

Aug. 28, 1978

Local TV journalism in 1978:  
Bigger beat, harder news

# Broadcasting Aug 28

The newsweekly of broadcasting and allied arts

Our 47th Year 1978

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NEWSPAPER

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News Directors in the business isn't news to us.  
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Ray's been with us since we started in 1949. So we know him well. And we're well aware of just how good he is.

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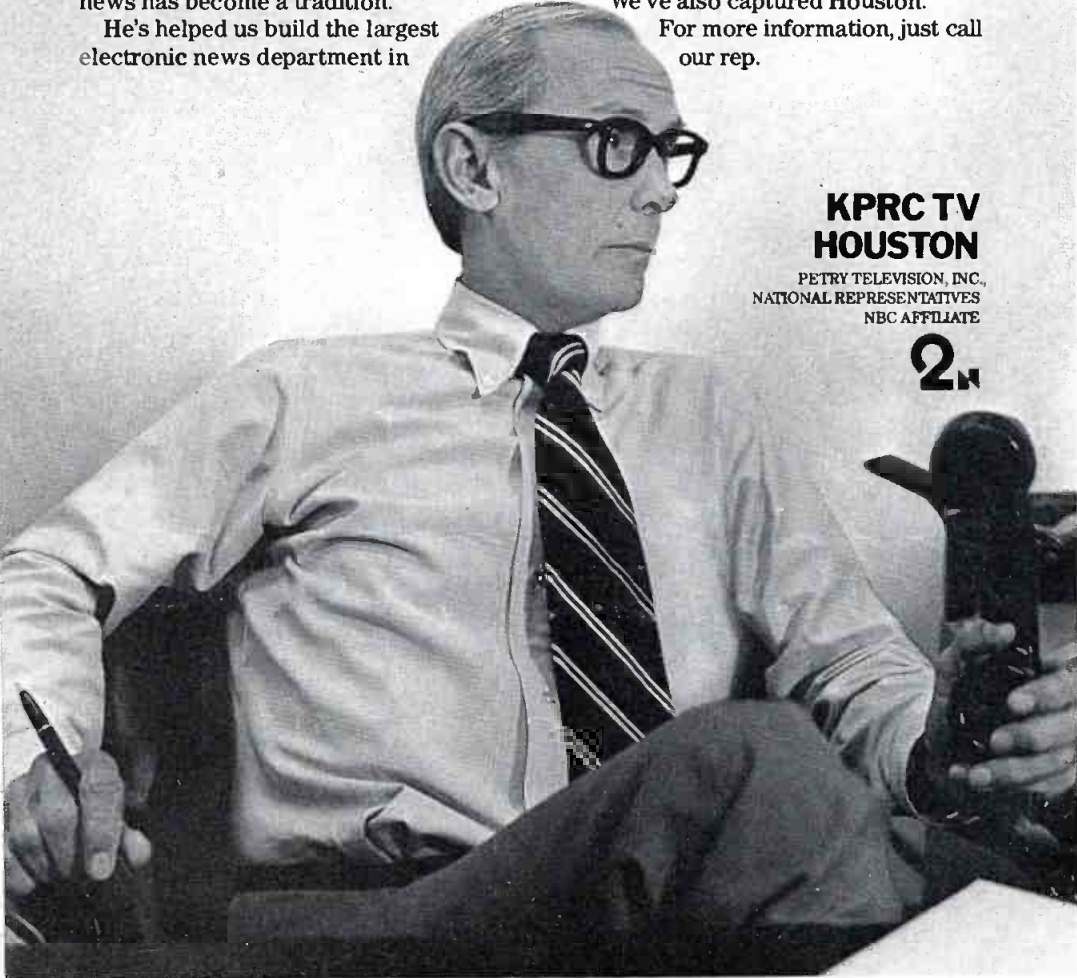
He's helped us build the largest electronic news department in

Houston. We think it's also the best. So do others.

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We've also captured Houston.

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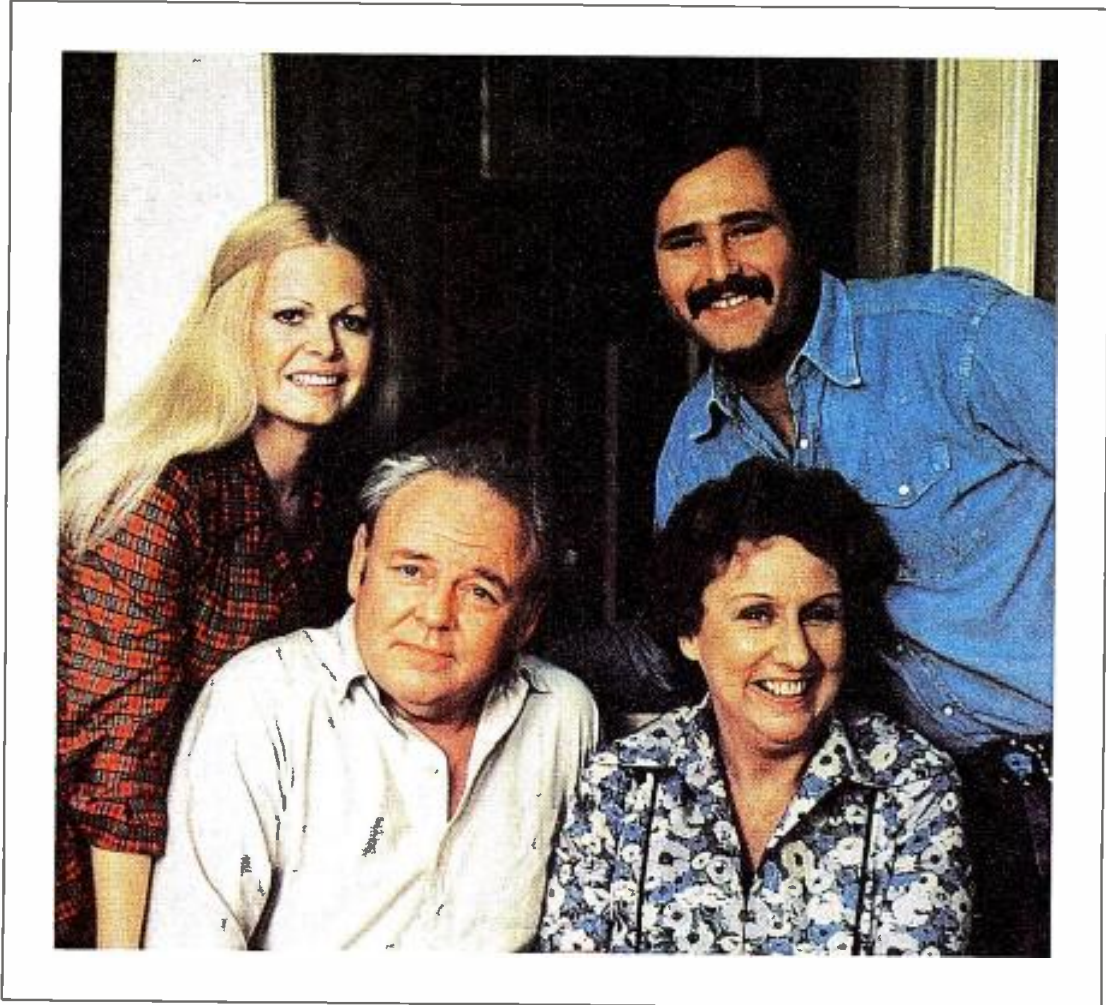


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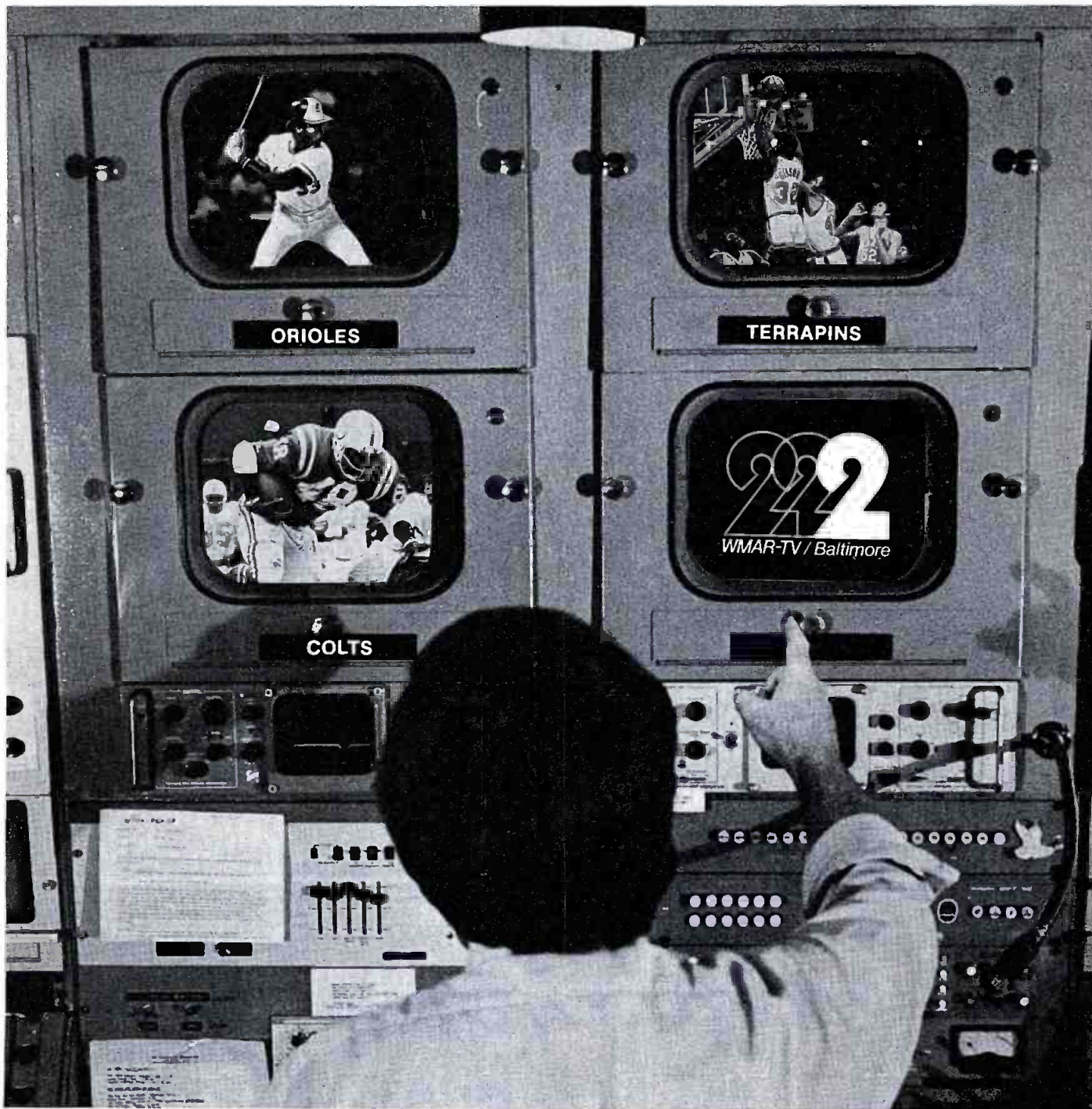
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# The Week in Brief

**BORN TO LOSE** □ The program mortality rate at the networks is on the rise, and the poor prognosis for the fall season's entries reflects this fact. **PAGE 27.**

**BLACK BREAKTHROUGH** □ If all stays on track, the first minority-owned VHF TV will be WHEC-TV Rochester, N.Y. Broadcast Enterprises Network is buying from Gannett for \$27 million. **PAGE 29.**

**IT'S A HIT** □ The NAB's first radio programming seminar draws a large and enthusiastic crowd, and expectations are that there will be more at next year's. **PAGE 32.**

**BIGGER AND BETTER** □ A lot of the glamour has worn off local television journalism, and the push now, while it's still aimed at profits, is for professionalism. Money is being spent to make money, but grins and gimmicks aren't cutting it any more in the fiercely competitive world of TV news. **BROADCASTING's** annual state-of-the-art

survey begins with an overview on **PAGE 37.** Anchors—the most visible part of a TV station's news, and those to whom the audience relates most and on whom the ratings depend most; what makes these men and women tick and



Local-international: WFAA-TV Dallas goes abroad.

click? Conversations with some of TV news's front-liners start on **PAGE 40.** TV stations do the news in different ways—covering breaking stories, digging into investigative pieces, doing documentaries, putting on public affairs programs. Some of the results are stories in themselves. **PAGE 48, 68, 76.**

**WARMING UP** □ The music-license issue is heating up again: Briefs are filed with the Supreme Court in CBS's per-use suit, and the all-industry committee begins stepping up the negotiating pressure. In a related copyright matter, ASCAP sues religious station in Hackensack for infringement. **PAGE 80.**

**GIVERS AND TAKERS** □ NAB's and NCTA's political-contribution affiliates report their donations thus far this year. **PAGE 81.**

**THE MAN WHO TALKED TOO MUCH** □ When a controversy erupted over his program on the Nazi march in Skokie,



**Hometown boys.** The pop group Chicago entertains broadcasters in the city of the same name at NAB's inaugural radio programming conference. One good thing leads to another: Plans already are afoot for at least two more years' worth of similar seminars.

WJNO's Mitch Sandler was put on leave while things cooled down. But then he talked about the whole blow-up on another station, and now he's out of a job. **PAGE 87.**

**THE 'TERROR' TAPES** □ Black producers group goes to the FCC with what it says is back-up for its charges that ABC-TV staged some scenes in its documentary on youth violence. **PAGE 87.**

**MONEY, MONEY, MONEY** □ The bulls won't get back in the broadcast-market corral: Tele-Communications lands a record \$70.5-million loan, Harris sets a stock split and MCI readies to issue warrants. **PAGE 89.**

**THAT BLANKETY BLANKING PROBLEM** □ Broadcasters and manufacturers set to work on how to solve this latest technical difficulty. Should the approach be cosmetic or go to the heart of the matter? **PAGE 89.**

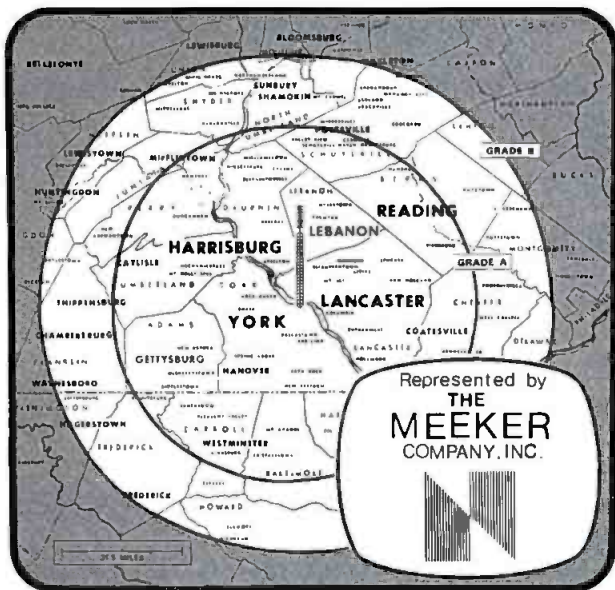
**MISSION MESS** □ San Diego county, a local public group and the cable system there struggle over control of an access channel. **PAGE 90.**

**THAT WMCA WOMAN** □ When her husband became director of the Voice of America, Ellen Straus took over the reins of the family's community-oriented station in New York. And she does it her way. **PAGE 113.**

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## Most in HOST welcome WGAL-TV



WGAL-TV is a most welcome visitor in TV homes in the Berks County community of Host, thanks to the strong and consistent coverage it provides every day of the year. This same responsive reception also prevails in the hundreds of Pennsylvania cities and towns in the prosperous 9-county DMA of 1,200,000 persons. In your media buying, contrast WGAL-TV depth and reach with the partial coverage provided by other stations in the market. WGAL-TV is your obvious choice for outstanding superiority in area-wide coverage and sales.

*Source: Nielsen 1977 County Coverage Report*

# WGAL-TV 8

STEINMAN TV STATION

LANCASTER-HARRISBURG-YORK-LEBANON, PA.

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

## Getting ripe

White House sources say staff recommendations for FCC nominee for seat now held by Commissioner Margita White should be ready for President on his return from vacation in week. Mrs. White's name will be among them, but it's not known whether she is first choice. If she isn't, it may be four to six weeks after President's decision before nominee's name goes to Senate. That's how long FBI check takes.

Latest candidate to be recommended for post, meantime, is Tippy Stringer Huntley, widow of NBC News anchor Chet Huntley. One-time weathercaster at WRC-TV Washington, Mrs. Huntley, 48, was defeated this year for Republican nomination to House seat from Montana.

## Accounting

Expectation is that National Association of Broadcasters will break about even on income from registrations (\$125 each for NAB members) and expenses of first radio seminar held last week in Chicago (see page 32), thanks in large part to contributions from radio networks and record companies. United Artists picked up tab for Dirt Band's performance at opening reception. Columbia Records, with NAB help, underwrote Chicago group's concert on second night. ABC Radio footed bill—said to be in \$40,000 range and largest for entertainment—for Barry Manilow on closing night. NBC Radio and NAB split expenses and fee of Dick Gregory, keynote speaker. When bills are all in, NAB expects its expense to total about \$100,000.

## Copyright conundrum

Cable systems this month will make first payments of royalties decreed by new copyright law, but it may be years before any money reaches copyright owners. Congress left it to new Copyright Royalty Tribunal to devise method of distributing funds, which are expected to amount to \$8 million to \$12 million in first year. Administrative hassle is all but inevitable. Tribunal hopes that claimants—movie companies, syndicators, sports leagues, music societies and broadcasters—will reach voluntary agreement on division of royalties, but that hope is faint.

In many cases, it's not even clear who owns copyright to broadcast programs. Of 260 interests that have already notified tribunal of claims, two-thirds are broadcasters, some asserting rights to same shows claimed by sports leagues or syndicators. Lawyers say broadcasters collectively are probably entitled to about

one-fourth of pot. Tribunal wants National Association of Broadcasters to devise formula for division of broadcaster share. That failing, tribunal may wind up deciding how much each station gets. Some participants say lawyers may be biggest beneficiaries in long run.

## Autumn leaves

Disenchantment over FCC procedures under Chairman Charles D. Ferris and his close assistants may be reflected soon in departures from higher staff echelons, including broadcast regulation. There's talk of transfers to other government agencies, where grade and pay promotions would not be interrupted, along with possible resignations for employment in private sector. Several with tenure are expected to stay on until April 1, 1980, when peak of high three-year remuneration bracket is reached with maximum retirement annuity.

Vacancies, however they might occur, would give Chairman Ferris new opportunities to field his own team. Example is vacancy created three weeks ago when Samuel M. Sharkey Jr. was "permitted" to retire as public information officer (BROADCASTING, Aug. 14). His successor may be Belle Brooks O'Brien, chief of FCC's Consumer Assistance Office since April 5, 1976, recently on loan to White House as assistant to presidential consumer adviser, Esther Peterson, for two-week stint.

## Consolidation

Control Data Corp., Minneapolis, reportedly is acquiring Paperwork Systems Inc., Bellingham, Wash., which provides computerized management, traffic and accounting services to some 230 radio and TV stations and cable systems. PSI would then be merged into CDC's own Station Business Systems division, which offers similar services for more than 70 radio clients and is planning to launch TV service.

Joseph Coons, president of PSI, would be president of combined operation, which would be based at Greenwich, Conn. CDC Vice President Theodore F. Shaker is chief executive of SBS (as well as president of Arbitron, CDC subsidiary). PSI price is said to be about \$750,000.

## Better shake

What radio sales authorities consider big wrong is in process of being righted, they say, by Simmons Market Research Bureau, multimedia research firm formed few weeks ago by merger of W.R. Simmons Associates and Axiom Market Research. In past Simmons showed much smaller

radio audiences than other services, with average quarter-hour ratings as much as 40% below those generally accepted. Firm now is said to have agreed to base radio data in its 1978-79 report on so-called TRAC-7 research method developed under Radio Advertising Bureau sponsorship and made available to all comers. Simmons service is widely used, and with Axiom merger became only one of its kind.

Preliminary Simmons runs using TRAC-7 technique are said to be producing results closer to accepted norms. One test-run finding: Average radio-listening time comes to about three hours per person per day.

## Dare by Dingell?

There's speculation—becoming biennial ritual at this point—that House Commerce Committee Chairman Harley Staggers (D-W.Va.) will be challenged for committee leadership next year. Washington lobbyists are looking for truth behind rumor that Representative John Dingell (D-Mich.), chairman of Energy and Power Subcommittee, might try it. With retirement of Representative John Moss (D-Calif.) this year, Mr. Dingell will become ranking Democrat on full committee behind Mr. Staggers, best position from which to mount challenge in House Democratic Caucus committee chairman elections next year.

Although too liberal for broadcasters' tastes, perhaps, Mr. Dingell hasn't done anything to alarm this industry. And he reportedly has friendly ties with one who shares his Polish heritage, National Association of Broadcasters President Vincent T. Wasilewski. Although Mr. Dingell carries lot of weight on committee, veterans on that panel predict his reputation for abrasiveness might undermine challenge, if he tried.

## Movement

Activity is picking up on U.S. preparations for World Administrative Radio Conference next year. Out of recent conference at Aspen Institute has come suggestion for "troika" comprising secretary of state, FCC Chairman Charles D. Ferris and Henry Geller, director of National Television and Information Agency, to which would be assigned all unresolved issues. (Secretary of State Cyrus Vance would designate Glen O. Robinson, chairman of U.S. delegation, as his alternate.) Stalemate would put project on President's desk since U.S. proposals must meet Jan. 1, 1979, Geneva deadline, and at least two months lead-time is urged.

# When you get an ENG camera that does spots, sports, spectaculars and more, you're getting video freedom.

More than 700 TK-76 color cameras are now delivering superb pictures around the world—for news, sports, commercials and documentaries. This tremendous TK-76 acceptance has taken place in less than two years!

## **A portable camera should deliver maxi performance with mini pounds.**

The TK-76 does just that. Its maxi performance features include automatic iris, white balance and flare control, horizontal and vertical aperture correction, comb filter and coring. And the TK-76 encoder produces a full bandwidth signal. Result: superb pictures.

The 20-pound TK-76 is self-contained: no CCU, no backpack. A lightweight battery belt powers it—or you can operate one from any 12V DC source.

Despite its extreme portability, the TK-76 is rugged, weatherproof and reliable. "It just won't quit," is the compliment paid by many users. It warms up in 7 seconds and needs minimal adjustments, even in rough-and-tumble ENG work.

## **To pay off, a portable camera must have the quality for more than news gathering.**

Picture sharpness and colorimetry of the TK-76 compare favorably with large studio cameras. Which is one reason why it is an excellent field production camera for location shooting of commercials and documentaries.

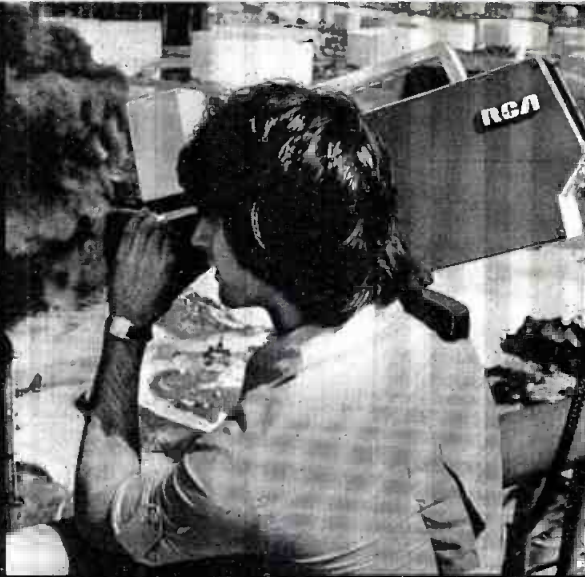
## **See the new video freedom in the TK-76. And in a complete line of TV equipment.**

The new video freedom is yours in the TK-76 and other RCA cameras. In a complete array of broadcast equipment: vans, VTRs, telecine, antennas, transmitters—you name it, we have it.

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# **RCA**





**TK-76. Part of the new video freedom.**

# Business Briefly

## Radio-TV

**Air Canada** □ Airline launches four-week radio and TV push in mid-September. Warwick, Welsh & Miller, New York, will arrange spots in one radio and nine TV markets during fringe time. Target: men and women, 18-49.

**John Paton** □ Company features its Golden Blossom honey in five-week radio and TV promotion starting in mid-October. Dilorio, Wergeles, New York, will seek spots in three radio markets and six TV markets during day, fringe and prime access time. Target: women, 18-49.

## Radio only

**General Motors** □ Car manufacturer places seven-week radio promotion beginning in October. Uniworld Group,

New York, will handle spots in seven markets and on Mutual Black Network stations. Target: adult blacks.

**Lloyd J. Harris** □ Pie company schedules six-week radio campaign beginning in late October. Nader Lief, Chicago, will place spots in 25 markets including Detroit, Miami and St. Louis. Target: women, 25-54.

**Tuffy** □ Muffler manufacturer places six-month radio push beginning in October. Jackson & McLean, Southfield, Mich., will select spots in approximately 25 markets including Atlanta, Cleveland and Miami. Target: men, 25-54.

**National Pork Producers Council** □ Council arranges three-week radio push beginning in early October. Lord, Sullivan & Yoder, Des Moines, Iowa, will place spots in 22 markets including Cleveland, Houston, Pittsburgh and Seattle. Target: women, 25-49.

**Neutrogena** □ Company features its

## Rep appointments

- WJPC(AM) Chicago: R.A. Lazar & Co., Chicago.
- WKBKW(AM) Aberdeen, Wash.; KXLE(AM) Ellenburg, Wash.; WMMM(AM)-WDJF(FM) Norwalk/Westport, Conn.; WCIB(FM) Falmouth, Mass., and WKXA-AM-FM Portland, Me.: Market 4 Radio, New York.



**If you don't succeed . . .** Frank Boyle (r), president of Eastman Radio, has reason to beam: After 17 years of soliciting WBEN(AM) Buffalo, N.Y., Eastman has signed the station as a client. Larry A. Levite, president/general manager, makes it official.

acne soap in five-week radio push beginning early next month. Hall & Levine, Los Angeles, will arrange spots in 11 markets including Atlanta, Milwaukee and San Francisco. Target: teen-agers and women, 18-24.

**Purolator** □ Filters manufacturer prepares three-week radio promotion starting in late September. Bozell & Jacobs, New York, will handle spots in 12 markets including Philadelphia. Target: men, 18-49.

## TV only

**Life** □ Magazine slates one-week TV flight starting in late October. Geer, Dubois, New York, will handle spots in 20 markets during fringe and news time. Target: women, 25-54.

**American Can** □ Consumer products division features its Aurora print soft tissues in four-week TV campaign beginning in early October. Scali, McCabe, Sloves, New York, will buy spots in 20 markets during fringe and news time. Target: women, 18 and over.

**Fruit of the Loom** □ Subsidiary of

## nea national education association RECOMMENDS KIDSWORLD



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**THE MOST  
EXTRAORDINARY  
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# Emmy Award Nominations



**Outstanding Limited Series — Award(s) to Executive Producer(s) and/or Producer(s)**

**Herbert Brodtkin, Executive Producer  
Robert Berger, Producer**



**Outstanding Directing in a Drama Series for Episode(s) of a Regular or Limited Series with Continuing Characters or Theme**

**Marvin J. Chomsky (Entire Series)**



**Outstanding Lead Actor in a Limited Series**

**Michael Moriarty  
Fritz Weaver**



**Outstanding Writing in a Drama Series for Episode(s) of a Regular or Limited Series with Continuing Characters and / or Theme**

**Gerald Green (Entire Series)**



**Outstanding Lead Actress in a Limited Series**

**Rosemary Harris  
Meryl Streep**



**Outstanding Achievement in Music Composition for a Series (Dramatic Underscore) for a Single Episode of a Regular or Limited Series**

**Morton Gould (Entire Series)**



**Outstanding Continuing Performance by a Supporting Actor in a Drama Series for a Regular or a Limited Series**

**Sam Wanamaker  
David Warner**



**Outstanding Achievement in Costume Design for a Drama or Comedy Series for a Single Episode of a Regular or Limited Series**

**Peggy Farrell  
Edith Almoslino**



**Outstanding Continuing Performance by a Supporting Actress in a Drama Series for a Regular or Limited Series**

**Tovah Feldshuh**



**Outstanding Film Editing in a Drama Series for a Single Episode of a Regular or Limited Series**

**Byron "Buzz" Brandt, A.C.E.;  
Richard Meyer, Craig McKay,  
David Berlatsky King, Stephen A. Rotter,  
Robert M. Reitano, Alan Heim,  
Brian Smedley-Aston**



**Outstanding Single Performance by a Supporting Actress in a Comedy or Drama Series for a One-Time Appearance in a Regular or Limited Series**

**Blanche Baker (Part I)**



**Outstanding Art Direction for a Drama Series for a Single Episode of a Regular or Limited Series**

**Wilfred J. Shingleton, Production Designer;  
Theo Harisch, Art Director; Jurgen Kiebach,  
Art Director; Maxi Hareiter, Set Designer**

# Already Sold in Many Major World Markets

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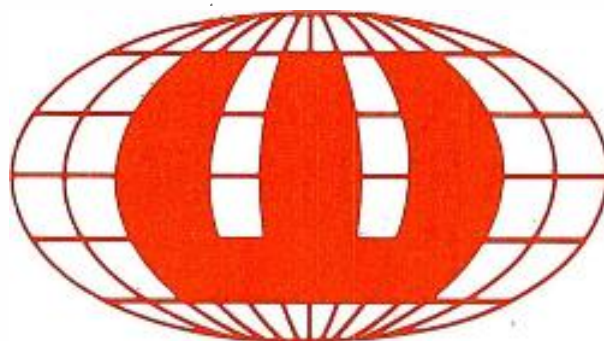
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URUGUAY  
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DOMINICAN REP.  
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EL SALVADOR

## Breaking Records

HOLOCAUST played on The NBC TELEVISION NETWORK, April 16–19, 1978, and attracted the *biggest audiences* of any mini-series on any network throughout the 1977/78 season... earning a 31.0 RATING and a 49% SHARE of audience!\*

It played on Australia's SEVEN NETWORK in June, 1978, and shattered all records in the history of Australian television... delivering an unprecedented 47 RATING and 72% SHARE of audience!

**WORLDVISION**  
is pleased to announce  
that **HOLOCAUST** will be  
available for telecasting  
in local markets throughout  
the **UNITED STATES**  
subsequent to its telecast  
schedule on the  
**NBC TELEVISION NETWORK.**



**WORLDVISION**  
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**The World's Leading Distributor for Independent Television Producers**

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

Northwest Industries places six-week TV drive for its Fruit of the Loom pantyhose starting in early October. Keller Crescent, Evansville, Ind., will arrange spots in 10 markets during day, fringe and news time. Target: women, 18-49.

**Carling National** □ Brewery schedules two-week TV drive beginning early next month for its Tuborg beer. W.B. Doner, Baltimore, will arrange spots in about four markets during prime, prime access and news time. Target: men, 18-49.

**Merle Norman** □ Cosmetics manufacturer prepares six-week TV push beginning early next month. Carlson Liebowitz, Los Angeles, will pick spots in Indianapolis, Atlanta, Denver and Raleigh-Durham, N.C., during prime and fringe time. Target: total women.

**Max Factor** □ Cosmetic manufacturer slates six-week TV buy starting early next month. SFM Media, New York, will schedule spots in about 35 markets during fringe and prime time. Target: women, 18-49.

**Sheraton** □ Hotel chain slates four-week TV push beginning early next month. Quinn & Johnson, Boston, will seek spots in six markets during news and sports time. Target: men, 35 and over.

**Misco Shawnee** □ Mohawk carpet distributor plans two-week TV promotion starting in early October. E.M. Reilly & Associates, St. Louis, will select spots in 13 markets during fringe and daytime. Target: women, 25-49.

**Ralston Purina** □ Pet food division arranges two-week TV push for its Hi-Protein Dog Meal beginning early next month. Della Femina, Travisano & Partners, Los Angeles, will handle spots in three markets during day time. Target: total women.

**Armour** □ Food products group schedules four-week TV buy starting in mid-September. Young & Rubicam, New York, will seek spots in 11 markets during day and fringe time. Target: women, 25-54.

**Deft** □ Manufacturer of wood stain and finishes slates four-week TV flight starting in early October. Banning Co., Los Angeles, will pick spots in St. Louis and San Francisco during fringe time. Target: adults, 25 and over.

**Agway** □ Dog food gets two-week TV campaign in early October. Northrup & Teel, Pittsford, N.Y., will seek spots in 20 markets during fringe and prime time. Target: adults, 25-54.

**Wm. Underwood** □ Accent flavor enhancer slates three-week TV buy starting in early October. Kenyon & Eckhardt, Boston, will prepare spots in 26 markets during late fringe and prime time. Target: women, 18-49.

**Homelite** □ Division of Textron features

its Homelite chain saws in three-month TV campaign beginning early next month. SFM Media, New York, will seek spots in about 35 markets during news and sports time. Target: men, 25-54.

**Wausau Homes** □ Manufactured-housing firm slates 11-week TV push starting this week. Cramer-Krasselt, Milwaukee, is placing spots in about 25 markets during day, prime and late fringe time. Target: total adults.

**ACR Electronics** □ Electronics manufacturer features its flashlight in four-week TV drive starting in November. Ross Hancock, Hollywood, Fla., will place spots in four markets during all dayparts. Target: total adults.

**Doxsee** □ Food products group slates six-week TV push for its clam chowder beginning in early October. Richardson, Myers, Donofrio, Baltimore, will schedule spots in five markets during day, fringe and prime access time. Target: women, 18-49.

**Bulova** □ Watch company launches four-week TV flight beginning in late November. Advantage Associates, New York, will arrange spots in 39 markets during fringe, access and news time. Target: men and women, 18-49.

**Nalley Fine Foods** □ Food products group focuses on its "100% Natural" chips in four-week TV push starting late next month. Della Femina, Travisano & Partners, Los Angeles, will pick spots in three markets during day, fringe and prime time. Target: women, 18-49.

**Pritchett Distributors** □ Company features its Ponlan chain saw in three-month TV promotion beginning late next month. Hubbard, Mason & Dow, Jacksonville, Fla., will select spots in four

markets during fringe and prime time. Target: men, 25-54.

**Collins & Aikman** □ Fabrics manufacturer places four-week TV buy starting late next month. Western International Media, New York, will seek spots in five markets during news and sports time. Target: men, 35 and over.

**Shapper** □ Toy manufacturer launches fourth-quarter TV flight starting next month. Bozell & Jacobs, Minneapolis, will pick spots in major markets during early fringe and day time. Target: children, 6-11.

**White Labs** □ Company features its X-14 instant mildew remover and Klean-Koat products in seven-week TV promotion beginning late next month. Universal Advertising, Orlando, Fla., will buy spots in eight markets during day and fringe time. Target: total women.

**Southwestern Bell** □ Telephone company launches three-month TV campaign for its business long distance phone calls starting late next month. D'Arcy-MacManus & Masius, St. Louis, will seek spots in 31 markets during news and prime time. Target: men, 25-54.

**Murray-Ohio** □ Manufacturer of motocross bicycles plans three-week TV drive beginning in late November. Keller-Crescent, Evansville, Ind., will place spots in about 27 markets during early fringe time. Target: children, 2-11.

**Ragold** □ Company highlights its Velamins candy in three-week TV campaign beginning early next month. Don Tennant, Chicago, will select spots in 83 markets during day, fringe and prime time. Target: adults, 18-49.

## BAR reports television-network sales as of Aug. 13

ABC \$841,073,500 (36.3%) □ CBS \$764,808,700 (33.1%) □ NBC \$708,259,900 (30.6%)

Day parts	Total minutes week ended Aug. 13	Total dollars week ended Aug. 13	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.	132	\$ 853,900	4,634	\$ 33,144,500	\$ 28,959,800	+14.5
Monday-Friday 10 a.m.-6 p.m.	984	14,305,700	32,950	516,333,100	465,176,500	+11.0
Saturday-Sunday Sign-on-6 p.m.	199	3,943,700	9,878	242,582,900	220,869,300	+9.8
Monday-Saturday 6 p.m.-7:30 p.m.	104	3,327,000	3,276	131,439,500	115,941,900	+13.4
Sunday 6 p.m.-7:30 p.m.	16	613,300	671	37,345,600	33,176,100	+12.5
Monday-Sunday 7:30 p.m.-11 p.m.	417	30,513,500	13,324	1,200,062,100	1,061,213,000	+13.1
Monday-Sunday 11 p.m.-Sign-off	217	4,186,400	7,063	152,334,400	141,217,000	+7.9
<b>Total</b>	<b>2,069</b>	<b>\$57,743,500</b>	<b>71,436</b>	<b>\$2,313,242,100</b>	<b>\$2,066,553,600</b>	<b>+11.9</b>

Source: Broadcast Advertisers Reports

# Datebook

■ indicates new or revised listing

## This week

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

**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.

■ **Aug. 31**—*House Communications Subcommittee* field hearing on Communications Act rewrite. Denver.

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

## Also in September

**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**—*House Communications Subcommittee* field hearing on Communications Act rewrite. Trenton, N.J.

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

■ **Sept. 8-10**—*Oklahoma Country Music Association* convention. Southgate Inn, Oklahoma City.

**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**—Western chapter convention of *National Religious Broadcasters*. Los Angeles Marriott hotel, Los Angeles. Information: Dr. Elliott Cole, Box 100, Arroyo Annex, Pasadena, Calif. 91109.

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

■ **Sept. 11-17**—Philadelphia International Film Festival and Exposition of *International Association of Motion Pictures & Television Producers*. Sheraton hotel, Philadelphia. Information: Larry Smallwood Jr., (215) 849-2716.

**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; (216) 579-1633.

**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.

■ **Sept. 15**—*Pacific Pioneer Broadcasters* luncheon to present Carbon Mike Award to veteran radio-TV personality Pat Buttram. Sportsmen's Lodge, Studio City, Calif.

**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**—*Radio Television News Directors Association* international conference. Atlanta Hilton.

**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. 21-22**—Annual broadcast symposium of *IEEE Broadcast, Cable and Consumer Electronics Society*. Washington hotel, Washington. Information: Ogden Prestholdt, (202) 296-2315.

**Sept. 22-23**—*Common Carrier Association for Telecommunications* second annual multipoint distribution service seminar. Marriott Twin Bridges hotel,

## Major Meetings

**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.

**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.

**Oct. 28-Nov. 2**—*National Association of Education 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 programming. Cannes, France.

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

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

**June 5-9, 1979**—*American Women in Radio and Television* 28th annual convention. Atlanta Hilton.

**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.



# CHICO AND THE MAN

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WTCN-TV Minneapolis-St. Paul  
WXIA-TV Atlanta  
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WTTG Washington  
WKPT-TV Bristol—Johnson City—Kingsport  
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KIII Corpus Christi  
WPTT-TV Pittsburgh  
KVVU-TV Las Vegas

## AVAILABLE SEPTEMBER 1978

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Washington. Information: Richard L. Vega. (301) 728-6697.

**Sept. 22-24**—Southwest area regional meeting, *American Women in Radio and Television*. Fairmont hotel, New Orleans.

**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. 23**—*House Communications Subcommittee* field hearing on Communications Act rewrite. U.S. Court of Appeals building, New Orleans.

**Sept. 24-26**—*CBS Radio Affiliates* board of directors meeting. Arizona Billmore 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* eighth national assembly. Theme will be "Advertising and the Public Interest." Among speakers and participants will be Leonard Matthews, Young & Rubicam National; Alfred R. Schneider, ABC; Barton Cummings, Compton Advertising; Howard Bell, American Advertising Federation; James C. Nelson, Hoefler, Dieterich & Brown; Charles Stuart, Bank of America; Karl Koss, General Electric; Ray D. Genette, Chevron USA; Archa A. Knowlton, General Foods; William A. Dyer Jr., Indianapolis Newspapers; and Kenneth Schwartz, Opinion Research Corp. Allen Neuharth, Gannett Co., will be featured speaker. 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 Billmore hotel, Phoenix.

**Sept. 27-30**—Fall meeting, *Pennsylvania Cable Television Association*. Host Inn, Harrisburg.

**Sept. 28-29**—Midwestern chapter convention of *National Religious Broadcasters*. Hyatt Regency, Indianapolis. Information: Ken Hettinga, Box 212, Surging, Wis. 54174.

■ **Sept. 29**—National symposium on Teacher Guides to Television parent participation TV workshop project, sponsored by *WRC-TV Washington*. FCC Commissioner Abbott Washburn will be keynote speaker. L'Enfant Plaza hotel, Washington.

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

■ **Sept. 29-30**—50th annual "Ruffian Reunion" to celebrate WRUF(AM) Gainesville, Fla., 50th year. University of Florida, Gainesville.

**Sept. 29-Oct. 1**—West Central area regional meeting, *American Women in Radio and Television*. Hilton Plaza Inn, Kansas City, Mo.

**Sept. 29-Oct. 1**—*Massachusetts Broadcasters Association* convention. Speaker: Representative Edward J. Markey (D-Mass.), member of Communications Subcommittee; Marion Stephenson, vice president, NBC Radio; James Gabbert, president, National Radio Broadcasters Association.

**Sept. 29-Oct. 1**—Western area regional meeting, *American Women in Radio and Television*. Huntley Lodge, Big Sky, Mont.

**Sept. 30**—Deadline for entries in *Atomic Industrial Forums* Forum Awards for significant contributions by news media to public understanding of atomic energy. Information, entry forms: Mary Ellen Warren, AIF, 7101 Wisconsin Avenue, Washington 20014, or Myra Shaughnessy, AIF, 103 Park Avenue South, New York 10017.

## October

**Oct. 1**—Deadline for entries, *U.S. Television Commercials Festival*. Information, entry forms: 1008 Bellwood Avenue, Bellwood, Ill. 60104; (312) 544-3361.

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

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

**Oct. 2**—Deadline for comments on FCC inquiry into fund-raising for educational broadcasting stations (Docket 21136). Replies are due Nov. 1.

**Oct. 3-5**—Third annual conference on communications satellites for public service users, sponsored by the *Public Service Satellite Consortium*. Washington Hilton. Information: Polly Rash, PSSC, 4040 Sorrento Valley Boulevard, 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* 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. 5**—Forum on the development and application of a marketing information system, sponsored by *Advertising Research Foundation, Business Advertising Research Council*. Headquarters of Cincinnati Inc.

**Oct. 5-6**—Eastern chapter convention of *National Religious Broadcasters*. Speakers will include former FCC Chairman Richard Wiley and George Gallup. Pinebrook Bible Conference Center, East Stroudsburg, Pa. Information: NRB, Box 2254R, Morristown, N.J. 07960.

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

**Oct. 6-8**—Southern area regional meeting, *American Women in Radio and Television*. Royal Plaza, Lake Buena Vista, Fla.

*This announcement appears as a matter of record only.*

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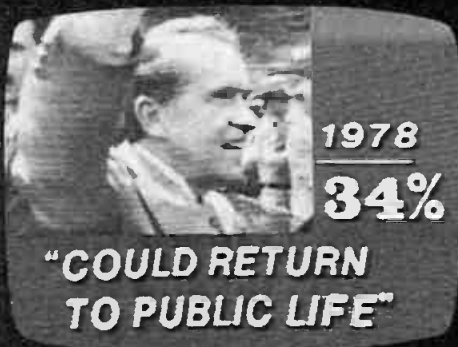


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# watchable news on TV.

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

■ Oct. 11—New England Cable Television Association fall meeting. Sheraton-Regal Inn, Hyannis, Mass.

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.

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

Oct. 12-15—Annual national meeting of *Women In Communications Inc.* Among speakers: Jack Landau of Reporters Committee for Freedom of the Press; Jane Trahey, author of "Jane Trahey on Women and Power" and Nina Totenberg, legal affairs correspondent, National Public Radio, Detroit Plaza hotel.

Oct. 13-15—Northeast arena regional meeting, *American Women in Radio and Television*. Marriott Eastman Conference Center, Rochester, N.Y.

■ Oct. 14—Radio Television News Directors Association region 13 meeting. Sheraton hotel, Fredericksburg, Va. Contact: Ted Landphair, WMAL(AM) Washington.

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

Oct. 16-17—Southwest chapter convention of *National Religious Broadcasters*. Sheraton-Century hotel, Oklahoma City. Information: David Webber, P.O. Box 1144, Oklahoma City 73101.

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

Oct. 17—Broadcast Town Meeting for public, sponsored by *National Association of Broadcasters*. Charlotte, N.C.

■ Oct. 18-19—24th annual Broadcast clinic, coordinated by University of Wisconsin-Extension. Clinic will include discussions by FCC officials and equipment displays by equipment manufacturers. Madison, Wis.

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

Oct. 20-22—East Central area regional meeting, *American Women in Radio and Television*. Water Town Hyatt House, Chicago.

Oct. 23-24—South Central regional technical conference of the *Society of Cable Television Engineers*. Six other conferences will be held at other locations around the country throughout 1978 and 1979. This first meeting will concentrate on CATV construction. Hilton Airport, Nashville.

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

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

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

## Errata

Frank Lloyd, chief aide to FCC Chairman Charles D. Ferris, was incorrectly identified as having prepared paper for FCC consideration that would open licensee financial reports to public scrutiny ("Closed Circuit," Aug. 21). Paper was prepared by **general counsel's office**, headed by Robert Bruce.

□

Aug. 14 "Fates & Fortunes" (page 74) on Wayne R. Miller incorrectly identified **WTAZ(FM)** as being in Mount Carmel, Ill. It's in **Morton, Ill.**

□

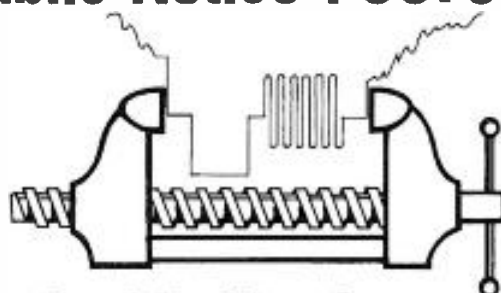
Columbia, Mo., should have been **Columbia, S.C.**, preceding listing for Columbia-Jefferson City, Mo., in Aug. 14 financial rankings of TV markets (pages 44-45). Also, reported 1976 network revenue figure for **Detroit**, 5,664, should have been 5,654.

□

Format of **WOXM(FM)** Clearwater, Fla., was incorrectly reported in July 24 report of top 10 stations in first 50 markets (Tampa-St. Petersburg listing, page 50). Woxm has switched from beautiful music format listed to **AOR**.

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## **WLBT-TV, the Jackson, Miss. station that wins national awards names Blair its national rep.**



Jack W. Fritz (l), President of John Blair & Co.,  
and WLBT-TV General Manager William H. Dilday, Jr. (r).

WLBT-TV, Jackson's NBC affiliate, is the first station in Mississippi to capture the coveted Peabody Award. The winning show: "Probe," WLBT-TV's weekly investigative journal. The National Mental Health Association also gave that show an award.

But along with awards, WLBT-TV wins viewers.

In fact, for the past five years, the station has ranked first in prime time audiences. And its two nightly newscasts attract more viewers than the other two stations combined making it the market's leading news station.

As for the market itself, Jackson, like many Sunbelt cities, has experienced a surging economic growth.

As General Manager William H. Dilday, Jr. said: "We've got a great story to tell about the growth of WLBT-TV and the Jackson market, and Blair has the quality sales power and support systems to do the job."



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## 'Born Innocent' footnotes

EDITOR: I would like to clarify a couple of points in your recent article (Aug. 14) regarding NBC's position in the recently concluded *Born Innocent* litigation.

First, NBC was prepared to present psychiatric testimony which would have established that the sexual attack which the perpetrator herself had suffered was of far greater psychological significance to her criminal behavior than anything she may have read or seen. This testimony would have come from a variety of psychological experts and was not limited to the perpetrator's own psychiatrist as suggested.

Second, the principal perpetrator of the crime clearly did not see the film, *Born Innocent*. This fact was established in two sworn depositions taken before trial at which Mr. Lewis, the plaintiff's counsel, was present. Mr. Lewis's contention was that he had contrary evidence given to him, not in a deposition, but in a private meeting he allegedly had with the perpetrator. We believe that the sworn deposition testimony with both sides present has far greater weight.—*Jay E. Gerber, vice president and associate general counsel, NBC, New York.*

## Bouquet

EDITOR: That was a good, brave editorial about the Farber-*New York Times* case [BROADCASTING, July 31]. You really covered all the essential points involved in this important issue about which much has been written (but little broadcast).

Obviously, there is great peril for broadcasters everywhere if the judges remain unchallenged. I'm glad BROADCASTING got into this dreary matter. Good for you. Good for all of us.—*William O'Shaughnessy, president, WVOX(AM)-WRTN(FM) New Rochelle, N.Y.*

## Chalk up another for FM

EDITOR: Re "The Many Worlds of Radio □ 1978" (July 24): You erroneously designated wow1, ranked number one in Norfolk-Portsmouth-Newport News-Hampton, Va., as an AM station. Wow1 is an FM facility, which changes your figures to 261 FM stations out of 500 stations ranked among the top 10 in each of the top 50 markets.—*Stuart H. Barondess, general sales manager, WOW1(FM) Norfolk, Va.*

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Founded in 1931 as *Broadcasting*\*—*The News Magazine of the Fifth Estate.* □ *Broadcast Advertising*\* was acquired in 1932, *Broadcast Reporter*\* in 1933, *Telecast*\* in 1953 and *Television*\* in 1961. *Broadcasting-Telecasting* was introduced in 1946. □ 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.

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# Monday Memo<sup>®</sup>

A broadcast advertising commentary from Maureen Murray, broadcast advertising manager, The Denver

## A retailer that rushes in, very carefully, where others fear to tread

Why are retailers afraid of television? Most are because they know little or nothing about the medium—except what they see on their own sets, and that usually looks very expensive or very cheap.

Yet retailers are realizing that television must become a part of their advertising media mix to keep them viable merchants in today's competitive marketplace.

The Denver confronted the dilemma of broadcast advertising three years ago when upper management made the decision to use television to support its advertising mix. With the decision to enter broadcast advertising, two marketing questions needed to be answered: (1) Who were we? (2) How do we translate our image to the consumer via broadcast?

Who we were was simple. The Denver is a quality-line department store with 11 branches and an 80-year history in Colorado. Our customer base is very definitely skewed to the 35+ demographic and very middle America in life style. The Denver is an old and proud tradition in Colorado. Many generations have shopped The Denver.

But at the same time, the Denver market, currently ranked 21st in ADI, has experienced a population growth of more than 30% since the early 1970's. There are many new people in Colorado looking for the "good life." The image we chose to project had to reach and complement our traditional customer base and build the new customer base as well.

The Denver used music and lyrics to convey its message. "Colorado Pride" was the theme used to describe The Denver, its history and closeness to the good life in Colorado. With the music setting the mood, we picked a spokeswoman to deliver our message in television.

Her function was two-fold. She gave us an acceptable visual image in television that would not offend our traditional customer, while presenting a favorable, "now" image to our hoped-for new customer. And, the repeated use of the same voice allowed us to build quickly a "signature" in television. We combined the first two elements with a liberal use of our logo in each of our commercials. In addition to the music and spokeswoman, we decided that the right copy approach was needed to make our commercials stand out in the great wasteland of local production. Therefore, we don't clutter our commercials with superfluous copy. We let the visual do part of the selling. After all, television is sight, sound, motion and color.



Maureen Murray entered advertising in 1971 as media coordinator at Tracy-Locke Advertising, Denver. She worked on regional and national accounts as senior media buyer at Henderson, Bucknum Advertising (now Barickman Advertising) and then was media supervisor for the Denver office of Eisaman, Johns & Laws. As broadcast advertising manager of The Denver, based in the city of that name, she developed a complete in-house broadcast agency that is responsible for all phases of radio and television done for the 11-store chain.

Establishing the marketing image is only the first step to successful television advertising. The second is media placement—getting the most for your budget.

Most retailers have to get their broadcast budget from current advertising dollars. Budgets do not grow on trees; full value must be received from each dollar spent on media. To get full value, The Denver carefully plots its advertising campaigns.

Campaign advertising provides two large benefits for retailers. First, there is an extensive menu of events in retailing—Mother's Day, Father's Day, various Presidents' Days—the list goes on and on. The retailer can be on television consistently all year with a strong creative handle each time. Second, there is great media value—running a campaign consisting of four different products per week under one common theme for a campaign flight, instead of running isolated products during the course of the month.

Television is highly touted as "the reach" medium. Reach with no frequency scares a retailer. A retailer needs both reach and frequency, and can get both in a well planned campaign. Good media placement delivers the customer and makes television work like the retailer's tried-and-true print advertisement.

The Denver has not forgotten radio as part of its total media mix. Radio is a great complement to television advertising. Ad-

vertising segmentation is best achieved with a mass advertising vehicle, and for us in Denver, this vehicle is radio. Thirty-plus radio signals compete in the greater metro Denver area and represent demographics that cannot be reached effectively and efficiently any other way. Radio enables The Denver to reach those groups.

