

Aug 7, 1978

Special report on football:
A giant jump in broadcast rights

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Broadcasting Aug 7

The newsweekly of broadcasting and allied arts

Our 47th Year 1978

NEWSPAPER



WELCOME BACK, KOTTER

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Warner Bros. Television Distribution



A Warner Communications Company

People turn us on!

All the people of Gaylord radio and television stations share one common philosophy:
To be uncommonly responsive to the people of the individual markets we serve.
We stay tuned in to their information and entertainment preferences.
That's why Gaylord Broadcasting continues to grow
in the ability to offer you a receptive audience.
And that's why advertisers, too, turn us on!



GAYLORD
Broadcasting Company

One of America's largest privately owned group of radio and television stations.

KTVT
Dallas/Fort Worth
WVUE-TV
New Orleans

WTVT
Tampa/St. Petersburg
WVTV
Milwaukee

KHTV
Houston
WKY
Oklahoma City

KSTW-TV
Seattle/Tacoma
KYTE-AM/FM
Portland

WUAB-TV
Cleveland/Lorain
KRKE-AM/FM
Albuquerque

To get turned on in Oklahoma,
get on one of the nation's
great area stations!

WKY

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Radio 930 | Oklahoma City

FIRST station in the Gaylord Broadcasting
Company group

FIRST radio station in
(1920)

FIRST in providing up
and weather

FIRST in listener loyalty
response

FIRST in the finest,
casting facilities

FIRST in public service

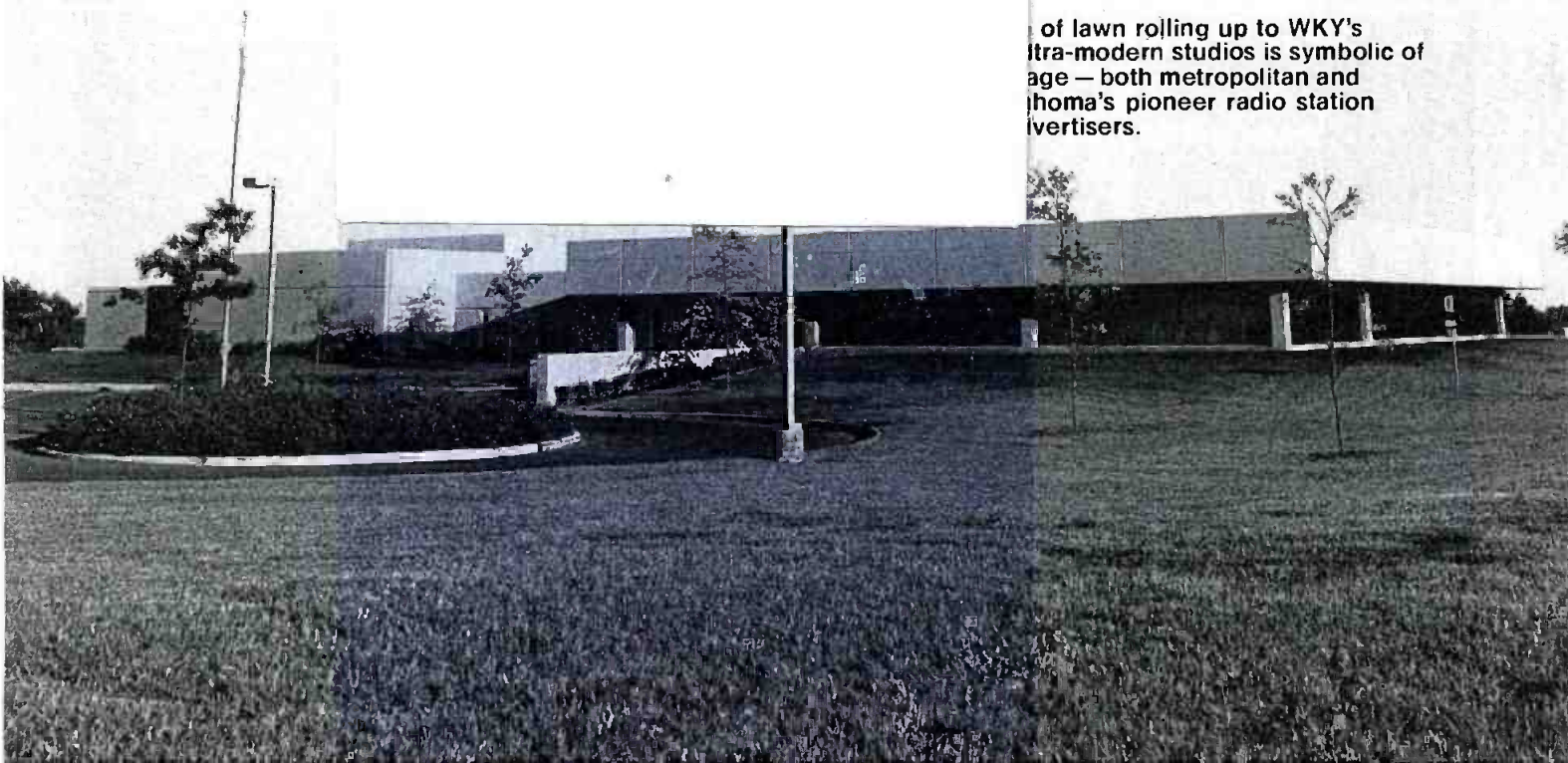
When you want action
to WKY Radio. Good
citizen... good listener

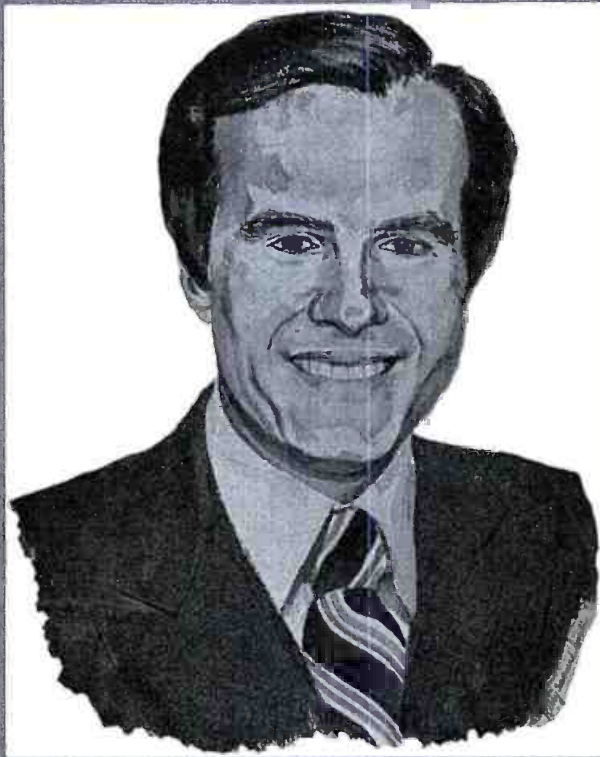
BROADCASTING
August 7, 1978



Radio — with its spectacular, electric,
attention-getting, sales-making unit.

of lawn rolling up to WKY's
ultra-modern studios is symbolic of
the new age — both metropolitan and
Oklahoma's pioneer radio station
advertisers.





Professional Profiles: Thomas F. Burchill

"We have set very high goals for RKO Radio Sales. As a company our aim is to be the best in the business and we have some very concrete plans to accomplish that in all of the areas where we have daily contact — our client stations, our prospect client stations, our agency customers and advertisers, people we would like to be our customers, and the industry as a whole."

The words are Tom Burchill's — a reflection on some obviously ambitious goals. But goals — setting them and reaching them — are what makes this man tick.

Tom Burchill is Vice President and General Manager of RKO Radio Sales . . . and a valued client.

The Research Group

Perceptual Audience Research for the Communication Industries | San Luis Obispo, California

The Week in Brief

JOCKEYING FOR POSITION □ The games networks play as the new prime-time season begins this year will be as



Telling the world. NBC's Paul Klein smiles via rear screen projection from Hollywood. Bob Mulholland presides from New York in promotional closed circuit last week.

fierce as ever as programming strategists try to gain the upper hand. **PAGE 28.**

SMALL'S NEW WORLD □ A CBS News executive returns to Washington, where he one time was the network's bureau chief, to become its top lobbyist. **PAGE 29.**

OPEN WIDER □ Broadcasting's chances for gaining entrance to courtrooms grow greater as the Conference of State Chief Justices nearly unanimously endorses an open-door policy. **PAGE 29.**

BEGINNING 'BORN INNOCENT' □ The trial starts in San Francisco in a case involving the NBC program and the network's responsibility for imitative behavior that could have stemmed from it. Judge's first rulings are seen as good omens for the broadcaster's side. **PAGE 32.**

TIGHTENING THE PR SHIP □ With President Carter's popularity sinking ever deeper, the good-old-boys days of White House media relations are over and a more button-down, businesslike approach is in — the product of long-time Carter media man Gerald Rafshoon. **PAGE 33.**

FOOTBALL: \$200 MILLION □ The new contracts of the major networks with the pros and the colleges will boot the rights payments for the 1978 season sky-high. BROADCASTING's annual survey finds the total will be 142% more than the \$82.5 million last year. But the broadcasters aren't unhappy; they've expanded

schedules and raised prices. A 30-second commercial in the Super Bowl will cost \$185,000, up from \$175,000 last January. **PAGE 36.**

REFUND PROPOSALS □ In its report to the courts, the FCC indicates a new fee schedule will relate to services provided. It also says it is having problems defining "value to recipients." **PAGE 44.**

ARBITRON WINS ONE □ An Arizona judge rules that the ratings firm has a right to delete KUPD-FM Tempe, Ariz., from its April/May report because of a station promotion that affected figures. **PAGE 44.**

HEATING UP IN ALASKA □ KIMO-TV Anchorage responds to a petition to deny by charging the citizen group is more concerned with its own interest than the public's. The station also contends the petitioner is abusing FCC processes. **PAGE 46.**

BAKKE BACKWASH □ The Commerce Department's NTIA tells the FCC that the Supreme Court decision doesn't rule out the tax certificate plan and other proposed aids to minorities. **PAGE 49.**

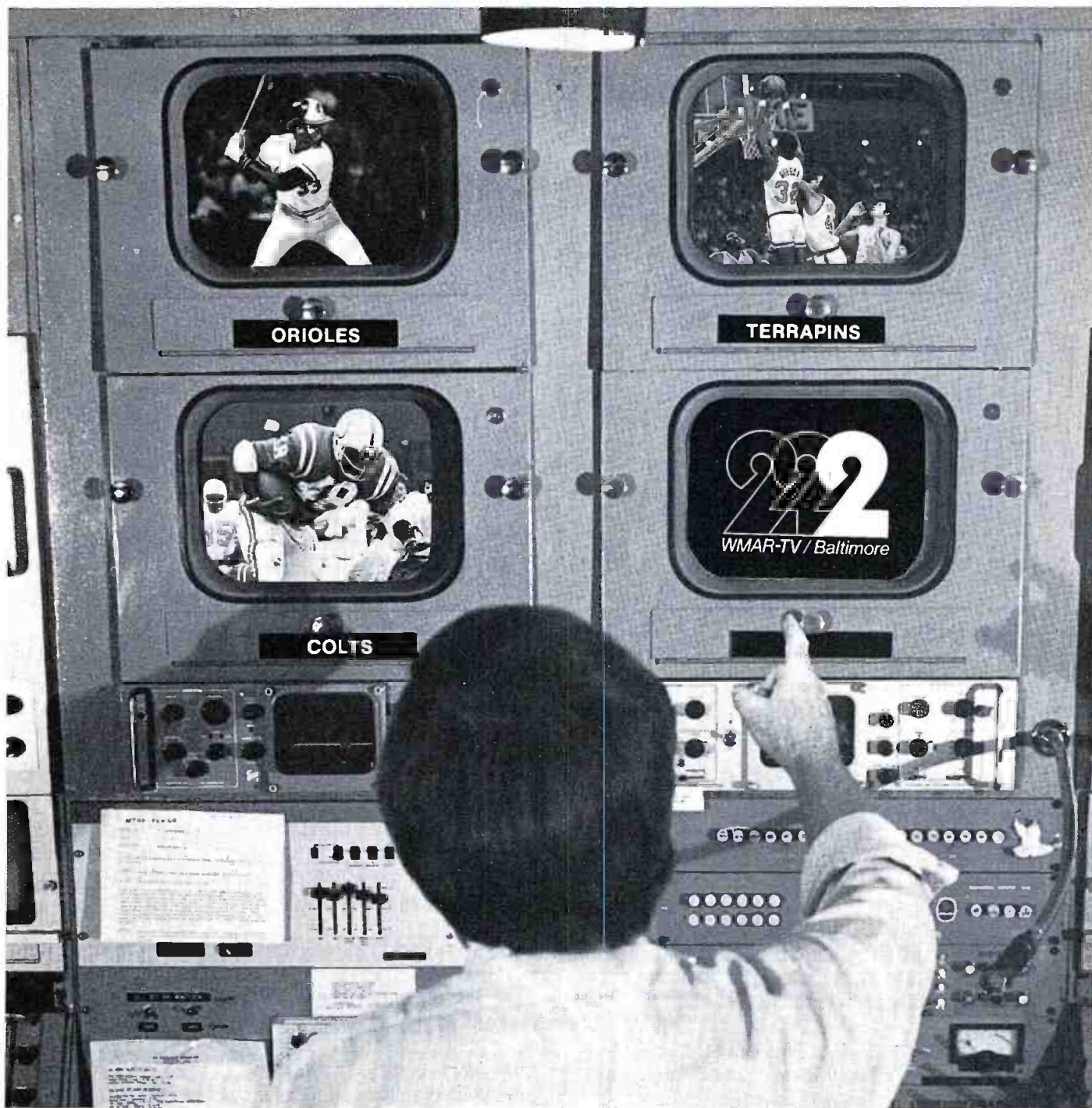
HOPELESS HOPEFULS □ A Bach Halsey survey of advertising agencies finds expectations are low for the new TV series that will be unveiled in the fall. Only ABC is seen as placing any in the top 20. A HUT decline is also forecast. **PAGE 54.**

TRUE OR FALSE □ A New York group complains to the FCC that ABC staged some scenes in Brooklyn as part of a story about street gangs and violence. The producers unequivocally deny the allegations. **PAGE 56.**

SUPPORT FOR CBS □ The network is backed by 14 groups who also feel journalists should not be forced to disclose reasons for editorial decisions. It's part of the *60 Minutes* libel case in the Supreme Court. **PAGE 57.**

TAKING OVER AMST'S HELM □ Tom Paro has eased into the presidency of the Association of Maximum Service Telecasters after nearly a year as executive vice president. The transition, without fanfare, typifies the soft-sell approach of a network-station executive who also is universally credited with successful sell. **PAGE 81.**

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Meet Baltimore's New Sports All-Star

When it comes to Baltimore television sports, nobody does it better than WMAR-TV. Orioles baseball, Colts pre-season football and Maryland basketball are all part of WMAR-TV's endless season of televised sports.

If your own sports picture includes Baltimore we want you to know that WMAR-TV can provide the facilities and know-how to channel those

road games back home to your sports audiences.

So when you think of sports and Baltimore, add WMAR-TV to your line-up and you'll have an all-star on your broadcast team!

Contact: Robert Donahue, Director of Engineering, WMAR-TV, 6400 York Road, Baltimore, MD 21212 Phone: (301) 377-2222

2
WMAR-TV
Baltimore

A CBS  Affiliate

Represented Nationally by Katz Television

Closed Circuit®

Insider report: behind the scene, before the fact

Sellers' market

With up-front selling of new prime-time season pretty well wrapped up, TV networks are now in middle of selling so-called "scatter" market—and, by all accounts, going is good. Not all agree with CBS-TV official who said sales are ahead of last year's pace, but they do generally agree they'll wind up 1978 well ahead of 1977. Bullish sidelight: Daytime sales, which broke later than usual this year, are reported going strong now. One executive called them "obscenely good."

Another quota?

Some indication of how much influence citizen groups have with FCC under chairmanship of Charles D. Ferris may be forthcoming this week—and influence may turn out to be considerable. Up for consideration is United Church of Christ petition for rulemaking to add "community service" to program categories on which television licensees must report to FCC. Community service is defined as sustaining programming produced by nonprofit or governmental organization.

FCC staff will recommend against proposal on grounds it is unnecessary, but one commissioner who personally favors rulemaking predicted majority would line up on that side.

Break with tradition

At end of last week National Association of Broadcasters had recorded about 600 advance registrations for its first radio programming conference to be held Aug. 20-23 at Chicago's Hyatt Regency hotel. Officials expect attendance to be well above 600, but having no history to consult, won't predict exact figure.

Association last week announced Dick Gregory as speaker at opening business session on Monday, Aug. 21. Appearance of black comedian and tireless civil rights advocate at NAB function will set some kind of precedent.

Triumvirate?

U.S. Senate will get its third professional broadcaster as member if Nancy Landon Kassebaum is elected from Kansas over her Democratic opponent (see page 46). Mrs. Kassebaum is vice president of Wichita stations that her estranged husband heads and has interest in one of five stations owned by her father, 90-year-

old Alf Landon, Republican candidate who lost to President Franklin D. Roosevelt in 1936.

If elected, 45-year-old Mrs. Kassebaum will join Senators Walter D. Huddleston (D-Ky.), one-time manager of WIEL(AM) Elizabethtown, Ky., co-owner of WLBN(AM) Lebanon, Ky., and president of Kentucky Broadcasters Association, and Jesse Helms (R-N.C.), former executive vice president of WRAL-TV Raleigh, N.C., and Tobacco Radio Network.

On TRAC

Audits & Surveys, independent research firm, reportedly has added number of major advertising agencies as subscribers to its new A&S/TRAC-7 radio audience measurement service, due to get into operation next fall. New signers are said to include McCann-Erickson; Dancer-Fitzgerald-Sample; Smith/Greenland; Wells, Rich, Greene; Gardner and Tracy-Locke.

Old scores

Two individuals who have been on periphery of news in recent weeks in connection with government assignments have cropped up before in connection with highly publicized legal actions against broadcasters. One is Harvey Saferstein, new director of Federal Trade Commission's Los Angeles field office, who reportedly suggested FTC officials' meeting with Norman Lear and other Hollywood luminaries on question of media concentrations (BROADCASTING, July 31). He was one of attorneys who represented Mr. Lear in "family viewing" suit latter won against networks and National Association of Broadcasters.

Other is Mary Kilday, now on FCC's network inquiry staff. Formerly with NBC-owned WRC-TV Washington, Mrs. Kilday was among employees who in 1970 initiated equal employment opportunity case that kept station before FCC, Equal Employment Opportunity Commission and courts for more than six years.

Co-op roundup

What's being billed as "biggest compilation of co-op advertising plans in the history of radio" is nearing production stage at Radio Advertising Bureau. It's due for publication in November and will contain, RAB officials said, 1,001 co-op advertising plans in which advertisers make provisions for radio. By comparison, last such RAB compilation, about two years ago, contained around 800 plans.

Woman hunt

White House is still hunting for possible replacement for FCC Commissioner Margita White, whose term expired on June 30. Although half dozen or so were thought to be finalists several weeks ago, White House last month made calls to business community in effort to generate still more candidates to check out. Last likely candidate that effort turned up—presumably non-Democratic woman, as others have been—was interviewed at White House on Friday. Unless White House aides come up with additional names, final paring-down process could begin this week, although there's no sign of urgent action.

Investment

National Association of Broadcasters leadership had ample reason for satisfaction evidenced at elaborate mortgage-burning ceremony last week (see page 31). Not only had it cleared fiscal decks of commitments to lenders, but passage of time—and escalation of Washington real estate values—had confirmed wisdom of those who urged go-ahead on project in mid-sixties. Original cost, including land, was \$3.2 million. Conservative estimate is that present-day cost would be at least double that, well over \$6 million.

Tomorrow the world

No one's expecting immediate challenge to, say, MCA or 20th Century-Fox in export of U.S. television programs, but Norman Lear's Tandem/T.A.T. is making run at international market. Ron Brown, hired as vice president for international sales (BROADCASTING, June 26), soon is to start globetrotting to promote wares and build organization.

Tandem companies are among most active in network production, and firm is looking for independent production to distribute. Company's biggest property, *All in the Family*, is, however, in Viacom's hands for syndication.

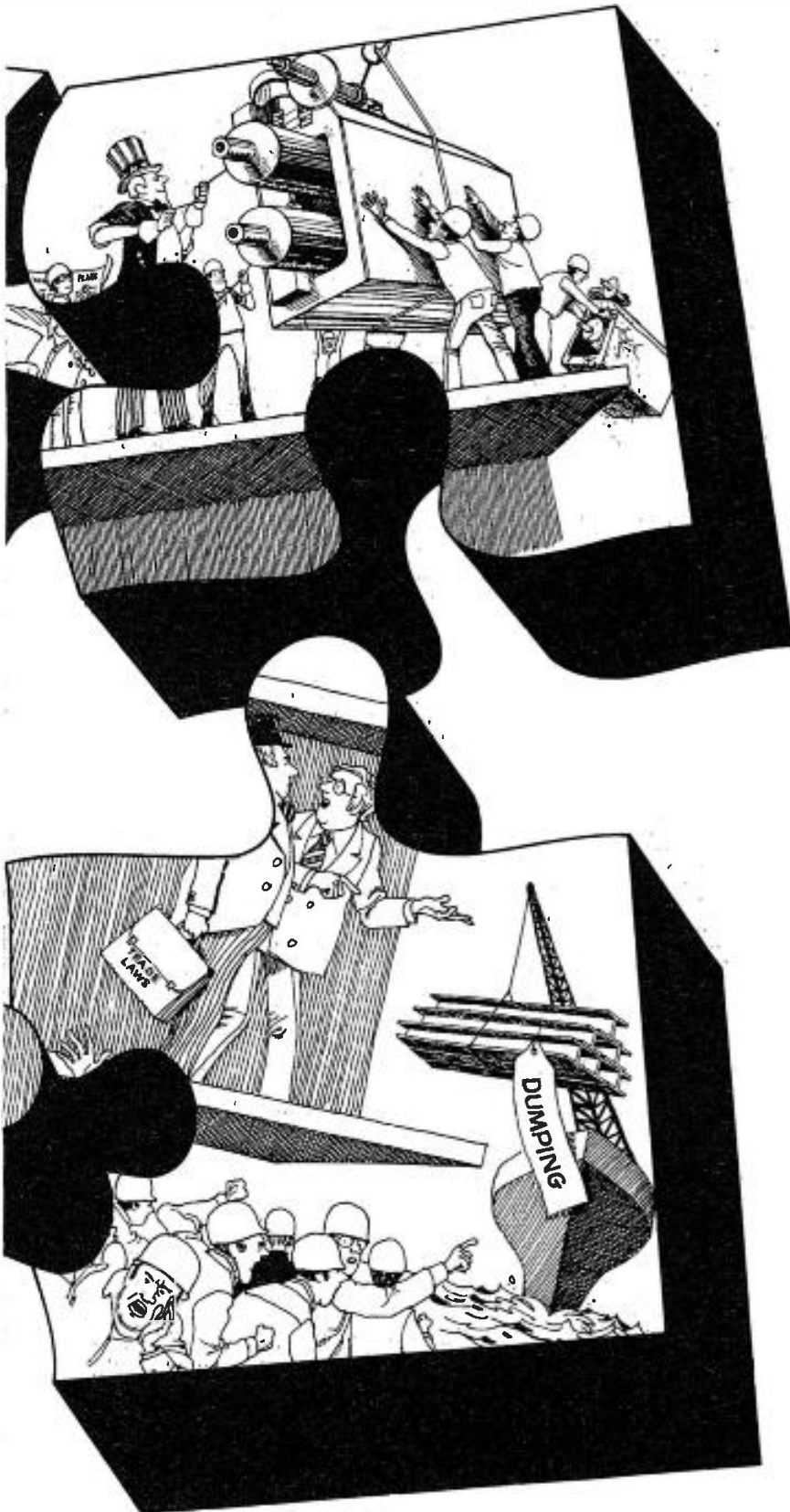
Across town

Michael Lambert, Eastern director of first-run sales, Viacom Enterprises, New York, is reported to be moving to Petry Television, New York, as director of programming. He'll replace veteran broadcasting executive, John Serrao, who has been appointed general manager of new Petry-owned TV station, WPTY(TV) Memphis.

The steel industry puzzle tough problems in search



of solutions.



Steel is a basic commodity used by most industries. Thus, the economic health of America's steel industry plays an indispensable role in the well-being of our nation's economy.

Last year, steel's troubles made headlines.

Plant closings and layoffs—triggered by an unprecedented flood of steel imports—focused attention on the plight of the industry.

Since then steel's situation has improved slightly, but our problems are far from solved.

No single solution

Most of the issues confronting Bethlehem and other domestic steelmakers impact on each other to weaken the earnings we need to get moving forward again.

No single solution solves all of the interlocking problems that make up the steel industry puzzle.

If the pieces fall into place

Because steel is essential to the prosperity and national defense of America, we believe the pieces of the puzzle must fall into place. And they will, provided industry and government work together to insure economic health and stability.

Putting it all together

Just as steel's problems have impacted on one another to *diminish* earnings, so workable solutions can interact to *improve* earnings. And better earnings provide the means we need to upgrade productivity, maintain employment, and attract investors.

Consider:

Federal tax policies that generate funds for capital investment can stimulate demand for steel from the construction and capital goods markets.

Vigorous enforcement of America's existing trade laws can prevent foreign producers from "dumping" illegally priced steel that erodes our markets.

Sensible energy policies can help insure adequate supplies of the coal, oil, natural gas, and electric power we need to keep our plants running, our employees working.

Less rigid and less costly environmental mandates by government can free more steel dollars to invest in job- and income-producing facilities—without forsaking environmental goals.

And regulatory reform to eliminate red tape at all levels of government can save tax dollars for everyone.

Write for free booklet

For more information about the problems facing America's steel industry and our recommended solutions, write for our booklet, "In Search of Solutions." Public Affairs Department, Room 476-G, Bethlehem Steel Corporation, Bethlehem, PA 18016.

Bethlehem 

Business Briefly

Radio only

American Angus Association □ Cattle association launches eight-to-16-week radio campaign in late September. Sander Allen, Chicago, will select spots in about 45 markets including Houston. Target: farmers.

Zales □ Jewelry store division prepares two-month radio promotion beginning in late October. The Bloom Agency, Dallas, will seek spots in about 200 markets including New Orleans. Target: women, 18-49.

Granny Goose Foods □ Snack foods group launches eight-week radio campaign beginning this month. Dailey & Associates, San Francisco, will place spots in 13 markets. Target: women, 25-49.

Tastykake □ Baking products group kicks off six-week radio push late this

month. Lewis & Gilman, Philadelphia, will handle spots in 36 markets including Baltimore and Washington. Target: women, 18-49.

British Airways □ Airline schedules five-to-seven-week radio flight starting late this month. Tinker Campbell Ewald, New York, will buy spots in nine markets including Boston, Chicago and Detroit. Target: men, 25-54.

ADP □ Automatic Data Processing Corp. schedules five-week radio promotion for its computerized bookkeeping and record-keeping services beginning in mid-September. Schaefer Advertising, Valley Forge, Pa., will arrange spots in 35 markets including Chicago, Houston and Los Angeles. Target: men, 35-54.

Carling Breweries □ Brewery focuses on its Malt Duck in four-week radio drive beginning this month. W.B. Doner, Baltimore, will place spots in seven markets including Chicago. Target: adults, 18-34.

Colgate-Palmolive □ Personal care

Rep appointments

- WINK-TV Fort Myers, Fla.: Blair Television, New York.
- WAIT(AM) Chicago: Savalli-Gates, New York.
- WDCS(FM) Portland, Me.: Concert Music Broadcast Sales, New York.

division starts four-week radio push for its toothpaste this month. Ted Bates, New York, will schedule spots in eight markets including Houston and San Antonio, Tex. Target: women, 18-49.

Pirelli □ Tire manufacturer begins three-week radio campaign this week. Meyers, Muldoon & Ketchum, San Francisco, will select spots in at least 13 markets including Los Angeles, Denver and San Diego. Target: men, 18-49.

Rosarita □ Mexican food group slates three-week radio push beginning in mid-September. Dailey & Associates, Los Angeles, will arrange spots in eight markets including Denver and Houston. Target: women, 18-49.

Long's □ Drug store chain starts one-week radio flight this month. The Dakis Concern, San Francisco, will place spots in eight markets including San Diego and Phoenix. Target: adults, 35 and over.

Missed opportunities cost broadcasters millions of dollars each year

Selection of senior executives able to capitalize on opportunities overlooked by their competitors is only part of how we help our clients.

We also provide complete investment banking services including expertise in arranging loans with the right banks and insurance companies to save our clients unnecessary interest expense.

Knowing who can do it best when looking for senior executives or financing is how we can make certain a missed opportunity doesn't become expensive to you.

Ron Curtis & Company

Renaissance Plaza, Suite 213
1460 Renaissance Drive
Park Ridge, Illinois 60068
(312) 296-2375

TV only

Chrysler □ Car manufacturer begins 13-week TV campaign this month. Ross Roy, Detroit, will seek spots in Atlanta and Denver during fringe time. Target: men, 25-54.

Fiat □ Italian car manufacturer starts one-month TV promotion this month. Benton & Bowles, New York, will handle spots in 16 markets. Target: men, 25-49.

Pabst □ Brewery features its Blue Ribbon beer in four-week TV campaign starting this week. Young & Rubicam, New York, will buy spots in 56 markets during fringe and prime time. Target: men, 18-49.

Quaker Oats □ Food products group focuses on its natural cereal in seven-week TV flight beginning this month. Glenn, Bozell & Jacobs, Dallas, will seek spots in seven markets during news and prime-access time. Target: adults, 18-49.

Smithfield Packing □ Company

**WHAT
ELSE
COULD
FOLLOW
HAPPY
DAYS!**

LAVERNE &



**THE ONE SHOW WATCHED BY
MORE PEOPLE THAN ANY OTHER SITCOM
IN TELEVISION HISTORY.***

* SOURCE: NTI - SINGLE EPISODE PERFORMANCE, JAN. 10, 1978

SHIRLEY.



NOW AVAILABLE FOR AIRING FALL 1981.

THERE IS NO OTHER SERIES YOU CAN BUY THAT EVEN APPROACHES LAVERNE & SHIRLEY.

PROGRAM	RATING	HOUSE- HOLDS (000)	ADULTS 18-49 (000)	ADULTS 18-34 (000)	TEENS/ CHILDREN (000)
LAVERNE & SHIRLEY	28.5	20,380	19,730	13,240	18,390
ALL IN THE FAMILY	26.6	17,780	15,120	8,351	8,400
SANFORD & SON	23.9	16,090	12,300	6,940	6,980
M*A*S*H	22.6	15,610	14,130	8,890	8,260
WELCOME BACK KOTTER	20.2	14,390	13,260	8,630	12,270
GOOD TIMES	20.1	13,990	11,470	6,880	8,210
CHICO & THE MAN	20.0	14,010	9,700	5,590	5,920
BARNEY MILLER	19.0	13,480	12,460	7,760	7,800

SOURCE: NTI - NAD
NOV., FEB., MAY AVERAGE
TOTAL NETWORK DURATION THROUGH MAY 1978
SUBJECT TO SURVEY QUALIFICATIONS



PARAMOUNT TELEVISION DISTRIBUTION / DOMESTIC SYNDICATION

highlights its luncheon meats in one-week TV push in early September. Henry J. Kaufman Advertising, Washington, will schedule spots in four markets during day, fringe and prime time. Target: women, 25-49.

Gold Seal □ Cleaning agents group places four-week TV drive beginning late this month for its Snowy Dry bleach. Young & Rubicam, New York, will place spots in 30 markets during fringe time. Target: women, 25-49.

Curtis Mathes □ Manufacturer of TV, radio and stereo sets places 13-week TV campaign in early September. Curtis Mathes (in-house agency), Dallas, will schedule spots in 140 markets during fringe and prime time. Target: total men.

Crocker Bank □ Bank launches 12-week TV buy in early September. Needham, Harper & Steers, Los Angeles, will seek spots in California markets during fringe and prime time. Target: women, 25-49.

Foremost McKesson □ Food products division introduces Magic Shell liquid coating syrup in four-to-six-week TV test beginning in September. Dancer Fitzgerald Sample, San Francisco, will handle spots in Spokane, Wash., and Grand Rapids, Mich., during fringe and prime time. Target: women, 25-49.

General Mills □ Food products division features its Easy Strussel baking product in four-week TV push beginning this week. Needham, Harper & Steers, Chicago, will handle spots in about 10 markets during daytime. Target: total women.

Parker Brothers □ Division of General Mills features its Gambler and Punchline games in four-week TV campaign beginning in late September. Humphrey, Browning, MacDougall, Boston, will schedule spots in 26 markets during early fringe time. Target: women, 25-54, and children, 2-11.

Larsen □ Company highlights its vacuum-packed and frozen mixed vegetables in four-week TV flight starting in early September. Campbell Mithun, Chicago, will buy spots in about 20 markets during day and prime time. Target: total women.

Purex □ Company prepares four-week TV flight for its Ayl Protein diet product beginning this week. Hoefer Dieterich Brown, San Francisco, will handle spots in 35 markets during day, fringe and prime time. Target: women, 18-49.

Bell of Pennsylvania □ Telephone company prepares four-week TV promotion starting late this month. Lewis & Gilman, Philadelphia, will select spots in four markets during fringe and prime time. Target: men, 25-64.

Endicott Johnson □ Shoe manufacturer arranges three-week TV push starting late

this month. Bozell & Jacobs, New York, will seek spots in eight markets during early and late fringe time. Target: female teens.

Cudahy Foods □ Subsidiary of General Host slates three-week TV drive starting this month. Fulcher & Brownfield, Phoenix, will select spots in nine markets during fringe time. Target: total women.

Paper Mate □ Division of Gillette prepares three-week TV promotion for its Paper Mate pens and pencils beginning this month. Grey-North, Chicago, will buy spots in about 60 markets during day, fringe and early fringe time. Target: adults, 12-34.

General Tire & Rubber □ Tire division launches three-week TV promotion in early September. D'Arcy-MacManus & Masius, Troy, Mich., will seek spots in about 28 markets during fringe and prime

time. Target: total men.

Presto □ Food products group features its Mocha Mix in two-week TV push starting in mid-August. Seidman & Moselle, Sherman Oaks, Calif., will seek spots during day and evening time in California markets. Target: total women.

Atlantic Records □ Company features its latest Rolling Stones LP, *Some Girls* in two-week TV flight beginning late this month. Corinthian Communications, New York, will schedule spots in 10 markets during late fringe time. Target: teen-agers and adults, 18-34.

Renfield Importers □ Asti Spumanti wine gets two-week TV buy beginning in early November. Bozell & Jacobs, New York, will buy spots in Los Angeles, San Francisco, Dallas and Houston during prime and late news time. Target: adults, 25-49.

BAR reports television-network sales as of July 16

ABC \$755,875,100 (36.4%) □ CBS \$687,596,000 (33.1%) □ NBC \$633,213,000 (30.5%)

Day parts	Total minutes week ended July 16	Total dollars week ended July 16	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.	134	\$ 932,000	4,111	\$ 29,787,400	\$ 25,872,800	+15.1
Monday-Friday 10 a.m.-6 p.m.	1,038	15,174,000	28,499	456,676,800	412,604,900	+10.7
Saturday-Sunday Sign-on-6 p.m.	258	4,393,100	8,865	224,822,600	206,057,300	+9.1
Monday-Saturday 6 p.m.-7:30 p.m.	101	3,284,600	2,863	118,074,600	105,324,500	+12.1
Sunday 6 p.m.-7:30 p.m.	16	613,700	588	34,039,800	30,055,900	+13.2
Monday-Sunday 7:30 p.m.-11 p.m.	413	31,036,700	11,669	1,078,836,800	957,211,500	+12.7
Monday-Sunday 11 p.m.-Sign-off	233	5,381,600	6,165	134,546,200	126,691,900	+6.2
Total	2,193	\$60,816,300	62,760	\$2,076,684,200	\$1,863,818,800	+11.4

... as of July 23

ABC \$776,641,700 (36.4%) □ CBS \$707,075,200 (33.1%) □ NBC \$651,396,900 (30.5%)

Day parts	Total minutes week ended July 23	Total dollars week ended July 23	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.	126	\$ 823,700	4,239	\$ 30,611,100	\$ 26,622,000	+15.0
Monday-Friday 10 a.m.-6 p.m.	1,040	15,238,200	29,540	471,815,000	425,791,000	+10.8
Saturday-Sunday Sign-on-6 p.m.	270	4,307,100	9,135	229,129,700	209,152,600	+9.6
Monday-Saturday 6 p.m.-7:30 p.m.	100	3,192,700	2,963	121,267,300	107,957,800	+12.3
Sunday 6 p.m.-7:30 p.m.	21	731,700	609	34,771,500	30,707,100	+13.2
Monday-Sunday 7:30 p.m.-11 p.m.	404	29,348,400	12,074	1,108,185,200	984,777,700	+12.5
Monday-Sunday 11 p.m.-Sign-off	229	4,788,100	6,395	139,334,300	130,506,300	+6.8
Total	2,190	\$58,429,900	64,955	\$2,135,114,100	\$1,915,874,500	+11.4

Source: Broadcast Advertisers Reports

Datebook

■ indicates new or revised listing

This week

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

Aug. 6-8—*South Carolina Broadcasters Association* summer convention. Myrtle Beach Hilton Inn, Myrtle Beach S.C.

Aug. 7—Deadline for filing comments in *FCC* proposed rulemaking on multiple ownership of TV's (BC Docket 78-101). Replies are due Sept. 5.

Aug. 9—Deadline for comments, on *FCC*'s inquiry on procedures for ex parte communications in informal rulemakings. Reply comments are due Aug. 23. *FCC*, Washington.

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.

Also in August

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

Aug. 15—Deadline for comments on *FCC* inquiry to determine eligibility for educational station licenses (BC Docket 78-164). Replies are due Sept. 9. *FCC*, Washington.

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. 18—*Missouri Public Radio Association* summer meeting. Rhodeway Inn, St. Louis.

Aug. 20-23—*National Association of Broadcasters* radio programing 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*. 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 Greenbriar, White Sulphur Springs, W.Va.

Aug. 25-26—Joint meeting of *Radio Television News Directors Association* region two and *UPI Broadcasters*. Billmore, 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. 27-30—Third annual seminar of the *Cable Television Administration and Marketing Society*. Atlanta. Information: Ernie Olsen, (404) 393-0480, or Andrew Goldman (212) 247-8700.

Aug. 29—Deadline for comments on *FCC* proposed change of radio/TV station annual report and EEO rules to include the handicapped (Docket 21474). Replies are due Sept. 13. *FCC*, Washington.

Major meetings

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

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 Caesar's Palace, Las Vegas; 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.

Nov. 26-29—*Association of National Advertisers*

annual convention. Camelback Inn, Scottsdale, Ariz.

March 9-14, 1979—*National Association of Television Program Executives* conference. MGM Grand hotel, Las Vegas Future conferences: Feb. 15-20, 1980, Hilton, 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 programing. 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).

May 27-June 1, 1979—*Montreux International Television Symposium and Technical Exhibit*. Montreux, Switzerland.

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

June 8-13, 1979—*American Advertising Federation* annual convention. Hyatt Regency hotel, Washington.

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

September

Sept. 1—Deadline for entries for Abe Lincoln Awards. Information: James Holcomb, *Southern Baptist Radio and Television Commission*, 6350 West Freeway, Fort Worth 76150.

Sept. 5—New deadline for comments in *FCC* inquiry into fairness doctrine and public interest standards (BC Docket 78-60). Replies are due Oct. 6.

Sept. 6-8—*National Association of Broadcasters* seminar on labor relations. Wisconsin Center, University of Wisconsin, Madison.

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

Sept. 7—Legal workshop on political advertising and commercial practices by *National Association of Broadcasters*. Benson hotel, Portland, Ore.

Sept. 8-9—*South Dakota Broadcasters Association* 12th annual Broadcasters Day. South Dakota State University campus and Staurolite Inn, Brookings, S.D.

Sept. 9—Meeting of region 11 of *Radio Television News Director Association*. Marriott, Springfield, Mass.

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. 13-15—*National Association of Broadcasters* executive forum. Sheraton Convention Center, Reston, Va.

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.

Sept. 15—Deadline for comments on question of whether *FCC* should reimburse expenses of outside participants to enable a broader range of views to be presented at *FCC* rulemaking proceedings (Docket 78-205). Replies are due Oct. 15. *FCC*, Washington.

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. 18-19—*National Association of Broadcasters* seminar on directional antennas. Airport Holiday Inn, Cleveland.

Sept. 18-20—First national conference of action line writers and broadcasters under sponsorship of *Corning Glass Works*. Esther Peterson, special assistant to the President for consumer affairs, will be keynote speaker. Corning, N.Y.

Sept. 20—Season's first newsmaker luncheon of *International Radio and Television Society*, with address by *FCC* Chairman Charles Ferris. Waldorf Astoria hotel, New York.

Sept. 20-22—*New Hampshire Association of*

Last year, 42 U.S. broadcasters made the biggest decisions of their careers. And the smartest. They chose RCA TV transmitters.

Purchasing a TV transmitter is probably one of the biggest single equipment decisions you'll ever make!

We know it. You know it.

But the real measure of any transmitter investment isn't how much you spend. It's what you get for your dollar.

In a word, it's value. Value that translates into performance. Long-term, reliable, trouble-free performance.

It's what's inside a transmitter that counts.

And in some cases, what's left out is just as important.

Inside RCA transmitters, for example, you'll find fewer tubes, fewer blowers, fewer linear amplifiers.

But you'll find more solid state circuitry, and more features that increase reliability and decrease the need for adjustments.

In part, these features explain why year after year, more U.S. broadcasters choose RCA TV transmitters than any other.

And it's who's behind a transmitter that counts.

A transmitter is a long-term investment.

And the longer the term, the better.

With RCA Tech Alert support, you get technical information and assistance any time around the clock.

RCA's staff of field experts service RCA transmitters worldwide. And there is real comfort in the knowledge that parts will be available from RCA whenever, wherever, you need them.

Which is one more reason why, today, there are more RCA TV transmitters out there performing than any other brand.

Cost-effectiveness was never clearer.

Consider your initial investment, repair and service costs, and length of operating service. Then decide on RCA.

RCA TV transmitters and RCA service have been providing reliable performance—and long-term cost-effectiveness—for many years.

Find out for yourself what RCA quality can mean to you. Contact your RCA Representative or write directly to us. RCA Broadcast Systems, Front & Cooper Streets, Bldg. 2-2, Camden, NJ 08102.

We sell more TV transmitters in the U.S. than anybody else. With more in operation than anybody else. Now, you know some of the reasons why.



RCA

Broadcasters annual convention. Sheraton Wayfarer, Bedford, N.H.

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

Sept. 20-22—Fall meeting of *Minnesota Broadcasters Association*. John Summers, National Association of Broadcasters executive vice president, and Earl Stanley of Dow, Lohnes & Albertson will speak. Holiday Inn, Bemidji, Minn.

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. 22-23—*Common Carrier Association for Telecommunications* second annual multipoint distribution service seminar. Marriott Twin Bridges hotel, Washington. Information: Richard L. Vega, (301) 728-6697.

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—*American Council for Better Broadcasts* public conference. "TV Is a Member of Your Family." United Seminary, Dayton, Ohio. Information: ACBB, 120 East Wilson Street, Madison, Wis. 53703.

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

Sept. 29—*Society of Broadcast Engineers* regional convention. Syracuse Hilton Inn, Syracuse, N.Y. Information: C.F. Mulvey, WIXT(TV) Syracuse.

Sept. 29—*Radio Television News Directors Association* region 10 meeting. Western Kentucky State University, Bowling Green, Ky.

Sept. 29-Oct. 1—*Massachusetts Broadcasters Association* convention. Sheraton Tara, Framingham, Mass.

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, Kallispell, Mont.

Oct. 2—Deadline for comments on FCC inquiry into fundraising for educational broadcasting stations (Docket 21136). Replies are due Nov. 1. FCC Washington.

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. 4-5—*Ohio Association of Broadcasters* license-renewal workshop and fall convention. Marriott East, Columbus, Ohio.

Oct. 4-6—*National Association of Broadcasters*

Errata

Two sets of Houston call letters—those of **KILT(AM)** and **KQUE(FM)**—were printed incorrectly (on page 49) in **BROADCASTING's** July 24 report of top 10 stations in the first 50 markets. **KILT** (not **KJLT**) should have been shown as No. 5. **KQUE** (not **kwus**) as No. 8.

□

"Business Briefly" concerning Celebrity Foods campaign (**BROADCASTING**, July 24) said company was division of Atlanta Corp. and that agency was Norman Roberts, Philadelphia. Item should have read **Atlanta Corp.** and **Norman Robert Associates**.

television code board meeting. Harbor Town, Sea Pines Plantation, Hilton Head Island, S.C.

■ **Oct. 4-6**—*Nevada Broadcasters Association* annual convention. Hyatt-Tahoe, Lake Tahoe, Nev.

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

Oct. 8-9—*Kentucky CATV Association* fall convention. Hyatt Regency hotel, Lexington, Ky.

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

Oct. 12—Network president's luncheon, sponsored by Boston/New England chapter of *National Academy of Television Arts and Sciences*. Forum participants will include James E. Duffy, ABC Television Network; Lawrence Grossman, Public Broadcasting Service; Robert Mulholland, NBC Television Network, and James H. Rosenfield, CBS Television Network. Anthony's Pier 4 Restaurant, Boston.

Oct. 12-13—*National Association of Broadcasters* fall conference. Boston Marriott hotel, Boston.

Oct. 12-13—Regional convention and equipment exhibit of *Pittsburgh chapter, Society of Broadcast Engineers*, Howard Johnson 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. 16-17—*National Association of Broadcasters* fall conference. Atlanta Omni hotel, Atlanta.

■ **Oct. 17**—Broadcast Town Meeting for public, sponsored by *National Association of Broadcasters'* radio and TV boards. Charlotte, N.C.

Oct. 16-19—*Texas Association of Broadcasters* Engineering (16-17) and management (18-19) conference. Galleria Plaza, Houston.

Oct. 19-20—*National Association of Broadcasters* fall conference. Hyatt Regency hotel (downtown), Chicago.

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. 24—Second annual "State of the Art" convention of the Kentucky chapter of the *Society of Broadcast Engineers*. Ramada Inn Bluegrass Convention Center, Louisville, Ky.

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

■ **Oct. 25-27**—Fall convention of *Kentucky Broadcasters Association*. Site to be announced.

Oct. 25-27—*National Broadcast Association* for

NOAA Warning Alarm Receiver

162.40 MHz—162.475 MHz—162.55 MHz

The sole government-operated radio system for communicating attack or disaster warnings directly to the general public!

Use the "institutional grade" receiver most used by NOAA, and designed and built by the same manufacturer as the NOAA WEATHER RADIO transmitters. Under NOAA contract 6-35384 and previous contracts, SRS provides the transmitters, antennas, and receivers for over 340 weather radio stations in the U.S. SRS has also supplied the receivers under separate orders to the Defense Civil Preparedness Agency, radio broadcast stations, Army Corps of Engineers, municipalities, NASA, power companies, etc.

- 162.40, 162.475, 162.55 MHz
- Warning Alarms
 - Single Tone
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AN EQUAL OPPORTUNITY EMPLOYER



Spotlight on Mental Health Services

This summer, KMEG-TV viewers with questions about mental health problems were offered immediate access to information on the air.

Because of the high level of interest shown in the topic, the weekly feature that began as part of KMEG-TV's observance of Mental Health Month in May turned into a summer-long series.

Each Friday, members of the staff of the Siouxland Mental Health Center were featured guests on KMEG-TV's Noon Show. Local residents with questions about therapy, family health, drug abuse and other topics were encouraged to call the station. Viewers' questions were then read and discussed during the show.

Utilizing our medium to make much needed but sometimes hard-to-find information available to our viewers is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island		
WWTV Cadillac	WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WKJF(FM) Cadillac	WWAM Cadillac	KMEG-TV Sioux City

Community Affairs annual meeting. Copley Plaza hotel, Boston. Information: Paul LaCamera, WCVB-TV Needham, Mass. 02192.

Oct. 26-27—National Association of Broadcasters fall conference. St. Francis hotel, San Francisco.

Oct. 27-29—Convention of *San Francisco chapter of Society of Broadcast Engineers*. LeBaron hotel, San Francisco.

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

Oct. 30-31—National Association of Broadcasters fall conference. Brown Palace hotel, Denver.

November

■ **Nov. 1**—Broadcast Town Meeting for public, sponsored by *National Association of Broadcasters'* radio and TV boards. Duluth, Minn.

Nov. 2-3—*Oregon Association of Broadcasters* fall conference. Jantzen Beach Red Lion, Portland, Ore.

Nov. 2-5—*American Advertising Federation* Western region conference. Waikiki-Sheraton hotel, Honolulu

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. 3-5—Ninth annual Loyola National Radio Conference, primarily for college and high school station personnel, sponsored by *Loyola's radio stations and communications art department*. New Marriott hotel and Loyola University of Chicago's Marquette Center, Chicago. Information: (312) 670-3129.

