: KERA Television, Tom Grimes, 3000 Harry Hines Blvd., Dallas, TX 75201, 744-1300.

Promotion Manager: Duties include outside and on-air promotion, publicity writing, and public relations. Working knowledge of print media required. Promotion experience preferred. Send resume/cassette to: Operations Manager, WICD-TV, 250 Country Fair Drive, Champaign, IL 61820. E.O.E.

Operations Manager. Network affiliate in a top 80 Sunbelt market. Production experience and dedication to quality essential. Promotion experience helpful. Must be able to maximize use of people and facilities. Equal Opportunity Employer. Resume and salary history to Box J-158.

SITUATIONS WANTED SALES

Local Account Executive—10 years sales and management experience at independent production house. Aggressive hard worker seeking new challenge. Familiar with research and pricing techniques. Anxious to relocate Box J-106.

5 years broadcast sales experience—young woman seeks sales position in top 50 TV market. Box J-165.

SITUATIONS WANTED TECHNICAL

TV-FM-AM-Field Engineering Service, 29 years experience, installation-maintenance-system design-survey and critique-interim maintenance or chief engineer. Available by the day, week or duration of project. Phone Bruce Singleton 813-868-2989.

TV Chief/DE 16 years experience all phases broadcast engineering/management/operations. SBE certified. Heavy digital/ENG/EFP Prefer construction or rebuilding projects. Can save you double my admittedly high salary requirements through efficiency, dedication. Hands-on, permanent position only. Box J-171.

First Phone, CIE graduate, three years experience all operational areas. E. Raymer, 717 A Gordon Ave., Bowling Green, KY 42101.

SITUATIONS WANTED NEWS

Anchor/Reporter—experienced—commercial TV News/Sports/50KW operations. Strong journalistic skills. Sharp appearance. Dedicated, Mature. Degree. Employed. Full credentials. Box J-47.

Excellent, experienced sportscaster looking for a good job. Four years experience. Strong on air and PBP. 614-885-3890. College degree. Box J-120.

News Journalist, 9 yrs. exp. including: classical; beautiful music, PBS, news formats. Prefer West Coast combined TV/radio operation, Relocate w/30-day notice. BA. For resume/tape: 511-17th Ave., SF 94121.

Legal-Govt. Reporter, BS Newhouse School of Syracuse University, Law Degree-Albany Law School. I can help give your station the edge. 518-458-7729.

Reporter/Producer, BA Broadcast Journalism, Political Science. Top 15 market network affiliate internships. Experienced writing, producing, reporting, film, tape. Solid references. Seeking entry-level position, east/west coast small-medium market. Contact: Bill Kaczaraba, 7284 S.W. 93 Ave., Miami, FL 33173. 305-271-7671.

Consumer Reporter, 24, female, Masters Degree, on-air experience, bright conversational style seeks position with creative TV news team. Consumer Reporters hit the viewers pretty close to home. Carolyn O'Neil, 4 Trowbridge Place 5B, Cambridge, MA 02138, 617-864-2644.

Working as weekend sports anchor, seek fulltime sports job. 2 1/2 years experience, e.g. Paul Sherry 707-584-9481.

Newsman Announcer 27 years experience. 2 years TV anchor work. Am well versed in all phases of radio, some TV. Public affairs copy writing, news writing and other. Write PO Box 157, Americus, GA 31709.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Experienced Black film director Top 30's market. Excellent managerial skills. On-air operations experience. Looking for move to larger market. Box J-151.

Aggressive, talented '79 Graduate seeks entry level position in production or E.N.G. Experienced 1" and 3/4" Editor. Willing to relocate Send inquiry to Box J-140.

Production Director, age 23, with 4+ years experience directing, editing, switching, camera, remotes, in educational television and radio seeks new opportunity San Francisco area. Michael C. Hoff, 5050 S. Lake Shore Dr., Apt. 1011, Chi., IL 60615, 312-955-0477.

Aggressive, young writer/producer wants to be part of winning sales team. Have demo, will send. No phone calls, please. Robert Cobb Miller, Box 220, Greenleaf, KS 66943. Equal Opportunity Employee.

Young, (29), Program Director, currently P.D. at independent U.H.F. Top 50 market. Desires a growth position in S.E. location, experienced in production, programming, aggressive. Box J-166.

Will cover Olympic games Lake Placid—tape or film. International and National awards in documentary news. Ken Resnick Films, New England/New York State. 803-247-3604.

ALLIED FIELDS

HELP WANTED TECHNICAL

TM Productions seeks additional maintenance engineer, extremely capable, familiar with multi-track gear. Send resume to Ken Justiss, VP/Operations, TM Productions; 1349 Regal Row; Dallas, TX 75247. No calls.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Can you make it in the big time? Writer/announcer/producer for lively Chicago Agency. Send tape, copy samples, salary needs first letter. No phone calls. Suite 800 624 South Michigan, Chicago IL 60605. EOE M/F

HELP WANTED INSTRUCTION

Broadcasting: Assistant/Associate Professor of Broadcasting, M.A. in Broadcasting and experience required. Ph.D. and experience preferred. Broad background in the field is essential. Expertise or experience required in 3 of the following 4 fields: T.V. Production, Radio Production, Broadcast Journalism, Broadcast Management. Responsibilities include teaching and supervising internship program. Starting date is January, 1980. Apply by November 18, 1979 to Dean Ronald O. Champagne, Salem College, Salem, WV 26426. Affirmative Action/Equal Opportunity Employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM/FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Paul Schafer wants to buy RCA, Collins or Continental 250, 1000, 5000 and 10,000 watt AM transmitters and RCA or Collins 5 or 10KW FM transmitters and Schafer automation systems. Contact Schafer International, 5801 Soledad Mtn Rd., La Jolla, CA 92037. Tel 714-454-1154.

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 immediately: Altec 230B broadcast console. Write or call Rex Osborne, WMOV Radio, PO Box 647, Ravenswood, WV 26164. 304-273-2544.

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.

GE PE-400 Color Cameras—Pedastals, Racks, like new, ea \$14,000

GE PE-350 Color Cameras—All accessories, good condition, ea \$7,000

GE PE-240 Film Camera—Automatic Gain & Blanking, \$8,000

GE 12KW UHF Transmitter—With Channel 14 Antenna, \$18,000

RCA TK-27A Film Camera—Good Condition, TP 15 Available, \$12,000

RCA TP-86 Projectors—Optical & Magnetic Sound, ea \$10,000.

Eastman 285 Projectors—Reverse, good condition, ea \$6,000

RCA TP-8 Projectors—"Oldie But Goodie," ea \$1,500

RCA TVM-1 Microwave—7GHZ, Audio Channel, \$1,000

Collins MW408D Microwaves—7GHZ, Audio Channel, ea \$4,500

RCA TR-50 VTR-e—CAVEC and DOC, 1 with editor, ea \$22,500

RCA TR-22 VTR'S—Hi-Band, CAVEC, DOC, ea \$16,000

AMPEX VR 3000 VTR—Batteries, B & W Play spare head \$10,000

AMPEX VPR 7600 VTR's—1"Format, 5 available, ea \$1,000

AMPEX 1200A VTR'S—Loaded with Options, ea \$24,000

NORELCO PC-80 Color Camera—Updated to PC-70, new tubes, \$12,000

New Lenco Terminal Equipment—Fast Shipment, 30 Brands of New Equipment—Special Prices.

We will buy your used TV equipment. To buy or sell, call Toll Free 800-241-7878, Bill Kitchen, Quality Media Corporation. In GA call 404-324-1271.

Tektronix 528 and 1480 Waveform monitors and 1420 and 520A Vectroscopes, new in factory cartons, in stock ready to ship. Call Ivey Communications Corp. 305-843-8982.

Cash for used RCA TK-27's, TP-6's, TP-15's, TP-7's. 205-956-2200.

7 Ampex ATR 100 Audio Recorders w/cabinets Mono convertible to stereo. Excellent condition, \$4,480 ea. or package price. Call Rod Hall 213-577-5327.

Video Equipment: Conrac 5522 12" Rack Mount Color Monitor; 3M 1114 SEG with Chroma Key, Like new; 518-439-7614, Ask for Bob or Ted.

2.5 KW AM, C51, under 3 yrs. Will tune and test. Like new. M. Cooper. 215-379-6585.

10 KW FM CCA 9 yrs. old, \$1200 damage to PA. Will sell 1/2 used value. Also 2nd model perfect. Will guarantee. M. Cooper 215-379-6585.

ANGENIEUX retrozoom lens attachment. \$1350, perfect condition, call E. Porter at 415-845-5230.

General-Electric 50 KW AM Model BT25-A Transmitter recently removed from service. Parts for sale. Contact Tal Jonz-999 North Van Ness Avenue, Fresno, CA 93728. 209-441-7600.

Allen-Ampex 1000's—2 VTR's with 3M doc. heads—solid state \$12,000. for both. 703-369-3400.

Computer Equipment. 1 Data General Nova 32K Processor, 2 Centronics 588 printers with stands and 2 add's Model 580 CPT's-Bias 202 System \$10,500. Frank Pilgrim, WDAM-TV, 601-544-4730.

FOR SALE EQUIPMENT CONTINUED

2 IVC-300A Cameras w/pan heads, tripods & dollies. 2-3M color video encoders. 2-CBS Labs mod. 8000 enhancers. 2-TSG-2000 Telemation sync generators. 2-Ball Bros. VPC-8 video switcher. Call Pres Graham 904-354-2806.