Here again, our musical jingle plays a key part in building advertising impact and institutional image, primarily to that important new-customer base. With the music as a frame, we are able to sell any product our store has to offer. Again, copy is important, and The Denver uses both straight and humorous copy approaches, with the direction coming from the particular item advertised. Our radio advertising allows us the much-needed quick turn-around time of production and versatility in a creative approach that keeps us ahead.

Once the marketing and media objectives are covered, production is a major hurdle that faces most retailers like the Great Wall of China. The Denver jumped this last hurdle with a method I have nicknamed "local, low budget, other." "Local, low budget, other" requires careful planning of time, preplanning of commercials and some money.

Here are some "don'ts" that are still very much ignored in local retail production. Don't walk into a television production studio and then start to build your commercial; studio time is money. Don't use amateur talent; 20 takes to get a 30-second commercial cost you more than hiring professional talent who can do it in two takes. Most important, don't use a vertical newspaper layout in television, a horizontal medium. And last but not least, don't turn down a vendor-produced commercial when a little bit of work will make it look like your own.

The Denver has accomplished the transition into broadcast advertising successfully through the use of an in-house staff. This in-house staff is able to provide store management with on-the-spot consultation, daily guidance and quick turn-around, all things a retailer is used to getting from its on-staff print advertising department. As the print staff does product/image ads, the television commercials repeat the same approach, and this creates an atmosphere the management uses in the total merchandising of The Denver. The broadcast budget of The Denver has grown 10-fold over the past three years, and The Denver has grown too.

The Denver's future advertising direction is more and better broadcast advertising. The Denver is becoming a regional store with the addition of a branch in Billings, Mont. What was "Colorado Pride" for 80 years is now "Rocky Mountain Pride."





*Mobil Corporation takes great pleasure in announcing that Robert MacNeil, distinguished journalist and executive editor of "The MacNeil/Lehrer Report," will be host for the next Mobil Showcase presentation, Edward the King, beginning in January, 1979.*

*Edward the King, a thirteen-part series of one-hour dramas, tells the story of England's Edward VII. Son of Victoria, "playboy prince," Edward ruled for only nine years, yet he gave an age its name.*

*Robert MacNeil will provide insights into the man and his time, the twilight of the old world's great royal families, when virtually all of the courts of Europe were linked by marriage.*

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## Top of the Week

### TV network planners play cat-and-mouse with fall line-up

All three warily contemplate 11th-hour adjustments to gain upper hand; imminence of 'TV Guide' deadline for program analyses puts some pressure on schedules

The preseason prime-time TV scramble is still in progress.

NBC President Fred Silverman was huddling in Hollywood last week with his program department, and though no announcement had appeared as of midday Friday, reports were rampant of more adjustments in that network's schedule.

Programers at ABC and CBS, in turn, did not rule out the possibility that they might respond with changes of their own, although they said that none was contemplated at the moment.

*TV Guide* deadlines have put pressure on some programers to get their schedules set as firmly as they could by today (Aug. 28). Today is deadline for ads in the Sept. 16 *Guide*, which will cover the premiere weeks of CBS and NBC. NBC sources said this was not a consideration in their planning, but CBS sources said getting the right ads for the right programs in the right *TV Guide* issue "is the most important single thing" so far as premiere-week promotion is concerned.

The most speculation was on NBC's likely maneuvers with *The Runaways*, now scheduled 8-9 p.m. NYT Tuesday. Most sources said the program was on its way off the schedule, with widely varying scenerios suggested as to what would replace it and what other shifts might result.

It must seem like old times for Mr. Silverman, who last year enjoyed the relative leisure of introducing only four new shows on ABC—without any last-minute adjustments—and seeing four of them survive. His new network, on the other hand, brought in eight new shows last September and all but one failed. The same thing happened at CBS (*CHiPs* and *Lou Grant* are their respective holdovers).

So it's an altogether new look, not only

for Mr. Silverman, but for the prime-time schedule as a whole. An N.W. Ayer study calculates that in only three and one half hours does the three-network competition remain as it was last September.

NBC, with nine new shows coming aboard, will be replacing 47% of its schedule, Ayer said, while CBS is replacing 32% with eight new shows and ABC 20% with five.

As Bud Grant, CBS's vice president of programs, put it: "Mortality on television is really almost a way of life." So much so, he said, that if half of his network's rookies survive, "that would be a very good batting average."

Will anything be really different this year? The advertising agencies, as usual, don't believe so. ABC is unanimously considered a shoo-in for first place in the ratings, with other predictions generally setting off an improved development crop by CBS against Fred Silverman's influence at NBC to leave second place still a battle.

In terms of innovative programing, no one is pointing to a renaissance, either, although several advertising executives have mentioned ABC's *Battlestar Galactica*, NBC's *Lifeline* and CBS's *Kaz* and *Paper Chase* as personal favorites. But the general attitude seems to have been summed up by Robert Buchanan, senior vice president in charge of media for J. Walter Thompson. "We can't say the new fall schedule is better than last year he said," but we're not wringing our hands."

There are a few trends cited, sex being the most common. A report by BBDO says

that "jigglers"—defined as "shows which include a proliferation of shots of the gelatinous parts of the female anatomy"—will become a "bona fide staple this season," with such shows as CBS's *Flying High* and *American Girls* joining ABC's *Charlie's Angels* and *Three's Company* in the genre. Ayer adds that sexy elements will continue to be added to "spice up" other shows as well, and predicts that "sexual content and more mature subject matter will continue to be a problem for advertisers in miniseries and movies."

The networks continue to deny the conscious use of anatomy in pursuit of ratings. CBS's Mr. Grant, for example, was asked about the current on-air promos for *Flying High*, in which each of the three airline stewardesses featured in the show is shown saying "Oh, I have a two-day layover in San Francisco" or some other city. "I can't help it if the airlines use the expression 'layover,'" Mr. Grant said.

Despite the disclaimers, Fred Silverman has made a point of saying that NBC will not be going in the jiggy direction this year, and has followed up by canceling commitments the network had to its own airline stewardess series, *CoastCoast*, and to a sequel to last year's successful miniseries about a high-class call girl, *79 Park Avenue*. Similarly, one of NBC's new press releases on the retitled series, *Legs* (now *Who's Watching the Kids*), stresses that the show is "not a series about show business. It is a series of raising kids in Las Vegas."

As for sex's predecessor in the con-

**Jumping the gun.** What was perceived as a unique explosion of pre-season stunting last year has become almost standard operating procedure this year.

The primary differences are that *Roots* has replaced *Washington Behind Closed Doors* as the ABC-TV program to stop, and that CBS-TV may be a little less stunt-conscious this year. Whereas last year a CBS programer said, "We couldn't afford not to do it," this year another said: "We don't believe you have to go crazy in the first two weeks of the season. We believe we have a strong schedule, so we're not being panicked into a stunting procedure. The audience will find the shows they like and stick with those shows."

Nonetheless, while ABC airs the rerun of *Roots* and then the new-season premieres, it won't by any means lack competition from either of the other networks. CBS and NBC have both been juggling their pre-season schedules, but they plan to run original episodes of many of their series, including *Paper Chase*, *Kaz*, *Spiderman* and *Good Times* for CBS and *Sword of Justice*, *W.E.B.*, *CHiPs*, *Grandpa Goes to Washington*, *Lifeline* and *Capra* for NBC. In addition they'll air such movies and specials as "King Kong," "Magnum Force," "Hondo," "Buffalo Bill and the Indians," "Clone Masters," "Starship Invasion," "Grand Theft Auto," *Walt Disney's 25th Anniversary*, *Sharks: The Incredible Death Machines*, the Emmy awards and the Miss America Pageant.

One thing missing this year is the over-all promotional special pushing a network's full fall line-up, such as CBS's *Galaxy* and *The Magic of ABC* last year. NBC appears to have brought the technique back in a somewhat refined form, however, with specials "welcoming" the stars of two specific series—Joe Namath of *Waverly Wonders* and Dick Clark of *Dick Clark's Live Wednesday*. The Saturday morning schedule previews will be back, though, as will the expanded premiere episodes of many shows and the inter-show shuffling of established stars to boost their network's newer hopefuls.

# THE OUT



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troverly sweepstakes, violence, BBDO cites another trend. "Rather than assassinate the popular action and adventure shows," the agency's report says, "the networks are shifting the focus of the programs and disguising violence with fantasy."

But the macho leading man does seem to have staged a comeback of sorts this year with the addition of such single hero shows as *Vegas*, *Sword of Justice*, *Kaz*, *The Eddie Capra Mysteries*, *Waverly Wonders* and, in a quite different context, even *Lifeline*. The expectation is, however, that their mayhem will remain of the more bloodless variety.

Other trends cited by BBDO and others are the increase of news programs as prime-time entertainment, more mini-series, more unconventional family units (such as in ABC's *Apple Pie* and *Taxi* and CBS's *WKRP in Cincinnati*), and a separation of made-for-TV movies into "major and minor" league material—comparable, on the one hand, to Hollywood's big-name blockbusters and, on the other, to its "B" movie quickies.

## At rewrite hearings, criticism continues to focus on deletion of 'public interest'

**Committee member Waxman is strongly against its removal**

Representative Henry Waxman (D-Calif.), a member of Lionel Van Deerlin's Communications Subcommittee, attacked his chairman's rewrite of the Communications Act last week for its "needless abandonment of the essence of broadcast law, all in return for the mere payment of money."

The congressman doesn't oppose the proposed license fee that broadcasters and other spectrum users would have to pay annually. In fact he urged that it be kept in the bill—but not as an exchange for repeal of the public interest standard now in law for the granting of broadcast licenses in perpetuity (radio license terms would be indefinite in the bill, TV license terms would be for 10 years, then become indefinite in 10 years).

Mr. Waxman urged retention of some form of regulation based on public interest.

Mr. Waxman's remarks were delivered last week, when there were two field hearings on the rewrite. Attacks on the bill from broadcasters and public interest groups alike continued, beginning last Tuesday in Chicago. There, Phil Boyer, vice president-general manager of ABC's WLS-TV there, defended the current Communications Act as having overseen the development of the "most technically perfect system of broadcasting in the world." He urged: "In developing new legislation,

we ask you to bear in mind that the radio and television industries have served and are serving their local audiences conscientiously and well. In our view their performance does not suggest a need for wholesale replacement of laws which have produced such a highly responsive and local broadcast service."

Mr. Boyer predicted that if the proposed license fee were enacted, local broadcasters would spend less money on public affairs and other local programming.

Bob Walsh, station manager at WMAQ-TV Chicago, devoted the bulk of his testimony to listing the programming at his station, to demonstrate a commitment to serve the diverse interests and needs of the city's population.

A radio broadcaster, William H. Hanson of WJOL(AM) Joliet, Ill., praised the major radio deregulation proposed in the bill, but objected to the proposed license fee. "While I personally have no serious objection to helping pay my share of the cost of regulation of our industry," he said, "I am disturbed at the thought that I might have to support other federal programs as well." Under the bill, the license fee money would be used for several purposes, one of them to support programming on public broadcasting. "I think it is unfair to expect a commercial broadcaster to be the major financial angel for his competition," Mr. Hanson said.

Representative Martin Russo (D-Ill.), who presided in Chicago took no position on specific portions of the rewrite. He called the bill a starting point and a "focus" for discussion and said it is a "significant distance from enactment."

A week earlier he had made broad statements to a meeting of citizen groups sponsored by the Church Federation and Columbia College in Chicago, saying he has "some problems" with the bill. He said Congress should seek neither total government involvement in broadcasting nor total abstinence from broadcast policy. "What we want to have is a system where we have a combination of the two," he said. "Let those who use our airwaves know that the government is ready to step in as we did in the violence area."

While disavowing support of the proposed license fee, the congressman told the citizen groups that if there is to be one, it should be high "because of the waste of space." The technology exists to permit more television stations in each market, he said, but broadcasters oppose attempts to make spectrum use more efficient because they don't want more competition.

Some of the strongest objections to the bill at the Friday hearing in Los Angeles came from the TV writers and producers.

Chester Migden of the Screen Actors Guild called the bill the "Communications Abdication Act of 1978," because it does away with the public interest standard. That the problems of diversity and minority input in broadcasting will somehow be resolved by a self-corrective marketplace mechanism is "too

much to swallow," Mr. Migden said. "It won't wash."

Among his specific objections were the proposed grant of indefinite terms for radio licenses and 10-year terms for television stations. To remove the current three-year limit on all terms, he predicted, would be to remove the motivation for quality broadcast performance.

The proposed random distribution of new licenses is also, to Mr. Migden, an abdication of the public's interest in a system where the prize is "better than the Irish Sweepstakes." And he objected to the proposed deregulation of cable. He said that subjecting that industry to regulation by hundreds of state and local jurisdictions would severely inhibit the growth of "one of our best hopes" for improving program diversity.

David Levy of the Caucus of Writers, Producers and Directors had similar complaints about the lack of a public-interest standard in the bill. Mr. Levy said in an interview prior to his testimony that his statement begins a campaign of more active involvement by the group in communications issues beyond those that directly affect writing and producing (BROADCASTING, Aug 2.). "The people in the creative end of the business feel a major commitment to the public," he said. "That's never been known."

Another rewrite critic in Los Angeles was Charles Firestone, director of the communications law program at the University of California at Los Angeles. Arguing for retention of a public interest standard, he said the bill's substitution of the marketplace for regulation does not recognize that there are noneconomic goals in broadcasting—such as civil rights, education and the First Amendment. Mr. Firestone said there is not a true marketplace in broadcasting because not everyone is free to enter the competition.

## Deal under way for the first black VHF TV

**Gannett to sell WHEC-TV Rochester to BEN for \$27 million, hoping to clear way for purchase of Combined's five TV outlets**

In a deal that would create the first black-owned VHF station in the continental U.S., Gannett Co. has agreed in principle to sell its only TV, WHEC-TV Rochester, N.Y., to Broadcast Enterprises Network Inc. for \$27 million ("Closed Circuit," Aug. 21). At the same time, BEN announced the first purchase under the FCC's newly established "distress sale" policy for minority buyers; it plans to acquire WMJX(FM) Miami from Charter Communications Inc. for \$1 million. Both sales are subject to FCC approval.

The WHEC-TV sale, which is contingent on successful completion of the \$370-



Henry

million merger of Combined Communications Corp. into Gannett, would give Philadelphia-based, black-owned BEN its first television station (it now owns four AM's, one FM and a minority interest in another FM) and clear the way for Gannett to acquire CCC's five VHF's (the maximum allowed by the FCC). It would also raise the total of minority-owned TV's in the U.S. and territories to four, with WHCC-TV joining WGPR-TV Detroit, a UHF, and WSVI-TV Christiansted, St. Croix, and WBNB(TV) Charlotte Amalie, St. Thomas, both Virgin Islands VHF's.

At the outset of the Gannett-CCC merger, Gannett made it known that it would welcome minority applicants for its TV because, according to Douglas McCorkindale, Gannett vice president for finance and law, the time was right for minority ownership and "Gannett wanted to do the right thing." In its search for minority buyers Gannett contacted, among others, former FCC Commissioner Benjamin Hooks, (now head of the National Association for the Advancement of Colored People). At about this same time BEN contacted Karl Eller, president of CCC, and negotiations with Gannett soon followed.

Gannett was "very helpful" in working out the financial arrangements, going so

far as supplying a list of possible financial backers, said Guy Turner, BEN's chief financial officer. The Chase Manhattan Bank leads several other institutions that are committed to assist with the \$27 million cash terms.

The distress sale policy, which was adopted by the FCC in May (BROADCASTING, May 22), allows the sale of stations designated for license revocation or renewal hearings to qualified applicants with significant minority ownership. WMJX has faced renewal problems since early this year when it was charged with broadcasting false information in connection with two contests. The \$1 million price tag is not much less than Charter might have gotten from any other buyer, considering the precarious status of its renewal, according to Washington media broker Dick Blackburn.

BEN is owned by Ragan A. Henry, president, who is also a member of the National Association of Broadcasters minority task force, and 23 others, all but seven of whom are black. BEN owns WAOK(AM) Atlanta, WCIN(AM) Cincinnati, WGIV(AM) Charlotte, N.C., and WTAN(AM)-WOKF(FM) Clearwater, Fla., and is a 25% limited partner in WOKV(FM) Hamilton, Ohio.

Gannett owns 77 newspapers in 30 states and two territories as well as the Louis Harris & Associates public opinion research firm and WBRJ(AM) Marietta and WKFI(AM) Wilmington, both Ohio.

WHCC-TV is a CBS affiliate on channel 10 with 316 kw visual, 39.8 kw aural and antenna 500 feet above average terrain. Ted Hepburn Co. acted as consultant for BEN in the negotiations.

Charter Communications is a subsidiary of the publicly traded Charter Co., which owns WDRQ(FM) Detroit, WOKY(AM) Milwaukee, KSLQ(FM) St. Louis and KCBQ(AM) San Diego, Calif. It also publishes *The Ladies Home Journal*, *Redbook*, *Sport*, *American Home*, *Womensport* and *Discount Merchandiser* magazines.

WMJX is on 96.3 mhz with 98 kw and antenna 799 feet above average terrain.

## Biggest spenders still make TV primary medium

**Despite slight gains by radio and magazines, national TV takes three-fourths of top 100 advertiser budgets**

Television was the number-one medium for the nation's top 100 national advertisers in 1977 for the 23d consecutive year, the Television Bureau of Advertising reported last week in releasing "TVBasics No. 21," its annual compendium of TV facts and figures.

Network and spot television received \$4,343,914,500 or 75.3% of the top 100's national advertising dollars. The dollar figure represented a gain of 13% from 1976 but TV's share of the total slipped 3.7 percentage points, owing largely to gains by magazines and—to some extent as a result of procedural changes—by radio.

TVB's 1976 compilation included only network figures for radio, which came to \$45,315,300 or 0.9% of the five-media total. For 1977 TVB's compilation included spot as well as network radio, with the total reaching \$249,609,700 for a 4.3% share.

Magazine spending by national advertisers in 1977 rose 24% to \$918,065,000, or 15.9% of the total as compared with 15.3% in 1976.

The top 100 national advertisers increased their network TV spending by 20% to \$2,768,327,100 (a 48% share vs. 47.4% in 1976) and boosted their spot TV outlays by 2.5% to \$1,575,587,400 (27.3% share vs. 31.6%).

They increased their outdoor spending 8.7% to \$155,997,000 (2.7% share vs. 2.9% in 1966) and their investments in newspaper supplements by 11.4% to \$104,434,400 (1.8% vs. 1.9%).

Total national outlays by the top 100 came to \$5,772,021,500, a 14% rise from 1976.

The estimates, TVB said, came from Broadcast Advertisers Reports, Leading National Advertisers, Radio Advertising Bureau and Radio Expenditures Reports.

Other "TVBasics" highlights included:

- Local advertising investments in major media reached \$13,264,000,000 in 1977, an increase of 10.9% from 1976. Local TV accounted for \$1,915,000,000, up 12%, and local radio for \$1,895,000,000, up 11%.

- The \$1.915 billion spent by advertisers in local television is more than was spent in all of television 15 years ago.

- TV's reach remains unbeaten, extending to 88% of all TV households in an average day and to 95% in an average week.

- A total of 2,426 advertisers used spot television for 10,888 brands in 1977, while 551 advertisers used network TV for 2,384 brands.

**The price to pay.** Allbritton Communications, owner of WJLA-TV Washington, will pay Chemical Bank of New York \$7,500 a month through Jan. 11 of next year to advise and assist minority group members interested in purchasing radio and television broadcast stations.

When Joe Allbritton took over the station in October 1975 it reached agreement with the D.C. Media Task Force and two other groups to help secure up to \$10 million in financing for minority ownership of broadcast stations. The arrangement with Chemical, which also gets 1/2 of 1% of purchases it arranges, was made to "assure the successful completion of the three-year financing effort," a spokesman for Allbritton said.

Thomas Cookerly, Allbritton's broadcast division president, said the \$7,500 would be "reasonable if a lot of people come in and ask for help; too expensive if they don't." He said: "We are hopeful it will be a large number of ... viable requests." Three or four have already been sent to the bank, he said. Up to now, Allbritton senior management has provided financial advice to prospective minority buyers. So far, however, no actual purchases have been completed.

Under the agreement, the bank will review proposals submitted by prospective purchasers and evaluate the price, terms and conditions of each proposed station sale; discuss feasibility of proposals; analyze the financial plan for each proposed acquisition and work with purchasers to suggest alternate strategies and financial structures, and represent them in attempting to secure financing and provide lenders and investors with documentation to support the financing plan.

## NAB scores with its first radio seminar

**Programers' gathering draws 853 registrants and big names; bigger ones planned in 1979-80**

From all signs in Chicago last week, the first National Association of Broadcasters radio programming conference won't be the last.

Even before the meetings, Aug. 20-23, concluded at the downtown Hyatt Regency hotel, the conference's chief planner, Wayne Cornils, NAB radio vice president, and Hal Niven, NAB vice president, planning, were expecting to head for Stauffer Inn in St. Louis and the Hyatt in Kansas City, Mo., tentative sites for 1979 and 1980 conferences, both targeted for mid-September. About 800 rooms already had been booked in each city weeks earlier, and based on the success of the Chicago meeting, the goal now is to find more.

As one participant said last week, "I'm impressed. The heavyweights are here." And indeed big radio names appeared to be the main drawing card both organizationally and on the agenda.

Joining NAB regulars on the steering committee—William O'Shaughnessy,

president of WVOX(AM)-WRTN(FM) New Rochelle, N.Y.; Len Hensel, vice president and general manager, WSM(AM) Nashville; Bob McKune, president, KTRR(AM) Rolla, Mo.; Harold Neal Jr., president, ABC Radio, and Dick Painter, general manager, KYSM-AM-FM Mankato, Minn.—were Dwight Case and Harvey Mednick, president and vice president of RKO Radio; Bruce Johnson, president of Starr Broadcasting, Dave Moorhead, vice president and general manager, KMET(FM) Los Angeles, and Rick Sklar, vice president, programming, ABC Radio.

While small-market broadcasters made up a sizable force, the larger groups threw considerable weight behind the conference. ABC Radio, for example, brought 65 people, among them its program directors, promotion directors and division presidents. RKO sent about 30. ABC, RKO and Westinghouse Broadcasting were among those that also planned internal meetings around the conference.

Why the enthusiasm? As Rick Sklar of ABC explained, "The radio industry did not have a programming convention." In the past, he added, "we have had to go to conventions generally sponsored by the record industry," another industry "trying to get its product on radio."

The NAB's first radio programming conference drew an official registration of 853 this year, and Mr. Sklar was willing to project it would be "three times that size next



Keynoter Gregory

year." RKO's Mr. Case also was upbeat, describing the conference as a way to "pull people out of the woodwork for a learning experience." Will RKO be back for a second year? "You bet your life," he said. Over-all, the more vocal of the participants and the 30-odd exhibitors were expressing satisfaction.

And it was clear that the radio conference was an NAB way of telling participants it doesn't just represent TV. In opening remarks, NAB Chairman Donald Thurston (Berkshire Broadcasting, North Adams, Mass.) said he—a radio broadcaster—was proof that wasn't so.

Network representatives were both in the audience and up at center stage. A "Meet the Prez" general session brought together Hal Neal of ABC, Sam Cook Digges of CBS, Jack Thayer of NBC and Ed Little of Mutual, with the four network presidents promising a bright future for networking and radio in general, especially with upcoming satellite transmission. As

## In Brief

FCC has renewed license of WFAA-TV Dallas and denied competing application for its channel 8 by Wadeco Inc., group of local businessmen. Case, which began in July 1971, was one of several stemming from FCC's decision in 1969 to give now defunct Boston *Herald-Traveler's* television license to rival applicant, partly on grounds of diversity of local ownership. WFAA-TV's common ownership with *Dallas Morning News* was issue in Wadeco's challenge but no factor in FCC's decision. FCC rejected Wadeco solely on grounds it misrepresented financial backing and intentionally concealed information from FCC. Licenses of *Morning News's* WFAA(AM)-KZEW(FM) Dallas, challenged by another applicant, were renewed two weeks ago (BROADCASTING, Aug. 14).

Ziff Corp. increased to \$30.50 from \$30 per share its offer for stock of Rust Craft Greeting Cards Inc., conditioned on Rust Craft's holding special stockholders meeting by Nov. 9 to vote on merger. Offer not conditioned—as \$30 offer was—on withdrawal of dissents by stockholders and directors Jack and Myles Berkman, who contend Ziff's offers are too low (BROADCASTING, July 3). Rust Craft, group TV and radio station owner with diversified interests, said it would try to arrange stockholders meeting but that "because of possible delays outside its control it can't assume that" meeting will be held by Nov. 9. In addition to raising cash offer—which with 2.65 million shares involved would make it \$80.8 million deal—new Ziff proposal would increase to \$2.7 million from \$2.3 million amount of working capital to be transferred from Rust Craft to Associated Communications Corp. under related agreement for sale of Rust Craft's radio stations, art gallery business and investment in Telecommunications Inc. to Associated. This is second boost in Ziff offer. Its \$30 price was \$3.50 increase over original offer.

FCC has released "Television Bandwidth Reduction," report by UHF Task Force suggesting, among other things, methods to reduce bandwidth from 6 mhz to 4 mhz with no reduction in picture quality, to halve bandwidth with little reduction in quality and to operate at less than 1

mhz with significant loss of quality. Report consists of overview by Raymond W. Wilmette, coordinator of UHF Task Force, and engineering analysis by Dr. John B. O'Neal Jr. of North Carolina State University. There may be large advantages in reducing TV bandwidth, thus saving spectrum, report said, but there also would be heavy cost of replacing existing TV receivers.

FCC has been asked for prompt grant of renewal for KAIT-TV Jonesboro, Ark., station whose application was denied in 1974 for "dishonest" conduct in making payments to ABC employe for increased network compensation rates. Washington counsel for George T. Herrreich, licensee, argued that it's been nine years since alleged infraction took place, two years since pleadings were completed on petition to reconsider FCC's denial; Mr. Herrreich, now 76, has experienced "emotional and financial hardship" and "has been sufficiently punished." If commission continues to believe sanction is warranted, it should impose forfeiture, not take license away, pleading says. Mr. Herrreich has been granted renewals of two stations and acquired two others since proceeding began.

White House has forwarded only three of six expected board nominees for Corporation for Public Broadcasting—circumstance not altogether satisfactory to Senate Communications Subcommittee or Congressional Black Caucus. Latter notes absence so far of black nominee; speculation arose last week that former will hold off action on first three names until President produces others. Up now: nominations of Kathleen Nolan, president of Screen Actors Guild; Geoffrey Cowan, UCLA communications lecturer, and Paul Friedlander, attorney and board member of noncommercial KCTS-TV Seattle.

MCA Corp. declared five-for-four stock split and 30-cent quarterly dividend on shares outstanding before split, with new shares payable Oct. 24 to holders of record on Sept. 20 while dividend will be paid on Oct. 10 to stock of record on Sept. 20. Trend toward stock splits at communications oriented firms has been accelerating (BROADCASTING, Aug. 21; also see story page 90).



Mr. Little stressed, "the future of network radio is now." Or, from Mr. Neal: "Radio's future has never been better."

While Mutual may be farthest ahead in turning satellite blueprints into reality, the three other network competitors all said they were investigating. "We're currently getting [cost] estimates," Mr. Thayer said. With satellite technology the network presidents all are expecting new programming services. Mr. Little, for one, revealed that he currently is "negotiating" for concerts and the like. Mr. Digges, whose network already has the *Mystery Theater*, said he expects drama to expand. Asked from the audience whether its recent longform program on Elvis Presley was the "harbinger of things to come," Mr. Neal responded, "I think so." Starr's Mr. Johnson was the moderator.

Playing out both roles as a comedian and human-rights activist was keynoter Dick Gregory, who reminded radio broadcasters several times of their power to help correct social ills. "Of all the places I talk," Mr. Gregory said, "I think you're the most important . . . I wonder if you know how much power you have."

While his remarks centered more on social and political issues than trade talk, he said that "you've got a different kind of ear listening to you now," adding that within the black community many people are beginning to realize their own power. He asked broadcasters to "stop and think

about the stars we make millionaires and the record companies we make billionaires."

He warned radio people to be careful and serve their communities. Of television broadcasters, he said "they had all the power and they blew it . . . We need you [radio] right now more than you need us," he admitted, but said that could easily change.

Mr. Gregory's main thrust was on the power of radio itself and the care that must be taken with it. He questioned, for example, if it is responsible for broadcasters who know their main audience is teenagers to broadcast commercials for beer or for automobiles that the young people can't afford to buy.

Another celebrity on hand, although not on the official agenda, was Watergate figure John Ehrlichman, former assistant to President Nixon. Mr. Ehrlichman was there for a Mutual Broadcasting System press conference where it was announced that he will begin two-and-a-half-minute daily commentaries for the network. He is scheduled to start Oct. 2 and originate from his home at Santa Fe, N.M. His program will be called *The View from Here*.

Also taking questions were the top men at four record companies: Neil Bogart, president of Casablanca Records; Clive Davis, president of Arista; Gil Friesen, president of A&M Records, and Joseph Smith, chairman of Elektra/Asylum/Non-

esuch. With RKO's Mr. Case moderating, the record industry leaders took questions from the floor ranging from drug lyrics to beautiful music.

Mr. Smith said that "it is always our position that music and art reflect what's happening in society," but he and the other panelists all were in agreement that they are not promoting drugs through record lyrics. Mr. Case added that a concerned broadcaster should select programming "like a movie vendor." His message was to determine how best to serve, be it with "G," "PG," "R", or "Triple X," he joked.

To one beautiful music programmer complaining that not enough music is produced for that format, Mr. Davis said that beautiful music goes after different arrangements of "what's already a hit" and that he's looking "for the development of an artist's career." Mr. Smith said beautiful music isn't emphasized by record companies because, in sales terms, "somehow we lost that group" of listeners.

Strongly advocating disco was Mr. Bogart, who called it prime material for "crossover." After that, Mr. Davis said, "my first observation is that there are too few crossovers in this room," an apparent reference to the overwhelmingly white attendance. To another question asking why record companies offer so many releases knowing that proper exposure won't be granted them all, Mr. Smith said that "we

**Robert Wold Co.** is creating 125-station TV network for *Howard Jarvis* (Proposition 13) *National Tax Revolt* prime-time-access special Sept. 26, 7:30-8 p.m. NYT. Sponsor is American Tax Reduction Movement Political Action Committee.

□

**Roderick K. Porter**, former FCC attorney who in private practice has been working on case involving matters considered by commission when he was aide to then-chairman Richard Wiley, has **resigned as co-counsel** representing WYOR(FM) Coral Gables, Fla. He also has submitted affidavit as requested by FCC (BROADCASTING, July 3), claiming he did not participate in matters related to WYOR case when at commission.

□

**Final agreement** has been reached in sale of **WNAC-TV** Boston by RKO General Inc. to New England Television Corp. Consideration set at \$54 million—\$5 million less than that initially announced (BROADCASTING, April 24)—reflects RKO's decision to retain certain accounts receivable. RKO, subsidiary of General Tire & Rubber Co., is group owner of six AM's, six FM's and three other TV's. Buyer is made up of two groups vying for station since 1969. NETV is owned by David G. Mugar, president, and 45 others, eight of whom are black. None has other broadcast interests.

□

NBC-TV's **Johnny Carson** has **apologized** in writing to two affiliates he had accused on air of "clipping" portions of *Tonight* show to sell extra commercial time (BROADCASTING, July 31). WCKT(TV) Miami President and General Manager Edmund Ansin and his counterpart at KXAS-TV Fort Worth, Blake Byrne, were told by Mr. Carson that he "obviously" had not gotten facts straight before making remarks on July 26 program. Both stations took up offer of Mr. Carson to read letter on air.

**Publisher's note.** In the event of disruption in mail deliveries due to postal strikes, extra copies of BROADCASTING's Sept. 4 and subsequent issues will be available for pickup by subscribers in the magazine's New York, Los Angeles and Washington offices.



Ritchie



McGannon



Morizono

**Daniel L. Ritchie** named president and chief operating officer of Westinghouse Broadcasting Co., with **Donald H. McGannon**, president and chairman, continuing as chairman and chief executive officer, effective Sept. 1. Mr. Ritchie has been president of corporate staff and strategic planning since early this year (BROADCASTING, Feb. 20), before that was executive VP of parent Westinghouse Electric Corp. in its Leisure Time Industries unit. Mr. McGannon, announcing change, said it reinstates structure formerly used, in which separate office of president (or executive VP) carried full operating responsibilities.

□

**Masahiko Morizono**, general manager of Sony Video Products Division, named recipient of 1978 David Sarnoff Gold Medal of Society of Motion Picture and Television Engineers "for his leadership and engineering achievements in the development of television electronic news-gathering equipment." **Julius Barnathan**, president, ABC Broadcast Operations and Engineering; **Georges Broussard**, director of research, Thomson-CSF, and **Linwood G. Dunn**, president, Film Effects of Hollywood, honored with SMPTE Special Commendation Awards. **Frederick M. Remley Jr.**, University of Michigan, and **Paul F. Wittig**, consultant, CBS-TV, cited for outstanding service to SMPTE. **Eugene Leonard**, Da Vinci Systems Group, given Journal Award for his paper, "Implications of Digital Video Graphics." Awards to be presented at SMPTE's technical conference in New York Oct. 29-Nov. 3.

really don't know" what will be a hit. He added, however, that "big winners pay for a lot of mistakes." Mr. Bogart said record sales don't always depend on nationwide radio exposure. But Mr. Davis admitted that "record companies don't edit themselves enough" and that "every failure costs \$100,000 minimum."

With the acknowledged tension that often exists between record companies and radio broadcasters, the record industry executives also did their share of station

relations. Mr. Smith, for example, stressed that every industry has its share of foul play but said that on the whole the record industry is composed of "sane people."

While convention activities ranged from round-the-clock legal advice to an update on AM stereo, it was formats that kicked off the meetings as participants divided into 10 rooms to trade advice—both specific and general.

The top 40 format room drew the largest crowd, where rock representatives, at one

point, spent time discussing how to lure listeners away from album-oriented rock stations and still maintain a "mass appeal" image. A small-market broadcaster in the "news" room wanting a "busy sound" but having only a two-person news staff was encouraged to go for lots of actualities, a strong identification sound and on-air interaction between newscaster and disk jockey.

Not all the advice was limited to specific formats. At the "country" session, one broadcaster warned, "If you don't have the money to really get into [call-out research], don't." Another country participant offered a tip on checking the competition. He said his secretary records the names of all contest winners on competing stations and later they are called to find out why they are listening elsewhere.

While program content played a major role in the conference, it wasn't exclusive. Among various workshop leaders was Chris Payne, assistant to NAB's vice president for engineering, who offered an update on AM stereo, saying that he expects FCC approval within about seven months and that manufacturers' enthusiasm is just as strong as broadcasters'. For the consumer, he said, the "cost of AM stereo comes in very favorably," explaining that an FM stereo car radio now costs about \$220 and an AM-FM stereo model is projected at about \$260.

Even career counseling factored into the conference. At another workshop RKO's Mr. Mednick stressed that a program director who doesn't understand "fiscal responsibility" is "taking the first quantum leap towards obsolescence."

Research and ratings, not unexpectedly, attracted considerable interest. A general session brought representatives from six established and upcoming services—Burke, Professional Research Services, Arbitron, TRAC-7, RAM and Media Statistics—on stage to describe "What's New With the Numbers."

As Arbitron's William Engel, vice president, radio station sales, explained, "we're moving . . . into the age of applications." And all of the panelists related how their services can specialize, the advantages of their measurements and how they can be checked up on by stations.

During a research workshop, Frank Magid, president of Frank N. Magid Associates, encouraged participants to ask questions on every phase of research—be they the qualifications of who's doing the coding or the analysis. Robert Galen, Blair Radio's vice president, director of research and media planning, advocated research, claiming that "if you choose to fly by the seat of your pants, you're bound to crash." Others on that panel were Bill McClenaghan, ABC Radio's director of radio network research, who urged stations to take advantage of all research sources, including census reports, to determine trends, and Kathryn Lenard, NBC Radio's director of research, who advised to go beyond the number and ask why listeners are making decisions.



**View from the top: networks.** Presidents of the four radio networks, appearing on a panel at the NAB radio programming conference, were bullish about their future. Shown here (l-r): C. Edward Little, Mutual; Jack Thayer, NBC; Bruce Johnson, Starr Broadcasting (moderator); Sam Cook Digges, CBS, and Harold Neal, ABC.



**View from the top: stations.** One of many workshops at the NAB seminar dealt with rotation and playlists. Participating were (l-r): John Sebastian, program director, KHJ(AM) Los Angeles; Bob Pittman, program manager, WNBC(AM) New York; Dave Sholin, music director, RKO Radio, Los Angeles, and Bob Rich, program manager, WXLQ(FM) New York.



**View from the top: records.** Record company chiefs fielded questions on subjects ranging from drug lyrics to the paucity of "good music" records. Here (l-r) are Clive Davis, Arista Records; Neil Bogart, Casablanca Records; Dwight Case, RKO Radio (moderator); Gil Friesen, A&M Records, and Joseph Smith, Elektra/Asylum/Nonesuch.

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LOCAL TV JOURNALISM IN 1978

## Running out of gimmicks, knuckling down to basics

**W**hen Pope Paul VI died, CBS, ABC and NBC covered the events from Rome. So did CBS-owned WCBS-TV New York (see picture above), KNXT(TV) Los Angeles and WBBM-TV Chicago. So too did Westinghouse Broadcasting. And, reports news consultant Al Primo, so did most of the 15 stations he works for. That's just for openers. A sizable portion of the world's press covering the Vatican in the last few weeks has been local television units, many competing with others from their own markets, for stories that were intended exclusively for their home-town audiences.

It is indicative of the state of local television journalism today that so many would fly half way around the world to score a beat on a television story that five years ago would have been entrusted exclusively to the networks. The competition among local outlets is fierce and getting fiercer. News budgets and staffs are growing, and not just because of the ever-increasing prices paid for premium news personalities. Stations are installing new equipment, increasing their staffs and, as in the Rome story, spending freely for remotes.

In the fast-motion history of local television, this kind of news competition is old news—although it was only a dozen years ago that many large-market television news operations consisted of a single anchorman, a news ticker and a handful of anonymous reporters. The token expense associated with news in those days has mushroomed, it's estimated, into a \$1 million annual budget at many stations in the top-30 markets, and \$2 million-plus in the top-15 markets. Those in the cat-

bird seat of the business think \$8 million-\$10 million is not an unreasonable estimate of how much is being spent on news by stations in New York and Chicago. And the longest news program in the country—a two-and-a-half hour early-evening program at KNXT—is said to cost \$15 million-\$16 million, although CBS won't confirm that guess.

In few instances are stations losing money on those kinds of outlays. In the case of affiliates, most of the program and commercial day is commanded by the networks, and the early and late-evening news blocks are among the few large-audience time periods local stations can claim as their own. And the stations have made them lucrative. That they make 40%-60% of their revenues from advertising on their local news shows has become an industrywide assumption.

So it is not surprising that local stations consider primacy in the news ratings their first priority. Ed Bewley, a former news consultant with Frank Magid Associates, now head of his own Dallas-based consulting shop, observes: "Everybody has tasted the wine. They have seen that if you spend more money for the news, it would come back to them two- or three-fold." Can the news expenditures be expected to plateau soon? No, says Richard Mallary, director of news operations for Cox Broadcasting. "We haven't reached the top end in spending yet. The profits are that great."

A business where stakes are so high and the difference between success and failure so small as two or three rating points, has, like other intensely competitive businesses, produced its share of trends. And it is still, says one less charitable observer, "a business that abounds in gimmicks."

The rise of local TV news can even be traced along parallel lines with some of those fashions. There was "happy talk," an attempt at many stations some five years ago to infuse the news presentation with some of the more informal and friendly atmosphere of entertainment shows by having anchorpeople casually converse, even clown, between news items. "Happy talk" in its most bizarre form—as in the true case of the anchorman who was pelted on-camera with a rubber chicken—has disappeared, news experts say, although the informality lingers.

The "war of the sets" is also said to have waned somewhat after most stations spent thousands of dollars to design the most attractive setting—anchor desks, carpeting, paneling, weather maps, ceiling lights—in which to present the news. Nearly all stations have matched one another for graphics, too, making use of chroma keys, character generators and staff artists.

The use of news personalities—anchorpeople, sports and weather people—is a trend that was at the heart of TV news's great awakening. As stations learned that viewers tuned in to see their favorite news celebrity, the trade in anchorpeople especially became frenetic, with the biggest prizes—big city markets and high sal-

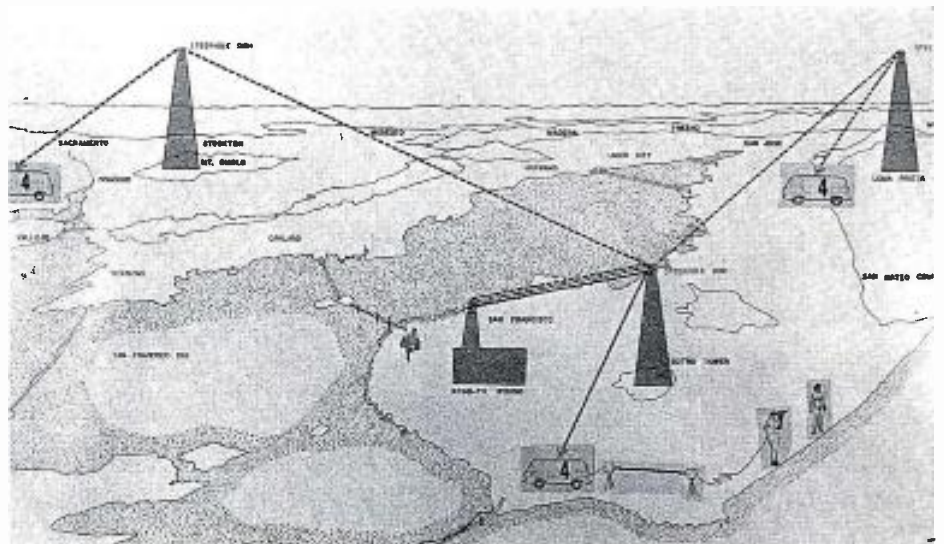
aries—going to the anchors with the best combination of personality and good looks.

In the early days, anchorpeople were mentioned by TV's critics in the same disdainful breath as "happy talk." Today they continue to be the center of attention in trade talk, largely because of the meteoric rise and fall in fortunes of some and because of their salaries, which range from \$25,000 to more than \$250,000.

Those salaries, though more in line with entertainers than news professionals, are often defended as the best investments local stations can make. Mr. Bewley says that audience research consistently shows

might one day be offset by savings in film and film processing. Such has not been the case, however, reports Peter Hoffman of one of the older consulting firms around, McHugh & Hoffman. "I don't know of anybody yet who saved money by going from one camera to another," he says. ENG has already run through one generation of technology, and the second—tougher, smaller and even more expensive than the first—is being snapped up. Those stations that converted completely to ENG with first-generation hardware, says Mr. Hoffman, "got stuck."

Despite its escalating cost, ENG is destined to become the prevalent mode



**Fulfilling the promise.** As television journalism matures it is becoming more adept at bringing viewers the news when it happens from where it happens. To expand live coverage of its ADI, KRON-TV San Francisco developed a sophisticated microwave system (adapted from military applications) to connect its five bureaus and city hall office with the station (above). The three microwave dishes and fleet of mobile vans enable the station to handle three feeds simultaneously from distances of more than 100 miles from the studio. **Facing page.** Viewers of wxyz-TV Detroit watch a little technical slight of hand as anchor Bill Bonds gets ready to turn things over to reporter Rob Kress covering last January's blizzard—a combination of technical wizardry and an emphasis on hard news common now, but infrequent just five years ago.

that the anchorperson is the number-one reason most people watch local news. "Talent boils down to being the number-one distinction between stations," he says. (See story page 40.)

Still, the news experts detect a slight change in the winds in the anchor trend. "I'm not sure that classic good looks are important any more," says Mr. Bewley. "They're more qualified journalistically than 10 years ago," he says.

It is doubtful, nevertheless, that stations will stop looking at potential anchorpeople for their cosmetic appeal. No less a defender of journalistic quality than Pat Polillo, vice president of TV news operations, Westinghouse Broadcasting, acknowledges that "if you can get a pretty news anchor who is at the same time bright and can do the job, I'm for that."

One of the most expensive trends in recent years has been electronic news gathering, whose first adherents voiced the hope that its tremendous initial costs

for collecting the news, the observers say—for two reasons. One is that as it becomes more portable, it will be more convenient than film, and with its live capability, simply better. The other is competition. Says Mr. Polillo: "If two stations are coming live out of an event and you aren't there, you're basically finished as a source of news. . . . You could lose your entire standing in a community without it."

These trends—the personalities, graphics, sets, live scenes—have blended to form the type of news presentation that local TV does best. It is in its stride when covering police stories, disaster stories, human drama and controversy, stories with lots of pictures and action.

But most of the stations in a market, having adopted the same fashions, have found roughly equal ground now. They can't get an edge over the competition with ENG, or a designer set, because usually everybody already has it, says Mr.

Polillo. And it is possible, he and others think, that the technological frontier has been pushed to its limit.

They see a new trend creeping up—the one they should have embarked on at the start, the critics would say. And that is simply trying to do a better job of covering news, including political and investigative stories that are difficult to illustrate.

Efforts in this direction are being greeted as bold experiments in some areas. Hard news is, for example, the avowed purpose of KNXT, which recently instituted its two-and-half-hour evening format and increased its news staff by 50 (for a total of 145) to start a run out of

■ Mr. Polillo, meanwhile, has one of his stations, WBZ-TV Boston, heavily committed to investigative reporting—with gratifying results. Begun as an experiment last fall, WBZ-TV put in action a seven-person investigative unit, the “I-team” Mr. Polillo calls it, to do one “heavy piece” a month. In practice it has done much better, including a single 39-minute piece on conflict of interest and influence peddling in the Massachusetts legislature that he says resulted in a new ethics bill being introduced there. The group, which is autonomous in the newsroom from all but the news director, has done stories on contracts, housing and business and in addi-

hour assignments, to free the news director to develop ideas. Experience has shown, he says, that original stories don't get done because no one has time to think them up.

Mr. Mallary is another alumnus of Magid Associates, which used to be accused of counseling stations to keep stories down to a minute and a half or less. But the mood has changed, Mr. Mallary says, so that “now a good news director can say, ‘I don't care if a talking head is four minutes long—as long as he is saying something.’”

Mr. Primo concurs that local TV outlets are aiming for better quality in reporting. Some stations, he says, are doing more than just shooting pictures of a fire. They're finding out how it got started, interviewing the people who lived inside, and further, are finding out how the damage to the structure will affect the surrounding community.

But the trend results from more than just a heightened sensitivity to the rules of good journalism, Mr. Primo says. It's because of competition. “There's more of a commitment to finding out why, because the guy across the street is doing that.”

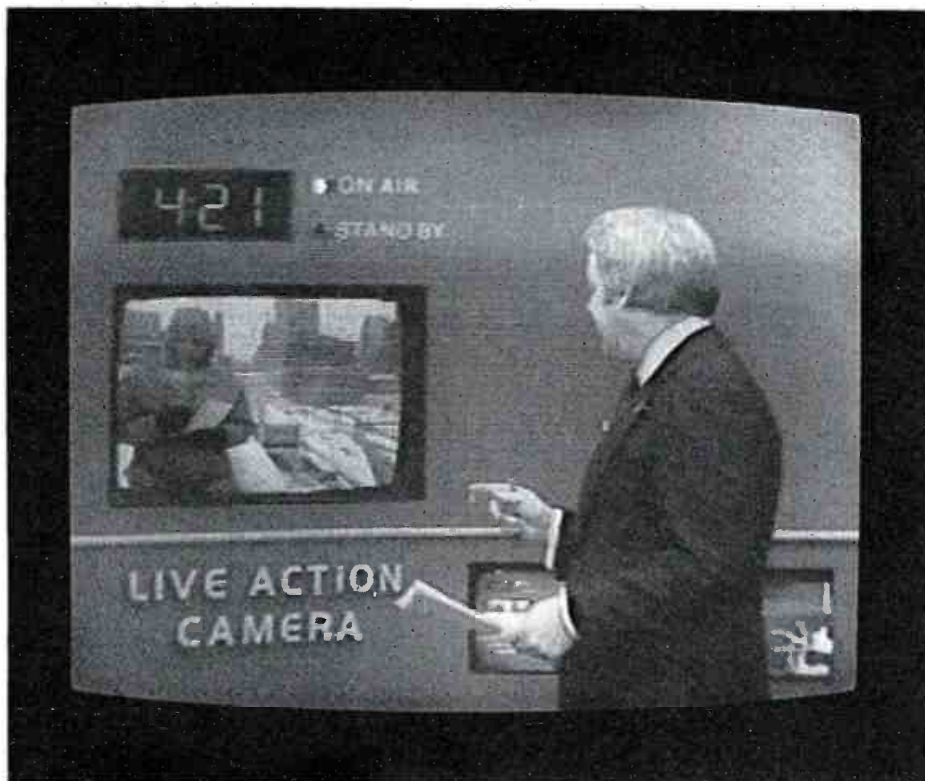
The commentators acknowledge that the advances are largely centered in the biggest cities. The trickle-down process into the large and medium markets is still more a hope than a reality. Comments Mr. Polillo, there is still “the propensity for duplicating the past . . . I see people who take over an operation in trouble, and the first thing they do is hit the cosmetics.”

Mr. Polillo is a proponent of the school that says that cosmetics are not enough any more, largely because of the local news audience. If there is one point he and the others mentioned here can agree on, it is that the local TV audience has changed. It's more fickle than it was five years ago; viewers won't tune in the same news program night after night just out of loyalty, says Mr. Primo. “They recognize when a station is doing a good news job, and they are demanding a more professional execution.” A flashy new look alone won't beef up the ratings any longer. “What we've learned is that you can't fool all of the people all the time,” he says.

Mr. Hoffman says his firm's research shows that local TV news viewers are more “introspective” than a few years ago. They want the news to be placed in a perspective they can understand and one that is meaningful to their own lives. This introspection, he says, defines the new front that has to be attacked in the TV news war.

Mr. Polillo agrees. As a practical matter, he says, the only way a station in a close market race can run away with the ratings now, “is with original reports.” But beyond that better news is almost a moral obligation to him. Local audiences, tuning in an average of three to five nights a week to the news, have demonstrated their trust in the local stations to tell them what is important in the community and the world.

“It's time for local TV news to redeem itself,” he says. ■



deep third place in the Los Angeles market. Van Gordon Sauter, who was transferred from his post as vice president for program practices at the network to head that station's operations, is not enamored of local TV journalism. As for criticisms about vacuous anchorpeople, happy talk and shallow coverage: “Most of them are justified,” he says. “Too much TV news pays scant attention to journalism content.”

KNXT, he says, has decided that its “market entry point” is to be the production of straight news “with more spontaneity and serendipity” than that of the competitors. Since putting the longer news show on the air in June, however, the ratings have hardly budged. The station is still a “deep third” in the market, Mr. Sauter says. But he adds that he doesn't expect much change in the market until the middle of next year. If it doesn't work, he adds, it will bode poorly for local TV news.

tion has fed news tips to the newsroom that have resulted in another 40 stories by the regular news staff—a happy side benefit that had not been anticipated.

The experience tells Mr. Polillo “that stories that people thought couldn't be done on TV can be done. . . . It knocks down the last excuse for not doing serious investigative work.” As a result, Westinghouse has authorized similar investigative units for stations in Philadelphia (KYW-TV) and San Francisco (KPIX).

Cox's Mr. Mallary tells of similar pro-news efforts at Cox stations. WSB-TV Atlanta, he says, is readying a “Segment 3” format similar to the one now on NBC nightly news for longer treatment of stories that might usually be handled in bits and pieces. The thrust there, he says, is to concentrate on the “why of a story, and on what it means to you,” a generally more difficult task for TV news than newspapers to perform. The station has also put in place a desk assistant to handle hour-by-



WEWS-TV's Patterson



WCBS-TV's Smith



and Jensen



KSD-TV's Emery



WBZ-TV's Pepper



and Williams



WDVM-TV's Bunyan



WNBC-TV's Cafferty

## The brains behind those talking heads

**The 'Ted Knight' syndrome has become part of conventional wisdom about anchorpersons, but it takes more than a head of hair to make it in TV today**

It's easy to take swipes at local TV anchors, and many do. They are called empty-headed, undertalented, overpaid, plastic and worse. One of those so-called—Pat Emory of KSD-TV St. Louis—detects behind it all the implication that there is something not quite pure about broadcasting.

But there they are, every night, populating the nation's TV screens. And behind those newscaster images are a lot of ideas about what they are doing and why.

"Anchorman" is, as things go, a recent term. "I detest that word," says one of them; he prefers "newscaster." The British have used "linkman," and that seems accurate, as the "anchorman" is the link between newsgathering and news presentation—the ultimate link with the viewer.

And that last link is, no matter how much some resent it, the most important one. It is the one from which the bottom line is drawn. All the work and sweat of newsgathering is wasted if no one watches the newscast. If the viewer doesn't like the anchor, he doesn't watch. And if that continues, the station loses advertisers and money. And local news these days can make tremendous amounts of money.