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

Nov. 8—*National Association of Broadcasters* radio code board meeting. New Orleans.

Nov. 9-10—*National Association of Broadcasters* fall conference. Fairmont hotel, New Orleans.

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—Deadline for comments, on *FCC's* proposed extension of multiple ownership rules to public broadcasting stations. Reply comments are due Dec. 15. FCC, Washington.

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. 26-29—*Association of National Advertisers* annual convention. Camelback Inn, Scottsdale, Ariz.

Nov. 26-30—Annual conference of *North American Broadcast Section-World Association for Christian Communication*. Bahia Mar Resort, South Padre Island, Tex. Information: Rev. Ed Willingham, 600 Palms building, Detroit 48201.

Nov. 29-30—Western conference of *Advertising Research Foundation*, Hyatt Regency, Los Angeles.

Nov. 30—Presentation of annual Gabriel Awards of *UNDA-USA*. Bahia Mar Resort, South Padre Island, Tex.

December

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

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. 2—Deadline for comments on *FCC* inquiry on engineering standards for educational broadcasting stations (Docket 20735). Replies are due Feb. 15. FCC Washington.

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

Jan. 12-13—*Utah Broadcasters Association* convention. Park City Hilton, Park City, Utah.

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 *Electronic Industries Association's communications division*. Nairobi, Kenya.

Jan. 21-24—*National Religious Broadcasters* 36th annual convention. Washington Hilton hotel, Washington.

Jan. 23-25—*South Carolina Broadcasters Association* winter convention. Carolina Inn, Columbia, S.C.

February 1979

Feb. 2-4—*Florida Association of Broadcasters* mid-winter conference. Holiday Inn, Hotel and Convention Center, Tampa, Fla., Airport.

March 1979

March 9-14—*National Association of Television Program Executives* conference. MGM Grand hotel, Las Vegas.

■ **March 21-24**—*The National Honorary Broadcasting Society, Alpha Epsilon Eho*, 37th annual convention. Sheraton hotel, Dallas.

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

BROADCASTING PUBLICATIONS INC.

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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 under University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103. □ *Reg. U.S. Patent Office. □ Copyright: 1978 by Broadcasting Publications Inc.

KJR MAKES CCA MILLION DOLLAR PROMOTION IN SEATTLE

In a letter to CCA's John C. Gilmore, KJR General Manager, Shannon Sweatte said, "Enclosed is our renewal agreement for our eighth annual campaign."

"Our last campaign was a record breaker! KJR's CCA gross has passed the Million Dollar mark. Our '78 gross was highest ever; our first \$200,000 plus 13 week campaign," Mr. Sweatte stated.



SHANNON SWEATTE

"Most importantly, club participation and enthusiasm continued high largely because of efforts of our long-time CCA Director Andrea Durfee. The '79 sales campaign is progressing at an all time high under the strong direction of Sales Manager Edith Hilliard."

"Finally, advertiser proof-of-purchase approaches the Fifty-Million Dollar mark (\$43,841,269) averaging nearly a Half Million Dollars per week (\$481,772). KJR-CCA proof-of-purchase, excluding media values, brings advertiser-results down to a cost of only two percent, based on advertising expenditures," Mr. Sweatte concluded.

COMMUNITY CLUB AWARDS

OUR 24th YEAR

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Where Things Stand

An every-first-Monday status report on the unfinished business of electronic communications

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Advertising legislation. Pending in congressional conference committee is energy legislation, House version of which has provision prohibiting electric and natural gas utilities from passing on to consumers costs of institutional, promotional and political ads. There is no such provision in Senate version. So far, tentative agreement has been reached on electric utilities issue, to effect that federal government will leave utility advertising regulation in states' hands. Conferees have also reached tentative agreement to deregulate natural gas, which would do away with that provision, too. It's expected conferees will clear final measure before Congress adjourns this year. In unrelated action, Senator James Abourezk's (D-S.D.) Subcommittee on Administrative Practice and Procedure has subpoenaed documents from major oil and pharmaceutical manufacturing companies and their ad agencies as part of investigation into federal regulation of corporate image advertising (BROADCASTING, April 27).

All-channel radio. Representative John Breckinridge's (D-Ky.) House Small Business Subcommittee last year held antitrust inquiry into allegations that auto manufacturers are overpricing FM radio sets (BROADCASTING, Sept. 26, 1977). Those charges were not substantially supported in Booz-Allen research sponsored by National Association of Broadcasters and Corporation for Public Broadcasting (BROADCASTING, Dec. 19, 1977). Representative Breckinridge failed to win renomination to House this year, however, which means end to radio inquiry. It was anticipated, because of statements by House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.), that Communications Act rewrite bill would deal with all-channel issue. But it doesn't; bill would give proposed FCC successor authority over receiver standards, but it doesn't mention all-channel issue specifically. There currently is bill pending in House by Joseph Addabbo (D-N.Y.) to require all radio sets to be equipped with both AM and FM bands.

AM stereo. National AM Stereophonic Radio Committee (NAMSRC), in comments filed earlier this year with FCC regarding proposed systems for AM stereo broadcasting, concluded that systems it tested—Magnavox, Motorola and Belar Corp.—all worked and differences among them were "consequence of proponents' system-design philosophy." Systems not involved in the NAMSRC testing have been proposed by Harris Corp. and Kahn Communications. NAMSRC (made up of representatives of National Association of Broadcasters, National Radio Broadcasters Association, Electronic Industries Association, Institute of Electrical and Electronics Engineers) and other broadcast groups, public, equipment manufacturers and auto makers were overwhelmingly in favor of idea in general (BROADCASTING, Jan. 9). At NAB convention workshop, industry people were predicting FCC decision

on AM stereo system by beginning of next year (BROADCASTING, April 17).

Antitrust/networks. Justice Department, which originally filed suit against ABC, CBS and NBC in 1972 for alleged monopoly practices, has reached out-of-court settlement with NBC, and that agreement has been approved by presiding judge in case (BROADCASTING, Dec. 5, 1977). Agreement imposes number of restrictions on NBC in programming area, but some of those restrictions are not effective unless other two networks also agree to them. ABC and CBS, however, are fighting on; Justice has asked court to consolidate cases and proposed agenda that calls for trial beginning Oct. 16 (BROADCASTING, Nov. 28, 1977). CBS and NBC have asked court to dismiss suits (BROADCASTING, April 3). Federal Trade Commission has begun preliminary inquiry into broadcast antitrust questions (BROADCASTING, July 31).

AT&T rates. FCC late last year rejected increased AT&T charges for occasional networks, contending that Bell did not sufficiently justify increases and did not follow procedures laid down by commission in earlier proceeding for allocating costs among AT&T services. Existing tariff has been designated for hearing, after which commission could prescribe rates. FCC's rejection of occasional use tariff, however, is seen by some as legally risky and commission's order rejecting rates, which was issued earlier this year, reflects that view as it attempts to plug every loophole in decision (BROADCASTING, April 10).

Automatic transmission systems. FCC has allowed automatic transmission service for nondirectional AM and FM stations (BROADCASTING, Jan. 3, 1977). Commission expects also to permit ATS at AM directional and TV stations this year.

Bell bill. In House, Communications Act rewrite supersedes consideration of so-called Bell bill, which telephone companies had sought to limit competition from other common carriers in business intercity phone services. Rewrite rejects Bell bill approach by proposing wide-open competition, including from specialized (microwave) common carriers that many broadcasters use. Association of Independent Television Stations and National Cable Television Association had argued that Bell bill would drive specialized common carriers out of business and probably drive up phone rates for them. Versions of Bell bill are still pending in Senate. Rewrite also would strike down FCC crossownership restrictions which prohibit telephone companies and networks from owning cable systems.

Broadcasting in Congress. Path has been cleared finally to open House of Representatives debates to daily live broadcast coverage, but not in way satisfying to broadcast news operations. House voted 235 to 150 to control broadcast feed of its chamber proceedings itself, rather than let network pool produce it (BROADCASTING, June 19). House will install new color cameras and, ultimately, computer to run

them automatically. Television feed will become available to broadcasters early next year, aides estimate. House proceedings are already available to radio broadcasters, who are permitted to pick up audio by way of House's public address system. In Senate, there has been no action on similar proposals for live broadcast coverage, but that body took unprecedented step early this year of letting radio in to cover its debate on Panama Canal treaties (BROADCASTING, Feb. 13 et seq.).

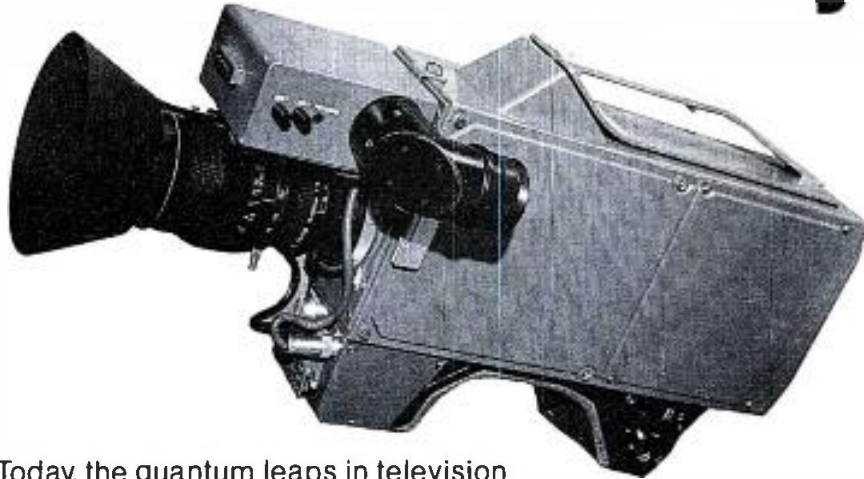
Cable economic inquiry. FCC has opened investigation into economic relationship between cable television and over-air television. Its purpose, commission says, is to provide factual information where "intuition" has been used in assessing cable television's likely impact on local television stations. Comments were filed March 15 (BROADCASTING, March 20); main contenders—National Association of Broadcasters and National Cable Television Association—are waging ongoing battle of words in inquiry (BROADCASTING, June 26). On Capitol Hill, Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) put off indefinitely introducing bill to give cable "legislative mandate" while House Communications Subcommittee works on issue in its rewrite of Communications Act.

CBS/tennis matches. Network, will be given short-term license renewal for one of its owned stations—probably KNXT(TV) Los Angeles—because of falsely promoted "winner-take-all" *Heavyweight Championship of Tennis* matches, (BROADCASTING, July 17). Network had apologized to public in televised statement by CBS President Gene Jankowski (BROADCASTING, April 10) and also had filed statement with FCC contending it has made up for transgressions and that errors must be placed in context of CBS's long-time broadcasting service (BROADCASTING, April 24).

Carter use of broadcasting. President has held 35 televised press conferences since assuming office, averaging more than campaign promise to hold them twice monthly. He has also made unprecedented radio-TV appearances in formats ranging from CBS Radio call-in show to "fireside chat" on energy last winter and one in February on Panama Canal to year-end interview with representatives of four national TV networks; more such exposure can be anticipated with official return to Carter camp of campaign media adviser Gerald Rafshoon (BROADCASTING, May 29).

Children's advertising. Federal Trade Commission has instituted rulemaking looking toward ban on advertising on television to children under age 8, prohibition of ads for highly sugared products and obligatory counteradvertising for sugared-product spots that are permitted (BROADCASTING, March 13). Comments on proposal are due Sept. 9. Strongest reaction to date has come from House Appropriations Committee, which amended appropriations bill to prohibit FTC from banning advertising for foods that Food and Drug Ad-

Growth industry



Today, the quantum leaps in television are being made in news. On the national level, certainly. But, in the view of many professionals, even more dramatically on the local one.

That's the story we'll be out to document in BROADCASTING's annual special report on local TV journalism, out August 28.

ENG has made a difference, but that's not the whole story. Consultants have helped, but they're not all of it either. The discovery by management that news could be a profit center instead of a profit drain didn't hurt, but that was only another part of the reason why.

We'll put the parts together on August 28.

Among the components:

- **Names that make news.** An in-depth look at television's anchorpeople—the men and women around whom news operations pivot.
- **Read all about it.** A year's worth of outstanding local news performance. In terms of breaking news. Documentaries. Minidocs. Investigative reporting. Public affairs. Editorial campaigns.
- **What to make of it all.** A putting-in-perspective report on where today's leading news authorities think the medium's heading—and what it will be like when it gets there.

An issue to watch for. And to be a part of. Advertising availabilities may be arranged through BROADCASTING representatives*

You belong in Broadcasting  Aug 28

- * *Our end of the line.* For advertising placements from the North, Midwest and East, call **Win Levi** or **Dave Berlyn** at (212) 757-3260.
From the South, call **Peter O'Reilly** at (202) 638-1022.
From the West, call **Bill Merritt** at (213) 463-3148.
From any point of the compass, call **David Whitcombe** or **John Andre** at (202) 638-1022.

ministration deems safe. Attempt was made on House floor to attach same prohibition to FCC, but it failed and final House action on FTC appropriation was postponed (BROADCASTING, June 19). Although appropriations amendment would prohibit FTC adoption of children's advertising rule, inquiry would be allowed to continue (BROADCASTING, May 29). And now FCC has reopened its inquiry into whole spectrum of children's television (BROADCASTING, July 31).

Closed captioning. FCC has adopted order opening door to system of closed captioning of television programs for benefit of hearing impaired. (Closed captioning involves transmission of TV signal on line 21, field 1, and available half of line 21, field 2, of television blanking interval for captions that are visible only to those with decoding equipment.) President Carter wrote commercial networks last February, urging them to make use of system. However, only ABC offered positive response. CBS and NBC were at best tentative in their answer. Technical and cost problems are cited as obstacles to use of closed captioning system. However, administration is not giving up. Officials of Department of Health, Education and Welfare have met separately with each of networks, producers and advertisers in ongoing discussion of problems.

Communications Act rewrite. Long-awaited "basement-to-attic" rewrite of Communications Act has been introduced by House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) and subcommittee ranking Republican Lou Frey (Fla.) (BROADCASTING, June 12). Measure, H.R. 13105, proposes radical reforms, primarily designed to deregulate

broadcasting and other communications industries, but at same time would institute new procedures that broadcasters find objectionable—for instance, new license fee that all users of spectrum would have to pay government. Hearings have begun on broadcasting elements in bill and first try at fee schedule has been released (BROADCASTING, July 24, 31).

Crossownership (newspaper-broadcast). Supreme Court has upheld FCC policy grandfathering most such existing crossownerships, disallowing future crossownerships and requiring break-up of "egregious" crossownership cases (BROADCASTING, June 19). Legislation (H.R. 5577) also has been introduced by Representative Samuel Devine (R-Ohio) to prohibit FCC from considering newspaper crossownership in broadcast license proceedings and to bar divestiture of crossowned media.

Crossownership (television broadcasting-cable television). FCC has amended its rules to require divestiture for CATV system co-owned with TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, March 8, 1976). National Citizens Committee for Broadcasting is seeking appeals court review, arguing rule should be broader. Two system owners involved are appealing on appropriate grounds (BROADCASTING, April 26, 1976). Pending before appeals court are petitions by three crossowners for stay of deadline for divestiture.

EEO. Supreme Court, in decision involving Federal Power Commission and its role—or lack of one—in EEO matters, appears to have

cast doubt on FCC authority to impose EEO rules on cable systems, and rulemaking proposal in this area languishes at commission. In broadcast EEO area, comments have been filed on proposal to amend form 395, commission's annual employment reporting form, to reflect more accurately job positions in industry (BROADCASTING, May 1). As for FCC's internal EEO: It's poor, according to report by Citizens Communications Center, which contended that top jobs are held by white males (BROADCASTING, April 3).

Family viewing. Judge Warren Ferguson of U.S. District Court in Los Angeles has ruled that family-viewing self-regulatory concept is unconstitutional (BROADCASTING, Nov. 8, 1976) and National Association of Broadcasters could not enforce concept, which was embodied in its television code. ABC, CBS and FCC are appealing basic decision; NBC is fighting only liability for damages to Tandem Productions, one of plaintiffs in suit against family viewing. Briefs have been filed in those appeals with U.S. Court of Appeals for Ninth Circuit (BROADCASTING, July 4, 1977). In light of court decision, NAB dropped its policy of mandatory subscription to TV code, and rewrote code to prohibit broadcast of material that subscribers "determine to be obscene, profane or indecent" (BROADCASTING, Sept. 19, 1977).

FCC fees. Commission has embarked on effort to determine how much of \$163 million in fees it received between 1970 and 1976 was collected illegally and to make necessary refunds. It is also undertaking task of developing another fee schedule to replace schedules overturned by courts. Original schedule called

Since you're already aware of RCA quality, it makes sense to find out what's inside this custom audio console.



What's inside is what you want inside. After all, the RCA BC-50 is a custom console. But at an off-the-shelf price, because of our unique interconnecting Unimodules.

Each Unimodule has 5 inputs, not 2 or 3. Unimodules can function as input mixers, submaster mixers or echo send/return level controls. Input facilities are almost unlimited. And BC-50 provides a wide range of outputs—mono, stereo, even quad or multi-channel—all with easy expansion. In a configuration you design.

We'll build your BC-50 for surprisingly little. Or you can assemble it for even less.

To design one, just ask your RCA Representative for our 20-page workbook. It has complete BC-50 specs and work sheets. If you prefer, send the coupon.

RCA Broadcast Systems
Radio Station Equipment Product Management
Building 2-5, Camden, N.J. 08102

Dear RCA: Okay, I'm ready to put everything I want into an audio console except lots of money. Send my BC-50 workbook immediately.

Have your representative call.

Name _____

Title _____ Station _____

Address _____

City _____

State _____ Zip _____

I'm interested in:

RCA assembled console Assemble-it-myself console

RCA Broadcast Systems

for refunds to begin last month; that deadline has now slipped to "late fall" (BROADCASTING, June 5). Broadcasters' share of fees paid to FCC is estimated at \$47.5 million. Still pending before U.S. Court of Claims is request by some 90 parties, including broadcasters, for refund of fees.

FM quadrasonic. National Quadrasonic Radio Committee (NQRC) was formed in 1972 by industry groups. It submitted its conclusions to FCC in 1975 and commission has conducted tests at its laboratory division since then. FCC issued notice of inquiry in June 1977 to study merits of various quadrasonic techniques. Comments were filed late last year (BROADCASTING, Dec. 19, 1977).

Format changes. FCC has concluded inquiry to determine whether it can or should be involved in regulating program formats with order concluding that it can't and shouldn't (BROADCASTING, Aug. 2, 1976). Commission said determination should be left to discretion of licensee and to regulation of marketplace. This was contrary to several previous appeals court decisions and expectation is that Supreme Court will ultimately decide issue. Several citizen groups are appealing commission's position (BROADCASTING, Sept. 13, 1976).

Indecency. Supreme Court, in what it described as "narrow" ruling, has upheld FCC declaratory ruling that broadcast of George Carlin "seven dirty words" comedy routine by WBAI(FM) New York was indecent (BROADCASTING, July 10). Pacifica Foundation, station licensee, supported by major broadcasting organizations, has requested rehearing by high court (BROADCASTING, July 31).

Minority ownership. Carter administration has announced wide-ranging push to increase participation of minorities in radio and TV station ownership (BROADCASTING, April 24). FCC has adopted policies aimed at assuring minorities path to ownership (BROADCASTING, May 22). And Small Business Administration has changed its policy to allow for loans for purchase of broadcast stations and cable systems, also seen as means of boosting minority ownership. Representative (and broadcaster) Cecil Heftel (D-Hawaii) has introduced legislation to allow SBA to exceed its \$500,000 limit in loans to minority interests for purchase of broadcast or cable properties. Bill also incorporates NAB's tax-certificate proposal (BROADCASTING, Dec. 5, 1977). And, NAB and National Radio Broadcasters Association have also taken initiatives in this area; NRBA establishing program for members to help minorities learn station operation, NAB setting up task force to find funds to back new minority broadcast enterprises. NAB task force has met and formed two subcommittees, one for support services, one for funding (BROADCASTING, April 3).

Network inquiry. FCC's network inquiry has begun as staff is in place at commission (BROADCASTING, July 31). Inquiry is in response to petition by Westinghouse Broadcasting seeking examination of network-affiliate relationships.

Network standings. Prime-time ratings averages, Sept. 5, 1977-July 30, 1978: ABC 19.0, CBS 17.4, NBC 16.8.

Noncommercial broadcasting rules. FCC has instituted rulemaking and inquiry designed to bring regulatory policies for public broad-

casting up to date (BROADCASTING, June 12). Inquiry is aimed at helping commission determine standards for who can be noncommercial licensee. Rulemaking proposals concern underwriting announcements and solicitation of funds, changes in FM table of allocations for educational assignments and extension to noncommercial licensees of limits on ownership applicable now only to commercial licensees.

Newsroom searches. Several bills have been introduced in Congress to reverse Supreme Court's *Stanford Daily* decision, which holds that police need only search warrant obtained in court to search newsrooms and private homes and offices, even if occupants are not suspected of crimes. Bills would limit issuance of warrants to instances where crimes are suspected on premises or where subjects of searches could be expected to destroy information sought on learning of search. Such bills have been introduced by Senators Robert Dole (R-Kan.) and Birch Bayh (D-Ind.), and Representatives Robert Drinan (D-Mass.) and Dan Quayle (R-Ind.) (BROADCASTING, June 12). Hearings have been held before Senate Judiciary Subcommittee on the Constitution (BROADCASTING, June 26) and House Government Operations Subcommittee on Government Information and Individual Rights (BROADCASTING, July 3).

Operator licensing. Comments were filed in January in FCC rulemaking looking to drop requirement for tests for what are now third-class radio operator licenses (BROADCASTING, Jan. 9). Rulemaking proposal also calls for dual license structure—one series for routine operation and one for maintenance of various classes of radio stations—for retitling of licenses and for new class of license for operation of television transmitters.

Pay cable; pay TV. U.S. Court of Appeals in Washington has overturned FCC rules designed to protect broadcasters against siphoning of sports and movie programming (BROADCASTING, March 28, 1977) and Supreme Court has refused FCC request for review. FCC's authority to pre-empt pay-cable rate regulation has been upheld by U.S. Court of Appeals in New York (BROADCASTING, April 10). As industry, pay cable reached 1.2 million subscribers on 440 systems in 1977. Pay subscribers represent about 15% of cable universe and produce \$9 million in revenues monthly. There are three over-air pay TV stations currently telecasting: WTVG(TV) Newark, N.J., WESC-TV Corona, Calif., and KWHY-TV Los Angeles (BROADCASTING, July 31).

UHF. FCC's May 1975 notice of inquiry on UHF taboos to determine whether restriction on proximity of stations could be reduced is still outstanding (BROADCASTING, June 2, 1975). Commission has established task force to draft master plan for use of UHF spectrum (BROADCASTING, March 14, 1977). Task force has reported to commission that land-mobile pressure for UHF spectrum space can be eased technologically (BROADCASTING, Feb. 6). National UHF Broadcasters Association has held first membership meeting (BROADCASTING, March 18, 1977). Texas Instruments has delivered prototype receiver, built under FCC contract, which is aimed at overcoming UHF taboos (BROADCASTING, Feb. 20). Commission has adopted new, tighter noise figure stan-

dards aimed at improving reception of UHF pictures (BROADCASTING, May 22).

VHF drop-ins. This FCC proceeding, of several years' standing, looks to short-spaced TV assignments in four markets and anticipates possibilities of further rulemakings for drop-ins in other markets (BROADCASTING, March 14, 1977). Comments, most of them negative from broadcasters, were filed with commission late last year (BROADCASTING, Dec. 19, 1977).

WARC. U.S. and 152 other member nations of International Telecommunication Union are in what technicians and officials involved regard as home stretch in developing national positions to present to World Administrative Radio Conference in 1979. WARC '79 international spectrum allocations are expected to remain in place for 20 years. Conference, which is scheduled to run for 10 weeks, does not start until Sept. 24, 1979, but each nation's proposals are due to be submitted to ITU by next January. Preliminary work has been under way for several years. FCC, for instance, already has issued eight notices of inquiry in connection with its responsibility to help prepare U.S. position in cooperation with new National Telecommunications and Information Agency. Named to head U.S. delegation is former FCC commissioner, Glen Robinson, who recently found himself having to defend U.S. team against charges that it is ill-prepared for WARC '79 by Harrison Schmitt (R-N.M.), member of Senate Communications Subcommittee (BROADCASTING, June 26). Mr. Robinson until next April will give only part time to WARC as he completes faculty commitment at University of Virginia Law School ("Closed Circuit," July 31).

Performer royalties. Representative Robert Kastenmeier's (D-Wis.) Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice has held two hearings on Representative George Danielson's (D-Calif.) legislation to create performer royalties, which broadcasters and other users of recorded music would have to pay record performers and manufacturers (BROADCASTING, April 3 and May 29). Mr. Kastenmeier indicated he may hold still more, but has acknowledged that legislation's chances for passage are virtually nil, unless Senate shows some interest—which it has not done.

TV violence and sex. Following hearings before Senate Communications Subcommittee and report by House Communications Subcommittee on TV violence last year, there is no perceptible movement in Congress on issue of televised violence. But controversy, which seems to be shifting from violence to sex on TV, is still heated in private sector, where most outspoken agitator for more family programming is national Parent Teachers Association. PTA has produced program rating guide scoring prime-time programming it thinks is offensive to children, has announced a new program to create school curriculum to teach young people how to watch TV critically and says it will petition to deny license renewals of network-owned TV stations in 1979 if networks don't cut back on sex and violence. PTA also enlisted Sears, Roebuck in calling "summit" meeting of major advertisers on issue; project drew cautious reactions (BROADCASTING, June 6). Meanwhile, University of Pennsylvania's George Gerbner's annual TV violence "index" found declining amounts of hard-action programming (BROADCASTING, April 3).

Open Mike[®]

Getting scarce

EDITOR: The proposed tax for radio and TV stations is most revealing. I have a 250-watt daytimer on clear-channel 1560 khz in a town of 15,000. My tax will be double that of the 5-kw full-time stations in Peoria, Ill., a city of more than 125,000, 35 miles away.

It appears there's a greater "scarcity value" in the regulatory spectrum than in the broadcast spectrum.—*Charles E. Wright, general manager, WBYS(AM) Canton, Ohio.*

Small story

EDITOR: After perusing your excellent coverage of the fate of the Communications Act of 1978, I would like to testify for the small side of the industry:

We favor H.R. 13015 because if it allows for the free market to take power in the sensitive business of information, it is freeing more creative energies from useless politics. The public interest standard is nothing more than a sacred cow for the powers in position. The fairness doctrine is

a means to restrict, not accentuate, a diversity of views. Size of organizations does not inherently render them to the status of publicly disinterested. And license procedures are just fields for the flexing of political muscles.

We favor H.R. 13015 because it will give quality a chance. If it fails the test, we can all go back to square one again, but at least we would've tried a great experiment with our most influential industry. Not to even try would be a most gross violation of the public interest stand. The FCC, beware.

The people who want to make communications better are at bay and ready to fight back. Congratulations to the idealism of Representative Van Deerlin.—*Glenn E. Diamond, president, Free Broadcasting Industries, St. Louis Park, Minn.*

Format fine print

EDITOR: Congratulations are due BROADCASTING for "The Many Worlds of Radio" July 24 issue. It's great to see radio get the space and the recognition.

Just a note in case our stations are ever included in future rating articles,

WIOD(AM) is personality/MOR/sports and WAIA(FM) is MOR/contemporary. I know these format designations are difficult for you or anyone to keep up with, but these are the formats we've been in for the past two years.—*William L. Viands Jr., vice president and general manager WIOD-WAIA Miami.*

EDITOR: In your July 24 issue you listed the 10 top-rated radio stations and their formats in the top 50 markets. I would appreciate it if in any further reference to WFIL(AM) you do not identify us as a contemporary station. In September 1977 we decided to move dramatically away from the youth-oriented approach that our station had sustained since 1966. Our primary target audience is now 25 to 49.

Please refer to us as adult contemporary.—*James M. DeCaro, president and general manager, WFIL(AM) Philadelphia.*

EDITOR: In "The Many Worlds of Radio," the format for WJR-FM was listed incorrectly. We are a beautiful-music station.—*Steve Van Oort, program director, WJR-FM Detroit.*

**Since you're
already aware of
RCA quality,
it makes sense
to find out
what's inside this
Audio Processing
System.**

Behind those dials and light-emitting diodes is the reason for RCA quality: RCA technology. And it's pretty impressive.

The system shown here, for example, is our BA-145AGC amplifier and the BA-146/147 Limiter. All tops in AM, FM and TV Audio Control. Both have our unique Program Modulated Release (PMR) with automatic reset—for the latest approach to fast attack, with inaudible AGC or limiting action. And with RCA, fast limiting without a "thump" is certain—our non-temperature sensitive insulated-gate field-effect transistor (IG/FET) controlling element simply designs the thump out.

Of course, there's plenty more to see in an RCA audio processing system. And you're backed by RCA technical service, and RCA parts distribution, all the way. Send the coupon, today.

RCA Broadcast Systems
Radio Station Equipment Product Management, Building 2-5, Camden, N.J. 08102

Dear RCA: Okay. Tell me more about what's inside your audio processing systems. Send literature immediately. Have your representative call.

Name _____

Title _____ Station _____

Address _____

City _____ State _____ Zip _____

I'm interested in:

- BA-145 AGC Amplifier for AM, FM, or TV BA-146 Limiter for AM
 BA-147 Limiting Amplifier for FM or TV (use 2 for stereo)

RCA Broadcast Systems



Monday Memo[®]

A broadcast advertising commentary from Gary Hubschman, senior VP-corporate operations and sales promotion, Two Guys, Garfield, N.J.

The eyes-open method for broadcast retail advertising

While many retailers are still getting their feet wet in TV and radio advertising, Two Guys, the discount department store chain, has brought its use of broadcast to a fine art. And Two Guys is reaping the results in terms of advertising efficiency and sales.

Our advertising efficiency is up by better than 50% versus a year ago. Long before "media mix" became a fashionable term in retail advertising, Two Guys developed its Total Advertising Planning approach—we call it TAP—which means, essentially, media mix. But our new wrinkle is to refine the approach still further and make extremely heavy use of computers in media planning. We had been developing it for years and made it fully operational for the 1977 Christmas selling season. And it's working.

Two Guys' special achievement is the optimization of its media mix right down to the trading area level—something we think that's never been done before. Even though there may be 29 Two Guys stores in the same TV market, the mix of TV, metro radio, local radio, area print and local print for each store is different.

When we used to plan on a total-market basis, market-wide sales figures and advertising efficiencies could look great, but some stores would be over-advertised and run out of stock while others wouldn't get enough advertising and would wind up with merchandise on their shelves. Now the numbers come out well at the store level where it matters, and at the market-wide level.

To say it's all done by computers would be an oversimplification. A unique computer-assisted media planning system at Two Guys' broadcast agency, Ed Libov Associates, New York, makes it possible. Libov's E LA Tronics system processes audience data from all local media, geographically and demographically. The upshot is the most efficient schedule possible for a given Two Guys department or item at each store for a given promotion period.

"Retailers have always dreamed of being able to optimize a total media mix down to the store level," says Joe Ruppert, Two Guys' broadcasting director. "But without a computer, the numbers simply couldn't be processed at that fine a focus. When you're talking all media at the local level where the dollars are limited, it would be prohibitive to attempt this manually."



Gary Hubschman, senior vice president-corporate operations and sales promotion at Two Guys, has for the past five years been one of the major pioneers in the application of local broadcast media in retailing. He participated in the creation of the "Two Guys, Naturally" theme seven years ago, which marked the beginning of Two Guys move into broadcast in a major way. Mr. Hubschman joined Two Guys in 1956, was promoted to assistant vice president in 1965 and to corporate vice president in 1971. In 1975 he was made general merchandise manager and just recently was elected a senior vice president with responsibility for corporate operations as well as all Two Guys sales promotion.

Two Guys was the first retailer to use Libov's E LA Tronics and is still its heaviest user. Two Guys is also one of the heaviest year-round users of TV and radio in the New York area.

Obviously, a campaign of the magnitude and refinement of Two Guys' advertising effort doesn't just happen. Actual planning starts nine months to a year ahead of the promotion's start date.

First, the Two Guys merchandise planners analyze past sales and assign specific promotion periods for each week in the coming selling season. Then the target audiences for those departments are identified. Because of the demographic selectivity available in broadcast, we can zero in a lot more closely than we could in a print-only campaign. Optimum weights, reaches and frequencies for each promotion period are then established in consultation with Libov on the basis of historical data in the E LA Tronics data bank. At this point, the

broad outlines of a multimedia schedule are defined, station commitments are made and prices established—fully 10-12 months in advance.

With the promotion periods set and an optimized multimedia campaign already established and priced, Two Guys then makes its merchandise purchases from vendors to line up vendor co-op support.

Most vendors recognize the media bargain we provide them. On a reach-per-dollar basis our media schedules give them what amounts to a "three-for-two sale"—half again as much coverage per dollar as any other retailer could get them, and much more than they could get themselves because we get local rates.

Libov has tailored its E LA Tronics system to enable Two Guys to do its media planning at the trading-area level. It involves more than 35 different computer-assisted analyses. This system itself is based on E LA's own proprietary base of empirical data and analysis procedures, some syndicated market data and a combination of commercial time-shared frequencies for particular retail departments and items, and the same kind of data by price point, target audience and promotion period. The data base represents accumulated experience of more than 13 years of television and radio advertising for literally tens of thousands of different retail items.

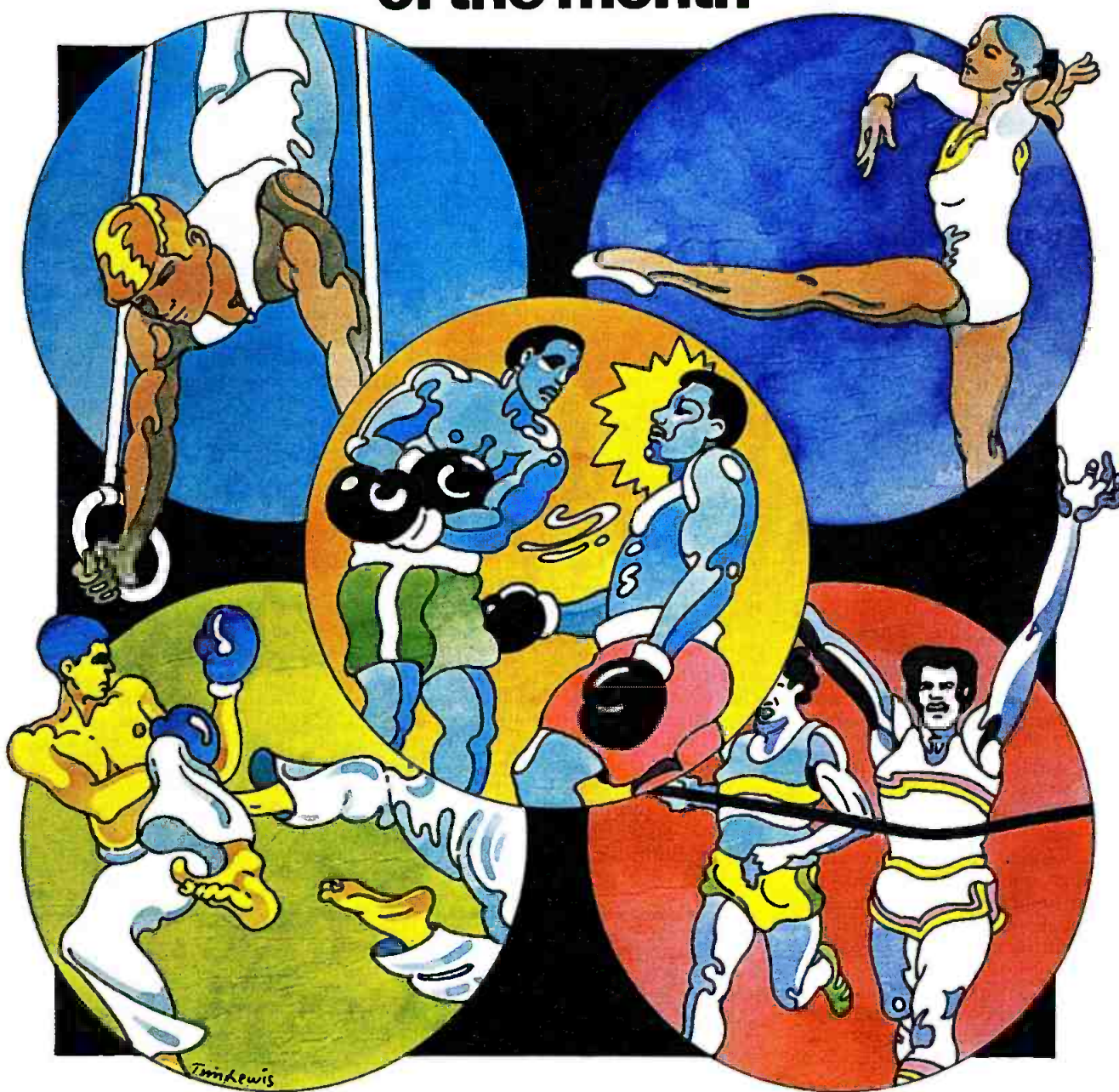
Among the syndicated media planning computer systems interleaved into E LA Tronics are Telmar and Arbitron AID. Libov is by far the largest user of these systems for local spot application.

Although we may not get around to producing a commercial or ad until just weeks before it's to break, we've already nailed down exactly when it will run, where it will run, how much weight it will get, what its positioning strategy will be. We delay production until later to be sure the spot comes across as "now," which is essential in retailing. But by the time the cameras have run, the planning has long been done.

Despite this clinical approach, there's still plenty of room for creativity and hunches in our advertising. But we exercise our hunches well in advance, and we do it based on hard fact. Even if we make a last-minute schedule adjustment because of weather or an economic trend, the adjustment is made against an extremely well-thought-out campaign—and with our eyes open. When a retailer gets in to broadcast in a major way, he had better be a good planner. The electronic media have simply too much selling velocity to approach it any other way.

Sports Special

of the month



The only nationally syndicated major sports events series is now available!

A co-production of Trans World International and Hughes Television Network.

Ninety minutes... every month... you've got a good piece of the action, when you've got the only game in town for weekend late fringe and prime time viewing! "Sports Special of the Month" is this season's only syndicated major sports events series featuring major boxing matches broadcast "live," with world title contenders; plus, a continuing series of hard

hitting, action-packed full-contact karate, auto racing and more. Arranged and produced by Trans World International and Hughes Television Network: the most famous names in sports televising across the nation and around the world. "Sports Special of the Month" starts this October, so take action now!



Contact Your Paramount Domestic Syndication Salesman.

Broadcasting Aug 7

Vol. 95 No. 6

Top of the Week

Networks jockey for fastest break out of starting gate

NBC's Klein previews strategy that will be used to open new season next month; countermoves from ABC and CBS expected to touch off 'chaos'

Stunting season is opening early again this year.

With ABC-TV set to repeat its massively successful *Roots* as lead-in to its 1978-79 prime-time premieres—and with ABC's premieres set a week before those of NBC and CBS—NBC has plotted a new offensive: It said last week it will counter *Roots* with a week of "sneak previews" and go against ABC's premieres with a "warm-up week" leading into its own "premiere week."

The NBC strategy is expected to bring countermoves from ABC and CBS. ABC officials weren't talking—not even saying at exactly what hours *Roots* would be scheduled. CBS officials weren't talking much, though one source conceded that there would undoubtedly be some stunting "but not as much as NBC is doing."

In any event, agency authorities anticipate what one called "scheduling chaos," at least during the first few weeks of the new season. Another agency executive, contemplating the prospective "chaos," offered this judgment: "It's squirrel time again."

Officially, ABC's premiere week had been set for Sept. 11, preceded by a week of *Roots*, while CBS's and NBC's were both set to start Sept. 18. CBS had also disclosed that it would preview its new *Paper Chase* on Sept. 7 and schedule a rerun of *Something for Joey* the next night, among other specials. In the wake of NBC's announcement, B. Donald Grant, program vice president of CBS Entertainment, said word of any other changes would have to wait "a week or so." ABC officials said nothing.

NBC, however, laid its cards on the table.

From Johnny Carson's seat on the *Tonight Show* set in Los Angeles, Paul Klein, executive vice president, programs, outlined via closed circuit to affiliates

"sneak preview week," Sept. 5-10; "warm-up week," Sept. 11-17, and "premiere week," Sept. 18-24. His "guests" were John J. McMahon, senior vice president, programs and talent, West Coast, and Brandon Tartikoff, vice president, programs, West Coast. On the *America Alive* set in New York was Robert E. Mulholland, NBC-TV president.

Explained Mr. Klein: "We think we will get our new programs off to a good start using this sneak preview idea against *Roots*. Obviously, *Roots* would do well if it didn't have any strong competition against it. . . . Our major thrust here is not to cut down *Roots* but rather to take advantage of it by enhancing our own series and yielding a lasting benefit for them. . . . Last year we did not have good show sampling and we want to insure that we have positioned ourselves well to get sampling this year."

He explained that despite "the benefit of the most enormous hype in the history of television," ABC last year during the same week "got only a 34 share" with first-run *Washington Behind Closed Doors*. (At that time, CBS and NBC counterprogramed with specials and movies. Mr. Klein's point: Long-form preseason blockbuster stunting can be stopped.)

At the advertising agency level, some executives were predicting not only further stunting but probably early announcement of prime time series changes by all three

networks. At least one thought ABC would reschedule *Roots* but wouldn't predict to what extent.

Still another complained that the stunting "hurts our media estimates and makes it much more difficult to get a fix." However, he added a positive note that all the special preseason programming probably will bring more viewers back to television quicker and increase "advertising effectiveness. I'll buy anything that generates excitement."

Take Tuesday night, Sept. 5. ABC will begin the second run of *Roots* as NBC counters with a three-hour made-for-TV movie, *Little Mo*, about the life and death of tennis great Maureen Connolly. CBS reportedly will be offering another original TV film, *Happily Ever After*, starring Suzanne (ABC's *Three's Company*) Somers. (Mr. Grant would not confirm that, however, and over-all he predicted that CBS would stunt less than NBC.)

That will be the first day of NBC's "sneak preview week." With the CBS preseason schedule unannounced, the NBC executives used the closed circuit to explain their tactics against ABC. (Since ABC has not announced specific dates and times, beyond saying that *Roots* will run starting Sept. 5 and ending Sept. 10, the scheduling competition as follows is how NBC anticipates ABC will break *Roots* up.)

Against a special expected on ABC at 8

TV RATINGS		
<small>Following are the top 15 national television shows of the past week (Monday, July 24, to Sunday, July 30), listed according to their rank in the ratings compiled by the A.C. Nielsen Company. A rating is a percentage of the total number of United States households with television sets.</small>		
Rating	Program	Network
1	25.0 Miss Universe Pageant (S)	CBS
2	23.0 Alice (R)	CBS
3	22.6 Three's Company (R)	ABC
4	21.6 Fantasy Island (R)	ABC
5	20.6 Starkey and Hutch (R)	ABC
6	20.6 All in the Family (R)	CBS
7	20.0 Laverne and Shirley (R)	ABC
8	19.8 Switch	CBS
9	19.7 Love Boat (R)	ABC
10	19.2 Barnaby Jones (R)	CBS
11	19.2 Charlie's Angels (R)	ABC
12	19.1 Carter Country (R)	ABC
13	19.1 Harriet Five-O (R)	CBS
14	18.2 Happy Days (R)	CBS
15	18.1 Rockford Files (R)	NBC
(P)Premiere	(R)Repeat	(S)Special

Do it for books, do it for TV. With a new season coming up, a new addition to newspaper coverage of television could develop around a recent innovation of the *New York Times*: weekly boxscores, similar to sports-page boxscores, giving the rankings and ratings of the top TV shows of the preceding week.

The *Times* introduced its "TV Ratings" feature on its television pages about three months ago. Seymour Peck, the paper's cultural editor, said the origin was simple: "We thought readers would be interested in what the top programs are." Reader reaction to date, so far as he has been able to gauge it, he said, has been "so-so." But he said the feature will be continued.

It is a weekly list of the top 15 programs of the preceding week as ranked and rated by Nielsen. It also explains what a rating is, and shows the network on which each program appeared and whether it was a (P)remiere, (R)epet or (S)pecial.

Some *Times* sources said the idea was debated for a while before it was adopted, some people thinking the list wouldn't change a lot from one week to the next. The decision to go ahead with it, they said, reflected the conclusion that since the *Times* runs lists of best-selling books, it shouldn't "discriminate" against television by failing to list its top programs.

A check by BROADCASTING in major cities—including Washington, Boston, Houston, Detroit, Philadelphia, and Indianapolis—found no similar box-score approach currently being used. TV critics on some papers, however, said the idea had been or was being considered. And most use, in one form or another, the weekly Associated Press article describing the ratings of the top 10 and the bottom 10 programs of the preceding week.

p.m. Wednesday and then the second episode of *Roots*, NBC plans to compete by using the pilot of *Waverly Wonders*, about five minutes of *Who's Watching The Kids* and a "welcome to NBC" for *Waverly's* Joe Namath from other NBC stars. Head-on against *Roots* will be the *Eddie Capra Mysteries* pilot.

Against ABC's Thursday lead-in hour and the third part of *Roots*, NBC will be offering a *CHiPs* repeat (Mr. Klein said the show has been "doing very well" in summer reruns), followed by the pilots of *Grandpa Goes to Washington* (trimmed to an hour) and *Lifeline*.

Head-to-head with *Roots* on Friday (Mr. Klein said he believes that episode to be the weakest of the miniseries) will be a preview of Saturday morning programing, followed by an introduction to the *Dick Clark* hour. ABC was said to be previewing its Saturday morning schedule that same evening, before *Roots*.

Saturday, Mr. Klein said, "ABC is actually going against us." The competition will be the season-opening NCAA football game and *Roots* against NBC's *Second Annual Us Against The World* and the *Miss America Pageant*. Mr. Klein claimed that the 10-11 p.m. portion of the *Pageant* on CBS last year was "wiped out" by *Washington: Behind Closed Doors* on ABC and "Dirty Harry" on NBC because of inadequate 8-10 p.m. protection; he's expecting *Us Against The World* to safeguard against that this year.

On Sunday, NBC will be competing with the final episode of *Roots* with a Disney Donald Duck special. *Sword of Justice* then will be up against a tennis match on CBS and whatever ABC slots. "We will wind up the week in a classy way with a sneak preview of our new *Weekend* program," Mr. Klein said.

The opening Monday night on ABC, Mr. Klein explained, has *Happy Days* characters "populating" *Mork & Mindy*, followed by the first *NFL Monday Night Football* game. Against that NBC will repeat the concluding episode of "Mary's blindness" story from *Little House on the Prairie* and then go with an original episode from a *Critical List* miniseries. That show, starring Lloyd Bridges, Robert Wagner and Barbara Parkins, should draw young women away from football and carry the audience over to the Tuesday *Critical* second-part, Mr. Klein said.

On Tuesday, NBC will begin prime time with the *Canine Hall of Fame*, featuring Joe Garagiola as host and then follow with *Critical List*. Mr. Klein said he is not expecting to outrate the premiere of *Happy Days* and *Laverne & Shirley* or "kill" *Three's Company*.

On Wednesday, against the ABC's *Eight is Enough* and a two-hour *Charlie's Angels*, premiere, NBC has scheduled the pilot for a possible *Clone Master* series ("Clones are very hot now," Mr. Klein said), followed by a *W.E.B.* special, with the characters presented in a "warmer fashion than they were in the pilot." Later in the closed circuit, Mr. Tartikoff ex-



Old stomping ground, new beat. William J. Small, who had been CBS News's Washington bureau chief for 12 years until he was named senior vice president and director of news in 1974, is back in Washington, this time to represent the CBS corporation in its dealings with the government. His appointment as CBS vice president, Washington, announced and effective last Tuesday (Aug. 1), had been anticipated after CBS announced last month that Bill Leonard, whom Mr. Small succeeds, would be the successor to Richard S. Salant as president of CBS News (BROADCASTING, July 17).

Mr. Small was among those reported to have been under consideration for the top news job, and last week he admitted disappointment at not getting it and regret at leaving journalism, which, he noted had been his life work. But, as he began settling into CBS's suite of offices on M Street, two blocks from the FCC, he appeared at peace with himself. "I'm excited with this job," he said. "It's a challenge. When I came to CBS 16 years ago, I had a tremendous pride in the company, and it's never abated. That makes it easy to represent the company."

One element of the job about which he seems particularly enthusiastic—and which serves as a bridge between his former and present responsibilities—is what he says is CBS's concern for the First Amendment. "The company has always taken an activist role on the issue of free speech." And, he said, he has always argued that the free speech and free press clause "means what it says." So he is looking forward to representing the company on First Amendment issues—and not only in broadcasting. He noted that CBS Inc. is in book and magazine publishing, as well. Mr. Small argued broadcasters' First Amendment rights in two books—"To Kill a Messenger: Television and the Real World" and "Political Power and the Press." Both won Sigma Delta Chi's Distinguished Service Award for research in journalism.