Gates Dualux Audio Console M-52360. Complete. Including power supply and monitor amp. Also Gates studioette, audio console M-5381. Call 717-966-1777 9 am-10am. \$2,000 for all.

Neumann microphone type U64us 1183 with power unit and cables. Best offer. 919-447-0101.

Sony RM-430 Automatic Editing Control Unit. Brand new, \$1,200. TRI EA-3 Edit Control System w/ digital reader DDT-1, \$2,200. Contact: National Video Industries, Inc., 15 W. 17 St., N.Y., 10011. 212-691-1300.

1 Delta SFSM-1 Field Strength meter; 8 Harris turntable preamps; 3 Output modules for stereo statesman; 2 Harris criterion 90 cart machines; 2 Ramco DA6-BRe, distribution amps—1 in 6 out; 1 Harris stereo producer. 516-475-1580 after 11 AM.

24 Cycle Production Generator with filter, rack mount, like new \$275.00. Call Crawford Communications 609-468-2585.

EMPLOYMENT SERVICES

Talk Hosts/News personalities. A new program consultancy aimed only at Talk/News stations invites airchecks from talkers and news persons in strict confidence. We anticipate having the most extensive file of talk/news personnel available. No fee. Station inquiries invited. Box D-246, 13787 SW 66th Street, Miami, FL 33183.

Reporters with specialized experience in energy, economics, health, consumerism "Action Line", entertainment and/or recreation wanted for stations in top 50 market. Box J-137.

COMEDY

Free sample of radio's most popular humor service! O'LINERS, 1448-C West San Bruno, Fresno, CA 93711.

Phantastic Phunnies—400 introductory topical one-liners ... \$2.00!! 1343-B Stratford Drive, Kent, OH 44240.

One liner specialist, categories unlimited. Lee Haas, 4472 West Broadway, Suite B, Hawthorne, CA 90250.

MISCELLANEOUS

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-438-0508.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Custom, client jingles in one week, PMW, Inc. Box 947, Bryn Mawr, PA 19010. 215-525-9873.

Cheap Radio Thrills! Promo music, sound effects, program themes, synthesizers, jingle add-ons, production aids, over 325 dynamite tracks on 4 low-priced LPs!! Free sample: L.A. AIR FORCE, Box 944-B, Long Beach, CA 90801.

National magazine seeking subscriptions now offering Pt. arrangement with generous terms. Conversion to cash arrangement possible. Tape supplied. Great for midnite-to-dawn, movies, etc. All replies confidential. Box I-198.

Build your voice! Techniques of professional broadcasters revealed on cassette tape. \$7.95 JAYCO, Box 8314, Waco, TX 76710.

Aircheck Editing, dubbing, resume' preparation. Complete audition packages prepared. Personal drop-ins, client commercials, station voicers ... everything for the small market jocks. Free brochure. M&S Enterprises, Box 12511, Denver, CO 80212.

INSTRUCTION

Free booklets on job assistance. 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

1979 "Tests-Answers" for FCC First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin September 10 and October 22. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922.

RADIO

Help Wanted Management

Experienced Sales Manager

wanted for growing AM/FM in Southeastern resort area. Advancement to Gen. Mgr. and future equity interest possible for well qualified individual. Must be prepared to grow with the stations. At least five years broadcast sales supervisory experience mandatory. Send complete resume to Box J-127.

GENERAL MANAGER

for stations WWOL (AM) and WWOR (FM) in Buffalo, New York. Qualifications required: Experience in either general management or sales management, medium or major market; utmost personal integrity; ability to work with and direct people while maintaining high staff morale; proven administrative and sales talents and a desire for permanence as part of a growing, professional radio company. Complete resumes with references should be addressed to: William B. Chesson, Associated Communications Corporation, 219 Gateway Towers, Pittsburgh, Pa. 15222. Complete confidence maintained. EEO.

Help Wanted Sales

WE'RE LOOKING FOR OUR NEXT SALES MANAGER!

Excellent opportunity for small market sales rep looking to move to a bigger market. Prefer Jennings trained, but need a rep who can get out on the street with fire in their eyes and really believes radio is the best advertising buy. Contact Roy Lambertson WZZC, East Moline, Illinois.

Help Wanted Technical

CHIEF ENGINEER

WLKW Providence Rhode Island ... 50 KW FM and 50 KW DAD seeks first class engineer with heavy transmitter, STL, automation and DA experience. Resume, to include salary requirements, to: William M. McCormick, President, McCormick Communications, One Beacon Street, Boston, Massachusetts 02108.

RADIO CHIEF ENGINEER WANTED!!!

Fine salary, excellent fringe benefits, growing company, lovely area and much more!

Send resume to Gary James, W-A-R-E, 90 South Street, Ware, MA 01082 or call 413-967-6231.

Help Wanted Announcers

We're Accustomed To Being Number 1

and we're looking for a Program Director/Morning Drive personality and adult voiced announcers that know country music inside and out, we're a full time 5KW in a market of over 200,000 population. Are you ready to be Number 1? Reply with resume to Box J-50. Air checks after 1st conversation.

TOP RATED MIDWEST CONTEMPORARY GIANT

Seeking personalities for immediate and future openings. Heavy on production and community involvement. Excellent pay and benefits. Outstanding facility in one of Mid-America's finest medium markets. RUSH tapes and resumes to Jim Higgs, WKMI, 1360 Melody Lane, Kalamazoo, Michigan, 49005. Equal Opportunity Employer

Help Wanted Progaming, Production, Others

Join the RKO Radio Family In Boston, Mass.

WROR-FM needs the best production director in the country to join Boston's fastest growing radio station. In addition to production, you will also handle a short, daily air shift. If you have 3-5 years' on air/production experience in either Top-40 or A/C, send an Air Check, production samples and resume today to: Gary Berkowitz, Program Manager, WROR, RKO General Building, Government Center, Boston, MA 02114.

98 1/2 FM WROR

An Equal Opportunity Employer M/F/H/Vets

Situations Wanted Management

NEW ENGLAND MARKETS

Presently general manager of outstanding AM/FM stations. Tops in ratings and revenues. Seeking opportunity to manage and buy into station in New England. Proven track record over many years. Looking for long term commitment. References available upon request from corporate level current employer and leading rep firm executives. Box J-173.

GM AND GSM COMBO

Available for Top 40 country, or MOR in top 30 markets. Best results and references in the business.

Box J-139

TELEVISION

Help Wanted Management

PROGRAM MANAGER

Group owned NBC affiliate seeks experienced person with top management skills. Should have knowledge of program acquisition, film selection and editing, promotion, station image enhancement and FCC regulations. If your skills are strong and you have a desire to win, please send resume to WROC-TV Rochester, 201 Humboldt Street, Rochester, N.Y., attn: Allen S. Feuer, General Manager. EOE.

Help Wanted Technical



TAPE EDITOR

WJBK-TV PM MAGAZINE has an immediate opening for a creative tape editor who is also experienced with on-location camera and audio operations. Experience with 3/4" tape editing is a must. Previous involvement with a magazine type show gives you the inside track. Please send resume and sample of your work to:

Bill Pace
PM MAGAZINE
WJBK-TV
2 Storer Place
Southfield, MI 48075

ASS'T CHIEF ENGINEER WUHF-TV, WEZO-FM, WNYR-AM

Malrite Broadcasting is looking for an assistant chief engineer for its Rochester, N.Y. broadcast complex. Applicants for this position must possess experience in both television and radio engineering. This job is a stepping-stone to chief in our group. Starting salary: high teens. Send resume to: Jim Somich, Malrite Broadcasting Co., Cleveland Plaza, Cleveland, Ohio 44115

Television Chief Engineer - for Herreich Broadcasting Stations. Experienced hands-on Chief Engineer wanted for rapidly-expanding UHF group-owned station in Fort Smith, AR. Applicant must have TV engineering supervision experience and FCC first class license. Heavy engineering maintenance experience a must. Send resume to Don Vest, Director of Engineering, Herreich Broadcasting Stations, Inc., P.O. Box 4150, Fort Smith, AR 72914, an Equal Opportunity Employer.

Help Wanted Programing, Production, Others

Assistant Commercial Producer

Creative production photographer with heavy ENG-EFP experience to join state-of-the-art 1" commercial production unit. Strong lighting and editing skills a must. Engineering background helpful. No beginners please. An equal opportunity employer. Send resume to Cliff Fisher, WKBW-TV 7 Broadcast Plaza, Buffalo, NY 14202.

Help Wanted Programing, Production, Others Continued

ASSISTANT PROGRAM DIRECTOR

WXYZ-TV, Channel 7,
Detroit is seeking
experienced programmer
with strong managerial,
program production and
communicating skills
for day - to - day
management of very large
ABC O & O program
department. An equal
opportunity employer m/f.

Resumes only to
Larry Alt, Box 789
Southfield, Mi. 48037

Field Producers

TV Magazine

- Interested in field producing a magazine program in a market that can't get any bigger?
- For a station that can't get any better?
- Do you have field producing experience on a magazine show like "Evening" or "PM" right now?
- Can you tell a story better than anyone else?