Tony Pepper, who along with Jack Williams anchors WBZ-TV Boston's early

evening news, says the anchor is like the pasta in a good spaghetti dinner: He or she holds everything together, while all the rest (reporters, reviewers, sportscasters, etc.) make up the substance people savor.

The people who present the night's news have become celebrities who can command up to \$200,000 annually because TV news has become so incredibly lucrative. "These facilities make so much money," says Maureen Bunyan of wdvm-TV Washington. "People don't understand how much money they make." Even in smaller markets, anchors often make upwards of \$35,000. In larger markets, \$35,000 is a common base for coanchors in other than the prime 6 p.m. spot and weekends. (there are, of course, those who make less than that.)

Wherever they are, however, anchors have little trouble justifying what they make. It is, as almost all of them say, a matter of supply and demand.

"Not everyone," says Miss Bunyan, "can be a public figure and a vehicle for the sale of hundreds of thousands of dollars. And not everyone has the ego and stamina to come in every day to face the phone calls, messages, fans, camera people, lighting.... You are placing your whole being in the lap of the public. You must have a very strong ego. You can't fall apart the minute you get one bad letter."

WCBS-TV New York's Rolland Smith says anchors must believe in themselves. Not a college graduate, he came up through the small station route—"You

learned what you could at the place you worked, and if you got a better job, you took it." He learned to believe in himself coming up through wnys-TV Syracuse, N.Y.; wane-TV Fort Wayne, Ind., and wish-TV Indianapolis—reporting, anchoring, producing and doing the weather. In 1969, he became the Metromedia group's White House correspondent, then moved to the group's wnew-TV New York, and finally to network-owned wcbs-TV.

Self-confidence, he says, "gives you just a touch of a shell to ward off all the negative criticism and not to let the positive comments go to your head." Another anchor quotes writer Dashiell Hammett: "Fame is just a paint job."

Barbara Danahy of KSD-TV St. Louis says the money comes because "somebody thinks he's worth it and he gets it. Even if you reduce anchors to the movie stars of television, that's not so high for a movie star."

It is true, most anchors will admit, that they get paid, in part, for performing—but for performing under pressure. "It is a highly charged field," says John Esther of wcpo-TV Cincinnati, the number-two man there. "The demands are great. You are only as good as your last newscast. People on the air tend to be extremely hard on themselves."

Angela Hill, at wwl-TV New Orleans, agrees: "I don't think anchoring itself is a hard thing to do. It takes a while to feel comfortable doing it. I always want to do my best. There is a lot of self-inflicted



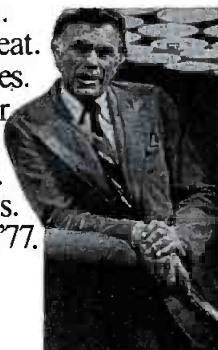


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siege. The Jets in  
the Super Bowl.  
The miracle Mets.



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Wagner. Lindsay. Beame. Koch.

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So long, Broadway Joe.  
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brink. The Big Apple  
on the rebound.

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only one anchorman  
in New York has been  
there through it all.

Jim Jensen. Nobody's  
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# Jensen.

Channel **2** News  
WCBS-TV NEW YORK

pressure; you can get kind of uptight. You always have to be at your best, always have to be on time. I think my job has tremendous demands that . . . not everyone out there can handle." Garland Robinette, who with Miss Hill forms perhaps the only prime time husband-wife anchor team in the country, notes that "when the ratings fall, the anchor gets fired, not the reporters."

Those anchors drawing the largest salaries (more than \$150,000) may be worth it most of all, says Dave Patterson of WEWS-TV Cleveland. Most of them, he says, are in their 40's and 50's and "now find themselves reaping financial benefits of that time and place. . . . They are earning money because their stations are earning so much money and . . . can't afford to let them go."

Ron Stone of KPRC-TV Houston says he learned to report under Dan Rather at KHOU-TV Houston, where the latter was news director in 1961. Mr. Stone says he has "always considered myself a writer who could talk," and for years has read criticism of anchormen. "I'll trade jobs with anybody in the print media any time," he says. "I don't know how well I will do his job, but I think I know how well he'll do mine." The suggestion is, not very.

Echoes WEWS's Dave Patterson: "It's not that hard to be a good newscaster, but it takes technique. Everything you have that holds a person's attention is not only an asset, but a necessary asset. To be good, you have to be *good*."

That's still intangible, and Bill Beutel, WABC-TV New York, can't add much substance to the concept. "It is communicating," he said, "telling the story in a simple, understandable, honest, journalistic fashion." And the way that is done is what makes people watch. "If you are lucky," he says, "they like the way you do it." There are certain cosmetic requirements, he admits, but putting it "simply, maybe crassly, you have to be able to sell the product, and from the station's point of view, the product is *airtime*."

Like Mr. Beutel, Jack Cafferty of WNBC-TV New York works in the biggest TV market in the country, where settling in is rougher than in smaller markets, where shows are rated nightly—and where many anchors have passed through on their way to obscurity. He says a newscaster must be believable—a quality audiences detect and one that is developed over time. Mr. Cafferty went to the University of Nevada as a pre-med student, but decided to go with radio instead. His first television station was KOLO-TV Reno, where he did a children's show in 1961. He went on to KCRL-TV Reno and WDAF-TV Kansas City, Mo.—in charge of production and programming at one and reporting and broadcasting at the other. He did weather at WDAF-TV for two years. (How was it? "Boring. What can you say, right? It's either going to rain, or it's not.") He went to WHO-TV Des Moines, Iowa ("I felt like I had been exiled"), as 6 and 11 p.m. anchor in 1974, and was running the news department nine months later. Then he

got a call from New York; Tom Snyder was leaving WNBC-TV and would Mr. Cafferty be interested in auditioning? He was, and started anchoring weekends June 1 last year. On March 20 this year he began the 6 p.m. news.

A good anchor, says Jack Williams of WBZ-TV, makes hard things look easy. "A person would be lying if he said he didn't work on his voice," Mr. Williams says. "You wouldn't give the same modulation to a tragedy as to a woman who won a baking contest." He remarks that the newscast requires total concentration, and that he often comes off camera dripping wet—"You have to concentrate on one or two people sitting in front of a TV set depending on you to tell them what is going on." And, adds WQVM-TV's Maureen Bunyan, you have to do it remaining poised, "even if the world is falling apart."

After anchoring 16 years in New York, Jim Jensen of WCBS-TV figures he must be successful, but besides his experience and

#### *KPRC-TV's Stone*

“I’ll trade jobs with anybody in the print media any time. I don’t know how well I will do his job, but I think I know how well he’ll do mine.”

skills, he can't define the things that make viewers take to him or to any anchor. "It is a whole bunch of intangibles, not out of any book and not from experience—magnetism, style, tilt of the head, animalism, a whole bunch of things that can't be bottled," he says.

If the intangibles are there and the anchor clicks, then, as one put it, the "roller coaster ride" begins. Miss Bunyan, a journalism graduate of the University of Wisconsin who attended the Columbia Graduate School of Journalism summer program for minorities, quotes a colleague most anchors mention—CBS News's Walter Cronkite—as saying anchors are influential because people think they are. "We are the result of other people's imaginations," she says. Miss Bunyan walks a fine line between remaining accessible to her public and spending too much of her time with phone calls and correspondence. What all anchors know and will tell you, she puts this way: "If they do not want you, you are not successful. The measure of success of a product is the number of people who consume it. If they don't call, write, say hello on the street, you have not succeeded."

All the attention can be bothersome, but as Mary Ruth Carleton, of KXAS-TV Dallas-Fort Worth, says, "it is part of the job; it comes with the territory." She gets calls from people who are just lonely, and reports that there is pressure to be nice to

all of them. "A lot of time you talk and are real nice on the phone, then slam down the phone to get a release," she says. Anchor people are bigger than life, she says, because television is so much a part of people's lives. "I wish I could tell people to read books, to get out with their families. I wish I could say, 'Turn off your TV's, don't let TV run your lives.'"

KXAS-TV anchor Russ Bloxom is among those who illustrate how recognition helps. He should know about recognition, having covered the courthouse beat for 15 years. Mr. Bloxom has been in Texas all his life—he was born in Houston, went to school at Texas Christian University, and worked on a 24-hour news station, KXOL(AM) Fort Worth, before joining WBAP-TV (now KXAS-TV). Since his radio days, he has covered the courthouse. He has grown up with many of the city's newsmakers and they with him. Many times, he says, he has gotten a story because someone knew and trusted him.

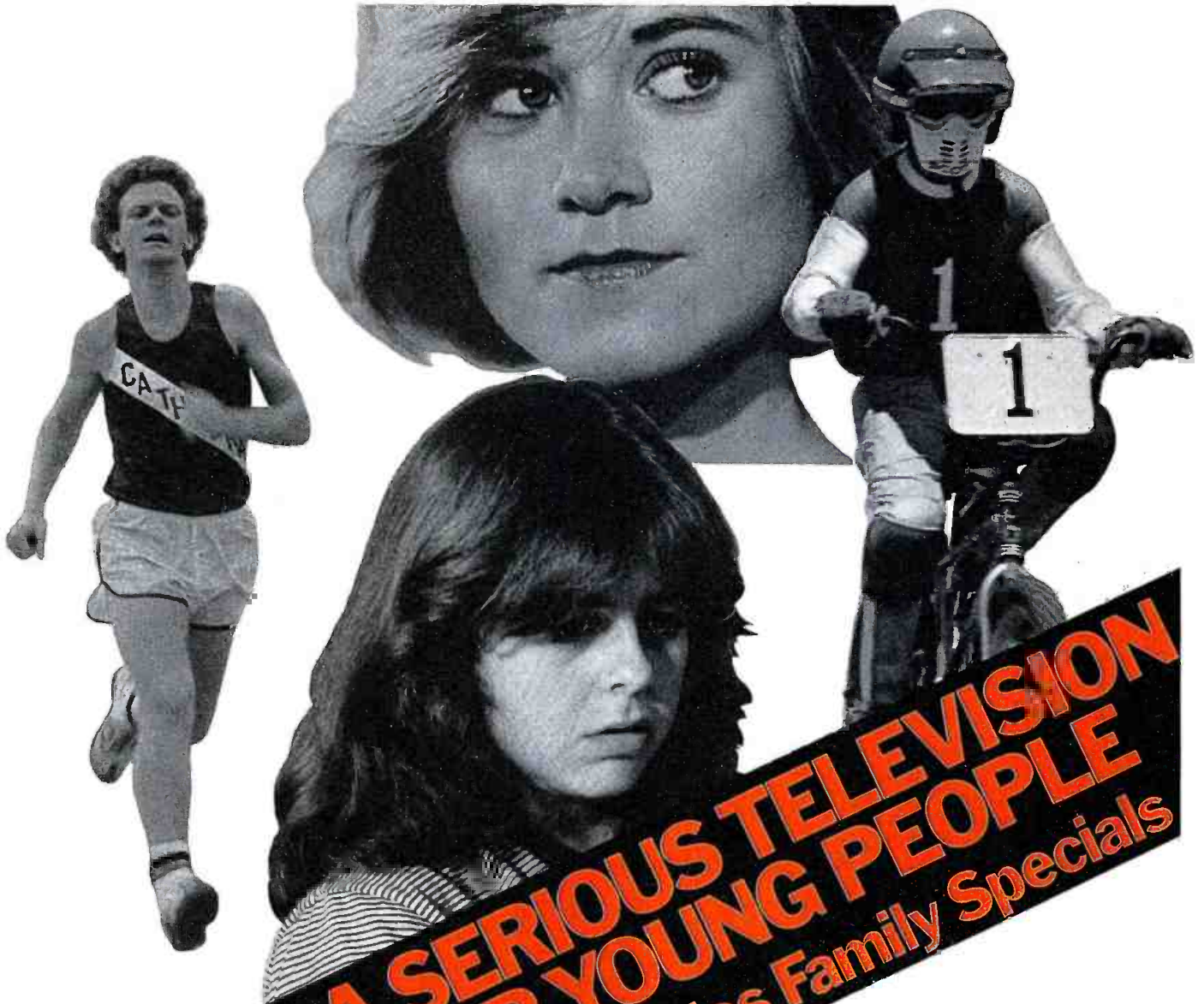
Because he is out every day, his viewers often see him working and frequently "are amazed when they see me lugging equipment. They still have the misconception that anchors are 'pretty boys,' that somebody just hands them a script." That idea is promoted frequently—*Time* magazine recently called them "pearly-toothed, cleft-chinned basso profundos."

WEWS's Dave Patterson doesn't agree, but says there is emphasis on appearance "because news has become profitable. They have weeded out the less glamorous people and left a lot of people on the air who shouldn't be there."

"Most people," says, WCPO-TV's John Esther, "treat an anchor as another pretty face who hasn't got the brains to write his way out of a paper bag." He has support when he calls that a "myth."

Jack Williams, for one. He was a long way from WBZ-TV Boston when he built his own radio station at 13, and went on the air at 15. It's all I ever wanted to do," he says, and he carefully planned his career. Now 34, he was a Phi Beta Kappa graduate of the University of Oregon (broadcast journalism and political science) in 1966; he was the first Harold E. Fellows (National Association of Broadcasters) memorial fellowship winner from west of the Mississippi. He took his first job at KIRO-TV Seattle as an anchor, then went to KORK-TV Las Vegas doing a bit of everything, including editing and processing. From there, he moved to his present post in Boston. "I have tried not to stumble anywhere," he says, "I always tried to plan carefully." Being an anchor, he says, "is the essence of what I have studied for; I am able to utilize the skills that took me so long to develop." Mr. Williams says, "I get very perturbed [at the notion] that anyone who has a pleasant look, is trim and dresses well, has an empty head. It really upsets me. I . . . am stereotyped, but I have worked very hard."

Then there's WCBS-TV's Mr. Jensen—his face is pleasing, but not pretty. In the days before World War II he would listen to radio reports "from faraway places," and



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that with his fascination with history made for a certain glamour—the seed that led him eventually into broadcasting. He went to the University of Denver and was graduated in journalism in 1949. During school he worked with a campus-only radio station and later got a job at WLIP(AM) Kenosha, Wis., his home town. He worked in a factory building automobiles for two years, then went to WSOY(AM) Decatur, Ill., a newspaper-affiliated station which he says had high standards, won all the awards and paid no money. For five years, Mr. Jensen worked the city and county beats for the radio station—for two of those years he just wrote. From there it was to WMBD(AM) Peoria, Ill., in 1957 and then to the new WMBD-TV there. After three years, he followed his boss to WBZ-TV Boston, and after being a pool correspondent at Hyannis, Mass., during the days just after the Kennedy assassination, CBS took notice and asked him to move to New York. Mr. Jensen has been there 16 years—“I was hired as a correspondent,” he says, “and I am still a correspondent.” If you do your job right, he says, “you become a perennial student. Every day is different and you are always being in the posture of knowing what’s going on. It is not necessarily wisdom, but in some areas it might be.”

Finally, take Bill Elder of WWL-TV New Orleans. At 40, he has 17 years in the news business, having started out at the *Opelousas* (La.) *Daily World* as a general assignment reporter. He went from there to KATC(TV) Lafayette, La., as a reporter who—in 16-hour work days—covered everything, shot, processed and edited film, wrote stories and went on air. “I was so glad and so thankful to have that job,” he says, “it was the most exciting thing I could do.” He kept a police radio at his bed and “could tell fatalities from nonfatalities in my sleep.” WWL-TV got to know him when he “used to come in their own backyard and scoop them.” So WWL-TV hired him away from Lafayette in 1965 and he has been in the endless well of Louisiana politics and storms and disasters (“at least two a month on a national scale”) since.

“I always thought I had credibility [as an anchor] because I was in the field,” he says. “I am an average-looking guy with an average voice, but I always felt my credibility was the main ingredient. It is imperative that I continue to report.” But, he says, “I wouldn’t want to get off the air. It is certainly not an ego trip any more; that wears out very quickly. I’m on the air, making a good living, having a certain status in the community and in the newsroom. It affords a certain amount of respect and monetary reward.”

Many anchors, in fact, say the day of the “pretty boy” is over. WABC-TV’s Bill Beutel says some of the smaller markets may hire for hair now, but “I believe that when you are on the air night after night, week after week, the camera is like an X-ray machine. The way the public perceives me is the way people who know me best perceive me.” And he thinks that in the larger markets where there is a lot of

money at stake, that X-ray camera will see right through a “pretty boy” who has nothing to back him up.

Garland Robinette of WWL-TV doesn’t mention X-rays, but he agrees. “If you try to fake, or hide behind the idea that ‘I have a deep voice,’ or ‘I am a cool person,’ people detect it, even subconsciously. You can’t hide anything from the TV camera.”

## A tale of six anchors

### How they came to be where they are today

**Bill Beutel**, WABC-TV New York, was a philosophy graduate of Dartmouth, took a year of law school and went into the Army, spending two years in Germany. As a boy he had listened to Edward R. Murrow and had wanted to emulate him. When his own voice changed, he had thought, “Gee, I guess I’m getting a better voice than most people.” On a whim, while on leave from the Army, he applied at WGAR(AM) Cleveland, leading eventually to his first broadcast job—apprentice newsman, disk jockey, announcer, turning the station on and off, public relations, midnight and 6 a.m. newscasts, covering fires, floods, crime, police. He had a shoebox-sized tape recorder that “weighed four tons and malfunctioned regularly,” and wore a “snap-brimmed” hat,



Beutel

which he says was “dashing.” In 1959 he moved to WEWS(TV) Cleveland in filming, editing, writing copy and some broadcasting. In January 1960 he moved to WCBS(AM) New York, in spite of thinking it might be risky to go to radio. It wasn’t.

In 1962, he got an anchor-reporting job at WABC-TV New York, where he has been except for two and a half years as network bureau chief in London. He was on *Am America* from January to October 1975 before it gave way to *Good Morning America*.

It may sound pompous, he says, “but I really hope that everyday I do the job a little bit better than I did the day before . . . That’s a satisfactory goal for the time being.”

Within the limitations of the medium, he says he gives the news adequately, “sometimes ex-

cellently.” The best papers do a better job of taking a story—especially political—and telling what that story means, he says. “I hope nobody deludes themselves that because they watch us, that they are well-informed, or know all there is to know,” he says. Broadcasting has made the mass population better informed, he says, but that “does not say we are the last word in newsgathering or dissemination.”

Anchoring has its ego appeal, Mr. Beutel says—“Walking down the street 60% of the people recognize you, treat you with friendliness and affection.” That appeal, however, “is interesting and important, but not all-consuming,” he says.

**Angela Hill**, WWL-TV New Orleans, graduated from the University of Texas (journalism) in 1971. She was “always interested in journalism” and went to KIII(TV) Corpus Christi, Tex., starting with “my own little camera” and working up to a co-anchor position. Then she went to a station in the lower Rio Grande Valley to write, produce and anchor the 10 p.m. news. She was assistant news director there when she decided to move (1975) to WWL-TV, where after five months she became co-anchor. Working with her was **Garland Robinette**. He went four and one-half years to college at Louisiana State University and University of Southwestern Louisiana, never finishing. He spent three years in the Navy, including 13 months in Vietnam. He thought he might be a “hot rock disk jockey,” but two weeks at WCKW(AM) LaPlace, La., changed his mind. The station went all-news and he did too, buying his own tape recorder. He spent a year at a Houma, La., radio station covering car wrecks and the county government and more. Next, he set up the news department of a new Houma TV station after reading books and spending a week at New Orleans stations asking questions. “The people who ran the thing didn’t know what they were doing and didn’t know that I didn’t know,” he says. He turned down WWL-TV’s first offer, but not the second. After four months there, an anchor went on the air drunk and Mr. Robinette took over “temporarily” six years ago. He’s still there. In 1975 his co-anchor became Angela Hill. They worked together so well as a team that they decided to get married and they did on March 11 this year. “If we go to the grocery store,” Miss Hill says, “people are associating us as a married couple, not just an anchor team. We didn’t think it was going to be a big deal. It was just incredible. A tremendous response from the public. We got loving, kind, wonderful cards . . . up until the wedding day, and it didn’t stop. We didn’t announce where we were getting married, and as we walked out of the church, there were several hundred people waiting for us.”

**John Esther**, WCPQ-TV Cincinnati, was a dropout at an Indiana College majoring in liberal arts. He began reading news at Long Island, N.Y., radio stations before going back to Indiana to WIKI(AM) Evansville. His first TV job was at WEHT-TV Evansville, “a one-man dog and pony show; the only reporter, the only photographer, the anchor.” After four years, he went to WISN-TV Milwaukee as news director and anchor (1965 to 1969), then out of the business as public relations manager for a Milwaukee company



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Birmingham, Ala.

before going to wcco-tv Minneapolis as noon anchor and reporter. After that, it was two years at wbbm-tv Chicago as a reporter, then who-tv Des Moines as anchor, managing news editor and writer and producer of news. Mr. Esther then went to wave-tv Louisville, and four years ago, "found myself back in Evansville" at wemt-tv. Finally, two and a half years ago, he went to wcpo-tv. It seems, he says, that anchormen are always grasping for that "elusive brass ring. You don't know when you go for these jobs; you don't know if that's it or not. After a while you find that it isn't, so you try to figure out if you go for the brass ring again." It is sometimes "like a roller coaster ride," he says, "and you don't know where the hell it will take you."

When he does good work, when he gets a message across, when he exposes corruption—"all these things make me feel good . . . To me, that's what it is all about. There are times when I honestly believe I don't enjoy being on the tube." But, he says, when it comes right down to it, "I love this business every day."

□

**Barbara Danahy**, KSD-TV St. Louis, was a liberal arts major at Wellesley (she finished in 1971). A native of New York, she wanted to work in the city and in broadcasting, so she took a typing and shorthand course and applied at CBS. She was hired as secretary to Arthur Taylor, then the company's president. In 1973, she moved to KMOX-TV St. Louis as an associate producer, then became a writer-producer and assignment editor. Two years ago,



Danahy

she moved to KSD-TV as assignment editor and occasional reporter. Six months later she was anchor, reporter and producer.

Ms. Danahy says nothing in particular makes anchoring attractive to her and that she prefers producing. "The only reason I directed myself into anchoring is because it is the most lucrative. . . . Some people really get a kick out of . . . making love to a camera . . . I can do it, but I don't particularly enjoy it." There are far more homely men than homely women as anchors,

she says, but "I think that's changing. I'm probably an example of that."

Her stint as a secretary at CBS was a good apprenticeship, she says, but if she had to do it again, she would go to a small market as a reporter. She says she is a broadcast journalist, that anchors are partly performers and that she is prouder of being a producer. Being an anchor requires the "ability to talk to a camera as though talking to a person, and tell every story as if interested. It requires you to think on your feet, or maybe I should say seat."

□

**Mary Ruth Carleton**, KXAS-TV Dallas-Fort Worth, got her masters in journalism from the University of California, Berkeley, in August 1974, applied at KXAS-TV the same year and got the job. She began as photographer, editor and reporter and is now co-anchor of the 10 p.m. news. She is single and, like other single women anchors, finds her job tough on dates. "I was going with a guy and it bothered him, really bothered him," she says. "We are not going out any more." Now she dates someone who lives "far away" and is not constantly subject to her fans. She says her job is loaded with pressures and to relieve them, she runs, 10 miles a day, from 5 to 7 each morning—15 miles on weekends. "When I run, everybody knows me; they come running out with glasses of water, or spraying me with their hoses." The running, she says, didn't start because of the job, "but it helps a lot." ■



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## The live one: spot coverage is TV's biggest advantage

*Once again the weather stories and disasters caused by man and nature made for some of the biggest and fastest-breaking stories for local TV news departments in the past year.*

■ ENG use increases every year and this past year an extensive commitment to the technology was shown by KRON-TV San Francisco. With 83% of the station's area of dominant influence outside the city, the station developed a network of five bureaus: Santa Clara county, Alameda county, San Mateo county, Contra Costa county and the state capital, Sacramento, more than 90 miles away. These are in addition to a full-time urban affairs office in city hall.

To implement the concept, the chief engineer, Larry Pozzi, adapted technology used in the military and erected three steerable microwave dishes. In conjunction with a fleet of ENG vans the station has fed live broadcasts from as far as 125 miles away. Also, with the system KRON-TV can handle three microwave feeds at once. In one newscast, it was able to air seven remotes.

The microwave switchers and digital video effects system cost the station close to \$1 million. The vans were outfitted at \$20,000 each and six RCA TK-76 cameras ran \$240,000.

■ Another station using the bureau approach is WNAC-TV Boston. Three regional offices—north, west and south—were set up with the reporter/bureau chiefs reporting nightly during the newscast. The sta-

tion has also installed "hot lines" to provide community leaders direct access to the bureau chiefs.

■ New Jersey has been the focus of an increased number of WPVI-TV Philadelphia news stories. Last fall the station began operating a microwave link between the station and Trenton, New Jersey's capital, about 40 miles away. The system uses an antenna mounted on a hotel across the street from the capitol building. A signal can be beamed to that antenna from a wide area around Trenton, then to WPVI-TV's ENG antenna in Philadelphia and finally to the station.

Among the live stories aired over this facility were: the inauguration of New Jersey Governor Brendan Byrne for his second term; coverage of February's crippling snow storm in Trenton and coverage of the N.J. state legislature as it decided such matters as the legalization of casino gambling and an extension of state income tax. Also live, through land lines, not microwave, were the station's stories on the opening of the casinos in Atlantic City in May.

■ Two KPRC-TV Houston reporters, Jack Cato and Phil Archer, were seriously injured while investigating a riot in the city's Moody Park last May. While filming the incident, the mob attacked the reporters. Both men were beaten and stabbed and their equipment, but not their film, was destroyed.

By late evening, KPRC-TV was ready with several reports on the disturbance. There was a live report from the police command post near the park. Mr. Cato told his story

from the emergency room of the hospital and the salvaged film was aired.

The following night, KPRC-TV put on a half-hour special covering the riot and its after-effects on the community. The special included a live interview with both reporters from their hospital beds.

■ In Laurel, Miss., WDAM-TV's viewers witnessed a real-life "dragnet" episode when reporters followed a high speed convoy of law enforcement officers to a remote location in Percy county, Miss., for a series of late night raids. All on film, the raids were the climax of an investigation into corruption in the county that led to the arrests and federal indictment for racketeering of the Perry county sheriff and the state indictment of a prominent businessman for the attempted bribery of the district attorney.

■ With the warm summer weather and Labor Day almost upon us, its easy to forget that much of the country went through one of the worst blizzards in history last winter.

In January when Columbus, Ohio, was hit hardest, WCMH-TV there set up broadcast headquarters in the National Guard Armory where anchor Leon Bibb stayed with a cameraman for four days, going live when needed. The weather was so severe that when the station's ENG van arrived at the Armory, the van's doors were frozen. It took blow torches to thaw things out so the broadcasts could get under way.

WCMH-TV also devised a 30-minute energy quiz to give information on how to best utilize energy around the home.

■ WXIA-TV Atlanta made news last year



# WHIO-TV: Part of the Flight Plan

Dayton, Ohio, birthplace of aviation, celebrated the 75th Anniversary of Powered Flight with the world's second largest Air Fair. Television 7 joined the celebration by bringing our community more than 5½ hours of live coverage from the Air Fair site, using specially designed and modified equipment, a particularly-trained technical staff, and the Miami Valley's only live cam to capture on-the-spot excitement of the outstanding air show. Long-range cameras stationed above the crowd brought

Television 7 viewers sky-high thrills. WHIO-TV is proud to join our community in celebration of the achievement which gave wings to the world.

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WHIO TV-AM-FM  
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Oakland

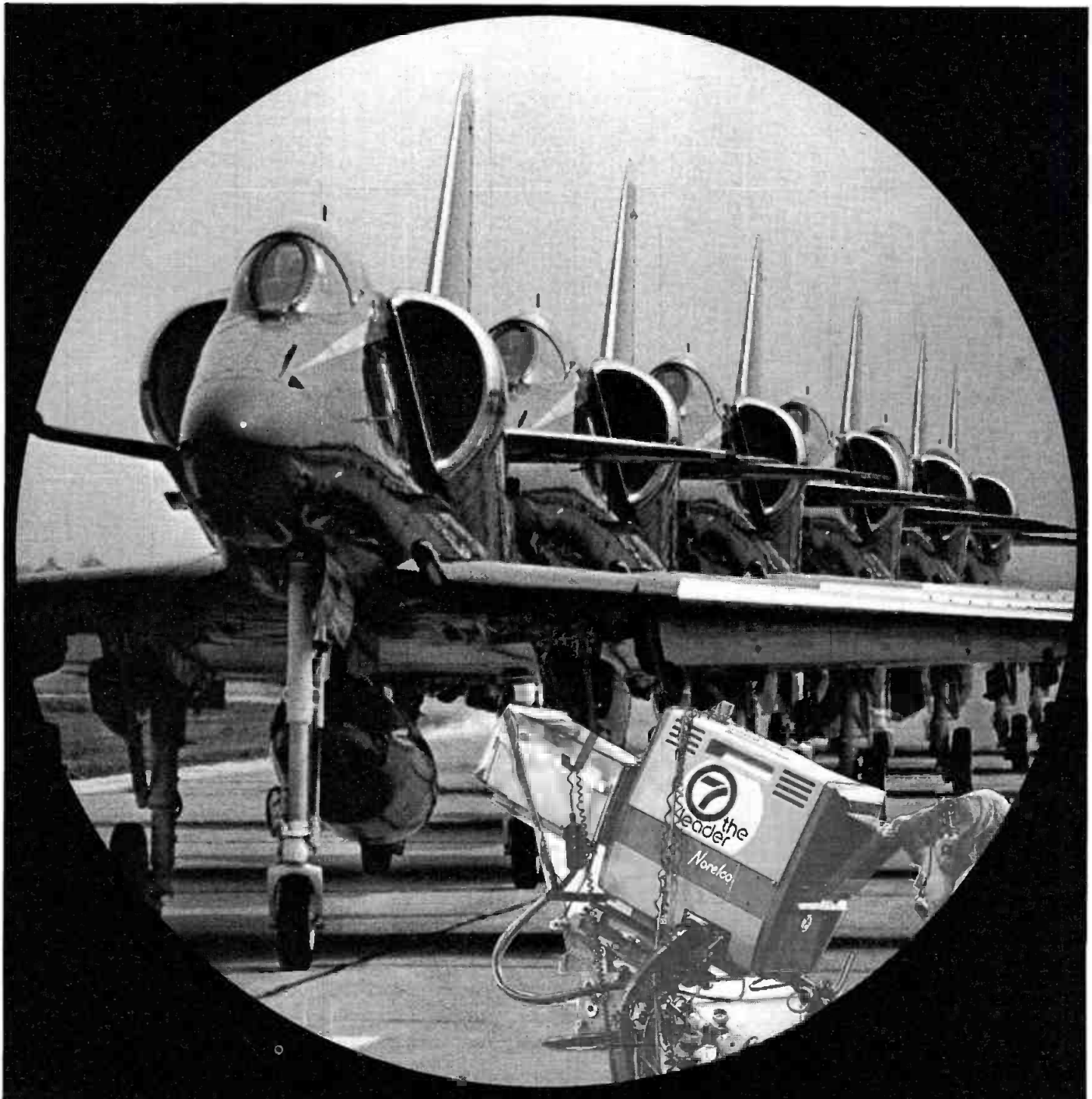
WIOD, WAIA-FM  
Miami

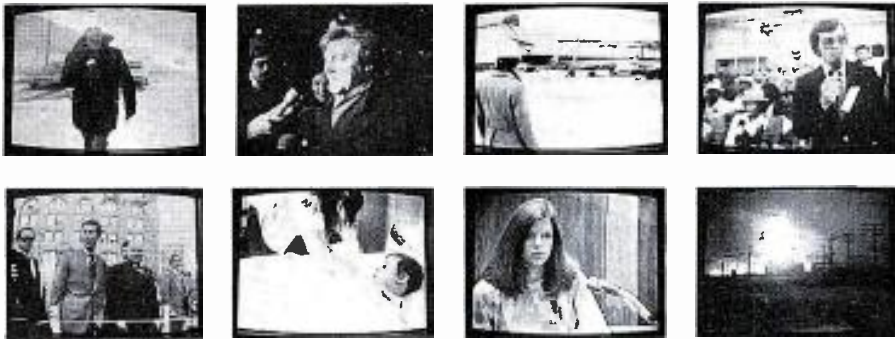
KFI, KOST-FM  
Los Angeles

WLIF-FM  
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Cox TV stations are represented by TeleRep.





**A busy year.** Reporting was in abundance at WKW-TV Cleveland with (top, l to r): reporter Neil Zucher braving the elements to report on last winter's blizzard; an interview with Cleveland's police chief after his firing; an investigative report by Jim Finerty on airport security; Bill McKay covering the city's Democratic mayoral convention. Bottom, l to r: Britain's Prince Charles's visit to the city; a documentary on a program to help the families of terminally ill children; coverage of a Florida trial of a man accused of kidnapping and raping a Cleveland woman and a gas main explosion in nearby Euclid, Ohio.

tempt to get the national guard. The news team then went live to the Justice Center where the court ordered a compromise, the police decided to return to work and the mayor held a news conference.

■ February saw the worst blizzard in 30 years hit New York. WCBS-TV covered the city with specials, weather advisories, expanded newscasts and cut-ins every hour and crawls every hour. Reports were also filed by helicopter and from the outlying suburbs.

■ While blizzards were not a worry in some parts of the country, the weather provided WFLA-TV Tampa with an important spot news story. In May a tornado touched down in Pinellas county at lunch time, demolishing an elementary school. The station aired live reports throughout the afternoon citing food and shelter areas and meeting points for parents and children as well as reports on the injured.

■ In Phoenix, driving rains caused serious flooding in March. KTVK-TV stationed reporters in the hardest hit flood areas for on the spot coverage. During this crisis, Arizona Governor Wesley Brolin died of a heart attack, and the news team broadcast live bulletins and an hour-long newscast on developments.

■ A flood story was one of the year's biggest for WOWT Omaha. The Platte river in Nebraska overflowed its banks in March forcing the evacuation of about 4,000 persons and causing an estimated \$240 million in damage. The station aired bulletins and advisories throughout two days and the evening news was expanded to an hour and devoted mostly to the flood.

Another WOWT live effort involved efforts of farmers to get 100% parity prices for their products that resulted in a farm strike. Chief newscaster Gary Kerr anchored a live remote on the story from the Omaha stockyards and introduced stories by other station reporters on various aspects of the strike.

■ KXAS-TV Fort Worth made heavy use of its ENG gear with some stories that came from places not in its coverage area. In January, as the Dallas Cowboys and the

with its hiring of former Director of the Office of Management and Budget Bert Lance as a commentator.

Its ENG equipment was put to the test last October when a jet was hijacked from Grand Island, Neb., and flown to Atlanta. WXIA-TV was on hand at the airport for the landing and stayed with the story, providing uninterrupted coverage for 10½ hours. Two live cameras were on both sides of the plane with five reporters assigned. A third live camera was atop the control tower. In all, the station had 40 people involved in the coverage which lasted until the passengers were released and the hijacker killed himself. The station estimated its coverage cost more than \$35,000 in lost revenue and thousands more in overtime pay and use of equipment.

■ On Feb. 6 and 7, a snowstorm dumped 54 inches of snow on Rhode Island. When the severity of the storm became apparent, WJAR-TV Providence, R.I. set up a live newscam and its microwave facilities in Civil Defense headquarters in the statehouse. Throughout the storm, Jack Kavanaugh worked closely with Governor J. Joseph Garrahy, disseminating storm-related information and becoming a link between government officials and the people. When the state's Emergency Broadcast System was activated on Feb. 9, the live microwave hook-up of WJAR-TV served as a pool for the other stations as the governor spoke to the people on the status of the emergency.

■ The blizzard which immobilized Central Indiana last January did not keep the WRTV Indianapolis news team from their jobs: In anticipation of the storm, key staffers were housed in a nearby motel, and a handful of others braved the hazardous conditions to make it to the station.

Among those staffers was the meteorologist who remained at the station day and night providing bulletins to supplement regular coverage.

A helicopter was rented to enable crews to report the situation in remote areas of the state where conditions were even worse. The microwave van was also employed for live updates from the blizzard-swept streets. The news team also

took one of the first trips with the National Guard on a mercy mission.

■ WKYC-TV Cleveland, Ohio, gave special spot coverage to the severe winter weather. In January, the station sent four film crews and three reporters to cover a blizzard which brought a large part of the state to a stand still. A live unit was sent to the transmitter in case power was lost at the stations. A conference call, between three reporters in key areas around the state, was set up with a map pinpointing their locations. All school closings and cancellations were reported. Later in the season, when the snow and ice started melting, the station covered flooding in areas where rivers overflowed. Co-anchor Doug Adair reported from a flooded area and conducted a live interview with the mayor of a inundated suburb.

In other spot coverage, co-anchor Amanda Arnold, two film crews, two ENG crews, and three reporters were sent to Brunswick, where striking teachers were being released from a week in jail.

While the station was presenting its live coverage of Cleveland's police strike in July, a settlement was reached. With Mr. Adair, at City hall and with six crews, (three ENG, three film) and four reporters, WKYC-TV presented stories on lootings and robberies and the city's at-



**In the middle.** Chris Borgen, wCBS-TV New York correspondent (l, rear) became part of a news story when he successfully negotiated for the release of a hostage being held at knife point by prison escapee Anthony Ricco (light coat). Later Mr. Borgen described the situation with an artist's sketch to fellow correspondent John Tesh.



# WHAT DOES IT TAKE TO BE A GENIUS?

According to an old adage, genius is 1% inspiration and 99% perspiration.

We'd like to update that a little.

Because more than perspiration, a genius, like the rest of us, needs *information*.

All ideas come from information. All discoveries begin with it, and all decisions are based on it.

What really distinguishes geniuses is that they know how to *use* information—how to gather, edit, synthesize and otherwise manage it.

We raise the point because, by no small coincidence, managing information is what Xerox is concerned with, too.

We make copiers and duplicators to help you reproduce information.

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None of these Xerox machines will make you a genius. But all of them, used either separately or as part of a system, will help you use information more ingeniously.

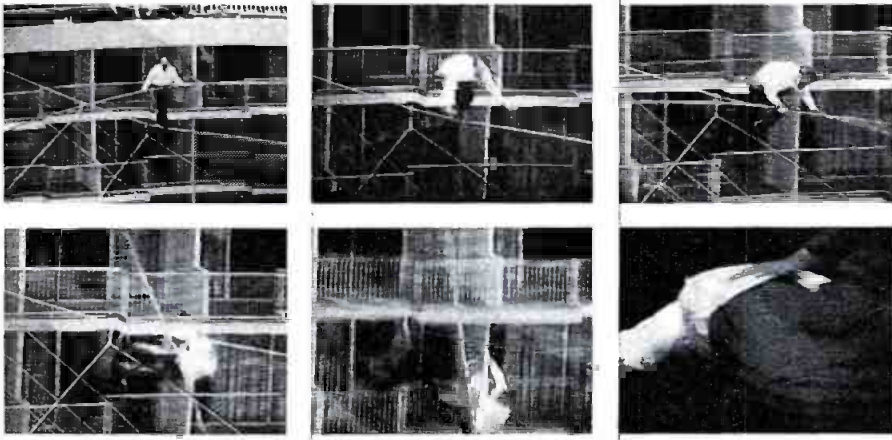
Or, to put it another way:

Genius is the inspired use of information.

You manage the inspiration.

And we'll help you manage the information.

## XEROX



**The last act.** WAPA-TV San Juan, P.R., got some of the most dramatic and most-requested footage of the year as it caught the fatal fall of aerialist Karl Wallenda.

Denver Broncos prepared to meet in Super Bowl XII, the station sent two sports reporters, a minicam photographer and a technician to New Orleans. During the course of the week they sent back both live and taped reports for each days 5 p.m. and 10 p.m. news. The day before the game a second minicam was dispatched for game highlights as well as live reaction from the Cowboy's headquarters hotel at the victory party.

Even further away was the story on Braniff Airway's attempt to open service between the Dallas-Fort Worth airport and London and the ensuing rate squabble. KXAS-TV sent back a live satellite report from London and a taped one on the first flight of the new service and the welcoming ceremonies. The live report was prepared with the help of an NBC producer and editing station and was fed into the station's noon newscast.

■ Early in the morning of July 29, a train car began leaking hydrogen chloride, a toxic gas that endangered the lives of thousands of residents on the northwest side of Jacksonville, Fla. Shortly thereafter, WJXT Jacksonville, was on the scene, providing live bulletins on the situation. At 10 a.m. the station aired its first special program, including reports from the scene, interviews with the people in charge of the evacuation, a weather report on wind conditions in the area and a studio interview with a chemist on the dangers of the gas. These reports were updated several time during the day and, at 11:30 p.m., a news special recapped the day's events. Five reporters, five photographers, three producers, and two engineers worked in the field to provide the extensive coverage. Five minicams on the scene were linked to the station by a van equipped with a microwave transmitter.

■ KSTP-TV Minneapolis-St. Paul spent more money than it ever had on a story to cover a murder trial involving a man accused of killing his wealthy mother-in-law and her night nurse. Because a change of venue moved the trial 120 miles from Duluth to Brainerd, Minn., cars, planes and, on one occasion, a helicopter were needed to provide daily coverage of the

trial, which lasted two-and-a-half months. Coverage was expanded with film of locations and people mentioned in testimony, artwork from the courtroom, and re-enactments of some of the testimony. The station assigned four persons to work exclusively on the story.

■ The collapse of an earthen dam 100 miles north of Atlanta provided WAGA-TV's news department with a challenge. But it managed to broadcast from the scene using a helicopter and leapfrogging microwave units to feed tape.

■ A major story for WMTV Madison, Wis. began 70 miles away in a Waukesha, Wis. courtroom. There a man grabbed a deputy's gun, shot and killed him and another deputy, and escaped with a woman hostage in her car. The car was finally stopped in a Madison intersection and its tires shot out by police. For the next five hours, WMTV diverted most of its news resources

to the intersection and the story. A minicam crew, stationed just 100 feet from the scene, and microwave van provided live bulletins. Two film crews, one stationed on the ground, the other on a roof top, also recorded the action, while reporters at the scene gathered information. Other reporters at the station received reports by telephone and two-way radio and kept in telephone contact with authorities. The incident ended after a brief shootout. Within minutes, the station reported that the gunman was under arrest and the hostage safe, though both had been slightly wounded.

■ When an alleged bank robber, Thomas Michael Hannon, hijacked a Frontier Airlines jet in Nebraska and demanded that it be flown, with crew and passengers, to Atlanta, WSB-TV Atlanta was live on the scene to cover the events as they unfolded.

Live minicam crews were sent to Hartsfield International Airport where the plane landed and to the control tower as well. A third crew was dispatched to the Fulton county jail where George David Stewart, Hannon's alleged partner in crime and who's release was among the demands, was being held.

The news team was on live when the plane touched down, and spot coverage continued throughout the day. When the drama came to a close—the hostages were released and the hijacker fatally shot himself—WSB-TV was on live.

■ WJIC-TV Pittsburgh interrupted its regular prime time programming for some live Memorial Day fireworks, the demolition of the city's Brady Street Bridge. The explosion was the climax of a story that began a week earlier when a man who was working on the bridge was pinned between



**Day in court.** As part of a year-long experiment, cameras were allowed in Florida courts. Here WPLG Miami is covering the proceedings.



# All the King's horses, And all the King's men, Can't do the job That Congress Can.

Only the United States Congress can adopt a National Energy Policy. Until that is done, our energy picture (like Humpty Dumpty) will remain fragmented and chaotic. A national position must be taken on developing our nuclear and solar energy potential, expanding our uses for the vast reserves of coal which exist in America, development of programs for the proper use of our dwindling supplies of oil and natural gas, and measures which insure that exploration for all energy resources continues at high levels of activity.

Once the National Energy Policy is adopted, we must continue programs that allow the individual states the right to make their own determinations on water and air quality, land reclamation and other environmental standards.

Congress must make some hard, but very basic decisions that will guide our nation into the 21st Century. The sooner these decisions are made the better for America.

Energy for Today . . . and Tomorrow

**AMAX** COAL COMPANY

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**Above and beyond.** While responding to a police call of a riot at a city park and filming the action (top), KPRC-TV Houston reporters Jack Cato (l) and Phil Archer were beaten and stabbed by members of the mob.

collapsing girders. WUC-TV covered the efforts to free the man which culminated when doctors amputated his leg. The accident caused fears that the bridge was shifting and might collapse into the adjacent replacement bridge, already open to traffic. After inspection, a decision was made to blow up the bridge instead of disassembling it. On May 29 two WUC-TV ENG crews were on hand all day for the placing of the charges and the 8:40 p.m. spectacle. An instant replay followed the live coverage, and the story was reported in detail on the station's 11 p.m. news. The station's coverage was also seen the following morning on NBC's *The Today Show*.

■ Although Hubert Humphrey's death was felt throughout the country, it was one of the biggest stories in his home state of Minnesota. And in Minneapolis, KMSP-TV provided constant coverage of the events following the senator's death as well as reviewing his life.

The morning after Mr. Humphrey died, KMSP-TV went live for nearly one hour from the airport as the coffin and family were flown to Washington. Later that evening they broadcast an hour-long obituary

produced by reporter Steve Doyle, who had served as an intern on the senator's staff. He had also made a three year study of Mr. Humphrey, interviewing him at his home in Waverly, Minn., and traveling to South Dakota, Mr. Humphrey's birthplace, to talk with former teachers and friends. The station also covered the burial and dedicated an entire evening news broadcast to the life and death of the senator.

■ As a service to the 200,000 Catholics in its market, WISC-TV Madison, Wis., broadcast live the ordination of Auxiliary Bishop George Wirz on March 9 at St. Raphael's Cathedral in Madison. A 10-man staff of reporters and technicians used two stationary cameras and one minicam to cover the two-and-a-half hour ceremony.

■ With "Jaws 2" once again bringing sharks to the public eye, WTNH-TV New Haven, Conn., had a real shark story last June when a great white shark was harpooned off Montauk, Long Island. After getting a call from ABC in New York and making sure the shark story was not a hoax, General Manager Pete Orne (also a pilot) flew a reporter and cameraman to

search for the fish and the boat trying to land it. The captain of the boat was interviewed via ship-to-shore radio and a boat was chartered to get some shots of the struggle. Back at the station an interview was conducted with an ichthyologist from Yale. After more than 12 hours the shark, which was estimated at 25 feet long and between 3,500-4,000 pounds, broke loose and got away.

■ KDKA-TV Pittsburgh and KYW-TV Philadelphia, both owned by Westinghouse Broadcasting Company, pooled their resources on two occasions to provide comprehensive statewide coverage of stories of statewide interest. The first occasion was precipitated by the Pennsylvania state legislature's failure to agree on a new budget. When money began running out, state employees stopped receiving paychecks, state services began shutting down and a crisis ensued. On August 16, 1977, the stations, along with reporters in the state capital of Harrisburg, were linked together for a live simulcast. While anchormen at KDKA-TV reported the impact of the crisis in western Pennsylvania, a KYW-TV anchor reported repercussions in the eastern half of the state. The reporters in Harrisburg, one from each station, reported on activities at the state house and the reactions of Governor Milton Shapp.

The simulcast set-up was repeated this spring for another story of statewide interest in Pennsylvania—the May 17 primary election. Through the cooperation of the two stations, viewers were given live coverage from the headquarters of all the major candidates.

■ WAPA-TV San Juan, Puerto Rico, captured on video tape one of the most dramatic moments in spot news, the fatal fall of aerialist Karl Wallenda from a high wire during a performance in San Juan. The tape was rebroadcast worldwide.

Another WAPA-TV story that received national attention in the United States was the takeover of the Chilean consulate and the kidnapping of the Chilean consul in San Juan by two supporters of Puerto Rican independence. As part of its coverage the station did a live telephone interview with the consul and with one of his two captors. The station later broadcast a statement by the governor of Puerto Rico who rejected one of the kidnapers'



**Plane facts.** When a hijacker forced a jet to land at the Atlanta airport, WXIA-TV had its minicam there for the duration.

EARLY LOS ANGELES: LOOKING WEST ON 6TH AT OLIVE.



Photo courtesy of CHS/Title Insurance and Trust Co

# There was a time when all the news in Southern California could be told in 15 minutes.

A quieter time. A simpler time. But it wouldn't stay that way for long.

Because Southern California was a paradise that eventually attracted millions from all over the world. They brought different hopes, dreams, skills and ideas. They created one of the world's unique communities.

And in the process, created more of those events which we call: news.

Suddenly, all the news in Southern California *couldn't* be told in 15 minutes. Or in 30 minutes. Or even 45.

Which is why, in 1963, KNXT Los Angeles introduced the nation's first one-hour news broadcast. And made television history.

And why, on June 19 of this year, we introduced the country's first 2½ hour

TV news as well as Southern California's only 4:30 Early News.

And made history again.

All reflect our continuing commitment to inform you of a changing world. A more complex world. A world rich with diversity. Rich with people. An expanded world filled with more events, more news than ever before.

But it not only takes more time to report it than ever before, it also takes more people. The right people.

Like Connie Chung, Joseph Benti and Mike Parker. Linda Douglass, Bill Stout and Steve Edwards. Ralph Story. Brent Musburger, Jim Hill and David Sheehan.

They make it more than just 2½ hours of news.

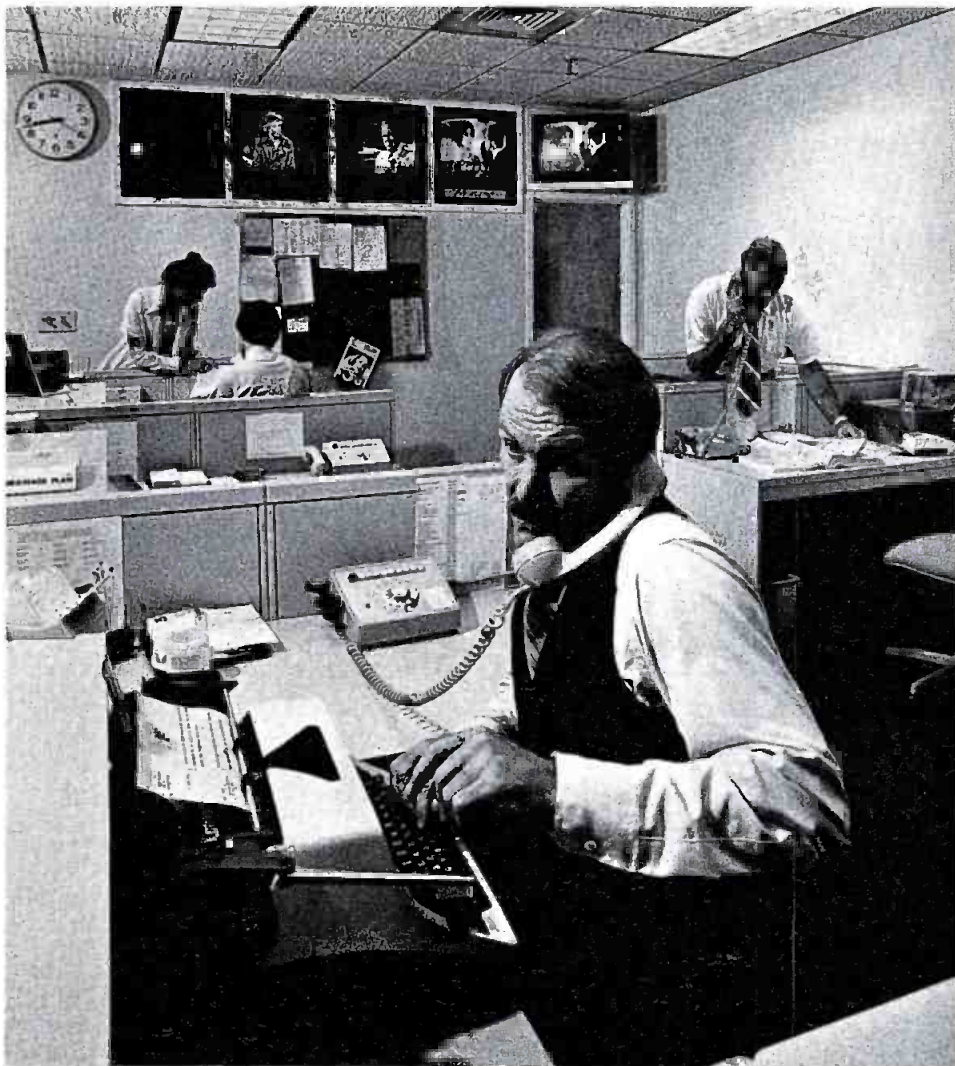
They make it 2½ hours with news professionals.



## CHANNEL 2 NEWS AT 4:30, 5 AND 6PM



KNXT Los Angeles  
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## When you're up against a deadline, you don't have time for the corporate runaround.

You need facts. Figures. And a perspective in a hurry.

For years, our companies have operated one of the largest electric power systems in the world. We're right on the energy front. And we've learned that meeting your information needs is every bit as important as meeting the electricity needs of the growing Southeast.

