

Supreme Court sides with crossowners
The rewrite begins to sink in

Broadcasting Jun 19

The newswweekly of broadcasting and allied arts

Our 47th Year 1978

NEWSPAPER

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Welcome Back, Kotter

The David L. Wolper
Specials Of The Seventies

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Porky Pig & Friends

Superman

Tarzan

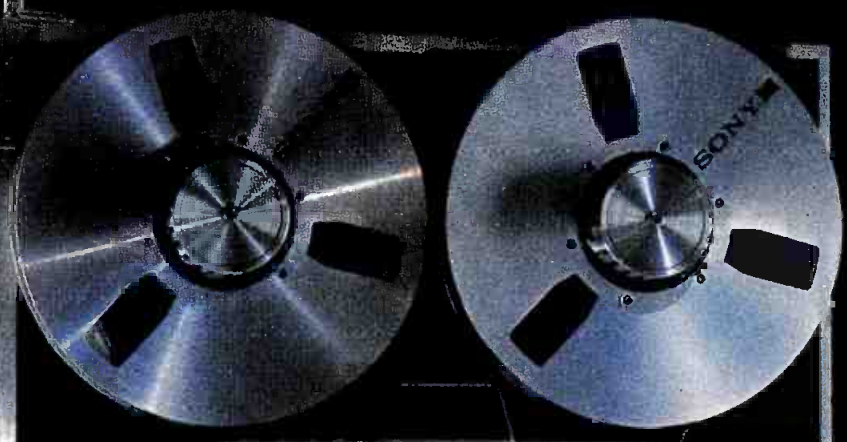
...and
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The Week in Brief

CROSSOWNERS WIN A CLAIM □ The Supreme Court upholds the FCC policy, ruling out future instances of co-located newspaper-broadcast common ownerships. But its decision grandfathers all but the most "egregious" of the present combinations. **PAGE 27.**

REWRITE POSTSCRIPTS □ While the revamping of the Communications Act was a joint Van Deerlin-Frey effort, there are some differences of opinion. **PAGE 28.** And heads of state broadcaster associations are skeptical about the over-all benefits to broadcasting. They voice their misgiving at a Washington session with rewrite staffers. **PAGE 29.**

INSIDE CONTROL □ House votes on who should handle cameras for coverage; it will. **PAGE 31.**

FALL CHANGES □ NBC-TV makes its first shuffle of the September line-up with one discard, one title revision and five time shifts. **PAGE 34.**

AT LONG LAST □ The promised FCC network inquiry Richard Wiley tried to get off the ground during his FCC tenure officially gets going today. Krattenmaker and Besen set up shop for the project. **PAGE 34.**

WRAPPING UP THE BPA □ Here's a further report on the successful meeting of the promoters in St. Paul. **PAGE 38.**

YOU GOTTA HAVE HEART □ An FCC judge praises the character of 73-year-old Gordon Brown as he rejects petitions to deny the veteran broadcaster's stations. **PAGE 38.**

VIACOM'S EXPANDED WORLD □ Its \$28-million merger with Sonderling is definitely put on paper. Barring hitches, it will turn the cable-program firm into a major group broadcaster. **PAGE 40.**

CHECKING IN □ Fred Silverman, in his closed-circuit introduction to NBC affiliates, pledges to work toward making the network first in both ratings and respect. **PAGE 44.**

PBS IN THE FALL □ The Public Broadcasting Service unveils its September line-up that includes six new

series. **PAGE 46.**

POLE WAR FLARE-UP □ Cable and utility interests assume their customary firing positions in comments to the FCC on the commission's notice of rulemaking on pole attachments. **PAGE 48.**

COX IN GAINESVILLE □ In a seller's market, the multiple-system operator buys an aging system in the Florida city for what is regarded as a bargain price of \$8 million. **PAGE 50.**

OPEN HOUSE □ For the first time, radio covers the day-to-day operations of the House of Representatives. **PAGE 50.**

FREE SPEECH □ An ACLU Foundation convocation in New York debates whether or not there should be restraints on radio and TV First Amendment rights. **PAGE 52.**

TOTE THAT RATE CARD! □ Bob Short, nationally known broken-field runner in and out of pro sports, politics, trucking and broadcasting, hits the spotlight again with his order to newsmen at his Minneapolis radio station that they double as commercial salesmen. **PAGE 56.**

SETBACK □ The Supreme Court is not swayed by a First Amendment argument of a South Carolina newspaper that lost a lower court libel case. **PAGE 57.**

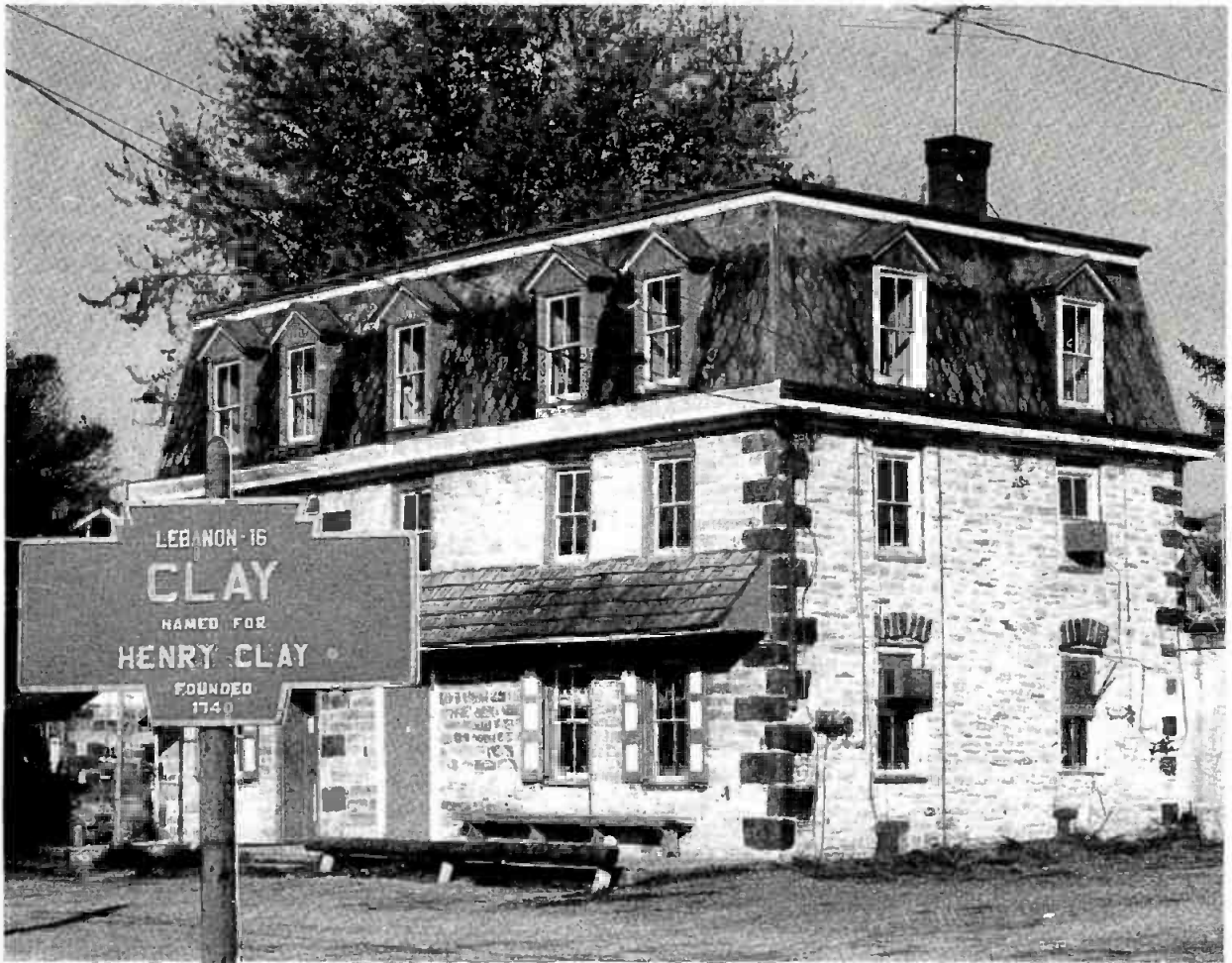
TELEMATION SOLD □ With its purchase, Bell & Howell moves into broadcast hardware. Hatch says the seller will retain its other lines of business under a new name. **PAGE 58.**

BUCKING BARRY □ Witnesses at a Hill hearing oppose the Goldwater bill that would have set makers make adjustments to filter out interference from CB and amateur operators. They contend the problem should be corrected at the source. **PAGE 59.**

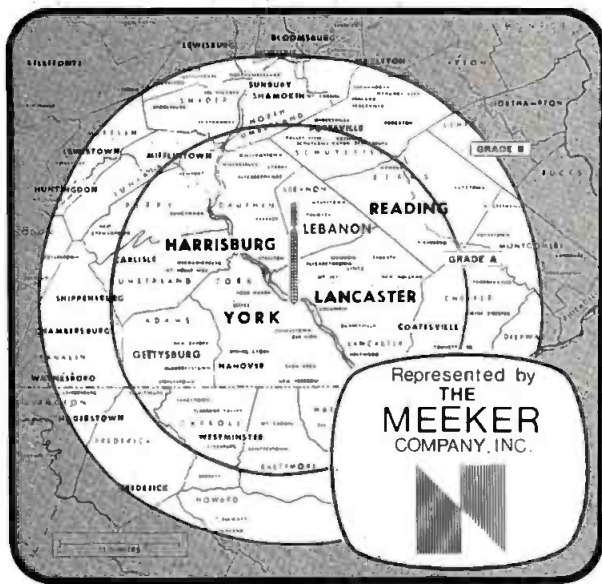
MAN OF SERVICE □ He was drafted by the NFL, then drafted by the Army. But since then he has been a ready volunteer in meeting the challenges of the advertising world. He is John Pingel, president of Ross Roy Inc., now tackling more tough assignments as chairman of the AAAA. **PAGE 81.**

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Source: Nielsen 1977 County Coverage Report

WGAL-TV 8

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Closed Circuit[®]

Insider report: behind the scene, before the fact

Aftermaths

Filing more petitions to deny against media crossowners is not only response citizen groups are expected to make to Supreme Court decision affirming FCC's crossownership rules that grandfather most existing combinations (see page 27). Citizens Communications Center is considering petitioning commission to modify its policy of granting tax certificates to crossowners who sell properties and thus help achieve policy goal of diversification of ownership of media. Citizens will argue that time limit for granting certificates should be set—perhaps five or seven years. Deadline, it will argue, would be more likely than present policy to stimulate sales; crossowners now are reasonably secure in knowledge that certificates will be theirs whenever they sell.

Meanwhile, petition-to-deny front is expected to heat up on old sector. Terry Fancher, Spokane, Wash., resident whose 400-page Harvard senior thesis was delivered to FCC as informal objection to renewal of KHQ-AM-FM-TV Spokane, which are under common ownership with two daily newspapers there, is said to be preparing to supplement that pleading with couple of hundred pages more.

Justice Department petition against those stations is also pending.

Help from Hill?

There may be legislative effort to prevent breakup of 15 crossownerships that would be required under Supreme Court ruling last week. If National Association of Broadcasters gets call for help from affected stations (and it hasn't yet), it will consider going to Congress for legislation to stop divestitures or for resolution telling FCC to postpone enforcement until Congress has chance to act on Communications Act rewrite (which would grandfather all current ownerships).

NAB may find ally in House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.), who says he has never been enthusiastic about requiring divestiture by crossowners.

The CPB list

Committee looking for new president of Corporation for Public Broadcasting is now said to be less than month away from presenting its selection to CPB board—due to meet in Washington July 5-7. Search committee members are being very hush-hush about names, but ever-narrowing list is said to include Hale Champion, under secretary of health, education and welfare, and Ernest Boyer,

U.S. commissioner of education.

If committee decides to select someone now in public broadcasting and not, as one source said, "pick a star," front runners are said to be David O. Ives, president of WGBH-TV Boston; Ward Chamberlin, president of WETA(TV) Washington, and Cortland Anderson, executive vice president of CPB.

New role

Group headed by NBC-TV's *Tonight Show* host, Johnny Carson, will announce this week \$5-million-plus purchase of KVVU-TV Henderson-Las Vegas, Nev. Sellers of Nevada Independent Broadcasting Corp., licensee, are William H. Hernstadt, his wife, Judith E., and others. Mr. Carson's partners include Herbert Kaufman, Las Vegas businessman and civic leader, and minority group headed by San Diego attorney, Forrest Chu. KVVU-TV is channel 5 independent. Blackburn & Co. was broker.

Love-40

FCC is expected to get to CBS and its *Heavyweight Championship of Tennis* problem early next month. And omens at staff level don't favor company, as result of those four inaccurately dubbed "winner-take-all" matches in 1975 and 1976. Although no firm decisions have been made, indications are that (1) CBS's request for oral argument before FCC reaches decision will be turned down and (2) staff will recommend short-term renewal for one CBS station, probably KNXT(TV) Los Angeles. What commission would do, however, may be another matter.

ASCAP a winner

Public broadcasters may not be pleased, but American Society of Composers, Authors and Publishers is, with U.S. Copyright Royalty Tribunal's decision on how much they must pay ASCAP for use of its music. In little publicized decision, CRT held Public Broadcasting Service, National Public Radio and their stations should pay ASCAP \$1.25 million per year, with annual cost-of-living adjustments. PBS-NPR initially wanted to pay on per-piece basis, later offered \$450,000 to \$500,000 as lump sum. ASCAP at one point offered to settle for \$1 million to avoid time and expense of CRT hearing. (Broadcast Music Inc. entered earlier into voluntary agreement with PBS-NPR for \$250,000 for this year, with provision for adjustment based on year's experience.)

ASCAP officials are pleased with more than money involved. CRT considered

putting payments on per-use basis (among other formulas) but rejected that approach. Per-use endorsement could have hurt ASCAP's arguments in CBS's eight-year-old lawsuit seeking per-use licenses from both ASCAP and BMI—lawsuit CBS won on appeal (BROADCASTING, Aug. 15, 1977) but which both ASCAP and BMI are now asking Supreme Court to review. CRT decision may, however, bolster position of All-Industry TV Stations Music License Committee in its efforts—resisted by ASCAP (and presumably BMI)—to have commercial stations' payments changed from percentage-of-revenues to flat-fee basis.

Warm-up for WARC

Representatives of 35 organizations on U.S. advisory committee for World Administrative Radio Conference of 1979 have been invited to briefing by Glen O. Robinson, head of U.S. delegation, in Washington June 21. Prospect is that many will be given special status at Geneva conference, even if ruling by Justice Department that they can't be on official delegation sticks ("Closed Circuit," June 12).

Among those expected to be represented: National Association of Broadcasters, Public Broadcasting Service, U.S. Board for International Broadcasting (whose engineering chief, George Jacobs, has been designated special adviser), Consumers Union, Citizens Communications Center, Electronics Industries Association, AT&T, Comsat, National Council of Churches of Christ, U.S. Catholic Conference, Communications Workers of America, Satellite Business Systems Inc., Motorola, General Electric, Hughes Aircraft, National Black Network as well as associations of various spectrum users and several academic institutions.

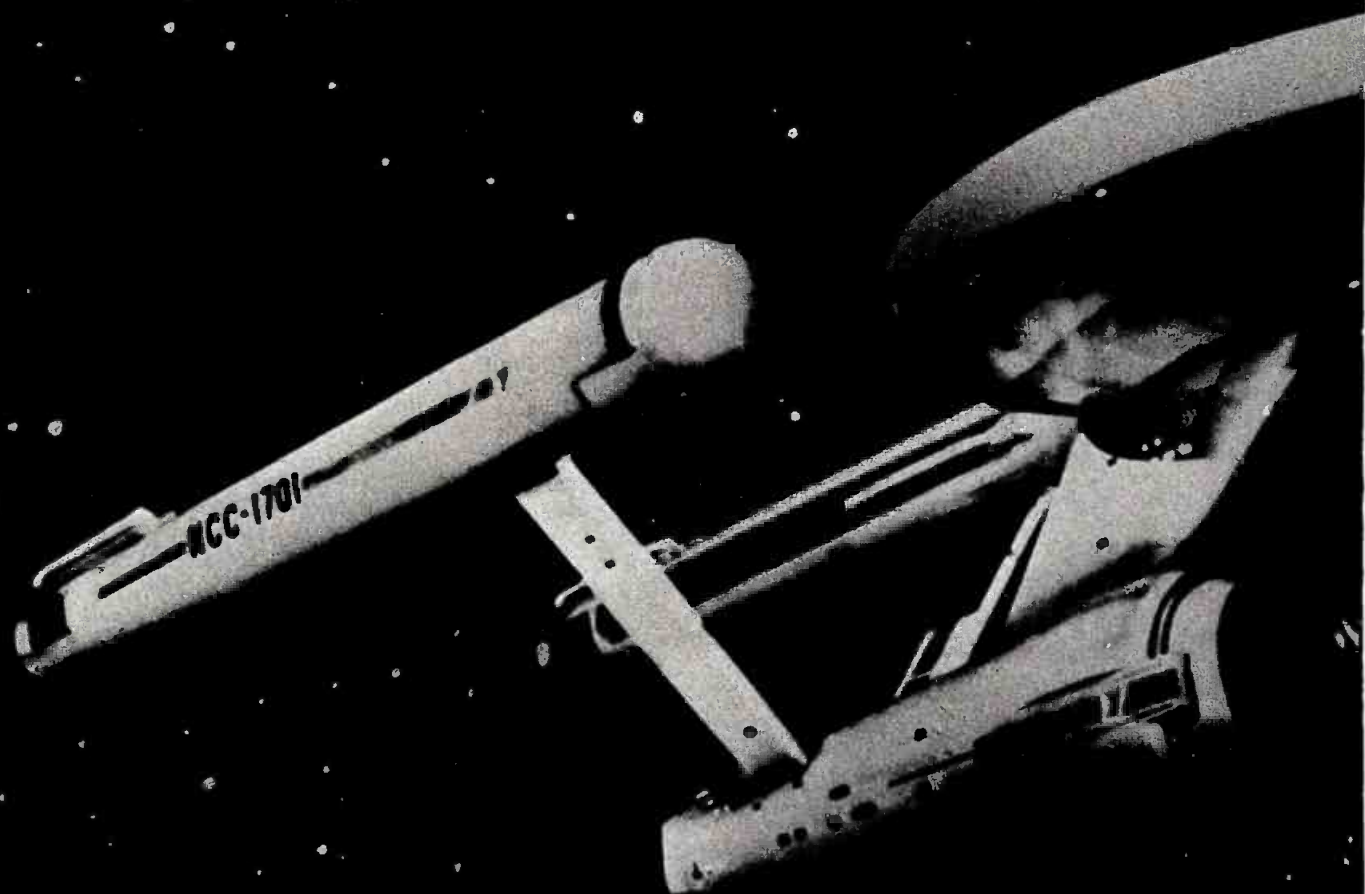
Not enough

U.S. broadcast engineers returning from Moscow conference predict excruciating shortages in both technical facilities and housing to accommodate broadcast coverage of 1980 summer Olympics there. They think NBC-TV, which bought U.S. television rights for \$85 million, will be given priorities, but broadcast services of other countries may feel tight pinch in technical capacities, including satellite origination.

Even with new hotels under construction, there'll be maximum of 10,000 rooms available, delegation reports. Under Russian rules, no visas are issued to anyone without hotel space.

STAR

THE BIGGEST NAME IN TV SCIENCE FICTION



TREK

ABOUT TO BECOME EVEN BIGGER...

A new major motion picture from Paramount Pictures!

After 3 years on network television and 9 years in syndication, Star Trek, now in over 130 markets, continues to soar in popularity; improving 77%* in its national average rating in the last five years alone, making it #1 in men 18-49** and #2 in women 18-49** of all off-network hour shows in syndication. In fact, its wide appeal in all demographics including teens and kids as well as adults make Star Trek the all-time favorite for the entire family... ranking in the top 13%** of all syndicated programs.

And now, the legendary series that gave birth to a whole generation of over 10,000,000 "Trekkies", is being made into a major motion picture from Paramount Pictures, featuring the original stars in a spectacular all-new version of the renowned classic.

That means an even bigger audience. Increased awareness. And even greater visibility for the science fiction phenomenon, Star Trek... can your station afford to be without it?



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*Nov. '72-'77 ARB **Nov. '77 SPA

Business Briefly

TV only

Mennen Co. □ Balm Barr cocoa butter skin care products are subjects of \$2-million ad campaign this summer and fall. More than \$1 million will be spent on daytime network television programs from July to November to reach women 25 to 49. Prepared by Warren, Muller, Dolobowsky, New York, campaign represents Balm Barr's first major exposure on television and its biggest ad expenditure in 10 years Balm Barr products have been in existence.

Albertson's □ Supermarket chain arranges six-month TV campaign beginning in late July. Foote, Cone & Belding/Honig, Los Angeles, will select spots in 15 markets during day, fringe and prime time. Target: women, 25-49.

Cargill □ Feed and grain producer launches 13-week TV flight in early July.

BBDO, Minneapolis, will buy spots in about 12 markets during news time. Target: men, 25-54.

Kroger □ Supermarket chain starts 12-week TV campaign starting this week. Campbell-Mithun, Chicago, will select spots during all day parts. Target: total women.

Visine □ Leeming Pacquin division of Pfizer slates three-month TV push for its Visine eye drops beginning in early July. Hall & Levine, Los Angeles, will buy spots in six markets during fringe time. Target: men and women, 18-49.

American Cyanamid □ Company features its Pine-Sol household cleaner in 12-week TV promotion beginning in early July. BBDO, New York, will seek spots in 17 markets during day and early fringe time. Target: women, 18-49.

Wausau Homes □ Group slates 11-week TV flight for its mobile homes beginning in late August. Cramer-Krasselt,

Milwaukee, will arrange spots in about 50 markets during day, prime and late fringe time. Target: total adults.

SCM Corp. □ Coatings and resins division features its Glidden paint in eight-week TV push beginning in early July. Meldrum & Fewsmith, Cleveland, will seek spots in 81 markets during day, fringe and prime time. Target: total adults.

Shasta Beverages □ Division of Consolidated Foods Corp. launches two-month TV push for its Shasta soft drinks in early July. Hoefer, Dietrich+ Brown, San Francisco, will seek spots in 20 markets during day and prime time. Target: men and women, 18-49.

Hunt-Wesson Foods □ Division of Norton-Simon arranges two-month TV drive for its Hunt-Wesson Sunlite oil starting next week. SFM Media, New York, will place spots in seven markets during day, fringe and prime time. Target: women, 25 and over.

Juvenile Shoe Corp. of America □ Shoe manufacturer starts two-month TV promotion for its Lazy-Bones shoes in early July. Deppe & Associates, St. Louis, will place spots in about 50 markets during children's time. Target: children, 2-11.

Steak N'Shake □ Restaurant chain starts two-month TV promotion in mid-July. Grey-North, Chicago, will select spots in 10 markets during fringe and prime time. Target: adults, 18-34.

Pet Chemicals □ Company arranges two-month TV buy beginning in July. Ross Hancock, Hollywood, Fla., will schedule spots in nine markets during all dayparts. Target: women, 25-54.

Andrew Jergens Co. □ American Brands division places seven-week TV drive for its Jergens Gentle Touch soap starting in late July. Cunningham & Walsh, New York, will handle spots in at least 20 markets during all dayparts. Target: total women.

Mrs. Paul Kitchens Inc. □ Frozen foods group focuses on its fish filets in six-week radio push beginning in early July. SFM Media, New York, will handle spots in 10 markets including Atlanta, Boston, Chicago and Milwaukee. Target: women, 18-49.

Pizza Hut □ Restaurant chain schedules five-week TV flight starting next week. Foote, Cone & Belding, Chicago, will handle spots in 22 markets during day



Buckley Radio Sales, Inc.
now represents Central Florida's
fastest growing radio station ...

WHLY-RADIO



Buckley Radio Sales, Inc.
PEOPLE SELLING PEOPLE

Television works.

Ask 140,000 concerned viewers.

That's how many people have so far attended the free Health Fairs initiated by the five NBC Owned Television Stations.

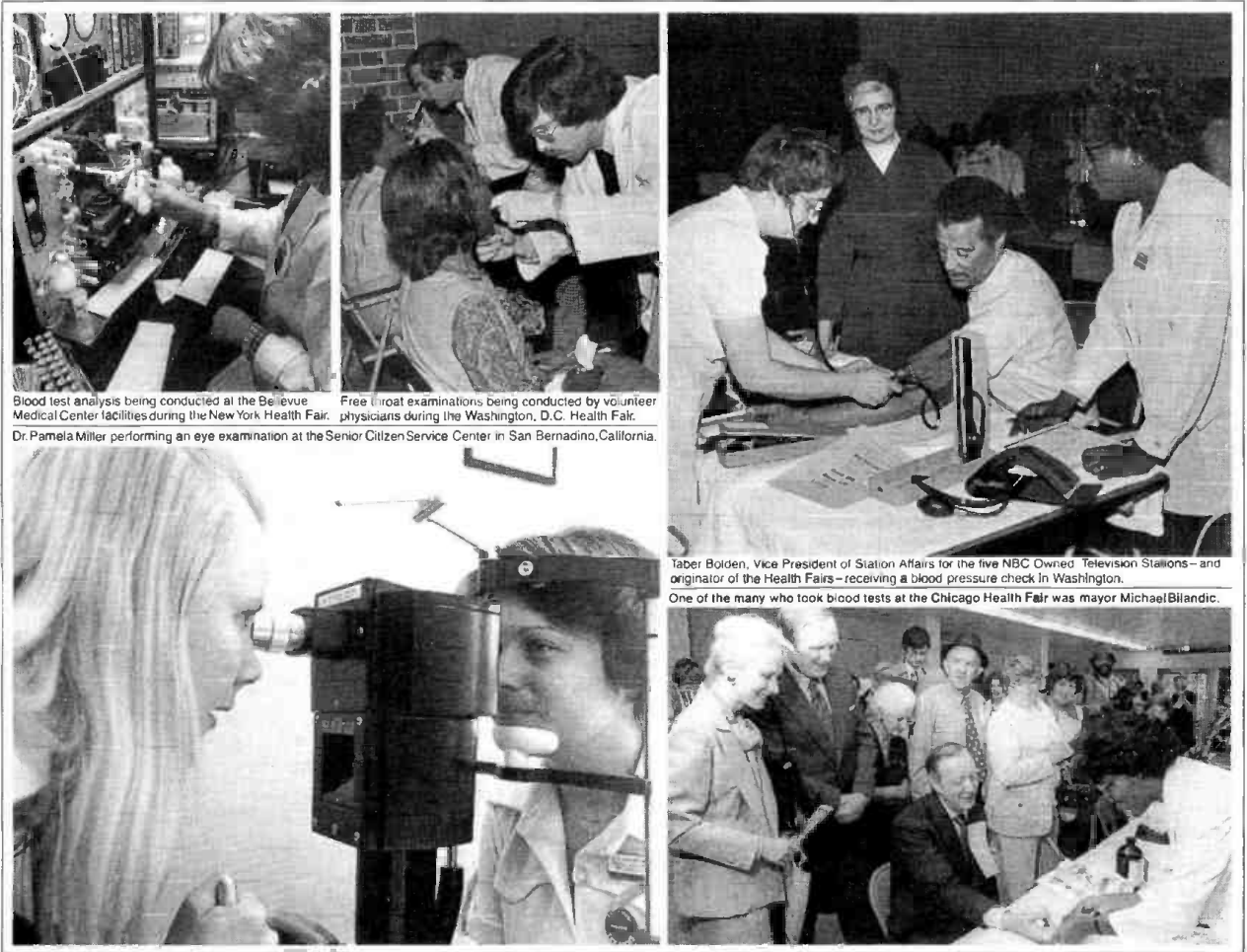
The idea was to bring together various civic groups and the television medium to develop a broad-based medical screening fair—one where people of all economic and social backgrounds could just drop in for a series of free medical tests.

Working with civic groups, volunteer organizations, medical services and private businesses, the NBC Owned Television Stations developed, coordinated, and then publicized these Health Fairs on a massive basis. Not just one test, but up to 25. Not just one site, but as many as 90. Not just one area, but all five served by the NBC Owned Television Stations. Not just one day, but a week. (WKYC-TV in Cleveland has turned the Health Fair into a Health Summer—with planned screenings each month through June, July, and August.)

By using public service announcements, editorials, special programs and regular news programs, the NBC Owned Television Stations informed their viewers of this free service. The results have been overwhelming.

Over 2,000 organizations participated. Almost 30,000 people volunteered their time (more than 250,000 hours). 140,000 viewers were screened. Corporations donated over \$250,000 for some of the equipment and supplies used. And over \$14,000,000 in free medical services was provided.

The project was so successful because thousands of people and organizations worked tirelessly to provide their communities with a needed service. And because the five NBC Owned Television Stations mobilized those resources.



Blood test analysis being conducted at the Bellevue Medical Center facilities during the New York Health Fair. Free throat examinations being conducted by volunteer physicians during the Washington, D.C. Health Fair. Dr. Pamela Miller performing an eye examination at the Senior Citizen Service Center in San Bernardino, California.

Taber Bolden, Vice President of Station Affairs for the five NBC Owned Television Stations—and originator of the Health Fairs—receiving a blood pressure check in Washington. One of the many who took blood tests at the Chicago Health Fair was mayor Michael Bilandic.

We'd rather do more than not enough

NBC Owned Television Stations

WNBC-TV New York / WRC-TV Washington, D.C. / WKYC-TV Cleveland / WMAQ-TV Chicago / KNBC Los Angeles

and fringe time. Target: adults, 18-34.

Maybelline □ Cosmetic company features its Kissing Sticks and Moisture-Up Stick products in five-week TV campaign beginning late this month. Lake-Spiro-Shurman, Memphis, will place spots in 14 markets during fringe and day time, spending approximately \$150,000. Target: women, 12-54.

Standard Brands □ Company focuses on its Reggi candy bar in four-week TV promotion in early July. Lee King & Partners, Chicago, will schedule spots in five markets during prime and early fringe time. Target: adults, 18-24, and teen-agers.

Armour □ Subsidiary of Greyhound Corp. slates four-week TV push for its Armour smoked sausage starting in early July. Young & Rubicam, New York, will seek spots in six markets during day and fringe time. Target: women, 18-49.

Clorox □ Food division launches four-week TV buy for its Crockery Fixins beginning in early July. Young & Rubicam, New York, will schedule spots in 30 markets during prime time. Target: women, 18-49, and working women.

Orkin □ Division of Rollins Inc. launches four-week TV flight for its Orkin Exterminating Co. this week. J. Walter Thompson, Atlanta, will arrange spots in 143 markets during news and prime time. Target: adults, 25-54.

S.C. Johnson □ Company begins four-week TV flight for its Raid insecticide beginning in early July. Foote, Cone & Belding, Chicago, will seek spots in 80 markets during daytime. Target: women, 25-54.

Carling National Breweries □ Brewery prepares four-week TV push for its Heidelberg beer in late August. W. B.

Doner, Baltimore, will place spots in Seattle and Portland, Ore., during prime, news and sports time. Target: men, 18-49.

Bell of Pa. □ Telephone company plans four-week TV push for its Yellow Pages beginning in mid-July. Lewis & Gilman, Philadelphia, will schedule spots during fringe and prime time. Target: men, 25-64.

TRW □ Corporate division places one-month TV campaign beginning next week. Sapin & Tolle, Cleveland, will seek spots in 12 markets during late news and prime time. Target: men, 35 and over.

Oshkosh B'Gosh □ Clothing manufacturer kicks off three-week TV flight in early August. Schoen Advertising, Chicago, will buy spots in 40-45 markets during day and fringe time. Target: adults, 18-24, and teen-agers.

Straw Hat □ Subsidiary of Saga Corp. starts three-week TV campaign for its Straw Hat pizza restaurants in early July. Hoefler, Dietrich & Brown, San Francisco, will buy spots in 11 markets during fringe time. Target: adults, 18-34.

National Pet Food □ Division of National Can Corp. begins three-week TV drive for its Skippy Premium dog food late this month. Lee King & Partners, Chicago, will buy spots in 12 markets during day, fringe and prime time. Target: women, 18-49.

Pickwick International □ Division of American Can Co. features various Pickwick records in two-week TV push beginning in early July. Pickwick (in-house agency), Minneapolis, will place spots in 11 markets during day and fringe time. Target: adults, 18-34, and teen-agers.

Buster Brown □ Shoe company schedules one-week TV flight beginning

in mid-August. Creative Media Services, Glastonbury, Conn., will select spots in about 40 markets during all dayparts. Target: women, 18-49.

Joseph Schlitz □ Brewery highlights its Old Milwaukee beer in two-week TV push beginning next week. Cunningham & Walsh, New York, will buy spots in about 50 markets during prime and fringe time. Target: total men.

Great Western □ Savings and loan association starts two-week TV promotion next week. Dailey & Associates, Los Angeles, will handle spots in four California markets—Los Angeles, San Francisco, Sacramento and Bakersfield. Target: adults, 35 and over.

Radio only

Mead Johnson & Co. □ Subsidiary of Bristol-Myers features its Nutrament diet supplement in six-week radio promotion beginning in early July. Foote, Cone & Belding, New York, will seek spots in four markets including Baltimore and Washington. Target: persons, 12-24.

Dodge □ Truck division plans four-to-six week radio flight starting in late July. BBDO, Troy, Mich., will select spots in 90-100 markets including Albuquerque, N.M.; Houston; Louisville, Ky; Nashville and St. Louis. Target: men, 25-54.

ADA □ American Dairy Association begins four-week radio flight next week. D'Arcy-MacManus & Masius, Chicago, will schedule spots in approximately 100 markets. Target: total women.

Stokely-Van Camp □ Food products group features its speciality products in three-week radio promotion starting next week. Handley & Miller, Indianapolis, will seek spots in 30 Southern and Southeastern markets including Atlanta, Houston and Nashville, spending approximately \$150,000. Target: women, 25-49.

Cadillac □ Division of General Motors schedules two-week radio buy beginning next week. D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., will buy spots in 30 markets including Chicago, Houston, Miami, New York and San Francisco. Target: men, 35 and over.

United Technologies □ Airplane accessories manufacturer plans two-week spot-radio campaign starting in mid-July. Marsteller, New York, will buy spots in three markets including Washington. Target: men, 25-49.

Valvoline □ Division of Ashland Oil launches summer radio promotion for its Valvoline oil beginning next month. Fahlgren & Ferris, Cincinnati, will seek spots in 50 markets. Target: men, 25-54.

BAR reports television-network sales as of May 28

ABC \$583,142,800 (36.4%) □ CBS \$536,963,200 (33.5%) □ NBC \$483,142,900 (30.1%)

Day parts	Total minutes week ended May 28	Total dollars week ended May 28	1978 total minutes	1978 total dollars year to date	1977 total dollars year to date	% change from 1977
Monday-Friday Sign-on-10 a.m.	172	\$ 1,318,700	3,184	\$22,715,100	\$19,827,000	+14.6
Monday-Friday 10 a.m.-6 p.m.	1,040	16,972,500	21,343	346,827,600	317,507,700	+ 9.2
Saturday-Sunday Sign-on-6 p.m.	281	6,280,400	6,915	185,523,100	173,666,300	+ 6.8
Monday-Saturday 6 p.m.-7:30 p.m.	100	4,211,000	2,140	91,003,900	81,944,200	+11.1
Sunday 6 p.m.-7:30 p.m.	16	873,300	454	27,833,600	24,199,200	+15.0
Monday-Sunday 7:30 p.m.-11 p.m.	432	42,716,000	8,751	831,316,900	746,271,300	+11.4
Monday-Sunday 11 p.m.-Sign-off	216	4,942,000	4,545	98,028,700	96,436,100	+ 1.7
Total	2,257	\$77,313,900	47,332	\$1,603,248,900	\$1,459,851,800	+ 9.8

Source: Broadcast Advertisers Reports

You are cordially invited to the largest air fair in America

WHIO Radio is promoting and participating in the 1978 AIR FAIR in Dayton. It includes air exhibits from several nations and will entertain and thrill a half million spectators over the July 21st weekend. It's one of many involvements for WHIO Radio in community action—in Dayton, Birthplace of Aviation. Celebrating 75 years of powered flight.

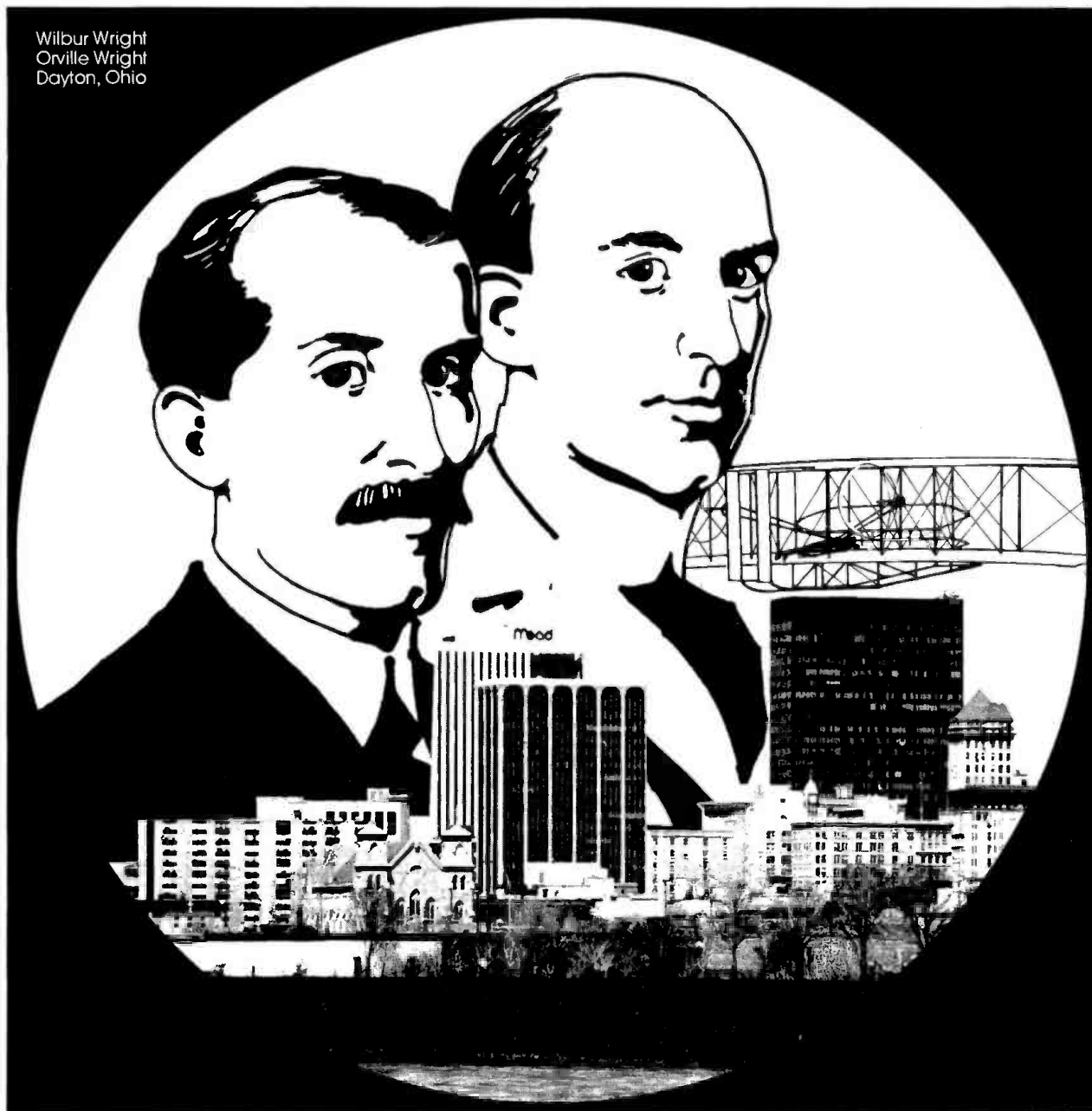
WHIO RADIO
1290

Cox radio stations are represented by The Christal Company.

COX
Broadcasting

WSB TV-AM-FM Atlanta	WHIO TV-AM-FM Dayton	WSOC TV-AM-FM Charlotte	WIIC-TV Pittsburgh	KTVU-TV San Francisco- Oakland	WIOD, WAIA-FM Miami	KFI, KOST-FM Los Angeles	WLIF-FM Baltimore	WWSH-FM Philadelphia
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Wilbur Wright
Orville Wright
Dayton, Ohio



Datebook

■ indicates new or revised listing

This week

June 17-20—*American Advertising Federation* annual convention. St. Francis hotel. San Francisco

June 18-19—*Oregon Cable Television Association* annual meeting. Kahneeta Resort. Warm Springs, Ore.

June 18-20—Annual meeting of *NBC-TV affiliates*. New York Hilton. New York.

June 19—*Tennessee Association of Broadcasters* Emergency Broadcast System meeting. Holiday Inn-University Center, Knoxville, Tenn.

June 19-23—Workshop on community broadcasting and public access, sponsored by *Department of Communication Media, Bemidji State University*, Bemidji, Minn.

June 20—*Radio Advertising Bureau* Idearama for radio salespeople. Holiday Inn, N.W. Columbia, S.C.

June 20—*Radio Advertising Bureau* Idearama for radio salespeople. Des Moines Hilton Inn, Des Moines, Iowa.

June 20—Joint luncheon of *Salt Lake Rotary Club, Salt Lake Area Chamber of Commerce* and *Utah Advertising Federation*. James E. Duffy, president, ABC Television Network, will speak. Hotel Utah, Salt Lake City.

June 20—*Radio Advertising Bureau* Idearama for radio salespeople. Sheraton Inn, Scranton, Pa.

June 20-22—*Armed Forces Communications and Electronics Association* 32d annual convention. Senator Harrison H. Schmitt (R-N.M.), member of Senate Communications Subcommittee, will deliver keynote luncheon speech. Sheraton Park hotel, Washington.

June 21—*Tennessee Association of Broadcasters* Emergency Broadcast System meeting. Hilton Airport Inn, Nashville, Tenn.

June 21-23—*Maryland-District of Columbia-Delaware Broadcasters Association* meeting. Sheraton Fountainsbleau Inn and Spa, Ocean City, Md.

June 21-23—*National Broadcast Editorial Association*, eighth annual convention. Mayflower hotel, Washington.

June 21-24—*Florida Association of Broadcasters* 43rd annual convention. The Colony Beach & Tennis Resort, Longboat Key, Sarasota, Fla.

June 22—*Radio Advertising Bureau* Idearama for radio salespeople. Holiday Inn, Fargo, N.D.

June 22—*Radio Advertising Bureau* Idearama for radio salespeople. The Hilton Inn, Greensboro, N.C.

June 22—*Radio Advertising Bureau* Idearama for radio salespeople. Philadelphia Marriott, Philadelphia.

June 22-23—*Broadcast Financial Management Association/BCA* quarterly board of directors meeting. Opryland hotel, Nashville.

June 22-24—*Wyoming Association of Broadcasters* annual convention. Holiday Inn, Cody, Wyo.

June 23—*Tennessee Association of Broadcasters* Emergency Broadcast System meeting. Holiday Inn, Holiday City, Memphis.

June 23-24—National meeting of *Radio Television News Directors Association of Canada*. Bayshore Inn, Vancouver, B.C. Contact: Elmer Harris, VCOM St. Johns, Newfoundland A1B 3P5.

June 23-24—Media workshop on news and the courts, sponsored by *California Judges Association, California Broadcasters Association* and *Western Newspaper Foundation*. University of California, Irvine.

June 23-24—*North Dakota Broadcasters Association* meeting. Badlands motel, Medora, N.D.

■ **June 24-27**—*First Network of Affiliated Advertising Agencies* 50th annual conference. Mills Hyatt House, Charleston, S.C.

June 24-28—*Georgia Association of Broadcasters* convention. Speakers will include Dick Salant, president, CBS News; Win Elliot, CBS Sports, and Lillian Carter. Callaway Gardens, Ga.

June 25-26—*Montana Cable Television Association* annual meeting. Outlaw Inn, Kalispell, Mont.

June 25-28—*Public Broadcasting Service's* annual membership meeting. Fairmont hotel, Dallas.

June 25-30—*National Association of Broadcasters* joint board meeting, together with board of *Canadian Association of Broadcasters*. Hotel Toronto, Toronto.

Also in June

June 26—Promotion and advertising clinic for ABC-TV stations. Century Plaza hotel, Los Angeles.

■ **June 26**—Meeting of *Carnegie Commission on Future of Public Broadcasting*. Fairmont hotel, Dallas.

June 27—*Radio Advertising Bureau* Idearama for radio salespeople. Arlington Park Hilton, Chicago.

June 27—*Radio Advertising Bureau* Idearama for radio salespeople. Hospitality Motor Inns, Grand Rapids, Mich.

June 27—*Radio Advertising Bureau* Idearama for radio sales people. Red Lion Motor Inn, Portland, Ore.

June 27—*Radio Advertising Bureau* Idearama for radio salespeople. LaMansion hotel, San Antonio, Tex.

June 27—*Association of National Advertisers-Radio*

Advertising Bureau radio workshop. Waldorf-Astoria, New York.

■ **June 27**—Newsmaker luncheon of *Hollywood Radio and Television Society*. Jack Valenti, president of the Motion Picture Association of America, will be speaker. Beverly Wilshire hotel, Hollywood.