If so, this could be your biggest opportunity ever! Please send your name, and background to:

Box J-131

An equal opportunity employer, m/f

**Help Wanted Programing,
Production, Others Continued**

ITV PROGRAM DEVELOPMENT

Instructional Radio/TV Program Development Manager: Wisconsin Networks have immediate need for individual to plan, design and test ITV/Radio programs. Must have strong background in curriculum, radio/TV production, and/or instructional design and research. Preference will be given to candidates with 3 to 5 years of experience in the field of radio/TV program development, and an M.A. in education, communications, or a related field. Send resume to:
ECB Personnel, 732 N. Midvale Blvd., Madison, WI 53705 by November 16, 1979.

AN EQUAL OPPORTUNITY EMPLOYER M/F



**Help Wanted News
Continued**

WEATHER PERSON

Dominant Southern station needs qualified Weather/Environmental Reporter. Personable and creative, simple presentation desired. E.O.E. Send resume and video cassette (promptly returned) to P.O. Box 4326, Carrollton Station, New Orleans, La. 70178.

**Director of Public
Information and
Promotion**

Promotion Director with an initiative and ideas needed to head dynamic staff of 5 at a Pacific Northwest PTV station celebrating its 25th anniversary. Responsible for station image, press relations, advertising, on-air promotion, publications, special events. Interpersonal skills essential. Requirements: BA in communication, journalism or related field, or equivalent work experience; 5 years writing experience, 3 years news and/or promotional writing; 1 year supervisory responsibility. Broadcasting experience required. Salary: \$15,348 to \$21,924 plus liberal benefits. Deadline November 2, 1979. Send resume, writing samples, TV tapes to:

Flo Fujita
KCTS/9

4045 Brooklyn Ave. NE
Seattle, WA 98105

KCTS/9 is an affirmative action employer.

**Help Wanted News
Continued**

**Assignment
Editor**

New York City TV station seeks Assignment Editor with 5 years major market broadcast news gathering experience. Must have excellent knowledge of metropolitan area, good organizational skills, and ability to supervise.

Send resume including work history. Replies treated in confidence.

Box J-161
Equal Opportunity Employer
M/F/H/Vets

**HIGHLY REGARDED TELEVISION
STATION**

in Northeast cosmopolitan city seeking mature, experienced, successful news anchor who also writes well. Modern, well-equipped news operation with professional staff. Send resume, references, video tape and salary requirements to General Manager, WSYR-TV, 1030 James Street, Syracuse, New York 13203. Equal Opportunity Employer.

REPORTERS—NEED 3

For dominant TV in 111th Market. Desire past experience. Need to handle camera, tape, write, edit, etc. Prefer print experience. E.O.E. Send resume and video cassette to:

Gen. Mgr.
James Noe,
KNOE TV
Monroe, La. 71201

PRODUCER DIRECTOR

WPLG, Miami, is seeking an experienced Producer/Director to join our Production Department. Respondents should have a minimum of three (3) years Commercial Television Experience.

Duties include local news/weather/sportscasts, public affairs, public service, promotion, commercial production and special projects. Interested people should provide resume and current reel.

Please ... NO CALLS. Send tape and resume to:

TONI HEYDRICH
Personnel Manager
3900 Biscayne Blvd.
Miami, FL 33137

AN EQUAL OPPORTUNITY EMPLOYER M/F

**Week-End Sports
Anchor**

New Jersey Nightly News seeks experienced tv sports reporter for unique state-wide program broadcast on WNET/Thirteen and New Jersey Public Television. We want someone who will do much more than read scores and V/O game highlights. Send cassettes to:

Herb Bloom
Executive Producer
New Jersey Nightly News
1573 Parkside Avenue
Trenton, NJ 08638

E.O.E.

**Producer For Northeast NBC
Affiliate**

in competitive market. Need producer with strong background in TV news production who is creative and energetic. An Equal Opportunity Employer. Resumes and salary requirements to Box J-54.

**Situations Wanted Programing,
Production, Others**

"THE BAXTERS"

If you strip this show & need a local moderator to ask the tough questions, I am available for one or several markets.

Stan Major—Miami
305—596-2809

Help Wanted News

IMMEDIATE OPENING

for experienced news reporter with leading NBC network affiliate. Applicant must be able to gather, edit and air radio and television news reports. Excellent opportunity for effective, articulate reporter. Many benefits. Successful applicant will work with professional staff using modern equipment. Send resume, salary requirements and 3/4" video tape to News Director, WSYR-AM-FM-TV, 1030 James Street, Syracuse, New York 13203. No phone calls please. An equal opportunity employer.

EVENING ANCHOR

For dominant TV in 111th Market. Want experienced, authoritative air personality. All inquiries confidential. E.O.E. Send resume and video cassette to:

James A. Noe,
KNOE-TV,
Monroe, La. 71201

Employment Service

**B
A
L**
**BROADCASTER'S
ACTION LINE**

The Broadcasting Job you want
anywhere in the U.S.A.
1 Year Placement Search \$25.00
Call 812-889-2907

R2, Box 25-A, Lexington, Indiana 47138

ALLIED FIELDS

Help Wanted Management

ASSISTANT DIRECTOR OF MARKETING

The University of Mid-America, a regional open learning system administered by a consortium of 11 state universities in 7 states, is seeking an Assistant Director of Marketing. The Assistant Director will manage the work of the field and support services, and will assist the Director of Marketing in all marketing aspects. Qualifications include: Ability to relate to higher education and telecommunications communities; demonstrated expertise in marketing or related activities; Masters Degree or equivalent in business management, technology, higher education administration. Salary \$21,000 to \$25,000 dependent upon education and experience. Closing date: October 31, 1979.

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An affirmative action/equal opportunity employer.

Public Notice

PUBLIC NOTICE: ADDITIONAL APPLICANTS FOR CABLE TELEVISION FRANCHISES

The Town of Saugus, Mass. announces the availability of the Issuing Authority Report setting forth policy guidelines with respect to the proposed Cable Television Franchise. Copies are available at the Town Clerks Office, Town Hall, Saugus, Mass. Further notice is given that the Town of Saugus, Mass. will accept additional applications, amendments or revisions to previous applications until 4:00 PM, on Jan. 3, 1980 at the address below. Each new application should be accompanied by \$100.00 non-refundable filing fee payable to the Town of Saugus. Saugus Board of Selectmen, Cable T.V. Committee, Ronald Jarosz, Christie Serino, Saugus Town Hall, Saugus, Mass. 01906

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- T403. AM-FM BROADCAST STATION PLANNING GUIDE** by Harry A. Etkin. A comprehensive guide to planning, building, and operating a radio broadcast facility—AM, FM, or combined operation. Based on a lifetime of experience and intimate association in broadcasting. 8 1/2 x 11", illustrated. \$12.95
- T405. BROADCAST STATION OPERATING GUIDE** by Sol Robinson. This comprehensive reference encompasses every level of broadcasting. The secret to success in broadcasting, as in any other business, is knowing what to do and how to do it. This book tells it like it is. 256 pages. \$12.95
- T428. ORGANIZATION & OPERATION OF BROADCAST STATIONS** by Jay Hoffer. An exhaustive examination of the responsibilities and capabilities required in each job classification. 256 pages. \$14.95

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AL	Daytime AM	500K	Metro
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WA	Fulltime AM	265K	Small
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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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Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Fates & Fortunes

Media

Lawrence Clamage, general manager, WTSP-TV St. Petersburg, Fla., named executive VP.

Eugene Mitchell, VP-director of marketing, Broadcast Data Base of HR Television, New York, joins WLKW-AM-FM Providence, R.I., as VP-general manager. He succeeds **Robert Carson** who leaves station to form music syndication company.

G. Richard Edwardes, assistant general manager, WIS(AM) Columbia, S.C., named general manager.

David Strubbe, general sales manager, WLCY(AM) St. Petersburg, Fla., and national sales manager for WLCY and co-owned WRBQ(FM) Tampa, Fla., joins WTAN(AM)-WOKF(FM) Clearwater, Fla., as general manager.

Ron Klayman, former director of programing, WQAD-TV Moline, Ill., joins WMC-TV Memphis as director of broadcast services.

John Fletcher, general manager of Warner Cable Corp.'s Boston complex, named VP and regional manager of New England region of company. **Thomas Schaeffer**, VP-general manager, Courier Cable Co., Buffalo, New York, succeeds Fletcher.

Jay Epstein, general manager, WYND(AM) Sarasota, Fla., and former general manager of WBBF-AM-FM Rochester, N.Y., joins WTOB(AM) Winston-Salem, N.C., as VP-station manager.

Jim Hanlon, president-general manager of Viacom's Suffolk (Va.) County division, joins Buford Television Inc. as president of cable TV division. He will be based in Tyler, Tex.

Paul Jones, assistant general counsel, FCC, Washington, named general attorney, Owned Stations Division, ABC Inc., N.Y. **Elizabeth Paine**, financial analyst, broadcast operations and engineering, ABC, named manager of planning and analysis, broadcast operations and engineering.

Don Schomburg, business manager, Pulitzer Broadcast Stations' KSDK(TV) St. Louis, named VP-administration for Pulitzer group of five television and two radio stations, and will be based at KSDK.

Billy Miller, VP and business manager, *New York Times*-owned WREG-TV Memphis, in addition becomes group controller, *Times* broadcast group (WQXR-AM-FM New York, KFSM-TV Fort Smith, Ark., and, subject to FCC approval, WHNT-TV Huntsville, Ala.).