That's why The Southern Company has built a staff of news professionals. People who've been there. People who will provide you with energy information whenever you need it.

From a new way to burn coal, to the computer that designs an energy-efficient home, the information is here for the asking.

**Contact** the news and corporate information group: Gale Klappa, Dave Altman, Judi Wallace, or Glen Kundert.

The number in Atlanta is 404-393-0650.

After hours, call 404-455-1077. Anytime, day or night.

**Southern Company** 

*the southern electric system*

demands, that July 4 festivities be suspended.

■ WTAE-TV Pittsburgh's news department has made a commitment to go anywhere for a story. The station covered the collapse of the water tower in Willow Grove, W.Va., 100 miles from Pittsburgh. In July 1978 its cameras went to Johnstown, Pa., for a half-hour special on the community's recovery from the flood of 1977.

When a man suspected of as many as 17 murders in the Pittsburgh area was arrested in St. Augustine, Fla., WTAE-TV dispatched reporter Debra Fox to the scene. She spent three days there as law enforcement officials questioned the suspect, and she reported discussions regarding trials and extradition proceedings.

■ A stroke patient at the University of Maryland hospital in Baltimore seized two nurses in his room, threatened them with a pipe and barricaded the door. He then told police he wanted to talk to someone from WJZ-TV Baltimore.

The station sent Frank Luber. Mr. Luber talked with the man throughout the morning and finally made a deal—if Mr. Luber would broadcast the message that the hos-



**State story.** KYW-TV Philadelphia went to the Pennsylvania capital to cover the state budget deadlock with reporters Dick Sheeran (r) and Harrisburg correspondent Sandy Starobin.



**Saying goodbye.** KMSP-TV Minneapolis captured these scenes at the funeral of Senator Hubert Humphrey.



# **Our Air Has Turned To Silver**

**WVEC**

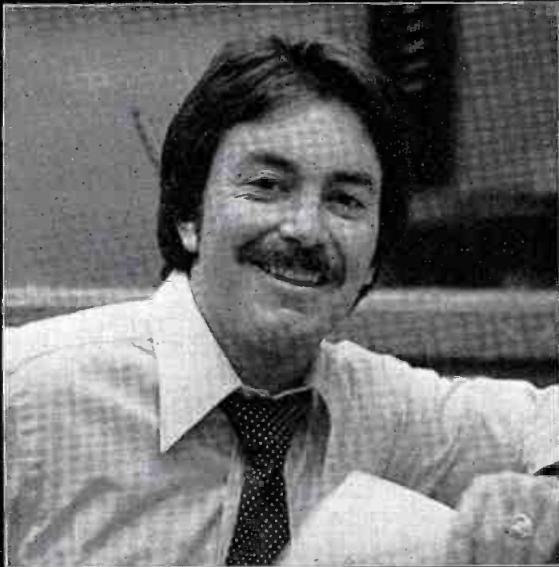


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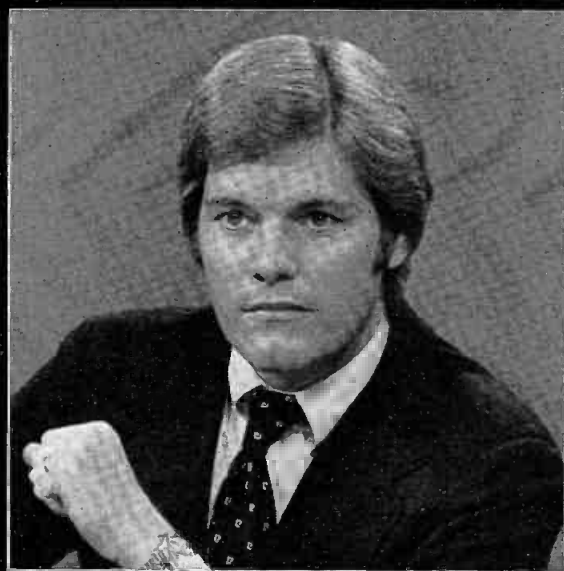
# People in touch with people.





McGraw-Hill Broadcasting Company, Inc.

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KMGH-TV Denver  
WRTV Indianapolis  
KGTV San Diego



# Executive Proclamation

OFFICE OF THE GOVERNOR

## THE STATEHOUSE PIERRE, SOUTH DAKOTA

WHEREAS, KELO Television is the pioneer television broadcaster in the State of South Dakota, having commenced operations in 1953, twenty-five years ago; and,

WHEREAS, The KELO Land Stations have provided a wide range of programming and necessary information to the people of the State of South Dakota;

“ WHEREAS, KELO-LAND TV has provided one of the main sources of news, weather and entertainment for many thousands of people . . . has given freely of its people, facilities and air time to keep the public advised in times of flood, blizzard and other natural disasters . . . has provided outstanding programming for all our citizens, especially for children and minority groups, and inaugurated the first news program in the nation signed for the deaf . . . has provided informative programming for our farm families and outstanding religious programming, including one of the first long-standing and continuing ecumenical programs in the country . . . has served generously all branches of State and Local Government . . . has helped in the establishment of Educational Television Stations for the State of South Dakota, prior to which it donated free time weekly for the broadcast of educational programs directly to schools . . . is worthy of public recognition in the State of South Dakota. ”



IN WITNESS WHEREOF, I have hereunto set my hand and affixed the Great Seal of the State of South Dakota, in Pierre, the Capital City, this First Day of June, in the Year of Our Lord, Nineteen Hundred and Seventy-Eight

*R.F. Kneip*  
RICHARD F. KNEIP, GOVERNOR

*Lorna B. Herse*  
LORNA B. HERSETH, SECRETARY OF STATE



The 74,000 sq. mi. market lying between Minneapolis and Omaha—and beyond the tv reach of either. Represented nationally by H-R In Minneapolis by Wayne Evans



**The rains came.** When a dam broke, killing 39 people in Toccoa Falls, Ga., WSPA-TV Spartanburg, S.C., reporter Paul Brown covered the story.



**Light traffic.** This shot of uncrowded downtown Indianapolis was part of WRTV's blizzard coverage.



**Official word.** WJAR-TV Providence, R.I., reporter Jack Kavanaugh (r) interviews the state's governor, J. Joseph Garrahy (l), and Congressman Edward Beard after they returned from a helicopter inspection of the storm-struck state last winter.

pital was trying to kill him, the man would release his hostages and give up. WJZ-TV instructed Mr. Luber to comply. The station's programing was interrupted and, in a live report, Mr. Luber described the situation and delivered the man's message. The door immediately opened and the man and his hostages came out.

■ Two major stories developed for KSBY-TV San Luis Obispo, Calif., over the last year—demonstrations against a nuclear power plant and disastrous floods that followed two years of drought in central California. The station mobilized its entire news staff to cover the demonstrations against the Diablo nuclear power plant and presented a report on the protests that included film of protesters climbing over fences onto plant property and interviews with other protestors sitting in a road waiting to be arrested.

Heavy rains fell in the first three months

# America's Number One Television Station is right here in Boston.



*Sunday Open House*, Boston's only live Sunday morning public affairs program.

## NewsCenter 5

More hours of news than any other station in America.



New England's largest telethon effort, raising more than one million dollars each year for the Muscular Dystrophy Association.



WCVB-TV won 14 Emmys in the first annual N.E. competition.



The prestigious Peabody Award, won for total station excellence.



America's pioneer medical program, *House Call* with Dr. Timothy Johnson.



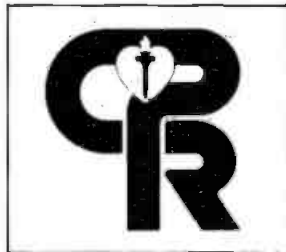
New England's most popular local morning show since 1974.



*Heritage of Power*, the first documentary on Edward M. Kennedy.



*The Baxters*, Boston's own TV comedy about family and personal problems.



An ongoing effort to train 100,000 people in cardiopulmonary resuscitation.



Marc Holmes conducts a meaningful dialogue with New England's *Third World* communities.



Information, entertainment about and for Boston's Hispanic community.

The Federal Communications Commission has recently published its findings showing WCVB-TV Channel 5 is the number one station in America. In its recent survey of this country's more than six hundred network affiliated stations, Channel 5 ranked number one in total hours of news, number one in public affairs programs, and number one in local programming. More local programming to serve you better . . . promising, from our first broadcast in 1972 to do more, and living up to that promise every year since. Innovative programming . . . pioneering new forms to better fulfill the varied needs of the community and continually refining them. Ambitious programming . . . regularly producing specials rarely attempted by other local stations and presenting them in prime time. Quality programming . . . receiving more than two hundred awards to date and repeatedly winning some of the industry's most prestigious honors. Our commitment to bring you more quality programming is stronger than ever, because putting you first has made us number one in Boston . . . and number one in America.

**WCVB-TV**  
**Boston**   
setting a new standard



**Pounding the pavement.** WNAC-TV Boston produced numerous specials leading up to the famous Boston Marathon. And on race day it was there from start to finish, and in between.

one of its biggest stories—the death of Senator Hubert Humphrey—began with a live report from the Humphrey home in Waverly, Minn. Then followed some 10 hours of local live programming with reports on the departure of the body to Washington, a two-hour tribute to the senator the night after his death (including live reports from Washington, coverage of the return of the body and five hours of continuing live coverage on the day of the funeral).

■ Thirty-six people were killed last December when a grain elevator exploded in Westwego, La., across the Mississippi River from New Orleans. Within 20 minutes WWL-TV New Orleans had a crew on the scene. A second ENG truck arrived 30 minutes later and seven film crews were dispatched for the station's hours of coverage.

■ Heavy rains last year caused an earthen dam at Toccoa Falls, Ga., to collapse, killing 39 people. WSPA-TV Spartanburg, S.C., was on the scene with several news crews providing live reports and film footage. At the same time, heavy rains were flooding the western part of North Carolina and members of the station's sports department were sent to cover the story. By the 11 p.m. news, the station was able to air a special 45-minute newscast covering both areas of flooding and interviews with Georgia's governor and First Lady Rosalynn Carter.

of 1978, causing extensive flooding. Part of the station's coverage centered on families in Atascadero who lost part of their backyards when a river bank collapsed, threatening their homes for several hours. Coverage also included stories of bridge and road washouts that left several families stranded.

■ When former Maryland Governor Marvin Mandel and his five co-defendants were found guilty on various counts of mail fraud and racketeering, WJLA-TV Washington responded with a live phone

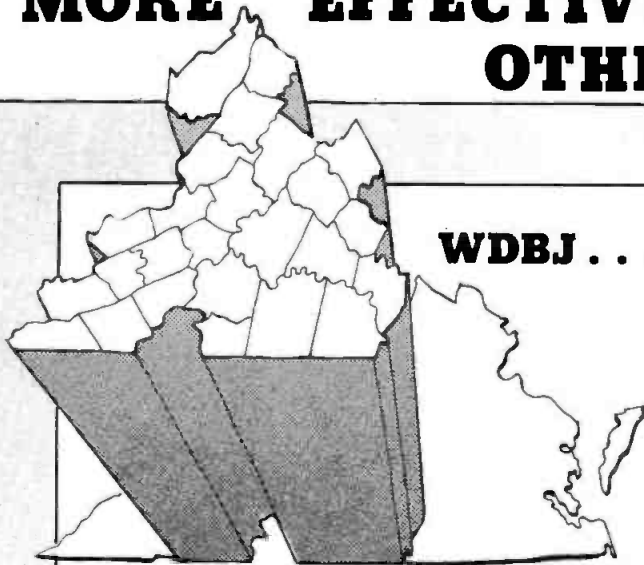
report at the time (11:06 a.m.) and 15 minutes of coverage on the noon news. The coverage continued through the day and was capped with a special half-hour perspective show, *The Mandel Verdict*.

WJLA-TV also created "instant news specials" on big stories airing at 7:30-8 p.m. on the day each story broke. Included were: the Bakke decision, the Bulls NBA championship, the death of Hubert Humphrey and George Allen's leaving the Redskins.

■ WCCO-TV Minneapolis's coverage of

■ Proposition 13 and the June primary

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Source: Arbitron Television 1977 County Coverage Report  
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elections were the big news for KCRA-TV Sacramento, Calif. The station's election night coverage extended from Sacramento to Los Angeles. Two reporters at different Los Angeles remotes fed reports back to the station. In addition, a live unit and a tape unit were shuttled to various campaign headquarters in Sacramento and there were regular live feeds from Stockton, Calif.

In addition, KCRA-TV also connected its character generator to the computer run by the secretary of state to provide instant display of the returns as they came in.

■ A gun battle with police turned a quiet Saturday into a fast news day for WWLP Springfield, Mass. Cameraman Mark Langevin responded to a police call and

found them exchanging shots with a man held up in a house. The man killed one man and wounded a 12-year-old girl before police cornered him. Mr. Langevin recorded the battle until the barrage of tear gas drove the man out and he was captured.

■ Last year included an interesting experiment for TV stations in Florida—they were granted temporary permission to film in the courts. The most famous result of the experiment was the Ronny Zamora trial. But that was not all that was done. As WPLG Miami said, "local television stations have covered literally hundreds of court cases." WPLG used the camera in the courts for a five-part series by consumer

reporter Molly Turner which showed how such courts as traffic, small claims, probate and divorce work.

■ Another station to cover courts was WTVT Tampa, Fla., which was on hand at a trial of a man charged with kidnapping and raping a Cleveland, Ohio, school teacher and taking her to Florida. The station switched live to the courtroom for the verdict which found the defendant guilty on all counts.

■ KOTV Tulsa, Okla., received permission from the state supreme court to telecast the four-week preliminary hearing of an accused murderer via closed circuit to a 500-seat auditorium "to extend the courtroom." The action was considered a victory for broadcasting in that a camera was allowed in the courtroom and that the presiding judge seemed pleased with the result. A group of news organizations has petitioned the court to allow courtroom coverage routinely and a commission has been named to consider it.

■ In a state where cameras are not allowed in the courtroom, stations must find other ways to provide coverage. An unusual situation arose when KUTV Salt Lake City covered a trial in Los Angeles of a man accused of conspiring to murder a man who defected from a polygamy cult in Utah. The chief prosecution witness had given a sworn deposition, but died before he was able to appear on the witness stand. The court agreed to permit a stand-in to read



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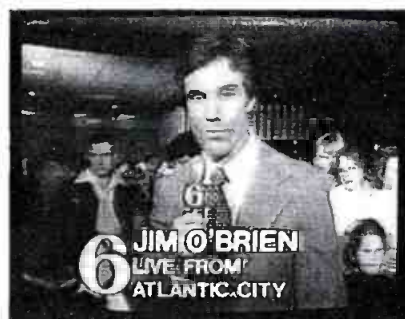
**WSAZ television 3**

Charleston-Huntington, West Virginia  
a Lee Enterprises station  
represented by Katz American

\*Source: NSI May '78



**Bedside manner.** WCPO-TV Cincinnati reporter Larry Gellman interviews *Hustler* publisher Larry Flint in his guarded hospital room—the first broadcast interview Mr. Flint granted after he was shot, according to the station.



**Place your bets.** As Atlantic City opened its gambling casinos, WPVI-TV Philadelphia's Jim O'Brien was on hand for the first tosses of the dice opening day.



# FASTEST GROWING NEWS IN THE TOP 30 MARKETS.



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WGR-TV NewsCenter is the fastest growing 6 PM news in the top 30 markets. Up 53%.\*

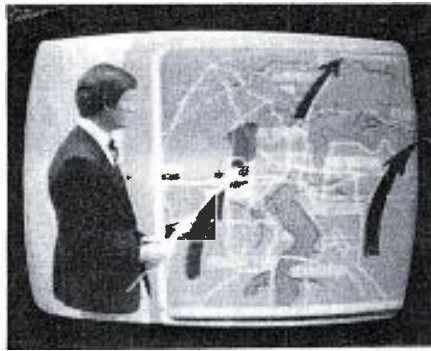
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\*Source: Nielsen Reports, Top 30 Markets, Nov. 1976 and May 1978.



**Smoke gets in your eyes.** News of a gas-leak in Jacksonville, Fla., was on the air over WJXT shortly after it happened and the station also reported the weather and wind conditions for the area that would affect the cloud.



ing it with live cameras at four positions, including one aboard one of the boats.

■ Spot news was the story for KEVN-TV Rapid City, S.D. A rock slide at the Big Thunder Gold Mine, a tourist attraction, injured seven people. When the station's ENG unit arrived on the scene it was discovered that the terrain made microwave transmission impossible so the tape was driven back to the station where it was rushed on the air in time for the early evening newscast, along with new information supplied by the reporter and photographer who were still at the scene. And less than a week later, another tourist attraction exploded and burned, and the same technique was used.

■ WCSC-TV Charleston, S.C., beefed up its commitment to live journalism and news in general with its largest-ever budget of \$250,000. Among the live broadcasts were coverage of visits by Prince Charles, President Carter, the Rev. Jesse Jackson, Senator Strom Thurmond and Miss U.S.A.

■ A blizzard hit Detroit in January and WXYZ-TV responded by sending four ENG units to areas hardest hit. At the storm's peak, the station aired three continuous hours of blizzard coverage with live reports from reporters sending stories back to the station via two microwave dishes.

■ Going out to get the stories is the philosophy at WCPO-TV Cincinnati. One 11 p.m. report included live film or taped reports from the following places: Tampa, Fla.; Lawrenceville, Ga.; Columbus, Ohio; Peebles, Ohio; Warsaw, Ky.; Aurora, Ind., and Hamilton, Ohio.

the deposition. KUTV then decided to reconstruct the scene by hiring people to stand in for the judge, the prosecution and defense attorneys as well as the deceased witness. Clearly labeled dramatizations were presented on five successive nights.

■ In Cleveland, WEWS received permission to make what it believes was the first broadcast of a murder trial in Ohio. A courtroom in Akron had been equipped with small TV cameras several years ago to aid the judge in maintaining security. He agreed to let WEWS patch into the system, and five other Ohio stations shared the WEWS feed at one time or another during the trial. A committee of newsmen, judges and attorneys is now working out details of camera coverage of all Ohio courts.

■ One of the top news stories for KTVY Oklahoma City happened this summer when two escaped convicts shot and killed three Oklahoma highway patrol troopers. A team of KTVY news people were covering the search for the convicts when the word came over police radios that they had shot their way through a roadblock and were holed up in a small town, surrounded by officers. When the KTVY crew arrived on the scene they got graphic film of a trooper wounded in the shootout and the aftermath of the story. The highway patrol and other law enforcement agencies have since requested copies of the footage to use as a special training film.

■ WISH-TV Indianapolis went to the aid of the National Weather Service and the public as well when a storm front knocked out power and radar in the area. The station pre-empted regular evening programming to broadcast its color "rainbow radar" so that NWS meteorologists could track the tornadoes on their television sets. The station's late newscast, usually 30 minutes, was extended to 55 minutes and included live reports from the scene of the most extensive tornado damage.

■ Just 40 minutes after the Springfield, Mo., police walked off their jobs last June, KYTV had seven reporters and three ENG cameramen on the scene with a live report. The news team stayed with story, providing extended, live evening reports until the strike ended two days later.

■ WFAA-TV Dallas made a total switch to ENG this year, enabling it to go live from almost anywhere. Last spring, for instance, live reports from London were broadcast, using satellite relay.

The new equipment was particularly useful in covering Hurricane Anita last year. Crews were dispatched to various parts of the state where it was believed the storm would hit and reports were fed back live via microwave.

■ The range of WLKY-TV Louisville, Ky.'s, live coverage is demonstrated by two of the past year's stories. The first involved a firemen's strike with the station using two microwave vans and providing coverage until sign-off many days during the week.

The second was coverage of the Kentucky Derby Festival's Great Steamboat Race. The race between the two ships is 12 miles. The station had five reporters cover-



**Dragnet.** WDAM-TV Laurel, Miss., took its film cameras along on a series of police raids that eventually brought about the resignation and federal indictment for racketeering of the county sheriff and a prominent businessman for attempted bribery of the district attorney.



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And by being the station our competitors—and the whole industry—are watching. After all, if we can turn a local news show into a regional news network, what will we do next?

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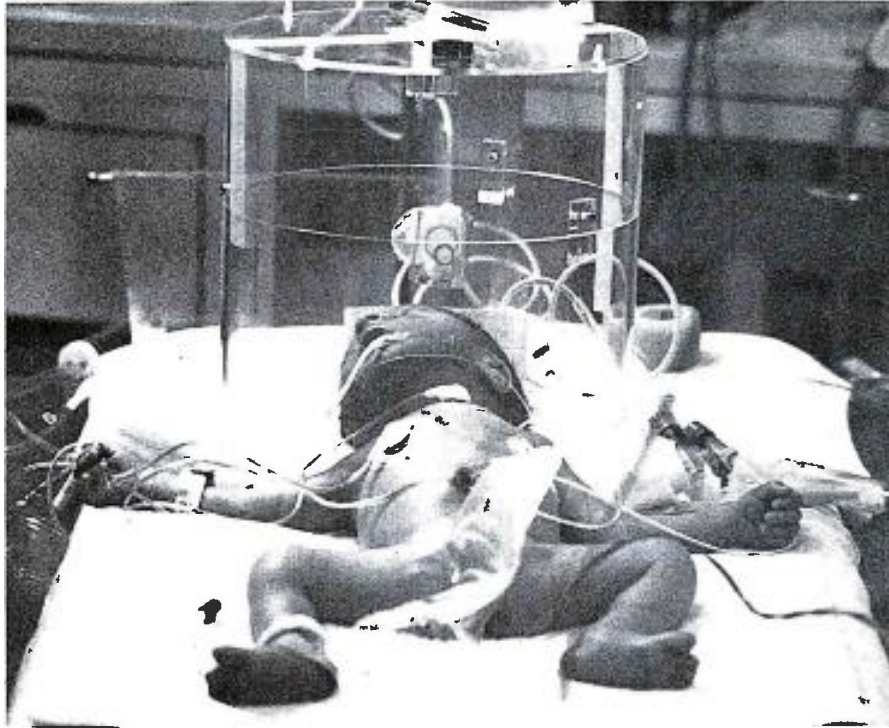


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AND GETTING BETTER.**

NATAS



'Is My Baby OK?' That was the title of a WABC-TV New York documentary on high-risk pregnancies that can result in brain-damaged children, and the sophisticated procedures and equipment used to avoid such complications.

## The news that takes a little longer to do

*While spot news is the backbone of a TV news department, the in-depth investigative reports and documentaries are what flesh out their coverage and make the stations journalistic movers and shakers in their communities.*

■ WBBM-TV Chicago scored beats in the past year with its investigative work. In March, it disclosed that the Veterans Administration was investigating claims that dioxin, a herbicide the U.S. used to clear forests during the Vietnam war, may be having long-range ill effects on the American veterans who were exposed to it. Anchor Bill Kurtis and his staff interviewed experts on dioxin poisoning in the U.S. and traveled across the country to film those who might be victims of the chemical. In May, the VA ordered all of its offices to investigate possible effects of dioxin on veterans and their families. And the WBBM-TV report was screened by Representative Abner Mikva (D-Ill.) for representatives of the VA, the Environmental Protection Agency and Congress.

Another WBBM-TV investigative piece revealed that prepackaged sandwiches about to be introduced on Amtrak trains could become contaminated with botulism. The story, broken by WBBM-TV co-anchor Walter Jacobson, was denied by Amtrak, but after further reports, the

company pulled the packaged sandwiches until further tests on their safety could be completed.

■ As a major station in the nation's capital, the scope of WDM-TV Washington's news department often extends beyond U.S. borders. The station preempted CBS programming on July 30 to present a special report by syndicated columnist Carl T. Rowan on the escalating warfare in Rhodesia. His analysis of the political tension in that African country and in neighboring nations featured interviews with the four members of Rhodesia's ruling Executive Council and leaders of the Patriotic Front guerrilla forces. The station was again in Africa during the year as anchorwoman J. C. Hayward traveled to Kenya to examine in a four-part report the plight of refugees who fled the harsh regime of Ugandan President Idi Amin.

■ Checking on complaints from viewers who were receiving dunning notices for already-paid parking tickets, WABC-TV New York's Milton Lewis uncovered what became a multimillion-dollar scandal. As a result of his story, the parking violations director was replaced, the city suspended its contract with the firm hired to service parking meters, the state attorney general ordered the company that had been hired

to collect from motorists who allegedly owed parking tickets to stop its harrasing and threatening tactics, and a bill was introduced in the state legislature to let motorists park free at broken meters.

A piece by WABC-TV consumer reporter Evelyn Kanter on pushcart food led to health department inspections and a report on the dangerous conditions of several New York bridges by correspondent John Johnson prompted intensified repair work by the city.

■ Documentaries made up an important part of WCBS-TV New York's news budget. Over the past year, the station aired investigations into arson in the Bronx, organized crime inroads into Atlantic City casinos and related service industries, corruption involving New York's Times Square and cocaine dealing.

Investigative reporter Steve Wilson uncovered thousands of dollars worth of stockpiled school supplies, investigated charges that some state officials were using tax-supported planes for private purposes and violations of fire codes at a nightclub.

Other investigative pieces on WCBS-TV included uncovering a million-dollar fencing operation trafficking in goods stolen from Kennedy airport, and a documentary on the dangers of the illegal drug, PCP.

■ An investigative series by WXIA-TV



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Atlanta on widespread bilking of motorists by service stations along an interstate resulted in the closing down of several stations after a state investigation. Another five-part series resulted in at least five arrests in connection with a multistate cancer cure fraud.

■ "The Marijuana Business" was a five-part series on drug smuggling operations produced by WFLA-TV Tampa, Fla. To demonstrate how this \$2.8-billion-a-year business operates, reporters Louis Young and Ken Sanborn simulated a smuggling run. Leaving from the Bahamas, they filled a small plane with bales of hay and, unimpeded, flew the cargo into Florida. Local U.S. Customs officials requested a copy of the series for in-house training.

■ KMOX-TV St. Louis supplements its evening newscasts with special reports, providing an opportunity for in-depth treatment of subjects. A five-part series on the drug PCP incorporated video tape from other CBS-owned stations in New York and Los Angeles with film of an actual buy of the drug at a suburban St. Louis high school. A human-interest piece reported the ordeal of a 13-year-old girl who underwent 12 hours of plastic surgery to reconstruct her face, distorted by a rare genetic defect. Another series examined new techniques being developed at local medical centers to deal with excruciating pain, especially that suffered by people with chronic diseases. On the lighter side, reporter Herb Humphries, in a five-part series, instructed viewers on how to start



**It can happen here.** The New Jersey Ku Klux Klan was the subject of a WORTV New York documentary.

and maintain a garden. He later went on the road to seek out good vacation spots within the boundaries of Missouri.

■ An investigative report by Ernie Mastroianni of WJXT Jacksonville, Fla., on an alleged loan-shark operation in a black neighborhood of Jacksonville resulted in a state attorney's investigation. The report was aired in two parts on consecutive days and contained video of actual money transactions, interviews with victims and with the alleged loan shark as he was confronted with evidence. The homes of the alleged loan shark and his companion and the area where loans were made were staked out periodically for three months. A camera recorded about 15 hours of surveillance.

■ Israel was the subject of a WNEW-TV

New York documentary that sent reporter Gabe Pressman and News Director Mark Monsky to that country on a 10-day trip to "examine the mood in Israel . . . as it prepares to celebrate its 30th anniversary." The show went to Jerusalem, Tel Aviv, Haifa and the Plains of Armageddon and included interviews with Prime Minister Menachem Begin, Labor Party leader Yigal Allon, an immigrant family, an Israeli tank captain, a farmer, an Arab journalist and members of Mr. Pressman's family in Haifa.

Another WNEW-TV documentary was *New Jersey: Who Am I?* This show was hosted by Marvin Scott and traveled across the state to focus on the state's image, why it is and what is being done to improve it.

■ WNEM-TV Bay City, Mich., averages about 20 documentaries a year. The offerings in the past 12 months included: *Learning How to Die* (a five-part series on death and dying); *Street Ladies* (crime); *When Johnny Comes Marching Home* (unemployment); *Michigan Moving On* (recreation areas); *To Protect and Serve* (health care); *Gifted But Forgotten* (schools), and *Teens On the Rocks* (drugs and alcohol).

■ WTVJ Miami went literally underground this year for a six-part series on rapid transit systems. With continued funding of Dade county's proposed billion-dollar rapid transit system coming up for a vote, the series was intended to cover both sides of the issue. *Rapid Transit* examined the pros and cons of existing

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On a recent visit to the U.S., Sadayuki Ikeda (right), Supervisor of NEC's Video Development Dept., Broadcast Equipment Division, and Cinema Products' Chief Engineer Robert Auguste exchange views on ENG/EFP practices and equipment requirements.

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At the recent NAB Conference, Ed DiGiulio (right), President of Cinema Products Corp., and R. Dennis Fraser, Vice President and General Manager, Broadcast Equipment Division, NEC America, Inc., display the Oscar and Emmy awards won by their companies for their respective "state of the art" contributions to the motion picture and television industries.

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**Fixing a life.** *The Two Faces of Shonda* was a documentary by KMOX-TV St. Louis that traced the ordeal of a 13-year-old girl with a rare genetic defect that left her with a distorted skull and the 12 hours of plastic surgery it took to give her a more normal face (r).

systems around the nation and in Canada, detailing cost, routes and funding methods.

■ Investigative reports, while often offering startling conclusions, can be complicated, tough stories that are hard to portray on television. One such story was the documentary *The Firemaster Scandal*, reported by Henry Erb of WOTV Grand Rapids, Mich. The show traced five years of continuing complications caused by the accidental poisoning of livestock feed with PBB, a fire retardant. Tens of thousands of animals either died or had to be killed, according to the show, and virtually all Michigan residents have been found to have the chemical in their bodies. Since the story involved the reporting of politics and secret testing, the station used artists to recreate scenes.

■ Among KRON-TV San Francisco's documentary efforts last year were stories on conditions at a hospital that caused a number of patient deaths, and on the discovery that many governmental agencies were unprepared to deal with earthquakes.

■ Investigative reporting at WAGA-TV Atlanta is handled by its "Special Unit" composed of two reporters and two producer/photographers. A recent story exposed widespread cheating on promotional examinations in the police department. The reports eventually led to the forced resignation of the public safety commissioner and the dismissals of 18 police officers.

■ WCKT Miami produced several controversial investigative reports, exposing incompetence and fraud among some exterminators, unscrupulous landlords and, most notably, the abuse and exploitation of teen-age boys by adult homosexuals and pornographers. The latter story, *The*

*Chicken and the Hawk*, was presented as a two-week series. Reporter Carmel Cafiero spent four months researching and preparing it. She went to Oklahoma to interview a victim and his mother, to a state prison in Florida to interview a young male prostitute (a chicken) who was convicted of the murder of a man who had picked him up (a hawk).

■ The horrors of prison life were shown by WPIX New York in its documentary, *The Lifer's Group, I Am My Brother's Keeper*. The show, produced and narrated by Richard N. Hughes, the station's senior vice president, was filmed in New Jersey's Rahway state prison. Sessions were recorded with inmates serving life or long-term sentences and the conversations were not censored to edit out obscenities.

■ The 50th anniversary of Charles Lindbergh's flight prompted KSD-TV St. Louis to produce *The Spirit of St. Louis*, covering the history of the event, including the first showing of rare film footage. The station also sent chief reporter Chris Condon and a cameraman to Paris to cover French observance of the anniversary in May.

■ When a flood control reservoir for the Laurel, Miss., area made the President's endangered projects list, WDAM-TV there, sent a reporter to Washington to the lobbying efforts being employed to save the project.

■ In Tacoma, Wash., this year, the combined efforts of KSTW-TV's news and public affairs departments produced a multipart investigation into the conditions at the Washington state penitentiary. Crews from both departments were sent to the maximum security prison in Walla Walla



**Aftermath.** Possible disease and death among Vietnam veterans who were exposed to the defoliant known as Agent Orange was traced by Bill Kurtis of WBBM-TV Chicago.



**Night people.** WCKT Miami reporter Carmel Cafiero interviews a male prostitute (top) in the station's 10-part series, *The Chicken and the Hawk*. Shown below are teen-age male prostitutes along Miami's Biscayne Boulevard.

where, using an ENG unit, they interviewed prisoners for the station's prime-time program, *Speakout*. The interviews—five half hours in all—were broadcast uncensored, allowing prisoners to talk about overcrowded conditions. At the same time, the news crew taped a six-part series on prison life for the station's newscasts.

■ In Orlando Fla., where a \$25-million convention center is being built, WFTV-TV reporter Wyatt Andrews and photographer Bowdon Hunt visited Anaheim, Calif., Las Vegas, New Orleans, Dallas and Atlanta for a five-part series on the convention industry. The series was broadcast before a special referendum in which Orange county voters approved 2% tax on motel and hotel accommodations to pay for the center.

■ Among the investigative stories done by KOLN-TV Lincoln, Neb., were pieces on electric system rates, the adequacy of the local civil defense warning system, teenage pregnancies and a fraud scheme involving COD packages.

■ WISN-TV Milwaukee uncovered a scoop when it found out that most of the staff of Summerfest, the city's famous summer festival, had resigned en masse to head a similar project in Chicago.

Arson was the subject of another WISN-TV investigative report. Reporter Bunny Raasch taped a conversation with a "torch" who told how easy it was to set a fire since the city's arson squad had been dissolved. As a result of the piece, the city is considering reinstating the squad.

■ Among WFSB-TV Hartford, Conn., investigative reports was a story disclosing that poor morale and working conditions were causing serious mistakes in the construction of nuclear submarines.

Documentaries included a five-part series on the increase of single fathers in



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**One lumper or two?** An investigation into allegedly illegal practices by "lumpers"—teamster members who unload trucks at produce markets—by KPIX San Francisco saw California State Assemblyman John Thurman (center picture, 1) pose as a trucker with a hidden microphone and talk to truckers at a produce terminal (r).

society, the plight of Vietnam veterans, and a comparison of the promises and performances of the local Comprehensive Employment and Training Act program.

■ KMTV Omaha wanted to find out how electric rates compared across the country. It assigned reporter Todd Smith to conduct a national survey of electric utility companies in the top 100 metropolitan areas. The project started in May with work continuing through the summer. In October the series was written and filmed with footage shot in the lowest (Tacoma, Wash.) and highest (New York) communities in addition to the local material.

■ An unusual type of series by WDTN Dayton, Ohio, involves reports on media coverage. So far the station has aired week-long stories on the changing style and marketing of Dayton's two daily newspapers and one assessment of cable television's impact in the Dayton area.

■ Documentaries are a weekly thing at WLBT Jackson, Miss., with *Probe* scheduled for 6:30 p.m. Topics have included an investigation of a state senator, taxation and nursing homes.

■ During Indiana's coal strike this year, WRTV Indianapolis investigated a report that a power company was secretly delivering part of its coal supply to a local company. Reporter Rick Sallinger and photographer Randy Miller confirmed the report by following trucks leaving the power company to the Indianapolis Rubber Co., owned by the city-county council president.

The station also investigated a tip that mentally disturbed children at the Central State Mental Hospital's summer camp were being strapped to trees for periods of 10 minutes to two hours as a disciplinary action. The expose led to the halting of the practice.

■ Reporter Marilyn Baker and a KPIX San Francisco investigative team uncovered another reason for inflated food bills—lumpers. Lumpers are members of the Teamsters Union who force produce drivers to hire them to unload their trucks in produce markets across the country. The investigative unit spent 10 nights surreptitiously filming the lumpers at a large produce terminal south of San Francisco. California State Assemblyman John Thurman posed as a trucker and concealed a microphone to obtain first-hand information. The investigation was presented as a

20-minute special during a regular evening newscast. The program prompted legislative action in the California Assembly and an investigation by a congressional committee.

■ WBZ-TV Boston elevated the status of its local investigative journalism with the creation of its "I Team", a seven-member unit whose sole job is investigative reporting. The "I Team" originates and pursues stories on social, economic, and political topics. Its reports appear periodically on the station's regular newscasts with no time limits imposed on its presentations.

To date, 12 "I Team" reports have been aired, the longest of which (39 minutes) was "A Question of Ethics," an investigation of influence peddling and acceptance of free gifts by legislators in the Massachusetts House of Representatives and Senate. Underlying the report was the debate in those chambers over the need for an ethics code. Public reaction stirred up by the "I Team" report transformed those debates over whether there should be an ethics code into debate on how tough the ethics code should be. Last June 1, the state legislature passed what the station called the toughest ethics code in the nation.

■ Documentaries at WJLA-TV Washington sent reporters far from home. Anchor David Schoumacher traveled to Panama in January to compile a five-part series on the issues behind the Panama Canal treaty.

When President Carter was pushing for Civil Service reform, investigative reporter Jim Clarke devoted a five-part look at "how government workers get ahead without really trying; how the system insures the survival of the least fit, and how difficult it would be for the administration to reform the bureaucracy." This show

**Bench marks.** Television became the nation's dominant medium in 1963, according to Pulitzer-prize journalist Theodore H. White, because of two events: the introduction of half-hour network evening news on Sept. 3, and the assassination of President John F. Kennedy on Nov. 22. "In those three months public affairs television came of age," he told a *Washington Star* interviewer last week. "From then on, at every national crisis, television was the center of affairs. Television is where politics takes place."

sparked more than 150 phone calls—mostly from hostile government workers—and a number of officials requested tapes or transcripts of the show.

■ KHJ-TV Los Angeles continued to demonstrate its interest in international affairs with "South Africa: A View from the Inside." In 1977 the station presented similar documentaries on the Middle East and Rhodesia. "South Africa" was produced, written and hosted by KHJ-TV anchorwoman Anne Kaestner who traveled to the beleaguered country with a film crew. The documentary focused on the township of Soweto which is home to about a million blacks who work in Johannesburg and which has been the scene of violent protests against South African apartheid policies. Miss Kaestner, who won a local Emmy for her work, also interviewed Helen Suzman, a white woman who, for 25 years, has championed the cause of black South Africans. She also spoke with college students who expressed the concern that blacks and whites were becoming increasingly polarized, resulting in violent confrontation.

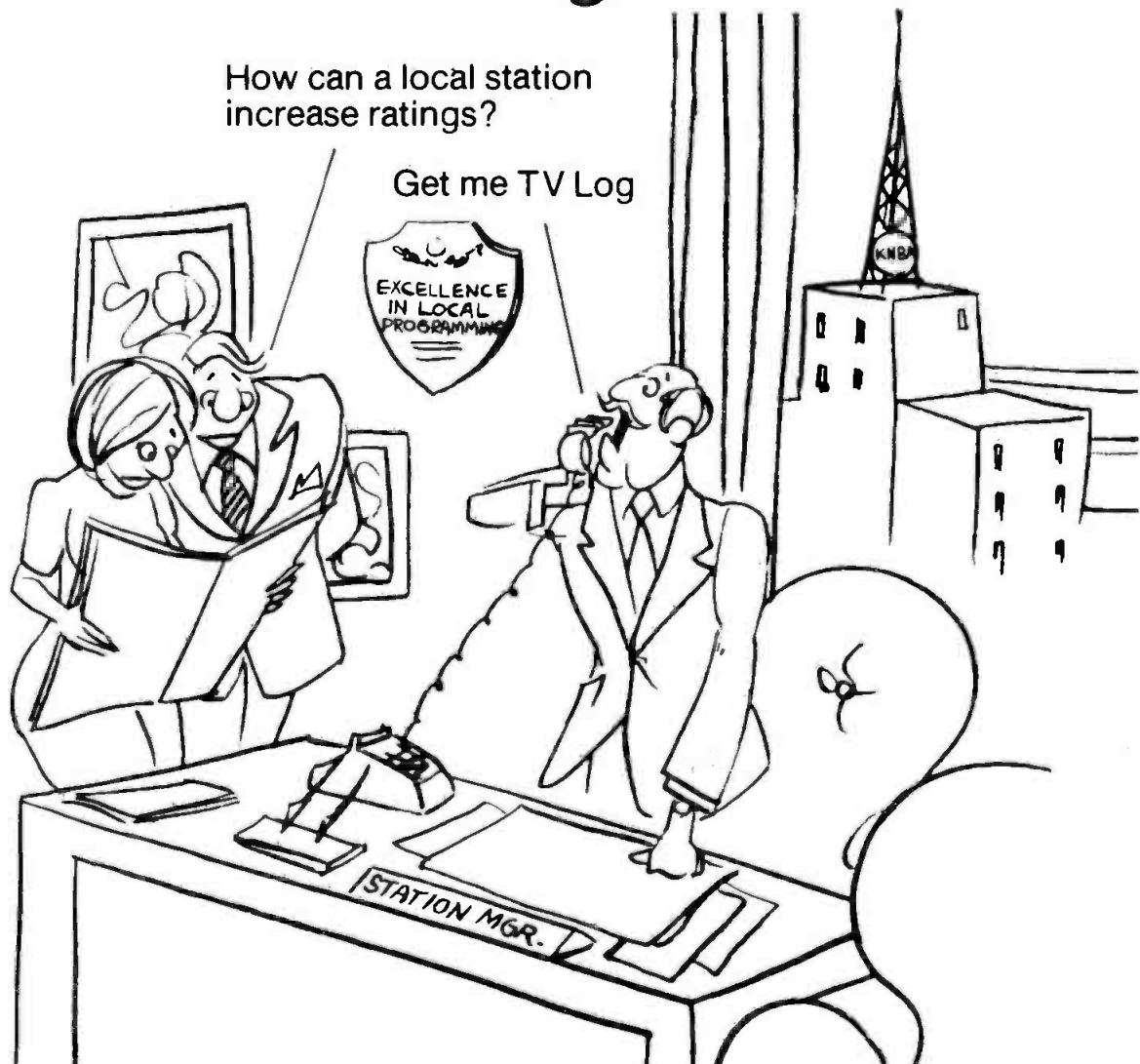
■ Gay rights was a topic of interest to viewers of WCCO-TV Minneapolis and the station devoted much time to the topic. A documentary appeared last fall. Public response ran heavily against the program and its pro-civil rights stance, according to the station, so three weeks later an hour-long follow-up studio discussion was aired. Later when a movement emerged to repeal the gay rights section of the city's civil rights ordinance, the station aired a debate on the issue two days before the voting.

■ The treasures of King Tut are being seen by millions of people across the country. To mark the coming of the exhibit to New Orleans, WWL-TV decided it wanted to do more than just photograph the exhibit. It wanted to put the show into perspective. So it sent reporter Phil Johnson and photographer Jim Tolhurst to Egypt for three weeks where they produced a documentary showing not only the tombs, but the people of the country who live much as their ancestors did thousands of years ago.

■ WMAR-TV Baltimore featured a number of minidocumentaries including *Angel Dust*, a five part series on the PCP epidemic. The series was later expanded to an hour-long "Town Meeting," a community forum, to explore the range of adolescent drug problems in Maryland. Another was *Dangerous Cargo*, a five-part look at how dangerous chemicals and nuclear materials are shipped through Baltimore, and focusing on security and safety measures. *Home Delivery*, was a four-part series on the growing trend toward home birth with the aid of a professional midwife.

■ KTBS-TV Shreveport, La., featured several documentaries including one on slum housing, which focused on the ways the housing authority was allowing landlords to ignore the housing code. As a result of the broadcast, many of the land-

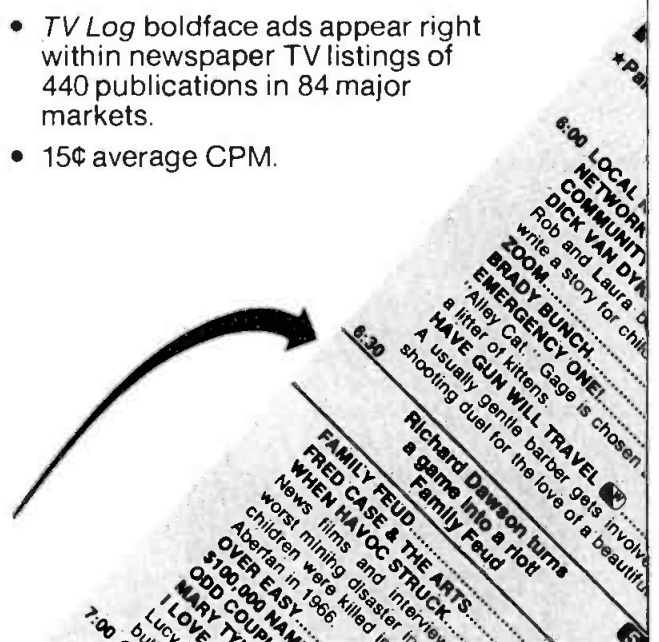
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**Inside story.** An inmate sentenced to life in prison is shown during WPIX New York's documentary, *The Lifer's Group: I Am My Brother's Keeper*.

lords are facing public hearings.

Another documentary, on radioactive nuclear waste, was prompted by public concern over the Department of Energy's interest in northern Louisiana for waste storage.

■ The trial of a man charged with the murder of his six children provided one of the biggest stories of the year for WIFR-TV Freeport, Ill. (Rockford). Four reporters covered the original crime, stories were done before the trial, and the trial itself was covered with an artist and a reporter. After the defendant was convicted, the station obtained permission for an interview in jail and also produced a show on the interview with the prosecutor in the studio to give his side.

A story that was localized by WIFR-TV

was the passage of Proposition 13 in California. The station's special report concentrated on the history of tax protest in the Midwest, the latest on assessment appeals, the cost in tax dollars to the average homeowner and where that money goes.

■ WLUC-TV Green Bay, Wis., committed a year, 24 people, \$25,000 and over 20,000 feet of film to make *The Quiet Giant*, a two-and-half-hour documentary about the State's paper industry.

Wisconsin is the world's largest paper producer, but the competition is fierce, and the state is losing its edge. The program compared strengths and weaknesses of the state's industry with its competition and addressed such issues as labor, resources, taxation, pollution and research. Reporters were sent to five states and Canada to gather material.

■ Some fast moving by WJKW-TV Cleveland led to a documentary on the convention of Cleveland's Democratic party. For the first time the party met in open convention to nominate its choice for mayor. Barely two hours after the convention closed, the station had an hour-long documentary. Two reporters and two ENG crews covered the gathering, tape was shuttled from the convention site to the station for editing so the producers were building the show continuously, as the convention was still going on.

Other WJKW-TV documentaries included reports on airport security and the prob-



**Behind the scene.** WWL-TV New Orleans reporter Ken Johnson (r) spent a week in the Louisiana State Penitentiary with wireless microphones and telephoto lenses to film a series on prison life.

lems of living with a terminally ill child.

■ Water was the subject of an in-depth documentary effort by KOOL-TV Phoenix to examine the history and debate over the central Arizona reclamation project. The research, writing and production of the show took more than five months and included interviews with more than a dozen water experts in Arizona, Utah, Colorado and New Mexico, economists, officials from the Department of the Interior and attorneys for cities and various Indian tribes. The final product, *Water: Arizona's Most Precious Resource*, won the Sigma Delta Chi Distinguished Service Award and a national Emmy. ■

## The softer side of local television news

*Public affairs is a broad description for a numerous programs that try to address a variety of needs in ways different from normal news stories.*

■ Consumer affairs is taken seriously at WCAU-TV Philadelphia where there are two full-time reporters (Bill Baldini and Herb Deneberg), one researcher-producer, 12 interns and, often, two camera crews devoted to the subject. Mr. Baldini's ap-

proach is to investigate a specific problem or issue, often suggested by a viewer. In the past year his *On Your Side* feature has included pieces on a roofer who was collecting money for work never done (and who subsequently lost his license), on a fraudulent job placement agency and on the New Jersey Farmers Home Association for misrepresenting its ability to deliver mortgage money.

Mr. Deneberg, a former Pennsylvania

state insurance commissioner, deals with more general consumer problems. His five-part series, *Deneberg's Dump*, for example, looked at shoddy products and misleading labels among grocery store goods.

■ Live programming is not just limited to minicam reports from the scene of fast-breaking news stories. To present the views of all the candidates for governor, WAPI-TV Birmingham, Ala., produced a show entitled, *Decision '78 in Alabama*. The program aired live from 8 to 10 p.m. and featured 11 gubernatorial candidates, two station reporters and WAPI-TV news director Wendell Harris as moderator. Viewers were given a telephone number to call and could ask the candidates questions. The reporters handled follow-up questions and questioned the candidates who received few calls.

■ In an effort to prepare its viewers for this year's elections, WILX-TV Onondaga, Mich., began a weekly program May 19 that will run until the general election on Nov. 7. Hosted by anchorman Carl Cederberg, the half-hour specials cover the events and issues surrounding elections on both the state and local levels. Though it is being produced by a reporter and two college students, the station's entire news staff contributes to the show, which fre-

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quently includes live interview segments on the set with one or more of the candidates.

■ Although KOMU-TV Columbia, Mo., is a commercial NBC affiliate, the station's news department serves as a laboratory for students from the School of Journalism of the University of Missouri, which owns the station. In fact, the students are the news department. They write, report, produce and shoot everything. In addition to the daily news shows, the students have undertaken a weekly news magazine, *Something More*. Since the show's inauguration last January, the students have produced 73 in-depth reports, totaling 327 minutes of air time. The content of the show ranges from investigative reports to features of local and national personalities.

■ *Project Parenting* is a WBBM-TV Chicago public affairs presentation that goes beyond the normal scope of an hour-long special or five-part series. The show is an ongoing effort to, in the words of the station, "communicate the hows and whys of making healthy adults out of our most precious raw material: children." The first section of the series appeared in February with all of the station's locally produced programs devoted to different aspects of

child development.

■ In its commitment to public affairs coverage, WRC-TV, Washington this year:

(1) Formed a special projects and public affairs unit within the news department which will handle five-part minidocumentaries and other documentaries for the station.

(2) Converted totally to minicameras and is using seven crews including several with microwave capacity.

(3) Instituted a special emergency sign-on procedure—the station signs on two to five minutes early with a newscast detailing the emergency. This procedure was particularly useful during winter weather crises and a crippling bus strike.

(4) Added a half-hour early evening news show on Saturdays.

(5) Added *NewsCenter Forum*, a topical show exploring local issues, to the Saturday night schedule.

(6) Called attention to the plight of the homeless during the harsh winter which lead to the opening of city shelters.

Of particular significance, is "Contact 4" a consumer problem-solving service, free of charge to viewers. Established three years ago, it has logged nearly 30,000 cases.

This year, Contact 4 uncovered a fraud scheme prompted by a caller who claimed he had been asked for several hundred dollars to upgrade his poor credit rating so that he could buy a car. The ensuing investigation led to the trial and conviction of several credit bureau employees, car salesmen from a number of dealerships and the head of the operation.

Other complaint-initiated investigations this year included the expose of the International Conference of Police Association's fund-raising activities as misleading. Also a look into an agency's newspaper listings for low-rental apartments found that they were fictitious.

Contact 4 also offers free brochures on moving companies and small claims courts, as well as shopping guides.

■ As part of the regular newscasts last spring, WSB-TV Atlanta reporter Hank Phillippi produced a special series, "What Do I Do Now." The series focused on how to deal with such accidents as choking, poisoning, dog bites, heat and chemical burns.

■ To add depth to some of its spot news and documentary efforts, WOWT Omaha initiated *Followup*. These half-hour shows further examine material reported in newscasts with a panel of people knowledgeable or involved in the issue. It also gives viewers the chance to voice opinions via telephone during the live telecast. Topics covered included teen-age alcoholism, farm strike, the Panama Canal treaties, teen-agers in prison and epilepsy.

■ WTVG Newark, N.J., "the smallest TV station in the biggest market," manages its public affairs programming with a limited budget, a two-man staff and one typewriter. Instead of a professional air personality, "Black Spectrum," a weekly half-hour program, is handled on a rotat-



Magazine on TV. WFAA-TV Dallas's magazine show features Doug Fox and Rita Flynn.



Beauty queens, thought provokers and Presidents. Among the live interviews seen in the past year by viewers of WCSO-TV Charleston, S.C., were: Miss USA (top); the Rev. Jesse Jackson and President Carter.

which features participatory and recreational sports; Thursday is "New England Neighborhood," with a roving reporter, and Friday is "Time Out," with varying topics, often devoted to answering viewer's questions about the newscasts.

Other features include "Troubleshooter," with consumer stories such as a fraudulent swimming pool contractor, and "House Call," hosted by the station's medical editor.

■ A psychiatrist's answers to questions from the public make up public affairs show on WFBC-TV Greenville, S.C. Questions are taped by people in shopping centers and displayed on a chroma key before the doctor and the anchor. The series, *Ask Dr. Cancellaro*, is edited to two-minute segments and runs Monday, Wednesday and Friday during the early evening news.

■ One of WISN-TV Milwaukee's public affairs presentations involve an unusual effort in terms of time and manpower. The entire news staff of reporters and anchors was assigned to *Money Month*. The result was a 35-part series on money—how to use checking accounts, loans, taxes, investing and more—that ran every day for a month and was capped with a 90-minute live call-in show where people could ask a panel of experts questions. A month later WISN-TV made the show into a weekly series, currently running as part of the Tuesday newscast.