Mr. Small, 51, who joined CBS from the news director's job at WHAS-AM-TV Louisville, Ky., is not being counted out as a possible candidate for the top news job at CBS in April 1981, when Mr. Leonard is scheduled to retire. After all, Mr. Leonard followed the route from CBS News executive to Washington VP to prospective CBS News president. To such speculation, Mr. Small says that John Backe, president of CBS Inc., and Gene Jankowski, president of the CBS/Broadcast Group, had been "very supportive" of him and "very encouraging." But he also said they indicated the script had not been written that far ahead.

As for himself, Mr. Small said he does not look on the new post as a stepping stone. "I didn't come here to wait for a job to open somewhere else," he said. "I came here to do a job."

plained that "*W.E.B.* seems to be shaping up as more as a family" of people rather than "power-hungry individuals."

Thursday, Mr. Klein said, the concern is to prevent sampling of *Soap* and *Family*. To that end, NBC is lining up *Quincy* and the second half of the *W.E.B.* special, which will run in *W.E.B.*'s regular time slot.

On Friday, NBC has to contend with ABC's Ali-Spinks fight. Mr. Klein said "the audience knows that the main event of the Ali fight doesn't occur until after 10 p.m. Eastern time and that the 'under card' is generally weak." So at 8 p.m. NBC will play a 90-minute feature, *Starship Invasion* ("that has all the look of [ABC's] *Battlestar: Galactica* ...") and "will benefit from the topspin of ABC's promotion of *Galactica*"). At 9:30 p.m. NBC will go after women who don't watch fights with a 90-minute *Quincy* rerun.

On Saturday, Mr. Klein continued, NBC will premiere *CHiPs* "because we believe it is advisable to premiere our shows on the beginning of the *TV Guide* week."

On Sunday, when NBC has to battle with *Galactica*, a three-hour premiere on ABC, it will start with a *Disney 25th Anniversary Show*, followed by the first half of the remake of *King Kong* at 9.

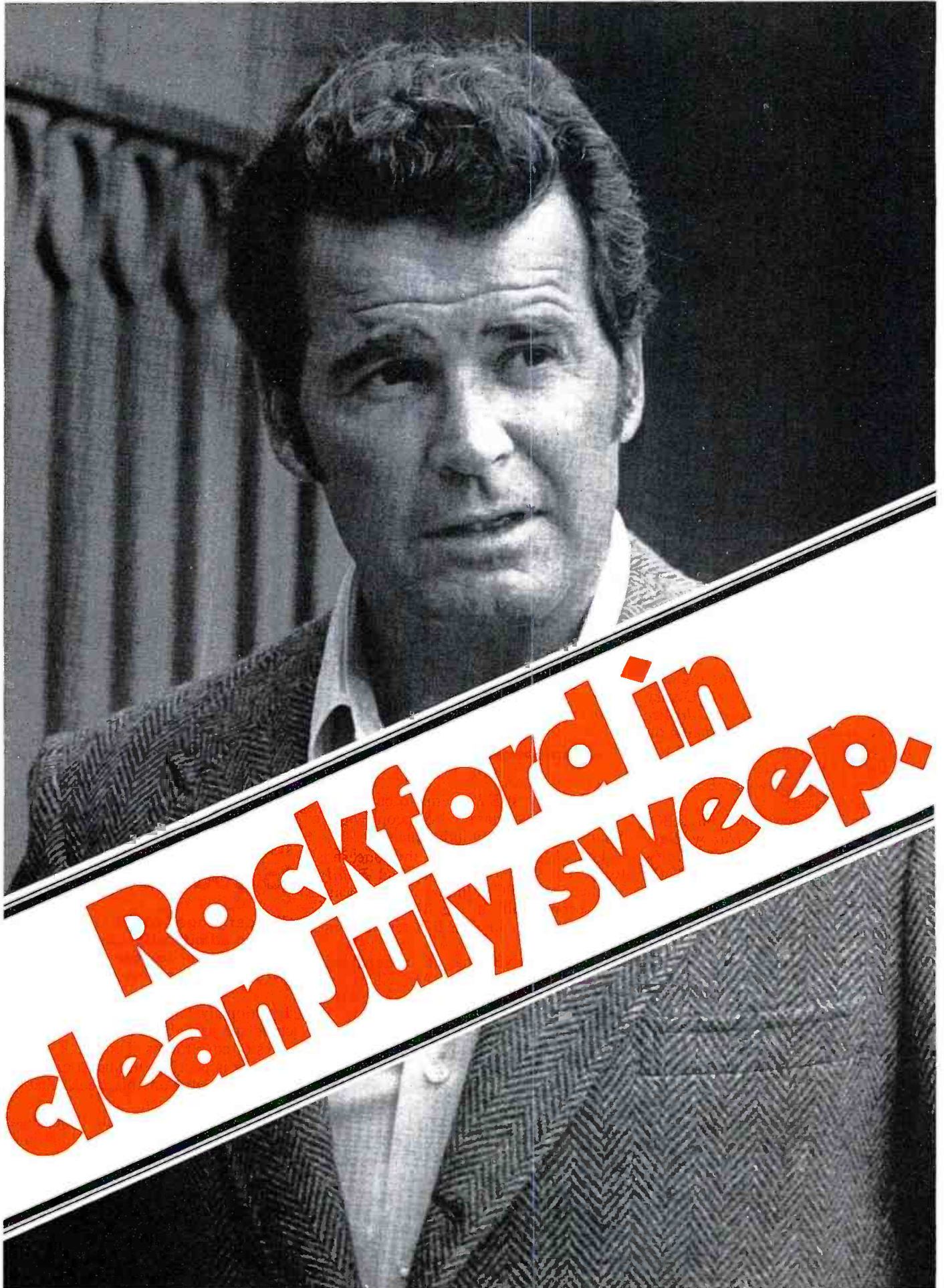
Advances made in access to courtrooms

Highest judges of 49 states vote to admit radio-television; American Bar to vote this week; law journal opposes old bans

Traditionally, television's "all-seeing" eye could see just about anything but the insides of courtrooms. This week, however, that eye is peering through a crack in the door. And later on this week, that crack may get even bigger.

The Conference of State Chief Justices at its annual meeting in Burlington, Vt., last week recommended by a 49-to-1 vote (South Carolina's chief justice dissenting) that the nation's courtrooms, following guidelines from state supreme courts, allow coverage with cameras and microphones. The group, representing all 50 states, said the code of judicial conduct should be amended to say that the supervisory court in each state may allow radio and television in its judicial proceedings.

This week, the American Bar Associ-



**Rockford in
clean July sweep.**

Beats everything in sight. Retain him now. MCA TV

Source: NTL, average 36% share, July 7, 14, 21, 28, 1978. Subject to survey limitations.

ation is scheduled to vote on a proposal that it drop its recommended ban on cameras in the courtroom (BROADCASTING, July 31). Meanwhile, in Pasadena, Calif., KABC-TV Los Angeles, KGIL-AM-FM San Fernando and a newspaper reporter recently provided pool coverage of a felony robbery appeal proceeding, the first time such coverage has been allowed in California courts since the 1950's. Pasadena Municipal Court Judge Gilbert Alston said he "finally came to the conclusion that the rule [barring cameras and recorders], under present state of technical art, was an unconstitutional infringement on free press."

Also, a special issue of the *Southwestern Nevada Law Review* carries an article that surveys recent television coverage of state courts and concludes that the experience of those courts in harmonizing requirements of a fair trial with the public's right to know makes the banishment of the news camera from the courtroom "a most peculiar vestige for an open democracy to tolerate."

The Burlington resolution to recommend that cameras and recorders be allowed in courtrooms was introduced by Colorado Chief Justice Edward E. Pringle, who has been in the judicial system more than 20 years in a state which has allowed

cameras in the courtroom (with various considerations) since the 1950's. Judge Pringle said that in 1957 he tried a murder case that was broadcast live from his courtroom.

He said the Conference of Chief Justices discussed the issue at its mid-winter meeting in New Orleans and presented it to a 16-member committee which came up with the resolution that was passed with a few amendments last week. Judge Pringle said although the recommendation would remove any ban on cameras and recorders in state courts, supervision and guidelines from the states' supreme courts are necessary. And discretion in particular cases would be left to individual courts. Rape, trade secrets and other sensitive cases would require individual consideration, he said.

The Radio Television News Directors Association, through its president, Ernie Schultz, KTVY(TV) Oklahoma City, said: "The state chief justices are making it clear they believe that the more people know about their government, the better it will be for all."

Observers at the Burlington conference said one of the key points of discussion on the resolution was that the judges felt opening up the courtrooms to broadcasters would make for a better informed public.

Judge restricts 'Born Innocent' case to First Amendment issue

Ruling is viewed as victory for NBC and KRON-TV, defendants charged in \$11-million suit with responsibility for rape that imitated television show

For months, broadcasters have been tensed for the start of a trial in which NBC and its affiliate in San Francisco, KRON-TV, are being sued for \$11 million in connection with the broadcast of *Born Innocent*. But last week, even before the jury had been selected, NBC had won a major and perhaps decisive victory.

Judge Robert L. Dossee, who is presiding at the superior court trial, ruled that the program is presumptively protected by the First Amendment.

At issue in the case is whether a broadcaster is responsible for harmful actions of persons alleged to have been influenced by television programming. *Born Innocent*, shown on Sept. 10, 1974, described the life



Free and clear. The National Association of Broadcasters burned its mortgage last week—the hard way. It sent an electronic impulse almost 50,000 miles to ignite a piece of paper just feet away from where President Vincent Wasilewski was standing when he pushed the button last Wednesday afternoon (Aug. 2). Several hundred were on hand to watch him do it—and to cheer when the Rube Goldbergish contraption worked.

The ceremony marked both an end and a beginning. It celebrated paying off—in only 10 years—the \$1.5 million mortgage on NAB's headquarters at 1771 N Street in Washington. But it also began an effort—to brighten up the building's lobby with broadcast industry art and artifacts. Among its initial goals: the commissioning of a wall-mounted wood sculpture, to be a gift of the Forward Communications station group; the design of display cases for rotating exhibits of broadcast memorabilia, and a contest to solicit ideas for still other commissioned art that would be visible from the plaza that fronts the NAB building. The committee has \$5,000 in seed money to begin its efforts, as well as the

professional services of Loren Sage, the building's architect.

The pictures above show (left) the Mutual Broadcasting System earth station that received the returning signal from the Westar I satellite (It had gotten there via telephone, first to Mutual headquarters in Arlington, Va., then to the uplink at Glenwood, N.J.); upon its return, it created an electric arc that fired a cotton ball saturated with lighter fluid; (right) observers of the happy ending (l to r): Clair McCollough, former chief executive of the Steinman station group and first joint board chairman of the NAB, who headed the original building committee; Ben Sanders of KICD(AM) Spencer, Iowa, also of the building committee; Tom Bolger, chairman of the NAB TV board and a member of the new committee; NAB Chairman Donald Thurston of WMMB-AM-FM North Adams, Mass.; Joseph Baudino, retired Westinghouse Broadcasting executive and original building committee member; Mr. Wasilewski, and Ben Strouse, former owner of WWOC(AM) Washington and a building committee member.

Total cost for the satellite/ceremony was some \$3,000.

of a teen-age runaway, and included a scene in which the runaway, played by Linda Blair, is sexually assaulted by girls in a reformatory who wield the wooden handle of a plumber's plunger. Four days later, Olivia Niemi, then 9 years old, was assaulted in a similar manner by three girls and a boy using a beer bottle on a San Francisco beach.

In bringing suit, Olivia's mother asserted that NBC was negligent in presenting such a program at a time, 8 p.m., when children could be expected to be in the audience.

NBC and KRON-TV had argued that the First Amendment protected them from such a suit. The trial court agreed and dismissed the case. However, the California Court of Appeals reversed that decision, and directed the lower court to conduct a trial on questions of fact that had been raised.

NBC and KRON-TV, with support from CBS and the National Association of Broadcasters, appealed to the Supreme Court, arguing that a trial would violate the First Amendment and inhibit broadcasters from presenting news and dramatic programs that reflect the harshness of life. Those who create and exhibit artistic works, the brief said, would be liable for injury caused by imitation of any aspect of the expression, "no matter how depraved the actor who actually causes the injury."

But the Supreme Court in April refused to review the state order for a trial (BROADCASTING, May 1). That was the low point for NBC and its allies.

The high point, thus far, came last Wednesday, when Judge Dossee, ruling on an NBC motion, held that the sole issue in the case is whether the network intended to incite someone to assault Olivia Niemi with a beer bottle.

Incitement is one of a handful of exceptions to the First Amendment—libel, slander, obscenity and perjury are the others—that the Supreme Court recognizes.

The judge's ruling transforms the case from one dealing with the question of negligence to one in which the question is whether NBC should be denied First Amendment protection because it had "incited" the assault. Incitement is defined in a Supreme Court decision issued in 1969 as "speech which is directed to inciting or producing imminent lawless action, and which is likely to incite or produce such action."

Judge Dossee's ruling was based on the decision of the state appellate court in the case, which had been cited by both sides. The Niemis' attorney said the language called for a negligence trial, while NBC's attorneys said it meant the only question to be examined was whether NBC was guilty of incitement.

Marvin E. Lewis, the attorney for the Niemis, expressed "shock" at the ruling. He had argued that it would be "impossi-

ble" to attempt to persuade a jury that NBC had intended to cause the assault.

Floyd Abrams, one of NBC's attorneys, was not moved to sympathy. "It's not supposed to be easy to make an end run around the First Amendment," he said.

Still to be resolved is what the Niemis must demonstrate to prove incitement. Would the judge, for instance, permit incitement to be inferred from negligent or reckless conduct? Or would incitement be defined in more active terms? Judge Dossee refused a direct reply to Mr. Lewis's question. He said he would rule on the evidence as it is presented.

The NBC victory in the preliminary maneuvering followed a setback on a motion aimed at dismissal of the case. It claimed that the court lacks jurisdiction over the case, that if control over programming exists anywhere, it is in the FCC. Judge Dossee rejected that motion.

Still clinging to family hour, Wiley defends broadcasting's ultimate freedom, tempered by self-regulation, in 'Today' debate

A figure familiar to broadcasters was on NBC-TV's *Today* show last week, saying some familiar things about broadcasters' rights and responsibilities in connection with controversial programming, especially in light of the *Born Innocent* trial under way in San Francisco (preceding story).

Asked by *Today's* Tom Brokaw if the networks should be held responsible for the behavior of people who imitate what they have seen on television, former FCC Chairman Richard E. Wiley said, "No. The ultimate effect would be to inhibit and chill the broadcast medium." Mr. Wiley, who now heads the Washington office of Kirkland & Ellis, said that broadcasters should be permitted to do "sensitive controversial" programming. He added the expectation such programming would be done with "taste" and "discretion," and with a view to scheduling—the idea, he said, that underlies the "family viewing" concept

with which he is identified.

The rebuttal was familiar, too. It was provided by Dr. William Young, president of the PTA Television Project, which is studying the effect of television violence on children. He agreed on the need for controversial programming, but added that if the programming is "done poorly," broadcasters should face criminal and civil liability. Because of children's access to the television set, he said, "I don't believe television has the same rights of First Amendment as the print media."

Mr. Wiley also touched on the theme he has expressed before of relying on self-regulation by the broadcasting industry as a means of dealing with the "pervasiveness" of broadcasting.

Dr. Young wouldn't accept Mr. Wiley's prescription. "Broadcasters are not responsible in a great deal of their prime time programming," he said.

InBrief

Laverne & Shirley reruns were bought by WPIX-TV New York last week for what is believed to be **top-dollar ever paid for off-network syndicated product**. Exact price wasn't revealed but Paramount Television had sent New York market stations TWX asking at least \$50,000 bid per episode (with 10% increase after 1979/80 season, first hundred or so episodes). Report was that WPIX was prepared to go as high as \$60,000; station said it paid less. By time show becomes available for seven runs beginning in fall 1981, there are expected to be 130-135 episodes for syndication. Whoever made highest *first* bid in New York got show but Paramount says sales approach will vary from market to market. Los Angeles is to open early this week.

Unusual split on FCC has developed over **UHF noise figure issue**. FCC Commissioner Robert E. Lee, long UHF's strongest backer, dissented to commission order requiring improvement in UHF reception in new sets. Order requires reduction in noise-figure standard from 18 to 14 db in models after Oct. 1, 1979, and in controversial decision, to 12 db in all new models after Oct. 1, 1982 ("Closed Circuit," July 17). Commissioner Lee dissents, says he believes 12 db standard represents "wishful

thinking." He also said lowering noise figure from 14 to 12 db "could create other problems which might make the picture on the TV set worse for those who have good reception now." Commissioner Margita White, in partial dissent, agreed with those views. Commissioner James H. Quello, who had pushed hard for movement to 12 db figure as soon as possible, said commission action was "long overdue" and only "important step toward comparability." Commissioner Abbott Washburn also hailed action as step toward long-standing goal of UHF/VHF parity.

New York Times reporter **Myron Farber** began serving indeterminate sentence in Bergen County, N.J., jail on Friday after Supreme Court Justice Thurgood Marshall denied further delay in punishment imposed by New Jersey court for withholding files from murder trial.

Senate last week approved subcommittee report that contained "**warning**" to **Federal Trade Commission** that it might be treading on thin ice with investigation into children's advertising. Report on appropriations bill included \$69.5 million for FTC and noted concern that eventual children's advertising regulations might conflict with First Amendment rights. Committee worried that "government rather than Constitution" could become arbiter of what nation will see, hear and read. Appropriations Committee Chairman Warren Magnuson (D-Wash.) and committee

Rafshoon, Rosalynn and the President's new media clothes

The White House's relations with the news media go from loose-tie to buttoned-down as advisers try to shore up crumbling popularity of Carter; one of first efforts, however, ends up backfiring

The Carter administration came into office eighteen months ago exuding a kind of countryboy charm. Three-button suits and a mentality to match were out. Feet-on-the-desk informality, candor and openness were in. But with the President's standings in the polls now hitting sickening new depths, the White House is chucking whatever was left of the charm and is donning its own three-button suit.

Public relations. Discipline, or at least "coordination" of the executive departments and White House assistants in dealing with the media. Use of the prestige of the presidency and the personality of the President himself. These are the new weapons and tactics of the White House, its answer to what those around the President regard as the public's misperception of the President's performance—a misperception that results, say, in the public's viewing of Mr. Carter's performance on employment as poor, when employment is actually a jewel in the President's record.

But the shift in approach has not been easy or smooth. Gerald Rafshoon, the Atlanta adman who ran campaigns for President Carter when he sought the governorship of Georgia and the presidency, and who is in charge of tightening things up, mediawise, is coming on as a heavy.

There was, for instance, the Midge Costanza matter. Her resignation as the President's adviser on women's matters last week came hard on the heels of her having been canceled off a *Good Morning America* show at Mr. Rafshoon's orders. She had not cleared the appearance with him, counter to a new directive to all

senior White House aides she says she was not aware of, and Mr. Rafshoon felt the time on the show could be used to better advantage by the administration if it were filled by domestic affairs adviser Stuart Eizenstat, who had already been booked for one segment (BROADCASTING, July 31). To some, use of the hook on her seemed the last in a series of humiliations that persuaded the former vice mayor of Rochester, N.Y., a legitimate free spirit, that she had become an anachronism at the White House.

Mr. Rafshoon, whose title is assistant to the President for communications, is not alone in the tightening-up process. The determination to change course runs through the entire senior staff and includes—indeed it may have been largely precipitated by—Rosalynn Carter. She takes at least some of the credit for the hiring of Mr. Rafshoon; her news secretary, Mary Hoyt, says the First Lady felt there was a need for someone to provide a coordinating and long-range public-relations planning function. More than that, Mrs. Carter and the President have been holding a series of what Ms. Hoyt describes as "purely social, private dinners" in the family dining room for the top echelon of major news organizations and for national writers.

Two weeks ago, for instance, the Carters had the NBC crowd in—Fred Silverman, president of the company; Lester Crystal, executive vice president of television news, and anchormen John Chancellor and David Brinkley, and their wives—along with columnists Jack Germond and Jules Witcover. Tonight, it's the turn for ABC and the *New York Times*. The guest list is understood to include (the dinners are "private," Ms. Hoyt insists; Mrs. Carter does not want to publicize them) Leonard Goldenson, ABC chairman; Roone Arledge, president of ABC Sports and News; Barbara Walters; Arthur Ochs

Sulzberger, publisher of the *Times*; Max Frankel, the *Times* editorial page editor; Tom Wicker, its associate editor, and *Times* columnist James Reston. Personnel from the *Washington Post* and *Newsweek* were among the guests at a dinner last week.

Ms. Hoyt says the purpose of the dinners is simply to permit the Carters and the media people to get to know each other better in an informal setting. And according to a guest at one of the dinners, the evening was indeed purely social, "just a matter of getting to know each other better." What was discussed? A whole range of domestic and international matters. Would the evening affect the coverage of the President? Only to the extent the discussion afforded the executives a better understanding of particular issues.

Not surprisingly, some White House reporters view the dinners with some cynicism; they see them as part of an effort to go over their heads to their bosses. They view in the same light plans to hold a number of presidential news conferences on the road (BROADCASTING, July 31). The feeling is that the White House believes the local reporters will not be as troublesome as the White House press corps—"They think we're picking on the President," ABC's Sam Donaldson says of aides to this and previous Presidents. (The White House generally responds that local reporters ask better questions, or at least questions that are relevant to their particular communities.)

Beyond the dinners and the news conferences on the road, there are plans, as yet not fleshed out, for more television interviews with the President, telephone call-in shows and town meetings. All would afford the President the opportunity to speak directly to the public.

Last week, the President held a "roundtable" discussion on his embattled Civil Service reform program, in the

member Patrick Leahy (D-Vt.) objected to the approximately \$500,000 cut from budget estimate and reprimand, saying FTC was mandated to monitor business practices and, if anything, **has been tardy** in looking into children's advertising.

□

James E. Duffy, president of ABC-TV Network, **issued warning** last Friday (Aug. 4) of effects that nationwide surge of **criticism and attack on TV** may have on structure of television industry. In speech before Commonwealth Club of California in San Francisco, Mr. Duffy cited \$11 million lawsuit against NBC-TV and Federal Trade Commission hearing on advertising on children's programs as two recent examples of moves against TV. He stressed that present TV system must be preserved and improved, saying only "real long-term alternative is broadcasting increasingly controlled by government to the point that some day it would become a monopoly of the state."

□

Group W Productions is moving its **headquarters** this month from **New York to Los Angeles**, coincident with transfer of *Mike Douglas Show* from Philadelphia to Hollywood and start there of production of *EveryDay*, Group W's new syndicated series. Shifting to Los Angeles will be David E. Salzman, chairman of board and chief executive officer; Joseph H. Goldfarb, vice president and general manager, sales; Jack

Wartlieb, vice president, operations/production, and Owen S. Simon, vice president, creative services.

□

CBS-TV and its affiliates may have come in **third in prime time** in May sweep measurements (BROADCASTING, July 10), but in ensuing two months—when sweep-period hypoing had ended and more "regular" programming prevailed—they **tied with ABC-TV for first in share**, according to CBS/Broadcast Group research analysis distributed Friday. Study showed that during May 4-31 sweep, ABC had 34.9 share, NBC 33.5 and CBS 31.6, but that in June 1-July 31 nonsweep period it was 34.3 for both CBS and ABC, 31.4 for NBC.

□

Teleprompter Corp. reported **first-half net income of \$4,965,000**, up 72% from year ago, on revenues of \$66,624,000, up 18%. Company said second-quarter net income was highest in history, totaling \$3,837,000 on \$34,529,000 revenues.

□

Frank M. Smith Jr. named president of CBS Sports, after four months as acting president following departure of Robert Wussler (BROADCASTING, March 20, et seq.). Mr. Smith headed CBS-TV sales for 11 years in CBS career that started in 1951.



Shoring up the presidential image. Jerry Rafshoon (left) and Rosalynn Carter.

Washington suburb of Fairfax. The discussion, in which civil service employees participated, was covered live by commercial and public television. Thus, the heavy concentration of federal workers in the area afforded the President a choice opportunity to exploit local television in a manner designed to affect congressional action on a national program.

Then, there is the matter of "coordination"—White House aides say "discipline" is too strong a word. Cabinet officers and senior White House staff members have been asked to inform Mr. Rafshoon's office when they schedule television or other major media appearances. One reason, according to Greg Schneiders, Mr. Rafshoon's deputy, is to give the office an opportunity to make a contribution "if there is anything we want to communicate . . . We don't want different people pressing different programs as top priority."

Sometimes, though, "discipline" will be required. "Sometimes we may want only one person to speak out on an issue, and have others defer to that person, Mr. Schneiders said. "On a particularly sensitive topic, like SALT, maybe you don't want [Secretary of State Cyrus] Vance, [disarmament negotiator Paul] Warnke, and [National Securities adviser Zbigniew] Brzezinski to make statements. We don't want to muzzle anyone, but there might be times when it's more productive from the administration point of view to have one person speak."

The question of what effect such coordination and/or discipline is having on the administration came up in an interview with Hamilton Jordan on the Public Broadcasting Service's *MacNeil-Lehrer Report*. He said he "couldn't imagine any administration being more open, more tolerant of a variety of views, even dissent, up to the point the President makes a decision." At that point, he said, administration officials are expected to support it. "That," he added, "is one of the things Gerald Rafshoon will be doing."

It may be too early to assess the success of the new approach being taken at the

White House, but not too early to see the problems and frustrations of those attempting to pursue it. Sitting in his large, high-ceilinged office in the old Executive Office Building that former President Nixon used as a hideaway and where he listened to his White House tapes, Mr. Rafshoon remarked, "Every time you want to do long-term planning, a short-term problem intrudes."

The problems and frustrations appear to be taking their toll on the normally easy-going Mr. Rafshoon. Addressing a group of editors and broadcasters two weeks ago, he said the press was "trivializing the Presidency" and talked of "media stars" who insisted at press conferences on asking questions even if they had been asked, simply to get on television.

The press may be beginning to return the compliment. CBS's Bob Pierpoint, who has been covering the White House since the days of President Eisenhower, said, "I'm perfectly willing to withhold final judgment [on Mr. Rafshoon's performance], but I'm not overly impressed at having another person with an advertising agency background" in a high White House post. The last one, he noted, was H.R. Halderman.

Shenefield and Bresnan fight telco cable ownership

Justice antitrust chief, Teleprompter and CATA tell Van Deerin to keep phone companies out of CATV

As testimony on the communications rewrite bill continues, more witnesses express concern over possibilities that telephone companies may enter cable.

It is not, William J. Bresnan of Teleprompter Corp. said several times in his testimony, that the cable industry fears competition, but "allowing the telephone companies to provide cable television ser-

vice directly to the home will, because of the inherent capacity of a giant monopoly to use predatory pricing and other anti-competitive practices, ultimately mean that all cable television service will be provided by the telephone companies."

Some of the same came from John H. Shenefield, assistant attorney general in the Antitrust Division of the Department of Justice.

"Essentially," he said of the department's suit against AT&T, "we allege that AT&T currently controls too many strategic 'bottlenecks,' and has used them tactically in combination to eliminate competition unlawfully . . . And it has sought to block potentially competitive local distribution systems including cable television and mobile radio by denying them access to necessary local facilities or the national intercity network AT&T controls."

This kind of talk is not unlike that of cable operators, many of whom are represented by the Community Antenna Television Association, which recently said it supports "the main thrust" of the rewrite bill but questions whether "free, open, marketplace competition" can be accomplished by "allowing the monopoly power of the telephone companies to be unleashed."

Its official position, however, is in support of Justice Department and FCC experience "that the telephone monopoly cannot be adequately controlled in unregulated marketplace competition."

Mr. Bresnan, head of Teleprompter's cable division, listed in his testimony a number of ways telephone carriers "subverted the proper functioning of the marketplace. . ." Among them, he said, were using their monopoly positions to refuse to grant access to telephone poles and precluding the awarding of cable television franchises to any entities not affiliated with the telephone company.

"I cannot conceive of anything more destructive of a democratic society," Mr. Bresnan said, "than placing a national medium of mass communications in the hands of the largest private enterprise in the world."

Panax Corporation

Box 1860, East Lansing, Michigan 48823 517 349-4100

An Open Letter To: Mr. Richard Salant
President, CBS News

During an interview with me in my office on July 11, 1977, Ms. Betty Ann Bowser of CBS News imparted these gems of journalistic "ethics:"

"Well, I just thought if we came we would show you that we were really sincere in coming here, that we really did want both sides of the story, that maybe you would agree. . .I'm just really relieved that you sat down and talked with us, because it puts me in a position of either saying you didn't want to do it, which always makes somebody look bad. You know it really does."

Fortunately for the U.S., most journalists do not share Ms. Bowser's view of the TV interview as a sort of electronic six-shooter: smile for the camera or you're dead!

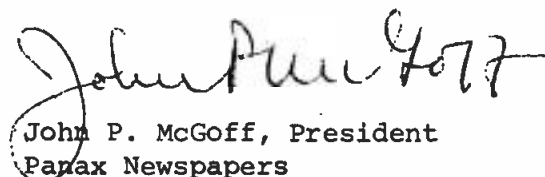
Most, that is, except Ms. Bowser's colleagues at CBS, where her theories would later surface with unwitting clairvoyance. Because, in the CBS mish-mash of July 14 on the newspaper business, we listened in astonishment as CBS Correspondent Hughes Rudd commented: "...neither Panax, not its President, John P. McGoff, would discuss the issue with me..."

As we have already pointed out, we did discuss the issue with CBS, in a 26-minute interview, an interview that covered precisely and fully the very topic Mr. Rudd would examine with CBS' special, "The Business of Newspapers."

Given Ms. Bowser's revelation of CBS News operating methods, and Mr. Rudd's erroneous remarks, we can only conclude that the fabrication that we declined to be interviewed was a malicious attempt by CBS to make us 'look bad.'

In light of the recent disclosures of CBS fakery in its sports reporting, we believe your citadel of arrogance needs to be reminded often of its responsibility to use the public's airwaves fairly and honestly.

Additionally, the overall flow of events from the original point of interest expressed by the National News Council, coupled with the obvious conflict existing between you, Mr. Salant, and your service on that body, lends itself more to the view that what CBS News intended in its special was, indeed, to have this corporation handed the short end of the stick.



John P. McGoff, President
Panax Newspapers



Football price goes right out of the stadium

Payments by broadcasters to college and pro organizations more than double over last year; Super Bowl 30's will go for record \$185,000 on NBC-TV

The major radio and television networks have booted their rights payments sky-high for the 1978 football season. And with contracts that have a hang-time of four years, that's how things will stand through the 1981 season.

The pro clubs and the colleges will get more than \$200 million from local broadcasters and the networks for the privilege of reporting the action from the nation's stadiums. That is a breath-taking 142% increase over the 1977 rights total of \$82.5 million.

Practically all of the big kick upwards stems from new network contracts negotiated with the National Collegiate Athletic Association (BROADCASTING, June 20, 1977) and with the National Football League (BROADCASTING, Oct. 17, 1977).

And although the increases for the local and regional networks are not of the magnitude as those of the national networks, there are appreciable gains. One such example on the radio side is by Mutual Broadcasting System, which has shored up its claim as the radio network with the most extensive football coverage by adding regional coverage of the Super Bowl champion Dallas Cowboys and by ac-

quiring rights to all the college football games of the Southwest Conference.

But, while broadcasters will be paying more, they're happy: Commercial prices are being hiked generally, the number of games is being increased and reports of advertiser sell-outs are growing.

According to BROADCASTING's annual survey of the networks, colleges and professional clubs, here's how the 1978 radio-TV rights package of \$200,149,352 breaks down:

- \$193,700,000 from the television and radio networks for professional and college games. Last year this figure was just \$76,400,000.

- \$3,710,000 from local radio stations or rights holders for rights to NFL preseason and regular-season games. This is slightly more than 1977's \$3,645,000.

- \$676,000 in local TV rights to NFL preseason games, a little above the \$653,000 for last year.

- \$2,063,352 for local radio and delayed TV rights to football of schools and colleges. This is substantially above last year's \$1,857,292.

Here is a rundown of how and when the radio and television networks plan to use the football coverage they have bought for the season:

ABC-TV has already opened its football season, with its July 29 NFL Hall of Fame game coverage—which also marked the start of an experiment in using TV instant

replays on close calls by officials. Under a plan approved by NFL owners last March, use of replays will be tested in a seven-game preseason dry run.

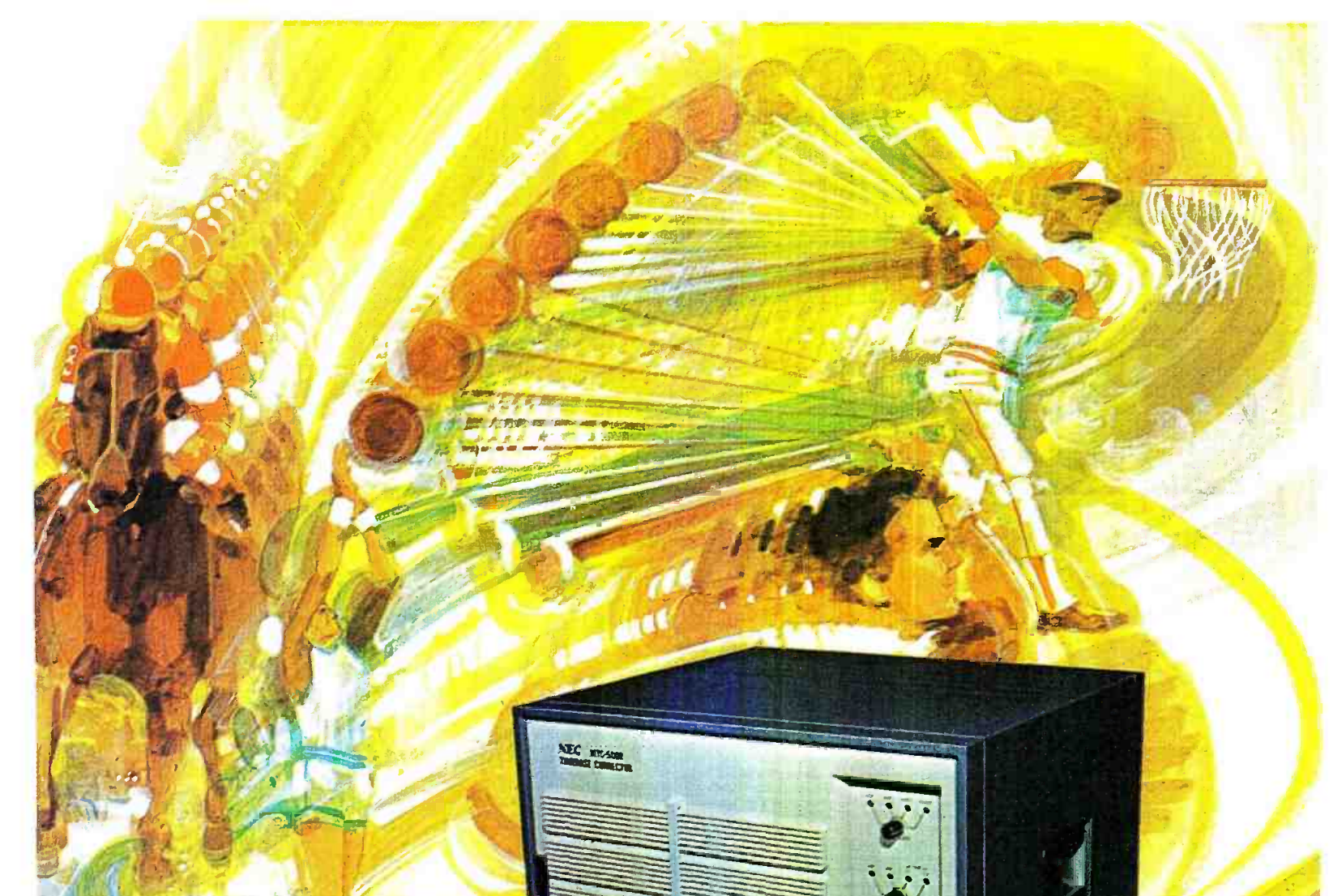
ABC's second preseason game will be Minnesota at Miami on Friday, Aug. 18, starting at 9 p.m. NYT, and its third and last will be San Francisco at Denver one week later, also starting at 9.

Sixteen *Monday Night Football* games are scheduled, two more than last year, starting Sept. 4 (Labor Day) with Baltimore at Dallas. All Monday-night games will start at 9 p.m. NYT except the Oct. 9 match-up between Cincinnati and Miami, which will start at 8:30.

ABC will have a second NFL package this year—a miniseries of four prime-time games, three to be played on Sundays and one on a Thursday. The miniseries opens Sunday, Sept. 24, with New England Patriots at Oakland, starting at 9. Others in the series are scheduled Thursday, Oct. 26, at 8:30; Sunday, Nov. 12, at 8, and Sunday, Dec. 3, at 9.

ABC-TV's National Collegiate Athletic Association schedule opens Saturday, Sept. 2, in prime time. The opener will be Alabama vs. Nebraska and will start at 9 p.m. For the season, each ABC affiliate will receive 23 NCAA games out of a schedule that calls for 13 national and 45 regional Division One appearances.

Both the NFL and NCAA games are "close to" being sold out, according to



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ABC officials. Thirty-second announcements in the regular-season NFL contests are pegged at \$85,000, up from \$62,000 last year, while 30's in NCAA games are \$39,000, up from \$32,500. In the three preseason NFL games, 30's are priced at \$42,500.

ABC-TV also will have four bowl games: the Liberty Bowl on Dec. 23 at 3:30 p.m., the Gator Bowl on Dec. 29 at 9 p.m., the Sugar Bowl on Jan. 1 and the Hula Bowl on Jan. 6. Thirty-second announcements in the Liberty Bowl are priced at \$23,000, down from \$35,000 last year. In the Gator Bowl they're \$35,000, up from \$30,000; in the Sugar Bowl they're \$50,000, same as last year, and in

the Hula Bowl—which wasn't on ABC last year—they are \$28,000.

CBS-TV's first of two preseason games is set for Saturday, Aug. 12, with a rematch of last year's Super Bowl teams, Dallas and Denver, starting at 3 p.m. NYT, with the second on Sunday, Aug. 27, Cleveland vs. New England at 1:45 p.m.

The regular season opens Sunday, Sept. 3, with six regional games, followed by five on Sept. 10. The first national game is Dallas at Los Angeles on Sept. 17, starting at 4 p.m. NYT. CBS also has the National Football Conference first-round playoffs on Sunday, Dec. 24, with divisional playoffs on Saturday, Dec. 30, and Sunday, Dec. 31, and the NFC championship game

on Sunday, Jan. 7.

CBS also has four college bowl games: the Sun Bowl Dec. 23, probably starting at 1:30 or 2:30; the Peach Bowl Dec. 25 at 1 p.m.; the Cotton Bowl Jan. 1 at 2 p.m. and the Shrine East-West All-Star game Jan. 6 at a time not yet set.

CBS-TV's 30-second prices for preseason games average \$30,000, up from about \$28,000 last year. For regular-season games they range from \$45,000 in two Saturday games to \$60,000 in the first Sunday games and \$55,000 in the second Sunday games and on up to \$95,000 in the Thanksgiving Day game (Nov. 23, Washington at Dallas, 3:30 p.m. NYT). In regular-season games last year the comparable

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

AFC East

Team	Originator	Regional network; games scheduled; rights holder
Baltimore Colts	WCBM Baltimore	Regional net. of 33 for regular season, local only for preseason; four exhib. and 16 regular season; station holds rights.
Buffalo Bills	WKBW Buffalo	Regional net. of six; four exhib. and 16 regular season; station holds rights.
Miami Dolphins	WIOD Miami	Regional net. of 18; five exhib. and 16 regular season; station holds rights.
New England Patriots	WBZ Boston	Regional net. of 12; four exhib. and 16 regular season; station holds rights.
New York Jets	WOR New York	No regional net.; four exhib. and 16 regular season; station holds rights.

AFC Central

Cincinnati Bengals	WLW Cincinnati	Regional net TBA; four exhib. and 16 regular season; station holds rights.
Cleveland Browns	WHK Cleveland	Regional net. of 53; four exhib. and 16 regular season; station holds rights.
Houston Oilers	KTRH Houston	Regional net. of 66 plus Oklahoma News Network; four exhib. and 16 regular season; Texas State Network holds rights.
Pittsburgh Steelers	WTAE Pittsburgh	Regional net. of 35; four exhib. and 16 regular season; station holds rights.

AFC West

Denver Broncos	KOA Denver	Regional net. TBA; four exhib. and 16 regular season; station holds rights.
Kansas City Chiefs	KCMO Kansas City	Regional net. of 53; four exhib. and 16 regular season; station holds rights.
Oakland Raiders	KGO San Francisco	Regional net. of 13; four exhib. and 16 regular season; Bob Speck Productions holds rights.
San Diego Chargers	KSDO San Diego	Regional net. of four; four exhib. and 16 regular season; station holds rights.
Seattle Seahawks	KIRO Seattle	Regional net. of 30; four exhib. and 16 regular season; separate unit of station and Seahawks handle in second year of five-year contract.

NFC East

Dallas Cowboys	KRLD Dallas	Regional net. will include feed to Mutual Broadcasting System (see main story); one intrasquad game, four exhib. and 16 regular season; station holds rights.
New York Giants	WNEW New York	No regional net.; four exhib. and 16 regular season; station holds rights.
Philadelphia Eagles	WIP Philadelphia	Regional of 20; four exhib. and 16 regular season; station holds rights with Metro Sports Communications handling network.
St. Louis Cardinals	KMOX St. Louis	Regional net. TBA; four exhib. and 16 regular season; station holds rights.
Washington Redskins	WMAL Washington	Regional net. of 60; four exhib. and 16 regular season; station holds rights with Metro Sports Communications handling network.

NFC Central

Chicago Bears	WBBM Chicago	No regional net.; four exhib. and 16 regular season; station holds rights.
Detroit Lions	WJR Detroit	Regional net. of 35; four exhib. and 16 regular season; station holds rights.
Green Bay Packers	WTMJ Milwaukee	Regional net. of 50; four exhib. and 16 regular season; station holds rights.
Minnesota Vikings	WCCO Minneapolis-St. Paul	Regional net. of 25; four exhib. and 16 regular season; Twin City Federal Savings & Loan Association holds rights.
Tampa Bay Buccaneers	WFLA Tampa	Regional net. of 32; four exhib. and 16 regular season; Brooks-Gallogly Productions holds rights.

NFC West

Atlanta Falcons	WGST Atlanta	Regional net. of 50-60; four exhib. and 16 regular season; station holds rights.
Los Angeles Rams	KMPC Los Angeles	Regional net. of 19; four exhib. and 16 regular season; station holds rights.
New Orleans Saints	WGSO New Orleans	Regional net. of 40-50; four exhib. and 16 regular season; station holds rights.
San Francisco 49ers	KSFO San Francisco	Regional net. of 15; four exhib. and 16 regular season; stations holds rights.

range was from \$32,000 to \$52,000 and up to \$70,000 on Thanksgiving Day.

For the wild-card playoff, an innovation this year, CBS is charging \$66,000 per 30. In the divisional playoffs it is \$74,000, as compared with \$70,000 last year, and in the championship game it is \$89,000, up from \$85,000. In the *NFL Today* pregame show, 30's average about \$19,500 and in the postgame wrap-up, about \$30,000.

Thirties in CBS's Sun Bowl and Peach Bowl games are pegged at \$24,000 each; in the Cotton Bowl at \$70,000 and in the East-West Shrine game at \$17,500.

NBC-TV has two preseason games coming up: Oakland vs. San Francisco on Sunday, Aug. 20; at 4-7 p.m. NYT, and Los

Angeles vs. Oakland on Saturday, Aug. 26, at 9 p.m. to midnight.

NBC-TV's regular-season coverage opens Sept. 3 with a rematch of the 1977 American Football Conference championship rivals Denver Broncos and Oakland Raiders, starting at 4 p.m. NYT.

NBC will telecast 99 regular-season games over 16 weeks, plus an expanded post-season line-up that includes, for the first time, a qualifying game between non-division leaders with the best conference records playing for the wild-card berth in the AFC divisional playoffs. The qualifying game will be played Sunday, Dec. 24.

In addition, NBC will have the AFC divisional playoffs Saturday and Sunday,

Dec. 30 and 31; AFC championship game Sunday, Jan. 9, and Super Bowl XIII Sunday, Jan. 21.

In college football, NBC-TV will carry the Rose Bowl on Jan. 1 at 4:45 p.m. NYT, the Orange Bowl that night at 8 and the Fiesta Bowl on Dec. 25 at 3:30.

NBC authorities report that the AFC regular-season games are 98% sold, at an average of \$44,500 per 30-second announcement, up from \$37,000 last year. The pregame reports, *NFL '78*, are sold out at \$17,500 per 30, the same as last year, and the post-game wrap-ups are sold out at \$36,000 per 30, with Sperry Rand taking full sponsorship.

For the AFC playoffs and champion-

Local TV preseason NFL coverage

AFC East

Team	Originator	Regional network; games scheduled; rights holder
Baltimore Colts	WMAR-TV Baltimore	No regional net.; two live games, two tape delay; station holds rights.
Buffalo Bills	WKBW-TV Buffalo	Regional net. of two; two live games; station holds rights
Miami Dolphins	WTVJ Miami	No regional net.; two live games, one tape delay; station holds rights.
New England Patriots	WBZ-TV Boston	No regional net.; two live games, one tape delay; station holds rights.
New York Jets	WPIX New York	No regional net.; two live games; station holds rights.

AFC Central

Cincinnati Bengals	WLWT Cincinnati	Regional net. of three; two live games, two tape delay; station holds rights.
Cleveland Browns	WKYC-TV Cleveland	No regional net.; one live game; station holds rights.
Houston Oilers	KPRC-TV Houston	No regional net.; one live game; station holds rights.
Pittsburgh Steelers	WIBC-TV Pittsburgh	Regional net TBA; three live games, one tape delay, station holds rights.

AFC West

Denver Broncos	KBTB Denver	One other station will pick up; two live games; station holds rights.
Kansas City Chiefs	KMBC-TV Kansas City	No regional net.; two live games, two tape delay; station hold rights.
Oakland Raiders	KRON San Francisco	Regional net. of three; one live game, one tape delay; Bob Speck Productions holds rights.
San Diego Chargers	KCST-TV San Diego	Regional net. of two; two live games, two tape delay; Bob Speck Productions holds rights.
Seattle Seahawks	KIRO-TV Seattle	No regional net.; one live game, three tape delay; station holds rights.

NFC East

Dallas Cowboys	KXAS-TV Dallas-Fort Worth	No regional net.; three tape delay games; Eddie Barker & Associates holds rights.
New York Giants	WPIX New York	No regional net.; two live games, two tape delay; station holds rights.
Philadelphia Eagles	WCAU-TV Philadelphia	No regional net.; three live games, one tape delay; station holds rights.
St. Louis Cardinals		No local preseason telecasts (see main story).
Washington Redskins	WJLA-TV Washington	Regional network in Virginia TBA; one live game, three tape delay; station holds rights.

NFC Central

Chicago Bears	WBBM-TV Chicago	No regional net.; two live games, two tape delay; station holds rights
Detroit Lions	WJBK-TV Detroit	No regional net.; two live games, two tape delay; station holds rights.
Green Bay Packers	WBAY-TV Green Bay	Regional net. of six; three live games, one tape delay; station holds rights.
Minnesota Vikings	WTCN-TV Minneapolis-St. Paul	Regional net. of three; one live game; two tape delay (which will be done live, if sold out); Twin City Federal Savings and Loan Association holds rights.
Tampa Bay Buccaneers	WTVT Tampa-St. Petersburg	No regional net.; one live game; station holds rights.

NFC West

Atlanta Falcons	WTCG Atlanta	No regional net.; four tape delay; station holds rights.
New Orleans Saints	WWL-TV New Orleans	No regional net.; two live games, two tape delay; station holds rights.
Los Angeles Rams	KTTV Los Angeles	Regional net. of three; one live game, three tape delay; Bob Speck Productions holds rights.
San Francisco 49ers	KBHK-TV San Francisco	No regional net.; one live game, one tape delay; station holds rights.