Diana Meade, supervisor of accounts payable, WCAU-TV Philadelphia, named manager of business affairs. **Angelinn Counts**, payroll administrator-financial analyst, named manager of accounting.

Larry Lowenstein, director of public relations and community affairs, WRNG(AM) Atlanta, appointed director of development for noncommercial WETV(TV) and WABE(FM) Atlanta.

Dale K. Ouzts, senior VP for representation,

National Public Radio, Washington, named director of Ohio State University's Telecommunications Center, noncommercial WOSU-AM-FM-TV Columbus. He succeeds Elizabeth Young, who is now president of Public Service Satellite Consortium, Washington.

Vincent Thomas, newsman from WHUR-FM Washington, joins noncommercial WRTI(FM) Philadelphia as station manager.

New officers, Northern California Broadcasters Association: **Thomas Pierce**, KCBS-FM San Francisco, president; **Dan Tapson**, KOME(FM) San Jose, VP; **Pat Norman**, KFRC(AM) San Francisco, secretary, and **Rick Lee**, KMEL(FM) treasurer.

Advertising



Semsky

Arnold Semsky, VP and associate director of network programing department, BBDO New York, appointed VP and director of media and network programing. **Alfred Sanno**, VP and associate director of network television, appointed director of network television, and **Alan Goldin**, media planning director, appointed media director.

Stephen Norcia, senior VP-management representative, McCann-Erickson, New York, named executive VP of M-E Inc. (USA) and



Norcia



Perkins

general manager of New York office. **Frank Perkins III**, senior account management in New York office of M-E, named executive VP for regional coordination, M-E Inc., in addition to his account management duties.

Elected VP's at Leo Burnett Co., Chicago: **Gordon Byrd**, executive producer in TV production services; **Michael O'Neal**, account supervisor, and **Samuel Patrino**, executive producer in TV production services.

Peter Cornish and **Frank DeVito**, VP's and associate creative directors, Young & Rubicam, New York, elected senior VP's. **Steve Orenstein**, director of client accounting, Y&R in Los Angeles, named business supervisor. **Carol Smith**, administrative assistant, named administrative supervisor of agency.

Appointments, Stone & Adler, Chicago: **James Rose** and **Mark Weinstein**, VP's and account

supervisors, named senior VP's; **Marilyn Gottlieb**, media director, and **Gary Vest**, production director, named VP's; **Gail Chrystal**, account executive, named account group manager, and **Tom Pierce**, account executive, named account supervisor.

Wayne Carlstedt, account supervisor, Kenyon & Eckhardt, Chicago, named VP.

Chuck Gregory, associate creative director, D'Arcy-MacManus & Masius, Chicago, named VP. **John Burke**, national advertising manager for U.S. Army Recruiting Command, Fort Sheridan, Ill., joins DM&M in St. Louis as media planner on Michelob and Michelob Light accounts. **Deborah Vajda**, graduate of University of Missouri, Kansas City, joins DM&M as associate editor of *Insight*, agency's in-house magazine published by St. Louis office.

Stephen Fenton, group creative director, Needham, Harper & Steers, New York, and **Kay Satow**, associate research director in Chicago office of NH&S, elected VP's. **Peter Hele**, associate creative director, NH&S, Chicago, named creative director.

Audrey Siegel, senior media planner, BBDO, New York, joins Cunningham & Walsh there as media supervisor.

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Executive shuffle. Norman B. Norman (standing) relinquishes post as board chairman and chief executive officer of NCK Organization, New York, to become honorary chairman; Dan Rodgers (c.), president of Norman, Craig & Kummel Inc., domestic agency, takes on additional duties as chairman of NCK Organization, replacing Norman; Emine Messiqua, chairman of NCK-France, becomes president and chief operating officer of NCK Organization and Edward A. Roncarelli, chairman of NCK-Canada, named vice president of parent company.

Phil Schroeder, account supervisor, Allen & Dorward, Houston, named VP. **Thomas Brady**, account supervisor, Ogilvy & Mather, Houston, joins A&D as VP-account supervisor. **Jim Whaley**, senior art director and creative group head, McCann-Erickson, Houston, named executive art director for A&D. **Mallinda Younts**, media buyer, W.B. Doner, Houston, joins A&D as media buyer.

Pat Halliwell, associate media director, AC&R Advertising, Inc., New York, named media director. **Marge Langone**, media supervisor, AC&R, promoted to associate media director.

Inez Almee, VP, sales and marketing, NFL Films, New York, named to new post of VP, special sales development, Katz Agency, New York, focusing on sales in sports and other special broadcast opportunities for television and radio national advertising. **David Halberstam**, with Katz Radio's Sports Division, appointed sales manager of unit. **Lucille Luongo**, executive secretary in corporate communications department of Katz Agency, named assistant director of corporate communications.

Daniel Malmad, manager of Cleveland sales office for Blair Television, and **Timothy McAuliff**, manager of Blair's NBC-green sales team in New York, named VP's. **Susan Kittleson**, assistant buyer, BBDO, Minneapolis, joins Blair Television in Minneapolis as office manager. **Kristopher Augusta**, account executive, Torbet Radio, New York, and **Frank Digraci**, senior account executive with RKO Television Representatives, New York, join Blair Television there as account executives on NBC-red sales team. **Lynda Ellen Ottersbach**, from Buckley Radio Sales, San Francisco, joins Blair there as account executive. **William Macready**, from house agency for Long John Silver's Seafood Shoppes, Lexington, Ky., and **Robyn DeKoven**, graduate of Blair's sales associate training program in Chicago, join sales team of Blair in St. Louis.

David Hoxeng, account executive for Blair Television in New York, transfers to Blair Radio there in same capacity.

Elected VP's at Christal Co., New York: **Richard B. Hammer**, general manager of Christal Radio Networks; **John M. Fouts**, station relations and business development; **Bella G. Werner**, research/sales development and **David K. Winston**, Midwest manager, Chicago.

Judith Kleinberger, senior associate, Vitt Media International, New York, joins white division of HR Television there.

Frank Roberts, VP and general sales manager, *New York Times*-owned WREG-TV Memphis, in addition named group sales director, *Times* broadcast group.

John Purcell, general sales manager, WTSP-TV St. Petersburg, Fla., named VP-sales.

Mel Kofod, local sales manager, WBOY-TV Clarksburg, W. Va., named general sales manager.

James Edward deCastro, national sales manager, KSFO(AM) San Francisco, joins WXKS(FM) Medford (Boston), Mass., as general sales manager. **Janet Karger**, account executive, WPLJ(FM) New York, joins WXKS as local sales manager.

Jim Woodyard, head of local and regional sales for KGW(AM) Portland, Ore., named general sales manager for KGW and co-owned KINK(FM) there.

Allan Eisenberg, account executive, KSHE(FM) St. Louis, joins KSD(AM)-KCFM(FM) there as sales manager.

William Spell, account executive, WXIA-TV Atlanta, named local sales manager.

Peter Cash, account executive with WDBO-TV Orlando, Fla., named regional sales manager.

Bill Hendricks, from local sales department of

WFTV(TV) Orlando, Fla., joins WOFL(TV) there as local sales manager.

Anne Coleman, director of station development, KOCO-TV Oklahoma City, joins WAVE-TV Louisville, Ky., as director of advertising and marketing. **Judi Brown**, retail sales assistant, WAVE-TV, named retail sales representative.

John C. Turner, from WPLO(AM)-WVVE(FM) Atlanta, joins WPGC-AM-FM Washington as local sales manager. **Donna Ragland**, local sales manager, WKYS(FM) Washington, and **Michelle Gazes**, account executive, WMAL(AM) Washington, join WPGC as account executives.

William Worzel, account executive, Avery-Knodel Television, New York, joins WOR-TV New York as account executive.

John M. Stephens, retail advertising executive with *St. Louis Post-Dispatch*, named account executive for KMOX-TV St. Louis.

Charles Robbins, former local sales director, WFTV(TV) Orlando, Fla., named account executive for KMBC-TV Kansas City, Mo.

Robert J. Syers, VP-marketing and sales, The PH Factor, programming and marketing company, joins RKO Radio Network, New York, as account executive.

Jim Thompson, formerly station manager of KWAT(AM)-KIXX(FM) Watertown, S.D., owned by Sorenson Broadcasting, named sales and marketing specialist for Sorenson, Pierre, S.D., licensee of six radio stations.

Gloria Silverthorn, account executive, KRED(AM) Eureka, Calif., named sales manager for co-owned KPDI(FM) there.

Programing

Steven W. Hewitt, creative director, advertising and promotion for CBS Entertainment, appointed executive producer, special programs, for division's Hollywood unit. **Laurence A. Caso**, associate director, program development, New York, for CBS Entertainment, named associate director, special programs, same city.

Judith Parker, screenwriter, joins NBC Entertainment, Los Angeles, as executive producer of motion pictures for television and miniseries. **Barbara Title**, assistant to British film director Lindsay Anderson, named story associate, story department, NBC Entertainment. **Richard Liszanckle**, manager, advertising business affairs, NBC Entertainment, New York, named director of advertising operations, advertising and creative services.

Tim Flack, manager of casting, ABC Entertainment, Los Angeles, named director of casting for dramatic programs. **Judy Price**, executive in charge of children's and early-morning programs, named director of unit.

Tony Ford, executive producer and creative consultant, Universal Pictures, Los Angeles, named senior VP, creative affairs, Metromedia Producers Corp., Los Angeles.