■ Coverage of the National Association for the Advancement of Colored People convention in Portland, Ore., was



**Take your pick.** As part of its pre-election coverage, WAPI-TV Birmingham, Ala., arranged to have all 11 candidates for governor appear in its studio on a special program, *Decision '78*. Viewers could call in questions to the candidates and newsmen were present to ask follow-up queries.

developed around a number of techniques by KATU there. In addition to live reports in the station's 5:30 and 11 p.m. newscasts, a 6:30 convention special was produced. Features included an interview with Executive Director Benjamin Hooks and a profile of the oldest delegate, a 92-year-old doctor from Los Angeles.

■ WOR-TV New York says its goal as an independent station is to "creatively supplement, rather than directly compete" with other stations' news shows. To this end it has created a *News at Noon* show and developed an on-location news magazine show about New Jersey—*Nine on New Jersey*. The latter included an in-depth

look at the Ku Klux Klan in that state.

■ Another use for ENG was found by WPIX New York. Its senior vice president, Richard Hughes, who writes and presents the station's editorials, tapes a number of them on location to illustrate the subject.

■ In the public affairs sector, WABC-TV New York produced a number of specials and series including *YOU!*, a Saturday evening show on such topics as electric rates, new developments in detecting heart disease, trends in education and the search for people who worked in defense plants during World War II and who may have been exposed to carcinogenic materials. ■

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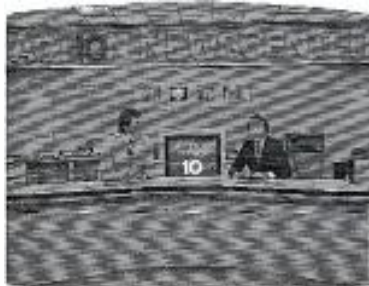
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professional local newscast. With the quality of network news. They're the Action 10 News watchers.

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Recently we've been called "Enthusiastic media people...flashy competitors in a market that might be ready for something beyond what is currently offered." (Ben Brown, "Television", Tampa Tribune.) And what is "currently offered"? News reminiscent of the late '50s and early '60s.



"Channel 13 is the most conservative of the local stations." (Curtain Call, arts magazine) "...we plan no changes in our format for the future..." (Hugh Smith, Channel 13 News Director, in a Curtain Call interview.) News of the late '60s and early '70s: "...Channel 8 doesn't plan any other changes (it changed personnel) which would move it off its current middle-of-the-road positioning." (Curtain Call.) Savvy people are switching to Action 10 News. Because we're a tough act to follow.

**ACTION NEWS**



## Fight still rages on \$66-million battlefield of music licenses

**Briefs are filed with Supreme Court in CBS suit; all-industry committee steps up the negotiating pressures**

The battle over television music licenses is heating up again.

CBS's fight for per-use licenses—that is, licenses under which it would pay only for the music it actually uses, rather than the current blanket licenses under which a set fee covers all network uses—is being rethought in briefs filed with the Supreme Court.

At the local level, the All-Industry Television Stations Music License Committee has been negotiating with the American Society of Composers, Authors and Publishers—and plans to do so with Broadcast Music Inc. later on—in an effort to obtain licenses for which stations would pay, at a minimum, a flat fee rather than the percentage of station revenues on which current station music licenses are based. Committee leaders have served notice they will go to court if necessary, and lately they have been conferring quietly with Justice Department attorneys (“Closed Circuit,” Aug. 21).

Between networks and stations, it's a \$66-million-plus battlefield. FCC figures show that in 1977 television stations paid \$55,627,000 for music licenses while TV networks paid \$10,755,000.

In the briefs being filed with the Supreme Court, ASCAP and BMI are urging the court to hear their appeal from a federal appeals court ruling that their blanket licenses are a form of “price-fixing” within the meaning of the antitrust laws and that they must offer any TV network that wants it some form of per-use license, though perhaps in addition to rather than in lieu of their offer of blanket licenses (BROADCASTING, Aug. 15, 1977).

CBS, on the other hand, is urging the Supreme Court not to hear the appeals. CBS contends the time is not yet ripe—that the appeals court sent the case back to the district court for further proceedings in line with its ruling, and that these should be held before there's any talk of Supreme Court review.

CBS contends that a per-use system would cause music publishers to set up machinery by which CBS could get licenses to the music it wants directly from them; until that happens it suggests ASCAP and BMI fees could be established on a per-use basis, by the courts if necessary, so that it could go to them for any licenses it couldn't get directly.

In the long run, according to the CBS position, the increasing ability to get licenses directly from the copyright owners

should “prompt ASCAP's and BMI's withdrawal from the market,” or, if they did not withdraw, “the court . . . could fashion whatever further relief was then indicated.”

In its reply, BMI contends that “without looking at the facts, the [appeals court in this case] has held unlawful a form of licensing which has been relied upon by composers, publishers and users of music throughout the world for more than 40 years,” BMI asserts, “has concluded that

“Every governmental body which has looked carefully at the facts in recent years,” BMI asserts, “has concluded that blanket licensing is a reasonable and lawful response to the unique problems of licensing music performance rights.” Among others, the BMI brief notes, “the Congress approved blanket licensing in enacting the new Copyright Act.”

BMI also objects to CBS's “lumping [BMI] together with ASCAP,” because, BMI says, “there are material differences between the two performing rights organizations . . . BMI is an independent middleman in which writers and publishers play no management role. BMI's pricing decisions are BMI's alone . . .”

What is at stake in the petitions for Supreme Court review, BMI contends, are “the livelihoods of an entire profession.”

ASCAP also underscores this point, speaking of “the sure turmoil” that the appeals court ruling would create in the music-licensing world—“a world consisting of thousands of creators of music, both in this country and abroad, and an even larger number of users, ranging from three television networks to the local taverns.”

ASCAP also denies it engages in “price-fixing”—and claims that, in fact, the per-use license CBS proposes would itself amount to price-fixing.

The ASCAP brief also notes a rise in the number of restaurants, taverns and the like that it says, are relying on the appeals court's ruling “to avoid any payment for copyrighted music.”

“The time for review,” ASCAP maintains, “is now—not years from now after federal courts all over the country have been inundated with plenary lawsuits and counterclaims in infringement actions in which users assert that the unavailability of an ASCAP ‘per use’ license devised to meet their particular needs entitles them to use copyrighted music for nothing.”

If the music-license issue is heating up in television, it appears to be cooling down in radio. The All-Industry Radio Music License Committee and ASCAP have come to terms on new blanket and per-program licenses for stations (BROADCASTING, Aug. 21).

Abiah A. Church of Storer Broadcasting, chairman of the committee, estimated radio would save \$6.5 million to \$8 million over the life of the agreement, which is retroactive to March 1, 1977, and extends through Dec. 31, 1982.

The new blanket license raises from 5% to 15% the standard optional deduction, so

that it is expected that 75% to 80% of the stations will take it. In addition, ASCAP and committee officials said, agreement was reached on a number of reporting provisions “which will significantly reduce areas of dispute that have caused friction in the past.” Both sides were said to expect that savings in administration and better relations will result.

In the per-program licenses, changes include the introduction of a base fee equal to four times the station's highest one-minute card rate. This fee, which replaces the old 2% fee, will authorize all incidental performances, including performances as background to announcements. The second part of the fee is for programs containing feature performances of ASCAP music and is three times the blanket fee (5.175% of net receipts), replacing the old rate of 8%.

Emanuel Dannett and Bernard Buchholz, New York attorneys, served as counsel to the all-industry committee. Bernard Korman, ASCAP general counsel, and Richard H. Reimer served in similar roles on the ASCAP side.

The agreement is currently being put into contract form. It is subject to approval by the U.S. Southern District Court in New York, where the committee had sued for court-fixed terms.

## Religious broadcasters' fight with ASCAP may come to a head

**Copyright infringement suit filed against WWDJ; case complicated by transfer of ownership**

American Society of Composers, Authors and Publishers has sued Pacific and Southern Broadcasting Co. Inc., Wilmington, Del., charging copyright infringement at WWDJ(AM) Hackensack, N.J.

The suit, filed in U.S. District Court of New Jersey at Newark, charges WWDJ with having carried 30 songs during March 1977 without authorization. ASCAP asked the court to enjoin the defendant from future public performance of copyrighted songs.

WWDJ, which specializes in religious programming, was owned by Pacific & Southern, a subsidiary of Combined Communications Corp., Phoenix, at the time of the alleged infringement. The station has been sold to Communicom Corp. of America, Denver, and the transfer took place on Aug. 15.

An official of Combined Communications said the company would have no comment until the complaint is reviewed.

Religious broadcasters have been at odds with ASCAP for the past 18 months. In early 1977 the Religious Broadcasters Music License Committee filed a class action suit against ASCAP, charging that the organization's blanket license violates the First Amendment, reasoning that a fee on nonmusic religious programs amounts to a tax on the exercise of religion (BROAD-



CASTING, March 21, 1977). The suit, filed in the U.S. District Court in Orlando, Fla., asks that ASCAP be required to issue a license charging only for music used.

## Who got and who gave in campaign contributions

**TARPAC and CablePAC donations are reported for first part of year, but now's when giving gets going**

The political giving committees connected with the National Association of Broadcasters and the National Cable Television Association are just now hitting their strides for this fall's congressional campaigns. After trickling out contributions to their favorite candidates, many of them members of the Commerce Committees and Communications Subcommittees of both houses, in the early months of this year, the broadcasting committee especially is getting ready to open the chests wide.

NAB's Television and Radio Political Action Committee, which far outstrips NCTA's CablePAC in the number and size of donations, has reported spending \$21,000 this year in contributions to 52

candidates, and has another \$33,000 cash on hand. Among those to receive its biggest single contributions are House Commerce Committee Chairman Harley Staggers (D-W.Va.) and Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.). Both received \$1,000 campaign contributions, Mr. Van Deerlin's having received another \$1,000 last year.

TARPAC anticipates contributing to about 125 campaigns before the elections in November and, in fact, was ready to sign more than 40 new checks last week.

Like the campaigns it contributes to, TARPAC itself runs on contributions. Donations, all from broadcasters, range from \$50 to \$500 (the highest amount pledged by NAB President Vincent Wasilewski). TARPAC often receives more than one contribution from executives within the same company, the biggest bundle by far from ABC. In all, 38 executives from that network contributed \$6,025 this year. Spencer Denison, executive director of TARPAC, said last week that the ABC executives do that in every campaign, preferring to make their political contributions through TARPAC rather than directly to campaigns.

CablePAC has reported (as all political action committees must report regularly to the Federal Election Commission) contributions of \$8,550 this year to about 35 candidates. It reports close to \$14,000 cash on hand.

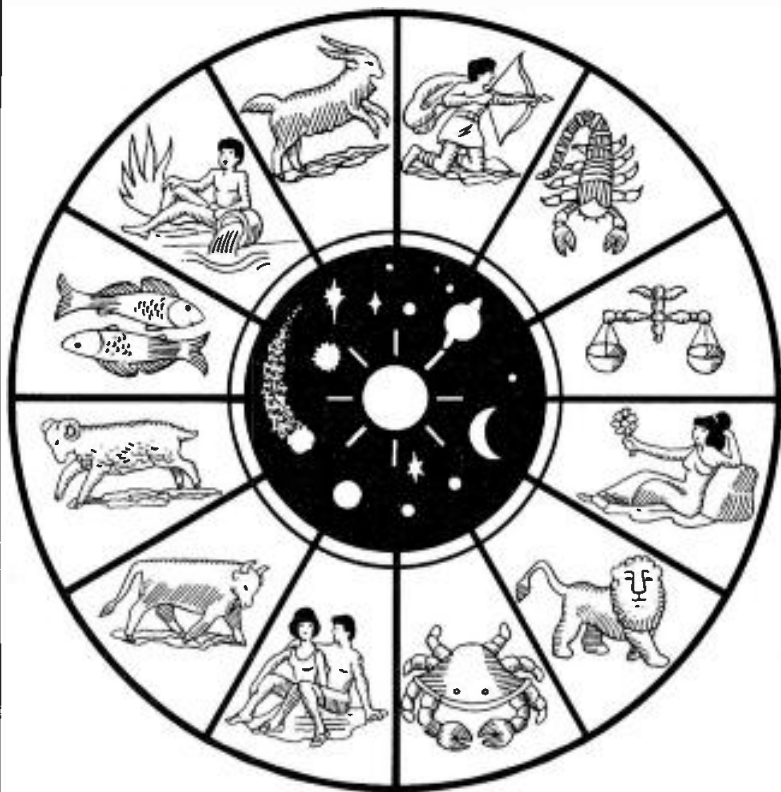
□ Following is a record of income and

outlay to date this year for both TARPAC and CablePAC.

**TARPAC contributions** (Communications Subcommittee members are noted with asterisks):

Representatives Fred Rooney (D-Pa.) \$200; John Wydler (R-N.Y.) \$200; Charles Carney (D-Ohio)\* \$300 (\$500, counting last year's contributions); Lionel Van Deerlin (D-Calif.)\* \$1,000 (\$2,000 in all); Allen Ertel (D-Pa.) \$400; Elford Cederberg (R-Mich.) \$300; Samuel Devine (R-Ohio)\* \$500; Clarence Brown (R-Ohio) \$300; Bill Clay (D-Mo.) \$100; Bob Eckhardt (D-Tex.) \$300; John Breckinridge (D-Ky.) \$300 (lost in state primary); Martin Russo (D-Ill.)\* \$500 (\$1,000 in all); John D. Dingell (D-Mich.) \$500; Barbara Mikulski (D-Md.)\* \$300; Charles Rose (D-N.C.) \$200; Guy Vander Jagt (R-Mich.) \$300; Leo J. Ryan (D-Calif.) \$200; William D. Ford (D-Wash.) \$200; Doug Walgren (D-Pa.) \$300; Thomas Luken (D-Ohio)\* \$500 (\$700 in all); Robert McClory (R-Ill.) \$750; Bud Shuster (R-Pa.) \$100; John M. Murphy (D-N.Y.)\* \$500 (\$1,000 in all); Jim Santini (D-Nev.) \$500; Marc Marks (R-Pa.)\* \$200 (\$500 in all); Tom Railsback (R-Ill.) \$500; John Brademas (D-Ind.) \$200; Philip Sharp (D-Ind.) \$200; Gunn McKay (D-Utah) \$200; Bob Wilson (R-Calif.) \$200; Gus Yatron (D-Pa.) \$150; Harley Staggers (D-W.Va.), chairman of the House Commerce Committee, \$1,000; Mark Andrews (R-N.D.)

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\$1,000; Thomas L. Ashley (D-Ohio) \$250; Garry Brown (R-Mich.) \$200; Margaret Heckler (R-Mass.) \$200; Bob Gammage (D-Tex.) \$200; Nick Rahall (D-W.Va.) \$250; G.V. Montgomery (D-Miss.) \$250; William Armstrong (R-Colo.) \$500; Mathew Rinaldo (R-N.J.) \$200.

Senators Jesse Helms (R-N.C.) \$200; Howard Baker (R-Tenn.) \$500; Strom Thurmond (R-S.C.) \$500; Edward Brooke (R-Mass.) \$450; Ted Stevens (R-Alaska)\* \$500; Jennings Randolph (D-W.Va.) \$500; Mark Hatfield (R-Ore.) \$500; J. Bennett Johnston (D-La.) \$500, and Jim McClure (R-Idaho), \$500.

House candidates Tippy Huntley (wife of the late NBC anchorman, Chet Huntley; she lost in the Montana Republican primary) \$200, and former Senator Edward Gurney (R-Fla.), who is running for the House, \$200.

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House candidates Tony Coelho (D-Calif.), \$200; Brian Corcoran (D-Wash.), \$100; George Spadaro (D-N.J.), (lost in primary election), \$100. Senate candidates Charles Ravenel (D-S.C.), \$500, and Andrew P. Miller (D-Va.), \$100.

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## A matter of control

### FCC starts up proceeding that will examine nonvoting interests and trusts in station ownership

The FCC has announced an inquiry into whether its multiple ownership restrictions should take into account nonvoting broadcast interests and trust arrangements.

At present the commission considers these interests only on a case-by-case basis when a question arises about station control. FCC rules limit the number of sta-

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tions a single owner can have and also limit an owner to one TV station, AM-FM combination, newspaper or cable system per market.

In its notice of inquiry, the commission questions whether it should establish a formal rule that might go as far as to classify both nonvoting interests and interests held in trust as the equivalent of voting interests.

It has been argued, the commission said, that although owners of nonvoting interests or interests in trust are not active participants in station decisions, there is nevertheless the potential for their influencing corporate management.

In the case of trust arrangements, it said, it is considering several alternatives, one of which would be to continue to consider on an ad hoc basis whether there is sufficient insulation between an owner and his trustee. Another would be to redefine the definition of a "cognizable" interest to include the power to sell or direct the sale of voting stock. A third would be to prohibit any trust arrangement that would hide an otherwise cognizable interest.

The commission asked respondents to comment on how much stock is now held in trust and to what extent a change in the rule might require divestiture of stations. In the case of nonvoting interests, it asked for comment on how their diversification would affect diversity of programming and viewpoints at stations.

Comments are due Oct. 12 and replies Nov. 13.

## Changing Hands

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

### Proposed

■ **WHEC-TV Rochester, N.Y.:** Sold by Gannett Co. to Broadcast Enterprises Network Inc. for \$27 million. Buyer has also purchased **WMJX(FM)** Miami, from Charter Communications for \$1 million (see story, "Top of the Week").

■ **KGMR-AM-FM Jacksonville, Ark.:** Sold by Radio Jacksonville Inc. to Security Broadcasting of Little Rock for \$817,500. Seller is owned by John Shields, Don J. Davis and Warren B. Smith, who are equal partners in buyer **KYDE(AM)** Pine Bluff, Ark., subject to FCC approval (BROADCASTING, May 29). Mr. Shields also owns 51% of **KFLO(AM)** Shreveport, La. Buyer is equally owned by Edmund J. Muniz, D. Brennan Bridgeman and Michael O'Keefe Jr., who own **WNNR(AM)** New Orleans; **WXOK(AM)** Baton Rouge; **WEXL(FM)** Slidell, La., and **KTRM(AM)-KIEL(FM)** Beaumont, Tex. **KGMR** is 1 kw daytimer on 1500 khz. **KGMR-FM** is on 100.3 mhz with 25 kw and antenna 195 feet above average terrain. Broker: Chapman Associates.

■ **WAYK-AM-FM Lehigh Acres, Fla.:** Sold by Broadcast Management Inc. to Robert A. Dwyer for \$656,000. Seller is principally owned by Roger W. Clipp, former manager of now dismantled Triangle station group that was based in Philadelphia. Buyer is former employe of McGavren-Guild, station representative, and has no other broadcast interests. **WAYK** is on 1440 khz with 5 kw daytime and 1 kw night. **WAYK-FM** is on 107.1 mhz with 2.35 kw and antenna 330 feet above average terrain. Broker: Blackburn & Co.

■ **KOKY(AM)** Little Rock, Ark.: Sold by Brien-KOKY Inc. to Lind Carl Voth and Simon Rosen for \$390,000. Seller is owned by Cleve J. Brien, who owns **WLSO(AM)-WMGZ(FM)** Montgomery, Ala. and **WNVY(AM)** Pensacola, Fla. Buyers own **WTIS(AM)** Tampa, Fla. **KOKY** is 5 kw daytimer on 1440 khz. Broker: Blackburn & Co.

■ **WDXL-AM-FM Lexington, Tenn.:** Sold by Lexington Broadcast Service to Bendell L. Enochs for \$204,800. Seller is owned by L. T. Hay (35%) and his wife (10%), Dan Davies (25%), Guy B. Amis (15%) and Mr. Enochs (15% before transfer; 100% after). Except for Mr. Enochs, sellers have no other broadcast interests. Mr. Enochs is general manager of stations. **WDXL** is on 1490 khz with 1 kw daytime and 250 w night. **WDXL-FM** is on 99.3 mhz with 3 kw and antenna 150 feet above average terrain.

■ **WHBO(AM)** Tampa, Fla.: Sold by Floradio Inc. to Buccaneer Broadcasting Inc. for \$237,000 plus \$50,000 agreement not to compete. Seller is owned by Bob A. Martin and Martha Boling, who have no other broadcast interests. Buyer is owned by George Burley, automobile dealer in Akron, Ohio, and Robert Barnes, general sales manager at **WSLR(AM)** Akron. **WHBO** is 250 w daytimer on 1050 khz. Broker: Beckerman Associates.

■ Other station sales proposed last week included: **WSIZ(AM)** Ocilla, Ga., and **KBCL(AM)** Shreveport, Ala. (see page 98).

### Approved

■ **WIBA-AM-FM Madison, Wis.:** Sold by Capital Times Co. to Des Moines (Iowa) Register and Tribune Co. for \$2.15 million. Seller is principally owned by William T. Evjue trust, which has no other broadcast interests. Buyer is principally owned by members of Cowles Family and owns **WQAD-TV** Moline, Ill.; has agreed to acquire McCoy Broadcasting Co., owner of two AM's, two FM's and three TV's, for approximately \$20 million (BROADCASTING, July 17), and publishes *Des Moines*



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*Tribune and Sunday Register and Independence* (Iowa) *Conservative and Bulletin-Journal*. WIBA is on 1310 khz with 5 kw full time. WIBA-FM is on 101.5 mhz with 50 kw and antenna 450 feet above average terrain.

■ **WBJA-TV** Binghamton, N.Y.: Sold by WBJA-TV Inc. to Pinnacle Communications for \$800,000. Seller is principally owned by Oliver Lazare, Scarsdale, N.Y., Gerald T. Arthur, New York, and Jules Hessen, New York. None has other broadcast interests. Buyer is owned by Philip D. Marella (80%), Devonshire Capital Corp. (19%) and David D. Croll (1%). Mr. Marella is vice president, operations, LIN Broadcasting Corp., publicly traded group of three TV's, four AM's and four FM's. Mr. Croll is officer of Devonshire Capital, small-business investment firm which owns minority interest in four FM's, two AM's, one TV, two CATV systems and has interest in transferee, subject to FCC approval, of WEZN(FM) Bridgeport, Conn., and WFTQ(AM)-WAAF(FM) Worcester, Mass. Devonshire is owned by institutional investors including Advent II, Boston investment firm, and trustees of Boston University. WBJA-TV is ABC affiliate on channel 34 with 204 kw visual, 39.8 aural and antenna 1,000 feet above average terrain.

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

■ **WRBL-FM** Columbus, Ga.: Sold by Columbus Broadcasting Co. to Bluegrass Broadcasting for \$452,000. Seller is owned by estate of James W. Woodruff Jr. (81.22%) and J. Barnett Woodruff (18.78%). Columbus has sold, subject to FCC approval, **WRBL-TV** Columbus (BROADCASTING, Aug. 21). Buyer is owned by subsidiary of Kentucky Central Life Insurance Co., Lexington, Ky., which is principally owned by estate of G. D. Kincaid and owns **WKYT-TV** and **WVLK-AM-FM** Lexington; **WINN(AM)** Louisville, Ky., and **WHOO-AM-FM** Orlando, Fla. **WRBL-FM** is on 102.9 mhz with 100 kw and antenna 1,520 feet above average terrain.

■ **KFMY(FM)** Eugene, Ore.: Sold by Music Inc. to Obie Communications for \$325,000. Seller is principally owned by Duke Young, president and general manager, who has no other broadcast interests. Buyer is principally owned by Brian B. Obie and his brother, Gary. They also own **KUGN(AM)** Eugene. **KFMY** is on 97.9 mhz with 3.5 kw and antenna 780 feet above average terrain.

■ **WICK(AM)** Scranton, Pa.: Sold by Scran-

ton Radio Corp. to Lancom Inc. for \$305,000. Seller is principally owned by Joseph W. Hobbs and his wife, Ann, who have no other broadcast interests. Buyer is subsidiary of Lane Broadcasting Corp., licensee of **WWDL-FM** Scranton. Lane is principally owned by Douglas V. Lane, president and general manager of **WWDL-FM**. **WICK** is on 1400 khz with 1 kw daytime and 250 w night.

■ **WKVT-AM-FM** Brattleboro, Vt.: Sold by Radio Brattleboro Inc. to Webster Broadcasting Group Inc. for \$300,000. Seller is owned by David E. Parnigoni, who also owns **WCNX(AM)** Middletown, Conn. Buyer is owned by Donald V. Webster; former secretary of Vermont Agency for Development and Community Affairs; Donald M. Boardman, realtor; Robert M. Foley, realtor; Stratton H. Lines, restaurateur; Walter F. Meyer; toy manufacturer; David B. Stackpole, attorney; and Alan F. And Harlan Sylvester, brothers and attorneys and Paul E. Shields and Richard J. Fleming, partners in Brattleboro real estate firm. None has other broadcast interests. **WKVT** is on 1490 khz with 1 kw daytime and 250 w night. **WKVT-FM** is on 92.7 mhz with 4 kw and antenna 712 feet above average terrain.

■ **WYSE(AM)** Inverness, Fla.: Sold by Fleet & Fleet Inc. to OZ Radio Co. for \$250,000. Seller is owned by John F. Fleet and his wife, Nellie, who have no other broadcast interests. Buyer is owned by John L. O'Donnell (50%), general manager of **WPRC-AM-FM** Lincoln, Ill., and Loren Zimmerman (50%), owner of Illinois music stores. **WYSE** is 5 kw daytimer on 1560 khz.

■ Other station sales approved last week included: **KERB(AM)** Kermit, Tex. (see page 98).

## Bugs in the boxes delay pay service on L.A. TV station

**But officials say worst is over and expect to install 200 a day**

American Subscription Television of California (AST), the country's third over-the-air, pay-per-program service on **KWHY-TV** Los Angeles (BROADCASTING, July 31), has been plagued with technical problems since it went on the air July 23.

Transmitter problems on the first night forced SelecTV, AST's service, to operate with partial power. Then, the system's patented decoding boxes, installed in viewers' homes to unscramble the picture signal, were found to need adjustment. In the meantime, AST shut down all marketing until problems could be solved.

George V. Stein, AST's vice president of marketing, said last week he thought most of the technical problems had been solved, and that crews were out re-installing the 200 or so boxes already in subscribers' homes. When problems were discovered, he said, AST stopped installing the boxes,

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but did put up antennas and check out phone lines in homes where boxes would go. In the AST system, the terminal records programs a subscriber watches, then sends the information about once a month via telephone lines to a central computer, which makes up bills.

Mr. Stein said barring any further problems, crews would be installing about 200 boxes a day.

## Media Briefs

**No deal.** FCC has denied request of Northland Television Inc. to end license hearing and transfer WAEO-TV Rhinelander, Wis., from former Congressman Alvin E. O'Konski to Northwoods Television Inc. Station's renewal was designated for hearing June 15 for various reasons, including possible violations of logging and billing rules and possibility some employes misrepresented facts to commission. Northland had asked FCC to end hearing procedure because Mr. O'Konski's poor health would prevent him from appearing.

**Other shoes.** William J. Small, CBS Washington vice president, has been named CBS's representative on National Association of Broadcasters television board. He succeeds William Leonard, previous CBS Washington vice president who became president of CBS News last month.

**Free education.** A comprehensive new primer on political broadcasting, approved a month ago by the FCC (BROADCASTING, July 24), will be mailed to all licensees and is available to others at no cost upon request. The primer, prepared by William B. Ray, retired chief of the FCC's Complaints and Compliance Division, contains interpretations and explanations of all laws and FCC rules pertaining to political presentations on radio, television and cable. "The Law of Political Broadcasting and Cablecasting" is obtainable from Complaints and Compliance, Federal Communications Commission, Washington 20054.

## Broadcast Advertising

### Political ads by corporations: Hart wants them out in open

Senator Gary Hart (D-Colo.) has introduced legislation that would require broadcasters to keep public records of requests for broadcast time on noncandidate ballot questions in all state and local elections.

The bill is aimed at flushing out corporations, which the senator said dominate advertising on political issues. He said the Supreme Court's decision in *First National Bank of Boston v. Bellotti*, holding unconstitutional a Massachusetts statute prohibiting corporate expenditures in favor of or against referendum proposals, "opened the door for massive spending by corporations, labor unions, trade associations and partnerships."

He said it is necessary to give interested parties information about corporate expenditures so they can "examine and respond to the serious imbalance that exists in access to the media between citizen groups and industry interests." And since most of the advertising on state and local ballot questions is placed on radio and television, he said, he is proposing that broadcasters be required to keep logs, open for public inspection, of all time requests.

FCC regulations already require stations to keep and make public records for electoral candidates, he said, so his bill would merely extend that requirement to include noncandidate ballot questions.

"This is a sound and logical step toward keeping the political process fair and open," he said.

### Simplified to death

The Federal Trade Commission's attempt at writing a simple, readable rule for insulation manufacturers may be too successful. One FTC official said that persons creating TV commercials for such products

might not be able to tell, as the rule is written, if they are in compliance with regulations.

Jack E. Kahn, heading proceedings to develop the rule, said the initial proposal required that disclosures be made "clearly and conspicuously," and provided 1972 FTC definitions of the terms. After hearings, he said, the words "clearly and conspicuously" were left in, but the definitions were dropped—for no apparent reason.

Now, Mr. Kahn said, a person making up an advertisement that requires disclosures would not know what the words meant, or if the disclosures were "clear" or "conspicuous." He said he is hopeful the commission will reinstate the definitions before the rule is finalized.

### AFTRA forecasts tough negotiations on commercials

The American Federation of Television and Radio Artists has warned its executives and membership throughout the country that there may be "some difficult days in the offing" when negotiations begin on Oct. 16 on a new contract for TV and radio commercials.

Sanford I. (Bud) Wolff, national executive secretary of AFTRA, said in a memorandum that final proposals have not yet been agreed upon by the Wages and Working Conditions Committee, but it is apparent that "our efforts to remedy glaring inadequacies and inequities in the recorded-commercials contracts are not going to be looked upon with graciousness and favor by the advertisers and their agencies."

AFTRA negotiates jointly with the Screen Actors Guild for TV commercials. Talks are held with a joint committee of advertiser and agency officials, and networks are signatories to the codes.

It is known that one section of the present TV codes the unions want rewritten deals with the method of payment for so-called "wild spots". At present performers' residuals are paid for a 13-week use of a commercial; the unions reportedly will press for a "pay-for-play" concept.

### Sundlun: Look to Northeast

Bruce G. Sundlun, president of the Providence, R.I.-based Outlet Co., is optimistic about "the economically maligned" Northeast area of the U.S.; he believes it will emerge as "the world's first megacity." Mr. Sundlun, who is chief executive officer of the group broadcasting and retailing firm, told a meeting of the National Economists Club in Washington that as businesses flee from New York, for example, they are re-establishing themselves in the empty spaces of Connecticut, New Jersey and New Hampshire. He said the area is the nation's financial capital and the regional headquarters for 204 of the *Fortune* 500 companies.

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## Talk-show host Sandler gets fired at WJNO for talking too much

**Taken off the air while criticisms of Nazi show were investigated he's now axed for speaking about whole affair on another station**

West Palm Beach, Fla., talk show host Mitch Sandler, who was given several weeks off with pay two months ago while complaints against his *Open Line* talk show were being investigated (BROADCASTING, July 24), has been fired.

Douglas Shull, general manager of WJNO(AM) West Palm Beach, said Mr. Sandler was fired because he insisted on appearing on a Miami talk show to discuss "all the problems at the station," several of them apparently stemming from the incident which led to Mr. Sandler's five-week vacation.

The complaints involved programs that dealt with the Arab-Israeli controversy and the then-planned neo-Nazi march into heavily Jewish Skokie, Ill.

Mr. Shull said he had considered the station's problems behind it, that Mr. Sandler had been reinstated in his position as talk show host and that the complaints had been unfounded. He said he had asked Mr. Sandler not to appear on the program and bring it all up again. Mr. Shull said he told Mr. Sandler he could talk about anything except that which related directly to the station, but that Mr. Sandler went on the program and "went through A to Z, and some stuff that wasn't substantiated. And at that point, I fired him."

## Kansas City incident still on the blotter

Police in Kansas City, Kan., said they have made no arrests in the case involving about a dozen people who broke into a live radio program at KCKN(AM) there and beat up five people, including a Nazi organizer who was being interviewed.

Some progress may have been made in the case, police said, but the spokesman would not say what. Three station employes and two representatives of the American White Peoples Party were injured during the attack, which occurred Aug. 6. None of the injuries were serious.

The attackers broke into the station shortly after the Sunday night talk show went on the air and listeners heard the beatings through open microphones.

## Morning make-overs

CBS-TV has canceled its newest daytime quiz show, *The New Tic Tac Dough*, effective Sept. 4.

The Jack Barry/Dan Enright produc-

tion, which premiered July 3, played at 10-10:30 a.m. NYT. It averaged a 3.9 rating/21 share through July 28 and had a clearance rate of 84%. Replacing it will be reruns of *All in the Family*, which had played at 3:30-4 p.m. on the network. Joining the schedule in that time period will be reruns of *M\*A\*S\*H*.

ABC-TV, meanwhile, juggled its new Saturday morning schedule, effective Sept. 9. The new line-up breaks up the two-hour *Scooby's All-Stars* into two shows—*Scooby Doo, Where Are You?*, which is to air at 8-8:30 a.m., and another segment under the original title at 10-11:30 a.m.

In addition, the *All New Pink Panther Show* moves from 8-8:30 a.m. to 11:30-12 noon, *Fangface* moves from 11:30 a.m.-12 noon to 8:30-9 p.m. and *Challenge of the Superfriends* moves up half an hour to the 9-10 a.m. time period. *ABC Weekend Specials* and *American Bandstand* continue to air at noon and 12:30-1:30 p.m., respectively.

## Program Briefs

**Next step.** Appeal of NBC victory in *Born Innocent* case (BROADCASTING, Aug. 14) has been taken to California Court of Appeal. Petition seeks to force trial of case dismissed by superior court judge on grounds plaintiff could not demonstrate intent by network to incite rape.

**Thirteen ready.** Metromedia Producers Corp. reports first 13 episodes of 26 half-hours of *Donna Fargo Show* have been taped at Osmond Entertainment Center, Orem, Utah, and production will resume Oct. 22 for remaining segments. MPC has sold *Fargo* in 65 TV markets for fall start.

**Popular pastime.** Worldvision Enterprises Inc., New York, reports that *The Newlywed Game* will begin its second year of syndication this fall on 116 TV stations. Among the latest to sign for series are KIRO-TV Seattle; WTTV(TV) Bloomington, Ind. (Indianapolis); KDBC-TV El Paso, Tex.; KJTV(TV) Bakersfield, Calif.; WMTV(TV) Madison, Wis.; WBNG-TV Binghamton, N.Y., and KOLR-TV Springfield, Mo.

**Gentry memorial.** ABC has established \$40,000 endowed scholarship fund for University of Southern California cinema-television students in memory of late Stephen Gentry, ABC Entertainment's vice president of programs, West Coast. Mr. Gentry was killed in plane crash last May (BROADCASTING, May 29).

**Seats of history.** The chairs used by Archie and Edith Bunker, leading characters in Tandem Productions' long-running CBS-TV hit, *All in the Family*, will be placed in the Smithsonian Institution's National Museum of History and Technology, in Washington. The presentation will be made by Norman Lear and Bud Yorkin, heads of the production firm, on Sept. 19.

## Charges against 'Youth Terror' formally filed with the FCC

**Black producers group takes tapes of interviews with participants in ABC TV documentary, indicating staging of some scenes**

Taped interviews with participants in the recent ABC News documentary, *Youth Terror: The View from Behind the Gun*, have been submitted to the FCC by the group alleging that scenes were staged.

The Black Producers Association says the interviews document its charges, filed formally with the commission, that ABC producers encouraged their young subjects to fake fights and shooting incidents (BROADCASTING, Aug. 7). The interviews were taped by Hugh Hill, a BPA member who worked as a production staff member on the *Youth Terror* documentary and who is the original source of the allegations against ABC.

He said that about half the hour's worth of tapes were made during interviews conducted by a columnist for the *New York Daily News*, and that the other half were recorded with another reporter from that paper in attendance.

A sampling of quotations from the submitted tapes was included in a statement issued by the BPA. In response to a question about the filming of a fight sequence, a gang member who appeared in the documentary is quoted as saying, "They asked me to fight twice. He [Richard Kagan, a production associate for ABC News] told us to make it look good. That's all he kept saying throughout the whole thing—'make it look good.' She [Helen Whitney, an ABC News producer] told us if we made it look good then that's the part that they would put on TV, and that's the part they put on TV."

Another young man, who the BPA said was the apparent victim of a beating in the documentary, was quoted as saying, "They were going to pick somebody else, to make believe they were jumping on somebody, but nobody wanted to play so I agreed to play the part. So I put on the colors [clothes bearing a gang insignia] and the hat. Then they said, 'Run, run to make believe we are chasing you but don't run so fast because the reporters won't have to run too far.' It was like having fun, it was playing."

The BPA said the quotes "serve to delineate the severity of the issue," and added, in a letter to the FCC, "A news organization has the obligation, and the public has the right to expect, the fair and balanced reporting of actual news events. ABC News, and the ABC Television Network which broadcast this program, violated this trust."

ABC has vehemently denied the charges

and has retained the New York law firm of Hawkins, Delafield & Wood to investigate them (BROADCASTING, Aug. 7, 14). A spokesman for the news division said last week that the investigation is ongoing. Mr. Hill said that he had been asked to tell his story to the law firm, but that he has refused until he receives written assurances that Hawkins is working as "an independent fact-finding" body and not as counsel to ABC.

ABC has been asked by the FCC to respond to the BPA filing by Sept. 5.

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## Broadcasters urge senators to overcome Stanford decision

**Monroe and NAB's Zeifang tell Bayh committee that ruling by Supreme Court is danger to freedoms under First Amendment**

Bill Monroe, moderator of NBC's *Meet the Press*, and Donald Zeifang, senior vice president for government relations, National Association of Broadcasters, urged a Senate subcommittee last week to pass legislation to undo the Supreme Court's decision in the *Stanford Daily* case.

That decision, which upheld issuance of a search warrant for police to search the offices of the *Stanford Daily* newspaper, is an invitation to law enforcement agencies to "harrass" the press, Mr. Monroe testified before the Senate Subcommittee on the Constitution. He said the court's decision "is going to have a subversive effect on the vigor of investigative, reform-minded journalism" by scaring away people who tip off the press to crime and corruption. "I would wonder," he said, "as word of the police raid spreads around the community, if such people . . . wouldn't take a raid on the media as a warning not to talk, a signal that city hall has the power to harrass the press and to break through journalistic confidentiality."

The chairman of the subcommittee, Birch Bayh (D-Ind.), is sponsor of legislation that would require police to obtain a subpoena to get information from the press and any other "third parties" not suspected of committing crimes. A subpoena, unlike a search warrant, can be contested in open court before it is carried out.

Several bills similar to Mr. Bayh's have been introduced in both houses of Congress in the aftermath of the Supreme Court's decision (BROADCASTING, June 5). The most recent was dropped in the House's hopper two weeks ago by a Republican task force headed by Representative Harold S. Sawyer (R-Mich.).

Mr. Zeifang testified at the hearing Tuesday that NAB "generally" supports the Bayh bill. He predicted that if the Supreme Court's decision is left standing,

the flow of news to the public will be reduced. "It is not difficult to imagine how," he said. "Once the populace learns that the police may gain easy access to newsrooms and conduct widespread searches, confidential sources of information will dry up. Once that happens, the important role of the press as a medium of newsworthy and other useful information, and as an effective check against the excesses of government and private organizations, might well be played out."

The legislation drew strong opposition from James B. Zagel, representative of the National District Attorneys Association. He testified that there is adequate protection of privacy in the use of the search warrant. "The simple truth is that search warrants are not easy to get," he said, because they require police to show "probable cause" to believe that the premises they want to search contain evidence of crime. He said the delay that may ensue from the contesting of a subpoena could destroy an investigation, and could also give a person receiving a subpoena time to destroy materials the police are searching for.

"At the very least, hasty action is unjustified," Mr. Zagel said. "One ought to see what occurs in the wake of an important decision before acting to change it."

**Meanwhile, legislation introduced in House by Crane would bar subpoenas, search warrants and 'insure' source confidentiality**

Legislation to prohibit courts from issuing search warrants or subpoenas to reporters has been introduced in the House by Representative Philip Crane (R-Ill.).

Mr. Crane, the first announced candidate for the Republican presidential nomination in 1980, said in introducing his new measure that he was motivated by two recent actions: the Supreme Court's decision upholding the issuance of a search warrant to police seeking information in the offices of the *Stanford Daily*, the other, the jailing of *New York Times* reporter Myron A. Farber for his refusal to turn over his notes to a New Jersey court.

The bill would insulate reporters, print and broadcast, from having to respond to any search warrant or subpoena requiring them to produce any journalistic property. "Essentially, this bill insures him the absolute confidentiality of sources, the unqualified freedom to gather news, and the uncircumscribed ability to distribute the information," Mr. Crane said.

Many people in public life complain that the press distorts news and often prints outright lies, Mr. Crane said. "I have been the victim of such print at times." But "the press is the only constant and vigilant watchdog of the government, the overexpansion of which our founding fathers so feared," he said. "Yes, the abuses by the press have occurred, yet I would argue that the abuses by the government have been more numerous and more egregious in nature."

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## ITNA beefs up its Washington presence

**Capital bureau will get Levenson as news director, add reporter, begin using video-tape coverage**

The Independent Television News Association plans to switch from film to electronic coverage of events in Washington and has named Hal Levenson, currently news director of WTTG(TV) Washington, as its first bureau chief there. He will join ITNA about mid-October and oversee the changeover, which is to take effect Nov. 1.

Mobile Video Service of New York, which with its associated company, Action Movie News, covers New York City news for stations in that market, will help provide ENG coverage for ITNA in Washington. ITNA also plans to add one reporter to the two it now has in the capital. Another assignment editor also will be added. Two ENG crews will be maintained in Washington.

ITNA, which is headed by Reese Schonfeld as managing director, is headquartered in New York. Over the past year, Mr. Schonfeld said, it has grown from 10 station subscribers to 16. Recent additions have included KZAZ(TV) Tucson, Ariz.; WTOG(TV) Tampa, Fla.; WTCN-TV Minneapolis-St. Paul; WCCB(TV) Charlotte, N.C.; and WCIX-TV Miami.

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## News staff sells for Short, but ponders joining up with AFTRA

Back in June, when Bob Short, owner of all-news WWTC(AM) Minneapolis, asked his whole staff, including reporters, to sell advertising (BROADCASTING, June 19), a small furor developed. Today, the furor has died down, the same staff is still there and many of them have either sold advertising or given leads to the sales department.

But the staff has also voted to join the American Federation of Television and Radio Artists, which had been decertified prior to Mr. Short's purchase of the station.

Doyle Rose, station manager, said no contract has been negotiated, but that one could possibly rule out a continuation of the unusual advertising-selling situation. Mr. Rose also said that WWTC employees joining AFTRA did not necessarily have any connection with their being asked to help boost sagging finances by promoting the station and selling advertising.

Mr. Short, who has owned sports teams, hotels and trucklines, is a candidate for the U.S. Senate from Minnesota. When he announced his candidacy, he told station employees he wanted no special favors. Mr. Rose said his boss has been "hardnosed" about it since, and has only recently purchased a "small amount" of time on the station for his campaign.



# The Broadcasting Playlist Aug 28

## Contemporary

<u>Last This week</u>	<u>This week</u>	<u>Title</u> □ <u>Artist</u>	<u>Label</u>
2	1	<i>Three Times a Lady</i> □ Commodores	Motown
1	2	<i>Grease</i> □ Frankie Valli	RSO
5	3	<i>Boogie Oogie Oogie</i> □ A Taste of Honey	Capitol
3	4	<i>Miss You</i> □ Rolling Stones	Rolling Stones
6	5	<i>Love Will Find a Way</i> □ Pablo Cruise	A&M
4	6	<i>Last Dance</i> □ Donna Summer	Casablanca
7	7	<i>Hot Blooded</i> □ Foreigner	Atlantic
11	8	<i>An Everlasting Love</i> □ Andy Gibb	RSO
16	9	<i>Hopelessly Devoted to You</i> □ Olivia Newton-John	RSO
8	10	<i>Copacabana</i> □ Barry Manilow	Arista
9	11	<i>Shame</i> □ Evelyn "Champagne" King	RCA
10	12	<i>My Angel Baby</i> □ Toby Beau	RCA
13	13	<i>Magnet and Steel</i> □ Walter Egan	Columbia
15	14	<i>Life's Been Good</i> □ Joe Walsh	Asylum
19	15	<i>Fool If You Think It's Over</i> □ Chris Rea	United Artists
14	16	<i>Stuff Like That</i> □ Quincy Jones	A&M
24	17	<i>Summer Night</i> □ John Travolta/Olivia Newton-John	RSO
21	18	<i>Got to Get You Into My Life</i> □ Earth, Wind and Fire	Columbia
20	19	<i>Get Off</i> □ Foxy	TK
18	20	<i>Kiss You All Over</i> □ Exile	Warner Bros.
17	21	<i>Macho Man</i> □ Village People	Casablanca
26	22	<i>Don't Look Back</i> □ Boston	Epic
22	23	<i>Hot Child in the City</i> □ Nick Gilder	Chrysalis
30	24	<i>Reminiscing</i> □ Little River Band	Harvest
29	25	<i>Whenever I Call You "Friend"</i> □ Kenny Loggins	Columbia
27	26	<i>You</i> □ Rita Coolidge	A&M
12	27	<i>Baker Street</i> □ Gerry Rafferty	United Artists
25	28	<i>Two Out of Three Ain't Bad</i> □ Meatloaf	Epic
33	29	<i>Back in the U.S.A.</i> □ Linda Ronstadt	Asylum
38	30	<i>Two Tickets to Paradise</i> □ Eddie Money	Columbia
35	31	<i>Hollywood Nights</i> □ Bob Seger	Capitol
34	32	<i>Close the Door</i> □ Teddy Pendergrass	Phila. Intl.
23	33	<i>You're the One That I Want</i> □ Travolta/Newton-John	RSO
39	34	<i>You Needed Me</i> □ Anne Murray	Capitol
49	35	<i>Right Down the Line</i> □ Gerry Rafferty	United Artists
37	36	<i>You and I</i> □ Rick James	Gordy
41	37	<i>She's Always a Woman</i> □ Billy Joel	Columbia
47	38	<i>Just What I Needed</i> □ The Cars	Elektra
31	39	<i>You Belong to Me</i> □ Carly Simon	Elektra
-	40	<i>Talking in Your Sleep</i> □ Crystal Gayle	United Artists
28	41	<i>Shadow Dancing</i> □ Andy Gibb	RSO
-	42	<i>Oh Darling</i> □ Robin Gibb	RSO
-	43	<i>Took the Last Train</i> □ David Gates	Elektra
32	44	<i>Use Ta Be My Girl</i> □ O'Jays	Phila. Intl.
46	45	<i>I'm Not Gonna Let It Bother Me</i> □ A.R.S.	Polydor
-	46	<i>Love is in the Air</i> □ John Paul Young	Scotti Bros.
50	47	<i>Come Together</i> □ Aerosmith	Columbia
-	48	<i>Who are You</i> □ Who	MCA
-	49	<i>Double Vision</i> □ Foreigner	Atlantic
40	50	<i>Still the Same</i> □ Bob Seger	Capitol

## Playback

**Hot streak.** *Right Down the Line* (United Artists), Gerry Rafferty's new single from the *City to City* album, didn't get off to the big start that *Baker Street* did last May when it entered "Playlist" at 27, but it is picking up momentum. It entered the chart at 49 last week and this week bolts to 35. Mike Kenneally of KSTT(AM) Davenport, Iowa, is confident it will be a success: "It's just as big [as *Baker Street*] or maybe even bigger. It's really good." Ed Greene of KIMN(AM) Denver says "I don't think anything can be as big as *Baker Street*, but it looks like it will really start to come home now. **Making tracks.** David Gates's new single from the *Goodbye Girl* (Elektra) album, *Took the Last Train*, enters "Playlist" at 43 this week and Bill Vancil of WISM(AM) Madison, Wis., says "It's an excellent record." But the enthusiasm is not unanimous. Michael Kjar of KKLS(AM) Rapid City, S.D., says "the song starts out strong—it has a good beginning—but then it loses it. It's not 100%." **Out of sight.** As Foreigner's *Hot Blooded* (Atlantic) continues to soar—it's been at seven for two weeks—a new single, *Double Vision*, comes on at 49. Ed Alexander of KTKT(AM) Tucson, Ariz., says "It's basic Foreigner Rock 'n' roll—good, clean rock 'n' roll. It's a little harder a sound than *Hot Blooded* ... but it's sure good for image. **Up and coming.** KKLS's Mr. Kjar is picking *Substitute* (Epic) by Clout to go all the way. "It's a formula record—it has all the elements of a hit ... it has a lot of good hooks [and] it's designed for a mass appeal audience ... it won't offend anyone. It's uptempo and has a good beat, not driving but steady ... good solid theme and good lyrics."

## Country

<u>Last This week</u>	<u>This week</u>	<u>Title</u> □ <u>Artist</u>	<u>Label</u>
11	1	<i>I've Always Been Crazy</i> □ Waylon Jennings	Columbia
4	2	<i>Blue Skies</i> □ Willie Nelson	Columbia
3	3	<i>I'll Find It Where I Can</i> □ Jerry Lee Lewis	Mercury
-	4	<i>Womanhood</i> □ Tammy Wynette	Epic
22	5	<i>Hello Mexico</i> □ Johnny Duncan	Columbia
7	6	<i>Boogie Grass Band</i> □ Conway Twitty	MCA
10	7	<i>Love Me With All of Your Heart</i> □ J. Rodriguez	Mercury
8	8	<i>Rake and Ramblin' Man</i> □ Don Williams	ABC
25	9	<i>Beautiful Woman</i> □ Charlie Rich	Epic
1	10	<i>Talking in Your Sleep</i> □ Crystal Gayle	United Artists
15	11	<i>I'll Just Take It Out in Love</i> □ George Jones	Epic
2	12	<i>When I Stop Leaving</i> □ Charley Pride	RCA
5	13	<i>You Don't Love Me Anymore</i> □ Eddie Rabbitt	Elektra
13	14	<i>Love or Something Like It</i> □ Kenny Rogers	UA
16	15	<i>You Needed Me</i> □ Anne Murray	Capitol
12	16	<i>From Seven Til Ten</i> □ Loretta Lynn & Conway Twitty	MCA
14	17	<i>What Can I Say</i> □ Jerry Reed	RCA
9	18	<i>We Belong Together</i> □ Suede Allanson	Warner Bros.
-	19	<i>Another Fine Mess</i> □ Glen Campbell	Capitol
18	20	<i>Talk to Me</i> □ Freddy Fender	ABC
19	21	<i>Only One Love in My Life</i> □ Ronnie Milsap	RCA
6	22	<i>Rose Colored Glasses</i> □ John Conlee	ABC
17	23	<i>Please Help Me</i> □ Janie Fricke	Columbia
24	24	<i>Who am I to Say</i> □ Statler Bros.	Mercury
-	25	<i>Let's Shake Hands</i> □ Statler Bros.	Capricorn

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.

## Financial tide running strong in communications

**Tele-Communications lands loan of \$70.5 million, record for cable industry; Harris Corp. stock to split two for one; MCI plans \$28 million offering**

The continuing financial clout of communications-oriented companies was illustrated dramatically last week by the announcement that Tele-Communications Inc., Denver, had arranged for a private loan of \$70.5 million, said to be the largest in cable television history.

There were other signs of industry vigor. Harris Corp., Melbourne, Fla., a manufacturer of communications and information-handling equipment, declared a two-for-one stock split and at the same time raised dividends on shares outstanding before the split. And MCI Communications Corp., Washington, which operates intercity long-distance telephone systems in competition with AT&T, said it is considering a public offering of convertible preferred stock to raise about \$28 million.

These developments surfaced at a time when broadcast company stocks are savoring a boom, underlined in the past few weeks by the planned three-for-two stock split by ABC and the Aug. 16 two-for-one division by Taft Broadcasting Co. (BROADCASTING, Aug. 21).

The Tele-Communications financing calls for the placement of its \$70.5 million senior 15-year promissory notes at 9.625% interest with nine insurance companies. The company also has created a new revolving credit agreement with the Bank of New York. The transaction was arranged through the investment banking firm of Warburg Paribus Becker Inc., New York.

John Malone, president and chief executive officer of Tele-Communications, said the transaction is of "great significance" to the cable industry. "It's a sign of the maturity of the cable field," he said. "Never before in the history of cable has a loan of this magnitude become available from institutional investors. It makes strong sense to an industry that has long-term assets."

The company had loans amounting to about \$122 million two years ago. Those have been reduced to about \$100 million, Dr. Malone said. The \$70.5 million will be used to terminate virtually all bank loans and the company will have only scant bank debt outstanding. The remaining debt, he said, is for previously arranged insurance company financing.

The loan will enable Tele-Communications to use profits generated from its business to build new systems, Dr. Malone said. The cable firm has more than 100 systems with 667,000 subscribers in 30

states and operates 16,500 route miles of nontelephone common carrier video microwave networks. The company also is 77% owner of National Telefilm Associates, Los Angeles, a TV programming producer and syndicator.