The price the networks will pay for national football

	Rights	Starting Date			
ABC-TV			CBS Radio		
Hall of Fame Game	\$200,000	July 29	Package of 36 NFL games including 26 regular-season games plus Super Bowl and all other postseason games	Undisclosed	Sept. 4
NFL preseason games	(1)	Aug. 18	Cotton Bowl	Undisclosed	Jan. 1
NCAA college games	\$29,500,000	Sept. 2	Mutual Radio		
NFL Monday Night Football	\$46,000,000	Sept. 4	NFL games	Undisclosed	Sept. 3
NFL prime time miniseries	\$12,000,000	Sept. 24	Notre Dame games, NCAA wildcards	Undisclosed	Sept. 9
Pro Bowl	\$1,500,000	Jan. 29	Hall of Fame Classic	Undisclosed	Dec. 20
Liberty Bowl	Undisclosed	Dec. 23	Liberty Bowl	Undisclosed	Dec. 23
Gator Bowl	Undisclosed	Dec. 29	Gator Bowl	Undisclosed	Dec. 29
Sugar Bowl	Undisclosed	Jan. 1	East-West Shrine	Undisclosed	Jan. 6
Hula Bowl	Undisclosed	Jan. 6	Orange Bowl	Undisclosed	Jan. 1
CBS-TV			Sugar Bowl	Undisclosed	Jan. 1
NFC preseason games	(2)	Aug. 12	Senior Bowl	Undisclosed	Jan. 14
NFC games	\$51,000,000	Sept. 3	NBC Radio		
NFC divisional playoffs	(2)	Dec. 24	Fiesta Bowl	Undisclosed	Dec. 25
NFC Championship	(2)	Jan. 7	Bluebonnet Bowl	Undisclosed	Dec. 31
Sun Bowl	Undisclosed	Dec. 23	Rose Bowl	Undisclosed	Jan. 1
Peach Bowl	Undisclosed	Dec. 25	All networks announced rights		
Cotton Bowl	Undisclosed	Jan. 1	Estimated for unannounced games and series	\$191,200,000	
East-West Shrine	Undisclosed	Jan. 6	Grand total for networks		
NBC-TV				\$193,700,000	
AFC preseason games	(3)	Aug. 20	(1) Rights included in NFL package.		
AFC games	\$45,000,000	Sept. 3	(2) Rights included in NFL National Football Conference package.		
AFC divisional playoffs	(3)	Dec. 24	(3) Rights included in NFL American Football Conference package.		
AFC championship	(3)	Jan. 7	(4) Radio rights included in TV contract.		
Super Bowl	\$6,000,000	Jan. 21			
Fiesta Bowl	Undisclosed	Dec. 25			
Rose Bowl	Undisclosed	Jan. 1			
Orange Bowl	Undisclosed	Jan. 1			

ship, 30-second availabilities are reported to be 95% sold at an average of \$72,000 for the playoffs and \$85,000 for the championship, as compared with \$65,000 and \$75,000 last year. For the Super Bowl, 30's are going for a record \$185,000 and are 95% gone. The \$185,000 price tag compares with \$175,000 when the game was on CBS-TV last January and played into prime time. Game time for this season's is 4 p.m.

In college post-season games, the Rose Bowl is 95% sold at \$105,000 per 30-second spot, the Orange Bowl is 95% sold at \$85,000 per 30 and the Fiesta Bowl is 90% sold at \$35,000 each. A year ago, NBC was charging \$90,000 for a 30-second spot in the Rose Bowl and \$70,000 for one in the Orange Bowl—it didn't have the Fiesta Bowl, which was on CBS-TV and priced at

\$22,500 per 30.

Mutual Broadcasting System's contract with the Dallas Cowboys was the culmination of extensive negotiations last year, according to MBS President C. Edward Little. "We agreed on the Cowboy Network long before the Super Bowl XII," he said, "and when they went on to win the championship, we were assured even more that our get-together was a winner for both sides."

Approximately 250 stations in Mutual's Southwest Radio Network are carrying the games in nine states, starting with the Dallas-San Francisco exhibition opener last Saturday (Aug. 5).

As it has in past years, Mutual will also be covering other NFL action with one game selected for each of 16 Sunday afternoons commencing Sept. 3.

On the college side, number-one ranked Notre Dame's full schedule will be covered for the 11th straight year by Mutual on 11 Saturdays, along with 10 major sectional and intersectional NCAA games and seven post-season bowl games (Hall of Fame Classic, Liberty Bowl, Gator Bowl, Sugar Bowl, Orange Bowl, East/West Shrine Game and the Senior Bowl).

Mutual will be taking over Southwest Conference football under a five-year contract that encompasses all nine conference colleges and the SWC's entire 63-game schedule. In doing so, Mutual is ending an era of more than four decades (since 1934) in which Exxon held rights to all Southwest Conference football on radio. However, the company lost out in the bidding to Mutual. Mutual declined to give a price on the contract, but it is believed that the five-year package will come to about \$1.2 million.

The Mutual Black Network has announced plans for coverage of top black-college football for 12 Saturday afternoons plus the Gold Bowl on Dec. 2 that will feature the winners of the Central Intercollegiate Athletic Association and the Mid-Eastern Athletic Conference.

Mizlou Productions is expecting at least 75%-85% TV clearance for seven bowl games it is handling: the Garden State Bowl from New Jersey's Meadowlands on Dec. 16 (1-4 p.m.); the Hall of Fame Bowl from Birmingham, Ala., on Dec. 20 (8-11 p.m.); the Holiday Bowl from San Diego on Dec. 22 (9-midnight); the Tangerine

What the major schools get from local-regional radio and local TV

Conference	Teams	Radio stations	TV stations	Total rights
Atlantic Coast	7	252	4	\$143,480
Big Eight	8	291	25	168,016
Big Ten	10	326	23	362,000
Ivy	8	14	3	14,450
Pacific Ten	10	131	15	359,000
Southeastern	10	641	64	355,000
Southwest	9	200	7	251,000
Western Athletic	7	61	3	69,000
Others and independents*	56	537	46	341,406
Totals	125	2,453	190	2,063,352

*Independent figures do not include Notre Dame.

Bowl from Orlando, Fla., on Dec. 23 (8-11 p.m.); the Blue-Gray Classic from Montgomery, Ala., on Dec. 29 (2-5 p.m.); the Bluebonnet Bowl from Houston on Dec. 31 (8-11 p.m.), and the Challenge Bowl from Seattle on Jan. 14.

The Hughes Television Network and Syndicast Services Inc. are teaming up for the Jan. 13 presentation of the Senior Bowl from Mobile, Ala. (2-5 p.m.). It is being distributed on a barter basis.

Local stations again this year left little doubt that football continues to be a way to the advertiser's heart. Some examples:

Dave Humphrey, broadcast coordinator for the Baltimore Colts coverage by WCBM(AM) there, said the sold-out sign was hung out in mid-July for all availabilities in the pregame, in-game and postgame broadcasts.

David Kay of Texas State Network, the new rights holder for the Houston Oilers' radio, reported not only brisk sales, but felt there was a success story in the renewed interest that will see the Oilers network grow from seven stations last year to as many as 75 affiliates this year.

Perhaps the topper came from Phil Costin, sales manager of WIOD(AM) Miami. With its Dolphins coverage sold out two hours before and two hours after the games, in addition to in-game positions, the station decided to give a bonus to its advertisers. Accordingly, a 21st game—the Hall of Fame contest between the Dolphins and the Philadelphia Eagles on July 29—was carried with all commercials free to regular customers.

Major TV-network sponsors

A/C-Delco (Campbell-Ewald): NBC, AFC games; CBS, NFC games, playoffs and championship.
Allegheny Ludlum (VanSant, Dugdale): NBC, Fiesta Bowl.
All State Insurance (Leo Burnett): NBC, AFC games, pregame reports, playoffs and championship.
American Banking Association (Leo Burnett): NBC, AFC games.
Anheuser-Busch (D'Arcy, MacManus & Masius): ABC, NCAA games; NBC, Super Bowl; CBS, NFC games, playoffs and championship.
AT&T (Cunningham & Walsh): NBC, AFC pregame reports; CBS, NFC games, playoffs and championship.
Atari (Clifford A. Botway): CBS, AFC games, playoffs and championship.
Avis (Doyle Dane Bernbach): NBC, AFC games, playoffs, championship and Super Bowl; CBS, NFC games, playoffs and championship.
Black & Decker (BBDO): NBC, AFC games; CBS, NFC games, playoffs and championship.
Bell & Howell (N.W. Ayer): CBS, NFC games, playoffs and championship.
Boeing (Cole & Weber): ABC, NFL games.
Buick (McCann-Erickson): ABC, NFL games.
Carling Brewing (W. B. Doner): NBC, AFC program reports.
Chevrolet (Campbell-Ewald): ABC, NCAA games.
Chrysler (BBDO): NBC, AFC games, playoffs, championship, Super Bowl and Rose Bowl.
Consolidated Cigar (David Oksner Mitchneck): CBS, NFC pregame shows.
Commercial Credit (W. B. Doner): ABC, NFL games.
Connecticut General (Cunningham & Walsh): NBC, Fiesta Bowl; CBS, NFC games, playoffs and championship.
Datsun (William Esty): ABC, NFL games.
Eastern Airlines (Young & Rubicam): NBC, regional lineup, Super Bowl.
Eastman Kodak (JWT): NBC, AFC games.

Exxon (McCaffrey & McCall): NBC, AFC games; CBS, NFC games, playoffs and championship.
Fireman's Fund (Cunningham & Walsh): ABC, NCAA games.
Firestone Tire & Rubber (Sweeney & James): ABC, NFL games; CBS, NFC games, playoffs and championship.
Ford (J. Walter Thompson): CBS, NFC games, playoffs and championship.
Gallo Wines (Young & Rubicam): NBC, AFC games; CBS, NFC games, playoffs and championship.
General Motors (N.W. Ayer): NBC, Orange Bowl.
GM Parts (D'Arcy-MacManus & Masius): NBC, Orange Bowl.
Goodyear Tire & Rubber (Campbell-Ewald): ABC, NCAA games.
Haggar (Tracy-Locke): CBS, NFC games, playoffs and championship.
Hertz (Ted Bates): NBC, AFC games, playoffs and championship; CBS, NFC games, playoffs and championship.
IBM (Conahay & Lyon): NBC, Super Bowl, Rose Bowl, Orange Bowl.
K-Mart (Ross Roy): NBC, AFC games; CBS, NFC games, playoffs and championship.
Metropolitan Life (Young & Rubicam): ABC, NFL games.
Miller Brewing (McCann-Erickson): ABC, NFL and NCAA games; NBC, Super Bowl, Rose Bowl and Orange Bowl; CBS, NFC games, playoffs and championship.
Mobil (Doyle Dane Bernbach): NBC, AFC games; CBS, NFC games, playoffs and championship.
National Brewing (W. B. Doner): CBS, NFC pregame shows.
North American Phillips (McCaffrey & McCall): NBC, AFC games; CBS, NFC games, playoffs and championship.
Oldsmobile (Leo Burnett): NBC, AFC pregame reports.
Owens-Corning (Ogilvy & Mather): NBC, AFC games; CBS, NFC games, playoffs and championship.
Pabst (Young & Rubicam): CBS, NFC games, playoffs and championship.
J.C. Penney (McCaffrey & McCall): NBC, AFC games; CBS, NFC games, playoffs and championship.
Pennzoil (Eisaman, John & Laws): NBC, AFC games.
Pioneer (Scali, McCabe & Sloves): NBC, AFC games; CBS, NFC games, playoffs and championship.
Polaroid (Doyle Dane Bernbach): NBC, AFC games; CBS, NFC games.
Pontiac (D'Arcy-MacManus & Masius): NBC, Orange Bowl.
Radio Shack (Central Advertising): NBC, AFC games and Fiesta Bowl; CBS, NFC games, playoffs and championship.
Ryder Truck (Mike Sloan): NBC, AFC games.
Schlitz (Cunningham & Walsh): ABC, NCAA games; NBC, AFC games, playoffs, championship and Super Bowl; CBS, NFC games, playoffs and championship.
Sears, Roebuck (Foote, Cone & Belding): ABC, NFL games; NBC, AFC games; CBS, NFC games, playoffs and championship.
Sperry Rand (Young & Rubicam): NBC, postgame wrap-ups.
Stanley Tool (Humphrey Browning MacDougall): NBC, AFC playoffs and championship; CBS, NFC games.
State Farm Insurance (Needham, Harper & Steers): CBS, NFL pregame shows.
Transamerica (Hoefler, Dieterich & Brown): NBC, Rose Bowl.
Toyota (Dancer-Fitzgerald-Sample): NBC, Fiesta Bowl.
Texaco (Benton & Bowles): ABC, NCAA games.
Union Carbide (Leo Burnett): CBS, NFC games, playoffs and championship.
United Air Lines (Leo Burnett): CBS, NFC games, playoffs and championship.
U.S. Army (N.W. Ayer): CBS, NFC games, playoffs and championship.
U.S. Navy (Ted Bates): CBS, NFC games, playoffs and championship.
U.S. Tobacco (Warwick, Welsh & Miller): ABC, NFL and NCAA games.
Warner Bros. (Grey): NBC, Fiesta Bowl.

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5.	WRVA (AM) Richmond
6.	WRVQ (FM) Richmond
7.	WSGN (AM) Birmingham
8.	WEZI (FM) Memphis
9.	WRBQ (FM) Tampa-St. Petersburg
10.	WLCY* (AM) Tampa-St. Petersburg

*Application for acquisition of WLCY pending with the Federal Communications Commission

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FCC considering a cost-based fee schedule

In report to court on refunds, commission indicates in draft notice of inquiry that new system will relate to services provided, and that it's having trouble defining 'value to recipient'

The FCC this week will consider issuing a notice of inquiry aimed at helping move it along toward a resolution of its fee-refund problem. The notice, as drafted by the staff, will contain a "cost-based section" of a proposed new fee schedule, describe the manner in which costs were allocated, as well as the manner in which refund claims would be processed, and ask comments on the program.

The outline of the draft notice is contained in the second status report on the refund issue, filed last week with the U.S. Court of Appeals in Washington. The court in January ordered the commission to issue the status reports when it deferred action on suits brought by the National Association of Broadcasters and others requesting refunds of fees earlier court decisions had ruled were collected illegally.

As drafted, the proposed schedule is based exclusively on costs—at this point, "rough" ones, according to one official—involved in processing the various applications to the FCC. And not all costs—enforcement, for instance—are included, but some may be added. Since the schedule is being calculated for the purpose of refunding fees based on schedules adopted in 1970 and 1975, the costs are those current in 1970.

The costs are both direct—in terms of the time spent on processing the application by professionals and nonprofessionals—as well as indirect, in terms of overhead, such as the offices of the commissioners, the general counsel and the executive director. Costs of adjudicatory proceedings are also being added in.

However, one question that the notice, as drafted, raises is whether cost is a sufficient basis. The Supreme Court, in a decision overturning the 1970 fee schedule, referred to "value to the recipient" as a factor to be considered. And the difficulty of determining that value has blocked previous commission attempts to develop a new schedule.

Commission officials say they still have not been able to determine value to the recipient and do not know whether it will be included in the schedule ultimately adopted. But they note that the General Accounting Office has held that costs are a sufficient basis on which to construct a schedule. The U.S. Court of Appeals in Washington, in 1976, in overturning the

1975 fee schedule, had used the term "value conferred" to make clear that "value derived," which is a measure of a tax, is to be avoided (BROADCASTING, May 5, 1977). "By basing a fee on costs," GAO said, "the court avoids requiring FCC to establish a fee schedule that impermissibly taxes payers."

The GAO report was prepared at the request of Senator Ernest F. Hollings (D-S.C.) and Representative Lionel Van Deerlin (D-Calif.), chairmen, respectively, of the Senate and House Communications Subcommittees, who were unwilling to accept the commission's position that it could not develop a new, and legal, fee schedule without help from Congress.

Commission officials last week said work on the schedule to be included in the notice was still under way. They also said it would not be the "final" one. But they said that since the schedule was constructed on the basis of direct and processing costs, the fees were bound to be lower—in many cases much lower—than the schedules being replaced that were designed to cover the commission's entire operating costs.

Judge finds for Arbitron in diary distortion case

An Arizona Superior Court judge has ruled that an on-air "uncontest" run by KUPD-FM Tempe, Ariz., was "a diary distortion type contest." He accordingly denied the station's bid for a preliminary injunction to keep Arbitron Radio from deleting KUPD-FM's audience figures from its April/May report for the Phoenix market.

Whether the "uncontest" actually caused diary distortion was beside the point, Judge Rufus Coulter asserted in his decision.

KUPD-FM is one of three stations whose numbers are being deleted from the April/May books by Arbitron as part of a crackdown on what the audience-measurement service considers promotions that might cause Arbitron diary-keepers to inflate their reports on how much they listen to certain stations.

The audience data for the three stations—KFRE(AM) Fresno, Calif., and WAPE(AM) Jacksonville, Fla., in addition to KUPD-FM—were to be published in supplements to the regular books for their markets. Data for a fourth station—WAYS(AM) Charlotte, N.C., which is co-owned with WAPE—were to be published in the regular Charlotte book but with appropriate flagging and description of the contest involved, Arbitron authorities said. The books were due to go into the mail last week.

"It is Arbitron's hope," the measurement service said, "that through a clearer

understanding of our rating distortion rule, stations will not engage in activities during survey periods which, in the long run, would be detrimental to the entire broadcasting industry."

Barry Leverant, general manager of KUPD, said last week the station had decided not to appeal the ruling on the preliminary injunction but to go ahead with trial of the suit, which seeks a permanent injunction and, among other things, "damages equal to three times the amount of damages sustained by KUPD."

In its complaint, KUPD claimed Arbitron is a monopoly, that its reports are heavily relied upon in buying and selling time and that KUPD would suffer "immediate loss of reputation, material diminution in advertising revenue and long-range destruction of substantial business value" if its numbers were removed from the book.

The KUPD-FM suit also named Betty Mogk and KASA(AM) Phoenix as defendants along with Arbitron as defendants. Miss Mogk is station manager of KASA. KUPD-FM contended in its suit that they "maliciously" charged that KUPD-FM's "uncontest" violated Arbitron's diary-distortion policy.

Judge Coulter described the "uncontest" as involving telephone surveys conducted by KUPD-FM over a period of time. They were conducted under the assumed name of Tri-State Data in an effort, according to station officials, to keep them unbiased.

Among other things, respondents were asked to name their favorite radio station. The names of those that preferred KUPD-FM, the judge's ruling declared, were placed on cards and a drawing was held, with cash prizes going to those whose cards were drawn. Winners were notified by telephone and their recorded comments were later used on the air.

In promotional announcements, the decision continued, KUPD-FM told listeners it had been conducting anonymous surveys for two years to find out what music they like, what they listen to, what stations they prefer. The promos promised, in effect, that "if you listen to FM Stereo Kupid and we find out about it . . . and we will . . . you'll win cash. Hundreds and thousands of dollars in thanks . . . from FM 98 KUPD."

The judge said that "the wording of the winner announcements was such that the [Arbitron] diary keepers could easily believe that the information which the disk jockey had was a diary similar to the one they were keeping, and, therefore, if they indicated in their diary that they spent a lot of time listening to KUPD, whether they did in fact or not, they might become a winner.

"As above indicated, Arbitron makes its initial contact with the diary keepers by phone. KUPD, in its promotional announcements . . . indicated it they had been calling people but not letting the people know it was KUPD. Here again, the diary keeper could easily believe when Arbitron called that it was in fact KUPD calling and that the diary that Arbitron was asking them to

keep would ultimately end up in the hands of a KUPD disk jockey."

The ruling noted that a clause in the KUPD-FM Arbitron contract binds the station not to engage in any activity that could cause a diary keeper to record false information. It also gives Arbitron the right to delete from its reports the listening estimates for any station it has determined, "in its sole discretion," to have been involved in such activities.

The judge said he agreed with KUPD-FM that the contract provision "does not give Arbitron a license to delist without cause." But, he said, "in this case the court finds that Arbitron has cause to delist."

He called the contract provision "valid" and said it was designed to protect Arbitron's "legitimate concern" for the integrity of its ratings.

The ruling said KUPD-FM General Manager Barry Leverant "did attempt to obtain Arbitron's prior approval of the "uncontest" but apparently did not discuss all of the details. Based on what was discussed, the judge said, Arbitron indicated that the "uncontest" did not appear to constitute a diary distortion, but he said that the promotional announcements and winner announcements were not discussed.

The decision also said that "in 1977, KUPD had a net income of approximately \$1.2 million, of which approximately 40% was as a result of national advertising, and it is projected that there will be approximately \$700,000 of total national advertising for the calendar year 1978."

The Arbitron measurement period ran from April 6 to May 3 of this year. The judge said the "uncontest" started on April 4 "and has not concluded as of this date." His order was dated July 19.

KUPD's Bob Melton said the station had since discontinued the "uncontest," but not primarily because of Arbitron.

Arbitron distributed copies of the decision last week, noting that it quotes at length from Arbitron's announced policies against distortion activities on grounds that they "are detrimental to the entire broadcasting industry."

Another entry in Denver diary case

Air personality pleads no contest; charges against KHOW still stand

Another "no contest" plea has been entered to criminal charges of Arbitron Radio diary tampering in Denver, and one of the principals involved in the cases has made a public confession—on radio—of his participation in the crime.

Harold Moore, program manager and well-known air personality for KHOW(AM) Denver, entered the no contest plea to a felony charge of conspiracy to commit criminal impersonation. In return for the plea, a separate charge of criminal impersonation was dropped, according to Richard Spriggs, deputy district attorney. Mr. Moore received a sentence of two

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Solid State Switching Logic	YES	No	No
Microphone Input Option	YES	No	No

* Not specified



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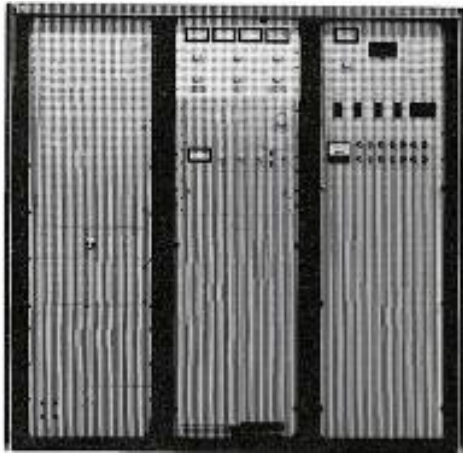
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years' probation, at the end of which the charges may be dropped under Colorado's "deferred judgment" law.

Mr. Moore and KHOW news director Bud Elliot Stambaugh were charged with tampering with Arbitron's May 1976 report (BROADCASTING, Feb. 6). Similar indictments are outstanding against Mr. Stambaugh, who refused to accept the same plea-bargaining deal given Mr. Moore, according to Mr. Spriggs. A trial in Mr. Stambaugh's case has been set for October. Both men are still employed at KHOW, a Doubleday Broadcasting station. Gary Stevens, president of Doubleday, characterized Mr. Moore's plea—which does not technically constitute a conviction—as a pragmatic decision, not a confession of guilt, and he said Doubleday considers the case "a matter between him [Moore] and his lawyer."

Another well-known Denver radio personality, Danny Davis, who had earlier entered a no-contest plea to similar charges, admitted his guilt during a recent talk show broadcast. Mr. Davis had been employed as the morning drive announcer for KLZ(AM) Denver, but was dismissed as the diary tampering allegations came to light (BROADCASTING, June 5). He was later hired July 12 as a talk show host for KWBZ(AM) Englewood, Colo. (a Denver suburb) and commented on his troubles during one of his first programs.

"It was important to get it out of the way," Mr. Davis explained last week. "For talk radio you have to bare your soul." He said on the air that he had falsified the diaries, although he later said he believes that if the case had gone to trial, he would have been acquitted.

Of the Denver district attorney, Dale Tooley, he said, "At first, with all the pain and anxiety of it all, I was very negative about him. He is a publicity monger, but he did a job, and I can't take anything away from him." Mr. Davis said he plans to have the district attorney as a guest on his 1-4 p.m. program to discuss the problem of diary tampering. He also blamed Arbitron for enforcing "no security at all," and said that radio personalities often receive calls from listeners who want to know what they should do with those "funny things" they get in the mail—diaries.

Runs in the family. Nancy Landon Kassebaum, daughter of group broadcaster and 1936 Republican presidential candidate Alf Landon and herself vice president of KFH Co., Wichita, Kan., defeated eight other candidates for the Republican senatorial nomination in Kansas last week. J. Phillip Kassebaum, from whom Mrs. Kassebaum is separated, is president of the broadcasting company, which owns KFH(AM) and KBRA(FM) Wichita. Mr. Landon has ownership in three Kansas stations—KEDD(AM) Dodge City, KSCB(AM) Liberal and WREN(AM) Topeka and in KIIH(AM)-KTCL(FM) Fort Collins, Colo. Mrs. Kassebaum also has an interest in WREN. She faces former Representative Bill Roy, a Topeka doctor, in the general election.

Things heat up in Alaska

KIMO-TV responds to massive petition to deny that includes it, calling action by citizen group 'abuse' of FCC processes

One of 13 Alaskan radio and television stations facing petitions to deny their license renewal (BROADCASTING, Jan. 9) has lashed out at the group filing the actions as being more concerned with its own than the public's interest. Indeed, Central Alaska Broadcasting Inc., licensee of KIMO-TV Anchorage, says Alaskans for Better Media's purpose was to achieve its ends "through what can only be described as extortionate means."

Central Alaska, which made the charges in a 386-page response—backed up by a bulky volume of appendices—to ABM's petition to deny, says ABM had demanded an "up-front payment of \$7,500" plus an estimated \$15,000-\$20,000 in expenses and attorney fees, and acceptance of other "demands" concerning the operation of the station. Failure to comply within four weeks, Central Alaska said it was told, would be met with a petition to deny. And responding to the petition, ABM is said to have warned the licensee, would cost an estimated \$75,000.

Central Alaska says the "other proposals"—contained in a list of proposed promises covering almost 30 pages—would cost the station, in terms of increased operating expenses and lost revenues, more than \$1.3 million, as an alternative to the "up-front" expenses and attorney fees. The proposals cover the creation of a community advisory board (which the station estimates would cost it more than \$5,000 annually), news and public affairs programming, public service announcements and equal employment opportunity practices.

Central Alaska says that the same proposals were pressed on the other stations. And if they were accepted by the television stations alone, the total expenditure would have been \$4 million in the Anchorage market, which the FCC said produced television income of \$672,953 in 1976.

Central Alaska also calculated that the "up-front" demands on all stations would total \$150,000. (What Central Alaska refers to as "up-front" money would be used by ABM, according to its proposed promises, "to continue ABM's effort of encouraging citizen involvement in the broadcast media.")

Besides KIMO-TV, the stations that are the targets of ABM's petitions are Midnight Sun Broadcasters Inc.'s KENI-AM-TV Anchorage, KFAR-AM-TV Fairbanks, KINY-AM-TV Juneau and KTKN(AM) Ketchikan, and Northern Television's KBYR(AM)-KNIK(FM)-KTVA-TV Anchorage and KFRB(AM)-KTVF-TV Fairbanks.

ABM began filing petitions last November, when it petitioned the commission to deny the \$3.5 million sale of Midnight Sun's seven stations to Midnight Sun

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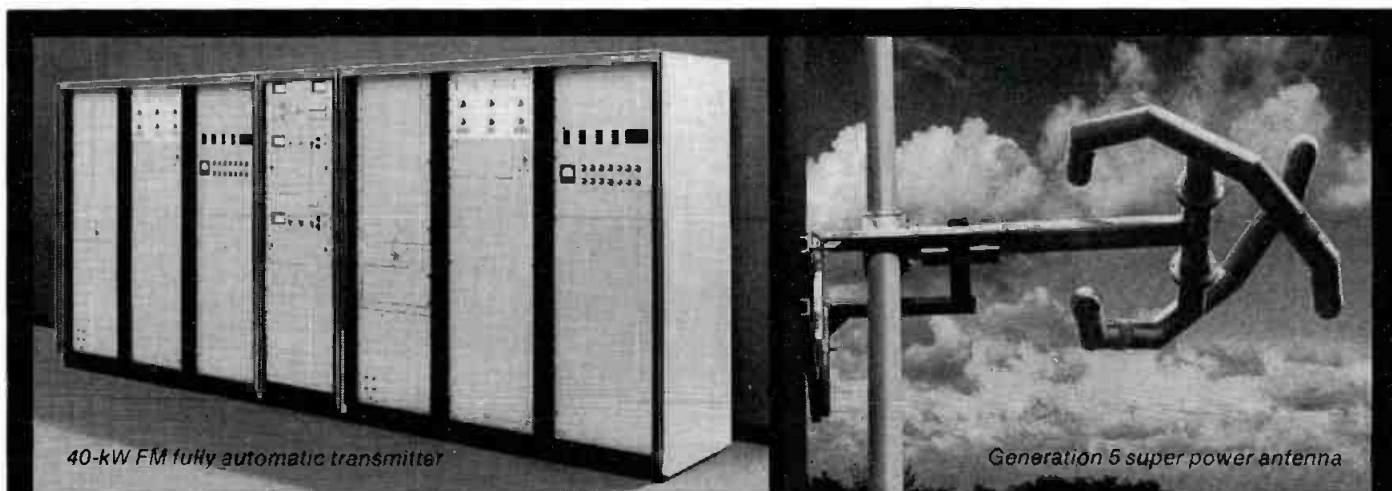
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Broadcasting Corp. ABM has been successful to the extent of blocking the sale; the commission two weeks ago dismissed the applications at the seller's request, after the contract deadline for the sale expired.

The bulk of Central Alaska's pleading is not taken up with charges that ABM is seeking to advance its private and not the public's interest. Most of the filing contains denials of the long list of ABM charges—that KIMO-TV engaged in network clipping, that its alleged logging violations or ascertainment deficiencies warrant a hearing, or that the station's programming did not match its promises, among them. But a major argument is that the pleading "is an abuse of commission processes, and should be rejected summarily."

CPB's carrot on stick for public radio stations

A grant program to assist stations in meeting minimum standards required to build "an effective public radio service meeting

the local needs of the community" was announced last week by the Corporation for Public Broadcasting.

Diana Calland, director of CPB's radio activities department, said the new grant project is to assist stations in achieving minimum standards required under the community service grant program, which is an annual uniform base grant from CPB to all qualified public radio and television stations.

The new grant program will be competitive, based on first service for population areas of less than 350,000; first minority licensee or program service in area; second service proposing a separate and distinct program service, and first service in population areas of more than 350,000.

Distributed from a \$150,000 radio grant fund, the money will be used to assist stations in meeting the initial staff and budget size required of applicants for community service grants, to assist stations in meeting other required minimum standards and to provide a two-year period for applicant stations to meet all minimum standards.

Basic conditions required for a suc-

cessful applicant include a minimum of three full-time professional radio station staff funded by other than CPB grant funds, maximum of two full-time personnel funded through qualification assistance grant funds and a minimum on-air schedule of 14 hours a day, 365 days a year the first grant year, 16 hours the second year and the full 18 (minimum standard) by the third year.

Application forms will be available after Oct. 1 from CPB.

New communications watchdog formed, headed by UCC's Parker

An organization to alert the public to telecommunications developments that affect consumer interests has been formed by a group of nonprofit organizations.

Called the Telecommunications Consumer Coalition, the organization is headed by the Rev. Dr. Everett C. Parker, director of the Office of Communication

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

Company	Period/Ended	Current and change					Year earlier		
		Revenues	% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
Ampex.....	yr. 4-29	322,050,000	+12.0	19,742,000	+38.8	1.76	287,429,000	14,224,000	1.31
Adams-Russell.....	9 mo. 7-2	17,968,000	+41.0	999,000	+39.5	.81	12,741,000	716,000	.58
BBDO.....	6 mo. 6-30	56,300,000	+19.8	5,004,000	+25.0	1.99	47,000,000	4,002,000	1.59
John Blair.....	6 mo. 6-30	62,824,000	+23.2	4,859,000	+19.9	1.93	50,999,000	4,052,000	1.68
Capital Cities Communications.....	6 mo. 6-30	175,434,000	+22.0	26,872,000	+31.8	1.36	143,840,000	20,385,000	1.88
Cohu.....	6 mo. 6-30	9,063,403	+3.3	216,759	-28.5	.13	8,766,490	303,295	.17
Combined Communications.....	6 mo. 6-30	154,726,000	+36.4	12,315,000	+32.3	1.21	113,413,000	9,312,000	.96
Cox Broadcasting.....	6 mo. 6-30	104,867,000	+16.3	14,799,000	+12.3	2.22	90,138,000 ¹	13,176,000	1.93
Conrac.....	6 mo. 6-30	63,031,000	-6.9	1,569,000	-55.9	.68	67,540,000	3,561,000	1.71
Dun & Bradstreet.....	6 mo. 6-30	369,036,000	+11.7	34,263,000	+19.4	1.23	330,524,000	28,687,000	1.03
Farinon.....	3 mo. 6-30	18,979,000	+25.8	835,000	+15.7	.18	15,088,000	722,000	.16
Gannett.....	6 mo. 6-30	320,742,116	+23.9	37,680,321	+20.8	1.41	258,949,554	31,170,716	1.17
Gross Telecasting.....	6 mo. 6-30	4,540,927	+13.8	988,008	+14.7	1.23	3,990,829	861,282	1.00
Gulf & Western.....	9 mo. 4-30	3,096,762,000	+14.1	122,933,000	+96.7	2.39	2,712,128,000	127,182,000	2.47
Harte-Hanks Communications.....	6 mo. 6-30	83,341,000	+21.7	7,100,000	+22.0	1.56	68,488,000	5,822,000	1.30
J. Walter Thompson.....	6 mo. 6-30	102,600,000	+21.4	5,540,000	+53.0	1.85	84,500,000	3,630,000	1.26
Kansas State Network.....	9 mo. 5-31	12,895,000	+8.8	1,472,000	+4.4	.85	11,852,000	1,410,000	.82
Kingstip Communications.....	9 mo. 6-30	2,176,518	+17.9	197,758	+128.2	.43	1,846,136	86,650	.19
Liberty.....	6 mo. 6-30	126,352,000	+41.3	15,088,000	+38.2	2.25	89,409,000	10,915,000	1.63
McGraw-Hill.....	6 mo. 6-30	329,726,000	+15.9	23,766,000	+40.6	.96	284,506,000	16,907,000	.68
Media General.....	6 mo. 6-30	117,325,000	+13.7	7,995,000	+10.7	1.07	103,207,000	7,223,000	.97
Metromedia.....	6 mo. 7-2	165,738,000	+12.8	16,298,000	+6.4	3.00	146,956,000	15,311,000	2.26
3M.....	6 mo. 6-30	2,249,000,000	+15.9	262,400,000	+34.4	2.26	1,941,000	195,200,000	1.69
Multimedia.....	6 mo. 6-30	51,477,298	+19.9	6,962,008	+33.5	1.05	42,949,298	5,216,505	.79
New York Times.....	6 mo. 6-30	285,260,000	+16.8	15,250,000	+23.8	1.31	244,270,000	12,320,000	1.07
Oak Industries.....	6 mo. 6-30	91,166,000	+13.8	2,040,000	+57.5	1.01	80,093,000	1,295,000	.62
Post.....	6 mo. 6-30	24,268,000	+45.5	1,869,000	+43.5	2.08	16,684,000	1,302,000	1.46
RCA.....	6 mo. 6-30	3,116,100,000	+11.2	133,200,000	+12.3	1.74	2,802,900,000	118,600,000	1.55
Scientific-Atlanta.....	yr. 6-30	94,200,000	+32.9	5,100,000	+27.5	2.08	70,900,000	4,000,000	1.67
Scrpps-Howard.....	6 mo. 6-30	31,086,000	+30.6	6,800,000	+28.1	2.63	23,816,000	5,308,000	2.05
Sony.....	6 mo. 4-30	1,224,214,000	+4.6	55,373,000	-41.1	.26	1,170,086,000	94,082,000	.44
Storer Broadcasting.....	6 mo. 6-30	69,797,000	+20.2	7,856,000	+35.7	1.61	58,090,000	5,789,000	1.19
Taft.....	3 mo. 6-30	43,687,979	+31.7	5,978,023	+41.2	1.42	33,166,947	4,235,837	1.04
Time.....	6 mo. 6-30	747,940,000	+29.1	55,920,000	+39.0	2.68	579,186,000	40,187,000	1.98
Transamerica.....	6 mo. 6-30	1,705,252,000	+8.9	100,762,000	+28.6	1.51	1,564,750,000	78,356,000	1.17
Warner Communications.....	6 mo. 6-30	587,864,000	+24.8	38,418,000	+12.8	2.76	473,040,000	34,278,000	2.57
Walt Disney Productions.....	9 mo. 6-30	499,384,000	+17.6	60,915,000	+21.9	1.88	424,628,000	49,969,000	1.54
Washington Post.....	26 wk. 7-2	247,909,000	+19.5	24,271,000 ²	+53.2	2.97	207,516,000	15,842,000	1.83
Wometco Enterprises.....	24 wk. 6-17	119,953,000	+25.1	7,132,000	+17.2	.84	95,875,000	6,087,000	.72

1. Figures include revenues, expenses and minority interest in earnings of Cox Cable, which merged into Cox Broadcasting in July 1977.

2. Net income includes nonrecurring gain of 3.8 million from sale of property in second quarter 1978.

of the United Church of Christ, New York, who has the title of chairman. Warren Braren, associate director of the Consumers Union, Mount Vernon, N.Y., will be vice chairman. Kathleen O'Reilly, executive director of the Consumers Federation of America, Washington, will be secretary.

The coalition was formed to serve as a source of information on television, radio, cable TV and telephone, and will provide technical advice and counseling. Its initial program, Dr. Parker said, will concentrate on the revision of the Communications Act pending before the House of Representatives, as well as common carrier issues and reviews of select FCC and Federal Trade Commission rulemaking proceedings.

Nonprofit organizations will be eligible to participate in the coalition. Although no set membership fees have been established, suggested annual contributions range from \$25 for local organizations to \$250 for those of national scope.

A steering committee of 12 persons has been selected: Dr. Parker, Mr. Braren, Ms. O'Reilly and Robert Beusse, secretary for communications, U.S. Catholic Conference, New York; Dorothy Height, president, National Council of Negro Women, New York; Adan Medrano, associate publisher, National Hispanic Publishing Center, Huntington, Ind., and Gerald Wilkinson, director of the National Indian Youth Council; Albuquerque, N.M. Benjamin Hooks, former FCC commissioner and executive director of the National Association for the Advancement of Colored People, New York, has tentatively accepted membership.

Dr. Ralph M. Jennings, deputy director of the Office of Communication, will serve as chief executive of the coalition. Washington representative will be Barry Lynn, staff attorney of the church's Office for Church in Society. The Rev. Donald Matthews, S.J., professor of communications, Fordham University, New York, will be general executive.

France's Autin succeeds BBC's Curran at EBU

Jean Autin, president of Telediffusion de France, becomes president of the European Broadcasting Union next Jan. 1. Mr. Autin will succeed Sir Charles Curran, formerly director general of the BBC. Sir Charles had headed EBU for six years.

EBU's 29th general assembly, held this month in Athens, elected Luis Ezcurra, deputy director general of Radiotelevision Espanola, to succeed Mr. Autin as a vice president, and re-elected Dr. Otto Oberhammer, director general of Oesterreichischer Rundfunk as a vice president.

One hundred forty-five delegates from 55 broadcasting organizations and 40 countries attended the assembly. The EBU, which includes Eurovision, is a system of international broadcasting cooperation with headquarters in Geneva.

Effect of 'Bakke' on FCC policy

NTIA tells commission that Supreme Court decision doesn't rule out tax certificate plan and other aids to minorities

The Commerce Department's National Telecommunications and Information Administration has expressed the view that the Supreme Court's Bakke decision does not invalidate two FCC policies aimed at promoting minority ownership of broadcast properties.

In the Bakke decision, the high court held that a rigid quota favoring minorities for admission to a University of California medical school was illegal but said that affirmative action plans in which race is a factor may be proper.

And NTIA, in a filing with the FCC last week, said the second element is applicable to commission policies providing for the issuance of tax certificates to broadcasters who sell to minorities and for the sale, at "distress" prices, of stations facing license-renewal or license-revocation hearings.

"Race is only one of an array of factors—a 'plus,'" when the commission determines whether a tax certificate or a distress sale is appropriate, NTIA said. "The use of race is therefore no greater than necessary to promote the public interest in diverse programming, in accord with the Bakke test."

NTIA also said the Bakke decision supports additional proposals aimed at promoting minority broadcast ownership that were presented in a joint NTIA-White House filing in January, and urged the commission to adopt them. One calls on the commission to award varying amounts of advantage to applicants in comparative hearings in proportion to their degree of minority ownership.

In a related matter, NTIA said the commission, in "distress-sale" situations, need not develop a permissible range of prices. And on that score, NTIA received support from the National Association of Broadcasters. "The workings of the marketplace, rather than the ruminations of a governmental agency," NAB said, provides the only sensible—and, indeed, legally defensible—approach."

Turning PBS around

A report proposing a complete reorganization of public broadcasting structure—pre-viewed at the Public Broadcasting Service meeting in Dallas in June (BROADCASTING, July 3)—was released last week by PBS Vice Chairman Hartford N. Gunn Jr. "This paper is not a definitive plan for the future," Mr. Gunn said, "rather it should be used as a first step in a much greater

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and continuing planning process.”

Among considerations in the report are restructuring of the present federal funding system into two separately funded activities—one that would go to local stations through the Corporation of Public Broadcasting on a dollar-for-dollar matching basis for the support of programming and operations, and the other, a telecommunications fund through CPB for advancing art and service of public telecommunications. Mr. Gunn would also transform public broadcasting stations to “telecommunications centers” that would acquire, produce and disseminate programs.

Strategies public television might consider during the 1980’s include, Mr. Gunn’s report said, a new emphasis on local public television programming as cable and satellites assume a more dominant position in program distribution. Also, proposed is the integration of present public television program distribution systems—national and local—with cable and satellite systems and the development of multichannel capacity for reaching the public at both local and state levels.

“Time may be running out for the creation of a great American public broadcasting system,” Mr. Gunn’s report said. “Whether public television achieves its full potential in the 1980’s ... will be determined not by new technology, not by the state of the economy, not even by our internal structure ... [but] primarily by the federal government.”

Changing Hands

The beginning and the end of station transfers:
from proposal by principals to approval by FCC

Proposed

- **WVCG(AM)-WYOR(FM)** Coral Gables, Fla.: Sold by Independent Music Broadcasters Inc. to Insilco Broadcast Group (formerly Covenant Broadcasting) for \$4,850,000. Seller is owned by Ted Niarhos, president (99.65%), and his wife, Elizabeth (0.35%). Buyer is subsidiary of Broad Street Communications Corp., which is owned by publicly traded Insilco Corp., Richard L. Geismar, chairman; Fred E. Walker, president, and 12 others. Buyer owns **WELI(AM)** New Haven and **WKSS(FM)** Hartford-Meriden, both Connecticut; **WGXO(AM)-WQUE(FM)** New Orleans and **KTOK(AM)-KXUE(FM)** Oklahoma City. It also operates Oklahoma News Network, Oklahoma City. **WVCG** is on 1080 khz with 10 kw daytime and 500w night. **WYOR** is on 9.5 mhz with 100 kw and antenna 600 feet above average terrain.
- **KBTC(AM)-KSCM(FM)** Houston, Mo.: Sold by Radio of Texas County Inc. to Broadcasters of Texas County Inc. for

\$280,000. Seller is owned by Jeryl L. Smith who recently bought **KGLC-AM-FM** Miami, Okla. (“Changing Hands,” July 31). Buyer is owned by J. Paul Salois and his wife, Betty, who are part owners of **KPCR-AM-FM** Bowling Green, Mo. **KBTC** is 1 kw daytimer on 1250 khz. **KSCM** is on 99.3 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Chapman & Associates.

- **KAPY(AM)** Port Angeles, Wash.: Sold by Port Angeles Radio Inc. to Strait Corp. for \$225,000. Seller is owned by Charles H. Herring Jr. and his wife, Mary Helen, who have no other broadcast interests. Buyer is principally owned by Thomas P. Newcomb Jr., sales manager of **KYSS-AM-FM** Missoula, Mont., and Douglas Nelson, Sears, Roebuck executive in Seattle. **KAPY** is 1 kw daytimer on 1290 khz. Broker: William A. Exline Inc.

- **KVMN(FM)** Pueblo, Colo.: Sold by Recreation Broadcasting of Pueblo to Horwin Communications Corp. for \$175,000 plus \$50,000 covenant not to compete. Seller is owned by Joyce Hatton, president; her ex-husband, Julian; her brother, Gary Verplank, and his wife, Victoria; Allen I. Hunting, and his wife, Helen; L. William Seidman (head of Grand Rapids, Mich., accounting firm and one-time special adviser to President Gerald Ford) and his wife Sarah and Stephen Heater. Same group owns **KSPN(FM)** Aspen, Colo. Buyer is jointly owned by Lawrence J. Horwin and his wife, Janet. Mr. Horwin is sales manager of **wwWL(FM)** Miami Beach. Neither he nor his wife has other broadcast interests. **KVMN** is on 98.9 mhz with 44 kw and antenna 61 feet above average terrain.

- **KLMX(AM)** Clayton, N.M.: Sold by Ari-Ne-Mex Broadcasting Corp. to Johnson County Broadcasters Inc. for \$98,500. Seller is owned by 139 stockholders, none of whom has other broadcast interests. Arthur Jernigan is president. Buyer is owned by Avis G. Tucker, president, and Jim McCollum, who are partners in **KOKO(AM)** Warrensburg, Mo. Mr. McCollum also owns **KSUN(AM)** Bisbee, Ariz.; **KTRX(FM)** Tarkio, Mo., and **KMLA(FM)** Ashdown, Ark. **KLMX** is on 1450 khz with 1 kw daytime and 250 w night. Broker: Chapman Associates.

- Other station sales announced last week included **WLRE(TV)** Green Bay, Wis. (see page 66).

Approved

- **WLOL-AM-FM** Minneapolis: Sold by

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8/778

Midcontinent Broadcasting Co. to Robert G. Liggett Jr. and nine others for \$1,550,000. Seller, which will retain 41.2% of stock, is equal partnership of N.L. Bentson, Joseph Floyd and Edmond R. Ruben. Midcontinent owns WTSO(AM)-WZEE(FM) Madison, Wis., and minority interest in cable system there; KELO-AM-FM-TV Sioux Falls, KDLO-FM Watertown, KDLO-TV Florence and KPLO-TV Reliance, all South Dakota. It also owns cable systems in South Dakota and Nebraska. New stockholders include: Mr. Liggett (25.4% after transfer) and two corporations of which he is president and controlling stockholder: MegaMedia (19.19%) and TriMEDIA (5.59%); James V. White (3.81%), William M. Follis, M.D. (3.8%), and Thomas C. Burk, M.D. (2%). MegaMedia owns WFMK(FM) East Lansing, Mich. TriMEDIA owns WBUF(FM) Buffalo, N.Y., and WRDD(AM)-WHNN(FM) Bay City, Mich. Mr. Liggett also owns WABJ(AM)-WQTE(FM) Adrian, Mich. Mr. White is Bay City, lumber wholesaler and part owner of TriMEDIA. Drs. Follis and Burk are practicing physicians there and Dr. Follis is part owner of TriMEDIA. WL0L is 5 kw daytimer on 1330 khz. WL0L-FM is on 99.5 mhz with 72 kw and antenna 880 feet above average terrain.

■ **KBMF(FM) Spearman, Tex.:** Sold by Hansford Broadcasting Co. to Cardiff Industries Inc. for \$325,000. Seller is owned (100%) by Coy Palmer, who is retiring from broadcasting. Buyer is owned by Patrick T. Pogue, Stanley M. Searle and 54 others. Messrs. Pogue and Searle are equal partners in CATV systems in Missouri and Oklahoma; principals of Soda Springs, Ind., CATV systems. KBMF-FM is on 98.3 mhz with 3 kw and antenna 215 feet above average terrain.

■ **KBBB-FM-FM Borger, Tex.:** Sold by Dr. Orville M. Rippey to Borger Broadcasting Corp. for \$300,000. Seller is practicing physician in Stillwater, Okla., and has no other broadcast interests. Buyer is owned by R. Smith Schuneman, president of Media Loft Inc., Minneapolis educational and corporate media production firm; Robert Schneider, employe of McMartin Industries, broadcast equipment firm, and Dr. Hugh Weigman and Dr. John Cecil III, both Hays, Kan., radiologists. None has other broadcast interests. KBBB is 5 kw daytimer on 1600 khz. KBBB-FM is on 104.3 mhz with 26 kw and antenna 175 feet above average terrain.

■ Other station sales approved by the FCC last week include: KPCA(AM) Marked Tree, Ark. (see page 66).

Media Briefs

Conflict questions. FCC has directed Roderick Porter, who was aide to former Chairman Richard E. Wiley, to file affidavit detailing extent of his involvement while at commission in case in which he is now involved as private attorney (BROADCASTING, July 3). Commission, which was acting on questions presented

by administrative law judge in case, which involves WYOR(FM) Coral Gables, Fla., said judge has authority to inquire into Mr. Porter's prior participation to determine if conflict of interest exists.

Wilcher loses. Licenses for CBS O&O's KCBS-AM-FM San Francisco have been renewed by FCC, which rejected petition by Marcus Garvey Wilcher individually and on behalf of Community Coalition for Media Change. Coalition charged discrimination against blacks, among other things.

Problem solved for Post. LaMarr J. Jackson, affirmative action coordinator for Monroe county, N.Y., elected to three-year term on Post Corp., Appleton, Wis., board of directors. Her election was result of agreement signed last year by Rochester (N.Y.) Black Media Coalition, Action for a Better Community and Post Corp., settling petition by two groups to block renewal of license of Post's WOKR(TV) there.

A fourth for England. Legislation to establish fourth television network is planned for introduction shortly in Britain. As proposed, network would not be part of state-chartered BBC, which runs two channels nationwide, and would not be controlled by Independent Broadcasting Authority, which has jurisdiction over independent companies that broadcast on commercial channel. Initial financing would come from government but venture would be expected eventually to develop its own advertising revenue.