June 29—*Radio Advertising Bureau* Idearama for radio salespeople. The Hilton Inn, Dallas.

June 29—*Radio Advertising Bureau* Idearama for radio salespeople. Hyatt House, Richmond, Va.

June 29—*Radio Advertising Bureau* Idearama for radio salespeople. Hyatt House, Seattle.

June 29—*Radio Advertising Bureau* Idearama for radio salespeople. Ramada Inn, Toledo, Ohio.

July

July 5—*FCC's* new date for comments in its inquiry into the fairness doctrine and the public interest standards of the Communications Act. Old date was May 3. Replies are due Aug. 4 (BC Docket 78-60). FCC, Washington.

July 6-9—National Federation of Local Cable Programmers convention, jointly sponsored by the *University of Wisconsin-Extension Communications Program Unit*. Event will be partly funded by National Endowment for the Arts. University Bay Center, 1950 Willow Drive, Madison, Wis. Information: Carol Brown Eilber, (606) 262-3566.

July 9-12—*New England Cable Television Association* convention. Wentworth by the Sea, Portsmouth, N.H.

July 10-14—Workshop on children's television for programers and producers at affiliates of CBS-TV. CBS Broadcast Center, New York.

July 12-16—Combined *Colorado Broadcasters Association/Rocky Mountain Broadcasters Association* meeting. Manor Vail, Colo.

July 15-18—*Television Programmers Conference* 22nd annual meeting. Hyatt Regency hotel, Nashville. Information: A.C. Wimberly, KMCC(TV) Lubbock, Tex.

July 16-18—*California Broadcasters Association* midsummer meeting. Speakers will include Gene Jankowski, president, CBS/Broadcast Group, and Donald Thurston, joint board chairman, National Association of Broadcasters. Del Monte Hyatt House, Monterey, Calif.

July 16-19—*National Association of Farm Broadcasters* summer meeting. Fairmont hotel, San Francisco.

July 16-19—*New York State Broadcasters Association* 17th annual executive conference. Gideon Putnam hotel, Saratoga Springs, N.Y.

■ **July 16-19**—CCOS '78, annual seminar of *Community Antenna Television Association*. Three days of event will be televised live via satellite. Fountainhead and Arrowhead lodges, near Muskogee, Okla.

July 16-28—Eleventh management development seminar sponsored by *National Association of Broadcasters*. Harvard Business School, Boston. Information: Ron Iron, director of broadcast management, NAB, Washington.

July 18-19—*Wisconsin Broadcasters Association* summer meeting. Fox Hills Resort, Mishicott, Wis.

July 30-Aug. 5—Communications Center 1978, seminars and workshops sponsored by *American Baptist Churches, USA; Baptist Convention of Ontario and Quebec*, and *Christian Church (Disciples of Christ)*. Keynoters will include Dr. George Gerbner, Annenberg School of Communications of the University of Pennsylvania, and Marshall McLuhan of the University of Toronto. Erindale College of the University of Toronto, Mississauga, Ont.

■ **July 31**—Legal workshop on political advertising

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We're working people into broadcasting.

Broadcasting has always been a tough business to break into. Unless you had an "in," you were usually out. At Post-Newsweek Stations we're working to make it easier for new people with fresh ideas to get into the industry. It's a policy that opens broadcasting to talented people from every area of the community.

It begins with recruiting. Seeking women and minorities more actively than Affirmative Action requires. It means opening up career choices for minority high school students over the past five years through PNS cosponsorship of the non-profit CRTI program (Career Recruitment in Telecommunications Industries).

Eddie Madison, participated in a 10 week CRTI program at WTOP-TV. Today he's a production assistant.

Scholarships amounting to \$25,000 yearly from PNS corporate and station funds are going to college students studying communications. During the summer, these students can get work experience at our stations.

Internships are available for broadcasting majors at Post-Newsweek Stations. They aren't always paid... but the accredited training offers valuable experience that often leads to paying jobs.

Harry Weller, a student at the University of Connecticut Law School, gets academic credit for working with WFSB-TV's political reporter.

Marcus Williams started as a technical intern at WJXT. Within five months he was on the staff as an engineering technician. Then he enrolled in an electronic broadcasting course—with WJXT paying the tuition. Last fall, he moved to the Engineering Department at WFSB-TV.



Our training programs offer disadvantaged minority men and women good salaries while they learn their jobs.

Working with AFTRA and the technician's unions at our stations, we've developed year-long training programs in behind the camera jobs—engineering, camera operation, production—and on-camera news reporting. There's no guaranteeing a job after the training. But most of the time the trainees go to work for us. Or for other broadcasters.

Ann Butler trained as a news re-

porter at WTOP-TV. After her one-year apprenticeship, she became a TV reporter in Baltimore. Today she's back at WTOP-TV as an associate producer of our 5:30 local news.

Evelyn Martinez put her background in the Latin community to work during her Public Affairs training at WFSB-TV. She re-searches the station's Latin program, "Barrio,"—writing, editing and producing Public Affairs programs.

On-the-job training helps our people advance to more responsible, better paying positions. So do tuition grants for PNS people who want to continue their professional or general education. Beyond training, we encourage our people to take the lead with their own ideas. The policy is working... attracting more interesting, productive people with wider interests that reflect more of the communities we serve. That's bound to benefit a station at every level.

At WFSB-TV, Darrell Randolph, a mail clerk, was trained as a film editor. Currently he's a studio floor manager.

At WTOP-TV, Steve Jacobs started as a news writer. Today he's executive producer of WFSB-TV news.

Beverly Price trained as assistant director at WTOP-TV. Now she's a producer.

Charles Dunbar, WJXT camera operator is now a director.

Roberta Jimenez, assistant in copy and traffic at WPLG is now operations manager.

Amy McCombs, program director at WFSB-TV, is now Vice-President and General Manager at WJXT.

Our working policy creates opportunities for people who might never have considered a career in broadcasting. Now we work with people from every area of the community. We help them get ahead. And their success becomes our success.

PNS

POST-NEWSWEEK STATIONS, INC.

Major meetings

June 17-20—*American Advertising Federation* convention St. Francis hotel, San Francisco.

June 18-20—Annual meeting of *NBC-TV affiliates*. St. New York Hilton, New York.

Sept. 17-20—*National Radio Broadcasters Association* annual convention, Hyatt Regency Embarcadero hotel, San Francisco. Future conventions: Oct. 6-8, 1979, Washington Hilton hotel, Washington; Oct. 5-8, 1980, Bonaventure hotel, Los Angeles; Sept. 20-23, 1981, Marriott hotel, Chicago.

Sept. 17-20—*Broadcast Financial Management Association's* 18th annual conference. Dunes hotel and country club, Las Vegas. 1979 conference will be Sept. 16-19 at Waldorf Astoria, New York, 1980 conference will be Sept. 14-17 at Town and Country hotel, San Diego.

Sept. 20-22—*Radio Television News Directors Association* international conference. Atlanta Hilton hotel. 1979 conference will be at New Marriott hotel, Chicago, Sept. 11-14; 1980 conference will be at Diplomat hotel, Hollywood-by-the-Sea, Fla.

Oct. 28-Nov. 2—*National Association of Educational Broadcasters* annual convention, Sheraton Park hotel, Washington.

Oct. 29-Nov. 3—*Society of Motion Picture & Television Engineers* 120th technical conference and equipment exhibit. Americana hotel, New York.

Nov. 13-15—*Television Bureau of Advertising*

annual meeting. Continental Plaza hotel, Chicago.

Nov. 15-18—National convention of *Society of Professional Journalists, Sigma Delta Chi*. Hyatt House, Birmingham, Ala.

March 10-14, 1979—*National Association of Television Program Executives* conference. MGM Grand hotel, Las Vegas. Future conferences: March 8-12, 1980, Nob Hill complex, San Francisco; Feb 13-18, 1981, New Orleans.

March 25-28, 1979—*National Association of Broadcasters* annual convention. Dallas Future conventions: New Orleans, March 30-April 2, 1980; Las Vegas, April 12-15, 1981; Dallas, April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 7-10, 1985; Kansas City, Mo., April 13-16, 1986; Atlanta, April 5-8, 1987.

April 20-26, 1979—*MIP-TV's* 15th annual international marketplace for producers and distributors of TV programming. Cannes, France.

May 20-23, 1979—*National Cable Television Association* annual convention. Las Vegas. Future conventions: Dallas, April 13-16, 1980; 1981 site to be selected; Washington, April 3-6, 1982 (tentative).

June 6-10, 1979—*Broadcast Promotion Association* 24th annual seminar. Nashville.

Sept. 24, 1979—Start of World Administrative Radio Conference for U.S. and 152 other member nations of *International Telecommunications Union*. Geneva.

Aug. 25-26—Joint meeting of *Radio Television News Directors Association region two* and *UPI Broadcasters*. Biltmore, Santa Barbara, Calif.

Aug. 25-27—National conference on public access cable television, sponsored by *Community Video Center of San Diego*. El Cortez hotel, San Diego. Information: Brian Owens, 520 E Street, Suite 901, San Diego, 92101; (714) 239-3393.

Aug. 27-29—*Illinois Broadcasters Association* annual convention. Continental Regency hotel, Peoria, Ill.

September

Sept. 6-10—National conference of *Information Film Producers of America*. Manor Vail Lodge, Vail, Colo.

Sept. 10-12—*Louisiana Association of Broadcasters* fall convention. Royal Sonesta hotel, New Orleans.

Sept. 10-12—*Nebraska Broadcasters Association* annual convention. Holiday Inn, Kearney, Neb.

Sept. 12-14—Wescon/78 electronics show and convention. Convention Center, Los Angeles.

Sept. 13-16—*Michigan Association of Broadcasters* meeting. Hidden Valley, Mich.

Sept. 14-17—*Federal Communications Bar Association's* annual seminar. Homestead, Hot Springs, Va.

Sept. 15—Deadline for entries in 13th annual Gabriel Awards competition, sponsored by *UNDA-USA*, Catholic association for broadcasters and allied communicators. Material initially aired in the year prior to June 30, 1978, and which treats issues concerning human values will be eligible. Information: J. Jerome Lackamp, Gabriel Awards, Catholic Radio-TV Center, 1027 Superior Avenue, Room 630, Cleveland 44114; (216) 579-1633.

Sept. 15-16—Annual meeting of *Public Radio in Mid America*. WHA(AM) Madison, Wis., will be host station. Wisconsin campus, Madison.

Sept. 17-20—*Broadcast Financial Management Association's* 18th annual conference. Dunes hotel and country club, Las Vegas.

Sept. 17-20—*National Radio Broadcasters Association* annual convention. Hyatt Regency Embarcadero hotel, San Francisco.

Sept. 18-20—First national conference of action line writers and broadcasters under sponsorship of *Corn-*

ing Glass Works. Esther Peterson, special assistant to the President for consumer affairs, will be keynote speaker. Corning, N.Y.

Sept. 20-22—*Radio Television News Directors Association* international conference. Atlanta Hilton hotel, Atlanta.

Sept. 21-22—Consultation on "Communications and the Church," sponsored by *The Communications Commission, National Council of Churches*. Speakers will include FCC Commissioner Abbott Washburn, Representative Richard L. Ottinger (D-N.Y.) and Dr. Paul Stevens. Radio and Television Commission, Southern Baptist Convention, The Interchurch Center, 475 Riverside Drive, and the Kellogg Center of Columbia University, New York City.

Sept. 22-24—*American Radio Relay League's* 24th national convention. Town and Country Convention Center, San Diego. Contact: San Diego County Amateur Radio Council, P.O. Box 82642, San Diego 92138.

Sept. 22-24—*Maine Association of Broadcasters* meeting. Samoset Rockport, Me.

Sept. 24-26—*CBS Radio Affiliates* board of directors meeting. Arizona Biltmore hotel, Phoenix.

Sept. 24-26—Southern Show of *Southern Cable Television Association*. Marriott motor hotel, Atlanta. Information: Otto Miller, SCTA, P.O. Box 465, Tuscaloosa, Ala. 35401.

Sept. 25-27—*Council of Better Business Bureaus* annual assembly. St. Francis hotel, San Francisco.

Sept. 25-29—Seventh International Broadcasting Convention, sponsored by *Electronic Engineering Association, Institution of Electrical Engineers, Institute of Electrical and Electronics Engineers, Institution of Electronic and Radio Engineers, Royal Television Society and Society of Motion Picture and Television Engineers*. Wembley Conference Center, London.

Sept. 26-28—*CBS Radio Network Affiliates* convention. Arizona Biltmore hotel, Phoenix.

October

Oct. 1-3—Conference on "Instant Info: Survival Communications in a Changing World," sponsored by *International Association of Business Communicators district 6*. Jantzen Beach Thunderbird hotel, Portland, Ore. Information: Scott Guptill, 503 226-8520.

Oct. 1-3—*Pacific Northwest Cable Communications Association* convention. Outlaw inn, Kalispell, Mont.

Oct. 3-5—Third annual conference on communications satellites for public service users, sponsored by the *Public Service Satellite Consortium*. Washington Hilton hotel, Washington. Information: Polly Rash, PSSC, 4040 Sorrento Valley Blvd, San Diego, 92121.

Oct. 6-7—*Florida Association of Broadcasters* fall conference and management seminar. Tallahassee Hilton, Tallahassee, Fla.

Oct. 11-13—*Indiana Association of Broadcasters* fall meeting. Brown Country Inn, Nashville, Ind.

Oct. 12-13—Regional convention and equipment exhibit of *Pittsburgh chapter, Society of Broadcast Engineers*. Howard Johnson motor lodge, Monroeville, Pa.

Oct. 12-15—Annual national meeting of *Women In Communications Inc.* Detroit Plaza hotel, Detroit.

Oct. 12-15—*Missouri Broadcasters Association* fall meeting. Ramada Inn, Columbia, Mo.

Oct. 15—*North Carolina Association of Broadcasters* meeting. Radisson Plaza hotel, Charlotte, N.C.

Oct. 16-17—*Advertising Research Foundation* annual conference. Waldorf-Astoria, New York.

Oct. 17-19—*Texas Association of Broadcasters* meeting. Galeria Plaza, Houston.

Oct. 23-25—Fourth International Conference on Digital Satellite Communications, sponsored by *Intelsat, Teleglobe Canada, Canadian Society for Electrical Engineering and Canadian Region of the Institute of Electrical & Electronics Engineers*. Montreal.

Oct. 25-27—*Tennessee Association of Broadcasters* annual convention. Hyatt Regency, Memphis.

Oct. 25-27—*National Broadcast Association for Community Affairs* annual meeting. Copley Plaza

and commercial practices by *National Association of Broadcasters*. Hilton Airport Inn, Indianapolis.

August

Aug. 3—Legal workshop on political advertising and commercial practices by *National Association of Broadcasters*. Sheraton Inn, Airport, Atlanta.

Aug. 3-9—*American Bar Association* annual convention Hilton hotel, New York.

Aug. 4-6—Minicourse for working journalists, presented by the journalism department at *Florida A&M University* in conjunction with *Florida Association of Broadcasters and United Press International*. Tallahassee, Fla.

Aug. 4-7—Second annual radio seminar on "Another Perspective: Alternative in Radio Journalism and Creative Culture." *Antioch College*, Yellow Springs, Ohio. Information: Sherick Novick, (513) 864-2022.

Aug. 10-11—*Arkansas Broadcasters Association* summer convention. Inn of the Ozarks Motel and Convention Center. Eureka Springs, Ark.

Aug. 10-13—*National Federation of Community Broadcasters* national conference (for community-licensed radio stations). University of Cincinnati, Cincinnati. Information: Nan Rubin, (202) 232-0404.

Aug. 14-15—*National Cable Television Association* board meeting. Sun Valley, Idaho.

Aug. 17-20—*Idaho State Broadcasters Association* summer convention. Northshore, Coeur d'Alene, Idaho.

Aug. 18—*Kansas Association of Broadcasters* sports seminar. Kansas City Royals Stadium, Kansas City, Mo.

Aug. 20-23—*National Association of Broadcasters* radio programming conference. Hyatt Regency hotel, Chicago.

Aug. 23—*Tennessee Association of Broadcasters* regional license renewal seminar. Hilton Airport Inn, Nashville.

Aug. 24-25—Third annual Chicano Film Festival, project of *Centre Video of Oblate College of the Southwest*. Entries must be received by July 15. Theatre for the Performing Arts and the La Mansion motor hotel, San Antonio, Tex. Inquiries: 285 Oblate Drive, San Antonio 78216.

Aug. 24-27—*West Virginia Broadcasters Association* fall meeting. The Greenbrier, White Sulphur Springs, W.Va.

hotel, Boston. Information: Paul LaCamera. WCVB-TV Needham, Mass. 02192.

Oct. 29-Nov. 3—Society of Motion Picture & Television Engineers convention. Americana hotel, New York.

November

Nov. 3-4—Fifth annual advertising conference of Wisconsin. Sponsored by state ad clubs, Wisconsin Newspaper Advertising Executives Association and University of Wisconsin-Extension. Wisconsin Center, Madison.

Nov. 6—Federal Trade Commission hearing on children's advertising. San Francisco.

Nov. 9-12—National Association of Farm Broadcasters fall meeting. Kansas City, Mo.

Nov. 13-15—Television Bureau of Advertising annual meeting. Continental Plaza hotel, Chicago.

Nov. 15-18—National convention of Society of Professional Journalists, Sigma Delta Chi. Hyatt House, Birmingham, Ala.

Nov. 20—Federal Trade Commission hearing on children's advertising. Washington.

Nov. 26-30—Annual conference of North American Broadcast Section-World Association for Christian Communication. Galt Ocean Mile hotel, Fort Lauderdale, Fla.

December

Dec. 4-5—National Cable Television Association board meeting. Anaheim, Calif.

Dec. 5—Advertising Research Foundation Western conference. San Francisco.

Dec. 6-8—Western Cable Television Show. Disneyland hotel, Anaheim, Calif.

Dec. 12-14—Midcon'78 electronics show and exhibit. Dallas Convention Center, Dallas.

January 1979

Jan. 5-8—International Winter Consumer Electronics Show, sponsored by Electronic Industries Association/Consumer Electronics Group. Las Vegas Convention Center, Las Vegas.

Jan. 14-21—National Association of Broadcasters joint board meeting. Wailea Beach hotel, Maui, Hawaii.

Jan. 17-19—First U.S./African Telecommunications Conference, sponsored by the Electronics Industries Association's communications division. Nairobi, Kenya.

Jan. 19-20—Florida Association of Broadcasters midwinter conference. Holiday Inn, Tampa International Airport, Tampa, Fla.

Jan. 21-24—National Religious Broadcasters 36th annual convention. Washington.

March 1979

March 8-12—National Association of Television Program Executives conference. MGM Grand hotel, Las Vegas.

March 25-28—National Association of Broadcasters annual convention. Dallas.

Open Mike[®]

Dear sir, you cur

EDITOR: While one would assume that a trade paper editorial staff would possess expertise, nevertheless I recognize knowledge is not a requisite for editorial content. I refer to your editorial, "Groping in the Dark," in the June 5 issue.

In the first place, the dispute is not over commercial load, but rather the concern is for "clutter" or as described in another manner, nonprogram material. Many viewers are not able to distinguish between

commercials and promos, or commercials and PSA's—to them, it is all advertising, and it would appear BROADCASTING has the same problem.

Second, we, the code board, are not "tinkering," and we will not make our decision, as you have so clearly stated, on how much the various pressure groups will stand. We do, however, clearly respond to the public's interest.

The research you have suggested is ongoing. In addition to regular Code Authority procedures, I appointed a special

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Broadcasting

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Phone: 202-638-1022.

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

EDITORIAL

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PRODUCTION

Harry Stevens, production manager.

ADMINISTRATION

Irving C. Miller, business manager.
Philippe E. Boucher.

BUREAUS

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

Winfield R. Levi, general sales manager.
David Berlyn, Eastern sales manager.
Ruth Lindstrom, account supervisor.
Harriette Weinberg, Priscilla K. Johnson, advertising assistants.

Hollywood: 1680 North Vine Street, 90028.
Phone: 213-463-3148.
Bill Merritt, Western sales manager.
Sandra Klausner, editorial-advertising assistant.



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. □ Microfilms of *Broadcasting* are available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103. □ *Reg. U.S. Patent Office. □ Copyright © 1978 by Broadcasting Publications Inc.



YOUR DOG PROBABLY EATS BETTER THAN THEY DO.

Storer stations are concerned about the aged and are doing something about it.

Today for many of the 23 million Americans 65 and older, the term "Golden Years" is a cruel joke.

Nearly 1 in 6 lives in poverty, their small fixed incomes eaten alive by soaring inflation. One-third, it's estimated, get fewer than 3 meals a day. Some are starving. Others resort to eating from garbage cans.

This in a nation that last year spent more than \$1.6 billion for dog food, and over a half-billion for cat food.

To make matters worse, about two-thirds of our elderly live in cities or suburbs, where they're preyed upon by thieves, drug pushers and muggers. Often ill, and afraid to venture out, many live lonely desperate lives in small inadequately heated rooms.

Worse yet, it's figured that by the year 2,000, there will be 30.6 million Americans 65 or older—one out of every eight.

Obviously there's an urgent need for help. A need Storer Stations respond to by calling the plight of senior citizens to the attention of local communities in editorials and programming.

WJBK-TV in Detroit, for example, recently fought against the medical phenomenon called "transfer trauma" said to cause many elderly deaths. Due to budgetary considerations, a 200-patient Long Term Care Facility was to be converted into a psychiatric treatment center, and elderly patients scattered among other facilities. Heeding the pleas of WJBK-TV, legislators responded with overwhelming support for a grant to continue the Facility.

WSPD-TV in Toledo faced a different problem. A law designed to give heating bill discounts to the elderly and disabled was passed. But because of official foot-dragging, those who qualified had little over a month to apply. Application forms were hard to come by and the plan flopped. That is, until WSPD-TV took up

the cudgel for simplifying procedures and eliminating the deadline.

In San Diego, KCST-TV editorials gave enthusiastic support to a volunteer effort by local police. Their offer: free home inspections for senior citizens, to check doors and windows and recommend ways to make homes more burglar-proof. KCST-TV also threw its backing behind legislation to correct nursing home abuses with toll-free hotlines, surprise checks by the District Attorney, plus more.

Getting deeply involved in the vital affairs of the communities they serve is typical of all Storer Stations. We feel the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

Broadcasting that serves.

THE
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WCSC-TV



CHARLESTON S.C.

**SILVER ANNIVERSARY
1953-1978**

WCSC-TV is proud to be the first television station in the state of South Carolina to celebrate twenty-five years of service.

These twenty-five years have been possible because of the support of our community, our clients, our network friends; and all of our colleagues in the industry. Most importantly, however, these years have been possible because of the support of our own associates whose names are listed across from this page. We want to take this means to thank them for allowing us to offer the finest local service possible. We challenge them to maintain that quality for the next twenty-five years.

A handwritten signature in cursive script that reads "John M. Rivers".

John M. Rivers
Chairman of the Board, WCSC, Inc.

A handwritten signature in cursive script that reads "John M. Rivers, Jr.".

John M. Rivers, Jr.
President, WCSC, Inc.

WCSC, INC. STAFF

JIM ALEXANDER
CLEO ANCRUM
DOUG ATHERTON
GUS BAILEY
MIKE BECKMAN
JACK BECKNELL
ED BOLLING
BUZZ BOWMAN
FRANCES BRAMLETT
LIZ BRISACHER
MAURICE BROWN
ROD BULLARD
BOB CASEY
MIKE CHAMPION
DEBBIE CHARD
DAN CHETWOOD
BEVERLY COCHRAN
AARON COLEMAN
BILL COYLE
JAY CRAVEN
RUBY CRAVEN
TOM CRENSHAW
GUY DAVIDSON
DILLIE DEKLE
JIM DEMAURO
BILL DEWERT
SUSAN DWORCK
LISA DYE
RUTH EDWARDS
FAYE EISERHARDT
LEROY FIELDS
EILEEN FINK
VANESSA FRAZIER
DUFFY GIBBLE
NORMAN GREEN
JAN GRIFFIN
CHARLIE HALL
STACEY HALL
BOB HEAD
JIM HEAP
KEN HEGE
CHARLES HELMS
NICK HARVEY
H. PATRICIA HERRON
PATSY HICKEN
MIKE HIOTT
HUGH JETT
MONTY JETT
TED KELLY
JENNIE KING
GORDON KNIGHT
LOWELL KNOUFF
HAROLD KRAMER
ELIZABETH LEWINE
BOB LORENZEN
GEORGE LOUD

JOANIE LUCAS
ANN MARTIN
MIKE MCCOY
PATTI MEEKS
FRANK METZ
SALLIE MOULTRIE
LORETTA MOUZON
PAUL MULLER
BOB NEAL
CYRUS NEWITT
EVÉ NEWITT
SADIE OGLESBY
FRANK PALMER
WARRREN PEPPER
BOB PETIT
JIM PETIT
CAROL PHILLIPS
MARK PIERCE
HANK PUTNAM
JIM ROCCO
PEGGY RUFF
BILL SANDERS
JOE SARCO
LARRY SAVAGE
RANDY SCOTT
CHRIS SCHAFER
PAT SELLARS
BILL SHARPE
YVETTE SHECUT
FRANK SHOEMAKER
NATHANIEL SINGLETON
PENNY SLOAN
BOB SMITH
JERRY SMITH
DAVID STANTON
SYLVIA STEVENS
DEBBIE STEGALL
JAMES SUMTER
CAROL TANNENBAUM
CHARLIE THOMPSON
RALPH THORNLEY
MARY TOLBERT
DAVID TURNER
PATTY TURNER
JIM VANN
WILLIE WALKER
MARTHA WASHINGTON
LOVELL WAUGH
ROLAND WEEKS
VESTER WENTZELL
DEBBIE WESTBROOK
PEGGY WHITAKER
GLORIA WHITSON
JERRY WISE
RENEE ZEIDE

committee in October 1977 to study the problem of clutter, either perceived or real. For your additional information, this special committee has been using research obtained from station managers around the country, the network affiliates, the Association of National Advertisers, the networks, the American Association of Advertising Agencies, station representatives—regional and national. Forgive us for not consulting BROADCASTING magazine.

While we are slow, we try to be thorough. We are forced to use some guesswork because, as I am sure you are aware, social science research cannot be exact. It would be nice if BROADCASTING magazine would stop "Groping in the Dark" for editorial comment.—*Robert J. Rich, KBJR-TV Duluth (Minn.)-Superior (Wis.), chairman, National Association of Broadcasters television code review board.*

Open wide

EDITOR: This letter responds to a remark in your June 5 editorial, "The Slowly Opening Doors." In it you criticize the principle behind the Federal Trade Commission's current proposals to curb the unlimited access to children's eyes and ears which television grants to advertisers. You accuse the agency of judging "the public to be too dumb to understand television advertising..."

I pass over the obvious matter that "the public" in question happens to include millions of children, whose lack of understanding indicates not that they're "dumb" but that they have only childish understanding—by definition. To afford them the benefit of a policy worked out by specialists at a government agency, whose job it is to study their interests and act on behalf of their interests, is no comment on this public's intelligence.

Preschoolers, averaging about 30 hours a week in front of the set, spend most of their waking hours plunged into the world of sight and sound broadcasters urge them to "keep tuned" to. Older children, equally obedient, average only a few hours less. Since 22% of air time goes to commercials and similar promotional material, American children get something like 800 or 900 of these 10-, 20- and 30-second dramas every week. It adds up to approximately a quarter of a million promotional vignettes loaded into the child's intimate environment before the first day of kindergarten. Under these conditions, the FTC's proposed rules are the merest tokenism, half-hearted measures to act on behalf of its client, the public.

Unless government agencies face up to this massive alteration in the country's thought environment, and decide to act in the interests of their clients—the public—with the dedication that characterizes the counselors to private interests, we shall never succeed in channeling the effects of the television midway on the culture of the watching nation.—*Rose K. Goldsen, professor, Cornell University, Ithaca, N.Y.*

Left out

EDITOR: Your "Changing Hands" column of May 29 inadvertently omitted WBLI(FM) Patchogue, N.Y., as one of the stations owned by Beck-Ross Communications. Although WGLI(AM) Babylon, N.Y., has been sold, subject to FCC approval, Beck-Ross will continue to run WBLI(FM).—*James E. Champlin, vice president, administration, Beck-Ross Communications Inc., Rockville Centre, N.Y.*

Small is beautiful

EDITOR: Reading Gordon Lack's letter (BROADCASTING, May 22) brought to mind the many joys and experiences that are akin to small-market radio.

I have been in small-market radio for the past 13 years. Like Mr. Lack, I would not trade these last 13 years or the experience gained in them for any position at any network or major-market operation anywhere.

Small-market radio is the best way to learn the inside of the business. I lecture several times a year to broadcasting students at our local community college, and fully intend to use Mr. Lack's letter as a part of my presentation.—*Kelly R. Watts, general manager WKAD(FM) Canton, Pa.*

EDITOR: I see it's once again time for the annual "I can't get a job without experience" letter in "Open Mike." In some cases Kevin Freeman (June 5) is right: You can't get a job in radio or television without experience. But has he tried small market stations?

All of today's broadcasters had to make a hard choice at some point in their career. Mine was to pick up my wife and move south 1,000 miles. It's a choice I never regretted, although I took a pay cut to make the move to a small market.—*Roy S. Lamberton, manager, KGOU(FM) Norman, Okla.*

Widening 'Wide World'

EDITOR: Your article reviewing sports programming trends on network television [BROADCASTING, June 5] was interesting. However, had it extended the measurement period [beyond the end of 1977 it would have shown that] Saturday's *Wide World of Sports*, for example, has not declined in ratings but has grown. Comparing January-May 1978 with the same period in 1977 shows the rating up from 10.0 to 10.5 and the share increasing from 25 to 27. Sunday's *Wide World*, while down slightly, still continues to be the number-one ranked show of any sports series on the air (13.0 in the first quarter of 1978). ABC's *Pro Bowlers Tour*, likewise, is not down in ratings for the most recent measurable period. Comparing January through April 1978 to 1977 shows an increase from a 7.1 rating to 7.9. The share is up from 22 to 24.—*Patricia J. Matson, director, business information, broadcasting, ABC, New York.*

Monday Memo[®]

A broadcast advertising commentary from Carl W. Nichols, chairman, Cunningham & Walsh, New York.

The old advertising won't work with the new woman

Ah, women. While they have always been a subject of the greatest interest, advertisers and broadcasters should be giving them more profound thought than usual. Women are changing.

First, they are changing in their role as homemaker. Cunningham & Walsh recently conducted a research project on the life style of the typical American middle-class family as defined by income, number of children, working status of the wife, husband's occupation and living area. Fifteen couples were brought together from all over the country for a three-day conference comprising 12 focus group sessions. We flew the couples to Connecticut, all expenses paid, in return for their cooperation and participation. In half these families, the wife worked. But whether she worked or not, certain insights emerged about her role as family manager.

Inflation has reduced discretionary income considerably, so that budgeting and pre-planning are more important than ever. The wife, we learned, is chiefly responsible for the family finances and not only controls supermarket shopping but also has a larger voice than we imagined in the purchase of big-ticket items such as cars, houses and major appliances. The husband has relinquished much of his hold on the purse strings, and the wife is now the home's chief financial officer.

A follow-up quantitative study confirmed this qualitative research.

Certainly this information tells advertisers something about the way they should be addressing the housewife. Advertising that is condescending or lacks respect for her intelligence will not be effective in talking to her.

Also, pre-planning means the woman resists impulse purchases and sticks to her "list." Her shopping decisions revolve around the question, "Do I need this product?" Advertising, more than ever, must inform her of clear product benefits. In other words—back to advertising basics. The product, not the technique or entertainment, must be hero.

Because the housewife is the architect of much of the family's financial planning, car, bank and financial advertisers might investigate the feasibility of scheduling their messages against women—in daytime as well as nighttime television.

Perhaps the most astounding way women are changing is their entry into the labor force. Almost half of all women 16 and over work. Eli Ginsberg, professor at Columbia University and chairman of the National Commission for Manpower Policy, calls this "the single most outstanding phenomenon of our century."



By next month, Carl W. Nichols will have spent 32 years with Cunningham & Walsh. For the past 17, he has been, first, the agency's president and then chairman, directing its growth from \$35 million in annual billings to \$140 million. He joined the agency's research department in 1946. In 1949 he became a writer in the copy department. In 1957 he was elected a vice president, creative director and member of the agency's management committee. In July 1961, at the age of 37, he was elected president of the agency, a position he retained until 1968 when he was elected chairman.

We are all familiar with the media image of the working woman. She has infiltrated the highest levels of business. She is often glamorous, aggressive and every bit as competent as her male colleagues.

In blue-collar jobs, women have broken the discriminatory barrier. We read articles on women who repair bridges and install telephone wire.

Mary Richards, on CBS-TV's *Mary Tyler Moore Show*, boosted the image of the young single woman in pursuit of a career.

The publishing industry has pursued this sophisticated, upwardly mobile market segment with magazines such as *New Woman* and *Working Woman*. The latter recently featured articles such as "Women Pilots: On the Way Up," and "Nobel Prize: How a Wife and Mother Won It."

The media image of the working woman, however, depicts only a fraction of the female work force. Of today's working women, 61% are married and 50% are mothers of children under 18. The working mother, like the nonworking mother, must shop, clean and take care of her children's needs. Her salary supplements

her husband's income and helps push the family into the middle- and upper middle-class income bracket. Without her contribution, extras such as a family vacation or a snowmobile might be beyond reach. The working mother may not be glorified in a television serial, but she represents a far greater segment of the female labor force than the high-powered career woman.

All working women have one important media habit in common: They watch less television than their nonworking counterparts. They simply aren't home.

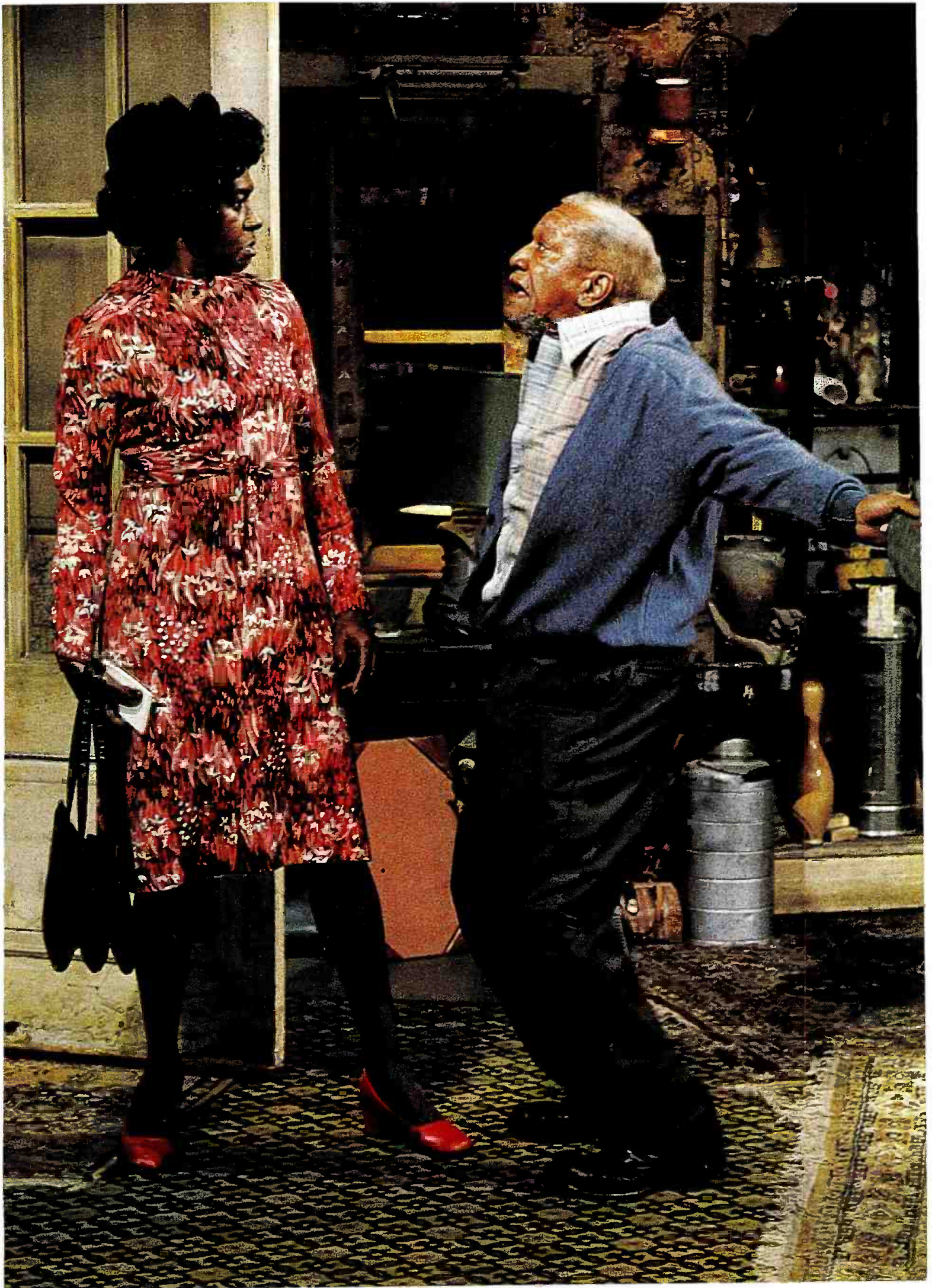
Furthermore, working women spend more time reading magazines than non-working women. Without derogating television as a powerful, impactful and dramatic medium, print is now emerging with certain of its own strengths for reaching the working woman. For one thing, print directly and effectively targets that large segment of working mothers. Women's service books in particular have achieved great success by combining a traditional orientation with articles that help women in their changing life styles. For example, in addition to features on crochet toys, decorating ideas and "heavenly strawberry shortcake," recent issues of *Woman's Day* contained articles on "The News About Sex in Marriage," "What Women Won't Trade for 'Independence,'" and "How To Use Your Money To Get What You Really Want."

Working mothers are particularly hungry for information. They are fashioning life styles completely different from their mothers'. They are juggling a marriage, household, children and a job.

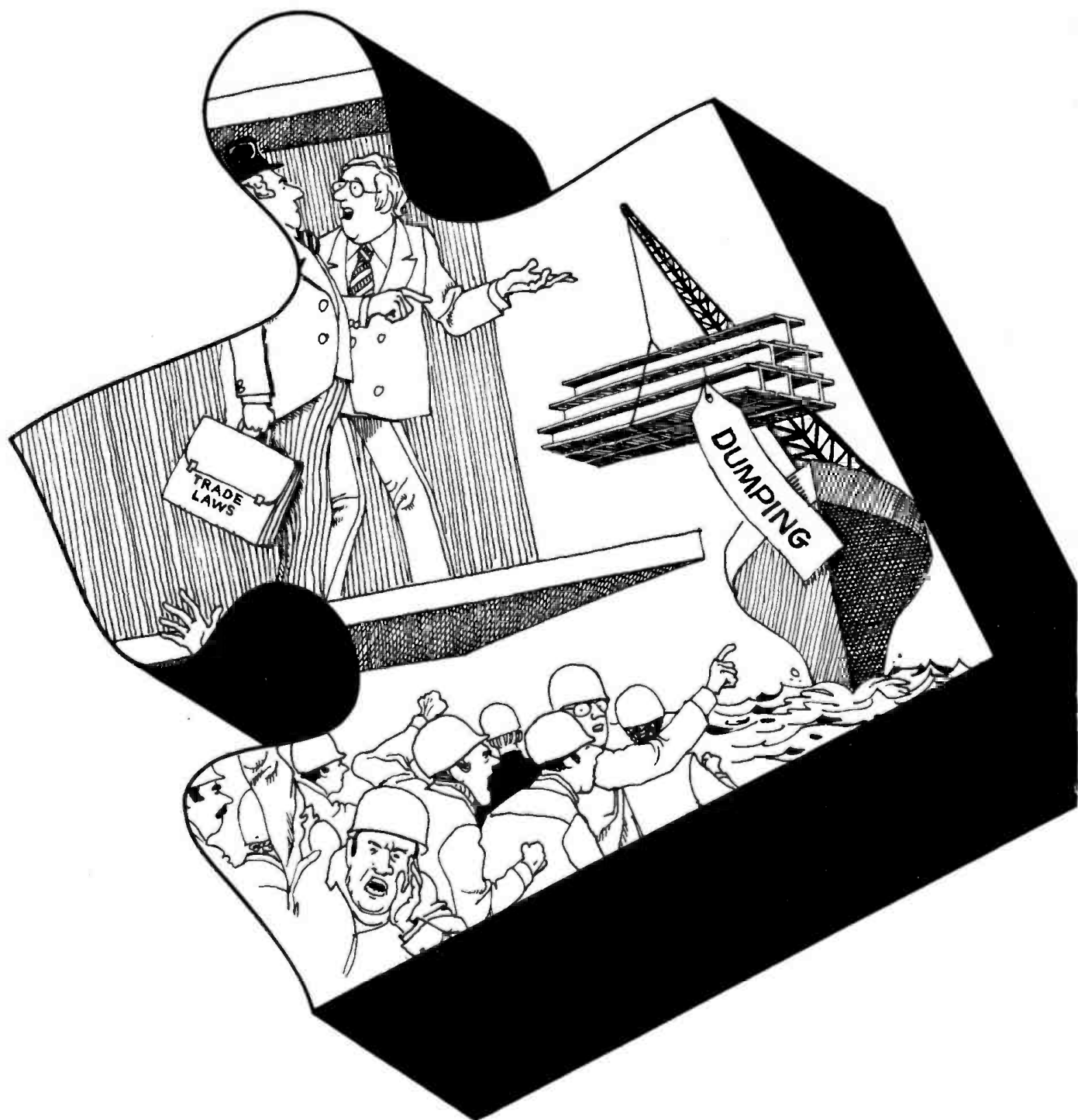
Just as we in advertising must take a closer look at print for reaching today's woman, so broadcasters, too, might want to examine print's success in reaching this market. Print has recognized that whether women are staying at home or working or combining the two, their outlook is worldly. Topics such as money, insurance and travel hold increasing interest for them.

This kind of woman is a potentially receptive audience for high-quality, mature programming. Though Nielsen tells us that television delivers the same large numbers as always, how much satisfaction are people getting from watching? They may be listening, but is their attention fully engaged? From the advertiser's point of view, a program that succeeds in involving women in a positive way is a stronger selling vehicle than one that elicits only a superficial response.

In other words, give this market something they can cut their teeth on. Today's woman is charting new territory, and the reverberations throughout the marketplace will continue to be felt.



Vigorous enforcement of existing jobs for steelworkers -- and for a



**Fair play in steel trade:
part of the solution to the steel industry puzzle**

trade laws can save lot of other Americans, too.

America's existing trade laws were designed to encourage *fair* trade between our nation and others... and also to prevent damage to *any* domestic industry caused by *unfair* trade practices.

One of America's trade laws states that it's illegal for a foreign producer to sell his product in the U.S. at a price *below* his full cost of production.

That's called "dumping." And that's what foreign steel producers have been doing in recent years. "Dumping" their products in the U.S.—in order to keep their plants running, their people employed. What they do, in effect, is export their unemployment to the U.S.

But "dumping" is not just a steel industry problem. That illegal practice affects many American industries and many hundreds of thousands of workers.

One answer: enforce the existing trade laws

Free trade, yes. But *fair*. We don't think any American industry is asking for too much when it demands *fair play* here in our own country. When it asks our government for vigorous and effective enforcement of existing laws.

Trigger pricing

One attempt to achieve fair

play for America's steel industry is the trigger price mechanism implemented by the Administration.

Objectives of the mechanism are (1) to monitor the prices of steel imports into the U.S. and (2) to initiate accelerated anti-dumping investigations of imports priced below the trigger price mechanism.

To be effective, the mechanism must reflect the *full* cost of the foreign producer for steel landed in the U.S. If it does not, it will not really eliminate the unfair trade practice of "dumping."

Still needed: U.S. tariffs on steel

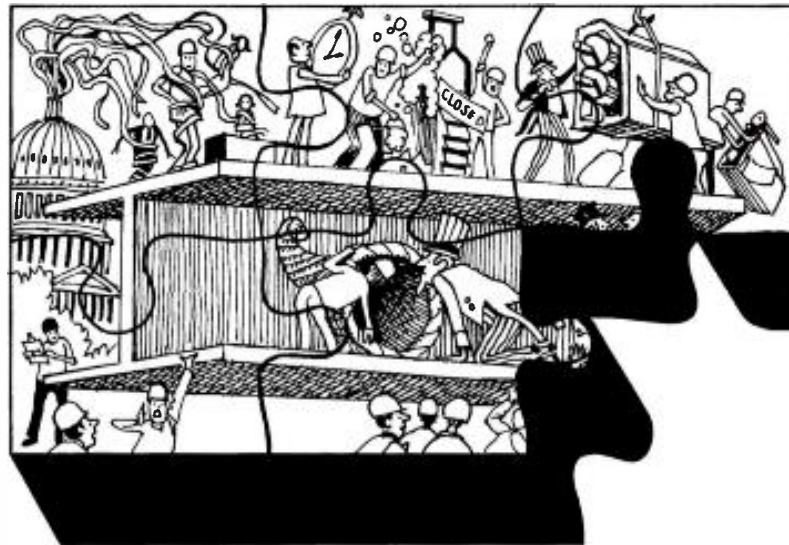
Regardless of the ultimate impact of the trigger price mecha-

nism, we believe that existing U.S. tariffs on steel should be retained. These tariffs are an element of moderation in the international arena for steel trade. They must be maintained until such time as fair and nondiscriminatory world trade in steel has been achieved.