James P. Marrinan, director, international sales administration, Viacom Enterprises, New York, named assistant to Willard Block, president of Viacom Enterprises.

Jordan Kerner, program and talent negotiator, business affairs department of CBS Entertainment, Los Angeles, joins Universal Television there as executive assistant to Charles Engel,

senior VP concentrating on current and future network projects. **Thomas Thayer**, with Universal, named executive assistant to Robert Harris, VP in current and future network projects.

Sarah Jenks, producer for Johnson & Cowan, Los Angeles, named executive producer of West Coast division of EUE/Screen Gems, New York.

Mark Bragg, slated to become chief operating officer, O'Connor Creative Services, Los Angeles (BROADCASTING, Oct. 1), has elected to remain with Public Affairs Broadcast Group, Los Angeles and Washington, in which he owns interest.

John von Soosten, production manager WNEW-TV New York, appointed program manager.

Paul Williamson, from news department of WHOO-AM-FM Orlando, Fla., joins WOFL(TV) there as program manager. **Michael Tetrick**, creative director, WESH-TV Daytona Beach, Fla., joins WOFL as production manager. **Helene Corrigan**, also from WESH-TV, named traffic manager for WOFL. **Don Holt**, from WESH, named director at WOFL.

Julius DeCocq, producer-director, WSBT-TV South Bend, Ind., named operations director, succeeding **Dunny Sims**, who takes early retirement. **Jim Schmidt**, assistant director, succeeds DeCocq. **Bill Iddings**, production crew member, succeeds Schmidt.

Roger Roebuck, producer-director, WAVE-TV Louisville, Ky., named production manager.

Bob Padalino, formerly with WKRI(AM) Providence, R.I., joins WOTB(FM) Middletown, R.I., as operations manager.

Herman Stebbins, farm director for WSBA-AM-FM York, Pa., for 37 years, retires. **Martin Grey**, assistant manager of Sinking Springs Farms, Pennsylvania dairy farm, of which Stebbins is managing director, succeeds Stebbins.

News and Public Affairs

Bettina Gregory, correspondent covering federal regulatory agencies, ABC News, named White House correspondent, joining Sam Donaldson and George Strait on beat. **David Garcia**, White House correspondent, named Miami bureau chief and Latin American correspondent, succeeding **Bernard Shaw**, named correspondent, Washington. **Mark Coogan**, reporter, KABC-TV Los Angeles, named correspondent, ABC News, Johannesburg.

Jim Wright, news director, KPLR-TV St. Louis, assumes additional duties as executive news producer. **Bill Rees**, 9 p.m. Sunday anchor and street reporter, assumes additional duties as producer of 9:30 p.m. news. **Don Clark**, reporter, named 9:30 p.m. anchor.

Skip Cilley, news producer, WSB-TV Atlanta, joins WNAC-TV Boston as executive producer of news. **Victoria Gregorian**, associate producer at WLVI-TV Cambridge, Mass. (Boston), joins WNAC-TV as associate staff producer, assigned to noon news program. **Pat Roshan**, production assistant on *Black News* program on WNAC-TV, named producer of program.

Ralph Penza, co-anchor of 6 p.m. news, WCAU-TV Philadelphia, joins WDVM-TV Washington as correspondent and weekend anchor. **Jackie Brockington**, feature reporter and weekend



On board. M. Eugene Edwards, field account executive for N W Ayer ABH International, has joined BROADCASTING magazine as Southern sales manager, based in Washington office. Edwards was assigned to the Washington-Baltimore area on U.S. Army and Bahamas accounts during his eight years with Ayer. Before that, he had been vice president of Langsdale Advertising in Baltimore. Earlier in his career, he worked for various East Coast radio stations, including WCBM(AM) Baltimore where he was director of promotion and public relations. Edwards also served as chief of the radio-TV branch, at Fort Meade, Md.

weathercaster, WLUK-TV Green Bay, Wis., joins WDVM-TV as weekday weathercaster and feature reporter.

Jim Esser, executive speech writer, Westinghouse Electric, Pittsburgh, joins WDSU-TV New Orleans as executive producer of news. **David Beadle**, anchor-producer, WEAR-TV Pensacola, Fla., and **Elaine Fayard**, associate producer with WDSU-TV, named news producers for WDSU-TV.

Reg Miller, senior news editor and co-anchor, WSJV(TV) Elkhart, Ind., named news director.

Don Karnes, co-host of morning program on WKAT(AM) Miami, assumes additional duties as news director. He succeeds **Howard Premier**, who has been named assignment editor.

Carolyn Raiser, producer and anchor for weekend news, WANE-TV Fort Wayne, Ind., joins KXAS-TV Fort Worth as education reporter and anchor for morning cut-ins.

Fran Curran, from news staff of WTOV-TV Steubenville, Ohio, joins WTRF-TV Wheeling, W. Va., as noon and 6 p.m. anchor.

Alan Smith, 10 p.m. anchor, WTTG(TV) Washington, joins WMBB(TV) Panama City, Fla., as 6 and 10 p.m. anchor.

Michael Nesteroff, assistant assignment editor, and **Clare Graef**, production assistant and reporter for *PM Northwest*, KOMO-TV Seattle, named general assignment reporters.

Steve Sanger, reporter, WTVD(TV) Durham, N.C., joins KSTP-TV St. Paul in same capacity.

Ann Rubenstein, reporter-anchor, WIBW-AM-FM-TV Topeka, Kan., joins WCCO-TV Minneapolis as general assignment reporter.

Susan Shafer, reporter-lawyer and head of "troubleshooter" department of WTVG(TV) Toledo, Ohio (formerly WSPD-TV), joins WMAR-TV Baltimore as consumer reporter.

Holly Chaapel, former investigative reporter for President Carter's Commission of Three Mile Island, joins WCPO-TV Cincinnati as reporter.

Andrew Field, assistant to program director, WJAR(AM) Providence, R.I., joins WLUK-TV Green Bay, Wis., as general assignment reporter. **Jed Weiner**, reporter, photographer and talk show host, KIFI(TV) Idaho Falls, joins WLUK-TV as weekend news producer.

Benita Zahn, assignment editor, WTVH(TV) Syracuse, N.Y., joins WAST(TV) Albany, N.Y., in same capacity. **Marljeanne Barry**, producer, WBZ-TV Boston, joins WAST as reporter.

Keith McCord, anchor and producer, KYCU-TV Cheyenne, Wyo., joins KRDO-TV Colorado Springs as weekend anchor. **Will Robinson**, English instructor, joins KRDO-TV as general assignment reporter.

Jane Prescott, public relations consultant for Avon Products in New York and national tour

director for Avon Championship Tennis, named director of WXYZ(AM) Detroit's new Action Bureau for Consumers.

Jeri Openshaw, noon news producer, KUTV(TV) Salt Lake City, named coordinating producer for station's news helicopter operations. **William Sorensen**, weekend producer, succeeds Openshaw. **Susan Lavery**, from WFRV-TV Green Bay, Wis., joins KUTV as weekend producer.

Regine Schiesinger, newswriter-producer, WBBM(AM) Chicago, named reporter-anchor.

William C. (Bill) MacPhail, VP, Robert Wold Co. and former VP, CBS Sports, named VP, sports, Cable News Network, Atlanta.

Jeff Finch, news director, WLUP(FM) Chicago, and **Andy McCollum**, news director, KVIL-AM-FM Dallas, join RKO Radio Network, New York, as newscasters and correspondents.

Jim Gordon, formerly with WCAU(AM) Philadelphia, joins WPEN(AM) there as afternoon anchor. **Larry Mendte**, freelance reporter for WFIL(AM) Philadelphia, joins WPEN as on-the-street reporter.

Shelley Newman, producer/director with WAVE-TV Louisville, Ky., named producer for WNAC-TV Boston's public affairs unit.

Karin Scott, from Alabama Department of Public Health, joins WSFA-TV Montgomery, Ala., as community services director.

Janie Hutchison, assistant director of public affairs, WLOO(FM) Chicago, named public affairs director.

Leonard Blakely, former program director for WREC(AM) Memphis, joins WZXR(FM) there as community affairs director.

Steve Shumake, from Southern Broadcasting Co., Winston-Salem, N.C., licensee of five AM and five FM stations, joins WRAL(FM) and co-owned N.C. Radio News Network, both in Raleigh, as anchor-reporter.

Bobbi Jackson, regional planner, Coachella Valley (Calif.) Association of Governments, joins KRCQ(AM) Indio, Calif., as news director.

Eleanor Dominguez, publisher of *The Satellite*, local cable television guide in Santa Fe, N.M., joins KASQ(FM) Espanola, N.M., as news director. **Ann C. Moore**, formerly with noncommercial WORT(FM) Madison, Wis., joins KBSQ as air personality and will also work in news department.

Nick Peters, staff writer for *The Philadelphia Bulletin*, joins noncommercial WUHY-FM there as news director and anchor.