Tele-Communications showed a net profit of \$1,988,000 in 1977 on revenues of \$52,790,000. Its stock is traded over the counter. One indication of the company's robust health is that last August the bid price for its stock was in the 5 1/2 range; the price is now up to 17.

The Harris stock split may not carry the impact of the Tele-Communications transaction but, in its own way, exemplifies communications industry growth. The stock division follows a period of ascending prices of Harris stock. A year ago Harris common shares were traded on the New York Stock Exchange in the 34 range and are now in the 67 area.

Harris announced its quarterly dividend rose to 30 cents a share from 25 cents on shares before the split. Both the cash dividend and the new shares are payable Sept. 22 to holders of record Sept. 1. A Harris spokesman said there will be about 26 million shares outstanding after the split.

"The higher cash dividend reflects the company's increased earnings last year and its favorable outlook for the future," he said.

Harris reported record earnings of \$52.2 million for the fiscal year ended June 30, equal to \$2.11 per share, on record sales of \$872 million.

The company manufactures and sells AM, FM and TV transmitters and satellite communications equipment, electronic photocomposition devices, web offset printing presses, data communications terminals, long-range two-way radios and semiconductors and computers. It moved its headquarters from Cleveland to Melbourne the weekend of Aug. 19-20.

MCI Communications' proposal was not as firm as the Tele-Communications and Harris commitments, but also was symptomatic of growth in the electronics industry. MCI said it was negotiating with its leading banks and another creditor to acquire a sufficient number of warrants so that the \$28-million preferred offering would not dilute the company's common stock significantly.

As of last March 31, MCI had warrants outstanding to buy 16.9 million common shares, and as of last June, there were 20.4 million common shares outstanding.

The company plans to use part of the proceeds to prepay part of its long-term debt, which amounted to \$153.7 million last March. It said the balance would be tapped for working capital.

MCI operates a nationwide microwave communications network, which supplies private-line services for data, visual display and other signal types. The network, which connected 37 major cities as of last June, now is being expanded beyond Denver to the West Coast.

The company reported revenues of \$74 million and net income of \$5.2 million for the fiscal year ended last March 31, a solid improvement over 1977.

## The vertical blanking problem: Fix the pens or hand out rubber gloves?

**Broadcasters begin work; they'll have to determine whether to overcome difficulties at source or as they move down the line**

As an ad hoc group of broadcasters prepared to set to work last week on its examination of video blanking problems recently brought into focus by the FCC, there were no immediate solutions being offered for what was described by many as a very complicated, somewhat sensitive but not necessarily disastrous situation.

The newly formed Broadcasters Ad Hoc Committee on Television Blanking Widths, which includes representatives from the three commercial networks, the Public Broadcasting System, the National Association of Broadcasters and several station groups, will attempt to "identify problem areas and recommend corrective action" leading to compliance with the FCC's standards (BROADCASTING, Aug. 21).

The unsponsored ad hoc committee joins another group already considering the issue under the aegis of the Electronic Industries Association, formed three years ago to study an over-all revision of in-studio technical standards. The FCC's notice last June that it would relax its blanking standards for a year, then reimpose the original standards, was "not a surprise" to that committee, according to one of its members.

Over-all, members of both committees say there are three separate approaches that can be taken, either individually or, more likely, in combination, toward a solution. First, broadcasters could simply buy a mechanical device that would correct the excessive blanking in problem material. NEC of America is one of several companies involved in digital electronics working on such equipment: it recently announced a new frame synchronizer configuration that includes a video expansion unit specifically designed for blanking adjustment.

According to NEC's Dennis Fraser, the new synchronizer automatically expands the video signal in increments of from 1% to 7%, thus correcting up to 32 lines of vertical blanking. Since the synchronizer expands both horizontally and vertically, he said, there is no distortion of the picture. The unit, to be available in 90 days for approximately \$60,000, has already been ordered by NBC, although an engineer there said the order should not be interpreted as an endorsement of the product as the single solution to the blank-

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ing problem.

Indeed, several broadcasters said that beyond just fixing an unacceptable signal, they preferred the second possible solution—making the signal acceptable in the first place. “We’re not looking for rubber gloves for leaky fountain pens,” said Julius Barnathan, ABC’s president of broadcast operations and engineering. “We want a pen that works.”

That approach calls for a general tightening up of operations all around—both on the part of the manufacturers of equipment, particularly those of the ENG devices that have been blamed for much of the increase in blanking problems, and of the program producers, distributors and broadcasters.

A sort of half-way step toward that end is being offered by Peirce-Phelps Inc., which two months ago brought out a “blanking squeezer” when the FCC started “making noises” about stricter enforcement of the standards, according to sales manager Phil Gantt. He said the \$200 squeezer can be installed by the operator in any device with a single chip sync generator, such as ENG cameras and time base correctors, to reform the composite blanking at the point of origination and reinsert it at adjustable blanking widths.

Dan Wells, senior vice president of engineering and operations for the Public Broadcasting Service, added that manufacturers have to improve their equipment to standards more exacting than those set by the FCC, since blanking problems build up as program material is manipulated in one way or another, such as by editing, re-recording or transmitting.

PBS has a particular problem in that area because of the amount of programming it acquires from European sources. All such material must be put through a color transmission system standards converter, a process recognized as a prime cause of blanking problems. Mr. Wells said that the BBC and other foreign suppliers have modified their converters to rectify the problem, but an engineer at the FCC said the results have not been totally satisfactory. Another special problem for PBS that also applies to industry in general is the large inventory of educational programs in its archives, many of which were intended to be used for years. Corrective remedies may be the only recourse for existing substandard material, although the FCC has indicated a willingness to be tolerant of isolated violations by such material.

Many of those problems would be circumvented if the third possible solution won out—that of just relaxing the rules permanently. Engineers on both sides of the fence agree that the tolerances in question have no perceptible impact on picture quality once it reaches the viewer’s screen anyway, although at the same time many say they accept the fact that, as one put it, “you have to draw the line somewhere. Every time you have a problem you can’t loosen the rules.”

But ABC’s Mr. Barnathan, for one, thinks there may be no other practical solution.

## Cablecasting<sup>®</sup>

### Mission Cable, local government and public group battle over control of access channel

**CATV system tries to take it over, then county asks FCC if it can, then Community Video Center sues; hanging over it all is uncertainty over commission rules in this area**

Mission Cable TV of San Diego, the San Diego County Board of Supervisors and a nonprofit group that provides public access programming are involved in a controversy over control of Mission’s public access channel.

For three and a half years Community Video Center, the nonprofit organization, controlled the channel, providing programming and public access to the channel. In April of this year, Mission notified CVC that the cable company would take over control of its public access channel.

Two things happened then: CVC sued Mission for breach of contract, and the San Diego supervisors voted to ask the FCC for a waiver of rules so the county could take over the channel and contract with CVC or a similar group to operate it.

Added to all this is a court decision, which the commission has appealed to the Supreme Court, that essentially negates FCC access rules, which now require cable operators to provide some kind of educational, government, lease and public access.

Bruce Ellis, vice president and general manager of Mission Cable, said that ruling and the possibility that the Supreme Court will uphold it has “worried” a lot of people. They are concerned, he said, that cable systems might limit access to their channels. The county, Mr. Ellis said, is essentially insuring that if the access rules are dropped—because of the court decision, communications rewrite bill, or whatever—it will maintain its own control over cable systems under its jurisdiction.

Mission felt the best way to handle public access, he said, was to assume control of the channel itself to assure “first-come, first-serve, nondiscriminatory access to all people who represent the public.”

When Mission announced it wanted control of the channel, CVC filed suit. That suit has been pending because there is some hope that Mission and CVC can settle their differences through negotiation. Paul Denn, CVC administrator, said there have been three negotiating sessions, and although neither side moved much, hope remains that the problems can be solved. Now, he said, CVC is waiting for Mission to respond to the suit.

The crux of the suit is that CVC claims breach of contract. It claims there was a

contract, and Mission claims there was not. The document, Mr. Denn said, was written for 1976, and it is his position that it has been mutually renewed through 1978 because both sides abided by its terms. There was, he said, a termination provision in the contract, but in terminating CVC, Mission did not follow it.

County Supervisor Roger Hedgecock said the county had been “very happy” with Mission’s agreement with CVC to operate the channel and that it had resulted in “high quality” public access programming. When CVC and Mission began to have troubles, he said various community groups came to the board and asked it to apply to the FCC for the waiver so it could be designated trustee of the channel and contract with parties to provide access programming on equipment and transmission facilities provided by the cable system.

At least two cities have such arrangements with cable systems, but in those cases, the waiver application to the FCC was either filed jointly by city and cable system, or in full cooperation.

If the negotiations are successful, Mr. Hedgecock said, and CVC and Mission settle their differences, “I would be very happy to take the board of supervisors out of the picture.”

### F&S report expects cable boom through '86, appends one big if

Cable television, bolstered by rapid growth in pay cable and satellite program transmission, will achieve 29% penetration of all television households by 1986, according to Frost & Sullivan Inc., an international market research firm with U.S. headquarters in New York.

The F&S report predicts that pay cable, “one of the brightest stars in CATV’s future,” will generate eight times the revenues it did in 1977, helping cable overall to bring in \$19 billion over the 10-year period through 1986.

The report inserts one caveat, however, that the growth of over-the-air pay television may act as a deterrent to cable’s growth. With six pay TV stations approved by the FCC (three are on the air), eight more authorized and applications for 25 others pending, subscription television “replaces government regulation” as the biggest threat to cable, it says.

The same report forecasts that the cable equipment market, at \$148 million in 1977, will increase to \$173 million this year, jump to \$300 million by 1982, then level off. It plots 10-year revenues through 1986 for the following equipment: antennas and towers, \$56.2 million; microwave equipment, \$406.2 million; head-end equipment, \$147.4 million; line amps, \$1.2 billion; cable, \$258.1 million; taps and outlets, \$120 million; converters, \$219.1 million; pay TV devices, \$124.3 million; earth station equipment, \$115.3 million.

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## Media

**Eleanor McClatchy**, since 1936 president of McClatchy Newspapers, group station and newspaper owner based in Sacramento, Calif., resigned presidency and was elected chairman, with nephew, **Charles Kenny McClatchy**, succeeding her as president. Miss McClatchy assumed presidency on death of her father, C. K. McClatchy. Latter's grandson and namesake, new president, is fourth generation of family to be chief operating offices of 121-year-old organization. (There is no chief executive officer title, but its responsibilities reside in presidency.) In another change, **Verne Bonette**, secretary-treasurer, was elected to additional office of vice president.

**Alan J. Bell**, VP-general manager of KYW-TV Philadelphia, appointed area vice chairman in Philadelphia for licensee, Group W. **David P.**



Bell



Beddow

**Beddow**, VP-broadcast operations and engineering for Group W, New York, succeeds Mr. Bell.

**Dixon C. Lovvorn**, VP-general manager of WSFA-TV Montgomery, Ala., and **Richard M. Coulter**, VP-general manager of WIS-TV Columbia, S.C., elected to board of directors of licensee of stations, Cosmos Broadcasting Corp.

**James Long**, general sales manager, WJR-AM-FM Detroit, appointed station manager and program director.

**Art Malendoski**, sales manager, WXNE-TV Boston, appointed station manager, WLFL-TV Raleigh, N.C.

**Thomas J. Kita**, operations manager, WLEE(AM) Richmond, Va., appointed general manager of WKGN(AM) Knoxville, Tenn.

**Bob Frey**, general manager, WRDI(AM) Hamonton, N.J., and co-owned WRDR(FM) Egg Harbor, N.J., joins WTTM(AM) Trenton, N.J., in same capacity.

**Barbara White Pierce**, promotion manager, noncommercial KWUM(FM) St. Louis, appointed acting manager.

**Laura J. Steigman**, media director, Needham, Harper & Steers, Falls Church, Va., appointed manager of nighttime research, NBC, New York.

**Antoinette Ventresca**, copywriter, WSTV-TV

Stuebenville, Ohio, named creative service director.

**Jeannine Gregory**, promotion manager, KTVX(TV) Salt Lake City, named assistant creative services director, KPIX(TV) San Francisco.

**James S. Kanki**, auction manager, noncommercial WTTW(TV) Chicago, named director of development and auction manager for noncommercial KCPT(TV) Kansas City, Mo.

**John Shewbridge**, director of television, Canadian Broadcasting Corp., Edmonton, Alberta, appointed director of development at CBC headquarters in Ottawa.

**Alice Riehl**, attorney in FCC Broadcast Bureau, joins Storer Broadcasting Co.'s Washington office as staff counsel.

**Rosemary Grinage**, general administrative assistant, WOTV(TV) Grand Rapids, Mich., named assistant to president, Thomas Girocco.

**David Bolender**, chief, bureau of finance, Department of Social Services, State of Iowa, Des Moines, appointed director of administration for Iowa Public Broadcasting Network, Des Moines.

## Broadcast Advertising

**J. Steve Davis**, management supervisor, Benton & Bowles, New York, elected senior VP.

Elected VP's, Young & Rubicam: **Stewart Birbrower**, **Joy Greene Markoff** and **Ellen Perless**, creative supervisors, and **Bob Czernysk**, senior art director, all in New York office, and **Edward Reich**, creative director in Los Angeles office.



Drillman

**Paula Drillman**, executive VP and member of board of directors, Rosenfeld Siowitz & Lawson, New York, joins The Marschalk Co. there in same capacity. **Tom Nathan**, associate creative director, Marschalk, elected senior VP. **Pam Dawson** and **Steve Kaplan**, senior art directors, elected VP's.

Named VP's, Leo Burnett U.S.A., Chicago: **John Goad**, **Ed Sessions** and **Bob Shen**, account supervisors, and **Jaye Golanty**, associate research director.

**Alan P. Levenstein**, VP-associate creative director, Kenyon & Eckhardt, New York, named senior associate creative director.

**Dan Heagy**, creative director, and **Ray Rhamey**, associate creative director, Leo Burnett, Chicago, join D'Arcy-MacManus & Masius there in same capacities.

**Will Wright**, VP-executive producer, Young & Rubicam, New York, joins McDonald & Little,

Atlanta, as VP-manager of broadcast production. **Mark T. Kanak**, from Kal, Merrick & Salan Inc., Raleigh, N.C., named account executive and manager of Jacksonville, Fla., office of McDonald & Little.

**Dwight Shelton**, VP-acting general manager, Abbott Advertising, Lexington, Ky., appointed executive VP-general manager. **Jean Babington**, media director there, named VP of media services. **Ted Innes**, manager of accounting, named divisional controller for Abbott.

**Richard W. Lyle**, account supervisor, Marsteller, Pittsburgh, joins Ketchum, MacLeod & Grove there as account manager.

**Marc Guild**, research analyst, McGavren-Guild, New York, named manager of network research for company's radio network.

**Steve Jones**, account executive, Petry Television, San Francisco, appointed San Francisco sales manager for TeleRep. **Ed Outland**, national sales manager, KPLR-TV St. Louis, joins TeleRep in San Francisco as account executive.

Officers, Dallas chapter of Station Representatives Association: **Ed Robbins**, Buckley Radio Sales, president; **Jack Lyons**, MMT Sales, VP;

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\*The Wall Street Journal, 1977

**Julie Bartholomew**, Jack Masla Co., secretary; **John Sittler**, Blair Television, treasurer; **Susan Ziller**, TeleRep, television trade practice chairman, and **Dick Benzoni**, Major Market Radio, radio trade practice chairman.



Barash

**Ted Barash**, president of Ted Barash Inc., New York, elected director of Norman, Craig & Kummel, which has purchased Barash agency.

**Larry Percy**, senior VP-research director, Gardner Advertising, St. Louis, joins Creamer Inc., New York, as VP-corporate director of research.

**Elise Ann Weil**, from Doyle Dane Bernbach, New York, joins Creamer as account executive.

**James D. McCarthy**, general sales manager, WPHL-TV Philadelphia, named VP.

**J. Douglas Cox**, Eastern sales manager, WBBM-TV Chicago, named national sales manager at co-owned WCBS-TV New York.

**Robert Van Cleave**, local sales manager, WDIV(TV) Detroit, appointed manager of retail development.

**Duane Engelman**, sales manager, KRIS(AM)-KFMX(FM) Minneapolis-St. Paul, joins WRRD(AM) there in same capacity.

**Chris Favors**, account executive, KMGC(FM) Dallas, appointed local sales manager.

**John T. Gaston**, local salesman, KEZK(FM) St. Louis, named national sales manager.

**Gregg C. LeMiere**, national sales manager, WWJ-TV Detroit, joins WRET-TV Charlotte, N.C., in same capacity.

**Charles E. Booth**, sales manager, WGOK-AM-FM Mobile, Ala., joins WBLX(FM) there as general sales manager.

**David L. McGahey**, national and local sales manager, KFOG(FM) San Francisco, named sales manager of KYUU(FM) there.

**Deborah Parenti-Mann**, VP-marketing, WING(AM)-WJA(FM) Dayton, Ohio, given additional duties as sales operations manager.

**Jeffrey S. Woodbury**, account executive, KMNS(AM) Sioux City, Iowa, appointed sales manager, KOOO-AM-FM Omaha.

**Dan Macisaac**, account executive, WTTM(AM) Trenton, N.J., appointed sales manager.

**Nancie Keys**, account executive, WPOP(AM) Hartford, Conn., appointed sales manager, WMLB(AM) West Hartford, Conn.

**Peggy Dods**, media director, Chial/Day, San Francisco, joins Cunningham & Walsh there as media planner. **Ann Morse**, assistant network coordinator, Foote, Cone & Belding/Honig, San Francisco, named media buyer for C&W. **Tullip Chestman**, from Chial/Day, named senior writer for C&W.

**Nat Schoor**, associate buying director, BBDO, New York, named media director for Winner Communications there. **Francis X. Brady**, account executive, WCBS-TV there, joins Winner in same capacity.

**Louise Heikes**, from Needham, Harper & Steers, New York, and **Carel Lindenmeyr**,

from Foote, Cone & Belding, New York, join Waring & LaRosa there as account executives. **Jeanine Cullen**, account executive there, named account supervisor.

**Andrea M. Gooch**, media director, Phil Motta & Associates, Phoenix, joins Marcus Advertising, Cleveland, as media buyer.

**Cece Evers Heaton**, media director, Marcus Advertising, Cleveland, joins Meldrum & Campbell Advertising there as media buyer with account service and administrative responsibilities.

**Bill Hamilton**, from Ogilvy & Mather, San Francisco, joins creative department of Foote, Cone & Belding/Honig there as copy writer.

**Lin Gray**, account executive, KWTO-FM Springfield, Mo., joins media department of Fremmerman, Malcy & Associates, Kansas City, Mo. **Bob Still**, graduate, Northwest Missouri State University, Maryville, joins Fremmerman as account assistant.

**Pamela M. Walsh**, from research department, J. Walter Thompson, Chicago, named administrative assistant. **Rod/Com Advertising and Marketing** there.



Saracen

**Robert R. Saracen**, account executive on Blair Television's Chicago sales staff, appointed manager of Blair's Minneapolis sales office. **Stephen Merren**, local account executive, WFAA-TV Dallas, joins Blair's Los Angeles NBC sales team.

**Bob Hanson**, in sales training program at HR Television, New York, appointed to HR Television II-White Division sales staff in New York.

Appointments, Avery-Knodel Television, New York: **Rose Cooper**, associate research director, named research manager; **Linda Lawrence**, research analyst, named senior research specialist; **Elizabeth Vignola**, from Blair Television, New York, and **Alan Seraita**, from Wells, Rich, Greene, New York, join Avery-Knodel as research analysts.

**Byron McClanahan**, from local sales department of WDRC-AM-FM Hartford, Conn., named account director, WPLR(FM) New Haven, Conn.

**Richard M. Wetzler**, retail merchandise manager, WICC(AM) Bridgeport, Conn., named local sales manager. **Jonathan Hoffman**, account executive there, named national and regional sales manager.

**Sandra K. Hutchinson**, advertising consultant, WHEZ(FM) Huntington, W.Va., named sales manager.

**Ellen R. Heller**, sales development manager, CBS Radio Spot Sales, New York, named account executive with that unit.

**Susan L. O'Grady**, from St. Louis car dealer, and **Candace J. Rister**, from law firm there, join KDNL-TV St. Louis as account executives.

**Ronald Jesus**, agent for Farmers Insurance Group, San Francisco, named account executive, KPIX(TV) there.

**Iris Grant**, account executive, KWKW(AM) Los Angeles, joins KABC(AM) there as direct response marketing counselor.

**June Wood**, advertising manager, Swope Enterprises, Louisville, Ky., named account executive, WFYR(FM) Chicago.

**Thad Hill**, from National Black Network, New York, joins New York office of Mutual Black Network as account executive.

**Ralph Bigelow**, local sales manager, KWJJ(AM) Portland, Ore., joins local sales staff of KOIN-TV there, succeeding **Earle Stephens** who retires.

**Bradley C. Small**, account executive, WLYT(FM) Cleveland Heights, Ohio, joins WZZP(AM) Cleveland in same capacity.

**Barbara J. Hall**, graduate, University of Cincinnati, joins WABQ(AM) Cleveland, as account executive.

**Bruce Franzen**, production manager, WSTV-TV Steubenville, Ohio, named sales representative.

**Michael D. Huffstetter**, from WJVA(AM) South Bend, Ind., joins sales staff of WOWK-TV Huntington, W.Va.

**Thomas H. Gavin Jr.**, account executive, WBEC(AM)-WQRB(FM) Pittsfield, Mass., named assistant sales manager.

**Peter J. Celentano**, account executive, WOWK-TV Huntington, W.Va., joins WTNH-TV New Haven, Conn., in same capacity.

**James Orr**, from Brewster Food Service, Bloomington, Ill., joins local sales staff of WRAU-TV Peoria, Ill.

**David Hardendorf**, account executive, WFTQ(AM)-WAAF(FM) Worcester, Mass., appointed manager of Boston sales office of stations.

**David Tirey**, from WIUC(FM) Winchester, Ind., named sales representative, KMBY(AM) Monterey, Calif.

**Scott Packard**, from WNHC(AM) New Haven, Conn., and **Dennis Olson**, from WHCN(FM) Hartford, Conn., join WTIC-FM Hartford as account executives. **Vincent Turco**, account executive for WTIC-FM transfers to WTIC(AM) in same capacity.

**Jeff Rogo**, community affairs director, WDAE(AM) Tampa, Fla., joins sales staff there.

**Milt C. McConnell**, account representative and news director, WTCJ(AM) Tell City, Ind., named account representative, WQLK(FM) Richmond, Ind.

**Richard Meese**, associate director of media research, Bernard Hodes Advertising, Los Angeles, named marketing analyst for Golden West Broadcasters there.

Officers, Los Angeles Advertising Club: **Harry Spitzer**, Southern California Broadcasters Association, president; **Loy J. Baxter**, J. Walter Thompson, first VP; **Daniel H. Mahan**, *New West* magazine, second VP; **Lawrence C. Bershon**, Atlantic Richfield, treasurer, and **Charles Slay**, Cunningham & Walsh, secretary.

## Programing

**Jane Rosenthal**, with feature film acquisition, CBS Entertainment, New York, named program executive for miniseries.

**Jeff Bricmont**, program executive, ABC Entertainment, Los Angeles, promoted to director of comedy development. **Phillip M. Burnett**, business manager, ABC Entertainment, New

York, named manager of business administration with expanded responsibilities in finance, planning, personnel and administration.

**Christine Dyerly**, former producer of ABC-TV's *AM America*, named talent coordinator for NBC-TV's *Tonight Show Starring Johnny Carson*.



Schiffman

**Jeff Schiffman**, program development manager, Group W Television Station Group, New York, appointed VP-program operations.

**Mark Evans**, production executive, 20th Century-Fox Television, Beverly Hills, Calif., named VP-production management.

**Francisco Padilla**,

from BAC Inc., Los Angeles, joins Fox Television as general manager of company's Mexico City office.

**Judy Coppage**, director of development, Paramount Television, Hollywood, named VP-program development, Hanna-Barbera Productions there.

**Terry Steiner**, account executive, Grey Advertising, New York, named media director for United Artists there.

**Margery Germain**, associate producer of *Not for Women Only*, early morning program on WNBC-TV New York, named producer.

**Michael E. Marcovsky**, VP-program operations, Warner Cable's Qube system in Columbus, Ohio, named VP of newly formed Disney Pay Television of Buena Vista Distribution Co., subsidiary of Walt Disney Productions, Burbank, Calif.

**Richard Brockway**, director of post production, Quinn Martin Productions, Los Angeles, named VP in charge of post production.

**Franklin Thompson**, director of current programs there, named VP in charge of literary affairs.

**Roz Parkman**, director of marketing communications, Trans World Airlines, New York, named director of television marketing for Paulist Productions, Pacific Palisades, Calif.

**Katherine Levitch**, in sales and marketing with Pabst Brewing Co., Milwaukee, appointed marketing director for Pade Productions there.

**Andy Denemark**, program director of WVBR-FM Ithaca, N.Y., named to station relations staff of D.I.R. Broadcasting Corp., New York, radio program production-distribution company.

**Fraser M. Head**, assistant treasurer and director of financial planning and administration, Corporation for Public Broadcasting, Washington, appointed VP-administration, NBC Sports, New York.

**Sheldon Perry**, VP-business affairs, CBS Entertainment, Hollywood, named VP specializing in business affairs for Universal Television, Universal City, Calif. **Ben Halpern**, head of television press department, Universal Television, named VP in charge of publicity, promotion and advertising.

**Jack L. Duff**, from Pittsburgh National Bank, appointed treasurer of TPC Communications there.

**Ron Martzolf**, assistant program manager, WKBW-TV Buffalo, N.Y., named program manager.

**Elden Karl**, program director, WNCI(FM) Columbus, Ohio, appointed director of programming and marketing for Scripps-Howard Broadcasting's radio stations. He will be based at company's WMC-AM-FM Memphis.

**Brooke Sectorsky**, production manager, KTVU(TV) San Francisco (Oakland), appointed assistant program director and coordinator of special projects.

**Harry Nicholson**, in production department of WSTV-TV Steubenville, Ohio, named production director.

**Richard Starr**, executive producer, KDKA-AM-FM Pittsburgh, appointed program manager.

**Gary Martin**, air personality, WINZ-FM Miami, appointed program director.

**Alan C. Swan**, news director and public affairs coordinator, KQXE(FM) Phoenix, named program director.

**John Runfola**, program director, WMVB-AM-FM Millville, N.J., joins WTTM(AM) Trenton, N.J., in same capacity. **Al Mortka**, announcer, WMVB, joins WTTM as music director.

**Glenn W. Summers**, graduate, Southern Illinois University, Carbondale, named program director, WMVB-AM-FM Millville, N.J.

**Jon Sinton**, program director, WIOT(FM) Toledo, Ohio, appointed program director of KDKB-FM Mesa, Ariz.

**David Pegram**, public service and public affairs director, WKDH(AM)-WIVE-FM Ashland, Va., given additional duties as program director.

**Steve Shannon**, from WCOL(AM) Columbus, Ohio, and **Erin Moriarty**, from Teaford & Bernard, law firm there, named co-hosts of *PM Magazine*, WCMH-TV Columbus.

**Ken Moore**, air personality, WOWO(AM) Fort Wayne, Ind., named executive producer.

**John F. Kiernan**, from WJMA-AM-FM Orange, Va., joins WRCV(FM) Mercersburg, Pa., as production director.

**Sam Kouvaris**, graduate, University of Maryland, College Park, joins WCBD-TV Charleston, S.C., as sports director.

**Skip Church**, sports director, WBKO(TV) Bowling Green, Ky., appointed director of sports programming, WBNG-TV Binghamton, N.Y.

**Tony Mason**, football coach, University of Arizona, Tucson, joins KGUN-TV there as sports commentator.

**Gary L. Johnson**, sports director, KXYZ(AM) Houston joins sports staff of KOMO(AM) Seattle.

**Steve Carlson**, director of classical music for WHLD-AM-FM Niagara Falls, N.Y., named announcer-producer, noncommercial KWIT(FM) Sioux City, Iowa.

**William M. Jackson**, executive director and general manager of noncommercial KAKM(TV) Anchorage, named director of development-underwriting for Public Broadcasting Service. **Susan Fergenson**, director of PBS-administered station independence program, named associate director of underwriting. Both will be based in New York.

**Bert Bell**, program director for Wisconsin Educational Communications Board, Madison,

appointed program director for Central Educational Network Chicago.

## News and Public Affairs

**Marc Dulmage**, night news editor, WTTG(TV) Washington, appointed news producer, WMAR-TV Baltimore.

**Peter Leone**, executive producer of his own syndicated news features operation, named executive producer of news, WKBW-TV Buffalo, N.Y.

**Roseanne Colletti**, correspondent and anchor, WNGE(TV) Nashville, joins WCBS-TV New York as correspondent.

**Cindy Martin**, from KAKE-TV Wichita, Kan., joins KPRC-TV Houston as reporter-co-anchor. **Kenneth Swartz**, from WLKY-TV Louisville, Ky., and **Bob Wayne Franklin**, from WRTV(TV) Indianapolis, join KPRC-TV as photographers.

**Penny Mickelbury**, reporter, WHUR-FM Washington, named District of Columbia reporter, WJLA-TV there.

**Mike Rodgers**, assistant news director, KBCI-TV Boise, Idaho, joins WFBC-TV Greenville, S.C., as bureau chief in Anderson, S.C. **Len Rome**, anchor and producer, WSEE(TV) Erie, Pa., joins WFBC-TV as anchor-reporter. **Carol Sadler**, associate producer of program, WCAU-AM-FM Philadelphia, named photographer and air personality for sports team, WFBC-TV.

**Don Lambert**, news director, WLFI-TV Lafayette, Ind., named assignment editor, KTVH(TV) Hutchinson (Wichita), Kan. **Steve Lancaster**, reporter, KAUZ-TV Wichita Falls, Tex., and **Bill Vincent**, reporter, KFDM-TV Beaumont, Tex., join KTVH as reporters-photographers.

**Tom Ellis**, former anchor, WBZ-TV Boston, joins WCVB-TV there as anchor-reporter.

Appointments to *New Jersey Nightly News*, joint project of noncommercial WNET(TV) Newark and New Jersey public television stations: **Sandra King**, senior reporter, named Saturday anchor; **Robert Cohen**, senior producer, named Sunday anchor; **Steven Taylor**, news writer, named weekend producer; **Jim Dick**, reporter-anchor, WTVT(TV) Tampa, Fla., joins *Nightly News* as assignment editor; **Diana London**, associate producer-assignment editor, WNBC-TV New York, named associate producer and *Update* anchor for *Nightly News*, and **Bill Perry**, sports anchor, WCIV(TV) Charleston, S.C., named weekend sports anchor for *Nightly News*.

**Roy Stearns**, news director, KSBW-TV Salinas, Calif., named anchor on 6 p.m. news. **Bill Murphy**, producer and host of weekly magazine program, KIRO-TV Seattle, joins KSBW-TV as anchor on 11 p.m. news.

**Paul McCaye**, executive producer of special projects, KCAU-TV Sioux City, Iowa, named news producer, WYUR(TV) Huntsville, Ala.

**Cheryl Jennings**, news director-anchor-reporter, KIOI-AM-FM San Francisco, named general assignment reporter, KPIX(TV) there.

**Mike Lumpkin**, graduate, University of Tennessee, Knoxville, joins WTV(TV) Chattanooga, as reporter-producer.

**Norman Lumpkin**, reporter, WSFA-TV Montgomery, Ala., named weekend anchor. **Glenda Webb**, anchor, WKAB-TV Montgomery,

joins WSFA-TV as general assignment reporter.

**Tim Chelling**, assistant press secretary, office of mayor, San Diego, appointed editorial director, KCST-TV there.

**Peter D'Onench**, investigative reporter, KAMR-TV Amarillo, Tex., joins WKCT(TV) Miami as general assignment-investigative reporter. **Jose Grinon**, reporter-anchor, WLCY-TV Largo, Fla., joins WKCT as reporter specializing in Latin affairs. **Bruce Breslow**, from WTVR-TV Richmond, Va., joins WKCT as newsfilm reporter.

**Bob Raiford**, communications professor, University of North Carolina, Charlotte, named weekend anchor-producer, WRET-TV Charlotte.

**Robert E. Elliott Jr.**, producer and reporter, WCVB-TV Boston, joins KTVE(TV) Little Rock, Ark., as reporter.

**Jim Roberts**, reporter, WEAN(AM) Providence, R.I., joins WPRI-TV there in same capacity.

**Marsha Walton**, writer and producer, WXYZ-TV Detroit, joins WCMH-TV Columbus, Ohio, as reporter-producer.

**Frank Thompson**, director of information, North Carolina State Department of Human Resources, Raleigh, joins WRDU-TV Durham, N.C., as reporter.

**Chuck Wolf**, associate news director, WOW(AM)-KEXO(FM) Omaha, appointed news director of co-owned KCMO(AM)-KCEZ(FM) Kansas City, Mo. **Virginia Zender**, newscaster-reporter, WOW-KEXO, succeeds Mr. Wolf.

**Eric Marengi**, copy and production director, and public affairs coordinator, WACQ(AM) Boston, named assistant director of news and programing, WEEI-FM there. **Diane Stern** and **Bill Lawrence**, from WITS(AM) Boston, join WEEI-FM as morning co-anchors.

**Mark Russo**, reporter, WTTM(AM) Trenton, N.J., appointed news director.

**Rick Atterberry**, news director, WTAZ(FM) Morton, Ill., named manager of news and operations.

**Ed Swindler**, in news department of WINA(AM)-WQMC(FM) Charlottesville, Va., appointed assistant news director.

**Ron McAllister**, sportscaster, Mutual South-west Radio Network, Dallas, assigned additional duties as newscaster.

**Pamala Newby**, reporter and editor, WTVF(TV) Nashville, joins news staff of WTVR-TV Richmond, Va.

**Bonnie Baker**, news production assistant, WXYZ-TV Detroit, joins WSBT-AM-TV and co-owned WWJ(FM) South Bend, Ind., as general assignment reporter.

**Thomas E. Skillng**, meteorologist, WITI-TV Milwaukee, joins WGN-AM-TV Chicago in same capacity.

**Dallas Raines**, chief meteorologist, WBRZ(TV) Baton Rouge, joins WDSU-TV New Orleans in same capacity.

**Melanie Hastings**, reporter, WOAY-TV Oak Hill, W.Va., joins WTAJ-TV Altoona, Pa., as weather and environmental reporter. **Todd Wissler**, reporter, WILM(AM) Wilmington, Del., joins WTAJ-TV in same capacity.

**Dave Browne**, information officer, California Employment Development Department, Fresno, named farm editor and noon co-

anchor, KMJ-TV Fresno.

**James Richard Oliver**, graduate, Southern Illinois University, Carbondale, joins WSAZ-TV Huntington, W.Va., as reporter.

**Don Smith**, from KENS-TV San Antonio, joins Galveston, Tex., bureau of KHOU-TV Houston as news photographer.

**Mark Zewalk**, news cinematographer, WBBH-TV Fort Myers, Fla., named photographer-reporter, WFLA-TV Tampa, Fla.

**Rick Xaver**, from WNDU-TV South Bend, Ind., named news photographer, WTVN-TV Columbus, Ohio.

**Kevin Kendall**, photographer-reporter, WOIT-TV Ames, Iowa, named news photographer, WHBF-TV Rock Island, Ill.

**Carolyn Murdock**, from WLYN(FM) Boston, joins WRKO(AM) there as traffic reporter. **Ed Walsh**, part-time on news staff, WRKO, named morning news anchor.

**Dick Goddard**, meteorologist, WJKW-TV Cleveland, joins WGAR(AM) there in same capacity.

**Roger La Plante**, from WSMW-TV Worcester, Mass., named meteorologist, WFTQ(AM) there.

**David Larson**, reporter, WFMY-TV Greensboro, N.C., named associate producer of public affairs unit, noncommercial KCTS-TV Seattle.

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## Cable

**James L. Tomlin**, sales manager, Teleprompter Cable TV, St. Petersburg, Fla., named general manager.

**Jerry Marnell**, chief technician of Suffolk Cablevision, Central Islip, N.Y., named VP of technical operations.

**Betty J. Smith**, executive secretary to Storer Cable TV's Eastern region VP, Jim Hall, Sarasota, Fla., appointed assistant system manager.

**William Siegler**, freelance producer, joins Home Box Office, New York, as staff producer. **Steven Mark**, from William Morris Agency, New York, joins HBO as director of business affairs for sports and special programing.

**Donna Monturo**, graduate, Fashion Institute of Technology, joins UA-Columbia Cablevision, Oakland, N.J., as graphic arts designer.

**Gerald L. Bahr**, chief engineer, and **Gary G. Weik**, director of customer service and marketing, Mission Cable TV, San Diego, elected VP's.

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## Equipment & Engineering

**Jim A. Summers**, VP-marketing, Consolidated Video Systems, Sunnyvale, Calif., named general manager.

**James Cason**, from Voice of America, Washington, named chief engineer, WFLA-TV Raleigh, N.C.

**Joseph B. Hudson**, from technical and maintenance staff, KTHV(TV) Little Rock, Ark., appointed maintenance supervisor.

**Richard T. Sanford**, sales engineer, Telemeasurements, Clifton, N.J., appointed

Eastern regional sales manager of Conrac Division of Conrac Corp., Covina, Calif.

**Ronald B. Stewart**, assistant director of engineering, telecommunications center, Ohio State University, Columbus, joins noncommercial KUAT-AM-FM-TV Tucson, Ariz., licensed to University of Arizona, as assistant director of engineering.

**Todd Nagahisa**, assistant general manager, industrial sales division, Panasonic, Secaucus, N.J., appointed assistant general manager of corporate technical liaison division.

**Michael Hartt**, Philips Broadcast Equipment Corp., mid-Atlantic regional sales manager based in Washington, named Southwest regional sales manager, based in Los Angeles. **Lester J. Hunt**, regional manager for broadcast sales, Memorex, Santa Clara, Calif., succeeds Mr. Hartt. **Jefferey Clarine**, Southeast regional sales manager for Philips, based in Atlanta, named north central regional sales manager, based in Minneapolis.

**Pamela M. Arnest**, Chicago marketing representative, Bell & Howell video division, named sales representative for Columbia Pictures Videocassette services division there.

**Harold W. Baily**, former VP for international development, Applied Magnetics Corp., joins Cetec Broadcast Group's Carpinteria, Calif., facility as marketing director for television transmitting antennas.

**Arthur Epstein**, supervisor of facilities scheduling, NBC-TV, New York, named sales representative, Vidtronics, Hollywood.

**Robert Curwin**, regional manager, Cohu Inc., San Diego, joins NEC America's broadcast equipment division, Bedford, Mass., office, as Eastern regional sales manager. **Ray Koerner**, marketing specialist, Harris Corp., Quincy, Ill., joins NEC, Elk Grove, Ill., as sales engineer. **Lewis Wigal**, director of engineering, Roscor Inc., joins NEC in Elk Grove as customer service engineer.

**N. (Bud) Schneider**, product manager, Commercial Electronics Inc., Mountain View, Calif., appointed director of marketing.

**Lee L. Caput**, Southwestern sales manager, Telemet, Dallas, appointed Southern regional sales manager for Lenco Inc., electronics division, headquartered in Dallas.

**Richard W. Ortner**, production manager, CBS, Chicago, joins Studio Lighting Inc. there as executive VP and general manager.

**Mike Birdsill**, chief engineer, KFVV(AM) Arroyo Grande, Calif., joins Moseley Associates, Goleta, Calif., as order service coordinator.

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## Allied Fields

**Allen Levy**, national publicity manager, A&M Records, Los Angeles, appointed West Coast director of publicity, Hollywood, American Society of Composers, Authors and Publishers. **Rusty Jones**, president of Memphis State University School of Law Nashville Alumni chapter, named director of public relations for Nashville office of ASCAP.

**Chuck Halteman**, regional representative, Chicago, Broadcast Music Inc., takes early retirement after 18 years with company.

**Jeffrey Neal Goldberg**, sales representative



for RCA Global Communications, Washington, named associate membership coordinator for National Association of Broadcasters there.

**Charles W. Redmond**, from WLHN(FM) Anderson, Ind., joins Arbitron Radio's Midwest office in Chicago as sales-service representative.

**Marcus Cohn**, attorney with Washington law firm of Cohn & Marks, named vice chairman of American Bar Association's Science & Technology section, one of 18 sections of ABA, and one which includes communications matters. Mr. Cohn will remain active on communications committee, of which he once was chairman.

**Andy Eiseman**, from Xerox Corp., Los Angeles, named VP of Daniels & Associates brokerage division, Denver.

**Donald Russell**, from National Bank of North America, New York, joins Communications Equity Associates, Tampa, Fla., brokerage and financial services firm.

**Raymond J. Klemmer**, VP-planning for CBS Inc. (1967-1971), named VP, Heidrick and Struggles, New York, executive search consultants.

**Jeff Filmer**, assistant to VP-marketing, Ameri-

can Subscription Television of California, Beverly Hills, appointed director of sales.

**Lincoln Furber**, associate professor of communication, American University, Washington, named acting dean of School of Communication there. He succeeds **Robert Blanchard**, who becomes director of School of Journalism, Penn State, University Park, Pa.

**Tom Sharpe**, newscaster, WBAG-FM Burlington, N.C., joins Northwestern University, Evanston, Ill., department of university relations, broadcast and audio-visual media staff.

**Richard Forney**, news director, WGNV(AM) WFMN(FM) Newburgh, N.Y., joins faculty, department of telecommunications, Mercer County (N.J.) Community College, Trenton. **Sally Nagy**, from television department of University of Bridgeport, Conn., joins Mercer as studio manager.

## Deaths

**Isolene Corbett**, 51, retired assistant and secretary to retired FCC Commissioner Robert T. Bartley, died Aug. 13, in Tryon, N.C., after stroke. She retired in 1972. Survivors include her mother, six brothers and three sisters.

**W.W. (Bill) Chaplin**, 83, reporter who covered World War II and White House during 16 years with NBC, died Aug. 18 at his home in Bradenton, Fla. Mr. Chaplin served at one time as president of Overseas Press Club. He retired 10 years ago as commentator for WBRD(AM) Bradenton. Survivors include three daughters, one son and brother.

**Lloyd Perrin**, 56, KNX-AM-FM Los Angeles newscaster, died Aug. 19 at his home in North Hollywood. He had worked for other Los Angeles radio stations including KFIC(AM), KMPC(AM) and KGIL-AM-FM before joining KNX in 1963. Survivors include his wife, Ruth, one son and one daughter.

**Robert W. Faulkner**, 36, VP-general manager of Central Dynamics Corp., Palatine, Ill., died Aug. 13 at Northwest hospital there after short illness. Survivors include his wife, Marty, and two sons.

**David L. Graham**, 42, director of engineering, for Maryland Public Broadcasting, Owings Mills, Md., died Aug. 9 in plane crash in Westminster, Md. Mr. Graham had been with center for nine years. Survivors include his wife, Patricia, one daughter and three sons.

# For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Aug. 14 through Aug. 18.

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.

count executive at WIOD(AM)-WAIA(FM) Miami. Ann. Aug. 6.

■ **Flemingsburg, Ky.**—Flemingsburg Broadcasting seeks 1060 khz, 1 kw-D. Address: 1138 Main St., Jackson, Ky. 41339. Estimated construction cost \$72,060; first-year operating cost \$38,000; revenue \$85,000. Format: C&W. Principals: equally owned by Mountain Broadcasting Services and Intermountain Broadcasting. Mountain owns WKIC(AM)-WSGS(FM) Hazard, Ky. and is principally owned by Ernest Sparkman, president. Intermountain owns WEKG(AM)-WJSN(FM) [CP] Jackson, Ky. and is equally owned by James M. Hay and A. Dale Bryant. Ann. Aug. 10.

■ **Hilton Head Island, S.C.**—Hilton Head Media seeks 1130 khz, 1 kw-D. Address: 1712 Eye St. N.W., Washington, D.C. 20006. Estimated construction cost \$75,471; first-year operating cost \$121,500; revenue \$100,

000. Format: undetermined. Principals: E. Justin Love, M.D. (95%) and Larry D. Venes (5%). Dr. Love is practicing physician in Washington. Mr. Benes has applied for new station in Muncie, Ind.; owns 3% of applicant for new station in Henderson, Nev. Ann. Aug. 10.

## FM applications

■ **Grants, N.M.**—Grants Broadcasting Co. seeks 95.3 mhz, 3 kw, HAAT 298 ft. Address: P.O. Box 1620, Farmington, N.M. 87401. Estimated construction cost \$94,391; first-year operating cost \$146,847; revenue \$73,000. Format: C&W. Principals: John R. Castis and his wife, Connie (14.6% each), D. Kent Anderson, his brother-in-law Robert L. Clarke and Mr. Clarke's father-in-law Eugene Talbert (16.7% each), Richard E. Oppenheimer (16.7%) and Herbert A. Phelan (4.2%).

## New Stations

### AM applications

■ **Daphne, Ala.**—MBB Inc. seeks 960 khz, 5kw-D. Address: 328 Greenwood Circle, City Beach, Fla. 32407. Principals: owned by David F. Camp, president, and 16 others, all of Alabama. Mr. Camp is currently chief engineer at WGNE(AM) Panama City Beach, Fla. Part owner Steven Riggs has 24% interest in applicant for new FM at Chickasaw, Ala. and is engineer at WGOK(AM)-WALA(FM) Mobile, Ala. No others have broadcast interests. Ann. Aug. 10.

■ **Miami, Fla.**—Central Broadcasting Inc. seeks 990 khz, 5 kw-U. Address: 3271 NW 182nd St., Miami 33055. Estimated construction cost \$279,500; first-year operating cost \$500,000; revenue \$800,000. Format: R&B/black. Principals: Willie H. Taylor (51%), DeWitte B. Ingraham (40%) and Harold Martin (9%). Mr. Taylor owns Miami restaurants and service station. Mr. Ingraham is vice president and general manager at WEDR(AM)-WMBM(FM) Miami, Mr. Martin is ac-

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Mr. and Mrs. Castis own 35% of KIVA-TV Farmington. Mr. Anderson owns 20% of KIVA-TV, is equal partner in KIXL-AM Austin, Tex. with Messrs. Clarke and Oppenheimer. Mr. Talbert owns 20% of KIVA-TV and Mr. Phelan owns 5%. Ann. Aug. 10.

■ Auburn, N.Y.—Booker T. Washington Community Center seeks 90.7 mhz., .01 kw, HAAT 65 ft. Address: 24 Chapman Ave., Auburn 13021. Estimated construction cost \$200; first-year operating cost \$600; Format: variety. Applicant is nonprofit corporation for community development; Merritt Fletcher, executive director. Ann. Aug. 10.

■ Rusk, Tex.—E.H. Whitehead seeks 97.7 mhz, 1.38 kw, HAAT 423 ft. Address: P.O. Box 475, Rusk. Estimated construction cost \$18,000; first-year operating cost \$10,000; revenue none. Format: C&W. Principal: Mr. Whitehead owns KTLU-AM Rusk. Ann. Aug. 10.

## TV applications

■ Valdosta, Ga.—Peachtree Telecasting Inc. seeks ch. 44; ERP 559 kw vis., 55 kw aur., HAAT 839 ft.; ant. height above ground 919 ft. Address: P.O. Box 729, Valdosta 31601. Estimated construction cost \$596,000; first-year operating cost \$262,800; revenue \$236,000. Legal counsel Fletcher, Heald et al., Washington; consulting engineer John Mullaney. Principals: F. Francis D'Addario, Jerome Kurtz and Ivey Communications (27% each) and Sharon Kay Van Polen (9%) and Willie Rayford (10%). Mr. D'Addario has banking, real estate and construction interests in Connecticut. Mr. Kurtz is vice president and part owner of Vidtronic Co., Los Angeles. Ivey Communications is owned by J.D. Ivey and David Antoniaki. It is part owner of WOCA-TV Ocala, Fla. Mr. Antoniaki is principal of ZBTV(TV) Tortola, British Virgin Islands. Ms. Van Polen owns broadcast tower installation service in Oxford, Ga. Mr. Rayford owns retail clothing stores in Valdosta. Ann. Aug. 9.

■ Somerset, Ky.—TV-8 Inc. seeks ch. 16; ERP 390 kw vis., 69 kw aur., HAAT 413 ft.; ant. height above ground 368 ft. Address: 310 W. Columbia St., Somerset 42501. Estimated construction cost \$276,000; first-year operating cost \$180,000; revenue \$325,000. Consulting engineer J.A. Cunningham. Principals: James A. Brown, James D. and Janice Crase, Albert McQuire, J.M. and Ann M. Mize and Charles Coldiron. Mr. Brown is 25% owner of WTLO(AM) Somerset, as are three other directors of TV-8 (no stock ownership). None of other stockholders have other broadcast interests. TV-8 operates closed-circuit TV in Somerset. Ann. Aug. 9.

■ Las Vegas—Channel 21 Corp. seeks ch. 21; ERP 295 kw vis., 29.5 kw aur., HAAT 1,200 ft.; ant. height above ground 117 ft. Address: 3212 Wyan Rd., Suite 17, Las Vegas 89102. Estimated construction cost \$607,235; first-year operating cost \$569,000; revenue \$221,000. Legal counsel Schwartz & Woods, Washington; consulting engineer Jules & Cohen. Principals: equally owned by George Hoffman and John J. Newgard, who own Optimedia Systems and Vitel Inc., Clifton, N.J. video system design firm and program distribution firm, respectively. Neither has other broadcast interests. Ann. July 10.

■ San Antonio, Tex.—Lee Enterprises Inc. seeks ch. 29; ERP 5,000 kw vis., 500 kw aur., HAAT 1,500 ft.; ant. height above ground 1,460 ft. Address: 103 E. Second St., Davenport, Iowa. Estimated construction cost \$4,590,000 first-year operating cost \$1,438,000; revenue none. Legal counsel Pierson, Ball and Dowd, Washington; consulting engineer Steel, Andrus & Adair. Applicant is publicly traded group owner of one AM, one FM and five TV's. Ann. July 10.

## FM grants

■ Herkimer, N.Y.—Broadcast Bureau granted WALY Enterprises Inc. 92.7 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 511, Herkimer 133350. Estimated construction cost \$28,100; first-year operating cost \$5,205; revenue not relied on. Format: MOR. Principals: Robert E. and Frances L. Kassi (50%) and Charles A. Rosen (50%). Mr. and Mrs. Kassi own 50% of WALY(AM) Herkimer, where Mr. Rosen is vice president and director. Action Aug. 1.

■ Coos Bay, Ore.—Broadcast Bureau granted Intercontinental Ministries Inc. 98.3 mhz., .438 kw, HAAT 607 ft. P.O. address: 3000 Market Street, N.E., Salem, Ore. Estimated construction cost \$9,025; first-year operating cost \$40,000; revenue \$25,000. Format: religious. Principal: Applicant is non-profit, non-stock corporation, Gary E. Randall, president. Action July 13.

■ Portland, Tex.—Broadcast Bureau granted Media Properties 105.5 mhz, 3 kw, HAAT 300 ft. P.O. address: 1918 E. Elizabeth, Brownville, Tex. 78520. Estimated construction cost \$83,680; first-year operating cost \$72,000; revenue \$75,000. Format: MOR. Principals: Paul G. Veal (37%), G. E. Roney (37%) and Ron Whitlock (25%). Mr. Veal has interest in KDUV(FM) Brownsville, Tex., and has real estate interests. Mr. Roney also has interest in KDUV, and Mr. Whitlock is general manager of that station. Action Aug. 8.

## FM licenses

■ KEMB Emmetsburg, Iowa—Palo Alto Broadcasting Co. granted license covering new station: ERP: 3 kw (H&V); ant. height 300 ft. (H&V). Action Aug. 4.

■ \*WKVR-FM Huntingdon, Pa.—Juniata College granted license covering new station. Action Aug. 17.

## Other actions

■ Victorville, Calif.—Returned as unacceptable for filing application by Key City Broadcasting for new FM. Action Aug. 2.

■ Solvang, Calif.—Returned as unacceptable for filing application by Santa Ynez Broadcasting Co. for new AM on 1550 khz. Action Aug. 1.

■ Omaha, Neb.—Dismissed applications by Viking Omaha Inc. for CP's for new AM and FM. Action Aug. 4.

■ Buffalo, N.Y.—Returned as unacceptable for filing application by State University of New York for CP for new noncommercial educational (10 watt) FM. Action Aug. 4.

■ Somerset, Pa.—Returned as unacceptable for filing application for CP for new AM on 1190 khz. Action Aug. 1.

■ Milwaukee, Wis.—Returned as unacceptable for filing application by Milwaukee School of Engineering for CP for new noncommercial educational (10 watt) FM. Action Aug. 4.

## Ownership Changes

### Applications

■ WSIZ(AM) Ocilla, Ga. (AM: 1380 khz—Seeks assignment of license from Oliva Broadcasting Co. to Gralean Broadcasting Co. for \$205,000. Seller: owned by George Oliva and immediate family, who own WPAX(AM) Thomasville, Ga. and have sold, subject to FCC approval, WAKA(AM) Gainesville, Fla. and own 80% of WERE(AM)-WGCL(FM) Cleveland. Buyer: owned by James A. (AI) Graham (75%) and O. M. McLean (25%). Mr. Graham is general manager of WUFE(AM) Baxley, Ga. Mr. McLean is practicing dentist in Baxley. Ann. Aug. 14.