Washington must help

Unfair trade practices, such as "dumping," benefit foreign products and foreign workers at the expense of our own. If you believe the U.S. government should enforce U.S. laws to stop such unfair practices, please write your representatives in Washington and tell them so.

Bethlehem Steel Corporation,
Bethlehem, PA 18016.



Bethlehem 
In search of solutions

The word on
EVERYDAY™
 IS:
GO!



We're Going with EveryDay

The "next generation of reality television" becomes a reality in September. That's when we begin production of EveryDay at CBS Television City in Hollywood. First quality, first run. Fresh ideas, fresh faces. A "family" of talented individuals, guest stars and contributors providing an innovative hour of entertainment and information that you and your viewers will look forward to—EveryDay.

In New York, WCBS-TV is Going with EveryDay

Weekdays from 9 to 10 am in the No. 1 market, beginning in October.

"We feel confident that EveryDay will generate the kind of interest to become an important part of the WCBS-TV broadcast schedule."

Neil Derrough
 Vice President and General Manager, WCBS-TV

In Los Angeles, KNXT is Going with EveryDay

From 3:30 to 4:30 pm as the lead-in to the news block in the No. 2 market.

"We think EveryDay has an innovative and engaging concept which will bring a fresh quality to daytime television."

Van Gordon Sauter
 Vice President and General Manager, KNXT

The Group W Stations are Going with EveryDay

KYW-TV Philadelphia WBZ-TV Boston KPIX San Francisco KDKA-TV Pittsburgh WJZ-TV Baltimore

...and so are other leading stations in key markets.

In fact, with 46 per cent already set, we are able to project to national advertisers 70 per cent coverage of U.S. households for fall.

**To Go with EveryDay
 in your market, call or write Joe Goldfarb now.**

**GROUP W
 PRODUCTIONS**

INCORPORATED/WESTINGHOUSE BROADCASTING COMPANY
 90 PARK AVENUE NEW YORK NY 10016 (212) 983-5088

Top of the Week

Crossowners win claim on crossownership

Supreme Court upholds FCC policy ruling out future instances of co-located newspaper-broadcast common ownership but upholding all but 13 present combinations

For the FCC, the victory had to be as sweet as it was complete. For most of the broadcasters and newspaper publishers involved, the news came as a relief and, if it was not all that they might have wished, it was probably as much as the more hardheaded among their lawyers expected.

The commission's victory and the source of relief for the media owners across the country came in the Supreme Court's 8-to-0 decision last week to affirm the FCC's media crossownership rules—its solution to the problem of promoting diversification of ownership of the mass media.

The crossownership question is not likely to disappear, however. Although the court gave cheer to media lawyers in agreeing with the commission that "past performance" by an incumbent is "the most important factor in deciding whether to grant license renewal," it did not leave crossowners invulnerable to challenge: Diversification of ownership can still be invoked in comparative hearings and petitioners to deny have various grounds on which to attack. And a new crop of petitions is a possibility.

But last week, commission officials were relishing what one of them called "a smashing victory." For the Supreme Court, in a decision coming three years after the commission's order was issued (under the chairmanship of Richard E. Wiley) and eight years after the crossownership rulemaking was begun, affirmed the commission in every particular.

The creation of new co-located crossownerships is prohibited as is the transfer to new owners of existing broadcast and newspaper combinations in the same market, but in most cases existing crossownerships will not be broken up.

Only the owners of seven newspaper-television and nine newspaper-radio combinations will be required to sell off one or the other of their properties. They are in-

involved in what are described as "egregious" cases of media monopoly—ones in which the only newspaper in a community is under common ownership with the only radio or television station—and all are located in small markets. (Actually, the number has been reduced to 13 because of changed circumstances in three markets and could wind up as low as 10, as a result of pending pleadings.) The commission order requires divestiture by Jan. 1, 1980, but the parties can request waivers to continue operating.

The court, in an opinion written by Justice Thurgood Marshall, held that the commission had adopted "a reasonable means of promoting the public interest in diversified mass communications."

To receive that vindication, the commission had to run a gauntlet of opposition that included newspaper publishers and broadcasters, who contended it had gone too far, and the National Citizens Committee for Broadcasting and the Department of Justice, which said it had not gone far enough.



Justice Marshall on FCC crossownership policy:

“A reasonable means for promoting the public interest in mass communications.”

And in affirming the commission, the Supreme Court reversed in part a decision of the U.S. Court of Appeals in Washington, which had sided with NCCB and Justice in an opinion that left media interests badly shaken. The appeals court had sustained the prospective rule but had held that the commission's treatment of existing crossownerships was arbitrary and

capricious—that the commission lacked a rational basis for grandfathering most existing combinations while banning new ones. Accordingly, it directed the commission to initiate a new rulemaking aimed at requiring the breakup of all existing crossownerships—some 150 in all—except those that could qualify for a waiver (BROADCASTING, March 7, 1977).

The commission and industry parties argued that the court had exceeded its authority in issuing such an order. Justice agreed with that position; it said only that the case should be remanded to the commission for further consideration. But Justice Marshall said that in view of its disposition of the appeals, the court need not deal with that question.

Grandfathering most existing combinations was not arbitrary and capricious, Justice Marshall wrote. While diversification of media ownership carries with it public interest benefits, he said, the disadvantages of forced divestiture would outweigh the potential gains. And he cited the arguments the commission had made against such divestiture: the loss of the stability and continuity of meritorious service provided by the newspaper owners as a group, the unfair denial of opportunity for such owners to remain as operators, the "economic dislocations" that might prevent new owners from obtaining sufficient working capital to maintain the quality of local programming, and the probable decrease of local ownership of broadcast stations.

Nor was the decision to require divestiture in the "egregious" cases irrational, in the court's view. Justice Marshall noted that the judgment was based on the same assumption that underlies the diversification policy itself and the prospective ban—that the greater "the number of owners in a market, the greater the possibility of achieving diversity of program and service viewpoints." And as for the standards the commission used in determining the situations to be broken up: "Some line had to be drawn," and the one drawn by the commission to separate monopoly situations "was hardly unreasonable."

The court's decision was described by National Association of Broadcasters President Vincent T. Wasilewski as "gratifying." One of the NAB's concerns, he said, "was that an adverse decision by the Supreme Court would be used as a precedent for the divestiture of AM and FM and radio and television co-ownerships in the same city."

However, he expressed disappointment over the treatment accorded the licensees involved in the "egregious" cases. "We

Singled out. There were 16 combinations ordered broken up in the FCC crossownership rules that were issued in January 1975.

The television stations affected: WHMA-TV Anniston, Ala. (*Anniston Star*); WALB-TV Albany, Ga. (*Albany Herald*); KIMT(TV) Mason City, Iowa (*Mason City Globe-Gazette*); WTOK-TV Meridian, Miss. (*Meridian Star*); WNNY-TV Watertown, N.Y. (*Watertown Daily Times*); KTAL-TV Texarkana, Tex. (*Texarkana Gazette-News*), and WHIS-TV Bluefield, W.Va. (*Bluefield Daily Telegraph*).

The radio stations: KXAR(AM) Hope, Ark. (*Hope Star*); WCRA-AM-FM Effingham Ill. (*Effingham News*); WKAI-AM-FM Macomb, Ill. (*Macomb*

Daily Journal); KSOK(AM) Arkansas City, Kan. (*Arkansas City Traveler*); WOAP-AM-FM Owosso, Mich. (*Owosso Argus Press*); WJAG-AM-FM Norfolk, Neb. (*Norfolk Daily News*); WFIN(AM)-WHMO(FM) Findlay, Ohio (*Findlay Courier*); WCED-AM-FM DuBois, Pa. (*DuBois Courier Express*), and WCLO(AM)-WJVL(FM) Janesville, Wis. (*Janesville Gazette*).

Over the past three years, the list was reduced to 13, as the *Hope Star* sold KXAR(AM) and new radio stations began operating in or near Janesville and DuBois. Pending before the commission are pleadings alleging changes in circumstances that would also remove KTAL-TV, WFIN(AM)-WHMO(FM) and WTOK-TV.

still believe that those owners in the smaller markets with multiple holdings that now must presumably divest are being treated unfairly."

The American Newspaper Publishers Association expressed a similar view. Jerry W. Friedheim, ANPA general manager, issued a statement expressing pleasure over the reversal of the appellate court's order that would have required the breakup of all co-located newspaper-broadcast combinations, and "distress" over the decision to let stand the commission's order regarding the "egregious" cases. He also said ANPA is deeply disappointed by the decision to affirm the protective ban.

Although lawyers for the newspaper and broadcasting industries saw their efforts fall short of their stated goals, none seemed particularly disappointed over the outcome. Lee Loevinger, the former FCC commissioner who represented the NAB in the proceeding, said that while the opinion was a letdown in some respects, he thought it was "rational," and one that was "significant" for the court's apparent effort "to deal with the problems in a calm manner." He said this was in contrast to the appeals court's decision, which he said was marked by a "strident" tone.

However, Mr. Loevinger noted that while this particular case is settled, the issue posed by crossownership is not. "We're just moving back to normal confusion," he said.

And Nicholas Johnson, the former FCC commissioner who heads NCCB, said last week that citizen groups will resort to the petition to deny. They will, he said, engage in a kind of "guerrilla warfare" against commonly owned broadcast properties. An across-the-board ruling would have been preferable, he said. "But if the court says we have to do it this way, we will." And in what seemed an effort to underline his warning, he said "If I were counseling common owners, I'd counsel them to swap."

But if the owners of crossowned stations can look forward to the future with somewhat more confidence than they could in the 15 months since the appeals court's decision, broadcast industry representatives see the opinion as a defeat in efforts to obtain greater First Amendment status for broadcasting. This is one of the disappointments to which Mr. Loevinger referred.

Justice Marshall distinguished broadcasting from the print media in stating: "Efforts to enhance the volume and

quality of coverage of public issues through regulation of broadcasting may be permissible where similar efforts to regulate the print media would not be." Furthermore, Justice Marshall said, the commission's rules do not require a newspaper owner to "forfeit anything in order to acquire a license for a station located in another community."

But if those passages troubled media lawyers, they provided encouragement for Mr. Johnson. He also drew support from a section of the opinion in which the court distinguished newspapers and television from magazines and television from radio in terms of their influence as sources of local news.

Van Deerlin-Frey togetherness stops short of license fee

While that proposed rewrite of Communications Act was joint venture, they differ on purpose to be served by levy; Mr. Frey would allot only leftovers, not main fund, to public broadcasting

The Communications Act rewrite was a 50-50 proposition between House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) and subcommittee ranking Republican Lou Frey (Fla.), but although they agreed on the final working of the bill, on at least one major provision they have not found the middle ground.

Mr. Frey, in a conversation last week, made it clear that his view of the proposed license fee is not as expansive as Mr. Van Deerlin's. The latter looks at the fee as a way to fully fund the proposed Communications Regulatory Commission, the government's share for public broadcasting programming, and loans to stimulate minority ownership in broadcasting and the expansion of rural telecommunications.

But Mr. Frey said last week he sees it as a way to pay the commission's bills. And he stopped at that. If there is money left to spend on the other programs, "fine."

Mr. Van Deerlin has estimated that if the fee were in effect now, about \$350 mil-

lion would go to the programs he envisions: about \$50 million for the CRC, \$200 million for the proposed Public Telecommunications Programming Endowment, and roughly \$100 million together for the minority ownership and rural telecommunications funds (the total assumes that all fee payers would be paying the entire fee, whereas in practice the bill provides fees be phased in gradually over 10 years). Mr. Van Deerlin added last week that in setting the fee scales for broadcasters, consideration will be given to the amount of proceeds they are intended to produce.

Mr. Frey, who is not a great fan of public broadcasting, said on the other hand that the fee will not be based on the needs of the programs that will receive it. "We're not going to look at the requirements for public TV ... and then adjust the formula to it," he said.

The congressman said he does not "feel as strongly about [the fee] as other people," and continues to have misgivings about using the money for public broadcasting. Part of this misgiving is his concern that people will perceive the measure as taking money from the rich commercial broadcasters and giving it to the poor public broadcasters—a sort of Robin Hood principle. "I wouldn't support a bill that had that," and this one does not, he said. He took credit for seeing that the bill goes no further than to promise the other programs the "remaining" fees after the CRC's bills are paid.

An early draft of the rewrite went as far as to include a fee schedule for broadcasters and other spectrum users. But that section was deleted, Mr. Frey said, also at his urging. "We haven't had testimony on this, and I think we need it," he said.

Mr. Frey was anxious to convey that the rewrite was a joint project, the result of vigorous interplay of ideas between him and Mr. Van Deerlin and between their respective staff members. The staff members refer to the give-and-take as "an emotionally draining" process, akin to "being in the trenches" or sitting through a poker game that went on for weeks. "It wasn't just the staff under [subcommittee counsel] Chip Shooshan doing it," Mr. Frey said.

At certain times Mr. Frey and Mr. Van Deerlin butted heads, he said, while at others, he and Mr. Van Deerlin were together but the staff couldn't agree. The result, in Mr. Frey's opinion, is a balanced bill.

Are broadcasters justified in sus-

pecting hidden traps. "No, but I can really understand their feeling, because this is the first time we've really done what we've said," Mr. Frey said, meaning that Congress has proposed a complete overhaul of a regulatory structure that de-emphasizes regulation.

Broadcasters, he said, should love it. The bill does not threaten to take their business away, and for radio removes all program restraints. Mr. Frey thinks one of the significant effects of the bill is a recognition that radio and television deserve to be treated differently. There is still scarcity in TV, whereas there is none in radio, he and Mr. Van Deerlin have decided. But even that will probably change, Mr. Frey said, as UHF is brought to parity with VHF and the spread of broadband technology brings more program channels to television.

But more important than the broadcasters is the public, Mr. Frey said, which will benefit from all this through increased choices of programming as the channels fill up, including more public affairs and specialty programs. A side benefit of the license fee, he added, will be the creation of a value on a license which should make it easier for minority applicants for stations to get bank loans.

Mr. Frey, who is currently running for governor of Florida, will give up his House seat regardless of that election's outcome at the end of this year. Although he won't be around to see the final product of the rewrite, he is optimistic that it will pass the subcommittee this year and ultimately both houses of Congress. The main thing, he said, is that there is nothing in the bill that is "way out on the right or on the left. The issues are questions of degree around the center."

There are other disputes to come, including conflicts between him and Mr. Van Deerlin judging by their differing views of the license fee. But the final result, he predicts, will look much like the present bill.

Looking for wolves in sheep's clothing

Heads of state associations grill rewrite staffers on new bill, remain skeptical about its over-all benefits to broadcasting

"We're worried about the sleepers in there. It's just hard to believe that anything that looks this good could come out of Washington."

Wade Hargrove, executive director of the North Carolina Association of Broadcasters, was expressing the general spirit of skepticism that greeted two staff members connected with the rewrite of the Communications Act when they appeared last week before a meeting of presidents and executive directors of state broadcast associations in Washington.

But while House Communications Subcommittee staff counsel Ron Coleman and Edwina Dowell maintained that there is nothing hidden in the bill, Mr. Hargrove and the broadcasters at the National Association of Broadcasters-sponsored gathering focused their questions on two of the bill's major provisions they found potentially troublesome: the proposed total deregulation of cable television and the license fee that all spectrum users would pay for the support of the new regulatory commission (Communications Regulatory Commission), for public broadcasting, and for the advancement of minority ownership in broadcasting and development of rural telecommunications.

Concerning the fee, they were told that the radio and UHF share of the bill would be minimal. Ms. Dowell said they would pay little more than it costs the commission to enforce compliance with technical standards: \$300 a year at the least. (Subcommittee Chairman Lionel Van Deerlin [D-Calif.], in a speech to the New Jersey Broadcasters Association on Monday, put the figure in the area of \$300-\$800. In

another discussion, he underscored that VHF television's portion would be dramatically higher. The largest TV stations—the network-owned TV stations in New York, for instance—he estimated would pay as much as \$5 million a year.)

Mr. Coleman said that the chief aim of the fee is to pay all costs of the regulatory commission. Whether the remaining funds are sufficient to cover the costs of the other programs for which the fee could be used is not at question, he said. Cross-subsidization is not the aim; Congress is committed to fund them with the help of general tax dollars if necessary, he said.

(Mr. Coleman, by way of background, holds a first class broadcast operator's license, and worked at radio stations in Montana and Virginia for seven years before finishing a law degree and going to work in Congress in 1970. He was one of the rewrite's three primary drafters. Ms. Dowell, also an attorney, joined the subcommittee after working for the Citizens Communications Center in Washington. Her rewrite specialty is broadcasting.)

Mr. Coleman also indicated he doesn't think the fee idea is a radical departure from past practice. "I would like to remind everyone that up until now, all licensees paid fees" to the FCC, he said. John Summers, NAB executive vice president and general manager, disputed that notion however, saying that over a period of five or six years, broadcasters paid a total \$47 million. The proposed fee, he said, "is not just another license fee."

The staffers cast the cable deregulation effect of the bill as another trade-off for the deregulation of broadcasting. They said it is possible that cable might once again come under the authority of the commission, but not without proof that it is hurting the public interest.

Under the bill, the commission is prohibited from regulating telecommunications services that are intrastate and do not use spectrum space to deliver their services to the consumer. By the drafters' definition that describes cable. Several broadcasters expressed concern about what they consider to be unfair competition from cable systems that import distant broadcast signals into their markets, but they received no comfort from the staffers. Mr. Coleman said it should be up to marketplace competition to determine which services survive. Added Ms. Dowell: "There will be no regulation of cable as an ancillary service to broadcasting."

The broadcasters were also suspicious that there might be some way to require them to divest themselves of stations. The bill would lower the multiple ownership limits to five radio and five television stations, but provides that no one now holding more than that number will have to divest. The staffers said they see no way the grandfathering provision can be circumvented.

The bill would do away with the com-



Van Deerlin and Frey

parative hearing process, but retains petitions to deny for television stations, a fact disturbing to some of the broadcasters who contended they would still be subject to legal wrangles over spurious petitions. But Ms. Dowell said that petition process would be cleaned up through the bill's requirement that the commission dispose of petitions within 90 days of final pleading.

The broadcasters were skeptical about other provisions.

The bill contains no mandate to the commission to regulate in the "public interest, convenience and necessity," but they indicated they thought such a standard would be established anyway through future rulemaking and court decisions that would develop new complex regulations.

But the staffers maintained there are no "wolves in sheep's clothing" in the bill. Especially as regards radio broadcasters, Ms. Dowell said. "It's going to take some time for people to get used to the idea that you're free."

Correction. The rewrite of the Communications Act would not permit the FCC to consider parties other than the proposed buyer in all broadcast station transfers, as was indicated in BROADCASTING's treatment of the new bill (June 12). The commission's discretion in that area would extend only to television station transfers, not to radio.

FCC goes for WPIX over Forum

Long-standing battle for New York TV station isn't over, however, as competitors take heart from Ferris-Fogarty-Brown dissent

The nine-year-old WPIX(TV) New York case reached the stage of FCC decision last week. And, as expected, the commission voted 4 to 3 to renew the station's license and deny the competing application of Forum Communications Inc. ("Closed Circuit," Jan. 23). But the case will now be appealed to the courts, and Forum will have an 85-page dissenting opinion as a starting point in assembling its arguments.

Leavitt Pope, president of WPIX, expressed gratification "that our license has been renewed and that the majority of the FCC has recognized our 30 years of service to the public." But Ronnie Eldridge, president of Forum, also seemed buoyed by the opinion. "We're pleased; we're sorry we didn't win, she said. "But, we've instructed our attorneys to file an appeal." Then she said, "I think in the end we'll win."

The majority—Commissioners Abbott Washburn, who supervised the writing of the opinion, Robert E. Lee, James H. Quello and Margita White—held that WPIX

merited "a plus of major significance for its past broadcast record and a moderate preference for integration of ownership and management."

The issue that has attracted the most attention in the case—news distortion and inadequate supervision of the newsroom—did not involve misdeeds of sufficient importance to warrant denial of renewal, the majority said. They concerned "peripheral aspects of the news," were few in number out of the thousands of items broadcast in the 1966-69 license period and amounted "to insignificant aberrations," in the majority's view.

The majority was referring to such matters as filmed television reports that had arrived by plane carrying "via satellite" supers; audio reports from Vienna being identified as coming from Prague at the time of the Soviet invasion of Czechoslovakia, and film of a tank at Fort Belvoir, Va., labeled as Vietnam's Central Highlands.

The minority—Chairman Charles D. Ferris and Commissioners Joseph Fogarty and Tyrone Brown—said in the lengthy dissent in which they joined that WPIX deserved a demerit on the news issue alone. They said WPIX was "guilty of a seriously deficient performance . . . which demonstrates either that the station's top management during most of 1969 directly condoned the improper past news practices or that they did not want to uncover

In Brief

Typical television station revenues increased 11.8% in 1977 to \$3,585,100 (total sales), and profits increased to \$809,800 (from \$760,900 in 1976), according to National Association of Broadcasters survey of 404 TV stations. Network compensation was \$362,100 (up 6.5%), national and regional spot advertising totaled \$1,491,400 (up 9.7%) and local advertising brought in \$1,731,600 (up 14.9%). Operating costs (\$2,366,000) were up, too, by 13.7%, causing 1977 profit margin to decline percentage point to 25.5%. Stations surveyed estimate revenues will increase another 10.2% in 1978.

□

Representative **Mark Andrews** (R-N.D.) lost bid to curb **FTC's children's advertising inquiry** last week after his amendment to appropriations bill was ruled out of order. Parliamentary footwork kept him from including amendment that would have forbade any government agency, **FCC as well as FTC**, from using funds "to limit" advertising of safe foods and toys. Point of order was raised, however, because FTC authorization bill, necessary before House may vote appropriation, has been held up since February in Senate-House conference committee.

□

FCC last week slapped **KCCY(AM) Corpus Christi, Tex.**, with **short-term renewal** to Aug. 1, 1979, and notice of apparent liability for **\$10,000**. Sanction involves station-sponsored dances and concerts, most of them free, in which KCCY provided bands but allegedly coerced them to play without direct compensation by threatening to withhold airplay of records. Fine is for failure to log as commercials ad lib plugs for events.

□

Although FCC has approved **\$70 million purchase of Rust Craft Greeting Cards Co. by Ziff Corp.** (BROADCASTING, May 15), two Berkman family members, Jack Berkman and his son Myles, have **asked commission to reconsider** action. They say price is too low and that commission's action will tend to influence Rust Craft stockholders who have yet to vote on merger. Berkman, who control about 13% of Rust Craft stock, say that FCC staff "changed its processing practice for the first time in this case" by approving transfer before stockholders did.



Vice President **Walter Mondale** circled room during reception at state presidents meeting in Washington last week (story page 34), meeting with, among others (l to r): Spencer Denison, executive director of broadcasters' political action fund (TARPAC); NAB President Vincent Wasilewski; Bob Rice, WRAU-TV Peoria, president-elect of Illinois Broadcasters Association; Mrs. Denison, and Jack Martin, WMTW-TV Portland, president of Maine Broadcasters Association.

□

Petitions to deny against seven stations, based largely on EEO allegations, **were denied** last week by FCC. Involved were Sonderling's **KIKK(AM)** Pasadena-KIKK-FM Houston; Metromedia's **KNEW(AM)** Oakland-KSAN(FM) San Francisco; General Electric Broadcasting's **KFOG(AM)** San Francisco, and Southern Broadcasting's **KOY(AM)** and **Arizona FM's KOY(FM)**, both Phoenix. Although it denied petition against Sonderling outlets, commission directed licensee to file new affirmative action program containing hiring goals and timetables. Action on renewal was deferred, however, because of Sonderling's involvement in commission's payola inquiry.

□

President Carter has directed Department of Justice to study **legislative proposals for protecting journalists**, in wake of Supreme Court decision that police may use warrants to make **unannounced searches of newsrooms**, even if no one in newsroom is suspected of crime (BROADCASTING, June 5). Vice President Walter Mondale made disclosure while speaking last week to Washington professional chapter of Society of Professional Journalists—Sigma Delta Chi. Attorney General

the facts about that misconduct."

The minority also concluded that WPIX had been guilty of violating the commission's sponsorship identification rules in failing to disclose the consideration the station had received for the broadcast of some programs.

But apart from those matters, the dissenters said, that WPIX's performance was at best "on the borderline of mediocre to average..." And that WPIX could only be given a plus of major significance by "doing extreme violence to any meaningful standard of 'sound, favorable and substantial service.'"

Although the majority affirmed the initial decision of Administrative Law Judge James Tierney, it departed from this in several respects. It rejected the notion that the incidents at issue in the news-distortion case were shielded from government scrutiny by the First Amendment. (The commission, it said, has a duty to consider charges that a licensee has deceived the public, whether through fraudulent contests or the slanting or rigging of news.)

But, more important for Forum in the event of a court appeal, the majority disagreed with Judge Tierney's conclusions that Forum was not financially qualified—it said Forum had demonstrated its ability to obtain \$4 million to implement its proposal—and that the challenger's ascertainment efforts were insufficient to comply with the commission's requirements.

("We're pleased the commission found Forum fully qualified," said Forum's attorney, Michael Finkelstein.)

The majority's preference for WPIX on the issue of integration of ownership and management was based on WPIX's 46% integration factor. Forum's proposal involved the integration of 24.7% of its ownership in management.

The minority, however, noted that WPIX, a part of the Tribune Co. organization, had proposed no integration until a competing application was filed against the renewal. The dissent also noted that stock involved could be redeemed after 1975.

The principal owner of Forum is the Oppenheim Co., which owns 36% of the stock. But the minority noted that a number of principals—among them, former and present broadcast executives and ethnic leaders—would be full-time participants in station management. The dissenters said Forum is entitled to a preference on the issue even without the added merit they said Forum deserves as a result of the proposed participation in management of minorities who own 5.7% of Forum.

Because of WPIX's role as a part of the Tribune Co. organization—which includes WPIX-FM, the *New York Daily News* and WICC(AM) Bridgeport, Conn.—Forum, which has no other media interests, deserves a preference on the criterion of diversification, the majority said.

It's official: House will control cameras

Issue is finally pushed to a vote,
and broadcasters lose their case

The networks, the Radio Television News Directors Association and others linked in battle against a House of Representatives-controlled television system lost the war last week. The House, on a vote of 235 to 150, sided with Speaker Thomas P. (Tip) O'Neill Jr. not to let anyone but House employees control the cameras that early next year may begin daily television coverage of House sessions.

Long-contemplated preparations for a House-built TV system can now start, beginning with the purchase of three color cameras to replace the black-and-white security-type cameras that now produce a closed-circuit feed for members' offices. Plans also call for installation of a computer to control automatically the direction of the cameras—all at an estimated cost of about \$500,000.

House workers guessed that it will be early next year before the feed will be offered for broadcast.

The vote on television came in the same week that the House made its public-ad-

Griffin Bell had already requested department's lawyers to check into constitutional questions raised by pending bills providing protection since their reach extends to states. Mr. Bell has expressed doubt about measures' constitutionality for that reason. However, Justice is preparing new guidelines permitting newsroom searches by federal agents only if they have Mr. Bell's personal approval.

□

Noncommercial **WPBT(TV) Miami** has won media awards grand prize of **Florida Bar Association** for its coverage of Ronny Zamora—"television intoxication"—trial last fall. Bar said "thoroughness of the coverage, including all phases of the trial, opened the workings of the court system to a mass viewing audience."

□

FTC will sponsor "**Alternative Advertising and Nutrition: A Workshop to Explore Strategies for Implementation**" in Washington June 26-27. Diet and health advertising seminar will focus on how to provide nutritional information to adults via print and broadcast media.

□

FCC has **denied** Leflore Broadcasting Co. and Dixie Broadcasting Co. **reconsideration** of decision denying renewal applications for WSWC-AM-FM **Greenwood, Miss.** (BROADCASTING, Aug. 1, 1977).

□

"**Major restructuring**" of **ABC Entertainment** announced by President Anthony Thomopoulos, effective now: Going from VP to senior VP are **Brandon Stoddard**, for dramatic programs, motion pictures and novels for TV; **Marcia Carsey**, for comedy and variety programs, and **Pam Dixon**, for talent, all based in Hollywood. **Lewis Erlicht**, VP, programs, East Coast, becomes VP and general manager and moves from New York to Los Angeles, retaining some of old duties and adding others. **Seymour Amlen**, VP, program planning, becomes VP, retaining old responsibilities and adding others. **Edwin T. Vane**, VP and national program director, retains that title but adds responsibility for children's programs, Monday-Friday daytime and *Good Morning America* to responsibility for prime-time specials. Three new VP's: **Gus Lucas**, director of audience analysis, becomes VP, program planning, reporting to Mr. Amlen; **Leonard Hill**, executive producer, motion pictures for TV, becomes VP, motion pictures for TV, reporting to Mr. Stoddard; **Esther**

Shapiro, executive producer, motion pictures and novels for TV, becomes VP, novels and limited series, also reporting to Mr. Stoddard. **Tom Werner**, VP, comedy and variety program development, continues to report to Ms. Carsey. Those reporting to Mr. Vane, in future will include **Squire Rushnell**, VP, children's and early-morning programs; **Barbara Gallagher**, VP, specials, and **Jacqueline Smith**, VP, daytime programs. **Bridget Potter** continues as VP, prime-time program development, movies and novels for TV, East Coast, and **Gary Pudney** continues as VP, special projects. Los Angeles.

□



Arkedis



Brescia



Miller

George J. Arkedis, CBS Radio VP and general manager of CBS Radio network since 1966, retires Sept. 30 after 32 years with CBS and will be succeeded, effective today (June 19), by **Richard M. Brescia**, network's VP and general sales manager since 1974. Pending retirement, Mr. Arkedis will work on special assignments and on plans for CBS Radio affiliates convention in Phoenix week of Sept. 24. **Frank Miller**, director of CBS Radio network programs, promoted to new post of VP, programs.

□

Broadcasters who've sent in reservations for **Radio Advertising Bureau's** upcoming Idearama workshop but have received no confirmation should "**come anyway—just walk in**, whether you have confirmations or not." Same goes for radio workshop being held by RAB and Association of National Advertisers in New York June 27. Advice is from RAB President Miles David. Reason it's necessary is that since moving to new quarters (485 Lexington Avenue, New York 10017) June 5, RAB has not received mail.

The logo features the words "SUNSHINE" and "SPECIALS" in large, bold, red, 3D-style letters with black shadows, arranged in a semi-circle around a central red circle. The central circle contains the text "8 MUSICAL COMEDY VARIETY HOURS COLOR" in white, bold, sans-serif font. The background consists of a red and white striped sunburst pattern.

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OLIVIA NEWTON-JOHN

One hour musical special

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dress system available to radio broadcasting (See page 50).

The networks' and RTNDA's reactions to the House vote were predictably negative. "It's a bad precedent for any branch of government to start down the road to coverage of itself," said George Watson, Washington bureau chief of ABC News—a comment echoed by other journalists.

Much of the House's debate centered on the issue of freedom of the press. Representative John Anderson (R-Ill.), who had doggedly pressed for a formal vote on the question of control of the cameras, said, "What a hue and cry would go up through this land if we were to somehow try to enact a measure saying that the people who sit in [the print] press gallery . . . must only be employes of the House of Representatives. And yet tonight you are saying that the people who are reporting electronically on the proceedings of this House must be employes of this body or they are not qualified, somehow, to operate those cameras."

But he was opposed by, among others, Majority Leader Jim Wright (D-Tex.), who said "nobody here tonight is suggesting any form of censorship." He argued that the House must keep a thorough record of its proceedings for archival purposes. The networks, who would not cover the House proceedings from gavel to gavel, will continue to cover the stories as they see fit. "It is they, not we, who will exercise such subtle censorship as goes with choice," Mr. Wright said.

Representative Albert Gore Jr. (R-Tenn.) also argued for House control, as a way to expedite the system's construction. He said that after a favorable experience with the coverage, he is sure the House will take the issue up again some day. "And we will allow the network cameras to come into this chamber."

Mr. Gore, a member of the Communications Subcommittee, added a plug for cable television, which he predicted will carry the House proceedings in full. In the final vote he was offset by his subcommittee chairman, Lionel Van Deerlin (D-Calif.), who voted against House control.

Representative Ronald Dellums (D-Calif.), supporting House control, directed his comments against the networks, which he doubted would treat Congress with proper dignity. "I do not want to become Super Bowl XII; I do not want to become Congressional Extravaganza XX, where we are selling soap, dog food, underarm deodorant and maybe other things."

Furthermore, he said, "None of us knows who owns ABC, CBS or NBC, who makes the decisions, or where the money comes from. . . as long as we do not know these things, we should not give it to the networks. Let us give it to the people."

Under the House's vote last week, Speaker O'Neill retains full authority over the television system. He appointed an advisory committee to assist him, comprising Representatives Charles Rose (D-N.C.), chairman; Jack Brooks (D-Tex.), and Gillis Long (D-La.).

Silverman puts stamp on first changes

NBC-TV made its first changes in its 1978-79 prime-time schedule last week, six days after Fred Silverman took over as president and chief executive of NBC.

The changes, to be announced at the NBC-TV affiliates convention today (June 19) by Robert E. Mulholland, president of the network, drop *Coastocoast*—sometimes called an attempted airborne combination of ABC's *Three's Company* and *Love Boat*—and add *Lifeline*, described by NBC as "a one-hour, unscripted nonfiction drama about the professional and private lives of real-life doctors."

They also give *Legs* a less obvious title, *Who's Watching the Kids*, and a new concept. NBC said the show will become a domestic comedy set in a Las Vegas apartment house, with less emphasis on showgirls and casinos.

Five other shows change time slots.

Some observers saw the changes as an answer, intentional or not, to earlier speculation that Mr. Silverman would concentrate on mass-audience shows, without regard to "quality." Mr. Silverman himself seemed to be answering that notion in a talk to affiliates last week (page 44).

Another answer to it was seen in his approval of the scheduling of an NBC News "instant news special"—NBC's first in prime time in 18 months—at 8-9 p.m.

(NYT) last Friday, titled *Mad As Hell—The Taxpayers' Revolt*.

Most or all of last week's changes—and some that were not made—were under consideration before Mr. Silverman's arrival, according to NBC sources, but had been held up to get his views. Although he was clearly involved, and will continue to be, however, he told associates that he will not be reading scripts or meeting with program suppliers on a regular basis.

Lifeline, produced by Tomorrow Entertainment/Medcom Co., will focus on a different doctor each week, at work and off duty, and will use no actors and have no advance scripts. It is scheduled for Wednesdays at 10-11 p.m. (NYT), opposite ABC's *Vega\$* and the CBS movie.

Sword of Justice, which had been in that spot, moves to Friday, 10-11, replacing *Quincy*, which takes over from *Coastocoast* on Thursday at 9-10. Dick Clark's *Live From Hollywood* becomes *Dick Clark's Live Wednesday* and moves from 9-10 that night to 8-9, and is replaced by *Grandpa Goes to Washington*. *Grandpa's* current Friday 8-9 period will be taken by *Waverly Wonders* at 8-8:30 (moving from Wednesday) and *Who's Watching the Kids*, near *Legs*, at 8:30-9 from Wednesday).

NBC said *Coastocoast* will remain a program development project.

At long last

That network inquiry Richard Wiley tried to get off the ground during his FCC chairmanship officially opens its doors today; there have been some changes in the meantime

A year after Senator Ernest F. Hollings (D-S.C.) derailed the FCC's inquiry into the networks' alleged dominance of the television industry, that project—one of the most sensitive and, potentially, controversial the commission has undertaken in years—gets back on the track this week, as members of a newly recruited network inquiry staff begin filling borrowed space on the eighth floor of the commission building in Washington.

The two college professors who are taking time off—perhaps two years—to head the project are to report today. They are Thomas Krattenmaker of Georgetown law school and Stanley Besen, the economist from Rice University (BROADCASTING, Feb. 13, 1978). The seven lawyers and economists they have recruited for the staff will be signing on shortly.

The first two are lawyers with degrees from Georgetown. But one, Mary Kilday, who graduated in 1976, has extensive experience in broadcasting—21 years at WRC-TV Washington, where she worked at a variety of jobs, including producing. Her colleague is Sue Preskill, who graduated this spring.



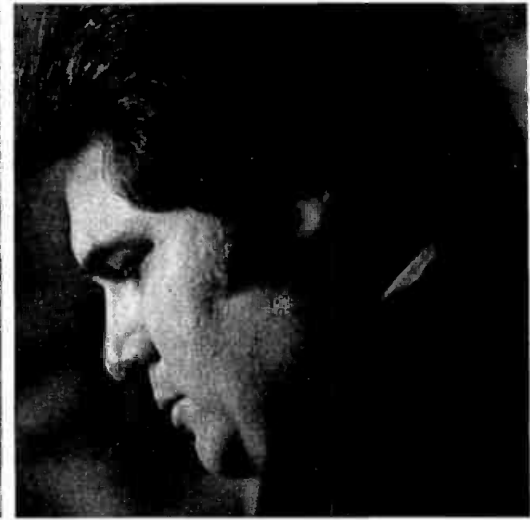
Besen



Krattenmaker

Officials say most if not all members of the staff are generally unknown in the communications community. (The question of the degree to which the commission's existing network study unit, headed by John Bass, will work with the new group remains to be resolved.) Only Mr. Besen's name is familiar. He is known—through the articles and one book he has written—as one who favors less regulation and more competition.

The staff members do not represent the only new element to be considered as the inquiry resumes. The commission's membership has changed, with Charles D. Ferris having replaced Richard E. Wiley as chairman and Tyrone Brown succeeding Benjamin L. Hooks. And there could be an additional change; the White House has several candidates under consideration as a possible replacement for Republican Margita White, whose term expires June 30.



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Record-setting BPA in St. Paul

Overflow crowd hears big speakers, attends workshops, elects officers

Gene Jankowski, president of the CBS/Broadcast Group, called for more "institutional" promotion. Lawrence Grossman, president of the Public Broadcasting Service, urged stronger efforts for quality programs. Rick Sklar, ABC Radio vice president for programing, predicted changes in the way a promoter does business if continuous rating measurements replace radio sweep periods. Stephen Labunski, executive director of the International Radio and Television Society, recommended his "Time Bomb Memorandum" as a promoter's "tool for getting things done as well as getting things."

These four keynoters, among 80 speakers and panelists at sessions ranging from "News Sets I have Known and Loved" to "Big Voice for a Small Market" were at the Radisson-St. Paul for the 23d annual Broadcasters Promotion Association seminar concluded Saturday, June 10. Their audience: a record-breaking 569 official registrants and a number of others. Some 750 hotel rooms were booked at the Radisson and, to the dismay of others, some across town.



Jankowski



Grossman



Sklar



Labunski

While the fact that some participants were inconvenienced logistically may have proved a problem, the registration overflow was one of several signs of BPA progress.

Last year at BPA's Hollywood seminar, the official registrant tally was 428. In addition to stronger numbers this year, there also were a first-time day of sessions for independent stations, a CBS-TV regional promoters meeting and increased input from the public television side.

The BPA meeting also provided the forum for the creation of a new industry trade group, the Broadcast Designers Association ("Closed Circuit," June 5). Bylaws were drawn up and officers elected: Dick Weise, KTVU(TV) Oakland, Calif., president, and Larry Viviano, WWJ-TV Detroit, vice president. About double the number of art directors expected to attend showed up, some 115. Plans are to continue meeting under the BPA aegis until

membership strength allows the group to go it alone.

Growth notwithstanding, the purpose of the BPA seminar remained the same as before: to share ideas. Messrs. Jankowski and Grossman offered their thoughts about how the industry best can uplift its public image (BROADCASTING, June 12).

When his turn came on the dais, ABC Radio's Mr. Sklar mentioned new ratings services, continuous methods, a step beyond just sweeps. Mr. Sklar explained that "both Audits and Surveys with their TRAC 7 system and Burke Marketing are going to begin extensive efforts to compete with Arbitron." Arbitron, he added, is testing to see if continuous research can fit into its procedures, and RAM is applying continuous ratings with one-day diaries.

"These changes," he said, "if successfully accomplished, will greatly modify the ways that radio audiences are pro-



Eleven faces for the BPA. (Top picture) A discussion of broadcast news featured (l to r) Michael Davis of New York Film and Videotape Communications Inc., Lee Hanna of NBC, Ron Handberg of wcco-tv Minneapolis, Frank N. Magid, the news consultant, and anchorman Ron Magers of KSTP-TV Minneapolis. (Bottom left) At the head table during the awards banquet (l to r): Kay Page Greaser of KSTP-TV, chairman of the BPA convention; Gail Morrell of CFCF-TV Montreal, chairman of the awards

competition, and talk show host Phil Donahue, who emceed the ceremony. (Bottom center) Oculometer expert Jerry Ohlsten, vice president and director of research, Cunningham & Walsh. (Bottom right) During a session on marketing radio: Andrew C. Erish (l) of Erish Communications Management and Bob Pittman, program director of WNBC(AM) New York. The seminar ran June 7-10 at the Radisson-St. Paul in St. Paul.

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NEW ENGLAND.....

SPOT NEWS - FIRST PLACE

WNAC-TV, BOSTON

ORIGINAL NEWS STORY - FIRST PLACE

WNAC-TV, BOSTON

TV REPORTING - GRAND AWARD

WNAC-TV, BOSTON

OVERALL NEWS COVERAGE - FIRST PLACE

WNAC-TV, BOSTON

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news service to another-
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moted in the future. They will also force the budgeting of advertising and promotion dollars out of a seasonal mode and into a continual effort."

From IRT's Mr. Labunski came a proposed method by which a promotion manager can make his or her presence felt at the station and get ideas past the general manager. Through the "Time Bomb Memorandum"—which he said must be thoroughly researched, the first paragraph states "the problem"; the second, "the solution" and the third, what action will be taken. The closing, he said, is "unless I hear from you to the contrary by close of business Friday, I'm initiating a plan of action which ..." There were some in the audience, however, who later commented that such a method might prove too assertive for a general manager's liking.

Among the BPA workshop highlights: Talking radio during a "Marketing Radio" session was Harvey Mednick, RKO Radio vice president, who noted the difference between what a station does and how the audience perceives what a station does. Andrew Erish, president of Communications Management, consulting firm, warned promoters not to oversell their station to the point that listeners might ask "what is the truth?" Bob Pittman, WNBC(AM) New York program director, also urged that promotions and programming match.

The honesty factor also played a major part in the simultaneous "That's News to Us" television session, where Lee Hanna, vice president, NBC, warned that "the confidence [in broadcast journalism] will be seriously eroded" if news promotion "continues on its merry way." Ron Handberg, director of news and public affairs, WCCO-TV Minneapolis-St. Paul, said the "selling, the promotion of news must reflect the same honesty" expected from the newsroom. Ron Magers, KSTP-TV Minneapolis-St. Paul, said it is the "responsibility for people who work in the newsroom to say 'no' to that crap."

One big audience draw was a session on "The Oculometer," which was discussed by Jerry Ohlsten, vice president and director of research, Cunningham & Walsh. Mr. Ohlsten showed the results of the device, which determines where the TV viewer's eyes are focusing during a commercial. Some of the knowledge to be gained: Viewers don't scan the screen during the early seconds of a commercial. Within the first second, Mr. Ohlsten said, 66% of the viewers focused on 15% of the picture. Another point: When a package is shown along with people, only 15% look at the package—"people look at people."

As is customary at BPA seminars, the officers and board members slated by a nominating committee were approved. Those who will begin their service with the next calendar year are: Terry Simpson, WTTV(TV) Indianapolis, president; Tom Dawson, CBS Radio, president-elect; Gail Morrell, CFCF-TV Montreal, vice president; Gene Davis, WMAQ-TV Chicago, secretary, and Clarence Martin, KYTV(TV) Springfield, Mo., treasurer.

FCC judge has a heart in WSAY-WNAI initial decision

He takes into account character of pioneer broadcaster and owner of stations in rejecting petitions to deny against both stations

The picture emerging from the initial decision in this FCC case is of a crusty, tough-minded 73-year-old who has more than 50 years in radio broadcasting and does not take kindly to criticism from citizen groups of the manner in which he runs his business—even if it appears he does not always operate according to the book.

And it's true Gordon Brown has had his troubles with citizen groups in the service areas of WSAY(AM) Rochester and WNAI(AM) Cheektowaga, two New York stations that he owns.

But last week, after a dispute that in the case of WSAY, at least, goes back to 1972, Mr. Brown had Administrative Law Judge David Kraushaar on his side. On June 9 the judge issued an initial decision rejecting petitions to deny against both stations and renewing the licenses. The decision, however, is subject to appeal to the commission.

Four groups—representing blacks, women and consumer interests—petitioned the commission in 1972 to deny application. Three years later, with action on the WSAY matter still pending, the groups, now numbering five, added WNAI's renewal to their target list. (That station's 1972 renewal had been deferred, in any event.)

Throughout most of this period, Mr. Brown acted as his own lawyer, responding to the numerous pleadings filed by the groups. It was not until early 1976, when he found a buyer for WSAY—Monroe Broadcasting, which offered \$1,255,000—that he retained the law firm of former FCC Chairman Rosel H. Hyde as counsel.