Travis Hughes, general executive for special projects, United Press International, New York, named VP for marketing, Southwestern Zone, Dallas. **Victor Watia Jr.**, writer-editor, UPI's national broadcasting department, Chicago, named Sioux Falls (S.D.) bureau manager. **A. Mitchell Koppelman**, Virginia newspaper



VIP turnout. Several hundred Washington communications luminaries turned out last Tuesday (Oct. 16) for the inauguration of Kathryn Lynn Nettles of Cox Broadcasting as president of that city's chapter of the American Women in Radio and Television. At left: Nettles (l) with Timatha Pierce, national president of AWRT and director of affirmative



action programs for NBC, and Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee. At right (l to r): FCC Commissioner Anne Jones, commentator Carl Rowan, Mrs. Vivian Rowan and FCC Commissioner Tyrone Brown. Nettles succeeds Lynn McIntyre, Post-Newsweek Stations, Washington.

editor, Richmond, appointed to new post of Mid-Atlantic newpicture editor, Washington.

Don Stewart, from WPCH(FM) Atlanta, joins staff of UPI Newstime, Douglasville, Ga., all-news television network. **Allan Slegert**, with UPI Newstime, named sales executive for Newstime and for UPI's Cable Newswire.

Sid King of KGFL(AM) Clinton, Ark., elected president of Arkansas Associated Press Broadcasters Association.

Nancy Cook, Associated Press broadcast executive for New Mexico and Arizona, based in

Albuquerque, N.M., named broadcast executive for northern California and northern Nevada.

Promotion and PR

Daniel Stern, creative supervisor of Young & Rubicam's New York subsidiary, Sudler & Hennessey, appointed to newly created CBS Entertainment post of director of promotion, advertising and promotion, New York. **Gail Freedman**, director of public information for New York City Department for the Aging, joins CBS News in New York as press representative, information services.

Cathy Downing, director of special projects for Klein & Los Angeles Production company specializing in broadcast promotion, joins KVOA-TV Tucson, Ariz., as promotion manager.

Gil Manalli, European sales manager for educational film publisher, Encyclopedia Britannica Educational Corp., joins WLKE(AM)-WGGQ(FM) Waupun, Wis., as public relations director.

Technology



Risk

J. E. Risk, director of engineering, Pulitzer Broadcast Stations' KSDK(TV) St. Louis, named VP-engineering for Pulitzer group of five television and two radio stations, and will be based at KSDK.

Carl Carden, from WESH-TV Daytona Beach, Fla., joins WOFL(TV) Orlando, Fla., as film director.

Change at IBA. The Independent Broadcasting Authority, Britain's controlling body for commercial television and radio, is to have a new chairman, Lord Thomson of Mnifeth. Thomson replaces Ady Plonden, whose term of offices expires in February. Thomson has served mainly in government and was deputy foreign secretary and commonwealth secretary in various Labour governments.

Kenneth Leondar, general manager of Cetec Antennas, part of Cetec Broadcast Group, Carpinteria, Calif., named VP-general manager of Cetec Broadcast Group. **James Oliver**, also VP, assumes responsibility as operations manager of radio and TV antenna engineering.

Dennis Ciapura, technical director, Greater Media Inc., group owner based in East Brunswick, N.J., named general manager, telecommunications, as company expands common carrier satellite operations.

Allied Fields

S. F. Carlstedt, account manager for A. C. Nielsen in New York, and **John Reinking**, account manager in Menlo Park, Calif., office, elected VP's and account managers of marketing research group USA.

Thomas Delaney, marketing consultant to Exxon Corp., joins Arbitron Cable Services, New York, as marketing manager.

Ronald Welch, consultant to Houston firm specializing in cable engineering and marketing, joins National Association of Broadcasters, Washington, as research-economist.

New officers, Women in Communications: **Barbara Haas**, publications coordinator for Quaker Valley School District, Pittsburgh, president; **Kathleen Larey Lewton**, public relations director, Flower hospital-Crestview Center, Toledo, Ohio, president-elect; **Rita Rooney**, freelance writer in Los Angeles, VP-programs; **Kay Lockridge**, freelance writer in New York, VP-membership, and **Brenda Myers**, student, Indiana University, Bloomington, VP-student affairs.

Deaths

Carol Levine Sussman, 59, director of feature film planning at Columbia Pictures Television, Burbank, Calif., died of heart attack on Oct. 14 at Daniel Freeman hospital in Inglewood, Calif. She had extensive background in feature film research and packaging and had worked with Warner Bros. Television, Seven Arts, United Artists Television and WPIX(TV) New York. She is survived by her husband, Daniel, and two brothers, Jack and Gerald Levine.

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Stock Index

Exchange and Company	Closing Wed. Oct. 17	Closing Wed. Oct. 10	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	40 5/8	41	- 3/8	- .91	9	1,138
N Capital Cities	44	45	- 1	- 2.22	12	606
N CBS	46 5/8	49 1/2	- 2 7/8	- 5.80	7	1,310
N Cox	62 3/8	62 1/2	- 1/8	- .20	12	415
A Gross Telecasting	23	23 3/4	- 3/4	- 3.15	7	18
O Lin	47 3/4	46 3/4	+ 1	+ 2.13	12	133
N Metromedia	65 1/2	66 1/2	- 1	- 1.50	9	301
O Mooney	11	9 1/2	+ 1 1/2	+15.78		4
O Scripps-Howard	52 1/2	54	- 1 1/2	- 2.77	9	135
N Storer	43 1/2	45	- 1 1/2	- 3.33	12	223
N Taft	28 7/8	27 7/8	+ 1	+ 3.58	10	246

Exchange and Company	Closing Wed. Oct. 17	Closing Wed. Oct. 10	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	20	19 5/8	+ 3/8	+ 1.91	16	25
A Affiliated Pubs.	24 3/4	25 7/8	- 1 1/8	- 4.34	9	86
N American Family	10 3/4	10 1/4	+ 1/2	+ 4.87	5	113
N John Blair	20 1/8	20 3/8	- 1/4	- 1.22	5	74
N Charter Co.	36 7/8	37	- 1/8	- .33	32	802
N Chris-Craft	15 1/4	16	- 3/4	-14.68	9	65
N Coca-Cola New York	5 3/4	6	- 1/4	- 4.16	7	101
N Combined Comm.	11 1/8	10 3/4	+ 3/8	+ 3.48	4	117
N Cowles	21 3/4	22 1/2	- 3/4	- 3.33	17	86
N Dun & Bradstreet	38 5/8	37 5/8	+ 1	+ 2.65	15	1,074
N Fairchild Ind.	32 1/2	33 1/2	- 1	- 2.98	7	185
N Fuqua	12 3/8	12 1/2	- 1/8	- 1.00	4	156
N Gannett Co.	45 1/2	45 1/4	+ 1/4	+ .55	15	1,223
N General Tire	21 1/2	21 7/8	- 3/8	- 1.71	5	498
O Gray Commun.	27 1/2	27	+ 1/2	+ 1.85	9	13
N Harte-Hanks	22	22 3/4	- 3/4	- 3.29	13	204
O Heritage Commun.	7 1/2	7 7/8	- 3/8	- 4.76		12
N Jefferson-Pilot	31 1/4	32 3/4	- 1 1/2	- 4.58	8	715
O Marvin Josephson	13 1/2	12 3/4	+ 3/4	+ 5.88	7	34
O Kansas State Net.	26 3/4	26	+ 3/4	+ 2.88	22	48
N Knight-Ridder	23 1/2	24 1/8	- 5/8	- 2.59	10	776
N Lee Enterprises*	22 5/8	22 5/8			12	164
N Liberty	35 1/2	36 1/2	- 1	- 2.73	8	240
N McGraw-Hill	24 1/2	24 5/8	- 1/8	- .50	10	607
A Media General	24 1/8	23 3/4	+ 3/8	+ 1.57	10	179
N Meredith	31 1/4	32 1/8	- 7/8	- 2.72	6	96
O Multimedia	27 3/4	30 1/2	- 2 3/4	- 9.01	12	184
A New York Times Co.	21 7/8	23 1/4	- 1 3/8	- 5.91	17	253
N Outlet Co.	19 1/8	19 7/8	- 3/4	- 3.77	5	46
A Post Corp.	19 1/4	20 3/4	- 1 1/2	- 7.22	8	35
A Reeves Telecom	4 5/8	4 7/8	- 1/4	- 5.12	51	11
N Rollins	28	26 1/4	+ 1 3/4	+ 6.66	13	375
N San Juan Racing	15 1/4	13 7/8	+ 1 3/8	+ 9.90	20	38
N Schering-Plough	30	30 1/2	- 1/2	- 1.63	8	1,606
A Sonderling	26 5/8	25 3/4	+ 7/8	+ 3.39	9	29
A Tech Operations	9 3/8	10	- 5/8	- 6.25	23	12
N Times Mirror Co.	33	34	- 1 5/8	- 2.94	9	1,120
O Turner Broadcasting	8	(Closing 10/17; not reported in previous wks)				
A Washington Post	23 5/8	22 3/4	+ 7/8	+ 3.84	8	375
N Wometco	19 1/8	19 7/8	- 3/4	- 3.77	9	164