Go-ahead. Renewal of license for United Broadcasting Co.'s KBAY(FM) San Jose, Calif., has been recommended by FCC administrative law judge. Competing application of Public Communicators Inc. was denied.

Seeking rebuttal. California Attorney General Evelle Younger, candidate for governor against incumbent Jerry Brown, has asked FCC for equal time to respond to speech on Proposition 13 given by Governor Brown and carried by 26 California radio and television stations, all of which refused Mr. Younger's request. Governor's staff had informal telephone ruling from FCC that speech was news, exempt from equal time provisions. Mr. Younger claims speech was "political message, presented in a contrived and staged manner in an effort to monopolize the electronic media during prime time.

Alabama hearing. FCC designated for hearing application of Central Alabama Broadcasters Inc. to change transmitter site, increase power and increase antenna height of existing VHF station, WSLA-TV Selma, Ala. Application is opposed by WCOV-TV and WKAB-TV, both Montgomery, and four other stations in area where overlap with WSLA-TV would occur. Issues of hearing are whether grant of application would impair ability of authorized UHF stations in area to compete effectively, whether it would jeopardize continuation of UHF service and whether benefits of proposed operation of WSLA-TV would outweigh detrimental effects.

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Harvard group urges government support of TV campaign ads

More candidate exposure could be achieved through direct subsidies or tax incentives for broadcasters, say researchers

Government should use its tax policy to increase television exposure for political candidates, says a group of professors and campaign workers at Harvard's Institute of Politics.

Chris Arterton, professor of political science at Yale and chairman of the Campaign Study Group, said its research is based on a 1977 study by Harvard undergraduate George White. The basis of the group's research and discussions, Mr. Arterton said, is that advertising by political candidates on television is healthy, that there is a "tremendous problem" getting challengers on equal footing with incumbents and that there is no evidence to support the theory that candidates are able to "manipulate" citizens via television.

Fundamentally, he said, they want to increase the time on television available to candidates.

Recommendations include getting money to candidates through federal subsidies (though the group suggests further study of the impact of this), and allowing candidates to buy time at the lowest unit rate during the campaign period. The study group said stations should be allowed to make up any difference in rates by deducting it from their income taxes.

Also, the group concluded, networks

should be required to give 20 30-second prime time segments for political candidates during the campaign period and that the FCC should work with the Federal Elections Commission to standardize the credit and payment practices by stations involving political advertising.

Among other things, the group recommended a temporary lifting of regulations requiring stations to provide candidates equal time. That, Mr. Arterton said, would allow authorities time to decide what effect, if any, such a move would have on a campaign.

There was one dissent, he said, to proposals giving tax incentives to stations, and that came from a member who said stations were profitable enough and should not be given incentives for something they should be doing anyway.

Ad exposure—TV versus news magazines

'Newsweek'-commissioned survey of Philadelphia claims that commercials are seen by about 70% of a show's viewers but ads seen by 85% of magazine readers

About 70% of prime-time television's average quarter-hour audience remains in front of the set during commercial breaks. The average reader of a newsweekly magazine looks at 85% of the advertising pages.

Those are among the figures turned up in "Eyes On," a pilot study of the Philadelphia area of dominant influence conducted by Audits & Surveys Inc. for *Newsweek* magazine.

Released last week, the study is being publicized as the "first... ever to measure potential television commercial audience and magazine advertising page audience on a common basis."

Television viewing was measured in two ways: personal interviews in the home using video cassettes to prompt recall of viewing the previous evening and telephone interviews within 15 minutes of commercial breaks. Magazine recognition was based on personal interviews using two-week-old issues of *Newsweek*, *Time* and *U.S. News and World Report*.

Among the other conclusions on the television side:

- The telephone survey showed little difference in potential audience exposures to at least some part of commercials placed between programs and those within programs. But the in-program break is more likely to be watched in full than the between-program break.

- Of the 70% that remained in the room during commercials, only 23%-30% of viewers did nothing but watch the set. The majority of those remaining within range of the set, according to both the personal interviews and telephone calls, talked, read or did household chores.

- All age groups were represented among those remaining in the room during commercial breaks. But lower-income viewers are more likely to pay attention to the commercials than upper-income viewers.

Fewer magazine conclusions were offered:

- Men and readers that come from households headed by college-educated people are more apt to be exposed to advertising pages. Age and income did not account for much difference.

- "Ad page opening levels" of 85% are near those reported by Audits & Surveys in a 1959 survey of *Life* (93% exposure) and *Look* (84%).

The *Newsweek* report, comparing TV and magazines, said that newsweekly ad page readers tend to be "more predominantly male, younger and more upscale" than the audience for TV commercials.

Getting hotter. Advertiser investments in network television in June rose 12.6% over those of June 1977, reaching \$297.8 million, according to a report released last week by the Television Bureau of Advertising, based on estimates compiled by Broadcast Advertisers Reports.

The month's total pushed network billings for the first half of 1978 to \$1.9 billion, up 11% from a year ago. For the six months, ABC-TV was shown with 36.4% of the total, CBS-TV with 33.3% and NBC-TV with 30.3%.

The TVB/BAR report follows:

	June		% chg.	January-June		% chg.
	1977	1978		1977	1978	
Daytime	\$ 86,901.5*	\$ 98,246.0	+13.1	\$ 603,749.7	\$ 664,305.4	+10.0
Mon.-Fri.	65,380.4	72,916.0	+11.5	408,562.3	453,455.2	+11.0
Sat.-Sun.	21,521.1	25,330.0	+17.7	195,187.4	210,850.2	+ 8.0
Nighttime	177,585.7	199,522.3	+12.4	1,138,801.4	1,270,622.6	+11.6
total	\$264,487.2	+297,768.3	+12.6	\$1,742,551.1	\$1,934,928.0	+11.0

	ABC	CBS	NBC	Total
January	\$114,559	\$110,403.6	\$ 96,308.1	\$ 321,267.6
February	109,602.7	98,030.5	89,012.5	296,645.7
March	115,521.5	108,925.1	98,836.8	323,283.4
April	125,202.2	112,389.6	104,784.2	342,376.0
May	130,286.7	118,404.5	104,895.8	353,587.0
June	108,607.3	95,936.4	93,224.6	297,768.3
Year to date	\$703,776.3	\$644,089.7	\$587,062.0	\$1,934,928.0

*Add 000.

Source: Television Bureau of Advertising, based on Broadcast Advertising Reports (BAR) data.

Lawyer advertising gets nod from Justice

Department, in comments on California bar plan, says it favors allowing ads, including use of radio and television

The California state bar's proposed rules to permit lawyer advertising have received the Department of Justice's general, but not complete, endorsement.

The department, in comments filed with the board of governors of the state bar, said the proposed rules to ease restrictions on lawyer advertising adopt a standard consistently supported by the department—that lawyers should be allowed to advertise in any manner that is not false, misleading or deceptive. They would also

permit lawyers to advertise on radio and television.

But the department objected to two provisions.

One involves standards as to what communications will be presumed to be false, misleading or deceptive. The department said such standards were not needed, because of the proposed general ban on such advertising and because some of the proposed standards might deter lawyers from price advertising.

The other deals with a recommendation that an existing ban on solicitation of professional employment in "a specific or particular case of matter" be retained. The department said such solicitation often helps people receive information necessary to select a lawyer.

Advertising Briefs

Ayer in Army. Army Recruiting Command, Washington, has renewed contract of NW Ayer ABH International for coming fiscal year, with two one-year options to renew. Account has been billing about \$45 million; pact stipulates it is "not to exceed \$54 million."

New agency. Speas Co., Kansas City, Mo.-based subsidiary of Pillsbury Co. and marketer of apple juice and vinegar products, has named W. B. Doner & Co., Southfield, Mich., as its advertising agency.

Envelope, please. Art Directors Club presented five gold awards in various categories of television during ceremonies in New York. Winning art directors for 30-second spots were Bob Engel of McCann-Erickson, New York (Miller Brew-

ing); John Plucinski, Leo Burnett, Chicago (Royal Crown Cola); Joe Sedelmaier, Sedelmaier Film Productions, Chicago (Moulinex); Charlie Carpenter, Bob Ryzner and Jeff Witchel, Young & Rubicam, New York (General Foods). In 60-second spot classification gold medal winner was Robert Lenz of McCann-Erickson, New York (Miller Brewing).

Canadian connection. New rep firm, Devney-O'Connor Inc., has been formed by Edward J. Devney and Roger O'Connor to represent Canadian TV stations and networks. Company will be at 347 Madison Avenue, New York; telephone (212) 661-2460.

Wins Westinghouse. Group W has appointed Jim Johnston Advertising Inc., New York, to handle its corporate account, replacing DKG Inc., New York, which had been its agency since 1965.

Growing in Texas. Young & Rubicam Inc. has signed letter of intent to purchase Smith, Smith, Baldwin & Calberg, Houston, which it will merge it into Y&R's Houston-based agency, Rives, Dyke/Y&R. New agency, to be known as Rives, Smith, Baldwin & Carlberg, will have billings of \$22 million, of which more than \$15 million is expected to be in broadcast.

DDB and Ally talking. Doyle Dane Bernbach, New York, reports it has started discussions with principals of Ally & Gargano Inc. there to acquire that agency. If negotiations are successfully completed, Ally & Gargano will be operated as separate subsidiary with present management. DDB has worldwide billings of more than \$1.1 billion; Ally, approximately \$40 million.

Stations charged with price fixing get look at part, but not all, of the FCC's evidence

Commission rules some material exempt under FOI act, but allows KOAM-TV, KODE-TV and KTVJ to see some of its information

The FCC has overruled its staff and granted in part a request by three Midwest television licensees for access to material gathered by the commission in its investigation that led to an order designating the stations' renewal applications for hearing.

Mid-Continent Telecasting Inc., Mid-America Broadcasting Inc. and Gilmore Broadcasting Corp., licensees of KOAM-TV Pittsburg, Kan., and KTVJ(TV) and KODE-TV, both Joplin, Mo., are seeking the release of some 170 items, including tape recordings and documents.

The commission in March ordered a consolidated hearing on charges the stations had engaged in price fixing—the same charges that sparked a federal grand jury investigation, which is still under way. One issue limited to Gilmore is whether KODE-TV violated Section 315(b) of the Communications Act by charging political candidates in 1976 higher rates that it did commercial advertisers for comparable time (BROADCASTING, March 6).

The staff had withheld all materials under exemptions to the Freedom of Information Act which permit nondisclosure of interagency or intra-agency material, as well as the withholding of investigatory records whose production would interfere

Costs climbing. Advertising agencies' profit ratios declined as expenses went up in 1977, according to a study being released last week by the American Association of Advertising Agencies, based on reports from 240 member agencies. On average, net profit after taxes was 4.73% of gross income, down from 4.77% in 1976. For incorporated agencies, after-tax profit averaged 4.36% of gross income (compared with 4.52% in 1976), or 0.95% of billing (0.97% in 1976). Over-all, total expenses increased to 93.59% of gross income (from 93.52% in 1976),

but the biggest expense item, payroll, declined from 61.86% of gross income to 61.41%, which the 4A's said was the lowest payroll percentage since it started the studies 49 years ago. U.S. income taxes declined as a percentage of gross income (from 1.71% to 1.68%) but other taxes rose (3.94% to 4.05%) along with other operating expenses (16.47% to 16.61%), payments into retirement plans (2.31% to 2.80%) and insurance for employes (1.58% to 1.59%).

The 10-year report in detail:

	1968	1969	1970	1971	1972	1973	1974	1975	1976	1977
Number of agencies represented	216	209	220	215	240	240	230	233	231	240
Rent, light and depreciation	6.93%	6.88%	7.30%	7.81%	7.74%	7.29%	7.37%	7.81%	7.36%	7.13%
Taxes (other than U.S. income)	2.80	2.77	2.93	2.98	3.27	3.67	3.81	3.84	3.94	4.05
Other operating expenses	14.56	15.09	15.40	15.86	15.95	15.83	16.20	16.52	16.47	16.61
Total payroll	66.16	65.79	66.67	65.26	64.53	64.37	64.11	63.23	61.86	61.41
Payments into retirement plans	2.29	2.21	1.67	1.87	1.96	1.85	2.03	2.00	2.31	2.80
Insurance for employee benefit	0.82	0.94	0.99	1.14	1.19	1.22	1.23	1.44	1.58	1.59
Total expenses	93.56	93.68	94.46	94.92	94.64	94.23	94.75	94.84	93.52	93.59
Profit before U.S. income tax										
for all agencies	6.44	6.32	5.04	5.08	5.36	5.77	5.25	5.16	6.48	6.41
U.S. income taxes	2.11	2.13	1.58	1.76	1.60	1.51	1.59	1.28	1.71	1.68
Net profit	4.33	4.19	3.46	3.32	3.76	4.26	3.66	3.88	4.77	4.73
Profit before U.S. income tax										
for incorporated agencies	6.43	6.57	4.92	4.80	5.42	5.70	5.27	5.43	6.38	6.19
U.S. income tax for										
incorporated agencies	2.46	2.54	1.81	1.93	1.80	1.83	1.84	1.52	1.86	1.63
Net profit for incorporated agencies	3.97	4.03	3.11	2.87	3.62	3.87	3.43	3.91	4.52	4.36
Net profit for incorporated agencies										
(as percentage of sales—i.e., billing)	0.76	0.80	0.66	0.56	0.75	0.82	0.65	0.77	0.97	0.95

with enforcement proceedings.

The commission, however, said the staff had erred. The commission found 95 items it said did not fall under any FOIA exemption. These included documents submitted to the commission by the petitioners themselves, correspondence between the commission and the petitioners or their counsel, public brochures and releases, newspaper articles, purely factual memos, lists of station employees and other information ordinarily available.

However, the commission found 72 items it said the staff was correct in withholding. The commission said 39 involved witnesses' statements and that their disclosure would interfere with the investigation. Another 33, the commission said, involved interagency correspondence and intra-agency memorandums containing legal advice and case strategy.

NAD scorecard for first seven years

Better Business Bureau advertising review board upholds more ads than it doesn't; children's unit, however, is a harsher judge

National advertising challenged in cases brought before the National Advertising Division (NAD) of the Council of Better Business Bureaus tends, thus far, to have been found acceptable somewhat more often than not.

The NAD said that from its formation in mid-1971 through June, it had processed 1,319 challenges to national advertising, exclusive of challenges to children's advertising (which are handled by a special NAD unit).

Of the 1,319 commercials and ads challenged, the report said, the claims in 523 (40%) were found by NAD to be substantiated; in 425 instances (32%), the advertising claims were either modified or discontinued by the advertisers; 290 cases (22%) were closed "for administrative reasons"; 13 (1%) were referred to the National Advertising Review Board for panel adjudication, and 68 cases (5%) are still being studied.

During the same seven-year period, the report said, 98 challenges to children's advertising were handled, resulting in 59 instances (60%) in which the challenged claims were either modified or discontinued and 20 (20%) in which the claims were held to have been substantiated. Ten other cases were closed administratively and nine are pending.

During June, the report said, NAD closed its files on challenges to certain TV commercials for Whitehall Laboratories' Anacin-3 and the Earl Grissmer Co.'s Rinsevac carpet-cleaning-election and to a radio commercial for Norcliff Thayer Inc.'s OXY-10 acne medication, after the respective advertisers changed or discontinued the challenged spots. The NAD Children's Advertising for the General Mills Fun Group's Star Wars Early Bird Certificates and found it acceptable.

Programming

Agencies hold little hope for new entries on TV in fall

Bache Halsey survey finds expectations are low for premiere series; only ABC seen as placing any in top 20; HUT decline is also forecast

A survey of advertising agency projections for the upcoming network TV season finds little confidence in the new series slated to debut this fall. No fewer than 15 rookies are expected to turn up in the bottom 20 least-watched shows, and the expectation is that their rapid replacements will follow.

The survey was conducted by the brokerage firm, Bache Halsey Stuart Shields, which annually distributes questionnaires to the 25 largest-billing agencies. According to results compiled from the 13 agencies responding this year, only three new series will enter the top-20 programs list, all of them belonging to ABC-TV—*Battlestar: Galactica*, *Taxi* and *Vega\$*.

Eight of nine NBC-TV entries are expected to reside in the lower depths of the ratings (*Grandpa Goes to Washington* is the exception), while CBS-TV has six placed there (*People*, *In the Beginning*, *Dallas*, *Flying High*, *American Girls* and *Paper Chase*). These judgments are based on the programs' competitive strength in their current time periods, and only for the fourth quarter. Although there is the possibility that some shows may build with time, Bache's report predicts that many will not, or should not, be given the opportunity.

"Indeed," the report states, "rapid replacement of at least some of [NBC's] 10 worst shows might well prove to be the difference between a competitive or uncompetitive third place for NBC this season . . . Clearly, CBS and NBC cannot wait until January to replace some of their losers. With relatively little now in the can which offers real promise to replace these shows, both networks must continue to test pilots through the fall season."

Among returning shows, no-confidence ratings were received by ABC's *Carter Country*, *Hardy Boys* and *Operation Petticoat* and by CBS's *Wonder Woman* and *Rhoda*.

Over-all, Bache's survey found the agencies expect ABC to maintain its prime-time dominance by winning Tuesday, Wednesday, Friday and Saturday nights by large margins and Thursday by "a hair." CBS should win Sunday, the agencies believe, while NBC will take Monday. NBC is predicted to be heading for third-place finishes on four nights (Wednesday, Thursday, Friday and Sunday) and CBS to bring up the rear on three

(Monday, Tuesday and Saturday).

That scenario would leave ABC with a fall-quarter rating average of 20.3 and an average share of 37, while CBS would come in with an 18.1/33 and NBC a 17.1/31. That's about a half-point greater gap than that separating CBS and NBC last fall, although the agencies predict that all three networks will lose ground because of another anticipated drop in homes using television (HUT) levels.

Last fall's 1.7% fall-quarter HUT decline (BROADCASTING, Nov. 7, et. seq.) has yet to be definitively explained, but the agencies' audience projections take into account a similar drop this fall. However, Anthony Hoffman, broadcast analyst for Bache, believes the agencies may have factored the HUT level issues into their calculations more as a bargaining ploy or as self-protection than because of any real knowledge that such a decline will materialize. The agencies got "burned" by the HUT drop last fall, Mr. Hoffman said, "and agencies aren't supposed to be in the business of overestimating audiences."

Mr. Hoffman's own theory is that the HUT drop was a viewer reaction to the tumultuous schedule changing encountered last fall, and he believes the networks have learned from that mistake and will try to maintain more regularity this year.

Networks say suit by Zamora has no basis in fact or law

They seek dismissal of filing in which convicted murderer wants \$25 million in damages over viewing of violent programming

The three television networks have filed motions to dismiss the \$25 million damage suit lodged against them by Ronny Zamora, the teen-ager who claimed that television programming had turned him into a killer (BROADCASTING, May 8).

Zamora, 15, who was convicted last year in the slaying of an elderly woman, filed his suit (along with his parents) in early May, claiming that between the ages of 5 and 15 he had been exposed to as many as 50,000 TV murders. The complaint contends that Zamora had become "voluntarily addicted to and has been completely subliminally intoxicated by the prolonged viewing of television programs, especially those programs depicting explicit violence and stereotyped violence."

The motions to dismiss filed by ABC, CBS and NBC in the U.S. district court for the southern district of Florida offered essentially the same grounds for dismissal. They maintained that the complaint was contrary to the First Amendment and that it contained no statutory claims. ABC elaborated upon this second point when it said in its reply:

"Finally, plaintiffs seek to state claims that are prohibited by Florida law—claims for mental injuries based on negligence or



Rose is a rose. "Biggest" *Donahue Show* in the syndicated series' 10-year history was taped July 30 with the Cincinnati Reds' Pete Rose, then in the midst of his 44-game hitting streak, as guest. In all, 6,336 people poured into Cincinnati's Riverfront Coliseum for the program, more than doubling the previous *Donahue* audience record of 3,000 daily during the Valley Forge Music Fair in Philadelphia last November. Here, the Cincinnati star (l) talks with host Phil Donahue. The series is produced by Multimedia Program Productions.

claims for intentional infliction of emotional distress based on acts that are not, as a matter of law, so outrageous as to exceed all bounds of conduct tolerated by society."

New in-house unit booking guests for WBC TV outlets

A central booking office to arrange guest appearances of "notable authors and national celebrities" and others for the five Westinghouse Broadcasting Co. TV stations has opened at WJZ-TV Baltimore.

The office will provide two guests a week for Westinghouse's East Coast stations, which, besides WJZ-TV, are WBZ-TV Boston, KYW-TV Philadelphia and KDKA-TV Pittsburgh. Some guests will be obtained for the company's other station, KPIX(TV) San Francisco.

WJZ-TV Program Manager Alan Frank said the service will allow the stations to get the kinds of guests they might not be able to get on their own. Guests will appear on several of the stations' morning programs. The office will also book "experts in . . . health, fashion and home" as regulars.

Diane Heditsian, who joined WJZ-TV in 1976 as associate producer of a weekly consumer affairs program, is coordinating the office.

Tops in teleplays

The Human Family Institute has announced the winners of its fourth annual Humanitas prizes to "the writers of the nationally broadcast teleplays which most fully communicate human values and bring the insights of the Judaic-Christian

vision of the human condition to bear on contemporary life." They are:

Carol Evan McKeany and David Jacobs "Annie Laurie" episode of *Family* (\$15,000 award for one-hour program).

Larry Rhine and Mel Tolkin "The Brother" Episode of *All in the Family* (\$10,000 award for half-hour program).

John Sacret Young "Special Olympics" (\$25,000 award for 90-minute or longer program).

CBS Reports "The Aliens" (news documentary, non-monetary award).

WIND of change

Westinghouse Broadcasting Co.'s WIND(AM) Chicago is gearing up for a format change in late September, from a mixture of middle of the road/contemporary music/personality to news and talk.

Richard Harris, Westinghouse's radio group president, explained it as an effort to build on the station's strengths. It is in news and talk periods that WIND fares better, he said.

In ratings terms, Mr. Harris said that the station has been "basically trading water for four or five years" averaging about fifth place in adults 18+. For total survey area, aged 12+, the station turned up ninth in the April/May Arbitron rankings.

The format being planned calls for continuous news blocks in morning and afternoon drive, with talk programming for the rest.

It is expected that the present seven-person local news staff will at least be doubled. As for the unions, Mr. Harris said that agreements with "no drastic changes" in the present contracts had been worked out with the International Brotherhood of Electrical Workers and the American Federation of Television and Radio Artists.

Top man for Group W in Chicago is Robert Emery, former independent sales and management consultant and regional

vice president for Sudbrink Broadcasting, who was brought in earlier this year as general manager. Dave Graves, executive producer with Group W's all-news KDKA(AM) Pittsburgh, has been named program manager. Jay Jordan, sales manager at the group's KFWB(AM) Los Angeles, is now WIND program director.

Mr. Harris said that he expects WIND will cost about 20% more to run under the new format. As for current profitability the station makes money—"if we remember to turn the lights off," he said.

Curtain to rise on 'NBC Theater'

New series will feature original dramas; once a month is goal with no fixed time slot set

NBC-TV has announced another "quality" element to be added to its prime-time program line-up next fall—an *NBC Theater* series of original dramas for television.

The initial selections for the two-hour, irregularly scheduled series will be taken from the projects will usually appear in the network's movies and events time periods and are expected to run on the average of once a month, although no definite schedule has been set, an NBC spokesman said.

The first *NBC Theater* set for Monday, Oct. 9 (9-11 p.m. NYT), will be the "Triangle Factory Fire," a turn-of-the-century story about a tragic fire that leads to reforms in work safety regulations and the role of unions. Other presentations of the new series will be Betty Greene's "The Summer of My German Soldier," and Maya Angelou's "The Secrets of the Sisters."

NBC President Fred Silverman, in his first press conference since assuming his new position last month, repeatedly referred to *ABC Theater* as representative of the mature programming he had previously helped bring to television, and of the type he hoped to bring to NBC. NBC-TV President Robert Mulholland, in announcing the *NBC Theater* project, said, "It is our intention that *NBC Theater* will become the signature for exceptional television drama for years to come."

Program Briefs

Prepared. NBC has taken out \$40-million insurance policy (\$2-million premium) with Lloyds of London to cover losses if U.S. team does not participate in 1980 Moscow Olympics.

Book to broadcast. Warner Bros. Television has acquired rights to Marilyn French's best-seller novel, "The Women's Room," and has announced deal to develop it as miniseries for CBS-TV.

Designed for daytimers. Studio West, Newport Beach, Calif.-based program syndication company, is offering two new for-

mat series for daytime AM stations—country and contemporary. Company said it realized “unique problems facing daytime broadcasters” and formats “take into consideration the limited amount of hours” available to build audience.

Fighting for ratings. *Fight of the Month* is slated for October start, with Syndicast Services distributing on barter basis, Gerry Gross Productions/Jaybar Industries producing and Aileen Eaton Inc. lining up one fight per month in classes ranging from bantamweight to heavyweight. Each program will be 90 minutes.

Accent on education. AP Radio has begun series of reports on all facets of education to be sent to stations for scheduling on Monday-through-Friday basis. Reports will run maximum of 90 seconds and are titled *Project: Education*. They are being prepared by Educational Testing Service, Princeton, N.J.

Life imitating art. Janet Langhart, co-host of new NBC-TV daytime entry, *America Alive*, was in right place at right time Friday, July 28. In Boston on story about Dino de Laurentis/Paramount re-creation of famous “Brinks” robbery, she was interviewing star Peter Falk and director William Friedkin when word broke that production office itself was robbed. Five gunmen seized 15 reels of film. Paramount has decided not to pay \$600,000 ransom demanded later; police are investigating.

Future feature. *America 2000* is new radio series available from Susquehanna Productions, York, Pa. Show consists of 260 60- to 90-second capsules covering various aspects of American life in future.

Star gazing. *The Joyce Jillson Show*, half-hour TV program on astrology, is being distributed by Jupiter Entertainment Enterprises Inc., 7220 West Hollywood Boulevard, Hollywood 90046. Series, with initial package of 13 shows, features Miss Jillson’s explanations of astrology and presents various celebrity guests.

Widening circle. Mid-October availability is planned for *At Home with Family Circle*, 30-minute daily barter vehicle teaming Hughes Television Network, Perin/Steeg Productions and Syndicast Services Inc. TV spin-off of women’s magazine starts with empty home which is to be furnished as series progresses, showing problems and projects. Advertisers haven’t been announced.

Fast mover. *Superlative Seven*, package of musical-variety TV specials offered by ITC Entertainment, is said to have been sold in 25 markets during first 10 days on block. Among buyers: WPIX(TV) New York, KTTV(TV) Los Angeles and WDMV-TV Washington.

Music man. *Leonard Bernstein Conducts*, series of first-run concert specials available from Video Music Inc., has been sold (in whole or part) to more than 50 stations so far, including WPIX(TV) New York, WMAQ-TV Chicago and noncommercial WTWS(TV) Detroit. VMI also says it’s planning second such series this fall.

Producers deny charge that ABC staged scenes in documentary

Testimony of freelancer who worked as aide in filming is cited by black producers in complaint to FCC; issues at question involve shooting, gang fight, whether network executives lent money to youths

ABC’s highly acclaimed “Youth Terror: The View from Behind the Gun,” a story of street gangs and violence in the Williamsburg section of Brooklyn, was not the completely cinema verite documentary it was said to be, according to a complaint filed with the FCC by an organization called the Black Producers Association. Some scenes, the association said, were staged.

“There is no truth whatsoever to those charges,” said Pamela Hill, executive producer of ABC’s *Close-Up* series, of which “Youth Terror” was a part. “I’m extremely upset about the allegations,” said Helen Whitney, the show’s producer. “They are not true.”

BPA, an organization said to have been formed only four months ago and to in-



Set up? One of the youths from *Youth Terror*.

clude some 30 black film and television producers, is now occupied chiefly with seeking program funds from the Corporation for Public Broadcasting and other sources for independent black producers. It made its charges in a letter to the FCC’s only black member, Tyrone Brown. The organization asked for an investigation.

One of BPA’s complaints is that the program presented conditions in Williamsburg in bleaker, less hopeful

terms than BPA believes the facts warrant. But its principal allegations of staging involve two scenes: one showing a young Puerto Rican male shooting a gun out of a window and another showing a gang fight. BPA also charged that ABC personnel loaned money—up to \$50—to youths who appeared in the program, “disregarding questions of professional ethics.”

BPA said it based its charges on information supplied by a member of the documentary’s production staff, Hugh A. Hill, a BPA member who worked on the show for six months. Mr. Hill pinned responsibility for the staging on Ms. Whitney.

Mr. Hill said the youths who appeared in the gang fight had put on their “uniforms” at Ms. Whitney’s request and that when they returned to where the crew was located, she called for some “walk throughs,” then “action.” Mr. Hill said, “The kids interpreted that to mean ‘fighting,’ and they did fight, on the street and then in an empty lot.”

Mr. Hill, who said he was present for the fight scene, was not present for the shooting scene. But he said the youth was positioned in the window with the gun at Ms. Whitney’s request, and that he learned later that the youth shot the gun to make the scene “more exciting.”

Mr. Hill said he learned of the lending of money from Ms. Hill and Ms. Whitney. “Helen told me she lent money,” he said. “Pam Hill”—who was the original producer on the program—“told me she lent money.”

The producers’ denials were unequivocal. They said no money was lent. And both gave essentially the same account of how the two scenes in question were recorded. They said that as the crew was filming a street scene, a still photographer, Ken Regan, who was making pictures, saw the young man with the gun in the window, and shouted to the crew, who caught the shooting in film. They said they got pictures of the fight by chance; the camera crew was following a young man down the street, and when he turned a corner, the cameras picked up a fight in progress at the end of the block.

Ms. Whitney noted that the film carried a disclaimer that the youths knew they were being filmed and that the aim was to capture them “on a typical, normal day.” Their normal behavior, she said, including wearing their “colors.”

The crew involved in the production of “Youth Terror” has a total of 100 years in broadcasting, Ms. Hill said. “They wouldn’t do anything so foolish as to engage in staging a fight or a shooting.”

The charges bring BPA to public attention at a time when it is still being organized. Its FCC complaint was not signed, according to Mr. Hill, because a president and other officers have yet to be chosen. He said the group does have administrative, program and financial “coordinators” who are serving as an organizing committee. The organization’s only office space is made available by an organization called the Children’s Art Carnival, at 62 Hamilton Terrace in New York.

CBS gets support in '60 Minutes' case before Supreme Court

Network, backed by 14 groups, wants high court to uphold earlier decision that would not force journalists to disclose reasons for editorial decisions

CBS is casting its defense against the complete disclosure of its editorial process that is being sought in a libel suit against it and two of its *60 Minutes* newsmen in terms of the press's capacity to perform its "historically established" role as "watchdog" against government abuse of power.

CBS, with support in the form of two friend-of-the-court briefs, is seeking to persuade the Supreme Court to affirm the decision of the U.S. Court of Appeals for the Second Circuit, which held that journalists need not be forced to disclose their thought processes even when being sued for libel (BROADCASTING, Nov. 14, 1977).

The suit, which names correspondent Mike Wallace and producer Barry Lando as well as CBS, was filed by former Lieutenant Colonel Anthony E. Herbert, who

says he was libeled in a *60 Minutes* broadcast in 1973. He said the program cast doubt on his claim of a cover-up by Army officers of atrocities by U.S. troops in Vietnam.

Mr. Herbert had obtained a substantial amount of material and information from the defendants in prehearing proceedings. But they declined to answer questions dealing with editorial judgments. The trial court judge rejected their argument that the First Amendment was protection against forced disclosure of such materials even in a libel suit.

CBS said the "vice" of that ruling is that the Supreme Court decisions securing protection of the press against government interference have "nothing to do" with the degree of discovery permissible in libel suits.

"The mutual autonomy of press and government" prescribed by the Constitution, CBS said, is threatened by a ruling "which permits the same public officials and public figures against whom the press is to guard to compel disclosure" of the journalistic process by which the news media decides what, if anything, to publish or broadcast.

For whatever the Supreme Court's decision, CBS concluded, the ruling will be as applicable to libel actions by powerful public figures as it is to Mr. Herbert and as applicable to suits "against small and easily threatened defendants" as it is to CBS.

One of the friend-of-the-court briefs

was filed in behalf of 14 news related organizations, including NBC, the Radio Television News Directors Association and the National Association of Broadcasters. The other brief was filed by the American Newspaper Publisher's Association.

The 14-party brief calls protection of the editorial process "the cornerstone of the First Amendment freedom." For the government, it adds, "may not be allowed to dictate to the people what they should or should not know, or what they can or cannot express."

ABC, WLS-TV directors battle over taping of news intercom system

Employees say privacy was invaded and they file suit; network O&O contends it did it openly and only to correct production problems

ABC and its owned station in Chicago, WLS-TV, are embroiled in legal proceedings with four employees who have sued for more than \$2 million, claiming the station violated federal and Illinois anti-eavesdropping laws.

In turn, ABC has filed a suit with the circuit court of Cook county seeking a declaratory judgment that the Illinois eavesdropping statute does not apply to the

Harte - Hanks Communications, Inc.

has acquired through merger

Southern Broadcasting Company

We acted as financial advisor to
Southern Broadcasting Company in this transaction.

Goldman, Sachs & Co.

New York Boston Chicago Dallas
Detroit Houston Los Angeles Memphis
Philadelphia St. Louis San Francisco

International subsidiaries:
London Tokyo Zurich

August 1, 1978



Showtime gets set to launch its new Front Row service

Viacom unit hopes miniversion of its pay fare will open new doors, help firm into the black

Showtime, Viacom International's pay-programming arm, is gearing up for a late September start of Front Row, a monthly minipackage of four or five G- and PG-rated movies.

In its advertising, Showtime is claiming a first: "two pay services from one source, on satellite." Both Front Row and the full Showtime service of 14 feature films per month will employ the same RCA Satcom satellite transponder. Front Row offerings will be culled from the same month's larger package. The full Showtime service averages \$9.95 to the subscriber; Front Row is to cost from \$3 to \$5.

To keep Showtime the more premium of the two services, blockbusters won't reach Front Row until they have their "encore" performance on Showtime—generally about six months after the initial showing.

There are various business motives for the company's "first foray into multiplexer programming." As Showtime President Jeffrey Reiss explained, there's the chance to attract those cable operators unwilling to go with a more expensive service. To the local operator, he added, Front Row could be integrated into the basic cable program mix, providing subscriber "lift" and giving more reason to hook up in the first place. A minipackage that doesn't go beyond PG ratings, he said, might also prove attractive to cable operators. Then there is the intention that Front Row would give subscribers a taste of pay programming and lead to more full-service hook-ups.

Another motive Mr. Reiss cited is "to demonstrate to the industry that Showtime is not playing catch-up ball." Mr. Reiss sees Front Row as evidence that Showtime is not merely in the shadows of Home Box Office, Time Inc.'s contender in the field. HBO, which will celebrate its sixth anniversary Nov. 8, went into the black for the first time a few weeks before its fifth (BROADCASTING, Oct. 17, 1977).

Showtime, which broke into the business in July 1976 serving a handful of Times-Mirror and commonly owned Viacom systems in the San Francisco Bay area and became the second supplier on the satellite late last year, claims to have reached the 200,000-subscriber mark as of July 31. That's still a far cry from HBO's more than one million.

In the next four to five years, Mr. Reiss said, his goal is to achieve parity with HBO. By year-end 1978, Showtime is projecting 300,000 subscribers. Showtime currently is in 25 states, expects the total to be 37 by year-end.

taping of technical directions and responses conducted through an intercom system used by WLS-TV in the presentation of news broadcasts.

The suit, filed by four directors at the station, all members of the Directors Guild of America in Chicago, asserts that in late February or early March, the station began a system of taping directions and responses given over the intercom systems during news broadcasts. The directors claimed they didn't know of the practice until about two weeks before the procedure was ended, on April 18.

The directors claimed the taping represented an invasion of their privacy and was done without their knowledge and consent. Gordon Preuss, DGA shop steward at WLS-TV and one of the four directors involved, said "we often make asides during the preparation of a program and we were particularly critical after we heard of the taping procedure; since then, we four have been penalized."

ABC insisted the procedure was instituted after numerous production errors were noted during the evening news broadcast. ABC said the practice had two purposes: to assist personnel at the station in evaluating and improving their performances and to determine who or what caused errors when they occurred.

"Tapes were made only of directions and responses given over the intercom system during the news broadcasts," the company said. "At no time were tapes made of any private conversations of employees. No attempt was made to conceal the taping. The installation and daily operation of the taping system was handled by union technicians at the station." (Technicians at WLS-TV belong to the National Association of Broadcast Employees and Technicians.)

ABC said that prior to the suit, it had spoken with various directors and employees, explaining the taping system and seeking their advice on alternative methods to correct technical errors in the news broadcasts.

Mr. Preuss said the taping was discontinued on April 18 after the WLS-TV management met with officials of DGA and NABET, who reportedly raised questions about the legality of the procedure.

Richard A. O'Leary, president of the ABC Owned Television Stations, said he was confident that the allegations made by the four directors are "erroneous and that when all of the facts are brought out in court the charges will not be substantiated."

Journalism Briefs

Moonlighting. FBI official told Senate Judiciary subcommittee that four individuals currently working for news organizations are informers for FBI on criminal matters, one of them TV reporter. That person is at minor level in TV and is not well known, Edwin J. Sharp, head of FBI's organized crime section testified. He said he didn't know whether person worked for

network or TV station. Another informer works in classified section of newspaper, he said. He had no identification of other two. Another FBI spokesman, Homer Boynton, said FBI policy permits accepting information from journalists. He didn't know whether any of four have been paid.

Harry's debut. Former *ABC Evening News* co-anchor Harry Reasoner will make his on-air return to CBS News Friday, Aug. 25, as anchor of two-hour, prime-time special, 1968. CBS had been Mr. Reasoner's home before he took co-anchor role for ABC.

Same job, new title. R. Peter Straus has been confirmed by Senate as associate director for broadcast of International Communications Agency. He directs ICA's Voice of America, and has since July 1977, having same title under old United States Information Agency. USIA was incorporated into ICA in July 1977.

Scholars find people get more information on politics from papers than from television

Despite what people tend to claim, they appear to get more political news from newspapers than television, two University of Michigan researchers say. In 67 varied news markets in 25 states, 1,883 adults were questioned following the 1974 senatorial elections about their reasons for favoring or opposing candidates, and the number of reasons they gave correlated highly with newspaper use, but correlated negatively with use of television.

The research was conducted by Peter Clarke, professor and chairman of the department of journalism, and Eric Fredin, working on his doctorate. Their survey differs from earlier studies in that it distinguishes "informed citizens" from those without any knowledge of political affairs, and compares their use of media. They define the informed citizen as one who can express reasons for making political choices, but emphasize that almost half the people interviewed could not express a single reason for preferring one candidate over another.

Mr. Clarke and Mr. Fredin calculated average levels of candidate information that people held in each market. They correlated this against indexes describing exposure to newspapers and TV and additional measures reflecting political content of these media. Among the findings was that areas in which people used newspapers heavily emerged as well informed, compared to markets with low newspaper use. Heavy television areas were less informed than markets with light TV use.

Results, the researchers said, cannot be explained by claims that people do not notice political messages on television. Data shows, they said, that people see the messages, but do not retain information contained in them.

Cable Briefs

New Jersey buy. Storer Broadcasting's cable division has purchased cable systems in six New Jersey communities through acquisition of stock of Futurevision Cable Enterprises and Mid Jersey Cable TV Co. Systems serve more than 4,300 subscribers in Eatontown, West Long Branch, Oceanport, Monmouth Beach, Seabright, Little Silver and Shrewsbury township and borough. Price was not announced.

Fiber deal. Viacom Communications, New York, has signed agreement with Valtec Corp. to obtain fiber optics system to relay programming from Viacom's Suffolk Cablevision Brightside Studios in Long Island to Central Islip control center for distribution via cable and microwave to more than 67,000 subscribers.

Given the OK. Cable franchises have been granted to following companies: American Television & Communications Corp. for Fond du Lac, Wis.; Citizens Cable (80% owned by Cox Cable) for Fort Wayne, Ind.; Storer Cable TV of Florida for northern Dade county.

Cable programmer hopes to make a go of it with advertiser backing

Vista will send daily service of children's shows, family fare and sports over satellite

Vista Programming Services, Princeton Junction, N.J., announced last week that it would offer 10 hours of programming a day to cable TV systems at no charge to them. Officials said the service, called Vistar, would be supported by the sale of spot advertising carried within the programming.

Constance Schmidt, Vista president, said that beginning Oct. 1 Vistar would provide, via RCA satellite on a Monday-Friday basis starting at 3 p.m. NYT, three hours of children's programming followed by three hours of family programming followed by four hours of sports. On weekends, she said, the satellite service would carry 10 hours of movies per day, sometimes preempted for special sports events.

As examples she listed Bozo cartoons and Laurel and Hardy comedies for children's programming, country singer Judy Lynn and films such as *Life of Riley* for family viewing and Canadian Football League, World Hockey Association and American Soccer League games for sports fans.

Ms. Schmidt said advertisers approached thus far have been "very receptive" but that she was not free to identify any. In addition to national advertising, she said, spots will be made available for local sale or for public-service or promotional announcements.

Equipment & Engineering

Broadcasters fear exile under proposed NYC limits on radiation

The New York City Board of Health has proposed radiation standards that broadcasters say would limit severely the ability of television and FM stations to transmit from any site within the city.

A spokesman for the All-Industry Broadcasters Committee, consisting of officials of stations operating the joint antenna towers on the Empire State building and eventually on the World Trade Center, said the group is for the time being "not alarmed by the rigid proposal." He said broadcasters are confident that once they explain that present standards are not at all harmful and that the proposal would have serious effects on broadcast transmission, the Board of Health will revise its suggested guidelines.

The board has extended until Sept. 5 its deadline for the filing of comments on the radiation-limiting proposal. The all-industry committee is at work drafting comments for submission to the board.

The board's proposal would set up "power density standards" for RF transmissions above 10 mhz of 50 microwatts per square centimeter for fixed transmissions in areas "accessible to the public."

Technical Briefs

All in one. Cetec Broadcast Group, which comprises Cetec Audio, Jampro Antenna and Vega Electronics, has moved all administrative and marketing activities to consolidated location: 1110 Mark Avenue, Carpinteria, Calif. 93013.

Sold-out show. Annual technical conference and equipment exhibit of Society of Motion Picture and Television Engineers, to be held at Americana hotel in New York Oct. 29-Nov. 3, has sold out of exhibit space, society said. More than 6,000 engineers and others are expected to attend. There'll be more than 200 booths of 100 exhibitors.

Looking to the sky. KTXL(TV), channel 40 independent in Sacramento, Calif., has installed 33-foot earth station. Dish, manufactured by Scientific-Atlanta, is capable of receiving programming from Satcom 1 and 2 and Westar 1 and 2 satellites. It currently airs five-plus hours per week of news, sports and entertainment specials. Station says it is only commercial outlet in California and seventh in country to own earth station.

Down on data. National Association of Broadcasters comments to FCC oppose proposal by Searle Radiographics to permit increased radiation and more spectrum space for transmission of medical data from hospitals to central location on unused VHF television channels. Equip-

ment used to increase bandwidth and maximum field intensity "already causes harmful interference to television on channels 7 through 13 in the immediate area," and carrying out Searle proposal would cause "far greater interference," NAB said. Other means of doing same thing are available, NAB said.

Lights by computer. Australian company, Advanced Automation Ltd., has introduced microprocessor control system for television studio lighting. System allows prerecording of entire lighting pattern, which is then held in memory. Pre-set fade times and levels allow automatic or semi-automatic cueing with scene changes. System is custom-built to user's needs and can include computer system, control panel, dimmer lever control, channel selection, submaster and grandmaster control, time, cross and manual faders, dimmer interlacing, non-volatile memory, visual display unit and printer. Advanced Automation is located at 6 Dansie Street, Greenslopes, Queensland, Australia 4120.

UPI wants satellite try

United Press International last week formally asked the FCC for a permit to begin testing a satellite delivery system for its audio service and broadcast news wires (BROADCASTING, June 26).

This came a week after Mutual Broadcasting System, which has tested its own satellite distribution system, asked the commission to deny an Associated Press request to construct developmental receive-only satellite earth stations for its tests (BROADCASTING, July 31).

James Darr, UPI vice president in charge of systems development, said UPI asked the FCC to permit development of up to 30 receive-only satellite earth stations. The program initially will involve small-dish (six to 10 feet in diameter), receive-only terminals to be installed at UPI's headquarters in New York, one state radio network and nine radio stations around the country.

Comsat will service EBU for 1980 winter Olympics

Communications Satellite Corp. has agreed to provide direct satellite services, pending FCC approval, to the European Broadcasting Union for coverage of the 1980 Winter Olympics at Lake Placid, N.Y., Feb. 6 through 25.

Under the agreement Comsat will install and operate an earth station near Lake Placid. EBU's television signals will be sent through the Comsat earth station to the Intelsat satellite over the Atlantic Ocean for reception at European earth stations designated by the EBU.

The FCC has been asked to approve Comsat's service to EBU and to authorize construction of the earth station at Lake Placid.

The Broadcasting Playlist Aug 7

Contemporary


Last week	This week	Title □ Artist	Label
1	1	<i>Last Dance</i> □ Donna Summer	Casablanca
3	2	<i>Miss You</i> □ Rolling Stones	Rolling Stones
2	3	<i>Grease</i> □ Frankie Valli	RSO
7	4	<i>Copacabana</i> □ Barry Manilow	Arista
6	5	<i>Three Times a Lady</i> □ Commodores	Motown
8	6	<i>Boogie Oogie Oogie</i> □ A Taste of Honey	Capitol
4	7	<i>Shadow Dancing</i> □ Andy Gibb	RSO
5	8	<i>Baker Street</i> □ Gerry Rafferty	United Artists
9	9	<i>Love Will Find a Way</i> □ Pablo Cruise	A&M
10	10	<i>Use Ta Be My Girl</i> □ O'Jays	Phila. Intl.
12	11	<i>Shame</i> □ Evelyn "Champagne" King	RCA
15	12	<i>Hot Blooded</i> □ Foreigner	Atlantic
14	13	<i>Two Out of Three Ain't Bad</i> □ Meatloaf	Epic
21	14	<i>My Angel Baby</i> □ Toby Beau	RCA
11	15	<i>You're the One That I Want</i> □ Travolta/Newton-John	RSO
16	16	<i>Life's Been Good</i> □ Joe Walsh	Asylum
18	17	<i>Macho Man</i> □ Village People	Casablanca
13	18	<i>Still the Same</i> □ Bob Seger	Capitol
20	19	<i>An Everlasting Love</i> □ Andy Gibb	RSO
24	20	<i>Foot if You Think It's Over</i> □ Chris Rea	United Artists
22	21	<i>Bluer Than Blue</i> □ Michael Johnson	EMI America
17	22	<i>Runaway</i> □ Jefferson Starship	Grunt
40	23	<i>Kiss You All Over</i> □ Exile	Warner Bros.
32	24	<i>You</i> □ Rita Coolidge	A&M
23	25	<i>Magnet and Steel</i> □ Walter Egan	Columbia
29	26	<i>Stuff Like That</i> □ Quincy Jones	A&M
30	27	<i>You Belong to Me</i> □ Carly Simon	Elektra
43	28	<i>Hot Child in the City</i> □ Nick Gilder	Chrysalis
31	29	<i>I'm Not Gonna Let It Bother Me</i> □ A.R.S.	Polydor
35	30	<i>Close the Door</i> □ Teddy Pendergrass	Phila. Intl.
39	31	<i>Two Tickets to Paradise</i> □ Eddie Money	Columbia
27	32	<i>Hopelessly-Devoted to You</i> □ Olivia Newton-John	RSO
19	33	<i>The Grove Line</i> □ Heatwave	Epic
26	34	<i>Take a Chance on Me</i> □ Abba	Atlantic
48	35	<i>Paradise by the Dashboard Light</i> □ Meatloaf	Epic
38	36	<i>Stay</i> □ Jackson Browne	Elektra
—	37	<i>She's Always a Woman</i> □ Billy Joel	Columbia
33	38	<i>Dance With Me</i> □ Peter Brown	Drive
25	39	<i>Got to Get You Into My Life</i> □ EarthWind and Fire	Columbia
—	40	<i>Reminiscing</i> □ Little River Band	Harvest
42	41	<i>You Needed Me</i> □ Anne Murray	Capitol
28	42	<i>King Tut</i> □ Steve Martin	Warner Bros.
34	43	<i>It's a Heartache</i> □ Bonnie Tyler	RCA
—	44	<i>You and I</i> □ Rick James	Gordy
46	45	<i>Rock 'n' Roll Fantasy</i> □ Kinks	Arista
41	46	<i>Summer Night</i> □ John Travolta/Olivia Newton-John	RSO
—	47	<i>Just What I Needed</i> □ The Cars	Elektra
—	48	<i>Hollywood Nights</i> □ Bob Seger	Capitol
—	49	<i>Come Together</i> □ Aerosmith	RSO
—	50	<i>Josie</i> □ Steely Dan	ABC

Playback

Sizzling soundtracks. The RSO soundtracks for "Grease" and "Sgt. Pepper's Lonely Hearts Club Band" continue to dominate playlists across the country as stations add new cuts weekly. "Grease," already credited with such hits as *You're the One That I Want*, *Grease*, *Hopelessly Devoted to You* and *Summer Nights*, is still going strong. *Beauty School Dropout* by Frankie Avalon, released as a single, is on at WGN(AM) Wilmington, N.C. Music director Robby Vogt says he's also getting many requests for *Greased Lightning* by John Travolta and cast, but he says, "the lyrics are real bad ... there's no way I'm going to play it." The lyrics haven't deterred Tony Waitekus of WCIL-FM Carbondale, Ill., where the song is also highly requested, but he admits, "it's not played that often." As for the "Sgt. Pepper's" soundtrack, *Got to Get You into My Life* by Earth, Wind and Fire continues to be the hottest cut, although Aerosmith's *Come Together* is catching up, entering "Playlist" at 49. Jim Jacobs of WPAX(AM) Thomasville, Ga., is playing Robin Gibb's *Oh Darlin'*, and he says, "It's dynamite, entirely different from the Beatle version." Gary Cummings at KRPL(AM) Moscow, Idaho, is playing Steve Martin's *Maxwell's Silver Hammer*. "He's so hot that he could hum the telephone directory and it would be a hit". In Las Vegas, Steve Summers of KENO(AM) is playing *Strawberry Fields* by Sandy Farina and *A Day in the Life* by Barry Gibb. **Up and coming.** John Paul Young is attracting many music directors' attention with his single, *Love is in the Air* (Scotti Bros.). WPAX's Mr. Jacobs says: "It's a disco ballad. It has a disco background—drums and bass—yet it's very melodic." And Sam DeVincent of WOWO(AM) Fort Wayne, Ind., concurs that "it's an exciting song. It's an uptempo, fresh, and happy."