But in May of that year, the commission designated the renewal applications for hearing. The original issues included community ascertainment and past programming at both stations, and an equal employment opportunity complaint against WSAY. Later, other issues, including one as to whether the stations made good-faith efforts to carry out their nonentertainment programming proposals, were added.

Judge Kraushaar's initial decision appeared to reflect ungrudging admiration for Mr. Brown. It described him as a man whose broadcasting roots go back to the 1920's, when he built his own equipment for a homemade transmitter that was used by WHEC(AM) Rochester. It noted he had put WSAY on the air in 1936 and operated it ever since and had managed to work his way up to the rank of senior engineer in the Society of Broadcast Engineers without completing formal schooling.

Accordingly, Judge Kraushaar wrote, it

was not surprising that Mr. Brown appeared to be "an independent-minded individual who does not appreciate what he apparently has construed as dictation or bossiness on the way he carries on his business from persons who, to him, have not demonstrated any particular understanding or acumen in regard to radio broadcasting."

For all his background and experience, however, Mr. Brown's record did not appear to be a model of perfection. Judge Kraushaar said, for instance, it was not clear the stations had complied in the past with all requirements of the ascertainment primer. But the evidence, he said, disclosed there is now substantial compliance.

Judge Kraushaar also found that, on the promise versus performance issue concerning nonentertainment programming, the two stations had devoted considerably less time to public affairs than promised, and that WNAI's definition of "news" was incorrect, since it included public service reports and weather reports.

But Judge Kraushaar adopted the Broadcast Bureau's view that while it seemed that much of both stations' public affairs programming consisted of entertainment and public service announcements, the misclassification was not intentional. Judge Kraushaar noted that Mr. Brown said he considered certain public service announcements as public affairs programs or news.

However, Judge Kraushaar said the amount of nonentertainment programming on both stations was reasonable. He said WSAY programming was reasonably responsive to community needs, while WNAI was treated by Mr. Brown as an open forum available to all citizens of the area.

The commission had added the EEO issue because of WSAY's failure to file an affirmative action program in both the 1972 and 1975 renewal applications. Here again, Judge Kraushaar ruled in favor of Mr. Brown. There is "not an iota of evidence that Mr. Brown or anyone associated with him has ever, in fact, intentionally discriminated against any person," he said, adding: "On the contrary, there is copious evidence . . . that station WSAY has cooperated with people of all races in the production of programming as well as in employment."

Judge Kraushaar also noted that, after hiring counsel, Mr. Brown filed an affirmative action program, on April 5, 1976, and that between April 1, 1976, and September 1, 1977, the station hired 12 persons, 11 of them of minority-group members or women.

The Broadcast Bureau had suggested a short-term, one-year renewal in view of the various "deficiencies" reflected in the record. But Judge Kraushaar would have none of that. He said "disciplinary sanctions have already been adequately applied in the form of protracted and no doubt expensive (to the licensee and to the taxpayers alike) renewal of license hearing . . ."

Judge Kraushaar also had a word for the

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commission when it reviews his decision. Given Mr. Brown's advanced age, his desire to step down and his "service to the communities involved," denial of the stations' renewal would be "an unconscionably empty gesture . . . and a heartless act."

Sonderling and Viacom put it all on paper

Two come to definitive merger deal which, barring hitches, will happen next year, turn cable-program firm into major group broadcaster in deal now valued at up to \$28 million

Viacom International and Sonderling Broadcasting Corp. announced last week they had signed a definitive agreement covering the proposed merger, announced three months ago, of Sonderling into Viacom (BROADCASTING, March 20).

The agreement, approved by the boards of both companies, is subject to a number of government and other approvals and rulings, including approval by both the Viacom and Sonderling stockholders. Because of the time needed to meet these conditions, the announcement said, "it is not anticipated that the merger will be con-

summated until 1979."

In the definitive agreement, Sonderling got a somewhat better deal than in the March agreement in principle. Originally, Sonderling shareholders would have had their choice of \$25 cash per share, or one share of a new Viacom convertible preferred stock having a liquidation preference of \$25 and an annual cumulative dividend of \$1.75. In the new agreement, the \$25 is raised to \$25.50 and the dividend to \$1.9125. With approximately 1.1 million Sonderling shares outstanding, the deal could amount to about \$28 million.

Under the terms, not less than 40%, nor more than 49%, of the Sonderling shares outstanding at merger time would be exchanged for cash.

The agreement calls for Sonderling to split off its motion-picture theater operations and WOPA(AM)-WBMX(FM) Oak Park, Ill. (Chicago), to Chairman Egmont Sonderling and Vice President and Secretary Roy Sonderling in exchange for their 24.7% of Sonderling's outstanding stock. The split-off is subject to approval by holders of a majority of outstanding Sonderling shares and of debenture holders. Egmont and Roy Sonderling will vote their shares in favor of the merger and split-off only if a majority of the other shareholders does.

Both companies' stockholder meetings to vote on the proposals are planned for next fall. The transactions also are subject to approval by the FCC, receipt of favor-

able tax rulings and consents of long-term lenders.

Viacom is a leading program syndicator and cable operator and recently acquired WHNB-TV (now WVIT-TV) Hartford-new Haven, Conn., for \$15 million.

Sonderling owns one TV, six AM and five FM stations and has acquired WDAS-AM-FM Philadelphia for \$4 million, subject to FCC approval. For the past year, Sonderling has been under FCC investigation of allegations of payola at its WOL(AM) Washington, and the FCC reportedly has put a hold on the WDAS-AM-FM transfer applications because those stations are being investigated on similar charges.

Sonderling also has a subsidiary involved in the distribution of TV commercials and owns the Bernard Howard & Co. radio station rep firm. Its stock is traded on the American Stock Exchange, last week in the \$21 range. Viacom is traded on the New York Stock Exchange, around \$22 early last week.

Changing Hands

Announced

■ The following station sales were announced last week, subject to FCC approval:

■ WRBD(AM)-WCKO(FM) Pompano Beach, Fla.: Sold by Radio Broward Inc. to Rose Broadcasting Co. for \$1.7 million plus \$200,000 covenant not to compete. Seller is principally owned by Donald J. Owler, who has no other broadcast interests. Buyer is equally owned by Glenn A. Killoren, Robert F. Bell and John H. O'Neil. All were, until April, officers and minority stockholders in WVON(AM)-WGCI(FM) Chicago, WDEE(AM) Detroit and WIXY(AM)-WDOK(FM) Cleveland. Mr. O'Neil owns Florida restaurant and Dallas manufacturing firm. Mr. Bell is principal owner of wxll(AM) Decatur, Ill. and part owner of wcgl(AM) Jacksonville, Fla. and kfmr(fm) Fremont, Calif. Mr. Killoren is secretary of Chicago investment management firm. WRBD is 5 kw daytimer on 1470 khz. WCKO is on 102.7 mhz with 100 kw and antenna 350 feet above average terrain. Broker: Blackburn & Co.

■ WRKR-AM-FM Racine, Wis.: Sold by WRAC Broadcasting Co. to Broadcast Management Corp. for \$1.2 million. Seller is principally owned by J. W. O'Conner, who has owned several stations in Midwest. Buyer is principally owned by Joel M. Thrope and Thomas H. Green, who own wcnw(AM) Fairfield, Ohio, and wlvv(fm) Fairfield-Cincinnati; wndb(AM)-wwlv(fm) Daytona Beach, Fla.; waby(AM) Albany, N.Y., and are buying winf(AM) Manchester, Conn. (see below). WRKR is 1 kw daytimer on 1460 khz. WRKR-FM is on 100.7 mhz with 50 kw and antenna 500 feet above average terrain. Broker: Richard A. Shaheen.

■ WBJA-TV Binghamton, N.Y.: Sold by WBJA-TV Inc. to Pinnacle Communications for \$800,000. Seller is principally owned

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6/19/78

by Oliver Lazare, Scarsdale, N.Y., Gerald T. Arthur, New York, and Jules Hessen, New York. None has other broadcast interest. Buyer is owned by Philip D. Marella (80%), Devonshire Capital Corp. (19%) and David D. Croll (1%). Mr. Marella is vice president, operations, LIN Broadcasting Corp., publicly traded group of three TV's, four AM's and four FM's. Mr. Croll is officer of Devonshire Capital, small-business investment firm which owns minority interest in four FM's, two AM's, one TV, two CATV systems and has interest in transferee, subject to FCC approval, of WEZN(FM) Bridgeport, Conn., and WFTQ(AM)-WAAF(FM) Worcester, Mass. Devonshire is owned by institutional investors including Advent II, Boston investment firm, and trustees of Boston University, WBJA-TV is ABC affiliate on channel 34 with 204 kw visual, 39.8 aural and antenna 1,000 feet above average terrain.

■ KYOU(AM)-KGRE(FM) Greeley, Colo.: Sold by Meroco Broadcasting Co. to O'Keef Broadcasting Co. for \$770,000. Seller is owned by Elwood Meyer (67.1%), his wife, Helen, (2.9%); George Drew, commercial manager of KYOU (20%), and Barnard Houtchens, Greeley attorney, (10%). Buyer is owned by Donald O'Malley (70%) and George Keiffer (30%) who recently sold KWNS(AM) Pratt, Kan. KYOU is on 1450 khz with 1 kw day time, 250 w night. KGRE is on 92.3 mhz with 25 kw and antenna 470 feet above average terrain.

■ KWIP(AM) Merced and KXEM(AM) McFarland, both California: Sold by Kwip Broadcasting Inc. and KXEM Radio Co., respectively, to North American Media for \$500,000. Sellers are owned by Jack O. Koonce of Delano, Calif., who has no other broadcast interests. Buyer is owned by Ron T. Smith and his wife, Nancy. Mr. Smith own KXES(AM) Salinas, Calif., 51% of applicant for new FM at McFarland and has bought, subject to FCC approval, KOBV(AM) Reno. Kwip is 1 kw daytimer on 1580 khz. KXEM is 500 w daytimer on 1590.

■ WRBL-FM Columbus, Ga.: Sold by Columbus Broadcasting Co. to Bluegrass Broadcasting for \$452,000. Seller is owned by estate of James W. Woodruff Jr. (81.22%) and J. Barnett Woodruff (18.78%). Columbus also owns WRBL-TV Columbus. Buyer is owned by subsidiary of Kentucky Central Life Insurance Co., Lexington, Ky., which is principally owned by estate of G. D. Kincaid and owns WKYT-TV and WVLC-AM-FM Lexington; WINN(AM) Louisville, Ky., and WHOO-AM-FM Orlando, Fla. WRBL-FM is on 102.9 mhz with 100 kw and antenna 1,520 feet above average terrain. Broker: R. C. Crisler & Co.

■ KFBC-AM-FM Cheyenne, Wyo.: Sold by Frontier Broadcasting Co. to Capitol Media Inc. for \$425,000. Seller is principally owned by Lillian D. McCracken; her sons, Robert and William, and four others. None has other broadcast interests. Buyer is owned by Lawrence V. Birleffi,

manager of KFBC-AM-FM (50%), and Kermit G. Kath and Donald E. Jones (25% each). Mr. Kath owns KGOS(AM)-KERM(FM) Torrington, Wyo., and 41% of KWOR(AM) Worland, Wyo., and is equal partner with Mr. Jones in KCSR(AM) Chadron and KVSH(AM) Valentine, both Nebraska. KFBC is on 1240 khz with 1 kw daytime, 250 w night. KFBC-FM is on 97.9 mhz with 34 kw and antenna 580 feet above average terrain.

■ WINF(AM) Manchester, Conn.: Sold by National Media Corp. to Broadcast Management Corp. for \$360,000. Seller is owned by Edythe Charnas and Arthur Malina who have no other broadcast interests. Buyer is purchasing WRKR-AM-FM Racine, Wis. (see above). WINF is on 1230 khz with 1 kw daytime and 250 kw night.

■ KNEV(FM) Reno: Sold by Everett and Eleanor Cobb to McClatchy Newspapers for \$350,000. Sellers (married) have no other broadcast interests. Buyer, of which Eleanor McClatchy is president, publishes *Sacramento Bee*, *Modesto Bee* and *Fresno Bee*, all California, and owns KMJ-AM-FM-TV Fresno, KBEE-AM-FM Modesto, KFBK-AM-FM Sacramento and KOVR(TV) Stockton, all California, and KOH(AM) Reno. KNEV is on 95.5 mhz with 50 kw and antenna 530 feet above average terrain.

■ KRNS(AM) Burns, Ore.: Sold by KRNS Radio to Warren D. Evans for \$200,000. Seller is owned by William I. Hampton,

who has no other broadcast interests. Buyer was formerly part-time talk show host on KPPO(AM) Grafton, N.D., and has no other broadcast interests. KRNS is on 1230 khz with 1 kw daytime and 250 w night.

■ Broker for sale of WLFI-TV Lafayette-Kokomo, Ind., by RJN Broadcasting Inc. to Wooster Republican Printing Co. for \$2,972,248 (BROADCASTING, June 12) was William Kepper & Associates, Evanston, Ill.

■ Other station sales announced last week include: KGOE(AM) Thousand Oaks, Calif., and KOKC(AM) Guthrie, Okla. (see page 64).

Approved

The following station sale was approved last week by the FCC:

■ KMPH-TV Tulare, Calif.: Sold by Pappas Television Inc. to Pappas Telecasting Inc. for \$3,105,550. Harry J. Pappas, president and general manager, owns 10.5% of seller with 150 others. He and his wife own 100% of buyer. Mr. Pappas has real estate and banking interests in California and formerly was part owner of KGEN(AM)-KBOS(FM) Tulare with his brothers, Mike and Pete Pappas, who retain ownership. KMPH-TV is NBC and CBS affiliate on channel 26 with 2,950 kw visual, 406.4 kw aural and antenna 2,730 feet above average terrain.



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Pertschuk and perils of Proposition 13

The nation's taxpayers' revolt is real, Federal Trade Commission Chairman Michael Pertschuk said last week, "and among its first victims may be fledgling consumer protection programs which consumers fought for decades to achieve."

Speaking before a consumer affairs forum sponsored by the J.C. Penney Co. at its headquarters in New York last Tuesday, Mr. Pertschuk painted a rather grim picture of the potential effects of the strong antigovernment feelings "now enshrined in California's Proposition 13."

"As the budget axes swing," the chairman said, "environmental, consumer protection and safety regulations become the legislative equivalent of 'last hired, first fired.'" The loss of faith in government's ability to perform in the public interest is a major problem to which the consumer movement must address itself, Mr. Pertschuk said.

"Inflation, unemployment, the decline of public and private morality, cold winters, hot summers, the common cold: All are denounced as flowing from a common source—overregulation," he declared.

In the past decade, the chairman said, the "black-and-white" consumer issues have been resolved. "What now remains are the more intangible issues; the shadings of gray. Gauging the cumulative impact of television advertising on children is a far more difficult task than policing bait-and-switch."

He said that the tax revolt, which is likely to be felt most acutely in less essential government services, has become "putty in the hands of skilled corporate public relations counsel."

"The California voters did not simply express alarm at the dizzying escalation and inequities of property taxes. The vote, we are told, was a referendum against government intervention in the marketplace," he said.

NFD's latest plan against sex and violence on TV

The National Federation for Decency, a Tupelo, Miss., group that has received some credit for inspiring Sears, Roebuck & Co. to withdraw its advertising support for sexy and violent television programs, has turned its sights on another big advertiser—Ford Motor Co. NFD announced last week that it has begun a boycott of Ford products because of that company's sponsorship "of violence, sex and profanity on television."

The federation also announced that it will sponsor its third "Turn the Television Off Week" Sept. 17-23.

The Rev. Donald E. Wildmon, a United Methodist, is the executive director and principal force behind NFD's efforts. He

said the boycott would include a letter-writing campaign and the picketing of Ford outlets in approximately 50 cities on July 14. And concerning the other announcement, Mr. Wildmon said, "The networks have promised a tremendous increase of sex this fall, both in volume and explicitness."

"Money is the only language the networks understand," Rev. Wildmon said. "We are talking that language both in lost revenue for sponsors of trash through boycotts and in loss of viewers to the networks."

KTXL slashes ads in children's programs

KTXL(TV) Sacramento, Calif., has announced that it will "severely limit" the number of commercial minutes allowed on its children's television programs, beginning next fall. According to Jack Matranga, president and general manager of the station, KTXL "will limit commercial content to no more than 6 1/2 minutes per hour."

The new policy will affect all programming on weekdays between 7 and 9 a.m. and between 3 and 4 p.m., Mr. Matranga said, in addition to weekend programs aimed primarily at preschoolers.

The station, which is cutting in half the number of commercial minutes available in those time periods, will experience a 30%-40% loss of revenues after rate adjustments are made to accommodate the reduction in availabilities, Mr. Matranga said. KTXL is an independent on channel 40.

Toigo back in business

Adolph J. Toigo, who was chairman of Lennen & Newell Inc., New York, when it went bankrupt in 1972, is returning to the agency scene at age 72 as chairman of the Adolph Toigo Group, New York. It is being formed from Riedl Associates, Clifton, N.J., and Meltzer, Aron & Lemen, San Francisco, with combined billings of \$20 million. The two agencies were acquired recently by Everest Industries, Philadelphia, a venture investment firm, which also has formed the Toigo Group and plans to acquire other businesses in the communications field.

FM keeps on growing

The continuing growth of the FM audience in all dayparts is pointed up in an analysis by CBS Radio of the RADAR fall '77/spring '78 data. J. Robert Cole, vice president, CBS-owned FM Stations, said FM's share, according to RADAR, has climbed to 46.4% for all dayparts, up from 44.6% a year ago and 39.6% two years ago. Mr. Cole noted that the FM audience is strongest in the evening hours, 7 p.m.-12 midnight, Monday to Sunday, when it reaches 53.3% of the audience.



Checking in with the affiliates

In a closed circuit feed, Fred Silverman introduces himself to the NBC stations and pledges to work toward making the network first in both ratings and respect

Fred Silverman, NBC's new president, told the company's television and radio affiliates last week that NBC will be "pre-eminent" in broadcasting and that, in addition, leadership must be redefined to mean "more than commercial success."

"It also must mean, in every area of our broadcast service, helping society understand its problems and meet its challenges," he said in a brief closed-circuit talk Monday afternoon.

Mr. Silverman, then in his fourth day on the new job, having worked both Saturday and Sunday, praised his NBC associates, stressed that his administration would be a team effort, not a one-man show, and said it would be "impossible for me to overstate the importance of our affiliates to the success of NBC."

He said he wanted, without scooping himself on the speech he'll make at the NBC-TV affiliates convention this week, to present "in general terms some of the things you can expect from me."

"You can expect that as we strive to improve our competitive position we'll be very conscious of how we do it. I want NBC not only to be the audience leader but also the most respected network. We will build on the best of NBC's traditions—with a spirit of innovation and a dedication to responsibility.

"In every area of the broadcast operation, we are going to seek programs that pioneer new forms, new ideas, new production techniques—programs with style and programs that we and you can present with pride. We are not going to follow anyone. We're going to lead.

"We will have a genuine commitment to quality and responsibility because we recognize the importance of broadcasting in this country, the reliance that people place on it and the obligation that places on us.

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we must particularly focus on news and information—and never allow its importance to be diminished, because our audience depends on it and because it will help keep our medium strong for the challenges it will meet in the years ahead.

“But make no mistake about it, broadcasting is—and will continue to be—a central institution in American life.

“We in the NBC family must do our part.”

It was in that context he called for redefinition of leadership.

Of his new associates Mr. Silverman said three days of meetings “more than confirmed the good feelings” he’d previously had about NBC.

“This is a first-class organization of talented, energetic and dedicated professionals, the best executives in broadcasting today,” he said. “There’s no doubt in my mind that this is the team that will be taking NBC to the pre-eminent position in broadcasting.”

Mr. Silverman, dismissing speculation that he would run a one-man show, said “it is going to be a group of well-organized people working very hard toward common creative and business goals.

“I expect to set the objectives and priorities. And then give the people in charge the necessary authority and support to get their jobs done quickly and effectively.”

Teamwork between NBC and affiliates, he said, “will be just as important. If we are to be successful here—and we will be—we must do it together. . .

“Fortunately, NBC is affiliated with the finest stations in the country. And as I join the company, I’m going to do everything possible to see that you remain the finest stations in the country and that I earn your confidence and trust.

“This is an exciting time to be a broadcaster,” he concluded. “And I look forward to working with you for a long time to come.”

PBS's new offerings concentrate on films, public affairs shows

Also scheduled in next season is new children's program

The Public Broadcasting Service announced its new fall schedule last week. Six new series—including three weekly public affairs offerings—a new series of feature films and a new children's program are among the highlights of the new season.

Chloe Aaron, senior vice president for programming at PBS, said the public network was preparing for what promises to be its “best fall schedule ever.” According to Ms. Aaron, more than three-fourths of the proposed PBS prime-time offerings will be new productions.

Among the new shows:

■ *Cinema Showcase*, a production of KCET(TV) Los Angeles, will present a

Nosedive. NBC-TV abruptly ended a hot streak in the prime-time ratings by returning to its customary third-place position during the June 5-11 week at the end of which Fred Silverman took charge of NBC. For the two months prior to that week, NBC had been on top in the averages, thanks primarily to a successful combination of specials and miniseries (including *Holocaust* and *Wheels*) and to weaker-than-usual competition from the other networks on many nights (BROADCASTING, June 5). But the bubble burst somewhere between June 5 and June 11 as NBC turned in a 12.5 rating average for the week—the lowest any of the three networks has scored since the season started last September. ABC-TV won the week with a 16.1 average to CBS-TV's 15.1.

number of critically acclaimed art and documentary films. Among the theatrical releases already slated for airing are Lina Wertmuller's “Swept Away” and “Seven Beauties,” “Monty Python and the Holy Grail,” “Pumping Iron,” “Harlan County USA” and “Distant Thunder.”

■ *The Long Search*, also produced by KCET, is a look at the world's 12 major religions.

■ *Congressional Outlook*, a documentary-style look at national political issues, will be produced by WCET(TV) Cincinnati.

■ *Sneak Previews*, produced by WTTW(TV) Chicago, will offer biweekly glimpses at current theatrical films by critics Roger Ebert and Gene Siskel.

■ *Economically Speaking* is a weekly treatment of a single news story or topic in economic terms. Marina Whitman, a former economic adviser in the White House, will serve as host of the WQLN(TV) Erie, Pa., production.

■ *The Cinematic Eye*, designed to supplement college-level film study courses, will examine films and filmmakers. It is produced by South Carolina Educational Television.

■ *Marie Curie*, another WCET production, is a five-part dramatic series based on the life of the Nobel Prize-winning scientist.

■ *Freestyle* is a series designed for youngsters ages 9-12 that will explore career choices. This KCET production will have a special interest in exposing young people to careers that up to now have been effectively closed to one or the other sex.

■ In addition to the new series, PBS announced that a number of its older shows would be returning for another run. Among those are *Masterpiece Theatre*, *Once Upon a Classic*, *Soundstage*, *Visions* and *Great Performances*. Other PBS public affairs shows such as *The MacNeil/Lehrer Report*, *Washington Week in Review*, *Wall Street Week* and others will be returning.

PBS also announced that Bill Moyers, who is leaving his position as a special correspondent for CBS News, will be returning to the public network in January.

The PBS fall schedule is slated to make its debut beginning Sunday, Oct. 1.

Time, Greece plan series on Alexander the Great

Time Inc. and the government of Greece have agreed in principle on a joint multimedia project including six one-hour television films on the life Alexander the Great.

The films will be produced by Time-Life Films and aimed for showing on a commercial network or on the Public Broadcasting Service during 1979 or 1980. Serving as executive producer of the series, scheduled to begin production this fall, will be George Lefferts, who has been a writer, producer and director for all three TV networks.

In addition to the film series, *The Search for Alexander*, other elements in the project are a major international exhibition of artifacts from the age of the famed conqueror of ancient times and a book based on the series to be written by historian Robin Lane Fox.

Drake-Chenault takes an in-depth listen to country

Syndicated radio programmer Drake-Chenault last week was claiming more than 65 stations already committed for the *Golden Years of Country*, a 23-hour review of country music from 1955 through 1977.

With an hour devoted to each year, the program is narrated by country music personality Bob Kingsley and is geared to a July 4 weekend premiere.

Among the stations already said to be locked in: CKLW-FM Windsor, Ont. (Detroit); WONE(AM) Dayton, Ohio; WIRE(AM) Indianapolis; WPLO(AM) Atlanta, and WZZK(AM) Birmingham, Ala.

Golden Years follows Drake-Chenault's 52-hour *History of Rock & Roll* that was sold to 125 stations (BROADCASTING, April 3).

Program Briefs

Golf buddies. ABC Sports has signed new contract with U.S. Golf Association to extend ABC's coverage of U.S. Open, U.S. Women's Open and U.S. Amateur Championship tournaments through 1980.

Going it alone. Chris Beard, veteran TV producer who has collaborated with Allan Blye, Chuck Barris and former CBS-TV President Bob Wood, is planning first solo effort for his Odin Productions with *The Radio Show*. Idea is to “bring radio to television,” by having air personalities Don Steele of KTNQ(AM) and Jim Ladd of KMET(FM), both Los Angeles, as hosts in music, dance, news, gossip, fashion format. Sales route, length and frequency (weekly or strip) haven't been decided yet, but Mr. Beard plans to produce 60-minute pilot in July.

Help for independents. The Bud Austin Co., Los Angeles, has been formed to



World's greatest rain.

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It does rain a lot in Seattle—but not as much as it does in New York. (Score: 41.51 annual inches for the Big Apple, 38.79 for the Big Sponge.)

The thing is, Seattle's rain falleth gently from the heavens—more drizzle than deluge. Because our rainfall is mostly soft and light, people golf in it, go for walks in it, stoically ignore it and generally smile on through. (Britishers and Scandinavians dote on Seattle's climate.) Furthermore, very, very little of our precipitation hits

the streets in the form of snow.

Hard-core Seattleites frequently observe that it's the rain which makes everything so green and beautiful. True. And while it makes our lawns bright emerald, it makes our complexions dewy and our dispositions

ruddy with a jointly-shared grudge against the wetness. For although we stoutly defend our climate, we regard the right to complain about the weather as a sacred privilege of citizenship. For example, we can have a gorgeous stretch of crisp, clear, sunny weather.

But two drizzly days later, strong men will moan, "Will this rain never end?"

Ah well, except for the predictably dark and sloshy months of December and January, during the remainder of the year, Seattle averages more daylight hours of sunshine than rain or overcast. And we enjoy fabulously beautiful clouds, superb sunrises and sunsets of sheer poetry the year round.

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The pole war isn't dead; it was only sleeping

Comments to the FCC as it tries to determine where its authority now lies come from cable and the utilities, and they indicate neither side is calling it quits

Cable television and utility interests, each saying it wants to keep things simple, have replied to the FCC notice of proposed rulemaking on pole attachments with a mass of complicated, contrasting comments.

The FCC has been authorized by Congress in an amendment to the Communications Act to regulate pole attachments in areas where there is no state or local regulation. Last week cable industry comments filed in the proceeding urged exercise of broad regulatory powers. Utilities, however, supported looser controls; many stressed that cable companies do not have right of access to the poles; rather, that access comes from voluntary agreement.

The National Cable Television Association said the existence of cable television depends on its ability to extend its coaxial cable to subscribing homes, and to do so it must lease space on existing utility poles, conduits or ducts. Space on poles used by cable, NCTA said, is surplus space that otherwise would be unproductive, NTCA said, and utilities should lease that space at marginal rates to reduce the burden on utility service customers. But that, the association said, has not been the case.

"The commission must understand," said the New England Cable Television Association, "that it is not a question of CATV companies being in an inferior bargaining position; CATV companies have no bargaining position. Pole attachment rates and contracts in New England have always been offered on a take-it-or-leave-it basis by the utilities."

Utilities had their own complaints, among them a section of the FCC proposal, issued May 9, that said the burden of proof in disagreements arising out of pole attachment regulation would be on the utilities. The burden, they said, must be on the one who complains. Both sides seemed generally to accept that the cable industry would usually be the complainant since all disagreement on an FCC provision allowing 30 days to reply to complaints came from utilities. They said 30 days was not enough time.

AT&T comments went into the question of jurisdiction, saying rules should show it lies with the FCC only when the utility has agreed to provide pole attachment accommodations. Here, NCTA said almost every utility in the country had agreed to lease poles to cable companies, and if they withdraw that agreement now,

the utilities should still be held accountable by the FCC.

Also in its comments, AT&T said the commission has no power from Congress to stay or suspend utilities' increased rate charges, no power to make a utility provide attachment at existing rates until the proposed increases have been investigated and no power to defer the effective date of increased charges. Since the commission does not have suspension authority, AT&T said, "it cannot through the exercise of rulemaking give itself the equivalent of the suspension authority."

On the other side, Teleservice Corp. said "unequivocally there is a necessity for the commission to provide for temporary orders, including stays, pending resolution of complaints." Disputes exist throughout the U.S. that need remedial attention soon, the company said. In fact, Teleservice has been ordered by Southwestern Public Service Co. to remove its cables from utility poles by Sept. 1 in a rate dispute.

Edison Electric Institute said so many disputes exist that possibly thousands of complaint proceedings might be initiated when the FCC begins regulation. Most of them would involve rates. Cable companies say there is not much in the way of recurring costs to utilities as a result of cable attachment, and any that were, if proved to be solely a result of the cable attachment, should be paid by the cable company.

Utilities, however, offered a wide assortment of costs, both one-time and recurring, that they say result from attachments. They include surveys, legal documents, tree trimming and removal, billing, guy wires, additional wear and stress on the poles, false calls (sending repair crews out when a downed wire turns out to be cable), record keeping, negotiating time, easements, costs of poles, and more.

The FCC is charged with regulating rates, terms and conditions to see that they are "just and reasonable," and those terms were thrown about frequently in the comments.

It is unreasonable, cable companies said, for utilities to inspect their own facilities when they inspect pole attachments and charge the whole thing to cable companies. It is unreasonable, utilities said, to bear all the costs of setting up equipment when part of that equipment is to be used by a company that pays nothing.

Cable Briefs

Grant. City of Pembroke Pines, Fla., awarded 15-year cable television franchise to Storer Cable TV of Florida Inc. When constructed, new system will initially pass 10,000 homes. Storer Cable is wholly owned subsidiary of Storer Broadcasting Co. Arno W. Mueller is vice president in charge of cable division.

Bids. City counsel of Kansas City, Mo., is soliciting proposals for new cable television system there. City wants system with initial delivery of at least 20 channels (plus

serve as base for independent producers in production of television programs and motion pictures. Firm will provide financing, production facilities, office space and sales for independent producers. Bud Austin Co. is joint venture between Mr. Austin, former president of Paramount Television, and Burt Sugarman, president of Burt Sugarman Inc., Los Angeles-based production company. Mr. Sugarman, who is financing new company, will continue with his own production projects.

Kovacs returns. Video Tape Network, New York, is placing into syndication half-hour episodes of *Take A Good Look*, starring late Ernie Kovacs. Game show centers on clues incorporated into blackout sketches which Mr. Kovacs wrote and appeared in along with such panelists as Hans Conreid, Edie Adams, Cesar Romero and Janet Leigh.

Violence bigger concern. College students overwhelmingly concluded that violence on television is serious problem but that sex on TV is not, Westinghouse Broadcasting's WJZ-TV Baltimore reported during live special, *Impact: Sex on Television*. As part of hour show, station polled 200 local students—over 73% said violence was "somewhat serious" or "very serious" problem while slightly over 44% said same of sex. Sixty-six percent said sex on TV was not "realistic" portrayal of life but device used by broadcasters "mainly to build audience." Responsibility for amount of sex on TV was in hands of audience and parents, 65% said.

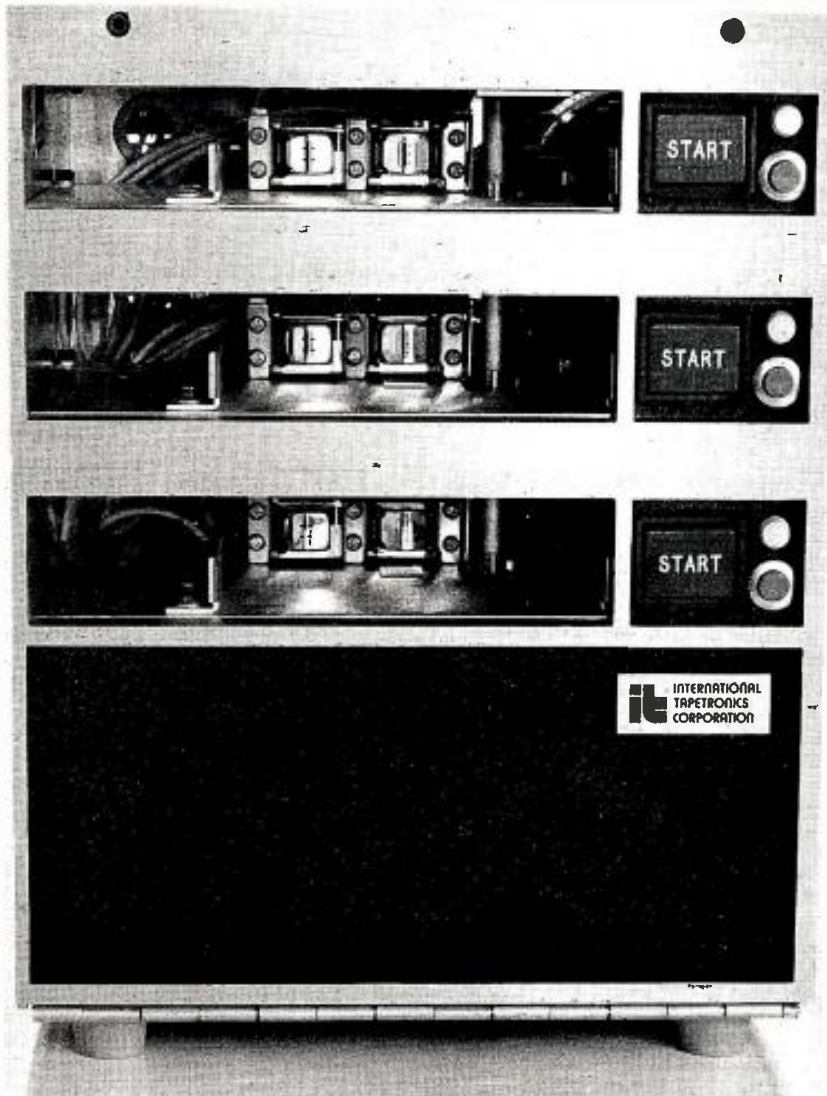
Newest 'Soap.' In its first venture into television syndication, Brookville Marketing Corp., New York, is offering *The Soap Factory*, half-hour TV disco music series, and has completed sales in 10 markets. Series, which is being distributed on barter basis, has been bought by WPIX(TV) New York; WATL-TV Atlanta; WTCN-TV Minneapolis; WATR-TV Waterbury, Conn.; WRIP-TV Chattanooga, Tenn.; WNCT-TV Greenville, N.C.; WTVX(TV) Fort Pierce, Fla.; KECC-TV El Centro, Calif.; KDUB-TV Dubuque, Iowa, and Channel 9 Cable, Parkersburg, W. Va.

Here's Lucie. About 125 radio stations, ranging from WGST(AM) Atlanta to KCNO(AM) Alturas, Calif., are said to be ready to *Tune in with Lucie Arnaz*, five-minute interview show bartered by Johnson Wax (for Agree hair products). First guest on 26-week show is interviewer's mother, Lucille Ball.

Jenner jumps. Olympic decathlon champion, Bruce Jenner, has left ABC Sports to join NBC Sports. New five-year contract calls for Mr. Jenner's participation as commentator for NBC's 1980 Olympics coverage, plus acting and specials jobs for NBC-TV.

Still committed. Gulf Oil Corp. has renewed underwriting grant with noncommercial WQED(TV) Pittsburgh and National Geographic Society for four National Geographic specials during 1980-81 Public Broadcasting Service season. Amount: \$1.4 million.

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public and government access channels and other special services) with 3% franchise fee. Deadline is Sept. 1.

Bids. City of Nashville has set Sept. 15 as deadline for applications for city's new cable television franchise. City wants system with at least 30 channels (six to be reserved for institutional communications). City will seek 5% franchise fee and will grant rights for 15 years.

In seller's market, Cox Cable gets a bargain in Gainesville,

Aging cable system fetches price of \$8 million, about \$300 per subscriber, but many go for as high as \$450 per hook-up

Cox Cable Communications announced last week that it has purchased the 26,000-subscriber University City Television Cable Co. serving Gainesville, Fla., and surrounding areas. The Atlanta-based multiple system operator said that the purchase price was more than "\$8 million in cash."

The purchase price of the "mature" system—approximately 60% of homes passed are subscribers—was cited by industry observers as a bit lower in per-subscriber terms than cable systems tend to be going for this year. According to Jim Milliken, president and general manager of University City, the system has "quite a rebuild to do" and it does not now offer any pay cable service. Mr. Milliken is remaining with the system under Cox as its system manager.

Thurber M. Foreman, vice president for finance and development at Cox, said that for the most part systems are "going higher now" but that the rebuild situation contributed to the lower cost Cox paid.

The economics of the University City situation in particular are slightly out of line with the state of the industry. University City is an older system, operational since 1965, and it has only 12 channels. According to Mr. Milliken, pay cable is still two years or more away—until the rebuild is completed. Also University City's ratio of subscribers to homes passed is already quite near the industry's generally accepted ceiling of 65%. Daniels & Associates, Denver, was the broker.

On the whole, cable prices are up considerably from prices of just a few years ago, and, on an individual basis, they are on par with and at times exceeding prices for comparable broadcast properties. (The most recent television station sale in Gainesville was the 1976 purchase of WCJB(TV), channel 20 ABC affiliate, for \$2.3 million.)

Arthur Hogan, president of Hogan-Feldmann Inc., suggested several reasons for the upswing in cable prices. The principal reason he cited was the advent of pay cable services such as Home Box Office and Showtime. He called pay cable "the

greatest since the wheel."

Mr. Hogan also said the fact that the "clouds of regulation are fading away" has also contributed to cable's attractiveness to buyers. It's simply a "lovely business," he said, with revenues even "more dependable than television."

The \$300-per-subscriber that Cox paid for the Gainesville system is, if anything, Mr. Hogan suggested, a bit low. Systems now are going in the \$350-\$450 range regularly, depending primarily on how much "growth is left in the system." (Smaller systems with a relatively low ratio of subscribers to homes passed often are more attractive to buyers than older, established systems.)

David O. Wicks, who mans the New York office of Becker Communications Associates, a financing firm, said that in many cases today even financially marginal systems are good buys. The cable market, Mr. Wicks said, is "fully priced."

Mr. Wicks is hesitant to put too much store in subscriber count when determining a price for a system. He prefers cash flow. He said, for example, that there is a considerable spread in prices that different buyers may be willing to pay for a system. A larger, established multiple system operator, such as a Storer or a Cox, is likely to pay something in the eight-times-cash flow range while a company just entering the cable business may be willing to go to 10. He even suggested that some companies, especially those that are "looking only to build for size," could even go as high as 12 times.

Mr. Wicks said that banks "have been phenomenally interested in the last year and a half" in cable—so much, in fact, that his company has now started producing a survey of lending institutions willing to invest in cable.

Jim Blackburn of the Washington-based Blackburn & Co. said that he has plenty of customers "anxious to find good cable systems to buy." The problem the buyers have is, however, that there "aren't very many systems for sale"—another contributing factor to the rise in prices.

Mr. Blackburn said the so-called "classic" cable systems (generally pegged at around eight times cash flow) often go for prices "keyed ultimately to future cash flow" rather than past accomplishments—as is more often the case with television and radio stations. He cautioned, however, that cable may very well be just about as high as it's going for a while.

While cable is still very attractive, Mr. Blackburn said, few new services seem to be in its immediate future. (This was evident, in part, at the May National Cable Television Association convention in New Orleans where most of the new services being offered—Scientific-Atlanta's load management products or Tocom Inc.'s home security system, for example—were, in fact, ancillary to cable's basic business of program delivery.) Mr. Blackburn suggested that there are few new services that promise to have the impact on cable that the pay services have. He said he did not see "anything on top of pay for the next five years."

Open House

For the first time, radio covers the day-to-day operations of the House of Representatives, but broadcasters still have no control over the feed

Although Speaker Thomas P. (Tip) O'Neill (D-Mass.) chose not to attend the opening session of the House of Representatives last Monday (June 12), the public did. It was, in the words of the first orator of the day, Albert Gore Jr. (D-Tenn.), "a historic occasion—the first time that the floor debates of this House have been open to broadcast coverage."

A few moments later, Representative Harold L. Volkmer (D-Mo.) expanded on his colleague's remarks saying that the House's opening up to radio was "an important first step toward restoring confidence and bringing government closer to the people."

"As one who has been listening to the House for a few years," AP Radio's Charles Van Dyke told his radio audience, "I can predict that you'll find it, at times, interesting, sometimes maddening, occasionally exciting and sometimes plain boring."

So it was last Monday when, precisely at noon, Majority Leader James Wright (D-Tex.) banged the gavel and called the House—the 16 members who were present, that is—to order. The Rev. Edward Gardiner Latch, chaplain of the House, opened the day's session with a passage from the book of Galatians: "Let us not be weary in well doing: For in due season we shall reap, if we faint not."

While the chaplain's choice of quotations may have only incidentally alluded to the day's debate (one of the main topics was human rights violations in Uganda), it did somehow seem appropriate for the broadcasters who choose not to cover the opening live. Only AP Radio carried the live feed during a five-minute special.

NBC Radio had intended to do a 15-minute special, but by the time the network and its correspondent, Peter Hackes, were ready the House was not—the microphones were turned off. (The House public address system is usually turned off during quorum calls and roll-call votes.) NBC settled for recorded comments.

CBS Radio did a brief taped excerpt of the proceedings later in the day, and the other radio networks—ABC, Mutual, UPI Audio and National Public Radio—used taped segments in their regular news programs and summaries.

Two weeks ago Mr. O'Neill announced that radio broadcasters would be permitted to plug into the public address system and broadcast floor proceedings live (BROADCASTING, June 12). Broadcasters, however, were less than enthusiastic with the Speaker's offer, for they felt their inability to control the microphones would inhibit their capacity to cover the proceedings ade-

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Housewarming. AP Radio correspondent Charles Van Dyke monitors the internal closed-circuit TV coverage of House proceedings as he anchors APR's first live radio broadcast fed from the chamber's microphone system.

quately—a contention borne out in part at least by NBC's problems last Monday.

Representative John B. Anderson (R-Ill.), during a speech on the floor last Tuesday, criticized the Speaker's refusal to allow television in. Mr. Anderson, a member of the Rules Committee who has been a staunch supporter of network-controlled television coverage, said the current arrangement for coverage "does not represent a historic breakthrough but rather a historic breakdown. It is a breakdown in relations with the broadcast media covering the House."

Mr. Anderson also suggested that the House vote on whether it wishes to have its own television system or one run by broadcasters.

Mr. Gore, a member of the Communications Subcommittee, said that the House's decision to allow the radio broadcasters to pick up the feed "will give the American people the chance to hear for themselves exactly what is said here in this chamber."

"The public will benefit from this change, and so will this House—for we will be able to communicate more directly than ever before with the people we were elected to represent."

Mr. O'Neill has thus far refused to allow television coverage of the floor proceedings in part because of the displeasure expressed by networks and other interested parties at the Speaker's preference for a House controlled video system.

Broadcasters fail in bid to enter Illinois courts

The Illinois supreme court has turned down a petition of the Illinois News Broadcasters Association asking for, among other things, a change in the rule banning the use of TV cameras and microphones in courtrooms.

The court also refused alternative pro-

posals to review the law, to set up an experimental program similar to one in Florida, to set up an experimental program in selected jurisdictions or, at least, to allow broadcasters to demonstrate their equipment for the court. According to Ann Anderson, president of the INBA and a reporter for WCIA-TV Champaign, Ill., the petition was summarily rejected. "We were disappointed because the issue was never debated and the court rejected the entire petition out of hand," Ms. Anderson said.

According to her, the association has no definite plans to re-petition, but will await a report, expected late this summer, of the Illinois State Bar Association on Florida's experiment in courtroom coverage.

Journalism Briefs

Tribute. Scripts, tapes and like belongings of Welles Hagen, NBC News correspondent officially declared dead last year after disappearance during assignment in Cambodia in 1970, were presented to Museum of Broadcasting in New York June 14. Joining his widow, Patricia Hagen, at ceremony were NBC co-anchor John Chancellor, NBC Chairman Julian Goodman, CBS anchor Walter Cronkite, AP special correspondent Peter Arnett and museum President Robert Saudek.

Meet the President. Four broadcasters were among group of 20 journalists who went to Washington June 9 for bi-weekly briefing conducted by administration officials and to participate in White House cabinet room in 30-minute question-and-answer session with President Carter. The broadcasters: David Lemus, KBBF(FM) Santa Rosa, Calif.; Susan O'Brien, KOA-AM-TV Denver; Bill Bayer, WINZ(AM) Miami, and Ron Defatta, KNOE(AM) Monroe, La.

Ford award. Ford Foundation is sponsor-

ing third annual fellowships in educational journalism. Reporters selected will travel for three months to study "an educational issue of interest to them." Foundation will pay half reporter's salary and benefits plus travel and per diem expenses, with the other half contributed by reporter's employer. To be eligible, reporters must have covered education for at least year and be nominated by their employer. For more information, contact: Diane Brundage, Institute for Educational Leadership, 1001 Connecticut Avenue, N.W., Suite 310, Washington 20036; phone (202) 833-1737. Deadline for applications is July 10.