Exchange and Company	Closing Wed. Oct. 17	Closing Wed. Oct. 10	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
CABLECASTING						
A Acton Corp.	10 1/2	9 3/4	+ 3/4	+ 7.69	7	27
O Ameco+						
O Athens Comm.	6	5 3/4	+ 1/4	+ 4.34		12
O Burnup & Sims	7 1/8	7 1/8			38	60
O Cable Info.	13	(Closing 10/15; not reported in previous wks)				
O Comcast	17 1/2	16 3/4	+ 3/4	+ 4.47	17	29
O Entron*	5	5			5	4
N General Instrument	39 1/4	41 1/4	- 2	- 4.84	10	308
O Geneve Corp.	21 3/8	20	+ 1 3/8	+ 6.87	9	23
O Tele-Communications	16 7/8	16 3/4	+ 1/8	+ .74	21	179
N Teleprompter	16 1/2	17 3/8	- 7/8	- 5.03	22	280
O Texscan	4 1/2	4 1/2			26	3
N Time Inc.	43 3/4	44	- 1/4	- .56	8	1,221
O Tocom	11	11			23	16
O UA-Columbia Cable	28 1/4	27 1/2	+ 3/4	+ 2.72	13	94
O United Cable TV	19 1/2	19	+ 1/2	+ 2.63	14	79
N Viacom	30 1/4	29 7/8	+ 3/8	+ 1.25	16	114

Exchange and Company	Closing Wed. Oct. 17	Closing Wed. Oct. 10	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
A Amer. Intl. Pics	9 3/4	9 3/4				23
O Chuck Barris Prods.	5 1/4	5	+ 1/4	+ 5.00	2	16
A Cinema 5 Ltd.	4 7/8	4 7/8				3
N Columbia Pictures	26	23 1/8	+ 2 7/8	+12.43	4	253
N Disney	38 1/2	38 1/8	+ 3/8	+ .98	12	1,248
N Filmways	13 1/2	13 1/2				8
Four Star*	1	1				10
N Gulf & Western	15 1/8	15 1/8			4	720
N MCA	45 3/4	49 1/4	- 3 1/2	- 7.10	8	1,066
N MGM	17 1/8	17	+ 1/8	+ .73	8	521
O Medcom	3 1/4	3	+ 1/4	+ 8.33	13	5
N Transamerica	17 3/8	17 3/8			6	1,147
N 20th Century-Fox	42	39 3/4	+ 2 1/4	+ 5.66	6	327
O Video Corp. of Amer.	7 1/8	6 7/8	+ 1/4	+ 3.63	24	7
N Warner	38 7/8	39 1/4	- 3/8	- .95	8	763
A Wrather	14 5/8	15 3/4	- 1 1/8	- 7.14	40	33

Exchange and Company	Closing Wed. Oct. 17	Closing Wed. Oct. 10	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
SERVICE						
O BBDO Inc.	33	33 1/4	- 1/4	- .75	7	82
O Compact Video	7	7 1/4	- 1/4	- 3.44		12
N Comsat	36 5/8	37 7/8	- 1 1/4	- 3.30	9	293
O Doyle Dane Bernbach	20 1/2	20	+ 1/2	+ 2.50	7	54
N Foote Cone & Belding	21 1/4	20 5/8	+ 5/8	+ 3.03	7	55
O Grey Advertising	35 1/2	36	- 1/2	- 1.38	4	22
N Interpublic Group	30	30 3/4	- 3/4	- 2.43	6	71
O MCI Communications	4 3/4	5 1/8	- 3/8	- 7.31	59	97
A Movielab	4 5/8	4 3/4	- 1/8	- 2.63	8	6
A MPO Videotronics	5	5 1/4	- 1/4	- 4.76	5	2
O A. C. Nielsen	24 3/8	24 1/8	+ 1/4	+ 1.03	11	268
O Ogilvy & Mather	21 1/2	22 1/4	- 3/4	- 3.37	7	77
O Telemation	1 1/2	1 3/4	- 1/4	-14.28	2	1
O TPC Communications	5 3/4	6	- 1/4	- 4.16	10	5
N J. Walter Thompson	26 3/4	28 1/8	- 1 3/8	- 4.88	6	70
N Western Union	18 3/8	17 5/8	+ 3/4	+ 4.25	8	278












Exchange and Company	Closing Wed. Oct. 17	Closing Wed. Oct. 10	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
ELECTRONICS/MANUFACTURING						
O AEL Industries	7 1/2	6 5/8	+ 7/8	+13.20	6	12
N Ampex	15 3/4	16 1/8	- 3/8	- 2.32	11	179
N Arvin Industries	12 1/2	12 3/4			4	74
O CCA Electronics*	1/8	1/8				1
A Cetec	4 5/8	4 1/4	+ 3/8	+ 8.42	10	2
A Cohu	4	4 1/4	- 1/4	- 5.88	13	6
N Conrac	16 3/8	16	+ 3/8	+ 2.34	26	33
N Eastman Kodak	51 1/2	52 1/2	- 1	- 1.90	9	8,311
O Farlon	15 1/4	12 1/4	+ 3	+24.48	14	75
N General Electric	47 7/8	48 7/8	- 1	- 2.04	9	8,836
N Harris Corp.	30 5/8	30 1/2	+ 1/8	+ .40	14	799
O Harvel Industries	6 1/2	6 1/2			17	3
O Intl. Video Corp.*	1 1/4	1 1/4				3
O Microdyne	18 1/2	20 1/2	- 2	- 9.75	19	2
N M/A Com. Inc.	26 1/4	26 1/2	- 1/4	- .94	34	1,483
N 3M	49 3/4	51 1/8	- 1 3/8	- 2.68	10	5,794
N Motorola	46 7/8	49 3/8	- 2 1/2	- 5.06	12	1,338
N N. American Phillips	27 3/4	28	- 1/4	- .89	5	333
N Oak Industries	28 1/2	28 1/4	+ 1/4	+ .88	20	102
O Orrox Corp.	6 1/8	5 3/8	+ 3/4	+13.95	9	12
N RCA	23	23 1/2	- 1/2	- 2.12	6	1,721
N Rockwell Intl.	42 3/8	43 1/4	- 7/8	- 2.02	7	1,491
A RSC Industries	3 1/8	3 1/8			17	7
N Scientific-Atlanta	33 3/4	32 5/8	+ 1 1/8	+ 3.44	19	144
N Sony Corp.	7 1/8	7 3/8	- 1/4	- 3.38	12	1,229
N Tektronix	55 1/8	58 1/8	- 3	- 5.16	14	991
O Valtec	10 1/4	9 3/4	+ 1/2	+ 5.12	22	40
N Varian Associates	23 1/2	22 7/8	+ 5/8	+ 2.73	131	160
N Westinghouse	19 5/8	19 1/2	+ 1/8	+ .64	5	1,697
N Zenith	11 1/4	11 3/8	- 1/8	- 1.09	11	211

Standard & Poor's 400 Industrial Average 115.71 116.71 -1.00

Notes: A-American Stock Exchange, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson, Hayden Stone, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by *Broadcasting's* own research. Earnings figures are exclusive of extraordinary gain or loss. Footnotes: *Stock did not trade on given day, price shown is last traded price. **No P/E ratio computed, company registered net loss. ***Stock split. +Traded at less than 12.5 cents.

Added Attractions

BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects:

- Oct 29  Status report on **children's TV**: its trials, its triumphs and its prospects for the future. Principal areas of interest: **programing, advertising, regulation.**
- Nov 5  The first in a continuing series of reports on **Campaign 1980**, following key broadcast developments leading up to election day.
- Nov 12  A looking-forward report on the **prospects for television advertising**, coupled with a looking backward at the first 25 years of the Television Bureau of Advertising.
- Nov 19  The latest official release date for **radio revenues in 1978**, as compiled by the FCC. Including market-by-market printouts of income and expense.
- Dec 10  After the fact: the full story, reported on the scene in Geneva, of **what happened at WARC '79**, to whom and to what eventual effect.
- Dec 17  Annual special report on the **state of the art in broadcast equipment and technology.**
- Dec 17  The **top 100 records** on pop radio playlists in 1979, plus the **top 50** in country. Just in time for yearend programing.
- Jan 7  Annual double issue, featuring BROADCASTING, exclusive report and analysis of the **top 100 companies in electronic communications.**
- Jan 21  Will it be another record year in TV, AM and FM station sales? Read all about it in the annual **station trading special**, playing back the "Changing Hands" track record of 1979.
- Feb 11  **Pre-NATPE.**
- Feb 18  **NATPE.**

That's not all on our drawing boards, but it gives a general idea. BROADCASTING will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

You Belong in Broadcasting Every Week

** Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emptions by other breaking news developments.*

ABC's Pamela Hill: making news with her documentaries

To fans, she's injecting life-blood into network documentaries. To critics, she's a thorn in the side of tradition.

At 41 and about to renew her contract as executive producer and vice president of the ABC News documentary unit, Pamela Hill may be too young to merit a retrospective. Not that there wouldn't be enough footage to screen or to provide fuel for controversy. But because there's probably a lot more still to come.

Since taking over as chief documentarian at ABC News, Hill has opened the network's doors to independent producers (*The Police Tapes* and *The Shooting of Big Man: Anatomy of a Criminal Case*); explored the nonnarrative approach of cinema verite in documentaries (*Youth Terror: The View from Behind the Gun*) and shortly, (*Homosexuals*), and has taken a public television documentary (*Police Tapes*) and given it commercial network play.

Street language previously taboo on television survived intact in *Youth Terror*, prompting nonclearance for the show by 21 affiliates, including some in major markets, and a broadcast delay by another 12.

In his *New York Times* television column, John J. O'Connor has called Hill "a provocative force for change." *Time* magazine's Paul Gray said *Youth Terror*, "may be the most disturbing and dramatic news program ever seen in American commercial television."