Country

Last week	This week	Title □ Artist	Label
2	1	<i>You Don't Love Me Anymore</i> □ Eddle Rabbitt	Elektra
5	2	<i>Talking in Your Sleep</i> □ Crystal Gayle	United Artists
3	3	<i>Only One Love in My Life</i> □ Ronnie Milsap	RCA
1	4	<i>Love or Something Like It</i> □ Kenny Rogers	UA
4	5	<i>When I Stop Leaving</i> □ Charley Pride	RCA
7	6	<i>Rake and Ramblin' Man</i> □ Don Williams	ABC
17	7	<i>Talk to Me</i> □ Freddy Fender	ABC
13	8	<i>From Seven Til Ten</i> □ L. Lynn & C. Twitty	MCA
20	9	<i>I'll Find It Where I Can</i> □ Jerry Lee Lewis	Mercury
—	10	<i>Rose Colored Glasses</i> □ John Conlee	ABC
11	11	<i>When Can We Do This Again</i> □ T.G. Sheppard	Warner Bros.
6	12	<i>You Needed Me</i> □ Anne Murray	Capitol
9	13	<i>Please Help Me</i> □ Janie Fricke	Columbia
—	14	<i>What Can I Say</i> □ Jerry Reed	RCA
10	15	<i>Pittsburgh Stealers</i> □ Kendalls	Ovation
12	16	<i>Tonight</i> □ Barbara Mandrell	ABC
—	17	<i>Love Me With All of Your Heart</i> □ J. Rodriguez	Mercury
8	18	<i>I Believe in You</i> □ Mel Tillis	MCA
16	19	<i>Never My Love</i> □ Vern Gosdin	Elektra
15	20	<i>That's What Makes the Jukebox Play</i> □ Moe Bandy	Columbia
19	21	<i>Spring Fever</i> □ Loretta Lynn	MCA
—	22	<i>Blue Skies</i> □ Willie Nelson	Columbia
14	23	<i>We Belong Together</i> □ Susie Allanson	Warner Bros.
23	24	<i>Night Time Magic</i> □ Larry Gatlin	Monument
—	25	<i>Boogie Grass Band</i> □ Conway Twitty	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

Alfred T. Jackson, manager, organization development, NBC, New York, appointed director, organization development.

Judith Merians Thrane and **William E. Josey Jr.**, program attorneys, ABC, West Coast, named associate directors of contracts, West Coast, ABC Television.

J. Law Epps, senior VP and member of board of directors, Cosmos Broadcasting Co., and general manager of company's WTOL-TV Toledo,



Epps



Saunders

Ohio, named executive VP-operations for Cosmos, based in Columbia, S. C. **Dr. James G. Saunders**, senior VP-operations for Cosmos, Columbia, named senior VP-general manager, WTOL-TV.

Derk Zimmerman, general manager, WFLD-TV Chicago, elected VP.

James Haviland, station manager, WLAK(FM) Chicago, elected VP-general manager.

John Marver, general manager and national sales director, WYLD-AM-FM New Orleans, appointed general manager, WIGO(AM) Atlanta.

Paul A. Butler, station manager, WBEN-AM-FM Buffalo, N.Y., joins WWOL-AM-FM there as general manager.

Robert A. Clark, VP of KWNT(AM) Davenport, Iowa, owned by Hallstrom Communications, named to additional duties as president and general manager of Bee Cee Broadcasting and its WABF(AM) Fairhope, Ala. **John R. Hallstrom**, president and general manager of Hallstrom Communications and KWNT, named to additional duties as VP and secretary of Bee Cee and WABF.

Tommy Walker, operations manager, WGLD-FM High Point, N.C., appointed general manager.

Robert L. McClellan, national and local sales manager, KIXY-AM-FM San Angelo, Tex., appointed general manager.

Robert L. Gilbertson, VP-development, Guy Gannett Broadcasting Services, Portland, Me., named executive VP.

William P. Hinds, director of sales, WDRC-AM-FM Hartford, Conn., appointed VP of Buckley Broadcasting Corp. of Connecticut, licensee of stations.

Kurt Browall, sales manager, KSOO(AM)-KPAT(FM) Sioux Falls, S.D., named manager of KYNT(AM) Yankton, S.D.

Robert B. Wareham, from KVON(AM) Napa, Calif., appointed station manager for noncommercial KANG(FM) Angwin, Calif.; Pacific Union College's station.

William T. Moran, general manager of Jonathan Club, Los Angeles, named director of studio services, Golden West Broadcasters there.

Appointments, at WBBM-TV Chicago: **Frank Scotti**, manager of accounting, named director of accounting; **Susan Jaramillo**, manager of planning, named director of financial planning, and **Gordon Smith**, Harvard Business School graduate, named manager of planning.

Broadcast Advertising



Reed

J. Walter Reed, VP and director of media, Foote, Cone & Belding, New York, appointed senior VP. Named VP's, FCB, Chicago: **Dan Fox**, account supervisor; **David Manhoff**, creative director; **Lynne O'Shea**, account supervisor, and **David Pitts**, executive art director.

David L. Kerr, VP-management supervisor, Kenyon & Eckhardt, New York, elected senior VP.

Kelly O'Neill, senior VP, Gardner Advertising, St. Louis, appointed president.

Larry Levenson, VP and associate creative director, Marschalk Co., New York, and **John Oliver**, VP and management service director, named senior VP's.

Carol Lane, president of Carol Lane/New Product Development, New York, joins Dancer-Fitzgerald-Sample there as VP-creative group head.

Benjamin R. Bishop, VP-account supervisor, J. Walter Thompson, Chicago, joins D'Arcy-MacManus & Masius there as account group supervisor.

Appointments, Henry J. Kaufman & Associates Advertising, Washington: **Phillip Ray Lackey**, senior VP responsible for public relations, elected VP-public relations; **Stuart E. Karu**, VP-marketing services, elected executive VP-advertising, and **Finley C. Hunt Jr.**, senior producer of Washington Filmmakers, film production company formed by Kaufman, elected senior VP-creative services and creative director.

Walter L. Hagstrom Jr. and **Jane Austin**, account executives, Cunningham & Walsh, New York, named account supervisors. **Mark Mersky**, from Marschalk Co., New York, joins

Cunningham & Walsh as media planner.

Richard Maddock, account supervisor, Ogilvy & Mather, New York, joins McDonald & Little there in same capacity.

Richard Sangerman, account executive, Haddon, Burns & Cohen, Chicago, appointed account supervisor, A. Eicoff & Co., there.

Gordon McMaugh, VP-senior account supervisor, Carr Liggett Advertising, Cleveland, joins Meldrum & Fewsmith there as account supervisor. **Terry A. Scott**, account executive, Carr Leggett, joins M&F in same capacity.

Libbie Pristsker, account executive, Maxwell Sroge, Chicago, joins Stone & Adler Advertising there in same capacity. **Kevin McCann**, from Schneiderman Advertising there, joins S&A as writer.

Joseph A. Reilly, from advertising agency in Mountainside, N.J., joins Bolger & Galenas Advertising.

Peter Schmid, national sales manager for wCBS-TV New York, appointed to Blair Television's Station Division ABC/Blue sales team. **Michael C. Howe**, general sales manager WFAA-TV Dallas, named to Blair Television's Dallas office as account executive.

Elected VP's, H-R/Stone: **Marty Steadman**, Midwest sales manager, Chicago; **Mike Sobol**, sales manager in San Francisco, and **Inge Jacobson**, research director.

Michael G. Disney, regional account executive, D'Arcy-MacManus & Masius, Atlanta, named manager of Atlanta office of RKO Radio Sales.

Rick Rubin, from sales position in Detroit office of Katz American Television, moves to Los Angeles office. **Virginia A. Joyce**, salesperson, John Blair & Co., New York, also joins sales staff of Katz in Los Angeles. **Pepper Gould**, from Blair Television, Detroit, joins Katz American Television there in sales position. **Michael Brooks**, on Katz Television Continental's Chicago sales staff, moves to Katz American's Dallas sales team.

Richard Farley, sales executive, Motorola Communications & Electronics, New York, appointed account executive for Marv Roslin Inc., station representative there.

Dick Lewis, regional manager for Bridal Fair Inc., Omaha-based broadcast sales syndication firm, named sales manager.

Louis Dorfsman, senior VP, advertising and design, CBS/Broadcast Group, New York, named to Hall of Fame of Art Directors Club there.

Allen Hirschman, director, special projects, ABC-TV, New York, named director, sales development.

John Damiano, manager, clearance systems, NBC, New York, named manager, station clearance, NBC-TV Sales Services there.

Andy Rogin, director of Midwest sales, CBS Television Stations Division National Sales, Chicago, named director of sales, CBS-owned WBBM-TV there. **Inger Jensen**, national sales manager, WBBM-TV succeeds Mr. Rogin.

Paul Arnzen, national sales manager, WCCO-TV Minneapolis, named director of marketing.

Jerry Wolff, account executive, WOR(AM) New York, joins WMCA(AM) there as New York sales manager.

Mike Eckert, sales executive, John Blair Co., Chicago, appointed general sales manager, WLAK(FM) there.

Robert Ballantine, account executive, WQVR(FM) Philadelphia, appointed sales manager, WRCP(AM)-WSNI(FM) there.

Bill Bradley, national sales manager, KXTV(TV) Sacramento, Calif., appointed general sales manager. **John Vera**, regional sales manager, KCRA-TV there, succeeds Mr. Bradley.

Llewellyn P. F. Krause, account executive, WFSB-TV Hartford, Conn., appointed local sales manager.

Joseph C. Rey, account executive, Major Market Radio, New York, joins WGBS(AM)-WLYF(FM) Miami as national sales manager.

James R. Butler, sales manager, WLYF, appointed sales manager, WGBS. **Linda Scott**, account executive, WLYF, named sales manager there. **Daniel D. Best**, account executive, WINZ-AM-FM Miami, joins WLYF in same capacity.

Carl I. Rubin, account executive, WMMR(FM) Philadelphia, named sales manager, WDOX(FM) Cleveland.

Darris Forgy, VP-assistant sales manager, WING(AM)-WJAI(FM) Dayton, Ohio, appointed general sales manager.

William W. Campbell, local sales manager, WPRO-AM-FM Providence, R.I., appointed general sales manager. **Dennis Murphy**, account executive, WPRO-FM, appointed local sales manager.

Joseph M. Kelly, general manager, WTIX(AM) New Orleans, named director of national sales develop-

ment for Broad Street Communications Corp., New Haven, Conn., group owner.

Barry Carbaugh, local sales manager, WKBO(AM) Harrisburg, Pa., named general sales manager. **Beverly Blackmore**, assistant to general manager, given additional duties as national sales coordinator.

Georgla Harwick, account executive and sales consultant, WCAR-AM-FM Detroit, and **Ralph C. Crossley Jr.**, from Campbell-Ewald Co., Detroit, named account executives, WXYZ(AM) there.

William J. Tomko, account executive, KAUM(FM) Houston, appointed local sales manager for KAUM and co-owned KXYZ(AM) there.

Ruth Whitmore, promotion manager, WKBD-TV Detroit, appointed director of advertising and sales promotion, WRIF(FM) there.

Marianne Kerry, VP of Vinokur Advertising, Los Angeles, and **Bob Twibell**, account execu-

tive from advertising agency in Kansas City, Mo., join KCBQ(AM) San Diego as account executives.

Edward Lubin, Western manager of ABC-FM Spot Sales, Los Angeles, joins KBRT(AM) Avalon, Calif., as local sales manager.

Steve Everett, operations manager, KCWB(FM) Ballinger, Tex., appointed national and local sales manager, KIXY-AM-FM San Angelo, Tex.

Dean Johnson, salesman, KWAT(AM)-KIXX(FM) Watertown, S.D., named sales manager.

Roger Ingram, account executive, WGLD-FM High Point, S.C., named sales manager.

Gene Hodges, news director, WTVN-TV Columbus, Ohio, appointed account executive, WNCT-TV Greenville, N.C.

Patricia Ewell, from *Metro Magazine*, Portsmouth, Va., named account executive, WYAH-TV there.

Karen Saalfeld, from WTCR(AM) Ashland, Ky., named account executive, WHIO(AM) Dayton, Ohio.

Ken Kubik, from Mustang Advertising, Iowa City, Iowa, joins KRNA(FM) there as account executive.

Programing

Frederick L. Gilson, VP of sales operations for Columbia Pictures Television International, Burbank, Calif., named VP and general manager, international, of Columbia Pictures Television Distribution.

Ronald Lightstone, general counsel and secretary, Viacom International, New York, named VP. **George Milner**, Midwest division manager for Columbia Pictures Television based in Chicago, joins Viacom as Southeast division manager.

Angela P. Schapiro, VP-general manager of Columbia Pictures Pay Television, New York, appointed executive VP of Telemation Program Services there, subsidiary of Home Box Office. **Hank Feinstein**, primary contact between TPS and cable operators, appointed senior VP.

Phillip Mayer, from Columbia Pictures Television, Los Angeles, joins Golden West Television Productions there as VP-station programming.

Jonathan Axelrod, motion picture screenwriter and head of literary and directors department, Ufand Agency, Beverly Hills, Calif., and **Stu Samuels**, program executive, motion pictures for television, ABC Entertainment, named executive producers, motion pictures for television, ABC Entertainment.

Michael Alexander, western European manager, Worldvision Enterprises, Munich, relocated to London, assuming responsibility for sales territories of **Renee Wilson**, United Kingdom representative, who was named consultant. **Max Hartmann**, sales executive, Worldvision GmbH., Munich, named manager there.

Don Segall, producer-writer, named creative consultant's for Group W Productions' new series, *EveryDay*, produced in Los Angeles.

Dana Damian, associate graphics director, NBC News, New York, joins CBS Entertainment, New York, as associate art director, on-air graphics, advertising and promotion.

Jerry C. Blount, from Community Tele-Communications Inc., Detroit, named general manager of Metro Home Theatre Inc. there.

Jim West, from Jim West Co., media marketing and consulting firm, Dallas, and **Chris Kershaw**, independent producer of commercial music and radio ID's, from Kershaw-West Productions, Dallas. Company will serve music and production needs of advertising agencies and radio and television stations.

Louis Hepp, senior unit manager, NBC News, London, named director of special projects, NBC Sports, Europe, based in London. **Keneth Edmundson**, assistant producer, NBC Sports, New York, named associate producer.

James M. McKenna, controller for staff organization, CBS Inc., New York, named VP-finance, CBS Sports there.

John W. Coleman, director of production and executive producer, Warner Qube, Columbus, Ohio, named executive director in charge of creative output for WLS-TV Chicago.

David Graves, program manager, KDKA-AM-FM Pittsburgh, joins co-owned WIND(AM) Chicago in same capacity.

Jane Wallace, production manager, WTOL-TV Toledo, Ohio, named program-promotion manager. **Robert J. Miller**, production manager, WSFA-TV Montgomery, Ala., succeeds her.

Gall Heitz, writer-reporter, KPXX(TV) San Francisco, joins KXTV(TV) Sacramento, Calif., as co-host for *P.M. Magazine*.

Larry Viviano, art director, WWJ-TV Detroit, joins KCRA-TV Sacramento, Calif., in same capacity.

Dan Halyburton, from WGGY(AM) Minneapolis, appointed program director, WGBS(AM) Miami.

Michael D. Neff, executive producer and production director, WIND(AM) Chicago, appointed manager of programing, WGY(AM)-WGF(M) Schenectady, N.Y.

Joe Martelle, program director, WMT-AM-FM Cedar Rapids, Iowa, joins WTAR(AM) Norfolk, Va., in same capacity.

Scott H. Slade, program director, WAYS(AM) Charlotte, N.C., named AM group program director for Sis Radio Inc., responsible for WAYS and WAPE(AM) Jacksonville, Fla.

K.C. Jones, from WTOB(AM) Winston-Salem, N.C., appointed program director, WGBG(AM) Greensboro, N.C.

George Stanley (Kelly) Jones, air personality, WABQ(AM) Cleveland, named music director.

Dan Musil from KTVH(TV) Hutchinson, Kan., named sports director, WTVM(TV) Columbus, Ga.

Stan Major, talk host, WWS(AM) Miami, joins WINZ(AM) there in same capacity.

Mickey Crossin, lobbyist, Avondale Shipyards, Avondale, La., named sports coordinator, WGSO(AM) New Orleans.

Larry Deutch, sports director, KBBQ(AM)-KBBY(FM) Ventura, Calif., joins KSO(AM) Des Moines, Iowa, as sports director.

Mary Jane Comstock, athletic department, University of Arkansas, Fayetteville, named continuity director, KARN(AM) Little Rock, Ark.



Campbell

News and Public Affairs

Hal Bruno, chief political correspondent, *Newsweek*, named director of political coverage, ABC News.

Ronald Najman, manager of news information, ABC News, New York, named manager, information services, CBS News, New York.

Chris Antoniacchi, executive news producer, WWJ-TV Detroit, joins KXTV(TV) Sacramento, Calif. as news director. **Jan Minagawa**, night assignment editor, writer-producer and ENG coordinator, KPX(TV) San Francisco, joins KXTV as reporter.

Bob Richardson, assistant news director and executive producer, KVOA-TV Tucson, Ariz., named news director. He succeeds **Lou Waters**, who joins KOLD-TV there in same capacity.

Art Keeney, director of public affairs, WALA-TV Mobile, Ala., named news director. **Cheryll Myers**, reporter, named station's bureau chief in Pensacola, Fla.

Tom Merluzzi, assistant assignment editor, WBZ-TV Boston, named assignment editor, WNAC-TV there.

Tom Ellis, from WABC-TV New York, joins WCVB-TV Boston as anchor-reporter. **Dick Albert**, weather reporter, KOA-TV Denver, joins WCVB-TV in same capacity. He succeeds **Bob Ryan**, who is weather reporter on NBC's *Today Show*, New York.

Kathy Lavinder, reporter and weekend anchor, WDBJ-TV Roanoke, Va., named news editor, WBZ-AM-FM Boston.

Rod Fritz, news director, WHDH(AM) Boston, named news director, KIMN-AM-FM Denver.

Edward S. Rickards, executive editor of Westinghouse Broadcasting's WINS(AM) New York, joins corporate staff of Westinghouse there, reporting to S. William Scott, VP of radio news operations. **Fred Walters**, executive editor of Westinghouse's KYW(AM) Philadelphia, succeeds Mr. Rickards. **Nelson Cohen**, news director, KYW, succeeds Mr. Walters.

Tom Eaton, consultant, WFSB-TV Hartford, Conn., appointed regional VP for Post-Newsweek, Conn. Inc., responsible for organizing news departments of company's WFSB-TV and assumes additional duties as assistant news director.

John Long, news editor for NBC-owned WRC-TV Washington, joins NBC in Pittsburgh in same capacity. **Kathy McCampbell**, senior writer, WRC-TV, named producer of news show. **Bill Aylward**, freelance reporter for WRC-TV, joins station as full-time reporter.

Michael Brown, weekend anchor, WFAA-TV Dallas, named co-anchor of weekday news. He succeeds **John Criswell** who becomes anchor of *Weekend Update*. **Candy Hasey**, associate program producer, WJZ-TV Baltimore, joins WFAA-TV as co-anchor of *PM Magazine*.

Charles Fishburne, anchor, WWBT(TV) Richmond, Va., joins WRET-TV Charlotte, N.C., as co-anchor.

Terry Anzur, reporter, WPRI-TV Providence, R.I., joins WCHS-TV Charleston, W. Va., as co-anchor.

Fran Fanshel, reporter, WTAJ-TV Altoona, Pa., joins WMAR-TV Baltimore as general assignment

reporter.

Judith Lynn Peterson, weekend anchor and assignment editor, KTHV(TV) Little Rock, Ark., named general assignment and weekend weather reporter, WCMH-TV Columbus, Ohio.

Mike Pulsipher, stringer for KNX(AM) Los Angeles, joins station full time as anchor-reporter.

Eleanor Green, newscaster, KFI(AM) Los Angeles, joins reporting staff of KFWB(AM) there.

Lisa Breeden, air personality, KRKE-AM-FM Albuquerque, N.M., named news director. She succeeds **Peter Wellish**, who resigns to join political campaign.

Doug Fellows, news director, WGAP(AM) Maryville, Tenn., joins WFLB(AM) Fayetteville, N.C., in same capacity.

Ed Semprini, news director, WOCB-AM-FM West Yarmouth, Mass., joins WQRC(FM) Barnstable, Mass., in same capacity.

Marcia Antipa, writer-researcher, WMAL(AM) Washington, joins WJLA-TV there as newswriter.

Michele Le Fever, from noncommercial WQSU(FM) Selinsgrove, Pa., joins WKBO(AM) Harrisburg, Pa., as reporter. **Joe Wambach**, from WFIL(AM) Philadelphia, joins WKBO as sports director and reporter.

Bill Schirmann, corporate news director for Nassau Broadcasting Co., Princeton, N.J.; and state house correspondent for Nassau's WHWH(AM) Princeton, N.J., and WPST(FM) Trenton, N.J., appointed VP-news for Nassau.

Marion Hattenbach, assistant to managing director of Radio Television News Directors Association, Washington, joins noncommercial WKMS-FM Murray, Ky., as news and public affairs director.

Eleanor Curry, senior field representative for San Mateo, Calif., county human relations divisions, joins KSOL(FM) there as assistant to director of news and public affairs.

Steve Petz, KNDC(AM) Hettinger, N.D., elected president-elect of North Dakota AP Sportscasters and Sportswriters Association.

Promotion and PR



Sabin

Sharon Sabin, director, press and public affairs, CBS/Records Group, New York, appointed director of communications, CBS/Broadcast Group there.

Larry Grey, talent coordinator of creative services, NBC, New York, named press representative, press department of NBC.

Joan Voukides, administrator, advertising and promotion for NBC Radio Network, appointed manager of advertising and promotion, based in New York.

John Lisanti, WCVB-TV Boston, elected chairman of ABC-TV promotion advisory board. **Ron Tillery**, KRGV-TV Weslaco, Tex., elected vice chairman, and **Shari Shaw**, KSAT-TV San Antonio, Tex., elected secretary. Other board members include **Marina Britsky**, KGUN-TV

Tucson, Ariz.; **John Beacher**, WXIA-TV Atlanta; **Jim Ellis**, WKRC-TV Cincinnati; **Jim Henry**, KCAU-TV Sioux City, Iowa; **Rosie Sayyah**, KOMO-TV Seattle, and **Clark Grant**, KTVI(TV) St. Louis.

Celeste Reid, writer-editor for public information, noncommercial WETA-TV Washington, joins WDVM-TV there as public relations and publicity coordinator.

Gary Claussen, director of public relations and promotion, noncommercial KCET(TV), Los Angeles, named executive associate, Stone Public Relations Associates, there.

Bernard King, general manager-associate producer, Music Fair Enterprises Inc., New York, named account executive for public relations firm there, Lee Canaan Associates.

Linda Waldman, director of sales promotion and information services, WLS(AM) Chicago, named director of promotional development.

Linda McKenzie, from Tri-Advertising, Columbus, Ohio, joins WTVN(AM) there as promotion and public service director.

Cable

Elected VP's, Storer Cable TV: **Jim Faircloth**, director of operations, based in Sarasota, Fla.; **Ross Wileman**, director of operations, Thousand Oaks, Calif., and **Harold Null**, director of engineering, Sarasota.

Robert Maheu, former Howard Hughes executive in charge of Nevada operations who was fired from company in 1970, joins Network One, cable television program supplier, Las Vegas, as executive VP and member of board of directors. He will be responsible for company's hotel-casino division and communications division. **Robert D. Hanna**, former VP of KRAM(AM) Las Vegas, joins Network One as VP of parent company and member of board, and president of World Broadcasting Corp., subsidiary which operates XEROK(AM) Ciudad Juarez, Chihuahua, Mexico.

Daniel F. Prins, director of tours, Trans World Airlines, named director of marketing, Showtime, New York. **Jonathan D. Salkin**, national sales manager, Telemine Co., New York, named marketing specialist for Showtime.

Sam Evans, financial officer for Hughes Aircraft Co. and president of its cable system in Los Angeles, joins Daniels & Associates, cable brokerage and management firm in Denver, as VP in investment services division.

John C. Heck, field engineer, Continental Cablevision, Springfield, Ohio, transferred to Continental Cablevision of Miami Valley, Dayton, responsible for all of Ohio. **Raymond P. Clark**, system technician at company's Dayton facility, appointed installation supervisor.

John S. Cardenas, manager of Lake Tahoe (Nev.) Cable TV, named general manager of Cable TV of Puerto Rico.

Mike Silacci, chief engineer, Falcon Cable TV's system in Gilroy, Calif., appointed system manager of company's systems in Gilroy, Morgan Hill and Hollister, Calif.

Victoria A. Gregory, writer-researcher for State of New Jersey government, appointed public relations manager for UA-Columbia Cablevision, Oakland, N.J.

Equipment and Engineering



Moore

J. Kenneth Moore, director of advanced television technology at CBS Technology Center, Stamford, Conn., named VP and general manager of center, succeeding **Benjamin J. Bauer**, who has retired after 21 years with CBS. Mr. Bauer will continue to serve CBS as consultant in audio and scientific fields.

Named VP's, Sony Video Products Co., New York: **J. Philip Stack**, assistant VP-national sales manager for Sony America; **W. Arnold Taylor**, assistant VP-general manager of Sony Broadcast; **Grant M. Smith**, assistant VP-general manager at Sony Technology Center, Palo Alto, Calif., and **Fumlo Ishida**, general manager in video.

Dr. William P. Osborne, senior manager, VP-engineering, Harris Corp., Melbourne, Fla., named VP-technology. **John G. Johnson**, from government communications division of Harris, succeeds Dr. Osborne.



Lind

Anthony H. Lind, manager, new products engineering, studio and control equipment, RCA Broadcast Systems, Camden, N.J., appointed chief engineer, engineering for RCA Broadcast Systems.

Robert Killian, account representative for RCA Americom, Chicago, appointed sales man-

ager of Houston area and southcentral U.S. **Joseph P. Clayton**, manager of merchandising for black and white television, RCA Sales Corp., Indianapolis, named manager of merchandising for video cassette products. **David S. Newborg**, manager of radio station equipment products, RCA Broadcast Systems, Camden, N.J., named manager, antenna products.

John C. (Jake) Rohrer, marketing manager, Memorex Consumer Products Division, Santa Clara, Calif., named program manager for company's upcoming entry into home video market.

Gerry Brill, product manager for all broadcast products, Philips Broadcast Equipment, Mahwah, N.J., joins Ampex Corp. Redwood City, Calif., as senior product manager of professional cameras.

Billy B. Oxley, VP and station manager, non-commercial KCEI(TV) Los Angeles, appointed director of satellite distribution, National Public Radio, Washington.

William E. Ticen, from RCA Broadcast Systems, Camden, N.J., appointed sales engineer in marketing department of Moseley Associates, Goleta, Calif.

Larry W. Ehnstrom, Minneapolis distributor, joins Grass Valley Group's new office in Arden

Hills, Minn., as Midwest regional manager.

Jay Adrick, director of television, Xavier University, Cincinnati, named sales engineer, Midwest Telecommunications there.

James K. Calvin, manager, personnel services, Wabash Inc., Wabash, Ind., named employe relations director for components group, Wabash.

Lou Wolf, engineering manager, KTLA(TV) Los Angeles, named director of engineering.

Crawford McGill, manager, studio operations, WRC-TV Washington, named director of technical operations.

Jim Jackson, engineer, WKIX(AM)-WYYD(FM) Raleigh, N.C., named chief engineer.

Mike McCulloch, chief engineer, WGIL(AM)-WAAQ(FM) Galesburg, Ill., joins WABF(AM) Fairhope, Ala., in same capacity.

Meyer Gottesman, from Harris Corp., Quincy, Ill., joins WUNR(AM)-WBOS(FM) Brookline, Mass., as chief engineer.

Allied Fields

Bruce G. Sundlun, chief executive officer and president, Outlet Co., Providence, R.I., appointed by President Carter to U.S. Air Force Academy's Board of Visitors.

Michael S. Rice, VP-general manager of non-commercial WGBH-TV Boston, joins Washington office of Aspen Institute Program on Communications and Society.

Allen Levy, national publicity manager, A&M Records, Los Angeles, appointed West Coast director of publicity for American Society of Composers, Authors and Publishers (ASCAP), Hollywood, Calif.

George J. Dorrington, director of marketing, Frank Magid Associates, Cedar Rapids, Iowa, named to State Educational Radio and Television Facility Board by Iowa Governor Robert Ray. Mr. Dorrington is former regional sales manager for WMT-AM-FM-TV there and national code subscription manager for National Association of Broadcasters.

Arthur H. Harding, assistant general counsel, National Cable Television Association, Washington, joins communications law firm of Fleischman & Walsh there.

Merrill Mueller, veteran newsman, becomes visiting professor in S.I. Newhouse School of Public Communications, Syracuse (N.Y.) University in fall. Mr. Mueller worked for International News Service, *Newsweek* and NBC News.

Vernon A. Stone, chairman of Radio Television News Directors Association Research Committee, moves from research professor, University of Georgia, Athens, to Southern Illinois University, Carbondale, as director of school of journalism.

Deaths

Carl J. Meyers, 76, retired VP and manager of engineering for WGN Continental Broadcasting, Chicago, died July 29 at St. Joseph's hospital in Elgin, Ill., after long illness. Mr. Meyers received National Association of Broadcasters' Engineering Achievement Award in 1966 for

his work in color television technology. Other achievements to his credit include: remote circuit design responsible for initiating sports and special events pickups by WGN(AM) Chicago, such as Indianapolis 500, Kentucky Derby and political conventions. He also developed two-way radio for police cars in 1929 which proved to auto manufacturers that radios in private cars could be practical. He is survived by one son, Carl Jack Meyers, director of central scheduling for WGN-AM-TV, brother and sister.



Meyers



Menaugh

Robert Menaugh, 73, first superintendent of House radio and TV gallery from its inception in 1938, died Aug. 2 in Alexandria, Va., after long illness. He suffered stroke several years ago. Mr. Menaugh served on Hill beginning in 1931 with time out during World War II when he attained rank of colonel in Army War intelligence. He retired from House duties in 1974. Survivors include his wife and daughter.

Maurie Gresham, 69, salesman for Regency Enterprises, Los Angeles TV program sales firm, died July 26 Tarzana Medical Center there. Mr. Gresham worked for Regency 35 years. Survivors include his wife, two sons and one daughter.

Lewis S. Frost, 78, former assistant to VP in charge of NBC's Western division, Los Angeles, died July 22 at Santa Monica, Calif., hospital after long illness. Mr. Frost worked for NBC from 1928 to 1951 as business manager of program department in San Francisco, production manager, and assistant to several staff members. He was architect until his retirement. His wife survives.

Wilton E. Cobb, 75, former owner of WMAZ-AM-FM-TV Macon, Ga., died July 22 at his home in Bradenton, Fla. Winner of duPont Award in 1943 and Peabody citation for news in 1948, he also served two terms on National Association of Broadcasters news committee. He retired in 1963.

Sobey Martin, 69, director of one of television's first sponsored films in 1946, *Your Showtime*, died July 24 of heart ailment at Cedars-Sinai Medical Center in Los Angeles. Mr. Martin, Emmy award winner for directing, began his Hollywood career in 1936 as MGM film editor. His brother survives.

Paul Henderson, 27, weekend anchor and political reporter, WJLA-TV Washington, died Aug. 3 in car crash there. Mr. Henderson began career as reporter at WKBN-TV Youngstown, Ohio, in 1969, and later worked for WKEF(TV) Dayton, Ohio, WRAU-TV Peoria, Ill., and WFAA-TV Dallas. He joined WJLA-TV in 1977.

Ethel DuMont, 75, widow of pioneer TV broadcaster and receiver manufacturer, Allen B. DuMont, died Aug. 2 in Montclair, N.J., decorator, she designed early DuMont console TV receivers.

For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period July 24 through July 28.

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

New Stations

TV applications

■ Richmond, Ind.—Cincinnati Christian Communications Inc. seeks ch. 43; ERP 1,349 kw vis., 270 kw aur., HAAT 993 ft.; ant. height above ground 1,002 ft. Address: P.O. Box 729, West Chester, Ohio 45069. Estimated construction cost \$1,608,490; first-year operating cost \$1,980,790; revenue \$4,398,000. Legal counsel Baraff, Koerner & Olender, Washington; consulting engineer Robert Jones. Applicant is nonstock, nonprofit corporation for religious broadcasting. Garth W. Coonce, president. It has no other broadcast interests. Ann. July 7.

■ Las Vegas, Nev.—DRES Media Inc. seeks ch. 21; ERP 1,600 kw vis., 160 kw aur., HAAT 1,598 ft.; ant. height above ground 60 ft. Address: c/o Frank Scott, 1 Main St., Las Vegas 89101. Estimated construction cost \$1,332,500; first-year operating cost \$226,600; revenue \$1 million. Legal counsel Miller & Fields, Washington; consulting engineer Carl Jones Associates. Principals: Elizabeth S. Foremaster and R. Lane Scott (30% each), Richard W. Scott (20%) and William Singleton and Frank E. Scott (10% each); father of Mrs. Foremaster, R. Lane and Richard W. Scott. Mrs. Foremaster has retail sales interests in Las Vegas. Miss Scott is student. Richard Scott has interest in veterinary clinic in Las Vegas. Mr. Singleton is attorney. Frank Scott has banking, hotel and casino interests. Ann. July 17.

■ Cleveland, Ohio—Gaylord Broadcasting Co. of Ohio seeks ch. 19; ERP 1,000 kw vis., 151 kw aur., HAAT 1,067 ft. Address: c/o Ed-

ward L. Gaylord, P.O. Box, 25125, Oklahoma City, Okla. 73125. Estimated construction cost \$444,220; first-year operating cost \$6,597,500; revenue \$7 million. Legal counsel Pierson, Ball & Dowd, Washington consulting engineer. Applicant is group owner of WKY(AM) Oklahoma City, Okla.; KRKE-AM-FM Albuquerque, N.M.; KYTE-AM-FM Portland, Ore.; KTVT(TV) Fort Worth, KHTV(TV) Houston, Tex.; WVT(TV) Milwaukee; WTVT(TV) Tampa, Fla.; KSTW(TV) Tacoma, Wash. and WVUE(TV) New Orleans. Its parent, Oklahoma Publishing Co. publishes *Oklahoman*, *Oklahoma City Times* and *Colorado Springs Sun*, newspapers. Ann. July 17.

■ Tulsa, Okla.—Wilson Communications Inc. seeks ch. 23; ERP 2,190 kw vis., 219 kw aur., HAAT 700 ft.; Address: 400 Renaissance Center, Suite 2250, Detroit, Mich. 48243. Estimated construction cost \$2,900,104; first-year operating cost \$1,395,400; revenue \$1,210,000. Legal counsel McKenna et al, Washington consulting engineer Jules Cohen. Applicant is owned (100%) by Ralph C. Wilson Jr. through subsidiaries of Ralph C. Wilson Industries Inc. He owns KSTB(TV) Topeka, Kan. and has extensive business interests in connection with automotive industry, insurance and manufacturing. Mr. Wilson owns Buffalo Bills football team. Ann. July 7.

■ *Greenwood, S.C.—S.C. Educational TV Commission seeks ch. 38; ERP 893 kw vis., 179 kw aur., HAAT 744 ft.; ant. height above ground 688 ft. Address: 2712 Millwood Ave., P.O. Drawer "L," Columbia 29250. Estimated construction cost \$1,092,400; first-year operating cost \$310,000. Legal counsel Dow, Lohnens & Albers, Washington. Applicant is state agency for public, educational, noncommercial broadcasting. It operates eight TV's and six FM's and has applied for two new TV's in South Carolina. Ann. July 11.

■ San Antonio, Tex.—Lee Enterprises Inc. seeks ch. 29; ERP 5,000 kw vis., 50 kw aur., HAAT 1,500 ft.; ant. height above ground 1,459 ft. Address: 103 E. Second St., Davenport, Iowa. Estimated construction cost \$4,590,000; first-year operating cost \$1,438,000; revenue \$1,017,000. Legal counsel Pierson, Ball & Dowd, Washington; consulting engineer David L. Steel Sr. Applicant is publicly traded company. It owns WTAD(AM)-WQCY(FM) Quincy, Ill.; KOIN-TV Portland, Ore.; KIMT(TV) Mason City, Iowa; KHQA-TV Hannibal, Mo.; WSAZ-TV Huntington, W.Va. and KGMB-TV Honolulu. It has part interest in KFAB-AM-KGOR-FM Omaha, Neb. Ann. July 17.

FM applications

■ Harrison, Ark.—Bowman and Loveland Broadcasting Co. seeks 96.7 mhz, 3 kw, HAAT 300 ft. Address: P.O. Box 1153, Harrison 72601. Estimated construction

cost \$75,740; first-year operating cost \$60,000; revenue \$197,100. Format: easy listening. Principals: Charles E. Bowman and his wife, Mary Ann and Donald E. Loveland and his wife, Judith Ann, who have application for new AM at Harrison. Ann. July 26.

■ Denair, Calif.—Denair Broadcasting Co. seeks 95.9 mhz, 3 kw, HAAT 127 ft. Address: P.O. Box 81, Denair 95316. Estimated construction cost \$24,490; first-year operating cost \$48,000; revenue \$60,000. Principals: Jack W. Heald and Cedrick L. Benjamin (40% each), Robert F. Heans and Charles R. Palmquist (10% each). Messrs. Heald and Benjamin are high school teacher. Mr. Heans owns and operates hardware store. Mr. Palmquist owns Turlock, Calif., advertising firm. None has other broadcast interests. Ann. July 16.

■ Ocilla, Ga.—Irwin County Broadcasting Corp. seeks 97.7 mhz, 3 kw, HAAT 300 ft. Address: P.O. Box 820, Reidsville, Ga. 30453. Estimated construction cost \$66,569; first-year operating cost \$64,250; revenue \$100,000. Format: country. Principals: E. Lloyd Kilday Jr. and Howard King Moll Jr. Mr. Kilday owns 50% of WTNL(AM) Reidsville. Ann. July 26.

■ Salisbury, Md.—Conner Broadcasting Inc. seeks 105.5 mhz, 3 kw, HAAT 300 ft. Address: 106 W. Circle Ave., Salisbury 21801. Estimated construction cost \$90,810; first-year operating cost \$69,485; revenue \$144,000. Principal: J. Parker Conner, who is principal of WWTR(FM) Bethany Beach, Del. and WJDY(AM) Salisbury. Ann. July 26.

Ownership Changes

Application

■ WLRE(TV) Green Bay, Wis. (ch. 26)—Seeks transfer of control of TV 26 Inc. from William Wolske and Adrian O'Konski (100% before; 49.5% after) to Mr. O'Konski and others (50% before; 100% after). Consideration: \$2,617. Principals: Mr. O'Konski selling 0.5% of his interest. He was equal partner with Mr. Wolske. New owners include Andrew Brusda (25% after transaction), Lowell Degreef (25%) and Gerald J. Lorenz (25%). Mr. Wolske was recently elected City Attorney of Kewaunee, Wis. Messrs. Brusda and Lorenz are employees of station. Mr. Brusda is president, stockholder of WAUN-FM Kewaunee. Mr. Lorenz is owner (50%) of applicant for new FM at Rhinelander, Wis. Mr. Degreef is investor. Ann. July 21.

Grants

■ KPCA(AM) Marked Tree, Ark. (1580 khz, 250 w-D)—Broadcast Bureau granted assignment of license from J.E. Singleton and Archie H. Bray to Stanley B. Porter and Forrest E. Wilkerson III for \$70,000. Sellers: have no other broadcast interests and Mr. Singleton is retiring. Buyers: Mr. Porter is director of commercial production at Scripps-Howard's WMC-TV Memphis. Mr. Wilkerson is president and 51% owner of Memphis sound studio. Action July 24.

■ KROY(AM)-KROI(FM) Sacramento, Calif. (AM: 1240 khz, 1 kw-D, 250 w-N; FM: 96.9 mhz, 64 kw)—Broadcast Bureau granted assignment of license from ASI Communications to Jonsson Broadcasting Corp. for \$1,650,000 for AM and \$1.1 million for FM. Seller: principally owned by Ralph C. Guild, George R. Fritzing and Daren McGavren. ASI owns KFAC-AM-FM Los Angeles. Buyer: principally owned by Kenneth A. Jonsson and family, of Pacific Palisades, Calif. Mr. Jonsson was, until early this year, minority owner of KRLD(AM)-KAFM(FM) Dallas. Action July 17.

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Call letters

Applications

Call	Sought by
	New TV
WTVZ	Television Corp. of Va., Norfolk, Va.
	New FM's
KCKS	General Broadcasting Co., Concordia, Kan.
KHOK	Heart of Kansas Radio, Hoisington, Kan.
KBLL-FM	Holler Broadcasting, Helena, Mont.
KOGA-FM	Ogallala Broadcasting, Ogallala, Neb.
KSLE	KXOJ Inc., Seminole, Okla.
*WUTZ	RadioFreeBroadcasting, Summertown, Tenn.
	Existing TV's
KAGR-TV	KJTV Bakersfield, Calif.
WPCB-TV	WPFO-TV Greensburg, Pa.
	Existing AM's
KUXX	KUTY Palmdale, Calif.
KCCW	KITE San Antonio, Tex.
WVMS	WAPL Appleton, Wis.
	Existing FM's
KPIG	KIKI-FM Honolulu, Hawaii
KKKX	KOFO-FM Ottawa, Kan.
WBCY	WBT-FM Charlotte, N.C.
WAIM-FM	WCAC Anderson, S.C.
KTXQ	KFWD Fort Worth, Tex.

Grants

Call	Assigned to
	New AM
WYCB	Washington Community Broadcasting, Washington, D.C.
	New FM
*KBBG	Afro-American Community Broadcasting, Waterloo, Iowa
	Existing TV's
WVIT	WHNB-TV New Britain, Conn.
WNNE	WMVW Hanover, N.H.
	Existing AM's
KFLR	KRIZ Phoenix, Ariz.
WWQT	WDCL Dunedin, Fla.
WHGI	WAUG Augusta, Ga.
WIIN	WFPG Atlantic City, N.J.
	Existing FM's
WTKX	WBOP-FM Pensacola, Fla.
WKHG	WMTL-FM Leitchfield, Ky.
WTWR	WCAR-FM Detroit
WFPG	WFPG-FM Atlantic City, N.J.
KAGO-FM	KAGM Klamath Falls, Ore.
WXIE	WSMG-FM Oakland, Md.
KUMA-FM	KTAS Pendleton, Ore.
WLER-FM	WBUT-FM Butler, Pa.
WERR	WUPR-FM Uluado, PR.
KLAQ	KUOE El Paso, Tex.

■ KONG-AM-FM Visalia, Calif. (AM: 1400 khz, 1 kw-D, 250 w-N; FM: 92.9 mhz, 10 kw)—Broadcast Bureau granted assignment of license from AIR Waves Inc. to 2588 Newport Corp. for \$600,000 plus \$100,000 agreement not to compete. Seller: Harry E. Layman, president and general manager, who has no other broadcast interests. Buyer: Raymond I. Kandel (67.14%) and his daughter, Harriet K. Rhode (32.86%), who sold KYVA(AM)-KGLP(FM) Gallup, N.M. last March. Mr. Kandel's other interests include KTUC(AM)-KFMN(FM) Tucson, and KHSJ-AM-FM Hemet, Ariz. and KHOT(AM)-KUUL(FM) Madera, Calif. Action July 17.

■ KYOU(AM)-KGRE(FM) Greeley, Colo. (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 92.3 mhz, 25 kw)—Broadcast Bureau granted assignment of license from Meroco Broadcasting Co. to O'Keffe Broadcasting Co. for \$770,000. Seller: Elwood H. Meyer (67.1%), his wife, Helen (2.9%), George Drew (20%) and Barnard Houtchens (10%). Buyer: Donald O'Malley (70%) and

George Keiffer (30%). Neither has other broadcast interests. Action July 17.

■ WSSA(AM) Morrow, Ga. (AM: 1570 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Atlanta Broadcasting Co. to South Atlanta Broadcasting Co. for \$345,000. Seller: principally owned by James H. Simmons, who has no other broadcast interests. Buyer: David L. and James H. Piper, brothers, who own WTGA(AM) Thomaston, Ga.

■ WRBC(AM) Jackson, Miss. (AM: 1300 khz, 5 kw-D, 1 kw-N)—Seeks transfer of control of Rebel Broadcasting Co. from W. B. McCarty Sr. and Marjorie Ann Garrison et al (97% before; none after) to Tab Broadcasting Co. (3% before; 100% after). Consideration: \$581,000 (not \$146,575 as reported "For the Record," July 17). Seller: owned by above mentioned and 19 others. Buyer: J. Alex Bowab, Clifton A. Thomas, Edward S. Thomas Jr. and Robert O'Brien, who have applied for transfer of control of Tab to WLOX Broadcasting Co. (none before; 53% after). Consideration: \$334,702. WLOX Broadcasting is owned by James S. Love III, his sisters, Mary Eliza Love McMillan and Jo Love Little, and 12 others. Corporation owns WLOX-AM-TV Biloxi, Miss. Ann. July 11.

■ WWDJ(AM) Hackensack, N.J. (AM: 970 khz, 1 kw-U)—Broadcast Bureau granted assignment of license from Pacific and Southern Co. to Communicom Corp. of America for \$4 million. Seller: owned by Combined Communications Corp., group owner of six other AM's, six FM's and seven TV's. Combined also publishes *Cincinnati Enquirer* and *Oakland (Calif.) Tribune* and has agreed to merger into Gannett Co. Buyer: Kenneth E. Palmer, of Denver, Colo., who is involved with several investment firms and has served as manager for numerous broadcast stations. Action July 11.

■ WBUT-AM-FM Butler, Pa. (AM: 1050 khz, 250w-D; FM: 97.7 mhz 720w)—Broadcast Bureau granted transfer of control of WBUT Inc. from Larry M. Berg and Guy A. Travaglio Jr. (100% before; none after) to Brandon Communications Systems (none before; 100% after). Consideration: \$453,000. Sellers: have no other broadcast interests. Buyer: is owned by W. Frank and Elva Jean Brandon, their two sons and two daughters-in-law, and parents of one daughter-in-law. One son, Robert C. Brandon, is president and general manager WPGW-AM-FM Portland, Inc. He and his wife own largest (18.76% each) shares of buyer. Action July 17.

Facilities Changes

AM applications

■ WACT Tuscaloosa, Ala.—Seeks CP to change TL and SL; install new trans.; install former

■ KCNO Alturas, Calif.—Seeks CP to change TL; install new trans.; make changes in ant. system and oper-

ate trans. by remote control. Ann. July 10.

■ KABC Los Angeles—Seeks CP to change TL add MEOV's to nighttime pattern. Ann. July 10.

■ KTOM Salinas, Calif.—Seeks CP to install new aux. trans. at main TL. Ann. July 10.

■ WGTO Cypress Gardens, Fla.—Seeks CP to add nighttime power with 1kw; change hours of operation to U change SL & trans. Ann. July 28.

■ WAIK Galesburg, Ill.—Seeks CP to change SL; make changes in ant. (increase height to accommodate FM antenna). Ann. July 27.

■ KIMM Rapid City, S.D.—Seeks CP to install new aux. trans. Ann. July 27.

■ WDEF Chattanooga, Tenn.—Seeks CP to install new trans.; add MEOV'S to nighttime pattern. Ann. July 27.

■ KONA-AM-FM Kennewick, Wash.—Granted mod. of Licenses to change name of licensee to Tri-Cities Communications Inc. Action July 10.