Free speech: How much is enough for broadcasting?

Whether or not to restrain radio and TV First Amendment rights is debated at ACLU Foundation convention in New York

The American Civil Liberties Union Foundation had free speech as the topic of its national convocation last Tuesday (June 13) in New York. And on two of the panels that directly concerned broadcasting the panelists proved that how that First Amendment fight is seen depends on who's doing the talking.

On the subject of "Freedom in Broadcasting," former CBS-TV correspondent Daniel Schorr called for the abolition of both the fairness doctrine and equal-time provisions, claiming that they limit expression. Les Brown, TV correspondent for the *New York Times*, however, claimed they are needed to keep broadcasters responsible; station owners are not in the business of communication, he said. "They are in the business of selling air time."

Norman Lear, producer of *All in the Family*, among other shows, claimed that the quality of television reflects the times: TV programming might be better if America itself had leaders that appealed to the public's "higher instincts." Stephen A. Sharp, legal assistant to FCC Commissioner Margita White (who emphasized that he was speaking for himself), warned those who might see the break-up of broadcast groups as the answer to more diversity that it would be easier for government to infringe on rights if media outlets were less powerful. Benno Schmidt, Columbia University law professor, was the moderator.

Opinions also differed on the "Violence in the Media" panel moderated by Edward A. Lawrence, executive director of the Veatch Program of the North Shore Unitarian Society. Franklyn S. Haiman, professor and national secretary of the ACLU, urged no censorship at all of TV violence, asking: "Who makes the judgment?" The Rev. Everett Parker, director of the Office of Communication of the United Church of Christ, however, said

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Murrow revival. Starting next month, Edward R. Murrow (l) is back on television with some of his famous interviews. WNET(TV) New York will broadcast and distribute to 35 affiliates of the Eastern Educational Television Network *Person to Person: Selected Interviews 1953-1959*. The participating stations will pay a total \$8,000 to CBS-TV for the rights to each of the 13 half-hour shows. Among the celebrities that will appear are John F. Kennedy, Marilyn Monroe, Groucho Marx, Fidel Castro, Norman Rockwell, Duke Ellington and Humphrey Bogart and Lauren Bacall (r).

that there is an "obligation of the state to protect" the weak from the more powerful, or children from unchecked television programming.

Carlton B. Goodlet, president of the National Newspaper Publishers Association—the Black Press in America, argued that there is a "conspiracy of silence," a refusal by the media to tell the story of racism in the country. Steven Scheuer, editor and publisher of *TV Key*, said the "conspiracy of silence" surrounds commercial "television itself," claiming that the medium doesn't talk about itself and has the most powerful lobby in Washington.

However, Alfred R. Schneider, ABC Inc. vice president who administers the network's broadcast standards and practices department, argued that the whole discussion itself raised the "specter of restriction of freedom of speech." He said the plans of citizen groups can have the effect of "chilling free expression, stifling divergent views." In programming for a mass audience, he said, ABC is bound to offend someone.

News groups don't see line-charge inquiry solving their problems

Fourteen news organizations have asked the FCC to end its reopened inquiry into the need for preferential rates for use by the press of domestic private line service. They say the effort and expense they would bear in proceeding with the inquiry would be too great considering the uncertainty as to the lawfulness of private line rates and the possible availability of alternative technologies to meet the press's needs. And they urged the commission to encourage the development of those technologies.

The petition noted that a factor in the proceeding is the lawfulness of AT&T's multischedule private line rates, which is being investigated in a separate hearing. The MPL service had been introduced as a substitute for a previous tariff the com-

mission had declared unlawful.

The outcome of the MPL proceeding, the petitioners said, will "determine the permissible rate levels for the press as well as other private line customers." But the second phase of the proceeding, "which involves rate structure questions of direct concern to the news wire services," probably will not even get under way until January, the petitioners said.

Furthermore, they said, with the elimination of Telpak end line service—at the commission's order, last January—AT&T offers no service that meets "the unique requirements" of the news-wire services and their subscribing newspapers and broadcast stations. The MPL service, they said, "offers at best an inefficient, unnecessarily costly and temporary answer." But developing technologies "offer numerous possibilities for meeting the need of the press for an efficient one-way multipoint communications service" at less cost than service now available.

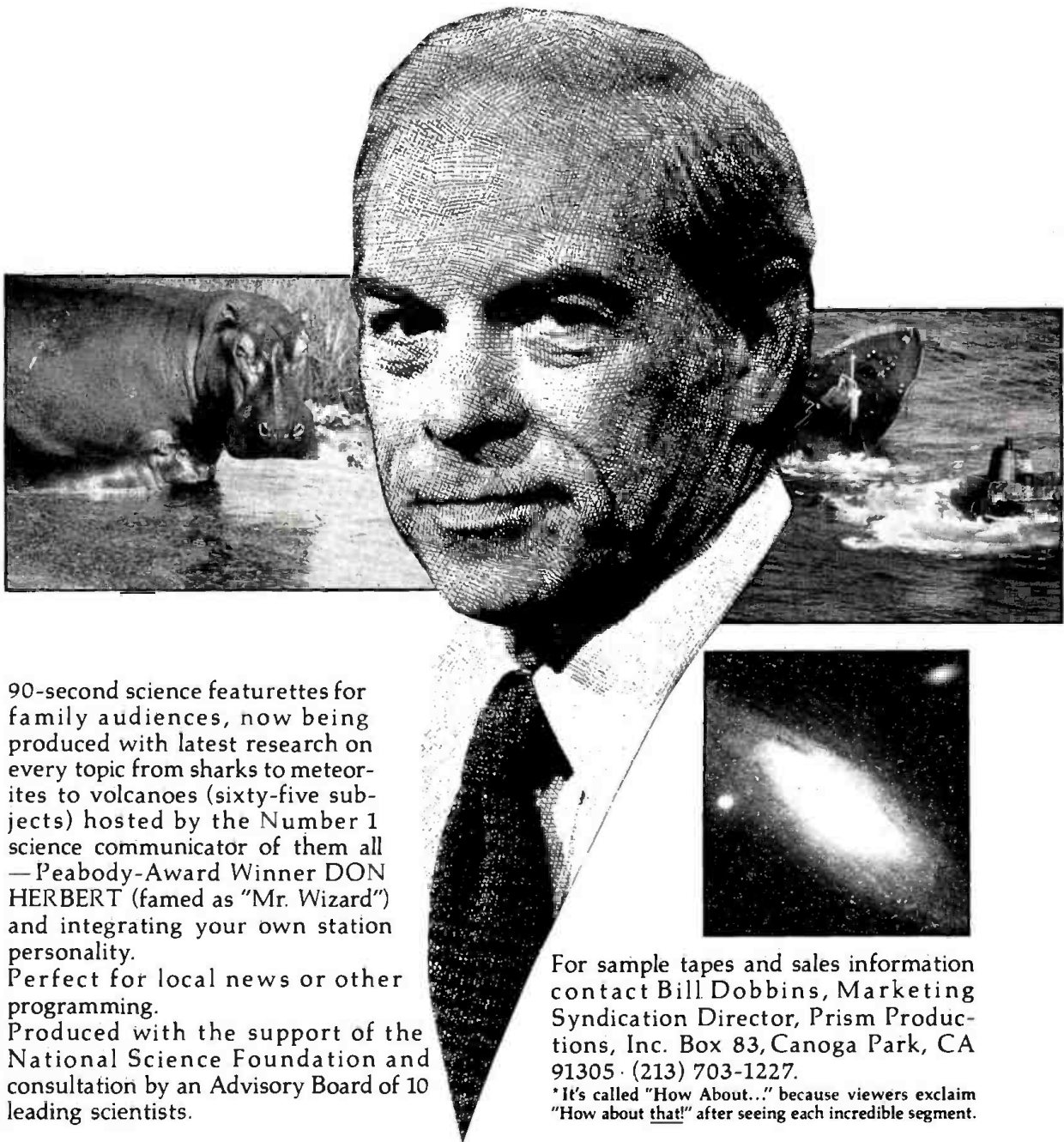
Accordingly, the petition said, "the press parties are reluctant to commit the resources necessary to develop the evidentiary record called for by the commission in connection with its present narrow inquiry." They added that the costs and difficulty "cannot be justified in order to seek at best short-term relief under a service offering ill-suited to present needs and long-range goals of the press."

But the press parties asked that the proceeding be terminated without prejudice to "other appropriate relief which the press may seek, including without limitation the initiation of a more general inquiry into the need for a service offering designed specifically to meet the singular needs of the press."

They also had some other requests. They asked that the commission urge AT&T and other carriers to make available as expeditiously as possible a one-way receiving-only multipoint tariff." And they asked for the removal of "unnecessary regulatory impediments to the rapid development of compatible systems and technologies adaptable for news dissemination, including...use of domestic satellites and related facilities."

“How About...”*

is now ready.



90-second science featurettes for family audiences, now being produced with latest research on every topic from sharks to meteorites to volcanoes (sixty-five subjects) hosted by the Number 1 science communicator of them all — Peabody-Award Winner DON HERBERT (famed as “Mr. Wizard”) and integrating your own station personality. Perfect for local news or other programming. Produced with the support of the National Science Foundation and consultation by an Advisory Board of 10 leading scientists.

For sample tapes and sales information contact Bill Dobbins, Marketing Syndication Director, Prism Productions, Inc. Box 83, Canoga Park, CA 91305 · (213) 703-1227.

*It's called “How About...” because viewers exclaim “How about that!” after seeing each incredible segment.

A MR. WIZARD STUDIO PRODUCTION

Short's news team doubles in sales

Owner of Minneapolis station sends his journalists into the street to pitch ads

When Bob Short owned the Los Angeles Lakers, he asked basketball players to sell game tickets. When he owned a truck line, he asked drivers to sell orders. Now he owns all-news WWTC(AM) Minneapolis and he has asked everybody, including the news staff, to sell advertising.

"I plead guilty," he said. "I think everybody should sell."

Mr. Short, a millionaire truck line and hotel operator and candidate for U.S. Senate from Minnesota, bought WWTC a month ago and immediately applied his business methods to a foundering operation (although possibly too abruptly, he later admitted). He said WWTC is a small station in a major market. It bills \$50,000 a year; it loses \$7,000 to \$30,000 a month, and it will go under if the situation doesn't change. He could do two things he doesn't want to do—get rid of the all-news format or lay off staff members. The solution, he said, is to do what he has successfully done before—get everybody to sell.

During an interview with one of his

staffers, Mr. Short said he was asked if it had occurred to him that news reporters selling advertising might be a conflict of interest. Mr. Short said it had not. After talking with several persons, including executives of competing radio stations, he still believes there is no conflict. Mr. Short, his lawyer son, Bryan, and his station manager, Doyle Rose, all say the staff has accepted the situation and is doing what it can to save the station.

Not everyone agrees there is no conflict. Ernie Schultz, KTVY(TV) Oklahoma City, president of the Radio and Television News Directors Association, said the situation represents an "impossible conflict of interest that will destroy the credibility of radio and television news. . . . the entire credibility of the journalist depends upon the public knowledge that he is independent of all other considerations than serving the public by presenting factual information fairly and accurately . . . We sympathize with the economic problems of radio and television owners, but we submit that the record of radio and television stations across the country in presenting . . . accurate and impartial news while . . . maintaining economic viability is substantial."

Some stations in small markets, Mr. Schultz said, have staffs that do everything, including making contacts for advertising. "Even that's not good," he said, "but nobody goes public with it. That's

absolutely incredible. If he gets away with that, it will be a real attack on television and radio."

Mr. Short said small stations throughout the country operate this way and the only thing his small station is doing differently is operating that way in a large market.

In Minneapolis, Jack Nugent, general manager of KSTP(AM), said on a year-around basis a station that had news people selling advertising might lose its credibility, but that he might react the same way as Mr. Short—on a temporary basis.

"This is a damn good radio station that provides a service this community needs," he said. "If I were in this situation and had the problems, I'd say, 'Look, everybody has to get out and push, and put the station over. If anybody here thinks they are too damn important to push the station, don't let the door hit your back.'" He said, however, he wouldn't want to push his news people in the situation of going out and selling time because he might have the public questioning the news.

Mr. Short said he wasn't forcing his staff to sell news. Essentially, he said, he wanted everybody to push radio advertising within their spheres of influence—with their grocers, their barbers, people they do business with. He said no one has quit the station over the situation and that he has not fired anyone for not selling. "But I won't say it won't happen," he said.

This is the second radio station for Mr. Short. He operated the first one—KRHM(FM) Los Angeles—in the early 60's at a loss and sold it for several times more than he paid. "I have never got into a business in my lifetime that you would describe as a good one—I have always had problems getting both ends to meet. I come from the sales end of all my businesses. I believe in getting sales on its feet, and going from there."

Mr. Short talks about air time as merchandise. "No business," he said, "can operate on a 40% sales effort. No business can afford to let 60% of its merchandise perish each day."

WE ARE NO SUBSTITUTE FOR GOOD, LOCAL PUBLIC AFFAIRS . . .

. . . and it's no substitute for us.

Obviously, we can't cover your strictly local issues. That's your responsibility. Our job is to cover the pressing national issues so you're free to do a better job locally. Nearly 200 leading stations think we do our job very well . . . and their listeners think so, too. If you'd like to hear the reasons, send for our demo. We'll make you sound like you accept no substitutes.



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Take two on '20/20': different host, format

Hugh Downs replaces Hughes-Hayes; ratings are up considerably

"Courage," ta-ta'ed Australian-born Robert Hughes at the end of the first edition of ABC News' 20/20, "we're all in this together." Courage or not, he's no longer in it together as co-host with his erstwhile partner on the program, Harold Hayes. Devastated by the critics and faring only slightly better in the ratings in its first outing, the news magazine series' second broadcast last week featured a new, and singular, host—game show/Today show veteran Hugh Downs—and a somewhat revamped format. It also gained a larger audience.

After earning a meager 12.4 rating and 22 share in its first broadcast, 20/20



Downs

jumped to a 16.3/29 in the second try—not enough to overtake the second hour of CBS-TV's rerun presentation of Woody Allen's "Play It Again, Sam" (18.3/32), but sufficient to beat out the third hour of NBC-TV's repeat of "Raid on Entebbe" (15.7/28).

Gone last week were the rapid-fire "Wayward Week" capsules of the week's top news events and rundowns on the best selling novel, best-selling record, most-watched television program and most-admired athlete: Also missing were further examples of animated clay figures that, in the first program, had President Carter singing "Georgia on My Mind," and Walter Cronkite closing his evening news broadcast by sailing off his copy as a paper airplane.

The second program featured four major stories. The opening segment, like Geraldo Rivera's piece the first week on the use of jackrabbits as live bait in greyhound coursing, featured a warning for children and squeamish adults. It preceded a report on the increase in the number of cesarean births and included operating-room footage. Next was a Rivera story on urban "ferals"—people who choose city streets, subways and steam tunnels as their home. That was followed by part two of Sander Vanocur's investigation into the potential for nuclear terrorism. The show closed with a report on the upcoming release of the film, "Jaws II."

The program did retain the "words" featurette, only last week these mini-vocabulary lessons were connected to the stories. Defined were "cesarean" and "feral." And Mr. Downs, like his predecessor co-hosts, did talk with the principal reporters on each of the night's stories.

Robert Shanks, executive producer of the program, said that the dropped program elements were not necessarily gone forever. He said: "We have to look at it all again." As for the former co-hosts, he said that matter is "still somewhat vague" but that Mr. Hughes probably would be used as a contributor on the air and that he was expecting Mr. Hayes to continue editorially (he joined as senior editorial producer).

Current scheduling thought, Mr. Shanks said, is to continue weekly until Sept. 12, then go monthly and return weekly sometime after the first of the year.

He's counting on prime-time slots and Mr. Downs as the long-term host.

Regarding reports that were circulating that there was strife between ABC News and Sports President Rooney Arledge and Mr. Shanks in preparing the first show, Mr. Shanks said "we had no fight." He said that Mr. Arledge had been "involved all along" and that he had followed Mr. Arledge's suggestions before airing, thinking they were in the best interest of the program.

Mr. Arledge explained that when he began getting a feel for what the first program was going to be like, about a week or two before it aired and after he had been out of town, he was afraid that it would be "perceived as a comedy."

It was then that he began making changes and he said the premiere *20/20* was hurt because it hadn't been completed a day or two in advance and "was so far behind" in being put together.

As for the change in hosts, Mr. Arledge said that he believed "you have to make the changes right away," and that his problems were not with Mr. Shanks but with the on-air performance of Harold Hayes.

Holding that "we needed some stability" to go alongside the reporting team, he said Hugh Downs, who happened to be filling in on ABC's *Good Morning America*, had lunch with Mr. Arledge the Wednesday following the opening. The Downs deal was completed the following Monday, Mr. Arledge said.

What's for lunch in Sioux City?

Back by popular demand, it's the Noon Show, Monday through Friday on KMEG-TV. And after a three-year hiatus, it's back better than ever and ready for another long run.

Tailored to the Siouxland housewife, the Noon Show features hostess Kathy Sullivan. In addition to interviews with visiting celebrities and local guests, Kathy teams up with The Butcher (Merle Ellis) and The Green Grocer (Joe Carcione) to provide cooking tips, consumer advice and much more.

So if you want to reach homemakers in Sioux City, why not meet them over lunch—with KMEG-TV.

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WNY / CADILLAC TRaverse CITY
WZZM / SULLY SIOUX FALLS
KOLN TV / LINCOLN NEBRASKA
KOB-TV GRAND ISLAND NEB
KMEG-TV SIOUX CITY IOWA

CBS sued by prisoner over '60 Minutes' piece

An inmate at the U.S. penitentiary in Marion, Ill., charging that he was illegally filmed for a *60 Minutes* segment, has filed suit in U.S. District Court in East St. Louis, Ill., asking for \$800,000 in damages from CBS and prison officials and for an injunction preventing news teams from entering prisons until new guidelines are drawn up to protect prisoners' rights.

Joseph Scirigione, serving six to 18 years after a 1974 conviction for manslaughter and carrying a deadly weap-

on, claimed he had been assured that any footage in which he appeared would be edited out. Scirigione said he showed up for about 10 seconds on *60 Minutes* Oct. 2, 1977.

Scirigione is seeking \$500,000 from CBS; \$250,000 from David Lowe, identified as a CBS News crew chief, and \$50,000 from prison officials. He contended that his privacy was unconstitutionally invaded.

Part of the guidelines Scirigione is advocating would give prison officials supervisory control over filming and editing at correction facilities.

CBS, which had not been served with the lawsuit by midweek, had no comment.

Equipment & Engineering

Bell & Howell moves broadcast hardware

It buys TV equipment operations and the name of Telemation Inc., which will have to change its name

Bell & Howell Co. has purchased assets of the video hardware manufacturing division of Telemation Inc. Telemation produces professional television broadcast equipment and distributes it from headquarters in Salt Lake City and offices in London.

The sale temporarily creates two Telemations. One is a group in the video division of Bell & Howell—manufacturing graphics generators, audio and video routing switchers, telecine cameras, video digital noise filters and other electronic equipment for the broadcast, cable television and closed circuit television industries. Bell & Howell bought Telemation's name and market, and will lease a 60,000-square-foot manufacturing plant in Salt Lake City from Telemation Inc., the second of the Telemations.

Telemation Inc.—which has 10 months to change its name—is a Salt Lake real estate company which owns, besides the plant building, a Chicago-based television commercial-production facility. Its chairman, George C. Hatch, said the transaction involved the sale of its manufacturing assets at essentially book value and payment or assumption of an equal amount of liabilities by Bell & Howell. The amount of cash involved has not been disclosed.

Proceeds from the sale, Mr. Hatch said, will retire all of Telemation's term bank debt, which he said was restricting the company's investment and diversification.

Telemation will be the fifth group in Bell & Howell's \$30,000,000 video division, which among other things supplies movies and video equipment to ships and airplanes, and video networks to industry. Telemation's manufacturing division had 1977 sales of almost \$8 million of the company's total \$9,141,000.

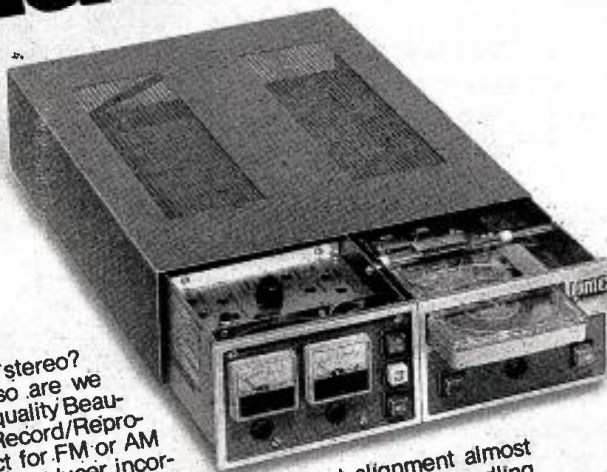
The to-be-renamed Telemation Inc. will continue to be traded in the over-the-counter market. Bell & Howell, with 1977 sales of \$500 million, is listed on the New York Stock Exchange.

Stew over stereo statement

A "slip of the tongue" by a National Association of Broadcasters employee at NAB's convention in Las Vegas last April has spurred an exchange of correspondence on NAB's position on various technical systems being developed for AM stereo transmission.

In a May 26 letter to NAB President Vincent Wasilewski, Leonard Kahn, president of Kahn Communications, one of five firms with AM stereo systems being considered by the FCC for possible adop-

Beaucart Stereo Machines.



Ready for AM stereo? It's here, and so are we with our super quality Beaucart® Stereo Record/Reproducers. Perfect for FM or AM stereo, each reproducer incorporates a unique head hold-down assembly which keeps heads in perfect alignment almost indefinitely, plus a series of patented cart locating and handling features for the utmost in stereo reproduction. And only Beaucart machines feature our patented Beau-pancake motor and matched Beau audio heads.

If you need the ultimate in AM or FM broadcast stereo machines for A, B, and C-size carts, you owe it to yourself to look at Beaucart. Price specs, service, performance: No wonder they've become so popular! For the full story, write today for Bulletin 103 or call us at (203) 288-7731. We're the Broadcast Products Division, UMC Electronics Co., 460 Sackett Point Road, North Haven, Connecticut 06473.

UMC

tion, claimed that at a convention workshop an NAB employe (later identified as Chris Payne, assistant to the vice president for engineering, who had no comment on the matter) said that the association was making certain by "various devious means" that AM broadcasters would get the "right" system.

Mr. Kahn continued, "I believe that there is evidence that NAB, by the action of one of its employes and without a mandate from its membership, and I believe, without board approval, has suddenly assumed the role of final judge in the current FCC inquiry into AM stereo."

Mr. Kahn went on to say that he felt the technical measurements performed by the National AM Stereo Radio Committee (in which the NAB has a prominent role) were performed "at exceedingly high levels" and did not show "serious noise and interference problems" Mr. Kahn says exist in four of the AM stereo systems proposed. "The tests were done so poorly," Mr. Kahn said, "that the FCC has no real knowledge of how the systems will work."

In reply, Mr. Wasilewski admitted that after listening to a tape of the session the quote was accurate, but said "the employe was simply incorrect." He continued, "I can assure you that the NAB board of directors does not intend to recommend that this association take any position with respect to the merits or demerits of any of the AM stereo systems which will be under consideration by the FCC. NAB has no intention of being the judge and jury."

"I sincerely regret the statements in question," Mr. Wasilewski wrote to Mr. Kahn. "I think you would agree, however ... that this individual had on numerous occasions stressed that NAB could not comment on the matter of selecting a system. I cannot account for the one slip of the tongue involved, but I can assure you that it will not happen again."

Technical Briefs

Granted. National Aeronautics and Space Administration has awarded \$2,414,684 contract to Public Service Satellite Consortium to operate its satellite access facility at Denver and Morrison, Colo. Facility originates color video and audio feeds to two NASA experimental satellites, ATS-6 and CTS, and two audio-only experimental satellites, ATS-1 and ATS-3. Contract calls for purchase of transportable and fixed communications equipment, support of PSSC's engineering staff, development of schedule of user charges and installation of teleconference studio.

Sharp stuff. New special effects generator with built-in color sync generator has been introduced by Sharp Electronics Corp., Paramus, N.J. XEG-3000 has complete pulse distribution system that contains full provision for horizontal and color phasing for up to four cameras. Special effects section has five video camera inputs, five monitor outputs, two program and two preview outputs and vertical interval switching. Price is \$2,900.

Goldwater gets opposed on his receiver bill

Representatives of broadcasters and equipment makers say Interference problem should be corrected at CB source, not in television sets

Legislation to require or encourage radio, television and stereo set makers to install equipment to filter out interference from citizen band and amateur radio operators was opposed by television and consumer electronics interests in a hearing last week before the Senate Communications Subcommittee.

Speaking for the Association of Maximum Service Telecasters, Paul J. Berman of the law firm of Covington & Burling said the bill by Senator Barry Goldwater (R-Ariz.) is "neither necessary nor desirable" because the FCC already has authority to get at the problem by regulating CB transmission. Mr. Berman said troublesome harmonics in CB transmissions will not be eliminated by installing filters in TV sets, but have to be dealt with by the FCC under its current authority to regulate CB transmitters. To give the FCC authority over TV receivers would be avoiding the problem, he said.

Senator Goldwater, a ham radio enthusiast, who presided at the hearing Wednesday, said the alterations necessary to cure the problem would be minor. "We are not talking about high-priced work in this instance," he said. "Nor are we talking about high prices to manufacturers. We are talking about prices from a dollar or two to maybe 10 at the most, but these interferences can be handled."

The senator, a member of the Communications Subcommittee, said that a 1977 FCC study shows that from four million to 10 million TV viewers are bothered by CB interference, and projects that figure will increase to as high as 21 million in 1979. His bill as now written requires TV, radio and stereo set manufacturers to install "protective devices," but he said at the hearing that he is open to suggestions of ways to achieve that end without placing stringent requirements on TV sets.

FCC Chairman Charles Ferris said the

commission supports the Goldwater bill's objective, but would prefer to look for a "marketplace" solution that would encourage set manufacturers to take voluntary action. He said the commission "is moving quickly" to establish an inquiry in the area and hopes thereby to generate greater consumer awareness of the problem.

One step the commission will consider, he said, is institution of a program that would have set manufacturers label their products as to their ability to reject interference.

Among those also opposing the Goldwater measure was the Consumer Electronics Group of the Electronic Industries Association. J. Edward Day, special counsel to the group, concurred with Mr. Berman that the problem can be largely cured through stricter FCC enforcement of CB transmitter standards.

The American Radio Relay League, an organization of amateur radio operators, supported the measure, as did Representative Charles A. Vanik (D-Ohio), who has a measure similar to the Goldwater bill pending in the House.

NABET workers at KTTV may get four-day week

Metromedia's KTTV(TV) Los Angeles and the National Association of Broadcast Employes and Technicians have reached an agreement on a new contract, retroactive to June 1, that allows management to offer some 120 engineers either a four-day or five-day work week.

At the discretion of the various managers at Metromedia's Los Angeles TV outlet and its Metrotape West studio leasing facilities, NABET-affiliated employes will work either four nine-and-three-quarter-hour days or five eight-hour days. Both time choices include an hour lunch period, amounting to a 35-hour week. Expected to be primarily affected by the four-day week are those engineers working at Metrotape West.

Salaries also were boosted for most NABET employes, up \$40 the first year to \$470 per week, with a \$25 increase for each of the next two years.

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The Broadcasting Playlist Jun 19

Contemporary


<i>Last This week</i>	<i>This week</i>	Title □ Artist	Label
1	1	<i>Shadow Dancing</i> □ Andy Gibb	RSO
5	2	<i>Feels So Good</i> □ Chuck Mangione	A&M
2	3	<i>Too Much, Too Little</i> □ Mathis & Williams	Columbia
3	4	<i>You're the One That I Want</i> □ Travolta/Newton-John	RSO
6	5	<i>It's a Heartache</i> □ Bonnie Tyler	RCA
7	6	<i>Baker Street</i> □ Gerry Rafferty	United Artists
4	7	<i>With a Little Luck</i> □ Wings	Capitol
8	8	<i>Dance With Me</i> □ Peter Brown	Drive
9	9	<i>Use Ta Be My Girl</i> □ O'Jays	Phila Intl.
16	10	<i>The Groove Line</i> □ Heatwave	Epic
12	11	<i>Two Out of Three Ain't Bad</i> □ Meatloaf	Epic
10	12	<i>You Belong to Me</i> □ Carly Simon	Elektra
11	13	<i>Baby Hold On</i> □ Eddie Money	Columbia
25	14	<i>Miss You</i> □ Rolling Stones	Atlantic
19	15	<i>Still the Same</i> □ Bob Seger	Capitol
13	16	<i>The Closer I Get to You</i> □ R. Flack & D. Hathaway	Atlantic
28	17	<i>Last Dance</i> □ Donna Summer	Casablanca
18	18	<i>Love is Like Oxygen</i> □ Sweet	Capitol
17	19	<i>Because the Night</i> □ Patti Smith	Arista
20	20	<i>Take a Chance on Me</i> □ Abba	Atlantic
22	21	<i>Shame</i> □ Evelyn "Champagne" King	RCA
21	22	<i>Boogie Oogie Oogie</i> □ A Taste of Honey	Capitol
24	23	<i>Bluer Than Blue</i> □ Michael Johnson	EMI America
32	24	<i>King Tut</i> □ Steve Martin	Warner Bros.
34	25	<i>Runaway</i> □ Jefferson Starship	Grunt/RCA
29	26	<i>Every Kinda People</i> □ Robert Palmer	Island
27	27	<i>Copacabana</i> □ Barry Manilow	Arista
48	28	<i>Love Will Find a Way</i> □ Pablo Cruise	A&M
31	29	<i>Only the Good Die Young</i> □ Billy Joel	Columbia
23	30	<i>Disco Inferno</i> □ Trammps	Atlantic
15	31	<i>On Broadway</i> □ George Benson	Warner Bros.
-	32	<i>I Can't Stand the Rain</i> □ Eruption	Ariola
37	33	<i>You're the Love</i> □ Seals and Crofts	Warner Bros.
40	34	<i>I was Only Joking</i> □ Rod Stewart	Warner Bros.
14	35	<i>Imaginary Lover</i> □ Atlanta Rhythm Section	Polydor
33	36	<i>Even Now</i> □ Barry Manilow	Arista
30	37	<i>Count on Me</i> □ Jefferson Starship	Grunt/RCA
36	38	<i>This Time I'm in It for Love</i> □ Player	RSO
38	39	<i>Grease</i> □ Frankie Valli	RSO
39	40	<i>Wonderful Tonight</i> □ Eric Clapton	RSO
26	41	<i>Night Fever</i> □ Bee Gees	RSO
-	42	<i>Macho Man</i> □ Village People	Casablanca
44	43	<i>Life's Been Good</i> □ Joe Walsh	Asylum
-	44	<i>I've Had Enough</i> □ Wings	Capitol
-	45	<i>Follow You, Follow Me</i> □ Genesis	Atlantic
49	46	<i>Three Times a Lady</i> □ Commodores	Motown
-	47	<i>Magnet and Steel</i> □ Walter Egan	Columbia
42	48	<i>Almost Summer</i> □ Celebration	MCA
43	49	<i>Deacon Blues</i> □ Steely Dan	ABC
46	50	<i>Dust in the Wind</i> □ Kansas	Kirshner

Playback

Sweet success. A Taste of Honey is getting a taste of success with its new single, *Boogie Oogie Oogie* (Capitol). "It looks like it's going to be a big song," says Tom Morgan of WPEZ(FM) Pittsburgh, Pa. "It's easy to dance to and easy to listen to . . . it's very nice." B. J. Dean of WORC(AM) Worcester, Mass., says "as soon as you hear it you can't wait to get your fanny to a disco. It has a nice hook in it. There are no real lyrics [but] it has a nice arrangement." And Jeff Ryan of WTRY(AM) Troy, N.Y., says the song appeals to "adults as well as teens . . . it's got a good guitar riff [and] a distinct beat." **Wings is soaring.** While *With a Little Luck* is still flying high on the charts, *I've Had Enough* (Capitol), another single from the *London Town* LP bolts to 44. "It's got what I think is a top-40 hook," says Dave Collins of KILE(AM) Galveston, Tex. "Women will fall all over the song and teens will too." Gary Major of WKLO(AM) Louisville, Ky., says the up-tempo single is "different from the rest of the album . . . McCartney almost does disco, but not quite." **More disco disks.** Bolting to 42, the Village People's *Macho Man* (Casablanca) "may be the first hit for them," says Bobby Sorrell of KNUS(FM) Dallas. Jeff Hunter of KNDE(AM) Sacramento, Calif., describes the group this way: "One dresses up like an Indian, one like a construction worker, another like a Hell's Angel and another like a cowboy. They all sing—they don't play instruments—and dance around. It's outrageous, but people love it." **Whistlin' Dixie.** A. J. Roberts of KDON(AM) Salinas, Calif., is excited about *Take It Off the Top* (Capricorn) by Dixie Dregs. "It's a multitalented group of musicians, not just another Southern boogie band. The song has hooks all through it, both instrumental and vocal."

Country

<i>Last This week</i>	<i>This week</i>	Title □ Artist	Label
1	1	<i>Night Time Magic</i> □ Larry Gatlin	Monument
7	2	<i>I'll Be True to You</i> □ Oak Ridge Boys	ABC
25	3	<i>Ain't No Good Chain Gang</i> □ Cash & Jennings	Columbia
15	4	<i>I Believe in You</i> □ Mel Tillis	MCA
18	5	<i>I Can't Wait Any Longer</i> □ Bill Anderson	MCA
8	6	<i>Cowboys Don't Get Lucky</i> □ Gene Watson	Capitol
6	7	<i>Georgia on My Mind</i> □ Willie Nelson	Columbia
2	8	<i>Do You Know You Are My Sunshine</i> □ Statter Bros.	Mercury
4	9	<i>It Only Hurts for a Little While</i> □ Margo Smith	Warner Bros.
14	10	<i>Two More Bottles of Wine</i> □ Emmylou Harris	Warner Bros.
9	11	<i>Gotta Quit Looking at You Baby</i> □ Dave & Sugar	RCA
12	12	<i>Putting in Overtime at Home</i> □ Charlie Rich	UA
-	13	<i>Only One Love in My Life</i> □ Ronnie Milsap	RCA
16	14	<i>It's a Heartache</i> □ Bonnie Tyler	RCA
3	15	<i>No, No, No</i> □ Rex Allen Jr.	Warner Bros.
-	16	<i>I Wish I Loved Somebody Else</i> □ Tom T. Hall	RCA
5	17	<i>I'm Gonna Love You Anyway</i> □ Cristy Lane	L.S.
22	18	<i>Love or Something Like It</i> □ Kenny Rogers	UA
19	19	<i>Slow & Easy</i> □ Randy Barlow	Republic
20	20	<i>I'd Like to See Jesus</i> □ Tammy Wynette	Epic
10	21	<i>Red Wine and Blue Memories</i> □ Joe Stampley	Epic
-	22	<i>Let Me Be Your Baby</i> □ Charly McClain	Epic
-	23	<i>Here Comes the Reason I Live</i> □ Ronnie McDowell	Scorpion
13	24	<i>She Can Put Her Shoes</i> □ Johnny Duncan	Columbia
21	25	<i>If You Can Touch Her at All</i> □ Willie Nelson	RCA

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.

Fates & Fortunes

Media

Richard J. Janssen, VP-operations, Nationwide Communications, Columbus, Ohio, appointed to head radio station operations of Scripps-Howard Broadcasting Co., Cleveland. He will also serve as assistant to president for radio.



Janssen



Roach

Lloyd B. Roach, general manager, WEFM(FM) Chicago, named VP of GCC Communications, owner of station.

Hugh F. Del Regno, director of business affairs, KTTV(TV) Los Angeles, named VP.

Jack Olson, local sales manager, KFBB-TV Great Falls, Mont., named general manager.

Ken Gerdes, VP-sales, WYEA-TV Columbus, Ga., named VP-general manager of co-owned WYUR(TV) Huntsville, Ala. **Lee Brantley**, from Alabama Educational Television, Auburn, named station manager of WYUR.

John A. Montgomery, VP-programing, Public Broadcasting Service, Washington, named president, Central Educational Network, Chicago.

Herbert Usenheimer, sales manager and station manager, WGLI(AM) Babylon, N.Y., appointed VP-general manager of co-owned WBLI(FM) Patchogue, N.Y.

Bill H. Thomas, VP-general manager, WVEE(AM) Memphis-WEEF(FM) Germantown, Tenn., appointed president-general manager, WYIG(AM) Jackson, Miss.



Murphy

Frank J. Murphy III, regional manager, station relations department, Mutual Broadcasting System, Arlington, Va., appointed director of station relations.

Leonard Freeman, assistant treasurer, Broad Street Communications Corp., New Haven, Conn., elected VP-controller.

Jack R. Lease, operations manager, WXIA-TV Atlanta, named director of operations and program manager, succeeding Neil Kuvin, now with WABC-TV New York (BROADCASTING, June 12).

Burdick Myre, program manager, WWTY(TV) Cadillac, Mich., named director of operations, KNDO(TV) Yakima, Wash.

Roberta V. Romberg, VP, affirmative action programs, NBC, named to new post of VP, affirmative action and employment, NBC, assuming additional responsibilities over employment practices.

Michael C. Lang, assistant general attorney, ABC Inc., New York, appointed general attorney, labor relations-East Coast.

Elaine K. Boryk, director of corporate accounting, Cox Cable Communications, Atlanta, named assistant controller for parent company there, Cox Broadcasting Corp. **Norman A. Smith**, also from financial staff of Cox Cable, named corporate tax manager for Cox Broadcasting.

Richard A. O'Leary, president, ABC Owned Television Stations, New York, elected president, International Council of National Academy of Television Arts and Sciences.

New officers, Valley Broadcasters Association: **John Tilson**, KKNU(FM) Fresno, Calif., president; **Sam Horel**, KMPH(TV) Tulare (Fresno), VP, and **Bob Treadway**, KFYE(FM) Fresno, secretary-treasurer.

Broadcast Advertising

Named senior VP's, Ogilvy & Mather, New York: **Jack Hill**, VP-director of media information services; **Jay Jasper**, VP-creative director, and **Jay Schulberg**, VP-creative director. **Mike Jollivette**, from Leo Burnett, Hollywood, Calif., named senior producer for O&M, Los Angeles.

Creative supervisors named VP's, Grey Advertising, New York: **Robert Goorlick**, **Ed Hannibal**, **John Lauria** and **Mel Stein**. Named account management VP's are **Casey Wojciechowski** and **Judith Owens**. Also named VP is **Polly Allen**, group head and assistant media director.

Thomas R. McNamara, controller for Dancer Fitzgerald Sample Inc., New York, appointed VP.



Rosen

Marcella Rosen, VP and associate, marketing services group, NW Ayer ABH International, New York, appointed media director and elected senior VP. **Lamar Le Monte**, account supervisor, elected VP.

Leah Roth, freelance copywriter, New York, named senior copywriter, Cunningham &

Walsh, New York.

Ivan Molomut, from art department of Cad-

well Davis Savage, New York, named art director.

Paula Diane Silver, director of advertising-worldwide, Warner Bros., New York, named associate creative director, Frankfurt Communications there, subsidiary of Kenyon & Eckhardt Advertising.

Vikie Ricker, manager of broadcast advertising, Standard Brands Inc., New York, named broadcast advertising manager, Sawdon & Bess Advertising, New York.

Kenneth (Kit) Hieronymus, director of marketing, M.S. Management Associates, Indianapolis, named creative-contact executive, Kenrick Advertising, St. Louis.

Dean Osmundson, general manager, WMC-AM-FM Memphis, elected president of Sales and Marketing Executives International. **Joseph Brouillard**, executive VP, J. Walter Thompson, New York, named president-elect.



Osmundson



Antelo

Joseph G. Antelo, VP-general sales manager of WGN-TV Chicago and VP of WGN Continental Sales Co., broadcast group's representative company, elected to new post of VP and director of sales of WGN Continental Broadcasting and president of WGN Continental Sales. In latter post he succeeds **Marvin Astrin**, now part owner and president of WAIT(AM) Chicago (BROADCASTING, Feb. 20).

Richard Daggett, manager of Eastern sales, NBC-TV Spot Sales, New York, joins co-owned WMAQ-TV Chicago as manager of local sales.

Dick McGeary, local sales manager, KHJ(AM) Los Angeles, named sales manager. **Mal Klugman**, Western manager, ABC Radio Spot Sales there, named retail sales manager, KHI.

Virginia Tompkins, account executive, WNBC(AM) New York, named local sales manager.

Richard Leader, from local sales staff, KNX(AM) Los Angeles, named local sales manager.

J. William Beindorf, general sales manager, WXEX-TV Richmond, Va., joins WISH-TV Indianapolis in same capacity.

Tom Breazeale III, salesman, WYEA-TV Columbus, Ga., named general sales manager.

William C. Gillogly, VP and sales manager for ABC-TV in Detroit, named to new post of VP, news sales, central division, Chicago.

Robert Barnes, general sales manager, WSLR(AM) Akron, Ohio, given additional duties as national sales manager. **Harvey Simms**, regional sales representative, named local sales manager. **William Smith**, account executive, succeeds Mr. Simms.

Stephen Strelker, regulatory liaison officer, noncommercial WXDR(FM) Newark, Del., named account executive, WLEQ(FM) Bonita Springs, Fla.

Bob Herbst, account executive, Television Advertising Representatives, Chicago, transferred to TVAR's New York office in same capacity.

Programing

J. Peter Twaddle, president and partner, Concept Five Productions, Hollywood, Calif., named general manager of Group W Production's new syndicated entertainment-information series, *Every Day* (BROADCASTING, June 5).

Adele S. Greene, VP for public affairs, Corporation for Public Broadcasting, Washington, has resigned, effective July 15. On Aug. 1 she joins independent television producer David Prowitt in Washington as executive VP of Science Program Group Inc., and its subsidiary, Arts Program Group. She will also serve as president of newly formed Television Program Group Inc., which will produce programs on science, medicine and arts for commercial release.

Susan Weiner, research assistant, KYW(AM) Philadelphia, named producer.

John David Chadwick, operations manager

and announcer, WEZR(FM) Manassas, Va., joins WGAY(AM) Silver Spring, Md.-WGAY-FM Washington, as program director.

News and Public Affairs

Ken Kashiwahara, bureau chief, ABC News, Hong Kong, named to same position at newly opened San Francisco bureau.

Susan Mills, associate producer of CBS News series, *In the News*, New York, named producer. **Charles Crawford**, health and science editor, WCBS-TV New York, joins CBS News there as science-medical correspondent.

Rick Brown, news director of WITI-TV Milwaukee, named associate producer of *CBS Morning News*, based in Chicago.



Snyder

Alvin Snyder, executive producer of 4:30 p.m. news, WMAQ-TV Chicago, named executive producer of all news broadcasts for station. Before joining in 1976, he was deputy special assistant to Presidents Ford and Nixon, later served tour with U.S. Information Agency.

C. Christian Schmidt, news assignment editor, WWL-TV New Orleans, named news director, WCMH-TV Columbus, Ga.

Kathie Anderson, producer, reporter, anchor,

WEEK-TV Peoria, Ill., joins WTMJ-TV Milwaukee as reporter and co-host of morning program.

Sally E. Scobey, reporter and editor-producer, WXEX-TV Richmond, Va., joins WOTV(TV) Grand Rapids, Mich., as reporter and producer.



Batten

Tony Batten, producer, writer and director for ABC News's *Closeup*, New York, named executive producer of news and public affairs programming, noncommercial WETA-TV Washington. **Linda Shen**, freelance producer, New York, named WETA-TV news producer.

Paul Conti, news director, WGNA(FM) Albany, N.Y., joins WAST(TV) there as news assignment editor. **Robert Riggs**, political consultant in Washington, joins WAST as investigative reporter.

Ron Leaverton, reporter and weekend anchor, WVEC-TV Norfolk (Hampton) Va., named general assignment reporter, WBAL-TV Baltimore.

Art Kevin, investigative reporter, KMPC(AM) Los Angeles, named news director, KVI-AM-FM Seattle. All stations are owned by Golden West Broadcasters.

Doretta Watkins, co-owner of Houston News Service, and editor and anchor, KTRH(AM) Houston, named news director, Mutual Southwest Radio Network, Dallas. **W. Robert Milford III**, newsman, KNUS(FM) Dallas, joins Mutual Southwest as newscaster.

Leslie Sawyer, reporter and public affairs program host and producer, KCBQ(AM) San Diego, joins news staff of KLOS(FM) Los Angeles.

Raymond Swiderski, assistant news director, WKDII(AM)-WIVE-FM Ashland, Va., named news director.

Promotion and PR

Peter Hauck, managing editor of CBS corporate news journal, New York, joins ABC there as manager, employe communications, ABC public relations. He will be responsible for developing and implementing corporate employe in-house publication and other communications projects.

Gene Lyons, on-air producer for promotion department, WTTG(TV) Washington, named director of press and publicity.

Cable

Ernest R. Olson, director of marketing, Cox Cable Communications, Atlanta, named VP-marketing. **Douglas E. David**, staff assistant for planning and development for parent company there, Cox Broadcasting Corp., named assistant director of marketing for Cox Cable. **T.M. Foreman**, VP-finance, given additional duties formerly held by **John Gwin**, VP, who has resigned.