■ KBCL(AM) Shreveport, La. (AM: 1220 khz, 250 w-D)—Seeks assignment of license from Good Music Inc. to Results Unlimited for \$127,000. Seller: owned by 16 individuals, none with other broadcast interests. Dr. Bendel Johnson is president. Buyer: David W. Moore and Jean H. Fore (35% each), Larry K. Ryan (25%) and Patsy B. Alban (5%). Mr. Moore has real estate development interests in Shreveport, and owns 1.3% of seller. Mr. Fore owns banks and insurance firms there. Mr. Ryan is general manager at KBCL. Ms. Alban is real estate salesperson for Mr. Moore. None has other broadcast interests. Ann. Aug. 14.

■ WDXL-AM-FM Lexington, Tenn. (AM: 1490 khz, 1 kw-D, 250 W-N; FM: 99.3 mhz, 3 kw)—Seeks transfer of control of Lexington owned by L. T. Hay (35%), Mr. Enochs (15%), Dan Davies (25%), Guy B. Amis (15%) and Mrs. Hay (10%). Mr. Enochs will be sole stockholder after transfer. He has no other broadcast interest currently but owned, until 1976, KLPL(AM)-KBED(FM) Lake Providence, La. Ann. Aug. 14.

### Grants

■ KERB(AM) Kermit, Tex. (AM: 600 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of KERB Broadcasting Inc. from Floyd Shelton (60% before; none after) to Ken Welsh (40% before; 100%

after). Consideration: \$130,000. Principals: Mr. Shelton is selling his interest in station to Mr. Welsh, vice president and general manager of station for last 10 years. Action Aug. 14.

■ WKVT-AM-FM Brattleboro, Vt. (AM: 1490 khz, 1 kw-D, 250w-N; FM: 92.7 mhz, 4 kw, CP)—Broadcast Bureau granted assignment of license from Radio Brattleboro Inc. to Webster Broadcast Group Inc. for \$300,000. Seller: owned (100%) by David E. Parnigoni who also owns WCNX(AM) Middletown, Conn. Buyer: Owned by Donald V. Webster, owner of Vermont hair-cutting franchise; David M. Boardman, Vermont realtor and insurance company owner; Robert M. Foley, realtor; Stratton H. Lines, restaurant owner; Walter F. Meyer, toy manufacturer, David B. Starkpole, attorney; Alan F. Sylvester and his brother Harlan, attorneys. Each owns 11.1%, two others own 5.56%. None has other broadcast interests. Action Aug. 14.

## Facilities Changes

### AM applications

■ WWCN Brazil, Ind.—Seeks CP to install new ant. and make changes in transmission line. Ann. Aug. 16.

■ KARR Great Falls, Mont.—Seeks CP to change TL; make changes in ant. system (increase height). Ann. Aug. 16.

■ WFBZ Minocqua, Wis.—Seeks mod. of CP to change theoretical efficiency from 183 mv/m to 193 mv/m. Ann. Aug. 16.

### FM applications

■ WJOE Athens, Ala.—Seeks mod. of CP to change TL; make changes in ant. system (increase height); change HAAT: 759 ft. (H&V). Ann. Aug. 11.

■ Unassigned (92.7 mhz), Galesburg, Ill.—Seeks mod. of CP to change TL and SL; change type trans.

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and ant.; make changes in ant. system (increase height); change TPO; ERP: 1.95kw (H&V) and HAAT: 371 ft. (H&V). Ann. Aug. 18.

■ **WJAG-FM Norfolk, Neb.**—Seeks CP to change type trans. and ant., change ant. system (increase height) ERP: 100kw (H&V) HAAT: 521 ft. (H&V) also install new aux. trans. (former main trans.).

#### AM actions

■ **KFIA Carmichael, Calif.**—Returned as unacceptable for filing application to change facilities of new AM. Action Aug. 1.

■ **KNCO Grass Valley, Calif.**—Granted mod. of CP to redescribe SL; remote control permitted. Action Aug. 3.

■ **KSDO San Diego, Calif.**—Granted mod. of CP for extension of completion date to January 2, 1979, for changes. Action Aug. 3.

■ **WITY Danville, Ill.**—Granted CP to replace expired permit for changes. Action Aug. 3.

■ **WAXU Georgetown, Ky.**—Granted CP to replace expired permit. Action Aug. 3.

■ **KVOL Lafayette, La.**—Granted mod. of license covering operation of trans. by remote control. Action Aug. 4.

■ **KMRC Morgan City La.**—Granted mod. of license covering change in SL. Action Aug. 3.

■ **WFGI Fitchburg, Mass.**—Granted mod. of license covering operation of trans. by remote control. Action Aug. 4.

■ **WHET Waltham, Mass.**—Granted mod. of license covering change in SL; remote control permitted. Action Aug. 4.

■ **WPGR Port Gibson, Miss.**—Granted CP to replace expired permit for new station. Action Aug. 3.

#### FM actions

■ **Labelle, Fla., Labelle Broadcasting, Inc.**—Granted mod. of CP to change SL; remote control permitted. Action Aug. 3.

## 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	4,589
Commercial FM	2,976	1	69	3,047	120	3,166
Educational FM	920	0	36	959	74	1,030
<b>Total Radio</b>	<b>8,391</b>	<b>5</b>	<b>131</b>	<b>8,532</b>	<b>237</b>	<b>8,764</b>
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
<b>Total TV</b>	<b>967</b>	<b>4</b>	<b>15</b>	<b>986</b>	<b>63</b>	<b>1,049</b>
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

■ **\*WVVS Valdosta, Ga.**—Granted CP to replace expired permit for changes. Action Aug. 3.

■ **KKAI Kailua, Hawaii**—Granted mod. of CP for extension of completion date to Dec. 1 for new station. Action Aug. 3.

■ **\*WLUW Chicago**—Granted CP to replace expired permit for new station. Action Aug. 30.

■ **WCKW La Place, La.**—Granted mod. of CP for extension of completion date to January 28, 1979, for changes. Action Aug. 3.

■ **WDCS Portland, Me.**—Granted CP to replace expired permit. Action Aug. 3.

■ **\*KIEA Ethete, Wyo.**—Granted CP to replace expired permit for new station. Action Aug. 4.

casters Inc. [KTXS-TV]) **Renewal proceeding:** (Doc. 21283)—ALJ Frederic J. Coufal set certain procedural dates and scheduled hearing for Oct. 31. Action Aug. 4.

#### Actions

■ **KIQO(FM) Atascadero, Calif.**—Granted CP to change ant. site; denied petition to deny filed by Century Broadcasting Co. (KVEC(FM)). Action July 31.

■ **Los Angeles**—FCC renewal licenses of KNBC-TV, as individual and on behalf of hearing impaired, to deny renewals on grounds that stations did not ascertain needs of deaf community or meet programming needs of hearing impaired population. Action Aug. 8.

■ **KVOF-TV San Francisco**—FCC denied complaint by Council on Religion and the Homosexual Inc. which contended that KVOF-TV violated fairness doctrine in coverage of homosexual rights. Action Aug. 8.

■ **\*WBDG(FM) Marion county, Ind.**—FCC granted application by Metropolitan School District of Wayne Township to change ant. site and increase power to 4 kw; denied objections by McGraw-Hill Broadcasting Inc. (WRTV(TV) Indianapolis). Action July 31.

■ **Cleveland, Tenn.**—ALJ James F. Tierney, in summary decision, granted application by Bradley Enterprises Inc. for new FM on 98.3 mhz; dismissed competing application by Thomason Broadcasting Inc. (WBAC(AM) Cleveland). Action Aug. 14.

■ **WFFA(AM)-KZEW(FM) Dallas**—FCC granted renewal of licenses, denied competing applications by Maxwell Broadcasting Corp. for new AM and FM there. Action July 27.

#### Petition to deny

■ **Appleton, Wis.**—George L. Brooks field petition to deny assignment of license of WAPL-AM-FM. Received Aug. 9.

## Complaints

■ Total of 3,066 complaints was received by FCC in June, decrease of 336 from May. Other comments and inquiries for June totaled 1,577, decrease of 464 from previous month.

## Rulemaking

#### Petitions

■ **Vinita, Okla.**—David Leon Boyd and William E. Davis seek amendment FM table of assignments to assign ch. 240 A to Vinita (RM-3176). Ann. Aug. 14.

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## In Contest

#### Designated for hearing

■ **Selma, Ala.** (Central Alabama Broadcasters Inc. [WSLA-TV]) TV proceeding: (BC Doc. 78-238)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ Reuben Lozner to serve as presiding judge; scheduled prehearing conference for Sept. 27 and hearing for Nov. 9. Action Aug. 14.

■ **Natick, Mass.** (Home Service Broadcasting Corp. [WGTR(AM)]) AM proceeding: (BC Doc. 78-213)—Chief ALJ Naumowicz designated ALJ Walter C. Miller to serve as presiding judge; scheduled prehearing conference for Sept. 26 and hearing for Nov. 8. Action Aug. 14.

■ **Altoona, Pa.** (Blair County Broadcasters Inc. [WVAM-AM-FM]) **Renewal proceeding:** (BC Doc. 78-254-5)—FCC designated renewals for hearing to determine if licensee engaged in fraudulent billing practices. Action Aug. 8.

■ **Portsmouth, Norfolk, Va.** (Tidewater Radio Show Inc. [WPCE(AM)] and Willis Broadcasting Corp. [WOWI-FM]) **Renewal proceeding:** (Doc. 21278-9)—Acting Chief ALJ David I. Kraushaar designated ALJ Frederic J. Coufal to serve as presiding judge. Action Aug. 14.

■ **Salem, Va.** (Blue Ribbon Broadcasting Inc. [WBLU(AM)]) **Revocation proceeding:** (Doc. 21280)—Acting Chief ALJ Kraushaar designated ALJ Frederic J. Coufal to serve as presiding judge. Action Aug. 14.

#### Procedural rulings

■ **Kalamazoo and Portange, Mich.** (WHW Enterprises Inc.) **FM proceeding:** (Doc. 21374-7)—ALJ James K. Cullen Jr. scheduled hearing conference for Aug. 9. Action Aug. 8.

■ **Lubbock, Tex.** (Grayson Enterprises Inc. [KLBK-TV, KMOM-TV, KWAB-TV]) and Texas Key Broad-

- Decatur, Ill.—Town and Country Broadcasting seeks amendment FM table of assignments to assign ch. 257A to Decatur (RM-3177). Ann. Aug. 14.
- Greenville, Ohio—Lewell Broadcasting Inc. (WRK-FM) seeks rulemaking to require FCC to show nondiscrimination and neutrality in its policy on minority ownership (RM-3178). Ann. Aug. 14.
- Broken Bow, Okla.—Chris Daniel seeks amendment FM table of assignments to assign ch. 292A to Broken Bow (RM-3179). Ann. Aug. 14.
- Detroit, Mich.—National Stop ERA Committee and Eagle Forum seeks amendment of primer on ascertainment of community problems for renewal applicants to include ascertainment of representatives of women's groups whose views counter those of "feminist women's liberationist groups." (RM-2956). Ann. Aug. 14.

## Allocations

### Actions

- Seaford, Del.—FCC had deleted noncommercial educational reservation on television ch. 38 at Seaford, Del., and assigned ch. 64 for noncommercial educational use there. Action resulted from petition by John R. Powley (BC Doc. 78-159) Action Aug. 15.
- Las Vegas—FCC assigned 96.3 mhz to Las Vegas as that city's sixth FM assignment. Action resulted from petition by Graham Broadcasting Co. (BC Doc. 78-124). Action Aug. 9.
- Ocean City, N.J.—FCC assigned 98.3 mhz to Ocean City, as its second FM. Action resulted from petition by Daniel B. Bradley, who said he would apply for channel, if assigned (BC Doc. 78-130). Action Aug. 14.
- Amherst, Crozet, Va.—FCC has assigned 107.9 mhz to Amherst, and 102.3 mhz to Crozet, as first FM assignments. Action resulted from petitions by Lee Garlock to assign 99.7 mhz to Crozet, and by Amherst Broadcasting Associates (Doc. 20954). Action Aug. 10.
- Whitehall, Wis.—FCC assigned 102.3 mhz to Whitehall as its first FM channel. Action resulted from petition by Whitehall Broadcasting Co. (Doc. 21369). Action Aug. 14.

### Proposed

- Decatur, Ill.—FCC has proposed assigning 98.3 mhz to Decatur as its third FM. Action was in response to proposal by Decatur Christian Radio. (BC Doc. 78-256). Comments due Oct. 9, replies Oct. 30. Action Aug. 9.
- Lake Placid, Tupper Lake, N.Y.—FCC has proposed assigning 102.3 mhz to Tupper Lake and 95.3 mhz to Lake Placid as first FM assignments, and substituting 101.7 mhz to Saranac Lake, in response to petition by DeHart Broadcasting Corp. (BC Doc. 74-257). Comments due Oct. 9, replies Oct. 30. Action Aug. 9.
- Ripley, W.Va.—FCC has proposed assigning 98.3 mhz to Ripley as its first FM assignment. Action was in response to petition by Clavin E. Dailey Jr., who said he would apply for channel, if assigned. (BC Doc. 78-249). Comments due Oct. 3, replies Oct. 22. Action Aug. 4.

## Cable

### Applications

- The following operators of CATV systems have requested certificates of compliance:
- Dynamic Cablevision, for Dade, Fla. (CAC-13303); changes.
- Point View TV Cable, for Ravenswood, W. Va. (CAC-13304); commence operation.
- Newchannels, for Lee, N.Y. (CAC-13305); commence operation.
- Warner Cable of Olean, for Olean, N.Y. (CAC-13343); changes.
- US Cablevision, for East Fishkill, La Grange, Poughkeepsie, Wappingers Falls and Wappinger, N.Y. (CAC-13367); changes.

- Community Antenna, for Scotland, Maxton, East Laurinburg, Laurinburg and Robeson, N.C. (CAC-13372-6); changes.
- Purcell-Lexington Cable TV, for Purcell and Lexington, Okla. (CAC-13377,8); changes.
- Better TV, for Hyde Park, N.Y. (CAC-13379); changes.
- Cablevision of Lumberton, for Lumberton, N.C. (CAC-13380); changes.
- Cable TV of Okla., for Eufaula, and Checotah, Okla. (CAC-13380,1); changes.
- Dublin Associates, for Pulaski and Dublin, Va. (CAC-13383-5); changes.
- Canadian Cablevision, for Canadian, Tex. (CAC-13386); changes.
- Kilgore Cable Television, for Kilgore, Tex. (CAC-13387); changes.
- Laurel Cablevision, for Torrington, Litchfield, Watertown and Thomaston, Conn. (CAC-13388-91); changes.
- Nashville TV Cable, for Nashville, Ark. (CAC-13392); changes.
- Cable Systems, for Haddonfield and Somerdale, N.J. (CAC-13393,4); commence operation.
- Huntington TV Cable, for Huntington, Northport and Huntington Bay, N.Y. (CAC-13395-7); changes.
- Wyoming Televents, for Gillette, and Campbell, Wyo. (CAC-13398,9); changes.
- Mid-Hudson Cablevision, for Catskill, Athens, Hudson and Greenport, N.Y. (CAC-13400-5); changes.
- Van Buren TV Cable, for Van Buren, Me. (CAC-13406); changes.
- Greer Associates, for Greer, S.C. (CAC-13407); changes.
- Bend TV Cable, for Bend, Ore. (CAC-13408); changes.
- Public Cable, for Falmouth, Me. (CAC-13409); commence operation.
- Twin Cities Cable, for Fulton and South Fulton, Tenn. (CAC-13410,1); changes.
- Fort Dodge Community Cablevision, for Fort Dodge, Iowa (CAC-13412); changes.
- Webster City Community Cablevision, for Webster City, Iowa (CAC-13413); changes.
- Cablecom Walton, for Walton, N.Y. (CAC-13414,5); changes.
- WKBC Cablevision, for North Wilkesboro, Wilkesboro and Wilkes, N.C. (CAC-13416-8); changes.
- Brownfield Cable TV, for Brownfield, Tex. (CAC-13419); changes.
- Levelland Cable TV, for Levelland, Tex. (CAC-13420); changes.
- Littlefield Cablevision, for Littlefield, Tex. (CAC-13421); changes.
- TV Cable, for Bellefontaine, Ohio (CAC-13422); changes.
- Piedmont CATV Associates, for Blacksburg, S.C. (CAC-13423); changes.
- General Electric Cablevision, for Forrest, Miss. (CAC-13424); changes.
- Bettervision System, for Shinnston, W. Va. (CAC-13425); changes.
- Telecable, for Greentown, Ind. (CAC-13426); commence operation.
- International Cable, for Tonawanda, N.Y. (CAC-13427); commence operation.
- Cablecom-General, for Ponca City, Okla. (CAC-13428); existing operation.
- Asbury and James TV Cable, for Rand, Malden and Georges Creek; Miami, Sharon, Ronda, Ohley, Giles, Eskdale and Dawes, W. Va. (CAC-13429-38); changes and existing operations, respectively.
- Metropolitan Cablevision, for Speedway, Lawrence and Beech Grove, Ind. (CAC-13454-6); changes.
- Warner Cable, for Kosciusko and Winona Lake, Ind. (CAC-13457,8); changes.
- Asbury and James TV Cable, for Decota, Wevaco, Quarrier, Nabob, Laing, Leewood, Hershaw, Eskdale, Cheylan, Chesapeake, Marmet, Witcher, Belle, West Belle, Quincy, Holly Lawn, Dry Branch, Dupont City,

## Call letters

### Applications

Call	Sought by
<b>New FM's</b>	
WNDI-FM	WKQV Inc., Sullivan, Ind.
WELF	Jack F. Sieber, Presque Isle, Maine
*WWRC	Rider College, Lawrenceville, N.J.
*WFSE	Edinboro State College, Pa.
KFKX	West Central Investment, Gregory, S.D.
<b>New TV</b>	
WUFH	Malrite TV, Rochester, N.Y.
<b>Existing AM's</b>	
KESE	KMBY Monterey, Calif.
KIDO	KMMA Boise, Idaho
KMZK	KRXV Fort Worth, Tex.
WCJL	WLOT Marinette, Wis.
WEGS	WRKR Racine, Wis.
<b>Existing FM's</b>	
KKGO	KBCA Los Angeles
WYLY	WHLY Leesburg, Fla.
WSGL	WNXC Naples, Fla.
WSOX-FM	WOCB-FM West Yarmouth, Mass.
WFFX	WMLW Grand Rapids, Mich.
KIQY	KOMS Lebanon, Ore.
WKVS	WEFF Germantown, Tenn.
<b>Existing TV</b>	
KPWR-TV	KJTV Bakersfield, Calif.

### Grants

Call	Assigned to
<b>New AM</b>	
KHHA	Hughes Hanners, Carlsbad, N.M.
<b>New FM's</b>	
*WTOH	Spring Hill College, Mobile, Ala.
KSRA-FM	Dale J. Smith, Salmon, Idaho
WGMM	Gladwin Broadcasting, Gladwin, Mich.
*KJAB	Macalester College, St. Paul, Minn.
WWYN	Meridith C. Johnston, Carthage, Miss.
*WJSL	Houghton College, Houghton, N.Y.
KREK	Big Chief Broadcasting, Bristow, Okla.
KHLB-FM	William E. Hobbs, Burnet, Tex.
KLMF-FM	Algie A. Felder, Fabens, Tex.
<b>Existing AM's</b>	
WPIP	WLOD Pompano Beach, Fla.
WOCB	WSOX West Yarmouth, Mass.
<b>Existing FM's</b>	
WDJX	WHBM Xenia, Ohio
KCFX	KWHP Edmond, Okla.
WSKZ	WYNQ Chattanooga, Tenn.
<b>Existing TV's</b>	
WMAU	KMVI-TV Wailuku, Hawaii
WNNE-TV	WNNE Hanover, N.H.

- Cabin Greek and Diamond, all West Virginia (CAC-13459-78); changes.
- Dynamic Cablevision, for Hialeah, Fla. (CAC-13479); changes.
- Tele-media of Addil, for New Manchester and New Cumberland, W. Va. (CAC-13480,1); changes.
- Nelsonville TV Cable, for Jacksonville, Trimble, Gouster, Nelsonville and Buchtel, Ohio (CAC-13482-6); changes.
- Asbury and James TV Cable, for Port Amherst, Tad, Rensford, Elk Two Mile, Valley Grove, Point Lick, Coal Fork, Rutledge Road, Hunter Road, Belcher Road and Beasley Hollow, all W. Va. (CAC-13487-98).

# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Managers Needed** for expanding Small Market group. Send resume to Lee Buck, 214 Churchhill Place, Franklin, TN 37064.

**Opening for general manager** in the state of Ohio for a small market AM/FM station. Salary commensurate with experience with profit incentives. Send detailed resume to Box K-71.

**Station Manager** for University-owned 30,000 watt FM station. Primary responsibilities include: supervision of daily operation; management of 6 full-time professional staff plus student staff; preparation of annual budget; fulfillment of the teaching role of the station as well as the responsibilities as a National Public Radio affiliate and an F.C.C. licensee. Salary range is \$13,500-15,000-commensurate with experience. Requirements include: B.A. degree from accredited institution; 3 years experience in broadcasting; 2 years experience in responsible administrative position; Third Class endorsed F.C.C. license. Send resume, recommendations, etc. to: Dr. Alan Mikels, Department of Communication Arts, University of the Pacific, Stockton CA 95211. An affirmative action employer. Application deadline, September 15, 1978.

**Wanted: Manager** for new 3Kw FM station in New York State. Must be heavily sales oriented. Hire out now and set up operation. Income geared to sales production. All replies confidential. Box K-112.

**General Manager**—young, aggressive individual wants GM and partner-no investment Tremendous opportunity, must be self-starter and willing to make sacrifices. EOE. Box K-138.

**Operations Director** needed by one of Northern California's top beautiful music stations. Must have mature voice and copywriting experience and ability to motivate others. Send detailed resume and audition tape to: Gordon Zlot, KZST, Box 2755, Santa Rosa, CA 95405. EOE.

### HELP WANTED SALES

**Sell at a professional** Iowa station. Arbitron No. One. Box J-40.

**Attention Midwest**—Florida calling. All News AM with FM seeks experienced, proven Sales Manager and Salesmen or Women. If you can do it and can prove it ... We'll pay. Call Mr. Paxson 813-734-9495.

**Need Salesperson** for professional station dynamic growth area. Good account list and lots of room to grow. Contact Ray Stephens, KGAK Radio, Gallup, NM 505-863-4444.

**Help! Winters Coming;** Sales Manager and sales persons. Experienced only for 5KW AM, 3KW FM, S/W. Floridas fastest growing market. Contact J. L. Norman, G.M. 813-334-7238.

**Wanted Sales Manager.** Medium Market Radio Station. Send resume to WAPE, P.O. Box 486, Orange Park, FL 32073. Equal Opportunity Employer.

**Northern California** market of 150,000 needs an experienced idea minded sales person for 10,000 watt AM. Assume solid billing list. We are a total community radio station. Box K-114.

**Outstanding Midwest** modern country station seeking salesperson. Excellent fringe benefits and potential. EOE. Send resume, financial requirements, and inquiries to Box K-135.

**Consultant seeking** applicants for general and sales manager positions for small, medium and large market radio stations in West. Strictist confidence. Your name will not be released to anyone without your prior consent. Send resume, personal letter and salary requirements to Box K-154.

**KARV—One of America's** Top Small Market stations ... wants to hire a solid salesperson. Contact Kermit Womack-GM.

**WTTS/WGTC Needs** Experienced radio sales person to take over and expand active list of accounts. Liberal commission. Contact Charlotte Webb, WTTS/WGTC, 535 South Walnut Street, Bloomington, IN 47401. Phone 812-332-3366. An Equal Opportunity Employer.

**Exciting Opportunity** with new group to sell top rated stations in Southwest market of 40,000 at national recreation area. Potential for management role with expansion. Choice account list with big \$ earnings. Send resume to 'BBC', Box 167, Albert Lea, MN 56007 or call 507-377-1866.

### HELP WANTED ANNOUNCERS

**Mid-Day At Southeastern** Medium Market. Modern Country. Good production a must. Top-notch operation with dollars for the right person. Send resume and references today! Box K-52.

**Personality-Morning Drive** announcer. Adult Contemporary/Community involved approach. One of the Gulf South's finest radio stations. Send air-check and resume to: Bob Lima/Operations Director, WVMI Box 4606 Biloxi, MS 39533. EOE.

**Growing Kentucky Chain** has several Announcer/Production openings. Different shifts, formats, duties. Good advancement potential. Also need pro sales person. Call Jim Casto, 606-432-8103.

**Super Station.** We're the number one station in New England's most attractive living area. Modern studios, new equipment, rock format. We need an evening jock who wants to be the best. Experienced pros only. Immediate opening. Box K-93.

**Immediate opening** ... afternoon drive personality. Midwest medium market. Possible PD slot. Send tape, resume, and salary requirements to WITY, Box 142, Danville, IL 61832. Equal opportunity employer.

**News/talk station** needs experienced talk show personality. Also needs professional news person with creativity and hustle. Immediate openings. Contact Kris Thomas, WWEE Radio, 6080 Mt. Moriah Rd., Ext., Memphis, TN 38138.

**Beautiful music station,** in Chicago, seeks a warm, resonant voice plus third class license. Send resume to Box K-120.

**Need Mature Announcer** with above average talent for commercial production. Air shift talent secondary. If you're looking for that final position to raise a family or desiring a step up the ladder this is it. If you are good or think you are, send resume to Box K-130. An Equal Opportunity Employer.

**Southcentral Lower Michigan** Medium Market Top 40 station is accepting resumes for possible opening on all night shift. Some news experience is necessary for FM Automation. Good beginners position with starting pay at \$130. Box K-139.

**5,000 watt Michigan** station is seeking a newsman/announcer with sports interest and play by play ability. Send complete resume and salary requirements to Box K-147.

**Announcer with production** ability needed for Texas Station. Fast growing SMSA market. Great place to live. EOE. Send resume to Box K-151.

**Kentucky—Top 40** announcer. Must be self-starter and interested in making the extra buck. Call Jim Ballard 606-248-5842.

**News Reporter/Producer.** Produce half hour news magazine and 5-minute local newscast Monday through Friday. Produce local reports for NPR. Prefer degree and demonstrated journalistic ability with two years experience. Send resume and audition tapes to: News Search Committee, WGUC, 110 Emery Hall, University of Cincinnati, OH 45221. EEO.

**Eastern NC Fulltimer** seeks three intelligent Adult Personality Communicators for solid gold adult format. One Music Director, One Sports Director. No Rocker. Tapes and resumes to Broadcasting Box 2684, New Bern, NC. A EOE M/F Employer.

**K-102,100,000 Watt FM** needs Afternoon Smoker. Rush tapes and resumes to P.O. Box 2684, New Bern, NC 28560.

**Announcer/Chief Engineer** for central Virginia Non-directional daytime Country Music station. Salary commensurate ability. Send resume, air tape, requirements to Box 8, Crozet, VA 22932.

**Personality Announcer** wanted for WOVV-FM a Rock station. Person must be experienced and have at least a 3rd Class License. Applicants will be judged on their personality, (funny, witty, topical) voice quality, production ability, talent and ability to read with color, enthusiasm and clarity. Send audition tape and resume with starting salary to Randolph Millar, WOVV, Box 3192, Fort Pierce, FL 33450. Equal Opportunity Employer.

**Good salary, paid** insurance, bonus, excellent working conditions with other professionals. Need experienced announcer. Production skills, copy writing, news experience also helpful. Quality owner-operated adult MOR in excellent community. Send tape, resume, salary requirements. Attn: Fred Manahan, WAWK AM-FM, Box 37, Kendallville, IN 46755.

**Wanted ASAP:** Experienced announcer for non-automated Maine adult music station. Air shift, and production. Resume and tape to Don Perry, WPBC (FM), Bangor, ME 04401. 207-947-3371.

**Air Talent needed** immediately for contemporary music evening shift. Competitive Midwest medium market. Personality desire and experience a must ... no beginners please. ARB No. 1. Good bucks. Rush tape and resume to Joe London, Vice President, WMOH, 220 High Street, Hamilton, OH 45011. EOE M/F.

**2 Jocks.** 1 morning. 1 night. Tape & resume to KHUB. Box 669, Fremont, NE 68025. EOE.

**Classical Announcer/Producer** for Public Station near Los Angeles. Salary range \$737 - \$897 mo. plus full benefits. One year full-time, paid, experience required with classical music background. Applications must be postmarked by September 15, 1978. Apply to Winston W. Carl, Personnel Officer, San Bernardino Community College District, 631 So. Mount Vernon Ave., San Bernardino, CA 92410. An equal opportunity affirmative action employer.

**5000 Watt Modern Country.** Beautiful Southern resort city. Looking for personality oriented, bright, tight jock. Capable and interested in advancement. Send tape to KXOW P.O. Box 1739, Hot Springs AR 71901. EOE.

**Adult air personalities** needed at 2 Major market, semi-automated MOR stations. You must have pleasant, non-rock voice, mature delivery. Stable, pleasant, modern working environment made available to those people displaying superior skills. Salary objectives required. Materials to: Scott Henderson, Frank N. Magid Associates, One Research Center, Marion, IA 52302.

**Need two Professional** Communicators for No. 1 MOR station. Strong AM drive personality and warm conversationalist for mid-day. Station has 50 year track record of being region's good neighbor. Part of expanding chain with excellent stability and benefits. Contact Jon Hanson, KGHL, Billings, MT 406-656-1410.

**Love to Ski?** Want to live in Vermont? Combine your interest in skiing with a background in broadcasting or journalism in this unique position with a nationwide radio ski report service. Full-time seasonal (November-April) position. Monthly salary \$700-900 depending on ability and experience. Send resume and demo tape to: Mr. Mill Moore, Phillip Camp Associates, Cox Road, Woodstock, VT 05091.

**Morning Personality** needed for top-rated adult-contemporary station in pleasant college community. Experience and maturity required, as well as production skills and a third endorsed license. Excellent pay and benefits. Send aircheck and resume to WTKO, Box 10, Ithaca, NY 14850 EOE.

## HELP WANTED ANNOUNCERS CONTINUED

**Immediate Opening** for air personality with strong production ability at KGRC-FM, 100kw, Hannibal, MO. Need creative, hardworking person to assist PD with music selection and promotion for Top-40 sound. Minimum two years experience. Call Betsy Bean, 314-221-2221

**Experienced mature** personality for established PM drive slot in medium market. First opening in four years—created by promotion. Please! No drifters. If you're looking for a stepping stone to a larger market, don't apply. We want a communicator who is looking for long-term growth with a growing organization. Excellent salary, benefits. Must be able to communicate effectively to 25-44 adults on air and in production. Equal Opportunity Employer. Tapes and resumes only (no calls accepted) Program Manager, KLMS, P.O. Box 81804, Lincoln, NE 68501.

**Small Market Modern** Country radio station looking for disc jockey with 5 years minimum experience—send tape, resume & salary requirements to P.O. Box 123, Cypress Gardens, FL 33880. An equal opportunity employer.

**Minimum Two Years** experience in Rock. Upper Midwest. Box K-125.

## HELP WANTED TECHNICAL

**Chief Engineer**—Northeast. Group owner needs aggressive chief. Must be a self starter and capable of working without supervision. All benefits. Equal Opportunity Employer. Box K-82.

**Can You Qualify?** You might if you are an experienced, dedicated broadcast engineer desiring to move up to Chief in a top-ten market. Join the fastest growing group in the country. These stations are No. 1 and top-notch engineering is necessary to keep them that way. If you are one of the best and not afraid of hard work, let's talk. Box K-90.

**Transmitter engineer** for AM-FM to replace retiring 40 plus years employee. We require a First Phone, transmitter and Am directional plus FM antenna experience, the ability to maintain and adjust transmission equipment, and the ability to handle some studio maintenance. Resume and references to Don Lange, Chief Engineer, WEBR/WNED-FM, 23 North Street, Buffalo, NY 14202. An equal opportunity employer.

**.1 megawatt FM**, flat to 15K. Needs a persnickety hands-on chief who can stay loose and likes working at nite. Good folks and no phony games at 713-735-2852.

**Chief Engineer** for Directional AM and automated FM in Medium Southern Market. Must be a competitor. Send resume, references, and salary requirements to Box K-133.

**Chief Engineer** or holder of 2nd class ticket who plans to go for first. Strong on maintenance. AM/FM, including sophisticated automated FM. Call or write: William B. Chesson, GM, WSTV/WRKY, 320 Market Street, Steubenville, OH 43942. 614-282-0911. EOE.

**Chief Engineer/Announcer** for central Virginia non-directional daytime Country Music station. Salary commensurate ability. Send resume, air tape, requirements to Box 8, Crozet, Va 22932.

**Chief Engineer** for Montana FM station. Must have experience in high power transmitters, automation, STL, studio equipment. New facilities and excellent working conditions. Good benefits and salary for the right individual. Contact Meyer Broadcasting Company, 1645 Central Ave., Billings, MT 59102. E.E.O.

**Chief Engineer**, AM, Automated FM, studios. Responsible, organized in technical and administration. Contact Morgan Langan, GM, KCAP AM/FM, Helena, MT. E.O.E.

**To a Fellow Chief Engineer:** after a long career I'm going fishing. I want to help find a good replacement for myself at this 5,000 Watt Regional AM Station with a new 100,000 Watt automated FM station to go on the air within weeks. This is a good outfit to work for. For further information call me at KLMR Radio, Lamar, CO, 303-336-2206, Chief Engineer.

**Houston's leading AM/FM** station seeks a studio maintenance engineer who will be solely responsible for maintenance of a number of studios and broadcast equipment. Requirements include a first phone license, at least three years experience in stereo studio maintenance, ability to work alone in making efficient repairs, and a quality conscience attitude for scheduled preventative maintenance. Formal electronics analog and digital training highly desirable. Transmitter experience helpful but not necessary as this position involves studio maintenance only. Usual company benefits plus profit sharing, paid retirement and much more. Contact Chief Engineer, KILT, 500 Lovett Blvd., Houston, TX 77006.

**Chief Engineer**—Eastern PA. Class IV Non-Directional Contemporary AM seeks experienced engineer. Excellent working conditions, salary, benefits. EOE. WRAW, Box 1710, Reading, PA 19603.

## HELP WANTED NEWS

**Fulltime newscaster** for highly respected news department. Good writing skills and good on air delivery a must. Send tape, resume and cover letter to Frank Sesno, WCFR, Box 800, Springfield, VT 05156. E.O.E.

**News Department expanding**, weekend openings for experienced newscasters. Call News Director Fred Hoskins, WCAP, Lowell, MA. 617-454-0404.

**Newscaster** ... Self-starter, who will develop an interest in the community. Good writing and production ability a must. Small Market, but good exposure. 90 miles from NYC. EOE. Box K-129.

**Immediate opening** for newscaster with football play-by-play experience. Moving, aggressive, medium Texas market. EOE. Send resume to Box K-152.

**KARV wants to hire** a qualified News Director. Contact Kermit Womack-GM.

**Newscaster Wanted** for one of America's most attractive, best equipped, best staffed, and most prestigious radio operations. Enjoy highly attractive family lifestyle of East Texas Sunbelt. Must be able to gather, edit, and deliver news, and voice must be authoritative. Send tape, resume, and writing samples to: Dudley Waller, KEBE/KOOI Radio, Jacksonville, TX 75766. Phone 214-586-2527. Equal Opportunity Employer.

**First News Director** opening in nine years. Need experienced professional who can direct growing four-person news department and anchor mornings at one of America's four greatest radio stations. Absolute management commitment and support to news, information, and complete community involvement. Three mobile units with two-way Marti capability, AP, ABC, weather and farm wires, fully equipped newsroom. We want authority and accuracy on the air, heavy use of audio, and ability to creatively direct others. Send edited tape, complete resume, impeccable personal and professional recommendations, written philosophy of news operation and salary requirements to Andy Hilger, President, WJON Radio, St. Cloud, MN, an EOE employer.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**WDEF AM Chattanooga**, Tennessee is looking for a Program Director. Format MOR. Must be experienced and have managerial capabilities. Send resume to Mike Solan, WDEF Radio, 3300 Broad Street, Chattanooga, TN 37402. 615-267-3392. EOE.

**Production, promotion, and news.** New studios for creative person. No air shift. Pay \$9,000 plus. Tape and resume to WOXO/WXIV, Norway, Maine 04268.

**We Need Experienced** Program Director. Must be able to pull top board shift, plan and implement promotions, and administer air staff. Only heavy hitters need apply. WNVY, 2070 North Palafox, Pensacola 32501. EOE.

**OPS Manager, 50,000 watt** stereo FM Radio Station. Supervise professional and student staff, implement policy, operationally in charge. Prefer Master's in R-T or allied discipline, two years professional broadcast experience, especially in public radio. Complete credentials immediately, but no later than Oct. 6, 1978. names of references to Charles T. Lynch, G.M., WSIU Radio, Carbondale, IL 62901. Women and minorities actively encouraged.

**Programmer/production director** needed. We are looking for a professional broadcaster who takes pride in his work. Good pay and benefits, a great place to live, and career opportunities with a young and growing group operation. Send tape and resume to Tom Manley, P.O. Box 1107, Harrisonburg, VA 22801. EOE.

**Experienced Production Person** for top MOR station in Mountain West. Must be able to communicate and entertain. Resume, references, aircheck, and production tape to R. Kincaid, KOTA AM-TV, Box 1760, Rapid City, SD 57709. EOE.

**Eastern N.C.** owner-operated MOR has immediate opening for an experienced, versatile Announcer-Production Manager. Emphasis; production, copy, news, drivetime. Advancement opportunity for mature professional. Send tape and resume to Manager, WCLN, Box 89, Clinton, NC.

**Are you knowledgeable, aggressive, promotion minded, experienced, willing to accept the responsibility of programming** one of the nations great medium market radio stations? If so, contact Ralph E. Hacker, WVLC Radio, Lexington, KY, 606-254-1151.

## SITUATIONS WANTED MANAGEMENT

**General Manager** Top 50 Mkt. only. Records and references at your request. Former idea bank member, R.A.B. background. Box K-22.

**General Manager/Expert** experience in sales, programming, production and personnel. Increased revenue and audience in six months. Exceptional ability. Box K-64.

**Floridian seeking return.** Manager, Sales Manager, Owner. Wants permanent situation, continued development. Box K-68.

**Twenty years experience.** Selling station after doubling gross sales. BS(Management). Management, sales, programming, PBP experience. Creative problem solver. Ethical. Energetic. Highly competitive. Desire GM position. Available immediately. Box K-78.

**Active, experienced owner-general manager** ready for new challenge and opportunity. Strong background in management and sales. Top references. Prefer Colorado, Oregon, Washington or mountain area. Available for interview. Box K-92.

**Profit, Heavy Air Sound**, if that's what you want, that's what I will get for your station. Present station Manager in Communications Business 14 years. Young and ready to move up to Assistant Manager in Medium to Major Market. Box K-98.

**General Manager/General Sales Manager** seeking greater opportunity and challenges. Successfully employed with nearly 20 years experience all phases of station operations. Presently Central California Coast. Interview at my expense. Box K-111.

**"I have the qualifications, the ability, a proven track record & superb references from industry leaders.** A seasoned pro at the age of 45, I am ready to make my fourth & final move to manage a station or a group. Southwest or Southeast preferred. Equity desired. Box K-123."

**GM/GSM radio.** Strengths: Sales, promotion, engineering. Can make your station better. Have personally billed 130k at \$9 spot. Can create sales team, dynamic sales-producing promotions, bring engineering better than reg. Hard-worker, ambitious, late twenties, single. Earning 23.5k. Go anywhere. Call 603-432-5877 evenings.

## SITUATIONS WANTED SALES

**Experienced radio pro**, 1st phone announcer, with some sales wants active account list Ohio, Ind. Box K-13.

**The Only Salesman** you'll ever need can do a one-man sales job in your small market and be responsible for total billing. Interested only in the whole cheesecake, not just crumbs or potential. Many years experience all facets of radio. Idea Bank contributor. Financially sound, no problems, good record. Prefer eastern states, Florida to Pennsylvania. \$18,000 minimum—and worth it. Phone The Wizard at 305-764-2892.

## SITUATIONS WANTED SALES CONTINUED

**25 yrs. Experience**, 15 yrs GM/GMS—I work streets. Small/Medium Market. Active in community and family man. \$18,000 plus incentives minimum. Call 601—437-8540 after 6 PM.

**Sales Manager** looking for small to medium market station with low billing, seeking 50-100% increase. Will sell and lead sales staff with proven system. 217—345-7742.

## SITUATIONS WANTED ANNOUNCERS

**1st Phone DJ** with strong Major Market sound. Contact by calling Chase Landers 213—234-2939.

**Cheerful, experienced Announcer**, P-B-P, creative production, tight board, hard work. Ready to move up as Announcer/Sports Director. Prefer East. If you'd like the smilin' voice of Waiter Fowler: 803—383-5303; P.O. Box 1374, Hartsville, SC 29550.

**Stable, five years** at present Midwest small market radio. PD, MD, mornings, and sales. MA in R-TV-F. Looking for challenging medium to major market Radio-TV combination. Attractive, hardworking professional with excellent voice and delivery. Good pay and advancement opportunities a must: Responsible familyman/twenty-eight. Available on 30 days notice. Box K-62.

**Black PD**, 1st phone ticket. 12 yrs. major market experience production. Tape and resume on request. Box K-76.

**The Warmth, The Sparkle**, the excitement of having an announcer who knows what he's doing and does it your way too. Production pro and announcer with ten years experience now qualified for Major Market. Heavy hitting air shift. Just write the following Box Number and you can see for yourself. Box K-79.

**Experienced night personality pro**, 5 yrs., also PM drive, available top 50 market. Contemp-Top 40. 1—413—739-5254.

**Good solid pipes**, three years exp. Two commercial. First phone, tight board. Hard worker, with a true love for radio. Very good knowledge of all types of music. Call 501—968-7843, early AM or after 8 pm.

**Help!** After 240 tapes, I still don't have first break. Write: Rick Richards, 621 Lenox Ave., Miami Beach, FL 33139, or call: 305—672-4890.

**AOR/Progressive Jock** presently working seven days per week between two different stations and still only making \$120.00 seeks better situation. Must be heard to be appreciated. Four years in AOR; BA in Communications. All markets considered. Undoctored aircheck available. Box K-115.

**Ready for a move** to your station. Experienced. Let's talk. Box K-127.

**Bright, Educated**, Career/ Oriented, loves people, sharp broadcast talents, committed to excellence, desires work. Employed. Doug Olson, 1539 South 28 Street, Arlington VA 22206. 703—684-9198.

**Young, Ambitious female**. 3rd Endorsed. Weekend board experience. Experience in traffic and copywriting. West and Southwest States. 501—224-6071 after 6.

**For time and temp.**, give one of these others a break. For something more, let me give you a break. Four years experience - First Phone. Carl Dystland, PO Box 954, Montrose, CA 91020, 213—248-6762.

**D.J. wants to help** small market station in New England, Northern Jersey, Southeast NY. Some experience, 3rd endorsed. Call Keith 414—769-6966 afternoons, evenings.

**Dinkytown Dues**, M.D. Jock A.M. Exper. superlative production and on air flait. Seeking FM Rock slot middle or major city. Holding two degrees and other impressive credentials. D.H. Saultman, 426 7th St. Burlington, CO 80807, 303—346-5255.

**Shafted by my last employer**, 15 years experience hard worker, sincere offer, Randy Gallier—3907 Angol Place, Jacksonville, FL 32210, 904—771-7386.

**4 year pro** seeks greater challenge. Experience as News Director - talk - PBP - DJ - Music Director - production. First Phone. Presently Employed. Will relocate. Call John 602—865-4641.

**Southeast, USA**—live Vet Jock. 4900 Old Mob. Apt 88; Pascagoula, MS.

## SITUATIONS WANTED TECHNICAL

**Experienced chief** with announcing ability, too. Prefer South. Excellent references. Box K-84.

**Chief of dominant station** in a Top 10 market is seeking a position as same or as Director of Engineering for a group. Experience includes: management, high power, DA's, construction, etc. Dedicated individual with good references. West or Southwest is preferred, but all replies considered regardless of size or location. Box K-86.

## SITUATIONS WANTED NEWS

**Sports Director** and "Voice" of Major College's football and basketball/hockey teams. Six years college and high school experience. Currently Sports Director/PBP ECAC Division II/Salesman in NE small market. Contact Peter Cooney 802—388-6077.

**Newscaster/Reporter**, West or Central. Experienced in news, production, copywriting. Intern KBON, WMMM. News Director KUOR. BA Communications. 3rd phone. Douglas Clark, 5 Hyde Ridge, Weston, CT 06883, 203—227-1441.

**All News sounds good**. Ten years radio news experience, can report, write, edit or anchor with skill. Prefer Northeast, am used to good salary with station serious about news. Box K-77.

**Experienced in gathering** and reading news. Good delivery. Prefer medium Southeast market. Box K-83.

**Help me pull the switch** to broadcast news. I've got eight years of award-winning reporting and photo experience on two large daily newspapers, plus some on air work. Strong on courts, sports and offbeat shorts. Box K-94.

**Top Flight Minority** journalist in No. One station in Major Market seeks California radio or TV. Box K-132.

**Experienced**. 14 years Radio-TV. B.A. degree. News director, reporter, talkshow host. Central or South. 12K minimum. Box K-141.

**Experienced, knowledgeable news man**. BA in Journalism. Third phone. Now working. I'm young and enthusiastic. Sportswriting a specialty. Box K-148.

**Talk, Interviewing, News**. 4 years experience Houston, in interview programs and relief talk host. Looking for first regular talk program. Previously syndicated statewide. News experience also. Intelligent, hard worker. Phil, 713—473-4738 or 713—759-0303 mornings.

**Willing to work hard**. UNC Graduate, BA Broadcast Journalism. Stringer experience. Will relocate for first break. For tape and resume contact Charles Freiman, 1404 Hillwood Court, Charlotte, NC 28210. 704—525-1477.

**I Need a Break**. Experienced, B.A. Journalism. Good Pipes. Will relocate. Interested? Rob Baykian, 2771 Northwind; No. 7, East Lansing, MI 48823. 517—351-4151.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Sell More Commercial** time and make more friends, (better known as listeners) over the air with this production pro. 12 years experience in Radio and Television production plus degree can fine tune your station. Strong point is turning stations around and keeping them Number One. Write now at the following Box Number and I will send you a production tape and resume. Management experience in live and automation stations. Box K-70.

**Producer/Director** type desires position, PO. Box 202, Tempe, AZ 85281.

## TELEVISION

### HELP WANTED MANAGEMENT

**Controller** to establish and monitor detailed cost-control systems and simultaneously provide innovative input at top management level of widespread TV and radio group. Demanding but rewarding job with considerable travel involved. Reply Box K-43.

**Promotion Manager**. Top 40 network affiliate in the Sun Belt is looking for a creative individual to manage an aggressive advertising and promotion program. The individual should have a knowledge of marketing and its application to television promotion. A strong production background is necessary. An Equal Opportunity Employer. Send resume to: Box K-97.

**Acquisitions Person**. Privately held broadcasting/CATV company growing at 30% plus rate per year needs person capable of working with president to prospect, analyze, negotiate and finance acquisitions. Strong analytical skills paramount, but must have interpersonal skills to deal with top management and professionals representing sellers of TV stations or CATV's. Compensation to match ability. Potential opportunity to shift to management of acquisition. Replies held in confidence. Write Box K-102.

**Wanted: Program Director** at WOWK-TV, Charleston-Huntington, West Virginia. Heavy local program and commercial production commitments. Total local news commitment. Management skills dealing with union employees requisite. Submit letter, resume and references to: Leo M. MacCourtney, Vice President and General Manager, P.O. Box 13, Huntington, WV 25706.

**Top Level Contact**. President of privately held broadcasting/CATV company whose major responsibility is acquisition desires to develop relationship with prominent industry executive with broad contacts and solid reputation to help in generating leads. Substantial per month retainer plus large bonus for completed transactions plus liberal expense account. Represent company at network and trade meetings. No need to move. Perfect for retired or part time executive. Write Box K-108.

**Executive Coordinator**, Friends of Channel 21, Inc. Grant funded academic specialist at WHA-TV, Madison. Responsible for coordination, direction and development of PTV citizen support group. Major responsibilities include: supervision of Friends' staff; development and coordination of volunteer activities; membership development; liaison with community groups, WHA staff and Friends' Board; fund raising through special projects and local underwriting; and long-range planning. Bachelor's degree required. Applicants should have: minimum of 3 years full time successful experience (5 years preferred) in community/volunteer leadership and program coordination plus demonstrated organizational capability, knowledge and successful experience in management, fiscal and program planning. Oral and written communication skills and proven successful experience in human relationships essential. Demonstrated knowledge and experience in public television citizen support activities and development required. Salary: \$18,000-\$22,000. Completed application deadline: September 6, 1978. Write for application and details: Mr. Dick Hiner, Station Manager, WHA-TV, 821 University Avenue, Madison, WI 53706. An equal opportunity/affirmative action employer.

### HELP WANTED SALES

**National Sales Manager**. For North Central Network Affiliate—strong inventory management and rapid rate growth plus sales development. Experience and salary history to Box K-74.

**New England Growth Opportunity** Establishing a professional sales team in a new single station market. Booming local economy. NBC affiliate. September 15th air date. Excellent potential ... Super life style. Contact: Charlie Webb, General Sales Manager. WNE-TV, Hanover, NH. 1—802—295-7564.

### 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.



## HELP WANTED TECHNICAL CONTINUED

**Maintenance-Operating Engineers** wanted for expanding major market ABC affiliate. Minimum five years experience in television broadcast engineering. Prefer Certified Broadcast Engineer who is well established in maintenance and automated operations. First phone a must. Send resume, references and salary requirement to Box K-95. Equal Opportunity Employer.

**Seattle VHF needs** three maintenance/operations engineers to fill newly established positions. Must have at least two years experience in maintenance and operation of modern studio equipment. First phone required. Join an expanding studio and mobile operation which offers excellent benefits and retirement programs. To receive official application forms contact Cheri Hayes, University of Washington Staff Employment Office 1415 NE 45th, Seattle WA 98105, 206-543-0383. Equal Opportunity Affirmative Action Employer.

**Maintenance Engineer.** Top 25 market network affiliate in sun belt seeks person with minimum 3 years in depth studio maintenance experience. New, aggressive management has already invested 1.5 million in new equipment and is committed to much more. A unique chance to get away from long cold winters and big city hassle yet have the challenge and opportunities of a group-owned major market operation and competitive salaries. Qualified persons should send complete resume to Director of Engineering, WLCY-TV, P.O. Box 14000, St. Petersburg, FL 33733. An Equal Opportunity Employer.

**Videotape Engineers** for quad VTR's, Computer Editors and Color Cameras. Operation and maintenance experience required. Major Midwest Production Facility. Call Lee Short, General Television Network-Detroit, Michigan 313-548-2500 Collect.

**First Phone Control** Room Operator needed immediately. Call 806-383-3321 Robert Hardie, Channel 4, Amarillo, TX.

**Chief Engineer**—Are you an aggressive, goal oriented number two person in an engineering department who is ready to move up but is blocked behind a good chief? Small market, southern net affiliate seeks new leadership and it could be your own show. Background should be heavy in maintenance, editing systems, ENG, color studio production equipment, 1st class FCC license. Salary commensurate with your abilities and experience. A solid growing company with a management commitment to technical excellence. EOE. Box K-113.

**Maintenance engineer** for new mobile van being built by Philadelphia area production facility. Should be familiar with RCA cameras and tape, Grass Valley switching. Start by October 1, 1978. Reply to Director of Engineering c/o Box K-136.

**Chief Engineer**—for network VHF in Southeastern US. Working chief strong in studio maintenance. Will consider present staff level technician who is ready to move up. First phone required. Good salary and benefits. Equal Opportunity Employer. Send resume in confidence to Box K-146.

**TV Studio Engineer** with heavy maintenance experience on quad VTRs and Sony Helical equipment. Minimum 3 yrs. experience, but salary depends on experience. Excellent working conditions with progressive employer in medium Mountain West market. EOE. Send resume, references to Box K-150.

**Maintenance Engineer**—3 years TV maintenance experience including VTR, camera, digital, FCC First Class License required. Contact Dave McKelvey, C.E. WBBH, 3719 Central Ave. Ft. Myers, FL 33901, 813-936-0195 EOE.

**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 Personnel, Long Beach United School District, 701 Locust Ave., Long Beach, CA 90813.

**Religious Production** Company needs maintenance technician for remote truck. Call 312-246-7905 or write Holy Spirit Productions, Inc., 4924 Fair Elms, Western Springs, IL 60558.