FM applications

■ KPDI Eureka, Calif.—Seeks mod. of CP to change TL and HAAT: 1544 ft. (H&V). Ann. July 24.

■ KZSC Santa Cruz, Calif.—Seeks mod. of CP to change TL; change trans.; make changes in ant. system (decrease height); change HAAT: 374 ft. (H&V). Ann. July 28.

■ KZZQ Golden Meadow, La.—Seeks CP to change TL; change trans. Ann. July 24.

■ WLPL Baltimore, Md.—Seeks CP to install new aux. trans. Ann. July 28.

■ WBOC-FM Ocean City-Salisbury, Md.—Seeks CP to change TPO and ERP: 33kw (H&V). Ann. July 28.

■ WWRM Gaylord, Mich.—Seeks CP to install new trans. and ant; change TPO: ERP: 100 kw (H&V) and HAAT: 578 ft. (H&V). Ann. July 28.

■ Unassigned 92.7 mhz. Ogallala, Neb.—Seeks mod. of CP to change ant.; change TPO and modulation monitor. Ann. July 28.

■ *WRVO Oswego, N.Y.—Seeks CP to install new ant. Ann. July 28.

■ WXKX Pittsburgh, Pa.—Seeks CP to install new ant.; make changes in ant. system decrease height, change TOP. Ann. July 28.

■ KLUK Atlanta, Tex.—Seeks mod of CP to change TL and SL; change trans. and ant.; make changes in ant. system (decrease height); change TPO and HAAT: 200 ft. (H&V); make changes in modulation monitor. Ann. July 28.

■ KIOZ Laramie, Wyo.—Seeks CP to change SL; install new trans.; install new ant.; change TPO and ERP: 79.06kw (H&V). Ann. July 28.

TV actions

■ WDTV Weston, W.Va.—Granted mod. of license covering change in SL. Action July 19.

■ *WMVS Milwaukee, —Granted mod. of permit to extend completion date to January 12, 1979.

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Summary of Broadcasting

FCC tabulations as of June 30, 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	4,526	43	4,568
Commercial FM	2,976	1	69	3,047	120	3,166
Educational FM	920	0	36	959	74	1,030
Total Radio	8,391	5	131	8,532	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

FM actions

- *WEDM Indianapolis, Inc.—Granted license covering changes. Action July 10.
- KDCE(AM)-KBSO(FM), Espanola, N.M.—Sangre de Cristo Broadcasting, Inc. granted mod. of license covering change of name to Chamisa Broadcasting Co., Inc. Action July 10.
- WIOQ Philadelphia—Granted license covering changes; ERP: 30kw (H&V), ant. height 650 ft. (H&V). Action July 12.
- *WRTI Philadelphia—Granted license covering changes for aux. trans.; ERP: 890 watts (H&V); ant. height 400 ft. (H&V). Action July 12.
- WUSL Philadelphia—Granted license covering changes; ERP: 18 kw (H&V) ant. height 830 ft. (H&V). Action July 12.
- WRHY Starview, Pa.—Granted license covering changes; ERP: 420 watts (H&V), main & aux. Action July 12.
- *WPRV Rock Hill, S.C.—Granted mod. of permit to operate trans. by remote control. Ann.
- WSPA-FM Spartanburg, S.C.—Granted license covering permit for changes. Action July 12.

Allocations

Proposed

- Conway, Ark.—FCC has proposed assigning 96.7 mhz as community's first FM in response to petition by Michael D. Harrison proposing channel for Mayflower, Ark. (BC Doc. 78-220). Comments due Sept. 15, replies October 5. Action July 17.
- Miami, Fla.—FCC has proposed substituting TV ch. 65 for ch. 19 there (BC Doc. 78-207). Comments due Sept. 4, replies Sept. 25. Action July 17.
- Atlanta, Mich.—FCC has proposed assigning 92.5 mhz as community's first FM in response to petition by Wilderness Broadcasting Inc. (BC Doc. 78-221). Comments due Sept. 15, replies Oct. 5. Action July 17.

Rulemaking

Petitions

- North Las Vegas, Nev.—D. Garry Munson and John C. Larsh request amendment FM table of assignments to assign ch. 258 to North Las Vegas. (RM-3143) Ann. July 11.
- FCC has proposed amending telephone-cable TV cross-ownership rules for rural areas to establish population density levels below which telephone companies could be relieved of proving infeasibility of independent cable operations. (Doc. 78-219) Ann. July 24.

In Contest

Designated for hearing

- Oakdale, Calif. (Goldrush Broadcasting Inc. and Oakdale Broadcasting Corp.) **FM proceeding:** (BC Doc. 78-189-90)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ Walter C. Miller as presiding judge; scheduled prehearing conference for Aug. 25 and hearing for Oct. 10. Action July 12.
- Palm Springs, Calif. (Gray-Schwartz Broadcasting) **FM proceeding:** (BC Doc. 78-104-6)—ALJ James K. Cullen Jr. scheduled admissions hearing from Nov. 6 to Nov. 27; hearing from Nov. 13 to Dec. 4. Action July 14.
- Natick, Mass. (Home Service Broadcasting Corp. et al.) **AM proceeding:** (BC Doc. 78-213)—FCC has designated for hearing application for CP to change antenna site, add nighttime service and raise daytime power from 1kw to 50 kw. Petitions to deny application were filed by Westinghouse Broadcasting Co. and WEZE Inc.; objection filed by Knowles Broadcasting Co. Action July 12.
- Caro, Mich. (Michigan Tuscola Broadcasting Co. and Cass River Broadcasting Co.) **AM-FM proceeding:** (BC Doc. 78-214-217)—FCC has designated for hearing mutually exclusive applications by MTB for renewal of licenses of WKYO(AM)-WIDL(FM) Caro, and Cass's application for new AM of 1360 khz and new FM on 104.9 mhz. Action July 12.
- Vancouver, Wash. (Rose Broadcasting Co., Viking Vancouver Inc., Fort Vancouver Broadcasting Inc. and Longwood Broadcasting Co.) **AM proceeding:** (BC Doc. 78-209-212)—FCC has set for hearing mutually exclusive applications for new AM on 910 khz. Action July 12.

FCC actions

- KOAD(AM) Lemoore, Calif.—FCC denied application of Golden Broadcasting Systems Inc. for renewal of license. New applicants invited to file. Action July 12.
- KBAY(FM) San Jose, Calif.—FCC has renewed license of United Broadcasting Co. for its station denying competing application by Public Communicators Inc. for new station on 100.3 mhz. Action July 26.

Cable

Applications

- The following operators of CATV systems have requested certificates of compliance:
- Delta Video Cable, for Tiptonville, Ridgley and Lake, Tenn. (CAC-13221-3); commence operation.
- Montgomery County CATV, for Shenandoah, Timber Ridge, Montgomery, Oak Ridge, Spring Forest,

Fox Run, Gleneagles, Spring Hills, Vicksburg, Spring Oaks and Rayford Forest, All Tex. (CAC-13237-47); commence operation.

■ Ellenville CATV, for Woodridge, Fallsburg, Wawarung, Rochester and Mamakating, all N.Y. (CAC-13252-7); existing operation.

■ Broward County Cable, for Fort Lauderdale, Fla. (CAC-13258); commence operation.

■ Lowell Cable Television, for Lowell, Mass. (CAC-13259); commence operation.

■ Howard Cable Television, for Howard, Md. (CAC-13260); changes.

■ American Cablevision, for Rochester, Minn. (CAC-13261); existing operation.

■ Teleprompter Southeast, for New Smyrna Beach, Edgewater and Volusia, Fla. (CAC-13262-4); changes.

■ Meadowlands Communications, for Rutherford, East Rutherford, Carlstadt, Lynhurst and North Arlington, All N.J. (CAC-13265-9); commence operation.

■ Teleprompter Southeast, for Holly Hill, Volusia, St. Cloud, Osceola, Winter Garden, Oakland, Ocoee, DeLand, Debary, Deltona, Orange City, Clermont, Groveland, Lake, Mascotte and Minneola, all Fla. (CAC-13271-87); changes.

■ Sammons Communications, for Elizabethtown, Carter, Tenn. (CAC-13288,9); changes.

■ Warner Cable of Fox River Valley, for Oshkosh, Wis. (CAC-13290); changes.

■ Teleprompter of Graham; for Graham and Young, Tex. (CAC-13291-2); changes.

■ Rockport Cable TV, Rockport and Aransas, Tex. (CAC-13294,5); commence operation.

■ Betterview Cablevision, for Riddle, Ore. (CAC-13296); commence operation.

■ Armstrong Utilities, for McDonald, Ohio (CAC-13300); commence operation.

■ Polk Cablevision, for Lakeland, Fla. (CAC-13302); commence operation.

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General manager—Young, aggressive individual wants GM and partner—no investment. Tremendous opportunity, must be a self-starter. EOE. Box J-3.

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Sales Manager—50,000 Watt FM in Medium size New England city overlooking ocean. Must be intelligent individual, street smart, understand retail and agency sales, able to motivate with positive ideas. Excellent growth opportunity. Replies in strict confidence. Box J-66.

General Manager, Public Radio/Television Stations, KWSU-AM and KWSU-TV, members of NPR and PBS. Master's degree plus management experience in a public broadcasting station required. College level teaching experience desirable. Salary competitive. Send resume and names of three references to: Dr. Wallis Beasley, Executive Vice President, Washington State University, Pullman, WA 99164. Application review starts August 15, 1978. Equal opportunity/affirmative action employer.

Hudson Valley's No. 1 FM Rock Station WBPM is looking for an experienced account executive. First year income \$12-15K to right person. Send resume in confidence to W. C. Maxwell, WBPM, CPO 1880, Kingston, NY 12401. EOE.

KCPB, Inc., Thousand Oaks, California, has an opening for Director of Development and Community Resources for its new public radio station. Candidates must have Bachelor's degree from an accredited 4 year University or college and a minimum 4 years experience in fund-raising supervision. Annual compensation range \$18,000—\$26,000. Submit resume and letter expressing interest by August 21, 1978, to Al Miller, President, KCPB, Inc., 223 E. Thousand Oaks Boulevard, Suite 415, Thousand Oaks, CA 91360. KCPB, Inc. is an Equal Employment Opportunity Employer.

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Sales Manager for Northern Michigan 5kw. Excellent opportunity for the right person with experience and effective sales ability. Send resume and contact information to Box J-35.

Florida Number One Rated Automated Beautiful Music Stereo FM on the Treasure Coast needs an experienced salesperson. Must also be able to write and produce copy. Excellent pay and outstanding benefits. Florida living at its finest! Send resume and tape to Dan Dermody, Sales Manager, WGYL Radio, Vero Beach, FL 32960. Equal Opportunity Employer.

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Sales Manager Familiar with New York Hudson Valley area. Adult MOR. Strong established audience. Opportunity for high income. Send resume to Box J-72.

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Idea Salesperson Consultant. Self specialist. Self Starter with a track record. Get rich at the Southeast's room to grow. Contact Ray Stephens, KGAK Radio, Gallup, NM 505—863-4444.

Idea Salesperson Consultant Sell specialist self starter with a track record. Get rich at the Southeast's 50,000 Watt Contemporary Legend. Resume and track record to Ray Mack, WAPE Radio, PO. Box 486, Orange Park FL 32073. Minorities encouraged. An Equal Opportunity Employer.

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Major Broadcast Group seeking salesperson with two years sales experience. Must have direct/agency background. Good list available. Salary/commission. Call Greg Pearson, (WRNL, Richmond), 804—282-9731.

Sales manager for beautiful Monterey, CA! Highly-rated 24-hour MOR AM has career opportunity for successful, local sales person with impeccable track record. \$1,000 per month vs. 20% on collections from personal sales + sales management override. EOE/MF. Write to Charlie Powers, President, The Greentree Group, Box 68, Moraga, CA 94556.

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Work & Play in the Hawaiian Sun. Need Adult Contemp air talent w/1st phone to handle maintenance of 24 hour station. Experience mandatory. Box H-94.

Sign on with contemporary WCNC Elizabeth City, NC for sign-on shift. Experienced persons send tape resume salary requirements. EOE.

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Top-quality announcer with major-market experience for FM-Stereo easy-listening station. No beginners. Administrative opportunities. \$15,000. WHHR, PO. Box 5683, Hilton Head Island, SC 29928. EOE.

Professional sign-on announcer for MOR Adult (25-55) Northern New England station. Three years minimum commercial broadcast announcer experience, three character-employer references and resume, including H.S./college rank in class, class size & GPA. EOE. Write Box J-61.

Immediate Opening for experienced, mature morning announcer. Must be proficient in production and news. Must be willing to become involved in community. "Semi-Live" Beautiful Music format. Excellent opportunity for the right person. Need 3rd Endorsed. Beautiful Southeast location. E.O.E. Send Resume, salary requirements to Box J-63.

Afternoon drive heavyweight for a stable, healthy station and market, Eastern location. Small market. Adult contemporary format, with emphasis on local news and sports. Solid financial advancement. affirmative action/EOE. Box J-79.

Fulltime MOR in NY State seeks deejay with good announcing and production ability. Community involvement a plus. Resume to: Box J-83.

Announcer-Carolina's top billing small market station. Experience, talent, and maturity necessary. Benefits plus profit sharing. EOE. Box J-99.

Would You Like to make the Piedmont area of North Carolina your home? We now have an opening for an early night personality. Contemporary Radio, creative production, and First Ticket a must. Bob Dayton, WCOG Radio, Greensboro, NC 919—299-0346 or send tape and resume to PO. Box 8717. Greensboro, NC 27410.

Looking for Entertainers for expanding Gulf Coast AM/FM operation. Talented, with drive time ability. Adult contemporary format in upper medium market near Houston. Tapes and resumes only. Applications handled confidentially. J.J. Justin, OM, PO. Box 336, Port Arthur, TX 77640.

WHUT Anderson needs a creative communicator. We're an Adult/Contemporary station in Indiana's 7th largest city. EOE. Tape and resume to Mike Kase, WHUT, Box 151, Anderson, IN 46015.

AM/FM in Beautiful small community looking for hard working afternoon drive person. Talent more important than years. Excellent production, writing ability, able to follow format, PBP helpful. Above average pay for right person. Tape, resume, references in first letter: Jim Jacobs, WKRM, Box 113, Columbia, TN 38401.

Central Virginia Contemporary MOR has immediate opening for evening personality. At least 2 years experience with good pipes and something to say. 3rd endorsed. Wells Bunyea, WINA Box 1230 Charlottesville, VA 22902, 804—977-3030. EOE.

HELP WANTED ANNOUNCERS CONTINUED

Wanted—Staff Announcer. Opportunity to complete college education at Mississippi State University. Joe Phillips, WSSO, Starkville, MS 39759, Phone 601—323-1230.

KMEZ, Dallas is looking for friendly sounding communicators for Beautiful Music format. Send tape geared to easy listening plus resume to Dave O'Brien, KMEZ 9900 McCree, Dallas, TX 75238. EOE.

Announcer wanted. Good voice, must do some news and production. Nice college town. Send tape and resume to WIEZ, P. O. Box 308, Oneonta, NY 13820.

Beautiful Lake Tahoe, CA. Adult Contemp/Prog Country station looking for professional with strong track record. Send tapes to KOWL, Harrah's Tahoe, P.O. Box 4100, S. Lake Tahoe, CA 95729.

Kentucky—Top 40 announcer (nights) plus sales. Must be self starter. Call Jim Ballard 606—248-5842.

Fulltime needs first Phone Jock who enjoys his audience. Also First Phone Combo. Send resume and tape: Macck, Box "A", Bel Air, MD 21014 301—575-6555.

Bright Personality Announcer wanted for mid-day MOR format. Experienced only, with 3rd Class License and production abilities. Send air check to Mike Sands, Program Director, WJAR-AM, 176 Weybosset Street, Providence, RI 02903. We are an equal Opportunity Employer.

Major Country Station Top 25 Market seeks morning jock. Tapes and resumes to Jim Murphy, WHIM, 115 Eastern Avenue, East Providence, RI 02914.

Easy listening/beautiful music announcer with good voice and production skills. FCC third class with broadcast endorsement required. Send tape and resume to: Gwen Edwards, WJOI-FM, 1715 Grandview Avenue, Pittsburgh, PA 15211. EOE/MF.

Wanted: Young, aggressive person for Mid-West C & W AM-FM. Will do air shift and sales. Send, tape, resume to: Jerry Clark, WIFF, R.2, Auburn, IN 46706. No phone calls.

HELP WANTED TECHNICAL

Chief Engineer—for long established 5000 watt e t directional AM and 3000 FM. Excellent permanent position either for person with chief experience or qualified staff person wanting to move up to chief position. Contact general manager, WPAG, Ann Arbor, MI.

Unique opportunity for First wanting a station to love: Total Engineering responsibility for new facility. Some production, air, television supervisory responsibilities. Dynamic professionally staffed non-typical public/community station in great Chicago Suburb. Excellent salary and benefits for knowledgeable caring Chief. Abilities and enthusiasm as important as length of experience. Resumes: Manager, WDCB FM, College of DuPage, Glen Elly, IL 60137. 312—858-2800 EOE.

KDES & KDES-FM, Palm Springs, California has an immediate opening for an experienced chief engineer. Must have experience in directional AM, FM automation and studio maintenance. Send resume and salary requirements to Joe Tourtelot, KDEA, 821 North Palm Canyon, Palm Springs, CA 92262. An Equal Opportunity Employer.

Engineer-operator, capable, experienced, to be chief at automated FM-Stereo, easy listening station. Up to \$12,000 to start. WHHR, P.O. Box 5683, Hilton Head Island, SC 29928. EOE.

Engineer-announcer. Potential to be Chief. Must have First. State salary. Great Plains small market. EOE. Write Box J-71.

WKIP, Poughkeepsie, NY needs experienced Chief Engineer. Contact Len Kinney 914—471-2300.

Chief Engineer—Missouri, 3,000 Watt FM. Some air experience desired. All new equipment including Schafer 902 Automation, Gates Transmitter. Station in expanding 40,000+ Capital City. Half hour from Lake of the Ozarks, KJMO, 3103 South Ten Mile Drive, Jefferson City, MO 65101. 314—893-5100.

Chief Engineer for university-licensed FM in Detroit. 79KW NPR affiliate now activating SCA. Will move facilities and begin operation of satellite downlink 1979-80. Require experienced transmitter/audiotape person with ability to plan and supervise and FCC First. Send complete resume and salary requirements to General Manager, WDET-FM, 5035 Woodward Avenue, Detroit, MI 48202. An equal opportunity employer.

Northern New Mexico AM/FM Stations at foot of Sangre de Cristo Mountains—Toas, Espanola, Sante Fe area. Exceptional opportunity for young, creative, 1st phone interested in learning and growing in radio engineering. Production and air-shift open, also. Resume to Jim Hoffman: KDCE/O102: Box 970, Santa Fe 87501. 505—753-2201.

1st class ticket needed. Must be able to handle air shift and production. Some news. Nice college town. Send tape & resume to WIEZ, P.O. Box 308, Oneonta, NY 13820.

Wanted: Engineer, Heavy on Maintenance. \$200 a week plus a small house to live in. Box H-119.

Broadcast Technician or Engineer. Must have experience on 50 or more KW. AM Transmitters. STL. Studio equipment. Quality minded. Will supervise maintenance technicians of 100 KW AM station located in Caracas, Venezuela. Send resume to: Semack Trading Co., Inc., 120 Wall Street, New York, NY 10005 Attn: J.S.

Phila, Class B FM looking for Chief Engineer. Must have FM and commercial studio experience. Background in ITL preferred. Salary to \$16,000/year. Send resume to William W. Staats Jr., WIOQ-FM, 2 Bala Cynwyd Plaza, Bala Cynwyd, PA 19104.

HELP WANTED NEWS

Needed Immediately—experienced newscaster for daytime A. M. station. Good news gathering and reading skills required. Send tape and resume to WJVA, 1129 No. Hickory Rd., South Bend, IN 46615.

Wanted, Newscaster. WINE-AM/WRKI-FM, Danbury, CT. Heavy local news emphasis, starting salary \$150 to \$175. Tapes and resumes to WINE, P.O. Box 95, Danbury CT 06810. No Calls!

Needed Immediately: News Director for FM Station in Eastern Connecticut. Must be experienced in writing and reporting local and regional news. Generous salary, excellent benefits. Send tape, resume and writing samples to Tim Richmond, WXLS, P.O. Box 98, Williamantic, CT 06226. Phone 1—203—456-2251.

Newscaster. Experience desired. Tape/resume to: Ron Lyon, WKIP, Poughkeepsie, NY 12602.

First News Director opening in 29 years. Gather, write and air for AM/FM in one of Illinois' best small towns. Prefer Midwest applicant. Send your letter, tape, writing samples and salary requirements to: Ed Howard WCRA, Box 568, Effingham, IL 62401. EOE MF.

News Director—Wanted for 5KW news leader in Missouri market of 16,000. Experience, references, resume, and personal interview required. Box F-140.

News Director for highly-professional, award-winning news department in industrialized community near mountains, lakes and urban center. Must have 3-5 years solid news experience, leadership ability and dedication. Send complete resume, samples of news copy, statement of news philosophy and newscast air-check to Steve Corbett, General Manager, WGAP, P.O. Box 607, Maryville, TN 37801. Application deadline: Sept. 1.

We need another Radio news professional... someone who can cut through the bilge and give people something they can listen to. Tape and resume to: Roy Dittman, WBNS, 62 East Broad, Columbus, OH 43215. Equal Opportunity Employer. MF.

Opening for a real Live Wire with experience in news and announcing. Prefer First Phone. Tape and resume to WIN-U, Box 303, Highland, IL 62249.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Program Director Wanted—expanding operation—need leadership type person. Call Bob Zimmerman 814—238-5085 State College, Pa.

Traffic supervisor copy chief combo, must be capable, experienced, for FM-Stereo easy listening station. \$10,000. WHHR, P.O. Box 5683, Hilton Head Island, SC 29928. EOE.

Automated Small Market leader seeks stable, responsible PD/Morning person. Strong news, production. Possible part-time sales. Resort Community on beautiful Lake Huron. Tape and resume to: WDBI-FM, 1175 S. U-S 23, Tawas City, MI 48763, or call 517—362-6149.

FM radio station seeks full time Producer/Talent. Responsibilities include scheduling and hosting a four-hour morning classical music program on FM radio. Comprehensive knowledge of music, pleasing voice quality and the ability to assemble and deliver newscasts required. Ability to conduct interviews and competency in public affairs desirable. Previous radio experience required, technical expertise preferred. Applicants please state salary requirement. Submit resume to Ms. Diane L. Conklin, Personnel Assistant, WCNY-FM, 506 Old Liverpool Road, Liverpool, NY 13088. (City of license, Syracuse, NY). Equal Opportunity/Affirmative Action Employer.

New England Medium Market AM/FM needs competence. Position created for person who can handle all phases of operation: jock, production, promotion, office work. Must be able to handle FM rock and not be afraid of AM automation. EOE. Tape & Resume—no calls. Robb Westaby, WIXY/WAOY, 45 Fisher Avenue, E. Longmeadow, MA (Springfield Mkt) 01028.

SITUATIONS WANTED MANAGEMENT

General Manager/General Sales Manager, Radio or TV, available. Currently employed. Major Market. Solid Track record, Heavy references. Reply Box H-117.

Mature, experienced General Manager or General Sales Manager available. Full knowledge of all phases of operation, small or large market. Contact Box J-8.

General Manager—Community oriented, late 30's, fourteen years management experience including ownership. Desire buy-in arrangement in medium market. Excellent track record and superb industry references. Box J-12.

GM Forte: Building outstanding sales, programming teams. Bottom line leader. Box J-70.

General Manager: General Manager of Pacific Northwest Coast "AM" Station wants to relocate. Veteran Manager with successful record. Currently running financially successful "AM" Station. Motivator, leader, & organizer. Only General Manager considered. Box J-95.

15 years radio experience—sales, programming, technical. Will consider serious offers to manage broadcast property in good living area. Preference to Northeast. Age 33, with family. Soon to present unique copyrighted radio formula. Responsible parties may reply in confidence at 914—565-5365.

SITUATIONS WANTED SALES

Hoosier wants sales. 29 with credentials, I.U. Radio-TV degree. Ohio, Illinois, Kentucky also considered. Box J-56.

Attention Wisconsin Small or Medium towns. Currently employed GM with 10 years experience seeking GM or SM position. Strong sales background. Honest, dependable family man. Write Box J-64.

Looking for Combo work: Jock/Sales. Black oriented. Box H-86.

Small Market One Man Sales Department. Copy and selling ideas, contests, production, news voice. Good track record. Top industry references. Virginia or surrounding states. Available now. Phone after 7:00 p.m. 703—886-5419.

SITUATIONS WANTED ANNOUNCERS

Female, 23, 3rd Endorsed, expertly trained. Seeking first break in Radio. will relocate anywhere. Tape and resume available upon request. Call 312—275-2441 or write, Kathy Moyer, 1218 W. Winona, Chicago, IL 60640.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Ambitious young jock seeks advancement. Strong writer. Tight board, good news, sports, commercial delivery. 1 year experience. Box J-16.

Announcer/DJ, (Third Endorsed) 5 years experience. Wants full-time air shift at AOR/MOR/Beautiful Music station in California/Pacific Northwest area. Call Frank 714-658-1094, Hemet, California.

Dedicated, hard-working announcer seeks opportunity to grow with small to medium market station. Degree, third-endorsed ticket, over two years experience, working. Call Paul, 216-455-9248.

Do you need a good Play By Play Sports caster with experience and versatility? Box J-58.

Major Market Talk-Show Personality now available. No. 1 women 18+ seeks new challenge. West Coast preferred but will talk. Box J-60.

Small Market PM, Drive jock, music director wants to move up. 4 yrs. exp. 1st phone. Frank 215-377-3489 before noon.

Ten years experience. Announcer, news, board, production. B.A., 3rd Phone. Excellent voice and delivery. Married, children. Will relocate. John Hachey, Box 396, Tomah, WI 54660. 608-372-3127.

Former Black Musician with Top R&B groups age 27. Has audition tape & specialized D. J.-Newscaster training for your evaluation. Third Endorsed, natural at production. Phone Ken-215-ch2-4657 or 215-922-2399.

Thirteen year professional available. Can deliver for you. MOR, talk, production. Call 414-384-0160.

DJ Newscaster, dependable, creative and aggressive. Tight board—third endorsed. Also salesman. send to: John Catena, 3015 Radcliff Avenue, Bronx, NY 10469 or call 212-881-8097—between 6-8 PM.

Three years of success as top-rated DJ, production man; some programming duties. 3rd endorsed. Family man, 27, seeks to grow as announcer, production man with professional Top-40 or Contemporary small or medium market station. Prefer South or Central Florida; have seeing-eye dog and can travel. Proven, tried, and tested. Past performances and references speak for themselves. John Holliday (Gary Stevens), 19822 N. E. 11th Court, Miami, FL 33179. 305-653-0732.

My fanny was last seen bouncing around the Sierra Nevada because I worked it off here in California Radio. What's left could work for you. Carl Dysland, PO Box 954, Montrose, CA 91020. 213-248-6762.

Classical Professional also experienced news. Durham, 4439 West Pine, St. Louis 63108.

2 yrs on-air experience, 1st Phone, good references & mature voice. Tom 218-741-0001.

SITUATIONS WANTED TECHNICAL

Rookie Engineer seeking first job. First Phone. 1 year trade school. Some experience in RF, AF, Digital. Western States. Contact Mike Haskins, PO. Box 192 La Mirada, CA 90637.

SITUATIONS WANTED NEWS

Currently employed: Sports, PBP, News, Jock. Responsible, hard-working, college graduate. 3rd endorsed; references. Box J-52.

Sports Director looking for position in Medium-Major Market. All PBP and talk show experience. Box J-73.

Experienced Account Executive and Sports caster seeks position in similar capacity. Also good background in production, announcing, continuity and news. 608-362-5102.

Willing to work hard. UNC Graduate, B.A. Broadcast Journalism. Stringer experience. Free to relocate. For tape and resume contact Charles Freiman, 1404 Hillwood Court, Charlotte, NC 28210. 704-525-1477.

Newsgal looking for more experience. Also interested in sports. Mature. Hard working. Strong delivery. Dependable. Reply: Marianne Tarlian, 101 Ambassador Ave., Warwick, RI 02889.

Experienced Sports Director/ 5 years P-B-P. Small Market experience—Medium Market sound, seeking sports-minded station. D. J., news, 3rd, will relocate, available immediately. Mike 502-351-8245.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Country PD wants Medium Market. Background experience in air, production, music and sales. Tape and resume. 601-638-7535, Dave.

Beautiful Music Program Director desires operations/management position. Family man, late 30's, presently in top 20 market, 6 years this station. Prefer Great Lakes/Upper Midwest. Box H-115.

PD/Production pro, excellent voice, conversational approach, seeking jock/production position with solid MOR powerhouse. Stability, professional attitude paramount. 10 years on-air, last 5 as PD of 50-Kw, medium-market, major group AM. Married, 29, college. Box H-169.

TELEVISION

HELP WANTED MANAGEMENT

National Sales Manager for Southeast network affiliate. Strong at inventory control, upward-thrust pricing, and sound business building. Experience and salary history to Box H-136.

Sales Development Executive to travel from group headquarters to TV stations in East, all network affiliated, to generate ideas, work with local management to build local-regional sales. Must be fully conversant with up-to-the-minute selling and pricing techniques and have the credentials to work with top management. Box H-149.

General Manager Wanted for new startup. UHF Television Station—Channel 15. Must have past management experience in UHF or VHF Television operation. Send resume to Box J-97.

Director, University Television. Bachelor's degree with major courses in journalism & communications, or any equivalent combination of experience and training. Five years professional television experience, two of which shall have been as a program or production manager. Responsible for budgeting, planning, organizing & directing the operation of WUSF-TV within the Division of Educational Resources. Application deadline August 17, 1978. Salary Range \$15,000-\$24,500. Contact Dr. William G. Mitchell, Director Instructional Services, SVC 116, University of South Florida 33620. An Affirmative Action Equal Opportunity Employer.

Manager of Public Affairs Unit, to direct, supervise and review the activities of a 9 member unit. Must be thoroughly experienced in all phases of public affairs program development including interview, documentary, research reporting and producing. Minimum qualifications bachelor's degree in journalism, 5 years professional television production experience and 3 years management experience of program production staff in public affairs. Successful on-camera experience highly desirable. Employment through May 30, 1979 with the possibility of extension. Deadline for application is August 25th. Send tape, resume and 3 references to: Manager Public Affairs Screening Committee, KCTS/9, University of Washington, 4045 Brooklyn Avenue NE, Seattle, WA 98105. Equal opportunity affirmative action employer.

HELP WANTED SALES

Rapidly Growing, independent Christian/Family oriented UHF TV station in Miami market needs aggressive self-starter with TV sales background. Great opportunity for advancement and fantastic potential. EOE. Send full resume to Box J-32.

Group-owned Northeast Net Affiliate in top 50 seeks experienced Acc't. Exec. for Agency/Direct Sales. An Equal Opportunity Employer. Send resume to Box J-44.

HELP WANTED TECHNICAL

Videotape Maintenance Engineer for quad VTR's and other related equipment for post production and duplication house. Prefer FCC 1st and at least one year's experience. Call collect 313-971-3600, or send resume to Robert Stapleton, NET Television, 2715 Packard, Ann Arbor, MI 48104.

Television Maintenance Specialists. Are you a specialist in the maintenance of quad video tape recorders? or studio and portable camera systems? or computerized editing systems? A large Southeastern TV production center has positions available for highly qualified and experienced technicians specializing in any of these areas. Paid insurance, 3 weeks paid vacation, 12 holidays per year. An Equal Opportunity Employer. Send complete resume to Box H-157.

TV Chief Engineer. Major market network VHF station looking for experienced chief engineer—good starting salary. If you're looking to move up to a larger market, here's your chance. Applications will be held in strictest confidence. Send resume to Box J-33.

TV Chief Engineer position immediately available in New York City. Solid experience W/AE 600's, P.C. 70's, RCA Computer Studio Facility. Solid experience required. Salary open. North American Video 212-369-2552 or B. Grodin, home 914-238-9229.

Director of Engineering—Idaho. Two Station Group ABC affiliates in Boise and Pocatello, Idaho. Strong technical background necessary primarily in ENG and studio equipment including Quad tape. Salary DOE. Write or call, General Manager, KIVI/KPI TV, 1866 E. Chisholm Drive, Nampa, ID 83651. 208-467-3301. EOE.

Chief Engineer for University telecommunications center. Will have technical responsibility for modern broadcast TV, FM and CCTV facility. Minimum qualifications include: BS in related field, demonstrated state of the art technical knowledge, leadership ability, and FCC first. Equal Opportunity Employer. Send resume, references and salary requirements to: Box J-51.

Licensed Operator (Jackson, Michigan). Must be 18 years of age or older and hold a First Class Radiotelephone F.C.C. License. Technical schooling or experience desired. Equal Opportunity Employer. Send resume to Personnel, WILX-TV, PO. Box 30380, Lansing, MI 48909.

Master Control Operator/Operating Technician. First Class FCC license required; prefer experience with on-air operations to include switching; loading and cueing tape cartridges and films; knowledge of operation of all control room equipment; and controlling technical difficulties; must be willing to relocate; salary DOE; submit resume to Linda Imboden, Personnel Representative: KLAS, Inc; PO. Box 15047, Las Vegas, NV 89114. An Equal Opportunity Employer.

Air Central Operator: Immediate opening for switcher/video control engineer. Minimum 1-year relevant experience. 1st Class required. High School or GED equivalent. Good Salary Phone 904-354-2806 or write Director of Engineering, WJCT, 2037 Main Street, Jacksonville, FL, 32206. An Equal Opportunity Employer. M/F

Master Control and Video Tape Technicians needed immediately. First Phone and minimum one year experience required. Call or write Engineering Manager, WPRI-TV, 25 Catamore Blvd. East, Providence, RI 02914. Telephone 401-438-7200. An Equal Opportunity Employer.

Working Chief for Southern California ITFS Television System and Public Radio Station with satellite earth terminal. 1st Ticket. Strong in maintenance as well as planning, coordinating, supervising. Excellent working conditions and benefits. Salary to low/mid 20's. Classified personal, Long Beach Unified School District, 701 Locust Ave., Long Beach, CA 90813.

Maintenance Engineer—Minimum 3 years maintenance experience, strong background in studio maintenance. FCC 1st Class License. Electronics school graduate or equivalent technical education including digital technology. Send resume to Personnel Director, KNTV, 645 Park Avenue, San Jose, CA 95110 AEOE (M/F).

**HELP WANTED TECHNICAL
CONTINUED**

San Francisco Opportunities. KQED (S.F. PBS) needs two experienced engineers for nationally distributed "Over Easy" talk show: Technical Director: Must have extensive experience in all phases of studio and remote television production; a thorough knowledge of television systems and engineering parameters; considerable experience supervising large engineering crews on major network productions; good rapport with production personnel and talent; able to work under pressure; first phone desirable. Salary range: \$239 to \$433 per week. Computer Videotape Editor: Must have thorough working knowledge of CMX-50 and CMX-340X editing systems, as well as extensive experience in major network television production. Must have a thorough working knowledge of television systems and engineering parameters as well as extensive work on Ampex VTRS. A first phone is desirable. Must be creative and able to work closely with production personnel. Salary range: \$239 to \$433 per week. For immediate consideration, mail resume with salary history to Personnel, KQED, 500 Eighth St., S.F. CA 94102.

Maintenance Engineer with first class FCC License sought for this major S.E. station. Requires skill in the operation, maintenance and repair of television and radio station equipment with emphasis on technical background. Occasional work on general electrical, mechanical or hydraulic system affecting broadcast. Prefer minimum 2 years experience in TV maintenance. Degree in electronics or coursework in TV engineering. Salary to \$15,500. Apply Personnel-M.E., P.O. Box 610001, Miami, FL 33161. Equal Opportunity Employer.

Assistant Director, Engineering—Responsible for coordinating and administering all the technical operations and engineering functions, including all engineering personnel. Plan new services and electronic equipment systems. Maintain complete files of FCC Rules and Regulations and supervise license renewals and all other FCC filings. Requirements: Extensive background in electronic engineering plus knowledge of business administration. Supervisory experience in radio and television broadcasting is necessary. Must possess a valid first class FCC license with extensive knowledge of FCC regulations. Experience in public broadcasting is preferred. Salary: \$17,160 minimum plus benefits. Send resume to: Elizabeth L. Young, Director, Telecommunications Center, 2400 Olentangy River Road, Columbus, OH 43210. An Equal Opportunity Employer.

HELP WANTED NEWS

Immediate Opening for experienced News Person with leading NBC Network Affiliate. Applicant must be able to gather, write, edit and air Radio and Television news programs. Excellent opportunity for effective, articulate reporter. Many benefits. Successful applicant will work with professional staff using modern equipment. Send resume, salary requirements and 3/4" video tape to General Manager, WSYR-AM/FM/TV, 1030 James Street, Syracuse, NY 13203. No phone calls, please. An Equal Opportunity Employer.

TV News Producer—top 25 NE market. Minimum 2 years TV experience. 11 PM Show. Equal Opportunity Employer. Detailed resume to Box J-20.

Weathercaster. Unique personable delivery & weather knowledge both needed for TV-Radio job. Medium market where weather's important. Well equipped weather department. EOE. Box J-21.

Wanted—News Director who will also anchor early news. Need experienced ramrod teacher for sun belt medium market station with young staff but strong news dedication. Send full resume and salary requirements. An Equal Opportunity Employer. Box J-26.

Midwest, mid-sized market co-anchor who is experienced, lively, personable, knowledgeable and able to assist in reporting and newscast production. Send salary needs, resume and references on initial reply. Only experienced professionals need apply. Equal opportunity employer. Box J-28.

Co-Anchor for early and late news weeknights. Field experience, knowledge of newscast production and willingness to work hard a must. Send resume, tape and salary requirement to Rich Gimbel, WTVQ TV, PO Box 5590, Lexington, KY 40555. EOE. M/F.

Midwest, Reporter/Photographer Perfect opportunity for person just out of school, or with limited first job experience. Send resume with audition tape to: News Director, WTVQ-TV, P. O. Box 470, Rockford, IL 61105.

Sports Reporter/Anchor: Central California NBC affiliate is looking for a bright, aggressive television sports reporter. Broadcast journalism degree preferred. Must have extensive TV work history in on-air and field reporting of sports. 40-hour week, salary negotiable, depending on experience. Excellent fringe benefits. Send complete resume and tape to Personnel Manager, KMJ-TV, 1626 E Street, Fresno, CA 93786. An Affirmative Action/Equal Opportunity Employer.

News Editor. One year broadcast news experience. Responsibilities: gather, write and deliver evening newscasts. Midwest market. Send resume and videotape to WFFT-TV, P. O. Box 2255, Ft. Wayne, IN 46801. Equal Opportunity Employer M/F.

CoAnchor. Need an experienced TV anchor/reporter. Medium market with strong news commitment. Some street reporting and producing. EOE. Box J-76.

TV - Reporter—2 years minimum experience required. Top 50 markets, Midwest location. An Equal Opportunity Employer M/F/H. Send resume to: Box J-78.

News Photographer—Number one medium market network affiliate seeks experienced news photographer. Two years experience required, with ENG and portable microwave exposure. Excellent Benefits. An Equal Opportunity Employer. Send resume to Box J-82.

Weather talent. Need someone with TV experience and personable delivery to take over a fully equipped weather office. Upper Midwest medium market with strong news commitment. EOE. Box J-93.

Weekend Anchor/Reporter for aggressive network affiliate Upper Midwest. Contact Jim Frandin, No. 701-282-0444.

Photojournalist—KIRO TV News (Seattle) Mini-Cam familiarity, 16mm film production. IATSE scale. Call Personnel for station application, 206-624-7077. EOE.

TV and Radio Reporter—street work, potential for some anchoring. Able to package with ENG. Looking for solid, experienced journalist. Equal Opportunity Employer M/F. Resumes and tapes to: Frank Deaner, News Director, WSBT, 300 W. Jefferson Blvd., South Bend, IN 46601.

We're looking for strong weather personality for our 6 and 11 pm newscast. Must have substantial weather background and on-air experience. We need a pro with a proven track record. This is not a beginners position. Send tape and resume to Allen Jones, News Director, WTVQ, P.O. Box 2009, Durham NC 27702. EOE.

We produce a monthly News Magazine of statewide affairs and are currently reviewing resumes and tapes of host-producers of this format. Send original information to Box J-100.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS**

TV Production Manager: Immediate opening for TV Production Manager for small-market group-owned ABC affiliate in Northeast. Responsible for all local program and commercial production. Supervise a staff of five. Excellent opportunity for director to step into management. Must have organizational and management ability. send resume to Box J-6. EOE, M/F.

Producer/Director—Top Ten Market. To produce and direct prime-time public affairs show. Must have at least four years experience, proven track record and have lots of ideas. Equal Opportunity Employer. Box J-9.

Production Manager—Top Ten Market—Must have previous experience in local station, knowledge of budgets, programming, scheduling, ENG and film equipment. Equal Opportunity Employer. Box J-42.

Promotion Manager of Kansas City NBC affiliate. Call or write Bud Turner, WDAF TV, 3030 Summit, Kansas City, MO 64108, 816-753-4567.

Immediate opening—Producer-Director. Minimum two years experience in directing news, commercials, and local programming. Creativity a must. Send resume, minimum salary requirements and tape to: Roger Thomas, Production Director, P.O. Box 2566, Montgomery, AL 36105. An Equal Opportunity Employer.

Manager, Graphics Department. WITI-TV, Milwaukee, seeks an experienced individual with strong background in designing and executing print, on-air, news and sales related graphics. Degree preferred. Art direction and managerial skills a must. Contact Doug Wenger, Director of Advertising and Promotion, WITI-TV, 9001 N. Green Bay Rd., Milwaukee, WI 53209, 414-355-6666. An equal opportunity employer.

Line Producer. Creativity, experience a must, for a video pilot of new magazine-format women's show. Must be available NYC immediately through 9/78. Series involvement possible. Send resume to Box J-77.

Director of Outreach And Community Resources. Develops and executes publicity, promotion and advertising plans for upcoming E/TV Midwest broadcast operation. Initiates and coordinates community contacts, and assists in development of demographic statistical data. Responsible for all non-academic print materials, and helps prepare legislative presentations and grant proposals. Requires bachelors degree in communications or equivalent combination of education and experience including basic knowledge of TV production and programming procedures. Salary range: low to mid-20's. Application deadline: August 25. Anticipated start date: October 1. EOE. Reply to Box J-88.

Assistant Promotion Director—Position available for creative individual with broadcast or advertising promotion experience. Working knowledge of television, radio and newspaper production necessary. Group owned medium market network affiliate offers excellent benefits and opportunities for advancement. An Equal Opportunity Employer. Send resume and salary requirements to Box J-94.

Producer/Videographer—Experience in remote television program production and equipment operation required. Knowledge of 16mm film production and M.A. in television or related field desirable. Nine month appointment, salary \$8,700-\$10,200. Closing August 15, 1978. Contact: Paul Stankovich, Acting Director, Teleproduction Center, University of Wisconsin-Stout, Menomonie, WI 54751. UW-Stout is an Equal Opportunity, Affirmative Action Employer.

**SITUATION WANTED
MANAGEMENT**

General Manager/General Sales Manager, Radio or TV, available. Currently employed. Major Market. Solid Track record, Heavy references, Reply Box H-117.

Manager looking for station that wants to be number one in all areas. Background includes experience in all areas except engineering maintenance. Budget control a speciality. Would like to make move prior to school starting. Resume on request by writing Box J-74.

SITUATIONS WANTED SALES

Attention Sales Managers: Remember when you were looking for that break into TV sales. I am looking for that break now. Box J-53.

**SITUATIONS WANTED
ANNOUNCERS**

Medium market radio announcer after TV position. Will move. Box J-89.

SITUATIONS WANTED TECHNICAL

20 yrs. exp., management, construction, design, consulting, seeking Group Director of Eng. of large fac. C. E. Reply Box H-139.

Engineer, 28 yrs. Experience, AM-FM-TV construction, installation, operation, maintenance, desires overseas position. Box H-4.

SITUATIONS WANTED NEWS

Major Market anchor/reporter seeks nightly anchor slot. 11 years news experience. Box J-38.

SITUATIONS WANTED NEWS CONTINUED

Our Husband-Wife Team is the right addition to your news team. Self starting Reporter-Photographers with our own ENG unit. Nick Isenberg and Dawne Gundel 303-945-9124, 303-945-8839.

News Director. Record of accomplishment in medium market. Background in large market reporting, documentaries, public affairs. Superb credentials. Box J-67.

ENG Photographer/Editor. 30's Market experienced. For cassette contact Box J-80.

Experienced Female TV Reporter. 28, will relocate, call Lesley 213-476-7853 or write Box J-86.

Help! A pro is trapped. I win all the awards, but management isn't quality-oriented. I want to work for somebody who is. Six years experience. Emmy, SDX, Press Club and other awards for reporting, photography and producing excellence. Seek reporting or producing spot in medium market, but will consider anything to get out of current Gong Show operation. Box J-90

News Anchor, 32, male, 7 years experience on-air, heavy reporting-producing credentials, appealing style and appearance. Inquire Box J-91.

TV News/Sports Director—major league credits, currently media backup. Degree, references, credentials. Available Sept. 20. Box J-98.

Young sportscaster seeks entry level spot as TV reporter and/or TV anchorman in Sports. I have 2 years experience interning in TV sports in major market. I also have my ABJ degree in Broadcast News from major university in the South with solid reputation. Don't know anyone on the inside to get me in, so am looking for someone willing to give a young sportscaster a chance. Call David Fried at 305-651-4937. Resume and tape immediately available upon request.

SITUATIONS-WANTED PROGRAMING, PRODUCTION, OTHERS

Freelance Director looking for full time work in small to medium market. Experienced in news, public affairs, commercials and remotes. Can also produce and operate all broadcast equipment. B.A. degree and will relocate anywhere. Box H-125.

I'm a Dir/Performer/Producer currently employed in the Number 1 market, and I'm eager to say gooby to this for the chance to say anything in Southern or Central Florida. Box J-4.

Production Manager. Dedicated professional will organize & train dynamic creative department. Box G-204.

Program Operations Manager seeking new challenge in progressive station. Excellent track record. 23 years of creative local station experience in most phases of operation. Box J-65.

Will work cheap. Comedy writer with production experience seeks work in television. Jeff Kronfeld, 2001 Fairfield Dr., Wilmington, DE 19810, 302-475-9384.

Talented young professional seeking position with broadcast production facility. Excellent spots are all I know how to do. For resume and tape, write John Nicolazzo, 7 Russell St., Apt. 2-B, Canisteo, NY 14823.

ALLIED FIELDS

HELP WANTED SALES

We Need 5 Super, Aggressive. Radio Salespeople who are fed up with "peanut" money, to train as regional managers for the U.S. and Canada. Extensive travel—Big Earnings—40K to 60K annually on commission basis. Only "street fighters" need reply: Box H-114.

Business oriented, successful salesperson with good credit and character who really wants to improve their income level. This is a straight commission opportunity involving substantial dollar amounts. We'll train in brokerage work. Chapman Company, Inc., 1835 Savoy Drive, Atlanta, GA 30341.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Sales Person: Philadelphia area television production facility planning expansion. Individual with video tape, film and slide production experience is needed to develop and sell new markets for expanded services and facilities. Resume to Box J-62.

Production Coordinator. Responsibility for development and operation of television production section of Biomedical Communications Division in a Health Sciences Center which includes a University Hospital and a College of Medicine. Position requires a Bachelor's degree in Educational Communications with TV film emphasis or the equivalent and at least three years of supervisor and related work experience. Demonstrated competence as a designer, director, and producer of educational visual media will be expected. Please forward resume to Staff Employment Center, University of Arizona, 1101 Babcock Building, Tucson, Arizona 85721. An Equal Opportunity, Affirmative Action, Title IX, Section 504 employer.

HELP WANTED INSTRUCTION

Radio-Television Technology Instructor/Assistant Professor term appointment (6 months); associate degree program; masters minimum, teaching experience preferred. First Class FCC required, professional broadcast experience; \$6,900 to \$8,000 depending upon qualifications and experience; will also advise students and participate in faculty governance and community service; begins January 2, 1979. Send vita, transcripts, recommendations and names, addresses and phone numbers of recommenders, and letter of application to the Dean, Zanesville Campus, Ohio University, 1425 Newark Road, Zanesville, OH 43701. Materials must be received by September 29, 1978. O.U. is an Equal Opportunity, Affirmative Action Employer.

WANTED TO BUY EQUIPMENT

Wanting 250,500,1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Wanted: Good condition 1KW and 5KW AM transmitters for missionary radio station in Western Caroline Island of Palau. Reasonable price or tax deductible receipt for donation. Contact Butch McBride, Pacific Missionary Aviation, Box 224, Agana, Guam 96910.

Wanted: UHF TV Transmitters instant cash paid for all models. Call Bill Kitchen: 904-837-2798.

Wanted: good used four or five pot stereo console. Call Rob Boyle 314-231-7913.

FOR SALE EQUIPMENT

5s" Air Heliax 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.