Marilyn Russell, regional manager, affiliate relations, NBC-TV, named regional manager, Ohio and western Pennsylvania, Time Inc.'s Home Box Office. **Peter R. Ryus**, financial

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analyst, controllers office, Time Inc., named affiliate marketing manager, HBO.

Hy Trillier, regional manager, Telecommunications Inc., San Ramon, Calif., named general manager, Complete Channel TV, Madison, Wis.

Jerry Kidwell, installer, Chattanooga Cable TV, Chattanooga, named installation superintendent. **Sonja D. Anderson**, teacher, and **Don Davis**, salesman for frozen food distributor, join company as sales representatives.

Equipment & Engineering



Rothers

Charles J. Rothers, president and treasurer of WGN Electronic System Co., cable TV subsidiary of WGN Continental Broadcasting, Chicago, named director of engineering and development of WGN Continental station group. He retains cable company presidency.

John F. McCurry, supervisor, engineer

drafting, ABC, New York, named to newly created position of manager, technical design services, broadcast operations and engineering, ABC, New York.

Richard W. Sonnenfeldt, responsible for RCA SelectaVision video disk project, New York, elected VP. **Karl J. Kurz Jr.**, division VP, international, RCA Records, New York, appointed staff VP, international marketing, RCA.

Samuel D. Davis, with instrumentation group, Scientific-Atlanta, Atlanta, appointed manager, microwave instrumentation product line. **Richard J. Campbell**, from AT&T, Bedminster, N.J., appointed S-A director of business development.

P.M. Friedenbach, president and director, Farinon Corp., San Mateo, Calif., resigns. Successor has not yet been named.

Paul H. Friedman, director of finance, Berkeley Colortran, Burbank, Calif., named VP, finance and administration.

Ivan Miles, chief engineer, WAOK(AM) Atlanta, named director of engineering, Broadcast Enterprises Network, Philadelphia, owner of station. **Richard E. Byrd**, assistant chief engineer, WAOK, succeeds Mr. Miles.

Allied



Lysaker

Richard L. Lysaker, president of Opinion Research Corp., New York, named president and director of Audits & Surveys Inc., New York, succeeding firm's founder, Solomon Dutka, who becomes chairman.

Glen A. Wilkinson, partner in Washington law firm of Wilkinson, Cragun & Barker,

elected chairman, George Washington University board of trustees, Washington.

Back for more. Re-elected to the Advertising Council were: chairman, John P. Kelley, Goodyear Tire & Rubber Co.; vice chairmen, Leonard P. Matthews, Young & Rubicam National; F. Kent Mitchel, General Foods Corp., and Patricia Carbine, *Ms* magazine; secretary, William Hesse, American Association of Advertising Agencies, and president and chief operating officer, Robert P. Keim. Re-elected as council vice presidents: Gordon C. Kinney, A.C. Podesta, Lewis W. Shollenberger and John St. Legan. Named new director: Bruce Crawford, BBDO International, representing advertising agencies. Named new directors-at-large: Arthur Keylor, Time Inc.; Richard Young, IBM; Foster C. Smith Jr., B. F. Goodrich Co.; Vance Stickel, VP, Los Angeles Times, and Robert Funkhouser, Carnation Co.

Deaths

Everett R. Holles, 74, former foreign correspondent, editor, radio commentator and public relations director for General Dynamics Corp., died June 9 at his home in LaJolla, Calif. His death was ruled suicide. Since his retirement from General Dynamics in 1970, Mr. Holles had been working as part-time correspondent from West Coast for *New York Times*. In 1930's, he was correspondent for United Press in Europe and during World War II, he was news editor for Edward R. Murrow's CBS broadcasts. In 1950, he produced and was host of Mutual Broadcasting System news program. Mr. Holles also served briefly as assistant to chairman of Atomic Energy Commission in early 1950's. One son, David, survives.

Martin S. Fliesler, 55, consultant and former broadcasting and advertising executive, died June 8 at his home in New York after heart attack. He was owner of Martin S. Fliesler Co., New York. Earlier, he was VP and assistant to president of RKO Pictures, executive assistant to president of RKO General Broadcasting, VP-general manager of company's KHJ(AM) Los Angeles, and VP-advertising and sales development, for RKO's WOR-AM-TV New York. He is survived by his wife, Arlene Newman.

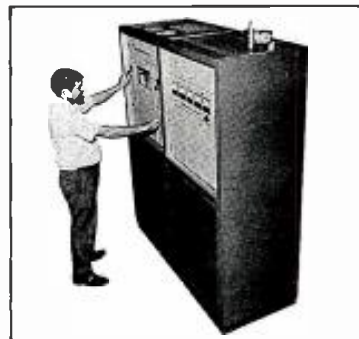
Norris (Tuffy) Goff, 72, who played Abner Peabody in *Lum and Abner* comedy series on radio network nightly from 1931 through 1955, died June 7 at Eisenhower Medical Center, Palm Desert, Calif., after apparent stroke. Program, starring Mr. Goff and Chet Lauck as rural Arkansans, began on NBC but later ran on both CBS and ABC radio. Team also starred in five movie comedies during early 1940's. Mr. Goff is survived by his wife, Elizabeth, one son and one daughter.

James H.S. Ellis, 85, retired president of Kudner Advertising Agency (now Tatham-Laird & Kudner) New York, died June 11 in Hot Springs, Va., near his summer home. Mr. Ellis and his agency brought *Milton Berle Show*, *Show of Shows* with Sid Caesar and Imogene Coca, and *Jackie Gleason Show* to television in early 1950's. Among agency's accounts during Mr. Ellis's career were Texaco and General Motors. He retired in 1958. Surviving are his wife, Catherine, and three sons.

C. Dale Woodley, 51, newscaster-announcer, KGO(AM) San Francisco, died April 12 of cancer at his home in Novato, Calif.

QUALITY TALKS FOR KWBZ

Englewood, Colo.



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Continental
Electronics

KOFM STEREO RETURNS CCA TO OKLAHOMA CITY WITH NEAR SIX FIGURE GROSS

"We're disappointed, John, that our initial CCA campaign missed the \$100,000 goal we set for ourselves but \$96,274.00 from nineteen blue-chip advertisers for a first-quarter promotion gives KOFM a successful start for 1978", said KOFM general manager, Dave Frieden, in a letter to CCA's John C. Gilmore".



Dave Frieden

"We sent out over 6,000 "KICK-OFF" invitations to area club presidents; 400 attended and we have over 150 clubs participating in our campaign; over 50,000 CCA Buyer's Guides in the hands of the general public", Frieden stated. "The quality of our local advertisers speaks local advertising agency/client CCA acceptance despite new station format and management. Kava Coffee (Borden), L'eggs (Hanes Hosiery) attest national agency/client interest in CCA Advertising/Merchandising/Public-Relations concept, properly and timely presented".

Concluding, Mr. Frieden promised, "we plan to make CCA an increasingly profitable, annual affair for all concerned, here, in Oklahoma City".

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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 June 5 through June 9.

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

New Stations

AM action

■ Kenosha, Wis. (Metro Broadcasting Corp.)—Broadcast Bureau returned as unacceptable for filing application for new AM on 1320 khz there.

FM actions

■ KDOT-FM Scottsdale, Ariz.—Seeks CP to change TL, type trans., type ant.; install aux. trans. and make changes in ant. system. Ann. June 2.

■ Galesburg, Ill.—Broadcast Bureau granted Creative Broadcasting Ltd. 92.7 mhz, 3 kw, HAAT 300 ft. Address: c/o Glenn Barger, 36 Park Plaza, Galesburg 61401. Estimated construction cost \$67,388; first-year operating cost \$29,960; revenue \$71,000. Format: contemporary. Principals: Glenn W. Barger (90%) and Harold O. Bastian (10%). Mr. Bastian is part owner and general manager of WA1K(AM) Galesburg. Mr. Barger owns insurance agency and is president of Creative Broadcasting, licensee of WA1K. Action May 30.

■ Fabens, Tex.—Broadcast Bureau granted Algie A. Felden 103.1 mhz, 3 kw, HAAT 97 ft. Address: 8761 N. Logo Rd., El Paso 79907. Estimated construction cost \$11,877; first-year operating cost \$19,129. Format: C&W. Spanish. Principals: Algie A. (60%) and his sister, Lois M. Felden (40%). Mr. Felden is civil servant and part-time employe of KDMC-TV El Paso. Miss Felden is director of community relations of

Retail Clerks International Association, Washington. Action May 30.

FM starts

■ The following stations were granted operating authority on dates shown:

■ KRBU Pocatello, Idaho—Authorized program operation on 104.9 mhz, ERP 3 kw, HAAT 582 ft. Action April 1.

■ KUVK Cabool, Mo.—Authorized program operation on 106.3 mhz, ERP 3 kw, HAAT 217.5 ft. Action April 20.

■ KTIG Pequot Lakes, Minn.—Authorized program operation on 100.1 mhz, ERP 3 kw, HAAT 300 ft. Action April 24.

■ *KOMW Omak, Wash.—Authorized program operation on 92.7 mhz, ERP 3 kw, HAAT -836 ft. Action March 3.

■ KYOU(AM)-KGRE(FM) Greeley, Colo. (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 92.3 mhz, 25 kw)—Seeks assignment of license from Meroco Broadcasting Co. to O'Keffe Broadcasting Co. for \$770,000. Seller: Owned by Elwood H. Meyer (67.1%) his wife, Helen (2.9%), George Drew (20%) and Barnard Houtchens (10%). Buyer: Owned by Donald O'Malley (70%) and George Keiffer (30%). Neither has other broadcast interests. Ann. May 19.

■ WRBL-FM Columbus, Ga. (FM: 102.9 mhz, 100 kw)—Seeks assignment of licenses from Columbus Broadcasting Co. to Bluegrass Broadcasting Co. for \$452,000. Seller: owned by estate of James W. Woodruff Jr. (81.22%) and J. Barnett Woodruff (18.78%). Columbus owns WRBL-TV Columbus. Buyer: owned (100%) by Mid-Central Investment Co., which is subsidiary of Kentucky Central Life Insurance Co., Lexington, Ky. Kentucky Central is owned (83.3%) by estate of G.D. Kincaid and also owns WKYT-TV-WVLK-AM-FM Lexington, WINN(AM) Louisville, both Kentucky and WHOO-AM-FM Orlando, Fla. Ann. June 6.

■ KNEV(FM) Reno, Nev. FM: 95.5 mhz, 50 kw)—Seeks assignment of license from Everett and Elanore Cobb to McClatchy Newspapers for \$350,000. Seller: owned by Everett B. Cobb and his wife, Elanore, who wish to retire from broadcasting. Buyer: principally owned by Elanore McClatchy and 13 others. McClatchy publishes *The Sacramento* (Calif.) *Bee*, *Modesto Bee* and *Fresno Bee*; is owner of three AM's in California, one in Nevada; three California FM's and two TV's there. Ann. May 25.

■ WBJA-TV Binghamton, N.Y. (Ch. 34)—Seeks assignment of license from WBJA-TV Inc. to Pinnacle Communications Inc. for \$800,000. Seller: Empire Television and Radio Inc., principally owned by Oliver Lazare, Scarsdale, N.Y.; Gerald T. Arthur, New York and Jules Hessen, New York attorney. Buyer: owned by Philip D. Marella (80%), Devonshire Capital Corp. (19%) and David D. Croil (1%). Mr. Marella is president of WAVY-TV Portsmouth, Va; officer of LIN Broadcasting Corp. which owns three TV's, four AM's and four FM's. Mr. Croil is officer of Devonshire, small business investment corporation which owns minority interest in four FM's, two AM's, one TV, two CATV systems and has stock in applicant transferee of WEZN(FM) Bridgeport, Conn. and WFTQ(AM)-WAAF(FM) Worcester, Mass.

■ KOKC Guthrie, Okla. (AM: 1490 khz, 500 w-D, 250 w-N)—Seeks assignment of license from Proctor Inc. to Pioneer Broadcasters Inc. for \$170,000. Seller: principally owned by Helen C. Owen of Enid, Okla., who has no other broadcast interests. Buyer: equally owned by W.O. Moon Jr., his son, William R.; and James R. and Jack G. Brewer (brothers). The Brewers are equal partners in KOKL(AM)-KLLS(FM) Okmulgee, and KWCO(AM)-KXXX(FM) Chickasha, Okla. Ann. May 16.

■ KRNS(AM) Burns, Ore. (AM: 1230 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from KRNS Radio to Warren D. Evans for \$200,000. Seller: owned by William I Hampton (100%) who has no other broadcast interests. Buyer: was, until 1973, minority owner of KGPC(AM) Grafton, N.D., until this year part-time talk show host, KXPO Grafton, N.D. Ann. May 3.

■ KFBC-AM-FM Cheyenne, Wyo. (AM: 1240 khz, 1 kw-D, 250 w-N; FM: 97.9 mhz, 34 kw)—Seeks assignment of license from Frontier Broadcasting Co. to Capitol Media Inc. for \$425,000. Seller: owned by Cheyenne Newspapers Inc., Principally owned by Robert S. McCracken, his brother William D., their mother, Lillian D. McCracken and four others, all of Cheyenne. Buyer: owned by Lawrence V. Birleiff station manager of KFBC (50%), Kermit G. Kath (25%)

Ownership Changes

Applications

■ KWIP(AM) Merced, Calif. (AM: 1580 khz, 1 kw-D)—Seeks transfer of control of KWIP Broadcasting Inc. from Jack Koonce (100% before; none after) to North American Media (none before; 100% after). Consideration: \$500,000 (see below). Seller: owned by Jack Koonce, Delano, Calif. Buyer: Owned by Ron T. Smith and his wife, Nancy (jointly). Mr. Smith owns (100%) KXES Salinas, Calif.; 51% of applicant for new FM at McFarland, Calif.; has bought, subject to FCC approval, KOBY(AM) Reno, Nev.; and KXEM(FM) McFarland, Calif. (instant application concurrent with assignment of license). Ann. May 19.

■ KXEM(AM) McFarland, Calif. (AM: 1590 khz, 500 w-D)—Seeks assignment of license from KXEM Radio Co. to North American Media. Seller: owned by Jack Koonce, Delano, Calif., who is also selling KWIP(AM) Merced (see above). Ann. May 19.

■ KGOE(AM) Thousand Oaks, Calif. (AM: 850 khz, 500 w-D)—Seeks transfer of control of Conejo Broadcasters Inc. from James Simon (30% before; 32% after) to Affiliated Broadcasters (none before; 100% after). Consideration: \$155,000. Principals: Mr. Simon, court appointed receiver of Conejo's stock owns 33.5% of Affiliated; with Roger J. Soares, private investor (46%) and four others. Conejo was owned by General Broadcasting Co. Ann. May 16.

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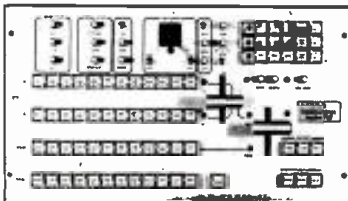
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Summary of broadcasting

FCC tabulations as of May 31, 1978

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,495	4	26	4,525	43	4,568
Commercial FM	2,976	1	69	3,046	120	3,166
Educational FM	920	0	36	956	74	1,030
Total Radio	8,391	5	131	8,527	237	8,764
Commercial TV	723	1	2	726	56	782
VHF	513	1	2	516	7	523
UHF	210	0	0	210	49	259
Educational TV	244	3	13	260	7	267
VHF	93	1	8	102	4	106
UHF	151	2	5	158	3	161
Total TV	967	4	15	986	63	1,049
FM Translators	216	0	0	216	79	295
TV Translators	3,521	0	0	3,521	429	3,950
UHF	1,113	0	0	1,113	243	1,356
VHF	2,408	0	0	2,408	186	2,594

*Special temporary authorization

**Includes off-air licenses

and Donald E. Jones (25%). Mr. Kath owns KGOS(AM)-KERW(FM) Torrington, Wyo.; 41% of KWOR(AM) Worland, Wyo.; is equal partner with Mr. Jones in KCSR(AM) Chadron, and KVSH(AM) Valentine, both Nebraska. Ann. May 25.

Facilities Changes

TV actions

- WAPI-TV Birmingham, Ala.—Granted license covering changes. Action May 31.
- *KQEC(TV) San Francisco, Calif.—Granted addition of remote control. Action May 31.
- *KTEH(TV) San Jose, Calif.—Granted mod. of CP to change ERP to vis., change ant. Action May 31.
- WESH-TV Daytona Beach, Fla.—Granted license covering changes. Action May 31.
- WPIX-TV New York—Granted authority to operate trans. by remote control. Action May 31.
- KFDM-TV Beaumont, Tex.—Granted authority to operate trans. by remote control. Action May 31.
- KPRC-TV Houston, Tex.—Granted authority to operate trans. by remote control. Action May 31.

AM action

- WCHK Canton, Ga.—Granted CP to add nighttime operation with 500 w, increase power to 5 kw-D, change hours of operation to U, change AL and TL and change trans., Action May 30.
- WHTH Health, Ohio—Seeks CP to change frequency to 790 khz. increase power to 500 w. Ann. June 6.

FM action

- WEEE-FM Taylorville, Ill.—Granted mod. of permit to change SL, trans. and ant. Action May 30.

Allocations

Actions

- Broadcast Bureau has proposed assigning 103.1 mhz to Tehachapi, Calif., as community's first FM station in response to petition by Dorothy Collings. Action June 1.
- Broadcast Bureau has assigned 107.5 mhz to Clovis, N.M. as its third FM station on petition by Zia Broadcasting Company KCLV(AM).

In Contest

FCC actions

- FCC affirmed decision of last August approving exchange of frequencies between KPOI(AM) and KHVH(AM) Honolulu. Decision rejected petition to

deny filed by William Tagupa, Honolulu resident who objected to stations' EEO programs, ascertainment efforts and KPOI's past programming. Action June 1.

- FCC upheld Broadcast Bureau action of last July granting application of Front Range Educational Media Corp. for new noncommercial TV on ch. 12 at Broomfield, Colo. denying petition to reconsider filed by *KRMA-TV there. Action May 31.

■ FCC has denied review of ruling denying fairness doctrine complaint by Clarence Lofton against KNXT(TV) and KNBC(TV) Los Angeles. Lofton, as one of eight candidates seeking Democratic nomination for 28th Congressional district of Calif., complained that stations' regularly scheduled newscasts ignored his candidacy. FCC asserts doctrine does not apply to such programs. Action June 2.

Review Board decision

■ WNJR(AM) Newark, N.J.—Review Board ruled that all four applicants for authority to operate station were unqualified. Applicants: Gilbert Broadcasting Corp., Community Group for North Jersey Radio Inc., Sound Radio Inc. and Fidelity Voices Inc. Action May 18, announced June 5.

Procedural rulings

- Marietta, Ohio (WMOA Inc. [WMOA-AM-FM]) **Renewal proceeding:** (Docs. BC-78-157-8)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ James F. Tierney to serve as presiding judge; scheduled prehearing conference for July 14, hearing for Sept. 12. Action June 1.
- Kittanning, Pa. (WACB-AM) **Renewal proceeding:** (Doc. BC-78-156)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ James F. Tierney as presiding judge; scheduled prehearing conference for July 14, hearing for Aug. 29. Action June 1.

Rulemaking action

■ Chief, Broadcast Bureau granted to limited extent requests by Television Technology Corp. and National Translator Association and extended from June 2 to July 3 time for filing comments and from June 23 to August 2 time for filing replies in matter of amendment of rules pertaining to FM radio broadcast translator stations (Doc. 19918). Action May 22.

Fines

- KXO-AM-FM El Centro, Calif.—Notified of apparent liability for \$300 for repeated failure to calibrate transmission line at specified intervals. Action June 5.
- WITV(TV) Westport, Conn.—Notified of apparent liability for \$2,000 for violation of rule that states term "sponsored" has same meaning as "paid for." Action June 5.
- KWAL(AM) Osburn, Idaho—Notified of apparent liability for \$100 for failure to file renewal application on time. Action June 1.
- WLOO(FM) Chicago—Notified of apparent liability

for \$550 for repeated failure to make equipment performance measurements for 1977. Action June 5.

- KINS(FM) Carson City, Neb.—Notified of apparent liability for \$100 for failure to file renewal application on time. Action June 1.
- KVLV(AM) Fallon, Neb.—Notified of apparent liability for \$100 for repeated failure to file renewal application on time. Action June 1.
- KHFM(FM) Albuquerque, N.M.—Notified of apparent liability for \$100 for repeated failure to file renewal application on time. Action June 1.
- KKQQ(AM) Clovis, N.M.—Notified of apparent liability for \$200 for repeated failure to file renewal application on time. Action June 1.
- KWHP(FM) Edmond, Okla.—Notified of apparent liability for \$1,000 for repeated failure to maintain center frequency of FM within 2000 hertz of that assigned. Action June 5.
- KEYY(AM) Provo, Utah—Notified of apparent liability for \$100 for failure to file renewal application on time. Action June 1.
- WKLP(AM) Keyser, W.Va.—Notified of apparent liability for \$250 for repeated failure to indicate time station ceased to supply power to antenna on various days and apparent liability for \$250 for failure to observe and log operating parameters on various dates. Action June 2.
- WVOW-AM-FM Logan, W.Va.—Notified of apparent liability for \$1,100 for repeated failure to make equipment performance measures at specified intervals. Action June 5.

Translators

Actions

- K021W Kalawock, Alaska—Broadcast Bureau cancelled CP, deleted call sign and closed records. Action May 24.

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Call letters

Applications

Call	Sought by
	Existing TV's
WDVM-TV	WTOP-TV Washington
WNNE	WVMH Hanover, N.H.
	New AM
WYCB	Washington Community Broadcasting, Washington, D.C.
	Existing AM's
WWOT	WDCI Dunedin, Fla.
WPIP	WL0D Pompano Beach, Fla.
	New FM
*KBBG	Airq-American Community Broadcasting, Waterloo, Iowa
	Existing FM's
WVOC	WRBL Columbus, Ga.
WKIQ	WTWC Urbana, Ill.
WKFI-FM	WDHK Wilmington, Ohio
KCFX	KWHP Edmond, Okla.
WZZO	WEZV Bethlehem, Pa.
KPYN	KLK Atlanta, Tex.

Grants

Call	Assigned to
	New TV's
KQWT	National Group Television, San Jose, Calif.
WBTI	Bulord Television of Ohio, Cincinnati
KWET	Oklahoma Educational Television Authority, Cheyenne, Okla.
	New AM's
WMRK	Alexander Broadcasting, Selma, Ala.
KDAO	MTN Broadcasting, Marshalltown, Iowa
WYAK	Lower Grand Strand Broadcasting, Surfside Beach-Garden City, S.C.
	Existing AM's
WWWO	WPCF Panama City, Fla.
KLNT	KCLN Clinton, Iowa
KMJJ	KLUC Las Vegas
KFHM	KQAM San Antonio, Tex.
	New FM
*KCLB	Christian Life Center, First Assembly of God, Santa Rosa, Calif.
	Existing FM's
KLNO-FM	KCLN-FM Clinton, Iowa
KWCL-FM	KDDI Oak Grove, La.
KTOO	KLOO Sulphur, La.
WEVE-FM	WVLA Eveleth, Minn.
KLUC	KLUC-FM Las Vegas
KYTX-FM	KZIP-FM Amarillo, Tex.

■ Fort Yukon, Alaska—Broadcast Bureau returned as unacceptable for filing application by Evangelistic Missionary Fellowship to construct new FM translator on ch. 285 there. Action May 24.

■ Cottonwood, Jerome and Clarkdale, all Arizona—Broadcast Bureau returned as unacceptable for filing application of Trinity Broadcasting of Ariz. for new UHF translator on ch. 58 there. Action May 18.

■ K1210 Greasewood, Ariz.—Broadcast Bureau returned as unacceptable for filing application for changes. Action May 18.

■ Palm Springs, Calif.—Broadcast Bureau returned as unacceptable for filing application by International Panorama TV Inc. for new UHF translator on ch. 66 there. Action May 18.

■ K60AS Crystal Bay, Nev.—Broadcast Bureau granted CP to operate UHF TV translator via Elko, Nev. Action May 9.

■ Réxburg-St. Anthony, Ind.—Broadcast Bureau returned as unacceptable for filing application by Futura Titanium Corp. for new VHF TV translator on ch. 12 there. Action May 24.

■ *W47AA Allentown, Pa.—Broadcast Bureau forfeited CP of Cover Broadcasting for TV translator. Action May 24.

■ K12AI Sisseton, S.D.—Broadcast Bureau granted Better TV Assn. license for new VHF TV translator. Action May 17.

■ Dutch John and Manila, Utah—Broadcast Bureau granted Daggett County TV Dept. license for VHF TV translators K04HN, K05FJ and K02HP there. Action May 17.

■ K08GG, K10GH and K12GM Laurier, Wash.—Broadcast Bureau returned as unacceptable for filing applications for changes. Action May 15.

Cable

Applications

■ The following operators of CATV systems requested certificates of compliance. Announced by FCC June 9.

■ Tower Cablevision, for Daugherty, Ky. (CAC-10978); changes.

■ Newchannels, for Lawrence, N.Y. (CAC-12857); commence operation.

■ Oxford Valley Cablevision, for Bensalem and Warminster, both Pennsylvania (CAC-12875.6); changes.

■ Trans Video Cable Television, for Northfield, Vt. (CAC-12877.8); changes.

■ Crest Communications, for El Dorado, Kan. (CAC-12879); commence operation.

■ Tele Ception of Winchester, for Clark and Winchester, both Kentucky (CAC-12880.1); changes.

■ Louisiana Community Cablevision, for Louisiana, Mo. (CAC-12882); existing operation.

■ Potomac Valley Television, for Cumberland, Bowling Green, Corriganville, Cresaptown, Eckhart, Rawlings, Mount Savage, La Vale, Eilersite, all Maryland and Fort Ashby, Ridgeley and Wiley Ford, all West Virginia (CAC-12883-95); changes.

■ Foley and Associates, for Norton Air Force Base, Calif. (CAC-12895); changes.

■ Sitka Alaska Television, for Sitka and Ketchikan, both Alaska (CAC-12896-7); changes.

■ Madison Cablevision, for Cecil, Md. (CAC-12899); existing operation.

■ Santa Fe Cablevision, for Santa Fe, N.M. (CAC-12900); changes.

■ Las Cruces TV Cable, for Las Cruces, Mesilla and Dona Ana, all New Mexico (CAC-12901-3); changes.

■ Yadkin Valley Cablevision, for Elkin, Jonesville and Arlington, all North Carolina (CAC-12908-10); changes.

■ Cablevision of Mt. Airy, for Mount Airy and Toast, both North Carolina.

■ KWR Systems, for Lenox, N.Y. (CAC-12565); changes.

Certification actions

■ FCC has granted the following operators of CATV systems certificates of compliance:

■ Coaxial Development Associates, for Mauldin, S.C. (CAC-12449); International Cable, for Depew, N.Y. (CAC-12417); Pittsburgh National Bank, for Ravenna, Franklin and Brimfield, all Ohio (CAC-10298-30); Cable TV of Marin, for Belvedere, Tiburon and Marin, all California (CAC-10847-9); Tele-Media of Kent-Ravenna, for Ravenna and Kent, both Ohio (CAC-12237.8); Newchannels, for Onondaga, Mich. (CAC-12389); Video Cable for Princeton and Mercer, both West Virginia (CAC-12395.6); United Cable of N.H., for Bedford, Goffstown and Hooksett, all New Hampshire (CAC-12437-9); Quanna Cablevision, for Quanna, Tex. (CAC-12440); KWR systems, for Cassadaba and Stockton, both New York (CAC-12443.4); Sonic Cable TV, for Cayucos, Pismo Beach, Grover City and Paso Robles, all California (CAC-09794.5,7,8); Delta Cablevision, for Dermott, Ark (CAC-10693); NTC, for Lake and Eisenstein, both Wisconsin (CAC-10858.9); Cambria TV Distribution, for West Carroll, Barnesboro, Patton, Susquehanna and East Carroll, all Pennsylvania (CAC-11232-6); Pioneer Valley Cablevision, for Amherst, Mass. (CAC-11825); Upper Valley Telecable, for Idaho Falls, Ammon and Bonneville, all Idaho (12215-7); Durand Cable, for Mondovi, Wis. (CAC-12307); UA-Columbia Cablevision, for Blommingdale, Bogota, Butler, Cedar Grove, Clifton,

Hackensack, Kinnelon, Lincoln Park, Little Falls, North Caldwell, North Haledon, Nutley, Oakland, Pequannock, Pompton Lakes, Ridgewood, Ringwood, Riverdale, Teaneck, Wanauque, Wayne, West Patterson, Otowa and Tenafly, all New Jersey (CAC-12462-88); Cable TV of North Dakota, for Dickinson, N.D. (CAC-12490); Dragon CATV, for Hauchuca City, Ariz. (CAC-12540); Community Cables, for Enid and Vance Air Force Base, both Oklahoma (CAC-12548.9); Shelby Cable Vision, for Shelby, N.C. (CAC-11119); Community TV Systems of Wyo., for Mountain View, Wyo. (CAC-11384); Camden TV Cable, for Camden, Tenn. (CAC-11567); Wilderness Cable, for Bancroft, Scott Depot, Red House, Rock Branch, Shawnee Estates and Hometown, all West Virginia (CAC-12516-21) Warner Cable of Kingsport, for Gate City and Weber City, both Va., Church Hill, Kingsport and Mount Carmel, all Tennessee (CAC-12522.41,42,44,53); Key-White Video, for Hurricane, Putnam, Wilton and Cabell, all West Virginia (CAC-12574-7); Jackson Municipal TV, for Jackson, Minn. (CAC-10863); Madison Cablevision, for Elkton and North East, both Maryland (CAC-10912.4); Tower Communications, for Sugarcreek, Ohio (CAC-10925); Television Cable Service, for Toronto, Ohio (CAC-10918); Escondido Cablevision, for San Diego, Calif. (CAC-11098); Tele-Media of Addis, for Cresson, Gallitzin, Lilly, Tunnelhill, Washington, Sankertown, and Cassandra Borough, all Pennsylvania (CAC-11151-9); Pointview TV Cable, for Ravenswood, W. Va. (CAC-11601); Pendleton Community TV, for Pendleton, Ore. (CAC-11617); Centre Video, for Wilmerding, Pa. (CAC-11725); Bettervision Systems, for Mannington, W. Va. (CAC-11920); Six Star Cablevision, for Howell and Green Oak, both Michigan (CAC-12111.2); UA-Columbia Cablevision, for Maywood, N.J. (CAC-12158); Chaparral Cable TV, for Willcox, Ariz. (CAC-12282); Multi-Channel, for Brookville and Corsica, both Pennsylvania, (CAC-12414.5); Video Link, for Washington, Jefferson and Fayette City, all Pennsylvania (CAC-12426-8); Storer Cable TV, for Laguna Beach, South Laguna, Laguna Niguel and San Clemente, all California (CAC-12492-4,7); Suffolk Cable of Shelter Island, for North Haven, N.Y. (CAC-10140).

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Excellent opportunity with stock options available for sales-oriented GM. WUUN-FM, Marquette, MI.

Opening for general manager in the state of Ohio for a group owned small market FM station. Salary commensurate with experience with profit incentives. Send detailed resume to Box G-62.

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Manager-Trainee . . . Southwest. Must have sales background. . . ambitious. Great market potential in fastest growing part of the nation. Great place to live. . . good draw and incentive program. EOE. Send resume to Box G-121.

Sales manager wanted for successful AM/FM stereo operation in Michigan. Telephone immediately 616-278-1815. EOE.

Station Manager. A new FM in Northern Virginia is seeking an experienced, aggressive manager. Equity position possible. EOE. Call 202-466-8077.

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California Daytimer seeks Sales Manager who can and will sell, build, train, and motivate a sales staff. A proven Sales Manager with a successful history of promotions and merchandising and long term contracts, one who is presently employed and delivering but seeks change and challenge, for a community oriented, community participating station. Compensation: negotiable. Box G-22.

Here's the deal. Sell days and do top production nights while you're babysitting the automation. Experience in both required. Southeastern small market station in competitive market. Send resume. Box G-89.

Aggressive, experienced salesperson for Long Island area—AM-FM operations in excellent market—managerial opportunity, WHLI—Box 219, Hempstead, NY 11550. Equal opportunity employer.

A Number One Rated "ARB" station wants an aggressive sales person with at least 3 years Radio selling experience, immediately. Contact, Sales Manager, WAXX/WAYY, P.O. Box 47, Eau Claire, WI 54701. An Equal Opportunity Employer.

Virginia daytime Modern Country music station needs aggressive self-starter who can handle part-time airshift and some production. Excellent list. Send resume, earning requirements and tape to WPED, P.O. Box 8, Crozet, VA 22932. EOE.

If you're a good Radio Sales Person, and want to make \$35,000 in 1979 and can't do it where you are, then send us your resume. We operate winning stations in San Antonio, Tulsa, Beaumont-Port Arthur and El Paso. Here's a chance to make money with no top-end limit, plus management opportunity. If you're good, check us out. John W. Barger, Vice President, Clear Channel Communications Inc., 1031 Navarro, San Antonio, TX 78205. E.O.E. M/F.

A Successful Radio Salesperson can make more selling sound, muzak and communications in our booming Midwest area. Where Construction never stops. Resume to Box G-100.

Career in sales. We will teach if you have radio experience in announcing and copy. Opportunity with group owned, top-rated station in very small market. Salary and commission plus. Eastern shore—Delaware. Box G-112.

We have immediate need for one more sales person at our growing Coastal South Florida 100,000 watts live station to assume active list and build on Great Opportunity, for person with sales skills and at least two years experience. Contact Jim Lord, WOVV, Box 3192, Fort Pierce, FL 33450, phone 305-464-1400. We Are An Equal Opportunity Employer.

Sales manager opportunity. Experienced in announcing-sales, ready to manage sales department, do some air work, live in excellent small community with outstanding twenty year AM-FM operation? Future ownership possibility, salary, commissions, bonus, paid insurance. Tape, resume, pay requirements to WAWK, Box 37, Kendallville, IN 46755.

We're splitting—twice as many avails to sell in 30th largest market. We need help! If you're dedicated, aggressive and experienced, we're interested. Salary + commission. EOE Send quals, Chuck Fritz, KHNY AM/FM, 7351 Lincoln, Riverside, CA 92504.

Account Executive: One of Buffalo's highest rated stations. Intensive training, high dollars, major incentives. Call David Gerard, WBNY, 716-856-3550, or send resume. 2500 Rand Bldg., Buffalo, NY 14203.

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Experienced Promotion Supervisor-Announcer for Iowa Contemporary. Box D-1.

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WLKW, Providence, one of nation's leading Beautiful Music stations, seeks tapes and resumes immediately from experienced staff announcers. Must have moderate to heavy voice with friendly one-to-one delivery. Salary open. Send to Tony Rizzini, Program Manager, WLKW, 1185 North Main Street, Providence, RI 02904. E.O.E. No phone calls.

Immediate opening for experienced air personality. Possible sales. New progressive country WZDZ-FM on North Carolina coast. 919-754-8171.

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Announcer with First Class License for Country Music Directional AM station in the South. Interested in a country music personality with a ticket—not an engineer; no maintenance required. Equal opportunity Employer. Send resume to Box G-45.

Help Wanted . . . Air personality to serve as news director and talk show host. Must be well read and capable of discussing issues without agitation. Minimum 5 years broadcast experience. Mid-Atlantic medium market. Excellent benefit plan. Salary negotiable for right person. Resume first letter. Box G-42.

Experienced announcer with FCC First Class license. Duties include on-the-air announcing shift, announcing style suitable for MOR format, including authoritative news delivery; commercial production and recording; and assisting chief engineer in technical maintenance. Send tape and resume to WGBR Radio, P.O. Box 207, Goldsboro, NC 27530. An equal opportunity employer.

Strong afternoon announcer needed. Tops in production, for mature, veteran staff at North Carolina small market station with Contemporary format. Send tape and resume to Danny Hester, P.O. Box 1056, Lumberton, NC 28358.

West Texas Station has opening for news-sports announcer. Excellent advancement opportunities. EOE. Send background to Box G-110.

Experienced announcer to learn sales . . . Eastern shore—Delaware. Group owner . . . will teach. Must be air-experienced and interested in career for management possibilities. Box G-113.

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Opening Available for air shift and production. Good pay, will consider a beginner. Also needed at AM/FM sisten station in Eastern N.C. an experienced engineer to take over that dept. Contact Ted Gray, WKDE, Altavista, VA 24517.

Experienced commercial radio. Easy listening. Drive time and evenings. WVOS Liberty NY. Lubin 914-292-5533. EOE.

Come West Young Man/Lady (Greatest living, fun, opportunity in fourth largest growing market in country, already 300,000+ and growing by hundreds monthly) we have Career positions open for two fulltime Contemporary announcers. Top stations, AM on air now, 100,000 watt FM coming this year, if you are good and want to build something for yourself as well as us, we want to hear from you. Tapes and resumes to General Manager, P.O. Box 8087, Boise, ID 83707.

Live beautiful music station needs mature-voiced announcer with good reading ability and possible TV potential. Please send tape, resume, and salary requirements to Charles King, WOC, 805 Brady, Davenport, IA 52808. An equal opportunity employer.

Change of Ownership means immediate openings at Rocky Mountain AM-FM. AC/MOR morning personality for FM with strong production, country announce with production and possible management position at AM and near future opening for AM-FM sports director with play by play ability as well as announcing and some production. Mail resume and tape immediately to KADQ, P.O. Box 123, Rexburg, ID 83440. No calls.

Immediate Opening, Northern California afternoon drive and production. Modern country format. Must have experience. Good pay. Contact Larry Lee, KUBA, Yuba City, CA. 916-673-1600.

News/Staff Announcer. Good writer, editor and reader, with ability to handle brief board shift and help on commercial production. Send resume and tape. WCSS, Amsterdam, NY 12010.

Florida MOR seeks afternoon drive personality. Must have minimum two years experience, be strong on production, have Third Class license, no floaters. Opportunity for advancement with small public company, excellent medical program. Delightful living by the ocean. Send resume, tape and salary requirements to Randolph Millar, WIRA, Fort Pierce. We are an Equal Opportunity Employer.

HELP WANTED TECHNICAL

Maryland AM and FM stations need chief engineer, strong and maintenance, good working conditions. Call or write WASA/WHOG, Box 97, Havre de Grace, MD 21078: 301-939-0800.

Chief Engineer. Live in beautiful Coastal North Carolina. Excellent livability. Located on large river. AM Directional and FM Stereo. Automation experience. Microwave maintenance. FM is powerhouse in Eastern NC. Send resume and salary requirements to Bob Frowen, WITN AM-FM, P.O. Box 793, Washington, NC 27889. 919-946-2162.

THE EASY WAY TO AN EXCITING CAREER IN BROADCASTING!

IMMEDIATE OPENINGS NOW

A challenging, big-money career is waiting for you right now in Radio...TV...or one of the other exciting media fields!

The demand for good people is snowballing. Broadcasting and its related industries are exploding in growth—creating tens of thousands of employment opportunities each year.

More than 9,400 stations are on the air today, and hardly a week goes by without another one joining the list. Add to that the many other fields: Advertising...Cable TV...Film and Tape Production... Music... Journalism... Public Relations.... The list goes on and on. And so do the opportunities:

OPENINGS NOW IN THESE MEDIA CATEGORIES: (a partial list)

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Camera Operators
Directors
Editors
Engineers
General Managers
Music Directors
News Reporters & Directors
Production (Radio or TV)
Program Directors
Public Affairs
Public Relations Consultants
Sales Executives
Sports Play-by-Play
Talk Show Hosts
Videotape Editors
Writers & Producers

- and many, many more

Our employers need help. Full-time as well as part-time..In major cities as well as small towns.

You've heard about the salaries: The reporter who makes a million dollars a year for reading a few minutes of news every night. Or the talk show host—barely out of school—who brings home a five-figure WEEKLY paycheck. We don't promise miracles. But the potential is practically unlimited if you have what it takes.

And in this business, lack of experience does not handicap your search. There are plenty of talented people—some still in their twenties—who command \$100,000-plus salaries. NOT because of experience. But because of talent.

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"How to Get Into Broadcasting" is packed with everything you need to know... about FCC licenses...reference sources...salaries...as well as practical tips on "getting in the back door" in the exciting world of Radio and TV. And it's just as valuable whether or not you have experience or formal training.

To qualify for this FREE 28-page report, order your annual subscription today!

Experience Not Required

Job Leads carries a wide variety of openings...from big-salary jobs for executives and on-air talent...to trainee jobs with more modest salaries. There's a job for you regardless of your background. In fact, we welcome subscribers who haven't worked in the media before. There's a real need for people who want to use their natural abilities.

Each lead that we publish is the result of real digging by our staff. We contact employers day in and day out... uncovering the important jobs. Many of these jobs will never be listed anywhere else. But beware. The good jobs are filled quickly—sometimes in a day or two.

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"...Most impressive...."

• M.L., London, England

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HELP WANTED TECHNICAL CONTINUED

Chief needed immediately for 50 KW-AM. Directional Nights. Must be good transmitter and audio engineer. Reply with resume, references, and salary requirements to: C. F. Harper, P.O. Box 11920, Reno, NV 89510. EOE.

Immediate Opening, Chief Engineer for WINR, Binghamton, New York. Must have experience D.A. and Proofs. Excellent opportunity. Send resume to Command Broadcasting Group, Box 511, Beacon, NY 12508. 914-831-1260. Attention: Al Lessner.

Major group seeking engineers and chief engineer. Must have hands-on knowledge of all phases of AM and stereo radio. Good opportunities for talented, hard working people. EOE. Reply in confidence to Box G-120.

Chief Engineer. Duties include being in charge of studio and transmitter maintenance, and approximately 20 hours a week of board work. Applicant must be willing to live in remote frontier area of Western Alaska. Three weeks paid vacation, 40 hour work week and other benefits. Salary: \$17,000. Job starts July 1, 1978. Send tape, resume and references to Paul Davis, 308 G Street, Anchorage, AK 99501. KDLG is An Equal Opportunity Employer.

Transmitter Operator wanted at WTT5/WGTC in Bloomington, Indiana. Needs Transmitter Operator to stand transmitter watch. First Class License required. Technical school training desirable but not mandatory. Contact Charlotte Webb, WTT5/WGTC, 535 South Walnut Street, Bloomington, IN 47401. An Equal Opportunity Employer.

Alaska AM-FM seeks experienced Chief Engineer, strong on trouble-shooting and maintenance with some announcing experience. Both stations automated with Schafer/Cetec. Must be fully competent/take-charge engineer. Most popular living area in Alaska, The Kenai Peninsula. KSRM/KOOK, Box 852, Soldotna, AK 99669, 907-262-5811. Need excellent references, salary open.

Chief Engineer, some production work, 5KW AM, 50KW FM. Automated. Directional AM. Must be experienced in automation, directionals, maintenance. Central California Valley, M. Hill, KYOS, Merced, 209-723-2191, or P.O. Box 717 Merced, CA 95340.

Immediate opening for 1st class engineer. Must be experienced in set-up, operation, and maintenance of color cameras, ENG and other equipment in both Radio and TV labs at a major university. Will assist in maintenance of two Radio stations on campus. Solid experience required. Salary \$12,000-\$13,800. Must relate well with students and faculty. Apply by July 10 to Ed Paulin, Chairman, RTVE, Oklahoma State University, OK 74074. Equal Opportunity Employer.

Immediate opening—Chief Engineer with maintenance background. Full time Class IV AM and 3 KW automated FM in Atlantic City, New Jersey. 5 Figure salary. Call Mr. Johnstone—609-344-5113. E.O.E.

HELP WANTED NEWS

Heavy Local News oriented AM-FM needs experienced, mature news person. Resume and audition to Duane Hamann, Box 1446, Mason City, IA.

Newsperson for heavily news oriented Northeast AM & FM. Sports background helpful but not necessary. Must be able to dig, write and air news intelligently. Reply to Box G-77.

News Director ... S. E. Wisconsin. Top AM-FM. Strong voice and some experience preferred. Tape and resume. George Baumann, WLKE-WGGQ, 609 Home Avenue, Waupun WI 53963. 414-324-4442.

Special Projects Producer for Alaska Public FM Station. Develop, research, write, and produce radio features and programs of a news, public affairs, or documentary nature, especially addressing those subjects identified as community "problem areas," i.e., alcoholism, drug abuse, etc. \$12-14,000 D.O.E. Applications must be received by June 30, and must include a statement explaining your concept of "community broadcasting," writing samples, and audition tape. EEO employer. Applications to: Manager, KRBD-FM, 2415 Hemlock, Ketchikan, AK 99901.

Responsible news person who can gather, write and air strong local news. Competitive college market that listens closely. Tape, resume, writing samples to C. Williams, KWNO, Box 466, Winona, MN 55987. Salary negotiable.

News Reporter for Alaska Public FM Station. Gather, write, and report news stories; assist in development of local-area oriented news and public affairs programming. \$11-13,000 D.O.E. Applications must be received by June 30, and must include a statement explaining your concept of "community broadcasting," writing samples, and audition tape. EEO employer. Applications to: News Director, KRBD-FM, 2415 Hemlock, Ketchikan, AK 99901.

Sixty station statewide radio network needs solid investigative reporter, self-starter, experience in political coverage preferred. No rookies. Tape and resume to Missouri Network Inc. 217 E. McCarty, Jefferson City, MO 65101.