**Chief Engineer**—Instructional Television Network, Dallas based closed-circuit network with 10 originating studios and multiple receive sites in monochrome and color. Chief Engineer responsible for system design, operation and maintenance. Equipment includes microwave, studio, site and switching hardware. Supervision of small staff. Experience should include 3-5 years video broadcasting, CCTV or ITFS plus design and development of hardware and management level responsibilities. First class phone plus BSEE degree required. MSEE degree preferred. Salary \$23,000-\$28,000 based on qualifications and experience. Excellent fringe package. Send application and resume to: E. L. Crandell, Executive Vice President, TAGER, P.O. Box 688, Richardson, TX 75080 or call 214-231-7211.

**Technician needed** for installation, operation, and maintenance of production and broadcast equipment for public TV station. Must have 1st class. Salary \$15,788-19,008. Application deadline September 22, 1978. Contact Personnel Commission, Office of the Santa Clara County Superintendent of Schools, 100 Skyport Drive, San Jose, CA 95110, 408-299-3701. EOE/AAA.

**TV Engineer Technician** Previous experience required in operation, repair and maintenance of Television Broadcasting equipment. First Class FCC License required. Apply WEDU-TV, 908 South 20 Street, Tampa 33605 or call 813-248-5751, An equal opportunity employer.

## HELP WANTED NEWS

**Weather conscious sunbelt** dominant VHF wants to upgrade service. Needs weather pro/personality who can do crack reporting in that and related fields. If you can't make those dull statistics mean something, don't apply. Box K-15.

**Investigative Reporter.** Experienced television reporter with proven investigative skills. Ability to identify and develop major stories behind the stories necessary. Must have track record in research, in-depth probing and television presentation with impact. We're an Equal Opportunity Employer in the top five markets. Box K-101.

**TV News Producer.** Must have excellent writing and editing skills, be able to direct people, and organize fast paced, highly visual news shows. Experienced news producers send resume and writing samples to: News Director, WPVI-TV, 4100 City Lane Ave., Philadelphia, PA 19131. We're an Equal Opportunity Employer.

**Southeastern station** seeks strong anchor for 11:00 PM. newscast. Must also serve as reporter/photographer for late news stories. Experience required; journalism degree necessary. Send resume to Box K-117.

**A Progressive AM-FM-TV** operation in the Midwest is seeking a news person for a Reporter-Producer position. Prior experience in Radio and TV news required. Journalism degree preferred. Excellent opportunity for advancement. An equal opportunity employer. Send resume and writing samples to: Box K-119.

**News Editor.** Midwest commercial network station affiliated with major university journalism school seeks experienced newspaper to make assignments and generally supervise newsroom. Includes faculty appointment. MA preferred. Applicants must possess thorough knowledge of all elements of TV news and be able to work well with large, eager young staff. Equal Opportunity Employer. Letter and resume to Box K-140.

**If you are** an experienced, talented anchor/reporter and have a desire to work for a top-flight news operation in the Midwest, let us know. Box K-145.

**Producer-Ancor** to inaugurate early morning half-hour newscast for 7th market news leader. Includes developing Public Affairs and/or farm segments. All-ENG. Experience and degree preferred. Send tape, resume and salary requirements to Tom Butler, ND, WPSD-TV, Box 1197, Paducah, KY 42001.

**Weathercaster**—Major market station offers opportunity for experienced environmental reporter/weather person. Call George Noory at 612-925-3300 or send tape and resume to: 6975 York Avenue South, Minneapolis, MN 55435. EOE.

**Reporter Position:** Experienced general assignments reporter. Minimum 3-5 years experience. Work in capital city atmosphere; familiarity with ENG and film. Hard worker, good writer. Cassette and resume on first contact. Contact Clark Edwards, News Director, WSFA-TV, Montgomery, AL. Equal Opportunity Employer.

**Producer/Writer:** Need quality oriented pro to produce, direct and host minority and public affairs programming. Writing abilities a must. Good organizational and conceptual skills essential. Bachelor's degree in Broadcasting/Journalism/English or related field plus two years' experience preferred or equivalent experience. Salary range: \$11,071-\$15,307. Send tape and resume to WJWJ-TV (an affiliate of S.C. ETV Network), P.O. Box 1165, Beaufort, SC 29902. Equal Opportunity Employer.

**ENG Cameraperson.** Must be strong on editing and live shots, film shooting and editing experience also required. Need someone with hustle and creativity. Contact Bill Applegate, News Director WKBW-TV, Buffalo, NY. An equal opportunity employer.

**Weekend Anchor/Reporter** for VHF ABC affiliate in South Florida. Strong TV news background required. Excellent benefits. Send tape, resume and salary requirement to Personnel Department, WPEC, Fairfield Drive, West Palm Beach, FL 33407. EOE m/f.

**Issues Investigator:** Investigate editorial topics and present in various forms ranging from mini-documentaries, multiple-part series, half-hour documentaries, or 90-second editorials. Must be experienced street-wise with demonstrable track record. Must be familiar with both ENG and film. A capital city market, EOE. Cassette and resume on first letter. Contact Clark Edwards, News Director, WSFA-TV, Montgomery, AL.

**Co-anchor for 6:00 and 11:00** Florida top 40's. Send tape and salary expectations with first letter to Post Office Box 1833, Orlando, FL 32802. Attention News Director. Equal Opportunity Employer.

**TV Weathercaster** for number 1 rated Rocky Mountain TV. Must be experienced and currently on air. Salary commensurate with experience. Send tapes to Program Director, KIFI TV, Idaho Falls, ID 83401 or call 208-523-1171. An EOE Employer.

**Weather:** We are looking for a strong weather personality for our 6 & 11 p.m. 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, WTVD, P.O. Box 2009, Durham, NC 27702. E.O.E.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Announcer and Announcer/Director** wanted: Top 50 VHF in Great Lakes region seeks announcer capable of interviews, weather and general assignments. Directing capabilities desirable but not essential. Experience required. Equal Opportunity Employer. Box K-1.

**TV Writer** needed by international accounting firm for full-time writing of videotape scripts on accounting and business subjects used for professional education. Position requires ability to work with instructional designers, subject matter experts, and inhouse production staff with broadcast-quality equipment. Writer transforms subject matter into well-organized and visually interesting presentation. Minimum of 3 years (or 20-30 full-length TV or film scripts) experience required. We are an Equal Opportunity Employer. Qualified writers only should send resume to Box K-81.

**Production/Promotion Director**—Active manager to schedule and supervise program and commercial production and station promotion. Must be able to plan work for active studio. Only self starter need apply. An Equal Opportunity Employer. Send resume to Box K-121.

**Senior Producer** for WMV5/WMTV and (BPS) Milwaukee Wisconsin. Assume primary responsibility for overseeing production and quality control of local programming. Bachelors degree and five years producing experience. Minimum salary \$19,800.00. Equal Opportunity Employer. Send resume to: Employee Services, Milwaukee Area Technical College, Milwaukee, WI 53203.

## HELP WANTED PROGRAMING PRODUCTION, OTHERS CONTINUED

**Promotion Manager**—Top twenty market opportunity with ABC affiliate for individual with television creative background and station promotion experience. EOE. Send resume to Box K-149.

**Television Production Manager** for WMVS/WMMV (PBS) Milwaukee Wisconsin. Assume primary responsibility for scheduling of production facilities and production support staff. Bachelors degree and four years experience in producing and directing. Minimum salary \$19,800.00. Equal opportunity Employer. Send resume to: Employee Services, Milwaukee Area Technical College, Milwaukee, WI 53203.

**Promotion/Development Director** for public TV station in Southwest. Degree and professional experience in media promotion and/or fund-raising required. Good writing ability essential. \$13,000 up. Resume, references and writing samples by September 15, 1978 to J. Dryden, KRWG-TV, Box 3J, Las Cruces, NM 88003. 505-646-2212. An Equal Opportunity/Affirmative Action Employer.

**Photographer Wanted** at Channel 12 in Augusta, GA. Must be good with ENG and VCR. Send samples of your work along with a resume to News Director, WRDW-TV, Drawer 1212, Augusta, GA 30903. WRDW is an Affirmative Action Equal Opportunity Employer.

**Commercial Writer-Producer** needed for medium market Midwest net affiliate. You furnish the ideas, creativity, writing ability and film and studio know-how—we furnish the full-fax new studio. Rush resume, writing samples and 3/4" video cassette or 2" VTR to: Ken Lotka, Operations Manager, WICD-TV, 250 Country Fair Drive, Champaign, IL 61820. An E.O.E. employer. No. phone calls, please.

**TV Producer-Director.** Net Affiliate in Top 20 Market is looking for a self-starting professional experienced in directing a fast paced, highly visual newscast. Other duties will include production and direction of commercials and Public Affairs programming. Send resume and tape to Guy Hempel, Production Mgr., WTHR-TV, P.O. Box 1313-B, Indianapolis, IN 46206. An Equal Opportunity Affirmative Action Employer. MF.

**Public Information specialist.** Prepare press releases, publications, reports and presentations for headquarters office of six station state network. Assist in preparation of presentations to legislative committees, and in preparation of funding proposed. Assist in planning and implementation of statewide fundraising. Requires: B.A., three years public information in broadcasting, preferably public radio or TV; involvement in fund raising/development activities. Salary: \$12,500-\$14,500. Send applications to: WV Educational Broadcasting Authority, Suite B-424, State Building Six, State Capitol, Charleston, WV 25305. Application deadline: September 15, 1978.

**Vibrant Talk Host/Public Affairs Producer** for top fifty, group owned, ABC Affiliate. Experience required. Excellent interviewer with good on-camera presence and commercial voice. Be prepared to work hard. Submit resume and video cassette to: Leo MacCourtney, VP & GM, WOWK-TV, 625 Fourth Avenue, Huntington, WV 25701. An equal opportunity, affirmative action employer.

**Producer/Director:** October 1 start date. Minimum five years directing experience with heavy emphasis on commercial videotape production, 16mm film, location shooting, remotes. Sample reel must be sent with resume to Tom Scott, WTCN, 441 Boone Avenue, Minneapolis, MN 55427, 612-546-1111. Equal Opportunity Employer.

## SITUATIONS WANTED MANAGEMENT

**Radio Station Manager** doubling as Sales Manager. Formerly TV Anchor. Looking for new opportunity. Billing is \$33,000 per month higher than same month last year. TV ratings highest ever in market. 160,000 metro. Box K-105.

**Profit producing,** sales oriented GM from small market (125-150) seeks stable, growing career opportunity in similar or medium sized market. Exceptional track record, credentials, references. Box K-110.

## SITUATIONS WANTED TECHNICAL

**First Phone Trainee.** Not looking for moon. 600 hours-electronics education. Opportunity primary, salary secondary, Box K-14.

**Engineer (Radio) desires** position in television. Experienced: High-power radio transmitters; video, film, graphics, photography. First Class FCC. Reply: Meg Gaydosik, 5809 Hobart St., Pittsburgh, PA 15217.

**1st Phone Switcher** with limited experience desires Penna. or surrounding states. Salary not as important as working conditions. Box K-137.

## SITUATIONS WANTED NEWS

**Experienced Female TV Reporter,** 28, will relocate, call Lesley 213-476-7853 or wite Box J-86.

**Attractive, Spanish, surnamed** young woman seeking entry level position in broadcast journalism BA. Published writer. Highly articulate, resourceful. Tireless worker. Quick to learn any aspect of broadcast journalism. Relocate anywhere. Virginia Perez. 109 Hungerford Street, Hartford, CT 1-203-524-0794.

**Network Field Producer/Assignment Manager** seeking reporter or producer position on documentary-type program. Top ten public or commercial TV market. Prefer Northeast Box K-63.

**News Director-Anchor.** Dedicated professional. Strong leader. Competent administrator. Excellent ratings. Awards. Degree. 10 years TV experience. Box K-85.

**Reporter-Producer** equally skilled at hardest news and softest features needs new challenge in Northeast. Emphasis on good writing. Ten years experience. Box K-88.

**News Director.** Record of accomplishment in medium market. Background in large market reporting, documentaries, public affairs. Superb credentials. Box J-67.

**Sportscaster who loves sports.** Looking for new challenges. Enthusiastic worker. Can do it all. 6 years experience. Box K-144.

**Experienced Co-Anchor/Sports Director**—currently employed—seeks Medium Market. Extensive journalism credits. Degree, references, credits. Box K-153.

**Need a reporter,** newswriter, cameraman? Serious minded recent graduate with news internship experience at WPVI in Philadelphia seeks first job, willing to relocate. Sal Urbano 215-755-0775.

**News Photographer** three years experience 16 mm: ENG. Seeking news documentary unit. 801-966-1240.

**College grad** with news interest seeks first TV job anywhere in USA. Market size immaterial. Single, 28, BA communications, currently radio jock. Devoted, energetic, willing to learn. Satisfaction guaranteed. Robert Headland, 384 Sixth St., Beaver, PA 15009, 412-775-8862.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Operations/Program Manager** seeks challenge in major market, or station manager in small/medium market. 15 years experience; all phases of TV operations, production, programming, sales, promotion. Radio-TV degree. Box K-9.

**Look no further** if you need a director who does his own switching and can switch in master control. Also experienced in phases of production. Am in late 20's, married, and stable. Box K-69.

**The Not Ready For Top 10 Director:** My talents, creativity, experience and enthusiasm are yours if you can offer new challenges. Box K-122.

**I worked** my way through college with my First. Now ten years later—radio announcing and engineering, on-camera TV production, TV transmitter, air and commercial TD, CMX 340, docutape producer—I shouldn't have taken the easy way in, I want to get out of engineering and into producing. Can do... well! BA and Graduate USC—Cinema and TV. See my tape. Medium and small markets too. Box K-126.

**Hard-worker with B.A.,** 3rd FCC and 2/years CATV production experience seeks Production Assistant or A.D. position. Great attention to detail. Midwest preferred, but will consider all. Box K-143.

## 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 commissions basis. Only "street fighters" need reply: Box H-114.

### HELP WANTED TECHNICAL

**Sales Engineer** For TV Broadcast Equipment wanted for expanding broadcast manufacturers' representative organization. Sales experience calling on TV stations desired, but will consider broadcast engineer wishing to pursue a sales career. Must be aggressive and willing to travel throughout the New England states. Degree helpful. Excellent salary with a fantastic opportunity for the right person. Send resume to Box K-41.

**Expanding Midwest Video Tape Facility** requires a Chief Engineer to fill new position. Experience of 2", CMX computer editing and film to tape an advantage. This is an excellent opportunity to join a company concerned with technical and creative excellence. Send your resume to Box K-128.

**Expanding Midwest Video Facility** requires Bench Technician. Knowledge of 2", film to tape, Sony 2850 and digital editing systems an advantage. Here is an opportunity to join a company concerned with creative and technical excellence. Send your resume to Box K-128.

**Cable technical chief.** Train novices, supervise construction; operate satellite transmission and local originations; order, install and repair active equipment. Premium salary, excellent fringes, growing operation, sunny climate. E.E.O. Write N. Knight, 390 Commonwealth Avenue, Boston, MA 02215.

### HELP WANTED NEWS

**Washington Satellite News Service** seeks reporters and technicians experienced in film and ENG production and editing. We provide foreign and domestic news operations daily with Washington news. Apply to Box K-157.

### 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.

### FOR SALE EQUIPMENT

**5" Air Helix** Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfrs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

**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.

**Several GYR TL-350 Audio/Video Logger Recorders** available. Call 202-686-5896 for details.

**16MM Jamieson Color Processor** Mark IV with Polyethylene Tanks. Good condition, as is where is. Offer, contact Charlie Riley, 808-537-3991.

**IVC 960 1 inch Video Tape Recorder,** W/analog TBC, DOC, \$2500. Mike Lincoln 415-956-5101.

**5KW, AM Transmitter.** Best offer Good condition except needs power transformer. Dick Rudman, KFVB, Los Angeles. 213-462-5392.

**FM Transmitters (used):** 20 KW, 15 KW, 10 KW, 7.5KW, 5 KW, 1KW Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

## FOR SALE EQUIPMENT CONTINUED

**AM Transmitters** (used): 50 KW, 5 KW, 1KW, 250W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

**Beautiful Music Library**—Approx. 1,900 records. Artists ... Mantovani, Glenn Miller, Benny Goodman, Arte Shaw and more. Some irreplaceable. A steal at \$2,700. 817-691-0066.

**Hitachi FP 1010** color camera with saticons. Excellent condition. Includes tripod, head, dolly, case. Box K-131.

**Used 3KW FM Transmitter**, Limiters, Volumaxes, Remote Control and Cart Machines. Call 404-487-9559.

**25 KW FM McMartin** transmitter 2 years old, cheap. M. Cooper, 215-379-6585.

**1 KW AM McMartin** transmitter 2 years old, Like new, M. Cooper, 215-379-6585.

**Norelco PCF-701** (PCP-70) configured for film island application, available for sale in early September. System is in excellent condition and complete with full monitoring package. Also included is a Beston 709 automatic light control system. For further details contact Ira Goldstone, Engineering Supervisor, WCVB-TV, Boston, MA, 617-449-0400.

**Central Dynamics 741** Video Switcher in excellent condition available for immediate sale. Unit includes 10 inputs, 4 busses and a special effects package. For further details contact Ira Goldstone, Engineering Supervisor, WCVB-TV, Boston, MA 617-449-0400.

**RCA PK-701** color camera, 6:1 cable drive zoom lens, accessories. \$1200. 609-227-8007.

**Ampex 440B**, with manual, NAB hubs, \$1300, Gene Wilson, 318-757-4200.

## COMEDY

**"Free" D. J. Catalog!** Comedy, Wild Tracks, Production, FCC Tests, more! Command, Box 26348-B, San Francisco 94126.

**Free sample** of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

**GUARANTEED FUNNIER!** Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

## MISCELLANEOUS

**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.

**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.

**505 Successful** radio shows. Expect something unique. Details free. Worldwide, 3 Sandia, Edison, NJ 08817.

**Mr. GM, Increase Sales!** Will write radio copy that sells. Free air-staff for time sales; improve production! For copy, send sponsors sales info. to: Native New Yorker Copy, P.O. Box 896, Bronx GPO, NY 10451. Min. order: 3 half-min. and/or one-min. ads, \$10.

**Have a client** who needs a jingle? Custom jingles in one week. Philadelphia Music Works, Box 947 Bryn Mawr, Pa. 19010. 215-525-9873.

## INSTRUCTION

**1st class FCC**, 6 wks., \$450 or money back guarantee. VA appvd. Nat'l Inst. Communications, 111488 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.

**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.

**First Class FCC License** in six weeks. Our unique course was designed for its effectiveness by Bill Elkins himself. If you want training second to none, contact Elkins Radio License School, 332 Braniff Tower, P.O. Box 45765, Dallas, TX 75245. 214-352-3242.

## RADIO

### Help Wanted Announcers

### NEED MORNING PERSONALITY

50,000 watt station in San Jose, California is looking for a good morning communicator. KLOK serves 10 counties in the San Francisco Bay Area, is an adult contemporary format, and an equal opportunity employer. Male or female, send nonreturnable tapes and resumes immediately to: Bill Weaver, KLOK Radio, PO Box 21248, San Jose, CA 95151.

### Help Wanted Sales

### V-P SALES \$35K

30 years in business has made us the largest Radio Station, Sales Promotional Co. in North America. Sales Group to be formed needs an effective leader, who can hire, train, manage and out-sell his people. \$35K per year is minimum and the sky is the limit. Group forming for Mich, Ohio & Ind. You will be trained in our successful sales operation. Send resume and references to: John Burroughs, Pres., Universal Publicizers, Inc., 919 N. Michigan Ave., Chicago, IL. 60611.

## SALES

### Tulsa & Little Rock Radio Stations Male & Female

Top earnings available with radio station KWEN, Tulsa and KLAZ, Little Rock for highly motivated account executives. Some knowledge of media and the advertising industry helpful, and successful sales experience essential. Unique opportunity for exceptional candidate to join rapidly expanding communications company and advance into management within one year. Send resume, short and long term goals and salary requirements to: Ron Curtis, KWEN, 1502 S. Boulder, Tulsa, OK 74119. All replies answered promptly. No telephone calls please.

Equal Opportunity Employer

## Help Wanted Sales Continued

### SUCCESS ORIENTED

We need motivated, dedicated, goal/career oriented sales pros. Immediate openings for AM/FM sales manager and 3 account executives. Talk/news/info/sports, adult contemporary, creative, growth stations. Unlimited potential. Top 50 market. Resume required. Call Bruce C. Mayer (402) 556-6700—Omaha, Nebraska.

### Help Wanted Programing, Production, Others

## SUNBELT GROUP BROADCASTER

### needs the following personnel PROGRAM DIRECTOR

for a highly competitive Top 40 Station. You must have PD. experience, carry an Air Shift, and be an administrator.

### PROGRAM DIRECTOR

for Modern Country Station.

### CHIEF ENGINEER

for Directional AM and automated FM. Must be a competitor for the best sound in town.

Send resume, references, and financial requirements first letter to Box K-118. Equal Opportunity Employer.

## Situations Wanted Management

### Broadcasting Executive

Last ten years chief operating officer broadcasting division of major national co. Broad corporate experience. Plus AM FM CATV. Not just interested in desk job will travel sales programing employe benefits union negotiations finance acquisition college BS Administration. Box K-96.

### Broadcasting Professional

A qualified broadcasting professional, now on the air at a top rated station in a top 10 market, wishes to return to management. My experience includes nearly a decade of airwork, programming, production and operations management at many top facilities. The challenge that I would now like to confront is that of a general manager or operations/program manager in a medium to large market. Should my qualifications meet your needs, please reply to Box K-16.

## Situations Wanted Sales

### A Responsible Management Position in Broadcast Equipment Sales Marketing or Engineering.

I offer 20 years experience in sales and engineering ... construction supervision of more than 200 complex radio stations ... an annual \$1-million- plus personal sales volume. If you want a highly versatile, self-motivated person with numerous respected industry contacts and many successful accomplishments, please write. An interview will promptly demonstrate my managerial qualifications. Reply Box K-158.

## Situations Wanted Announcers

### I WANT A JOB!

All around Pro looking for new challenges. Top 40/Contemp. formats. (602) 779-4213.

## Situations Wanted News

### SPORTSCASTER

Indianapolis based sportscaster seeks "on air" reporting or P-B-P slot in medium or major market. Seven-year credits include P-B-P of "Big Ten" College Football and Basketball, lap-by-lap coverage of Indianapolis 500 time trials, award winning documentaries. Aggressive reporter providing actuality feeds and commentary from the N.B.A., W.H.A. and U.S. Women's Open golf tourney. (317) 293-4777.

## Situations Wanted Programing, Production, Others

### MAJOR MARKET

Program Director-Operations Manager seeking bigger opportunity.

Box K-116.

## TELEVISION

### Help Wanted Announcers

#### Booth Announcer With Limited On-Camera Work

Top 20 Market TV Station needs effective Booth Announcer with multivoice talents for commercials, promos, PSAs. Applicants should also have on-camera abilities. Previous experience in similar position required. Salary in low 20's for right person. Send full details, including tape, to:

Libby Stevens  
Personnel Manager  
WMAR-TV  
6400 York Road  
Baltimore, Maryland 21212  
EOE M/F

## TV ON-AIR

Top 10 Group Broadcaster wants the finest on-air people for exciting non-news opportunities.

Send cassette and picture if possible, to: Box 0831TVOA, Suite 1100, 551 Fifth Avenue, New York, NY 10017.

*We are an equal opportunity employer, m/f. Minorities and females especially encouraged.*

## Help Wanted News

# Help Us Get You Discovered.

Have you ever wondered just when it will happen that someone will "discover you"? Perhaps you've been knocking yourself out improving your skills. You've learned your craft well, but still no one has called you to say, "I saw your work. I want to hire you."

Well, maybe you're off in some out-of-the-way place where no one can see you. Or maybe you're on the noon or weekend program, the one scouts don't see.

Why not be discovered? Whether you're a news director, anchorperson, weathercaster, sportscaster or reporter, there's a lot we can do for you.

The station that hires you pays our fee. So there's no reason for you to hesitate calling us. Let us know you're out there. You may be the one a station is looking for right now!

Send your resume and 3/4" videocassette, and you'll hear from us soon.

## *Newspeople, Inc.*

26200 Greenfield, Suite 37, Oak Park, Mich. 48237 • (313) 968-1416.

Affiliated with Reymor & Gersin Associates, Inc.

## Help Wanted Technical

### TV-TECHNICIAN

Television Technician with two years experience, a technical school education and First Phone License Required. Send resume to Jack Hastings, Chief Engineer, WMAR-TV, 6400 York Road, Baltimore, Maryland 21212. E.O.E. M/F.

## Help Wanted Programing, Production, Others

### TV DIRECTOR

For daily talk show. Must have at least 3 yrs. experience in TV directing including experience with integrating live film and tape packages. Send resume to Libby Stevens, WMAR-TV/FM, 6400 York Road, Baltimore, Maryland 21212. E.O.E. M/F.

### VITAL HAS A FUTURE FOR YOU

Dynamic growth opportunities for video engineers with experience in video switching systems. Enjoy Florida living. Work for hi-technology company. Send resume to: Dale Buzan, Vital Industries, Inc., 3700 N.E. 53rd Avenue, Gainesville, Florida 32601.

### ADVERTISING PROMOTION DIRECTOR

Dallas/Fort Worth

11th market network affiliate looking for a talented individual with 3-5 years TV experience to plan, create and place station advertising in a competitive marketplace.

Send resume and samples, no phone calls please, to Blake Byrne, KXAS-TV, Box 1780, Fort Worth, Texas 76101. An Equal Opportunity Employer.

### TECHNICIAN

WCVB-TV seeks a full time permanent technician. Applicants should have proven abilities in more than one of the following areas: audio, video, camera, switching, VTR, ENG, projection and master control. Preference will be given to individuals who have a First Class FCC Radio - Telephone license and some formal electronics education.

If qualified and interested send resume (no telephone calls please) to: Boston Broadcasters, Inc., 5 TV Place, Needham, MA 02192. An Equal Opportunity Employer M/F.

**Help Wanted Programing,  
Production, Others  
Continued**

**TV WRITER**

International accounting firm needs full-time experienced writer to prepare instructional videotape scripts on accounting and business subjects. Minimum experience: 3 years or 20-30 full-length TV or film scripts. Qualified writers only. Send resume to Box K-99. We are an Equal Opportunity Employer.

**PROGRAM DIRECTOR**

For major market, group-owned UHF with special commitment to substantive children's program development and sensitivity for promoting community involvement. Credentials and children's programs desirous. Opportunity to be creative and gutsy while forming station programing identity. Rush complete resume to Box K-155. Equal Opportunity Employer.

**Help Wanted Management**

**TV FINANCIAL  
MANAGEMENT**

Group-owned CBS-TV affiliate seeking a person with an accounting background who is interested in developing a financial management career with our company. Accounting degree and cost-control/business-administration experience are essential, combined with an active interest in broadcasting and a willingness to learn our business.

Send resume and compensation history to:  
Mr. Jerry Gabert  
Vice President, Finance  
Corinthian Broadcasting Corporation  
280 Park Avenue  
New York, N.Y. 10017

An Equal Opportunity Employer  
A Member of the Dun & Bradstreet Group

**Help Wanted Management  
Continued**

**MANAGER**

ESTABLISHED EASTERN  
CABLE TV SYSTEM  
Send Resume To  
Box K-75

**Marketing Director  
WUAB-TV  
Cleveland, Ohio**

One of Americas great independents seeks Marketing Director to manage and create research services, sales promotion pieces, and sales presentations for national and local sales. Top references required. Send resume in strictest confidence, stating qualifications and salary requirements to:

WUAB-TV,  
Department SM  
PO Box 29130  
Cleveland, Ohio 44129

A Gaylord Broadcasting Station  
An Equal Opportunity Employer.

**Situations Wanted News  
Continued**

**NEWS DIRECTOR**

Emmy Award winning senior news producer for Top 5 network affiliate seeks News Director position in medium market. Top references. Let me build and motivate your staff. Box K-124.

**ALLIED FIELDS  
Help Wanted Sales**

**SALESPERSON**

National media buying service looking for aggressive salesperson with minimum of 5 years experience. Must be able to sell concepts, have basic understanding of marketing principles, and knowledge of all media with emphasis on radio/television. Will call on agencies and advertisers - Midwest location - Basic compensation plus commission and expenses. Excellent fringe package, some travel, unlimited earning potential, based on your ability to produce sales. Send resume to: Box K-134.

**Public Notice**

**Notice of Availability of  
Cable Television Franchise  
in the City of Mason,  
Michigan**

The City of Mason, Michigan invites proposals for a cable television franchise. Proposals shall be prepared and submitted in accordance with a "Request for Proposal" available from the undersigned. The City of Mason reserves the right to reject any or all proposals and to waive any informalities. Each written request for proposal information shall be accompanied by the payment of a non-refundable fee of Twenty Five Dollars (\$25.00) made payable to the City of Mason.

All proposals for the franchise shall be in accordance with the provisions of Ordinance no. 99 and any amendments thereto, and the Request for Proposal of the City of Mason, so approved by the Mason Cable Television Commission and shall be submitted on or before Friday, September 22, 1978, 12:00 Noon, Eastern Daylight Savings Time. Any such proposals received will be available for public inspection during normal business hours in the Office of the City Administrator.

**Managers &  
Producers  
TELEVISION**

The top TV group broadcaster  
wants the best for real jobs  
in the first 10 markets.

*We know  
you're out there ...  
now please apply.*

*Box 0832MPT, Suite 1100  
551 Fifth Ave, NYC 10017*

*We are an equal  
opportunity employer, m/f.  
Minorities and females  
especially encouraged.*

**Situations Wanted News**

**EMMY AWARDS  
ANCHORMAN**

- Long-term top ten market success as prime anchor.
- Broad public and print acclaim.
- Strong reporting, writing, production skills.
- Thorough news operations know-how.

An accomplished pro to head-up your newscasts or news department ... a TV journalist with a reputation for savvy, high standards and results.

Box K-107.

**Radio Programing**

**DR. CHARLIE SHEDD SELLS...**

**...IN PRINT.**

More than 3 million copies of his marriage books *Letters to Karen* and *Letters to Philip* have been sold. 40 million more read *Letters to Karen* in *Readers Digest*.

**...IN PERSON.**

He travels 100,000 miles a year to speak, conduct seminars.

**...AND ^Y THE AIR.**

His new radio ...s of one and two minute Marriage Talks is popular with listeners and sponsors, and profitable for stations. Take advantage of our first-month-free start-up offer. Write or call National Communications Associates, Box 142, Brunswick, Ga. 31520. 912/265-1615.



**Radio Programing Continued**



**LUM and ABNER**  
 5 - 15 MINUTE  
 PROGRAMS WEEKLY  
**Program Distributors**  
 410 South Main  
 Jonesboro, Arkansas 72401  
 Phone: 501-972-5884

**Wanted To Buy Stations**

**INVESTOR GROUP**

Looking for participation in new or struggling TV Station that needs working capital or management expertise. All replies confidential. Box K-156.

**For Sale Stations**

Owner/Operator Situations: Florida: Panama City, Jacksonville, Orlando, Western and Central Fla. Others in S.E. From \$225-\$395 Terms.

**REGGIE MARTIN** Media Broker  
 (305) 361-2181  
 731 S. Mashta, Key Biscayne, Fla. 33149

- UHF TV construction permit. Southern Michigan. Covering about 1,000,000. \$350,000 or lower as approved by FCC.
- Fulltimer in Kodiak Alaska covering 150 mile radius. Only commercial station in area. Billing \$10,000 per month on telephone-no salesmen. Low overhead, real estate. \$260,000. Terms.
- Fulltimer. City in Kentucky. Billing \$200,000. 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. Shopping Center population of 40,000. Good real estate. \$270,000. Terms.
- FM with good signal in Georgia city. Good billing. \$500,000.
- 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. Good Terms. Low price.
- N.C. Daytimer. Real estate. Growing market. \$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**



**CHAPMAN ASSOCIATES®**  
 media brokerage service

**STATIONS**

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Stock symbol	Exch.	Closing Wed. Aug. 23	Closing Wed. Aug. 16	Net change in week	% change in week	High	1978 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)		
<b>Programming</b>												
COLUMBIA PICTURES	CPS	N	20	21 3/8	- 1 3/8	-	5.43	22 1/8	7 3/8	4	9,254	185,080
DISNEY	DIS	N	46 1/8	46 1/2	- 3/8	-	.80	47 5/8	32 1/2	17	32,380	1,493,527
FILMWAYS	FWY	N	15 3/8	16	- 5/8	-	3.90	16 3/8	6 7/8	11	4,258	65,466
FOUR STAR			1 1/4	1 1/4				1 1/4	1 1/2	13	666	832
GULF + WESTERN	GW	N	16	15 5/8	+ 3/8	+	2.40	18 3/8	10 1/4	6	48,215	771,440
MCA	MCA	N	59	58	+ 1	+	1.72	59	32	11	18,619	1,098,521
MGM	MGM	N	43 7/8	43 3/4	+ 1/8	+	.28	43 7/8	16	17	14,551	638,425
TRANSAMERICA	TA	N	19	18 1/4	+ 3/4	+	4.10	19	13 1/4	7	66,781	1,268,839
20TH CENTURY-FOX	TF	N	38 3/8	39	- 5/8	-	1.60	39 3/8	10	5	7,907	303,431
VIDEO CORP. OF AMER	V	O	5 1/2	5 3/4	- 1/4	-	4.34	9 3/4	3 1/2	11	988	5,434
WARNER	WCI	N	52 1/8	53	- 7/8	-	1.65	53	25 3/4	10	14,458	753,623
WRATHER	WCO	A	12 5/8	11 5/8	+ 1	+	8.60	13 3/8	4 1/2	32	2,243	28,317
TOTAL									220,320	6,612,935		

### Service

BBDO INC.	BBDO	O	37 3/4	37 3/4				38 3/4	22 1/2	10	2,513	94,865
COMSAT	CO	N	48 3/4	45 3/8	+ 3 3/8	+	7.43	48 3/4	28 3/4	15	10,000	487,500
DOYLE DANE BERNBACH	DOYL	O	29 1/4	29 5/8	- 3/8	-	1.26	29 5/8	16 3/4	8	1,776	51,948
FOOTE CONE & BELDING	FCB	N	22 3/4	23 1/8	- 3/8	-	1.62	23 1/8	14 3/4	8	2,304	52,416
GREY ADVERTISING	GREY	O	32	32				34	16 1/2	5	624	19,968
INTERPUBLIC GROUP	IPG	N	37 1/4	38 1/8	- 7/8	-	2.29	39 1/4	22 1/2	9	2,387	88,915
MCI COMMUNICATIONS	MCIC	O	5	4 7/8	+ 1/8	+	2.56	5	7/8	50	20,159	100,795
MOVIELAB	MOV	A	2 1/2	2 1/2				3	1	15	1,414	3,535
MPO VIDEOTECHNICS	MPV	A	4 7/8	5	- 1/8	-	2.50	65 3/8	4	6	520	2,535
A. C. NIELSEN	NIELB	O	28	28 1/2	- 1/2	-	1.75	28 1/2	18 7/8	13	10,832	303,296
OGILVY & MATHER	OGIL	O	27 3/4	26 1/2	+ 1 1/4	+	4.71	56 1/2	26 1/2	5	3,610	100,177
TPC COMMUNICATIONS	TPCC	O	7 3/8	7 3/8				7 3/8	2 1/4	1	925	6,821
J. WALTER THOMPSON	JWT	N	31 7/8	32 1/2	- 5/8	-	1.92	32 7/8	15 1/8	9	2,649	84,436
WESTERN UNION	WU	N	21 1/8	20 5/8	+ 1/2	+	2.42	21 1/8	15 3/4	9	15,177	320,614
TOTAL									74,890	1,717,821		

### Electronics/Manufacturing

AEL INDUSTRIES	AELBA	O	7 7/8	7 3/4	+ 1/8	+	1.61	9 1/8	2 3/8	8	1,672	13,167
AMPEX	APX	N	16 3/4	16 7/8	- 1/8	-	.74	17 1/4	7 3/8	15	10,928	183,044
ARVIN INDUSTRIES	ARV	N	17 7/8	17 1/2	+ 3/8	+	2.14	22 1/2	14 1/2	4	5,959	106,517
CCA ELECTRONICS*	CCA	O	5/8	5/8				5/8	1/8	3	897	560
CETEC	CEC	A	5 1/4	4 3/8	+ 7/8	+	20.00	5 3/8	1 3/4	13	2,127	11,166
CJHU	CJH	A	4 1/4	3 3/4	+ 1/2	+	13.33	4 1/2	2 1/8	12	1,733	7,365
CONRAC	CAX	N	23 1/2	23 3/4	- 1/4	-	1.05	27 1/4	19 1/4	9	2,030	47,705
EASTMAN KODAK	EASKD	N	65 3/4	67 3/4	- 2	-	2.95	86 3/4	42	15	161,370	10,610,077
FARINON	FARN	J	16 1/2	15	+ 1 1/2	+	10.00	16 1/2	8	17	4,754	78,441
GENERAL ELECTRIC	GE	N	56 1/4	56 1/4				56 5/8	44 1/2	11	184,581	10,382,681
HARRIS CORP.	HRS	N	68 3/4	67 3/8	+ 1 3/8	+	2.04	68 3/4	28	17	12,455	856,281
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	37 3/4	39 1/4	- 1 1/2	-	3.82	41 7/8	20 1/4	19	1,320	49,830
3M	MMM	N	64 3/4	63 3/4	+ 1	+	1.56	64 3/4	43 1/2	17	115,265	7,463,408
MOTOROLA	MOT	N	51 1/4	53	- 1 3/4	-	3.30	56 7/8	34 1/4	14	28,544	1,462,880
N. AMERICAN PHILIPS	NPH	N	32 3/8	30 1/4	+ 2 1/8	+	7.02	36	24 3/4	7	12,033	389,568
OAK INDUSTRIES	OAK	N	29 1/8	31 1/8	- 2	-	5.42	34 1/8	9 5/8	44	1,801	52,454
RCA	RCA	N	32 1/2	32 5/8	- 1/8	-	.38	32 5/8	22 3/4	10	74,817	2,431,552
RUCKWELL INTL.	RCK	N	34 5/8	35	- 3/8	-	1.07	36 3/4	28 1/4	7	33,600	1,163,400
RSC INDUSTRIES	RSC	A	3 1/4	3 1/4				3 1/4	1 5/8	40	2,690	8,742
SCIENTIFIC-ATLANTA	SFA	A	31 7/8	32 3/8	- 1/2	-	1.54	34 1/4	16 3/4	17	2,429	77,424
SONY CORP.	SNE	H	8	8 1/8	- 1/8	-	1.53	10 3/8	7	14	172,500	1,380,000
TEKTRONIX	TEK	N	44 1/8	46 1/4	- 2 1/8	-	4.59	68 1/2	28 1/4	14	17,912	790,367
TELEMATIION	TLMT	O	1 1/4	1 1/2	- 1/4	-	16.66	2 1/4	1/2	2	1,050	1,312
VARIAN ASSOCIATES	VAR	N	18 3/4	19 1/8	- 3/8	-	1.96	21	14 3/4	12	6,838	128,212
WESTINGHOUSE	WX	N	24	24 1/4	- 1/4	-	1.03	24 1/2	16 1/4	8	86,656	2,079,744
ZENITH	ZE	N	17 3/4	18 3/4	- 1	-	5.33	28	11 3/8	23	18,918	334,019
TOTAL									967,960	40,117,020		
GRAND TOTAL									1,873,710	67,903,055		

Standard & Poor's 400 Industrials Average 106.27 115.38 -9.11

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 Horfblower, 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.



## Her own woman: Ellen Straus of WMCA

When her husband, R. Peter Straus, left the presidency of WMCA(AM) New York last fall to head the Voice of America, Ellen Straus moved from vice president of the family-owned station into the top spot. But she's no stand-in. Nobody who knows her has questioned for a moment that she has been running things ever since.

She is not a surrogate and never has been. Born into the Sulzberger publishing family, (the *New York Times*), she has packed her life with activity, doing things she feels need doing. During college she worked at a state insane asylum. Immediately after college she was executive secretary of the New York City League of Women Voters. Then she became assistant director of public information for the Atomic Energy Commission in the Northeast region. She left that job after two years to be assistant campaign manager in former New York Governor Herbert H. Lehman's successful run for the U.S. Senate against John Foster Dulles. She has served in New York's Auxiliary Police, and in the 1950's, when her husband was in Geneva with the International Labor Organization, she was with him as chief foreign correspondent for a group of newspapers in upstate New York. ("The reason I was chief foreign correspondent," she explains, "was that I was their only foreign correspondent.")

One of her proudest accomplishments, however, was her creation in 1963 of Call for Action Inc., in which callers with problems are helped by a telephone staff familiar with city services and knowledgeable about ways of getting around bureaucratic red tape. WMCA's Call for Action program—virtually none of which ever gets on the air, except in promotions to let listeners know where to turn for its help—was said to be the first "help line" in the U.S. Today there are 45 Call for Action radio and TV stations across the U.S., with 2,500 volunteers.

"It's for people with no place to go," Mrs. Straus explains. "The broadcasters are the heroes, because they pay for it."

She is also pleased at the success of "Ask the Expert," which she initiated about three years ago. Through the cooperation of their professional associations, experts in such fields as law, child care and family guidance sit in at the Call for Action phones and assist callers who have specific questions—also off the air. Last fall, Mrs. Straus notes, there was an "Ask the Lawyer Day" on 30 stations across the U.S. on the same evening, and before federal income-tax time this year there was an "Ask Your CPA," also on 30 stations on the same night.



Ellen Louise Sulzberger Straus—president, Straus Communications Inc. (WMCA(AM) New York); b. March 11, 1925, New York; BA, Smith College, 1945; executive secretary, New York City League of Women Voters, 1945-47; assistant director, public information, Northeast region, Atomic Energy Commission, 1947-49; assistant manager, Herbert H. Lehman campaign for Senate, 1949; chief foreign correspondent for group of upstate New York newspapers, Geneva, Switzerland, 1950-54; founded Call for Action, 1963; president and chairman, 1963-1976; vice president, programing and public affairs, Straus Communications, 1971-77; president since September 1977; m. R. Peter Straus, Feb. 6, 1950; children—Diane Straus Tucker, 27; Katie, 25, Jeanne, 21, Rick, 18.

Call for Action may have had its beginnings in her college days when she was working at the insane asylum and saw, as she has said, "voiceless, powerless people being mistreated." But she also traces it to 1963 and the night WMCA won the case it had initiated in the U.S. Supreme Court, the reapportionment case that enunciated the "one man, one vote" rule.

"That night Peter and I had a drink together at 4 o'clock in the morning in a little bar on Third Avenue," Mrs. Straus recalls. "He said that while this was a great victory, let's make our next project one that involves our listeners more. From that, I started Call for Action."

When she took over as president of WMCA last September, Mrs. Straus characteristically immersed herself in the details of station operations. "There's a very big difference between being vice president and being president," she says. "In some ways I'm not sure it isn't more fun to be vice president, because when you're the president the buck really does stop here."

"But," she continues, "we've had a very successful year. No two people can run a business the same way. And, being a

woman, I questioned some things, such as 'housewife time.' Is there such a thing as housewife time any more?"

Mrs. Straus says she's become "very interested in seeking issue advertising," because "I believe that selling hard ideas is equally as important as selling soft goods. Getting issue advertising creates some burdensome responsibilities [in finding and informing those holding contrary views] but I feel it is incumbent on us to seek it out."

She is beginning to find success in this quest. WMCA recently sold a 36-week schedule in which labor leader Victor Gettbaum presents his views, and more recently sold a schedule to the Long Island Gasoline Retailers Association to present its contention that major oil dealers are the ones responsible for keeping gas prices up.

Her first move on the programing side was to hire Barry Farber, a former talk-show host on WOR(AM) New York who had run, unsuccessfully, as the Conservative party candidate for New York mayor last fall. "I thought it extremely important," she explains, "for people of all political opinions to feel comfortable with our telephone-talk format."

"We believe that what New Yorkers have to say is important," Mrs. Straus says. "People are tired of being talked at—two-way communication is important, we are the only telephone talk station in this city. People are convinced that bureaucrats don't have all the answers. It's gradually coming upon us that the people have as many answers as anybody."

As president of WMCA—which she says is the last family-owned station in a major U.S. market—Mrs. Straus is one of the top-ranking women in broadcasting. But she would not have been able to take the job, she says, if the youngest of her four children hadn't been going off to Yale last fall.

"I've been a reasonably old-fashioned mother," she explains. "I've always been working at something, but I was always home by 4 o'clock when the children came home."

When Peter Straus took the Voice job, the family moved to Washington.

"Though we're living in different cities most of the week," she says, "we're still as close as ever. Peter and I are remarkable—married 28 years and I'm still crazy about him, and I think he'd say the same about me."

Besides her weekly commutation, the two talk daily by telephone on her tieline to Washington. Does he tell her how to run the station?

"Absolutely not," she replies. "I don't tell him anything about the station. One reason we work so well together is that we don't try to run each other's business."

## The news about the news

The evolution of local television journalism, as tracked by this publication's annual surveys, has proceeded fitfully but markedly. If progress has at times been disappointing to purists who grew up with more stolid journalistic forms, it has led to standards that can now match those of any other medium and that exceed those of most.

As the survey appearing elsewhere in this issue notes, cosmetics have occasionally been championed over content as television journalists struggled to develop their new craft. The balance is evener now. Appearances still count and always will: The competition for audience will not be won by a shabby set or an anchorman with gravy on his necktie. Neither, however, can an audience be held if nothing happens on the set or in the anchor's head. News is what the audience is after.

As is also noted in this year's survey, news is generating enormous revenue for stations that present it professionally. There could be no more accurate measurement of public acceptance of the television journalism form.

Advertisers go where the audience is and will pay premium rates for an interested audience. Television journalists may take it as a point of professional pride that their work is attracting audiences that can be sold at a profit. In the commercial system unprofitable news is unlikely to be more than token news.

But the best thing to be said of local television journalism in 1978 is that its evolution shows no signs of abating.

## Fast start

As the "Datebook" department of this magazine testifies each week, broadcasters would seem to be in no urgent want of more conventions, workshops, seminars or meetings. A new entry is, however, to be expected annually. The radio programing seminar conducted in Chicago by the National Association of Broadcasters last week turned out to be the first of a kind. It went well enough for NAB officials to begin looking for the dates and sites of the radio programing seminars of 1979 and 1980.

Maybe the NAB has discovered a hitherto unmet need. There has been no dearth of radio programing events, mostly promoted by commercial interests and dominated by the record industry. But the number of programers at the NAB last week and their attentiveness during workshop after workshop suggested a seriousness of purpose that may have been unsatisfied at gatherings where promotion had the upper hand over substance. Future agendas will profit from experience in Chicago last week, but the NAB came out with a generally strong opener.

Inevitably questions will arise over possible conflicts between the new radio seminar of the NAB and the annual convention of the National Radio Broadcasters Association, the next to be held in San Francisco in a few weeks. It is no secret that the idea for the NAB's venture into a radio-only event germinated as the NRBA began drawing large attendance at its meetings. Neither is it a secret that the NAB bureaucracy would sleep better if the NRBA disappeared.

The NRBA shows no signs of disappearing, but the NAB may take considerable comfort in the success of its own radio show last week. In the long run broadcasters themselves will choose the events they think worth attending.

## Good place to begin

As Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, has announced (BROADCASTING, Aug. 14), the next step in the rewrite of the Communications Act of 1934 is a rewrite of the rewrite. That comes as welcome news, indicating as it does that the chairman is statesman enough to suppress his author's pride in the first draft.

Draft Number Two will take some doing, as anyone who has carefully read Draft Number One would recognize. The suggestion here is that Mr. Van Deerlin, who used to be a newspaperman himself, start with his scissors before removing the cover from his Underwood Number Five.

Two snips would remove Section 440 from Mr. Van Deerlin's optimistically entitled Communications Act of 1978 and with it an utterly indefensible restriction on multiple ownerships in broadcasting.

Section 440 would embed in federal law the following limits on group ownership: five television stations of any kind, no more than three of them in the 50 biggest markets, and five radio stations of any kind anywhere. It would also prohibit common ownership of co-located television and radio stations, although there is fuzzy language that seems to suggest that some AM-FM combinations might be possible in undesirable locations. Further, it all but instructs the new Communications Regulatory Commission, which the act would create, to prohibit co-located crossownerships of broadcasting and other media.

There is no standard or even a mention of multiple ownership in the existing Communications Act, the Congress having left such matters to the FCC to regulate in the public interest, whatever that is. The FCC has adopted rules that are arbitrary and founded more on the private prejudices of FCC majorities at the time of adoption than on economic or social evidence, but the FCC's restrictions are at least more generous than the rewrite's.

In any rule that attempts to fix an arithmetical standard for group ownership inequities are inevitable. A quota that attaches equal value to five daytime radio stations in five hamlets and five full-time stations in New York, Chicago, Los Angeles, Philadelphia and Boston is on its face absurd. No law should attempt to be explicit in such standards.

If Mr. Van Deerlin wishes to make a mark, he would write a law prohibiting regulators from imposing group limitations except upon proof of genuine public harm.



Drawn for BROADCASTING by Jack Schmidt

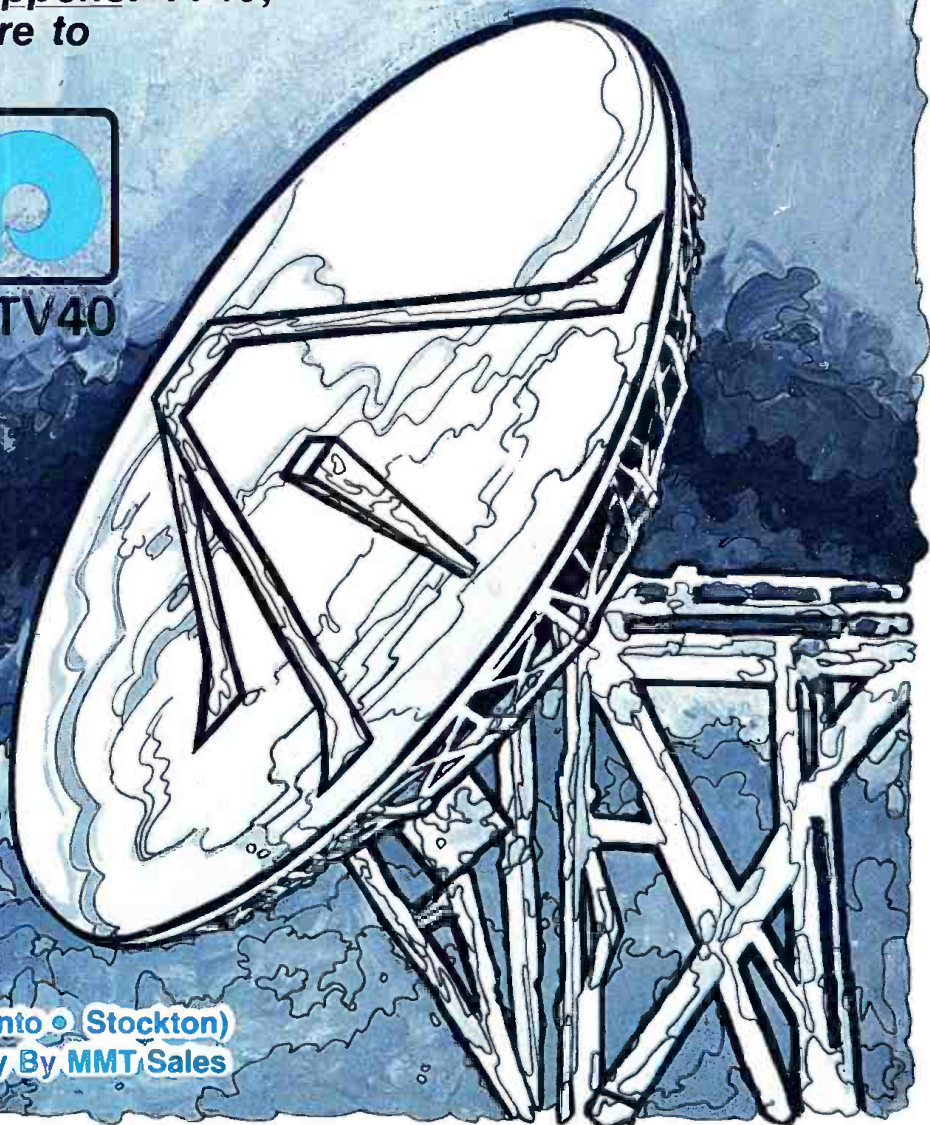
*"And now from Peabody, O'Brien, Zylstra and Klein, attorneys at law at 300 South Main Street, here is Mr. Peabody with today's auto accident roundup."*

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terminals — at any time, for any remote location. Add Verified English Logging. Plug-in a "debug card" for system self-diagnosis.

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You talk to the 7000 in English on a color-coded, mode-clustered keyboard that won't accept mis-programming errors. Your instructions are displayed on a video screen (or several video screens, if you wish). The system answers politely, in English, on the same screen(s). At any time, you can look forward or backward to verify program sequence, or real-time sequence, or to review editing-in-process.

The bottom-most line is that Cetec Schafer System 7000 can handle the toughest and most complex radio broadcast tasks easily and cost-effectively, and with built-in capability to take on tomorrow's added jobs.

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~~OCT 6 1978~~  
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**Cetec Broadcast Group**

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