1 On Time Ecco editing system 900 Series \$4,500. 4 Conrac Monitors 2 CYA-21 & 2 CYB-17 \$500. Ea. 10 Conrac Monitors B&W. CAstored Cable Reels, RCA Camera Pedestals, 6605 Eleanor Ave, Hollywood 213-463-2123.

FM Transmitters (used): 20 KW, 15 KW, 10 KW, 7.5 KW, 5 KW, 1 KW. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

AM Transmitters (used): 50KW; 5 KW, 1 KW, 250 W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. — 314-334-6097.

Audio Tape \$2.19 Ampex 631, professional series high output. Val-tronics Inc. Call Collect 717-655-5937.

Audio pak Cartridges, manufacturers overrun, 24 for \$39.95. Val-tronics Inc. Call collect 717-655-5937.

Spotmaster reconditioned single and multi-deck Cart Machines and Consoles. All models available. Many bargains such as these: 8S100 Console—List \$2295, Used \$1000. 320ORPS Cart Machine—List \$1560, Used \$900. Call Elaine Hayes at Broadcast Electronics: 217-224-9600.

Get Quick Delivery on your new IGM Instacart from Dwight Herbert at IGM Midwest: 312-822-0919.

CCA 10 KW FM, 4 years old, new tubes, better than new condition, \$13,250, extras. 618-997-8123.

15 kw FM transmitter, heavy duty 6 bay cp antenna, extras, all good condition. 801-753-5523.

Two (2) Complete RCA 25 KW Transmitters Model TT25-CLLA with side band filters, harmonic filters and switches. Presently on-air Channel 4. Available approximately October 1, 1978. Call Hugh Burney, 504-529-4444.

Two Translators, Adler Model. UST-20 20 Watts ... recently taken out of use ... Make me an offer ... Bud Pentz, KWBE, Beatrice, NE 68310 402-228-5923.

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.

Free Sample of Latest Gags. Bob Makinson 417 State, Brooklyn NY 11217.

FRUITBOWL: world's largest weekly humor and information service for radio personalities. Free four week trial subscription to qualified broadcasters. P.O. Box 9787, Fresno, CA 93794.

GUARANTEED FUNNIER/ Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineining, Dallas, TX 75227.

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.

Radio and TV Bingo. Oldest promotion in the industry. World Wide Bingo—P.O. Box 2311, Littleton, CO 80160, 303-795-3288.

Back Issue Magazines. Free list. Over 200 titles, 1890 to 1978. Send stamped envelope: Dept. BR Everybody's Bookshop, 317 West 6th Los Angeles, CA 90014.

WCVF, the Campus Voice of SUNY Fredonia College, invites old staffers to attend a reunion and dedication of our new FM station on October 6 during Homecoming Weekend. Contact: Alumni Office, 2121 Fenton Hall, SUNY at Fredonia, NY 14063.

INSTRUCTION

1st class FCC, 6 wks., \$450 or money back guarantee VA appvd. Nat'l Insl. Communications, 114488 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 FCC 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.

INSTRUCTION CONTINUED

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin September 11 and October 23. 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.

Get your First Phone in Exciting Music City, U.S.A. Four weeks \$395. Tennessee Institute of Broadcasting 615-297-5396.

Cassette recorded First phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

RADIO

Help Wanted Announcers

OUTRAGEOUS COMIC

Air personality to attract young adult audience. Must have proven track record in contemporary radio. Off-the-wall humor that breaks traditional formats. Unusual Opportunity in Top 5 market. Send resume, ratings and cover letter to Box J-84. E.O.E.

WHYN-AM

No. 1 in Western Mass. needs a disciplined pro with an easy relaxed delivery for AFTERNOON DRIVE. Must be a one to one communicator with good production skills. Send tape and resume to Doug Hawkes, Program Director, WHYN AM & FM, 1300 Liberty St. SPRINGFIELD, MA 01101 EEO

IMMEDIATE OPENING!

Major Dallas radio station seeks experienced deejays. Requires tight production, mature voice and smooth MOR commercial delivery. Equal opportunity employer M/F

Box J-36.

Help Wanted Management

SALES MANAGER WPRO-AM

Providence, Rhode Island

Minimum 5 years broadcast selling experience; knowledge of marketing, market research, co-op advertising desirable; prior formal sales training experience helpful; middle size market and contemporary radio experience helpful.

Send resumes to Dick Rakovan, 1502 Wampanoag Trail, East Providence, R.I. 02915.

A Capital Cities Station
An Equal Opportunity Employer

Help Wanted Technical

CHIEF ENGINEER

Group Broadcaster has need for a Broadcast Engineer to be Chief Engineer at WBVP-AM & WWKS-FM in Beaver Falls, Pennsylvania. Should have First Phone and be knowledgeable in AM, FM, Stereo, S.T.L. and Audio. Experience with these responsibilities for five years is required. EOE/M-F. Reply, with resume to:

Jerry L. Bowers
Technical Director
Hall Communications Corp.
WNBH/WMYS Radio
PO. Box H-3201
New Bedford, Mass. 02741

Help Wanted Sales

Do You Know Regional Selling?

The country's largest regional rep is looking for "that right person". Tell me about yourself (What you've done, where you've done it and when; salary and bonus arrangements; goals). At Regional Reps you'll have excellent company benefits and lots of room to grow.

Len Auerbach, President
Regional Reps Corp.
5340 Central Avenue
St. Petersburg, Florida 33707

Help Wanted News

KRLD/Metromedia

Dallas 50,000 water needs anchor person for news block. Must have working news experience as well as strong on-air qualities. Send tape and resume to:

Ken Fairchild, News Director
7901 Carpenter Freeway
Dallas, Texas 75247

Equal Opportunity Employer M/F

Washington's Leading News & Sports Station

Has Openings for Sports
Director/Play By Play
Announcer
Also
News Reporter/Anchor

Send resume, tape and salary requirement to:
Armand Asselin, News Director WTOP - 4001
Brandywine Street, N.W. Washington, D.C.
20016

EOE M/F

Help Wanted News Continued

WHERE ARE YOU?

Is there anybody out there who understands how to turn on the personality in a news show? I'm not interested in the traditional news announcer. Solid, exciting position for right person. Tapes and resumes to: Ray Hasha, KLOK Radio, Box 21248, San Jose, CA 95151. No phone calls. Tapes cannot be returned. Equal Opportunity Employer.

Situations Wanted Management

GENERAL MANAGER

Established top ten market radio General Sales Manager seeking greater opportunity and broader challenges. Successfully employed with nearly nine years experience in all phases of station operations. Desire top twenty-five markets. Box J-30.

Situations Wanted News

Ambitious Sportscaster

experienced in play-by-play. I do my homework. Seeking a better radio job or possible move into television. Nobody works harder. Box J-81.

NETWORKS & NYC STATIONS

Top-notch newsmen ready for the big move. Currently News Director at respected station. Excellent credentials. Box J-92.

TELEVISION

Help Wanted Technical

BROADCAST ENGINEER

To do TV/AM/FM maintenance - qualified to hold position as assistant chief engineer. Only persons seeking long time permanent position need apply. Contact C.A. Perkins, P. O. Box 8887, Jackson, Miss. 39204 or call 601-372-6311, collect. Equal Opportunity Employer.

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 News

IMMEDIATE OPENING

For experienced News Person with leading NBC Network affiliate. Applicant must be able to gather, write, edit and air Radio and Television news programs. Excellent opportunity for effective, articulate reporter. Many benefits. Successful applicant will work with professional staff using modern equipment. Send resume, salary requirements and 3/4" video tape to General Manager, WSYR-AM/FM/TV, 1030 James Street, Syracuse, New York 13203. No phone calls, please. An Equal Opportunity Employer.

Help Wanted News Continued

SPORTS

Major VHF CBS affiliate in top 50 market. Weekend sports anchor and staff announcer. Great opportunity! Resume to Box J-85. An Equal Opportunity Employer.

INVESTIGATIVE REPORTER

If you think you're good enough to step into a vacancy left by one of the best investigative reporters in the nation we'd like to hear from you.

This is not for a beginner. We will consider print experience in investigative reporting along with a willingness to learn television.

We are committed to investigative reporting and want to continue the tradition we have established. The salary will be in keeping with your experience.

Send a resume and videotape. *No calls.* We are an equal opportunity employer.

DOW SMITH
News Director
WPLG/TV 10
3900 Biscayne Blvd.
Miami, Florida 33137

Help Wanted Announcers

TOP TEN MARKET

We're looking for two fresh, bright co-hosts for a new morning show. Must have enthusiasm, energy and innovative ideas. Looking for creative knowhow and solid interviewing background. Send resume. Equal Opportunity Employer. Box J-10.

TV HOST/HOSTESS

Daily Public Affairs/Talk-Variety program in nation's capital. Interviewing and/or reporting experience necessary. Must have thorough knowledge of national and international news and have flexibility of handling interviews of all kinds. Equal opportunity employer. Send resume to Box J-47.

Help Wanted Programing, Production, Others

TAKE CHARGE OPS MANAGER

Responsible for overall on-the air image, strong commercial experience a necessity. Station has full fax. You put it all together to produce high quality commercials and news strips. Salary open, many fringes. Send resume to Joe Norris, Station Manager, WICD-TV, 250 Country Fair Dr., Champaign, IL 61820. E.O.E.

Broadcast Services Coordinator

Major "Fortune 500" corporation in greater New York City area seeks experienced TV professional. 3-5 years solid on-camera and production experience required. Responsibilities include handling TV/radio inquiries/placements, coordinating internal productions and serving as general broadcast specialist.

If you are interested and feel you are qualified for this position, send your resume and salary requirements to:

BOX 778 BSC

Room 305, 400 Madison Avenue
New York, New York 10017
An Equal Opportunity Employer M/F

Help Wanted Sales

DISTRICT SALES MANAGERS

Panasonic Video Products

Exceptional career opportunity for experienced video and CCTV products sales managers or sales representatives in Chicago and other Midwest region territories.

For consideration, forward resume outlining accomplishments and salary history to:

**EDWARD HOFFMAN
PERSONNEL MANAGER**

363 N. 3rd Ave.
Des Plaines, Ill. 60016
Equal Opportunity Employer M/F

Panasonic.

MALRITE IS LOOKING

TV PROGRAM DIRECTOR/OPERATIONS MANAGER

WCTI-TV, ABC for the Greenville-New Bern-Washington ADI has opening for Program Director/Operations Manager. The person we seek should be knowledgeable on FCC matters and combine strong management skills with creativity and programing knowledge to accelerate station growth. Future station management responsibilities available with growing chain. Send full resume including salary requirements to:

Bill Jenkins, General Manager WCTI-TV
P.O. Box 2325
New Bern, North Carolina 28560

MALRITE BROADCASTING is an equal opportunity employer.



Cuyahoga Community College

INTERN for intensive training in Telecommunications/Media Instruction area of CCC Lifelong Learning Institute. Prefer Ph.D. (or ABD) in Speech Communication, Telecommunications, Journalism, Continuing Education, Curriculum and Instruction, Educational Administration, or Educational Media. Extensive experience in specific area above or professional broadcast (production) may be substituted for degree.

Applicant must be interested in total effort internship equivalent in intensity and focus to MD residency and will be expected to pursue additional MA in one of the above areas. Stipend of \$7,000 per 48-week year. Internship renewable for second year.

Intern will be involved in all aspects of researching, developing, producing, implementing, and marketing credit and non-credit courses for multiple media instructional delivery systems including radio, television, and newspapers. Will work closely with the Director of Telecommunications/Media Instruction, Dr. William M. Randle, Jr., as well as area media executives. Duties to begin as soon as possible. Applications accepted until August 14, 1978.

Send resume to:
Employment Manager
Human Resources/Personnel Relations
700 Carnegie Avenue
Cleveland, Ohio 44115

Affirmative Action, Equal Opportunity Employer, M/F/H

Help Wanted Management

GENERAL MANGER 11,000 SUBSCRIBER MID-ATLANTIC CABLE SYSTEM

We're looking for a lasting relationship with an experienced professional.

Send Resume to Box H-66,
an equal opportunity employer
m/f

Help Wanted Management Continued

TV MANAGEMENT OPPORTUNITY

A growth-oriented successful group operator is seeking a General Sales Manager/Assistant General Manager for a VHF Affiliate in a substantial market. Candidates should have a proven track record in television sales management along with a clear ability and desire to move into top management.

We seek someone with whom we can develop a long-term relationship. We believe that the company and its individuals must grow together, and we are committed to the training and development of our management team in order to achieve these goals.

We offer a competitive salary, including incentive income, along with a significant benefits package.

Our current employees know of this opening. We seek male and female candidates from all racial and ethnic backgrounds.

Box J-59 Broadcasting

DIRECTOR OF OPERATIONS

Metropolitan NYC CATV operator is seeking an MBA with solid knowledge of CATV Management & Technology for a challenging and highly visible top Management position in a major system. Send Resume with salary history/requirements in confidence to

Box J-57.

An Equal Opportunity Employer

ALLIED FIELDS Help Wanted

MEDIA RESEARCH ANALYST ARIZONA

Fast growing multi-media corporation headquartered in Phoenix has opening for research analyst. Candidate must have 3-5 years experience in media research. Knowledge of syndicated research services, good analytical ability, communication skills, exposure to computer systems. Attractive growth opportunity. Please send resume including salary history in confidence to: Mr. James Landon, Combined Communications Corp., P.O. Box 25518, Phoenix, AZ 85002.

An Equal Opportunity Employer—M-F

Situations Wanted News

Put some **CLASS** on your team!

For the first time in five years, my major league baseball commitments will not conflict with football and basketball seasons. For quality tv/radio play by play of NFL, NCAA of NBA games contact a major league sportscaster: Bob Waller, 2916 N. Pine Grove, Chicago 60657. 312-549-2097.

MAJOR MARKET SPORTSCASTER

Sports Director for regional TV network seeks similar position or sports anchor slot. I've done NHL, NFL, NBA and baseball play by play, plus evening sports news. Now available. Box J-87.

NEWS WOMAN

28 year old news woman with two years production experience in top ten market wants chance to write, report or produce. Will relocate. Write for resume and audition tape. Box J-55.

Business Opportunity

WILL BUY AND LEASE BACK

Tower Site
Studio • Transmitter Building
Equipment
\$100,000 to \$1,000,000

Hudson Investment Corporation
1150 - 17th St. N.W.
Washington, D.C. 20036

Radio Programming

THE COUPON QUEEN

A WEEKLY 3 MINUTE PROGRAM IS NOW AVAILABLE FOR EXCLUSIVE RUN IN YOUR MARKET.

The Coupon Queen...Marianne Hayes has appeared on NBC's America Alive's premiere week; the Mike Douglas Show Aug. 2 in major cities; and the Sep. issue of Family Circle.

The Coupon Queen feeds her family of three for less than \$10 per week! Your listeners will benefit from that kind of advice!


BROADCAST ALTERNATIVES INC.

P.O. Box 1141
Toms River, NJ 08753

Radio Programming

THE BIG BANDS ARE BACK

One 55-minute weekly program of Big Band sounds with host Jim Bolen.

 PROGRAM DISTRIBUTORS
410 South Main
Jonesboro, Arkansas 72401
501-972-5884



Now available for local purchase
CHARLES MICHELSON, Inc.
9350 Wilshire Blvd., Beverly Hills, Ca. 90212 • (213) 278-4546



LUM and ABNER

5 - 15 MINUTE PROGRAMS WEEKLY

Program Distributors

410 South Main
Jonesboro, Arkansas 72401
Phone: 501-972-5882

Radio Surveys

From The Warner Brothers:

100 calls \$25.00 per mo
500 calls \$50.00 per mo

S-A-M-S

3407 Stoneybrae Dr., Falls Church, Va. 22044
and ... P.O. Box 2585, Augusta, Georgia 30903
(404) 733-0642

Consultants



LEE HAGUE'S EXPERIENCE IN:

- acquisition financing
- structuring refinancings
- financial planning
- merger negotiations

Can be a major advantage to you.

Call (312) 296-2375
for a confidential discussion
of your financing requirements.

RON CURTIS & COMPANY

1460 Renaissance Drive
Park Ridge, Illinois 60068

Wanted To Buy Stations

STILL LOOKING

Experienced group still seeking small to medium market AM and/or FM in the Eleven Western States. Brokers protected. All replies confidential.

D. Evan Lloyd, Box 1, Borling, OR 97009

For Sale Stations

S	Small	FM	\$145K	\$40K
Plains	Small	AM	\$160K	Terms
S	Small	AM/FM	\$189K	\$89K
MW	Small	CATV	\$230K	29%
W	Medium	FM	\$475K	Cash

Atlanta, Boston, Chicago, Dallas, Los Angeles



1835 Savoy Dr., N.E., Atlanta, Ga. 30341

MILITARY TOWN

1kw/D-top 40-profitable. Purchase 49% this year and 51% next year. Assume 1 long term and 1 short term note. Rapidly growing southern market.

Carolina Media Brokers
516 Fenton Pl.
Charlotte, NC 28207
(704) 376-1161

Spanish speaking AM

and contemporary FM combination in Southwest county seat growth city with tourism, oil, ranching, retailing. Great potential. Has been a money maker. Can be again. Opportunity for Spanish surnamed ownership. \$475,000. Box J-96.

- Fulltimer. City in Kentucky. Billing \$270,000. Good buy. \$500,000.
- AM/FM in New Hampshire. Real Estate. Profitable. \$460,000.
- Daytimer. Ethnic. SE North Carolina. \$160,000.
- Fulltimer in coastal Georgia. Good billing. \$550,000.
- Powerful daytimer. N. part of W.Va. Good billing. Super value \$560,000. Terms.
- Daytimer with 35 mile prime signal within 60 miles of N.C. Coast. Good real estate. \$270,000. Terms.
- Class "A" FM in Georgia city. An excellent buy for \$460,000.
- 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

For Sale Stations Continued

HOLT CORPORATION

BROKERAGE - APPRAISALS - CONSULTATION
OVER A DECADE OF SERVICE
TO BROADCASTERS

The Holt Corporation
Box 111
Bethlehem, PA 18016
215-865-3773

Holt Corporation West
Box 8205
Dallas, TX 75205
214-526-8081

AM-FM-TV

Small Market AM-FM-TV Network affiliate. Price 350,000. Terms. Box J-75.

W. John Grandy
Broadcasting Broker
773 Foothill Boulevard
San Luis Obispo, California
93401
805-541-1900

RICHARD A.

SHAHEN INC.

ANNOUNCES A
NEW ASSOCIATE:

JIM WARNER

Jim Warner, a broadcaster with 20 years of sales and management experience.

PHONE **312/467-0040**

MEDIA BROKERS • APPRAISERS
435 N. Michigan • Chicago, 60611

**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.

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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).

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Stock Index

Stock symbol	Exch.	Closing Wed. Aug. 2	Closing Wed. July 26	Net change in week	% change in week	High	1977-78 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)	
Broadcasting											
ABC	ARC	N	55 3/4	51 1/4	+ 4 1/2	+ 8.78	55 3/4	35 3/8	9	18,221	1,015,820
CAPITAL CITIES***	CCS	N	42 1/2	75	- 32 1/2	- 43.33	75	42 1/2	7	14,230	604,775
CBS	CBS	N	60 3/8	57 1/4	+ 3 1/8	+ 5.45	62	43 7/8	9	28,100	1,696,537
CDX	CDX	N	44 3/4	43	+ 1 3/4	+ 4.06	44 3/4	25 1/2	11	6,637	297,005
GROSS TELECASTING	GGG	A	22 1/4	21 1/4	+ 1	+ 4.70	23 7/8	13 5/8	9	800	17,800
KINGSTIP COMMUN.*	KTVV	O	11 1/2	11 1/2			11 3/4	3 7/8	21	462	5,313
LIN	LINB	O	38 3/4	36 7/8	+ 1 7/8	+ 5.08	38 3/4	16 1/2	12	2,801	108,538
MODNEY*	MOON	O	5	5			5 1/2	1 7/8		425	2,125
RAHALL*	RAHL	O	20	20			21 1/4	8 5/8	22	1,264	25,280
SCRIPPS-HOWARD	SCRP	O	52	47	+ 5	+ 10.63	52	30 1/2	11	2,589	134,628
STARR	SRG	M	13 1/2	13 1/8	+ 3/8	+ 2.85	13 1/2		13	1,512	20,412
STORER	SBK	N	31	29 7/8	+ 1 1/8	+ 3.76	31 1/2	19 3/8	10	4,876	151,156
TAFT	TFB	N	48 7/8	46 5/8	+ 2 1/4	+ 4.92	48 7/8	24 5/8	10	4,119	201,316
TOTAL										86,036	4,280,705

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	8 7/8	8 1/2	+ 3/8	+ 4.41	9 3/8	3 3/4	9	1,229	10,907
JOHN BLAIR	BJ	N	29	28 1/4	+ 3/4	+ 2.65	29	11 1/8	7	2,427	70,383
CHARTER CO.	CHR	N	6 1/2	6 1/8	+ 3/8	+ 6.12	8	3 7/8	7	17,573	114,224
CHRIS-CRAFT	CCN	N	11 3/8	10 7/8	+ 1/2	+ 4.59	11 3/8	4 1/2	27	4,458	50,709
COMBINED COMM.	CCA	N	34 1/2	31 3/4	+ 2 3/4	+ 6.66	45 1/8	19	16	10,380	358,110
COWLES	CWL	N	24 1/8	25 1/4	- 1 1/8	- 4.45	25 1/4	12 1/2	23	3,969	95,752
OUN E BRADSTREET	DNB	N	36	35 1/8	+ 7/8	+ 2.49	36	26 1/4	16	26,339	948,204
FAIRCHILD IND.	FEN	N	34 1/4	30	+ 4 1/4	+ 14.16	34 1/4	9 1/2	13	5,708	195,499
FUQUA	FQA	N	11 7/8	10 3/4	+ 1 1/8	+ 10.46	13	8	7	9,396	111,577
GANNETT CO.	GCI	N	49	46 3/4	+ 2 1/4	+ 4.81	49	32 3/4	18	22,430	1,099,070
GENERAL TIRE	GY	N	28 5/8	27	+ 1 5/8	+ 6.01	29 1/4	22 3/8	6	22,692	649,558
GLOBAL BROADCASTING*	GLBTA	O	4 3/4	4 3/4			4 3/4	2 1/8		2,772	13,167
GRAY COMMUN.	O	23	20 1/2	+ 2 1/2	+ 12.19	23	8	9		475	10,925
HARTE-HANKS	HMN	N	40 7/8	41	- 1/8	- .30	41 3/4	26	14	12,500	510,937
JEFFERSON-PILOT	JP	N	29 5/8	29 3/8	+ 1/4	+ .85	32 3/8	26 5/8	9	23,351	691,773
MARVIN JOSEPHSON	MRVN	O	14 1/2	15 1/2	- 1	- 6.45	17 1/4	10 1/4	8	1,978	28,681
KANSAS STATE NET.	KSN	O	12 1/4	11 3/4	+ 1/2	+ 4.25	13 3/8	4 3/4	11	1,727	21,155
KNIGHT-RIDDER	KRN	N	50	47	+ 3	+ 6.38	50	37 3/4	13	16,000	800,000
LEE ENTERPRISES	LNT	N	35 7/8	28 3/4	+ 7 1/2	+ 26.43	35 7/8	22 1/4	14	4,930	176,863
LIBERTY	LC	N	30 1/4	30 1/2	- 1/4	- .81	30 1/2	18	8	6,762	204,550
MCGRAW-HILL	MHP	N	24 7/8	24 1/8	+ 3/4	+ 3.10	24 7/8	15 5/8	11	24,682	613,964
MEDIA GENERAL	MEG	A	21 7/8	19 5/8	+ 2 1/4	+ 11.46	21 7/8	13 5/8	12	7,451	162,990
MEREDITH	MDP	N	39 1/4	35 1/8	+ 4 1/8	+ 11.74	39 1/4	17 3/8	9	3,074	170,654
METROMEDIA	MET	N	59 3/4	53 3/8	+ 6 3/8	+ 11.94	59 3/4	25 1/4	12	6,630	376,142
MULTIMEDIA	MMED	O	26	26 1/4	- 1/4	- .95	27 1/2	16 1/4	13	6,594	171,444
NEW YORK TIMES CO.	NYKA	A	30 1/8	31	- 7/8	- 2.82	31 5/8	15 3/4	13	11,597	349,419
OUTLET CO.	OTU	N	24 3/4	24	+ 3/4	+ 3.12	26 5/8	16 5/8	7	2,415	59,771
POST CORP.	POST	J	38	35 1/4	+ 2 3/4	+ 7.80	38	16 1/4	11	867	32,946
REEVES TELECOM	RBT	A	2 7/8	2 7/8			3 3/8	1 3/4	41	2,388	6,665
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	27 7/8	27 1/2	+ 3/8	+ 1.36	27 7/8	8 1/2	17	2,297	64,028
SAN JUAN RACING	SJR	N	12 5/8	12 3/4	- 1/8	- .98	14 1/8	7 5/8	18	2,509	31,676
SCHERING-POUGH	SGP	N	37	34 1/2	+ 2 1/2	+ 7.24	44 3/4	26 3/8	11	53,876	1,993,190
SONDERLING	SDS	A	20 5/8	20 3/8	+ 1/4	+ 1.22	20 7/8	8 3/8	8	1,105	22,790
TECH OPERATIONS	TO	A	7	7			7 3/8	2 3/8	175	1,344	9,408
TIMES MIRROR CO.	TMC	N	31 1/8	30 5/8	+ 1/2	+ 1.63	31 1/8	20 3/4	10	34,760	1,091,905
TURNER COMM.*	O	12 1/2	12 1/2				12 1/2	5		3,800	47,500
WASHINGTON POST CO.	WPO	A	44 1/4	41 1/4	+ 3	+ 7.27	44 1/4	21 3/4	10	8,200	362,850
WOMETCO	WOM	N	15 1/8	15 1/4	- 1/8	- .31	15 3/4	10 7/8	9	9,554	144,504
TOTAL										413,235	12,473,465

Cablecasting

ACTON CORP.	ATN	A	10 1/8	11	- 7/8	- 7.95	11	3 1/8	8	2,710	27,438
AMFCO*	ACU	O					1/2			1,200	
AMERICAN TV & COMM.	AKTV	O	48 3/4	48	+ 3/4	+ 1.56	49	19 3/4	21	3,996	194,805
ATHENA COMM.	D	3	3 1/4	- 1/4	- 7.69	4 3/4	1/8			2,125	6,375
BURNUP & SIMS	BSIM	O	5	5 1/4	- 1/4	- 4.76	5 1/8	3 1/8	23	8,391	41,905
CABLE INFO.*	J	1/4	1/4				1 1/2	1/4	1	663	165
COMCAST	O	9 3/4	8 3/4	+ 1	+ 11.42	11 1/2	3 3/4	13		1,503	15,434
COMMUN. PROPERTIES	COMU	O	15 1/4	14 3/4	+ 1/2	+ 3.38	15 1/4	3 5/8	19	4,839	73,774
ENTRON*	ENT	O	1 1/4	1 1/4			3 1/2	7/8	1	979	1,223
GENERAL INSTRUMENT	GRI	N	33 7/8	34	- 1/8	- .36	34	17 5/8	11	7,508	254,333
GENEVE CORP.	GENV	O	14 1/2	14 1/2			15	7 1/2	8	1,121	16,254
TELE-COMMUNICATIONS	TCOM	O	17 1/2	17 5/8	- 1/8	- .70	19	2 7/8	250	5,231	92,417
TELEPROMPTER	TP	N	13	12	+ 1	+ 8.33	13 1/8	6 3/4	24	16,926	220,038
TEXSCAN	TEXS	O	1 5/8	1 1/2	+ 1/8	+ 8.33	2	1 1/4	10	786	1,277
TIME INC.	TL	N	47	43 5/8	+ 3 3/8	+ 7.73	48 3/4	31 3/4	10	20,450	961,150
TOCOM	TOCM	O	8 1/2	8 3/4	- 1/4	- 2.85	9 1/4	2 1/4	18	994	7,599
UA-COLUMBIA CABLE	UACC	O	31 1/4	31 3/4	- 1/2	- 1.57	35	15 1/2	18	1,679	52,466
UNITED CABLE TV	UCTV	O	19	16 1/8	+ 2 7/8	+ 17.82	19	3 7/8	24	1,915	36,385
VIACOM	VIA	N	22 1/8	21 3/8	+ 3/4	+ 3.50	23 1/2	9 1/2	14	3,795	83,964
TOTAL										86,931	2,087,024

Stock symbol	Exch.	Closing Wed. Aug. 2	Closing Wed. July 26	Net change in week	% Change in week	1977-78 High	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
Programing											
COLUMBIA PICTURES	CPS	N	21 3/4	22 1/8	- 3/8	- 1.69	22 1/8	7 3/8	5	9,254	201,274
DISNEY	DIS	N	43 3/4	40 1/4	+ 3 1/2	+ 8.69	47 5/8	32 1/2	16	32,380	1,416,625
FILMWAYS	FWY	N	14 1/2	15 1/8	- 5/8	- 4.13	15 1/2	6 7/8	10	4,259	61,741
FOUR STAR			1 1/4	1 1/4			1 1/4	1/2	13	666	832
GULF + WESTERN	GW	N	14 1/3	13 7/8	+ 1/4	+ 1.80	18 3/8	10 1/4	6	48,215	691,036
MCA	MCA	N	53 1/2	51 1/2	+ 2	+ 3.88	54	32	10	18,558	992,853
MGM	MGM	N	38	38 1/2	- 1/2	- 1.29	40	16	15	14,509	555,142
TRANSAMERICA	TA	N	18	17	+ 1	+ 5.88	19	13 1/4	7	66,791	1,202,058
20TH CENTURY-FOX	TF	N	38 1/8	39 1/4	- 1 1/8	- 2.86	39 3/8	10	5	7,733	294,820
VIDEO CORP. OF AMER	VO	O	6 1/4	9 3/4	- 3 1/2	- 35.89	9 3/4	3 1/2	12	938	6,175
WARNER	WCI	N	48 3/4	47 1/8	+ 1 5/8	+ 3.44	48 3/4	25 3/4	9	14,458	704,827
WRATHER	WCO	A	13 3/8	12	+ 1 3/8	+ 11.45	13 3/8	4 1/2	33	2,243	30,000
TOTAL									220,143	6,147,383	
Service											
BBDO INC.	BBDO	O	38 3/4	37 1/4	+ 1 1/2	+ 4.02	38 3/4	22 1/2	10	2,513	97,378
COMSAT	CO	N	45 7/8	42 1/2	+ 3 3/8	+ 7.94	45 7/8	28 3/4	14	10,000	458,750
JOYLE DANE BERENBACH	DOYL	O	26 3/8	26 1/4	+ 1/8	+ .47	26 3/8	16 3/4	8	1,776	46,842
FOOTE CONE & BELDING	FCB	N	21 3/8	20 1/2	+ 7/8	+ 4.25	21 3/8	14 3/4	8	2,304	49,248
GREY ADVERTISING	GREY	O	32	29 1/2	+ 2 1/2	+ 9.47	34	16 1/2	5	716	22,912
INTERPUBLIC GROUP	IPG	N	37 3/8	36 1/8	+ 1 1/4	+ 3.46	39 1/4	22 1/2	9	2,397	99,214
MCI COMMUNICATIONS	MCIC	O	4	4 1/8	- 1/8	- 3.03	4 7/8	7/8	40	20,159	80,636
MOVIELAB	MOV	A	2 3/4	2 3/4			3	1	16	1,414	3,888
MPO VIDEOTECHNICS	MPC	A	5 1/4	5 3/8	- 1/8	- 2.32	6 3/8	4	7	520	2,730
A. C. NIELSEN	NIELB	O	27 5/8	26 7/8	+ 3/4	+ 2.79	28	18 7/8	13	10,932	299,234
OGILVY & MATHER	OGIL	U	55 1/2	56 1/4	- 3/4	- 1.33	56 1/2	31	10	1,805	100,177
J. WALTER THOMPSON	JWT	N	29 5/8	28 5/8	+ 1	+ 3.49	29 5/8	15 1/8	9	2,649	78,476
WESTERN UNION	WU	N	18 3/8	18 1/8	+ 1/4	+ 1.37	20 1/4	15 3/4	8	15,177	278,877
TOTAL									72,252	1,608,362	
Electronics/Manufacturing											
AEL INDUSTRIES	AELBa	O	8 1/2	8 1/4	+ 1/4	+ 3.03	9 1/8	2 3/8	8	1,672	14,212
AMPEX	APX	N	16 1/2	14 5/8	+ 1 7/8	+ 12.82	17 1/4	7 3/8	15	10,929	190,312
ARVIN INDUSTRIES	ARV	N	17 1/4	17 1/4			22 1/2	14 1/2	4	5,959	102,792
CCA ELECTRONICS*	CCA	O	5/8	5/8			5/8	1/8	3	897	560
CETEC	CEC	A	4 1/2	4 3/8	+ 1/8	+ 2.85	5 3/8	1 3/4	12	2,127	9,571
COHU	COH	A	3 3/8	3 3/8			4 1/2	2 1/8	10	1,779	6,004
CONRAC	CAX	N	20 7/8	19 7/8	+ 1	+ 5.03	27 1/4	19 1/4	8	1,842	33,451
FASTMAN KODAK	EASKO	N	65 3/4	60 3/4	+ 5	+ 8.23	86 3/4	42	15	161,370	10,610,077
FARINON	FARN	O	13 1/2	13 3/4	- 1/4	- 1.81	14	8	14	4,635	62,572
GENERAL ELECTRIC	GE	N	54 1/2	53 3/4	+ 3/4	+ 1.39	56 5/8	44 1/2	11	184,581	10,059,664
HARRIS CORP.	HRS	N	64	61	+ 3	+ 4.91	64	28	16	12,455	797,120
HARVEL INDUSTRIES*	HARV	O	4 1/4	4 1/4			5 1/2	3 1/8	11	480	2,040
INTL. VIDEO CORP.*	IVCP	O	1 7/8	1 7/8			2 5/8	1/4		2,701	5,064
M/A COM, INC.	MAI	N	34 7/8	33	+ 1 7/8	+ 5.68	41 7/8	20 1/4	18	1,320	46,035
3M	MMM	N	61 1/4	58 3/4	+ 2 1/2	+ 4.25	61 1/4	43 1/2	16	115,265	7,059,981
MOTOROLA	MDT	N	50 5/8	48 7/8	+ 1 3/4	+ 3.58	56 7/8	34 1/4	14	28,544	1,445,040
N. AMERICAN PHILIPS	NPH	N	31	28 1/4	+ 2 3/4	+ 9.73	36	24 3/4	7	12,033	373,023
OAK INDUSTRIES	OAK	N	32 3/8	27 1/4	+ 5 1/8	+ 18.80	34 1/8	9 5/8	49	1,746	56,526
RCA	RCA	N	29 5/8	28 3/8	+ 1 1/4	+ 4.40	31 3/4	22 3/4	9	74,810	2,216,246
ROCKWELL INTL.	ROK	N	36 3/4	33 3/8	+ 3 3/8	+ 10.11	36 3/4	28 1/4	8	33,600	1,234,800
RSC INDUSTRIES	RSC	A	2 5/8	2 1/2	+ 1/8	+ 5.00	2 7/8	1 5/8	38	2,690	7,061
SCIENTIFIC-ATLANTA	SFA	A	30 1/4	30 1/2	- 1/4	- .81	30 1/2	16 3/4	16	2,429	73,477
SONY CORP.	SNE	N	8	8 1/8	- 1/8	- 1.53	10 3/8	7	14	172,500	1,380,000
TEKTRONIX	TEK	N	44 3/4	42 5/8	+ 2 1/8	+ 4.98	68 1/2	28 1/4	14	17,804	796,729
TELEVISION	TLMT	O	1 1/2	1 1/2			2 1/4	1/2	2	1,050	1,575
VARIAN ASSOCIATES	VAR	N	18 7/8	17 3/8	+ 1 1/2	+ 8.63	21	14 3/4	12	6,838	129,067
WESTINGHOUSE	WX	N	24 1/4	22 3/4	+ 1 1/2	+ 5.59	24 1/4	15 1/4	8	86,556	2,101,408
ZENITH	ZE	N	17 1/4	15 1/2	+ 1 3/4	+ 11.29	28	11 3/8	23	18,818	324,610
TOTAL									967,529	39,134,017	
GRAND TOTAL									1,846,026	65,730,956	

Standard & Poor's 400 Industrials Average 113.98 109.72 +4.26

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.

AMST's Tom Paro: soft sell for the status quo

There was a changing of the guard in Washington last week, not the kind likely to be reported on the network nightly news, but still one of significance to the broadcasting business: Tom Paro replaced Lester Lindow as president of the Association of Maximum Service Telecasters, an organization that over the years has marshalled impressive resources in a generally successful effort to preserve the nation's table of television allocations as adopted by the FCC in 1952.

Mr. Paro, who has been easing himself into the presidency for almost a year—he signed on as AMST executive vice president last September—may seem at first glance to be the type to give AMST something of a new image. Tall and spare in build where Mr. Lindow is of medium height and chunky, Mr. Paro is also restrained, almost self-effacing in manner (not at all the “shoeshine and a smile” style his background might suggest), where Mr. Lindow, according to those who have dealt with him, occasionally came on strong, even abrasively.

But there is no reason to anticipate a change in direction of policy of the association's 200-odd stations that operate at full power and that regard as their primary *raison d'être* the “maintenance and development of an effective nationwide system of VHF and UHF side by side—with sufficient spectrum to meet both present and future needs.”

Over the years, that view has led AMST to oppose, with considerable vigor and skill, proposals to pare away parts of the UHF television spectrum for land-mobile radio. And AMST was an early, opponent of the unrestrained development of cable television. Now it is opposing the Communications Act rewrite, seeing in it the possible destruction of the present system of television allocations (BROADCASTING, July 31).

Mr. Paro makes the AMST arguments with as much conviction as any AMST board member could wish. “We want to continue to provide the local areas of the country with over-the-air broadcast service of good technical quality,” he says. But the rewrite—which AMST feels opens the door to wholesale VHF drop-ins—would produce “islands of reception in a sea of interference.” And that is the kind of fate from which AMST has been trying to save the country for the 22 years it has been in business, Mr. Paro says. “We have not been against good, legitimate progress, but we have been against what we call ‘irresponsible approaches’ that do not take into account the vast service television



Tom Edward Paro—president, Association of Maximum Service Telecasters; b. July 7, 1923, Belleville, Ill.; B.J. University of Missouri School of Journalism, 1948 (after three years in Army during World War II); Mutual Broadcasting Service, account executive, 1948-54 (with 18 months out for military service during Korean war) in Chicago and New York; account executive, NBC Spot Sales; New York, 1955-60; director of sales, NBC-owned WRC-TV Washington, 1960-62; station manager, WRC-TV, 1962-65 station manager, WNBC-TV New York, 1966-69; vice president and general manager, WRC-TV 1969-76; vice president, special projects, NBC station relations, 1976-77; executive vice president, AMST, 1977-Aug. 1, 1978; m. Aileen Nance, Oct. 1, 1955; children—Jeffrey, 21; Daniel, 17; Kathleen, 15.

provides to the American public. It's that simple.”

Mr. Paro takes over AMST's top executive job with two important strengths—15 years of television station management (AMST is an association of stations, after all) and a knowledge of the national government and regulatory scheme that comes with spending 13 of the last 25 years in Washington. (He knows many of the players on the Washington scene, and is getting to know those he does not.)

Until joining AMST last year, Mr. Paro earned his living on the selling and management side of broadcasting, in jobs that bred the business into him.

His first job after graduating from the University of Missouri School of Journalism in 1948, with majors in advertising and broadcasting, was with the Mutual Broadcasting System, in Chicago. In time, he became a network account executive, and worked with agencies and sponsors. Companies were still heavily involved in program-sponsorship in those days, and Mr. Paro can recall the live radio programs with which he had been associated—*Tom Mix* and *Captain Midnight*, which originated in

the *Chicago Tribune* building, and Chuck Acree's *Man on the Farm*, which was broadcast live from “a converted chicken coop” on Quaker Oats' experimental farm in Libertyville, Ill.

By 1955, Mr. Paro had found his way into television, and the start of what proved to be a 22-year relationship with NBC:

With NBC, he learned television station management, beginning with his first five years as an account executive with NBC Spot Sales. In those days, before the FCC got fussy about such things, networks could represent stations other than their O&O's, and Mr. Paro found himself dealing with as many as 15 stations, only seven of them (including two UHF's) NBC's. In the process, he became acquainted with the range of problems—programming, personnel, scheduling and the rest—that confront stations across the country.

By 1960, Mr. Paro had landed in Washington as director of sales for WRC-TV. From then on, movement was rapid. In two years, he was station manager of WRC-TV. Three or so years later, he was back in New York as station manager of WNBC-TV. And less than three years after taking that post, he was again in Washington, this time as vice president and general manager of WRC-TV. He held that post until December 1976, when he was named vice president, special projects, NBC station relations (BROADCASTING, Dec. 6, 1976).

How, then, did AMST recruit him after what had been a long, successful career with NBC?

Over the years, he'd become interested in the national broadcasting issues on which attention is focused in Washington. When AMST approached him, the job seemed to offer an opportunity to apply the station and Washington experience he had gained.

What's more, there are the increasing demands of various services for spectrum space, the kind of demands he feels underscores the need for the kind of job AMST does. Indeed, he says, “There's going to be a greater need for what we do in the future than there was in the past.”

He feels that, in terms of television trade news, the sexy subjects are children's programming, program content generally, fairness doctrine issues, and the like—matters in which AMST, “a narrow-focused organization” does not concern itself.

“But,” he adds, “when you get right down to it, a broadcaster is out of business without two things—a license and a frequency. And if you have a frequency but can't get to an audience with an interference-free signal, the broadcaster will still ultimately be out of business.”

Help!

The State Department has been given the disquieting news that the man who is to head the U.S. delegation to the World Administrative Radio Conference of 1979 cannot go to work full time until next April ("Closed Circuit," July 31). If the delegation and its advisory committee are to be given only part-time leadership while Glen O. Robinson continues his teaching at the University of Virginia through the spring of next year, there is a very real possibility that the U.S. will be poorly prepared to compete in the international contest for spectrum space.

WARC '79 is certain to present this country with unprecedented difficulties in negotiations. The whole Third World will be on hand with demands heretofore unheard of. The more advanced nations will stake proportionately larger claims. Only by masterful maneuvering can the U.S. hold on to the space it needs for its sophisticated communications systems.

At this point there is at least some doubt that the U.S. delegation, as now composed, will have the will to defend present interests. Broadcasters are especially concerned by what they regard as underrepresentation. Now the doubt is compounded by the knowledge that full-time leadership will be lacking for another eight or nine months and indeed will not be present for the preparation of the national position papers—complete with voluminous engineering exhibits—that are due for exchange among WARC participants next January.

In the circumstances, the State Department has still another reason to appoint a co-chairman of the WARC delegation, as has been proposed, one who not only would complement Professor Robinson in experience and negotiating skill but also be free to go to work now. To lose WARC by default would be a national calamity.

Try, try again

In recent speeches, FCC Chairman Charles D. Ferris and Commissioner Tyrone Brown have been assuring broadcasters that they have nothing to fear from the Supreme Court's affirmation of the FCC's finding that a George Carlin record broadcast by the Pacifica Foundation's WBAI(FM) New York was indecent. The Messrs. Ferris and Brown promise that the FCC has no intention of using the decision as an excuse to suppress the use of vivid language, in responsible context, on the air.

We believe both men implicitly. We also believe that the point they have been making is largely irrelevant. The WBAI case would never have attracted the universal support of the broadcasting establishment if the issue at bar had been merely the right to broadcast four-letter words for their shock value. The real issue was nothing less than the application of the First Amendment to all forms of broadcast programming. And broadcasting lost.

The Messrs. Ferris and Brown may say, with conviction, that the court's ruling was narrowly confined to the kind of material that the Carlin record represents. They cannot guarantee, however, that the general observations made by the five-member majority of the court will not be used to justify all kinds of government intrusion into broadcast practices.

At one point the court majority concluded that "of all forms of communication, it is broadcasting that has received the most limited First Amendment protection." At another it decided that Section 326 of the Communications Act, the no-censorship provision, merely proscribes prior restraint and leaves the FCC free to punish infractions of government program standards.

To justify its finding that the government had power to prosecute broadcast indecency in ways it cannot touch indecency conveyed by other means, the court conferred sweeping power for other ventures into program regulation. Can anyone doubt, for example, that if the FCC wishes to conclude its new inquiry into children's television with a set of rules describing what is to be put on the air, it will refrain from citing the Supreme Court's assertion in the *Pacifica* case that broadcasting is "uniquely accessible to children" and therefore susceptible to special regulation?

To their credit, ABC, CBS, the National Association of Broadcasters, NBC, the National Radio Broadcasters Association, the Public Broadcasting Service, the Radio Television News Directors Association and the Reporters Committee for Freedom of the Press have jointly gone to the support of the Pacifica Foundation in a petition for a Supreme Court rehearing of the case. It is not often that the Supreme Court agrees to a rehearing. In this case, however, can it ignore a petition with such impressive support and so sound a premise?

Look who's talking

Not one to stand on formality, Johnny Carson is "going to go to the FCC myself personally" to get the licenses taken away from stations that clip his show. Or so he said. In an outburst without recent equal, he indicted two stations on the basis of letters he had solicited from viewers, giving the impression that his show had been clipped to make room for extra local commercials (BROADCASTING, July 31).

The stations are understandably indignant. One said it had had one accidental 30-second runover of local news. The other said that in three months there had been four runovers of its coverage of local baseball games and one instance in which late-breaking news delayed its pickup of the Carson show by about one minute. Both stations denied commercial gain.

We suggest that Mr. Carson stick to entertainment and stay out of the enforcement racket, and besides this is a matter for NBC, which employs him, not vice versa, to monitor. There are adequate remedies for cases of genuine clipping—and they provide, incidentally, for fairer hearings and stronger proof than an angry comedian is apt to supply. Anyway, from a performer who doesn't appear on his own program any oftener than Mr. Carson does, it is ridiculous to hear tirades about an occasional absence of an affiliate for a minute or so.



Drawn for BROADCASTING by Jack Schmidt

"And his only reference is an uncle who works in license renewal at the FCC."

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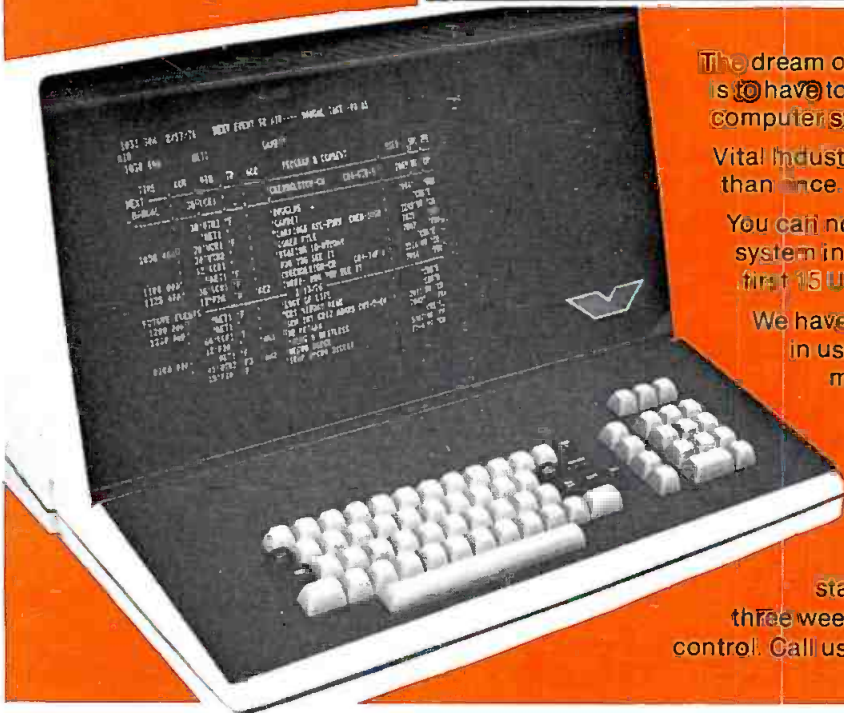
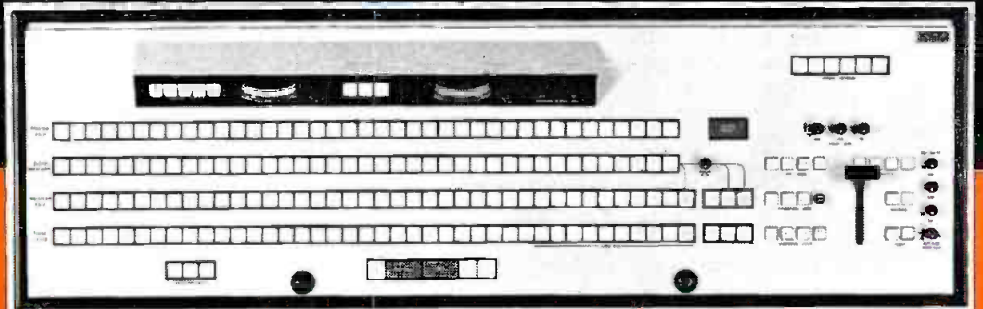
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