We need a heavyweight to do morning news in our newly created department. Should have one to two years news experience. Journalism degree preferred, but not required. Salary range: twelve to fifteen thousand dollars. Contact: Jan Thomas, News Director, KFYR Radio, Box 1738, Bismarck, ND 58501. Phone: 701-223-0900.

Newsperson/Announcer, Good writing, good voice. Immediate opening six person AM/FM news department. Contact Scott Witt, WHJD, Peekskill, NY 914-737-1124 E.O.E.

News person to gather, write and report everything in our small market. May soon head the two person department. Open now, or will wait for right person. No tapes. No calls, just resume or other particulars. EOE. WKAM, Box 497, Goshen, IN 46526.

News Director to locate in fast-growing upper Midwest community. Must be a self-starter, aggressive, experienced. . . to supervise a three person department. Send resume to Box G-96.

Broadcast leader in Missouri seeks newperson with wide broadcasting background. Board shift mandatory—BPB helpful. Box G-135.

WBHP Radio News has an opening for a pro with ability to handle desk work as well as mobile and beat work. An excellent opportunity to join an expanding news department in a prime location in the South. Send tape and resume to Tim Tyson, News Director, WBHP Radio News, Huntsville, AL 35804.

Alaska AM-FM seeks aggressive, experienced and resourceful news reporter with at least 2 years experience in local news gathering and casting. KSRM/KOOK, Box 852, Soldotna, AK, 907-262-5811.

Morning anchor/reporter needed at major metro suburban news/talk daytime. Tapes, resumes to Leigh Williams, WKRS, Box 500, Waukegan, IL 60085. An equal opportunity employer.

Kido, Boise City, Idaho, two beautiful new stations, AM and FM, looking for experienced news staff. Immediate openings. Females encouraged. Tape and resume to PD, KIDO, P.O. Box 8087, Boise, ID 83707. EOE.

News and Public Affairs Producer/Announcer for Fine Arts Station. Duties: Production and hosting of public affairs programming. Person will also do sign-on and assist with announcing classical music shows. Degree, experience and FCC 3rd with Broadcast Endorsement required. Send resume, three letters of reference, and tape to: Director of Broadcasting, WYSU-FM, Youngstown State University, Youngstown, OH 44555. Application must be post-marked no later than June 30, 1978. Equal Opportunity Employer.

Indiana AM-FM needs polished Sports Director who can do PBP and assist in news. Award-winning news department with excellent facilities. Call Mike Fryer at 317-659-3338.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Aggressive organization located in a dynamic Upper Midwest city has a unique opening for a Program Director. Salary commensurate with ability to produce. Long days. Excellent fringe benefits. Equal Opportunity Employer. Resume to: Box G-14.

Continuity—Production-announcing. Imaginative, creative. Medium-West-Midwest Market. EOE. Write Box G-44.

Production Assistant for Alaska Public FM Station. Write copy, assist in program and spot production, assist, instruct, and coordinate station volunteers in use of production facilities. \$11-13,000 D.O.E. Applications must be received by June 30, and must include a statement explaining your concept of "community broadcasting," writing samples, and audition tape. EEO employer. Applications to: Program Coordinator, KRBD-FM, 2415 Hemlock, Ketchikan, AK 99901.

Faculty Position, fall 1978 teach Broadcasting and Communications—Direct operation of Public Radio Station. Resume to Dr. Thomas Kaska, Wilkes College, Wilkes-Barre, Pa 18703. EOE.

Top ten network affiliate seeking person skilled in all areas of broadcast advertising production. Top priority is On-Air, videotape and film background a must. Knowledge of how print and radio compliments the air. Creative and quick a necessity, we have a system that works, need someone highly motivated to keep it that way. Equal Opportunity Employer. Send resume to Box G-108.

Radio Production Person needed for a top Midwest radio station, AM Contemporary & FM Country. Must have on-the-job experience. Send resume and tape to: Tom Thiede, WAXX/WAYY, P.O. Box 4.1, Chippewa Falls, WI 54729. An Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

Att: Florida Stations: General Manager of Pacific West Coast station wants to relocate as GM of Florida station. Veteran manager with highly successful record. Currently running lucrative operations. Motivating leader, organizer, and winner. I turn it around. 110% effort. Equity potential welcomed. Box G-36.

SITUATIONS WANTED SALES

Broadcaster with 20 plus years experience desires active account list with leading station. Box G-70.

Experienced Sales Representative looking for move up. Broadcasting School grad, young, positive minded, neat appearance, and successful. Looking for a job to grow with, and some production work included. For one of a kind, don't delay. 3rd Phone. Box G-122.

Nine Years Small market experience RAB trained. Prefer West Coast. Presently employed. Box E-175.

Attention Phoenix and West Coast—Pittsburgh suburban account executive, 5 years experience, interested in relocating, strong producer, seeking sales position with top notch station. Reply Box F-45.

SITUATIONS WANTED ANNOUNCERS

Announcer is looking for his first break. Recently graduated from Syracuse University's Newhouse School of Public Communications. Third endorsed. Ambitious, willing and able to learn. Willing to travel. Call or Write David Lvon (Jr) 75 Ten Acre Rd. New Britain, CT 06052. Phone 203-225-0223.

Presently Morning Personality, Production Pro. Seeking advancement to long-term potential situation in Illinois or Wisconsin. 1st Ticket, experienced. Reply in confidence to Box G-38.

Experienced Music Director. Top forty, knowledge of music research, first phone. Box G-55.

Major Market Air Personality seeks on-air PD position in either Top 40 or AC. Four Years with present major chain station, former Music Director, production, interviews, music expert. I can work well with and motivate your staff. Ready today. 304-628-2733, Box G-74.

Ready Now! 1st phone, some experience. Texas and surrounding states. Mary Savage, P.O. Box 38414, Dallas, TX 75238, 214-271-3891.

Parttimer, knows CW Format, Broadcast trained, some experience. Seeks full time position: will work graveyard shift. T. W. McGowan 804-486-6249.

Male 23 3rd. Endorsed. D.J., broadcasting school grad. Doni Reed, 626 W. Waveland, Chicago IL 60613 312-248-5087.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Attention Dallas area. Experienced Radio, TV announcer/personality. Good public relations type. Theatrical background. First ticket. Mature, sober, references. Personal interview, please. Jack Parker 214-386-6713.

Third Endorsed Pro—eight years experience with contemporary formats. Good references. Prefer Pa., NJ or Delaware, but will consider other offers. Contact—Robert Federal 215-744-5729.

Format Change makes available Small Market PD/MD. Excellent speech, production, and references. Local news experience, too. Any format except Country. Box G-115.

Adult Contemporary Radio Personality. Professional with ability to communicate with audience. Excellent voice and delivery. Box G-118.

Large medium and Major market stations. I'm ready to put my 12 years experience to work at your pop/adult or country station. My background includes experience as a PD, and music director. My morning drive show is top rated in a 15 station market. Box G-132.

Experienced male announcer with MOR and Top 40 preference. Tight board, good voice, and knowledgeable regarding contemporary music history. Seeks full-time employment in Mid West. Resume, tape 517-487-4496.

Young, Aggressive Air Personality. Expertly trained. 3rd Endorsed. Will relocate anywhere immediately. Tape and resume upon request. Call 312-767-7868 anytime or write Ed Dudziak, 8000 So. Pulaski, Chicago IL 60652.

4 years DJ, 1 year with LA production company, cast 2 1/2 years Chicago freelancer. 27, BA. Call before Noon or after 8 PM. 312-281-7384 Terry.

20 years pro, First Phone, Modern Country personality with charm & wit. Seeks Florida 513-253-5727.

Announcer/D.J. with good news ability seeks small or medium station to learn and grow. Professionally Trained, Third Phone Endorsed and some air experience. Personable with the ability to take direction. Charlie-609-587-8464.

A new day has dawned! Abner Day is looking for a new challenge in Top Sixty Market. For resume and aircheck call 302-684-8440.

Clean Cut Communicator seeks immediate with a future. Prefer Mid-Atlantic locations. Experienced. 215-256-6330. John LaMonica.

Hire Me. Expertly trained, 3rd endorsed will relocate anywhere. Seeking 1st break in radio, ability to communicate. Tape and resume available upon request. Phone: 312-785-6798 or 312-277-3864, 9-5 daily or write Jerome Odom, 10602 So. Prairie Ave., Chicago, IL 60628.

SITUATIONS WANTED TECHNICAL

First Phone broadcast experience, sound systems, light repair, also relief announcer, news writer. Relocate immediately. Kenneth Bak, R.D. 1, Newtown, PA 18940. 215-968-5605.

Engineer. Seventeen years staff through chief five overseas communications. Stereo, automation, heavy maintenance of equipment and directionals. Desire Northeast, will consider all. Box G-127.

SITUATIONS WANTED NEWS

Not just another pretty voice. Former ND with metro experience wants back in the saddle again. College, too. Write Box G-65.

NBA, NFL P.B.P. Experience, versatile broadcaster, desires Medium Market P.B.P./news or production. Employed. Box G-97.

No Nonsense, Hard Hitting ND, Midwest, seeking greater challenge. 10 years' solid experience. Relocation no problem. Box G-99.

Want to put my roots down! Sports Director/PBP. All phases of sportscasting. Seven years PBP-high school, college, pro. Football, basketball, baseball. Versatile experience. Married, college degree. Professional attitude. Prefer Midwest. If sports is important to your station, let's talk. Box G-130.

Summer Replacement Available immediately for New Jersey station seeking newsmen or announcer or both. Prefer full-time position, part-time okay too. Currently employed as part-time newsmen for powerful, Medium Market station with strong local news commitment. Third endorsed, very clear voice, good news background, reliable, hardworking. 201-295-4656, afternoons.

California—Experienced Woman; four years in commercial radio and television newsrooms. Am looking for a radio news operation in California that cares about a quality product and getting the story right, first. Please reply P.O. Box 31724, San Francisco, CA 94131.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

First phone professional seeks organization striving for new heights in both income and listenership. If you want to reach your peak, I'm your top forty Program Director. Box G-16.

Sports Director. Morning Man looking for Midwest location. 7 years PBP operations and management experience. Dedicated and dependable. Call Pat, 208-624-3830.

Production—Announcer. Self starter, 30 mos. News/office exp. 1st phone. 207-882-7395.

TELEVISION

HELP WANTED MANAGEMENT

Responsible for developing new local programs and supervising all aspects of committed local programs. Acts as executive producer of all such programs. Develops total network programming goals and objectives for network management. Develops budget recommendations for all programming areas. Supervises on-air operations and continuity, excluding engineering. Supervises delegated programming responsibilities. Considerable knowledge of television station and network operation; of noncommercial public television programming techniques. Graduation from college or university with master's degree in communications or related field. Three years noncommercial public television programming or related area experience. Equal Opportunity Employer. Salary Range: \$15,740.73—\$20,011.18. Reply to: South Dakota Public Television Network, 310 East Clark, Vermillion, SD 57069 and South Dakota Bureau of Personnel, State Capitol, Pierre, SD 57501.

Development Director, KTWU, TV, Washburn. University of Topeka, KS 66604. In concert with applicable FCC Regulations, University development procedures. CPB and PBS policies, responsible for non-governmental fundraising: Friends of Channel 11, membership campaigns and membership system, underwriting solicitations, and procurement of programs and production grants. Bachelor's degree required, must have ability to relate effectively to business executives, government and foundation officials and the public at large. Experience in television highly desirable. Must have background and experience in sales, fund raising, advertising and community relations. Applicants will be evaluated on the basis of training and experience. Salary to \$15,000 depending on qualifications plus benefits. Send resume by July 12 to Dale N. Anderson, Manager, KTWU, Washburn University, Topeka, KS 66604.

National Sales Manager—Prefer Local and National Rep background. Send resume to: Rick Lowe, WCMH-TV, 3165 Orlentangy River Road, Columbus, OH 43202. Equal Opportunity Employer.

Station Manager Broadcast Group is looking for a TV Station Manager. Some radio experience helpful but not essential. Looking for person with management experience who would like to grow with our organization. You'd be located in a middle market in the Midwest. Good pay, fringes, and work environment. All replies confidential. Equal Opportunity Employer. Send resume to Broadcasting Box F-112.

Sales Manager—Major market UHF independent. Local and national sales with management experience as a pre-requisite. Excellent salary and benefits. Equal Employment Opportunity - M/F Forward resume to Box G-52.

Corporate Controller for company owning television and CATV properties. Responsible for financial reporting, management information, state and federal tax reports. Prefer CPA, MBA. Equal Opportunity Employer. Send resume to Box G-78.

HELP WANTED SALES

TV Sales Manager for network affiliated V in community of 50,000. Recent sweep showed very significant dominance in the market. Outstanding compensation plan. Applicant must have ability to train and motivate young and enthusiastic staff. Equal Opportunity Employer. Box G-88.

Television Account Executive. The PTL Television Network in Charlotte, NC (a non-profit organization) is expanding its sales/syndication department. Need experienced television time sales person to handle existing affiliate accounts and to market religious programs in new areas. Some travel. Contact: Trinity Advertising, c/o PTL Club, Charlotte, NC 28079, 704-523-4760.

Need Top Pro Producer in expansion of local ABC-TV sales staff in Top 75 Midwestern Market. On-street experience a necessity. Send resume to: Box G-98.

Television Sales (Lansing, Michigan). Minimum six (6) months media or intangible sales experience. Equal Opportunity Employer. Send resume to WILX-TV, P.O. Box 30380, Lansing, MI 48909.

HELP WANTED ANNOUNCERS

Announcer/Personality. Major Radio/Television station in Syracuse, New York. Excellent on-air opportunity for experienced Announcer/Host for top-rated game show, "Bowling for Dollars". Must be creative and personable. Excellent working conditions and benefits. Send resume, salary requirements and 3/4" audition tape to Program Director, WSYR-TV, 1030 James Street, Syracuse, NY 13203. An Equal Opportunity Employer.

HELP WANTED TECHNICAL

TV Engineer. University public TV station—WBGU-TV, operation and maintenance of equipment for full-color broadcast and CCTV facility. First Class FCC license required. Send application, resume, school or college transcripts(s), three letters of recommendation by July 24 to William Leutz, chief engineer, WBGU-TV, Bowling Green, OH 43403. An Equal Opportunity Employer.

Experienced Television Maintenance engineer needed for immediate opening at large Television post-production facility in Chicago. Must be qualified in Quad-VR1200, computer editing systems, cameras and other related equipment. Contact: George Stominski at 312-440-2386 or write to Editel, 301 East Erie St., Chicago, IL 60611.

Chief Engineer: for group owned ABC affiliate in Northeast; studio, UHF transmitter, microwave and translator experience preferred. M/F, E.O.E. Send resume to Box G-32.

Experienced Transmitter Supervisor. Central New York multiple owner. First Radio Telephone. Five kw three-tower AM directional; 100 kw FM; low channel VHF. Good wages, benefits and pension plan. Equal Opportunity Employer. Give full details, experience and salary requirements first letter. Write Box G-67.

WESH-TV Engineering Dept. is accepting applications for a maintenance technician. Applicants should be experienced in the maintenance of all types of studio broadcast equipment including VTR's and switching systems. A good knowledge of digital as well as analog technology is required. E.O.E. Send resume to: Nile Hunt, Director of Engineering, WESH-TV, P.O. Box 7697, Orlando, FL 32804.

First phone. Experienced. Operations and maintenance of studio and/or UHF transmitter. Contact Bernie Sasek, P.O. Box 657, Sioux City, IA.

HELP WANTED TECHNICAL CONTINUED

Television Broadcast Engineer for KXTV CBS for Sacramento. Experienced in TV operations and strong on maintenance with emphasis on digital circuitry. First Phone License required. KXTV is an Equal Opportunity Employer. Resume to Don Ferguson, Chief Engineer, P.O. Box 10 Sacramento 95801. 916-441-2345.

Chief Engineer for Indy U in Western New York. Managerial experience required to supervise small staff of engineers. Opportunity to grow with company. Equal Opportunity Employer. Call Al Benz-716-773-7531.

Assistant Manager—Engineering. Digital knowledge essential. 1st phone. Minimum five years TV maintenance experience. Must thoroughly know 2" VTR's, TK-27 film chains, E.N.G. equipment (inc. TBC's, MW, and framestore) and VHF transmitters. Ability to train, as well as supervise and assist others, is required. Send resumes to KFMB-TV, P.O. Box 80888, San Diego, CA 92138. Attention: John Weigand. An Equal opportunity employer. M/F.

Central California NBC affiliate is looking for a TV engineer with strong background in all phases of commercial television engineering, especially maintenance, 2-inch reel-to-reel video tape machines and TCR-100 cartridge tape equipment. ENG experience/knowledge highly desirable. First class FCC license mandatory. 40-hour week, salary \$16,000 - \$17,000 range, excellent fringe benefits. Send complete resume to Personnel Manager, KMJ-TV, Channel 24, 1626 E Street, Fresno, CA 93786. An Affirmative Action, Equal Opportunity Employer.

Operating and Maintenance Engineer with First Class FCC License. Immediate openings, ideal community, located in Alaska. Send resume and salary requirements to: George Howard, Chief Engineer, Northern Television, Inc. Box 2200 Anchorage, AK 99510. An EOE.

Maintenance Technician for a medium market VHF station. Very strong experience in VTR tape machines, with a good digital background. A First Class FCC license or the ability to get one. Excellent company benefits. Send resume and salary requirements to John Grove, WQAD-TV, 3003 Park 16th Street, Moline, IL 61265.

West Coast—VHF-Major Market—Network Affiliated has following openings: 1. Studio maintenance tech. (strong on VTR's, ACR's, automation, switchers, etc.). 2. E.N.G./EFP maintenance tech. (200's, 100's, 500's, 5050 and 7600, TK-76, etc.). 3. VTR operator/editor. (AVR-3's, 2000, ACR-25's), to produce nationally syndicated program. (includes dubbing, editing, and quality control). 4. E.N.G. tech for editing and E.N.G. control operations. 5. MC tech for VTR. switching, some maintenance. 6. Two Studio techs (camera, video, audio, switching, etc.). First Phone required. Experienced only. Large group owner provides complete benefits package. EOE. Send resume to Box G-94.

Video Editor—Quad. If you can set up and run your own edit session, you have a job. Free lance OK. New York Area. Box G-104.

Research Engineer/Assistant Director of Engineering. \$1,293-\$1,841. Will assist Director of Engineering in the field of research, design and evaluation of equipment and technical systems and administrative duties. Requires: Bachelors' degree; four years college level training in Engineering; four years of responsible experience in Broadcast Engineering, demonstrated competence in a variety of Engineering specialties to include video tape, video, audio, maintenance and transmitter; first class FCC license, demonstrated leadership capabilities and high verbal and writing skills. Additional technical training or experience may substitute for the degree requirement on a year for year basis. Deadline July 14, 1978. Send resume to: KCTS/9, Attn: Flo Fujita, 4045 Brooklyn Avenue, NE, Seattle, WA 98105. An Affirmative Action/Equal Opportunity Employer.

Broadcast Engineer for TV operations in a Northeast UHF station. First class FCC license required. Call Chief Engineer 716-773-7531. An Equal Opportunity Employer.

Chief Engineer Needed for U.H.F. TV. Station in the South. Box G-124.

Assistant Chief Engineer. Radio-TV unit of Illinois Information Service. Immediate opening. Requires Associate Degree in electronics or equivalent. 2-3 years experience in operations-maintenance of quad and helical VTR's. ENG, studio production, audio recording systems. 1st Class FCC license preferred. Salary dependent on qualifications (\$13,000-\$16,500). Opportunity for advancement. This is a state coded position with an Equal Opportunity/Affirmative Action Employer. IIS produces radio-TV programs and PSA's for state government. Send resume to Tom Mosgers, IIS, 201 West Monroe, Springfield, IL 62706. Call 217-782-4880.

Television—Immediate opening for Studio Engineering Technician in Public TV Station. Tech school graduate. First Class FCC license required. Send resume by July 1 to C. B. Miller, WBRA-TV, P. O. Box 13246, Roanoke, VA 24032 or telephone 703-344-0991. An Equal Opportunity Employer.

Assistant Chief Engineer. Strong on maintenance, good supervisor, first phone. Group reporter, opportunity for advancement. E.O.E. Call Bob Volz, C.E., WEYI-TV, Flint/Saginaw/Bay City, MI. 313-687-1000.

HELP WANTED NEWS

Combo weathercaster/environmental reporter. Prefer trained meteorologist. Charisma. No happy talk. Prior applicants please do not reapply. Send resume, audition tape and salary requirements first letter. Equal opportunity employer. News Director. WCKT-TV, P.O. Box 381118, Miami, FL.

Reporter/Photographer to operate a news bureau in sister-city in the Southeast. You have the freedom of a one-person news department and the support of a major news organization. If you have the initiative to work on your own, the ability to shoot good film, and the desire to stay ahead of the competition, then we would like to hear from you. All applications will be answered. Send resume to Box G-63.

Photographer wanted. Must be qualified in the use of 16mm sound on film camera and able to edit film under deadline pressure. Not an entry level position. News gathering experience desired. An equal opportunity employer. M/F. Send resume and work examples to Box G-66.

News Director for TV-AM network affiliated combination. Widely regarded as dominant news operation in community of 50,000. Need a person who can keep the momentum going. Applicant must have ability to motivate staff and provide leadership by example. Equal Opportunity Employer. Box G-90.

Strong net affiliate, Southeast 30's market, seeking morning news anchor and general assignment reporters. Strong writing and reporting backgrounds required. Minimum 2 years experience a must. E.O.E. Tape and resume to: News Director, P.O. Box 788, Greenville, SC 29602.

Sports Director for South Florida Small Market. Broadcast experience a must ... degree preferred. Must anchor and have ability to do it all with 16mm. One person show who will be strong on local sports scene. 5-day week, salary based on experience and potential to grow with growing market. Resume/tape to Alex Bergman, News Director, WTVX-TV, Box 313, Ft. Pierce, FL 33450. E.O.E.

Broadcasting Journalism Graduate. Prefer some TV experience or news internship. Send tape and resume to Tom Moo, WTVW-TV, 477 Carpenter St., Evansville, IN 47701. An Equal Opportunity Employer.

Weather-person/reporter. Weather experience required. Weather reporting weekends, news reporting during week. An equal opportunity employer. Send weather-tape and resume to Tom Sheeley, Program Director, KELO-TV, Phillips at 13th Street, Sioux Falls, SD 57102.

Reporter for medium market station in the southwest. Looking for dynamic, take charge type to cover all areas. Some anchoring ability would be helpful. All applicants for this position must have at least two years of TV news reporting experience. No Exceptions. Salary \$10-11K to start. Box G-95.

News Director. Top ten network affiliate, Group Owned, seeking experienced, aggressive journalist to direct and motivate dedicated staff. Equal Opportunity Employer. Send resume to Box G-109.

Photographer for PTV Station. Responsible for slides, stills, lab work. Experience with color and B/W photo processes required. 16mm film and ENG experience desirable. Salary range \$9,500-\$10,500 depending upon qualifications. Equal Opportunity. Affirmative Action Employer. Send letter of application, resume, college transcripts, 3 letters of recommendation, color slides of work to Don Checot, WBGU-TV, Bowling Green, OH 43403. Application deadline July 1, 1978.

Weathercaster—Opportunity for experienced TV weather person to move to major market. Our employees know of this ad. EOE. Send tape and resume to: Roland King, KMSP-TV, 6975 York Ave. So., Minneapolis, MN 55435.

Weather Personality. Major Radio/Television station in Syracuse, New York. Excellent on-air opportunity for experienced, effective, articulate reporter in challenging weather-conscious market. Must be creative and personable. Excellent working conditions and benefits. Send resume, salary requirements and 3/4" audition tape to Program Director, WSYR-TV, 1030 James Street, Syracuse, NY 13203. An Equal Opportunity Employer.

TV Meteorologist who gives us the weather in terms of people's lives and plans ... not like a databank. We have equipment and No. 1 rating. EOE. Box G-133.

General Assignment Reporter: We need a reporter with a minimum of three years on-air experience to join an aggressive number one rated news operation. Live ENG experience a plus. Contact Bill Applegate, News Director, WKBW-TV, Buffalo, NY 716-883-0770. An equal opportunity employer.

Reporter/Writer/On-Camera Talent for ENG unit needed. Must be energetic reporter and perceptive interviewer. Plan, prepare, produce, and evaluate TV news clips and featurettes for distribution to Minnesota TV Stations. TV News experience and Masters Degree required. Strong background and interest in agriculture desired. \$16,000 and up. Request application form from William Milbrath, University of Minnesota, 240 Coffey Hall, St. Paul, MN 55108. An Equal Opportunity Employer.

Documentary reporter-producer. 3 Years tv news experience. Good writing and on-air delivery essential. Knowledge of ENG editing helpful. Tape and resume to John Miller, WVEC-TV, 110 Third St., Norfolk, VA. 23510. EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Commercial Director, with strong video tape background. Attention to detail a must. Degree and 5 years experience directing commercials is required. Gulf Coast location. Excellent opportunity. Salary open. E.O.E. Reply to Box G-39.

Staffing New Teleproduction Team. Want an aggressive people-oriented Production Manager. Must have experience all phases and develop good client rapport. Also a Commercial Director: Must know studio, editing, film and EFP Major facility expansion underway. Good positions in an active and expanding market. Salary negotiable. Send resume and salary history to: Director of Operations, WRAU-TV, 500 N Stewart St., Creve Coeur, IL 61611.

Director/Producer: for top-30 group owned affiliate with heavy news, studio and remote experience. Candidate must do own switching on top-rated evening newscasts and various sporting events. Contact: Production Manager, WJAR-TV, Box 10, Providence, RI 02903. An Equal Opportunity Employer.

TV Production, Assistant Production Manager for small but very sophisticated production and post production house. Must have professional experience in scheduling crews & equipment, production techniques, client contact & cost estimating. Busy place, excellent surroundings. Good benefits and opportunity. New York Area. An equal opportunity employer m/f. Send resume to Box G-105.

Producer/Director: Dominant affiliate small Eastern market. At least 2 years experience in CML production, news and VT editing. An Equal Opportunity Employer M/F. Box G-107.

Wanted Immediately—A Producer/Director and an Associate Producer for an up-beat local music program. Major market. Send resume at once to Box G-125.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS, CONTINUED

Production Manager with potential to accept greater responsibilities. Relocate to East Texas. Must be a pro in working with clients and employees. Will have full administrative responsibility for the department. An equal opportunity employer. Send resume and salary requirements to: General Manager, KTRV-TV, P. O. Box 729, Lufkin, TX 75901.

TV Director for public station. Applicant should have at least two years of full time TV directing experience at a broadcast station. Send resume and cassette sample of work to Office B, WNED-TV, 184 Barton St., Buffalo, NY 14213. WNED is an Equal Opportunity Employer.

Program Manager for Midwestern Regional PTN Network. Will administer program services, oversee tape library and arrange professional training for station personnel. Includes setting up group buys, arranging consortia productions and developing schedules. Requires experience in and knowledge of PTN programming, leadership and communication skills as well as personal maturity. Salary \$21-25,000. Application Deadline, June 30, 1978. Apply to: CEN, 5400 N. St. Louis Avenue, Chicago, IL 60625.

News director: direct weekend news show, production crew member for remainder of shift. Must have college degree, or two years commercial directing experience. Contact: Steve Grissom, WBBH-TV, Fort Myers, FL 813-936-0195. E.O.E.

Commercial Writer/producer, experience required, immediate opening. Contact personnel office WSOC-TV (Cox Broadcasting), P.O. Box 2536, Charlotte, NC 28234. 704-372-0930. An Equal Opportunity Employer M/F.

Commercial Writer-Producer needed for medium market Midwest net affiliate. You furnish the ideas, creativity, writing ability and film and studio know-how—we furnish the full-fax new studio. Rush resume, writing samples and 3/4" video cassette or 2" VTR to: Vince Daube, Program-Operations Manager, WICD-TV, 250 Country Fair Drive, Champaign, IL 61820. An E.O.E. employer. No phone calls, please.

TV Services Coordinator and Assistant/Associate Professor of Speech/Telecommunications (Tenure Track). Position requires coordination of Television Programs and Services and teaching undergraduate and graduate courses in Telecommunications. Position includes supervision of producers and directors of instructional and public TV programs and TV Engineering Services. Required: Ph.D., and experience in Television Services Management/Supervision and college teaching. Starting Date: July 1, 1978. Minimum Salary \$22,000 for 12 months. Application deadline: June 15, 1978. Applications, including vita, official transcripts of graduate work, and letters of recommendation should be set to: Dr. L. LeRoy Cowperthwaite, Director, School of Speech, Kent State University, Kent, OH 44242. An Equal Opportunity. Affirmative Action Employer.

SITUATIONS WANTED MANAGEMENT

President Radio-TV National, International level. Exceptional record of achievement. Box F-174.

TV Local or National Sales Manager in top sixty market. Currently Account Executive for Network Owned and Operated National Sales. Family man, responsible, knowledgeable, with ten years in broadcast, seven years at stations in varied capacities. Box G-41.

Aggressive, experienced Station Manager/Programmer, a proven winner currently in Top 50 market seeks new challenges. Box G-57.

Sharp, Black, Communications Generalist/Broadcaster Professional, 15 years, MA degree, currently employed in corporate communications seeks high level position in TV programming or public communications, e.g. Executive Producer, Director of Public Affairs, Director of Corporate Communications, Project Director. Box G-117.

SITUATIONS WANTED TECHNICAL

Weathercaster: Outstanding credentials, knowledgeable, dependable, interesting. Seeking employment in major or medium market after July. Box G-116.

Getting Out of military in October. 10 years broadcast experience—production, but heavy on maintenance, design modifications, and installation. Experience in: FM Automation; ENG, 1" and Quad Tape; Film & Studio Cameras; Switchers; Audio & Video Processing; AM, FM, UHF & VHF TV Transmitters; Microwave & STLs. Looking for medium market that's innovative, but not as chief. Make offer. Resume on request. Box G-34.

Florida—Engineer, 38, with twenty years experience in all phases of radio & TV, including supervision & management—relocating—What's your need? Box G-102.

SITUATIONS WANTED NEWS

TV and Radio news director, a leader, catalyst 17 years experience medium/large markets. Available now. Prefer South-East or West. Box G-11.

Experienced Female TV Reporter seeks Small to Medium size Market. Strong legislative/artistic background. Will relocate for right challenge. Box G-80.

Experienced radio newsman, M.S. broadcast journalism, some TV, wants you to see his VTR. Box G-82.

TV/Radio Sportscaster with 6 years experience seeks new market. Responsible and willing to work. 1-701-839-5159.

Experienced and imaginative radio ND, Midwest, seeks TV news slot. Hard worker and a real professional. 10 years' radio experience. Box G-99.

State Capital television reporter, four years experience, college grad, medium market, wants larger market or investigative reporting. Box G-101.

Sports Director ... 3 years in Top 10, 8 in Top 50 ... seeking heavyweight operation. Solid anchor, PBP, credentials. 20 grand minimum. Box G-106.

TV Sportscaster. Energetic, dedicated, and creative pro seeking better opportunity for application of skills in professional operation. College graduate with sports anchor/reporting experience in three Top 50 market stations. Good track record. Top references. Tape available. Box G-129.

TV Weatherman available immediately. B.S. Meteorology, Radio, Television experience, ambitious, dedicated. Bob Richards, 201-338-6733. Call anytime.

Foot-in-door spot sought by aspiring TV reporter, 28, who recently underwent career objective change. Summer or longer. Journalism B. A.; partial M. A. Extremely bright, resourceful, personable, and tireless worker. Good skills, eyes and ears. Am no dummy NYC-NJ-CT area hopefully. 212-242-3993.

SITUATIONS WANTED PROGRAMING, PRODUCTION, & OTHERS

Director looking for a full time position in a small to medium market. Have produced, directed and edited broadcast and industrial productions. Familiar with news, public affairs and remotes. Hands on experience in all phases of studio production. BFA New York University, Box G-1.

Start me in Television: production and/or news and public affairs. B.A. English, M.S. Television. Experience! Outstanding writing talents! Motivated! M.H. Kroboth, PO Box 1872, Binghamton, NY 13902.

Producer-Director Top Twenty-five market, looking for more creative challenge. Experienced in all phases of local production. Strong writing skills. Box G-114.

Major Market Producer seeks 1st time Ex. Prod, Asst. PD, or Program Director position in small to medium market station. Box G-126.

Operations Manager in 16th ADI seeks challenging Programming/Management position. Box G-134.

ALLIED FIELDS

HELP WANTED SALES

San Francisco Bay Area video production company seeks sales rep. for commercial and industrial markets. Must have experience, good track record, prefer knowledge of the territory, agency experience. Send resume to Video Production Services, 1442 San Pablo Avenue, Berkeley, CA. 94702. 415-526-6741.

National trade publication headquartered in Washington, DC looking for an Assistant Sales Manager who knows how to sell advertising space. We are not interested in a desk jockey. We are broadcast oriented (33 years); stations, services, cable TV, consumer electronics. Some travel involved. Substantial base pay with commission incentive at the start. Send resume. Box G-137.

Syndicator, small but growing, based in New York & Long Island, offers outstanding opportunity for aggressive achiever interested in the future. Syndicated programs aired on time barter basis in 14 states. Need knowledgeable person or agency to sell spots to national advertisers. Reply P. O. Box 64, Oyster Bay, NY or call 516-482-2700.

HELP WANTED TECHNICAL

Video Engineer/Operator—Experienced in maintenance & repair of quadruplex, helical, film chain and other related video equipment. Call or write to Byron Motion Pictures, Inc., 65 K St., N.E., Washington, DC 20002. 202-789-1100.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Director of media Relations. Permanent position reporting to Vice President for Development—To coordinate all college wide contact with local, regional and national media—To work closely with Director of Publications on all internal and external communications. Requirements: At least B. A. in journalism or related discipline; solid writing, editing and organizational abilities; experience in public information, print and electronic media is mandatory. Earliest Effective Date: July 1, 1978. Salary: \$13,000-\$15,000. Contact: Thomas M. Monaghan, Vice President for Development, Aquinas College, Grand Rapids, MI 49506.

HELP WANTED INSTRUCTION

Teaching Media: Asst. Professor (Ph.D) in reporting, law, theory; instructor (MA) in advertising, production, writing, reporting. EOE. Contact: Sylvester Clifford, Chairman, Dept. of Communication, University of South Dakota, Vermillion, SD 57069.

WANTED TO BUY EQUIPMENT

Wanting 250,500,1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Irburde Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

FOR SALE EQUIPMENT

5" Air Hellax—Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

Two Hitachi 1212 Color Cameras. Complete with every broadcast accessory. Low Hours. \$13,500 each. Dave Castellano 209-957-1761.

1 On Time Ecco editing system, 900 series \$4,500.00. 4 Conrac Monitors 2 CYA-21 & 2 CYB-17 \$500.00 ea. 1 RCA Audio Board \$850.00. 6605 Eleanor Ave., Hollywood 213-463-2123.

Mobile studio with three Hitachi Plumicon Color cameras and complete editing equipment. First National Bank, Cleveland, OK 74020. 918-358-2535.

For sale, General Electric Type TT42A, 35KW Television Transmitter, presently operating on Channel 5. Will sell amplifier separately. Will be available in approximately 60 days. Call Gene Miller, KALB-TV 318-445-2456.

Schafer Automatic System—Call 404-487-9559.

Ampex VR 1200-OH. Some extras. D. Zulli 213-466-5441.

Color Black Generator, R.H.L. model BBG-1 Black Burst Generator with manual. B.O. Contact Dennis Dunbar at 413-781-2801.

Ampex VR-3000, two heads, maint. manuals accessories case. Asking \$35,000. Contact Al Benjamin, TR Productions, 1031 Common wealth Ave., Boston, MA 02215. 617-783-0200.

**FOR SALE EQUIPMENT
CONTINUED**

AM Transmitters—GE, BT-50-A, 50KW, \$10,000 in new parts. 17 yrs. old—McMartin 1 KW, 2 yrs. old. M. Cooper 215-379-6585.

Never used 5K FM Transmitter, and stereo exciter. Still in carton at factory. Both for \$14,000. Call 203-235-5747.

Tube type AM processor, Frese Audio Pilot, for maximum transmitter power and coverage. 2 available. Currently on air, \$500 each. Two FM stereo Audio Pilots, excellent, \$500 pair. 4-K Radio, Box 936, Lewiston. ID 83501. 208-743-2502.

FM, Stereo, AEL 2.5 KW, 4 yrs. old. M. Cooper 215-379-6585.

(1) Complete AM Station and studio equipment except transmitter, includes frequency and modulation monitors. \$3,600.00 complete. (2) RCA 1 wt. microwave with 2 sound modulators, 4 sound demod., 1 weather housing for receiver head; good cond. \$2,500.00 ea. set. (1) PCP-90 handheld color ENG camera \$10,000.00 (1) LDH-20 Philips color complete with broadcast plumbicons, 25:1 zoom, cable, etc. \$10,500.00 (2) EL8603 color encoders for PC70 cameras \$500.00 each. (4) TK42 RCA color cameras \$1,500.00 ea. Camera Tubes—all types—our 2,000 hour garranty—XO1020, XQ1025, all colors, \$250.00 ea; 8673—\$850.00 ea., 7735B, 8572, 8134, 8480—all reduced. Transmitting tubes—Eimac, etc.—discount prices. Temtron Electronics Ltd., 138-69 Francis Lewis Boulevard, Rosendale, NY 11422.

1929 Ford Model 'AA' panel truck. Restored, like new. Perfect promotional vehicle. 904-224-1227.

FM, Stereo, CCA 25 KW, 6 yrs. old, new tubes. M. Cooper 215-379-6585.

Model 3080 SMC Automation for sale. Call 609-983-6202 or write TBC Realty, 700 State Highway 73, Marlton, NJ 08053.

For Sale—Continental 317-C Transmitter. 50KW RF Section fire damaged, but repairable. 1976 factory modifications. Make reasonable offer. Norm Graham, Engineering Manager, WBZ Boston. 617-787-7054.

COMEDY

"Free" D.J. Catalog! Comedy. Wild Tracks, Production, FCC Tests, more! Command. Box 26348-B, San Francisco 94126.

Free sample of radio's most popular humor service! O'LINERS. 366-C West Bullard, Fresno, California 93704.

GUARANTEED FUNNIER! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twining, Dallas, TX 75227.

Phantastic Phunnies—proven international audience builder! \$1.00 phor jumbo issue and gight!! 1343 Stratford Drive, Kent, OH 44240.

MISCELLANEOUS

Have a client who needs a jingle? Call us. Custom jingles in 48 hours. Honest! Philadelphia Music Works, Box 947, Brynmawr, PA 19010. 215-525-9873.

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.

Bumper Bucks, exciting new radio promotional game, increases listeners, secures new accounts, makes money. Impact Advertising, Box 1524, Glenwood Springs, CO 81601.

"Artifacts Almanac" offers a multitude of little-known, stranger-than-fiction facts. Hundreds and hundreds, completely indexed, fit any situation. Prepared for radio delivery exclusively. Send for more information. Radio Word Shop, 5019 Middleboro, Grand Blanc, MI 48439.

INSTRUCTION

1st class FCC, 6 wks., \$450 or money back guarantee VA appvd. Nat'l Inst. Communications, 11488 Oxnard St., N. Hollywood CA 91606.

OMEGA STATE INSTITUTE, training for FCC First Class licenses, color TV production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago. 312-321-9400.

Free booklets on job assistance, 1st Class F.C.C. license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

1978 "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.

Bill Elkins and his famous six-weeks First Phone course are back! Prepare with the masters now and avoid proposed license and examination changes. Elkins Radio License School, 332 Braniff Tower, P.O. Box 45765, Dallas, TX 75245, 214-352-3242.

Get your First Phone in Exciting Music City, U.S.A. Four weeks \$395. Tennessee Institute of Broadcasting 615-297-5396.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin July 31 and September 11. Student rooms at each school.

REI 61 N. Pineapple Ave., Sarasota, FL. 33577. 813-955-6922.

REI 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

JOBs in Broadcasting—FCC 3rd, 2nd, 1st Class Licenses and Performance Training - Job Getting Techniques transcend the usual - Veterans Benefits - Eligible Institution Federal Grants - Loans Programs - Accredited - AAB, 726 Chestnut, Phila. 19106 person-to-person Collect 215-922-0605 "Karen".

San Francisco, FCC License, 6 weeks 6/26/78. Results Guaranteed, Veterans Training Approved. School of Communication Electronics, 150 Powell St., SF 94102 415-392-0194.

RADIO/TELEVISION HELP WANTED

**WTF-TV/FM
HERSHEY, PA
POSITIONS AVAILABLE**

As part of major reorganization and expansion, the following new positions are immediately available at well regarded public media center located in 500,000 HH+ Market with major city proximity Send resume to Michael J. Ziegler, WTF-TV/FM, Box 2, Hershey, PA 17033. Closing date: July 7, 1978. An Equal Opportunity Employer

Director of Program Development, Corporate Planning

Responsible for development of short and long range program production concepts. Prepares program production proposals and devises and implements strategies for funding activities in the areas of production, acquisition and development for local, state and national distribution. As Corporate Planner, develops growth patterns for individual divisions and departments, and assists in the establishment, integration, and monitoring of corporate objectives. Should have substantial direct experience in these or closely related activities.

Director of Educational Resources and Nonbroadcast Services

Develops and coordinates use by individuals and institutions (including schools) of broadcast and nonbroadcast program materials and services. Acquires and develops programs for this service. Promotes availability of programming, new technologies, and alternate distribution systems (including CATV). Works with public to establish training workshops and provide liaison with local telecommunication access production groups. Should have broad experience in public and instructional broadcast services, be thoroughly conversant with new and emerging distribution technologies, have demonstrated skills in working with community and institutional groups as well as individuals, and have some experience in contract development and program marketing.

Manager of Information

Coordinates all public relations and public information efforts. Develops and executes promotion, information and advertising plans and strategies. Handles all press relations and media contacts. Is responsible for all publications, including program guide. Supervises work of Outreach Coordinator and Graphic Services. Should have extensive experience and recognized skill in all these activities, with particular competence in magazine production and media selection.

Director of Institutional Support

Devises and implements strategies to develop support from government agencies, public and private corporations, foundations, other institutions and through deferred giving, either for general support or for specified projects. Responsible for all program underwriting activities. Should have extensive development experience in nonprofit organization of public broadcasting. Financial and/or marketing and advertising background extremely helpful.

FM Program Manager

Determines radio station program schedule in consultation with Vice President, broadcasting, and supervises its execution. Responsible for liaison with outside program sources and maintenance of program files. Bachelor's degree; minimum of 5 yrs full time experience in broadcasting with 2 yrs in supervisory position related to programming, production, or operations.

Executive Producer

Supervises all programs production activities for any distribution media. Assists in program concept and development processes and serves as part of key creative control team. Administratively and creatively supervises Producers, Researchers, Writers. Should have broad public, social, and cultural affairs producing experience. Must have recognized national or major market screen credits.

Producer

Responsible for design, research, planning and production of assigned program production activities. Must be a skilled writer and researcher and be able to supervise production process. Should have ability to work in broad range of program types. Familiarity with EFP/ENG techniques desirable. Major production screen credits essential. Journalistic background helpful.

Supervising Engineer

Responsible for supervision of maintenance and operational use of all production, transmission and other technical broadcast equipment and for the supervision of all engineering personnel in both Television and Radio. Serves as technical supervisor on all major productions. Must have First Class FCC license, substantial professional engineering experience at well equipped broadcast organization, and should possess strong supervisory and organizational abilities.

EFP Maintenance Engineer

Responsible for corrective and preventive maintenance on portable video and audio field production equipment as well as editing consoles and 3/4-inch video recorders. Must have First Class FCC license and be directly experienced in this area, with some manufacturer training in ENG/EFP equipment. Must be willing to work evening/night hours.

RADIO

Help Wanted Management

WANTED:

General Manager/Chief Engineer combo. Duties required: Chief Engineer for AM/FM, General Mgr. and Chief Sales Producer. The successful applicant will fulfill these duties in beautiful Augusta, Georgia. Send resume, contact group V.P. Don Kern, WSHO Radio, 2820 Canal St., New Orleans, LA. 70119, 504/822-2271. An Equal Opportunity Employer.

AGGRESSIVE SALES MANAGER

If you're an aggressive Sales Manager who is ready to move up to a challenging GM's job with no top-end compensation limit, then send us your resume. We operate winning stations in San Antonio, Tulsa, Beaumont-Port Arthur and El Paso. It's the best compensation plan in the Southwest.

Check us out.
John W. Barger, Vice President,
Clear Channel Communications, Inc.,
1031 Navarro,
San Antonio, Texas 78205.
EOE M/F.

Help Wanted Announcers

TOP 10 MARKET MORNING DRIVE

Innovative adult contemporary station with strong success record searching for the "right" sound in AM drive. We need the modern radio version of a classic morning radio personality ... bright, creative, professional; able to relate to a major urban market. Send resume to

Box G-87

Equal Opportunity Employer M/F

Help Wanted News

Radio News Reporter Wanted. WTTS/WGTC in Bloomington has immediate opening for full time reporter. Applicant must have previous professional experience gathering, writing, editing and reporting local news. Strong delivery essential. Salary negotiable depending on qualifications and experience. Rush tape and resume to Charlotte Webb, WTTS/WGTC, 535 South Walnut Street, Bloomington, Indiana 47401. An Equal Opportunity Employer.