But there's also been plenty of heat. *Terror in the Promised Land*, a look at Palestinian terrorists, drew charges from the Anti-Defamation League of B'nai B'rith as a one-sided, pro-Arab film.

And that was merely a barb compared to the dragged-out controversy surrounding Hill, producer Helen Whitney and her unit after charges of news staging were leveled against *Youth Terror*, which aired June 28 last year. The charges, made by a former ABC News crew member, were found wanting, both by an independent law firm brought in by ABC and by the FCC.

When all is said and done, Hill hopes that observers will say that "we brought a certain renewed vitality to the documentary form in terms of serious journalism and to craft and to a certain willingness to experiment."

Regarding journalism, her watchwords are traditional. Hill describes the parameters of experimentation as "what I see to be carefully defined limits of ac-



Pamela Hill—vice president, executive producer, ABC News documentary unit; b. Aug. 18, 1938, Winchester, Ind.; BA, contemporary European history, Bennington (Vt.) College, 1960; in organization built for presidential bid of Nelson Rockefeller, 1961-65; researcher, documentary unit, NBC News, New York, 1965; associate producer, 1966; director, NBC *White Paper* series, 1969; producer, *Comment*, 1972; producer, documentary unit, ABC News, New York 1973; executive producer, January 1978; vice president, January 1979; author, "United States Foreign Policy: 1945-65" (Random House); m. Tom Wicker, March 9, 1974; one son, Christopher Hill, 17; four stepchildren.

curacy and authenticity." Personally and professionally, she claims to be "not very comfortable with ideology," and says she would get rid of a staffer who came to a project with a preconceived conclusion.

But while she holds that the conventional narrative form is "absolutely necessary for some kind of documentaries," she doesn't believe it's the only way. Her faith in nonnarrative "in certain circumstances and for certain issues" is based on "the efficacy of the primary source—basic material that hasn't been interpreted at four or five different levels." Therefore, it was the subjects themselves that told the whys of youth crime in *Youth Terror*.

Hill is quick, too, to stress visual technique: "excellence across the board, not just in writing but also on the picture."

She prides herself on "looking all the time and keeping an open mind," not only for outside sources (BBC and Granada

Television are two new areas being explored) but for different ways of conveying information. In *Homosexuals*, for example, she says, "you'll hear voice montages over pictures that establish themes."

The documentary unit Hill leads carries the same number of network hours to fill (12 per year) and about the same headcount (31) as during her predecessor's administration. Faces have changed however, 22 of them. Hill is complimentary of her staff and in particular senior producer Richard Richter. Budget is up and now comparable to the other networks, she says—"in the low millions."

By the time Hill assumed her current position, she had racked up more than a dozen years working on documentaries, first with NBC News.

"I was one of those people who knew at a certain point instantly what I wanted to do," she explains. "I had seen Fred Freed's *Decision to Drop the Bomb* in 1964 on TV, and I thought I wanted to make documentary films."

With credentials as a foreign affairs analyst under Henry Kissinger in the organization built for Nelson Rockefeller's presidential campaign, Hill became a researcher on NBC's *United States Foreign Policy: 1945-1965*, working with Freed. Based essentially on the documentary, Hill later wrote a book of the same title. She and Freed were married in 1971 and divorced about a year later. Freed died in 1974.

During her eight years with NBC she eventually became director of the *White Paper* documentary series and producer of *Comment*. She joined the ABC News documentary unit as a producer in 1973. Her first assignment was to produce, direct and co-write *Fire*, which earned two Emmys and George Foster Peabody, duPont/Columbia and National Press Club awards.

She's now married to Tom Wicker, *New York Times* columnist and associate editor. Hill describes them both as movie buffs and says that they "talk jobs all the time. I rely a great deal on him and his advice." But she adds "that works both ways. I most always read and edit his books before he turns them in. We talk about what stories we might do."

Beyond the stories that will fill up the 12 hours of ABC News *Closeup* documentaries each year, Hill also has other ideas. She talks about an independent documentary film festival and cultural and science/adventure series.

"I don't know which of those is possible," she says—but given her track record, she's likely to find out.

Editorials

Long view

NAB directors wisely decided last week to avoid possible entrapment in a quota system for nonentertainment programming on radio. At a special meeting, the NAB board adopted a position favoring radio deregulation by the FCC, but they rejected the acceptance, as proposed by the NAB staff, of minimum percentages of program time to be devoted to informational material.

The percentages had been suggested, by FCC Commissioner Tyrone Brown, among others, as a quid pro quo for the removal of other governmental restrictions. Politically, the NAB directors could have found it expedient to follow the cue cards. Most broadcasters are already carrying more news and public affairs than the suggested standards would require. The directors realized, however, that their acceptance of the quota principle would commit them to it forever. From then on, the only dispute could be over how much time the government wanted broadcasting to devote to the federally favored programming of the moment.

As has been noted on this page before, there is also a constitutional question about the formal adoption of program quotas by the FCC. Indeed the question was raised by the U.S. Court of Appeals in upholding an FCC decision of 1977 that explicitly renounced quantitative standards, in television license renewals, for local programming, news and public affairs. In First Amendment context, said the court, program quotas "would do more to subvert the editorial independence of broadcasters and impose greater restrictions on broadcasting than any duties or guidelines presently imposed by the commission" (BROADCASTING, Oct. 16, 1978). Not only that, the court added, the Communications Act "prohibits the commission from exercising the power of censorship."

Within the FCC itself, program quotas have their unrelenting advocates and may very well appear in any package labeled "deregulation" that eventually materializes there. At that point the NAB will be in a position to oppose quotas, as the FCC rejected them in 1977, with court approval in 1978. Eyes were correctly trained on the future at NAB headquarters last week.

School's out

The 418 pages of reports submitted last week by the FCC's special network study staff are not what the doctors ordered. They identify no villains, uncover no conspiracies, expose no torture chambers in station relations departments. Naturally, they will be disbelieved by the relentless searchers for perfidy along Sixth Avenue.

The staff has found an efficient mechanism of national television distribution in which networks and affiliates play both adversarial and cooperative roles. It has learned that market conditions influence the amount of network compensation to affiliates and the degree of program clearance by affiliates. To its credit, the staff has returned with a clear-focus view of the real world and not the horror story that was expected. The question now is whether the FCC will face up to the responsibility to quit spending money on this sort of thing.

One of the studies released last week notes that the prime-time access rule, finally adopted in 1975, and associated regulation of network program ownership were "the culmination of almost 20 years of continuous FCC study of the networks." This must set some kind of record for slow learning.

It was back in 1955 that the FCC hired a special staff of 13, headed by the late Roscoe Barrow, from which came the Barrow

Report of 1957. Several of the recommendations in that report developed into FCC regulations governing network and station relations. The enduring value of that exercise has been appraised in another of the studies released last week. The current network study staff has decided that the Barrow rules have made little or no difference in the way networks and stations do business or in what they have put on the air.

Upon disbandment of the Barrow staff, the FCC engaged another under a new lion tamer, Ashbrook P. Bryant, to investigate network program control. That phase led in the mid-sixties to an extended rulemaking that eventually turned out the prime-time access and related rules. Within 18 months the FCC was back in the classroom with the present network study staff that issued its first work last week.

This staff has already cost the taxpayers some \$900,000 so far and is budgeted for another \$700,000 in fiscal 1980, which began Oct. 1. That is a lot of money to pay for information that is already known to any knowledgeable observer of the television scene.

Here is a chance for FCC Chairman Charles D. Ferris to act on his promise, made to Jimmy Carter en route to the NAB convention last spring, to reduce FCC regulation. He could start with the network study, which isn't his baby anyway. Although he hired the staff, the study had been ordered during the administration of his predecessor. As last week's reports demonstrated, the problem is not with the personnel but with the project, which was unnecessary at its conception and is now a pointless expense.

About time

Sentiment seems to be developing in the Senate to admit broadcast coverage of the forthcoming debate on the ratification of SALT II. Beyond that, Senator Howell Heflin (D-Ala.) has proposed a one-year study of permanent broadcast admission to deliberations on the floor.

In its cherished insularity the Senate may not have heard that television and radio have been originating in the House for more than six months, and not one crack has appeared in the Capitol dome. True, the House system is under House control, a condition that journalists hope will not be repeated in the Senate, but it is at least providing a record of events.

The Senate is supposed to be as public a body as the House. It shouldn't need a year to unlock its doors and let in the 20th century.



Drawn for BROADCASTING by Jack Schmidt

"If minorities are the majority on our board, what do we call them in our EEO form?"

Funny, you don't look like a Xerox machine.



Ask for a "Xerox machine," and you might get a surprise.
Like this Xerox 740 Microfiche Reader Printer. A Xerox Telecopier
transceiver. Or even a Xerox electronic display typing system.

You see, today Xerox makes a lot of different machines. So now, more
than ever, you have to ask for the one you want by its full name.

Of course, we still make Xerox copiers. But, then, that should
come as no surprise.

XEROX



What do the Golden State Warriors want with this guy?

Jeff Dasher has joined the Warriors. Not to play ball, but to sell radio sports packages. He also sells sports radio on the west coast for the San Diego Padres and the San Francisco Giants

He can do it, and do it well,

because he knows the market. He knows California, his radio stations, and how to help advertisers reach consumers efficiently.

When Jeff gets through with this game, he's going to head for the showers and then write up a few orders.

 MCGRAW HILL GUILD RADIO
People who know the territory.