A Nationwide Search

Top flight broadcast journalist needed for AM drive news and community affairs programming. We don't care where you are now...if you're good and you want to work in the nation's number one market for excellent pay and benefits, send your tape and resume to: Ken Lamb, Operations Manager, WPAT AM/FM, 1396 Broad Street, Clifton, New Jersey, 07013.

Help Wanted Technical

TWO CHIEF ENGINEERS

For expanding group owner. Challenging jobs. Major market Schulke-type FM stations. Contact us immediately. These positions will go fast: Dallas, Texas Jim Stansell (214) 748-0105; St. Louis, Mo. Dave Ross (314) 968-5550.

Design Engineer

Well-established and growing East Coast manufacturer of audio and low-level RF equipment has opening for circuit design engineer wanting interesting and diversified growth opportunity. Send resume and references. Box G-128.

Help Wanted Sales

RADIO SALES PERSON

If you're a good Radio Sales Person, and want to make \$35,000 in 1979 and can't do it where you are, then send us your resume. We operate winning stations in San Antonio, Tulsa, Beaumont-Port Arthur and El Paso. Here's a chance to make money with no top-end limit, plus management opportunity. If you're good, check us out. John W. Barger, Vice President, Clear Channel Communications, Inc., 1031 Navarro, San Antonio, Texas 78205. EOE M/F.

Situations Wanted Management

GENERAL MANAGER PRO.

Background all phases. Track of building major operations to dominance. Objective, compatible, flexible. Equipped to build or shepherd major or medium market station or contribute in Group executive capacity. Strictest confidence. Box G-92.

Situations Wanted Programing

A High-Blown, Fast-Talking Programmer

I'm not, I am an experienced pro, however, who can build your station's programming sensibly and surely. I know how to build a staff of good people, and I have top-50 market on-air and production experience. Looking for a long-term position. All replies considered. Currently employed. Box G-138.

Situations Wanted Announcers

MORNING KILLER

All the tools necessary ... Sincerity and Warmth first and foremost ... Enhanced by Humor ... Phones ... Voices, etc. Major Market Track Record ... Call Now! 314-727-8721.

News/Talk/Information

News/Talk/Information Radio is where I belong. Contact:
Mel Young
815-397-3852, afternoons.

TELEVISION

Help Wanted News

SPORTS ANCHOR/ REPORTER

Male or female sports anchor/reporter needed for medium, major-league market. Minimum two years experience. Must be strong on field packages, all major/minor sports. No tapes; resume only. Box G-142.

Equal Opportunity Employer (M/F)

INVESTIGATIVE REPORTER

We are looking for a skilled television news reporter to handle tough assignments. We want a tough-minded, no nonsense digger who loves the muckraking art, someone who can knock down doors and bring back super stories. Call Bill Applegate, News Director, WKBW-TV, Buffalo, NY at 716-883-0770. An equal opportunity employer.

Environmental Reporter

KRON-TV in San Francisco is conducting a nationwide search for an Environmental/Science/Weather reporter. This person should have previous reportorial experience, preferably in reporting on Environment, Science or Weather. Send resumes and videocassette auditions to:

Mitch Farris
News Director
KRON-TV
Box 3412
San Francisco, CA 94119

Help Wanted Technical

Engineer

Major Market Station looking for bright, energetic engineer with a B.S. in Electrical Engineering, must have First Class FCC License and some broadcast experience needed. Send resume to Broadcasting Box G-119. EOE M/F.

VITAL HAS A FUTURE FOR YOU

Dynamic growth opportunities for video engineers with experience in video switching systems. Enjoy Florida living. Work for hi-technology company. Send resume to: Dale Buzan, Vital Industries, Inc., 3700 N.E. 53rd Avenue, Gainesville, Florida 32601.

Help Wanted Technical Continued

MANAGER OF ENGINEERING

Outstanding educational broadcasting and production facility in Chicago area seeks person experienced in management, studio operations and maintenance. Salary \$20,000+. EOE. Send salary req. and resume to Box G-26.

EXPERIENCED TRANSMITTER SUPERVISOR

Central New York multiple owner. First Radio Telephone. Five kw three-lower AM directional; 100 kw FM; low channel VHF. Good wages, benefits and pension plan. Equal Opportunity Employer. Write Box G-93, Broadcasting. Give full details, experience and salary requirements first letter.

SUPERVISOR TV ENGINEER

Immediate opening for experienced TV Engineer with supervisory experience. Must be a graduate of an acceptable technical institute, and/or have a minimum of 6-8 years supervisory experience in modern television broadcast studio operation. Requires extensive maintenance experience, knowledge of all aspects of studio and master control operations, and capability of instructing personnel. Salary varies according to experience and training (position with KOMU-TV—NBC affiliate). Please contact:

UNIVERSITY OF MISSOURI COLUMBIA

Personnel Services
309 Hitt St.
Columbia, MO. 65211

Equal Opportunity Employer M/F.

Help Wanted Programing, Production, Others

Promotion Director

Top 50 TV Station in the Midwest needs a Promotion Manager with savvy and solid credentials in sales promotion, on-air production, advertising and supervision. Creative flair and instinct for what's right—important. Equal Opportunity Employer M/F/H. If you're looking for a challenge, send resume to Box F-171.

DIRECTOR AND INSTRUCTOR

Radio-TV Program
Director and Instructor in College level Radio/TV program. Minimum requirements—Master's degree in Communications or related area. Twelve month appointment effective September 1, 1978. Six hour Teaching load. Send resume and salary requirements to: Dean Donald Douglass, Kentucky Wesleyan College, Owensboro, Kentucky 42301. Closing date June 25.

Help Wanted Programing, Production, Others Continued

CREATIVE SPECIALIST

We are the world's top broadcasting think-tank and we're expanding our staff. We're looking for a top creative thinker with a background in news, programming, promotion, or production. If you have ideas, we have a job. Send your resume to:

Richard Sabreen
Frank N. Magid Associates
One Research Center
Marion, Iowa 52302

PM MAGAZINE HOSTS

WJBK TV, the CBS Affiliate in Detroit, is searching for Cohosts of our new nightly prime-time access magazine show. We want personable hosts who enjoy a casual non-news format. The ability to interview is a must. To apply, send resume and 3/4 inch video cassette to Bill Pace, Producer PM Magazine, WJBK TV No. 2 Storer Place, Southfield, Michigan 48075.

EXECUTIVE PRODUCER

TOP 10 NETWORK AFFILIATE

Will be responsible for content and production quality of all locally originated programs (except news). Must have had broad experience, especially in public affairs; be aggressive, a self-starter with ability to motivate, administrate, and lead. Equal Opportunity Employer. Send resume to Box G-53.

TV Program Manager

Experienced Program Manager wanted for WKBW-TV, ABC-Buffalo, NY. Responsibilities include programming supervision, syndication purchasing, labor negotiating, and involvement in full range of station operations. Send resume, salary requirements and related data to Phil Beuth, General Manager, WKBW-TV, 1420 Main St., Buffalo, NY 14209. Confidence respected. An equal opportunity employer.

Director

Top Ten Market needs Director, must have experience directing prime time news program with multiple talent, children's programs, talk variety shows, sports and commercials. EOE M/F. Send resume to Box G-131.

Help Wanted Management

Executive Producer

Minority and female candidates are encouraged to apply.

We are an extremely active television station in a top 20 market, looking for a premier producer/production person who's ready to become our Executive Producer/Assistant Program Manager.

You will be responsible for a staff of 45 that produces programs that range from a daily morning show to a weekly primetime program, as well as numerous documentaries, children's shows and sporting events.

In addition to being creative, the ideal candidate should have good administrative and managerial skills.

Send resume in strict confidence to:

Box G-136.

We are an equal opportunity employer, m/f.

Help Wanted Announcers

WEATHER PERSONALITY

Major Radio/Television station in Syracuse, New York. Excellent on-air opportunity for experienced, effective, articulate reporter in challenging weather-conscious market. Must be creative and personable. Excellent working conditions and benefits. Send resume, salary requirements and 3/4" audition tape to Program Director, WSYR-TV, 1030 James Street, Syracuse, N.Y. 13203. An Equal Opportunity Employer.

ANNOUNCER/ PERSONALITY

Major Radio/Television station in Syracuse, New York. Excellent on-air opportunity for experienced Announcer/Host for top-rated game show, "Bowling for Dollars". Must be Creative and personable. Excellent working conditions and benefits. Send resume, salary requirements and 3/4" audition tape to Program Director, WSYR-TV, 1030 James Street, Syracuse, N.Y. An Equal Opportunity Employer.

PM MAGAZINE TALENT

Warm, Personal, Witty Talent needed for exciting new PM MAGAZINE show. Must have creative writing ability, be self-producing and have ENG experience. Send 3/4" cassette and resume to Bonnie Arnold, Producer, WFSB-TV, 3 Constitution Plaza, Hartford, Conn. 06115. (A Post-Newsweek Station)

WE ARE AN EQUAL OPPORTUNITY EMPLOYER

Miscellaneous

"SHOP-AT-HOME"(R)

Radio Promotion for medium and small markets. Gross over \$1200.00 monthly—more-or-less, depending on your rates and market size. Keeps your home-town shoppers at home, rather than driving to the bigger cities. Complete package. Outright Buy—only \$49.50. Listen to demonstration. Call 703-342-2170 or write.

Hayden Huddleston Productions, Inc.
305 Shenandoah Bldg., Roanoke, Va. 24011

Investigative Reporting Seminar

FIRST SEMINAR July 15-16
LEARN HOW TO DO

- Top stories on low budgets
- Sure fire leads
- In-Depth reports from rip & read copy

Registration Limited
FEE \$300

IN SAN FRANCISCO
FROM TOP PRO WITH

- Peabody Award
- Du Pont Columbia Citation
- 5 "area" Emmys

Baker Seminar
1005 Market Street
Suite 207
San Francisco, CA 94103
415-864-8205 ex. 720

Situations Wanted News

News Anchor- Talk Show Host

Sold my company and seek a new challenge. Former Network TV correspondent, Washington, Vietnam, etc. Washington News Anchor and talk show host. Emcee of two long running nationally syndicated programs. Syndicated commentator and columnist. Author of 27 books. Marketing and Advertising consultant, lecturer, public speaker. 25 years in television, age 47. Box G-111.

Talk Show Host & Hostess

Nationally known husband & wife team for major market talk show format. Natalie and Wally Bruner, co-hosts of Wally's Workshop. Former news anchor, network correspondent, host of What's My Line, panelist on many syndicated programs. West Coast or Washington, D.C. 317-926-1521.

Business Opportunity

Attention: Radio Salespeople

Small to medium markets, break away from your station, go into business yourself. Former radio man took the chance! Developed a super medium, that you could develop in your town. Print, but specialized. For \$5,000 you're on your way. No franchise. Join us as you should gross \$45-55M. Direct costs \$17M. Contact Farley Publishing Co., 1306 King Street, Wilmington, DE 19801. Eastern U.S. preferred.

Radio Programing



LUM and ABNER

5 - 15 MINUTE
PROGRAMS WEEKLY
Program Distributors
11 VISTA DRIVE
LITTLE ROCK, ARK. 72210
Phone (501) 378-0135

For Sale | Equipment

FOR LEASE OR LEASE-PURCHASE

Working tele-van. Now active in Major West Coast market. Three cam. Custom-built, ideal for broadcast, sports, mobile or fixed location. Specs. details available. Box F-169.

Public Notice

VACATION NOTICE

The CCA plant and parts department will be closed for vacation from July 17th-28th. Please try to determine your requirements before the vacation period to avoid delays. During that period CCA will continue to maintain its 24-hour EMERGENCY SERVICE. Thank you.



CCA ELECTRONICS CORPORATION
Box 5500 • Broadcast Plaza
Cherry Hill, NJ 08034
Call toll-free: 800-257-8171.
In N.J. call collect: 609-424-1500

Wanted To Buy Stations

Small AM or FM

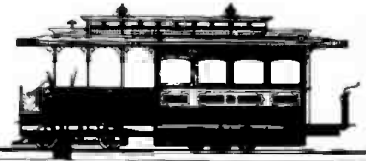
Located in Northern or Central Illinois, Northern Indiana or Southern Wisconsin. All replies confidential. Box G-6.

CABLE FILMS[®]

LEASE FILMS FOR LIFE OF TAPE

Select from 130 Broadcast Quality motion pictures on 3/4" cassettes. CABLE FILMS is a non-exclusive film distributor serving TV stations and catv. Phone station to station for details or write for catalog.

Herbert Miller, V.P.
913-362-2804



COUNTRY CLUB STATION

BOX 7171

KANSAS CITY, MO. 64113

For Sale Stations

NORTH CAROLINA

Top Market Full Time AM Exclusive Offering. Excellent Potential In Rich Growth Area. Terms to Qualified Buyer. Submit Financial Qualifications.

Box G-123.

LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers

Los Angeles Contact: Washington
William L. Walker
Suite 417, 1730 Rhode Island Avenue, N.W.
Washington, D.C. 20036
202-223-1553

H.B. La Rue, Media Broker

RADIO · TV · CATV · APPRAISALS

West Coast:
44 Montgomery Street, 5th Floor-San Francisco, California 94104 415/673-4474
East Coast:
210 East 53rd Street, Suite 5D-New York, N.Y. 10022 212/288-0737

MEDIA BROKERS APPRAISERS

RICHARD A. SHAHEEN INC.
435 NORTH MICHIGAN · CHICAGO 60611
312-467-0040



- Daytimer with 35 mile prime signal within 60 miles of N.C. Coast. Good real estate. \$270,000. Terms..
- Super coverage daytimer in Virginia City. Only ethnic station in whole area. Real Estate. \$250,000. Terms.
- Class "A" FM in Georgia city. An excellent buy for \$460,000.
- Powerful Fulltimer. City in NM. Billing \$300,000. Excellent value. \$530,000.
- Daytimer NW Alabama. Good buy. \$175,000. Terms.
- Fulltimer in Northeast Alabama. Includes real estate. \$360,000. Terms.
- UHF TV with 20 cable systems in South. \$600,000. Terms.
- Fort Worth-Dallas area. Fantastic coverage. Billing \$500,000. Make offer.
- CP for Class "C". Now Class "A". Texas. Good buy. \$240,000.
- Cable TV operation in Indiana. A good buy. \$360,000.
- FM in greater Washington, DC area. Owner wants offer. Terms.
- Fulltimer in S.E. Missouri. Profitable single station. \$280,000.
- Daytimer in N.C. \$400,000. Terms.
- FM in Central Pa. \$225,000. Terms.
- Daytimer Southern Kentucky. Only station in county. \$240,000.
- Daytimer covering large Florida Metro area. Real Estate. \$550,000.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

BUSINESS BROKER ASSOCIATES
615-756-7635 24 HOURS

THE KEITH W. HORTON COMPANY

P.O. Box 948
Elmira, N.Y.
14902
(607) 733-7138

BROKERS AND CONSULTANTS TO THE COMMUNICATIONS INDUSTRY

BROADCASTING'S CLASSIFIED RATES

Payable In advance. Check or money order only. (Billing charge to stations and firms: \$1.00).

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St. N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. *Blind Box* numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

CHAPMAN ASSOCIATES[®]

media brokerage service

STATIONS

W	Small	AM	\$125K	29%
S	Small	FM	\$130K	\$25K
W	Small	AM/FM	\$275K	\$175K
W	Small	AM	2 x gross	29%
E	Major	AM	\$725K	29%

CONTACT

Bill Whitley	(214) 387-2303
Bill Chapman	(404) 458-9226
Ray Stanfield	(213) 363-5764
Bill Whitley	(214) 387-2303
Warren Gregory	(203) 767-1203

To receive offerings of stations within the areas of your interest, write Chapman Company, Inc., 1835 Savoy Dr., N.E., Atlanta, Ga. 30341

Stock Index

Stock symbol	Exch.	Closing Wed. June 14	Closing Wed. June 7	Net change in week	% change in week	High	1977-78 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	N	51 1/2	51 3/4	- 1/4	- .48	51 3/4	35 3/8	9	18,152	934,828
CAPITAL CITIES	N	74 1/2	74 3/4	- 1/4	- .33	74 3/4	44 3/4	14	7,426	553,237
CBS	N	58 1/8	57 3/4	+ 3/8	+ .64	62	43 7/8	9	28,100	1,633,312
COX	N	43 5/8	41 3/5	+ 2 1/4	+ 5.43	43 5/8	25 1/2	11	6,185	269,820
GROSS TELECASTING	A	23 7/8	20 7/8	+ 3	+ 14.37	23 7/8	13 5/8	11	800	19,100
KINGSTIP COMMUN.*	O	11 1/2	11 1/2			11 3/4	3 7/8	21	462	5,313
LIN	O	37 1/8	36 3/8	+ 3/4	+ 2.06	37 1/8	16 1/2	12	2,745	101,908
MOONEY	O	4 7/8	4 1/4	+ 5/8	+ 14.70	4 7/8	1 7/8		425	2,071
RAHALL	O	20 1/4	20 1/4			21 1/4	8 5/8	22	1,264	25,596
SCRIPPS-HOWARD*	O	45	45			45	30 1/2	10	2,589	116,505
STARR*	M	12 5/8	12 5/8			13 1/8		11	1,487	18,773
STORER	N	30 7/8	30 7/8			31 1/2	19 3/8	12	4,876	150,546
TAFT	N	44	42 7/8	+ 1 1/8	+ 2.62	44 7/8	24 5/8	9	4,119	181,236
TOTAL									78,630	4,012,245

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	9	9			9 3/8	3 3/4	10	1,229	11,061
JOHN BLAIR	BJ	N	25 3/4	25 3/4			25 7/8	11 1/8	7	2,427	62,495
CHRIS-CRAFT	CCN	N	11 3/8	10 5/8	+ 3/4	+ 7.05	11 3/8	4 1/2	28	4,451	50,630
COMBINED COMM.	CCA	N	22 3/4	42 3/4	- 20	- 46.78	45 1/8	19	7	6,920	157,430
COWLES	CWL	N	24 1/4	24 3/8	- 1/8	- .51	24 7/8	12 1/2	27	3,969	96,248
DUN & BRADSTREET	DNB	N	35 5/3	34 1/4	+ 1 3/8	+ 4.01	35 5/8	26 1/4	17	26,339	938,326
FAIRCHILD IND.	FEN	N	28	28 1/8	- 1/8	- .44	28 3/4	9 1/2	17	5,708	159,824
FUQUA	FOA	N	12	11 7/8	+ 1/8	+ 1.05	13	8	7	9,396	112,752
GANNETT CO.	GCI	N	44 3/4	43 3/8	+ 1 3/8	+ 3.17	44 3/4	32 3/4	18	22,430	1,003,742
GENERAL TIRE	GY	N	26 3/8	26 7/8	- 1/2	- 1.86	29 1/4	22 3/8	5	22,692	598,501
GLOBE BROADCASTING*	GLBTA	O	4 3/4	4 3/4			4 3/4	2 1/8		2,772	13,167
GRAY COMMUN.	O	19 1/2	19 1/2			19 1/2	8	9		9,475	9,262
HARTE-HANKS	HHN	N	41 1/4	40 1/8	+ 1 1/8	+ 2.80	41 1/4	26	15	4,477	184,676
JEFFERSON-PILUT	JP	N	30 3/4	30 3/4			32 3/8	26 5/8	10	23,946	736,339
MARVIN JOSEPHSON	MRVN	O	16 1/2	16 3/4	- 1/4	- 1.49	17 1/4	10 1/4	8	1,978	32,637
KANSAS STATE NET.	KSN	O	13 3/8	11 1/4	+ 2 1/8	+ 18.88	13 3/8	4 3/4	13	1,727	23,098
LEE ENTERPRISES	LNT	A	28 3/8	28 3/8			28 7/8	22 1/4	11	4,930	139,888
LIBERTY	LC	N	29 1/4	28 1/2	+ 3/4	+ 2.63	29 1/4	18	9	6,762	197,788
MCGRAW-HILL	MHP	N	24 1/4	23 5/8	+ 5/8	+ 2.64	24 1/4	15 5/8	12	24,682	598,538
MEDIA GENERAL	MEG	A	19 3/8	18 7/8	+ 1/2	+ 2.64	20	13 5/8	9	7,451	144,363
MEREDITH	MOP	N	36 3/8	35 1/2	+ 7/8	+ 2.46	36 3/8	17 3/8	9	3,074	111,816
METROMEDIA	MET	N	57	56 1/4	+ 3/4	+ 1.33	57	25 1/4	12	6,630	377,910
MULTIMEDIA	MMED	O	26	25 3/4	+ 1/4	+ .97	27 1/2	16 1/4	14	6,594	171,444
NEW YORK TIMES CO.	NYKA	A	29 1/2	28	+ 1 1/2	+ 5.35	29 1/2	15 3/4	12	11,422	336,949
OUTLET CO.	DTU	N	25 1/2	26 1/4	- 3/4	- 2.85	26 5/8	16 5/8	9	2,290	58,395
POST CORP.	POST	O	33 1/2	33 1/2			33 1/2	16 1/4	11	893	29,915
REEVES TELECOM	RBT	A	3 1/4	3	+ 1/4	+ 8.33	3 1/4	1 3/4	54	2,381	7,738
ROLLINS	ROL	N	19 3/8	19	+ 3/8	+ 1.97	24 1/4	14 7/8	10	33,000	639,375
RUST CRAFT	RUS	A	24 1/8	25	- 7/8	- 3.50	25	8 1/2	14	2,297	55,415
SAN JUAN RACING	SJR	N	12 1/8	11 1/4	+ 7/8	+ 7.77	12 1/8	7 5/8	18	2,509	30,421
SCHERING-PLOUGH	SGP	N	34 5/8	35 1/2	- 7/8	- 2.46	44 3/4	26 3/8	11	54,084	1,872,658
SONDERLING	SDB	A	20 7/8	19 7/8	+ 1	+ 5.03	20 7/8	8 3/8	10	1,105	23,066
TECH OPERATIONS	TO	A	6 3/4	7	- 1/4	- 3.57	7	2 3/8	27	1,344	9,072
TIMES MIRROR CO.	TMC	N	30 1/2	29 7/8	+ 5/8	+ 2.09	30 1/2	20 3/4	11	34,760	1,060,180
WASHINGTON POST CO.	WPD	A	43 1/2	42 1/8	+ 1 3/8	+ 3.26	43 5/8	21 3/4	12	8,476	368,706
WOMETCO	WOM	N	14 7/8	14 3/4	+ 1/8	+ .84	15 3/4	10 7/8	10	8,554	127,240
TOTAL									364,174	10,551,065	

Cablecasting

ACTON CORP.	ATN	A	10 1/4	9 3/4	+ 1/2	+ 5.12	10 1/2	3 1/8	12	2,710	27,777
AMECO*	ACO	O					1/2			1,200	
AMERICAN TV & COMM.	AMTV	O	45	46	- 1	- 2.17	49	19 3/4	23	3,863	173,835
ATHENA COMM.*	O		3/8	3/8			7/8	1/8		2,125	796
BURNUP & SIMS	BSIM	O	6	6 1/8	- 1/8	- 2.04	6 1/8	3 1/8	27	8,370	50,220
CABLE INFO.	O		1/4	1 1/2	- 1 1/4	- 83.33	1 1/2	1/4	1	663	165
COMCAST	O		10 1/2	10 1/4	+ 1/4	+ 2.43	11 1/2	3 3/4	18	1,651	17,335
COMMUN. PROPERTIES	COMU	O	14 3/8	14 3/8			14 7/8	3 5/8	26	4,839	69,560
ENTRON	ENT	O	1 1/4	3 1/2	- 2 1/4	- 64.28	3 1/2	7/8	1	979	1,223
GENERAL INSTRUMENT	GRL	N	33 7/8	33	+ 7/8	+ 2.65	33 7/8	17 5/8	13	7,508	254,333
GENEVE CORP.	GENV	O	12 3/4	13 1/4	- 1/2	- 3.77	14 5/8	7 1/2		1,121	14,292
TELE-COMMUNICATIONS	TCJM	O	19	19			19	2 7/8	95	5,281	100,339
TELEPROMPTER	TP	N	11 3/4	12 5/8	- 7/8	- 6.93	13 1/8	6 3/4	27	16,922	198,833
TEXSCAN	TEXS	O	1 1/2	1 1/2			2	1 1/4	9	786	1,179
TIME INC.	TL	N	43 3/8	44 5/8	- 1 1/4	- 2.80	48 3/4	31 3/4	11	20,371	883,592
TOCOM	TOCM	O	9	8 1/4	+ 3/4	+ 9.09	9	2 1/4	19	894	8,046
UA-COLUMBIA CABLE	UACC	O	33 1/4	32 1/2	+ 3/4	+ 2.30	35	15 1/2	22	1,679	55,826
UNITED CABLE TV	UCTV	O	17 3/8	17 3/4	- 3/8	- 2.11	18 3/8	3 7/8	32	1,915	33,273
VIACOM	VIA	N	22	22 7/8	- 7/8	- 3.82	23 1/2	9 1/2	17	3,764	82,808
TOTAL									86,641	1,973,432	

	Stock symbol	Exch.	Closing Wed. June 14	Closing Wed. June 7	Net change in week	% change in week	1977-78 High	Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)
Programming											
COLUMBIA PICTURES	CPS	N	21 1/2	20 3/4	+ 3/4	+ 3.61	21 1/2	7 3/8	9	6,748	145,082
DISNEY	DIS	N	42 3/4	44 1/8	- 1 3/8	- 3.11	47 5/8	32 1/2	17	32,380	1,384,245
FILMWAYS	FWY	A	15 1/2	14 3/4	+ 3/4	+ 5.08	15 1/2	6 7/8	12	2,579	39,974
FOUR STAR*			1 1/4	1 1/4			1 1/4	3/4	13	666	832
GULF + WESTERN	GW	N	15 1/4	14 1/2	+ 3/4	+ 5.17	18 3/8	10 1/4	6	48,215	735,278
MCA	MCA	N	54	52 3/4	+ 1 1/4	+ 2.36	54	32	12	18,558	1,002,132
MGM	MGM	N	36 7/8	35 1/2	+ 1 3/8	+ 3.87	36 7/8	16	.16	14,609	538,706
TRANSAMERICA	TA	N	16 1/4	16 3/8	- 1/8	- .76	16 1/2	13 1/4	6	66,781	1,085,191
20TH CENTURY-FOX	TF	N	36 3/4	36	+ 3/4	+ 2.08	36 3/4	10	6	7,786	286,135
VIDEO CORP. OF AMER*		O	8	8			8	3 1/2	15	973	7,784
WARNER	WCI	N	43	45	- 2	- 4.44	45	25 3/4	9	14,458	621,694
WRATHER	WCO	A	12 1/2	12 1/8	+ 3/8	+ 3.09	12 1/2	4 1/2	12	2,243	28,037
									TOTAL	215,996	5,875,090

Service

BBDO INC.	BBDO	O	38	37 1/2	+ 1/2	+ 1.33	38	22 1/2	11	2,513	95,494
COMSAT	CO	N	42 3/4	42 1/4	+ 1/2	+ 1.18	44	28 3/4	12	10,000	427,500
DOYLE OANE BERNBACH	DOYL	O	25	23 3/4	+ 1 1/4	+ 5.26	25	16 3/4	8	1,776	44,400
FOOTE CONE & BELDING	FCB	N	21	20 1/2	+ 1/2	+ 2.43	21 1/4	14 3/4	9	2,304	48,384
GREY ADVERTISING	GREY	O	29	29			34	16 1/2	5	716	20,764
INTERPUBLIC GROUP	IPG	N	36 3/4	35	+ 1 3/4	+ 5.00	39 1/4	22 1/2	10	2,387	87,722
MCI COMMUNICATIONS	MCIC	O	4 1/4	4 1/4			4 7/8	7/8	47	20,137	85,582
MOVIELAB	MOV	A	2 1/4	1 3/4	+ 1/2	+ 28.57	3	1	15	1,410	3,172
MPO VIDEOTECHNICS	MPU	A	5 7/8	5 7/8			65 3/8	4	7	520	3,055
A. C. NIELSEN	NIELB	O	28	25 3/4	+ 2 1/4	+ 8.73	28	18 7/8	14	10,832	303,296
OGILVY & MATHER	OGIL	O	55 3/4	53	+ 2 3/4	+ 5.18	55 3/4	31	11	1,805	100,628
J. WALTER THOMPSON	JWT	N	27 3/8	27 3/8			27 3/8	15 1/8	9	2,649	72,516
									TOTAL	57,049	1,292,513

Electronics/Manufacturing

AEL INDUSTRIES	AELBA	O	8 1/8	8 1/4	- 1/8	- 1.51	8 1/4	2 3/8	9	1,672	13,585
AMPEX	APX	N	15 7/8	16 3/4	- 7/8	- 5.22	17 1/4	7 3/8	16	10,928	173,482
ARVIN INDUSTRIES	ARV	N	20 1/4	21 1/4	- 1	- 4.70	22 1/2	14 1/2	5	5,959	120,669
CCA ELECTRONICS	CCA	O	3 3/4	5/8	+ 3 1/8	+ 500.00	3 3/4	1/8	15	897	3,363
CETEC	CEC	A	5	5 1/8	- 1/8	- 2.43	5 3/8	1 3/4	15	1,654	8,270
COHU	COH	A	4 1/8	4	+ 1/8	+ 3.12	4 1/2	2 1/8	13	1,779	7,338
CONRAC	CAX	N	23 3/8	23 3/8			27 1/4	19 1/4	8	1,803	42,145
EASTMAN KODAK	EASKD	N	56 3/8	56 7/8	- 1/2	- .87	86 3/4	42	14	161,370	9,097,233
FARINON	FARN	O	13 1/4	14	- 3/4	- 5.35	14	8	13	4,635	61,413
GENERAL ELECTRIC	GE	N	53	53 5/8	- 5/8	- 1.16	56 5/8	44 1/2	11	184,581	9,782,793
HARRIS CORP.	HRS	N	59 1/4	59 3/4	- 1/2	- .83	59 3/4	28	16	12,236	724,983
MARVEL INDUSTRIES*	HARV	O	4 1/4	4 1/4			5 1/2	3 1/8	11	480	2,040
INTL. VIDEO CORP.	IVCP	O	45	2 5/8	+ 42 3/8	+ 614.28	45	1/4		2,701	121,545
MICROWAVE ASSOC. INC	MAI	N	27 1/4	29 1/2	- 2 1/4	- 7.62	41 7/8	20 1/4	11	1,320	35,970
3M	MMM	N	56 3/8	56 3/4	- 3/8	- .66	57	43 1/2	16	115,265	6,498,064
MOTOROLA	MOT	N	46 3/8	49 1/2	- 3 1/8	- 6.31	56 7/8	34 1/4	14	28,544	1,323,728
N. AMERICAN PHILIPS	NPH	N	28 7/8	29 3/8	- 1/2	- 1.70	36	24 3/4	6	12,033	347,452
OAK INDUSTRIES	OAK	N	33 7/8	34 1/8	- 1/4	- .73	34 1/8	9 5/8	38	1,716	58,129
RCA	RCA	N	29 1/4	30	- 3/4	- 2.50	31 3/4	22 3/4	9	74,810	2,188,192
ROCKWELL INTL.	ROK	N	32 1/2	33	- 1/2	- 1.51	36 3/4	28 1/4	7	33,600	1,092,000
RSC INDUSTRIES	RSC	A	2 5/8	2 5/8			2 7/8	1 5/8	11	2,690	7,061
SCIENTIFIC-ATLANTA	SFA	A	28 1/2	28 1/4	+ 1/4	+ .88	29 1/2	16 3/4	16	2,426	69,141
SONY CORP.	SNE	N	8 1/8	7 7/8	+ 1/4	+ 3.17	10 3/8	7	12	172,500	1,401,562
TEKTRONIX	TEK	N	43 3/4	44 5/8	- 7/8	- 1.96	68 1/2	28 1/4	15	17,804	778,925
TELEMATION	TLMT	D	1 1/4	1 1/4			2 1/4	1/2	2	1,050	1,312
VARIAN ASSOCIATES	VAR	N	18 3/4	17 3/8	+ 1 3/8	+ 7.91	21	14 3/4	11	6,838	128,212
WESTINGHOUSE	WX	N	23 1/4	22 1/2	+ 3/4	+ 3.33	23 1/4	16 1/4	8	87,329	2,030,399
ZENITH	ZE	N	15 1/2	16 1/4	- 3/4	- 4.61	28	11 3/8	20	18,818	291,679
									TOTAL	967,438	36,410,685
									GRAND TOTAL	1,769,928	60,115,030

Standard & Poor's 400 Industrials Average 109.95 110.80 -0.85

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by Loeb Rhoades Hornblower, Washington.
Yearly high-lows are drawn from trading days reported by *Broadcasting*. Actual figures may vary slightly.

*Stock did not trade on Wednesday. Closing price shown is last traded price.
**No P/E ratio is computed, company registered net loss.
***Stock split.
+Traded at less than 12.5 cents.

P/E ratios are based on earnings per-share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through *Broadcasting's* own research. Earnings figures are exclusive of extraordinary gains or losses.

Profile

Man of service: Pingel of AAAA and Ross Roy

It might be said that John Pingel made an end run around a couple of other lines of work to get into the advertising agency business. The metaphor, if strained, is valid nonetheless. At Michigan State, John Pingel was the leading collegiate punter in the nation in 1937, an All-America halfback in 1938, averaged 5.2 yards a carry in his three college years as a halfback, had a pass-completion percentage just over 50% and, in his one year in the pros, was outstanding in punting as the quarterback for the Detroit Lions in 1939. If more credentials are needed, he was elected to the National Football Foundation and Hall of Fame in 1968.

The first line of work John Pingel skirted en route to the agency business was pro football. He was the Lions' first draft choice that year, but he weighed only 180, played both offense and defense—as was the custom then—and didn't have pro football in mind for a career anyway. "I took a pretty good beating," he recalls, "and decided I'd either make a lot of money or I wouldn't play another season." Pro football didn't pay much in those days, and the Lions certainly weren't ready to pay a lot. He ended his pro career after one season. It probably would have ended anyway; World War II was coming up, and he was drafted.

Five years later, when he got out of the Army with the rank of lieutenant colonel and two decorations—a Bronze Star and a Purple Heart—he went back to Michigan State as assistant to the football coach and, later, assistant to the dean of students. "I needed a job," he explains.

He got one more to his liking a little later, at Reo Motors Inc. He'd worked earlier at Chrysler's Dodge division, starting as a sales promotion writer, and Reo signed him on as director of advertising. From there it was a relatively short run to the agency side, which in Reo's case—and his—was Brooke, Smith, French & Dorrance.

"I gradually became more interested in the agency side than the client side," he says. "So I applied to them for a job—I had to apply, because Reo was their client and they wouldn't have come to me first."

That was in 1949, and he has been at Brooke, Smith and its successor agencies ever since. He started as merchandising manager, became a vice president and account supervisor, later vice president and assistant to the president and then executive vice president, the title he held when Brooke, Smith merged with Ross Roy Inc. in 1960 and when, in 1962, the Brooke, Smith connection was dropped from the



John Spencer Pingel—president, Ross Roy Inc., Detroit, and chairman, American Association of Advertising Agencies; b. Nov. 6, 1916, Mount Clemens, Mich.; student, U.S. Military Academy, 1936; BA, economics, Michigan State University, 1939; quarterback, Detroit Lions, 1939; sales promotion writer, Chrysler Corp., Dodge division, 1940; U.S. Army, 95th infantry, second lieutenant to lieutenant-colonel, 1941-45, Bronze Star, Purple Heart; assistant to football coach, MSU, 1945-46, assistant to dean of students, 1946-47; advertising manager, Reo Motors Inc., Lansing, Mich., 1947-48; with Brooke, Smith, French & Dorrance, Detroit, 1949-60, rising from merchandising manager to executive vice president; executive vice president, Ross Roy-BSF&D, 1960-62; executive vice president, Ross Roy Inc., 1962-64; president since 1964; elected AAAA chairman, April 1978; m. Isabel Hardy, Dec. 12, 1939; children—John Jr., 36; Roy, 30.

agency name and it became Ross Roy Inc. He was elected president in 1964.

At 61 he's only 10 pounds heavier than in his Detroit Lions days—and he's every bit as active. His interests cover a wide range.

In addition to his current chairmanship of the American Association of Advertising Agencies, he has headed the AAAA board committee on education, has headed both the Michigan AAAA council and the AAAA Eastern region, has been president of the Adcraft Club of Detroit, serves on the President's Council on Physical Fitness and Sports, is a director of the Michigan Manufacturers Association, sits on two corporate boards, is 1977-78 chairman of the Greater Detroit Chamber of Commerce, is a director of Boys Republic and of Project Hope, serves on the Detroit Renaissance Advisory Committee, the public relations committee of the national Boy Scouts of America and on two United Foundation committees, is a trustee of Alma (Mich.) College and is active in the affairs of Michigan State University.

With commitments like those, not to

mention the job of running an agency billing at the rate of \$200 million a year, it's no cause for wonder that he puts in long hours at the office, averaging from 7:30 or 8 a.m. to 6 p.m. "I love to get in early," says, and adds: "I'd love to leave early, too, but I haven't achieved that yet."

One of his basic hopes for the AAAA's in his administration is related to one of Ross Roy's pet projects: an attack on illiteracy. For years his agency has advocated education for everyone without regard to race or religion, and has had an agency group working with, among others, two universities and a labor-management group to provide a training program for would-be tradesmen. The AAAA, meanwhile, has recently announced that it hopes to lead a broad-based attack on functional illiteracy.

"I'm going to push for it—for a national program," he said. "It's something the AAAA's could do that would have tremendous benefit."

Another major association project is to become more aggressive in Washington, as was made clear when results of a membership survey were disclosed at the AAAA annual meeting two months ago (BROADCASTING, May 1).

"When we polled the members on what they wanted us to do," Mr. Pingel continued, "we got a very strong response to one area in particular—the escalation of government regulation that has impact on our business."

In the past, the AAAA has deliberately been almost reticent in its Washington relations. But now "the members want us to take a stronger role, to be a spokesman for our industry, they want us to lobby directly, they want us to provide more information to Washington, both about what advertising can do and about what it cannot do.

"They want us to take much stronger and more effective role with government at all levels," he said, and it was clear he regarded it as a mandate.

One part of the response will be LEAP—for loaned executive assignment plan. Members are being asked to assign key people to work in Washington for one year and to continue paying their salaries while they do so. Mr. Pingel said the project will start in September with the assignment of two persons to Washington. The plan is to send two more next spring and later another pair, so that there'll be six in all.

Another item high on Mr. Pingel's agenda as AAAA chairman is to improve advertising's public image. "I think we can do more positive work on our image," he said, "but I also feel that the best way to improve image is through what you do, not what you say."

Where the action is

Fred Silverman is at last out of limbo, and presumably everyone at NBC can sleep better at night. The ABC officials who chose to hold him to his contract may not have planned it that way, but their enforced delay of his reporting to the NBC presidency created the biggest build-up to an executive change in television history. Out of sight for four months, Mr. Silverman grew larger than life.

He is now on display for all to see, and people can get back to the reality of network competition, which has in no way diminished in ferocity. He meets the NBC-TV affiliates in person this week at the last of the three television networks' annual conventions. It will be interesting to see how things stand at the next round of conventions a year from now.

Open season

The U.S. Supreme Court has saved most co-located newspaper and broadcasting combinations from the divestitures that had been ordered by the U.S. Court of Appeals and is therefore being cheered by the publishing and broadcasting establishments. For all the benefits it seemingly confers, however, the court's affirmation of the FCC's crossownership rules contains disquieting features.

Not the least disquieting is the court's reliance on its own Red Lion decision of 1969 to state once again that the First Amendment guarantees freedom for everyone but broadcasters. Quoting itself, the court asserted "the fundamental proposition that there is no 'unabridgeable First Amendment right to broadcast comparable to the right of every individual to speak, write or publish.'" Here is one more decision by the ultimate court that must somehow be overcome, perhaps by intercession of the Congress, if broadcasting is ever to acquire constitutional parity with the rest of the press.

The First Amendment issue was injected by the National Association of Broadcasters and American Newspaper Publishers Association, among others. Hindsight suggests they may have been unwise to raise it in the first place in a case confined to ownership instead of content of the media. But the court's reliance on Red Lion should have come as no surprise after the NAB and ANPA hired Erwin Griswold to make their argument. Mr. Griswold, then the U.S. solicitor general, represented the government in its defense of the fairness doctrine against Red Lion Broadcasting's constitutional challenge and won.

Of equal usefulness to regulation-minded regulators of the future is the Supreme Court's endorsement of the FCC's authority to decree wholesale restructuring of broadcast ownerships on no hard evidence of good or bad results. At best, the reprieves won now by crossowners may be transitory. The cheering section seems to overlook the probable impact of the regulatory and judicial record in this case.

After five years of inquiry that produced no evidence of abuse and considerable evidence of public benefits that have flowed from media crossownerships, the FCC issued rules that forbade future transfers or creations of co-located newspaper and broadcast station combinations, required divestitures in 16 small markets where it found "egregious" concentrations and grandfathered the other existing combinations. The commission's explanation was that the public interest would be served by the diversification of ownership that would evolve.

The appellate court, in a clear usurpation of regulatory power,

directed the FCC to order general divestiture now, on the theory that if transfers or creations of crossownerships were to be denied, all existing combinations should be dismantled to achieve the diversity that it agreed with the FCC was the paramount public interest. The court justified the wholesale divestiture on the remarkable grounds that "the record no more establishes that crossownership serves the public interest than injures it."

When a call for capital punishment comes from a U.S. appellate court that is admittedly without evidence of crime or guilt, citizens have reason for dismay. The unthinkable has now come to pass in the Supreme Court's approval of the same reasoning—"we agree with the Court of Appeals that, notwithstanding the inconclusiveness of the rulemaking record, the commission acted rationally in finding that diversification of ownership would enhance the possibility of achieving greater diversity of viewpoints."

The practical effect of the Supreme Court's decision is to license the FCC to hunt anywhere for classes of ownerships to dissolve on the purely speculative possibility of public benefit. Never mind what the record of performance may show, off with their heads if decapitation suits the prejudices of a majority of FCC members. It is no way to run the FCC or the country.

Where the action isn't

The U.S. House of Representatives made it official last week: It will run its own audio and video coverage of proceedings on the floor. Broadcasters may take it or leave it.

As has been suggested here before, the arrangement may not turn out to be so bad—despite the objections that have been raised by radio and television journalists. It is certainly an improvement over the exclusion of audio and video originations from the chamber up to now.

The audio feed became available to radio last week. Not much of it got on the air for the very good editorial reason that not much of it was newsy. That is the way things go on the average day in the House, and that is why broadcasters who volunteered to provide a gavel-to-gavel record as a condition to the admission of their cameras and microphones are lucky they didn't get their wish. They would soon have tired of storing up all those miles and miles of tape in search of an occasional snippet worth air time.

Broadcasters will continue to press for entry of their own crews and gear on special occasions, and who knows? Once the House becomes accustomed to the presence of its own microphones and cameras, it may be less fearful of others'.



Drawn for BROADCASTING by Jack Schmidt

"If I've told him once, I've told him a hundred times not to follow the cars around the track."

Dear Channel 7
This is a picture of me
in my new winter coat
that I got from your
Cloth-a-Thon. Maybe
when it doesn't fit me
anymore I will give
it back.

Thank you
Cindy Lee Renper
age 8



A child's handwritten letter. With all the run-on's of spontaneous joy. A smile captured in the gloss of a 3" x 5" frame. A photographic memory. Reward enough for us.

This is what we mean by community involvement at WJLA-TV. Servicing the community whose homes we visit daily. Not by putting on a good show. Not by bringing home the news. But by reaching out to the people with a helping hand. And feeling the grasp of friendship in return.


The kind of rapport we've established we maintain with events like our annual Cloth-a-Thon. A star-studded on-the-air and on-the-streets affair that literally stops the shows. For an entire day. It's the only telethon in the country created to solicit clothing. And the only totally local telethon in Washington.

We've been co-sponsoring Cloth-a-Thon for five years now, with the D.C. Council on Clothing for Kids.

It's an event that has brought Washingtonians in touch with each other and 75,000 needy children all the clothing they can use. 333,000 pounds of it so far. Piled high in fire stations and shopping centers. Hauled in from the farthest suburbs or pledged over the Clothes Line. Along with a quarter of a million dollars. Donated by a community that's willing to take the shirt off its back to help those less fortunate than they.

This is the kind of success we at Channel 7 strive for. And no number of Emmys, no share of audience, can mean as much.

**Television should be more
than soap operas and situation comedies.
WJLA-TV.**

Nationally represented by Petry Television, Inc.  in Washington, D.C.

Ward-Beck introduces affordable quality!

Advanced Ward-Beck technology has developed circuitry in the new WBS 470 Series that's exactly right for broadcasters seeking superior performance at a competitive price.

The standard model L3242 includes such outstanding features as full equalization, individual peak indicators on each input channel, HL line selectors, integral jackfield and redundant power supply changeover. In addition, expanded flexibility is achieved through an impressive selection of optional ancillary modules.

Standardized assembly methods have reduced production time and expense, while traditionally impeccable Ward-Beck engineering and styling have been enhanced.

Now, we can supply most orders from stock. And you can afford to move up to Ward-Beck quality.



First by Design.

Standard TV Production Console
(32 x 4 x 2 configuration)
WBS Model L3242

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Tel: (416) 438-6550.

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